



# Vilano Beach Community Redevelopment Plan

## Acknowledgements

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## INTRODUCTION

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As requested by the St. Johns County Board of County Commissioners, Finding of Necessity was completed for the Vilano Beach Redevelopment Area in June 2002 by SDI, Inc., a firm specializing in community redevelopment. This comprehensive study examined infrastructure, building deterioration, unsanitary conditions, crime, code violations, vacant lots, abandoned structures, inadequate street layout, economic factors, and other conditions that contribute to slum and blight as defined in the Community Redevelopment Act of 1969, Chapter 163, Part III, *Florida Statutes*.

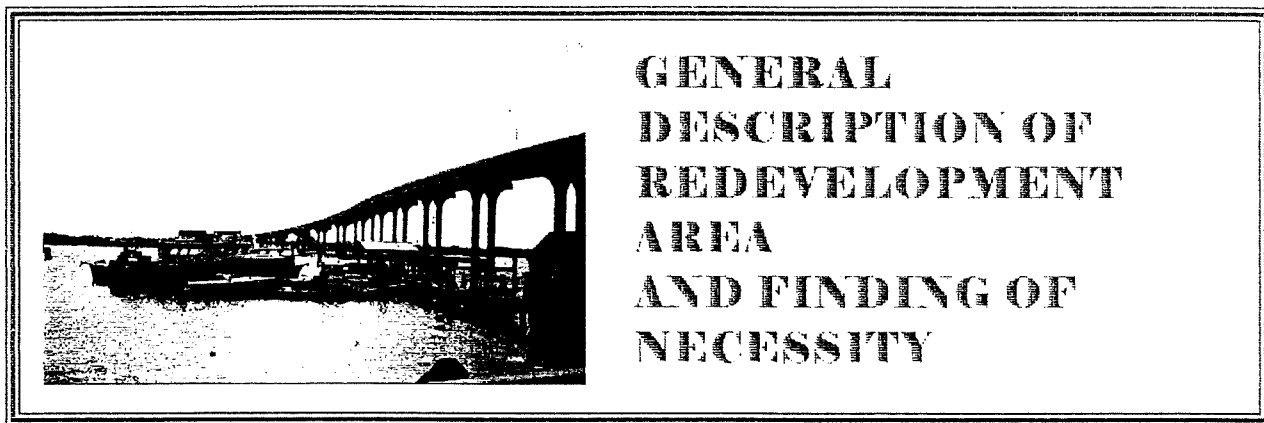
This Community Redevelopment Plan reflects extensive input from the community to create redevelopment programs that address the priorities expressed in public meetings of the Vilano Beach Waterfronts Florida Community Group, North Shores Improvement Association, and other members of the community. Previous planning and visioning reports were researched and incorporated into this Plan. The priorities identified in community meetings were used to create the redevelopment programs in this Plan for the Vilano Beach Community Redevelopment Area.

The programs created for this community will be phased in according to future community input and future revenues available for redevelopment from tax-increment financing, County funding, grants, and other public or private resources. The tax increment mechanism established for this area provides dedicated revenue for up to a thirty-year period. The programs created for the Vilano Beach Community Redevelopment Area have been designed to create and implement redevelopment projects considered by the community to be most essential to revitalization.

Although the primary focus of the Plan addresses infrastructure improvements, the Plan also provides programs that address the elimination of conditions that are indicative of economic decline. It provides for community policing, infrastructure improvements, economic development incentives, and encourages the development of activities which impact the quality of life of the people who live and work in the Vilano Beach neighborhood. Due to the diligence of members of this community and the hard work of County staff, several grants have been secured to begin addressing the improvements necessary for redevelopment. The support of the County and the strong advocacy role of the Agency will be crucial during Phase One (first five years) in order to make redevelopment real. The development and implementation of the redevelopment programs outlined in this Plan must begin as soon as possible to demonstrate to the citizens of the Vilano Beach Community Redevelopment area that their elected officials have listened to their concerns and the promised improvements will become a reality.



## **SECTION ONE**



### **A. GENERAL DESCRIPTION OF REDEVELOPMENT AREA**

The Vilano Beach community is located on a barrier island peninsula area which lies two miles north of St. Augustine on the east side of the Usina Bridge which crosses the Intracoastal Waterway.

The 2000 census indicates that the population in the area from Vilano Beach to the Guana River Preserve has increased approximately 36% since the 1990 census. The Vilano Beach area contains approximately 2,533 permanent residents. Considering the growth rate of the area over the past 10 years, and further a substantial number of vacant developable lots remain in the general area. It is projected that approximately 850 more people will reside in the redevelopment area by 2010. The potential developable area north of the Surfside neighborhood

to the Guana River Preserve could grow at a higher rate because there is substantially more area for development.

Fill in with data from County when received

- ☐ The Vilano Beach CRA area includes approximately        acres of land
- ☐ The CRA includes
- ☐ Approximately        -percent of the total land area is currently vacant.
- ☐ There are numerous unpaved roads within the area.
- ☐ The area has very few sidewalks to accommodate pedestrian traffic.

The Vilano Beach CRA area includes no schools. The Surfside Park and North Shores Community Center and a County-maintained Recreation Area are located within the CRA boundary.

**MAP OF VILANO BEACH  
COMMUNITY REDEVELOPMENT AREA**

Map provided by St. Johns County

**LEGAL DESCRIPTION OF  
VILANO BEACH COMMUNITY REDEVELOPMENT AREA**

**PROPOSED VILANO BEACH CRA**

ALL OF SURFSIDE UNIT A AS RECORDED IN MAP BOOK 4, PAGE 32 OF THE PUBLIC RECORDS OF ST. JOHNS COUNTY, FLORIDA, EXCEPT LOTS 13 THROUGH 25 OF BLOCK E.

**TOGETHER WITH:**

THOSE PARCELS OF LAND BEING BOUNDED ON THE NORTH BY THE NORTH LINE OF GARDNER AVENUE AND ON THE EAST, WEST AND SOUTH BY SURFSIDE UNIT A AS RECORDED IN MAP BOOK 4, PAGE 32 OF THE PUBLIC RECORDS OF ST. JOHNS COUNTY, FLORIDA.

**TOGETHER WITH:**

ALL OF SEASIDE CAPERS SUBDIVISION RECORDED IN MAP BOOK 13, PAGES 109 & 110 OF THE PUBLIC RECORDS OF ST. JOHNS COUNTY, FLORIDA.

**TOGETHER WITH:**

ALL OF VILANO BEACH SUBDIVISION RECORDED IN MAB BOOK 4, PAGE 48 OF THE PUBLIC RECORDS OF ST. JOHNS COUNTY, FLORIDA, EXCEPT THOSE LOTS LOCATED TO THE SOUTH OF FERROL ROAD.

**TOGETHER WITH:**

ALL OF VILANO BEACH AMMENDED SUBDIVISION RECORDED IN MAP BOOK 7, PAGE 10 OF THE PUBLIC RECORDS OF ST. JOHNS COUNTY, FLORIDA.

**Legal description provided by St. Johns County**

**ST. JOHNS COUNTY LAND USE MAP FOR VILANO BEACH  
COMMUNITY REDEVELOPMENT AREA**

Map provided by St. Johns County



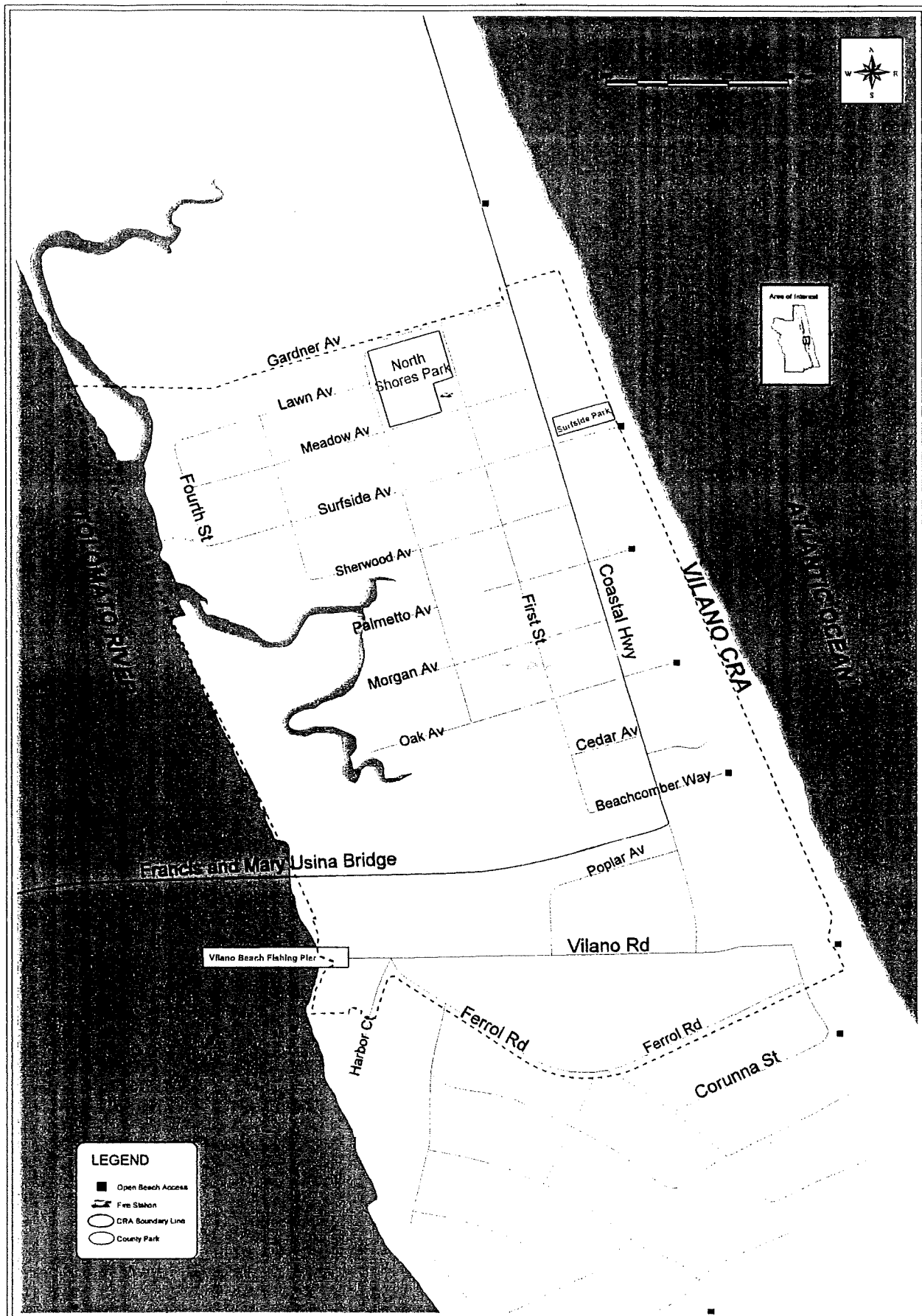
**MAP OF VACANT PROPERTIES WITHIN  
VILANO BEACH COMMUNITY REDEVELOPMENT AREA**

Map provided by St. Johns County

**MAP OF COUNTY-OWNED PROPERTIES WITHIN  
VILANO BEACH COMMUNITY REDEVELOPMENT AREA**

Map provided by St. Johns County





Map Date: September 5 2002

## PROPOSED VILANO COMMUNITY REDEVELOPMENT AREA PUBLIC LANDS AND BEACH ACCESS

Map Created By:  
Cory Marx  
St. Johns County Planning  
904-632-1747

Disclaimer:  
This map is a general representation only and should not be used  
for voting or other legal purposes. It is provided for informational  
purposes only. It is not intended to be used for any other purpose.  
It is provided for informational purposes only and should not be used  
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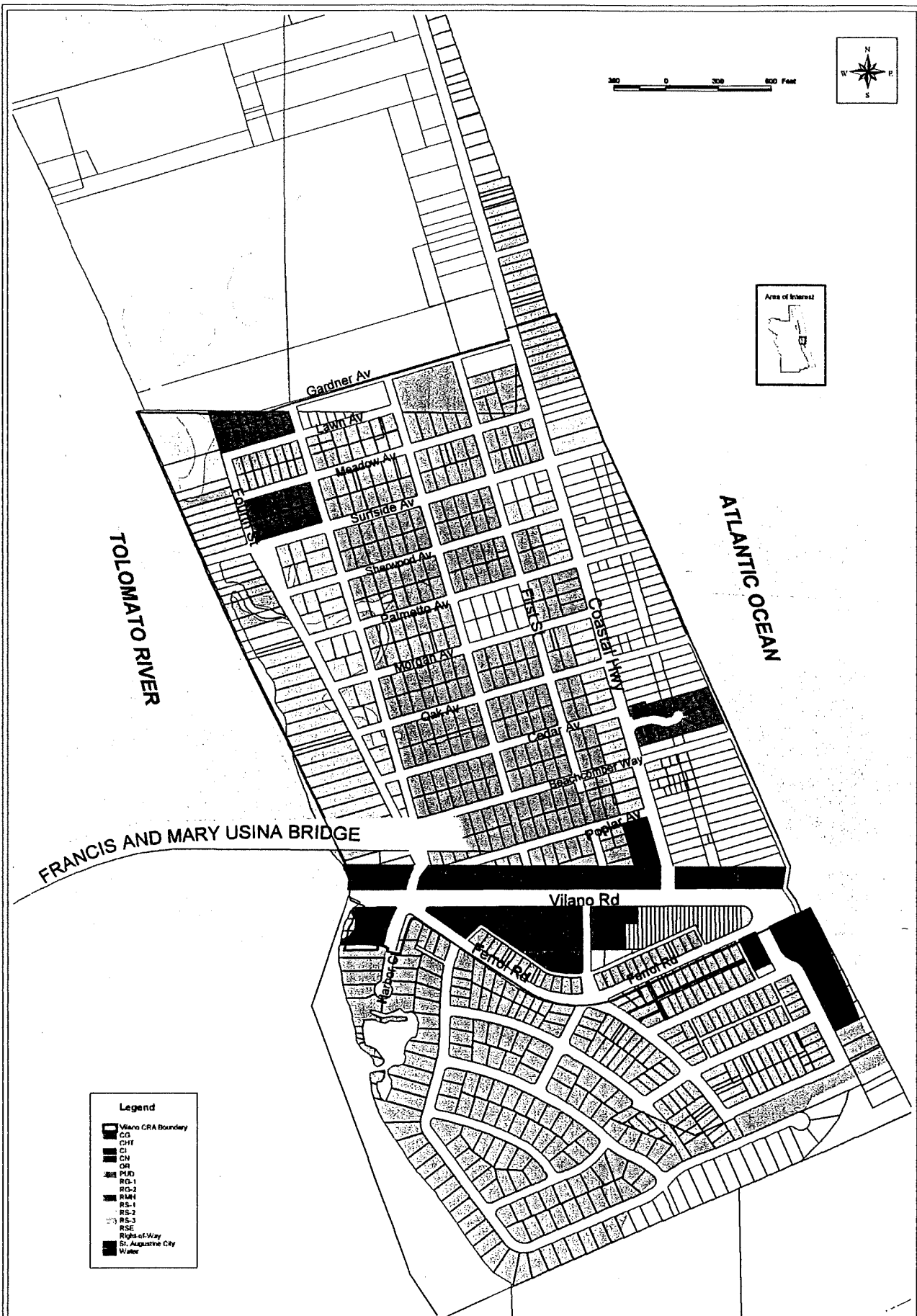
**ST. JOHNS COUNTY FUTURE LAND USE MAP**

Map provided by St. Johns County

- | Legend  | County Putnam   |
|---|---|
| 1. Residential  | 1. Residential  |
| 2. Single-Family Detached   | 2. Single-Family Detached   |
| 3. Density A 1.0-2.0  | 3. Density A 1.0-2.0  |
| 4. Density B 2.0-3.0  | 4. Density B 2.0-3.0  |
| 5. Density C 4.0-10.0   | 5. Density C 4.0-10.0   |
| 6. Commercial   | 6. Commercial   |
| 7. Community/Commercial   | 7. Community/Commercial   |
| 8. Neighborhood Commercial  | 8. Neighborhood Commercial  |
| 9. Rural Commercial   | 9. Rural Commercial   |
| 10. Intensive Commercial  | 10. Intensive Commercial  |
| 11. Limited Use District  | 11. Limited Use District  |
| 12. Industrial  | 12. Industrial  |
| 13. Airport District  | 13. Airport District  |
| 14. Public  | 14. Public  |
| 15. Parks and Open Space  | 15. Parks and Open Space  |
| 16. District of Regional Impact (Reserved for Comprehensive Plan) | 16. District of Regional Impact (Reserved for Comprehensive Plan) |
| 17. Cities and Towns  | 17. Cities and Towns  |
| 18. Rural Substructure  | 18. Rural Substructure  |
| 19. St. Johns River Water Management District                     | 19. St. Johns River Water Management District                     |
| 20. Agricultural/Intensive  | 20. Agricultural/Intensive  |
| 21. Conservation  | 21. Conservation  |
| 22. New Town  | 22. New Town  |
| 23. Wetlands  | 23. Wetlands  |
| 24. National Wetlands Inventory                                   | 24. National Wetlands Inventory                                   |
| 25. Development Area Boundary                                     | 25. Development Area Boundary                                     |
| 26. Section Lines   | 26. Section Lines   |
| 27. Principal Arterial  | 27. Principal Arterial  |
| 28. Minor Arterial  | 28. Minor Arterial  |
| 29. Major Collector   | 29. Major Collector   |
| 30. Local Roads   | 30. Local Roads   |
| 31. Proposed Roads  | 31. Proposed Roads  |
| 32. Utility Lines   | 32. Utility Lines   |
| 33. Municipal Boundaries  | 33. Municipal Boundaries  |

**ZONING MAP FOR VILANO BEACH COMMUNITY**  
**REDEVELOPMENT AREA**

Map provided by St. Johns County



# PROPOSED VILANO COMMUNITY REDEVELOPMENT AREA

Map Created By:  
Cory Mera  
St. Johns County Planning  
904-433-1747

*30 May*

## **B. COMPREHENSIVE FINDING OF NECESSITY (JUNE 2002)**

In June 2002, under contract with the St. Johns County Board of Commissioners, SDI, Inc. prepared a comprehensive Finding of Necessity for the Vilano Beach CRA area.

### **1) EXECUTIVE SUMMARY OF FINDING OF NECESSITY**

The Finding of Necessity report was completed in June 2002. This study documents the existence of conditions found in a community as described in the Community Redevelopment Act of 1969, Chapter 163, Part III, *Florida Statutes*. The Finding of Necessity is a required step in the establishment of a redevelopment area.

The study included extensive fieldwork and review and assessment of existing documents provided by St. Johns County. A field survey was conducted during April and May 2002 to evaluate and assess the conditions of properties and infrastructure and to develop a photographic inventory of deteriorating sites and conditions. Criteria utilized in the field research included the physical condition of structures, infrastructure, landscaping, and other improvements as well as vacant parcels and buildings that may be subject to further deterioration. The Vilano Beach study area was found to have a combination of conditions that require a need for redevelopment.

- **Infrastructure**

- Effective Roads
- Streets, Pavement and Sidewalk Conditions
- Septic Issues
- Drainage Issues
- Parking Facilities
- Public Facilities/Restrooms

- ❑ **Deterioration, Age, Dilapidation**
- ❑ **Unsanitary or Unsafe Conditions**
- ❑ **Visual blight**
- ❑ **Faulty Lot Layout**
- ❑ **Economic and Functional Obsolescence**
- ❑ **Conditions Leading to Economic Distress**
- ❑ **Inadequate and Outdated Building Density Patterns**
- ❑ **Code Enforcement Violations**
  - Unkempt Lots
  - Fire Endangerment

### **Infrastructure**

Infrastructure is an essential element for supporting existing development and to support redevelopment in a community. The Vilano Beach area lacks adequate drainage, has unpaved streets without sidewalks, and lacks pedestrian amenities. Businesses within the area have inadequate and unpaved parking facilities.

### **Deterioration, Age, and Dilapidation:**

Site deterioration and deficiencies were prevalent especially in the form of deteriorated structures primarily located in the commercial corridor. Many of the structures were constructed in the 1940's and 1950's, and in many cases, these 50- to 60-year-old structures would not meet current codes. Buildings with either minor or major deterioration, including faulty roofing, siding, windows, doors, porches, awnings, and drain spouts were identified within the study area. Dilapidated structures include structures with missing or broken doors, awnings, windows, siding, fences, steps, porches, roofs, and other elements as well as structures with broken foundations or none at all.

Dilapidated signage and signage that would not meet current codes are also prevalent along Vilano Road.

**Unsanitary and Unsafe Conditions:**

Unsanitary conditions include abandoned cars, furniture and fixtures, accumulation of trash and debris, broken glass, and environmental hazards (e.g., septic tanks, drainage ditches). These conditions were observed during field research and further documented in the County's 2002 code enforcement report.

**Drainage Deficiencies:**

Drainage deficiencies were observed during rainy days of the field study. Several blocks showed signs of flooding where standing water was noted on the streets and sidewalks. Additionally, these conditions are documented in the *Vilano Beach Existing Conditions Report – Stormwater Management, 2002*, a resource document provided by St. Johns County.

**Property Maintenance Code Violations:**

Violations of property maintenance standards lead to the rise of substandard conditions in the buildings, inhibiting investments in the area for redevelopment. A 400-page report compiled by St. Johns County was utilized as additional background material for this portion of the research as well as field research which documented occurrences of code violations with regards to property maintenance.

**Non-Conforming Structures:**

Non-conforming parking arrangements were identified in blocks where off-street parking does not meet minimum code standards.

**Vacant Lots:**

Vacant lots denote non-productive use of land in a community which leads to



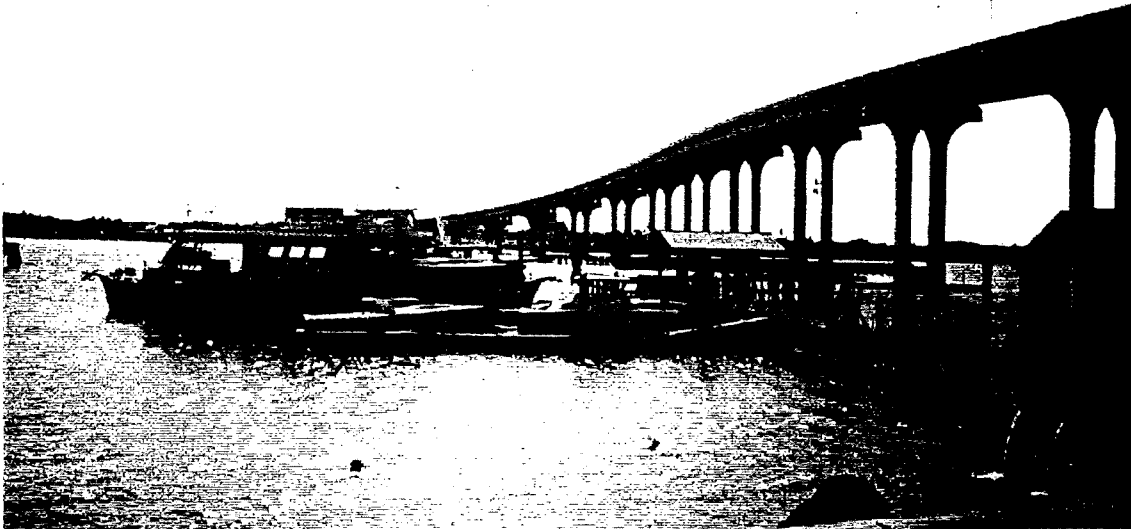
blighting conditions (e.g., unsanitary conditions, breeding ground for crime, limited tax revenues for the county).

**Inadequate Street Layout:**

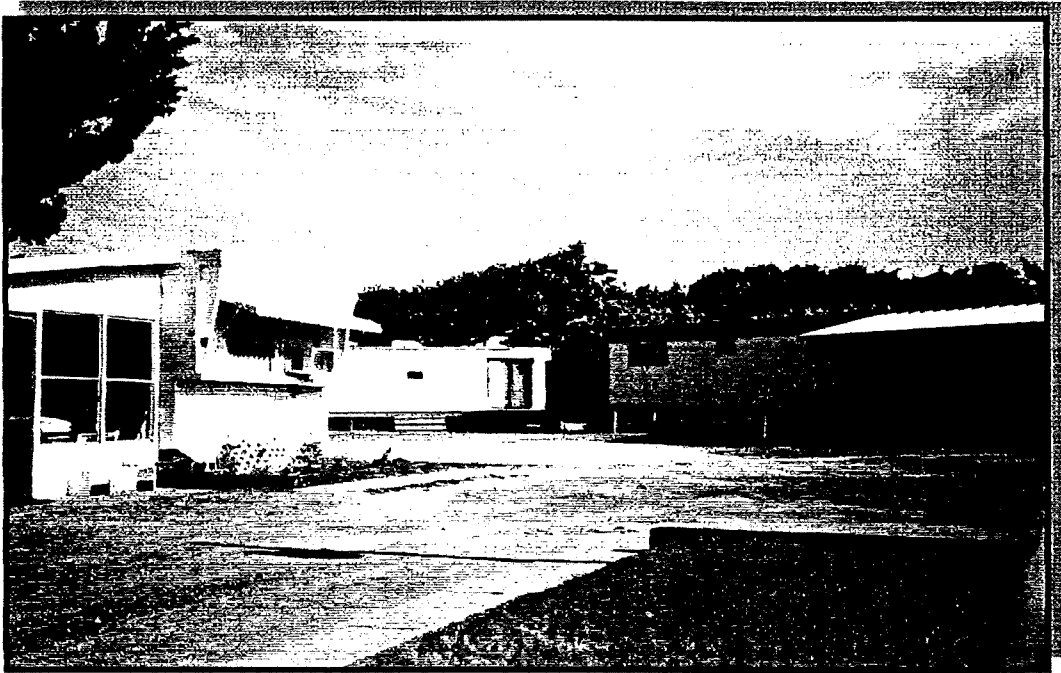
A high number of unpaved streets were noted throughout the study area and documented in photographs in a subsequent section of the Finding of Necessity.



## **GENERAL CHARACTERISTICS INDICATIVE OF THE ECONOMY OF THE AREA**

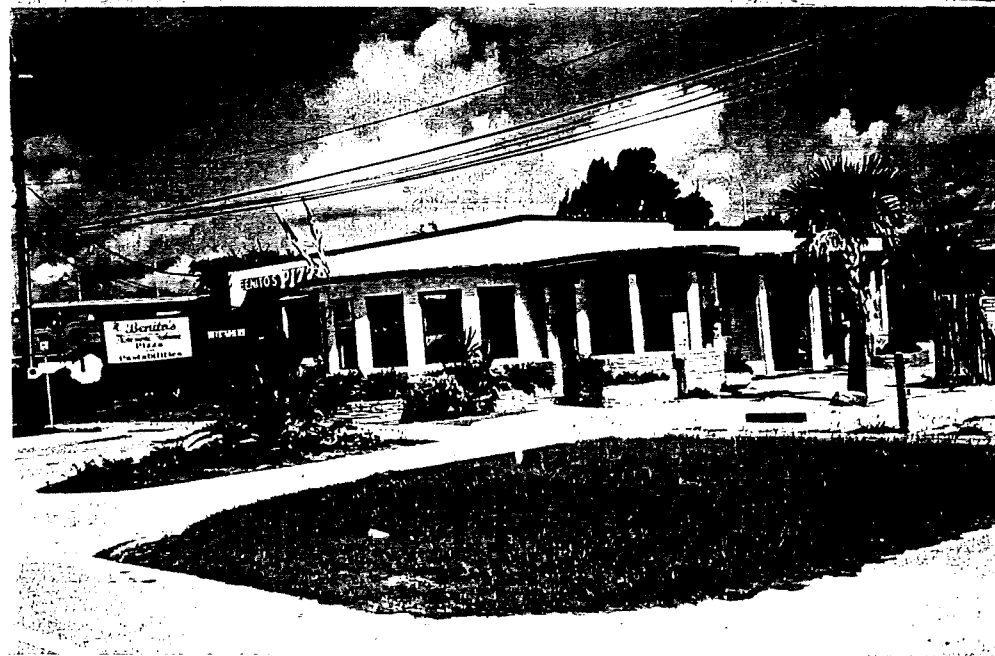


Vilano Beach has many outstanding natural features that contribute to its potential as a thriving community. It has a rich history and quaintness that is becoming rare among Florida's coastal communities. However, Vilano Beach also contains a number of conditions that if left unchecked could lead the community into economic distress and further deterioration. The area includes numerous vacant lots, businesses with inadequate parking facilities and deteriorating structures, dilapidated signage, and debris littering both vacant and developed lots. These conditions deter sound future growth and development and result in a declining tax base.



In 1984, the County commissioner a comprehensive historic building survey. The properties identified are clusters of dwellings or motor courts that contribute to the historic seaside resort image of Vilano Beach. They were built between the mid-1930's and 1940's. Some of the buildings identified as having historic significance are depicted in the photos on the following pages as they appear today.

INSERT copied photo pages

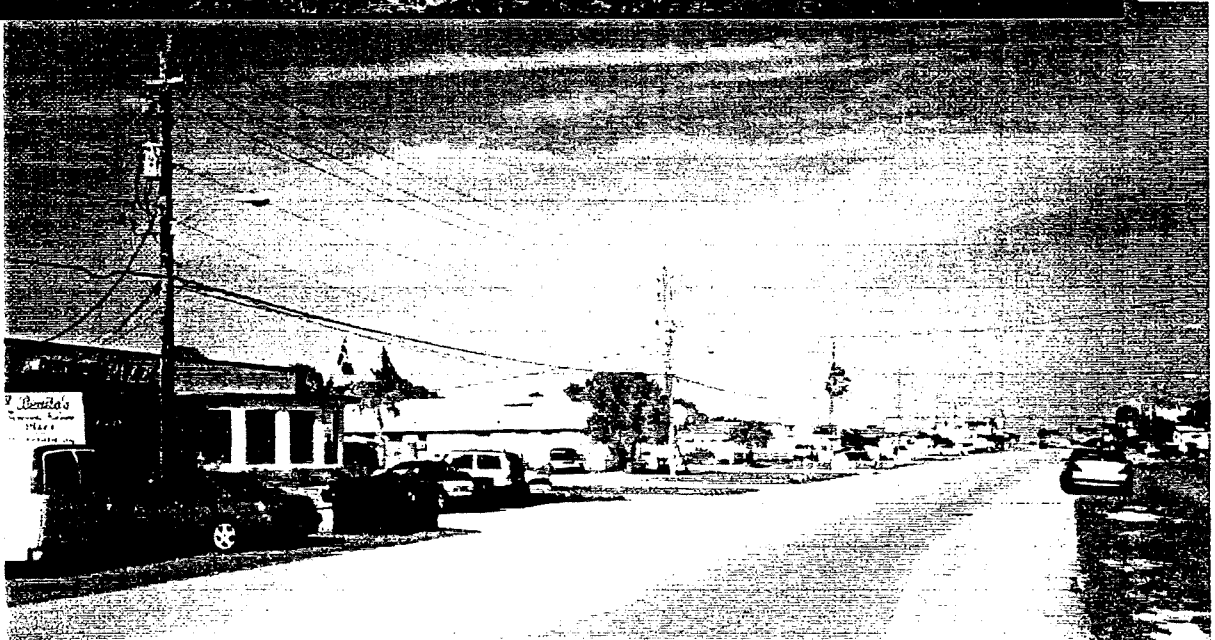






## INFRASTRUCTURE

According to the “*Vilano Beach Existing Conditions Report – Stormwater Management*,” dated March 19, 2002, “...the existing stormwater system will not adequately support new growth...”



## CODE ENFORCEMENT



A 400-page report was compiled by the St. Johns County Code Enforcement Department listing code violations that were investigated over the past seven years. This report provided evidence of property maintenance violations and other code infractions that lead to substandard conditions that may endanger life and property. Some examples of the types of code violations in the report for the Vilano Beach are cited below:

- ❑ Open storage in yard, inoperable van and abandoned boat trailer, couch, old lumber, sinks and showers do not drain properly, leaky roof and walls have holes in them. (Coastal Way)
- ❑ Construction debris dumped on vacant lot (numerous locations). (Coastal Way)
- ❑ Abandoned cars, washing machine and junk in yard (numerous citations).



