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ST STREET, PETE'S BAR
WAY, SAFE, HOPKINS CR
IGHBORLY, VIBRANT, S

April 1, 2021

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ACKNOWLEDGEMENTS

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City of Neptune Beach

City Council

City Manager

City Attorney

Planning & Community Development
Department

Finance/Utilities Department

Police Department

Public Works Department

Community Development Board

Community Partners & Stakeholders

Beaches Town Center Agency

Surfrider Foundation

Neptune Strong

Hotel Palms

Neptune Beach Elementary

Fletcher Middle School

Beaches Chapel

Neptune Baptist Church

NEPTUNE BEACH COMMUNITY VISION PLAN

APRIL 1, 2021

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INTRODUCTION

Vision Plan Objectives & How to Stay Involved

WHY A COMMUNITY VISION PLAN NOW?

With several ongoing and upcoming stormwater infrastructure projects, growing community concerns about how to properly redevelop large vacant commercial properties, and strong consensus to build more complete and safe streets, elected officials and staff decided it was the right moment to invest in a community-driven planning process before updating the City's comprehensive plan and land development code. The purpose of this Community Vision Plan is to establish a community-approved blueprint for future growth, development, and public investments in Neptune Beach that balances community goals with market feasibility and long-term sustainability.

The planning process was initiated to allow community members to engage with each other, city staff, leadership, and planning consultants and envision the future of Neptune Beach together. The Final Draft Vision Plan summarizes the community's big ideas and the resulting recommendations. This first draft of the Plan was an initial sounding board and temperature check for how well the consultant team has listened to community feedback when refining ideas produced during the April Design Charrette. Members of the community had a 4 week public comment period to submit written feedback on the draft. These comments were consolidated into a Summary Comments Memo (Appendix B) and, to the extent possible, incorporated along with City staff and City Council input into this final version of the Vision Plan. The final plan will be used by the City, community members, local businesses, and property owners as a road map to guide future change and improvements. More specifically, it will serve as the roadmap used for the next phases of work including updating the City's comprehensive plan and land development code.

PROJECT TEAM

At Dover, Kohl & Partners, there is a belief that each community deserves planners as interested in the history and future of the town as the most passionate local resident. For 33 years, Dover-Kohl has helped communities engage in the process of redefining themselves, successfully implement their vision, and create meaningful places and thriving downtowns. Our firm's work includes restoring existing urban centers and towns, reconfiguring sprawling suburbs, conserving natural environments, and preserving our society's built legacy.

Dover, Kohl & Partners has proven experience in directing the work of multidisciplinary team members. This has given us the capability to know how to best organize a project schedule to bring in the required expertise at the right times, providing the most benefit to our clients. For the Neptune Beach Citywide Master Plan, we have included Lisa Nisenson and Heather Danforth from Wantman Group Inc. (WGI), national experts in new mobility and innovative urban planning solutions, and transportation engineer Rick Hall, a leader in walkable and holistic transportation planning.

HOW TO STAY INVOLVED:

- Attend the Final Presentation and City Council Adoption Hearing in October
- Check the project website to stay involved in the next phases of work, which include the Comprehensive Plan & Land Development Regulations update
- Attend & Speak On Record at City Council Meetings
- Attend Community Development Board (CDB) Meetings
- Attend Strategic Planning Committee Meetings
- Meet with City Staff
- Create and serve on City Advisory Boards



Photo Credit: Harriett Pruett



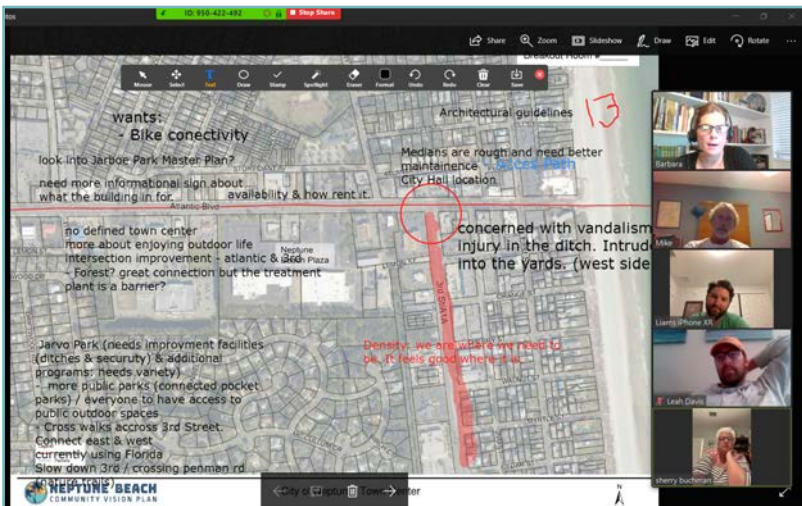
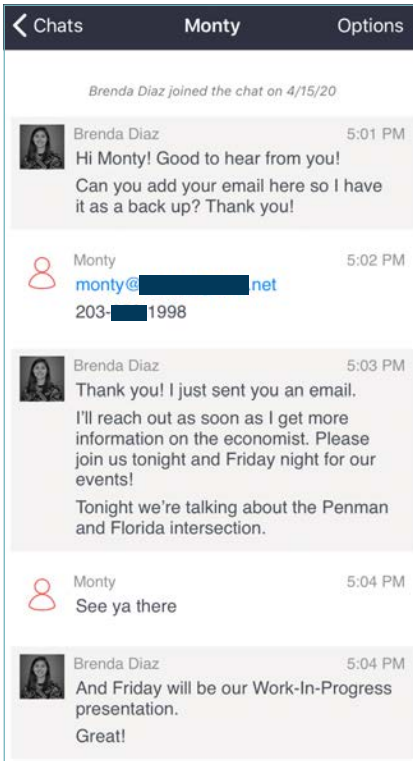
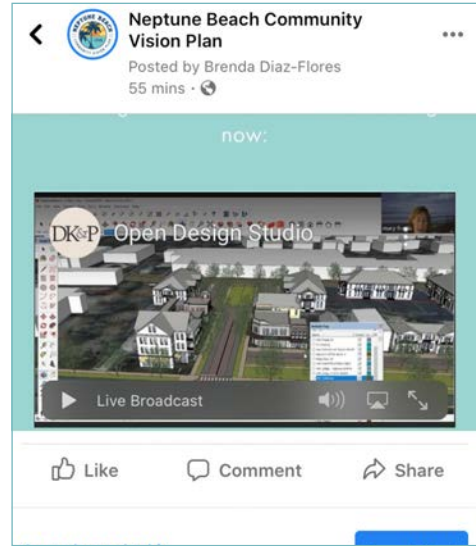


Chapter 01:

PROCESS & COMMUNITY ENGAGEMENT

01: PROCESS & COMMUNITY ENGAGEMENT

Introduction & Timeline



ESTABLISHING A COMMON VISION: NEPTUNE BEACH VISION PLAN

ENGAGEMENT SCHEDULE:

JAN 9 Project Kickoff
Presentation

FEB 18-FEB 20 Neighborhood
Design
Workshops
East of 3rd St: 2/18
Penman Rd to 3rd St: 2/19
West of Penman Rd: 2/20

APRIL 13 Charrette Kickoff
& Small Group
Exercise

APR 14 - APR 16 Open Design
Studio

APRIL 15
Penman Rd. & Florida
Blvd. Intersection
Webinar

APRIL 17 Work-in-Progress
Presentation

The Neptune Beach Community Vision Plan is the first of a 3-phase process to gather big-picture input from citizens and to establish a long-term vision for the future. Before the City's comprehensive plan and land development regulations can be updated (Phases 2 and 3 respectively), it is important to establish a shared vision of what Neptune Beach should look and feel like when it grows up. In the Vision Plan Phase, the Dover, Kohl & Partners Team worked with the City of Neptune Beach, community stakeholders, and the public to determine how the City should continue to grow and evolve and how it should prioritize public investments. During the winter and early spring of 2020, the Consultant Team and the City hosted a Project Kickoff Presentation, three consecutive Neighborhood Workshops, and a Virtual Design Charrette. These events gave the team a chance to work closely with citizen-experts and develop a common vision that reflects the needs and desires of the community-at-large. There were multiple opportunities to engage with the team throughout the visioning process. Community members were able to provide feedback in person and online through the project website: www.neptunebeachvisionplan.com.

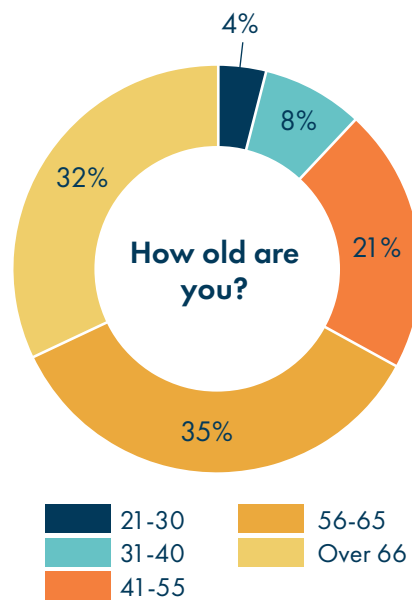
From January to April, citizens had various opportunities to participate, engage and present ideas, questions, comments, or concerns to the Team. Each event had a different format that allowed community members to speak at-large or discuss in small groups with a planner or designer from the team, addressing specific neighborhoods and topics as needed. Following the Design Charrette, the consultant team worked on refining recommendations and returned to Neptune Beach in June to lead a public meeting about redevelopment and present the Draft Vision Plan. A month-long public comment period followed and community feedback was compiled and incorporated into the Final Draft Vision Plan.



PROJECT KICKOFF PRESENTATION

The Phase 1 Vision Plan began with a Kickoff Presentation at Neptune Baptist Church on January 9, 2020, where 110 people attended. The presentation was introduced by the City Manager Stefen Wynn and featured Luiza Leite and Victor Dover of Dover, Kohl and Partners along with Lisa Nisenson of WGI. The Planning Team shared best practices and set expectations for what this process could do to enhance the community.

The consultants walked through the Phase 1 timeline, which extended from January to August 2020, and highlighted that there were many opportunities for community engagement throughout the process. During the presentation, the community was also asked various keypad polling questions to get a sense of who was present and what the audience's priorities were. At the end of the meeting, attendees filled out a survey that asked more questions about what they expected from this process.



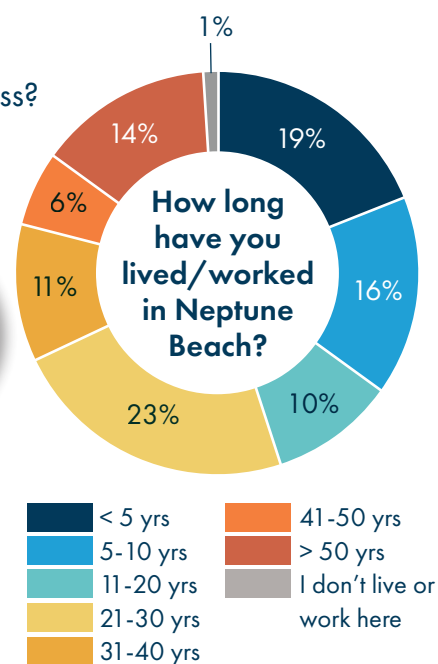
SAMPLE OF COMMUNITY RESPONSES FROM THE JANUARY PROJECT KICK-OFF PRESENTATION SURVEY:

What do you most want to see come out of this public visioning process?
 What would make this visioning process a success in your eyes?

"Receiving input from residents of all ages, races, socio-economic groups."

"Making NB a more pedestrian-friendly place. Vehicular traffic competes against cyclists & pedestrians."

"Our Town Center needs to be extended allowing for realistic shopping, walking with shade trees."



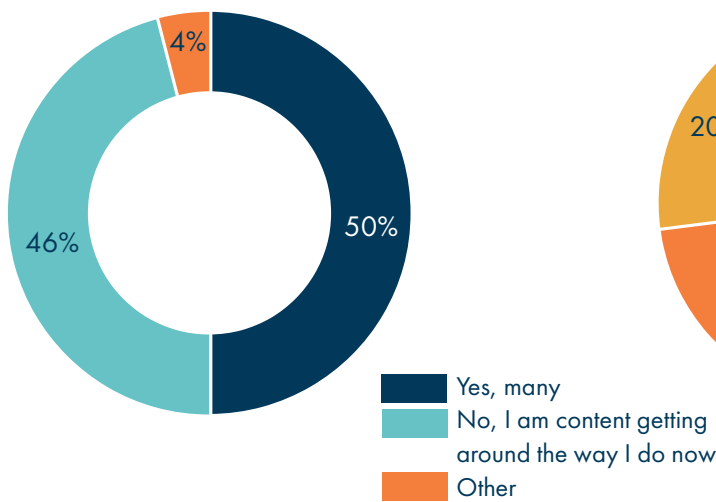
KEYPAD POLLING

During the Kick-Off presentation, participants were asked a series of keypad polling questions. These responses helped the Dover-Kohl team to gain a better understanding of the makeup of the group, identify potential areas for consensus, and to see what topics might be more pressing than others to residents. Questions included:

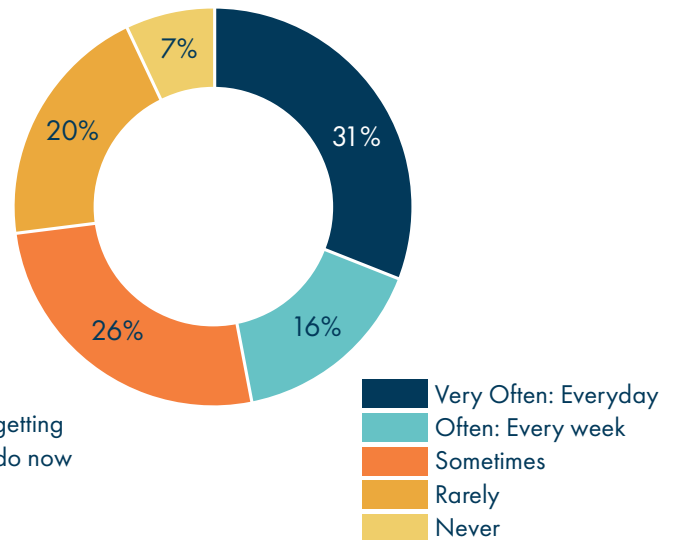
- What is your main interest in Neptune Beach?
- How long have you lived/worked in Neptune Beach?
- What do you see as Neptune Beach’s top strength?
- How old are you?
- Which neighborhood do you live in?
- Are there any car trips you wish you could replace with another mode?
- How often do you walk or bike instead of driving?

The information gathered from the Kickoff polls have been included in the form of charts and graphs.

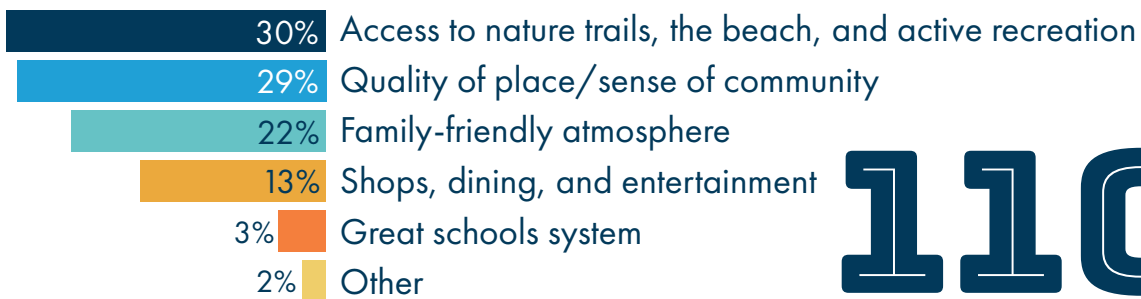
Are there any car trips you wish you could replace with another mode?



How often do you walk or bike instead of driving?



What do you see as Neptune Beach’s Top Strength?



110+
PARTICIPANTS

Figure 1.1: Kickoff Meeting Keypad Polling Results

01: PROCESS & COMMUNITY ENGAGEMENT

Neighborhood Workshops

NEIGHBORHOOD WORKSHOPS

The visioning engagement process was split into three main events. The second main piece after the Project Kickoff was a three-day traveling event from February 18th through 20th called the Neighborhood Workshops. Each workshop started with a short presentation by Luiza Leite of Dover, Kohl and Partners. The rest of the time attendees visited multiple stations that covered topics including mobility and trails, street classifications, open and civic spaces, housing, commercial uses, sustainability, and resilience. The first night the Neighborhood Workshop was held at the Neptune Baptist Church for the area East of 3rd St/A1A. The second night was held at the Neptune House for the area West of 3rd St/A1A. The last night was held at Neptune Beach Elementary night, and despite stormy weather several people still attended for the area West of Penman Road. Over 75 people attended each night.



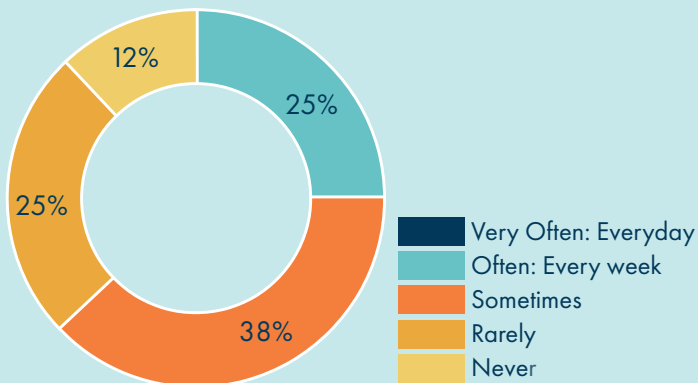
Attendees sharing ideas with the Planning Team at the East of 3rd Neighborhood Workshop.



YOUTH ENGAGEMENT

On the first day of the Neighborhood Workshops, the team started the day by visiting Ms. Downs' 7th and 8th grade social studies classes. Luiza Leite gave a short presentation that included an introduction to urban planning, food for thought, and polling questions. The questions asked students what types of buildings and spaces they preferred visually. The rest of the time was spent with students drawing on a map and discussing ideas about how to improve Neptune Beach to help them get around more easily and to include more places and activities that serve them.

How often do you go to Beaches Town Center?



Do you wish you could walk/bike to more places?

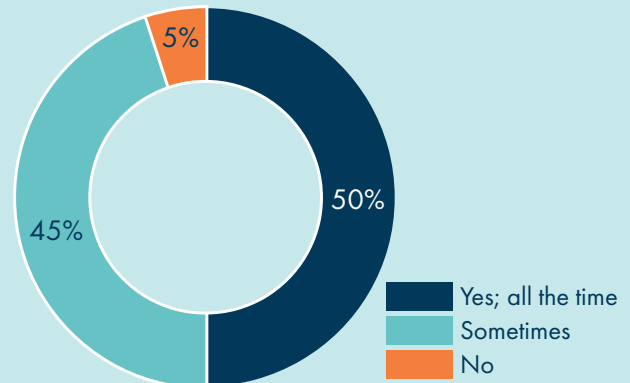


Figure 1.2: Middle School Students Keypad Polling Results

230+ PARTICIPANTS

During the Neighborhood Workshops, we asked the community to tell us in **One word** that comes to mind about **Neptune Beach**.

TODAY:



IN THE FUTURE:



Figure 1.3: One Word Card Results

01: PROCESS & COMMUNITY ENGAGEMENT

Design Charrette

5-DAY DESIGN CHARRETTE

The third large community engagement event was a five-day Design Charrette. Due to unforeseen circumstances related to the COVID-19 pandemic, in-person meetings were not possible. The Planning Team and the City discussed at length various alternatives. Because the opportunity to meet again in-person was unknown, a Virtual Design Charrette was planned for the week of April 13, 2020. The community's ability to adapt quickly, coupled with the use of creative online tools and all of the great input that was gathered from previous in-person events, helped make this virtual event a success. The charrette helped bring new residents into the process and helped highlight the issues that needed to be addressed through this process.

CHARRETTE KICKOFF PRESENTATION & SMALL GROUP VISIONING EXERCISE

The team started the charrette week with a virtual Kickoff Presentation and Small Group Exercise. The meeting began with a presentation by Luiza Leite and Victor Dover of Dover, Kohl and Partners and Lisa Nisenson of WGI. During the presentation, the team summarized community input received so far and gave participants food for thought regarding important questions that remain, which could be discussed further during the small group exercise.

For the small group exercise, participants were separated into breakout rooms with a trained facilitator to draw on maps, brainstorm improvements, and fill out a survey of their three big ideas. Of the 80+ attendees who joined the live presentation, just over 70 remained for the 45-minute exercise. The small group exercise gave participants a chance to connect with fellow residents and professional planners more intimately and reach some consensus around future improvements and priorities. At the end, the larger group reconvened and spokespersons from a few groups were selected at random to present their big ideas.

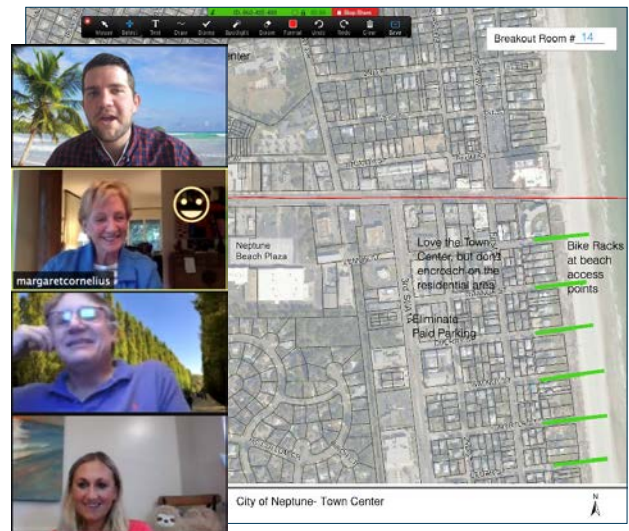
The Kickoff Meeting & Small Group Exercise was both live streamed and recorded. After the meeting, the recording was posted on the project website for anyone to watch and provide feedback at their own convenience.

APRIL 13

Charrette Kickoff & Small Group
Visioning Exercise: 6 PM



The Charrette Kickoff & Small Group Exercise was done virtually. Victor Dover presents some 'Food for Thought.'



Breakout Room #14 participants discussing their ideas on the map of Neptune Beach live via from home.

80+

LIVE PRESENTATION ATTENDEES

VIRTUAL DESIGN CHARRETTE SCHEDULE

APRIL 14 - APRIL 16

Open Design Studio:
10 AM - 4 PM

APRIL 15

Penman Rd & Florida Blvd
Intersection Webinar: 6 PM

APRIL 17

Work-In-Progress Presentation:
6 PM

SUMMARY OF THE BIG IDEAS

After the small group exercise was finished, everyone reconvened into the larger group meeting to share their ideas as they were called on. The Big Ideas were gathered as a survey based on topics. This is the summary of those ideas by topic:

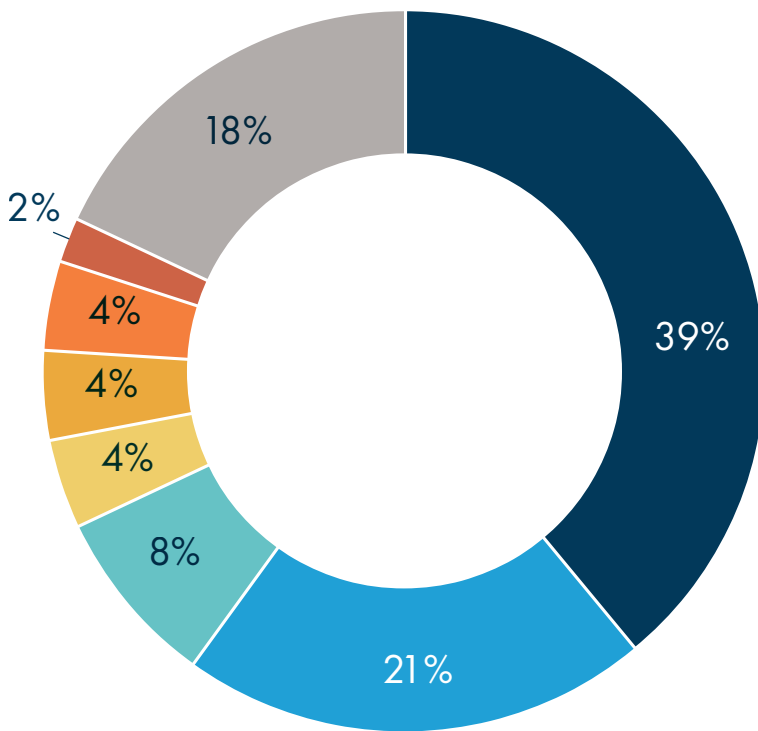


Figure 1.4: Charrette Kickoff Big Idea Results

70+
SMALL GROUP
PARTICIPANTS IN 14
BREAKOUT ROOMS

Streets, Trails, Transportation & Parking

39%

- Safer crossings on 3rd, Penman, Florida, Seagate & Cedar
- Highlight 1st Street; make it one-way with dedicated space for people walking & biking, limit north/south traffic
- More bicycle parking, especially at beach access points
- Consider a circulating trolley or shuttle system
- Coordinate parking with new trails/transportation options
- Manage car speeds

Public Space, Parks & Recreation

21%

- Public access to Intracoastal for kayaks & recreation
- More shade trees along all connecting streets/trails
- Improve Jarboe Park & add new pocket parks/plazas
- Create trail along drainage to Jarboe, Fletcher and marsh
- Maintain a permanent Senior Center

Local Businesses & Commercial Redevelopment

8%

- Redevelop Atlantic Blvd, add greenery and consider structured parking
- Make the Kmart Site part of the walkable Town Center
- Kmart: owner-occupied mixed-use, greenspace & trails

Town Center

4%

- Keep the charm!
- Consider pedestrian-only portion of the BTC

Housing

4%

- Stop shrinking lots
- Keep current density

Stormwater & Resilience

4%

- Address stormwater & flooding issues
- Increase permeability and add more green space

Municipal Buildings

2%

- Leave City Hall in place, move Police/Fire across 3rd St.

Other

18%

- Infrastructure, infrastructure, infrastructure!
- Resilient, durable, and quality design of buildings, streets, and public spaces



01: PROCESS & COMMUNITY ENGAGEMENT

Design Charrette

PENMAN RD. & FLORIDA BLVD. INTERSECTION WEBINAR

On April 15th, the third evening of the design charrette, 64 people attended a special webinar to look at options for improving the 5-point intersection at Penman and Florida Boulevard. Traffic engineer Rick Hall walked through the highlights of the City of Jacksonville’s in-depth analysis of this intersection, including crashes and projected traffic volume with and without a roundabout. He explained the pros and cons of each alternative being considered, as well as how cars, bicycles, and pedestrians would use each alternative. Participants were able to submit questions for the panel. Two polls were used to see who was attending, how they used the intersection, and which preliminary option they preferred. This meeting was recorded and posted for the community to view at any time.

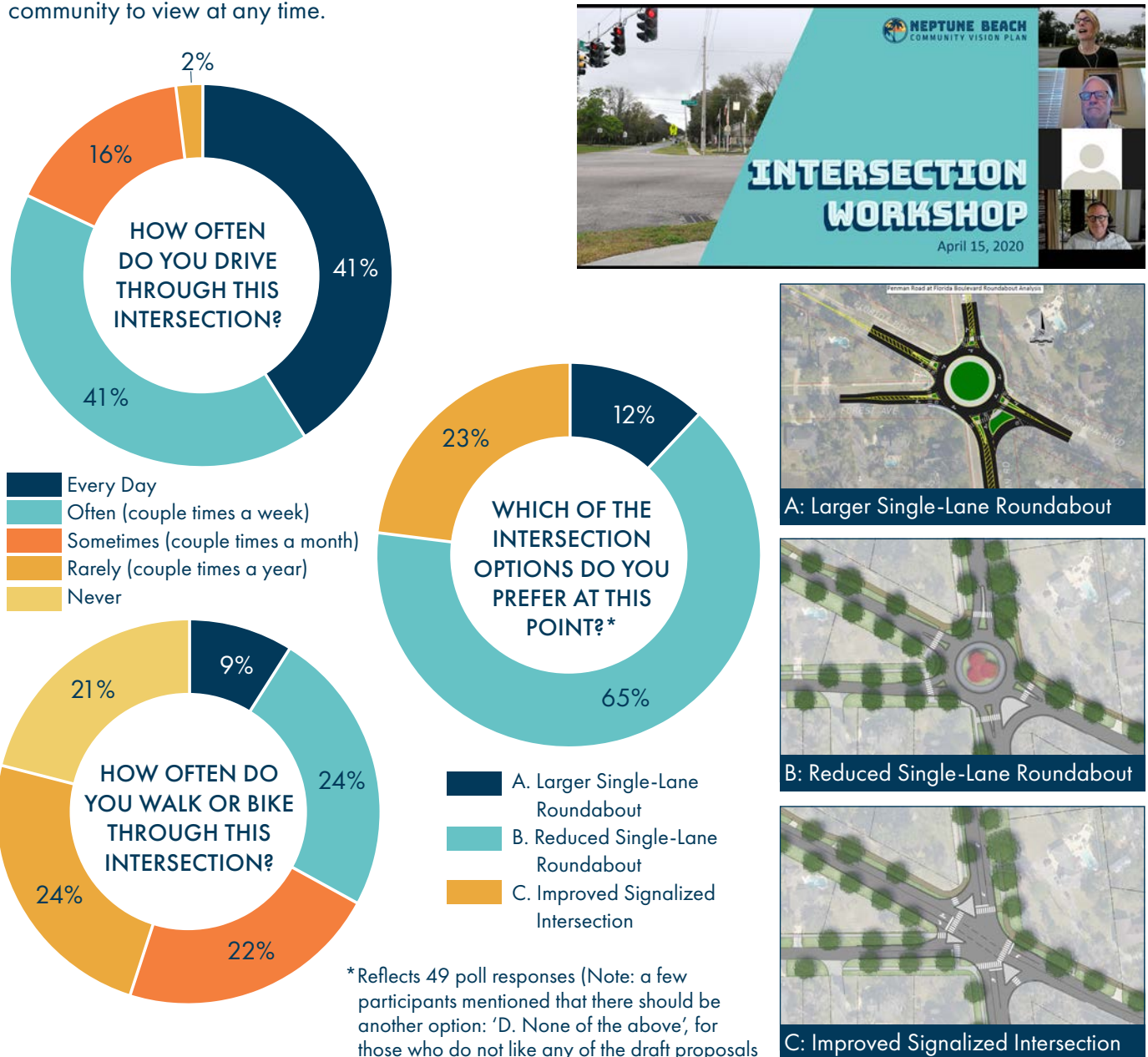
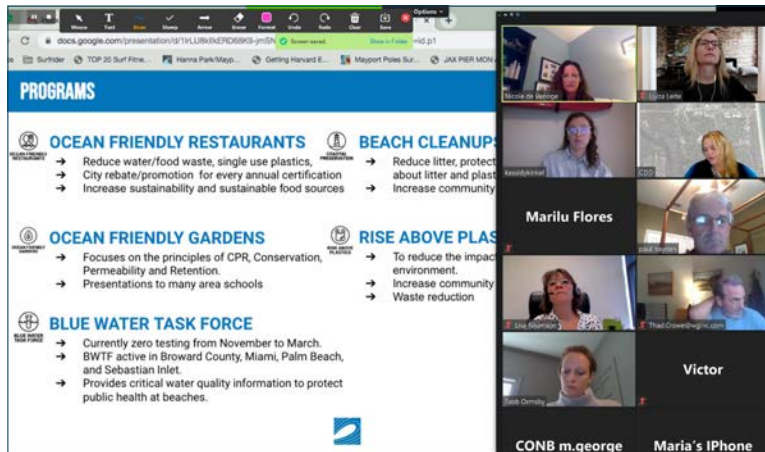


Figure 1.5: Penman Rd & Florida Blvd Intersection Workshop Polling Results

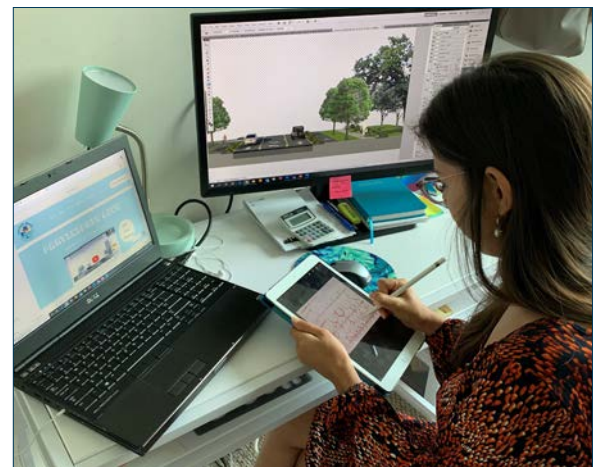
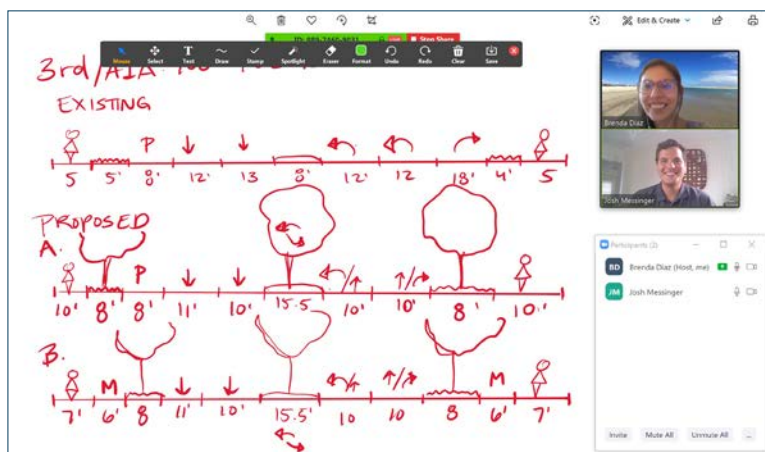
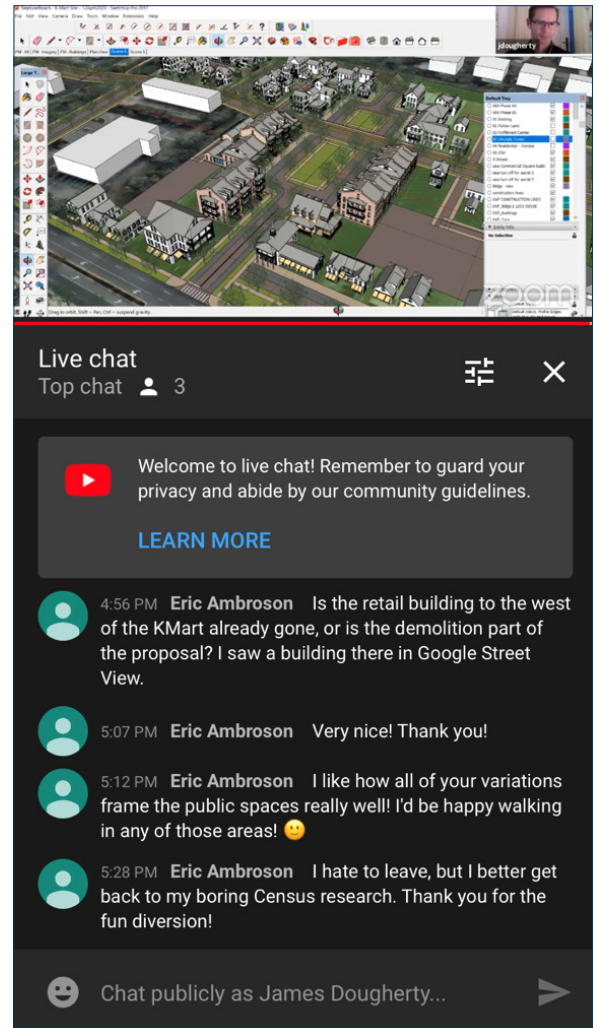
TECHNICAL MEETINGS

During the charrette, the City and planning team met with expert groups to discuss transportation & streets, arts & culture, and sustainability & the environment. All of these technical meetings were video conferences, detailed summaries of which were made available on the project website. Ideas that were discussed in the meetings were incorporated into draft work.



OPEN DESIGN STUDIO

The Virtual Design Charrette had Open Design Studio hours Tuesday through Thursday, from 10 am to 4 pm. The community could join the open meeting anytime to talk with a planner who was sharing their screen and working in real-time. The Open Design studio was live streamed and viewers could also comment through their viewing platform of choice.



Clockwise Starting at the Top Left Corner:

1. Surfrider Foundation presenting information at the Sustainability & Environment Technical Meeting
2. James Dougherty shares his work and gets feedback from a community member in the Open Design Studio
3. Brenda Diaz is shown working from home
4. Councilor Messinger joined to discuss the work Brenda Diaz was sharing in the Open Design Studio

01: PROCESS & COMMUNITY ENGAGEMENT

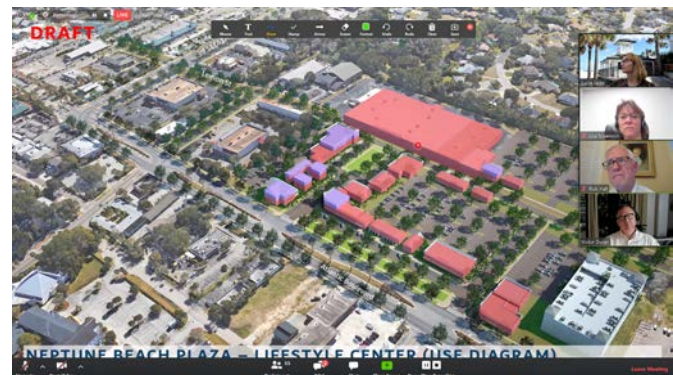
Design Charrette & Community Reach

CHARRETTE WORK-IN-PROGRESS PRESENTATION & SURVEY:

At the end of the Virtual Design Charrette on April 17th, the team presented the draft illustrations and recommendations that the designers and planners worked on throughout the week. The presentation was a webinar format and the community was able to join and ask questions through a virtual Q&A during the presentation. Over 50 people joined and spent their Friday evening with the team.

The goal of the presentation was to get initial reactions to draft work and determine what questions still need to be answered. After the presentation, the recorded meeting was uploaded and a survey was sent out asking the community whether the plan was on the right track.

The survey has helped identify other issues or solutions that the planning team might have missed during the charrette week. Many people have also sent questions and other ideas that can be incorporated into the draft plan. From the survey results, 52% said the plan was on the right track and 35% said some ideas are on the right track, while other ideas are not.



