


**MEMORANDUM**

**TO:** Mayor England  
Vice Mayor Samora  
Commissioner George  
Commissioner Rumrell  
Commissioner Torres

**FROM:** Max Royle, City Manager 

**DATE:** October 22, 2021

**SUBJECT:** Vision Plan for City: Consideration of Preparing New One

---

**INTRODUCTION**

In 2005, the then-City Commission decided to have a vision plan done for A1A Beach Boulevard. Though the Building Official at the time, Gary Larson, had sent a vision survey to the residents, the Commission decided that a consultant should be hired to develop the plan. After advertising for competitive proposals, the Commission selected the firm of Wallace Roberts and Todd of Coral Gables for a cost of over \$10,000. The Commission then appointed the Vision Plan Steering Committee. Its chair was a resident, Vicky Hall, who did an outstanding job of conducting the meetings and keeping the Committee on track.

The result of the Committee's and consultant's work was the presentation in May of 2006 of the A1A Beach Boulevard Corridor Vision Plan to the City Commission. Though the Commission never officially adopted the Plan, it has served over the years as an informal guide and a few of its recommendations have been adopted.

As the Plan is over 15 years old, Mayor England suggests that now may be the time to begin work on a new vision plan.

**ATTACHMENTS**

Because of its length, we've not attached the 2006 Vision Plan. However, for your immediate discussion, we've attached the following pages from it:

- a) Page 1, the Plan's cover.
- b) Page 2, the Table of Contents. This will give you a quick overview of the topics in the Plan.
- c) Page 3, the List of Figures provided by the consultant for the Plan.

- d) Page 4, the list of the members of the Vision Plan Steering Committee, the Planning Board, and the City Commission at the time the 2006 Plan was developed.
- e) Pages 5-6, the time frame for implementing particular goals of the Plan. You can note which goals have been achieved and which have not.

### **MAYOR ENGLAND'S PROPOSAL**

Mayor England suggests that the structure of the new vision plan have topic headings similar to the four listed in the original Plan's Table of Contents shown on page 2.

- Introduction
- Existing Conditions
- A1A Beach Boulevard Corridor Concept Plan
- Implementation Strategy

The Mayor's proposed changes to the topics are:

- a) Include in the Introduction the Mission Statement from the proposed Strategic Plan, which is:

"St. Augustine Beach is a welcoming inclusive beachside community that strives to provide responsive services for the health, safety and welfare of its residents and visitors, and protect its inviting small-town residential and environmental character while welcoming commercial development and redevelopment that contribute to a strong economy and tax base."

- b) Add to Existing conditions the Vulnerability Study
- c) Change A1A Beach Boulevard Corridor Concept Plan to Smart City Concept Plan, and include as subtopics the following:
  - Mobility
  - Resiliency
  - Architectural Design Standards for Buildings Along the Boulevard
  - Include regulations for Conditional Use Permits in the Commercial District along the Boulevard
  - Parking (overnight and beach visitor daily parking)
  - Stormwater mitigation and undergrounding of utilities
- d) Implementation, perhaps through the Strategic Plan

### **ACTION REQUESTED**

It is that you discuss Mayor England's suggestions listed above and whether you collectively want to develop a new Vision Plan. If you decide that a new plan is needed, then we suggest the following:

- That you do not hire a consultant because at this time there is no money in the Fiscal Year 2022 budget for one. The City has residents on its Planning Board and SEPAC who are intelligent, know the City well, and are quite capable of developing a vision plan without a consultant's guidance. However, if you think a consultant is needed, then we recommend you take no further action on this matter in FY 22 but put money in the FY 23 budget for a consultant. The plan can then be developed during FY 23.
- Or, if you think the City should develop a vision plan now, that you not have a steering committee. Members of the Planning Board and SEPAC can serve as the steering committee.

If you agree with these suggestions, then the process could be:

1. That your major directive to each board be that the new plan does not have any goals that exceed the City's financial and staff resources to accomplish. For example, the 2006 Vision Plan suggested special landscaping, distinctive signage and unique crosswalk paving patterns, all of which cost money. For the new plan, we suggest the concentration be on changes that don't cost much for the City to implement, such as Land Development Code changes that will regulate development and re-development of private property along with Boulevard.
2. That the Planning Board and SEPAC independently of each other determine their definition of "vision" and what they recommend be included in the new plan.
3. That the Planning Board and SEPAC then hold joint meetings to work together on the definition and what will be in the new plan and provide a recommended plan to the Commission.
4. The Commission then in public meetings reviews the proposed plan and decides whether to adopt it.