- ❑ Electric to trailer runs underground from commercial building, has surge switch in bathroom, and when tenant turns off switch, the parking lot lights go out. (Vilano Road)
- ❑ Debris in back yard, shingles, boxes, stacked wood. (Jerez Court)
- ❑ RV parked in back on property and garbage and debris (shingles, kennel carriers, gas cans and garbage) on property. (Jerez Court)
- ❑ Abandoned building with people going in and out. (Vilano Road)
- ❑ Made garage into apartments – three families living there.
- ❑ Overflowing dumpster. (Vilano Road)
- ❑ Illegal electric and sewer, using neighbor's electric cord. (Vilano Road)
- ❑ Signs not in compliance. (Vilano Road)
- ❑ Mobile home on property without permits. (Surfside Avenue)
- ❑ Boats and trailers in yards (numerous locations).
- ❑ Skirting missing from mobile home (Vilano Road).
- ❑ Abandoned bungalow – people going in and out. (Coastal Way)
- ❑ Mobile home office was moved onto and set up without permits several years ago. Twelve patio/decks built on to R.V.'s, metal/aluminum frame structures built on or attached to R.V.'s, and unregulated vehicles parked in back of resort. (Coastal Highway)

## 2) METHODOLOGY

### **“Blight” as defined by Florida Statute: Sections 163.340(8)(a)(b) F.S.**

This section of the statute provides a definition of “Blighted Area” which means:

*(a) An area in which there are a substantial number of slum, deteriorated or deteriorating structures and conditions which endanger life or property by fire or other causes or one or more of the following factors which substantially impairs or arrests the sound growth of a county or municipality and is a menace to the public health, safety, morals or welfare in its present condition and use:*

- 1. Predominance of defective or inadequate street layout;*
- 2. Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;*
- 3. Unsanitary or unsafe conditions;*
- 4. Deterioration of site or other improvements;*
- 5. Tax or special assessment delinquency exceeding the fair value of the land; and*
- 6. Diversity of ownership or defective or unusual conditions of title which prevent the free alienability of land within the deteriorated or hazardous area; or*

*(b) An area in which there exists faulty or inadequate street layout; inadequate parking facilities; or roadways, bridges, or public transportation facilities incapable of handling the volume of traffic flow into or through the area, either at present or following proposed construction.*

The methodology for data collection, evaluation and analysis was developed utilizing a breakdown of the criteria used to determine the existence of blight as described in *Florida Statutes*.

Each of the statutory criteria was examined to determine its presence or absence, its extent within the study area, and the data required for its documentation. For those conditions considered to be applicable to the study area, a more detailed analysis was undertaken. After preliminary data collection and analysis, the

Finding of Necessity study ultimately focused upon seven conditions which are indicative of blight. These are:

- Infrastructure
  - Effective Roads
  - Streets, Pavement and Sidewalk Conditions
  - Septic Issues
  - Drainage Issues
  - Parking Facilities
  - Public Facilities/Restrooms
  - Pedestrian Amenities for Public Facilities
- Deterioration, Age, and Dilapidation
- Unsanitary or Unsafe Conditions
- Visual Blight
- Faulty Lot Layout
- Economic and Functional Obsolescence
- Conditions Leading to Economic Distress
- Inadequate and Outdated Building Density Patterns
- Code Enforcement Violations

In addition to general planning and demographic data, each of these blight indicators was analyzed with specific data, and each of the blight indicators is discussed in more detail in the June 2002 Finding of Necessity study.

## **RESEARCH BIBLIOGRAPHY**

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6. North Shores Community Waterfronts Revitalization Initiatives, Waterfronts Florida Program 1999 Application
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12. St. Johns County Comprehensive Plan EAR Report; Housing Element: January 1998
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14. St. Johns County Comprehensive Plan EAR Report; Capital Improvement Element: January 1998
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16. St. Johns County Comprehensive Plan EAR Report; Conservation/Coastal Element: January 1998

17. St. Johns County Comprehensive Plan EAR Report; Recreation and Open Space Element: January 1998
18. St. Johns County Comprehensive Plan EAR Report; Stormwater Management Sub-Element: January 1998
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21. St. Johns County Comprehensive Plan EAR Report; Sanitary Sewer Sub-Element: January 1998
22. St. Johns County Comprehensive Plan Amendment Goals, Objectives and Policies: May 2001
23. St. Johns County Grant Application, Council for Sustainable Florida: March 27, 2002
24. St. Johns County Grant Application, Florida Coastal Management Program: April 20, 2000
25. Meeting Minutes, Vilano Beach Waterfronts Florida Community Group
26. St. Augustine Record
  - i. *"Beaches Envision the Future:"* 3-14-99
  - ii. *"Making Our Community Livable:"* 3-14-99
  - iii. *"Making Plans for the Community's Future:"* 3-31-99
  - iv. *"Paint the Fence Project Planned for Usina Bridge:"* 1-4-99
  - v. *"Beautification Continues; Volunteers Always Welcome:"* 12-1-98
  - vi. *"Vilano Pier Area Gets Face Lift From Residents:"* 11-24-98
  - vii. *"New and Improved Vilano:"* 2-21-99
  - viii. *"County Endorses Two Vision Plans:"* 2/4/99
  - ix. *"Volunteers Turn Out to Give Usina Bridge Fence Face Lift:"*
  - x. *"What is the NSIA and What Does It Do:"* 2-27-96
  - xi. *"TDC and State Ready to Finish Pier:"* 8-21-96
  - xii. *"Court Date Set on Beach Construction Issue:"* 8-6-96
  - xiii. *"Vilano Beach's Future on the Line:"* 12-26-99
  - xiv. *"A Bit of History about Surfside Park:"* 6-9-98
  - xv. *"Traffic Questions Bring Out North Beach Residents:"* 10-31-95
  - xvi. *"County Making Steady Improvements to Vilano Beach Area"*
27. Minutes: Vilano Beach Waterfronts Community Group Retreat, January 12, 2002.

## SECTION TWO



### COMMUNITY PARTICIPATION

Community input has been a high priority throughout the process of creating the Redevelopment Plan for Vilano Beach. SDI participated in numerous community meetings with the North Shores Improvement Association, the Waterfronts Florida Community Group, and other community groups interested in improving the Vilano Beach area. Each meeting provided essential information in preparing programs that address the issues members of the community have identified as necessary to create a thriving beach community while retaining its charm.

January 12, 2002 Vilano Beach Waterfronts Florida Community Group Retreat

April 22, 2002 North Shores Improvement Association and Waterfronts Florida Community Group



May 13, 2002 Porpoise Point Homeowners Association and North Shores Improvement Association



August 21, 2002 North Shores Community Association





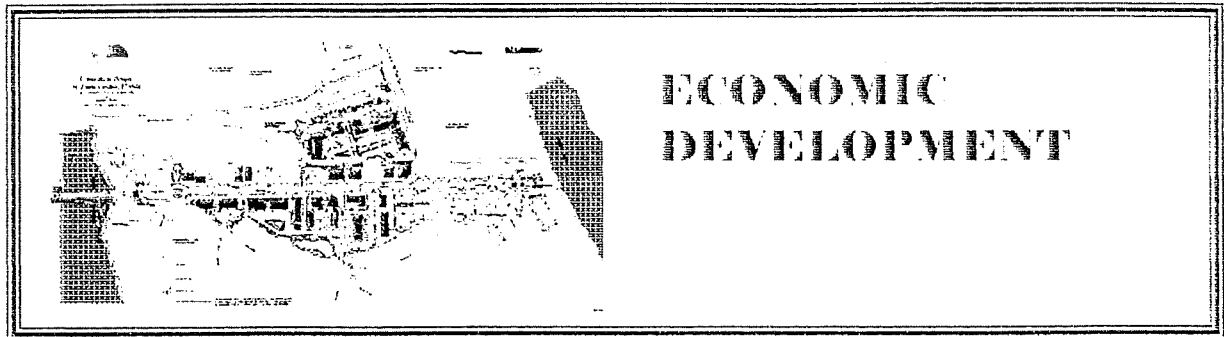


**Earlier Community Input:**

In 1998, the North Shores Improvement Association developed a VISION for their community. The resulting report was adopted by the St. Johns County Board of County Commissioners in February 1999. That report is incorporated into this Plan on the following pages in an effort to ensure that the valuable ideas that resulted from the VISION process are preserved and used as a reference as improvements are considered for the Vilano Beach community.

**The VISION report is incorporated in the Vilano Beach Community Redevelopment Plan as ATTACHMENT 1. This report was provided by St. Johns County.**

## SECTION THREE



One of the projects funded by St. Johns County for the Vilano Beach Area was an Economic Analysis. This report prepared by Ivey, Harris and Walls, Inc., is incorporated into this Plan in an effort to assemble the various planning efforts the County has initiated for the Vilano Beach community.

The following six pages are excerpts from the *Vilano Beach Town Center Economic Analysis, 2002*.

## **1.0 Introduction**

St. Johns County, Florida is a diverse and growing County on the East Coast of Florida. It is home of the nation's oldest City, St. Augustine, which has been continuously occupied by Europeans since 1565. Its natural resources, and old, world charm has attracted a broad range of developers and fortune seekers over the years. A series of "barrier islands" running parallel to the east coast of Florida act as a natural buffer between the Atlantic Ocean and the mainland, including St. Johns County. The current inlet was created in the 1940's clearly defining the "North Beach" and Vilano Beach areas of the island.

As development pressures increase the people and government of St. Johns County have recognized the need to proactively define a vision and a direction for the County and the areas within it. This is an attempt to create opportunities for positive growth and change before it is too late.

Since 1995 local government and citizens have been involved in a visioning and planning effort to protect the natural resources and promote the redevelopment of existing under utilized areas in Vilano Beach. This grassroots citizen effort has finally reached the point of implementation.

## **2.0 Overview**

This report is an attempt to analyze possible development scenarios encouraging a mix of uses in Vilano Beach, and to begin the framework for the possible establishment of a Community Redevelopment Agency (CRA) as a means of continuing the redevelopment initiative.

## **2.1 Description**

The study area focuses on the southern tip of the North Beach area, which is just over the bridge from the City of St. Augustine. The area is bounded by sensitive marsh area on the north, the Atlantic Ocean on the east, the Intracoastal Waterway on the west, and the St. Augustine Inlet to the south. In general it is known as Vilano Beach, including Porpoise Point, the Vilano Beach Town Center, the ocean front properties including Surfside Park, and the Surfside subdivision. The Vilano Beach Town Center is the closest concentrated commercial area in North Beach between St. Augustine and Ponte Vedra, and is the closest commercial area for anyone living south of the Guana River Preserve.

This commercial area developed along the original A1A travel corridor, but has been bypassed by the construction of the "new" Vilano Bridge. Because this is still the closest commercial area to St. Augustine proper it makes sense to encourage compact urban development, and focus development where it was originally intended. The adjacent residential neighborhoods are in close proximity to each other, and are within a comfortable walking distance to the commercial district when connected by the new marsh walkway.

## **2.2 Environment**

Because the study area is on a barrier island, there are many environmental factors to consider. Such as, the ocean and riverine environments, the dune and marsh systems, as well as, the sensitive ecosystems of the associated wildlife. Significant wetland marsh areas, associated with the Intracoastal Waterway are on the west and north sides of the study area, and of course the Atlantic Beach environment to the east. There are also some low-lying areas within the developed urban area, and some of the roads are still unpaved. Any development must comply with St. Johns County environmental protection regulations, as well as, the coastal corridor limitations. The dune and marsh systems are protected, however, appropriate access for recreational purposes is encouraged by the County's Comprehensive Plan. In the study area there are several access points to these environments, including the river, the marsh walkway under the bridge, the eastern portion of the old Vilano Bridge, and two (2) beach access points. Careful consideration must be made to balance access and consideration for the environment. Many opportunities exist to promote ecotourism and enjoyment, as well as, education for this unique barrier island location.

Note: Need insert of soils, topography, drainage issues, hydrological and flood potential

## **2.3 History**

The area was initially a recreation area for St. Augustine; where people could come to the beach enjoy the fun and sun, and cookout. Later dances with entertainment were held at grand clubs and "casinos" along the beach, and eventually summer homes and cottages were built. From the late 1800's ferryboats brought people across the waterway, where horse or mule drawn cars pulled people to the beaches, and the casinos. "The beauty of the North Beach area was recognized in the late 1800's when northern interests constructed a large hotel and pavilion there, and the St. Augustine and North Beach Railway was constructed to operate between the City and North Beach where an extensive real estate development was planned." During the 1920's a wooden bridge was also built connecting Vilano Beach to St. Augustine and the mainland.

August Heckscher, a famous businessman and philanthropist of the time designed the initial layout for the commercial and residential development area during the 1920's Florida land boom. He "...developed elaborate plans for Vilano Beach, to take advantage of the linkage of the new highway south from Jacksonville and the new bridge across the North River." During the land boom he formed the St. Augustine and Atlantic Corporation, a casino was built and the area was landscaped and beautified. A promotional brochure states that the development will be "a modern city presenting to the American public a homesite with all the comforts and conveniences known to the engineering world, combined with the splendor of the tropics and the delightful charm of a European City to be found on this continent only in America's oldest City, St. Augustine." Then the bust, halted development.

Eventually route A1A was built and became more popular, as well as, the most direct route to St. Augustine from Jacksonville and further north. It was then that the commercial area developed

as a beach resort in the 1940's and 1950's, several buildings of this era still exist on Vilano Road. For many years the Town Center struggled, but continued to see increased vehicle traffic as the beach continued to develop despite the increasingly unreliable drawbridge. Finally, after much debate the Florida Department of Transportation (FDOT) decided to relocate the bridge to the north of the existing site bypassing the commercial area with a more convenient high span bridge. In 1995, the bridge was completed crushing the commercial district while attracting even more residential development.

## **2.4 Statistical Summary**

It is generally believed that the area within the study limits is almost built out. Scattered platted lots exist throughout the area for potential infill development; additionally there is already evidence of redevelopment. New construction in the commercial area, and existing residential properties are being bought, torn down and new homes are being built. The Surfside subdivision contains mostly single family residences with a few vacant lots for infill development, and some areas of existing mobile homes. The eastside of A1A along the ocean is essentially developed. The commercial area in the Town Center does contain a substantial amount of vacant land. And the Porpoise Point area has approximately 200 residences with approximately 300 total buildable lots.

According to initial 2000 census information the Vilano Beach area to the Guana River Preserve has increased in population by approximately 36% since 1990. The Sawgrass/Ponte Vedra area grew by approximately 65%, and the entire county grew by 68% during this same time period. The average household size in St. Johns County was 2.44 people in 2000, and personal income was \$36,014 per capita. Countywide 76% of the occupied housing units were owner occupied, and approximately 7% were seasonal units. With approximately 1,038 units in the Vilano Beach study area, and assuming these same proportions for owner occupied units, there are approximately 789 owner occupied units, and 73 seasonal units. The area contains approximately 2,533 permanent residents. Considering the growth rate of the area over the last 10 years, and that roughly 1/3 of the lots remain to be developed in Porpoise Point, a 33% growth rate can be used to determine the potential growth pattern between 2000 to 2010. The area will have approximately 844 more people or 3,377 residents by 2010. It is also important to remember that the study area is just the southern tip of the barrier island to Ponte Vedra. Potentially the developable area north of the Surfside neighborhood to the Guana River Preserve could grow at a higher rate, possibly by 50% by 2010 because there is substantially more newly developable area.

The old drawbridge was perceived as an inconvenience. Now the new high-rise span bridge has made the area much more accessible and attractive to homeowners and investors. However, the new bridge was built north of the existing bridge site bypassing the existing commercial area causing an economic strain on the businesses, and impeding potential commercial development. This has perpetuated an imbalance between the potential infill residential development and necessary supporting commercial and service development for the residents. The households are

forced to drive into St. Augustine for basic needs, not able to utilize the existing commercial area.

### **3.0 Man-made Conditions**

St. Johns County is currently involved in several efforts to enhance and revitalize the Vilano Beach commercial area and community including construction of beach and riverside pavilions, streetscape design for Vilano Road, master signage design, a marsh walkway, and stormwater improvements.

#### **3.1 Land Use Pattern**

The predominant land use is single family residential with some multifamily and mobile homes scattered within these areas. The 2,200 foot “commercial strip” runs east west between the Intracoastal and the Ocean. The eastern section of the old Vilano Bridge remains as a fishing pier on the river and there are beach access points at the East end of the strip and at the Surfside Park. The beach and river environments hold an enormous potential for community, and public involvement and interest.

The Surfside Subdivision on the north side of the study area has a typical grid street pattern layout. The majority of the lots are 75 feet wide by 125 feet deep. Along the Intracoastal Waterway typical lots are 70 feet wide and over 200 feet deep, however the buildable depth depends on the most restrictive jurisdictional line along the waterway. East of the Surfside neighborhood between A1A and the Atlantic Ocean the lots range in size, but are typically 60 feet wide and 200 feet deep. Again, the buildable area depends on the environmental jurisdictional and construction lines related to the oceanfront environment. The predominant lot layout in the Town Center area are narrow 25 foot by 200 foot urban lots, some on the south side of Vilano Road are significantly deeper. The lots south of the Town Center in the Old Porpoise Point area are residential in nature, but typically smaller than the Surfside neighborhood, 50 feet wide by 100 feet deep. Porpoise Point lots are larger residential lots typically 85 feet wide by 130 feet deep.

In the Surfside subdivision there is some mobile home zoning, and some commercial zoning along the Intracoastal Waterway that may be inappropriate. Additionally, along A1A there are also some secondary commercially zoned areas. The Town Center commercial area is a “classic” central business district with more intense commercial zoning along Vilano Road, the central corridor, and some multifamily zoning along the periphery to buffer the single family residential from the commercial. The zoning districts generally correspond to the existing uses or the potential uses. However, there is some residual single family and mobile home zoning in the Town Center area that may be inappropriate for some future development proposals. Currently, the County would also require potential new developments to proceed through a Planned Unit Development (PUD) process, which could significantly impact application and time requirements to obtain approval and permit a project. However, the PUD process is supposed to contain incentives for mixed use development.

The community, following the County pattern has an imbalance of residential choices with predominantly single-family residences in the area. According to the County's Evaluation and Appraisal Report (EAR) this emphasizes the built in conflict between the desirable coastal area, and its associated higher land values with the cost of public safety concerns regarding hurricanes, storm surges, flood destruction and wind. It was also noted in the County's EAR that the County experienced a 29% growth rate for medium density housing, and a 15% growth rate for high density housing over the evaluation timeframe, as compared to a 2% growth rate for low density housing. This seems to promote the potential for more compact development.

The vacant land in the Town Center area is the critical area for infill development. Both the County's Comprehensive Plan and EAR encourage infill development, clustering, neighborhood commercial, the efficient use of services, and an efficient pattern of land use. The EAR states that commercial development experienced an 18% growth rate, including SR A1A in Ponte Vedra, which seems to also demonstrate the need for commercial services in the area. According to the Comprehensive Plan the County is trying to encourage growth in designated areas, regulating to reduce urban sprawl, and to allow for the redevelopment of older developed areas. In fact the EAR states that the northeast planning sector, of which this area is a part, growth patterns "show that this area has the strongest pattern for balancing mixed uses." This area is prime for integrating a balance of uses with open spaces, efficient use of services, and alternative forms of transportation to define a sense of place as called for in the EAR. Additionally, the EAR states that "Vilano Beach is continuing to urbanize with commercial and residential land use interdispersed." The EAR discusses the need for more commercial development encouraging compact commercial centers, traditional neighborhood development, and waterfront redevelopment. All of which are key components that exist in the Vilano Beach Town Center.

### **3.2 Structural Improvements**

The existing residential and commercial structures in the area are generally in fair to good condition. The commercial area is mostly older construction, while the residential structures are generally newer with more infill development having already taken place. The County requires that central water and sewer serve all new development, however, public utilities cannot be expanded into the coastal high hazard area. Therefore, private utility companies provide utilities or many older homes are on well and septic systems. Any public development must also be out of the coastal construction line area unless it is related to beach access.

The "new" bridge certainly provides better and safer access and evacuation capabilities. The concentration of development in these existing areas will minimize the environmental impacts of future development, as well as, allow for better controls regarding underground utilities, disaster resistant projects, flood reduction, stormwater management, and consistency with the local mitigation strategy. As stated in the EAR, "the greatest challenge is to protect the communities natural and historic resources (assets) which attract the citizens to the community while allowing development to co-exist through the wise use of the County's natural resources."

### 3.3 Development Scenarios

In an effort to demonstrate the development possibilities of the Vilano Beach Town Center three (3) development scenarios are contemplated as part of this analysis. They are: the continuation of current development patterns as allowed by current zoning; and, two (2) different mixed use patterns of development. Neither of which is radically far from what is currently allowed.

The first mixed use development scenario divides the Town Center into five (5) areas of focus. The west end to the traffic circle is a river and marine orientation. The fishing pier and pier pavilion anchor this end of the Town Center. This area should provide services to maximize the river orientation and recreational opportunities, such as, bait and tackle, boat rentals and sales, water taxi access, and special events. The next area moving eastward from the traffic circle to Poplar Avenue is the Town residential neighborhood support core. With multifamily residential or condominium type uses upstairs and neighborhood service and associated commercial support uses on the ground floor. The next area from Poplar Avenue to the intersection of Vilano Road and A1A is the central retail service core area. This area should contain the large civic anchor uses especially oriented to the intersection of Poplar Avenue and Vilano Road. At the intersection of A1A the commercial uses should be service oriented to the adjacent residential areas. The area oriented around Poplar Avenue would be multifamily residential development. The east end from the intersection of Vilano Road and A1A to the beach access is the beach recreation orientation, and tourist anchor. This area should include services to support daytime recreation use of the beach, as well as, those staying overnight. In this scenario multifamily uses would need to be permitted in the CG zoning district, and the RS-3 residential area around Poplar Avenue would need to be rezoned to RG-1.

The second mixed use development scenario divides the Town Center into four (4) areas of focus. The west and east ends are the same river and beach orientations. With the area from the traffic circle by the pier to Poplar Avenue more oriented to multifamily with some neighborhood commercial support services. While the central, core commercial area from Poplar to the Vilano Road and A1A intersection, including the area surrounding Poplar Avenue and along A1A, is a larger retail and civic area. In this scenario the multifamily uses would need to be permitted in the CG zoning district, and the RS-3 residential area around Poplar Avenue would need to be rezoned to CG or an appropriate commercial category.

The last development scenario to be discussed utilizes the current zoning categories allowing for low density commercial and service uses along the entire Town Center strip with some multifamily and single family along the periphery.



## **SECTION FOUR**

### **CREATION OF THE VILANO BEACH COMMUNITY REDEVELOPMENT AREA AND POWERS OF THE AGENCY**

This section describes the creation of the Vilano Beach Community Redevelopment Area and the powers assigned to the Agency. It also specifies the powers which are reserved for St. Johns County.

#### **A. CREATION**

Upon adoption of a "Finding of Necessity" and subsequent to the adoption of the required resolution and ordinances, the St. Johns County Commission may create the Vilano Beach Community Redevelopment Area, hereinafter referred to as the "CRA". The County may also exercise the option of including the Vilano Beach area under the jurisdiction of the current St. Johns County CRA. Through this process, it shall be determined that there is a need for the CRA to carry out community redevelopment as defined by *Florida Statutes* and as set forth in this Plan. The CRA shall be a public body corporate and public and shall be constituted as a public instrumentality.

#### **B. POWERS**

Any additional powers granted by the state through future amendments to Chapter 163 Part III, *Florida Statutes*, shall also be granted to the CRA unless specifically withheld in the portion of this document titled "Powers Not Given to the CRA."

- (1) The powers necessary or convenient to carry out and effectuate the purposes and provisions of the Community Redevelopment Act of 1969, Chapter 163 Part III, *Florida Statutes*, including the following powers:
- A. To make and execute contracts and other instruments necessary or convenient to the exercise of its powers;
  - B. To disseminate slum clearance and community redevelopment information;
  - C. To undertake and carry out community redevelopment and related activities within the community redevelopment area, which redevelopment may include:
    - I. Acquisition of a slum area or blighted area or portion thereof.
    - II. Demolition and removal of buildings and improvements.
    - III. Installation, construction, or reconstruction of streets, utilities, parks, playgrounds, public areas of major hotels that are constructed in support of convention centers, including meeting rooms, banquet facilities, parking garages, lobbies, and passageways, and other improvements necessary for carrying out in the community redevelopment area the community redevelopment objectives provided under Chapter 163 Part III, *Florida Statutes*, in accordance with the Plan.
    - IV. Disposition of any property acquired in the community redevelopment area for uses in accordance with the Plan.
    - V. Carrying out plans for a program of voluntary or compulsory repair and rehabilitation of buildings or other improvements in accordance with the Plan.
    - VI. Acquisition of real property in the community redevelopment area which, under the Plan, is to be repaired or rehabilitated for dwelling use or related facilities, repair or rehabilitation of the structures for guidance purposes, and resale of the property.

- VII. Acquisition of any other real property in the community redevelopment area when necessary to eliminate unhealthful, unsanitary, or unsafe conditions; lessen density; eliminate obsolete or other uses detrimental to the public welfare; or otherwise to remove or prevent the spread of blight or deterioration or to provide land for needed public facilities.
- VIII. Acquisition, without regard to any requirement that the area be a slum or blighted area, of air rights in an area consisting principally of land in highways, railway or subway tracks, bridge or tunnel entrances, or other similar facilities which have a blighting influence on the surrounding area and over which air rights sites are to be developed for the elimination of such blighting influences and for the provision of housing (and related facilities and uses) designed specifically for, and limited to, families and individuals of low or moderate income.
- IX. Construction of foundations and platforms necessary for the provision of air rights sites of housing (and related facilities and uses) designed specifically for, and limited to, families and individuals of low or moderate income.
- D. To provide, or to arrange or contract for, the furnishing or repair by any person or agency, public or private, of services, privileges, works, streets, roads, public utilities, or other facilities for or in connection with a community redevelopment; to install, construct, and reconstruct streets, utilities, parks, playgrounds, and other public improvements; and to agree to any conditions that it deems reasonable and appropriate which are attached to federal financial assistance and imposed pursuant to federal law relating to the determination of prevailing salaries or wages or compliance with labor standards, in the undertaking or carrying out of a

community redevelopment and related activities, and to include in any contract let in connection with such redevelopment and related activities provisions to fulfill such of the conditions as it deems reasonable and appropriate.

E. Within the community redevelopment area:

- I. To enter into any building or property in any community redevelopment area in order to make inspections surveys, appraisals, soundings, or test borings and to obtain an order for this purpose from a court of competent jurisdiction in the event entry is denied or resisted.
- II. To acquire by purchase, lease, option, gift, grant, bequest, devise, eminent domain, or otherwise any real property (or personal property for its administrative purposes), together with any improvements thereon; except that a community redevelopment agency may not exercise any power of eminent domain unless the exercise has been specifically approved by the Board of County Commissioners of St. Johns County.
- III. To hold, improve, clear, or prepare for redevelopment any such property.
- IV. To mortgage, pledge, hypothecate, or otherwise encumber or dispose of any real property.
- V. To insure or provide for the insurance of any real or personal property or operations of the County against any risks or hazards, including the power to pay premiums on any such insurance.
- VI. To enter into any contracts necessary to effectuate the purposes of Chapter 163 Part III, *Florida Statutes*.
- VII. To solicit requests for proposals for redevelopment of parcels of real property contemplated by the Plan to be acquired for redevelopment purposes by a community

redevelopment agency and, as a result of such requests for proposals, to advertise for the disposition of such real property to private persons pursuant to s. 163.380 prior to acquisition of such real property by the community redevelopment agency.

- F. To invest any community redevelopment funds held in reserves or sinking funds or any such funds not required for immediate disbursement in property or securities in which savings banks may legally invest funds subject to their control and to redeem such bonds as have been issued pursuant to s. 163.385 at the redemption price established therein or to purchase such bonds at less than redemption price, all such bonds so redeemed or purchased to be canceled.
- G. To borrow money and to apply for and accept advances, loans, grants, contributions, and any other form of financial assistance from the Federal Government of the state, county, or other public body or from any sources, public or private, for the purposes of the Plan and to give such security as may be required and to enter into and carry out contracts or agreements in connection therewith; and to include in any contract for financial assistance with the Federal Government for or with respect to community redevelopment and related activities such conditions imposed pursuant to federal laws as the County deems reasonable and appropriate which are not inconsistent with the purposes of Chapter 163 Part III, *Florida Statutes*.
- H. Within its area of operation, to make or have made all surveys and plans necessary to the carrying out of the purposes of Chapter 163 Part III, *Florida Statutes*; to contract with any person, public or private, in making and carrying out such plans; and to adopt or approve, modify, and amend such plans, which plans may include, but are not limited to:

- I. Plans for carrying out a program of voluntary or compulsory repair and rehabilitation of buildings and improvements.
  - II. Plans for the enforcement of state and local laws codes, and regulations relating to the use of land and the use and occupancy of buildings and improvements and to the compulsory repair, rehabilitation, demolition, or removal of buildings and improvements.
  - III. Appraisals, title searches, surveys, studies, and other plans and work necessary to prepare for the undertaking of community redevelopment and related activities.
- 
- I. To develop, test, and report methods and techniques, and carry out demonstrations and other activities, for the prevention and the elimination of slums and urban blight and developing and demonstrating new or improved means of providing housing for families and persons of low income.
  - J. To apply for, accept, and utilize grants of funds from the Federal Government for such purposes.
  - K. To prepare plans for and assist in the relocation of persons (including individuals, families, business concerns, nonprofit organizations, and others) displaced from a community redevelopment area and to make relocation payments to or with respect to such persons for moving expenses and losses of property for which reimbursement or compensation is not otherwise made, including the making of such payments financed by the Federal Government.
  - L. To appropriate such funds and make such expenditures as are necessary to carry out the purposes of Chapter 163 Part III, *Florida Statutes*; and to enter into agreements with a housing authority, which agreements may extend over any period, notwithstanding any provision or rule of law to the contrary,

respecting action to be taken by such county pursuant to any of the powers granted by Chapter 163, Part III, *Florida Statutes*.

- M. To plan, or replan streets, roads, sidewalks, ways, or other places and to plan or replan any part of the Redevelopment Area.
- N. Within its area of operation, to organize, coordinate, and direct the administration of the provisions of Chapter 163, Part III, *Florida Statutes*, as they apply to St. Johns County in order that the objective of remedying slum and blighted areas and preventing the causes thereof within St. Johns County may be most effectively promoted and achieved and to establish such new office or offices of the County or to reorganize existing offices in order to carry out such purpose most effectively.
- O. To exercise all or any part or combination of powers herein granted or to elect to have such powers exercised by a community redevelopment agency.
- P. To develop and implement community policing innovations.
- Q. Eminent Domain (163.375)
  - 1) Any county or municipality, or any community redevelopment agency pursuant to specific approval of the governing body of the county or municipality which established the agency, as provided by any county or municipal ordinance has the right to acquire by condemnation any interest in real property, including a fee simple title thereto, which it deems necessary for, or in connection with, community redevelopment and related activities under this part. Any county or municipality, or any community redevelopment agency pursuant to specific approval by the governing body of the county or municipality which established the agency as provided by any county or municipal ordinance may exercise the power of eminent domain in the manner provided in chapters 73 and 74 and acts amendatory thereof or supplementary thereto or it may

exercise the power of eminent domain in the manner now or which may be hereafter provided by any other statutory provision for the exercise of the power of eminent domain. Property in unincorporated enclaves surrounded by the boundaries of a community redevelopment area may be acquired when it is determined necessary by the agency to accomplish the community redevelopment plan. Property already devoted to a public use may be acquired in like manner. However, no real property belonging to the United States, the state, or any political subdivision of the state may be acquired without its consent.

- 2) In any proceeding to fix or assess compensation for damages for the taking of property, or any interest therein, through the exercise of the power of eminent domain or condemnation, evidence or testimony bearing upon the following matters shall be admissible and shall be considered in fixing such compensation or damages in addition to evidence or testimony otherwise admissible:
  - a) Any use, condition, occupancy, or operation of such property, which is unlawful or violative or, or subject to elimination, abatement, prohibition, or correction under, any law, ordinance, or regulatory measure of the state, county, municipality, or other political subdivision or any agency thereof, in which such property is located, as being unsafe, substandard, unsanitary, or otherwise contrary to the public health, safety, morals, or welfare.
  - b) The effect on the value of such property of any such use, condition, occupancy, or operation or the elimination abatement, prohibition, or correction of any such use, condition, occupancy, or operation.



- 3) The foregoing testimony and evidence shall be admissible notwithstanding that no action has been taken by any public body or public officer toward the abatement, prohibition, elimination, or correction of any such use, condition, occupancy, or operation. Testimony or evidence that any public body or public officer charged with the duty or authority so to do has rendered, made, or issued any judgment, decree, determination, or order for the abatement, prohibition, elimination or correction of any such use, condition, occupancy, or operation shall be admissible and shall be prima facie evidence of the existence and character of such use, condition, or operation.

R. Disposal of Property in Community Redevelopment Areas (163.380)

- 1) Any county, municipality, or community redevelopment agency may sell, lease, dispose of, or otherwise transfer real property or any interest therein acquired by it for community redevelopment in a community redevelopment area to any private person, or may retain such property for public use, and may enter into contracts with respect thereto for residential, recreational, commercial, industrial, educational, or other uses, in accordance with the community redevelopment plan, subject to such covenants, conditions, and restrictions, including covenants running with the land, as it deems necessary or desirable to assist in preventing the development or spread of future slums or blighted areas or to otherwise carry out the purposes of this part. However, such sale, lease, other transfer, or retention, and any agreement relating thereto, may be made only after the approval of the community redevelopment plan by the governing body. The purchasers or lessees and their successors and assigns shall be obligated to devote such real property only to the uses

specified in the community redevelopment plan and may be obligated to comply with such other requirements as the county, municipality or community redevelopment agency may determine to be in the public interest, including the obligation to begin any improvements on such real property required by the community redevelopment plan within a reasonable time.