Top: The Charrette Work In Progress Presentation was online through Zoom

Middle: Planning team presenting options for the Kmart site

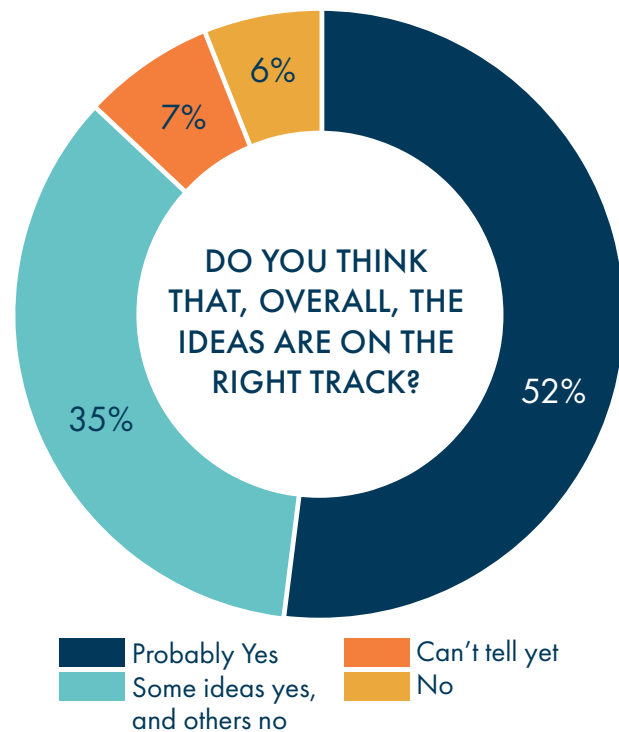
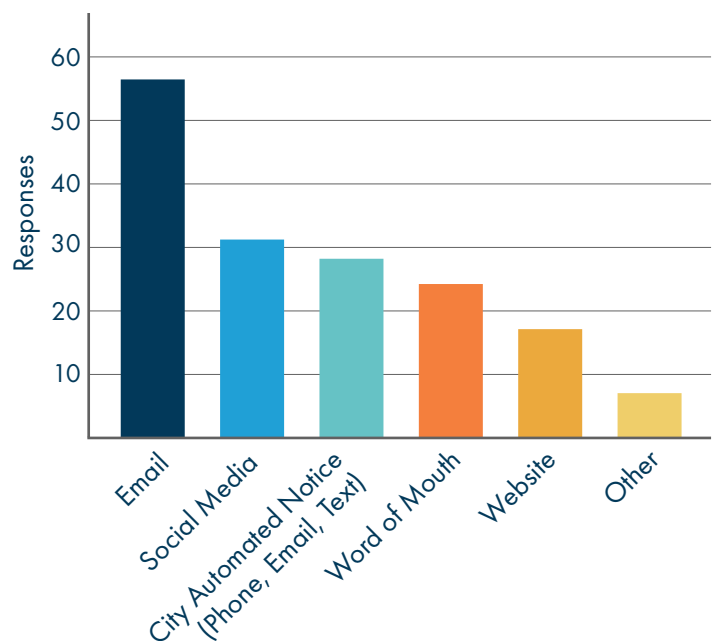


Figure 1.6: Charrette Work-In-Progress Survey Results

HOW DID YOU HEAR ABOUT THESE EVENTS?



COMMUNITY ENGAGEMENT REACH



PARTICIPANTS AND VIEWS:

- 110+** Project Kickoff Presentation Attendees
- 62** Site Visit Stakeholder Meeting Attendees
- 230+** Neighborhood Workshops Attendees
- 200+** Charrette: Kickoff Presentation and Small Group Exercise (86 Attendees, 42 Live Stream Views, 72+ Recording Views)
- 253+** Charrette: Penman & Florida Intersection Webinar (64 Attendees, 54 Live Stream Views, 135+ Recording Views)
- 331+** Charrette: Work-in-Progress Presentation (52 Attendees, 32 Live Stream Views, 247+ Recording Views)
- 181** Charrette: Open Design Studio (37 Visitors, 144+ Live Stream Views)
- 38** Charrette: Technical Meetings Attendees



FEEDBACK:

- 43** Project Kickoff Presentation Exit Survey Responses
- 49** Neighborhood Workshops One Word Card Responses
- 230** In-Person Neighborhood Visual Preference Survey Responses
- 144** Online Neighborhood Visual Preference Survey Responses
- 253** Citywide Input Survey Responses
- 86** Work-In-Progress Survey Responses
- 28** General Feedback Responses



NEPTUNEBEACHVISIONPLAN.COM

- 2,527** Visits
- 6,439** Page Views
- 2,476** Unique Visitors



REACHED BY SOCIAL MEDIA

- 80+** @NBVisionPlan Followers
- 813** City of Neptune Beach Facebook Group Members



REACHED BY PROJECT EMAIL SUBSCRIPTION LIST

- 1,225** Mailchimp Emails Sent to Individuals
- 529** People Subscribed to Email List



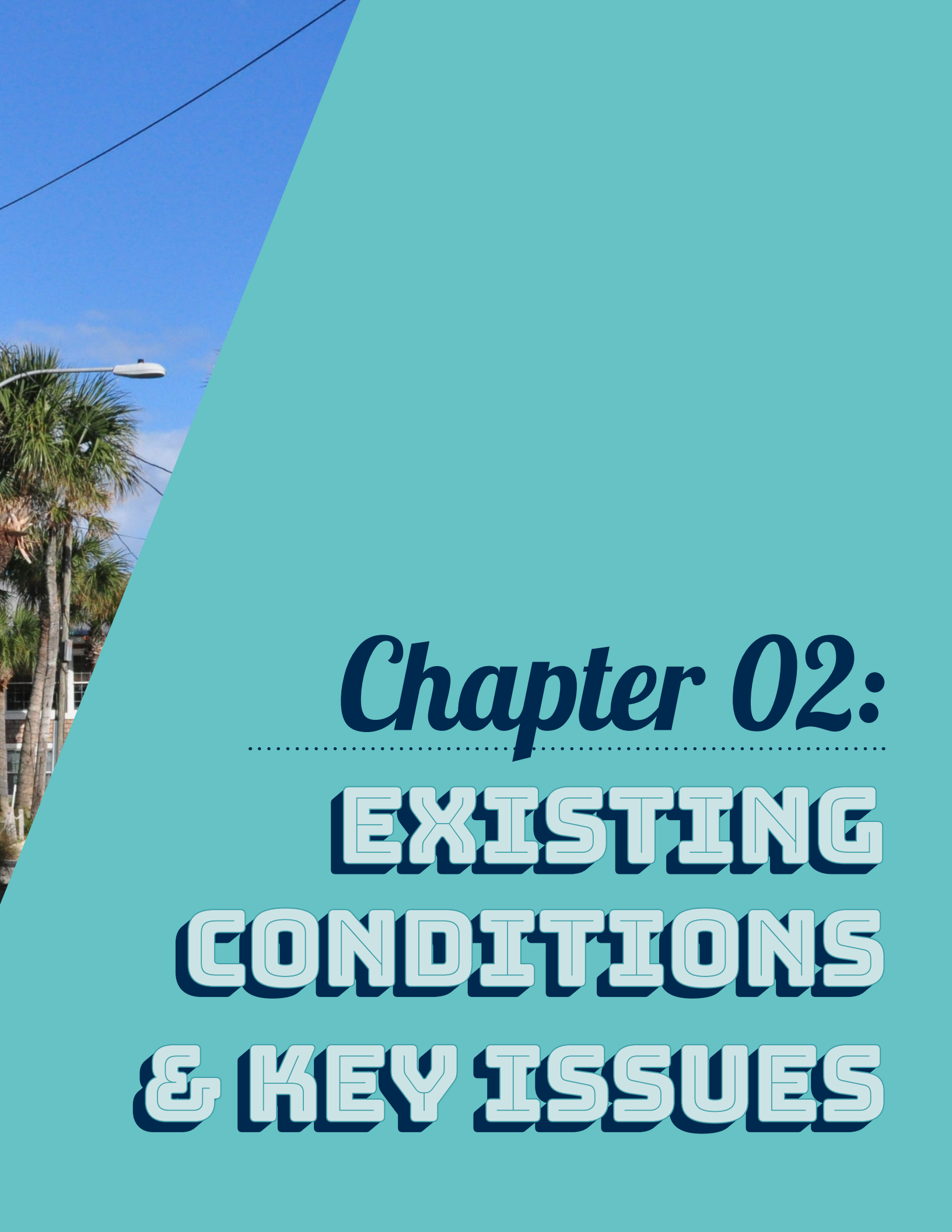
REACHED BY CITY AUTOMATED MESSAGES

- 3,220+** Everbridge Automated Emails, Text Messages, and Phone Calls

Figure 1.7: Community Engagement Reach Results



1005



Chapter 02:

EXISTING CONDITIONS & KEY ISSUES

02: EXISTING CONDITIONS & KEY ISSUES

Demographics & Analysis Maps



NEPTUNE BEACH EXISTING CONDITIONS

DEMOGRAPHICS

The following summary statistics show data from the US Census Bureau's American Community Survey (ACS) 5-Year Estimates for 2018, unless otherwise specified.

1. POPULATION:

- 7,080 residents
- 2,924 households
- 5.6% population growth from 2013 to 2018, less rapid than Duval County (8.9%) and Florida (7.9%)

2. AGE DISTRIBUTION:

- Median Age: 40.6 in 2018
- 19% of the population is aged under 18
- 11% of the population is 18-24
- 14% of the population is 25-34
- 12% of the population is 35-49
- 25% of the population is 50-64
- 15% of the population is 65 and over
- This age distribution very closely matches the age distribution of overall country and State of Florida

3. INCOME & TENURE:

- 69% of HH are owner-occupied
- Duval County: 57% HH are owner-occupied
- Florida: 65% HH are owner-occupied
- Median Value Owner-Occupied Units: \$381,400 (9% annual increase from 2017)
- Median HH Income: \$89,500 (1.5 times the amount in the Jacksonville Metro area and more than 1.5 times the amount in Florida)

4. EMPLOYMENT:

- 69% of residents aged 16+ are working or looking for work (5,980 residents in total)
- 75% of employed residents work in white-collar professions, 15% in service professions, and 10% in blue-collar professions

ANALYSIS MAPS

The following maps present a snapshot of the existing conditions in Neptune Beach. Key takeaways by topic for each of these maps are summarized below.

1. EXISTING DEVELOPMENT PATTERNS:

The most dominant development pattern found in Neptune Beach is conventional suburban sprawl, though there is a significant area of traditional urban development patterns, with smaller blocks and a regular street grid, east of 3rd and 5th Street.

2. ZONING MAP:

With the exception of the Central Business District, no other zones in the City's existing code are mixed-use in the truest sense; meaning they do not allow for a combination of commercial, office, and residential uses. The vast majority of Neptune Beach is zoned for low intensity (single-family) residential uses.

3. FUTURE LAND USE MAP:

A large portion of the City's total acreage (56%) is dedicated to residential development. Of this, 80 percent is dedicated to low-density residential and 2 percent is dedicated to high-density residential. A third (30%) of the city's land is dedicated to parks, natural, and conservation areas and only 9 percent is meant for varying intensities of commercial development.

4. FEMA FLOOD HAZARD MAP:

The flood hazard areas mapped by FEMA show that areas along the Intracoastal, along with residential areas between 1st Street and the Neptune Beach equivalent of 10th Street are at the highest risk of flooding. This closely matches the experience of homeowners in these areas who confirmed flooding issues there.

5. SEA LEVEL RISE MAP:

Areas along Intracoastal Waterway and existing drainage canals are the most vulnerable to the impacts of sea level rise in the short and long-term.

02: EXISTING CONDITIONS & KEY ISSUES

Figure Ground Map

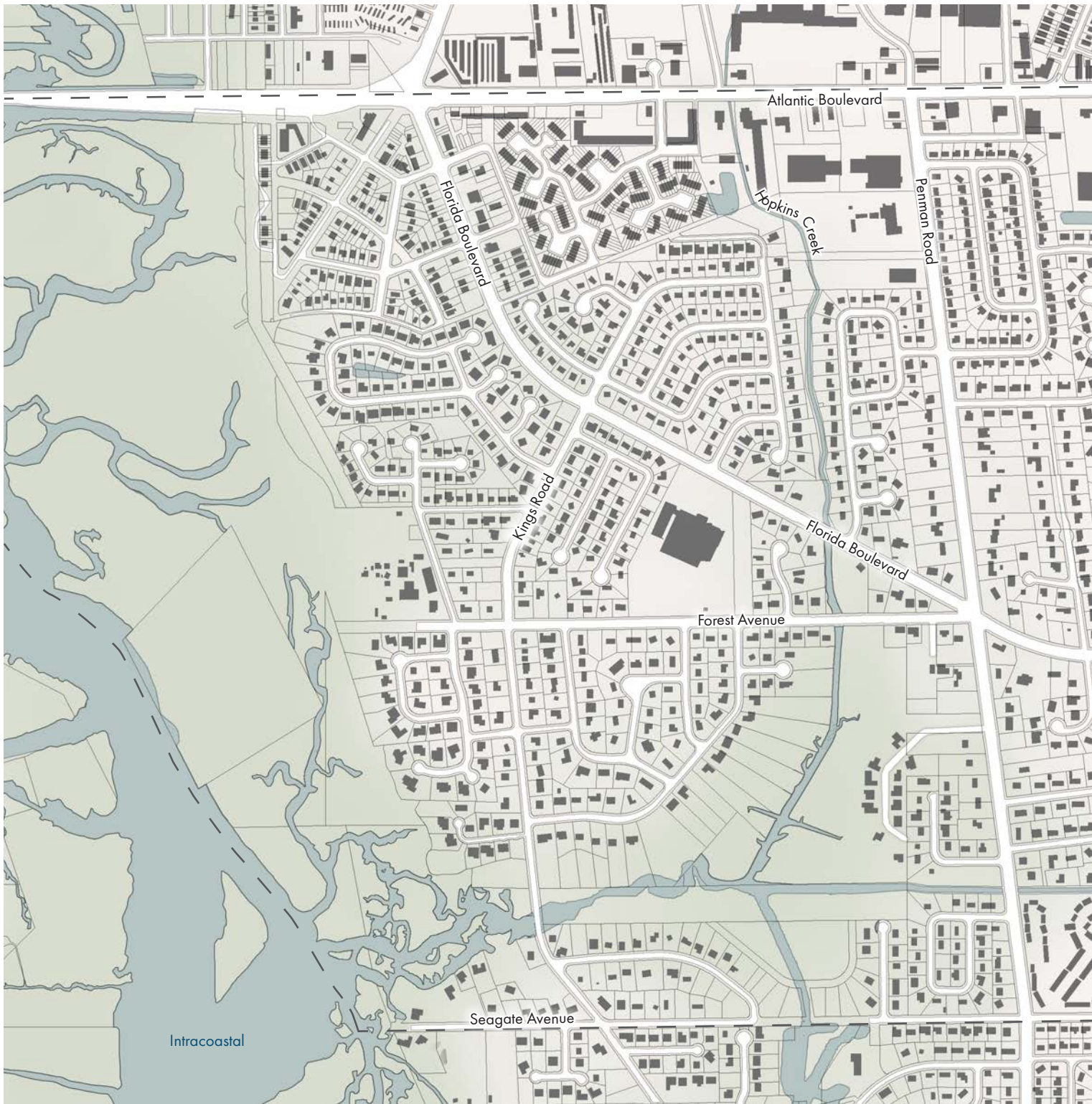


Figure 2.1: Figure Ground Map



EXISTING DEVELOPMENT PATTERNS

The City of Neptune Beach has four primary development patterns, as illustrated by the street and building footprints on this map. There is the traditional neighborhood pattern found in the older parts of town east of 5th and 3rd Street, which features smaller blocks sizes and a regular grid of streets, the more sprawling suburban pattern of subdivision homes that branch off of Penman Road, Florida Boulevard, Forest Avenue, and Kings Road, the low rise suburban office buildings along 3rd Street, and the highway commercial pattern found along Atlantic Boulevard, which features deep building setbacks and larger footprint buildings.

MAP LEGEND

- Building Footprint
- Canal/Lake/Intracoastal
- Marsh
- City Boundary

02: EXISTING CONDITIONS & KEY ISSUES

Zoning Map

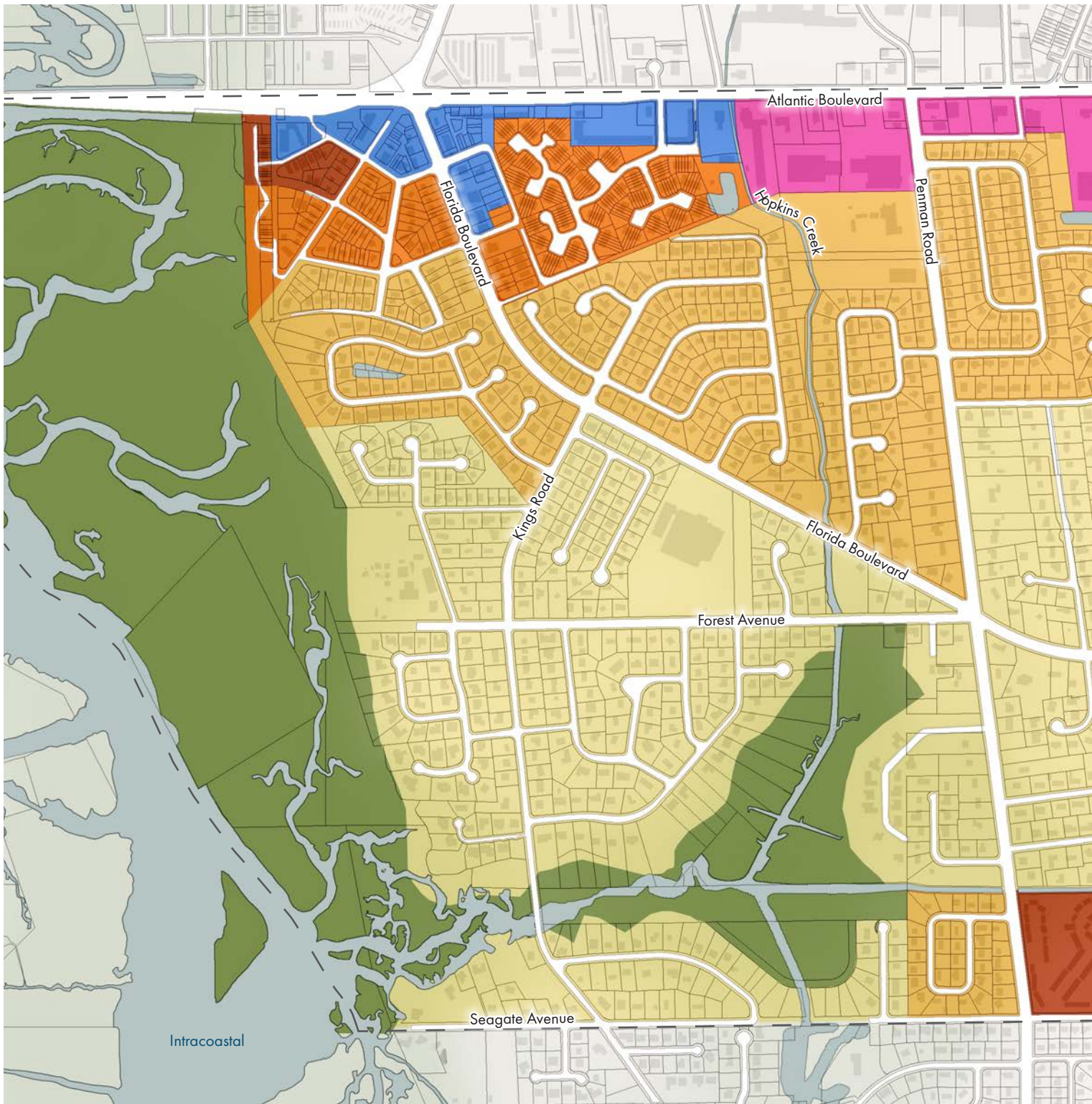
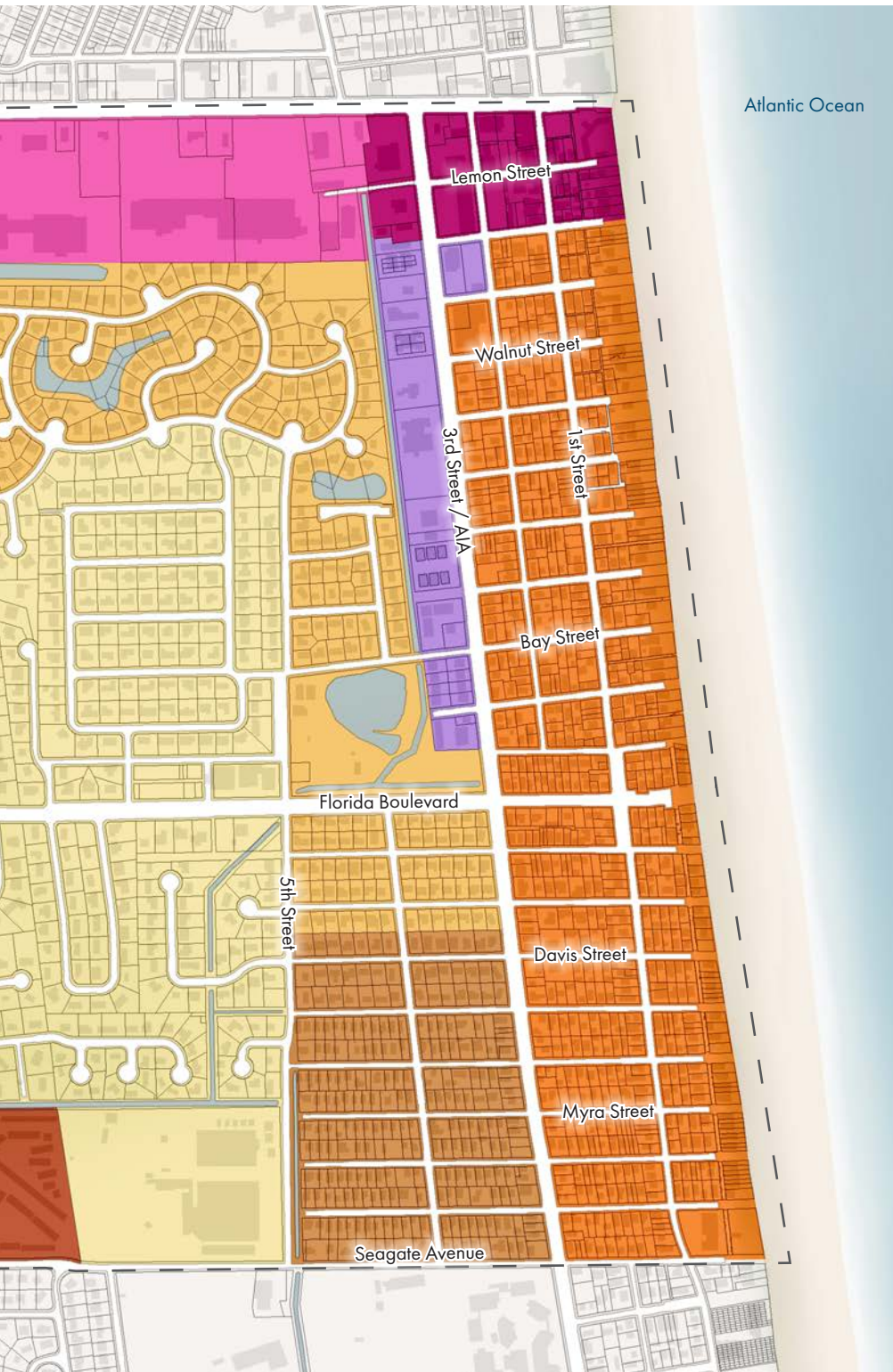


Figure 2.2: Zoning Map



ZONING MAP

Neptune Beach has a core of commercial zoning in the Beaches Town Center, and along Atlantic Boulevard and the west side of 3rd Street. These commercial areas vary in type from walkable retail and offices in the Central Business District, to low-rise offices along 3rd Street, to large big box commercial and strip centers along Atlantic Boulevard, and to commercial warehouses, offices, and more light industrial uses around Florida and Atlantic Boulevard. The zoning code also distinguishes between five different intensities of residential development. Notably, with the exception of the Central Business District, the zoning does not describe many mixed-use areas, though C-2 zoning does also include a mix of commercial, office, and light industrial uses.

MAP LEGEND

- Residential
 - R-1
 - R-2
 - R-3
 - R-4
 - R-5
- Commercial & Mixed-Use
 - C-1
 - C-2
 - C-3
 - Central Business District
- Other
 - Conservation
 - City Boundary



02: EXISTING CONDITIONS & KEY ISSUES

Future Land Use Map

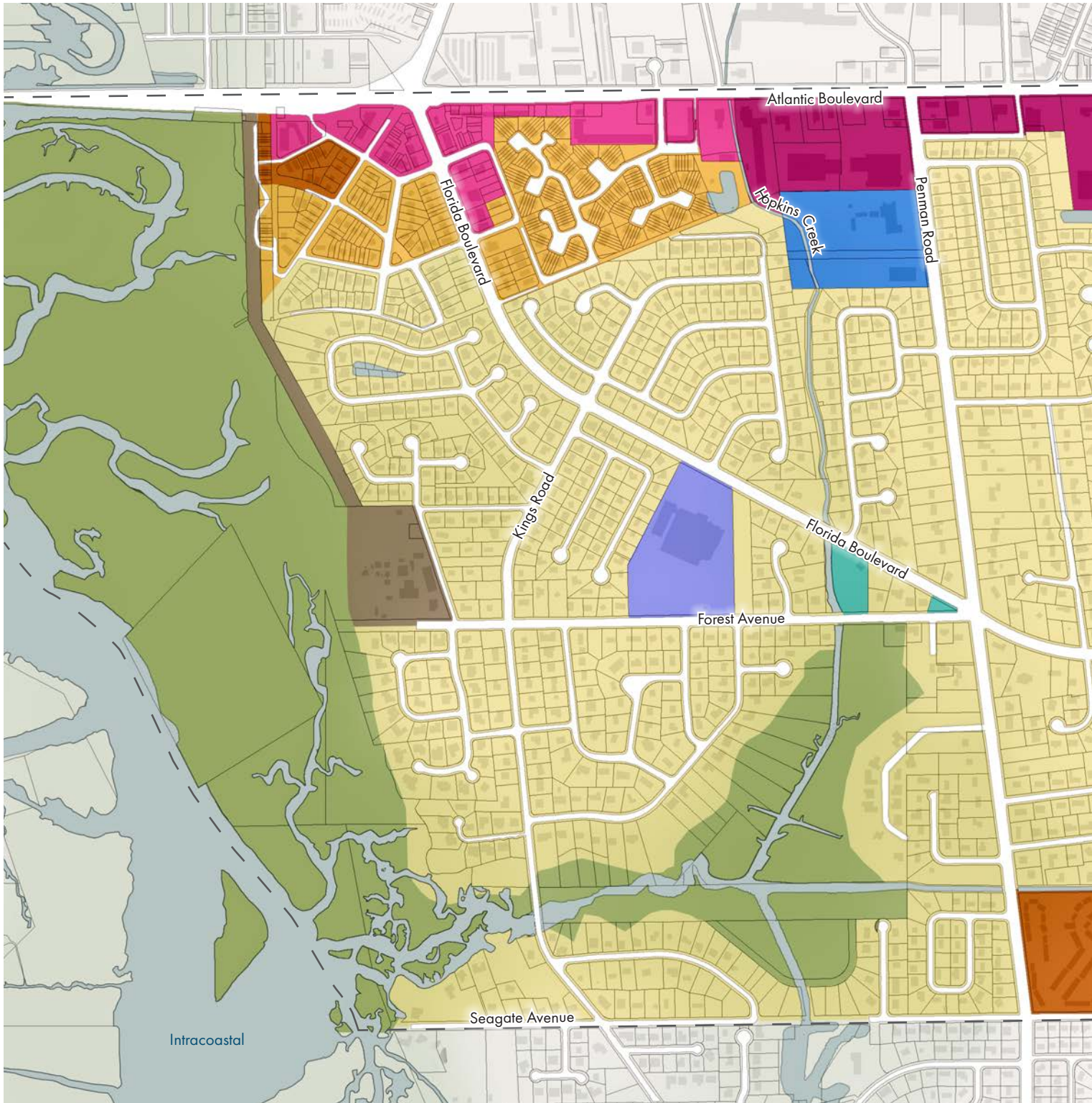
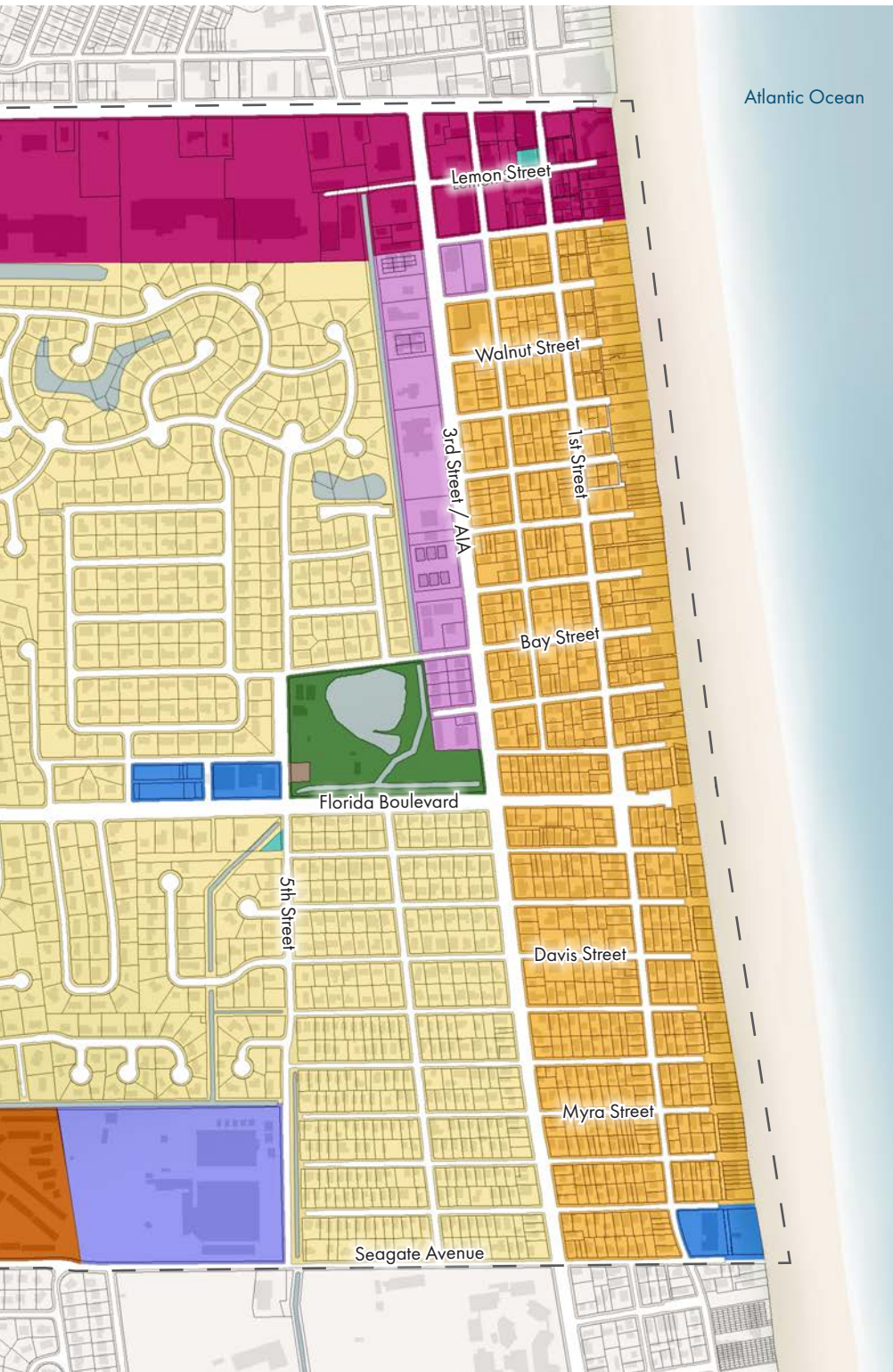


Figure 2.3: Future Land Use Map



FUTURE LAND USE MAP

The Future Land Use Map defines the desired pattern of commercial residential, industrial, public, and environmental land in the City, as established in the City of Neptune Beach’s Comprehensive Plan 2012-2022. A large portion of the City’s total acreage (56%) is dedicated to residential development. Of this, 80 percent is dedicated to low density residential, 18 percent is dedicated to medium-density residential, and 2 percent is dedicated to high density residential. Just about a third (30%) of the city’s land is dedicated to parks, natural, and conservation areas, and about 4 percent is dedicated to civic and institutional uses. The remaining land (9%) is meant for varying intensities of commercial development.

MAP LEGEND

- Residential
 - Low
 - Medium
 - High
- Commercial
 - Low
 - Medium
 - High
- Other
 - Education
 - Church
 - Governmental
 - Recreation
 - Conservation/Wetlands
 - Public Utilities
 - City Boundary

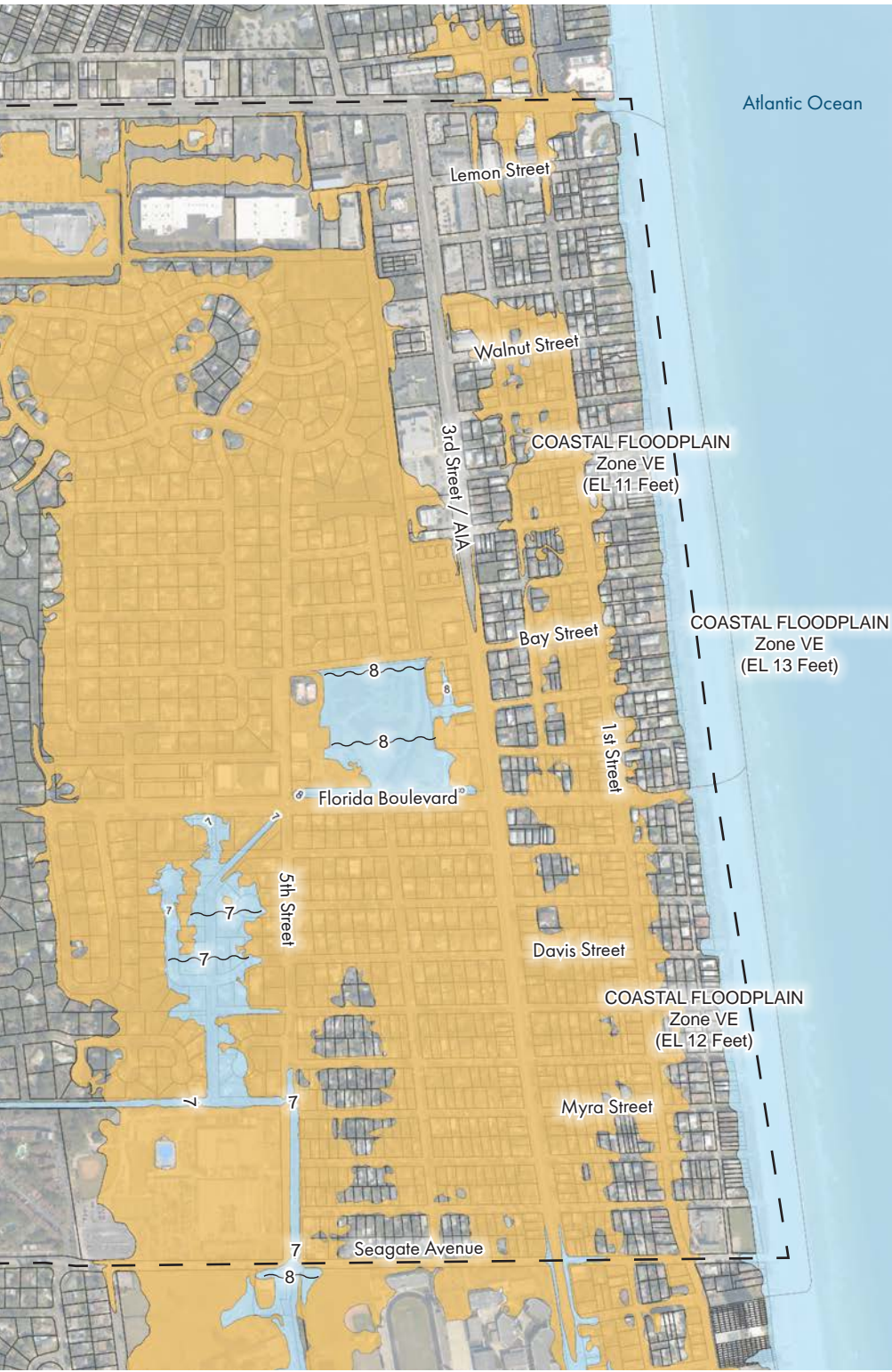


02: EXISTING CONDITIONS & KEY ISSUES

FEMA Flood Hazard Map



Figure 2.4: FEMA Flood Hazard Map



FEMA FLOOD HAZARD MAP

The Federal Emergency Management Association (FEMA) is responsible for assessing flood risk for coastal areas across the country and producing Flood Insurance Rate Maps (FIRMs), to establish insurance rates and premiums in at-risk zones. Flood hazard areas identified on these maps as Special Flood Hazard Areas (SFHA). These are areas that will be inundated by flood events having a 1-percent chance of being equaled or exceeded in any given year, also known as the base flood or 100-year floodplain. SFHAs present in Neptune Beach are labeled as Zone AE and Zone VE. Moderate flood hazard areas, are also shown on the FIRM, and are the areas between the limits of the base flood and the 0.2-percent-annual-chance (or 500-year) floodplain.

This map was shared with the community during the Neighborhood Workshops. During those sessions, residents confirmed that the flooding they experience closely matches the flood hazard areas mapped by FEMA.