# **A1A Beach Boulevard Corridor Vision Plan**

Prepared by WRT for the  
**City of St. Augustine Beach, FL**

## TABLE OF CONTENTS

### Acknowledgements

<b>1. Introduction</b>	<b>1</b>
Description of Study Area	2
Purpose of Plan	3
Summary of Process	3
Organization of Report	7
<b>2. Existing Conditions</b>	<b>8</b>
Present Land Use	8
Future Land Use and Zoning	11
Ongoing, Proposed and Planned Development	14
Visual Character	18
Circulation	18
Urban Design - Features and Opportunities	21
<b>3. A1A Beach Boulevard Corridor Concept Plan</b>	<b>24</b>
Beach Boulevard Vision	24
Land Use and Zoning Concept	26
Urban Design Structure	29
Gateways	29
Activity Centers	31
Streetscape	31
Parking/Open Space Modules	31
Plan Highlights	33
Gateways at Pope Road and "F" Street	33
Streetscape Attributes	35
North and "A" Street Activity Centers	36
Parking and Open Space "Modules"	40
<b>4. Implementation Strategy</b>	<b>48</b>



## LIST OF FIGURES

Figure 1: Present Land Use	9
Figure 2: Zoning/Future Land Use	12
Figure 3: Ongoing, Proposed and Planned Development	15
Figure 4: Visual Character	19
Figure 5: Circulation	20
Figure 6: Urban Design - Features and Opportunities	22
Figure 7: Zoning and Land Use Concept	28
Figure 8: Urban Design Structure	30
Figure 9: Proposed Use of City-Owned Properties	32
Figure 10: Gateway at Pope Road	33
Figure 11: Gateway at "F" Street	34
Figure 12: North End Activity Center	37
Figure 13: "A" Street Activity Center	38
Figure 14: 13th to 15th Streets	41
Figure 15: 10th to 12th Streets	43
Figure 16: 7th to 9th Streets	46
Figure 17: 3th Street and D Street	47

## ACKNOWLEDGEMENTS

*To the Citizens of St. Augustine Beach*

### **A1A Beach Boulevard Vision Plan Steering Committee**

Ms. Vicki Hall, Chair  
Mr. Sylvester Helkoski, Vice Chair  
Mr. Robert Beskind  
Mr. Peter Darios  
Hon. Commissioner Barbara Ellis  
Ms. Margaret England  
Ms. Grace Guido  
Ms. Cathi Hagerty  
Mr. Alfred Hirsch  
Ms. Lois Houghton  
Hon. Commissioner Michael Longstreet  
Mr. Rick Mauldin  
Mr. Steve Mitherz  
Ms. Nancy Nevacoff  
Ms. Ann Palmquist  
Ms. Jennifer Sauvage

### **City of St. Augustine Beach Planning Commission**

Mr. Michael Aulicino  
Mr. Richard O'Brien  
Ms. Margaret England  
Ms. Patricia Gill  
Mr. Alfred Guido, Jr.  
Mr. Sylvester Helkoski  
Mr. Roger Miller  
Mr. Barry Tuttle

### **City of St. Augustine Beach City Commission**

Honorable Frank Charles, Mayor  
Honorable Edward George, Vice Mayor  
Honorable Michael Longstreet  
Honorable Barbara Ellis  
Honorable Don Terrill