- 2) Such real property or interest shall be sold, leased, otherwise transferred, or retained at a value determined to be in the public interest for uses in accordance with the community redevelopment plan and in accordance with such reasonable disposal procedures as any county, municipality, or community redevelopment agency may prescribe. In determining the value of real property as being in the public interest for uses in accordance with the community redevelopment plan, the county, municipality, or community redevelopment agency shall take into account and give consideration to the long-term benefits to be achieved by the county, municipality, or community redevelopment agency resulting from incurring short-term losses or costs in the disposal of such real property; the uses provided in such plan; the restrictions upon and the covenants, conditions, and obligations assumed by, the purchaser or lessee or by the county, municipality, or community redevelopment agency retaining the property; and the objectives of such plan for the prevention of the recurrence of slum or blighted areas. In the event the value of such real property being disposed of is for less than the fair value, such disposition shall require the approval of the governing body, which approval may only be given following a duly noticed public hearing. The county, municipality, or community redevelopment agency may provide in any instrument of conveyance to a private purchaser or lessee that such purchaser or lessee is without power to sell, lease, or otherwise

transfer the real property without the prior written consent of the county, municipality, or community redevelopment agency until the purchaser or lessee has completed the construction of any or all improvements which he or she has obligated himself or herself to construct thereon. Real property acquired by the county, municipality, or community redevelopment agency which, in accordance with the provisions of the community redevelopment plan, is to be transferred shall be transferred as rapidly as feasible in the public interest, consistent with the carrying out of the provisions of the community redevelopment plan. Any contract for such transfer and the community redevelopment plan, or such part or parts of such contract or plan as the county, municipality, or community redevelopment agency may determine, may be recorded in the land records of the clerk of the circuit court in such manner as to afford actual or constructive notice thereof.

- 3) (a) Prior to disposition of any real property or interest therein a community redevelopment area, any county, municipality, or community redevelopment agency shall give public notice of such disposition by publication in a newspaper having a general circulation in the community, at least 30 days prior to the execution of any contract to sell, lease, or otherwise transfer real property and, prior to the delivery of any instrument of conveyance with respect thereto under the provisions of this section, invite proposals from, and make all pertinent information available to private redevelopers or any persons interested in undertaking to redevelop or rehabilitate a community redevelopment area or any part thereof. Such notice shall identify the area or portion thereof and shall state that proposals must be made by those interested within 30 days after the date of publication of the notice and that such further information as is

available may be obtained at such office as is designated in the notice. The county, municipality, or community redevelopment agency shall consider all such redevelopment or rehabilitation proposals and the financial and legal ability of the persons making such proposals to carry them out; and the county, municipality, or community redevelopment agency may negotiate with any persons for proposals for the purchase, lease, or other transfer of any real property acquired by it in the community redevelopment area. The county, municipality, or community redevelopment agency may accept such proposal as it deems to be in the public interest and in furtherance of the purposes of this part. Except in the case of a governing body acting as the agency, as provided in s. 163.357, a notification of intention to accept such proposal must be filed with the governing body not less than 30 days prior to any such acceptance. Thereafter, the county, municipality, or community redevelopment agency may execute such contract in accordance with the provisions of subsection (1) and deliver deeds, leases, and other instruments and take all steps necessary to effectuate such contract.

(b) Any county, municipality, or community redevelopment agency that, pursuant to the provisions of this section, has disposed of a real property project with a land area in excess of 20 acres may acquire an expanded area that is immediately adjacent to the original project and less than 35 percent of the land area of the original project, by purchase or eminent domain as provided in this chapter, and negotiate a disposition of such expanded area directly with the person who acquired the original project without complying with the disposition procedures established in paragraph (a), provided the county, municipality, or community redevelopment agency adopts a resolution making the following findings:

1. It is in the public interest to expand such real property project to an immediately adjacent area.
2. The expanded area is less than 35 percent of the land area of the original project.
3. The expanded area is entirely within the boundary of the community redevelopment area.
4. Any county, municipality, or community redevelopment agency may temporarily operate and maintain real property acquired by it in a community redevelopment area for or in connection with a community redevelopment plan pending the disposition of the property as authorized in this part, without regard to the provisions of subsection (1), for such uses and purposes as may be deemed desirable, even though not in conformity with the community redevelopment plan.
5. If any conflict exists between the provisions of this section and s. 159.61, the provisions of this section govern and supersede those of s. 159.61.
6. Notwithstanding any provision of this section, if a community redevelopment area is established by the governing body for the redevelopment of property located on a closed military base within the governing body's boundaries, the procedures for disposition of real property within that community redevelopment area shall be prescribed by the governing body, and compliance with the other provisions of this section shall not be required prior to the disposal of real property.

#### S. Issuance of Revenue Bonds (163.385)

(1) (a) When authorized or approved by resolution or ordinance of the governing body, a county, municipality, or community redevelopment agency has power in its corporate capacity, in its discretion, to issue redevelopment revenue bonds from time to time to finance the undertakings of any community redevelopment under this part, including, without limiting the generality thereof the payments of principal and interest upon any advances for surveys and plans or preliminary loans, and has power to issue refunding bonds for the payment or retirement of bonds or other obligations previously issued. Any redevelopment revenue bonds or other obligations issued to finance the undertaking of any community redevelopment under this part shall mature within 40 years after the end of the fiscal year in which the initial community redevelopment plan was approved or adopted. However, in no event shall any redevelopment revenue bonds or other obligations issued to finance the undertaking of any community redevelopment under this part mature later than the expiration of the plan in effect at the time such bonds or obligations were issued. The security for such bonds may be based upon the anticipated assessed valuation of the completed community redevelopment and such other revenues as are legally available. Any bond, note, or other form of indebtedness pledging increment revenues to the repayment thereof shall mature no later than the end of the 30<sup>th</sup> fiscal year after the fiscal year in which increment revenues are first deposited into the redevelopment trust fund or the fiscal year in which the plan is subsequently amended. However, any refunding bonds issued pursuant to this paragraph may not mature later than the final maturity date of any bonds or other obligations issued pursuant to this paragraph being paid or retired with the proceeds of such refunding bonds.

(b) In anticipation of the sale of revenue bonds pursuant to paragraph (a), the county, municipality, or community redevelopment agency may issue bond anticipation notes and may renew such notes from time to time, but the maximum maturity of any such note, including renewals thereof, may not exceed 5 years from the date of issue of the original note. Such notes shall be paid from any revenues of the county, municipality, or community redevelopment agency available therefore and not otherwise pledged or from the proceeds of sale of the revenue bonds in anticipation of which they were issued.

(2) Bonds issued under this section do not constitute an indebtedness within the meaning of any constitutional or statutory debt limitation or restriction, and are not subject to the provisions of any other law or charter relating to the authorization, issuance, or sale of bonds. Bonds issued under the provisions of this part are declared to be issued for an essential public and governmental purpose and, together with interest thereon and income therefrom, are exempted from all taxes, except those taxes imposed by chapter 220 on interest, income, or profits on debt obligations owned by corporations.

(3) Bonds issued under this section shall be authorized by resolution or ordinance of the governing body; may be issued in one or more series; and shall bear such date or dates, be payable upon demand or mature at such time or times, bear interest at such rate or rates, be in such denomination or denominations, be in such form either with or without coupon or registered, carry such conversion or registration privileges, have such rank or priority, be executed in such manner, be payable in such medium of payment at such place or places, be subject to such terms of redemption (with or without premium), be secured in such manner, and have such other

characteristics as may be provided by such resolution or ordinance or by a trust indenture or mortgage issued pursuant thereto. Bonds issued under this section may be sold in such manner, either at public or private sale, and for such price as the governing body may determine will effectuate the purpose of this part.

(4) In case any of the public officials of the county, municipality, or community redevelopment agency whose signatures appear on any bonds or coupons issued under this part cease to be such officials before the delivery of such bonds, such signatures are, nevertheless, valid and sufficient for all purposes, the same as if such officials had remained in office until such delivery.

(5) In any suit, action, or proceeding involving the validity or enforceability of any bond issued under this part, or the security therefore, any such bond reciting in substance that it has been issued by the county, municipality, or community redevelopment agency in connection with community redevelopment, as herein defined, shall be conclusively deemed to have been issued for such purpose, and such project shall be conclusively deemed to have been planned, located, and carried out in accordance with the provisions of this part.

(6) Subsections (1), (4), and (5), as amended by s. 14, chapter 84-356, Laws of Florida, do not apply to any governing body of a county or municipality or to a community redevelopment agency if such governing body or agency has adopted an ordinance or resolution authorizing the issuance of any bonds, notes, or other forms of indebtedness to which is pledged increment revenues pursuant only to a community redevelopment plan as approved and adopted before chapter 84-356 became a law.



### **C. POWERS NOT GIVEN TO THE CRA**

- 1) The following projects may not be paid for or financed by increment revenues:
  - i. Construction or expansion of administrative buildings for public bodies or for police or fire service;
  - ii. Installation, construction, reconstruction, repair or alteration of any publicly owned capital improvements or projects which are not an integral part of or necessary for carrying out the CRA Redevelopment Plan, or which have received the approval of the governing body within three years of the adoption of the redevelopment Plan, or which are normally financed by the governing body with user fees;
  - iii. General government operating expenses unrelated to the planning and implementation of the CRA Redevelopment Plan.
- 2) The power to independently zone or rezone property;
- 3) The power to independently grant exceptions from building regulations;
- 4) The power to independently grant exceptions from the Land Development Regulations or County Code of Ordinances;
- 5) The power to independently close or vacate public rights-of-way;
- 6) The power to determine an area to be a slum and blighted area, or combination thereof; to designate such area as appropriate for community redevelopment; and to hold any public hearings as required with respect thereto;
- 7) The power to grant final approval to the CRA Redevelopment Plan and amendments thereto;
- 8) The power to authorize the issuance of revenue bonds as set forth in Section 163.385, *Florida Statutes*; and

- 9) The power to approve the acquisition, demolition, removal or disposal of property as provided in Section 163.370(3), *Florida Statutes*, and the power to assume the responsibility to bear loss as provided in Section 163.370(3) *Florida Statutes*.

## SECTION FIVE

### AUTHORITY TO UNDERTAKE REDEVELOPMENT

The Vilano Beach Community Redevelopment Area (CRA) Redevelopment Plan has been prepared in accordance with the Community Redevelopment Act, Chapter 163, Part III, and *Florida Statutes*. The adoption of this Plan, and any subsequent modifications or amendments, shall follow the procedures as required including public hearings and the adoption of the necessary resolutions and ordinances.

In recognition of the need to prevent the spread of and eliminate the existence of slum and blighted conditions within the community, the Community Redevelopment Act confers upon counties and municipalities the authority and powers to carry out "Community Redevelopment." For purposes of CRA's Plan, the following definitions as provided in Chapter 163, Part III, *Florida Statutes*, shall apply.

Community redevelopment or redevelopment means undertakings, activities or projects of a county, municipality or community redevelopment agency in a community redevelopment area for the elimination and prevention of the development or spread of slums and blight for the provision of affordable housing, whether for rent or sale, to residents of low or moderate income, including the elderly, and may include slum clearance and redevelopment in a community redevelopment area, or any combination or part thereof, in accordance with a community redevelopment plan and may include the preparation of such a plan. (Chapter 163.340 (9) *Florida Statutes*)

The ability of a county or municipality to utilize the authority granted under the Act is predicated upon the adoption of a "Finding of Necessity" resolution by the governing body which is incorporated into this Plan as Section 1 as required by Florida Statutes. This finding demonstrates that:

1. One or more slum or blighted areas exists in the County or municipality;
2. One or more areas in which there is a shortage of housing affordable to residents of low or moderate income, including the elderly, exist in the county or municipality; and
3. The rehabilitation, conservation or redevelopment, or a combination thereof, of such area or areas is necessary in the interest of the public health, safety, morals or welfare of the residents of the county or municipality.

## **SECTION SIX**

### **SAFEGUARDS TO ENSURE REDEVELOPMENT ACTIVITIES FOLLOW THE REDEVELOPMENT PLAN**

#### **A. SAFEGUARDS TO ENSURE THAT REDEVELOPMENT ACTIVITIES FOLLOW THE REDEVELOPMENT PLAN**

- 1) The Vilano Beach Community Redevelopment Area (CRA) shall file an annual report with the State's Auditor General's Office, the St. Johns County Board of County Commissioners, and the St. Johns County Clerk's Office. This report shall contain a programmatic overview of the activities of the CRA as allowed by the Redevelopment Plan.
- 2) The CRA Board shall be fully subject to the Florida Sunshine Law and will meet at least on a monthly basis in a public forum.
- 3) The CRA shall provide adequate safeguards to ensure that all leases, deeds, contracts, agreements and declarations of restrictions relative to any real property conveyed shall contain restrictions, covenants, running with the land and its uses, or other such provisions necessary to carry out the goals and objectives of the Plan.
- 4) The CRA Board shall publicly adopt by-laws to govern its activities and to ratify its administrative policies.

**B. SAFEGUARDS TO ENSURE FINANCIAL ACCOUNTABILITY**

- 1) The CRA shall maintain adequate records to provide for an annual audit which shall be conducted by an independent knowledgeable auditor selected by the County Commission. The findings of the audit shall be presented at a public meeting of the CRA Board and such findings shall be forwarded to the State Auditor General's Office by March 31 of each year for the preceding fiscal year which shall run from October 1 through September 30.

The annual Audit Report shall be accompanied by the CRA's Annual Report and shall be provided to the St. Johns County Board of County Commissioners and the St. Johns County Clerk's Office for public review and availability. Legal notice in a newspaper of general circulation shall be provided to inform the public of the availability for review of the Annual Audit and Annual Report.

- 2) All CRA tax increment financing funds shall be held in a Redevelopment Trust Fund separately from other funds as required by state law.

**C. SAFEGUARDS TO ENSURE PROPER IMPLEMENTATION  
AND PROJECT/PROGRAM ACCOUNTABILITY**

- (1) For each CRA program shall be established measurable objectives upon its administrative design and funding approval by the Board.
- (2) The CRA shall hold an annual informational public workshop to:
  - a) report on the status and progress of programs and projects;
  - b) gather input from property owners, citizens and interested parties regarding redevelopment activities; and
  - c) discuss strategies relating to local redevelopment issues.

**D. SAFEGUARDS THROUGH RETENTION OF CERTAIN  
POWERS BY THE COUNTY**

The following powers shall not be vested in the CRA:

- (1) The ability to zone or rezone property;
- (2) To abandon or vacate rights-of-way;
- (3) To approve the use of eminent domain powers to acquire property within the redevelopment area;
- (4) To approve the issuance of redevelopment bonds;
- (5) To approve any changes in the boundaries of the redevelopment area; and
- (6) To approve any amendment to the Redevelopment Plan.

**E. PROVIDING FOR A TIME CERTAIN AND SEVERABILITY**

All redevelopment activities of a contractual, financial and programmatic nature shall have a maximum duration, or commitment of up to, but not exceeding, thirty (30) years from the date of adoption by the Board of County Commissioners of St. Johns County. The start date for the thirty-year clock shall be the Plan adoption and approval date by the St. Johns County Commission.

## **SECTION SEVEN**

### **VILANO BEACH CRA GOALS**

## **ST. JOHNS COUNTY COMMUNITY REDEVELOPMENT AGENCY (CRA) GOALS**

The CRA's community redevelopment goals represent the community's desired standards and guidelines and are intended to provide a basis for decision-making by the CRA Board as well as state the general direction for redevelopment action. The goals provide guidance for the establishment of public policy, design of redevelopment programs, appropriation of redevelopment funds, and the establishment of Agency priorities. The general redevelopment goals of the CRA are as follows:

- 1) The CRA Redevelopment Plan shall serve as the primary vehicle and provide the primary tools for the County's redevelopment efforts within the CRA area.
- 2) The CRA shall actively pursue successful "Quick Victory" projects in its earliest stages to increase public awareness and support for its longer-range challenges and programs.
- 3) The CRA shall work and communicate with all interested community groups, such as Waterfronts Florida Community Group, North Shores Improvement Association and the surrounding community, towards the successful realization of all redevelopment goals and the successful implementation of all redevelopment programs.



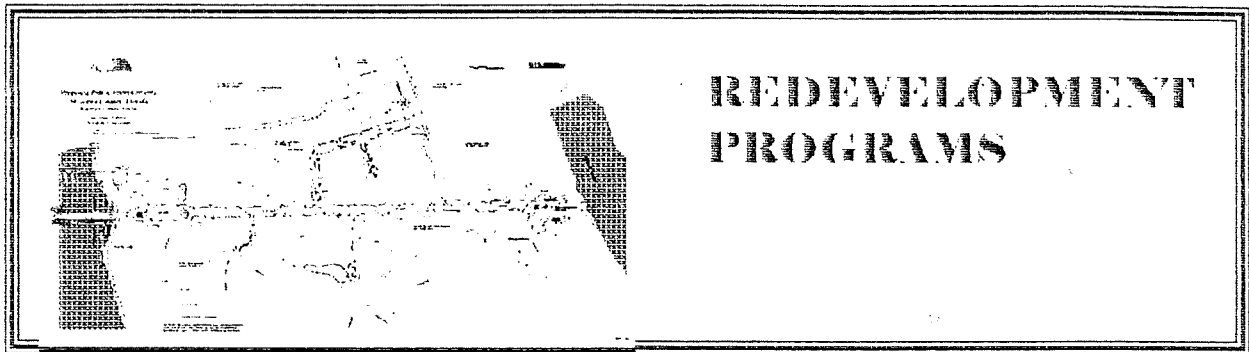
- 4) The CRA will actively “partner” with both public and private sector entities towards the achievement of its redevelopment goals and to gain the maximum leveraging of assets and cooperation.
- 5) The County and all of its departments shall work together with the CRA towards the shared goal of improving the quality of life for all citizens, businesses, and property owners in the redevelopment area.
- 6) The CRA shall work with the private sector, financial institutions, and interested investors to the fullest extent it deems reasonable to facilitate the maximum investment of private funds in the redevelopment area.
- 7) The CRA shall attempt to comply with the goals, objectives, and guidelines that are established by the County's development review boards for all development and redevelopment activities it supports or initiates.
- 8) The CRA shall work towards leveraging the maximum amount of non-tax increment financing resources possible to assist in the redevelopment of its assigned area.
- 9) The CRA shall actively pursue the purchase and/or redevelopment of vacant or abandoned properties in the redevelopment.
- 10) The CRA, in cooperation with local residents, businesses and property owners, and development interests, shall seek to identify and rehabilitate significant historical and cultural elements of the community.
- 11) Where appropriate, the CRA shall encourage and facilitate an integrated system of pedestrian circulation, parks and open space in the redevelopment area with special emphasis on providing residents with easy

and safe access to commercial activities.

- 12)The CRA shall support and participate in the provision of an efficient parking system throughout the redevelopment area.
- 13)The CRA shall encourage that potable water, wastewater treatment, and stormwater drainage systems accommodate present and future demands in a timely, cost-efficient, and equitable manner while protecting the health, safety, and welfare of the system users and the environment.
- 14)The CRA shall actively participate in environmental clean-up activities that it considers to be in the best interest of the community and where environmental problems are an obstacle to successful redevelopment.
- 15)The CRA shall encourage the development of new housing units and the rehabilitation of existing units in the redevelopment area.
- 16)The CRA shall provide a priority to local builders, contractors, material providers, and financial and real estate entities for their participation in all redevelopment programs to the extent it deems legal and in the public interest.
- 17)The CRA shall strive to implement programs that increase the ad valorem value of non-residential property to assist the County in reducing the disproportionately high share of ad valorem taxes that are currently being paid by St. Johns County homeowners.
- 18)The CRA, with the assistance of neighborhood-based organizations, financial institutions, government, development interests, and real estate representatives, shall preserve and enhance existing residential areas to provide a variety of housing opportunities for all income levels.

- 19)The CRA shall undertake annual continuous improvement programs and other activities that are designed to prevent the recurrence and spread of negative conditions.
- 20)The CRA, in cooperation with the County Sheriff's Department, Fire Department, and Code Enforcement, shall work to create a safe, quality environment for residents and businesses.
- 21)The CRA shall assist the County and other governmental entities to promote alternative modes of transportation and to maximize transit facilities and related economic and community uses.
- 22)The CRA shall implement programs that assist in removing the financial obstacles that may occur and prevent otherwise successful redevelopment projects and activities.
- 23)The CRA will work in concert with the goals of the St. Johns County Comprehensive Development Master Plan, and the St. Johns County Comprehensive Plan, in addition to those established by *Florida Statutes*, as they relate to the adopted St. Johns County Community Redevelopment Plan.

## SECTION EIGHT



### PROGRAMS, PROJECTS AND STRATEGIES

The "Redevelopment Programs" section establishes the tools and strategies to implement the goals and objectives of the CRA Redevelopment Plan. The programs were developed by utilizing the powers available to a CRA by Florida Statutes, the needs identified in the Finding of Necessity, and the input gathered from the community for which this redevelopment agency is created to serve.

This section contains the programmatic tools which are designed to allow the CRA to bring about cumulative redevelopment. Several of the programs are defined as "Quick Victories" (QV). These programs are key to gaining public support and the momentum necessary to sustain the Agency through its more difficult redevelopment challenges.

At the onset of each fiscal year, the Board shall establish its program and project priorities in a way to ensure measurable accomplishments. At this time, the Board should also allocate financial resources based on priorities, community needs, likelihood of success, and funding availability. A special public meeting will be held annually to review the Agency's progress regarding its assigned programs for each fiscal year.

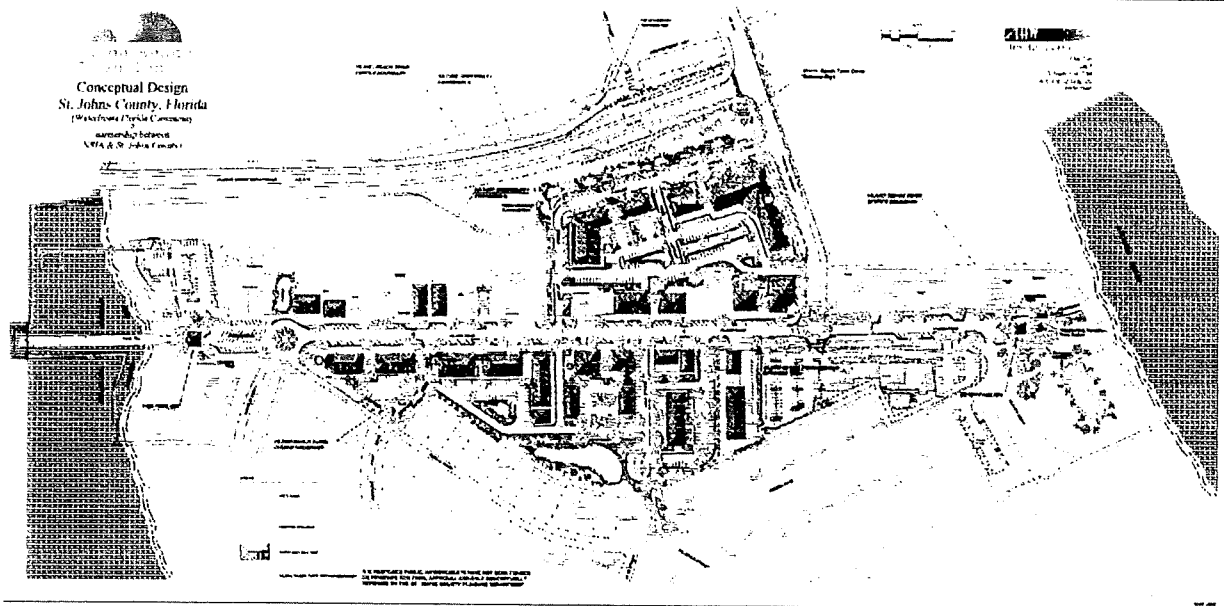
It is advisable to consider redevelopment in five-year phases. Successes or failures in the phase I five-year period will have a significant impact upon the revenue-generating capability of the tax increment financing mechanism used in the redevelopment area for the funding of future programs. Each five years, the Agency's Board of Commissioners shall re-evaluate all sections of the CRA Redevelopment Plan and consider amendments and changes that would best serve the public interest. This five-year review period is consistent with the state mandated review of comprehensive plans to which St. Johns County currently adheres.

### **INFRASTRUCTURE IMPROVEMENTS**

Working with appropriate County departments, the Agency may consider funding infrastructure deficiencies and projected needs, including utilities, roadways, sidewalks, and stormwater management. All infrastructure projects funded by the Agency shall be directly tied to increasing the area's redevelopment potential to generate a higher return of tax increment funds and increase the likelihood of private investment. This program is not designed to replace the County's efforts to secure CDBG and other similar funds but rather to augment them.

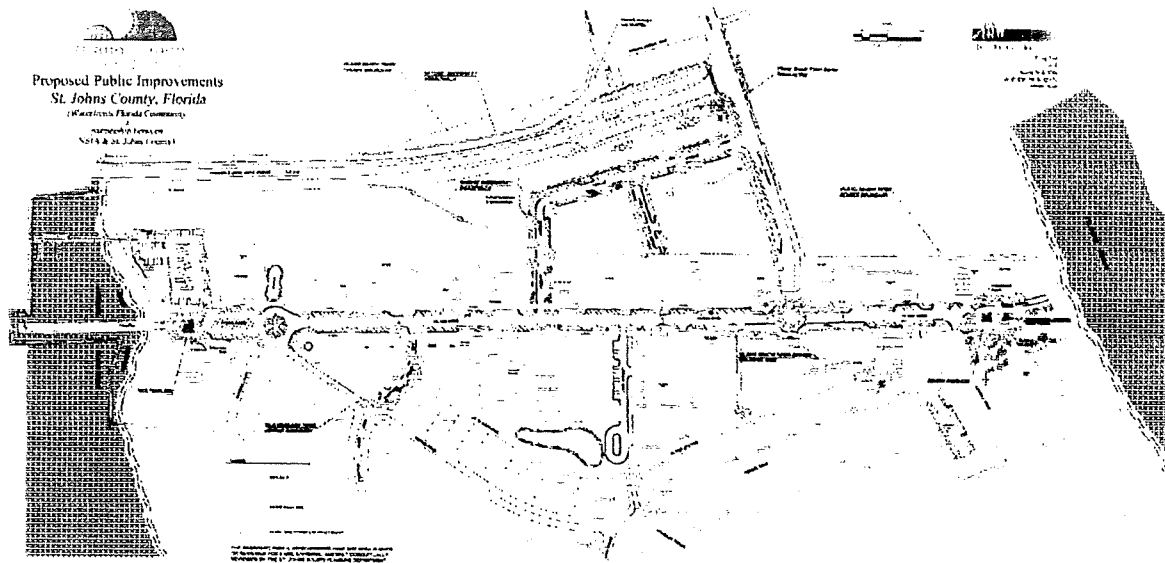
### **COMMUNITY CENTER**

The Vilano Beach CRA shall attempt to secure funding through grants to improve the existing community center and to improve the recreational area adjacent to the facility. The North Shores Community Center, at 120 Meadow Avenue was built between 1950 and 1953 on approximately 2 acres donated by May Gardiner, widow of Charles Gardiner. The property was donated with a reverter clause requiring the non-profit organization to establish and maintain a community center in the community known as North Beach. This building is now 50 years old. Although it still serves a purpose in the community, a renovated facility could provide for additional public functions for the growing Vilano Beach community.



### **A. Primary Redevelopment Project**

The key to creating redevelopment in the Vilano Beach Community Redevelopment Area is the implementation of the Primary Redevelopment Project. The Vilano Beach Town Center is a conceptual plan that incorporates the development guidelines of the North Coastal Corridor Overlay District (included in this Plan as ATTACHMENT 2). The objective of the district is to encourage redevelopment and new development that results in a diverse mixture of uses, which creates a lively community with daytime and evening activities offering varied commercial, residential, leisure, and recreational opportunities related to the unique beach and waterfront character. The Vilano Beach Finding of Necessity prepared by SDI in June 2002 documents both drainage and street and sidewalk conditions that inhibit redevelopment. There is a lack of pedestrian amenities and facilities to accommodate bicycles. Therefore, in order to realize the vision for a growing, revitalized community, completion of the planned infrastructure improvements must be the primary redevelopment activity for the Vilano Beach redevelopment area.



The Vilano Beach planning process has involved the Vilano Beach Waterfronts Florida Community Partnership (St. Johns County and North Shores Improvement Association) and others who live or work in the community. The planning process was to create a vision for future managed growth in the area, and to create a pedestrian friendly, sustainable Town Center for residents and visitors. The desire is to preserve the beach community character and unique ocean and river waterfronts and recreational environment. Some of the sustainable community related projects accomplished or underway include a conceptual Town Center Design, a Nature Greenway Boardwalk, gateway landscaping and signage, design, permitting and construction of two waterfront pavilions, improvements to an existing fishing pier and a stormwater management plan.

The *Vilano Beach Existing Conditions Report, 2002*, prepared by Ivey, Harris and Walls, documents stormwater drainage conditions, flood prone areas, basin runoff characteristics, and peak runoff rates, within the Town Center area. The Summary and Conclusion section of that report states the existing stormwater system will not adequately support new growth.

In order for redevelopment to be successfully carried out, it will be necessary to provide the essential infrastructure to support redevelopment and the growth



redevelopment will create. These infrastructure improvements are the Primary Redevelopment Project for the Vilano Beach area.