MAP LEGEND

- 1% Annual Chance Flood Hazard
- 0.2% Annual Chance Flood Hazard
- Base Flood Elevation
- City Boundary

02: EXISTING CONDITIONS & KEY ISSUES

Sea Level Rise Map

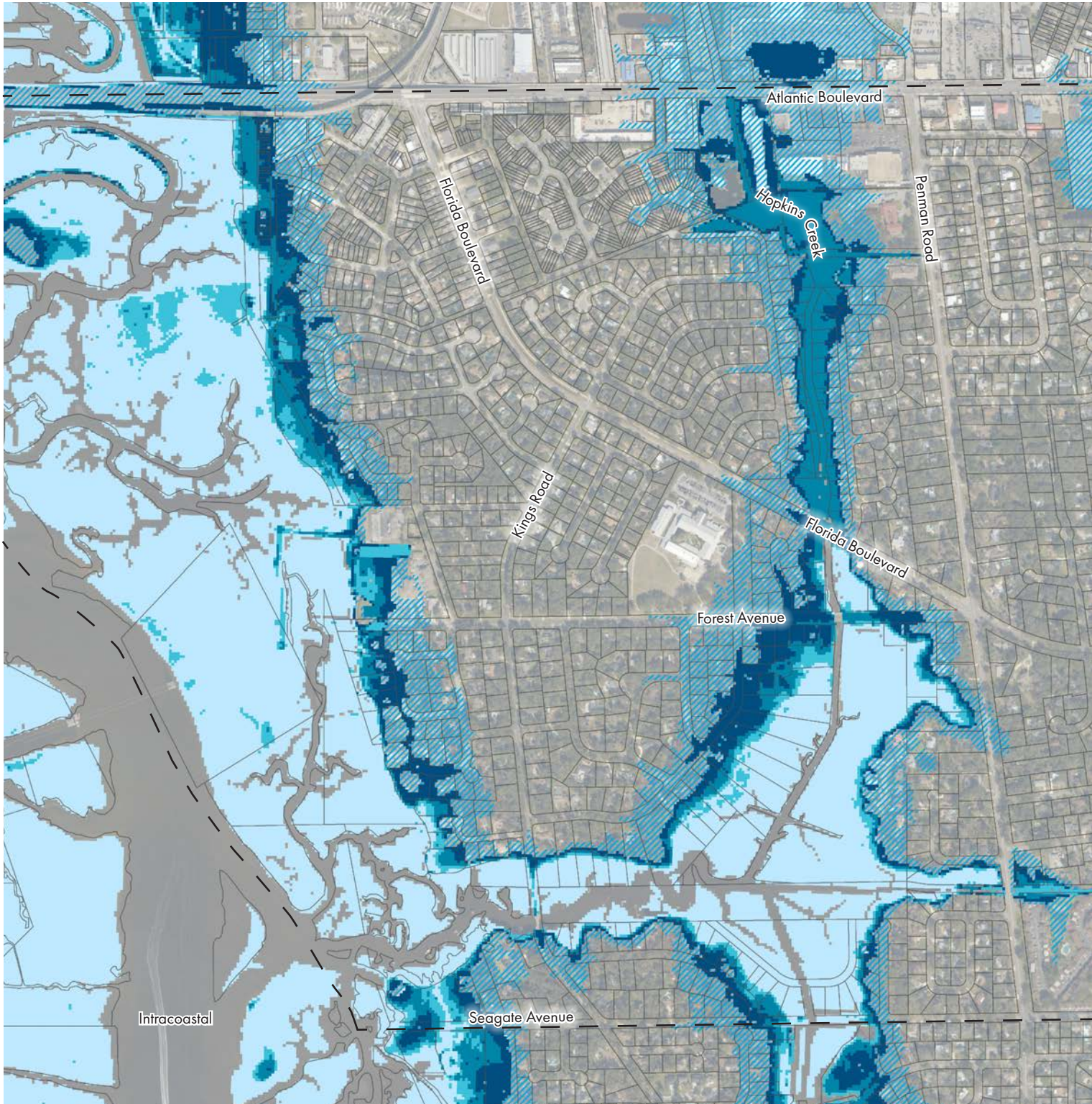
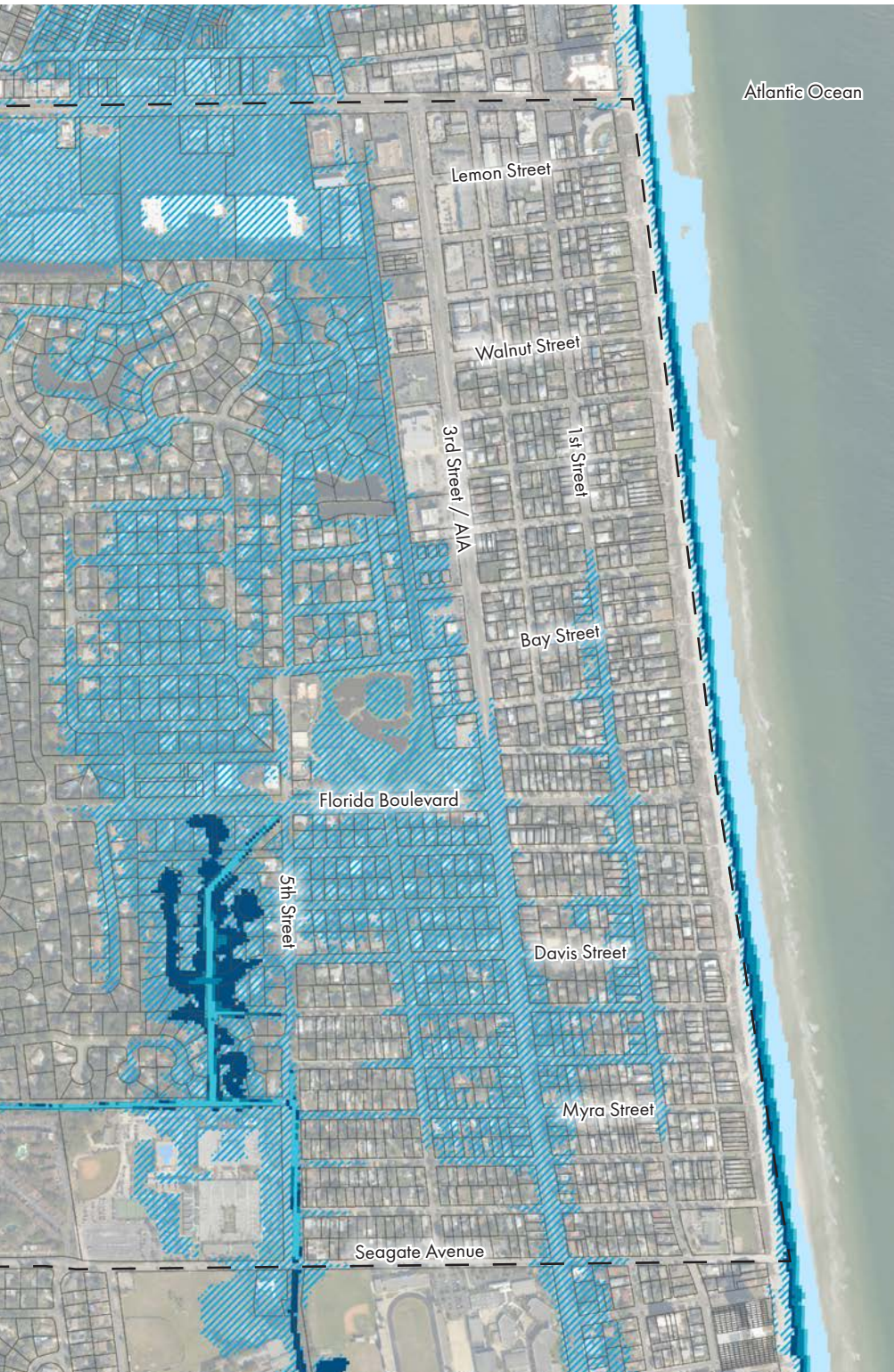


Figure 2.5: Sea Level Rise (Moderate Scenario) Map



SEA LEVEL RISE MAP

This map shows sea level rise data from the National Oceanographic & Atmospheric Administration (NOAA). In particular, this model illustrates how different sea level rise projections would inundate the City of Neptune Beach given its existing topography and its natural systems of waterways and stormwater drainage. More specifically, this map shows NOAA’s ‘intermediate high’ sea level rise scenario projections, which represent a mid-range forecast of how severe sea level rise will be in the coming decades. For comparison sake, the ‘high’ scenario for 2100 was included as a worst case scenario.

In Neptune Beach, the most vulnerable areas are those along the Intracoastal, Hopkins Creek, and the drainage canals along Fletcher High School and parallel to 5th Street.

MAP LEGEND

NOAA Intermediate Projections

 Inundation 2040

 Inundation 2060

 Inundation 2080

 Inundation 2100

NOAA High Projections

 Inundation 2100

 City Boundary

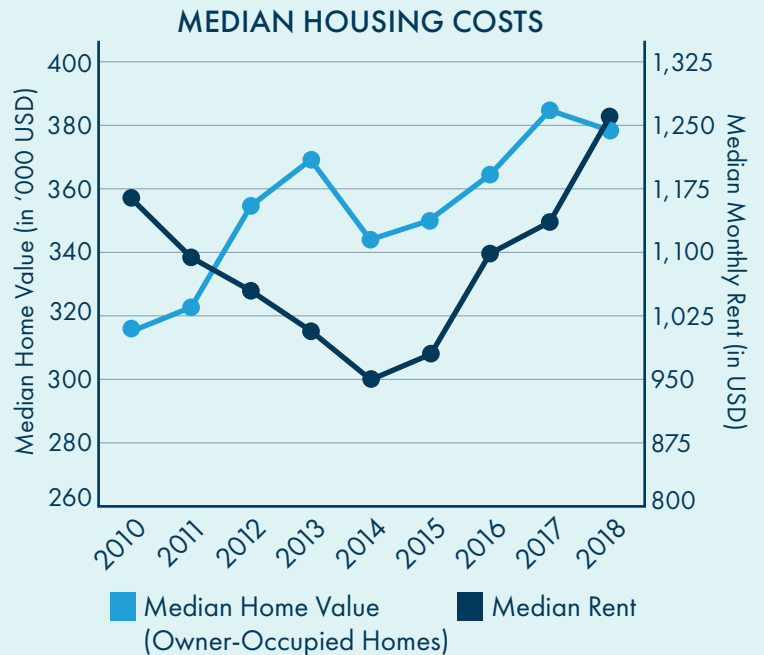
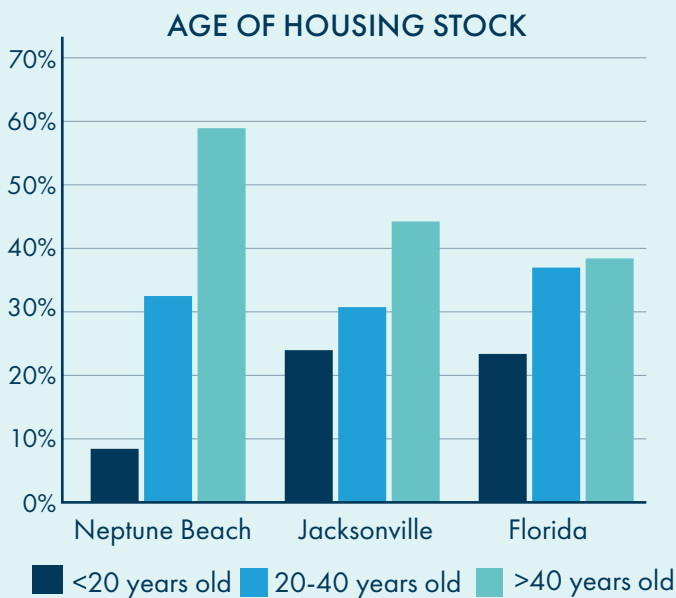
02: EXISTING CONDITIONS & KEY ISSUES

Housing Snapshot

HOUSING TYPES

Housing Unit Type	Neptune Beach	City of Jacksonville	State of Florida
Single-Family Detached	57.7%	60.7%	54.1%
Single-Family Attached (Townhome)	16.7%	5.4%	6.1%
Duplex	8.0%	1.9%	2.3%
Triplex or Quadruplex	10.7%	3.8%	3.9%
Multi-Family 5-9 Units	1.2%	6.2%	5.1%
Multi-Family 10-19 Units	1.9%	8.1%	6.0%
Multi-Family 20+ Units	3.4%	8.4%	12.7%

Source: 2010 ACS 2014-2018 5-Year Estimates Data Profiles, US Census Bureau



HOUSEHOLD DATA

Household Data	Neptune Beach	City of Jacksonville	State of Florida
Persons Per Household	2.42	2.57	2.65
Percent of Owner-Occupied Housing Units	68.5%	56%	65%
Median Home Value of Owner-Occupied Units	\$381,400	\$160,900	\$196,800
Median Monthly Owner Costs (with Mortgage)	\$1,951	\$1,341	\$1,466
Median Rent	\$1,243	\$1,029	\$1,128
Median Household Income	\$89,500	\$52,576	\$53,267
Households with 3 or More Vehicles	16.4%	14.7%	14.6%

Source: 2010 ACS 2014-2018 5-Year Estimates Data Profiles, US Census Bureau

Figure 2.6: Housing Snapshot Summary Data

HOUSING SNAPSHOT

HOUSING TYPES

The majority of dwelling units in Neptune Beach are single-family detached, as they are in Jacksonville, and overall in the State. However, when comparing to the City and State, the City has a considerably higher proportion of “Missing Middle” housing types – townhomes, duplexes, triplexes, and quadruplexes, and a much lower proportion of multi-family buildings and complexes over four units. This is a product of the historic development pattern of this small city and its smaller lot sizes.

AGE OF HOUSING STOCK

Just under 60 percent of homes in Neptune Beach are 40 years and older. This is substantially higher compared to the City of Jacksonville and the State of Florida (45% and 39%, respectively). Even more significant is the fact that only 8 percent of homes are younger than twenty years old, compared to 24 percent of homes in Jacksonville and Florida as a whole. While this does not account for homes that have been updated or remodeled, it is still a point of concern when considering how vulnerable Neptune Beach is to hurricanes and sea level rise.

HOUSEHOLD DATA

Table 3 demonstrates the following characteristics of the City when compared to Jacksonville and the State.

- Slightly higher owner-occupancy
- Considerably higher home value (237% of Jacksonville home value)
- Higher mortgages
- Slightly higher rent
- Considerably higher household income (170% of Jacksonville household income)
- Slightly higher percentage of households with three or more vehicles.
- Dense development pattern (double the population density of Jacksonville)
- Higher labor force participation
- Almost all-white community
- Population older than Jacksonville, younger than the State
- Smaller population growth

MISSING MIDDLE HOUSING TYPES CURRENTLY AT RISK

Recent changes to Neptune Beach’s land development regulations, including a moratorium on new lot subdivisions, make it difficult for new duplexes to get built, while previous changes to the R-4 zoning found east of 3rd Street has rendered many of the existing duplexes, triplexes, and quadruplexes nonconforming. This gives little incentive to those property owners to update and remodel their buildings and makes it likely that these missing middle types will be replaced by single-family homes over time, thus reducing the overall supply of housing and eliminating much of the City’s current stock of naturally affordable housing.

COMMERCIAL SNAPSHOT

FLORIDA / ATLANTIC BOULEVARD COMMERCIAL NODE

Existing Conditions



Shopping Plaza on Florida Blvd.



Sky Enterprises Office Building



Underutilized Lots on Kings Circle S

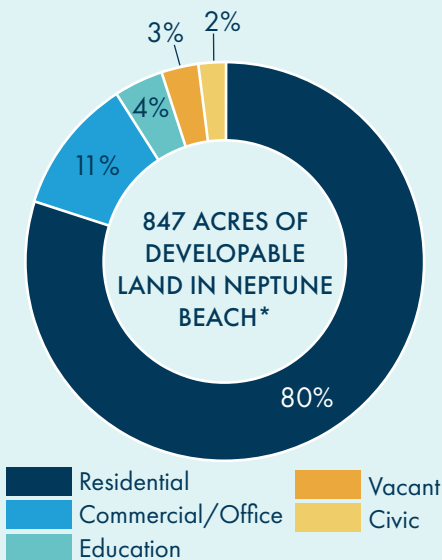
This area comprises approximately 20 acres and is bounded by Atlantic Boulevard on the north, Summer Sands townhomes to the east, Bay Road to the south and Pine Place/Kings Circle to the west. This is a commercial/light industrial area centered on Florida Boulevard and Kings Circle. The area has gained recent visibility and attention with the establishment of the BrewHound Dog Park and Bar. Other businesses include:

- a pool company on Pine Place;
- the Sky Enterprises office building on Marsh Point Road;
- an electrical contractor, office building, and exotic vehicle sales on Kings Circle South;
- an auto AC repair business; convenience store; realtor office; five-unit strip center with skate shop, leather shop, attorney, hair salon, and dog groomer; maid service; lodge/social club; boarded up building; dog daycare; and a school on Florida Avenue; and
- a heating and air contractor on Atlantic Boulevard east of Florida Boulevard; this small segment of Atlantic Boulevard is set apart from the rest of the road due to its isolation by the Mayport Road overpass.

Opportunities

This area has potential to redevelop over time into a walkable mixed-use commercial area, which is in keeping with the general intent of the existing C-2 zoning. The zoning allows a wide range of commercial, office, service, and contractor (no outdoor storage) uses. Light manufacturing is allowed by exception, and the City may wish to consider allowing limited craft manufacturing by right.

A growing number of entrepreneurial manufacturers that create apparel, sewn products, food and beverages, and lifestyle products are small operations that fit well into a neighborhood business setting. Production, distribution, and repair (PDR) include a small retail space for the sale of the goods made on site. Distribution/warehouse uses with scale limitations and required retail/showroom space would be appropriate for properties closer to the intersection of Atlantic and Florida Boulevards, where delivery



* Includes all land except streets and public right-of-way, utilities, and natural/open space.

EMPLOYER FIRM STATISTICS, 2012 VS. 2017

Employer Firms in Neptune Beach	Firms	Employees
Total, Firms with Employees, 2017	288	1,583
Total, Firms with Employees, 2012	240	1,583
Professional Office & Technical Services, 2012	60	179
Retail & Hospitality, 2012	53	420
Construction, 2012	41	NA
Transportation & Warehousing, 2012	29	NA
Administrative & Waste Management, 2012	24	NA
Health Care & Social Assistance, 2012	24	NA
Educational & Other Services, 2012	9	14

Source: US Census Bureau, Annual Economic Surveys 2012 and 2017

trucks can easily access these roads and nearby neighborhoods, as door-delivery becomes increasingly common. Small scale live/work buildings should also be considered to help round out this area and provide more affordable housing options for artists, young couples, and entrepreneurs. Finally, the wide 120' right-of-way on Florida Boulevard allows for expanded pedestrian and non-vehicular space, as well as outdoor space, that will become more important as businesses expand their operations outside. Redevelopment thresholds should trigger bicycle and pedestrian connections, bicycle parking, and civic space with some commercial.

COMMERCIAL/OFFICE LAND AREAS (ACRES), 2020

Commercial/Office Land	102.0 Acres	100%
Big Box Commercial	32.0	31.4%
Strip Center Commercial	31.6	31.0%
Low-Density Office	13.1	12.8%
Suburban Hotel	4.5	4.5%
Warehouse/Storage	4.1	4.0%
Other (Commercial Recreation, Parking)	4.0	3.9%
Main Street Commercial	1.1	1.1%
Mixed-Use (Office & Retail)	1.1	1.0%
Vacant Commercial*	10.5	10.3%

Source: UrbanFootprint Base Canvas data 2020 (derived from CoreLogic parcel data), and spot-checked against Duval County Property Assessment Database

CITYWIDE SURVEY: OFFICE DEMAND In the future I would like the option to:

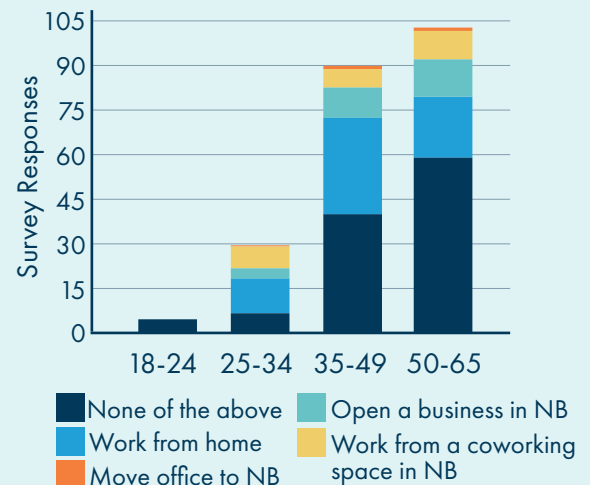


Figure 2.7: Commercial, Office & Jobs Snapshot Summary Data

02: EXISTING CONDITIONS & KEY ISSUES

Commercial Snapshot

ATLANTIC BOULEVARD CORRIDOR

Existing Conditions



Seminole Shoppes Shopping Plaza on Atlantic Boulevard

The segment of Atlantic Boulevard between Mayport Road and 3rd Street is a suburban strip commercial corridor, which includes four shopping centers and 23 outparcels. When FDOT installed medians, which limited full access to the block level, multiple right-turn-only driveways remained, creating a hazardous setting for pedestrian movement. Street trees and landscaping are minimal, and the view is dominated by parking lots. Equipment/trailer outdoor storage and tire store bays facing the street add to the unattractive view of the corridor.

The four shopping centers are, from west to east: Tradewinds Shopping Plaza, Shoppes at Summer Sands, Penman Plaza (Winn Dixie), Publix Shopping Center, and Neptune Beach Plaza. Total commercial building space, with the approximations above and assuming an average outparcel building size of 3,000 SF, is 425,000 SF.

Opportunities

This section of Atlantic Boulevard is an outdated, auto-oriented commercial strip. Given the excessive space given to surface parking, there is tremendous potential to shift to mixed-use residential-commercial development, which will create a more efficient use of land, allow for new business opportunities, provide for a variety of housing types, and improve the aesthetics of the corridor. The K-Mart redevelopment project represented a recent effort to redevelop the Neptune Beach Plaza into a project including a hotel, apartments, and commercial space. Given the unity of the community in its opposition to the proposed apartment complex, future residential development along the corridor should include second-floor units, townhomes, and “bungalow courts” all of which are woven into the fabric of future development at a smaller scale.

It is advisable to amend the Zoning Code to improve corridor appearance, including prohibiting front-facing auto bays and screening outdoor storage. Many, though not all, survey respondents and meeting participants showed support for extending the Beaches Town Center across 3rd Street to the easternmost part of this corridor. If mechanisms for a safe pedestrian crossing across 3rd Street are developed, this could be a way to support the vision of an expanded walkable Town Center.

3RD STREET/A1A CORRIDOR

Existing Conditions

Similar to Atlantic Boulevard, 3rd Street is an automobile-oriented corridor dominated by commercial and office buildings each with associated surface parking lots. This corridor varies from Atlantic Boulevard in that there are no shopping centers, and also the 18 blocks on the east side of the street (south of Cherry Street) and the west side of the street south of Florida Boulevard are



Local Businesses along Atlantic Boulevard Between Penman Road and 11th Street



Bank of America on 3rd Street/A1A

residential. The predominance of residential uses in this corridor has limited the length of the 3rd Street commercial corridor south of Atlantic Boulevard to around 3,000 feet on the west side of the street, and 1,000 feet on the east side. The C-1 zoning applied to this corridor does not allow for retail uses and narrowly limits allowable uses to offices, financial institutions, travel agencies, and photographic studios, with a few uses like day spas, dance/art and other studios by zoning exception.

Opportunities

Similar to Atlantic Boulevard, a number of properties on 3rd Street are obsolete and underutilized, so there is redevelopment potential. Given that much of the corridor is already residential, it is worth considering allowing mixed-use development in the C-1 zoning district that would allow for “missing middle” housing such as second-floor residential, bungalow courts, and employee housing.

BEACHES TOWN CENTER

Existing Conditions

The Beaches Town Center (BTC) is an outgrowth of the historic small downtowns of Neptune Beach and Atlantic Beach which clustered around the terminus of Atlantic Boulevard at the beach. The BTC has grown into a walkable area comprising around 13 acres in Neptune Beach, with an additional eight acres in Atlantic Beach. The area had reached a low point of disrepair in the 1980s, but began revitalizing when the Cities of Neptune and Atlantic Beaches joined forces in the early 1990s to form the Beaches Town Center Agency. The BTC is now a successful entertainment center with a core group of restaurants, bars, and boutiques. Public and private funding have put into place improvements such as refurbished brick streets, decorative lighting, landscaping, and public parking.

Opportunities

The Beaches Town Center is the heart of the Cities of Neptune and Atlantic Beach, and highly valued by residents and visitors alike. The BTC has the additional advantage of thousands of resident patrons living in easy walking and bicycling distance. Like other walkable town centers, popularity has resulted in parking congestion problems, which led to the two cities instituting a paid parking pilot program and an on-demand shuttle system. Public officials and residents have discussed additional solutions such as a parking garage and the expansion of the Town Center across 3rd Street to allow for growth and additional parking.

While The Beaches Town Center may seem to be almost entirely built out, due to parking limitations and height restrictions, there are existing surface parking lots that could be put to better use as redevelopment sites for future businesses and new public gathering spaces. There is also the possibility of expanding the Town Center across 3rd Street, if a safe pedestrian crossing can be designed and constructed.



Local Business at the Office Plaza in along 3rd Street in Jarboe Park



Hawkers Mixed-Use Building on Atlantic Boulevard in the Town Center



Drift Boutique on 1st Street in the Beaches Town Center

TRANSPORTATION SNAPSHOT

It is important for the transportation system to provide Neptune Beach residents access to places in and out of the City with different choices on how to get there, albeit walking to the beach, biking to school, driving to work or taking a shuttle to the airport. We must look at the entire system and how it works today to create a transportation policy that focuses on people having access to multiple travel modes instead of just the one mode of driving solo in a car. Examining the full spectrum of existing conditions supports recommendations that can improve the use of existing mobility services while identifying where innovation and entrepreneurship can fill gaps. Current multi-modal needs, combined with the rise in the number and type of vehicles, require planning and policy to manage growing competition for travel ways within streets sidewalks and along curbsides.

REGIONAL CONNECTIVITY

The City of Neptune Beach residents has numerous options for regional connectivity made possible through the service offerings of the Jacksonville Transportation Authority (JTA). Regional connections available to residents of the City of Neptune Beach provide access to downtown Jacksonville, the Airport, and the Port.

Bus Service

There are three bus routes providing service to residents of Neptune Beach and the surrounding area. Of these three routes, only the Atlantic Route (#10) passes directly through the jurisdictional boundary of the City. The Atlantic Route in its current form went into effect on May 2020 and includes a stop on Royal Palms Drive and Atlantic Boulevard at the Atlantic Village Shopping Center, which further connects residents of Neptune Beach to commercial centers along A1A and within Downtown Jacksonville. The Atlantic Route assimilated the service area of the discontinued Beaches Trolley, which was supplanted in 2017 by an on-demand shuttle service called Beach Buggy.

For travel from south to north beyond Atlantic Boulevard, Neptune Beach residents may ride the Mayport Route (#24), which is also accessible via Atlantic Boulevard and Royal Palms Drive. This route travels north and terminates in a stop by the St. Johns River Ferry, and the Wonderwood Park-n-Ride station. Residents can connect to the Mayport Express (#202) at this Park-n-Ride station allowing for faster east to west travel between



JTA Route 11 Bus Stop on 3rd Street



JTA First Coast Flyer Bus

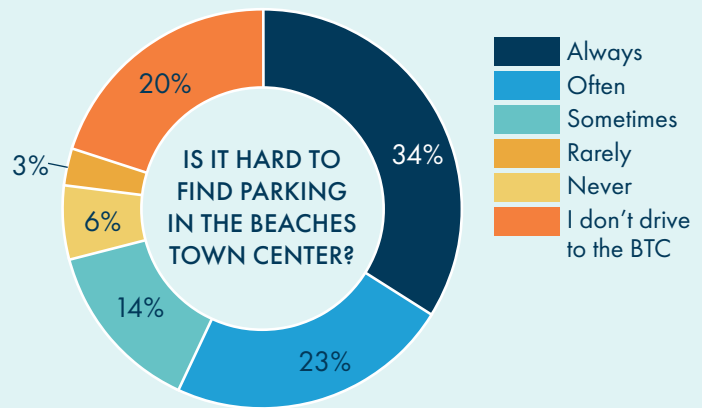
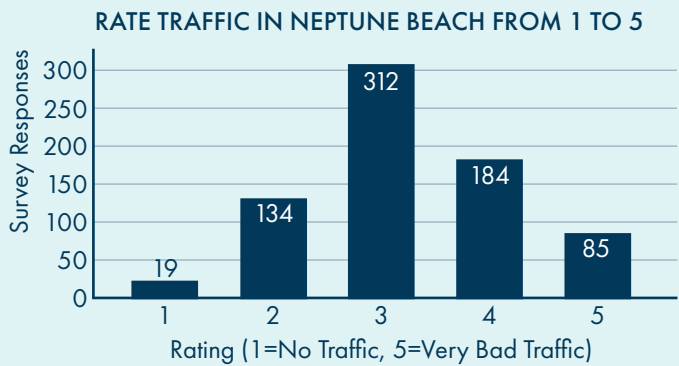
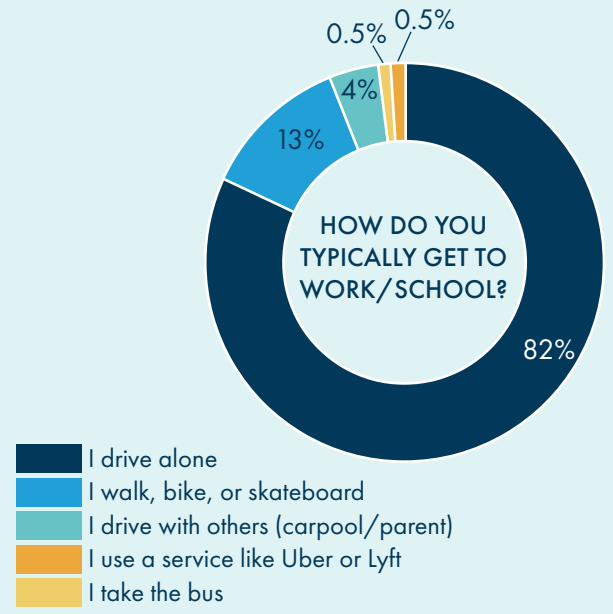
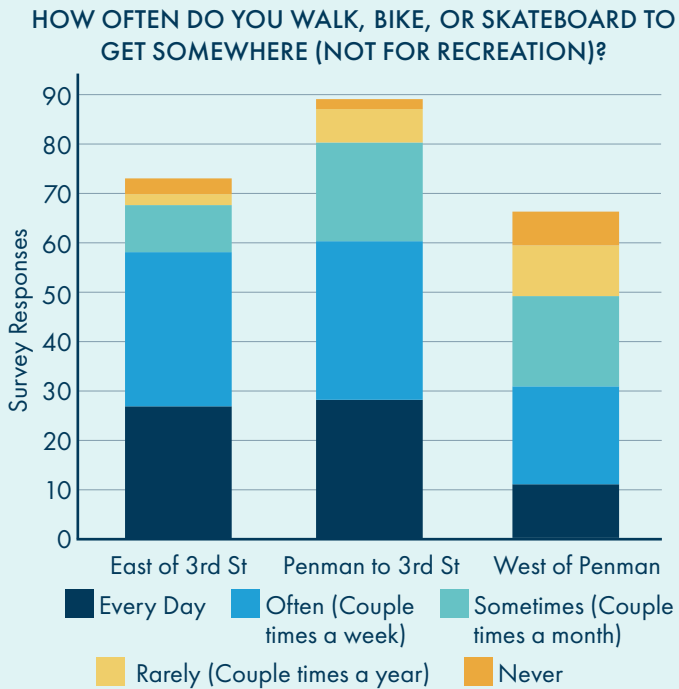


Figure 2.8: Transportation & Mobility Snapshot Summary Data

Neptune Beach and Downtown Jacksonville—an advantageous connection for commuters from the Neptune Beach and Jacksonville areas. For travel from north to south, Neptune Beach Residents may ride the Atlantic Route to 3rd Avenue South and A1A where they can transfer to the First Coast Flyer Red Line, a new service offering (effective May 2020) providing a second east to the west connection between the region’s east coast and Downtown Jacksonville.

The routes herein described allowing residents of Neptune Beach access to critical connections and attractions, including the TIAA Stadium (via the

02: EXISTING CONDITIONS & KEY ISSUES

Transportation Snapshot

Rosa Parks Station), Jacksonville Executive Airport (Atlantic Route), and Downtown Jacksonville (Atlantic, First Coast Flyer, and Mayport Express).

Bus Route	Total Ridership	Average Weekday Ridership
10	29,556	1,105
24	4,097	152
202	1,076	51

Figure 2.9: JTA Beaches Bus Routes Ridership Data

There are a variety of payment methods available, namely an e-commerce website, the STAR card website, and the MYJTA mobile application. Fares range from free (for riders age 65 and older) to \$2.75 for express route fares. As of May 2020, there was no indication that JTA intended to expand service offerings within the Neptune Beach area.

Private bus companies also serve Neptune Beach, bringing tourists on day trips to the Beaches Town Center.

On-Demand Ride Service

Jacksonville Transportation Authority offers “affordable, on-call transportation” to 11 communities in Jacksonville, including parts of Neptune Beach. Dubbed “ReadiRide,” this service facilitates pre-scheduled rides using the MyJTA app anywhere within a designated zone from Monday through Saturday (6 AM - 7 PM) at the rate of \$2.00 per passenger each way. On-demand service must be in the same designated zone. For example, if you are picked up within the Beaches zone, you must be dropped off within the Beaches zone.

Boat/Marine

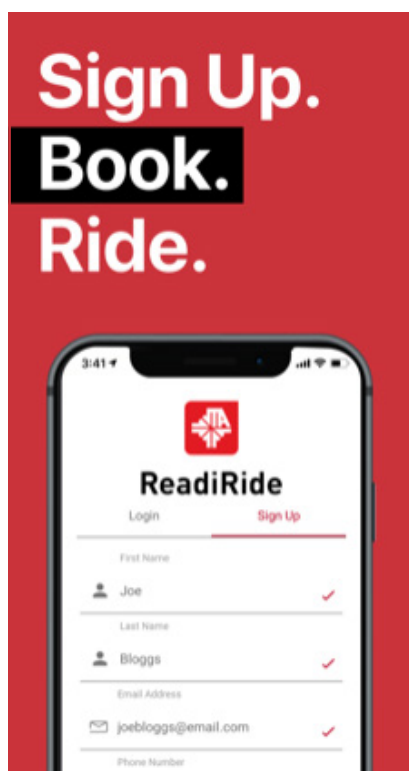
There are no boat routes within the City of Neptune Beach. The closest port is JaxPort located approximately 20 miles to the northwest of the City. Residents may traverse the St. Johns River by way of the St. Johns River Ferry proximal to the Mayport Route bus connection on Atlantic Boulevard and Royal Palms Drive. There also do not appear to be any docks or public boat ramps within the City.

Airport

The closest airport to the City of Neptune Beach is the Jacksonville Executive at Craig Airport (CRG), located in the City of Jacksonville. The airport is accessible by way of the Atlantic bus route, which includes a stop at Atlantic Boulevard and St. Johns Bluff Road.

LOCAL CONNECTIVITY

There are a variety of local connections available to Neptune Beach residents, including paratransit service, local school bus stops, seasonal



MyJTA App “ReadiRide” Service

buses and trolleys, bike paths, and shared use trails.

JTA Paratransit Service: The Jacksonville Transit Authority’s Connexion and Connexion Plus services constitute paratransit options for Neptune Beach residents. JTA describes the beneficiaries of Connexion and Connexion Plus as “people with disabilities who are functionally unable to use fixed-route services for some or all of their transportation needs, and for people who are transportation disadvantaged (TD).” The cost of Connexion ranges from \$3.00 (American with Disabilities Act) or \$3.50 (Transportation Disadvantaged) or \$6.00 for out-of-county TD fare for authorized medical trips. In addition to offering an alternative to fixed-route transit, residents may also take advantage of travel training for individuals using fixed-route transit who are eligible for ADA transit. The Connexion Plus service provides an enhanced (private, same-day, door-to-door) service option for a marginal increase in price (\$6.00 per passenger).

Local School Bus: The walk/bikeshed of Neptune Beach, based on local schools, saturates the entirety of the City of Neptune Beach, necessitating extensive walking and biking connections throughout the city boundaries. The public schools existing within the City are listed below:

- Neptune Beach Elementary School #246
- Duncan U. Fletcher High School #223
- Duncan U. Fletcher Middle School #63
- San Pablo Elementary School #80

Seasonal Buses & Trolley: Following the discontinuation of the Beaches Trolley circulator, the Jacksonville Transit Authority (JTA) partnered with Beach Buggy to provide transportation to residents and visitors of Neptune Beach. Beach Buggy provides free rides and recommendations to residents and visitors of Neptune Beach and other contiguous east coast municipalities including Jax Beach, and Atlantic Beach. The vehicle offerings are environmentally friendly, zero-emission, long-range, and 8-10 seater electric carts and 14-passenger vans.

Bicycle Trails: Currently, the City of Neptune Beach’s trails include the East Coast Greenway along Florida Boulevard, with multiuse paths lining 1st Street. These paths serve as a nexus to regional cycling infrastructure.

Future improvements are guided by several regional plans. In September of 2017, the City of Jacksonville published Pedestrian and Bicycle Master Plan. This plan incorporated improvements identified in the 2016 report by the North Florida Transportation Planning Organization titled, “Downtown to Beaches Bike-Ped Connectivity Study” and accompanying “Duval County Beaches Bicycle and Pedestrian Focus Area Study. In 2018, the TPO published the *Northeast Florida Regional Multi-Use Trail Master Plan*.



Beaches Buggy Car



Beaches Buggy Service Area

02: EXISTING CONDITIONS & KEY ISSUES

Transportation Snapshot



People Riding Along a Newly Completed Segment of the East Coast Greenway on Florida Boulevard



Two Bicyclists Riding on 1st Street, Crossing into the Town Center



Atlantic Boulevard by Pine Street

For Neptune Beach, the focal planning areas within the regional bicycle network include:

- The TPO's Downtown to Beaches regional plan
- The TPO's Atlantic/ Neptune Path. This 8.2 mile trail through City of Atlantic Beach and City of Neptune Beach connects the East Coast Greenway network along Mayport Road, Sherry Drive, Plaza, and Jarboe Park
- Multi-Use Paths along Penman Road from the northern to the southern extent of the City, Indian Woods and forest Marsh Drive, Kings Road, Seagate Avenue, and 5th Street
- FDOT investment in crossing safety measures (e.g. Pedestrian Hybrid Beacons)

Pedestrian Trails: In addition to the multi-use paths, pedestrian connections are proposed along A1A to reduce long-standing traffic safety hazards along the corridor. Maps included in the "Duval County Beaches Bicycle and Pedestrian Focus Area Study" provide some insight into existing sidewalk infrastructure. Of note is the dearth of sidewalk connections to the west of the city, and the limitations of existing sidewalks. For example, sidewalks may only be available to pedestrians on one side of a street or sidewalks may only be available on one side of the street. Since the city is only a total of 2.5 square miles pedestrian connectivity should be prioritized.

STREETS & VEHICULAR CONNECTIVITY

Like many American cities located outside a large urban center, Neptune Beach residents primarily commute to a regional employment center in single occupancy automobiles. According to the 2017 Census Data American Community Survey update, 84.8% of workers in Neptune Beach drove alone, followed by 7.41% who worked at home, and 2.73% of those who Carpooled. In accord with many residents having to drive, car ownership in Neptune Beach is very high; only 1% (44 people) reported not have access to a personal automobile. 40% of households reported having three or more cars.

Major Thoroughfares

State Road A1A is a major four-lane roadway that passes through the City. On the north side of the City, for approximately 1.3 miles, it is called Atlantic Boulevard. Then it makes a 90 degree turn to go south. It is then called 3rd Street paralleling the ocean shoreline for approximately 1.2 miles. From there, A1A Atlantic Boulevard continues west as State Road 10 over the Intracoastal Waterway towards Jacksonville. AIA branches off Atlantic Boulevard north as Mayport Road and continues south as Florida Boulevard.

According to FDOT District 2 *2010 Census Functional Classification*, the

functional classifications of roadways in Neptune Beach, by the North Florida Transportation Planning Agency, are:

- Atlantic Boulevard (A1A): Major Collector
- 3rd Street (A1A): Principal Arterial
- Seagate Avenue (20th Ave): Major Collector
- Penman Road: Minor Arterial

Even more significant than FDOT’s functional classification of roadways, is its newer system of context classifications. This new system is used to plan and design state facilities in greater harmony with the surrounding land use characteristics. The context classification assigned to a roadway determines key design elements, including speed, lane width, street tree placement, on- and street parking, among other things. The classification system includes:

- C1 - Natural
- C2 - Rural
- C2T - Rural Town
- C3R - Suburban Residential
- C3C - Suburban Commercial
- C4 - Urban General
- C5 - Urban Center
- C6 Urban Core

The FDOT’s current context classification map for Neptune Beach assigns Atlantic Boulevard west of Seminole Road as C3C and Atlantic Boulevard from Seminole Road to 3rd Street, as well as all of 3rd Street, as C4.

The traffic counts and level of service for Neptune Beach’s primary roadways are included in the table below.



Young Bicyclist Trying to Cross Atlantic Boulevard on 3rd Street

Road	Link	AADT Traffic Count ¹	LOS AADT Capacity ²
Atlantic Boulevard	ICW to Mayport Road	51,500	33,800 (LOS D)
	Mayport Road to Penman Road	38,500	33,800 (LOS D)
	Penman Road to 3rd Street	25,000	33,800 (LOS D)
3rd Street/A1A	Atlantic Boulevard to Florida Boulevard	25,500	33,800 (LOS D)
	Florida Boulevard to 15th Avenue	29,000	33,800 (LOS D)
Florida Boulevard	3rd Street to Atlantic Boulevard	18,000	17,160 (LOS E)
Penman Road	Seagate Avenue to Florida Boulevard	18,000	17,160 (LOS E)
	Florida Boulevard to Atlantic Boulevard	5,900	17,160 (LOS E)
Seagate Avenue	3rd Street to Penman Road	4,700	17,160 (LOS E)

Figure 2.10: Neptune Beach Traffic Counts

IMPACTS OF COVID-19 GLOBAL PANDEMIC

As 2020 moved into March, the United States was affected by a global novel coronavirus pandemic moving around the world. The COVID-19 coronavirus caused most of the United States to implement quarantines and lockdown procedures to limit the spread of the virus. The State of Florida initiated a lockdown on March 5 and began “Phase 1” of reopening on May 4. A recent controversy developed as Jacksonville opened its beaches, including Neptune Beach, amid criticism that it was too soon. Projections as of June 18, 2020 show Duval county with 2,309 total cases and a 3.1% positive test rating. This is lower than the state positive test rating of 5.7% which has been higher than around 2% on May 1.¹

Since the pandemic hit the U.S., the national GDP and unemployment rates have taken a significant hit. According to Deloitte Insights, GDP is forecasted to decline 17% in the first two quarters of 2020 with a strong recovery predicted for mid-2021.²

The decline in U.S. GDP is reflected in the impact to businesses. According to Moody’s Analytics, most delinquencies are focused on retail and hotel loans while industrial uses seem to be largely unaffected. This means that retail and hospitality businesses in Neptune Beach may benefit from a focused assistance effort from the city.