### **City Staff**

Mr. Max Royle, Manager

### **Consultant**

Wallace Roberts & Todd, LLC

Action/Project	Timeframe		
	Short-Term (1-2 years)	Mid-Term (2-5 years)	Long-Range (5+ years)
<b>REGULATORY FRAMEWORK</b>			
1) Enact zoning/regulatory modifications	✓		
•Commercial and Medium-Density classifications to new Activity Center and Boulevard Mixed-Use as shown in Figure 7, "Zoning and Land Use Concept"	✓		
•Review and adopt modifications to LDRs to achieve desired character recommended by the Plan in future private development: <ul style="list-style-type: none"> <li>-Setbacks (8 to 10-foot build-to line recommended, with exemptions for porches, steps, and balconies)</li> <li>-Parking and loading (rear or side location recommended, ratios and potential reductions/shared parking, increased parking landscaping)</li> <li>-Site landscaping and buffering (location and width of buffer zones, required numbers of plants, plant species palette, etc.)</li> <li>-Building height (number of stories to maximum height)</li> <li>-Access management (location, shared access, connectivity)</li> <li>-Bicycles and pedestrian facilities (numbers, locations)</li> <li>-Signage (types, sizes, locations)</li> </ul>	✓		
2) Develop and adopt Site and Architectural Design Guidelines for the Activity Center and Boulevard Mixed-Use Districts. Potential topics to address include, but are not limited to the following: <ul style="list-style-type: none"> <li>-Orientation of building entrances (with respect to the street)</li> <li>-Building massing/scale</li> <li>-Façade and roof articulation</li> <li>-Preferred architectural styles/elements and detailing</li> <li>-Preferred materials and colors</li> <li>-Location and screening for utilities, services and mechanical equipment</li> <li>-Design of outdoor spaces (balconies, decks, patios, plazas)</li> <li>-Design of fences/walls/hedges</li> </ul>	✓		
3) Prepare necessary Comprehensive Plan amendments to make future land use classifications consistent with proposed corridor concept, for processing in next EAR/Plan amendment cycles.	✓		
<b>A STREET "TOWN CENTER"</b>			
Create "Town Center Business and Property Owner Association" as a possible step for future creation of a Business Improvement District (BID)	✓		
Create logo for use in banners, signage, and marketing materials * (in conjunction with effort for overall corridor logo, see below)	✓		
<b>"PLAZAS"</b>			
1) Investigate funding/grant opportunities for parking and open space/recreation improvements. Potential sources include but are not limited to: <ul style="list-style-type: none"> <li>-Florida Communities Trust/Florida Forever</li> <li>-Florida Land and Water Conservation Fund</li> <li>-Community Development Block Grant</li> <li>-Florida Recreation Development Assistance Program</li> <li>-Department of Transportation <ul style="list-style-type: none"> <li>...National Scenic Byways Program</li> <li>...Safe, Accountable, Flexible, Efficient Transportation Equity Act: A</li> </ul> </li> <li>-Office of Greenways &amp; Trails Recreational Trails Program</li> <li>-Federal Urban Parks and Recreation Recovery Program (* if/when funding reappropriated in future FYs)</li> </ul>	✓		
2) Establish priorities to meet needs/funding (Where to start? What next?)		✓	
3) Detailed design and construction		✓	✓



Action/Project	Timeframe		
	Short-Term (1-2 years)	Mid-Term (2-5 years)	Long-Range (5+ years)
<b>STREETSCAPE</b>			
Initiate dialogue with St. Johns County for potential de-designation of A1A Beach Blvd. as County road and change name to "Beach Boulevard"	✓		
Create logo for use in banners, signage, and marketing materials * (in conjunction with effort for "town center," see above)	✓		
Investigate funding/grant opportunities for streetscape improvements. Potential sources include but are not limited to: <ul style="list-style-type: none"> <li>-Community Development Block Grant</li> <li>-Department of Transportation <ul style="list-style-type: none"> <li>...National Scenic Byways Program</li> <li>...Safe, Accountable, Flexible, Efficient Transportation Equity Act: A</li> </ul> </li> <li>-Office of Greenways &amp; Trails Recreational Trails Program</li> </ul>	✓		
Design and implement wayfinding/directional/corridor entry signage program		✓	
Establish priorities to meet needs/funding (Where to start? What next?)		✓	
Detailed design and construction		✓	✓
<b>UNDERGROUNDING OF UTILITIES</b>			
Establish contact with utility provider to establish feasibility of undergrounding	✓		
If undergrounding is determined to be feasible, establish priorities to meet needs/funding (Where to start? What next?)		✓	
Coordinate with Building and Zoning, Public Works, utility providers, private landowners and developers to relocate utility lines underground when the opportunity arises.		✓	✓