**THE FOLLOWING COST ESTIMATES ARE PART OF THE VILANO BEACH  
EXISTING CONDITIONS REPORT BY IVEY, HARRIS AND WALLS, 2002.**

**Vilano Beach Towncenter**

**Estimated Improvement Cost**

Alternative No. 1 (Dry Retention)

Item	Description	Quantity	Units	Unit Cost	Total Cost
<b>A.</b>	<b>Roadway Construction</b>				
<b>1</b>	<b>Typical Section - Paving</b>				
a	2" Asphalt Surface	22,000.0	SY	\$ 4.00	\$ 88,000.00
b	8" Limerock Base	23,500.0	SY	\$ 6.00	\$ 141,000.00
c	12" Stabilized Subbase	23,500.0	SY	\$ 2.50	\$ 58,750.00
d	Sidewalk	10,600.0	SY	\$ 12.00	\$ 127,200.00
e	Curb & Gutter	9,200.0	LF	\$ 8.00	\$ 73,600.00
f	Prime Coating	2,569.0	Gal	\$ 3.00	\$ 7,707.00
g	Striping	1.0	LS	\$ 6,000.00	\$ 6,000.00
h	Pavers	2,200.0	SY	\$ 50.00	\$ 110,000.00
I.	Sidewalk Pavers	650.0	SY	\$ 15.00	\$ 9,750.00
<b>2</b>	<b>Right of Way Preparation</b>				
a	Mobilization/Demobilization	1.0	LS	\$ 25,000.00	\$ 25,000.00
b	Erosion & Sediment				
	1. Silt Fence	5,000.0	LF	\$ 2.00	\$ 10,000.00
	2. Stawbales	500.0	Ea	\$ 3.00	\$ 1,500.00
	3. Inlet Controls	15.0	Ea	\$ 55.00	\$ 825.00
	4. Sediment Removal	500.0	CY	\$ 5.00	\$ 2,500.00
c	Temp Signage	1.0	LS	\$ 1,000.00	\$ 1,000.00
d	Earthwork	15,550.0	CY	\$ 8.00	\$ 124,400.00
e	Unsuitable Materials	500.0	CY	\$ 10.00	\$ 5,000.00

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f.	Maintenance of Traffic	1.0	Ea	\$ 20,000.00	\$ 20,000.00
<b>3</b>	<b>Roadway Drainage</b>				
a	15" RCP	2,600.0	LF	\$ 21.00	\$ 54,600.00
b	18" RCP	587.0	LF	\$ 32.00	\$ 18,784.00
c	24" RCP	610.0	LF	\$ 36.00	\$ 21,960.00
d	36" RCP	612.0	LF	\$ 47.00	\$ 28,764.00
e	48" RCP	195.0	LF	\$ 58.00	\$ 11,310.00
f	Curb Inlets	17.0	Ea	\$ 3,200.00	\$ 54,400.00
g	Manholes	5.0	Ea	\$ 3,500.00	\$ 17,500.00
h	Mitered End	2.0	Ea	\$ 1,000.00	\$ 2,000.00
i	Pumped Discharge System	1.0	LS	\$ 120,000.00	\$ 120,000.00
j.	Property Acquisition	2.3	Acres	\$ 200,000.00	\$ 460,000.00
k	Outfall Structure	2.0	Ea	\$ 2,500.00	\$ 5,000.00
l.	Outfall Piping	1,500.0	lf	\$ 45.00	\$ 67,500.00
<b>B.</b>	<b>Utilities</b>				
<b>1</b>	<b>Lighting</b>				
a	Fixtures	15.0	Ea	\$ 350.00	\$ 5,250.00
b	Poles	15.0	Ea.	\$ 1,350.00	\$ 20,250.00
c	Footings	15.0	Ea	\$ 250.00	\$ 3,750.00
d	Conduit	5,400.0	LF	\$ 2.00	\$ 10,800.00
e	Transformer (Lights)	1.0	Ea	\$ 5,000.00	\$ 5,000.00
F	Electrical Manholes	10.0	Ea	\$ 600.00	\$ 6,000.00
<b>C.</b>	<b>Landscaping</b>				
a.	Trees	450.0	Ea	\$ 350.00	\$ 157,500.00

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b.	Sod	10,500.0	SY	\$	2.75	\$	28,875.00
c.	Shrubs	2,550.0	Ea	\$	25.00	\$	63,750.00
d.	Irrigation System	1.0	LS	\$	65,000.00	\$	65,000.00
e	Signage (Regulatory & Informational)	1.0	LS	\$	65,000.00	\$	65,000.00
f.	Water Feature	2.0	LS	\$	40,000.00	\$	80,000.00
g.	Oasis Pavilion	3.0	LS	\$	7,500.00	\$	22,500.00
D.	Contingency	1.0	LS	\$	200,000.00	\$	200,000.00
			Estimated Cost			\$	2,407,725.00

## Vilano Beach Towncenter

### Estimated Improvement Cost

Alternate 2 (Infiltrator System Design)

Item	Description	Quantity	Units	Unit Cost	Total Cost
<b>A.</b>	<b>Roadway Construction</b>				
<b>1</b>	<b>Typical Section - Paving</b>				
A	2" Asphalt Surface	22,000.0	SY	\$ 4.00	\$ 88,000.00
B	8" Limerock Base	23,500.0	SY	\$ 6.00	\$ 141,000.00
C	12" Stabilized Subbase	23,500.0	SY	\$ 2.50	\$ 58,750.00
D	Sidewalk	10,600.0	SY	\$ 12.00	\$ 127,200.00
E	Curb & Gutter	9,200.0	LF	\$ 8.00	\$ 73,600.00
F	Prime Coating	2,569.0	Gal	\$ 3.00	\$ 7,707.00
G	Striping	1.0	LS	\$ 6,000.00	\$ 6,000.00
H	Pavers	1,000.0	SY	\$ 25.00	\$ 25,000.00
I.	Sidewalk Pavers	650.0	SY	\$ 15.00	\$ 9,750.00
<b>2</b>	<b>Right of Way Preparation</b>				
A	Mobilization/Demobilization	1.0	LS	\$ 25,000.00	\$ 25,000.00
B	Erosion & Sediment				
	1. Silt Fence	5,000.0	LF	\$ 2.00	\$ 10,000.00
	2. Stawbales	500.0	Ea	\$ 3.00	\$ 1,500.00
	3. Inlet Controls	15.0	Ea	\$ 55.00	\$ 825.00
	4. Sediment Removal	500.0	CY	\$ 5.00	\$ 2,500.00
C	Temp Signage	1.0	LS	\$ 1,000.00	\$ 1,000.00
D	Earthwork	15,250.0	CY	\$ 8.00	\$ 122,000.00
E	Unsuitable Materials	500.0	CY	\$ 10.00	\$ 5,000.00

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f.	Maintenance of Traffic	1.0	Ea	\$	20,000.00	\$	20,000.00
<b>3</b>	<b>Roadway Drainage</b>						
A	15" RCP	2,600.0	LF	\$	21.00	\$	54,600.00
B	18" RCP	587.0	LF	\$	32.00	\$	18,784.00
C	24" RCP	610.0	LF	\$	36.00	\$	21,960.00
D	36" RCP	1,250.0	LF	\$	47.00	\$	58,750.00
E	Infiltrators (Within ROW)	550.0	Ea	\$	650.00	\$	357,500.00
F	Curb Inlets	26.0	Ea	\$	3,200.00	\$	83,200.00
G	Manholes	8.0	Ea	\$	3,500.00	\$	28,000.00
H	Mitered End	10.0	Ea	\$	1,000.00	\$	10,000.00
I	Pumped Discharge System	1.0	LS	\$	120,000.00	\$	120,000.00
j.	Property Acquisition	0.3	Acres	\$	200,000.00	\$	60,000.00
k.	Outfall Structures	2.0	LS	\$	2,500.00	\$	5,000.00
l.	Outfall Piping	1,500.0	LF	\$	45.00	\$	67,500.00
<b>B.</b>	<b>Utilities</b>						
<b>1</b>	<b>Lighting</b>						
A	Fixtures	15.0	Ea	\$	350.00	\$	5,250.00
B	Poles	15.0	Ea.	\$	1,350.00	\$	20,250.00
C	Footings	15.0	Ea	\$	250.00	\$	3,750.00
D	Conduit	5,400.0	LF	\$	2.00	\$	10,800.00
E	Transformer (Lights)	1.0	Ea	\$	5,000.00	\$	5,000.00
F	Electrical Manholes	10.0	Ea	\$	600.00	\$	6,000.00
<b>C.</b>	<b>Landscaping</b>						
a.	Trees	450.0	Ea	\$	350.00	\$	157,500.00

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b.	Sod		10,500.0	SY	\$	2.75	\$	28,875.00
c.	Shurbs		2,550.0	Ea	\$	25.00	\$	63,750.00
d.	Irrigation System		1.0	LS	\$	65,000.00	\$	65,000.00
E	Signage (Regulatory & Informational)		1.0	LS	\$	65,000.00	\$	65,000.00
f.	Water Features		2.0	LS	\$	40,000.00	\$	80,000.00
g.	Oasis Pavilion		3.0	LS	\$	7,500.00	\$	22,500.00
D.	Contingency		1.0	LS	\$	200,000.00	\$	200,000.00
				Estimated Cost	\$			2,343,801.00

## Vilano Beach Towncenter

### Estimated Improvement Cost

Alternate 3 (Cistern Collection System)

Item	Description	Quantity	Units	Unit Cost	Total Cost
<b>A.</b>	<b>Roadway Construction</b>				
<b>1</b>	<b>Typical Section - Paving</b>				
a	2" Asphalt Surface	22,000.0	SY	\$ 4.00	\$ 88,000.00
b	8" Limerock Base	23,500.0	SY	\$ 6.00	\$ 141,000.00
c	12" Stabilized Subbase	23,500.0	SY	\$ 2.50	\$ 58,750.00
d	Sidewalk	10,600.0	SY	\$ 12.00	\$ 127,200.00
e	Curb & Gutter	9,200.0	LF	\$ 8.00	\$ 73,600.00
f	Prime Coating	2,569.0	Gal	\$ 3.00	\$ 7,707.00
g	Striping	1.0	LS	\$ 6,000.00	\$ 6,000.00
h	Pavers	1,000.0	SY	\$ 25.00	\$ 25,000.00
i.	Sidewalk Pavers	650.0	SY	\$ 15.00	\$ 9,750.00
<b>2</b>	<b>Right of Way Preparation</b>				
a	Mobilization/Demobilization	1.0	LS	\$ 25,000.00	\$ 25,000.00
b	Erosion & Sediment				
	1. Silt Fence	5,000.0	LF	\$ 2.00	\$ 10,000.00
	2. Stawbales	500.0	Ea	\$ 3.00	\$ 1,500.00
	3. Inlet Controls	15.0	Ea	\$ 55.00	\$ 825.00
	4. Sediment Removal	500.0	CY	\$ 5.00	\$ 2,500.00
c	Temp Signage	1.0	LS	\$ 1,000.00	\$ 1,000.00
d	Earthwork	15,250.0	CY	\$ 8.00	\$ 122,000.00



ST. JOHNS COUNTY  
VILANO BEACH COMMUNITY REDEVELOPMENT AGENCY PLAN DRAFT

e	Unsuitable Materials		500.0	CY	\$	10.00	\$	5,000.00
f.	Maintenance of Traffic		1.0	Ea	\$	20,000.00	\$	20,000.00
<b>3</b>	<b>Roadway Drainage</b>							
a	15" RCP		600.0	LF	\$	21.00	\$	12,600.00
b	18" RCP		587.0	LF	\$	32.00	\$	18,784.00
c	24" RCP		320.0	LF	\$	36.00	\$	11,520.00
d	36" RCP		300.0	LF	\$	47.00	\$	14,100.00
e	60" Dia. Storage Pipes		4,150.0	Ea	\$	80.00	\$	332,000.00
f	Curb Inlets		26.0	Ea	\$	3,200.00	\$	83,200.00
g	Manholes		8.0	Ea	\$	3,500.00	\$	28,000.00
h	Irrigation Stations (Cistern System)		12.0	Ea	\$	3,200.00	\$	38,400.00
i	Pumped Discharge System		1.0	LS	\$	120,000.00	\$	120,000.00
j.	Property Acquisition		0.3	Acres	\$	200,000.00	\$	60,000.00
k.	Outfall Structures		2.0	LS	\$	2,500.00	\$	5,000.00
l.	Outfall Piping		100.0	LF	\$	85.00	\$	8,500.00
<b>B.</b>	<b>Utilities</b>							
<b>1</b>	<b>Lighting</b>							
a	Fixtures		15.0	Ea	\$	350.00	\$	5,250.00
b	Poles		15.0	Ea.	\$	1,350.00	\$	20,250.00
c	Footings		15.0	Ea	\$	250.00	\$	3,750.00
d	Conduit		5,400.0	LF	\$	2.00	\$	10,800.00
e	Transformer (Lights)		1.0	Ea	\$	5,000.00	\$	5,000.00
f	Electrical Manholes		10.0	Ea	\$	600.00	\$	6,000.00
<b>C.</b>	<b>Landscaping</b>							

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a.	Trees		450.0	Ea	\$	350.00	\$	157,500.00
b.	Sod		10,500.0	SY	\$	2.75	\$	28,875.00
c.	Shurbs		2,550.0	Ea	\$	25.00	\$	63,750.00
d.	Irrigation System		1.0	LS	\$	65,000.00	\$	65,000.00
e.	Signage (Regulatory & Informational)		1.0	LS	\$	65,000.00	\$	65,000.00
f.	Water Features		2.0	LS	\$	40,000.00	\$	80,000.00
g.	Oasis Pavilion		3.0	LS	\$	7,500.00	\$	22,500.00
D.	Contingency		1.0	LS	\$	200,000.00	\$	200,000.00
				Estimated Cost	\$		\$	2,190,611.00

## Overlay District

Vilano Beach is on the coastal barrier island north of St. Augustine Inlet in St. Johns County, one of the fastest growing counties in the state. The Vilano Beach Town Center is the original 1920's Main Street design that provides panoramic Atlantic beach sunrises and intracoastal sunset views.

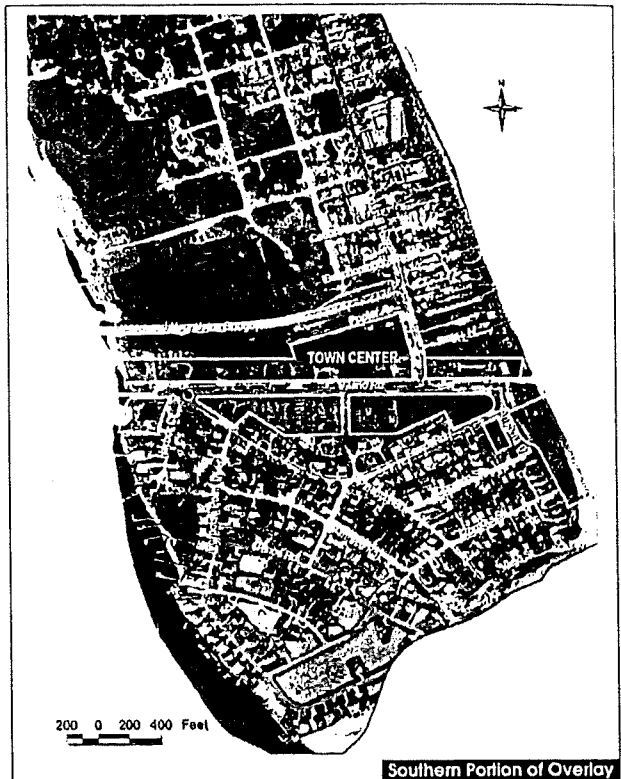
The North Coastal Corridor Overlay District in Vilano Beach, St. Johns County, Florida was established with the purpose of guiding development and establishing guidelines that maintain, protect and enhance the character, history, and unique "sense of place" of the Vilano Beach Waterfront Community. (See Overlay Map)

### Overlay District Sub-Areas\*

The Overlay District comprises of two distinct sub areas:

- **Vilano Beach Town Center** is within the southernmost part of the Overlay District and extends along Vilano Road, the main commercial, civic, and cultural corridor. The objective of the district is to encourage redevelopment and new development that results in a diverse mixture of uses, which creates a lively community with daytime and evening activities offering varied commercial, residential, leisure and recreational opportunities related to the unique beach and waterfront character. The focus lies in supporting the creation of an architecturally compatible, commercially viable Town Center, which provides for an active street front with residential uses above a mixture of commercial uses.
- **The A1A Corridor** is a portion of the District, extending along State Road A1A North and is comprised primarily of single-family and multi-family residential uses. The objective of this district is to protect surrounding residential uses, encourage the protection of scenic views and enhance the physical appearance of the area.

*\*The overlay applies only to commercial, multi-family residential exceeding two units and Planned Units Developments (PUDs) and does not apply to single family residential.*



## General Design

The guidelines and standards shall apply to new buildings or structures, renovations to existing buildings or structures, and related site improvements as defined in the Ordinance. The architectural design of structures and their materials and colors should be visually harmonious with the overall appearance, history and cultural heritage of St. Johns County. The focus and intent of these standards is to encourage architectural diversity and innovative architecture and design which supports the creation of an aesthetically pleasing environment that preserves and promotes the integrity of this small beach town character and environment. Site design and architectural features, such as differentiation of floors and providing for the appearance of separate but connected buildings, should be used to reduce the appearance of excessively large or massive buildings. The general guidelines for the two overlay sub areas are as follows:

**Vilano Beach Town Center Standards:** Architectural styles of new buildings should reflect Florida Vernacular or Art Deco. Structures should be designed to encourage bike and pedestrian accessibility, and provide for outdoor uses such as cafes and restaurants. Long, monotonous, blank facades should be avoided, with main entrances facing the road or a courtyard and all facades finished in a like manner. Service and mechanical areas should be adequately screened from public view and site and parking lot lighting should be appropriately scaled to avoid "spilling" onto other properties.

**AIA Corridor Standards:** Architectural styles of new buildings should reflect Florida Vernacular, Art Deco, Northeast Vernacular, or Spanish / Mediterranean. Structures should be designed to accommodate vehicular traffic, but also encourage bike, pedestrian and outdoor use. The maximum length of buildings parallel to the roadway should be no more than 120 feet, and long, monotonous, blank facades should be avoided. The main entrances shall face the road and all facades of the structure should be finished in like manner. Service and mechanical areas shall be screened from public view and no chain link front fences should be used. Site and parking lot lighting should no higher than the buildings on site and avoid "spilling" onto other properties.



Florida Vernacular - Multifamily



Active Public Spaces and Street Fronts



Traditional Commercial



Traditional Mixed Use



Mixed Use - Retail and Residential



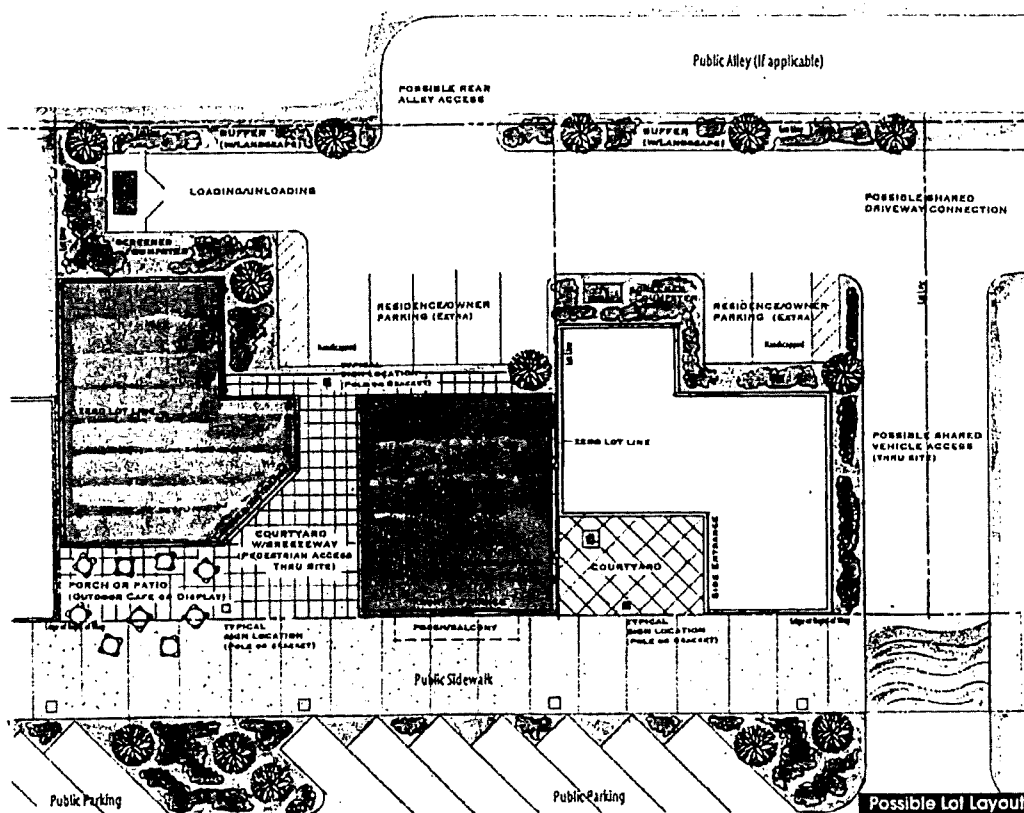
Outdoor Restaurants

The photographs on pages 1, 4, 5, 8, 9 and 10 are for illustrative purposes only.

# Site Development Criteria

The site development criteria will further the theme and vision for the Vilano Beach Town Center. The intent is to create a festive, recreational, and entertaining place.

Element	Vilano Beach Town Center	AIA Corridor
Building Placement	Front: 0 feet setback along Vilano Road and Poplar Avenue, (20 foot setback allowed if front courtyard, porch or outdoor seating) Side: 0 feet setback (encourage continuous line of construction at street) Rear: No setbacks (must comply with section 6.06.04 of LDC for buffers between uses)	Per LDC
Site Design Options	Alleys: May be opened in accordance with LDC standards, site must include exterior pedestrian access through site Driveways: Adjacent properties encouraged to use combined driveways to limit access points Courtyards: Adjacent properties encouraged to share courtyards to provide for side entrances to buildings, access through the site (front to rear) and provide for common streetscape elements	Per LDC
Maximum Height	35 feet	



## OBJECTIVES

### Provide:

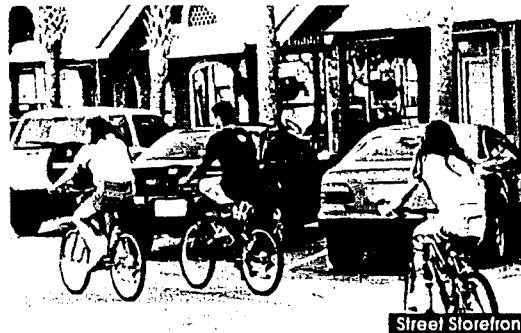
- Main commercial building entrances on main roadways or via side courtyards
- Corner entrances for buildings on main street corners
- Consistent building design, finishes and detail on all building sides
- Outside pedestrian seating, cafes, and porches
- Pedestrian access through site
- Exterior lighting to encourage outdoor activity
- Streetscape elements that provide for pedestrian and bicycles such as outdoor seating, bicycle racks, courtyards, green spaces, and public art

### Screen:

- Heating, ventilation and air conditioning equipment
- Trash receptacles and dumpsters
- Above ground tanks and utility meters

### Avoid:

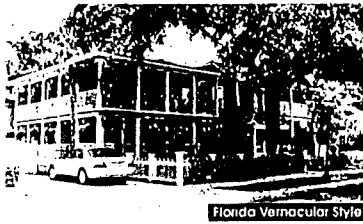
- Long monotonous facade designs
- Blank walls facing roadways
- Service entrances on A1A, Vilano Road, Poplar Avenue or Anahma Drive
- Bright lighting in parking areas
- Work areas, storage doors or open bays on main roadways



# Architectural Design Elements

Distinctive architecture, signs, window displays, graphics, color and design elements that promote the natural amenities create a 'sense of place' for the North Coastal Corridor Overlay District. Bringing visual order without destroying architectural variety is the fundamental focus of the Design Guidelines and Development Standards. While specific design solutions may vary, the overall theme and design intent remains the same.

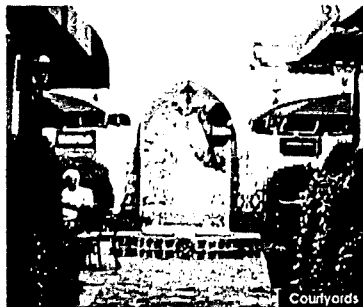
The architectural theme is based on "Traditional Main Street Commercial and Residential Design in Florida", which is mainly eclectic in character. The architectural styles include Art Deco, Florida Vernacular, Northeast Vernacular and Spanish / Mediterranean, in addition to creative contemporary interpretations of these styles. As much as establishing a design theme and identity remains the primary objective, preventive maintenance and upkeep of all structures is a priority within the Overlay District.



Florida Vernacular Style



Art Deco Style



Courtyards



Porches, Balconies and Decks

Architectural Style	Florida Vernacular	Art Deco
<b>Design and Scale</b>	Simple, modest structures, rectangular in form, with wide wrap-around porches, wide overhanging eaves, breezeways and large windows with shutters	Angular and clean with stepped back facades, symmetrical and asymmetrical massing, and vertical accentuation, including modern design roof decks and port cache's
<b>Building Facade</b>	Linear with variations to avoid monotonous facades, wide porches, and windows and doors with shutters, breezeways	Art Deco style decorations with glass block, metals, patterned terrazzo and mosaic tiles, nautical themes, tropical flora and fauna motives, such as ocean liners, palm trees and flamingos
<b>Building Materials</b>	Stucco, cement composite wood siding or wood shingle, brick, Exterior Insulation and Finishing Systems (EIFS)	EIFS, stucco, tile, articulated concrete, and cement, with glass and metal embellishments
<b>Color Scheme*</b>	Paints and stains of nature-blending or pastel colors with no more than 3 colors per building, excluding roof (greens, yellows, corals, browns, blues, grays, tans and beiges)	Pastel tropical colors with contrasting colors to define features
<b>Doors and Windows</b>	Large windows with wood frames and sashes, divided panes with shutters	False or real windows at regular intervals in size and number to compliment building, round square or geometrical shaped windows
<b>Porches, Decks and Balconies</b>	Wrap-around porches, covered decks with wood railings, breezeways connecting buildings	Open decks, including roof decks and balconies with metal railings
<b>Roof Design</b>	Sloped hip, gabled roofs, wood or asphalt shingle, metal standing, seam, tile and other non-reflective materials with nature blending texture, minimum angle of 20 degrees and may incorporate dormers	Flat roofs with built-up facades and simple raised parapets
<b>Exterior Lighting**</b>	Metal rounded or square with covers, miniature roof shapes	Festive and tropical theme, neon, block glass, and other similar ornamentation
<b>Awnings / Canopies</b>	Sensitive to building height, size, materials, color and associated with windows and/or doors, installed at regular intervals incorporating business names and logos providing an additional opportunity to reinforce identity	
<b>Display Areas</b>	Appropriate size, proportion, placement and style of display areas in conjunction with the solid masses of exterior facade to establish visual character in addition to an attractive arrangement of materials and appropriate lighting	
* Refer to color palate showing base and combination trim and detail colors		
**Additional lighting criteria for protection of marine turtles and hatchlings defined in the Land Development Code shall be followed accordingly		



Active Street Fronts



Outdoor Seating and Fences



Public Plazas and Refuge Areas

Architectural Style	Northeast Vernacular***	Spanish / Mediterranean**
Design and Scale	Shingle style, simple buildings in square or rectangular form, narrow overhanging eaves, small porches with simple or no ornamentation	Spanish influence, modest structures with clean lines, rectangular with little elaboration Mediterranean influence includes "heavy" construction with archways, turrets and courtyards
Building Facade	Details and style reflecting Cape Cod and Colonial, square door and window openings	Details and style reflecting Spanish, Italian, Italianate, Moorish, Palladian or Greek Revival, use of patios, trellis, archways, arbors and parapets
Building Materials	Wood shingles, lapboard siding of wood or cement composite style wood	Masonry and stone with heavy timber, stucco or plaster walls, wrought iron embellishments with tile decorations
Color Scheme*	Pastel variations of gray, blue/gray, white, green, and yellow	Earth tone colors including muted light browns, crème, gold, grays and deep yellow
Doors and Windows	Small doors and windows with simple wood detailing and shutters either square or round with divided glass panes	Square or arched doorways, square or round glass windows with divided glass panes
Porches, Decks and Balconies	Small porches, breezeways connecting separate buildings	Wrap-around porches, cantilevered decks or balconies, porticos, archways and courtyards
Roof Design	Gable or hip roofs at a 25 degree angle and may include dormers, wood or asphalt shingle (25 degrees)	Gable or hip roofs with a minimum roof angle of 20 degrees, wide overhanging eaves and covered walkways may include dormers, tile or cement
Exterior Lighting**	Small, metal, generally square, simple in detail	Large, metal with simple or intricate ornamentation
Awnings / Canopies	Sensitive to building height, size, materials, color and associated with windows and/or doors, installed at regular intervals incorporating business names and logos providing an additional opportunity to reinforce identity.	
Display Areas	Appropriate size, proportion, placement and style of display areas in conjunction with the solid masses of exterior facade to establish visual character in addition to an attractive arrangement of materials and appropriate lighting	
* Refer to color palate showing base and combination trim and detail colors		
**Additional lighting criteria for protection of marine turtles and hatchlings defined in the Land Development Code shall be followed accordingly		
*** Northeast Vernacular and Spanish/Mediterranean styles apply to the A1A corridor		

BASE



TRIM



AWNING

## SUGGESTED COLOR PALATE\*

\* Applicable only if printed in color.

## Signage Requirements

The overall impression of a place is significantly impacted by the collective image of signs. In principle, the signs shall be compatible to the architectural style with respect to material and color, oriented to vehicular and pedestrian traffic, professionally designed, maybe mounted directly on wall surfaces (where appropriate), illuminated with concealed lighting. In the Town Center, the signs should be compatible to the scale, size and unique location of Vilano Road, which is a perfect location for small businesses. The signage should support the pedestrian friendly theme and function as subtle traffic calming devices. The following specific criteria apply for the two sub areas:

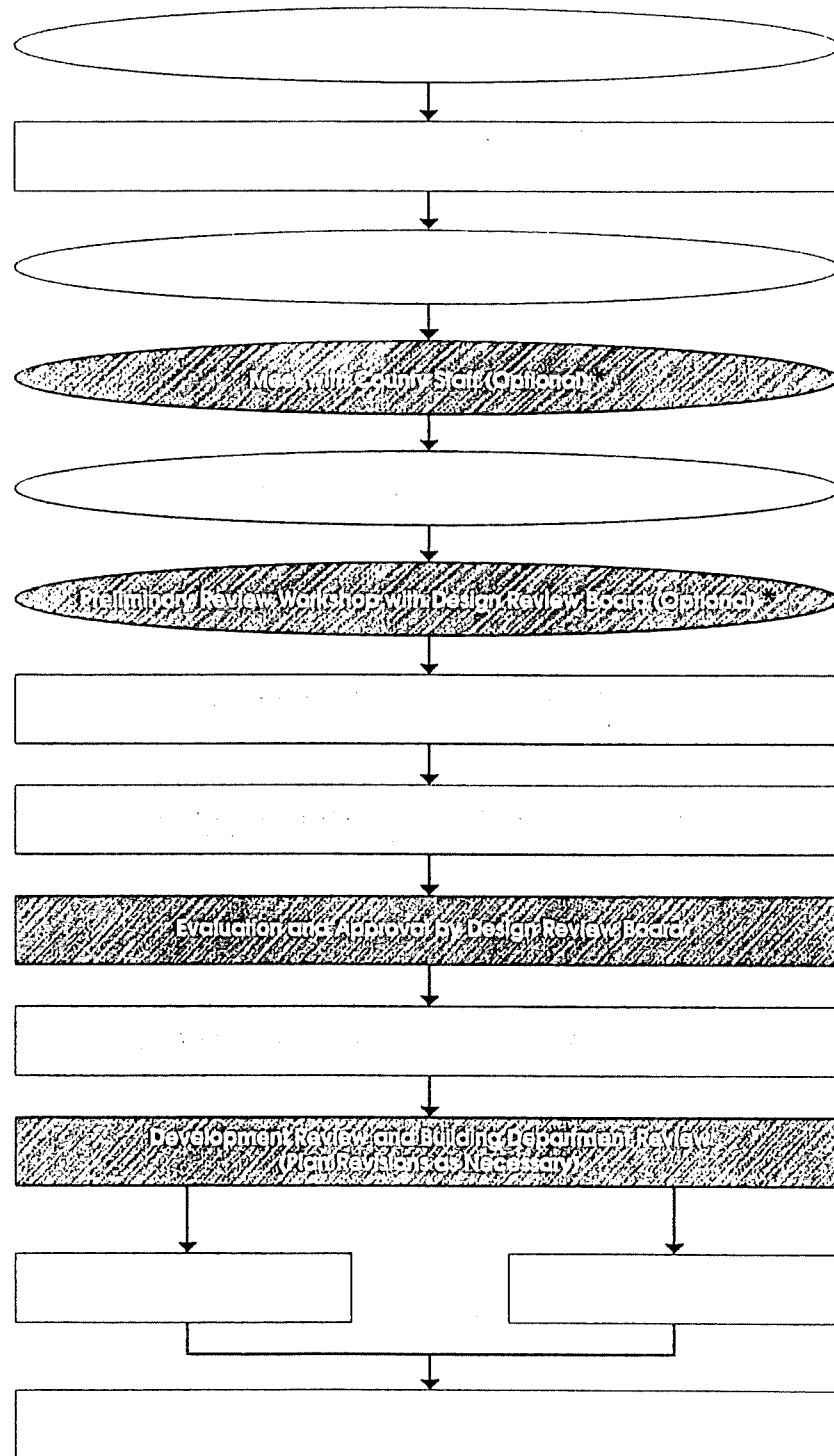


Element	Vilano Beach Town Center	AIA Corridor
<b>Applicability</b>	Multi-family residential and commercial	
<b>Style</b>	Promote festive and entertainment environment, canopy, hanging/ bracket signs encouraged compatible with architectural style	Oriented to vehicular traffic compatible with architectural style
<b>Sign Types</b>	Pylon signs, hanging sign, wall sign, awning sign, window sign	Pylon sign, monument sign, wall sign
<b>Number, Size and Height per Building Site</b>	One pylon sign: 24" or 36" width; max. 12 sq. ft. with max. 4' high foundation; max. height 12' - OR - One hanging sign, bracket mounted: double sided, max. 4 sq. ft. per side; max. height 12', with max. 8' vertical clearance; bracket extension max. 48" for 36" wide sign, and max. 36" for 24" wide sign	One pylon or monument sign: max. 32 sq. ft. for site smaller than 5 acres; max. height 12' - OR - One pylon or monument sign: max. 60 sq. ft. for sites larger than 5 acres; max. height 12'
<b>Number, Size and Height per Building</b>	One wall sign per building or individual business entrance: max. 24 sq. ft. - OR - One awning or window identification sign: max. 24 sq. ft. - PLUS - One double faced hanging sign: max. 36" wide by 24" high	Per LDC Article 7
<b>General Requirements</b>	<ul style="list-style-type: none"> <li><b>Multi-Story Buildings:</b> where multi-story buildings are divided into units or floors for several businesses, one wall sign; max. 24 sq. ft. allowed per street side</li> <li><b>Multiple Tenant Directory Signs:</b> for buildings with multiple tenants, one directory sign with suite numbers, names of individuals, organization or businesses: max. 15 sq. ft. (in addition to other signs allowed)</li> <li><b>Temporary Development Signs:</b> temporary development signs may be installed in addition to above signs: max. 12 sq. ft. per parcel of land (must be removed upon completion of construction)</li> <li><b>Real Estate for Sale, Lease or Rental Signs:</b> allowed in addition to above sign, max. 12 sq. ft., one per parcel of land or per business, simple in design with black block letters on a white background (must be removed upon sale, lease or rental)</li> </ul>	
<b>Prohibited Signs</b>	Animated signs, plastic internally illuminated signs, signs advertising "future business", exterior neon signs - except for those on Art Deco structures, interior neon signs exceeding 30% of window area or 12 sq.ft.	



## Administrative Process

A Design Review Board (DRB) appointed by St. Johns County Board of County Commissioners will determine compliance with the Purpose and Intent of the North Coastal Corridor Overlay District Design Guidelines and Standards. Applicants are encouraged to meet with the DRB prior to preparation of formal plans. The flow chart below summarizes the administrative process:



\* Creative planning assistance strongly encouraged.

### **INFRASTRUCTURE IMPROVEMENTS**

Working with appropriate County departments, the Agency may consider funding infrastructure deficiencies and projected needs, including utilities, roadways, sidewalks, and stormwater management. All infrastructure projects funded by the Agency shall be directly tied to increasing the area's redevelopment potential to generate a higher return of tax increment funds and increase the likelihood of private investment. This program is not designed to replace the County's efforts to secure CDBG and other similar funds but rather to augment them.