As businesses have seen a decline, employment has also been affected in Florida. Latest data from the Florida Department of Economic Opportunity has shown that the Unemployment Rate for April of 2020 was at 12.9% compared to the national rate of 14.7%.³ As fewer people have income, less is being spent on goods and services. This may also affect homeowners

associations by increasing the number of delinquencies on dues, leading to maintenance issues, higher fees, and decreasing affordability.

Throughout the pandemic, certain trends have also emerged, such as an uptick in delivery services being used for items such as food, groceries, and home goods. Neptune Beach will need to consider how to accommodate these delivery options using its existing infrastructure and manage this growing industry as an employment opportunity and source of income for the city. Additionally, restaurants will be requiring more space for outdoor seating during the first phases of reopening. Some cities have been creative in reusing public space such as streets and parks to accommodate the additional space needed for restaurants and recreation, while still adhering to social distancing requirements. Having procedures in place will facilitate future adaptations, if necessary.

As Neptune Beach continues to reopen following on the Governor’s plan, it is important to note that residents will approach this differently based on their comfort level. This means that it will still take time for local businesses to bounce back. As a result, the city will likely need to continue support services for residents and businesses over the next year.



1 Florida’s COVID-19 Data and Surveillance Dashboard; <https://experience.arcgis.com/experience/96dd742462124fa0b38dded b9b25e429>

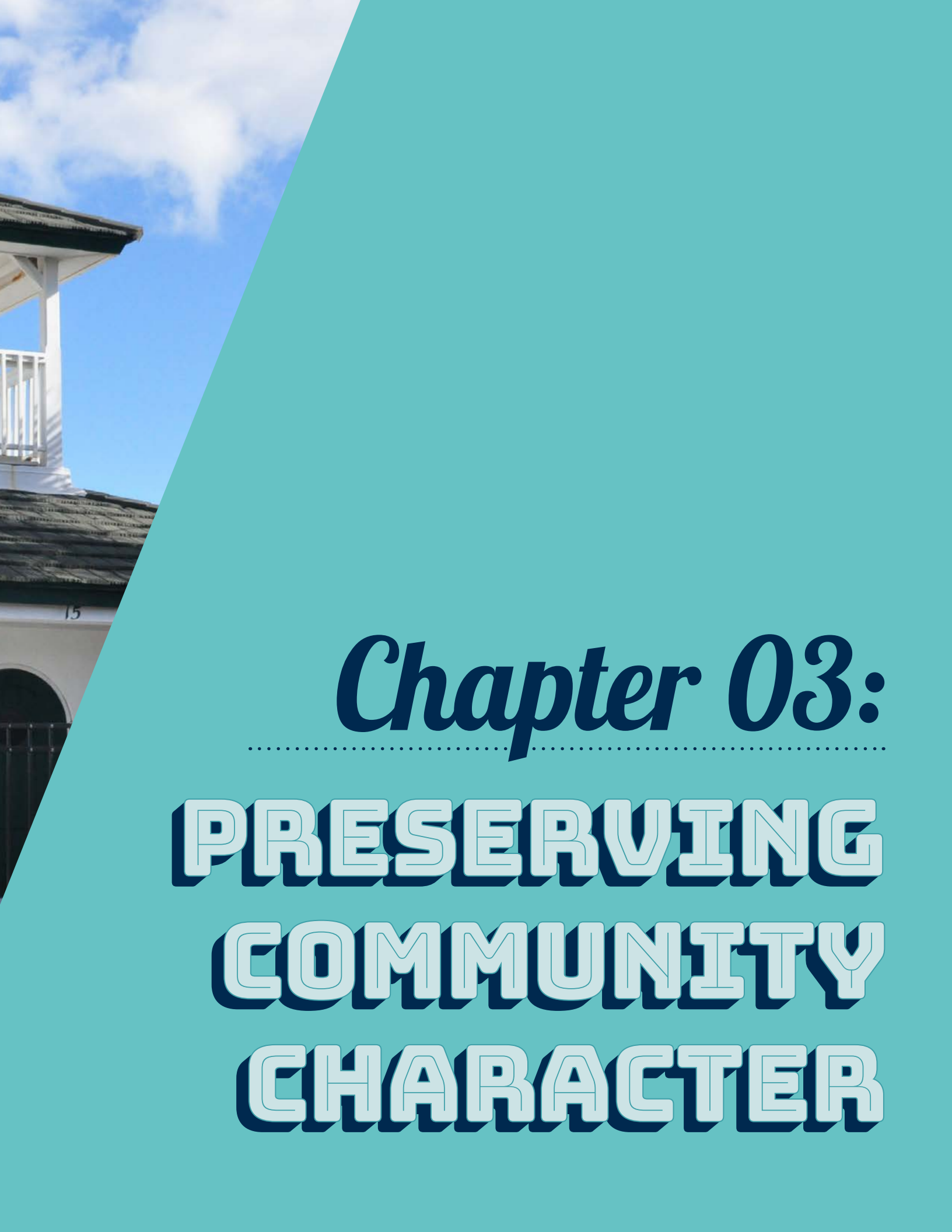
2 *United States Economic Forecast, 2nd Quarter 2020*; Deloitte Insights, June 15, 2020; Dr. Daniel Bachman

3 *Unemployment Rate Seasonally Adjusted January 1976 to April 2020*; http://lmsresources.labormarketinfo.com/charts/unemployment_rate.html

SUMMARY OF KEY ISSUES AND OPPORTUNITIES

ISSUES, CONCERNS & THREATS	OPPORTUNITIES & RECOMMENDATIONS
<ul style="list-style-type: none"> • Lack of safe dedicated places to walk, ride a bike, and skateboard • High-speed streets and oversized intersections that make it difficult to for people to cross safely and restrict access for some neighborhoods to community assets like Jarboe Park, the Beaches Town Center, and the beach • Lack of parks and open spaces to host community events, kid-friendly programming, and other recreational activities • Fears that if and when new mobility technologies, including electric scooters and shared electric mopeds, come to Neptune Beach, they may make it less safe to walk and bike • Concerns about the demand and supply of visitor parking and how this takes up spaces that would otherwise be used by locals going to the BTC or parking in front of their homes • Impact of the COVID-19 pandemic on commercial real-estate development, local businesses, and the economy as a whole • Concerns that allowing multi-family residential in commercial redevelopment areas will create more traffic and negatively impact the surrounding areas • Concerns that extending the Beaches Town Center will attract too many visitors and add harmful competition to existing small businesses • Need to revitalize the commercial center on Florida and Atlantic Boulevard, including improving the streets and infrastructure there • Threat of sea level rise and more frequent storms • Concerns about the cost of adapting homes and infrastructure to sea level rise, and what this means for individual property owners 	<ul style="list-style-type: none"> • Creating a truly car optional community where people living in Neptune Beach can travel within the City without depending on their cars • Constructing new public spaces to host community events and recreational activities, both as a part of future redevelopment and by redesigning existing rights-of way • Improving the health and quality of life of residents by updating Jarboe Park, creating a network of nature trails throughout the city, and by investing in marsh access and related recreational amenities like kayaking and fishing • Preparing for future mobility technologies to ensure safer outcomes and leveraging the City of Jacksonville and JTA’s cutting-edge autonomous vehicle pilot programs, to implement clean future transit options for the Beaches communities • Using commercial redevelopment as a way to improve walkability, add new needed open spaces, increase property values, support more local businesses, and to potentially build a new city parking garage • Revitalizing and improving the commercial center at Florida and Atlantic Boulevard, allowing for new mixed-uses that attract artists, makers, young families, and budding entrepreneurs to the area • Adopting sustainability programs that reduce Neptune Beach’s carbon footprint and protect its natural habitats • Investing in updated stormwater infrastructure, as well as a vulnerability assessment and adaptation plan to help the city prepare for future climate-related threats





Chapter 03:

PRESERVING COMMUNITY CHARACTER

03: PRESERVING COMMUNITY CHARACTER

Growth & Change Over Time

GROWTH & CHANGE THROUGH TIME

The physical form of Neptune Beach has shifted gradually through the years, though its laid-back and eclectic charm has always been a key ingredient to its identity as the region's friendliest beachside hometown. Despite multiple efforts from the 1880s to 1930s by early investors and founders to transform Neptune Beach into a premier resort town, the city remained a quiet cluster of beach cottages. Even after the establishment of a few commercial businesses along 1st Street, like the iconic Pete's Bar, and a small housing boom in the 1930s and 1940s, the City still remained a predominantly residential community; quite a contrast to the bustling entertainment district and boardwalks of Jacksonville Beach and the posh resorts of Atlantic Beach. What began as a place to buy a summer cottage for Jacksonville's upper-middle class would eventually evolve into a permanent community of locals responding to the call of a year-round beachfront lifestyle.

The compact street and block network of the older parts of town east of 3rd Street and 5th Street would also evolve over time. In the 1950s and 1960s motels and strip commercial buildings began popping up along Atlantic Boulevard, together with new homes between Penman Road and 3rd Street, as well as along Forest Avenue and Florida Boulevard. While these homes were often built on larger lots than the beach cottages of early Neptune Beach, they were still platted with a more traditional and interconnected street network. From the 1970s through the 1990s, the city began to complete its westward growth



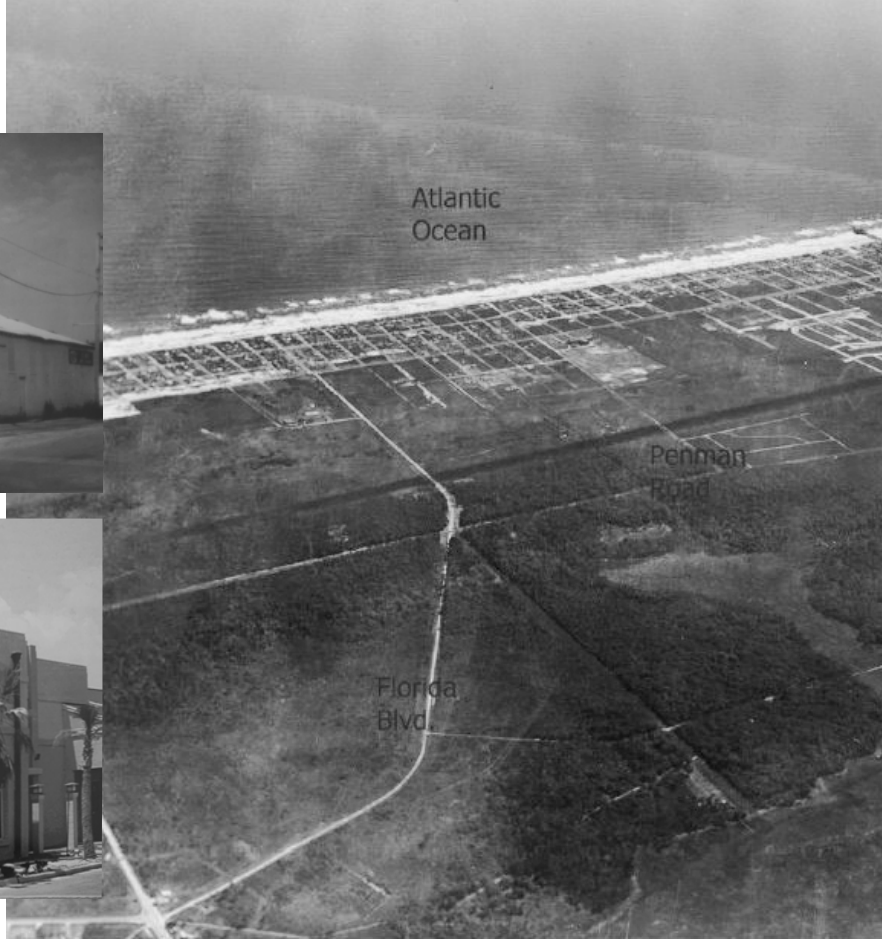
Peter Jensen in front of Jensen's Market, 1920s; Source: *The Florida Times-Union*, *Jacksonville.com* [Newspaper Archives], <https://www.jacksonville.com/photogallery/LK/20191125/PHOTOALLERY/112509991/PH/1>



Commercial buildings on 1st Street and Atlantic, post WWII; Source: http://www.historicaltextarchive.com/sections_action_read_artid_447.html



Adaptive Reuse of 200 First Street: Before & After



with the addition of several new suburban housing communities, such as Secluded Woods, Summer Sands, and Neptune by the Sea. Unlike previous residential developments, these subdivisions are characterized by suburban growth patterns, including disconnected and branch-like street clusters, deeper building setbacks, and larger, non-rectilinear blocks.

Aerial view of Neptune Beach, 1946; Source: Mabry, Donald "Arthur G. Penman: Real Estate Baron & Fisherman", courtesy: Penman Collection, Beaches Museum.

Today, development covers a large portion of the City. The Beaches Town Center, which began as a small grouping of commercial buildings in the 1940s and 1950s and was later revitalized in the 1990s with the creation of the Beach Town Center Agency, has become an authentic and inviting place to eat, drink, and shop. On the other hand, the current fate of some of the city's large commercial properties along Atlantic Boulevard and 3rd Street have become a big topic of discussion. With the failed Kmart site at 500 Atlantic, the closing of the Lucky's market adjacent to it, and a few other struggling strip commercial strip centers, it is time for the community to envision what comes next in the City's evolution.

This planning process marks the City's first true investment in community planning. Up until this point, growth management in Neptune Beach has been a largely passive and occasionally reactionary activity, rather than the proactive, inclusive, and transparent process currently underway. While several key members of the community have worked hard to improve the city since it was first incorporated in 1931, it's been mentioned that much of what Neptune Beach is today is pure happenstance. This planning process puts the pen in the community's hand, so that Neptune Beach can be fully prepared to manage the next 20 to 30 years of change.

03: PRESERVING COMMUNITY CHARACTER

Preserving History

A BRIEF HISTORY

What is presently known as the City of Neptune Beach was originally part of Jacksonville, Florida. In 1900, Jacksonville’s population was 28,429, making it the largest city in Florida. The City of Neptune Beach got its name from a train station where the present day One Ocean Hotel is located. The railway, owned at that time by Henry M. Flagler, was part of the Florida East Railway System and had stops between Jacksonville and Mayport. Everyday, as part of his commute to work in Jacksonville, Dan Wheeler would have to walk to the Mayport station. He was informed by a friend who worked for the railroad that if he were to construct a station, the train would have to stop for him. In 1922, when Dan Wheeler built a train station next to his home and named it Neptune.

Little growth came to the area, which at the time was still part of Jacksonville Beach. By 1924, there were only 29 cottages and, 7 years later in 1931, there were approximately 70 cottages. These beach cottages

were summer residences owned largely by Jacksonville residents as second homes.

It was not until 1931 when, due to a special tax levy revolt, residents of Neptune voted 113 to 31 to secede from Jacksonville Beach. The movement was fueled by resistance to Jacksonville Beach’s pressure for consolidation and a desire for improved civic services. The first mayor of the City of Neptune Beach was O. O. McCollum. The city council and government met in Wheeler’s old train station until a new town hall was completed in 1935.

At the time city leaders and investors set out to create a city by the sea calling it a “resort town.” They planned a business district to which they were prepared to welcome everything from ferris wheels to bakeries. Despite these efforts, the city remained a predominantly residential community. Today, Neptune residents appreciate the neighborly character and laid-back beach lifestyle.

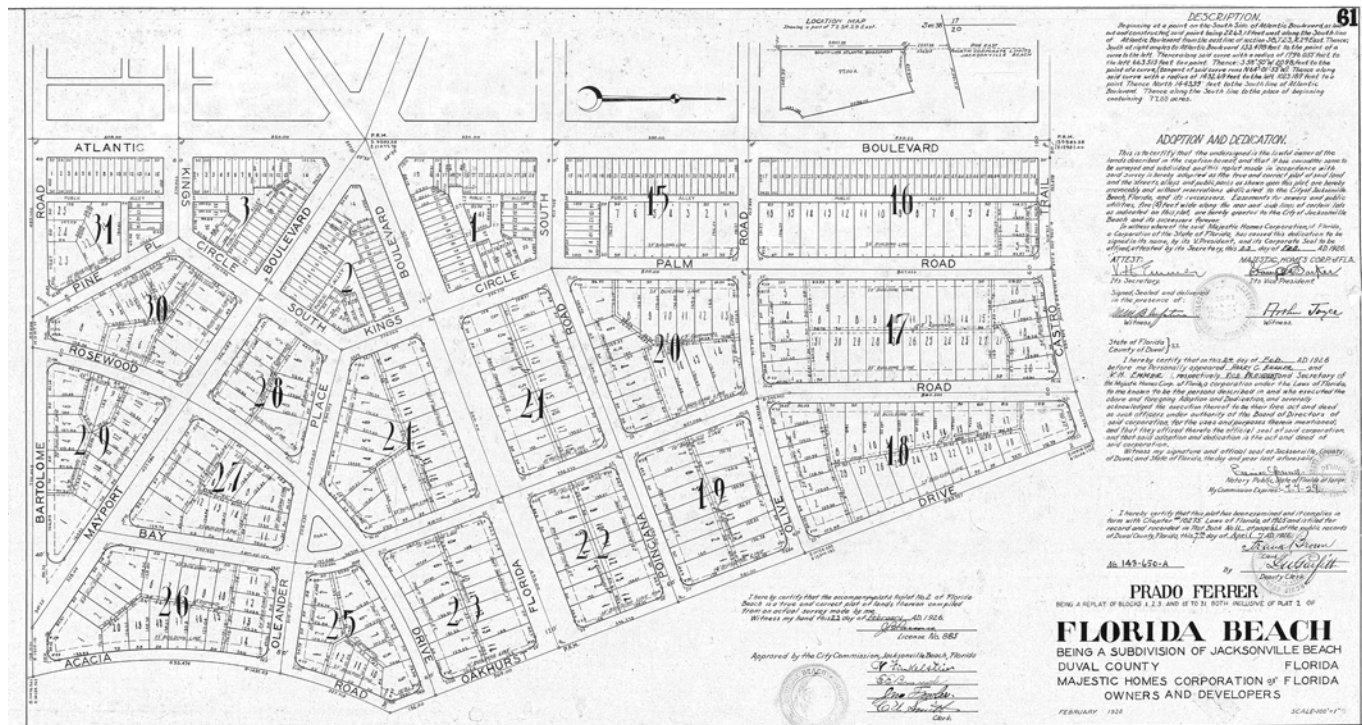


Figure 3.1: Planned Historic Plat 1926

HISTORIC PRESERVATION

Future Cultural and Historic Landmarks

Although Neptune Beach is a relatively new city it has many historical assets that contribute to the culture of the city. These assets can be preserved and protected from new development and land use policy changes by becoming a landmark.



Figure 3.2: Pete's Bar



Figure 3.3: Lifeguard Station

A landmark is a site and/or building that has a historical, aesthetic, or cultural importance to the city and it is required to be preserved. In an attempt to preserve history and the culture of Neptune Beach, the City should nominate the following sites to the National Historic Landmarks Program.

- Pete's Bar on 1st Street has been a city staple and family owned since 1933.
- Lifeguard Station
- Original City Hall is located in Jarboe Park and was restored in 1976 with help from local Boy Scouts.



Figure 3.4: City Hall at Jarboe Park

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Crooks, James B. "Changing Face of Jacksonville, Florida: 1900-1910." *The Florida Historical Quarterly*, vol. 62, no. 4, 1984, pp. 439-463. JSTOR, www.jstor.org/stable/30146594. Accessed 25 June 2020.

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03: PRESERVING COMMUNITY CHARACTER

Community Development Tools

COMMUNITY PRIORITIES

Throughout the planning process the most often cited response to what the future vision for Neptune Beach should be was: "a family-friendly, walkable and residential beach town." Citizens expressed a desire for the community, in the future, to have beautiful streets and safer places to walk and bike. Similarly, the most often cited concern regarding the vision plan was the potential traffic and environmental impacts of commercial redevelopment and how these might change the quaint character of the City.

COMMUNITY INSPIRED MISSION STATEMENT

Based on hundreds of public comments received during the vision plan process, a series of five vision statements were created to guide the future of the City. These statements, which will be elaborated as individual chapters, are described below as:

"In the future, Neptune Beach will _____"

1. *Be connected from the Intracoastal to the ocean, and to the surrounding beaches communities, by a network of safe and comfortable places to walk, ride a bike, skateboard, and drive.*

2. *Have even more vibrant places for the community to gather and celebrate, in addition to easily accessible parks and recreational amenities that allow residents to connect with nature and lead healthy lifestyles.*
3. *Provide safe and innovative transportation options to reduce car trips in town.*
4. *Continue to protect the natural environments that make it so special, while adapting infrastructure, regulations, and procedures to better address changing social, economic, and climate-related realities.*

WHAT IS YOUR #1 HAPPY PLACE IN NEPTUNE BEACH?
 Results based on 245 responses to the Citywide Input Survey (April 2020)



Figure 3.5: #1 Happy Place - Citywide Input Survey Responses

DEVELOPMENT TOOLS TO HELP GUARANTEE BETTER OUTCOMES

The previous few pages covered a brief history of growth and change in Neptune Beach, as well as the fear that the community has regarding how commercial redevelopment might change the long-standing character of the City. This section outlines specific strategies relating to land use and urban form that can help ensure that growth in Neptune Beach is well-managed, predictable, and that it enhances the local character. These tools include land development regulations like form-based codes and architectural standards, as well as historic preservation strategies.

Tools that Neptune Beach could utilize to encourage good development include:

Adopt a Form-Based Code

Focusing on the shape that a building takes and the types of public spaces that it creates rather than just the uses of a building can bring more control to what development looks like in Neptune Beach.

Establish Architectural Standards

A form-based code (FBC) can incorporate architectural standards to codify what a community wants to see as land is developed. This helps reduce the guesswork that a developer needs to do and points development in a direction in which the community is happy.

Adopt Incremental Development Policies

One way to help maintain the small-town feel of Neptune Beach is to encourage development that is similar in size to what was historically achieved. Historic photos reveal that buildings were typically under three stories in height and that development rarely took up an entire block. Encouraging incremental development can help preserve this heritage. It also empowers small local residents and firms to develop the land who are generally more comfortable taking on smaller projects, thus employing more local people, and keeping more of the money in town. Methods to incentivize this

type of development are expedited approvals and permitting, pre-approved building types, flexible permitting schedules, and financial assistance.

Designate Landmarks and Consider Investing in a Survey of Contributing Historic Buildings

While the community has not listed formal historic preservation measures, they have emphasized the desire to preserve the overall character of the city. Part of preserving this beachy and eclectic feel is protecting the buildings that make Neptune Beach so special. A simple way to accomplish this is to designate local landmarks for buildings of cultural and historic significance. Neptune Beach does have a number of historic beach homes built from the 1920s through the 1940s that could qualify for a local register. If the preservation of these homes is desired, the City can conduct a formal survey of contributing structures and establish a local register of historic buildings that would give them stronger anti-demolition regulations than is typically possible with structures listed only on the National Register or on the Florida Master Site File.

Managing Parking Supply & Demand

The eclectic cottage homes and multiplexes found in the older parts of town by the beach are a key ingredient to Neptune Beach's diverse and eclectic charm. Over time, however, bad behavior from some property owners and tenants, as well as a limited capacity for code enforcement, has led to many complaints around parking in these same areas. Updated parking standards and residential parking programs can be implemented to help reduce these issues, while still preserving these unique "missing middle" homes.

03: PRESERVING COMMUNITY CHARACTER

Smart Growth Strategies





IMPLEMENT SMART GROWTH STRATEGIES

To provide a clear guide to the form, direction, and timing of future growth, this Vision Plan contains two separate but related components. The first is the Opportunity Sites Map, Figure 3.2. This map indicates areas where redevelopment is most likely to occur in the near and long term. These are the areas where the City's zoning and land development regulations should be carefully examined to ensure better outcomes as properties redevelop. The remaining areas are largely stable, though public investments in infrastructure and complete streets should still be prioritized in these neighborhoods.

The second component is a base map that defines distinct "Future Character Areas" for

all of Neptune Beach. This Future Character Areas Map, Figure 3.3, defines six types of character areas that reflect the desired type and form of development in each part of the City. In addition to these base character areas, this map identifies the locations of neighborhood centers and crossroads as well as a campus overlay that defines key districts with unique characteristics that differentiate them from surrounding development patterns.

These are not zoning maps, but are intended to guide local decisions concerning zoning, the subdivision of land, infrastructure investment, and the provision of services.

GUIDE TO IMPLEMENTING A FORM-BASED CODE

WHAT IS A FORM-BASED CODE (FBC)?

A form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form as the organizing principle of the code. Form-based codes address the relationship between building facades and public spaces, including streets and parks, the form and mass of buildings in relation to one another, and the scale and type of streets and blocks.

A form-based code uses a regulating plan to designate transect zones, each with varying urban characteristics, calibrated to fit with the envisioned future context. Each transect zone is defined by particular characteristics that correspond with building placement, building form, and frontage standards, all of which influence the level of walkability and vibrancy in a particular place.

FRAMEWORK FOR A FORM-BASED CODE

The Future Character Area Map (Figure 3.3) establishes a framework in which to develop a form-based code (FBC). The desired type and form of development in each part of the City, as defined by the Future Character Areas Map, corresponds with the intent of an FBC to use physical form instead of land use as the primary regulating tool. The Future Character Areas are more general in description and broader in coverage than an individual FBC transect zone, though each Character Area corresponds with at least one typical transect zone.

An FBC can translate the intent of the comprehensive plan into zoning law. Because each character area is defined by the physical characteristics of the development within it, a form-based code is the natural land development regulation to implement the ideals of the comprehensive plan.

03: PRESERVING COMMUNITY CHARACTER

Opportunity Sites

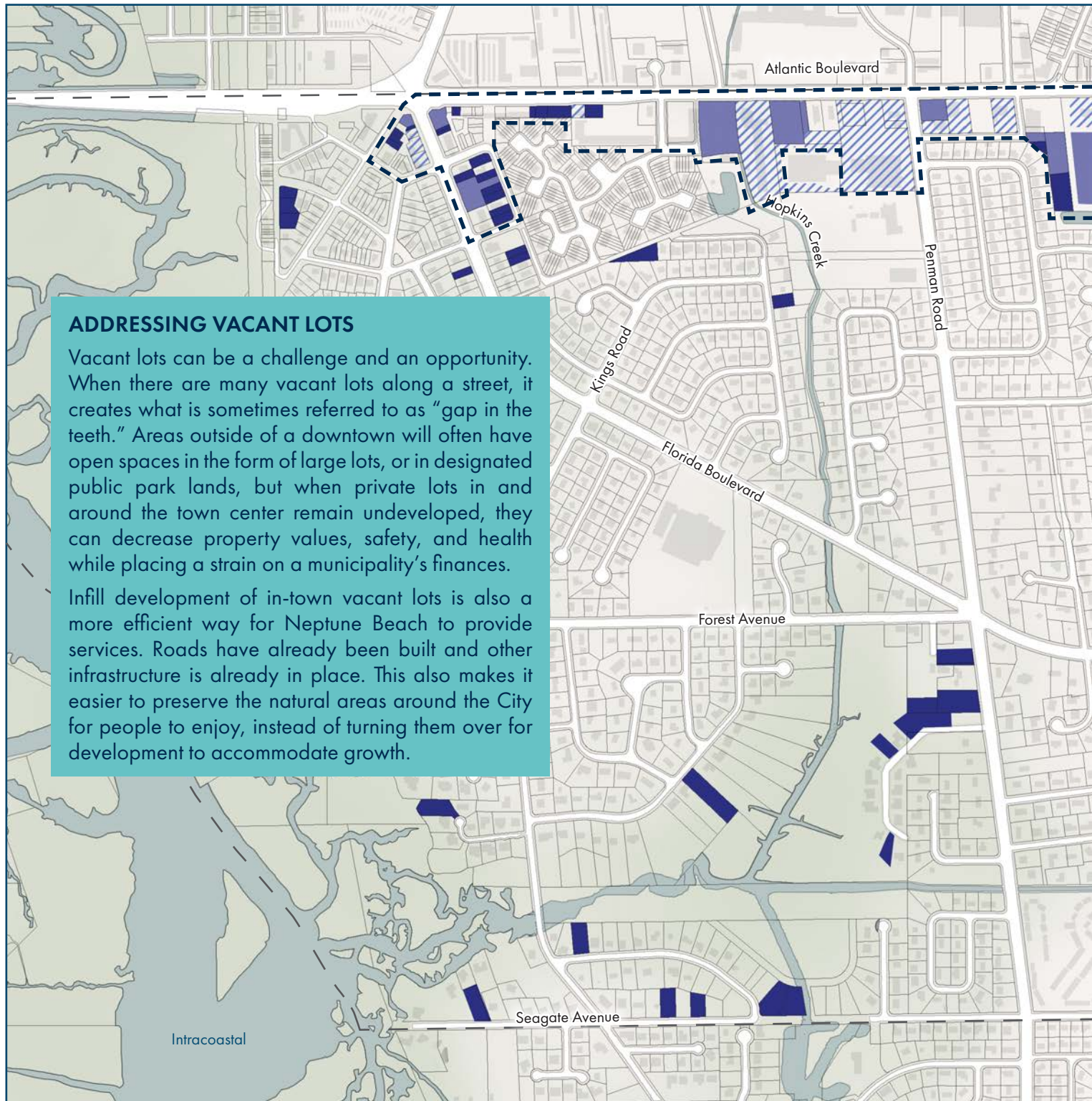
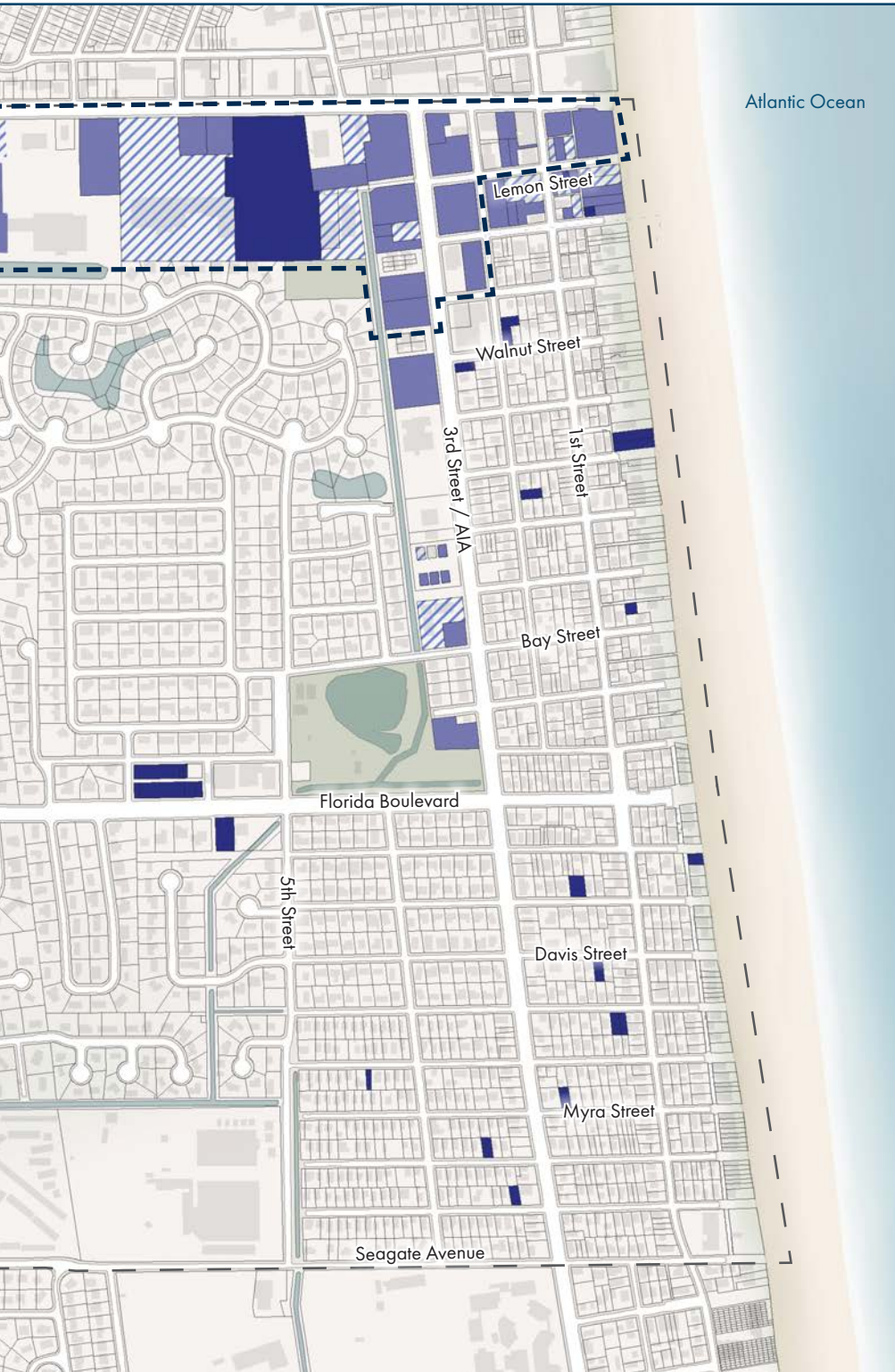


Figure 3.6: Opportunity Sites Map



FOCUSING ON STRATEGIC INFILL & REDEVELOPMENT

This Master Plan will focus its urban design and land use recommendations on a few key areas throughout the City of Neptune Beach. These areas present the biggest opportunities for growth and change that will help the City to reach its goals of embracing walking and biking, creating an even more vibrant town center, providing residents west of Penman Road with nearby places to gather, eat, and building more beautiful and inviting public spaces.

This map identifies redevelopment opportunity sites selected based on the following criteria:

- Existing Property Use: Vacant
or
- Land Use: Commercial, and
- Land Improvement Ratio < 1

Improvement ratios are a useful measure to reveal parcels that are under-utilized. It is calculated by dividing the value of improvements on a property by the value of the land itself. The lower the ratio, the more likely a property is to be redeveloped.

MAP LEGEND

- Key Redevelopment Focus Area
- Redevelopment Opportunity Sites**
- Vacant Parcels
- Improvement to Land Value Ratio ≤ 0.5
- Improvement to Land Value Ratio between 0.5 - 1.0
- Building Footprints
- Existing Parks & Green Spaces
- City Boundary

03: PRESERVING COMMUNITY CHARACTER

Future Character Areas

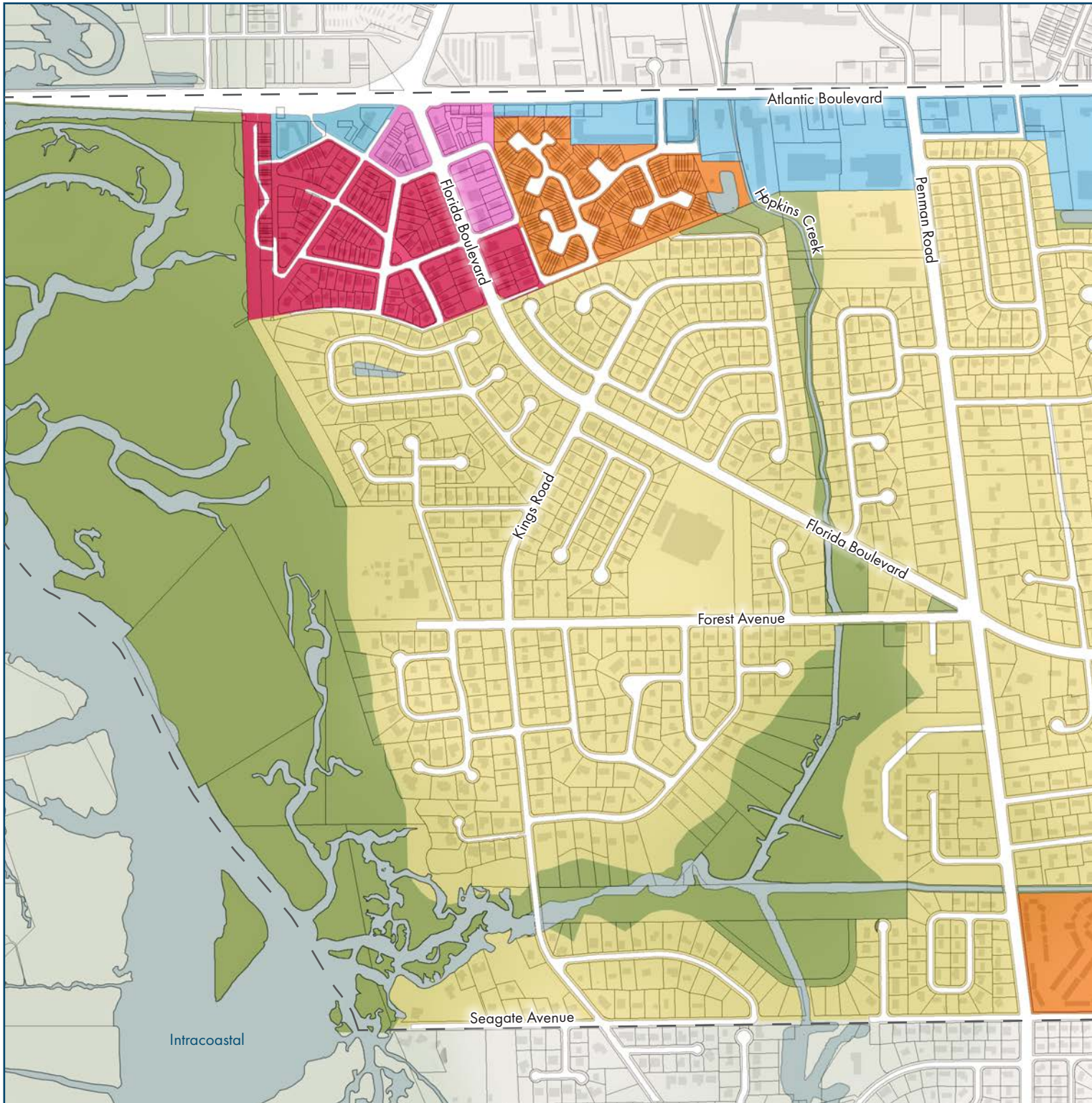
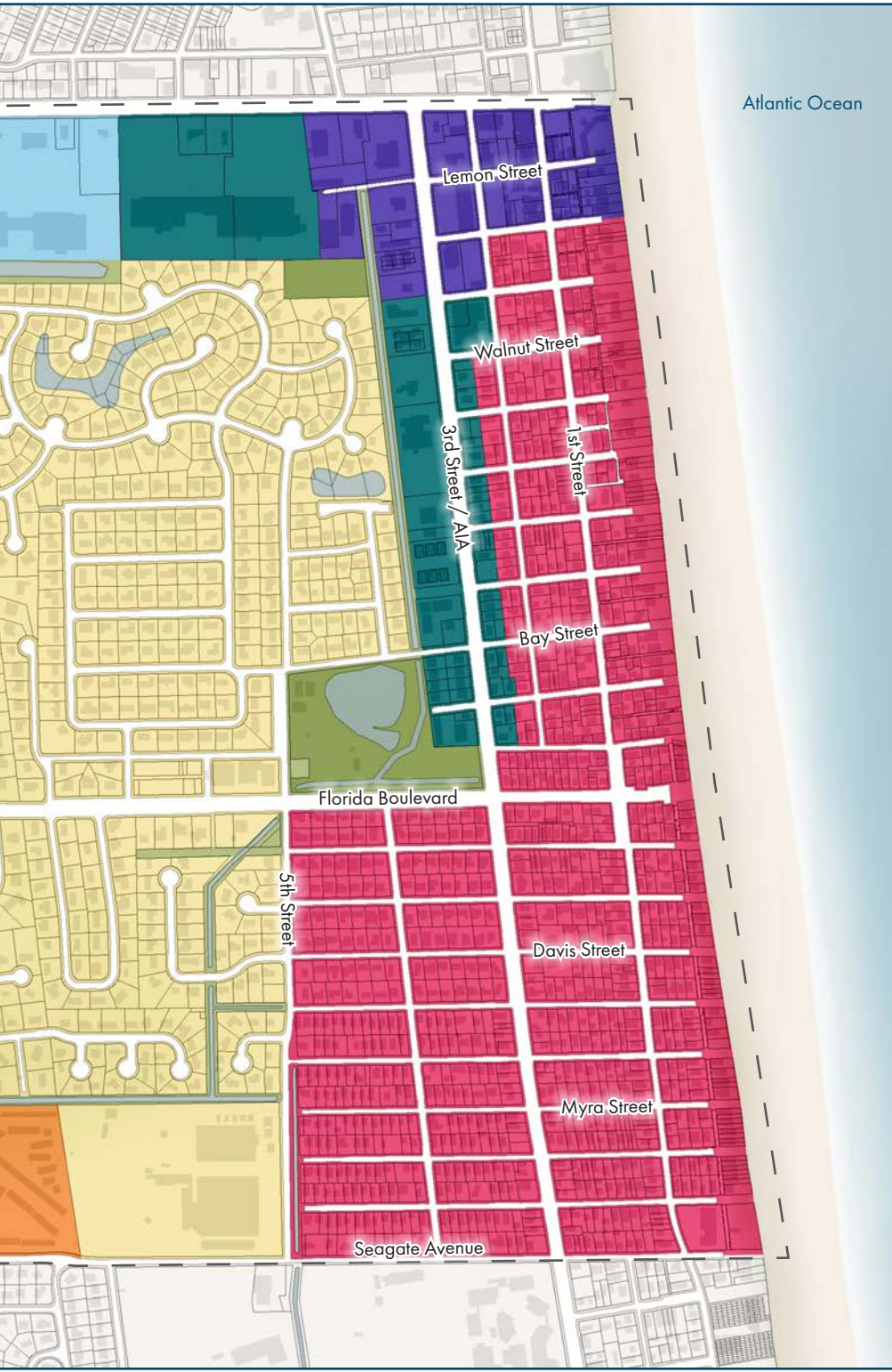


Figure 3.7: Future Character Areas Map



PROPOSED CHARACTER AREAS

The Future Character Areas Map categorizes the City into eight Character Area types, largely based on existing development patterns and logical extensions into the future. The purpose of this Map is to guide future development to help ensure that it is compatible with existing development and the City’s vision. The areas have been defined such that they can be further subdivided into more specific place types and transects.

MAP LEGEND

- Town Center
- Neighborhood Center
- Traditional Neighborhood
- Walkable Commercial Corridor
- Flex Commercial Corridor
- Suburban Residential I
- Suburban Residential II
- Natural/Open Space
- City Boundary

03: PRESERVING COMMUNITY CHARACTER

Future Character Areas

← Less Intense

	NATURAL / OPEN SPACE	SUBURBAN NEIGHBORHOOD I	SUBURBAN NEIGHBORHOOD II	TRADITIONAL NEIGHBORHOOD
				
INTENT STATEMENT	The Natural Future Character Area consists of protected land that is, for the most part, in a natural and unimproved state, though it can also include public parks and recreation areas. City regulations and policy decisions should help keep these lands in their natural state for drainage, natural habitat, and scenic protection. Hiking and biking may occur in this area. This area also features protected waterfront and wetland areas.	The Suburban Neighborhood I areas are generally the more recently developed portions of Neptune Beach. The design of these neighborhoods necessitates the use of automobiles as individual buildings are spread farther apart with few pedestrian facilities. These neighborhoods are defined by single-family houses and low-rise isolated apartments. Office, retail, and mixed-use buildings can be built at key intersections, at neighborhood centers, and along the main corridors. Civic buildings should respect the character of a primarily residential neighborhood, but can also be used as landmarks.	The Suburban Neighborhood II areas are very similar to Suburban Neighborhood I, with the primary difference being the intensity of the buildings. While Area I predominately features single-family detached homes, Area II features mostly multi-level condo and apartment homes. This area also necessitates the use of automobiles, though investments in landscaping and shade trees, along with new bicycle infrastructure, will increasingly make these areas more pedestrian and bicycle-friendly. Limited office, retail, and mixed-use buildings can be built at key intersections, and neighborhood centers.	These neighborhoods are typically older and primarily residential. They are defined by a unique mix of single-family and multi-family housing types such as duplexes, which are designed to blend cohesively with smaller single-family homes. Some commercial and civic uses are mixed in, particularly in neighborhood gateways or nodes or in special overlay districts where conditions are slightly denser. Thoughtfully designed small office, retail, and mixed-use buildings can be built at key intersections and along main corridors to provide neighborhood amenities.
BUILDING FORM	Lot Width Large	Lot Width Narrow-to-Medium	Lot Width Medium-to-Large	Lot Width Narrow-to-Medium
	Footprint NA	Footprint Small-to-Medium	Footprint Medium-to-Large	Footprint Small-to-Medium
	Front / Side Setback NA	Front / Side Setback 12 Feet Minimum	Front / Side Setback 20 Feet Minimum	Front / Side Setback 0-20 Feet
	Height 1 story (landscape elements)	Height 1-2 stories	Intensity 1-2 stories	Intensity Compact, 1-2 stories
	Frontages NA	Frontages Dooryard, Porch, Terrace, Forecourt	Frontages Porch, Terrace, Forecourt	Frontages Dooryard, Stoop, Porch, Shopfront, Gallery, Arcade
	Ground Floor NA	Ground Floor Elevated	Ground Floor Elevated	Ground Floor Elevated (Residential); Flush with Sidewalk (Non-Res)
USES	Parks, playgrounds, agricultural, and nature preserve/environmental conservation	Primarily residential with some commercial and civic uses (library, day care, house of worship, community center)	Primarily residential with some commercial and civic uses (library, day care, house of worship, community center)	Primarily single-family detached, townhouses, duplexes, quadruplexes, small apartments, and some shared office and mixed-use.

Figure 3.8: Land Use Character Areas: The proposed land use character areas would implement the Specific Plan land use vision. The standards describe the intent, desired uses, and building form for each area.

More Intense →

NEIGHBORHOOD CENTER	FLEX COMMERCIAL CORRIDOR	WALKABLE COMMERCIAL CORRIDOR	TOWN CENTER	
				
<p>Following the principles of traditional neighborhood design, new neighborhood centers can be located on vacant or retrofitted suburban areas at strategic locations to create new gateways in the City and to provide neighborhood-serving commercial to meet daily needs of local residents close to where they live. This is especially important for areas that are currently not well served with commercial uses. Neighborhood centers feature walkable and well-connected streets with public spaces and active ground floor uses. Height and bulk in these areas should blend well with the surrounding residential context.</p>	<p>The “Flex Commercial Corridor” character area is designed to accommodate a wide array of commercial and office uses. Though today these areas feature primarily highway-oriented and strip-commercial uses, they can also accommodate light industrial uses and class A office. These areas have been given the highest amount of flexibility in order to absorb as much new office, commercial, and light industrial development as the market demands, maximizing the potential return to the City of Neptune Beach.</p>	<p>The “Walkable Commercial Corridor” areas serve as a natural extension of the Beaches Town Center as the City evolves. This area currently includes low-rise office buildings, vacant big box stores, and strip commercial centers, with the goal being to transform these auto-oriented buildings into more walkable, urban areas that feature an interconnected street network.</p>	<p>The “Town Center” describes the most intense urban development in the City. As a social gathering place for many events in Neptune Beach, it serves an important role for both the City’s economy and culture. It includes multi-story mixed-use buildings with commercial, office, and residential uses. Large surface parking lots along key main streets have the potential to unlock new development and community amenities like new parks and open spaces. Small multifamily buildings and attached townhouses serve as an appropriate transition between the Town Center and surrounding residential neighborhoods.</p>	INTENT STATEMENT
<p>Lot Width Narrow-to-Large</p>	<p>Lot Width Medium-to-Block Size</p>	<p>Lot Width Medium-to-Block Size</p>	<p>Lot Width Narrow-to-Block Size</p>	
<p>Footprint Small-to-Large</p>	<p>Footprint Medium-to-Large</p>	<p>Footprint Medium-to-Large</p>	<p>Footprint Small-to-Large</p>	
<p>Front / Side Setback 5-20 Feet</p>	<p>Front / Side Setback 10-30 Feet</p>	<p>Front / Side Setback 5-20 Feet</p>	<p>Front / Side Setback 0-10 Feet</p>	
<p>Intensity Compact, 1-3 stories</p>	<p>Intensity 1-3 stories</p>	<p>Intensity Compact, 1-3 stories</p>	<p>Height Compact, 1-3 stories</p>	
<p>Frontages Stoop, Porch, Forecourt, Shopfront, Gallery, Arcade</p>	<p>Frontages Porch, Terrace, Forecourt, Shopfront (Entrance Every 75')</p>	<p>Frontages Porch, Terrace, Forecourt, Shopfront, Gallery, Arcade</p>	<p>Frontages Stoop, Porch, Forecourt, Shopfront, Gallery, Arcade</p>	BUILDING FORM
<p>Ground Floor Elevated (Residential); Flush with Sidewalk (Non-Res)</p>	<p>Ground Floor Elevated (Residential); Flush with Sidewalk (Non-Res)</p>	<p>Ground Floor Flush with Sidewalk or Slightly Elevated</p>	<p>Ground Floor Flush with Sidewalk or Slightly Elevated</p>	
<p>Multi-story mixed-use, live/work, office, neighborhood retail, non-residential ground floors at corners and along main corridors</p>	<p>Multi-story mixed-use, light-industrial, office, and retail (no residential)</p>	<p>Office, entertainment, and retail</p>	<p>Multi-story mixed-use, attached townhouses, office, cultural & entertainment uses, and some single-family detached</p>	USE



DRIFT
-BOUTIQUE-
MON-SAT
11-6
SUN
12-5



PHOTOGRAPHY





Chapter 04:

THE VISION

BUILDING A SHARED VISION

WHY SHOULD WE PLAN?

If community planning during a global pandemic has confirmed anything, it's that we are all deeply social beings who need outlets and places to connect with ourselves, our neighbors, and our natural and urban environments. It has also reminded us of the importance of planning ahead and being adaptable in the face of uncertain future conditions.

That being said, deciding what a place should be when it grows up is not always an easy task. Rarely do all parties agree on the same solutions, nor do they always agree on what the problems are in the first place. A community vision process is, however, an important first step in bringing citizens closer together and establishing a solid blueprint for sustainable growth and positive change—the ideal result being that everyone who participated feels that at least some, if not all, of their hopes and expectations were met along the way!

Throughout this vision process, residents, city leaders, and stakeholders have shared their hopes and concerns for the future of Neptune Beach. The Project Kickoff Presentation, Neighborhood Workshops, online surveys, and Design Charrette, have helped bring to light the future vision for Neptune Beach: an eclectic and friendly beachside hometown with beautiful streets and open spaces, where all residents are able to get around safely and easily without depending on their cars. More specifically, five guiding vision statements have been drafted to help guide future capital investments, programs, and policies. These five vision statements, listed below, are elaborated throughout this chapter.

“In the future Neptune Beach will _____”

1. *Be connected from the Intracoastal to the ocean, and to the surrounding beaches communities, by a network of safe and comfortable places to walk, ride a bike, skateboard, and drive.*
2. *Have even more vibrant places for the community to gather and celebrate, in addition to easily accessible parks and recreational amenities that allow residents to connect with nature and lead healthy lifestyles.*
3. *Provide safe and innovative transportation options to reduce car trips in town.*
4. *Continue to protect the natural environments that make it so special, while adapting infrastructure, regulations, and procedures to better address changing social, economic, and climate-related realities.*



IN THE *FUTURE* NEPTUNE BEACH WILL:

*be connected from the
Intracoastal to the ocean, and
to the surrounding Beaches
communities, through a network
of safe and comfortable places
to walk, ride a bike, skateboard,
and drive.*



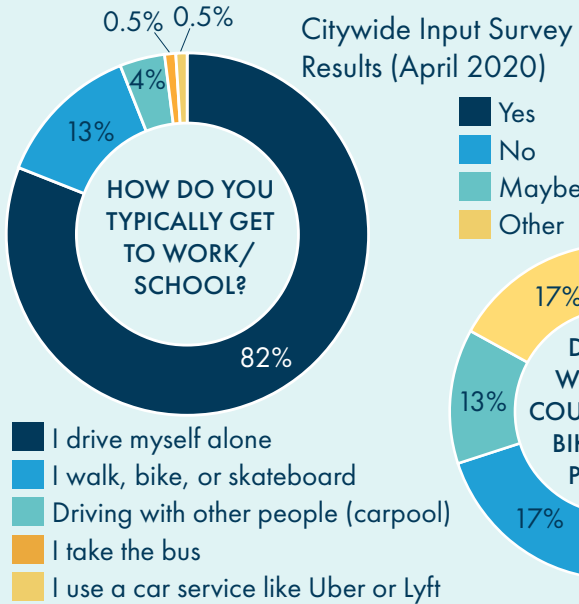
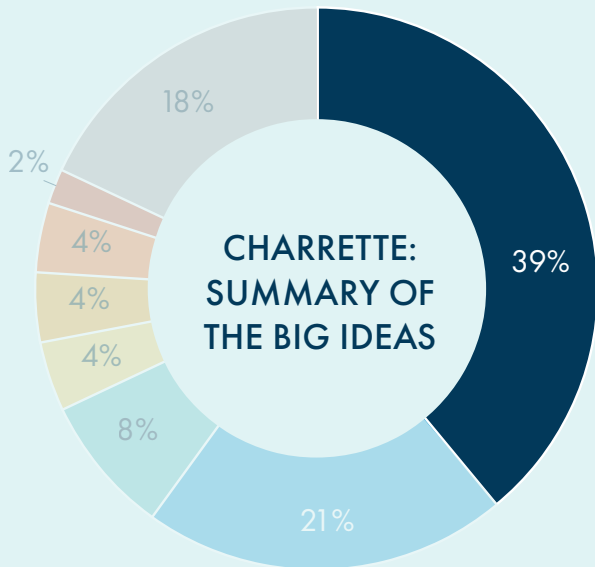
PART 1: SAFE, BEAUTIFUL STREETS & TRAILS

Without question, the one topic that residents, stakeholders, staff, and elected leaders agree is key to the future of the Neptune Beach is safer and more complete streets. Being a small coastal community that is only a mile and a half wide from the Intracoastal to the beach, Neptune Beach has all the ingredients to be a premier city for walking and biking. Already, residents, particularly those living east of 3rd Street/A1A, pick walking, biking, and skateboarding as a favorite means of travel. For those living further west, the lack of dedicated facilities for people outside of their cars, coupled with suburban-style arterial and collector streets that are very difficult to cross safely, there is still room for improvement. This chapter proposes new street designs and recommendations to achieve a truly walkable community.

PART 1: *Beautiful Streets & Trails*

KEY ISSUES TO ADDRESS	PROPOSED IMPROVEMENTS & POLICIES
<ul style="list-style-type: none"> • Need for more dedicated and safe places to walk, skateboard, and ride a bike • Difficulty crossing Penman Road, and in particular the need for a solution at the five-points intersection that prioritized bicycle and pedestrian safety • Lack of pedestrian crosswalks along 3rd Street and the difficulty of crossing 3rd Street at the existing crossing areas, particularly at Atlantic • Lack of safe street crossings and too many high speed cars near Neptune Elementary and Fletcher High School • Lack of shade trees along sidewalks, particularly on Atlantic Boulevard, 3rd Street, 1st Street, and the northernmost section of Florida Boulevard 	<ul style="list-style-type: none"> • Work with FDOT to adopt a new Context Classification Map for state roads and create a local classification of street types to guide improvements on city roads • Implement intersection safety improvements, including high visibility crosswalks, signage, and pedestrian activated (HAWK) that are outlined in the Figure 4.8 Recommended Bicycle & Pedestrian Improvements Map • Complete the East Coast Greenway multi-use path widening project along Florida Boulevard • Transform Penman Rd into a complete street with dedicated paths for pedestrians and cyclists and more frequent crossing areas • Prioritize a bicycle and pedestrian friendly design for the five-point intersection of Florida and Penman Road • As part of the upcoming stormwater construction projects consider above ground improvements on 1st and 3rd Street including multi-use paths and/or separated bicycle and mobility lanes • Work with FDOT to implement improvements along Atlantic Boulevard and study the possibility of widening the sidewalks and/or incorporating a two-way cycle track on one side of the road • Create a trail along the canal running from Lemon Street to the Library and Jarboe Park and study how this might also eventually continue all the way to Fletcher High • Build a bicycle and pedestrian marsh walk to connect Seagate Avenue over Hopkins Creek • Prioritize improvements along school routes and implement a safe routes to school program • Invest in neighborhood traffic calming programs

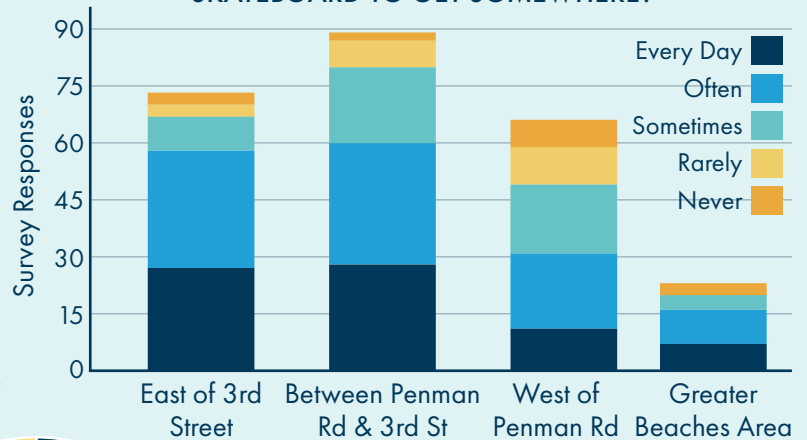
SUMMARY OF WHAT WE HEARD:



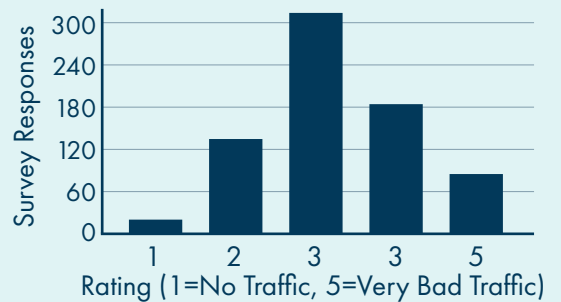
Streets, Trails, Transportation & Parking

- “Safer crossings on 3rd, Penman, Florida, Seagate & Cedar”
- “Highlight 1st Street; make it one-way with dedicated space for people walking & biking, limit north/south traffic”
- “More bicycle parking, especially at beach access points”
- “Consider a circulating trolley or shuttle system”
- “Coordinate parking with new trails/transportation options”

HOW OFTEN DO YOU WALK, BIKE, OR SKATEBOARD TO GET SOMEWHERE?



RATE THE TRAFFIC IN NEPTUNE BEACH?



Neighborhood Workshop & Survey Responses: Most Popular Types of Streets & Mobility Options



Figure 4.1: Summary of What We Heard: Streets & Trails

DESIGNING STREETS THAT ACCOMMODATE EVERYONE

The ability to bike and walk safely in Neptune Beach is a clear priority for residents, business owners, and stakeholders. The public participation process revealed that access to safe streets and the ability to walk and bike to parks, restaurants, and the beach are a major draw for residents. There are several gaps in the existing network and challenging intersections that should be addressed to improve safety and ensure that people of all ages and abilities are able to benefit from bicycle and pedestrian facilities throughout the city.

CONTEXT SENSITIVE STREET DESIGN

Land use and transportation planning are tightly interwoven disciplines. Streets not only form the network along which people and goods move through our cities, but they are also our most vital and basic public spaces. Trying to create a successful town center with a six-lane highway running through it is a difficult proposition. That is why designing streets that are context sensitive is so important.

The function of context-based design is to balance the multiple and sometimes competing demands placed on streets to create a transportation system that provides mobility and also functions as vibrant places of commerce and community. Context describes the physical form and characteristics of a place. What happens within the bounds of the right-of-way should largely be determined by the type of private development laying outside of the right-of-way lines. The Future Character Areas Map (Figure 3.7) shown in Chapter 3 provides a vision for what each area of the

city should be like in the future in terms of development patterns, land uses, and street types.

Well defined existing or desired future character areas help planners and engineers to determine whether streets should, for example, be designed to prioritize commerce and community gathering or whether they need to prioritize truck deliveries and mass transit. In all cases, streets should be designed to safely and comfortably accommodate all modes of travel, although some modes may be given a higher degree of importance than others depending on the context.

CONTEXT CLASSIFICATION MAPS

A new way to ensure that streets, including County and State roads, enhance the character of the community and support biking and walking in desired neighborhoods is to have the Florida Department of Transportation (FDOT) adopt a community-approved context classification map.

FDOT created this new context classification system to plan and design state facilities in greater harmony with the surrounding land use characteristics. The context classification assigned to a roadway segment determines key design elements, including speed, lane width, street tree placement, on-street parking, and sidewalk width, among other things. The classification system includes eight context zones, or character areas, ranging from natural to urban core.

These maps inform which places are intended to be walkable urban or car oriented suburban. The design

FDOT CONTEXT CLASSIFICATION CHARACTERISTICS FOR STATE ROADS

Context Classification	Speed Range (Arterials & Collector)	Minimum Lane Widths (ft)	Sidewalk Width (ft)	Minimum Tree Spacing
C3 - Suburban	30-45 mph	10' (25-35 mph), 11' (40-45 mph)	6'	24'-40'
C4 - Urban General	25-35 mph	10' (25-35 mph)	10'	25'-30'
C5 - Urban Center	20-30 mph	10' (25-35 mph)	12'	25'

Figure 4.2: Context Classification Area Characteristics (Source: FDOT Design Manual, Topic #625-000-002)

FDOT CONTEXT CLASSIFICATIONS ZONES

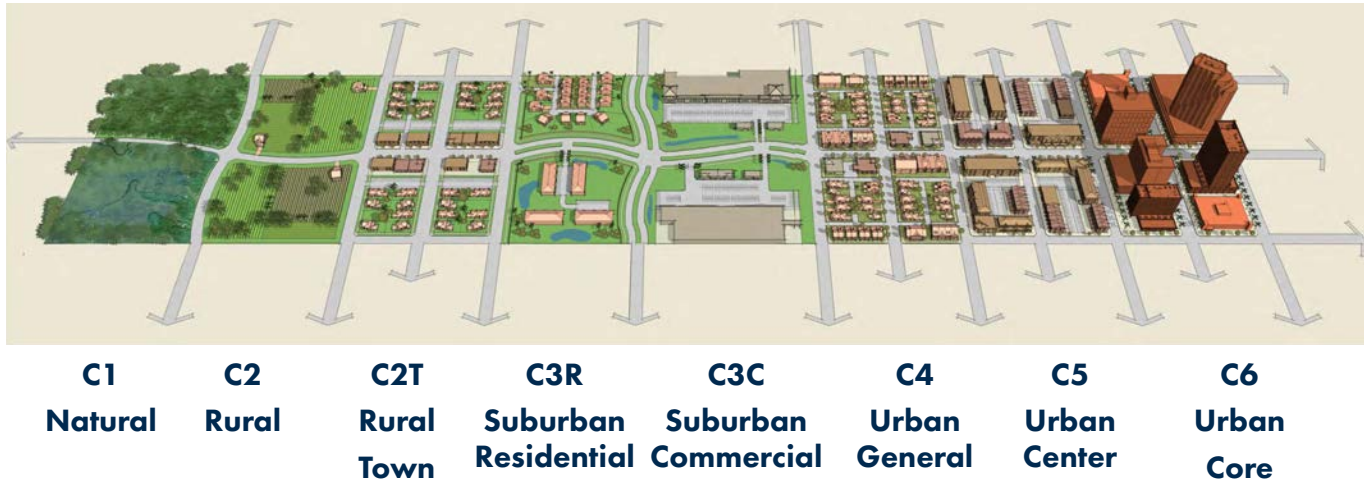


Figure 4.3: Context Classification Area Characteristics

of streets should thus reflect the Future Character Area in which it is located. In those areas that are envisioned as walkable urban places, which given the size of Neptune Beach and its already active residents is almost the whole city, streets should prioritize pedestrians and bicyclists. In those areas envisioned as primarily drivable suburban neighborhoods, streets should be designed for all users, although an emphasis *may* be placed on the cars.

The maps on the following pages show the Existing Context Classification Map used by FDOT’s District 2 office (Figure 4.4) and this plan’s Proposed Context Classification Map (Figure 4.5), which revises the existing map to better reflect the Future Character Areas illustrated in Chapter 3.

While the FDOT Context Classification guide and Design Manual were developed for state facilities, the same classifications can be applied to local streets across the City, to guide future street design elements. To achieve the City’s multiple goals of quality walkable commercial redevelopment and improved safety and connectivity, the City will need to adopt new street standards with the following features:

- Lower target speed;
- Shorter curb radii;
- On-street parking;
- Street trees; and,
- Narrower travel lane widths.

Arterial roads should become urban main streets as they enter urban areas or neighborhood centers. High-speed roads should transition to low-speed designs in traditional neighborhoods to slow traffic to pedestrian-friendly speeds of 25 miles per hour or less.

Widening roads to accommodate through-traffic decreases local livability and should be avoided. New road capacity created through widening is quickly absorbed by drivers who previously avoided the congested road. This is known as “induced travel demand” and explains the failure of newer, wider roads to reduce traffic congestion. Every increase in roadway capacity leads to increases in vehicle miles traveled. To reduce congestion, the city should explore more public transit, bikeways, sidewalks, and mixed-use zoning that allow people to walk between destinations rather than drive.

04: THE VISION - BEAUTIFUL STREETS & TRAILS

Existing Context Classifications

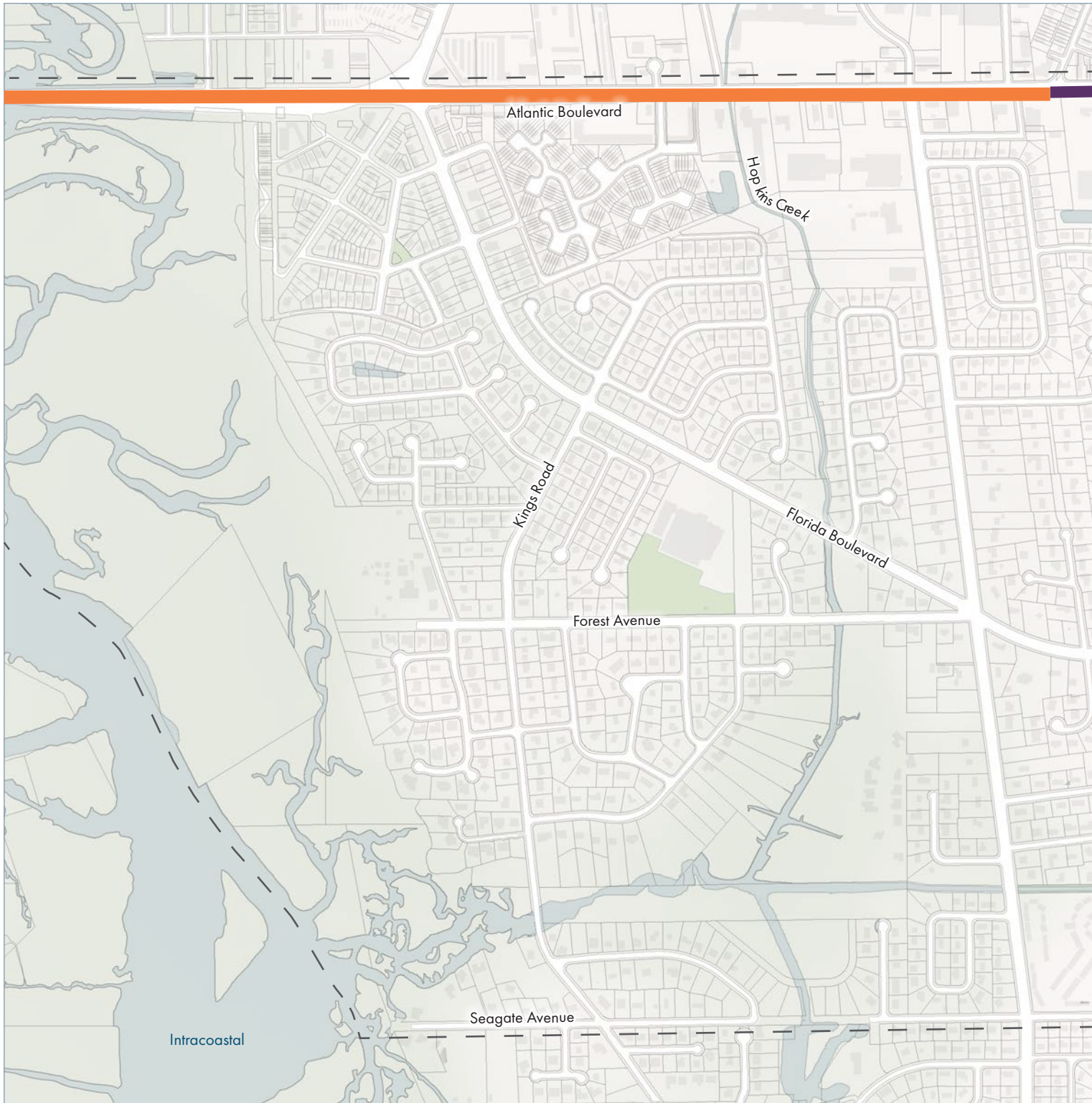
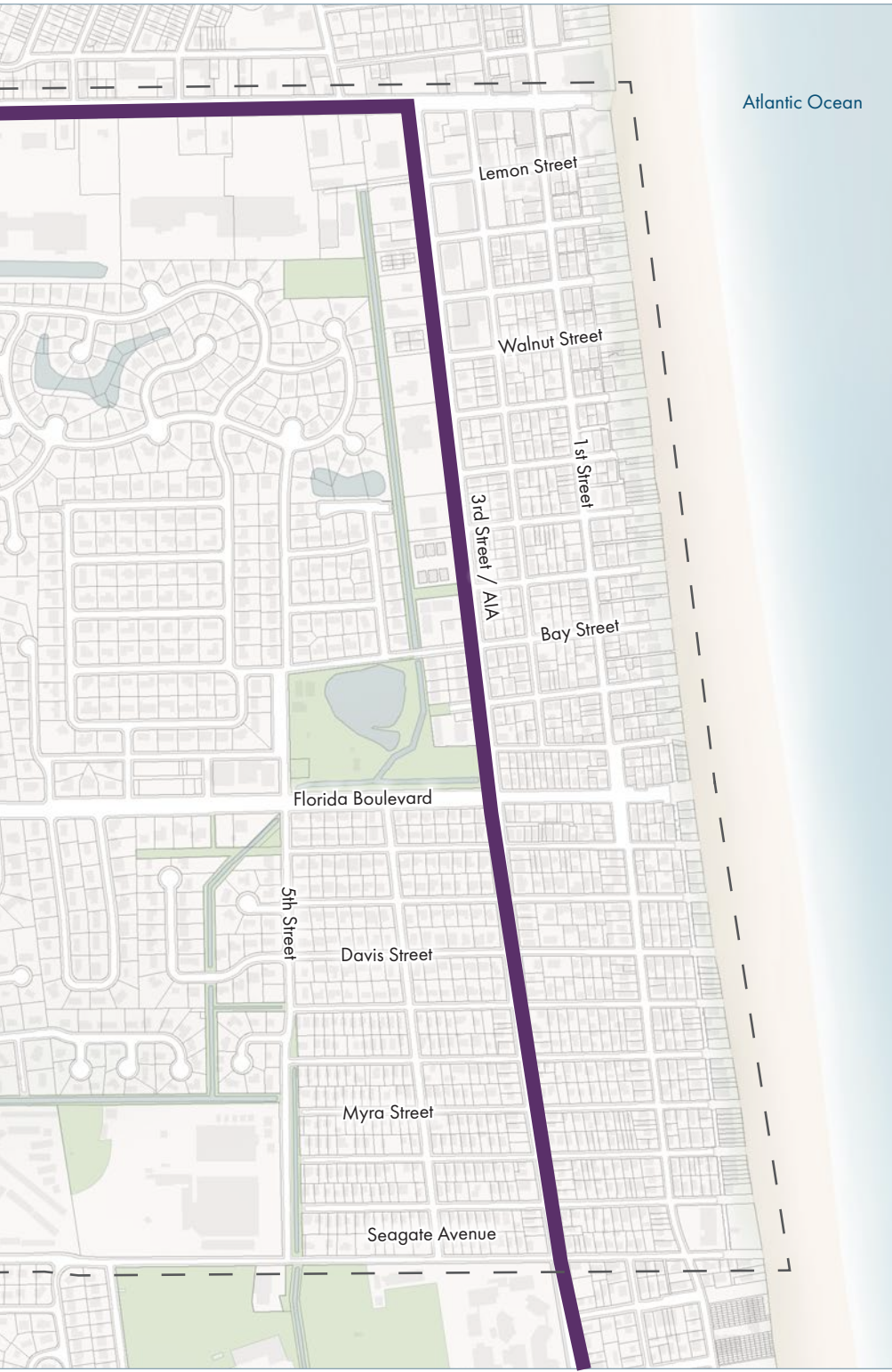


Figure 4.4: Existing FDOT Context Classification



EXISTING CONTEXT CLASSES

The existing context classification has only been applied to Florida Department of Transportation (FDOT) roads, which are Atlantic Boulevard and 3rd Street/A1A. The area on Atlantic Boulevard west of the Neptune Beach Plaza is classified as C3C - Suburban Commercial. C3C is described as a road that has large building footprints with large parking lots within large blocks and lacks a connected street network. The rest of Atlantic and all of 3rd Street/A1A is C4 - Urban General and that is described as a mix of uses on small blocks with a connected street network that connects to residential neighborhoods.

MAP LEGEND

- C3C- Suburban Commercial
- C4- Urban General
- Building Footprints
- Existing Parks & Green Spaces
- City Boundary



04: THE VISION - BEAUTIFUL STREETS & TRAILS

Proposed Context Classifications

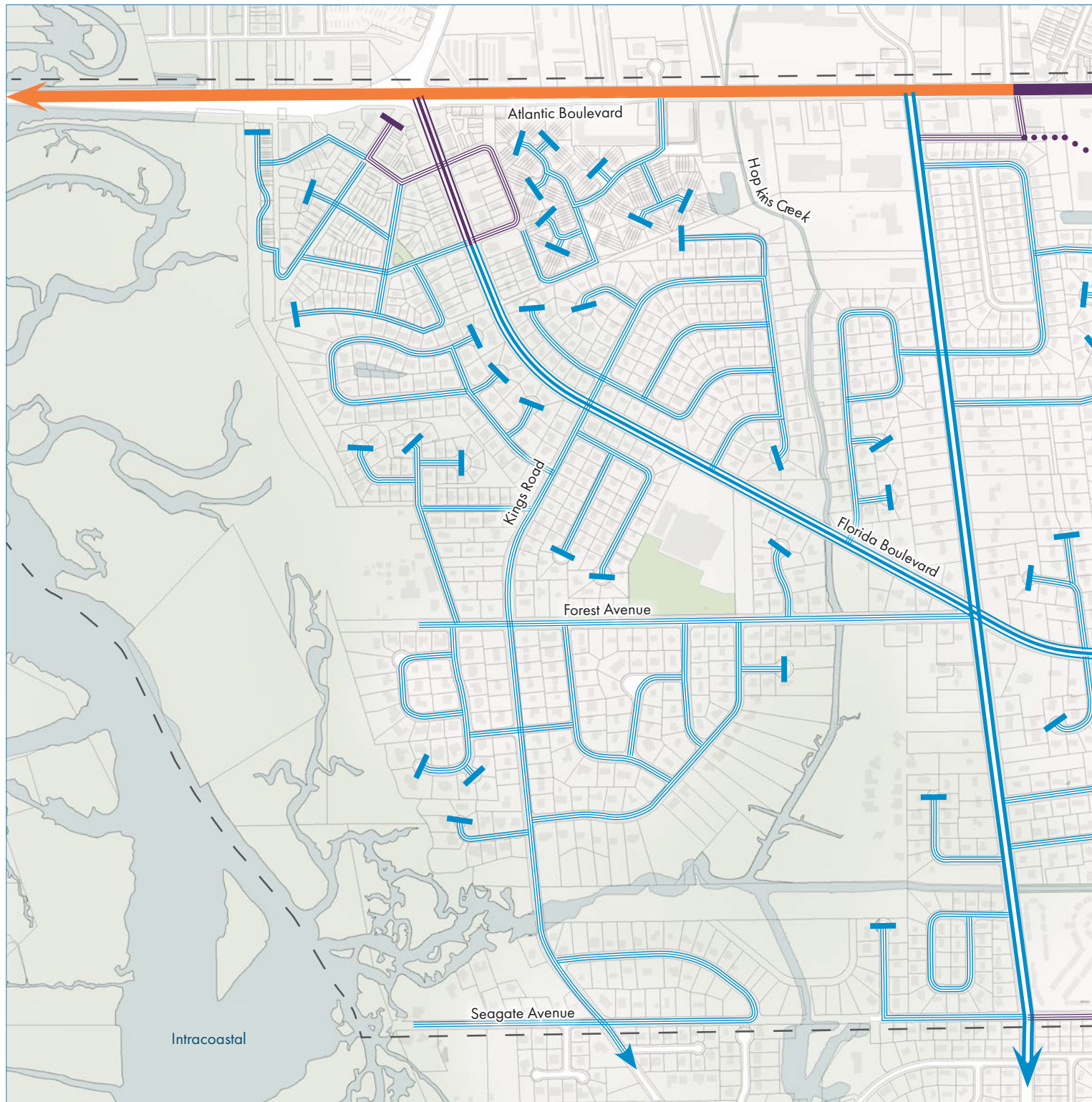


Figure 4.5: Proposed Context Classification



PROPOSED CONTEXT CLASSES

The proposed context classifications for Neptune Beach include local, City of Jacksonville, and FDOT roads. Adding local road contexts will help guide future reconstruction of these roads and development along them. The Beaches Town Center character would be extended west to include the Neptune Beach Plaza where the road classification would be upgraded to C5-Urban Center. This will match buildings that contain a mix of uses within small blocks and an interconnected network of streets with wide sidewalks and street trees. C4-Urban General would remain south of Cherry Street on 3rd Street/A1A; this classification is also proposed on the section of Atlantic Boulevard between Mayport Road and Sailfish Drive.

MAP LEGEND

- Context Classification
 - █ C3R - Suburban Residential
 - █ C3C - Suburban Commercial
 - █ C4 - Urban General
 - █ C5 - Urban Center
- Street Type
 - Major Arterial (FDOT)
 - Major Collector (COJ)
 - Minor Collector (CONB)
 - Local Street (CONB)
 - Proposed Local Street
- Building Footprints
 - Existing Parks & Green Spaces
 - City Boundary

STRATEGIES TO EXPAND WALKABILITY & BIKEABILITY

Towns and cities throughout the country are in the process of restoring old neighborhoods and creating new neighborhoods that are more walkable and accessible. Strategies that make Neptune Beach easier to navigate on foot or by bicycle will also make the city more livable and attractive. Transportation corridors should be more than just roadways for cars. Corridors can be designed and classified to reflect a balance between many modes of transportation and the surrounding land uses.

This is especially relevant for smaller cities where many destinations are within walking and biking distance of residential areas, but poor or incomplete pedestrian and bicycling facilities make it uncomfortable or dangerous for people to choose those options when getting around.