### **COMMUNITY CENTER**

The Vilano Beach CRA shall attempt to secure funding through grants to improve the existing community center and to improve the recreational area adjacent to the facility. The North Shores Community Center, at 120 Meadow Avenue was built between 1950 and 1953 on approximately 2 acres donated by May Gardiner, widow of Charles Gardiner. The property was donated with a reverter clause requiring the non-profit organization to establish and maintain a community center in the community known as North Beach. This building is now 50 years old. Although it still serves a purpose in the community, a renovated facility could provide for additional public functions for the growing Vilano Beach community.



## **B. QUICK VICTORY PROGRAMS**

### **1) ART IN PUBLIC PLACES**

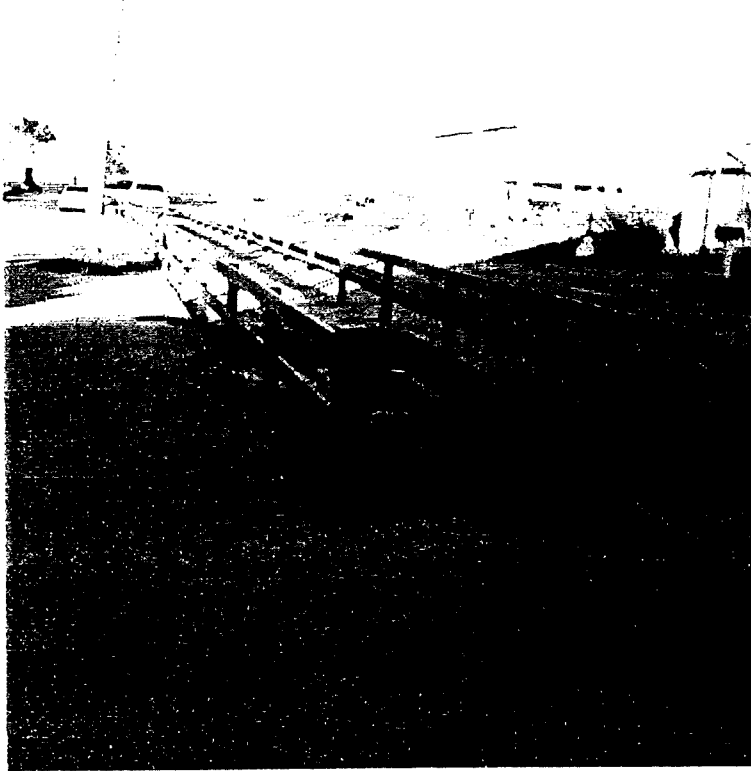
The Agency shall organize a project to create a mural within the community to be completed by a youth group in conjunction with a local artist if possible. The mural shall have a theme relating to turtles on Vilano Beach and/or dune protection. The Agency shall provide paint and supplies for the project. The project shall be carried out in conjunction with an organized community meeting.

### **2) QUICK VICTORY IMPROVEMENTS AT SURFSIDE PARK**

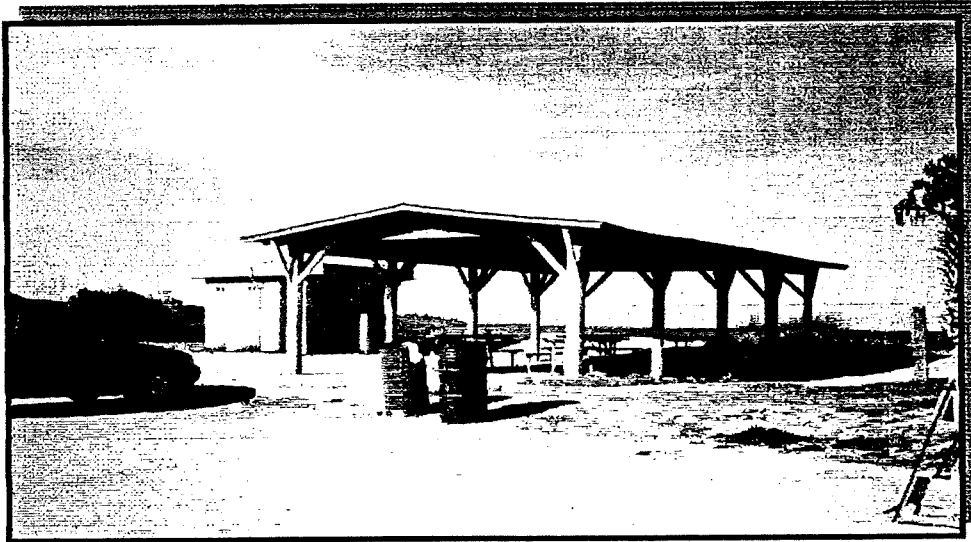


The Agency may organize a community clean-up project at Surfside Park, located on Coastal Highway. The Agency shall endeavor to identify resources to donate materials and utilize volunteer labor when possible. The Agency may appropriate funding for completion of this project. Activities may include:

- Paint picnic pavilion
- Landscaping
- Improvements within the parking area



- Painting interior and exterior of bathrooms
- Installation of public access signage
- Installation of beach parking signage



**3) DIRECTIONAL SIGNAGE**

The Agency may appropriate funds for the purchase and installation of directional signage to guide visitors to beach parking, restrooms, showers, harbor shuttle, fishing pier, and other strategic sites and key destinations within the redevelopment area.

**4) FISHING PIER AMENITIES**

The Agency may provide matching or "gap" funding for the improvement of fishing facilities which are partially funded by grants. These projects may include fishing amenities such as piers, seating, lighting, environmental signage, and related improvements.

**5) BICYCLE FACILITIES**

The Agency shall provide funding for the purchase and installation of a bicycle lock rack and locker system, as well as signage directing bicyclists to these facilities. The location of these facilities shall be approved by the CRA Board of Commissioners.

**6) IDENTIFICATION OF QUICK VICTORY GRANT FUNDING**

The Agency shall identify sources for grants and pursue such funding for a variety of transportation-related projects to enhance the desirability of the Vilano Beach community as a destination for visitors and to improve quality of life for the residents of this beach community. Potential grant categories may include beautification signage, transportation improvements, recreation, and public access to the water.

## **7) BUS STOPS PILOT PROJECT**

The Agency shall support the creation of several bus stops as a pilot project to encourage transit use. The initial stops shall include the Sunshine bus and school buses. Where possible, stops will include seating and thematic signage, and protection from the elements.

## **8) FARMER'S MARKET**

The Agency shall encourage and support the use of public facilities such as the Pavilion for community activities such as a Farmer's Market to create events to draw both residents and visitors to the Town Center.

## **9) CONNECTOR TO PAVILION FROM BOARDWALK**

The Agency shall appropriate funds for the design and construction of a connector from the beach boardwalk to the Pavilion.



## **C. ECONOMIC DEVELOPMENT AND JOB CREATION**

- 1) **FRONT AND REAR BUILDING COMMERCIAL/RETAIL FACADE IMPROVEMENT PROGRAM.** This program will provide matching grants to encourage for business operators and property owners to make fixed (permanent) improvements to the front or rear of any commercial or retail structure. This program shall encourage improvements such as enhanced rear parking, lighting, security, landscaping, signage and facade treatments. The amount of funding for the program and the maximum amount available to individual projects will be determined by the CRA Board at the time of Plan implementation.
- 2) **VACANT COMMERCIAL BUILDING REHABILITATION.** Key underutilized vacant commercial buildings shall be identified, and the CRA will pursue their purchase, work to establish a joint-venture, or assist in the recruitment of business occupants to ensure these structures perform to their economic potential. Buildings identified as vacant are quality candidates for this program.
- 3) **LOCAL LABOR AND BUSINESS POOL.** The CRA shall compile a listing of eligible and interested businesses that hold occupational licenses with the County and that perform services or sell goods that may be utilized in the implementation of redevelopment programs. Working with Chambers of Commerce, merchant's associations, and economic development groups, a booklet describing redevelopment programs will be created and presented, and qualified businesses will be recruited and encouraged to sign-up for future work opportunities.
- 4) **MARKETING RESEARCH.** Working with local Chambers of Commerce, merchants' associations, and economic development boards, the CRA may provide funding and guidance to create a useful and evaluative plan to



## **10) PUBLIC TRASH RECEPTACLES**

The Agency shall create a contest to determine the design for public trash receptacles which will be purchased and installed with redevelopment funds. The Agency Board shall appoint the judging committee to select the preferred design, and shall recommend appropriate locations.



## **11) ADVERTISING/PUBLIC RELATIONS FOR THE VILANO BEACH AREA**

The Agency shall provide funding for advertising and public relations materials to promote the Vilano Beach Town Center area to encourage tourism and to promote the area for redevelopment. The Agency may work in conjunction with tourist-promotion organizations in St. Johns County as well as Visit Florida, the state's official tourism bureau.

identify the appropriate marketing/retail mix. The goal of this plan is to provide information for business owners by identifying the existence of profitable business opportunities given the dynamics of the St. Johns County market.

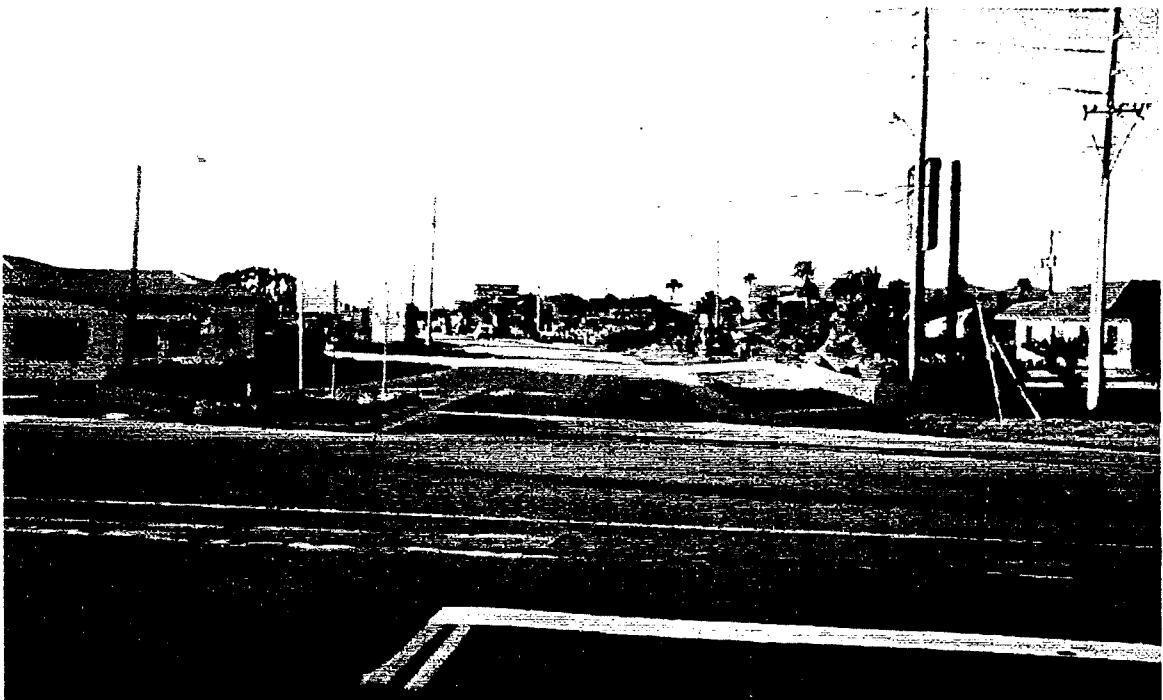
- 5) **ADVERTISEMENT AND PROMOTIONS.** The CRA may assist in funding for the creation of marketing collateral and television commercials aimed at increasing business volume in the area. The Agency shall also consider assisting in the funding of special events.
- 6) **BUSINESS AND REDEVELOPER RECRUITMENT.** In cooperation with Chambers of Commerce and other economic development groups, the Agency shall take steps to actively recruit quality businesses, investors and redevelopers to the Community Redevelopment Area.
- 7) **LAND ACQUISITION.** The Agency shall identify presently underutilized sites with high redevelopment potential as possible candidates for acquisition and/or the development of RFPs to stimulate redevelopment interests. This program shall be utilized as a secondary tool after efforts have been made to encourage the private sector take the lead in response to other redevelopment initiatives.
- 8) **BUSINESS INCENTIVE LOANS.** The Agency may create a loan pool and program for qualified businesses in the redevelopment area to assist with the start-up costs and capital needs of new and expanding businesses.
- 9) **REDEVELOPMENT LOAN GUARANTEES.** The CRA may establish partnerships with local banking and financial institutions whereby which in exchange for depository consideration of agency funds, the banks and financial institutions shall cooperate in the establishment of a revolving loan fund and other redevelopment finance programs. Agency monies allocated

to this program shall be used as "last money in" guarantees or equity positions which will allow for major redevelopment projects to secure financing and be completed.

- 10) **UTILIZATION OF CRA FUNDS TO LEVERAGE MAXIMUM EXTERNAL REDEVELOPMENT DOLLARS.** In cooperation with appropriate County Departments, the CRA shall seek to utilize tax increment finance revenues to secure both public and private grants. The sources considered should include the traditional government sources as well as special efforts to involve private foundations and other innovative private and public sources.
- 11) **COALITION OF FINANCIAL INSTITUTIONS.** The CRA shall recruit the involvement of interested local financial institutions to participate in any and all redevelopment programs, ranging from businesses loans and residential rehabilitation to subsidized mortgages and loan guarantees.

## **D. BEAUTIFICATION AND APPEARANCE IMPROVEMENTS**

- 1) **LANDSCAPING/STREETSCAPING PROGRAM.** The Agency may design and install landscape and streetscape improvements, including landscape materials, lighting, benches, and trash receptacles in areas identified by the Board.
- 2) **ENTRANCEWAY MONUMENT SIGNS.** The Agency shall employ design professionals to create entranceway monuments for the County borders that are coterminous with the redevelopment area. The Agency will fund all aspects of design, building, and installation of the monuments after final Board approval.



- 3) **SIGNAGE PROGRAM.** The Agency shall encourage business owners to develop innovative and attractive signage by awarding partial funding for such signs. This shall be a Quick Victory program.

- 4) **PAINT-UP/FIX-UP.** As a Quick Victory program, the Agency shall create and fund a simplified rehabilitation program designed to improve the appearance of the redevelopment area through extensive repainting of all structures in the redevelopment area which are submitted by their property owners.

## **E. ART IN PUBLIC PLACES**

### **ART IN PUBLIC PLACES.**

The Agency shall appropriate funds for the purchase and installation of Art in Public Places within the Redevelopment Area. Emphasis shall be placed on local artists and themes.

## **F. ENVIRONMENTAL CLEAN-UP**

### **ENVIRONMENTAL CLEAN-UP.**

The CRA Board of Commissioners shall establish a fund which may be used to assist in the clean-up of environmentally contaminated sites. The Agency will activate this program in the event that a viable and desirable redevelopment project necessitates the reuse of a contaminated site. The degree of the Agency's financial participation will be determined by the Board on a case-by-case basis contingent upon the redevelopment value of the project.

## **G. REDEVELOPMENT ADVOCACY**

### **REDEVELOPMENT ADVOCACY ACTIVITIES**

The CRA shall actively advocate for actions by other public and private bodies which are to the benefit of area residents and shall seek grant funding sources to achieve the goals of the Vilano Beach Community Redevelopment Area. Several potential funding sources for Vilano Beach CRA are:

- **COMMUNITY CONTRIBUTION TAX CREDIT PROGRAM**  
The Community Contribution Tax Credit Program is a tax credit program designed to encourage private investment within Florida Enterprise Zones, and to assist low-income housing projects located anywhere in Florida.  
SOURCE: State of Florida
- **FLORIDA MAIN STREET PROGRAM**  
Florida Main Street is a technical assistance program of the Bureau of Historic Preservation, Division of Historical Resources, Florida Department of State, which encourages the revitalization of traditional, historic downtown and neighborhood commercial districts through a community based comprehensive approach.  
SOURCE: State of Florida
- **FLORIDA SMALL CITIES – COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM**  
The Florida Small Cities Community Development Block Grant (CDGB) Program provides grants on a competitive basis to eligible municipalities and county governments (non-entitlement) to serve low and moderate income families. Funds are available under four categories: housing, neighborhood revitalization, commercial revitalization, and economic development.  
SOURCE: US Department of Housing and Urban Development, Administered by the Florida Department of Community Affairs
- **DIVISION OF COMMUNITY PLANNING  
FLORIDA DEPARTMENT OF COMMUNITY AFFAIRS**  
As the state's land planning agency, the Division of Community Planning, Florida Department of Community Affairs, is responsible for administering Florida's growth management laws. Chapter 163, Florida Statutes, requires local governments to prepare comprehensive plans that guide growth and development. The division provides technical assistance to local governments for this purpose. The Agency also implements Chapter 380,

Florida Statutes, which is designed to manage growth in order to protect natural resources and protect the quality of life for residents in Florida.

SOURCE: State of Florida

- **URBAN AND COMMUNITY FORESTRY GRANTS PROGRAM**

The Urban and Community Forestry Grants Program provides 50/50 matching grants for the development or enhancement of community forestry programs.

SOURCE: Federal Farm Bill passed through the U. S. Forest Service

- **ADVERTISING MATCHING GRANTS PROGRAM**

Administered by the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA, the Advertising Matching Grants Program serves to help smaller communities and rural counties market themselves as tourism destinations. The program is administered on behalf of the Florida Commission on Tourism in cooperation with the Governor's Office of Tourism, Trade and Economic Development.

SOURCE: State of Florida

**FLORIDA COMMUNITIES TRUST**

The Florida Communities Trust provides state funding for the acquisition of community-based projects, urban open space, parks and greenways that implement local government comprehensive plans.

**ST. JOHNS RIVER WATER MANAGEMENT DISTRICT**

Stormwater Management Projects Cooperative Cost-Share Program  
Provides financial assistance to local governments in stormwater management-related projects. The goal of this program is to support stormwater management efforts that promote flood control, demonstrate Best Management Practices or implement stormwater utilities. Proposals for stormwater design studies, stormwater master planning, or construction or implementation projects that include innovative enhancements or technology will be encouraged.

## **H. CODE ENFORCEMENT**

Working with County departments, the CRA shall fund increased code enforcement services within the redevelopment area. The goal of this program is to increase the marketability and aesthetics of the properties in the redevelopment area.

## **I. COMMUNITY POLICING INNOVATIONS**

The CRA shall have the authority to assist in utilizing community policing strategies designed to reduce crime within the CRA area. These strategies may include, but are not limited to:

- ☐ Community Mobilization
- ☐ Neighborhood Block Watch
- ☐ Citizen Patrol
- ☐ Neighborhood Storefront Police Station
- ☐ Motorized Patrol
- ☐ Other Strategies



## SECTION NINE

### CAPITAL IMPROVEMENT AND OTHER PROJECTS IN REDEVELOPMENT AREA

#### A. BUDGETED PROJECTS FOR CRA AREA

Identification of any Capital Improvement Projects in the  
Redevelopment Area in the St. Johns County CIP Budget

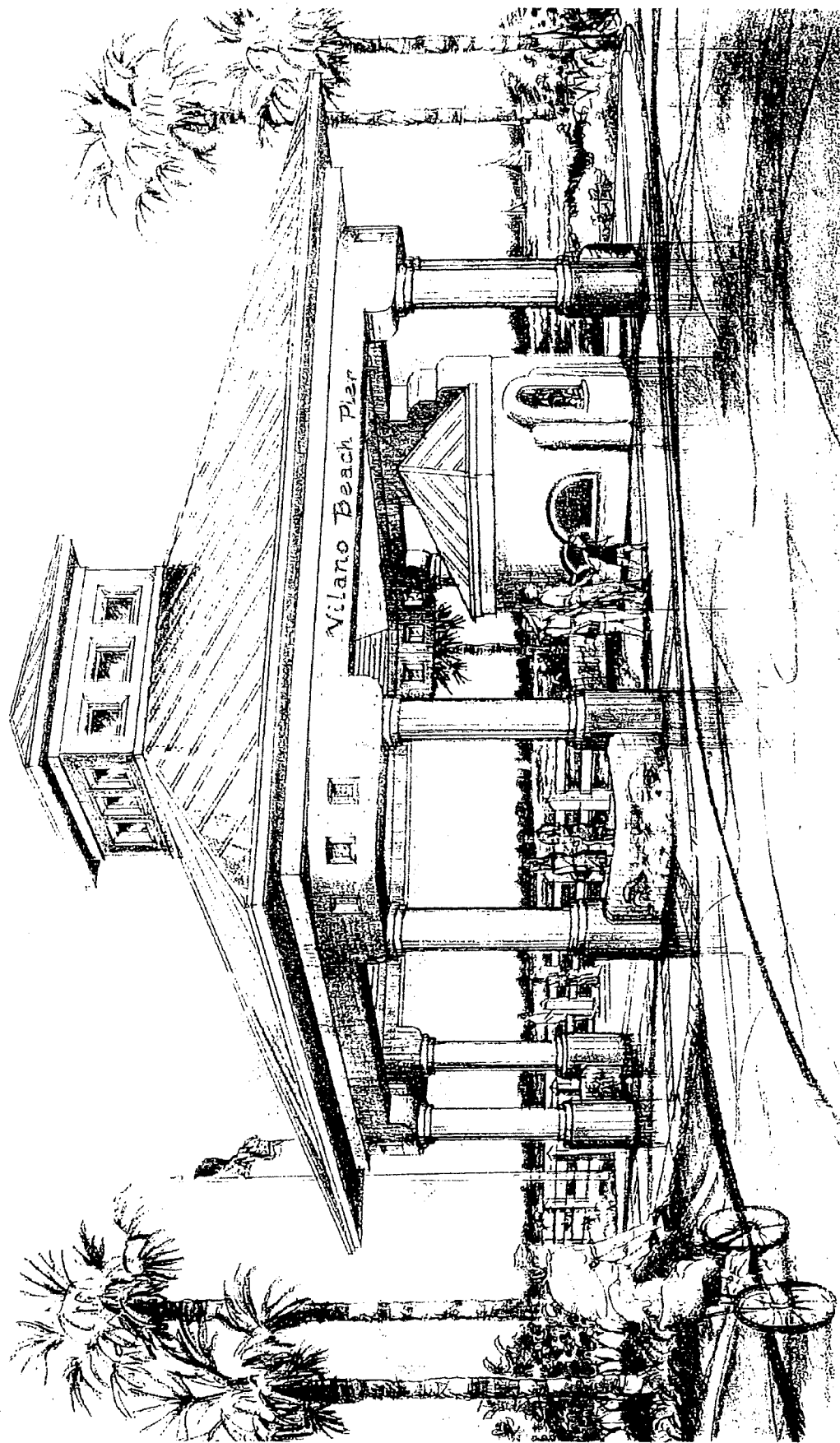
Listing of projects in St. Johns County FY 2002/2007 Capital  
Improvement Projects List

Project	FY 2003 Amount
Vilano Beach Boat Ramp Expansion	\$909,633
Vilano Nature Greenway	\$75,384
Vilano Waterfronts Improve - Shelter	\$374,100
Vilano Beach Town Center Gateway Landscaping and Signage	\$33,342
Vilano Beach Town Center Drainage Improvements	\$106,200

A complete listing of the St. Johns County Capital Improvement Projects for 2003-2007 is included as ATTACHMENT 3.

**Vilano Beach Waterfronts Florida Community Initiative Projects**

Gateway Landscaping, Maintenance and Signage		\$45,500
Fishing Pier Pavilion Construction and Pier Improvements		\$194,000 Under Construction



Vilano Beach Pier

PAVE MANCINO ARCHITECT

## **SECTION TEN**

### **TIF PROJECTIONS AND PHASE-ONE BUDGET PROGRAM**

THE PRIMARY FUNDING SOURCE FOR THE IMPLEMENTATION OF THE VILANO BEACH COMMUNITY REDEVELOPMENT PLAN WILL BE FROM TAX INCREMENT FINANCING (TIF) REVENUES. OTHER SOURCES MAY BE BONDS, GRANTS, LOANS AND OTHER COUNTY APPROPRIATIONS.

THE FOLLOWING PAGES ARE TIF PROJECTIONS PREPARED BY SDI FOR THE VILANO BEACH AREA.

# TiF projections

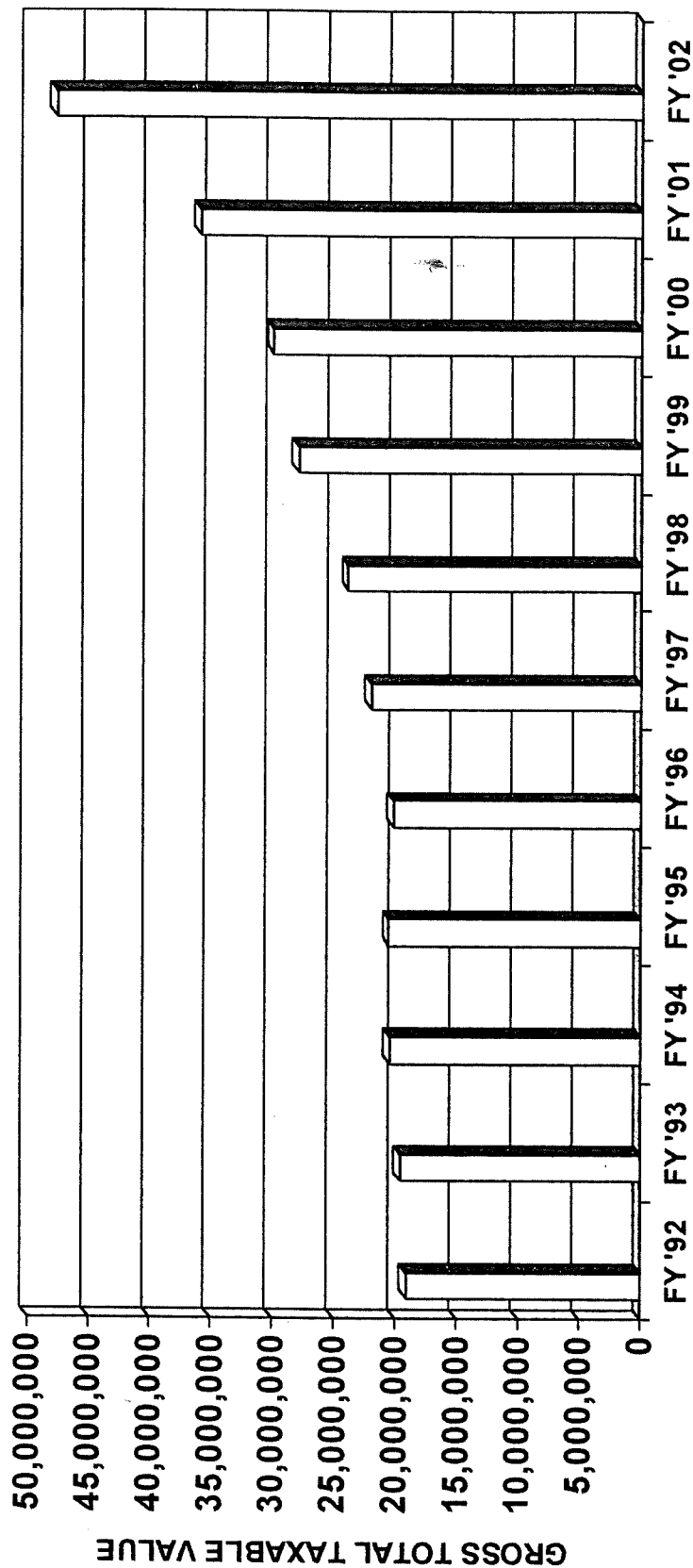


Three methodologies with  
supporting economic assumptions

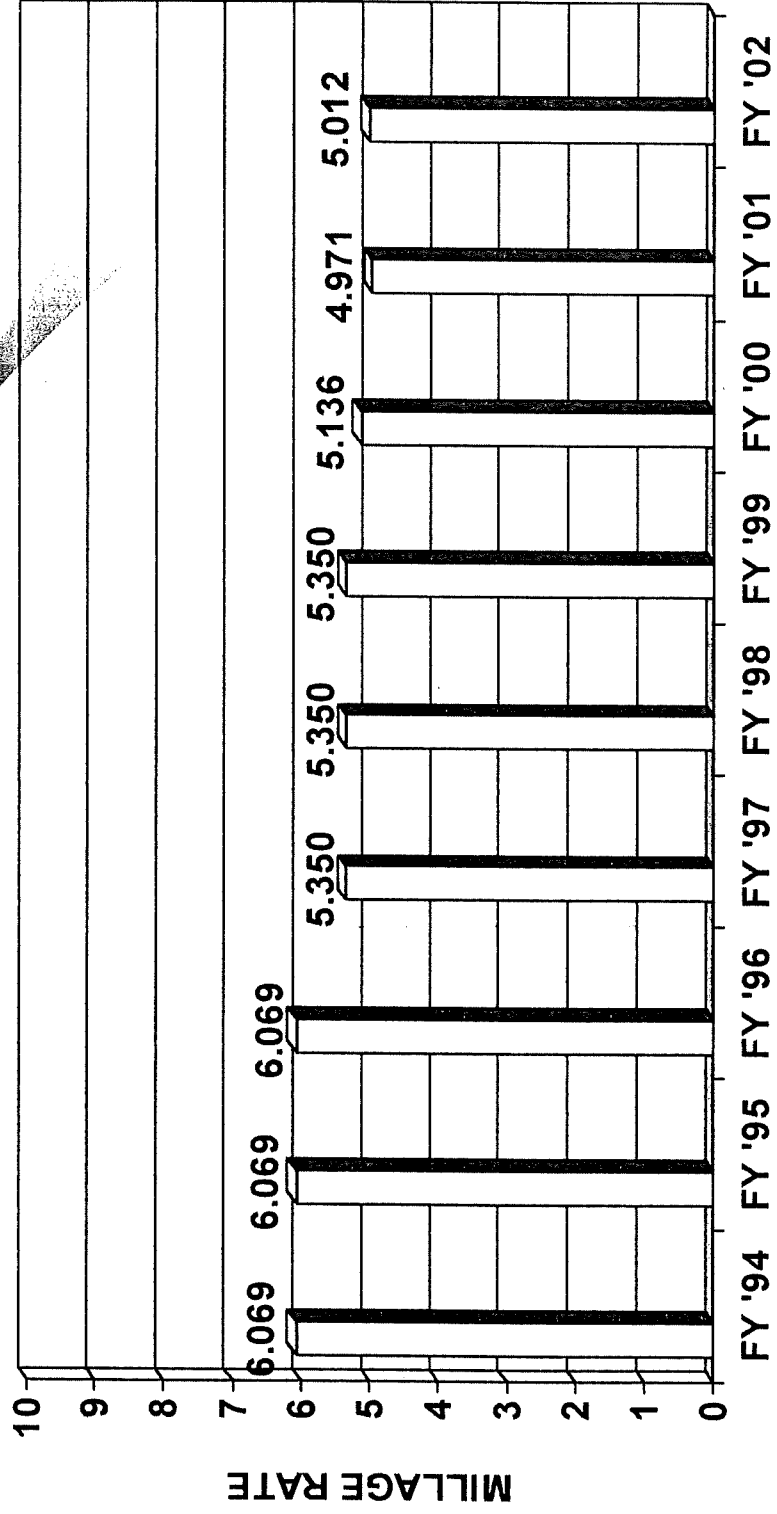
# History of Gross

Total Taxable Value (TV) in

Proposed Viano Beach Redevelopment (1992 - 2002)



# History of County Millage Rate (1994 - 2002)



# 10-Year Projection of

Straight-line increase of 8.39%  
(from 10-year history)

10-year history of property values  
(excluding Hampton Inn and  
improvements in 2002) indicates