Block Size & Grid Patterns

With respect to street design, walkable communities are best supported by street grids where the block length is 300 to 400 feet. Much of the existing neighborhood east of 5th and 3rd Street, including the Beaches Town Center, meets or comes close to this ideal condition, with typical blocks measuring about 300 by 325 feet. In the newer, more suburban parts of the city, the traditional street grid takes up a tree-like configuration with most streets and lots branching off of just a few main roads. The prevalence of cul-de-sacs has resulted in longer distances for people walking or biking. The addition of a few key pedestrian connections, like a new marsh path connecting the two sections of Seagate Ave, would greatly improve connectivity.

Complete Streets

“Complete Streets” is a concept for streets designed to enable safe access and mobility for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities. Where gaps in the bicycle and pedestrian networks exist, effective and safe circulation is hindered. In key locations, including the town center and neighborhood centers, schools, and parks, a well-connected network is especially

important. While the City of Neptune Beach passed a nationally recognized Complete Streets Policy in 2018, it should move to adopt standards and earmark projects to implement that resolution. Streets within the Town Center and Traditional Neighborhood Future Character Areas, as well as Neighborhood Centers and key connecting roads like Penman and Florida, should be prioritized for complete street treatments.

Right-Sizing

One technique for creating Complete Streets is implementing road diets, or right-sizing streets, to balance the amount of road space for all people (pedestrians, bicyclists, transit users, and drivers). In the compact urban context, slow moving vehicles and shared space guides street design. In suburban settings, with higher vehicle speeds, design relies more on signal timing and separate dedicated spaces to dictate how people move through and use the roadway. When there are desired context changes, as have been suggested in the Context Classification Map (Figure 4.5), these changes should be documented as justification for right-sizing existing roads.

Current best practices, which are shaping local ordinances throughout the country, include the National Association of City Transportation Officials (NACTO) and the Congress for the New Urbanism/Institute of Transportation Engineers Manual (CNU/ITE Manual). These references recommend adjustments to street dimensions that are required for a road diet (e.g. narrowed lane widths and parking space dimensions, wider sidewalks, minimum size of bike lanes, etc.). On existing four-lane streets with less than 25,000 (ADT), transportation experts around the country are recommending road diets as a priority.

Benefits of road diets include:

- Overall crash reduction of 19 to 47 percent;
- Reduction of rear-end and left-turn crashes through the use of a dedicated left-turn lane;
- Fewer lanes for pedestrians to cross and an

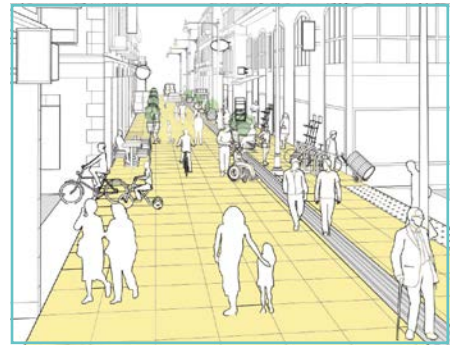
Figure 4.6: Ten Tools for Traffic Calming



1. Trees and Street-Oriented Buildings



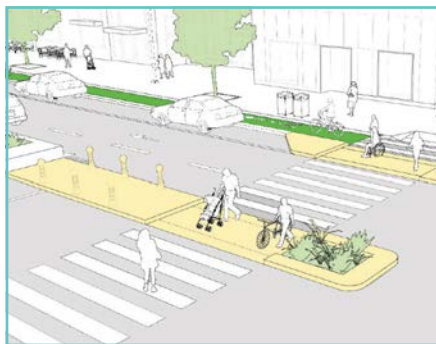
2. Two-Way Street, Narrowed Lanes



3. Shared Street Design



4. Reduced Turning Radius



5. Pedestrian Refuges



6. Pinchpoints & Mid-Block Crossings



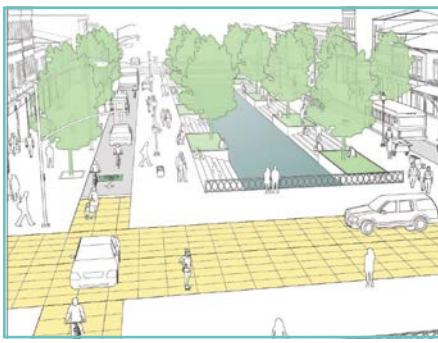
7. Speed Hump & Speed Cushions



8. Speed Tables/Elevated Crosswalks



9. Mini Roundabouts



10. Pavement Materials & Appearance

TEN TOOLS FOR TRAFFIC CALMING

In areas of the city where we want people walking, biking, eating, and interacting safely, these ten street design tools can be used to reduce car speeds and increase both driver and pedestrian awareness. These tools can be broken into two main buckets: design intent and design additions. Design intent describes how the street looks and feels. Are there active storefronts with on-street parking and shade trees? Do I have to slow down to make a right turn? Is there rough pavement? The second set of tools are elements that are typically added as a low-cost solution for dangerous streets, such as speed humps, mini roundabouts, and pedestrian refuges.

Graphics from globaldesigningcities.org

04: THE VISION - BEAUTIFUL STREETS & TRAILS

Expanding Walkability & Bikeability

- opportunity to install pedestrian refuge islands;
- The opportunity to install bike facilities when the cross-section width is reallocated;
- Reduced right-angle crashes as side street motorists must cross only two lanes of traffic instead of three;
- Traffic calming and reduced speed differential, which can decrease the number of crashes and reduce the severity of crashes if they occur;
- The opportunity to allocate the extra roadway width for other purposes, such as on-street parking, landscaping, street trees, and bike or pedestrian enhancements;
- Complete Streets environment with places for people, not only cars; and
- Simplifying road scanning and gap selection for motorists (especially older and younger drivers), making left turns from or onto the mainline.

Speed Management

Another important aspect of walkability and public safety involves reduced traffic speeds and the use of traffic calming devices. The speed of vehicles is a critical component of pedestrian safety and comfort. A pedestrian involved in a collision with a vehicle has a 95 percent chance of survival if the car is traveling at 20 miles per hour and a 10 percent chance of survival if the car is traveling at 40 miles per hour. Pedestrian-friendly speeds are typically 20-25 miles per hour, and are no more than 30 miles per hour.

Furthermore, many of the key design criteria for streets that are safe and comfortable for pedestrians and



Road Diet, part of the Indianapolis Cultural Trail, Indiana

bicyclists, as well as for streets that are beautiful, such as lane widths, tree placement, and curb radii, are dimensions stipulated in the design manuals as factors of speed. With slower speeds, acceptable lane widths decrease and the space between street trees and curbs is reduced. Designing for slower speeds is critical for creating streets that actually encourage motorists to travel at lower speeds rather than relying on signage and posted speed limits alone. The geometry of the street has a much greater effect on motorist behavior.

Sidewalks

For walking to become a regular, acceptable, and dignified means of transportation in Neptune Beach, the City should embark on a process of adding sidewalks where they are currently missing. A comprehensive sidewalk plan should be implemented which prioritizes sidewalk investments and ensures those investments result in a connected network. Emphasis should be placed on connecting Neighborhood Centers and Crossroads to their surrounding communities, especially along routes used by the estimated 4,000 kids and teens studying at Neptune Beach Elementary, Fletcher High School, and Fletcher Middle School, as well as along corridors with both high pedestrian and high automobile demand.

Sidewalks must also be comfortable places. In Florida's hot and humid climate, shade is needed to make walking an inviting means of getting around. Sidewalks should be lined with street trees that have shade-providing canopies. Street trees should be planted between the sidewalk and edge of pavement to provide a buffer between cars and pedestrians.



Lack of bicycle parking across from Fletcher High School creates an impediment on the sidewalk.

NEPTUNE BEACH BIKING CULTURE

Bicycling and skateboarding have long been popular in Neptune Beach, attracting both visitors and new residents in the process. 1st Street is the embodiment of the city's bicycle culture and past improvements, including closing car access across Orange Street and Seagate Avenue, and installing stop signs and traffic diverters have gone a long way to limit the amount and speed of cars traveling along 1st Street. The installation of a wider multi-use path along Florida Boulevard, which is nearing completion, is a key segment of the East Coast Greenway (ECG). The ECG is a walking and biking trail. Once fully completed, it will stretch 3,000 miles from Florida to Maine, and Neptune Beach has a beautiful piece of the greenway running right through its

center. Already, these path improvements are being enjoyed by people in the community. While these two routes are well used and loved, alone they do not a network make.

For many people living west of 3rd Street, accessing the beach and Town Center are still a challenge. To continue the growth of bicycle culture in Neptune Beach, it is important to address safety for riders of all abilities and continue filling in gaps in the existing trail network. Riding a bicycle or crossing a street should not require bravery. Separated, buffered bike facilities, improved intersections, secure bicycle parking, and ADA compliant sidewalks are all ways to address these common concerns.



Bicyclists heading to the BTC on 1st Street



Young bicyclist trying to cross a busy Atlantic Boulevard on 3rd Street

Expanding and Enhancing the Network

Designing and implementing a non-vehicular mobility network that is appropriate in the surrounding context should be strongly correlated to land use characteristics and to the desired development or preservation goals for each neighborhood in Neptune Beach as outlined in Figure 3.7. The proposed network should be further fine-tuned at the scale of the block. This can occur through a Trail Master Plan that incorporates existing Neptune Beach multi-use trails, proposed bikeways, and the latest advancements in bicycle planning.

The Recommended Bicycle & Pedestrian Improvements Map (Figure 4.8) on the following pages recommends a network of different bicycle and personal mobility facilities, as well as necessary intersection and crossing improvement, that address many of the concerns raised by the community. This map is a great starting point for a more detailed Trail Master Plan.

In addition to a bikeway and trail network, numerous design countermeasures may be applied to streets to increase the visibility and safety of existing and proposed bikeways. These include bicycle boxes, bicycle detection and signal heads, wayfinding signs, refuge islands, and ongoing bicycle safety campaigns.

COMMITMENT TO SAFETY

Based on workshops and stakeholder comments, one of the barriers to walking and biking is concern for safety. As such, many of this Vision Plan’s concepts for updated streets and intersections include designs to calm traffic and enhance pedestrian visibility.

Infrastructure improvements are only one aspect of safety. Around the country, communities are realizing success by transitioning safety planning and analysis from a reactive to proactive approach. In addition to Safe Routes to Schools programs, several cities along with the Florida Department of Transportation are embracing “Vision Zero” as a new safety standard and program-setting approach. This approach relies on a system-wide perspective (rather than individual problem site identification), the use of quantitative data to inform decision making, and focal shift from collision reduction to injury prevention.

Adopting a Vision Zero approach means setting a goal of zero traffic fatalities and severe injuries for all travelers, whether on foot, by bike or scooter, on transit, or in automobiles. In November 2015, Fort Lauderdale became the first city in the state of Florida and the first city in the Southeastern United States to become a Vision Zero city. Since then, Orlando, West Palm Beach, Tampa, and



Hillsborough County have also adopted Vision Zero programs and policies.

Forming a program typically begins with coalition building around topics of safety and injury prevention. Once a coalition is in place, cities typically adopt a resolution on Vision Zero (a process similar to creating Neptune Beach’s Complete Streets resolution). While most of the adopted programs began in larger cities, there are elements that apply to smaller cities. Neptune Beach can also work with the City of Jacksonville to adopt a broader Vision Zero program for the region.

When developing Vision Zero program, an important first step is to gather key baseline data to discern not only the locations, but also the pattern of crashes. Another important element involves crowdsourcing information from bicyclists, pedestrians, schools, and shopkeepers regarding areas that feel unsafe and why. This group can also provide information on “near misses,” which can help focus in on additional data collection and improvements before injuries occur. See <http://app01.cityofboston.gov/VZSafety>.

Cities are using technology to help with data collection and reporting. For example, Boston, Massachusetts created a popular Safety Concerns map for pedestrian, bicyclists, and motorists to report unsafe conditions such as poor visibility, speeding, barriers, and near miss crashes.

These “bite sized” steps can be helpful in improving safety, though if desired, the city can adopt a more formal program for a larger citywide speed management and safety programs.

For more information on Vision Zero programs in Florida and around the country, visit <https://visionzeronetwork.org>.



Figure 4.7: Vision Zero Cities Map

REGIONAL BICYCLE NETWORK

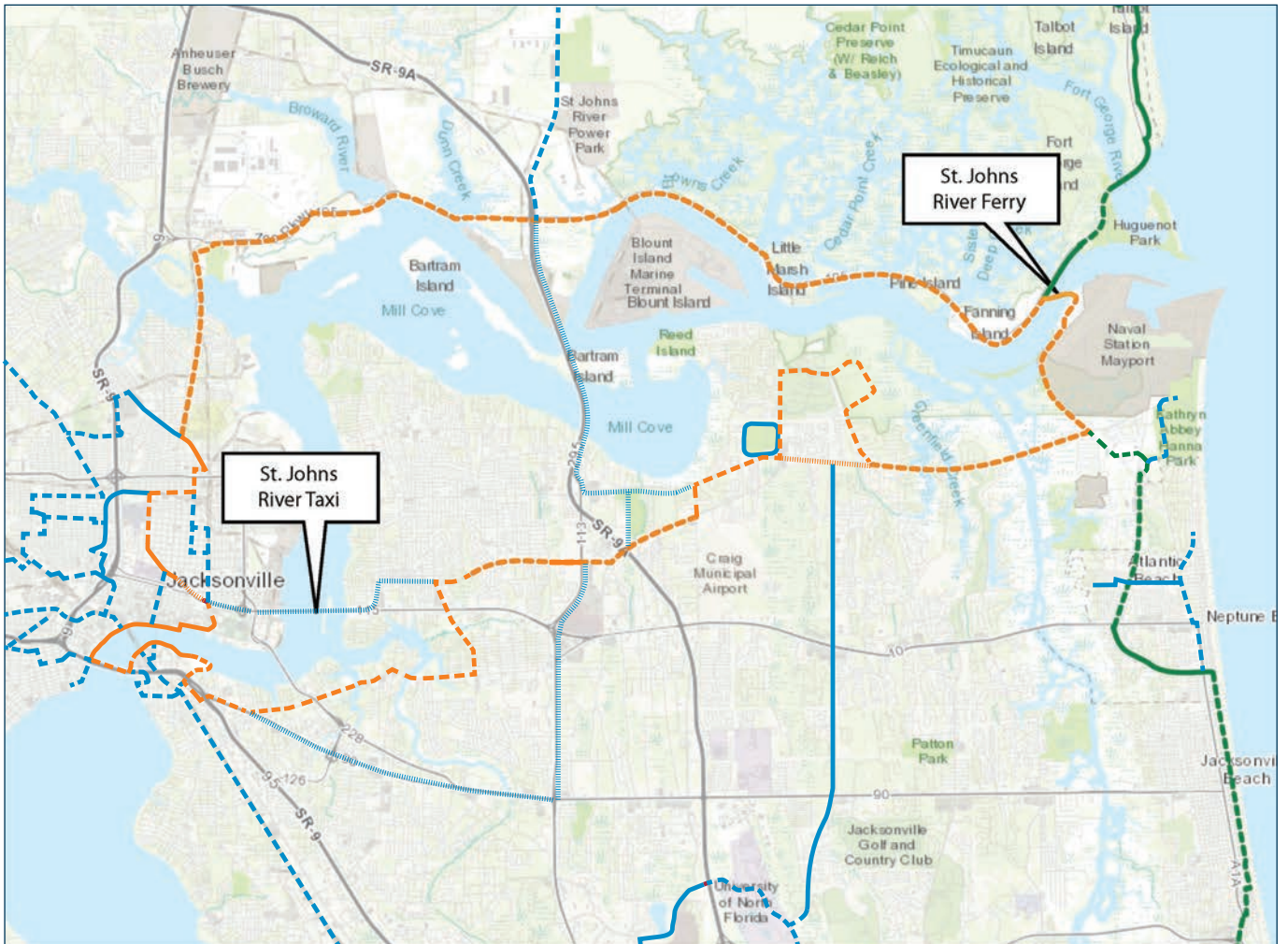


Figure 4.8: Regional Trail Map

CONNECTING TO A BIGGER NETWORK

The North Florida Transportation Organization (TPO) published their 2019 Regional Multi-Use Trail Master Plan, which includes an extensive network of new proposed trail connection, as seen above. Once these new proposed segments are complete Neptune Beach will be connected to a vast system of beautiful trails. The Coast to Coast Trail (C2C) alone is an ambitious 50-mile trail project meant to connect people from Downtown Jacksonville to the beaches and is currently in initially planning phases. It is the kind of project that will bring new recreational riders right through the center of Neptune Beach.

MAP LEGEND

Trail Network

- East Coast Greenway (ECG)
- Coast to Coast Trail (C2C)
- Other Trails

Existing vs. Proposed

- Existing Trail
- - - - Proposed Trail
- | | | | | C2C Loop Alternative

BICYCLE FACILITY & TRAIL TYPES FOR SAFER RIDING



Buffered Bike/Mobility Lanes

Like conventional bike lanes, buffered bike lanes run along the curbs of the roadway or adjacent to on-street parking. However, they offer additional protection from moving traffic in the form of a buffer space between the edge of the bike lane and the edge of the vehicular travel lane. Adding a buffer encourages more cyclists to use the facility. Ideally the buffer should be at least 3 feet wide and marked with diagonal cross hatching or a chevron pattern. Buffered bike lanes are strongly preferred to conventional bike lanes in areas with greater traffic volume and higher travel speeds.



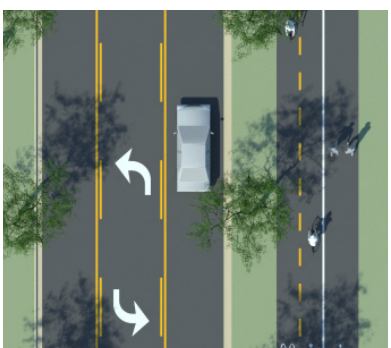
Separated or Raised Bike/Mobility Lanes

Separated or raised bicycle lanes are bike facilities that are physically separated from the roadway. Sometimes they are elevated to the plane of the sidewalk, often with a furnishing zone or planting strip between the bike lane and the roadway, and sometimes they are separated from moving or parked cars with a raised median that is at least wide enough to account for the opening and closing of parked car doors. Separated or raised bike lanes are more attractive to a wider variety of cyclists and work best along higher speed streets with few driveways and interruptions.



Two-Way Cycle/Mobility Track

Two-way cycle tracks are physically separated bicycle/mobility tracks that allow travel in both directions on one side of the road. They can be designed at the street level with a parking lane or other barriers between bikes and vehicles, or as a raised facility with the track separated vertically from the roadway. The benefits of two-way cycle tracks are that they reduce the risk and fear of collisions, they allow for contra-flow bike travel on one-way streets, and they can have lower implementation costs. These facilities work best on streets with fewer driveways and cross-streets on one side.



Shared-Use Path

Shared-use paths are a type of trail designed to provide off-road routes for many different users including cyclists, runners, pedestrians, and manual or motorized wheelchair users. While similar to other recreational trails, these paths are part of a larger transportation system and serve as a supplement to on-street bike lanes, shared roads, and paved shoulders. In some cases, these paths are marked for different speeds of travel (walking speed vs. biking speed) and in other cases, they are just extra wide paths and shared equally by different users.

Figure 4.9: Bicycle Facilities & Trail Types



Nature Trail

A nature trail is a path designed for both outdoor recreational use and transportation. They are not usually adjacent to any roadway, though like shared-use paths and other bike lanes, they can still connect key destinations and points of interests throughout a city. Being located in more natural and vegetated areas, these trails offer pedestrians, runners, and bicyclists the opportunity to experience the great outdoors close to home and help foster a healthier lifestyle for the overall community.

SHARED STREET APPLICATIONS:



Shared Street: "Sharrows"

Shared routes are typically located in compact or urban areas and on streets with low design speeds, where car traffic moves slowly and parallel parking lines each side of the street. They are often marked with a "sharrow", a marking indicating that the travel lane is to be shared by cars and bikes. While sharrow markings can increase driver awareness of the potential presence of cyclists, a picture of a bike painted on the road is no substitute for the safety of a protected bike lane; the shared lane marking is only appropriate in locations where a protected all-ages-and-abilities facility is not possible.



Shared Street: *Fietsstraat*

A *fietsstraat*, or "bicycle street", is the Dutch version of a bicycle boulevard. They are a type of shared street meant to provide a safe and slow environment for cyclists while still allowing access for local cars. This design, which includes elements like different colored asphalt, a central or pair of lateral bands of roadway pavers, and large clear markings identifying the street as a bicycle priority, is intended for use in very low traffic environments, such as quiet residential streets. Unlike a simple sharrow marking, a *fietsstraat* provides clearer visual and tactile cues to drivers that this is a different kind of street.



Shared Street: *Woonerf*

A *woonerf*, or "living street", is a concept made popular in The Netherlands. It is a street where bikes, pedestrians, and cars coexist. While cars can pass through, they do so with the feeling that they are entering a different kind of public space, one where they must slow down and be attentive to other users. This kind of street design can be applied on 1st Street between Atlantic Boulevard and Orange Street to provide Neptune Beach with a new pedestrian-dominated space for festivals and events, while still allowing car travel and on-street parking when needed.

04: THE VISION - BEAUTIFUL STREETS & TRAILS

Bicycle & Pedestrian Improvements

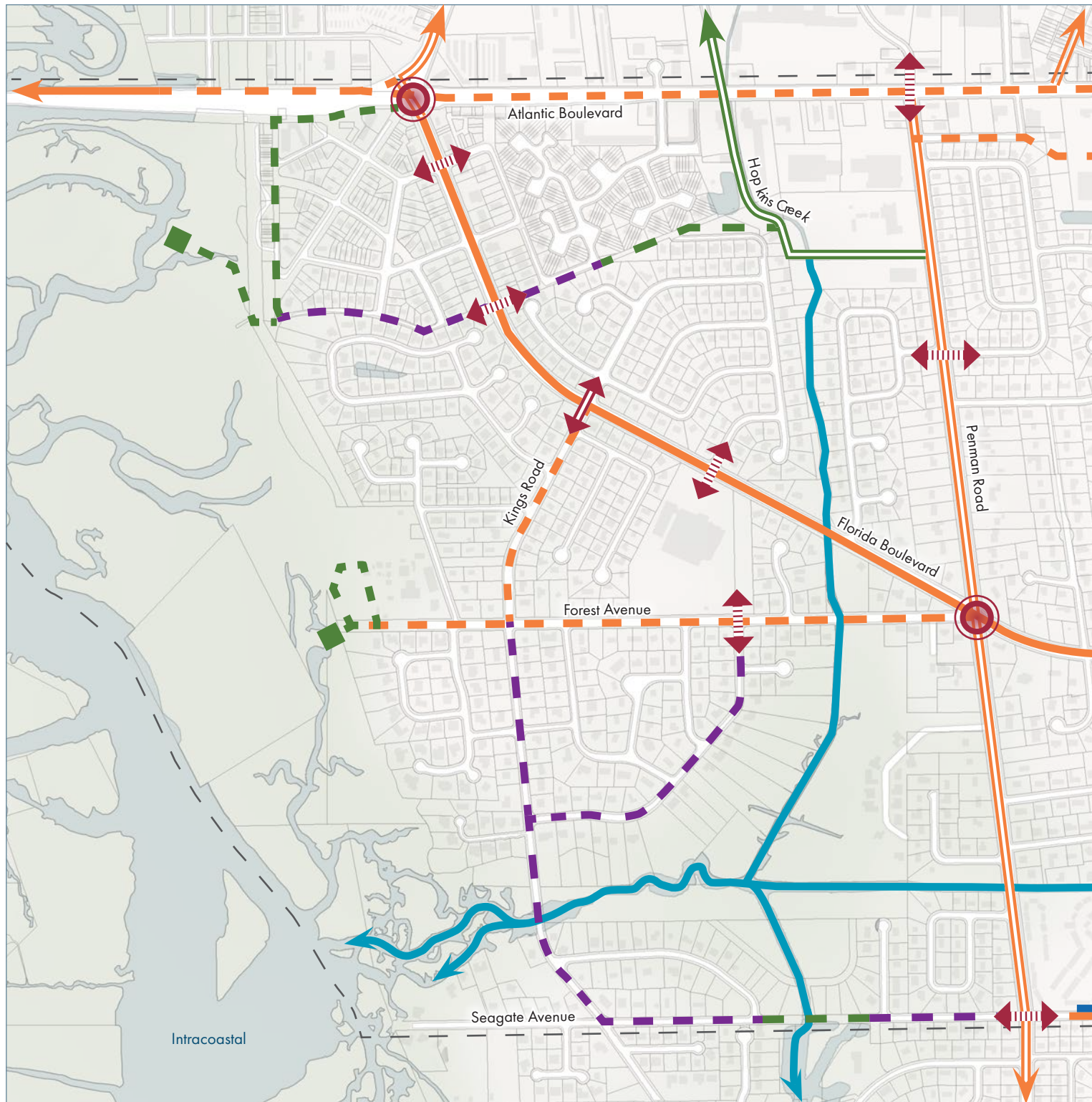
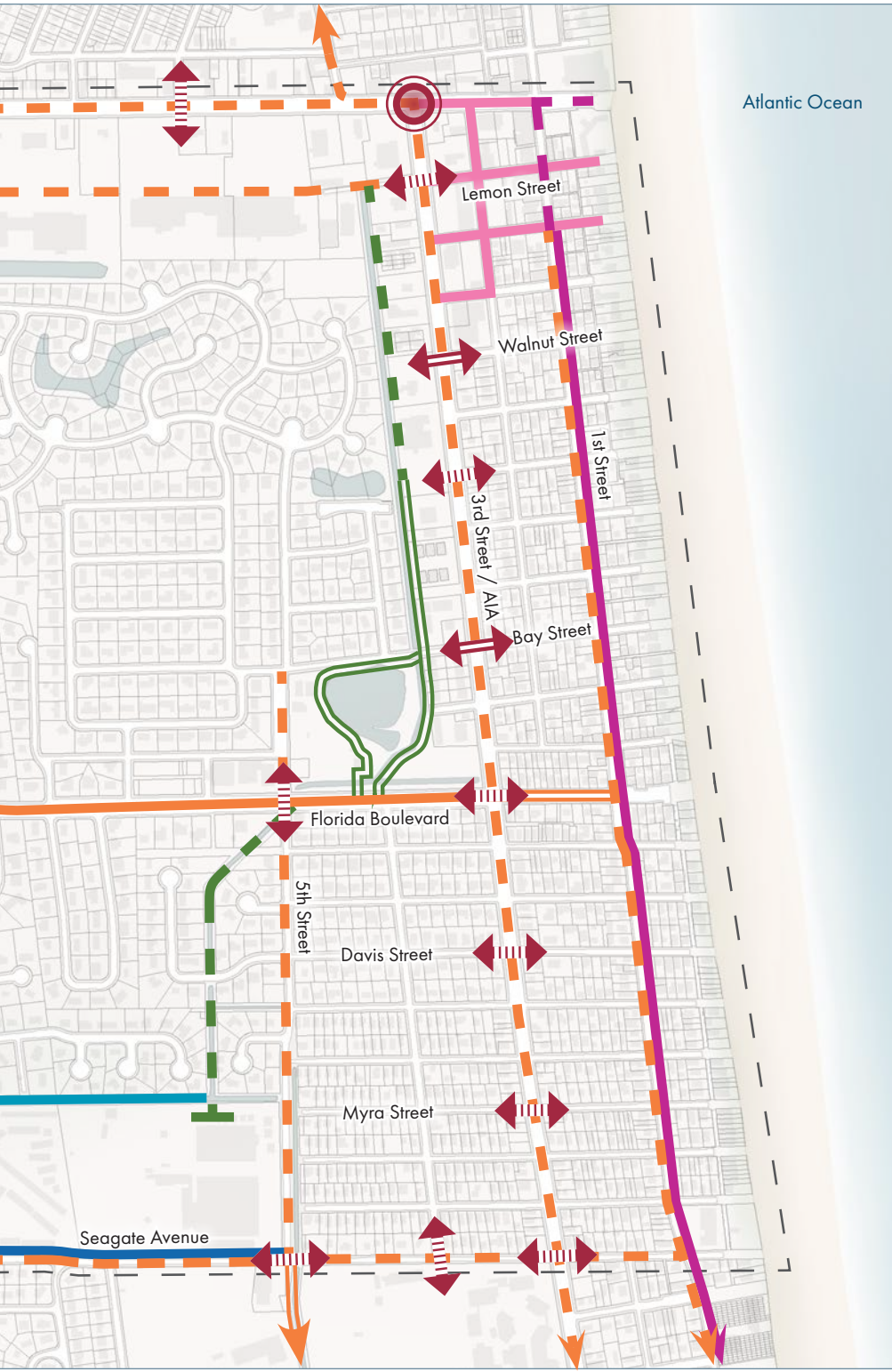


Figure 4.10: Bicycle & Pedestrian Improvements Map



Atlantic Ocean

BICYCLE & PEDESTRIAN IMPROVEMENTS

This map provides a blueprint of existing, planned, and proposed network and intersection/crossing improvements. Once completed, this network of nature trails, multi-use paths, separated mobility lanes, and shared streets would make it easy for people of all ages and abilities to get around the city and connect to key destinations including the beach, proposed kayak launches, Jarboe Park, the Beaches Town Center, the library, Neptune Elementary, and Fletcher High and Middle Schools.

MAP LEGEND

- Proposed Major Intersection Improvement
- Proposed High Visibility or Signalized Pedestrian/Bicycle Crossing
- Planned High Visibility or Signalized Pedestrian/Bicycle Crossing

Class of Facility

- Conventional Bicycle Lane
- Separated Multi-Use Path or Dedicated Mobility Track
- Shared Street/Woonerf
- Shared Lane Markings
- Slow Street
- Nature Trail
- Blueway/Kayak Network

Existing vs. Proposed

- Existing Facility
- Planned Facility
- Proposed Facility

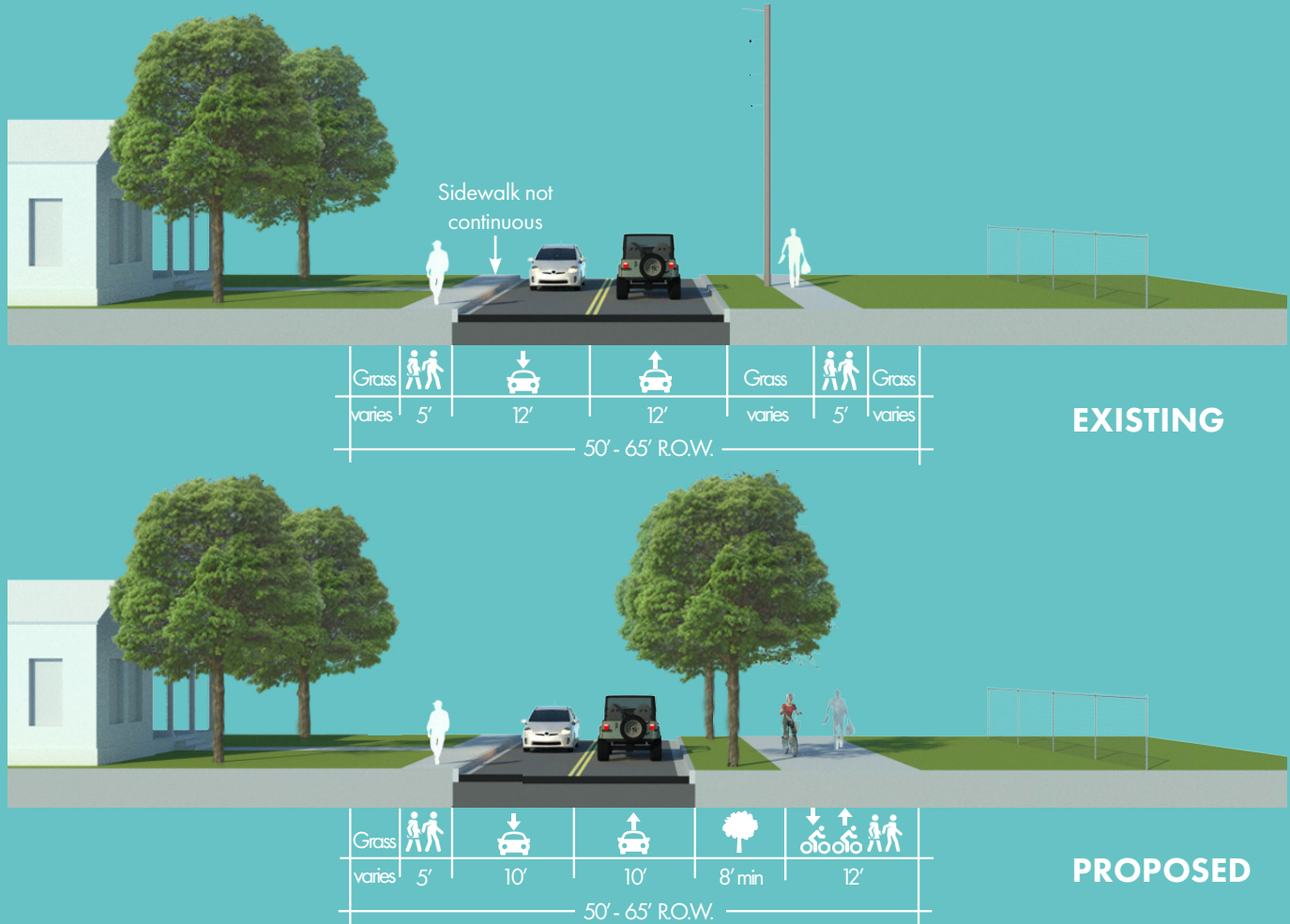
City Boundary



04: THE VISION - BEAUTIFUL STREETS & TRAILS

Seagate Avenue & Penman Road Design Alternatives

KEY STREET SECTION REDESIGNS

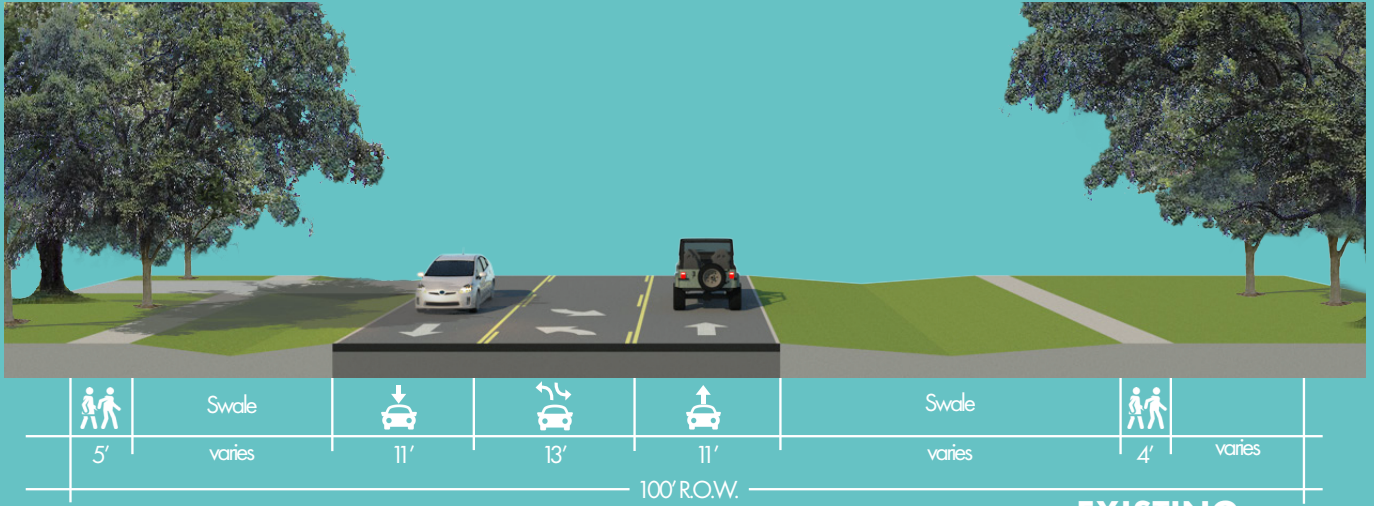


SEAGATE AVENUE - PENMAN TO 3RD STREET (LOOKING EASTBOUND)

Existing: Seagate Avenue is not only the dividing line between Neptune Beach and Jacksonville Beach, but it is also a key street for students trying to get to Fletcher Middle, Fletcher High, and San Pablo Elementary. Between Penman Road and 3rd Street the right-of-way fluctuates between 50' and 60', the northern sidewalk is not continuous, there is a conventional 5' wide bike lane from the Ocean Oaks apartments parking to 5th Street, and there are above ground power lines.

Proposed: Existing power lines are buried and in the process the roadway is narrowed to 20', slowing down car speeds and making space for a 12' wide multi-use path and shade trees on the south side. The existing on-street bike lane is also removed.

Figure 4.11: Seagate Avenue Proposed Street Section



EXISTING



PROPOSED

PENMAN ROAD - NORTH OF FLORIDA BOULEVARD (LOOKING NORTHBOUND)

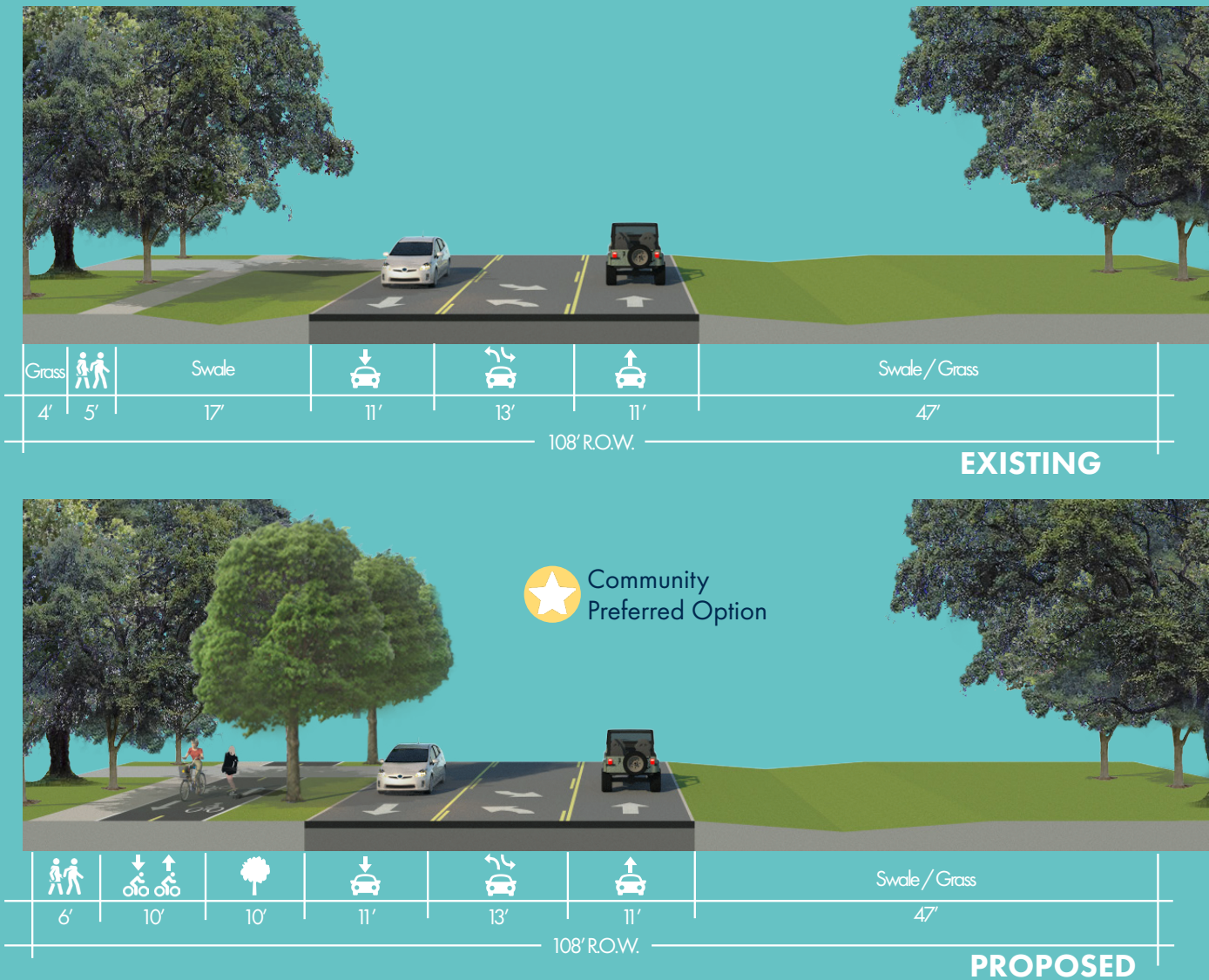
Existing: Penman Road has a right-of-way of approximately 100' from Atlantic to Florida Boulevard. A sidewalk is consistent on one side of the two-lane road with a central left-turn lane to access the many residential driveways found along the street. The road is mostly residential and has beautiful existing trees outside of the right-of-way. Drainage swales exist on both sides of the street.