**8.39%**

average annual increase  
in assessed values



# TIF Projection 1

Straight-Line Increase of 3.39%

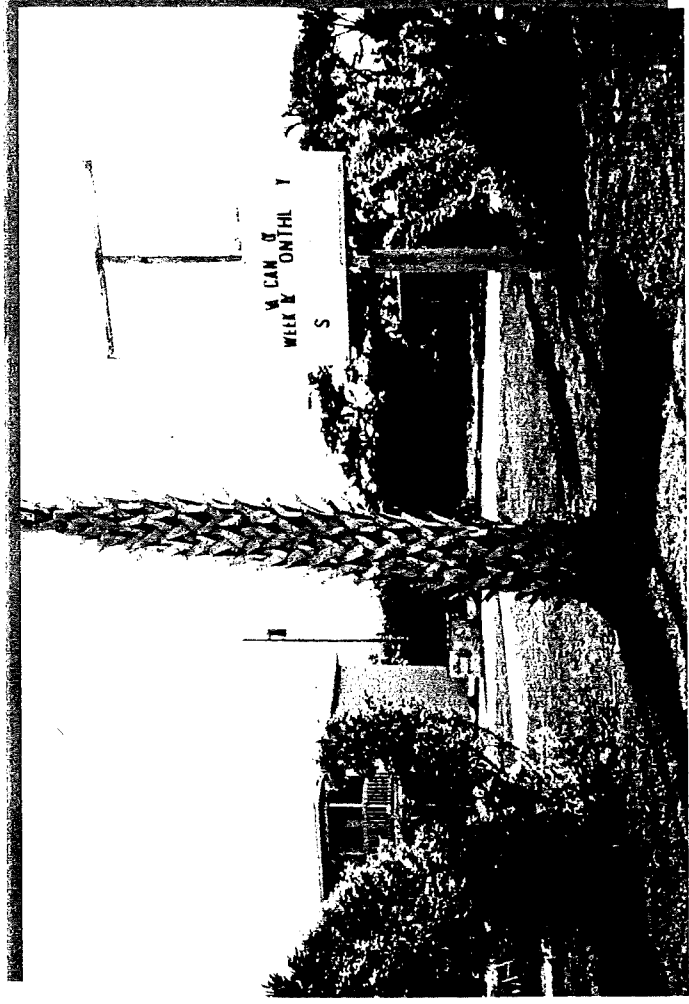


# TIF Projection 1

TIF YEAR	FISCAL YEAR	ANNUAL TIF @ 8.39%
1	2002/03	\$19,049
2	2003/04	\$39,696
3	2004/05	\$62,075
4	2005/06	\$86,332
5	2006/07	\$112,624
6	2007/08	\$141,122
7	2008/09	\$172,011
8	2009/10	\$205,491
9	2010/11	\$241,781
10	2011/12	\$281,115
11	2012/13	\$323,749
12	2013/14	\$369,960
13	2014/15	\$420,049
14	2015/16	\$474,340
15	2016/17	\$533,186
16	2017/18	\$596,969
17	2018/19	\$666,103
18	2019/20	\$741,038
19	2020/21	\$822,260
20	2021/22	\$910,296
21	2022/23	\$1,005,719
22	2023/24	\$1,109,147
23	2024/25	\$1,221,254
24	2025/26	\$1,342,766
25	2026/27	\$1,474,472
26	2027/28	\$1,617,229
27	2028/29	\$1,771,964
28	2029/30	\$1,939,680
29	2030/31	\$2,121,468
30	2031/32	\$2,318,508
TOTAL		\$23,141,450

## TIF Projection 2

- Utilizes historic growth rate of 8.39%
- Assumes construction of hotel similar to Hampton Inn in approximately five years (2007) at value of \$6 million
- Potential site



# TIF Projection 2



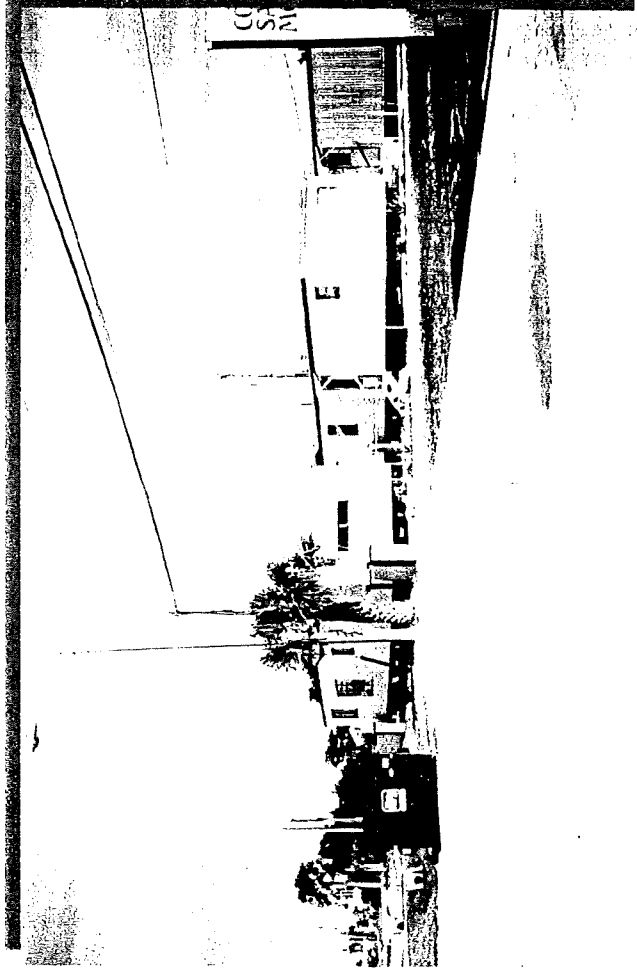
# TIF Projection 2

TIF YEAR	FISCAL YEAR	ANNUAL TIF @ 8.39% w/HOTEL
1	2002/03	\$19,049
2	2003/04	\$39,696
3	2004/05	\$62,075
4	2005/06	\$86,332
6	2006/07	\$141,192
6	2007/08	\$172,087
7	2008/09	\$206,574
8	2009/10	\$241,870
9	2010/11	\$281,212
10	2011/12	\$323,856
11	2012/13	\$370,075
12	2013/14	\$420,173
13	2014/15	\$474,474
14	2015/16	\$533,331
15	2016/17	\$597,126
16	2017/18	\$666,274
17	2018/19	\$741,223
18	2019/20	\$822,461
19	2020/21	\$910,514
20	2021/22	\$1,005,955
21	2022/23	\$1,109,403
22	2023/24	\$1,221,531
23	2024/25	\$1,343,066
24	2025/26	\$1,474,798
25	2026/27	\$1,617,582
26	2027/28	\$1,772,346
27	2028/29	\$1,940,095
28	2029/30	\$2,121,918
29	2030/31	\$2,318,995
30	2031/32	\$2,532,608
TOTAL		\$26,566,890

# TIF Projection 3

Utilizes historic growth rate of 8.39%  
Assumes construction of "resort-size"  
shopping center with grocery story anchor  
(28K SF) and associated commercial (6K SF)

Potential site



# TIF Projection 3



# TIF Projection \$

TIF YEAR	FISCAL YEAR	ANNUAL TIF W/SHOPPING CENTER
1	2002/03	\$19,049
2	2003/04	\$39,696
3	2004/05	\$62,075
4	2005/06	\$86,332
5	2006/07	\$136,431
6	2007/08	\$166,926
7	2008/09	\$199,980
8	2009/10	\$236,807
9	2010/11	\$274,640
10	2011/12	\$316,731
11	2012/13	\$362,364
12	2013/14	\$411,804
13	2014/15	\$465,403
14	2015/16	\$523,499
15	2016/17	\$586,470
16	2017/18	\$664,723
17	2018/19	\$728,703
18	2019/20	\$808,890
19	2020/21	\$895,805
20	2021/22	\$990,012
21	2022/23	\$1,092,122
22	2023/24	\$1,202,800
23	2024/25	\$1,322,764
24	2025/26	\$1,452,793
25	2026/27	\$1,593,731
26	2027/28	\$1,746,494
27	2028/29	\$1,912,073
28	2029/30	\$2,091,645
29	2030/31	\$2,286,074
30	2031/32	\$2,496,925
TOTAL		\$25,162,650



# TIF Calculations

TIF calculations have been prepared for each methodology that could potentially represent the County contribution to the St. Johns County – Vilano Beach Area CRA

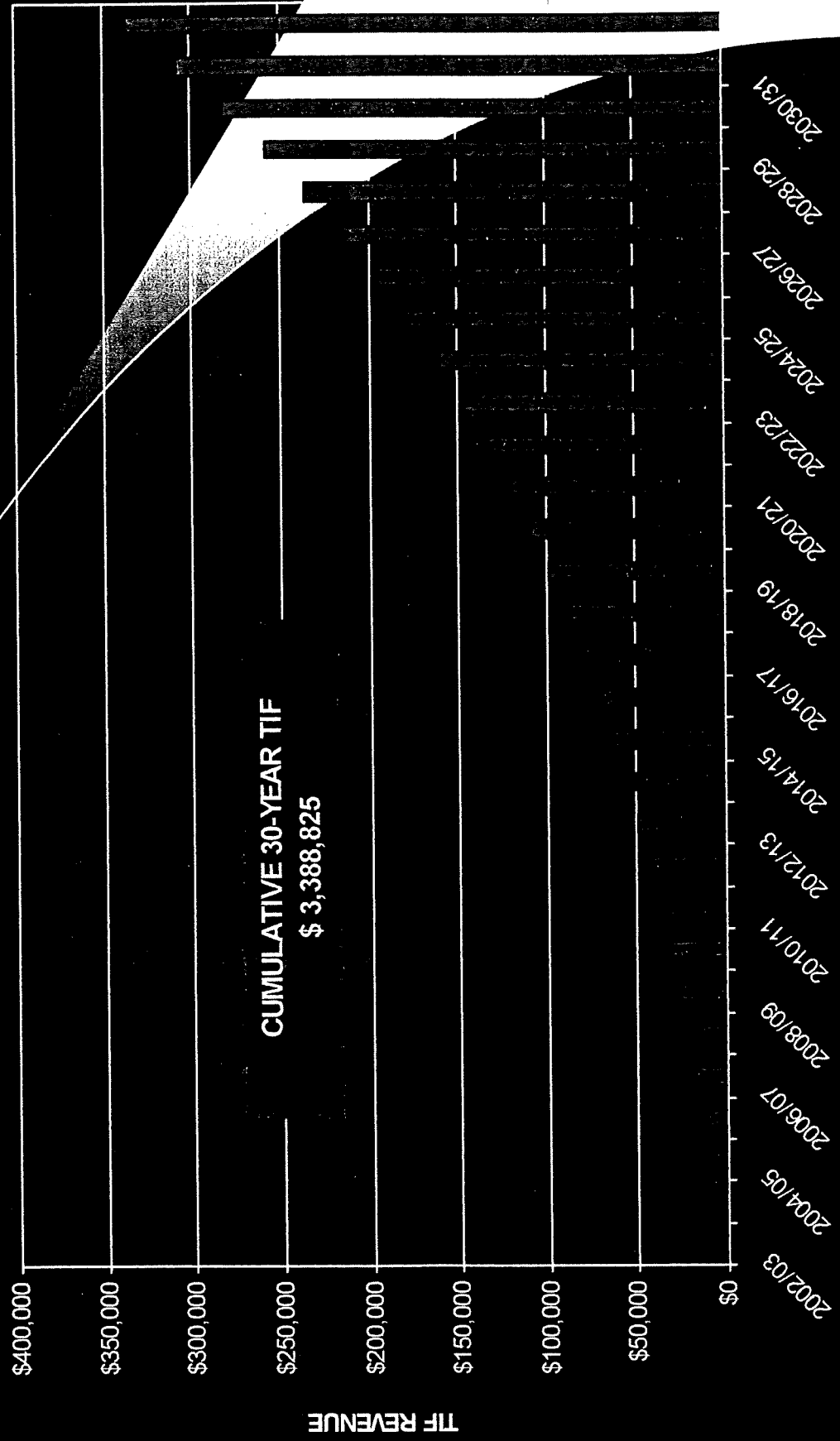
# TIF Calculations

FISCAL YEAR	ANNUAL TIF @ 8.39%	CUMULATIVE TIF @ 8.39%	ANNUAL TIF W /HOTEL	CUMULATIVE TIF @ 8.39%	ANNUAL TIF W /SHOPPING CENTER	CUMULATIVE TIF @ 8.39%
2002/03	\$19,049	\$19,049	\$19,049	\$19,049	\$19,049	\$19,049
2003/04	\$39,696	\$58,745	\$39,696	\$58,745	\$39,696	\$58,745
2004/05	\$62,075	\$120,819	\$62,075	\$120,819	\$62,075	\$120,819
2005/06	\$86,332	\$207,151	\$86,332	\$207,151	\$86,332	\$207,151
2006/07	\$112,624	\$319,775	\$141,192	\$348,344	\$136,431	\$343,582
2007/08	\$141,122	\$460,897	\$172,087	\$520,431	\$166,926	\$510,508
2008/09	\$172,011	\$632,908	\$205,574	\$726,005	\$199,980	\$710,488
2009/10	\$205,491	\$838,399	\$241,870	\$967,875	\$235,807	\$946,296
2010/11	\$241,781	\$1,080,179	\$281,212	\$1,249,087	\$274,640	\$1,220,936
2011/12	\$281,115	\$1,361,294	\$323,855	\$1,572,942	\$316,731	\$1,537,667
2012/13	\$323,749	\$1,685,043	\$370,075	\$1,943,016	\$362,354	\$1,900,021
2013/14	\$369,960	\$2,055,004	\$420,173	\$2,363,189	\$411,804	\$2,311,825
2014/15	\$420,049	\$2,475,053	\$474,474	\$2,837,663	\$465,403	\$2,777,228
2015/16	\$474,340	\$2,949,392	\$533,331	\$3,370,994	\$523,499	\$3,300,727
2016/17	\$533,186	\$3,482,578	\$597,126	\$3,968,121	\$586,470	\$3,887,197
2017/18	\$596,969	\$4,079,547	\$666,274	\$4,634,395	\$654,723	\$4,541,920
2018/19	\$666,103	\$4,745,650	\$741,223	\$5,375,618	\$728,703	\$5,270,623
2019/20	\$741,038	\$5,486,688	\$822,461	\$6,198,079	\$808,890	\$6,079,514
2020/21	\$822,260	\$6,308,947	\$910,514	\$7,108,593	\$895,805	\$6,975,318
2021/22	\$910,296	\$7,219,244	\$1,005,955	\$8,114,547	\$990,012	\$7,965,330
2022/23	\$1,005,719	\$8,224,962	\$1,109,403	\$9,223,951	\$1,092,122	\$9,057,452
2023/24	\$1,109,147	\$9,334,110	\$1,221,531	\$10,445,481	\$1,202,800	\$10,260,253
2024/25	\$1,221,254	\$10,555,363	\$1,343,066	\$11,788,547	\$1,322,764	\$11,583,017
2025/26	\$1,342,766	\$11,898,129	\$1,474,798	\$13,263,346	\$1,452,793	\$13,035,809
2026/27	\$1,474,472	\$13,372,601	\$1,617,582	\$14,880,928	\$1,593,731	\$14,629,540
2027/28	\$1,617,229	\$14,989,830	\$1,772,346	\$16,653,274	\$1,746,494	\$16,376,034
2028/29	\$1,771,964	\$16,761,794	\$1,940,095	\$18,593,369	\$1,912,073	\$18,288,107
2029/30	\$1,939,680	\$18,701,474	\$2,121,918	\$20,715,287	\$2,091,545	\$20,379,652
2030/31	\$2,121,468	\$20,822,942	\$2,318,995	\$23,034,282	\$2,286,074	\$22,665,726
2031/32	\$2,318,508	\$23,141,450	\$2,532,608	\$25,566,890	\$2,496,925	\$25,162,650
<b>TOTAL</b>	<b>\$23,141,450</b>	<b>TOTAL</b>	<b>\$25,566,890</b>	<b>TOTAL</b>	<b>\$25,162,650</b>	

# Additional TIF Projections

Fire District – projection prepared utilizing most conservative assumption of 8.39% growth rate and 0.675 Fire District millage rate

# TIF Projection - Fire District



# TIF Projection - Fire District

TIF YEAR	FISCAL YEAR	ANNUAL TIF @ .675 (FIRE DISTRICT) (W/TO HOTEL OR SC)	CUMULATIVE TIF @ 0.675 MILLS
1	2002/03	\$2,565	\$2,565
2	2003/04	\$5,346	\$7,912
3	2004/05	\$8,360	\$16,272
4	2005/06	\$11,627	\$27,898
5	2006/07	\$18,374	\$46,273
6	2007/08	\$22,481	\$68,754
7	2008/09	\$26,933	\$95,686
8	2009/10	\$31,758	\$127,444
9	2010/11	\$36,988	\$164,432
10	2011/12	\$42,656	\$207,088
11	2012/13	\$48,801	\$255,889
12	2013/14	\$55,460	\$311,349
13	2014/15	\$62,679	\$374,028
14	2015/16	\$70,503	\$444,531
15	2016/17	\$78,984	\$523,515
16	2017/18	\$88,176	\$611,691
17	2018/19	\$98,139	\$709,831
18	2019/20	\$108,939	\$818,769
19	2020/21	\$120,644	\$939,413
20	2021/22	\$133,332	\$1,072,745
21	2022/23	\$147,084	\$1,219,828
22	2023/24	\$161,989	\$1,381,818
23	2024/25	\$178,146	\$1,559,963
24	2025/26	\$195,657	\$1,755,621
25	2026/27	\$214,639	\$1,970,259
26	2027/28	\$235,212	\$2,205,471
27	2028/29	\$257,512	\$2,462,983
28	2029/30	\$281,683	\$2,744,666
29	2030/31	\$307,881	\$3,052,547
30	2031/32	\$336,278	\$3,388,825
TOTAL		\$3,388,825	

## **BONDING CAPACITY**

The Agency has the authority, subsequent to approval of the St. Johns County Board of County Commissioners, to issue redevelopment bonds which pledge the annual TIF revenue stream as the source of repayment. If the primary redevelopment project is not built, the Agency's revenue generating capacity is diminished to the point that the issuance of bonds is not feasible. It is the recommended strategy that the Agency aggressively pursue the completion of the primary redevelopment project and serve in an advocacy role.

Contingent upon debt coverage ratios, the existence of a secondary revenue pledge, and interest rates it is estimated that an investment grade bond may be issued by the Agency in year 5 or 6 of the TIF.

The appropriate use of the bond proceeds shall be determined through the negotiation process with the private redevelopment interest. All net proceeds shall be allocated to capital-intensive projects related directly to the primary redevelopment project. It is the intent of this Plan to provide maximum flexibility with regard to the financial arrangements and deal structures which utilize these funds for capital investment. The St. Johns County CRA intends to use full authority granted by this Plan and Chapter 163, part III, *Florida Statutes*, and all covenants delineated in the Official Statement that will be prepared to govern the bond issue.

## **ALLOCATION AND EXPENDITURE OF NON-BOND RELATED REVENUE**

As prescribed in the Powers section of this Plan, the Agency shall have the authority to expend funds for all professional and administrative services necessary to carry out the implementation of the redevelopment strategies and and programs in this Plan. In addition, the Agency is authorized to expend funds for completion of audits and other statutorily required reports with TIF revenue.

The Agency shall also prepare a budget on an annual basis, which addresses the expenditure of all TIF trust fund revenue. The St. Johns County CRA Board of Commissioners must approve this budget. The by-laws and public notice requirements governing this Board shall be adhered to in the budget adoption process. Nothing in this Plan can or shall usurp the authority and responsibility of the St. Johns County CRA Board of Commissioners with regard to the preparation and adoption of the budget.

## **PROJECTED COST OF PHASE ONE (FIRST FIVE YEARS)** **REDEVELOPMENT ACTIVITIES**

**This section includes projects which may be funded with TIF revenue, debt instruments and other grants and funding secured by the Agency.**

The projections listed in this section shall not constitute the budget of the CRA. The CRA Board of Commissioners determines the actual budgets for the Agency during the annual budget adoption process. The allocations made by this Board shall be based on the priorities and needs of the community, the tax increment revenue available, financial resources provided by the St. Johns County Commission in the respective budget years, and grants and other funding resources secured by the County and the Agency.

The following is a listing of redevelopment activities addressing infrastructure improvement, multiple redevelopment activities, quick victory projects, redevelopment expertise, and engineering and other professional services. **Nothing in this section is legally binding upon the Agency or the County with regard to the annual budget adoption and appropriation process.**

### **1) REDEVELOPMENT PROGRAM DEVELOPMENT AND IMPLEMENTATION SERVICE**

No redevelopment agency can succeed during its infancy without the support of redevelopment expertise. The first 18 to 24 months of the Agency's life will be the most difficult and most highly scrutinized. It is imperative that the County, which has created this Agency, provides funding to secure expert resources to implement the projects and promises established in this Redevelopment Plan and discussed at numerous public hearings. It is recommended that existing staff resources in the Housing and Community Development Department be supported by redevelopment



expertise during this critical period as opposed to creating additional County employee positions. The strategy is that if success is generated during this critical start-up period, then the existing staff will be able to continue with minimal outside assistance and without the addition of employees to the County payroll. The estimated cost to address this workload would be approximately \$36,000 for each year and continue for the first 5-year implementation phase. The redevelopment consultant's responsibilities should include, but not be limited to:

- ❑ Implementation of Programs
- ❑ Technical Advisor to Housing and Community Development Staff regarding Community Redevelopment Agency
- ❑ Annual Report to State Auditor General
- ❑ Special Districts Report to DCA
- ❑ Development of Mortgage Assistance Program
- ❑ Development of Residential Rehabilitation Program
- ❑ Development of Commercial Façade Improvement and Rehabilitation/Construction Program
- ❑ Development of Quick Victory Projects
- ❑ Development of Code Enforcement Clean Up Program

## **2) ADMINISTRATIVE AND AUDIT RESPONSIBILITIES**

As required by Florida Statutes, the Agency shall provide an Annual Report and audit to the State Auditor General's office on an annual basis. In addition, the Agency is required to provide a Special Districts Report to the Department of Community Affairs annually. St. Johns County shall select the auditor. The Annual Report to be provided to the State Auditor General's office and the Special Districts reporting requirements that are provided to the Department of Community Affairs shall be completed by the redevelopment experts contracted under Section Ten of this Plan.

### 3) QUICK VICTORY PROJECTS

Quick Victory projects are those defined as having a major visible impact which are high on the community priority list but consume little in terms of financial and time resources. These initial successes are key to generating community confidence and support for the County's redevelopment efforts. These projects should be prioritized based on the community meetings that have been held and future community input. They should not be "top-down" decisions.

Examples of Quick Victory projects include:

<b>ART IN PUBLIC PLACES</b>  The Agency shall organize a project to create a mural within the community to be completed by a youth group. The mural shall have a theme relating to turtles on Vilano Beach and/or dune protection. The project shall be carried out in conjunction with an organized community input.  <b>ESTIMATED COST:\$10,000</b>	<b>QUICK VICTORY IMPROVEMENTS AT SURFSIDE PARK</b>  The Agency shall organize a community clean-up project at Surfside Park. The Agency shall endeavor to identify resources to donate materials and will utilize volunteer labor when possible. The Agency may appropriate funding for completion of this project. Activities may include: <ul style="list-style-type: none"><li>• Painting interior and exterior of bathrooms</li><li>• Landscaping</li><li>• Paint picnic pavilion</li><li>• Installation of public access signage</li><li>• Installation of beach parking signage</li></ul> <b>ESTIMATED COST:\$2,000</b>
<b>STRATEGIC SIGNAGE</b>  The Agency may secure funds for the purchase and installation of strategic signage to guide visitors to beach parking, restrooms, showers, harbor shuttle, fishing pier, and other strategic sites within the redevelopment area.  <b>ESTIMATED COST:\$10,000</b>	<b>BICYCLE FACILITIES</b>  The Agency may secure funding for the purchase and installation of a bicycle lock rack and locker system, and signage directing bicyclist to these facilities  <b>ESTIMATED COST:\$2,000</b>
<b>GAP FUNDING FOR FISHING PIER PROJECTS</b>  The Agency may secure gap funding for identified projects partially funded by grants. These projects may include amenities such as seating, lighting, and environmental signs.  <b>ESTIMATED COST: \$10,000</b>	<b>IDENTIFY AND PURSUE QUICK VICTORY GRANT FUNDING</b>  The Agency shall identify sources for grants and pursue such funding for transportation related projects to enhance the desirability of the Vilano Beach community as a destination for visitors and to improve quality of life for the residents of this beach community. <b>ESTIMATED COST: n/a</b>

<p><b>ADVERTISING/PUBLIC RELATIONS FOR THE VILANO BEACH AREA</b></p> <p>The Agency may secure funding for advertising and public relations materials to promote the Vilano Beach Town Center area to encourage tourism and to promote the area for redevelopment.</p> <p><b>ESTIMATED COST: \$10,000</b></p>	<p><b>CONNECTOR TO PAVILION FROM BOARDWALK</b></p> <p>The Agency may secure funds for the design and construction of a connector from the beach boardwalk to the Pavilion.</p> <p><b>ESTIMATED COST: \$10,000</b></p>
	<p><b>PUBLIC TRASH RECEPTACLES</b></p> <p>The Agency shall create a contest to determine the design for public trash receptacles which will be purchased and installed with redevelopment funds. The Agency Board shall appoint the judging committee to select the preferred design.</p> <p><b>ESTIMATED COST: \$2,000</b></p>

#### 4) FAÇADE IMPROVEMENTS/COMMERCIAL REHABILITATION AND CONSTRUCTION

It is expected that by years four and five in Phase One, the CRA consulting experts should be able to create an improved commercial environment for investment through private banking coalitions and other advocacy work. In year four funds should be allocated to partner with private investment and other private resources to build or rehabilitate a viable commercial structure in the community's commercial center. It is the recommended budget strategy that one commercial building be successfully financially stabilized before a second project of this nature is undertaken.

## **SECTION ELEVEN**

### **NEIGHBORHOOD IMPACT OF PROGRAMS**

#### **A. INTRODUCTION**

This section provides a review of potential impacts to the area residents and the neighborhoods in general.

Redevelopment in Vilano Beach is in its earliest stages, and future impacts of cumulative redevelopment activities cannot be quantified. Future impacts generated by redevelopment activities will be reviewed on a case-by-case basis as the proposed projects proceed through the various stages, boards, and activities with the development approval process.

#### **B. LAND USE, ZONING AND DEVELOPMENT APPROVALS**

At the time of the adoption of the Plan, it shall be the intent of the CRA to conform to all pertinent laws, the St. Johns County Comprehensive Plan, ordinances, and resolutions of St. Johns County as they relate to the approval of required permits or development orders for CRA-initiated projects which require such approvals.

#### **C. TRAFFIC CIRCULATION**

It is the intent of the CRA to promote and improve safe, efficient, and convenient traffic circulation throughout and within the Vilano Beach CRA area. In that the existing roadway network provides considerable connectivity with arterials and connectors, the CRA shall emphasize the need to improve and pave those roadways within the CRA which are currently unpaved. The Agency shall also

serve as an advocate for aggressive grant and state funding for roadway and traffic circulation improvements.

#### **D. COMMUNITY FACILITIES AND SERVICES**

It is the intent of the CRA to promote redevelopment and infill development within the redevelopment area to maximize the use of existing facilities and improve efficiencies in these systems.

#### **E. EFFECT ON SCHOOLS WITHIN THE REDEVELOPMENT AREA**

There are no schools within the boundaries of the Vilano Beach Community Redevelopment Area.

#### **F. ENVIRONMENTAL QUALITY**

The Vilano Beach community has identified environmental improvements as a priority for the CRA, and redevelopment programs will focus on code enforcement and the clean-up of environmental sites as needed. Stormwater quality problems can also be addressed through redevelopment, and it is the intent of the CRA to maximize the positive impact of improvements by promoting a macro "watershed" approach to stormwater quality rather than relying upon an exclusive site-by-site basis. Addressing environmental issues on an area-wide basis will also increase the competitiveness for CRA as it pursues grant and other funding in this area.

## **SECTION TWELVE**

### **VILANO BEACH COMMUNITY REDEVELOPMENT AGENCY PLAN AMENDMENT PROCESS**

The Vilano Beach Community Redevelopment Agency (CRA) Redevelopment Plan shall be in effect for a maximum of thirty (30) years from the date of its adoption.

The Plan may need to be amended in order for it to maintain its relevance and currency; to respond to priorities as they emerge; to serve new redevelopment areas; and to add needed specificity as projects, tax increment revenues, and expenditures are defined in more detail over time.

Amendments to the Plan can only be made by the Board of County Commissioners of St. Johns County upon the recommendation of the CRA Board. The CRA will initiate any amendment action by adopting a Resolution recommending that the Board of County Commissioners of St. Johns County amend the Plan in a specified manner. The CRA may then hold an advertised public hearing on the proposed modification or amendment and approve the modification by passage of an appropriate Resolution. Any amendment action also requires pre-notification of the affected taxing authorities by registered mail.

The governing State Statute does not specifically require that Plan amendments be reviewed by the Local Planning Agency (Planning & Zoning Board) for conformity with the Comprehensive Plan, but this may be advisable if there is any question relative to an amendment's conformance with the County Comprehensive Plan. Also, at the time of amendment approval, the original "findings" made at the time of Plan adoption [F.S. 163.360(6)(a-d)] should be reaffirmed with regard to the proposed amendment or modification.

**SEVERABILITY CLAUSE:**

If any provision of this Community Redevelopment Plan or subsequent amendments shall be found to be invalid, unconstitutional or otherwise legally infirm, such provision shall not affect the remaining portions of the Plan.

## SECTION THIRTEEN

### TECHNICAL INFORMATION, MAP AND GENERAL PLANNING STATEMENTS

### TECHNICAL INFORMATION, MAPS AND GENERAL PLANNING POLICY

This section contains a checklist charting the location of all requirements for a Community Redevelopment Plan as contained in this document and identified in Section 163.362, *Florida Statutes*.

#### **A. TECHNICAL PLAN ELEMENT**

TECHNICAL ITEM	SECTION
Legal Description and Justification for the Redevelopment Area Boundaries	1
General Description of Redevelopment Area	1
Neighborhood Impact Review	
Identification of any Capital Improvement Projects in the Redevelopment Area in the St. Johns County CIP Budget	9
Safeguards and Accountability Element	6
Projected Redevelopment Expenditures	10
Statement Providing a Time Certain for Completing All Redevelopment Tasks	13
Policy Statement Ensuring Compliance of CRA Plan with the St. Johns County Comprehensive Plan	

The following technical elements are addressed in more detail as described below.



- a. **STATEMENT PROVIDING A TIME CERTAIN FOR COMPLETING ALL REDEVELOPMENT TASKS:** As prescribed in Section 163.362(10), *Florida Statutes*, the time certain for the completion of all redevelopment tasks and programs presented in the CRA Plan shall occur 30 years after the Plan is approved, adopted and adopted pursuant to Section 163.361(1) *Florida Statutes*. All tax increment financing revenue from all sources will cease to be collected and deposited into the CRA Redevelopment Trust Account after the 30-year period has transpired.
- b. **GOVERNING POLICIES:** The CRA shall adhere to all requirements as set forth in Chapter 163, *Florida Statutes* and in any future Interlocal Agreement approved by the St. Johns County Board of County Commissioners.

All CRA development activities shall be subject to the St. Johns County Land Development Regulations, Comprehensive Plan and the County Code of Ordinances. It shall be the policy as stated in this adopted redevelopment plan that no portion, program or strategy of this document shall be in conflict with the adopted St. Johns County Comprehensive Plan which is in force at the time the CRA Redevelopment Plan is adopted. Any future action undertaken by the Agency shall be subordinate to the County's existing Comprehensive Plan at the time it is undertaken or shall be required to receive County and State approval for any amendment that would allow for any potential conflict to be reconciled. Furthermore, all restrictions regarding size, height limitations, materials, setbacks, and other development code restrictions and requirements undertaken by any redevelopment activity shall be subordinate to the

St. Johns County Land Development Regulations in effect at the time the project is undertaken.

To the greatest extent it determines feasible, the CRA will afford maximum opportunity consistent with the needs of the community for private sector participation in redevelopment activities.

The CRA will make every effort to responsibly leverage its financial resources to generate the maximum amount of funding for redevelopment activities. This includes but is not limited to utilizing TIF monies as matching funds for public and private grants.

The CRA will work in concert with groups such as the CRA Steering Committee, Housing Authority or their representative, and economic development groups to encourage positive economic development and to foster job creation and business opportunities in the assigned Redevelopment Area.

The CRA will work with all local groups to ensure public input and participation in the implementation of its Redevelopment Plan and activities.

The CRA will work to coordinate and maximize all redevelopment activities with the appropriate local governments, housing authorities, St. Johns County, the State of Florida, and the Federal Government.

## **SECTION FOURTEEN**

### **IMPLEMENTATION STRATEGY**

#### **Implementation Strategy**

The strategy for managing the implementation of the Vilano Beach CRA Plan will be to utilize the professional services of the CRA Consultant; who will work under the supervision of professional staff and the Board of Commissioners serving as the Board of the Agency.

The CRA Consultant shall be responsible for assisting the County staff with implementation, reporting requirements and other responsibilities such as:

- ☐ Facilitate Development of Banking Coalition
- ☐ Implementation of Programs
- ☐ Technical Advisor to Housing and Community Development Staff  
Regarding Community Redevelopment Agency
- ☐ Annual Report to State Auditor General
- ☐ Special Districts Report to DCA
- ☐ Development of Mortgage Assistance Program
- ☐ Development of Residential Rehabilitation Program
- ☐ Development of Commercial Façade Improvement and  
Rehabilitation/Construction Program
- ☐ Development of Quick Victory Projects
- ☐ Development of Code Enforcement Clean Up Program

The strategy and the progress it yields shall be evaluated after the first five-year phase.