Proposed: A trail with a 6' pedestrian path and two-way mobility lanes on the east side will encourage more users. This proposal includes shade trees on the same side that will absorb more water and provide shade for pedestrians, skateboarders, and bicyclists.

Figure 4.12: Penman Road Proposed Street Sections A

04: THE VISION - BEAUTIFUL STREETS & TRAILS

Penman Road Design Alternatives



PENMAN ROAD - SOUTH OF FLORIDA BOULEVARD (LOOKING NORTHBOUND)

Existing: Penman Road has a right-of-way of approximately 108' from Florida to Seagate Avenue. A consistent sidewalk runs on the west side of the two-lane road, which also has a central left-turn lane for easier access to the many residential driveways found along the street. There are drainage swales on both sides of the road that capture stormwater runoff.

Propose: A trail with a 6' pedestrian path and two-way mobility lanes on the west side will encourage more users. Shade trees on the same side will absorb more water and provide shade for pedestrians, skateboarders, and bicyclists.

COMPLETE STREET RECONSTRUCTION

Penman Road currently is asymmetrical and varies from Atlantic Boulevard to Seagate Avenue. The previous proposals show more minor improvements that would keep the roadway pavement the same, but add street trees and safer pedestrian paths and mobility lanes for bicycles, skateboarders, and other users.

The option below would require a reconstruction of the entire street, including drainage, to make it symmetrical and allow for a new row of shade trees on both sides

of the road that would create a beautiful shaded street. Two separated bike/mobility lanes with adjacent walkways will connect to the East Coast Greenway on Florida Boulevard. Bioswales will filter any stormwater runoff from the pavement before the water reaches private properties and shade trees will also absorb more water while providing shade for pedestrians, skateboarders, and bicyclists.

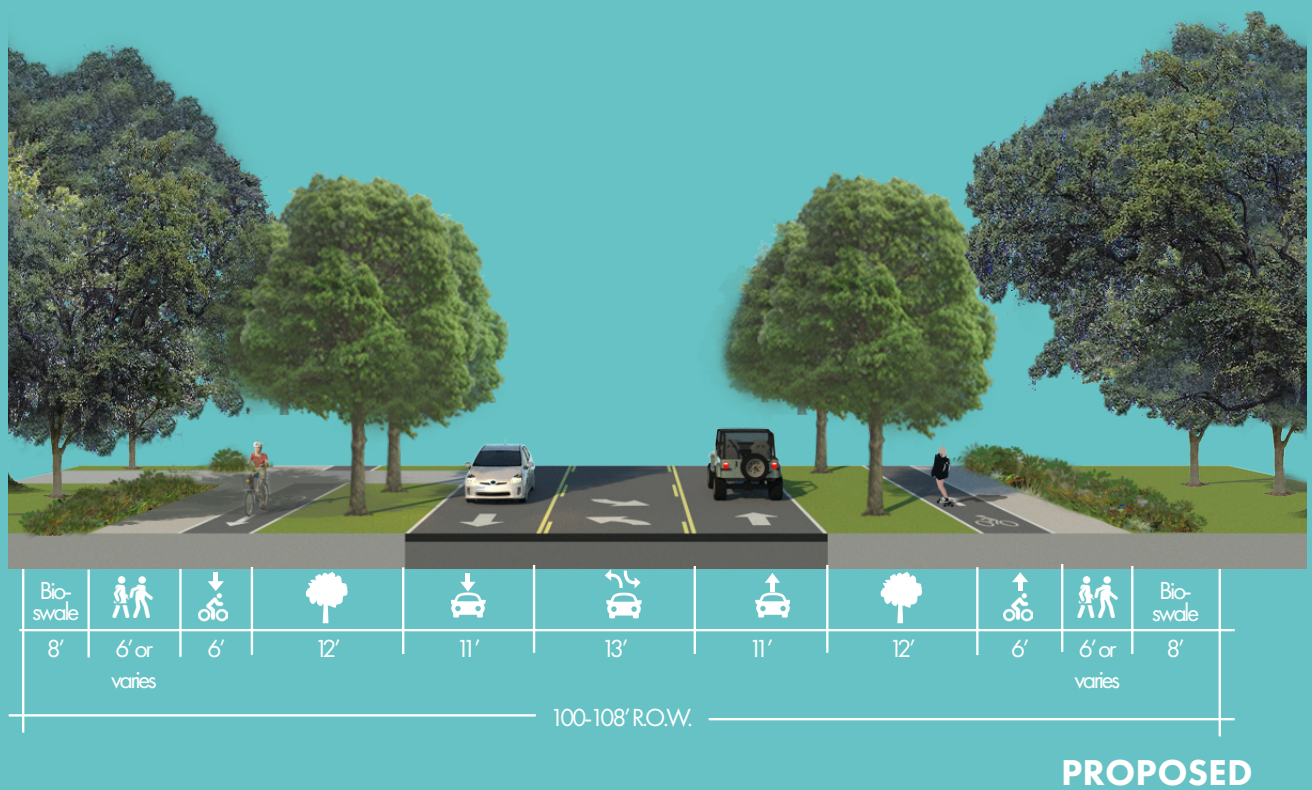


Figure 4.13: Penman Road Proposed Street Sections B

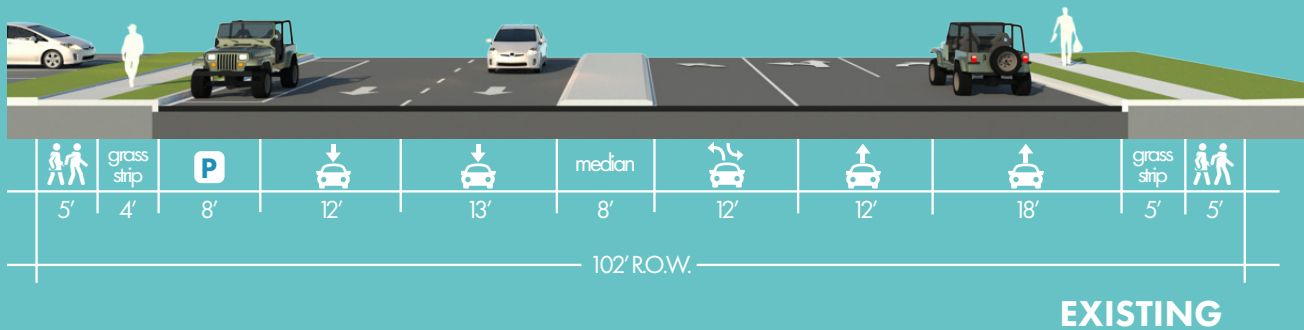
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3rd Street/A1A Design Alternatives

3RD STREET/ A1A (LOOKING SOUTHBOUND)

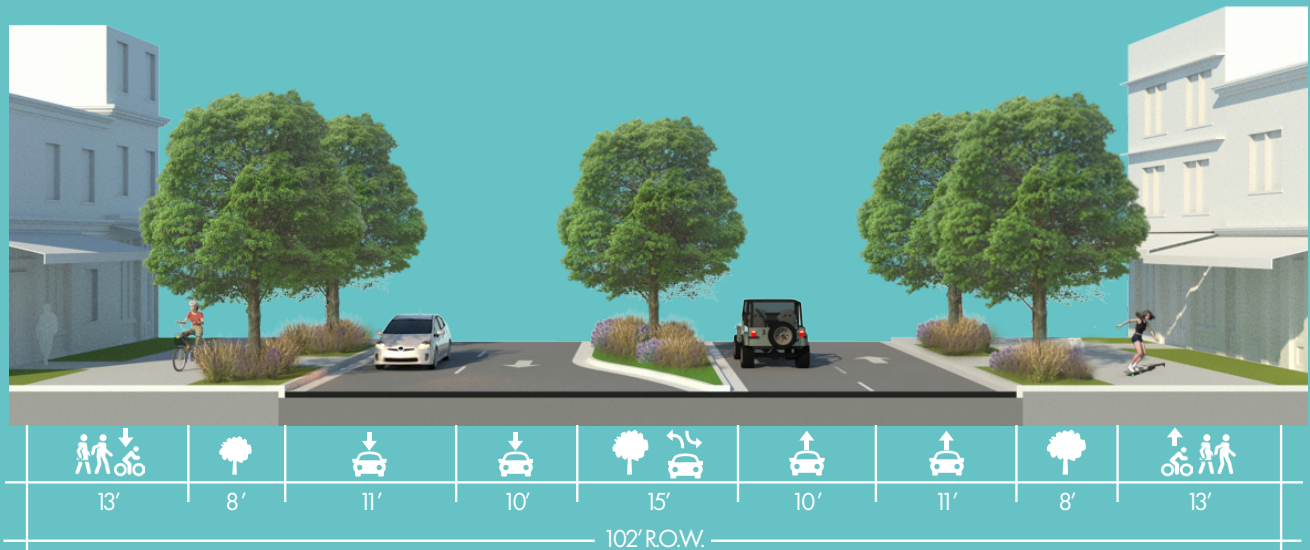
Many public comments described the danger of crossing 3rd Street/A1A from west to east to reach the beach. The FDOT highway has speeds of 35 miles per hour, but drivers drive much faster making it hard to see and stop for pedestrians. Currently, some areas have on-street parking and a median that serves as a left turn lane for the intersecting streets. Very shallow sidewalks and no street trees make this a very uncomfortable and dangerous road for pedestrians and other users like

commuter cyclists, recreational bicyclists, bus riders, scooter riders, and skateboarders. Improvements to this arterial road that dissects Neptune Beach north to south are desperately needed. The two proposals narrow driving lanes and give the pedestrians and other users more space to walk and bike safely and comfortably. All street improvements will be within the approximate 100' right-of-way and outside of the power lines on the west side.

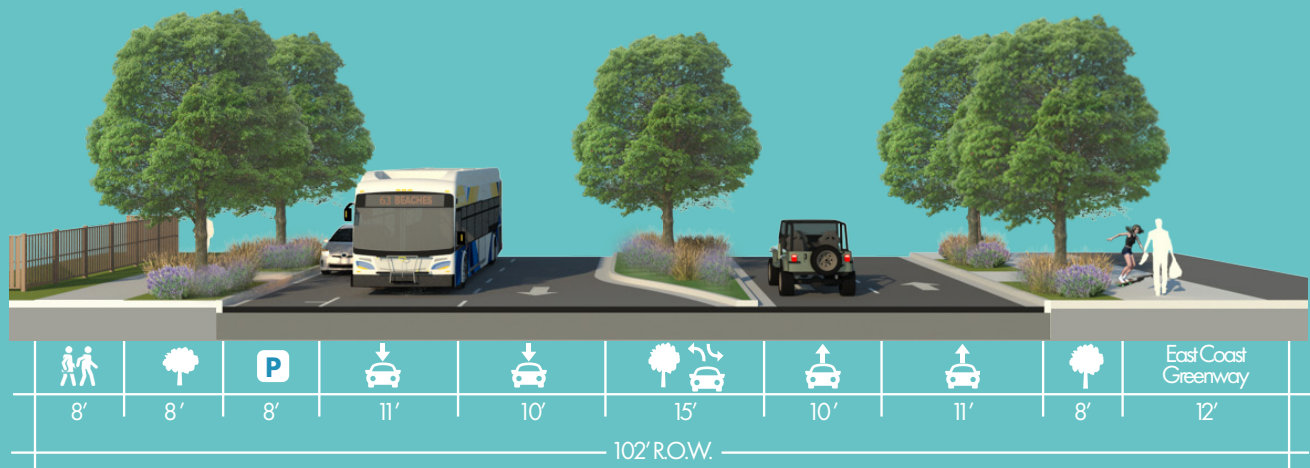


Proposed – Atlantic to Cherry: The improvements for this section of 3rd Street/A1A will have a 13' shared use path on both sides of the street with 8' planting areas for shade trees and landscaping. Lanes are narrowed to 10' or 11' for buses and parking was removed to increase the median size for more shade trees and landscaping. The median will transition to a left turn lane.

Proposed – Cherry to Seagate: The portion south of Cherry to the Neptune Beach boundary will have a shared use path on the western side to have easier access to the Beaches Public Library and the East Coast Greenway. Parking is proposed on the eastern side for beach goers and the sidewalk is widened to 8'. Lanes and the median stay consistent with the northern proposed section.



PROPOSED – Atlantic to Cherry



PROPOSED – Cherry to Seagate

Figure 4.14: 3rd Street/A1A Proposed Street Sections

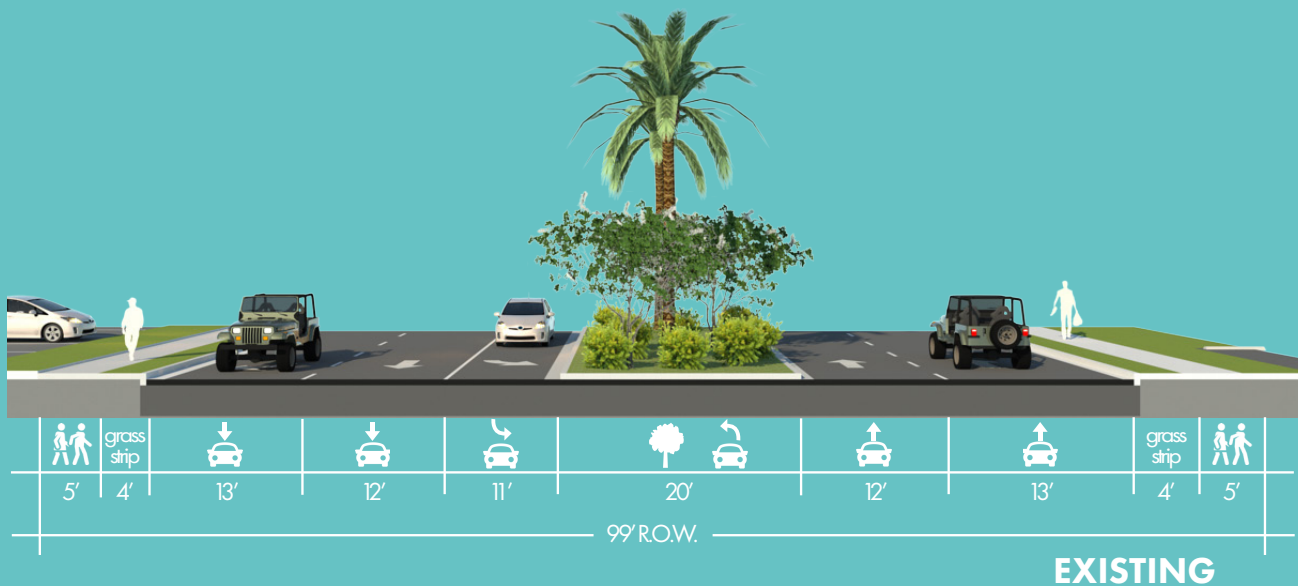
04: THE VISION - BEAUTIFUL STREETS & TRAILS

Atlantic Boulevard Design Alternatives

ATLANTIC BOULEVARD (LOOKING WESTBOUND)

Atlantic Boulevard is the northern boundary that separates Neptune Beach from Atlantic Beach. The FDOT street has five to six lanes with some lanes used for left-turns. The entire street is lined with suburban commercial lots or offices and a sea of parking. The speed is marked at 35 miles per hour, but cars drive much faster and pedestrians have difficulty crossing

unless at a major intersection. A large median has palm trees and landscaping that transitions as a left-turn lane in areas. The sidewalks are 5' on both sides and a small grass strip that makes it hard to walk alongside the fast moving cars.



Proposed – Option A: Lanes are narrowed to 10' and 11' for buses reducing the width to slow cars down. On-street parking is proposed on the Neptune Beach side to provide parking for businesses that front Atlantic. Buildings will be setback in accordance with setback requirements for the power lines. 10' sidewalks and planting areas for shade trees will create a much more comfortable experience for pedestrians and users.

Proposed – Option B: Lanes widths remain consistent with Option A and the median stays the same width in both options 15' to keep the existing Palm trees and add shade trees. In this option, a cycle track is proposed on the Neptune Beach side and 7' sidewalks are shown on both sides. On-street parking is removed to accommodate the cycle track.

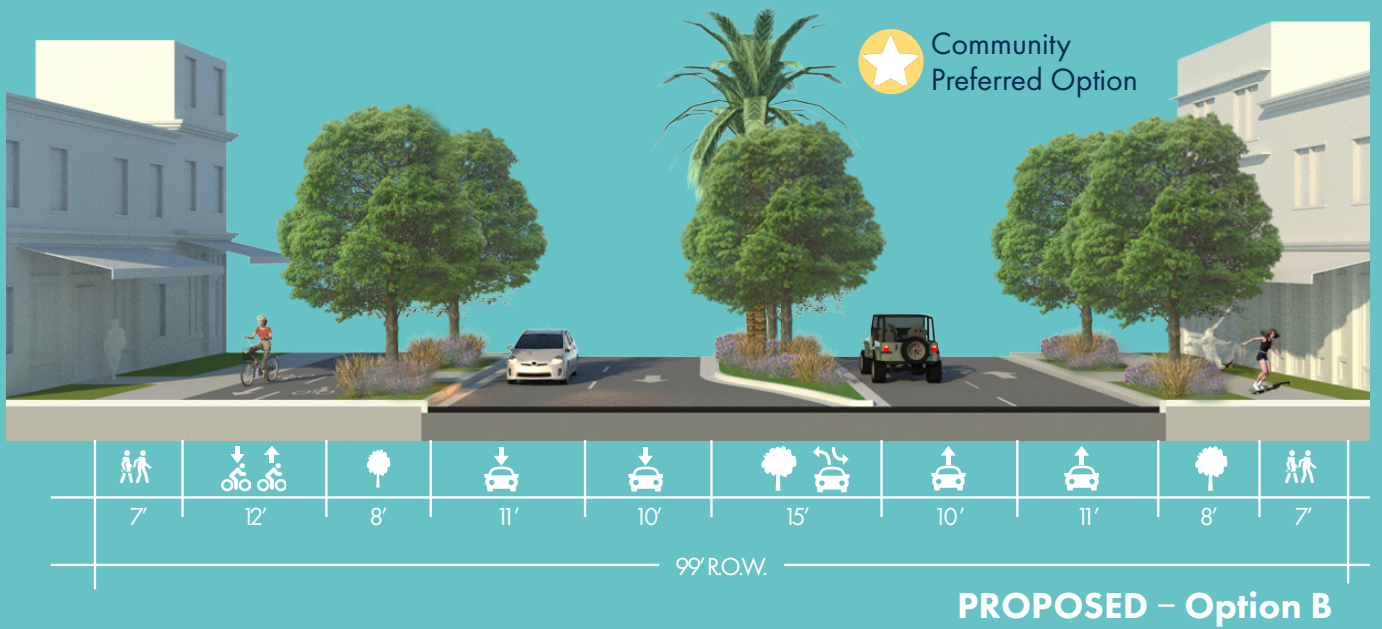
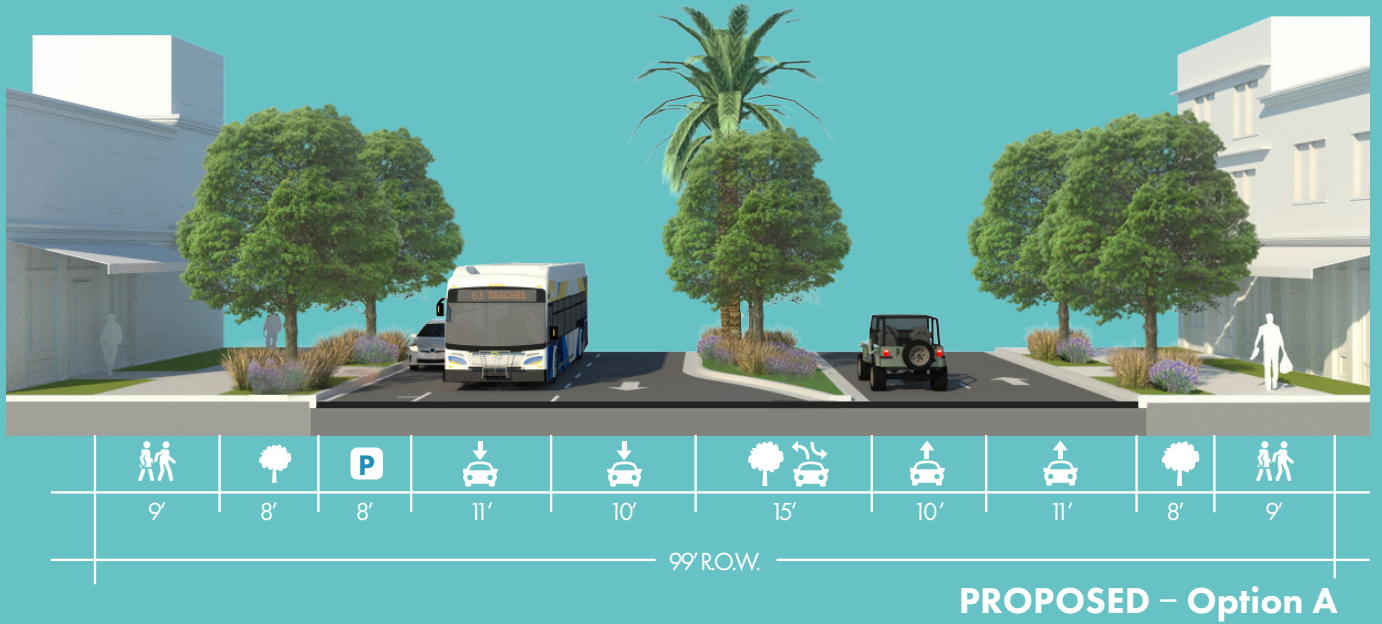


Figure 4.15: Atlantic Boulevard Proposed Street Sections

04: THE VISION - BEAUTIFUL STREETS & TRAILS

1st Street Design Alternatives



EXISTING



PROPOSED – Option A

1ST STREET (LOOKING SOUTHBOUND)

Existing: 1st Street is a residential street with approximately 58' right-of-way that runs north to south as a two lane street. On-street parking is unmarked but available in some areas. Pedestrians and bicyclists share the street and although it feels safe the palm trees don't provide much shade for comfort.

Proposed – Option A: In this alternative, the pavement stays the same and shade trees and landscaping are added to the existing planting strips to provide more shade and to absorb more stormwater runoff.

Figure 4.16: 1st Street Proposed Street Sections



 Community Preferred Option

PROPOSED – Option B



PROPOSED – Option C

Proposed – Option B: The pavement width and curbs remain the same, however the street becomes one-way with a cycle track on the eastern side and on-street parking with pervious pavers on the left side. The on-street parking will have bulb outs with bioswales and shade trees and native landscaping to filter and absorb stormwater runoff.

Proposed – Option C: The last alternative is a yield street that has on-street parking on both sides with pervious pavers and bulb outs with bioswales and shade trees that provide a more comfortable experience for pedestrians. Where shade trees are not desired in front of the residences, palm trees will remain on all alternatives. Bicyclists will share the street as a sharrow lane.

IMPROVING ACCESS TO SUMMER SANDS



Figure 4.17: Summer Sands Entry, Brant & Atlantic Boulevard

ALTERNATIVE TO TRAFFIC SIGNAL AT BRANT BLVD.

While residents of the Summer Sands HOA voted no to open up Oakhurst Drive to vehicular access, this option would help alleviate some of the concerns expressed regarding Brant Boulevard. When traffic is at its peak on Atlantic Boulevard, Oakhurst Drive would provide an alternative exit route from the neighborhood, taking residents to Florida Boulevard and then left onto Atlantic with help from the traffic signal at that intersection. Though most Summer Sands residents are strongly opposed to opening Oakhurst Drive, they should take into consideration the fact that the Brant and Atlantic Boulevard intersection will not likely receive a traffic signal to facilitate left-turns out of the neighborhood any time soon.



Oakhurst Drive with bollards blocking off entry to Summer Sands

Residents of the Summer Sands subdivision have been vocal regarding the need for a traffic signal at Brant and Atlantic Boulevard. This has been an issue for residents of this area for years. Brant Boulevard is the only entrance into and out of Summer Sands. Without a traffic signal, residents complain about the time it takes to make left turns onto Atlantic Boulevard as they wait for a break in traffic. They also expressed safety concerns, as this movement requires them to wait in the median refuge, an area also shared by cars on Atlantic trying to make left turns and u-turns.

The City of Neptune Beach has brought these concerns to the Florida Department of Transportation's District 2 office, but they have rejected this intersection as a candidate to receive a new signal. The FDOT follows federal guidelines from the Manual on Uniform Traffic Control Devices (MUTCD) when determining whether traffic signals should be installed. The MUTCD describes a number of criteria, called "warrants", which define the need for a signal. These warrants are expressed in numerical requirements, namely volume of vehicular and pedestrian traffic. Proximity to other traffic signals and on/off ramps is another criteria taken into consideration.

Today, the volumes on Brant Boulevard and the land development context do not warrant a signal. Even if the FDOT context classification for this stretch of Atlantic Boulevard is changed from C3 Suburban Commercial to C4 Urban General, as recommended, that alone would not be enough. The one thing that could help is the mixed-use redevelopment of the commercial plazas on both sides of Brant, especially if designed as a truly walkable C4 environment. Additional traffic volume generated by more intense uses on these sites would also help support a signal.

ADDRESSING ATLANTIC BLVD & 3RD ST INTERSECTION

Throughout the Community Vision Plan process, residents have consistently highlighted the hazard that is the intersection of Atlantic Boulevard and 3rd Street. Only two of the three sides of this intersection have crosswalks. Both of these crosswalks are long and neither is considered a high visibility facility. In addition to the difficulty of crossing east to west and north to south on foot or by bicycle, this intersection has been the site of many car crashes.

Eastbound cars traveling fast on Atlantic Boulevard, which up until 3rd Street is designed as a 6-lane high speed suburban arterial, must suddenly slow down and adjust to the 2-lane urban main-street design of Atlantic Boulevard after this intersection. For speeding

cars who travel this intersection on a green signal, the transition can be too much to handle, especially when alcohol is involved, leading to dangerous crashes.

In response to several recent collisions, the FDOT's District 2 office has fast-tracked this intersection for some quick-build safety improvements. While their design is an improvement, it focuses more on slowing down cars just before the signal and less on making this intersection a comfortable place for bicycles and pedestrians. The following pages show a series of design improvements for this intersection:

- Short-Term: Variation on FDOT's proposed design for implementation in 2021
- Mid-Term: Improvement to the short-term design, to be implemented with the extension of Lemon Street across A1A and back to Atlantic
- Long-Term: Major redesign of the intersection worthy of the desired C-5 context classification



Scene of a three-car crash on Atlantic in February 2019 (Source: News 4 Jax)



Young cyclist carefully crossing Atlantic Boulevard

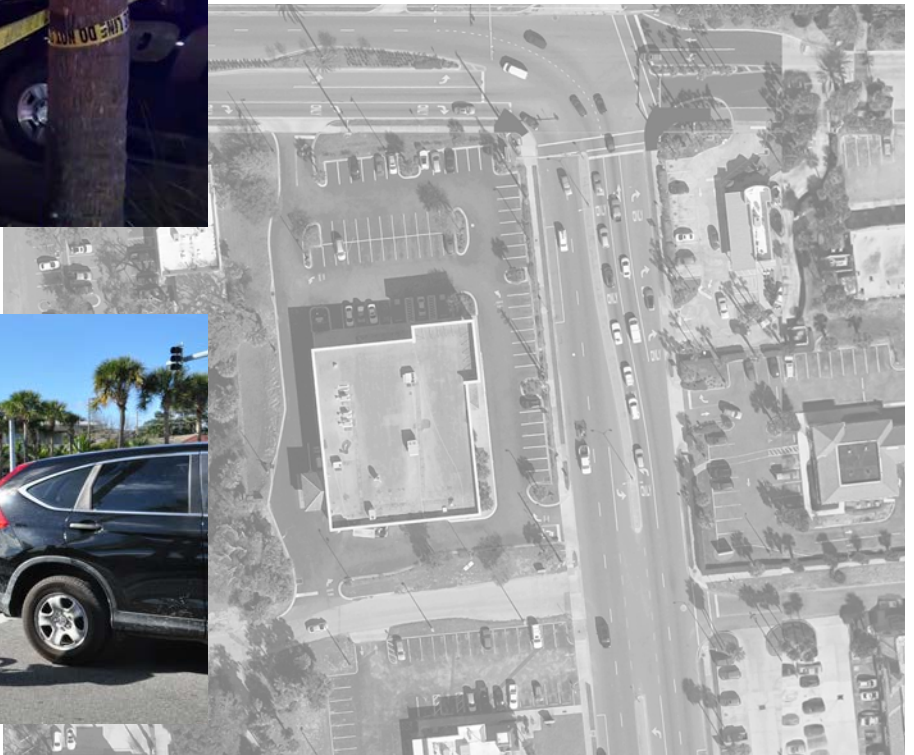


Figure 4.18: Atlantic Boulevard & 3rd Street Intersection Improvements



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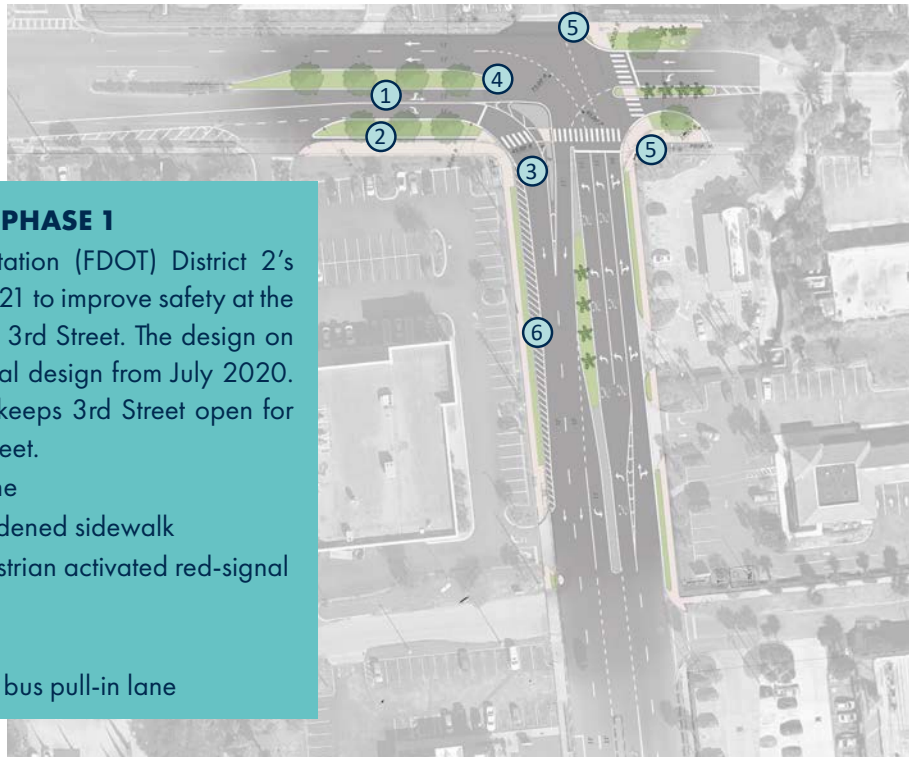
Atlantic Boulevard & 3rd Street Intersection Improvements

ATLANTIC BLVD & 3RD ST/A1A INTERSECTION

SHORT-TERM IMPROVEMENTS: PHASE 1

The Florida Department of Transportation (FDOT) District 2's office has fast-tracked a project for 2021 to improve safety at the intersection of Atlantic Boulevard and 3rd Street. The design on the right is a variation of the their initial design from July 2020. The key difference is that this design keeps 3rd Street open for left-turning movements onto Lemon Street.

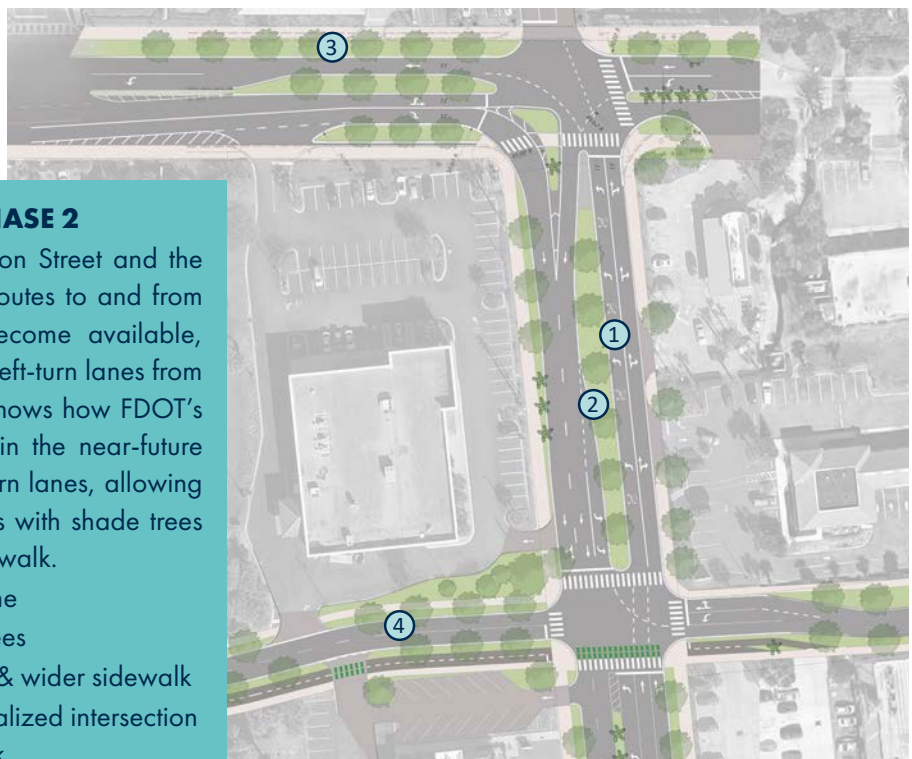
1. Eliminated dedicated left-turn lane
2. Bulb-out with planting area & widened sidewalk
3. Free flowing right-turn with pedestrian activated red-signal
4. Expanded median
5. Reduced turning radius
6. Eliminated on-street parking and bus pull-in lane



MID-TERM IMPROVEMENTS: PHASE 2

With the westward extension of Lemon Street and the Town Center street grid, alternative routes to and from Atlantic Boulevard to 3rd Street become available, reducing the need for two dedicated left-turn lanes from 3rd to Atlantic. This Phase 2 option shows how FDOT's short-term design can be improved in the near-future with the elimination of one of those turn lanes, allowing for wider splitter islands and medians with shade trees and decreasing the length of the crosswalk.

1. Eliminated dedicated left-turn lane
2. Expanded median with shade trees
3. Curb extension with shade trees & wider sidewalk
4. Lemon Street extension with signalized intersection & separated two-way cycle track



**LONG-TERM IMPROVEMENTS:
PHASE 3 OPTIONS**

After the extension of Lemon Street and the Town Center street grid, Neptune Beach can explore funding options with FDOT for a long-term reimagining of this key intersection. The following two options would greatly reduce the likelihood of vehicle speed and crashes, improving pedestrian and bicycle safety, while also creating a much more beautiful entry into the Beaches Town Center that provide opportunities for new public spaces and public artwork.

Option A: Single-Lane Roundabout*

1. Single-lane roundabout
2. Curb extension with shade trees & wider sidewalk
3. Wider medians with shade trees
4. Shorter crosswalk & pedestrian refuge
5. Separated two-way cycle track
6. On-street parking

Option B: Public Plaza

1. New public plaza
2. Wider medians with shade trees
3. Shorter crosswalk & pedestrian refuge
4. Purchasing of public easement in the Walgreen’s property
5. Infill development

*FDOT has already studied a single-lane roundabout design for this intersection, which was deemed feasible so long as Lemon Street is extended and connected back to Atlantic.

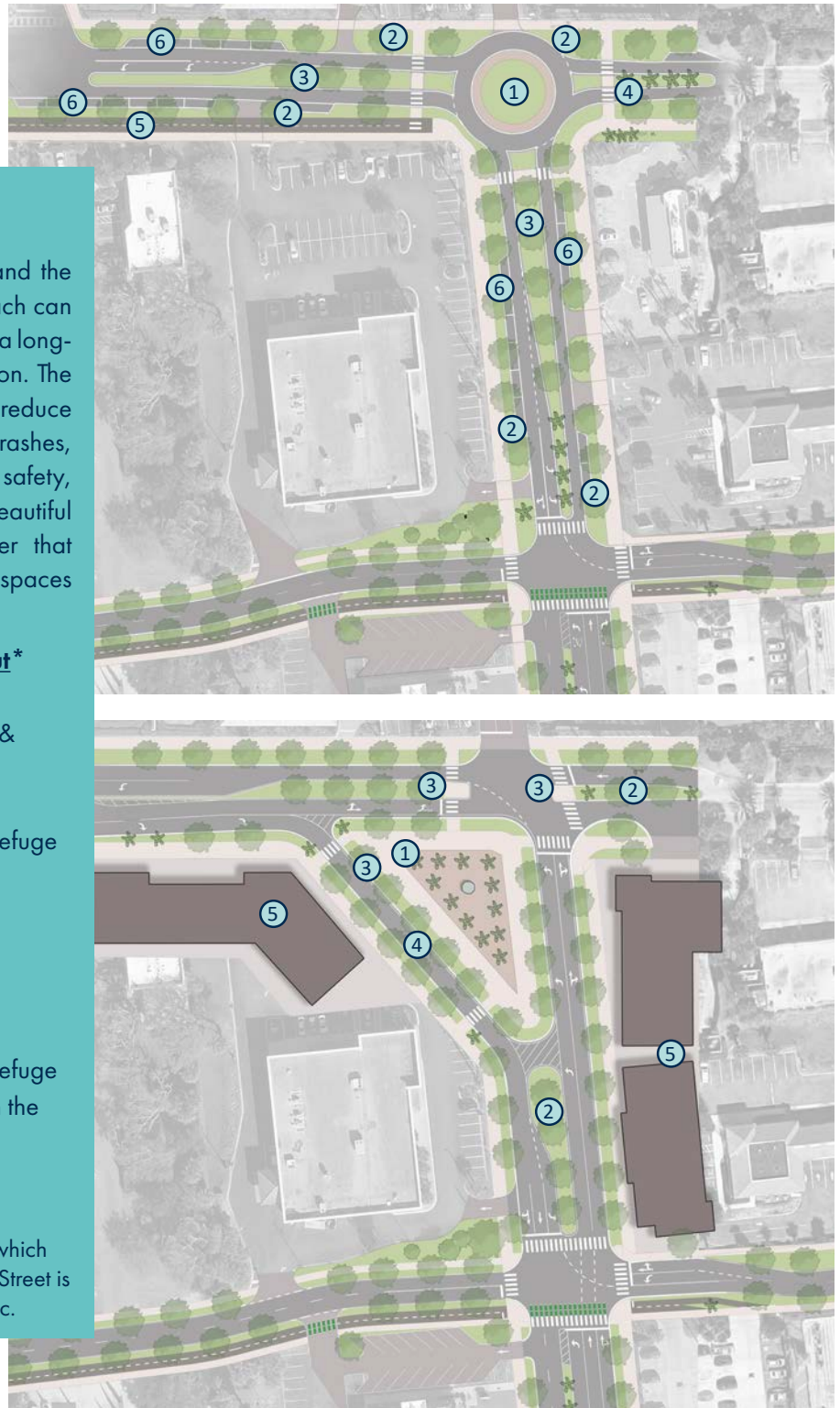


Figure 4.19: Atlantic Boulevard & 3rd Street Intersection Improvements

PENMAN AND FLORIDA FIVE-POINT INTERSECTION

TRAFFIC CALMING

The intersection at Penman Road and Florida Boulevard has a lot of congestion and slow signalized times for cars on Forest Avenue. To improve connectivity and safety a roundabout and an improved signalized intersection that prioritize pedestrians and the East Coast Greenway users are illustrated below.