**VISION**  
**for**  
**SOUTHERN DISTRICT 4**  
**ST. JOHNS COUNTY, FLORIDA**

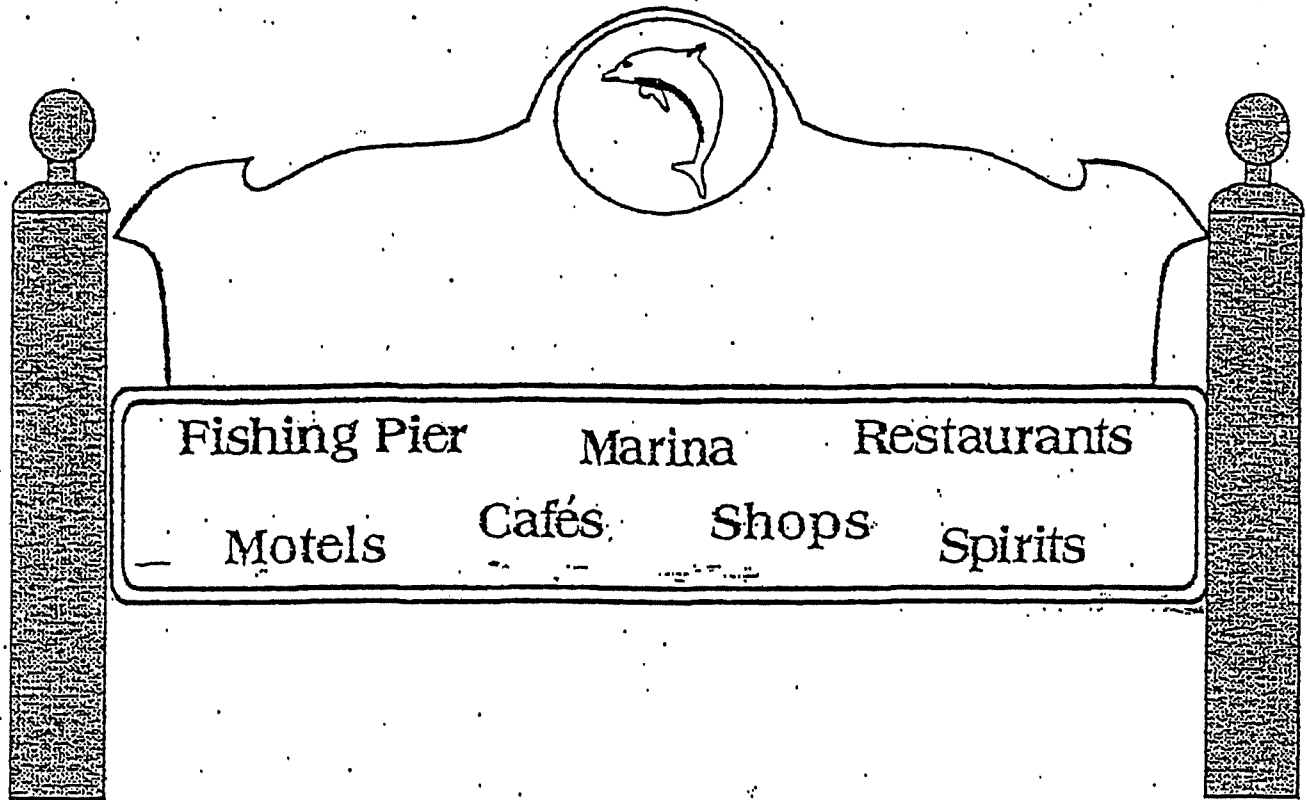
**by**  
**Committees**  
**of**  
**NORTH SHORES COMMUNITY ASSOCIATION**

**which met during the year 1998**

**Resolution to Accept and Support the Vision**  
**by Consent**  
**of the**  
**BOARD OF COUNTY COMMISSIONERS**

**February 1999**

# VISIONING



## SOUTHERN DISTRICT 4

February 1999



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## SUMMARY

*Areas of focus for our VISION of the future are:*

### LAND USE AND THE ENVIRONMENT

- Managing development
- Creating meaningful open space and greenways
- Maximizing recreational needs
- Enhancement through beautification
- Protection of beaches
- Protection and conservation of water
- Protection of natural beauty and wildlife
- Creation of a vibrant town center from Vilano Pier to Vilano Beach on Vilano Road
- Scenic highway A1A as a cohesive factor

### INFRASTRUCTURE

- Promoting safe transportation on roadways for vehicles, non-vehicular traffic, pedestrians, and on water for watercraft
- Providing off street parking with vegetative barriers to keep demand under control
- Supportive Fire, Security, and Emergency Services to meet needs
- Providing adequate utilities
- Resolving flooding and drainage problems

### ARCHITECTURAL REVIEW

- Appointment of an Architectural Review Committee for Architectural Controls
- Guidelines and standards for a cohesive appearance
- Guidelines for construction and renovation
- Regulations for Signage and Lighting

### CULTURE AND LEISURE

- Determining, preserving and enhancing resources
- Establishment of new resources
- Monitoring beaches
- Protecting the western estuarine shore
- Providing new facilities such as pavilions, boardwalks, nature centers, rest rooms, picnic areas
- Enhancing the North Shores Community Center and South Ponte Vedra Beach Community Center
- Creating Vilano Road as a destination



Establishing events, activities, festivals, concerts, etc.  
Initiating educational programs

## GOVERNANCE

Formation of a Community Coalition, businesses, homeowner associations, community associations, for better communication, participation, sense of community

Providing information and education on issues which affect our district

Encouragement for citizen participation in public hearings and workshops

Ensuring effective evacuation procedures

Promoting points of interest using signage and public relations

Promoting a clean and safe environment

Interaction between the community and government

## HISTORY OF THE VISIONING PROCESS

The idea for a Visioning Process in District 4 began in September 1995. The process was designed and initiated by Commissioner Joanne Cody, the County Commissioner representing District 4 at that time. She had been aware of Visioning successfully taking place in City of St. Augustine and other parts of Florida. A picture of the future was assembled by committees of residents/citizens from Palm Valley, Ponte Vedra, Ponte Vedra Beach, North Beach and Vilano Beach.

After over a year of effort, a Visioning Document was created which outline Focus Statements and Objectives to reach and maintain. Action Statements follow which can be used to direct and implement those Objectives. This first Visioning Document was presented to the St. Johns County Commission as a guide to governance initiated by the citizens of District 4.

The next step is creating an Overlay District. This creates ordinances in specific areas -- such as regulation of signage, protection of trees, restriction of driving on the beaches. When passed into County law, the result is to overlay existing zoning and be more restrictive than general County ordinances.

It became obvious during the initial Visioning Process that the structure, the culture, the focus, and the goals of Southern District 4 were different from those in Ponte Vedra and Palm Valley in Northern District 4.

Southern District 4 begins on the Northern boundary with Guana State Park where the Park meets the ocean and encompasses the rest of the barrier island peninsula to the St. Augustine Inlet. It includes areas known as South Ponte Vedra Beach, North Beach, Surfside, Vilano Beach and Porpoise Point.

Realizing the need for a separate Visioning for the Southern part of her District. Commissioner Cody presented the Visioning Project in November 1997 to members of the North Shores Improvement Association as a catalyst and called for volunteers to begin a more relevant Visioning for this area. Committees began work on a new document for Southern District 4 in January 1998. Several volunteers had already served on the original District 4 Visioning Committees. We were able to accelerate the process using the experience of the volunteers and the District 4 document as a base of reference. The report for the Southern part of the District to be submitted to the Board of County Commissioners was finished in January 1999.

Research that was done in analyzing some of the Objectives and issues produced information, ideas and recommendations which might be helpful to those involved in making Objectives become a reality. This research was preserved in Compendiums under separate cover.

## INTRODUCTION

Southern District 4 is a unique community with unusual natural beauty and wildlife. It is a barrier island peninsula enveloping estuarine habitats of the Tolomato River (Intracoastal Waterway) on the west and the Atlantic Ocean's sandy beaches on the east. It is bordered on the north by the southern boundary of Ponte Vedra Zoning District and Guana River State Park -- managed by the Florida Department of Environmental Protection and Guana River Wildlife Management Area managed by the Florida Game and Fresh Water Fish Commission. On the south, the area becomes dunes at Porpoise Point overlooking the inlet to the historic City of St. Augustine. In addition to the above, the District has naturally vegetated buffered streets as well as the beautifully serene marshlands meandering through the District. We have residents with various lifestyles. There are those living in planned communities and condominiums as well as homeowners with 30 to 50 year old single-family southern coastal homes and elegant waterfront homes.

We chose the environment we live in today because it has special characteristics...characteristics that we hope will endure as long as we live here. We have the opportunity to share these characteristics -- and the quality of life they provide -- as a legacy for future generations through a VISION that balances growth and the natural environment that supports this quality of life we have created and a continuing implementation process for this VISION.

Over the past year, the committees of the Southern District 4 Visioning Process have worked and planned for unique and responsible growth and stewardship in our community and District, awareness and respect for the natural resources in the District, and to encourage the people here and those visiting us to appreciate the District as a wonderful place to live and to visit.

As with many communities in St. Johns County, Southern District 4 is in a state of change. New residents are moving into an established, settled area. Can our heritage be preserved as we adjust to this expected change? Moreover, this is a seaside community which faces the dilemma of other popular seaside communities. How can the needs of stable residential neighborhoods become compatible with those of a developing tourist destination?

We now request the County Commissioners to approve the Report of the Visioning Committee for Southern District 4.

# Southern District 4 (Future Land Use)



## Legend

### Land Use

#### Residential Units / Acres

	Density A	0.4 - 1.0
	Density B	2.0 - 2.0
	Density C	2.0 - 3.0
	Density D	2.0 - 4.0
	Density E	2.0 - 8.0
	Commercial	
	Guana	
	Public	
	Conservation / Wetlands	

# Southern District 4 Visioning

## LAND USE AND INFRASTRUCTURE

### Committee

Vivian Browning, *Chairperson*  
Sacha Martin, *Vice Chairperson*

David Bruner, *County Commissioner*  
Scott Clem, *Director, County Planning Department and Visioning Director*  
Georgia Katz, *Principal Planner, County Planning Department*  
Joseph Stephenson, *Regional Planning Administrator, District 2, FDOT*

Harold Baker  
A.F. Barrancotto  
Peggy & Bud Beard  
Lola Brotherton  
Richard Hardy  
Charlotte & Bill Izzo  
Art McGinness  
Frank Timmons  
Fred Wahlers  
Jackie Ward

# LAND USE

## Southern District 4 Visioning Process

### FOCUS STATEMENT

Our goal is to develop a vision that will guide state, county and individual decision makers concerning land use development in Southern District 4. This area is the southern portion of the barrier island peninsula which includes part of Guana River State Park, South Ponte Vedra Beach, and Vilano Beach — as shown on the attached map. The development of land within this area should be balanced to maintain and improve our unique beachside community, establish a community Town Center and preserve our natural resources while meeting the needs of our citizens' health, safety and welfare.

Most of this area is designated as residential usage by the current Comprehensive Land Use Map. The primary commercial area is the corridor from the oceanfront and along Vilano Road (old A1A) to the Intracoastal Waterway. The other commercial area is at or near the North Beach Campground.

The environmental aspects of this area are closely tied to the quality of life enjoyed by its residents and visitors. The mixture of relatively pristine natural and recreational areas such as the Atlantic Ocean and its shoreline, the Intracoastal Waterway and its shoreline, Guana River State Park, which exists alongside the residential, commercial and resort development, makes future decisions regarding land use so important in this unique section of St. Johns County.

### OBJECTIVE I — Managing Growth

To ensure controlled growth and manage the development and redevelopment of the land within the designated area.

- Action 1. Focus commercial development and redevelopment in areas designated as commercial on the Future Land Use Map in Southern District 4. Allow accessory uses and mixed uses within the commercial areas.
- Action 2. Allow distance/setback requirements to be adjusted by development standards in both residential and commercial areas, for example, developments using traditional neighborhood design.
- Action 3. Encourage the creation of meaningful open space by defining open space as the community's environmentally sensitive upland and wetland areas. Support their protection and preservation through development, such as planned unit and special developments (PUD's and PSD's), that use creative and innovative design standards

including clustering, transfer of development rights, buffering and wetland and upland bonuses (including, but not limited to, the Tree Clearing and Protection Ordinance which provides credits for both existing and new trees and plantings on property for development or redevelopment).

- Action 4. Maximize recreation and open space requirements to be provided by proposed development.
- Action 5. Create a set of development guidelines and standards that an Architectural Review Committee can utilize to prevent multi-family, high-rise and commercial projects that are not compatible with the surrounding area.
- Action 6. Maintain a maximum building height for development of 35 feet.
- Action 7. The Community should identify recreational needs for the Southern District 4 area and request the County government utilize Zone 4 Recreational Impact Fees toward these projects.

#### OBJECTIVE II – Architectural Control

Establish Southern District 4 design and development criteria, particularly architectural controls, in order to create a cohesive appearance.

- Action 1. Establish development standards and guidelines for all new development and redevelopment other than single family development.
- Action 2. Develop building siting guidelines and minimum standards.
- Action 3. Create a Southern District 4 Architectural Review Committee (ARC) appointed by the St. Johns County Board of County Commissioners (BCC) consisting of 5 members, including at least one professional architect or engineer licensed in the State of Florida. We recommend that the other members of the Committee have expertise in landscape architecture, land use planning, urban planning, engineering, or other areas of relevance to the Committee's purpose.

The ARC shall establish and create site architectural themes to be utilized throughout Southern District 4 and ensure adherence to standards and guidelines.

- Action 4. Billboards should not be allowed in District 4. Also limit future off-building signage.

### OBJECTIVE III – Town Center

A Community Focal Point. Throughout the Visioning Process there has been an attempt to locate and identify a community focal point. There has been discussion to the effect that there is not a central, accessible location that is suitable for family gatherings, socializing, hosting special events, or passive relaxation. Therefore, in an effort to improve the sense of community, there is interest in developing such a focal point. Foster a sense of community through the creation and implementation of a plan for a Town Center that is designed and scaled for the needs of the residents, visitors, and current businesses within this area.

- Action 1. The area designated as commercial on the St. Johns County Land Use Map, which runs from the oceanfront and along Vilano Road to the Intracoastal waterfront, should be developed as the Town Center for this Southern District 4 area.
- Action 2. A1A, where the eastern end of the bridge lanes intersect with the old A1A needs to be enhanced with better traffic safety features as well as landscaping and signage befitting the entrance to an upscale beachfront community and Town Center.
- Action 3. The Town Center should be the focus of a redevelopment/revitalization area that will provide a central business, civic, and cultural area for citizens, residents and visitors. The Community should pursue funding mechanisms to assist in the redevelopment of this area (e.g. Florida Communities Trust Waterfronts Florida Program and Department of Community Affairs Florida Coastal Management Program grants programs).
- Action 4. NSIA shall establish a Committee, consisting of residents, business owners, economic development and government representatives to develop a Town Center plan. This plan shall include funding and development implementation strategies and programs to ensure the creation of the Town Center.
- Action 5. The Committee should research the Town Center concept as implemented in other communities. The study should include an exploration of issues detailing the following:
- public use, function, and design of the Center;
  - Town Center maintenance and associated responsibilities;
  - economic feasibility and opportunities;
  - traditional and creative financing techniques; and
  - land ownership and innovative joint ventures between public and private entities.
- Action 6. Provide the Town Center with basic public facilities and attributes which will assist in the utility and popularity of the site.



- Action 7. Enlist public input in the development and design of the Town Center in order to create a sense of community ownership.

#### OBJECTIVE IV -- Protection and Conservation of Water

Restore and protect the waters of this area in order to provide a continuous and abundant supply of clean chemical-free water for both human and wildlife populations, while maximizing a healthy environment and maintaining the natural beauty of the area for present and future generations.

- Action 1. Manage lakes, drainage ditches and retention ponds by monitoring them to maintain high water quality.
- Action 2. Maintain high water and sewer quality levels for this area by having new projects utilize existing water and sewer lines or extending the lines to the new developments where possible. Encourage that new and existing wells and septic systems meet current state standards.
- Action 3. Encourage the use of slow-release natural compost for fertilization, and/or the use of natural or organic fertilizers because of negative impact nitrogen based fertilizers have on our wetlands and waterways.
- Action 4. Encourage the use of xeriscaping which promotes the use of indigenous trees and plants that are resistant to salt, pests and drought. These trees should be readily available at local nurseries and be labeled with their xeriscaping qualities.
- Action 5. Disseminate information on xeriscaping techniques and plants.

#### OBJECTIVE V -- Protection of the Environment

Habitat preservation and acquisition. Preserve and protect the natural resources of St. Johns County, and Southern District 4 in particular, including coastal, wetland, and upland areas and their associated plant and animal communities and habitat, with the goal of saving these resources for existing and future generations of people.

- Action 1. Support the creation of a Master Resource Management Plan for Southern District 4 and the County which will itemize and describe significant upland, wetland, and coastal resources along with wildlife habitat areas and perimeter buffer areas adjacent to development.
- Action 2. In Planned Unit Developments use cluster designs to help preserve open space, natural habitat and wildlife as much as possible.

Action 3. Protect existing species of federal/state protected flora and fauna throughout the county.

- a. Several greenways are presently proposed for St. Johns County. These proposals will require active support of Southern District 4 residents for implementation.
- b. Wildlife corridors are under study for the Northeast Florida Region. These corridors will provide protection of suitable habitat for animals threatened by land fragmentation, proliferation of roads, and the worsening threat of extinction due to loss of natural habitat.
- c. The National Estuarine Research Reserve proposed for St. Johns County is a major step toward environmental protection. It will need constant community support to reach fruition.
- d. Encourage the use of sodium lighting along the beach front to protect the endangered sea turtle.

Action 4. Pursue acquisition of environmentally sensitive, endangered lands through county, state and federal acquisition programs. Priority may be given to larger tracts of land and lands adjacent to the proposed National Estuarine Reserve.

Action 5. Establish a local land trust in St. Johns County to develop land acquisition programs and accept donations of land.

#### OBJECTIVE VI -- Communication and Education to Preserve Quality of Life

Maintain a program of communication with members of the community and educate those who may use resources of our community in order to maintain and preserve our quality of life by protecting the unique environment that makes it possible.

Action 1. Utilize the North Shores Improvement Association as a center of effort and as a vehicle to facilitate and coordinate community efforts, implement programs and activities and educate, support and promote the previously stated Land Use concepts and actions, i.e., xeriscaping, town center concept, the National Estuarine Research area etc...

Action 2. The North Shores Improvement Association shall endeavor to form a Community Coalition of sub-communities and commercial interests in order to share information and provide an opportunity for participation by all members of the community. This coalition will act as a communications platform for integration of ideas, expression

of viewpoints, and awareness of the rules and regulations which we have chosen to safeguard our community.

**Action 3.** Educate the public through newspaper articles, newsletters, school projects, library resources, camps, brochures, advertisements, etc.

**Action 4.** Recognize efforts by individuals, institutions, or businesses that improve the quality of life of, or enhance, the community.

**Action 5.** Encourage Beautification efforts

- a. Create a Cleanup Committee that will establish a program to Eliminate Littering on Roadways and Beaches —Beach cleanup days, A1A road cleanup program, Enforce the No Tolerance for Littering Program with fines, place signs on beaches to "leave only footprints", place trash barrels on the beach at intervals with ensured collection, lobby for legislation to control littering from boats, establish volunteer beach patrol units.
- b. Disseminate information that strongly encourages the use of the county program for the disposal of toxic and hazardous household materials.
- c. Create a Beautification Committee to develop, implement and fund a landscape plan (trees and native plants) that promotes planting of trees and other landscape plants. This plan should include the coordination, funding, planting and maintenance along A1A right-of-way with the State Department of Transportation (FDOT) and St. Johns County Beautification Committees.

# INFRASTRUCTURE

## Southern District 4 Visioning Process

### FOCUS STATEMENT

Maintain a sense of community by optimizing our quality of life through safe and optimal use of a transportation network for motorized vehicles, watercraft, pedestrian and bicycle movement, security and fire protection, protection during flooding and emergencies, provision of utilities, water and sewer, safety on the surrounding beaches and waters of the ocean and Intracoastal Waterway.

- Allow for needs of both the residential and business community
- Analyze existing current facilities and provisions
- Project future demands that will be placed on the infrastructure system and determine possible solutions, allowing for growth of population in nearby communities as well as our own and visitors to the area who want to use our beaches, wildlife refuges, recreational facilities and local businesses.
- Prioritize future demands and explore funding sources for these demands.
- Be vigilant regarding conditions which are not predictable at the present time.

### OBJECTIVE I – Roadways for Motorized Vehicular Use and Waterways for Watercraft Use

With expectations for future growth of population in our community and nearby communities and those visitors who wish to use our recreational, environmental facilities and commercial businesses. Our community should be provided with safe movement of traffic on roadways, roadway spans and crossovers, pedestrian and bicycle traffic.

- Action 1. Any proposed major traffic modifications by FDOT, including any proposed additional bridges within Southern District 4, shall be reviewed in the planning stage by residents and business owners of the community.
- Action 2. As provided for by law, the community should be provided with on-going information regarding current and future plans for the roadways and spans in the Southern District 4 area from county and state transportation authorities.
- Action 3. Provide for additional off-street parking with provision for landscaping and/or visual barriers where possible to meet increased demand and probable prohibition of motorized vehicles on beaches.

- a. This additional parking includes use for:
  - beach and water sports
  - exclusive business use
  - bike racks for bicycles
- b. Regulations for parking,
  - including that for watercraft launching, trailers and RV's.

Action 4. A1A is the major traffic connector and unification theme within Southern District 4.

- a. A1A north of the Vilano (Usina) Bridge should remain two (2) lanes in perpetuity, even if congestion may result.
- b. A1A connection to Vilano Road at the Vilano Bridge should allow for safe movement of vehicular traffic to and from the Vilano town center, and adequate exit and entrance to the bridge.
- c. Safety features on the highway should include no passing zones, cross walks, and appropriate and enforced speed limits.
- d. A1A should be the focus of cohesive beautification efforts — including sidewalks, signage and restrictions on signage, fencing, plantings along right-of-ways, incentives for commercial areas to plant and maintain flowers, off-street parking, shade trees, gateway to our community from Vilano Bridge, maintaining architectural guidelines. Encourage residents to have an annual "Vilano in Bloom" contest.

Action 5. Vilano Road (old A1A) from the Intracoastal Waterway to the Atlantic Ocean shall be the town center and a major retail and recreation area.

- a. Prevent traffic congestion through the use of angle parking and wide pedestrian walkways on the north and south sides of Vilano Road. Encourage business parking to be at the rear of buildings in order to provide a visual barrier as well as a pleasing architectural design to the road.
- b. Create or amend an Ordinance regulating type of signage and off-building signage to be implemented by use of an overlay district and/or the Architectural Review Committee.

Action 6. Paving of unpaved roads in Southern District 4 should be performed where supported by adjacent property owners.

## OBJECTIVE II – Non-Vehicular Traffic

Provide for safe passage throughout the community of non-vehicular traffic, including for pedestrians, bicycles, and watercraft.

- Action 1. Provide sidewalks, overpasses, crosswalks, tunnels, boat launching areas, as appropriate.
- Action 2. Complete bike paths and pedestrian walkways from southwest end of the Vilano bridge to the sidewalk on May Street. *[Note: a bike lane is planned for construction in September 1998.]*
- Action 3. Complete bike lanes from Ponte Vedra to Vilano Beach along A1A.
- Action 4. Bicycle lanes should be marked to discourage usage as a passing lane on A1A. Add sidewalks to bike lanes where possible.
- Action 5. Provide boardwalks to protect beaches, marshlands, and wildlife habitats.

## OBJECTIVE III – Protection Services

Supportive services on both land and water, including fire and security protection and emergency preparedness should meet the present and future needs of the Southern District 4 area.

- Action 1. Establish periodic analysis of police and fire protection by community committee.
- Action 2. Support Volunteer Fire Department and Land Amphibious Rescue Service.
- Action 3. Support coverage of security by the county sheriff's department. Determine the coverage as it exists, and as it needs to be enhanced.
- Action 4. Establish emergency preparedness and rescue procedures before, during and following storms, tornados, flood and other catastrophic acts, including evacuation procedures.
- Action 5. Have an annual emergency preparedness procedure training provided by the County.
- Action 6. Establish a volunteer beach and water patrol program, working together with the Coast Guard Auxiliary, Florida Marine Patrol, Environmental Protection Agencies and other agencies.
- Action 7. Support an Overlay District for A1A for the community to have input for the future growth along A1A.

#### OBJECTIVE IV --Utilitarian Services

Provide adequate Utilities for Southern District 4, including electric, sewer, water, wells, cable TV, propane gas tanks for both residential and commercial use.

- Action 1. Promote the use of underground utilities, including telephone, electric, wire, cable.
- Action 2. Encourage visual barriers for, and safe installation of, propane tanks.
- Action 3. Enact zoning restrictions on phone, radio and communications towers.

#### OBJECTIVE V -- Flooding and Drainage

Flooding and concerns with drainage will be an ongoing concern in the community. Although flooding affects travel on the roadways, it also affects lives, property and the environment. Resolve and correct the drainage problem in Southern District 4.

- Action 1. All drainage improvements should protect the receiving bodies of water from pollutants.
- Action 2. Encourage residents and county to work together for a solution to flooding in North Beach.
- Action 3. Promote reduction of flooding on roadways through use of curbs and drains.

# Southern District 4 Visioning

## ARCHITECTURAL REVIEW

### Committee

Nancy Sonis McDowell, *Chairperson*

Susan Timmons, *Vice Chairperson*

Tim Brown, St. Johns County *Principal Planner*

Bunny and C.J. Manucy

Sally Chatfield

Jeremiah Murray



# ARCHITECTURAL REVIEW

## Southern District 4 Visioning Process

### FOCUS STATEMENT

The Architectural Review Committee (ARC), in contemplating and anticipating the future growth and development of St. Johns County's northeastern peninsula from Vilano Beach north to the southern boundary of Ponte Vedra Zoning District and Guana River State Park (see Southern District 4 Map), submits the recommendations.

It is our purpose and intent to recommend the establishment of an overlay district in order to promote safe and efficient use of the highway; project aesthetic and visual character of the lands adjacent to it; to protect the natural beauty and environment of the shore and waterways; and to promote development (including a Town Center, commercial and residential uses) in a manner compatible with surrounding land uses.

The ARC members recognize the "North Beach" area's beauty and spectacular vistas. It is one of the few areas remaining in Florida, which still represents a much earlier and much simpler way of life — a quaint fishing village and beach community.

At the same time, the ARC members recognize the necessity for a viable, successful Town Center within our boundaries. We expect future County leaders to encourage local business entrepreneurship and tourism trade in an area needing to boost its economy, instead of establishing and instituting restrictions which would deter same.

The ARC members wish to emphasize the importance of preserving and maintaining the characteristics of beauty, peace and serenity for the generations to come. And, as we enter this new millennium, let us keep in mind that to plan for our future, we must continue to look to our past.

### OBJECTIVE I. Architectural Control — Overlay District.

We see a special overlay district being created and established in the area encompassing all the land situated within Southern District 4.

### OBJECTIVE II. Architectural Control — Guidelines.

- Action 1. Create and establish an Architectural Review Committee (ARC), which would consist of a five member panel. This panel would have a membership consisting of four local citizens living in the district and one licensed architect, engineer, or similarly professional expert who may or may not live in the district, and who would serve in the position for one year, pro bono. Additionally, the panel would have one County staff person. This panel would be a quasi-judicial body, appointed by the

Board of County Commissioners and would serve a term of a minimum of one year and a maximum of two consecutive terms.

**Action 2.** The compatible relationship of architecture along roads in the Southern District 4 Corridor Overlay District is of critical public concern for any buildings or site improvements. Intent of the design review is not to stifle innovative architecture but to assure respect for and reduce incompatible and adverse impacts on the visual experience from the roadway. To accomplish this, we recommend the following guidelines in reviewing proposed structures and related site improvements:

- (a) Proposed development shall be located and configured in a visually harmonious manner with terrain and vegetation of the parcel and surrounding parcels. Structures shall not impede, as little as reasonably practical, scenic views from the main road or from existing structures and the natural environment. This may be accomplished by the use of architectural features and/or siting of proposed structures to reduce the appearance of excessive and inappropriate height of mass of proposed structures.
- (b) The architectural design of structures and their materials and colors shall be visually harmonious with the overall appearance history and cultural heritage of the Vilano and North Beach area, with natural land forms and existing vegetation, and with other development plans already approved by the Planning and Zoning Agency (PZA). Specific consideration shall be given to compatibility with adjacent structures where such structures are substantially in compliance with this and demonstrate the character of Vilano and North Beach, that is historically, structures were designed to be unobtrusive and set into the natural environment.
- (c) Facade designs, texture and color plans must be appropriate for this area.
- (d) Signage. The location and dimensions of wall signs shall maintain compatibility with architectural features of the building. All other signage, including free-standing signs, must also be compatible and aesthetically appealing to the area, and must meet County sign code requirements.
- (e) Lighting. Standards and guidelines for appropriate lighting must meet County code requirements. However, more and unique lighting would enhance the physical appearance of the area, as well as provide more safety at night. Moving electrical and cables underground should be placed on a high priority in the near future. Lighting visible onto beaches should be sodium of a type which will not interfere with the reproduction of turtles and wildlife.

### OBJECTIVE III. Site Design and Development Standards Applying to the Overlay District.

All standards prescribed in this section shall apply to the Town Center, commercial, multi-family (4 or more) and PUD construction, including additions and exterior remodeling and renovation for commercial and multi-family (4 or more). The site design and development standards to be applied to the overlay district shall be consistent with the concepts and actions established throughout the Visioning Document.

**Action 1. General Design Criteria.** Because the general purpose is to enhance development of property within the Corridor as well as protect the visual character of the lands adjacent to it, all construction shall comply with the following general design criteria:

- (a) Building heights shall be limited to thirty-five feet.
- (b) Heating, ventilation and air conditioning equipment, duct work, air compressors, other fixed operating machinery shall be either screened from view or located so that such items are not visible from the highway, adjacent residential properties or intersecting streets. Large trash receptacles, dumpsters, utility meters, above-ground tanks, satellite dishes, antennas, etc., shall be similarly treated.
- (c) Parking and drive areas shall contain natural planted trees and shrubs.
- (d) Fencing. Where fencing can be viewed from the roadway, landscaping and/or berming shall be provided to minimize visibility from the roadway.

**Action 2. Site Design Standards**

- (a) Buffers. When possible, buffers shall contain native vegetation existing on the site proposed for development.
- (b) Parking. Should meet County code requirements, with natural plants and beautification emphasized.
- (c) Signage. Should meet County code requirements, and be aesthetically pleasing as well as compatible to the surrounding areas.
- (d) Landscape and Tree Standards. Applications for site development shall include a schematic Landscape Plan of the area to be developed followed by a detailed landscape plan at the time of final project submission.

### Action 3.

#### Detailed Landscape Plans

- (a) All existing trees and significant plant groupings, with sizes, locations, species identification and spacing noted.
- (b) All proposed trees and plant materials, with sizes, location species identification, and spacing noted; (including a percentage of use of xeriscape drought-resistant and freeze-resistant trees and plants).
- (c) All existing and proposed contours.
- (d) All existing and proposed structures and vehicular use areas, with sizes, square footage, materials, and circulation noted.
- (e) Proposed irrigation system layout.
- (f) The relationship of the site to the surrounding land use and landscaping schemes.
- (g) Screening requirements.
- (h) Parking lot island requirements.
- (i) Tree protection and reforestation requirements. Retention and protection of endangered and valuable native trees. The maintenance of trees and plant materials consistent with the County's Tree Ordinance during construction and after development is completed. The use of shade trees, especially in the development of vehicular-use areas.

#### OBJECTIVE IV. Permit Application Requirements.

Action 1. Owners or developers desiring to develop property within the Overlay District shall be required to submit applications for development approval to the Planning Department. Such applications will be scheduled before the ARC for review and action.

Action 2. As soon as possible after obtaining the appropriate zoning designation for the uses proposed, and not later than the submission of an application for building permits, the developer will submit the following to the Planning Department for review and approval:

- (a) Survey of property lines showing location of bordering streets and roads, and existing and approved access points.

- (b) Topographic and tree and endangered and threatened species wildlife habitat survey of the area to be developed and protected.
- (c) Site plan showing all buildings (including roof lines) and all site improvements with distances and dimensions clearly labeled.
- (d) Exterior elevation drawings of buildings and other vertical construction.
- (e) Building materials and color samples.
- (f) Exterior elevation drawings of buildings and other vertical construction.
- (g) Building materials and color samples.
- (h) Sign location, materials, colors, sizes, shapes and lighting.
- (i) Parking lot design and materials.
- (j) Landscape Plan.
- (k) Lighting Plan.
- (l) Architectural rendering of all proposed buildings and signs, as well as current color photographs of panoramic photography, made in four directions from proposed development site.

#### **OBJECTIVE V. Functions.**

The Architectural Review Committee (ARC) shall discharge its responsibilities by carrying out the following functions:

- Action 1.** The ARC shall receive applications for development within the Overlay District from the Planning Department immediately following the submission of such applications.
- Action 2.** The ARC shall review and evaluate each application to ensure its general compliance with established provisions.
- Action 3.** The ARC shall approve, approve with conditions or disapprove all proposed development within the Corridor. If the recommendation is for disapproval, reasons must be provided in writing.
- Action 4.** The ARC shall review and take action within sixty days of receipt of any application.

- Action 5. When necessary, the ARC shall consult with the developer and/or architect to resolve conflicts and deficiencies.
- Action 6. County Staff shall monitor the work in progress to ensure its compliance with the approved plan.

#### **OBJECTIVE VI. Application of District Regulations.**

- Action 1. Permitted Uses. The uses to which the property contained within the Overlay District may be put shall be as prescribed for in the various zoning districts underlaying the Overlay District except where such use of site design is not permitted by the St. Johns County Comprehensive Plan, as may be amended from time to time.
- Action 2. Rezoning. Where a rezoning to commercial is proposed, the applicant must comply with the following minimum requirements:
- (a) The applicant must provide an analysis which demonstrates that existing available commercially zoned lands cannot accommodate the use as proposed.
  - (b) The applicant must demonstrate there will not be any adverse environmental impacts (noise, lighting, stormwater, vegetation removal, etc.) that otherwise would have deleterious effects on surrounding property.
  - (c) The applicant must demonstrate through the provisions of substantive, competent evidence that there will be no measurable adverse impacts to properties adjacent to or in close proximity to the site in question. The applicant may wish to utilize the services of appropriate professionals who are able to make recommendations in line with this standard.

#### **OBJECTIVE VII. Funding for District Projects.**

Research additional funding resources for special District enhancement projects such as beautification, landscaping, recreational, etc., as a top priority for the near future. Earmark specific funding, such as County Zone 4 Recreational Impact Fees and the creation of the Town Center, for these projects. Identify private and public grants available and make application.

#### **OBJECTIVE VIII. Architectural Themes.**

Research, develop and structure a uniform architectural design theme for the Town Center, commercial, multi-family (4 or more), PUD's, and recreational areas in and around Vilano Beach (such as a quaint fishing village, or a more uniform art deco theme).

## OBJECTIVE IX. Beach Improvements

- Action 1. At Beach ramp entrances in Southern District 4, restrict driving of vehicles to a specifically designated strip or area — away from the actual beach surf and away from the dunes and protected wildlife area. Also, prohibit certain types of vehicles from the Beach (semi trucks, large RV's, buses).
- Action 2. Plan for future upgrades of the Beach, including the planting of palm trees beautification, and perhaps a boardwalk.

## **Southern District 4 Visioning**

### **CULTURE AND LEISURE ACTIVITIES**

#### **Committee**

Elaine Dilbeck, *Chairperson*  
Mary Lou McEver, *Vice Chairperson*  
Karen Taylor, *St. Johns County Commissioner*



# CULTURE AND LEISURE ACTIVITIES

## Southern District 4 Visioning Process

### FOCUS STATEMENT

The importance of cultural and leisure activities to the citizens of our district cannot be overstated. They contribute significantly to the common good, to the general quality of life, to the expansion of horizons for our youth, to physical and spiritual well-being, and to the acceptance of diversity into our lives. It is our objective to prepare a document that will establish the long range strategy for the District in the area of culture and leisure, one that will guide us into the next century.

This area has two primary objectives: 1. Determine the resources currently available within the District and form a strategy to preserve and enhance these resources. 2. Determine unavailable resources that can be acquired through the establishment of new programs.

### OBJECTIVE I

The Beaches. The beautiful beaches characteristic to Southern District 4 are the greatest leisure and recreational resource of the community. These beaches play a defining role in our quality of life, and have affected many people's decision to visit or move to Southern District 4. The community recognizes that the beaches and associated dunes are environmentally sensitive and a continuously changing ecosystem, and their protection is a foremost priority. Additionally, because the beaches are a natural resource and recreational magnet, the provision of public access for present and future generations is of major importance.

- Action 1. Eliminate all vehicular traffic on the beach, excluding bicycles, north of The Fiddler's Green restaurant location in the Vilano/North Beaches area.
- Action 2. Through the cooperation of County and State agencies, local schools, and the citizens of Southern District 4, the beaches and their associated dunes will be monitored and surveyed for their protection, enhancement, and renourishment needs.
- Action 3. In order to provide public access to the beaches for present and future generations, all County-owned beach access easements will be surveyed annually to prevent encroachment and loss of land; furthermore, easements will be clearly identified and developed as necessary.
- Action 4. In conjunction with the identification and future development of beach access easements, provide vehicle parking, public restrooms, bicycle racks, and picnic facilities as necessary.

- Action 5. Assist the County Recreation Department with educational programs for safe use of the ocean for surfing, water sports, and understanding the characteristics of an unstable body of water.

## OBJECTIVE II

The River. The Intracoastal Waterway forms the west boundary of this community and has been an important part of the North Shores environment and quality of life. As with the ocean, the river shore, too, is a continuously changing ecosystem and protection is necessary.

- Action 1. Promote safe boating through Coast Guard classes for those who own boats.
- Action 2. St. Augustine Boating Club and St. Augustine Yacht Club can be resources for education programs in the care of the river.
- Action 3. Vilano Boat Ramp and Boating Club Road boat ramp need to be maintained.
- Action 4. Initiate a beautification effort to clean up and enhance Vilano boat ramp.

## OBJECTIVE III

The Parks. Southern District 4 is a community characterized by single-family and multi-family planned unit developments which often provide small parks and recreational areas within individual developments. However, there is a need to acquire larger consolidated tracts of parkland in the District, as well as undertake beautification and education efforts. The District is home to 1,000's acres of public parks and beaches, including Guana State Park and Wildlife Management Area in the center of the community. In conjunction with the regular acquisition of neighborhood and community parks, the District should capitalize upon its existing park resources.

- Action 1. Coordinate and communicate with Guana State Park Rangers, State Park officials, and Friends of Guana to educate the community on Guana's existing facilities, trails, guided tours, natural resources, and long-range plans for future improvements.
- Action 2. Initiate and coordinate efforts in District schools to include educational activities and field trips to Guana State Park.
- Action 3. Initiate a beautification effort to clean up and enhance all District parks and facilities, specifically North Shores' parks and boat ramp.
- Action 4. Provide for the continuing beautification and enhancement of Southern District 4 parks and facilities through creative partnerships between the County, local schools, volunteer organizations, and civic groups.

- Action 5. Consider common signage as a guide to parks and encourage use by the public.
- Action 6. Assist the County Recreation Department in the design of the recreational area planned north of Villages of Vilano.

#### OBJECTIVE IV

The North Shores Community Center. The North Shores Community Center is an outstanding resource for the Southern District 4 citizens of the North Shores and Vilano Beach communities. The community building, the associated ballfield, and adjacent wooded area provide a location for the citizens to meet, recreate, and hold annual or weekend events.

- Action 1. Ensure that the North Shores Community Center and facilities are maintained and enhanced. Expand the use of the facility to the public.
- Action 2. Locate and construct a boardwalk that extends from the northwest corner of the Community Center's property to the North River/Intracoastal Waterway.
- Action 3. Explore the feasibility and demand for a small pavilion-type structure and picnic facility that could be used for outdoor gatherings and informal performances.
- Action 4. Enlarge the facility in response to demand for additional space and to allow for social activities, such as, weddings, reunions etc....
- Action 5. Establish walking paths throughout the wooded area.
- Action 6. Establish the Center's reputation as a wedding/reception location.

#### OBJECTIVE V

Vilano Road (old A1A). This road forms a most unique recreation-resort corridor. It begins at an ocean/beach area and ends at a river pier. A pedestrian can walk the distance in 20 minutes. A visitor might sun and swim in the ocean part of the day then easily walk to the river for fishing or rest to watch dolphins play, boats pass or enjoy the sun setting over the Oldest City. The new bridge has created an incredible planning opportunity for revitalization and making the road a desirable destination. The business owners along the road adopted a vision statement in 1996 which stated: The Vilano Road Business Community is committed to our future. We envision a Town Center which include business, civic, recreational and residential uses composed of existing and new enterprises whose variety appeals to both residents and visitors enjoying an ambiance of being visually attractive, located along either side of a widened and landscaped roadway bordered by a public recreation Intracoastal pier and the Atlantic Ocean. The road has been in a transition stage from a previously pass-by business community to its present state of a business-recreation community. Combining the two is a goal.

- Action 1. Facilitate the development of the road as the area's Town Center providing shops, restaurants, services and leisure activities as a gathering place for residents and tourists.
- Action 2. Establish a "Friends of Vilano Road" group to assist with beautification efforts to business owners.
- Action 3. Facilitate the development of an appealing beach parking picnic area.
- Action 4. Promote the use of the pier for its recreational and observation qualities.
- Action 5. Assist the County Recreation Department with training sessions for the youth in fishing and water sports and safe use of these facilities.

## OBJECTIVE VI

Bicycle Path & Sidewalk Master Plan. As mentioned in a previous objective, much of Southern District 4 is dominated by developments which do not interconnect or access more than one arterial. Advancing this development pattern is the north-south orientation of the District's boundaries, the Atlantic Ocean and the Intracoastal Waterway, and its major artery, State Road A1A. The result is a series of fractionalized developments isolated from one another and the surrounding land uses. Throughout the Visioning Process, there has been a recurring theme regarding the lack of connectivity in the community. Furthermore, as envisioned ACTION Statements are implemented, how will they be accessible by the community? The result of this situation has been an overwhelming desire to create and implement a Bicycle Path and Sidewalk Master Plan.

- Action 1. Establish a Committee to create and implement a Sidewalk and Bicycle Path Master Plan for Southern District 4 that addresses the following community concerns:
- bicycle and pedestrian safety;
  - enhanced community cohesiveness;
  - utilization of existing and future resources;
  - convenience and accessibility to surrounding land uses;
  - adequate design guidelines for bicycle paths and sidewalks;
  - roadway congestion; and
  - personal health and fitness.
- Action 2. Utilize the bicycle path program to connect the North Shores community with the Ponte Vedra and Palm Valley communities.

- Action 3. Construct, repair, or retrofit all existing sidewalk and bicycle path deficiencies in order to create a complete system.
- Action 4. Utilize the Revitalization Plan to increase safe, public access to the beaches as well as to future facilities.
- Action 5. Ensure that safe bicycle and pedestrian access is provided to all facilities.
- Action 6. Require all new construction to provide a sidewalk and bicycle path accessing their development; investigate the feasibility of retrofitting existing developments with a sidewalk and bicycle path which would, at a minimum, "stub out (into)" the development.
- Action 7. Ensure that all bicycle paths and sidewalks take into consideration the needs of the senior, youth, and handicapped populations. Measures should include, but are not limited to, accessibility ramps, crosswalk signals, appropriate road striping, shading, etc.
- Action 8. Provide for the creative design and implementation of the Revitalization Plan to ensure its functionality and adaptability to changing conditions.
- Action 9. Create sidewalk/bike path across Hospital Creek.

## OBJECTIVE VII

Special Events. There is recognition that cultural events, festivals, and artistic exhibitions are anchored in the communities surrounding Southern District 4; and, to this end, the District has become a drive-through community for those traveling to these various weekend events. The citizens of Southern District 4 seek to establish and host cultural events, and enhance current activities, that will complement those of surrounding areas while strengthening the sense of community within the District.

- Action 1. Designate a coalition of representatives from surrounding community associations, homeowner associations and condominium groups for cultural activities. Commission this entity to work with citizens toward enhanced coordination and communication of events and information.
- Action 2. Commission the coalition to establish, or initiate with another existing informational resource, a Community Calendar for the District on cultural activities.
- Action 3. Establish a Community Group Resource Directory that details the contact person, function, resources, and events for all community groups in Southern District 4.

- 38 17
- Action 4. Encourage all community groups to utilize the designated coalition as an information hub for the distribution and collection of information within the District.
- Action 5. : Initiate a Southern District 4 Annual Cultural and Competition Weekend that would include community activities, cultural displays, arts and crafts, and athletic contests for the citizens of North Shores/Vilano Beach and Ponte Vedra/Palm Valley.
- Action 6. Establish the now-existing "Day In The Park" annual arts and crafts festival as an ongoing event and develop the activities to meet the cultural needs of the residents and making it more attractive to tourists.
- Action 7. Establish and organize a festival on Vilano Road with music and crafts. Make the festival "business-friendly" so that tourists and local residents will be drawn to the businesses on Vilano Road and learn more about what they offer to the public.

# Southern District 4 Visioning

## LOCAL GOVERNANCE

### Committee

Samuel Di Muzio, *Chairman*  
Michele Diafra, *Vice Chairman*  
Elaine Dilbeck, *Advisor*  
James Mason  
Art McGinness

Amended by NSIA Board 1/99

## LOCAL GOVERNANCE

### Southern District 4 Visioning Process

#### FOCUS STATEMENT

Encourage the balanced development of Southern District 4 which includes South Ponte Vedra, North Shores, Vilano Beach, Original Porpoise Point and New Porpoise Point, Villages of Vilano and area Condominium Associations (see Southern District 4 Map) create and redevelop the Town Center, which includes Vilano Beach, Vilano Road (old A1A) and the Vilano Pier, specifically the main street which is Vilano Road, where benefits accrue to the community at large, St. Johns County, visitors and local merchants. Capitalize on the unique environment of Vilano Beach and the Intracoastal Waterway as destination points of enjoyment and interest.

The role of the local governance to make recommendations and ensure the implementation of the Vision is (1) to reestablish the theme that the people govern themselves (2) to allow the NSIA Board to establish committees to implement concepts and actions (3) ensure committee chair and members coordinate with the Board and NSIA members on final actions for implementation (3) to establish guidelines for effectively communicating with the officials to whom we delegate the powers and responsibilities of government.

We must examine, modify or stop those ideas and practices which are inconsistent with our community values and desires, support and sustain the elements and services provided by government that are beneficial, and provide detailed alternatives based on community standards to replace inadequate or failed components of the existing system.

#### OBJECTIVE I

We must educate the community citizens about government and provide guidance, opportunity, to participate in activities which affect their governance and quality of life, and provide means of feedback from citizens to County governing officials.

- Action 1. Residents of Southern District 4 should be provided with an Internet and/or video tutorial and pamphlet to explain our commission form of government and how it operates, along with the State Sunshine Law.
- Action 2. Residents should be encouraged to actively participate in public hearings and workshops held by governing and monitoring agencies such as the St. Johns County Board of County Commissioners (BCC), Planning and Zoning Agency (PZA), St. Johns River Water Management District, Florida Department of Environmental Protection, St. Johns Civic Association Round table, on issues which affect our district. Encourage viewing of Government Access Channel 3 which broadcasts commission meetings and public hearings.



- Action 3. Every household in Southern District 4 should be provided with an updated County Directory.
- Action 4. A coalition should be established within Southern District 4 through the North Shores Improvement Association with representation of all entities within the District.
- Action 5. Commissioners and officials are to be invited to regularly schedule town meetings to discuss public issues.
- Action 6. Residents of Southern District 4 are to be made aware of whom to call when there is a situation requiring possible resolution; i.e., provide the names, addresses, and telephone numbers of local, state and federal officials who can assist residents with problem solving.

## OBJECTIVE II.

The NSIA should establish all necessary Committees (Town Center, Pedestrian and Bike Plan etc... except the ARC) referenced throughout this Vision Document to ensure the implementation of the Objectives and Actions.

- Action 1. NSIA Board shall appoint Committees as necessary.
- Action 2. Committees hold regularly scheduled meetings to create plans which include funding mechanisms, make assignments, and coordinate to ensure the achievement of the long range goal with subject committee.
- Action 3. Committees will present plans to NSIA membership for approval.
- Action 4. Committees will ensure the implementation of Plan through coordination actions with NSIA and other local associations.
- Action 5. NSIA President, or delegated appointee, shall act as liaison to communicate with the PZA and BCC, as necessary, to ensure implementation of the Southern District 4 Vision.

## OBJECTIVE III.

The public is to be informed of evacuation routes.

- Action 1. We should work with County Emergency Management Department Director on establishing an evacuation route for evacuation during hurricanes, flooding, etc.

- Action 2. Additional signage should be installed designating the evacuation route in appropriate locations.

#### OBJECTIVE IV

Understanding the scenic and geographic points of interest which are the components of the community we are proud of through appropriate signage.

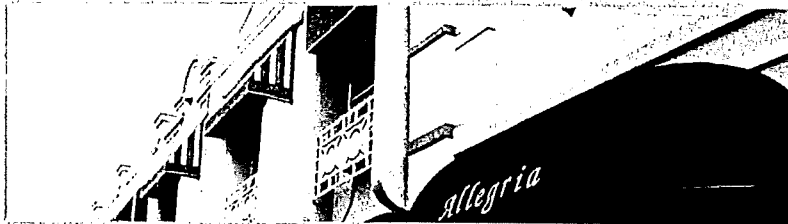
- Action 1. Signage should be obtained for the North Shores Community Center and Park, the Surfside Park, and the South Ponte Vedra Beach Park north of Turtle Shores.
- Action 2. Signage should be obtained for the points of interest which will be identified through the A1A Scenic Highway designation.
- Action 3. Signs for direction to Vilano Beach, the business district, and the North Beach area should be established.

#### OBJECTIVE V

Residents should support the beautification of Southern District 4.

- Action 1. The Beautification Committee of the North Shores Improvement Association which is comprised of citizens from the different areas in Southern District 4 shall establish a Beautification Plan for Southern District 4.
- Action 2. The quality of life and attractiveness of the community will benefit from this beautification process. A Beautification Committee will identify areas which need enhancing, prioritizing projects, and will initiate a planning process which will include design, implementation, maintenance and procurement of financial backing and matching grants.
- Action 3. The Beautification Committee should initiate ways and means to procure and install the following:
- A. Palm trees, planters and park benches
  - B. Appropriate street lights, parking signs
  - C. Adopt Vilano Road program
  - D. More angle/parallel parking
  - E. Walkway on both sides of Vilano Road
  - F. Underground wires instead of above ground
  - G. Statues and fountains
  - H. Christmas lights on Vilano Pier
  - I. Christmas lights on Usina Bridge

# TOWN CENTER



**A SUNRISE TO SUNSET**



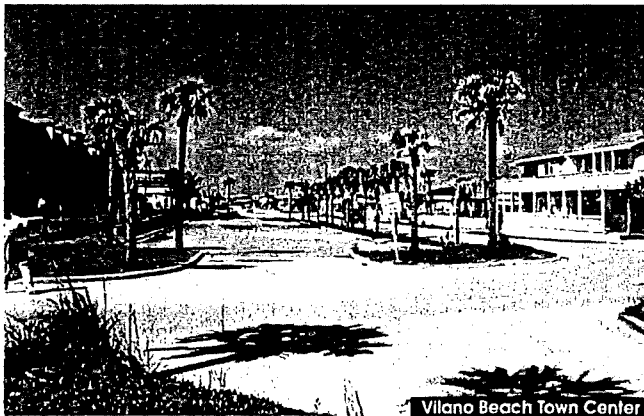
**WATERFRONT COMMUNITY**



**North Coastal Corridor Overlay Design Guidelines**

# Vision

The Vilano Beach Waterfronts Florida Community Partnership (St. Johns County and North Shores Improvement Association) has worked together in a proactive planning process to create a vision for future managed growth in the Vilano Beach area. The vision is to create a pedestrian friendly, vital, lively, sustainable Town Center for residents and visitors alike, that preserves the beach community character and celebrates the unique ocean and river waterfronts and recreational environment. Some of the sustainable community related projects accomplished or underway include a conceptual Town Center Design, a Nature Greenway Boardwalk, gateway landscaping and signage, design, permitting and construction of two waterfront pavilions, improvements to an existing fishing pier and a stormwater management plan.



Vilano Beach Town Center

## Introduction

This handbook is an illustrative interpretation of the North Coastal Corridor Overlay District Design Guidelines and Development Standards Ordinance drafted to accomplish the aforementioned vision. The intent of the North Coastal Corridor Overlay District Design Guidelines and Development Standards is to create an aesthetically pleasing environment that preserves and enhances the integrity and "quality of life" of this small waterfront community. In principle, the guidelines and standards encourage pedestrian-oriented, non-urban type smaller scale structures, and innovative architecture through the use of design, materials and colors that are harmonious with the history and culture of the area.

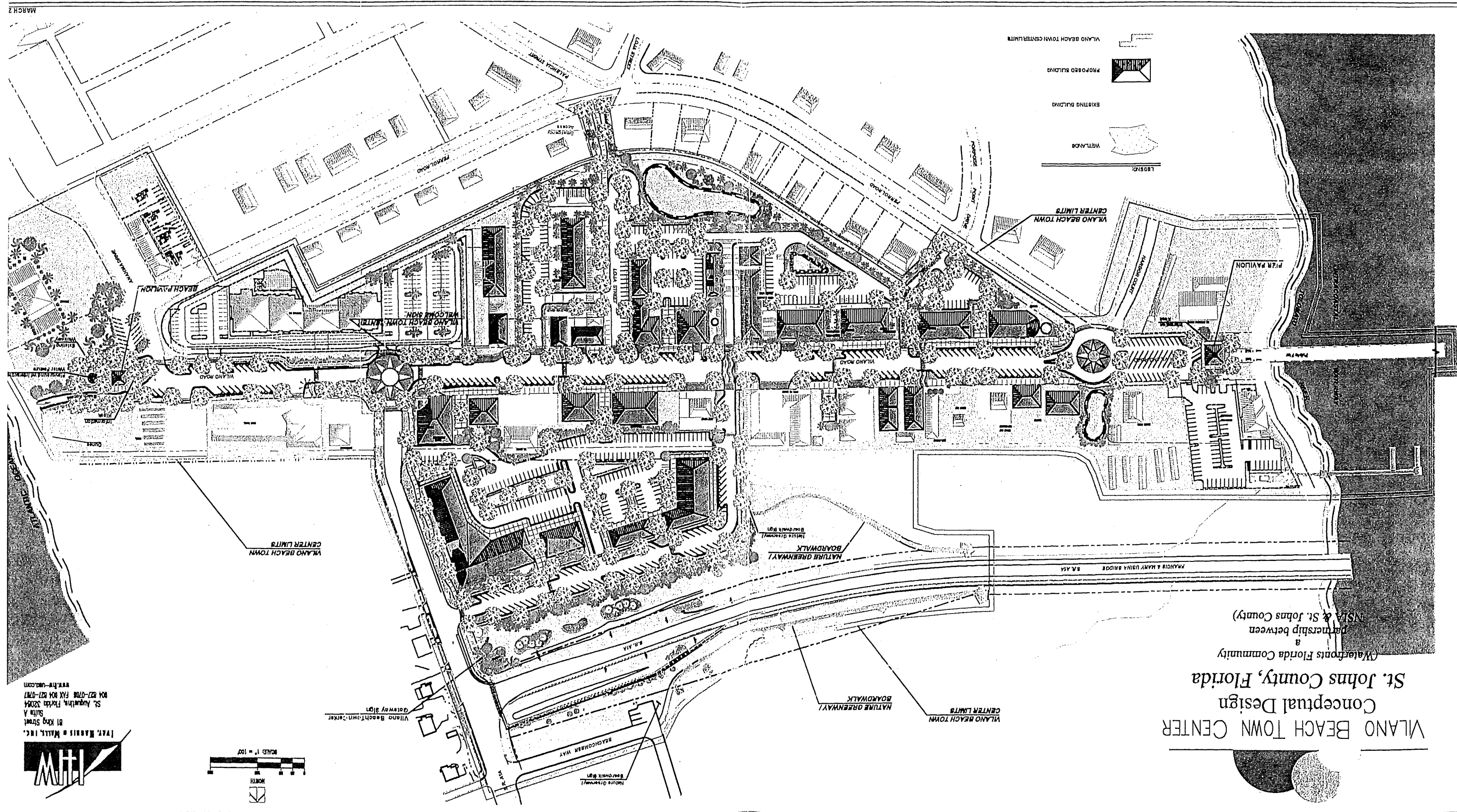
## Overview of Handbook

This handbook is organized around the following elements corresponding to the Ordinance presenting a comprehensive overview of the Design Guidelines and Development Standards:

- Overlay District
- Vision
- Introduction
- General Design
- Site Development Criteria
- Town Center Design
- Architectural Design Elements
- Signage Requirements
- Administrative Process



# VILANO BEACH TOWN CENTER Conceptual Design St. Johns County, Florida (Waterfront Florida Community Partnership between NSR & St. Johns County)



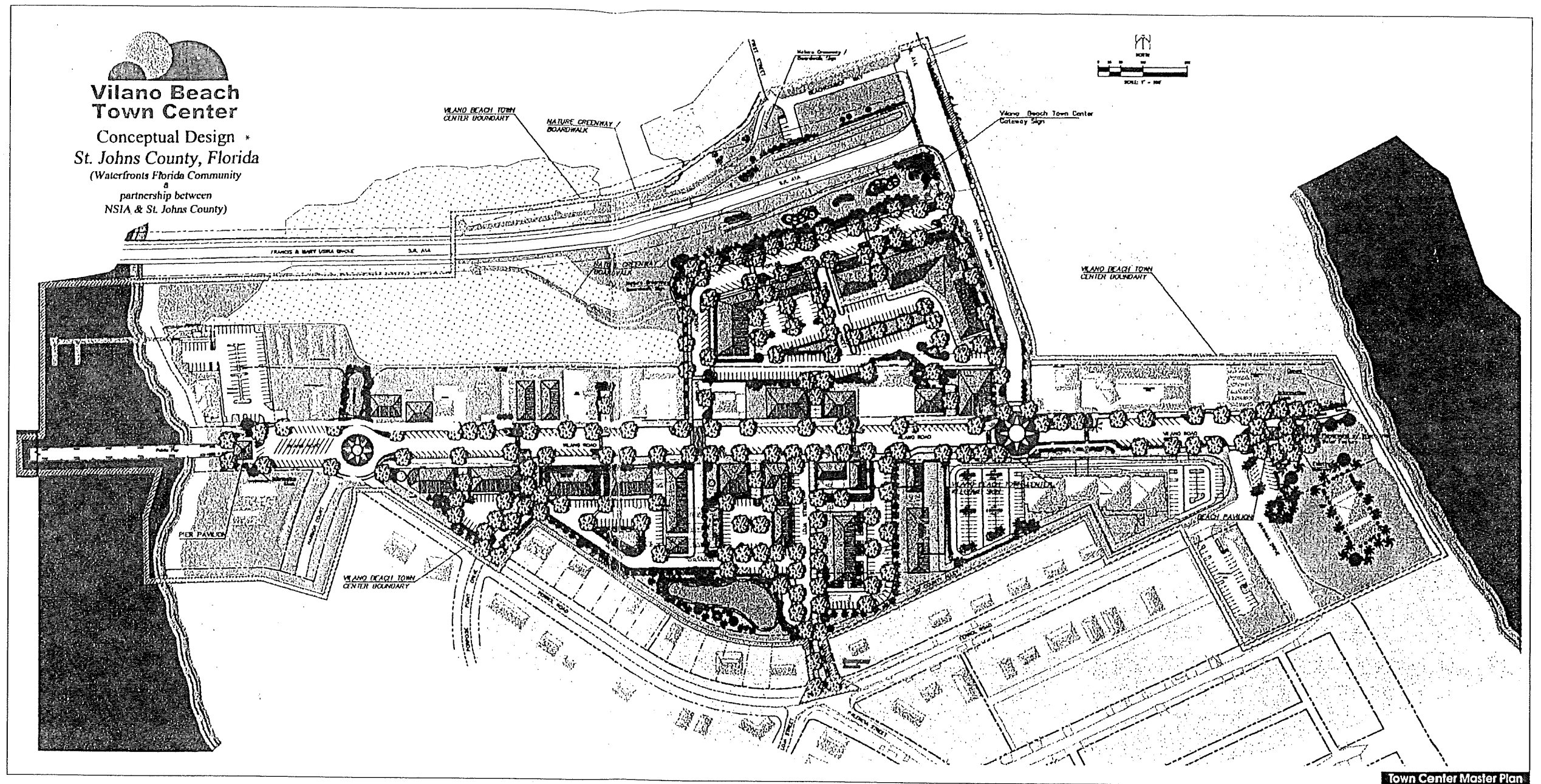
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 St. Augustine, Florida 32084  
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 www.jhw-usa.com



# Town Center Design and Master Plan

The Town Center design promotes a sustainable, festive, recreational, entertainment, social and civic hub that celebrates the waterfront through opportunities for the community and visitors alike. Public improvements will set the stage for civic and pedestrian use, including two waterfront pavilions, recreational water features, sunrise-sunset roundabouts, sidewalks with a water related theme, shaded sidewalks, bike racks, shaded refuge areas, fountains, courtyards, alleys, plazas, and other public spaces.

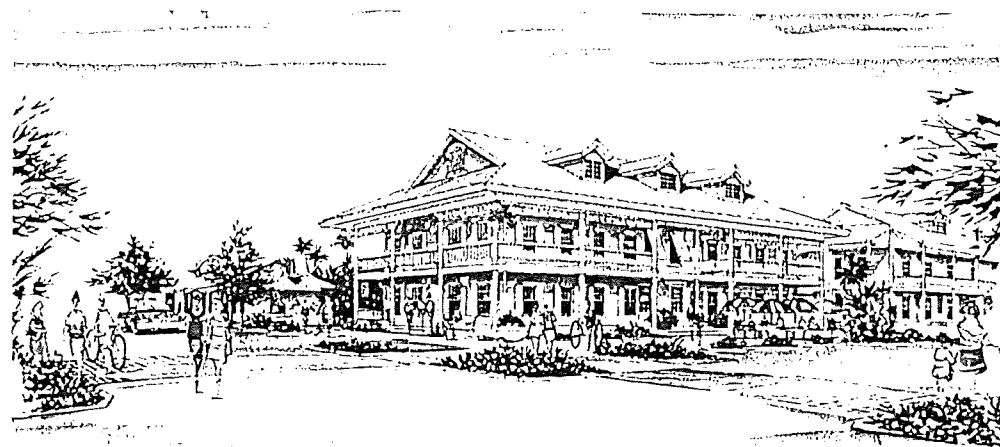
A well-balanced mixture of commercial and residential uses will ensure the viability of a sustainable Town Center. Examples of a mixture of uses that would create a vibrant and lively street experience for both residents and visitors are suburban scaled grocery stores or markets, owner operated businesses that include outdoor cafes, bookstores and newsstands, coffee shops, bakeries, a variety of restaurants that offer a sampling of local and cultural flavor, art galleries, studios and stores, specialty shops, and professional offices. The upper levels of the commercial storefront structures could include a mixture of the commercial uses listed above, as well as residential opportunities such as live-work residences, apartments, condominiums, bed and breakfasts, and motels, utilizing roof top porches and patios for a variety of uses.



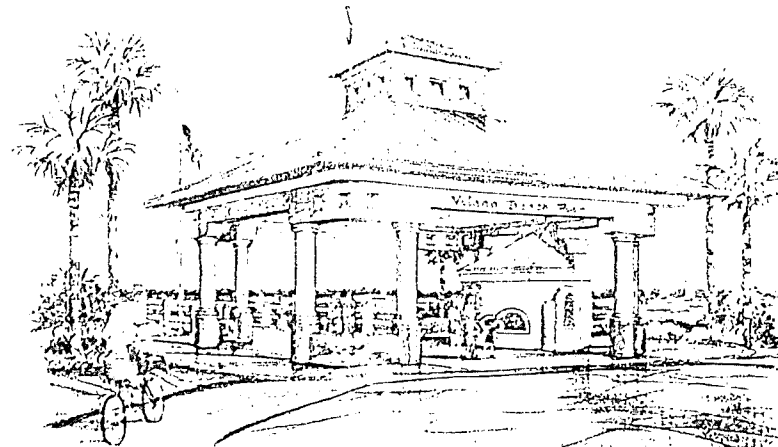
Town Center Master Plan

\* Note: The proposed Town Center public improvements have not been funded or reviewed for final approval and only conceptually reviewed by St. Johns County Planning Department.

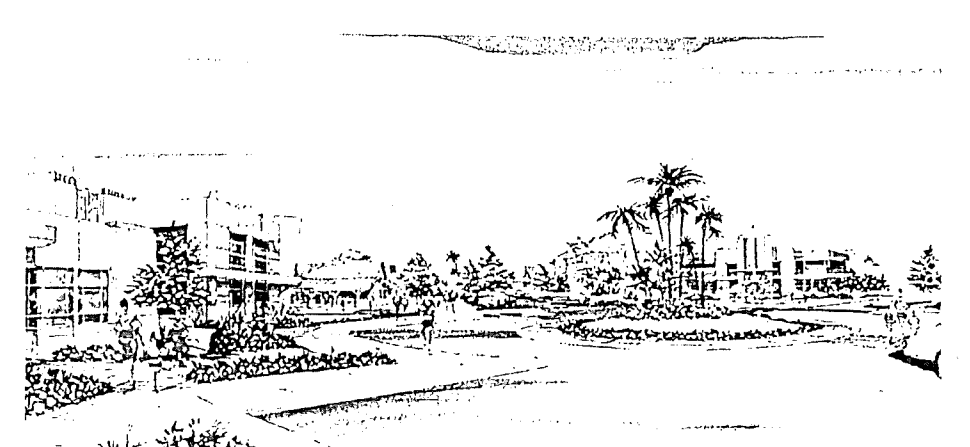
Conceptual Design by Ivey, Harris and Walls, Inc.



Town Center - Florida Vernacular Theme



Vilano Beach Fishing Pier



Town Center - Art Deco Theme



# VILANO BEACH TOWN CENTER

*Conceptual Design*

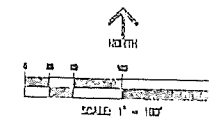
*St. Johns County, Florida*

*(Waterfronts Florida Community*

*a*

*partnership between*

*NSLA & St. Johns County)*



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