An appropriately low speed is the key pedestrian safety element of roundabout design; roundabouts are designed to achieve a consistent, 15 to 25 mile per hour vehicle speed to minimize crash potential. When traffic volumes are light, many gaps are available

for pedestrian crossing. When vehicle volumes are high, more vehicles pause at the yield line, allowing pedestrians to cross safely behind the first vehicle. The pedestrian crosswalk should occur one car length back (approximately 20 feet) from the yield line to place the pedestrian safely in view of the second waiting vehicle's driver.

The use of truck aprons in these conceptual designs allows the roundabouts to accommodate the turning movements of large trucks, buses, and boat trailers.

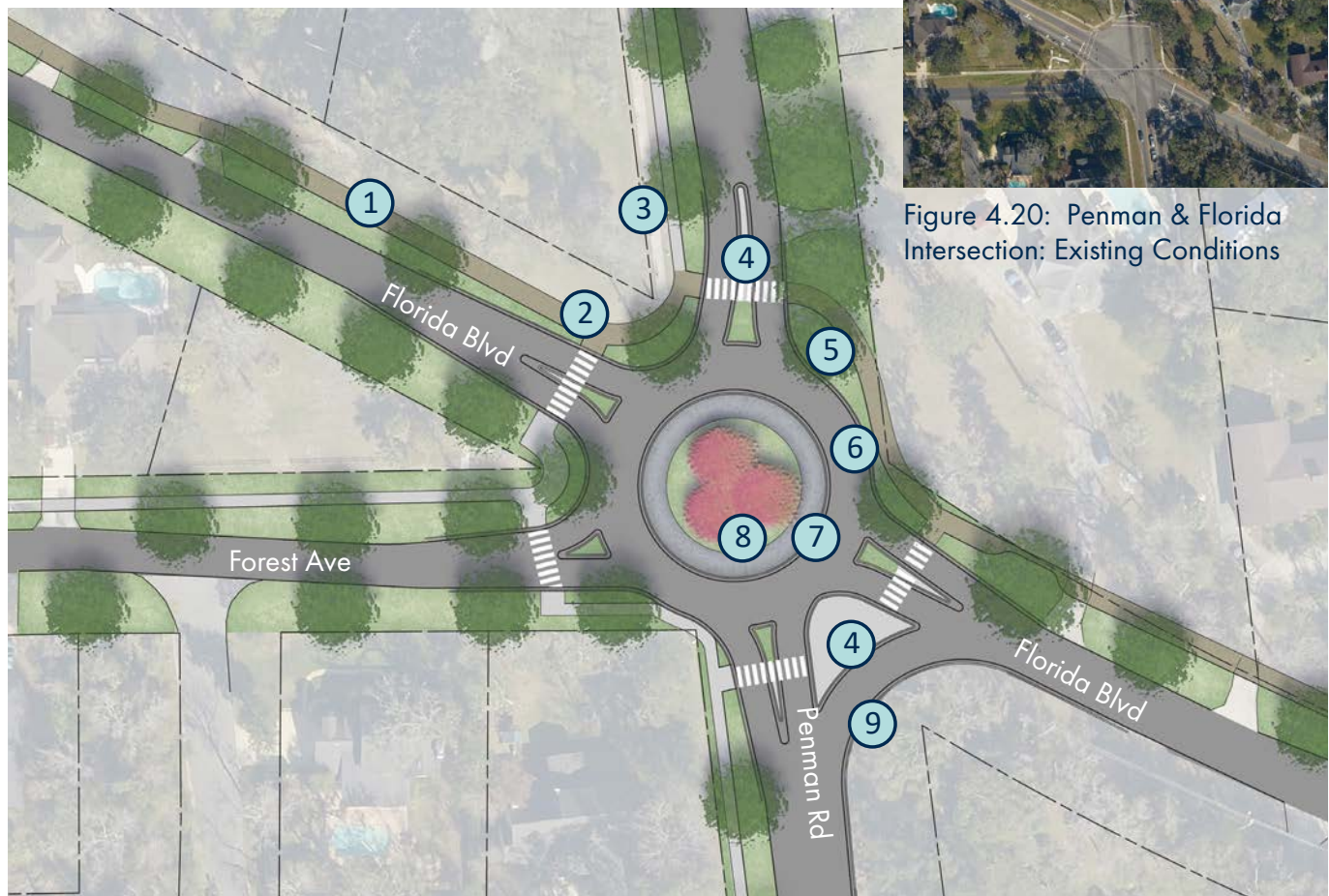


Figure 4.20: Penman & Florida Intersection: Existing Conditions

Figure 4.21: Penman & Florida Intersection: Proposed Roundabout Plan

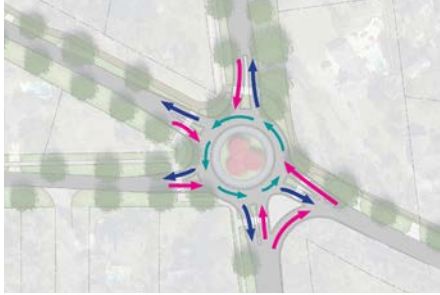


Figure 4.22: Roundabout: Direction of Car Traffic



Figure 4.24: Roundabout: Pedestrian Route and Stops

FEATURES:

1. East Coast Greenway
2. ADA ramps
3. Proposed shade trees
4. Splitter Island and Pedestrian island with High visibility crosswalk
5. Smaller radii for slower right turns
6. Narrower lane in roundabout
7. Truck apron
8. Small inscribed circle with art or tree
9. Right turn only lane
10. Stop bar closer to the intersection for safer pedestrian crossings

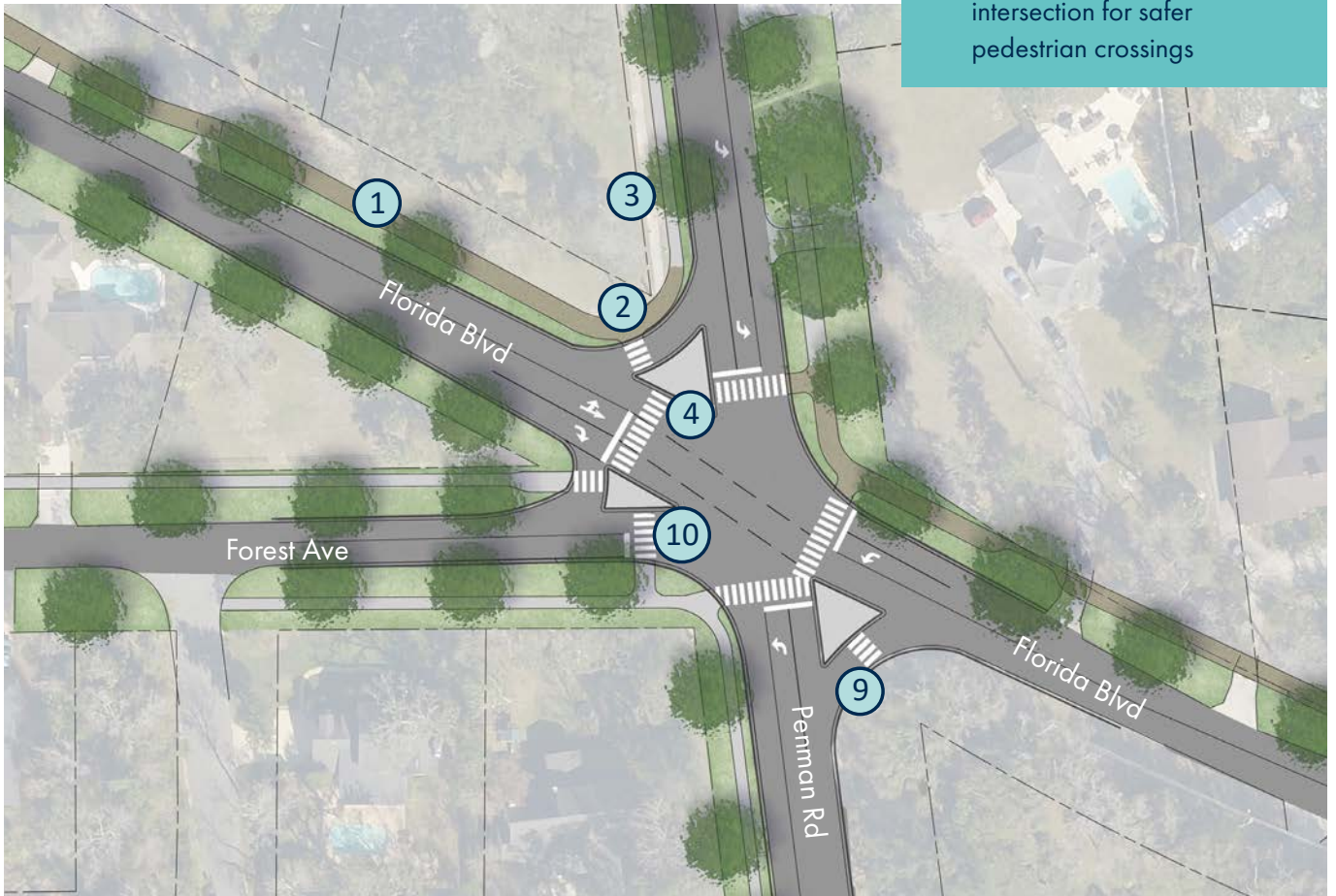


Figure 4.23: Penman & Florida Intersection: Proposed Signalized Intersection Plan

04: THE VISION - BEAUTIFUL STREETS & TRAILS

Penman Road & Florida Boulevard Intersection

PENMAN AND FLORIDA INTERSECTION

SAFETY AND DESIGN

Modern roundabout intersections are safer for cyclists than traffic signals, due to the slower traffic speeds found in a roundabout. Entering and circulating at 25 mph or less, automobiles can easily share space with bicycles traveling through a roundabout. To traverse the roundabout, the cyclist simply travels through in the vehicle lane just like an automobile. Cyclists who are uncomfortable sharing the road with automobiles may, alternatively, go around the roundabout using the sidewalk system as if a pedestrian.

The improved intersection is a more economical option that can increase pedestrian safety through high visibility crosswalks, ADA ramps, pedestrian refuge islands, and more visibility at the intersection. The stop bars were moved closer to the intersection to slow

cars turning right and increase visibility at crosswalks. Design alternatives can include a different pavement or pavers that will increase awareness as cars approach the intersection.

The intersection alternatives are a great opportunity to make this location feel like a gateway to Neptune Beach and a place that locals and visitors can feel safe using. Local artists can use the center of the roundabout as a platform to showcase an art sculpture or a signature tree can provide a great anchor.

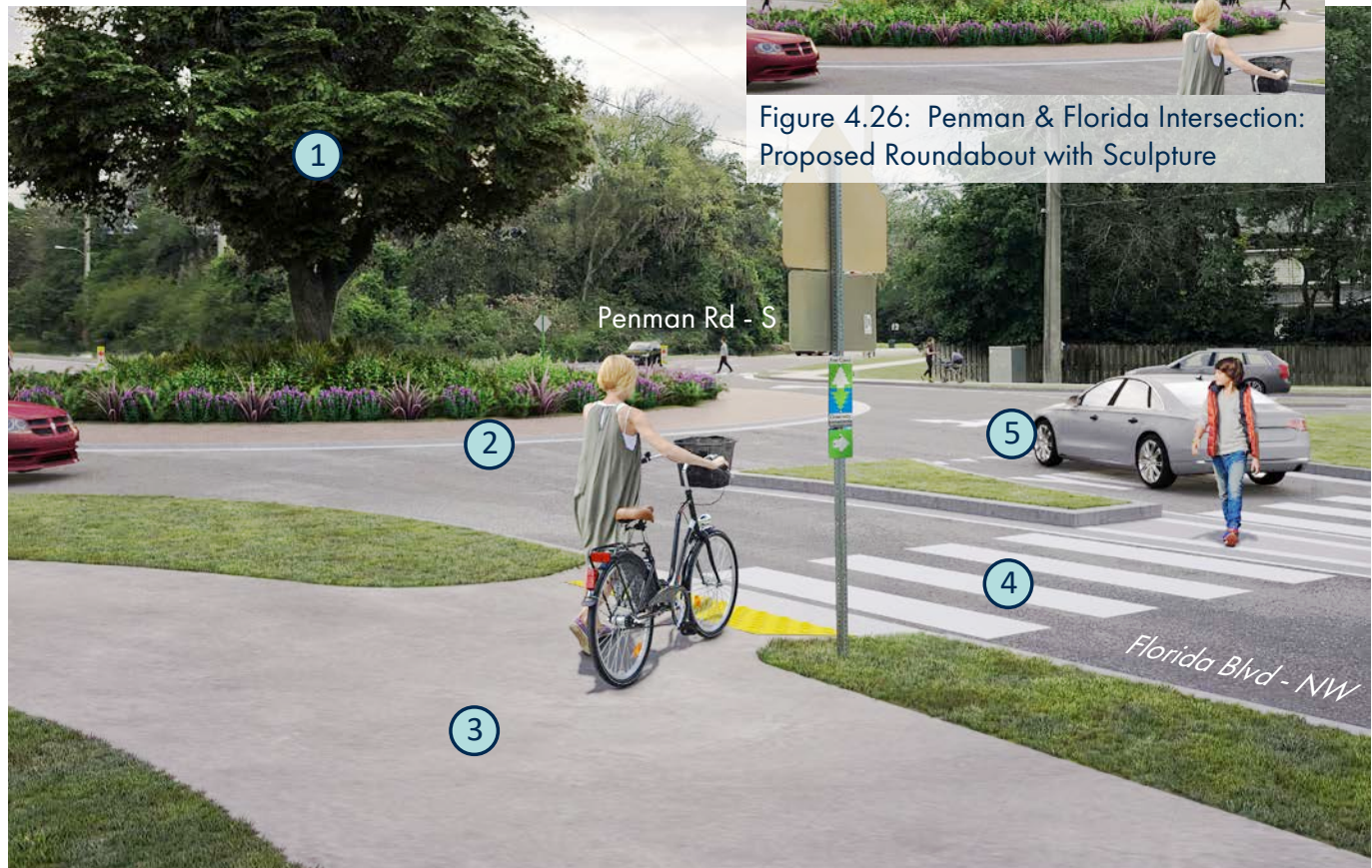


Figure 4.26: Penman & Florida Intersection: Proposed Roundabout with Sculpture

Figure 4.25: Penman & Florida Intersection: Proposed Roundabout with Tree

Figure 4.27: Penman & Florida Intersection: Existing Conditions



FEATURES:

1. Signature sculpture or tree in the roundabout options
2. Truck apron for buses, boat trailers, and large trucks
3. East Coast Greenway
4. High visibility crosswalk
5. Car yield zone; waiting space to enter the roundabout
6. Pedestrian Islands
7. Textured paver intersection
8. Right turn lane

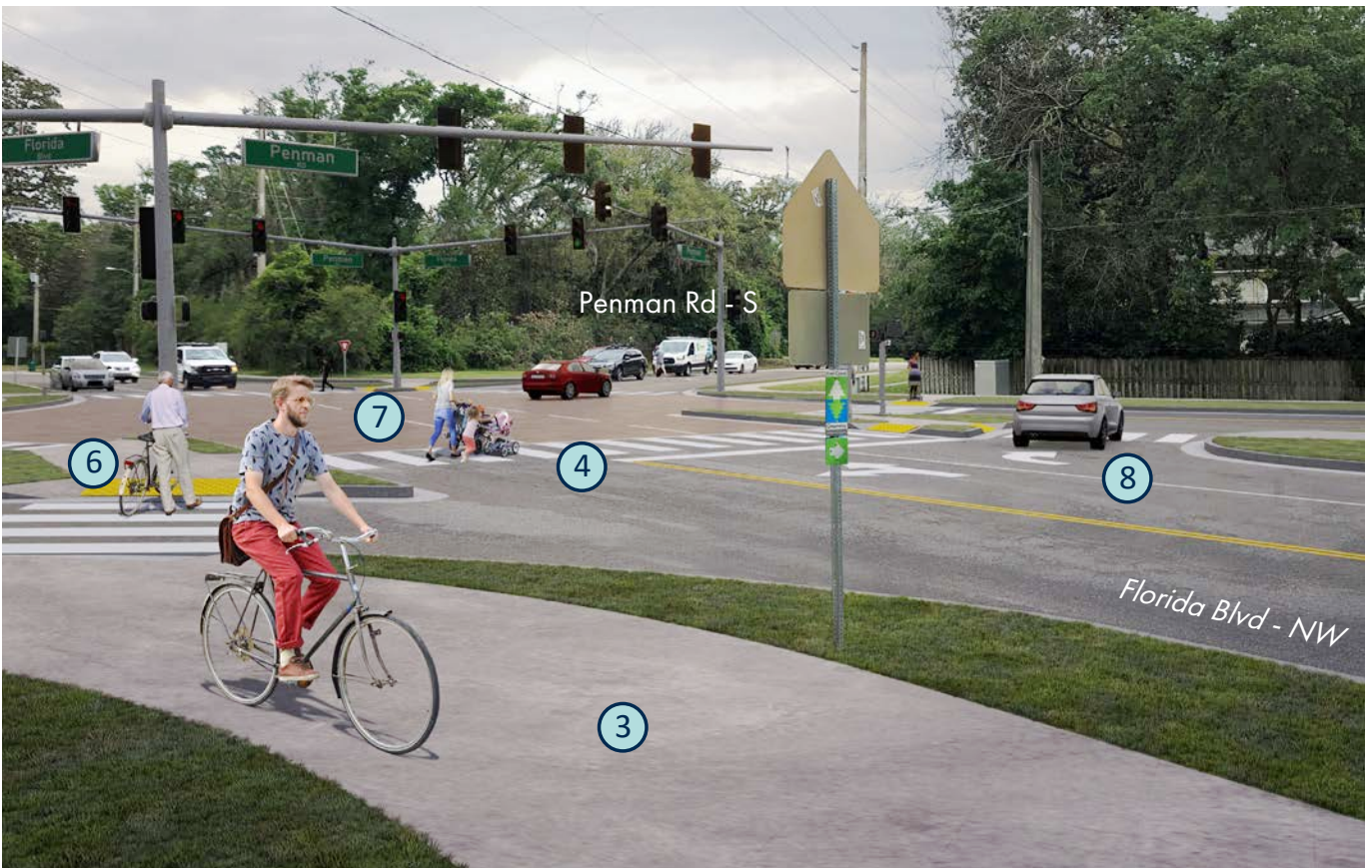


Figure 4.28: Penman & Florida Intersection: Proposed Signalized Intersection with Pavers

IN THE *FUTURE* NEPTUNE BEACH WILL:

*have even more vibrant places
for the community to gather
and celebrate, in addition to
easily accessible parks and
recreational amenities that allow
residents to connect with nature
and lead healthy lifestyles.*



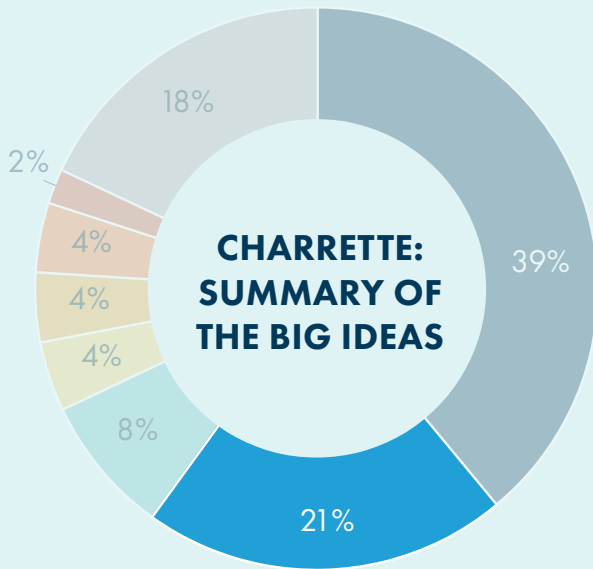
PART 2: WELCOMING OPEN SPACES & ACTIVE RECREATION

In a Citywide Input Survey circulated during the design charrette, citizens were asked what their favorite thing about Neptune Beach is. Out of 253 responses, 45 percent said “Quality of Place (local business, small town character, and beautiful streets),” 19 percent said “sense of community (festivals, social groups, and neighbors),” 18 percent said “family-friendly atmosphere,” and 11 percent said “access to nature trails, and active recreation.” Parks, recreation, public gathering spaces, and a connection to nature are integral ingredients in what makes Neptune Beach such a special place. This section deals with all of those topics and recommends improvements and policies that enhance all of the city’s public and natural assets, and ensure that all people can safely access them.

PART 2: *Welcoming open spaces & active recreation*

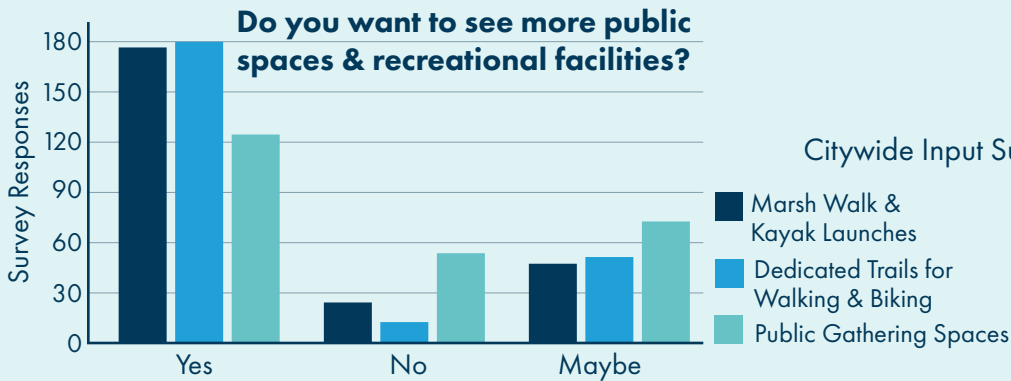
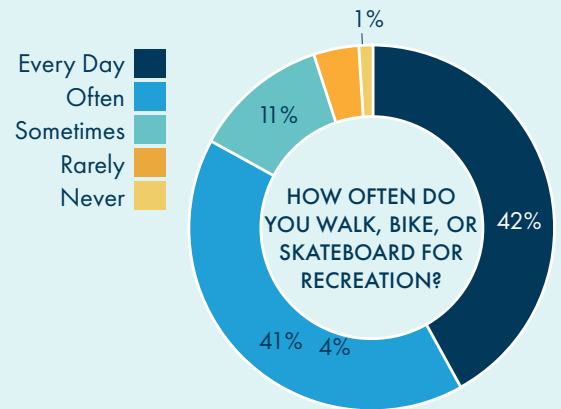
KEY ISSUES TO ADDRESS	PROPOSED IMPROVEMENTS & POLICIES
<ul style="list-style-type: none"> • Need for more open spaces for the community to gather, especially in the Beach Town Center; right now the only places to host events are at Jarboe Park and on 1st Street • Improvements to Jarboe Park • Need for more shade trees, particularly east of 5th Street • Difficulty in safely accessing places like the beach, Jarboe Park, schools, and the Beaches Town Center on foot or by bike • Need for safer street crossings and more dedicated trails • Lack of public access to the Intracoastal waterways for kayaking, fishing, and walking • Concern that recreational amenities like trails and marsh walks will intrude on the security and privacy of property owners • Need for a permanent location for the City’s Senior Activities Center • Lack of public art and murals 	<ul style="list-style-type: none"> • Construct a low-stress network of trails, shared streets, mobility lanes, and multi-use paths that connect residents in all parts of town to parks, the beach, Intracoastal Waterway, schools, and the Beaches Town Center • Prioritize network and intersection safety along pedestrian and bicycle routes to Fletcher High School and Neptune Elementary and implement Safe Routes to School programs • Invest in recreational amenities along the Intracoastal, including kayak launches, marsh walks, and a pedestrian and bicycle bridge across Hopkins Creek that connects the two sections of Seagate Avenue • Transform 1st Street from Atlantic Boulevard to Orange Street into a shared plaza street, that can be easily closed down and used for public events • Transform the final segment of Atlantic Boulevard from 1st Street to the beach into a car-free public plaza and encourage infill development along the edges of the surface parking lot on that corner • Invest in public art and establish a public art steering committee to help curate pieces throughout the city • Invest in street trees that provide shade • Use native plants that help that help to filter stormwater and advocate for low impact and natural edge stormwater canals over conventionally engineered, hard edge channels • Follow Crime Prevention through Environmental Design (CPTED) principles when designing streets, parks, and public spaces • Find a permanent location for the Senior Activities Center and help support its programs

SUMMARY OF WHAT WE HEARD:



Public Space, Parks & Recreation

- "Public access to Intracoastal for kayaks & recreation"
- "More shade trees along all connecting streets/trails"
- "Improve Jarboe Park & add new pocket parks/plazas"
- "Create trail along drainage to Jarboe, Fletcher and marsh"
- "Maintain a permanent Senior Center"



Citywide Input Survey Results (April 2020)



Figure 4.29: Summary of What We Heard: Parks, Open Spaces & Recreation

04: THE VISION - OPEN SPACES & RECREATION

Open Space & Recreation Improvements

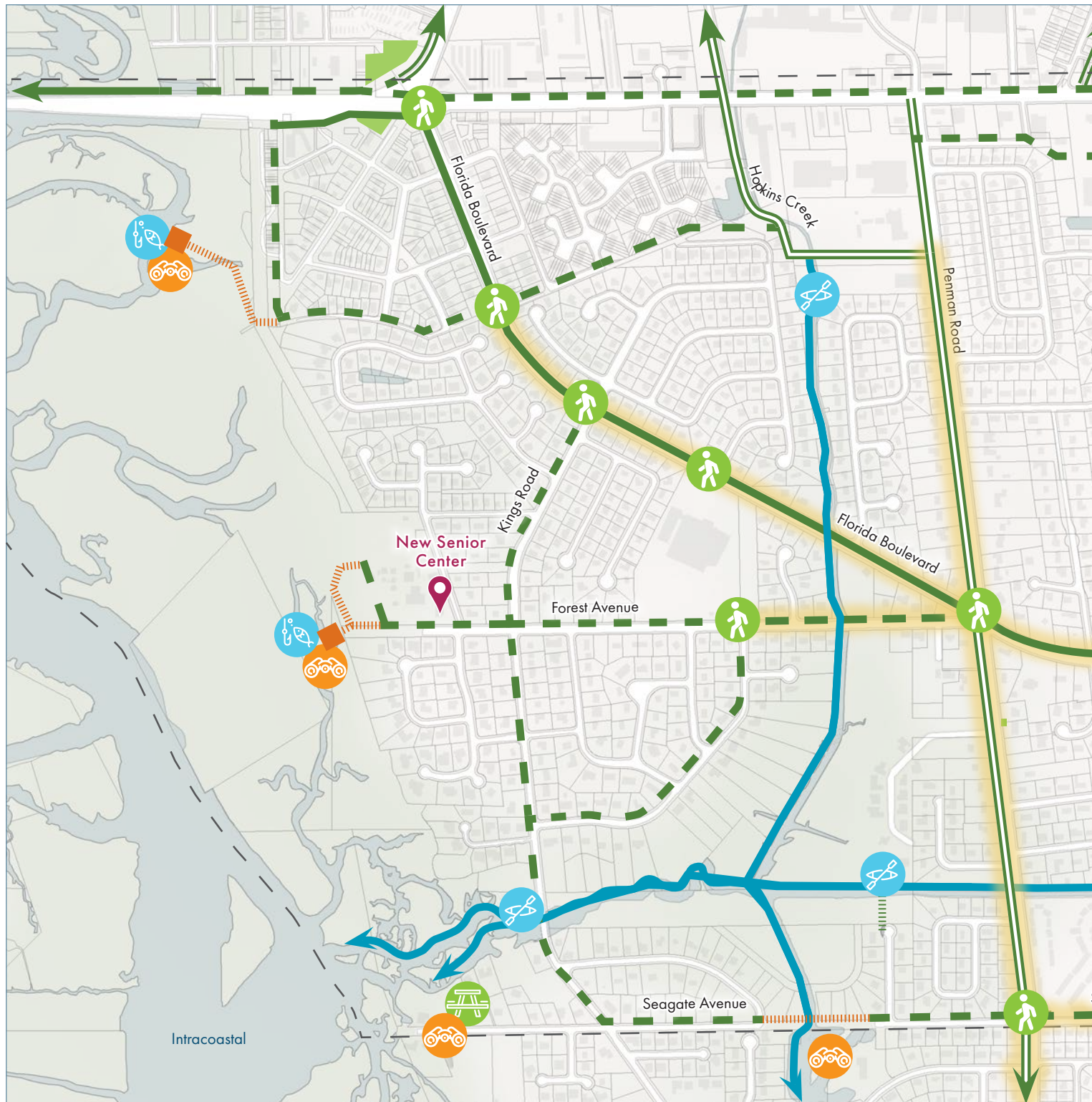
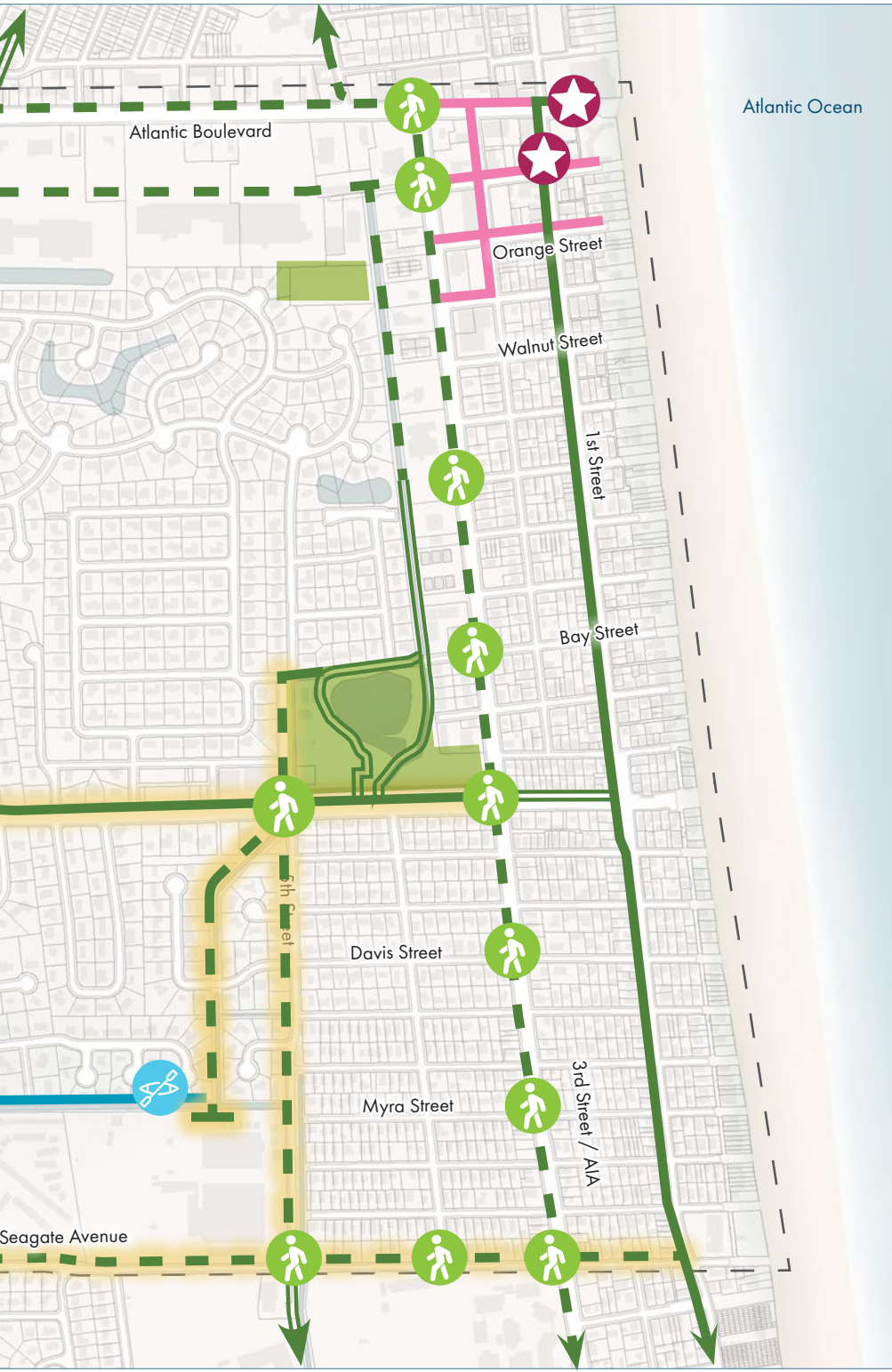


Figure 4.30: Open Space & Recreational Space Improvements Map



OPEN SPACE & RECREATIONAL SPACE IMPROVEMENT MAP:

Public open space and recreational space improvements were one of the most frequently visited topics during this public engagement process. The unique geography and landscape of Neptune Beach has endowed the city with valuable natural resources. The city has access to the beaches, marshes, and canals. However, not all the natural resources are easily accessible. People also want more opportunities to connect with the water, be it kayaking or fishing. The trail network can also be expanded to enhance connectivity in a sustainable and environmentally sensitive way.

MAP LEGEND

- New Signature Open Space
 - Existing Park
 - Pocket Park
 - Street Crossing Priorities
 - Lookout
 - Kayak Launch
 - Fishing
 - Pedestrian Priority Slow Streets
 - Bike/Ped Low-Stress Network
 - Safe Routes to School Priority
 - Marsh Walk
- Existing vs. Proposed
- Existing Facility
 - Planned Facility
 - Proposed Facility
- City Boundary



1ST STREET REDESIGN: SHARED STREET / "WOONERF"

A big idea that came up during the design charrette was adding more public space to the Beaches Town Center. Some residents suggested closing down streets in the BTC to cars entirely. This illustration shows how 1st Street from Atlantic Boulevard to Orange Street could be redesigned as a "woonerf" or shared street. "Woonerf" is Dutch for "living street", a street built with people and gathering in mind. This curbsless design makes the space feel like a plaza and can be easily closed off to cars during certain days of the week or for special events, while still allowing cars and delivery trucks to move through and park during off-hours or whenever needed.

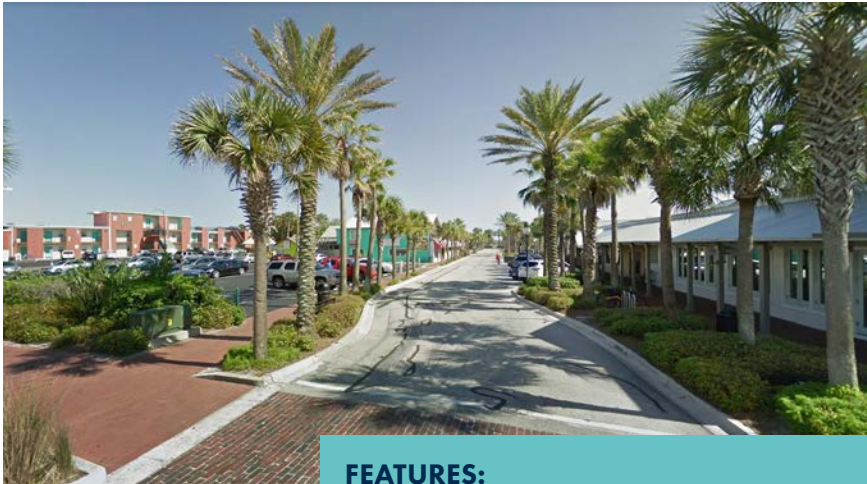


Figure 4.31: 1st Street Existing Condition

FEATURES:

1. Curbsless design maximizes flexibility of how the street is used and programmed and gives the space a plaza-like feel
2. Tactile pavers and curbsless street improve how the street functions for people with physical and visual impairments
3. Brick/stone pavers add beauty, increase permeability, and slow down cars
4. Street trees add much needed shade
5. Generous planting areas with underground silva cells ensure optimal tree growth
6. High visibility crosswalks help reduce vehicle/pedestrian conflicts
7. New infill development helps to define the space (parking would remain behind these new buildings)
8. Bicycle parking for people riding to the BTC
9. Utility boxes can be painted by local artists
10. Parallel parking spaces on both sides of the street replace the diagonal parking and can easily be used for overflow dining space too





Figure 4.33: 1st Street Proposed Redesign - Example When Open to Cars



Figure 4.32: 1st Street Proposed Redesign - Example When Closed to Cars

04: THE VISION - OPEN SPACES & RECREATION

Atlantic Plaza Proposal



Figure 4.34: Atlantic Between 1st & Midway Street Existing Condition



ATLANTIC PLAZA PROPOSAL

Another idea to provide the Town Center with more open space is to transform the last segment of Atlantic Boulevard from 1st Street to the beach into a public plaza. This public space could become Neptune Beach's new postcard destination. Entrances into One Ocean and the Seahorse Inn could be easily re-routed and infill buildings along the edge of the Inn's parking lot would help define the space. Implementation would require coordination between Neptune Beach, Atlantic Beach, and the City of Jacksonville.

Figure 4.35: Atlantic Plaza Proposal



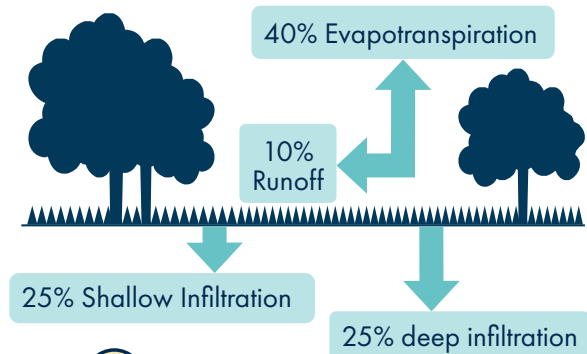
FEATURES:

1. Close off the final segment of Atlantic and transform the remaining space from 1st Street to the beach into a plaza
2. Curbless design at the Atlantic & 1st Street intersection ties together the 1st Street redesign and this new public plaza
3. Tactile pavers and curbless street improve how the street functions for people with physical and visual impairments
4. Brick/stone pavers add beauty, increase permeability, and slow down cars
5. Most of the existing palms remain to keep the character
6. A central green with large trees add much needed shade and a place to picnic
7. Several benches and moveable table and chairs give people a place to rest and gather
8. Street lights help keep the space safe at night
9. New infill development helps to define the space (parking would remain behind)
10. Ample bicycle parking to accommodate more people riding to the Town Center

VALUE OF STREET TREES:

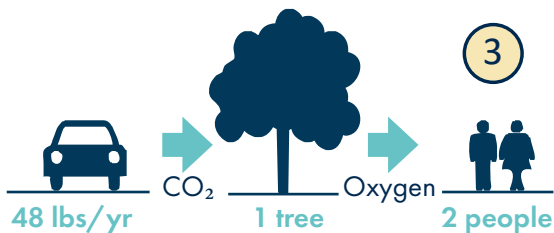
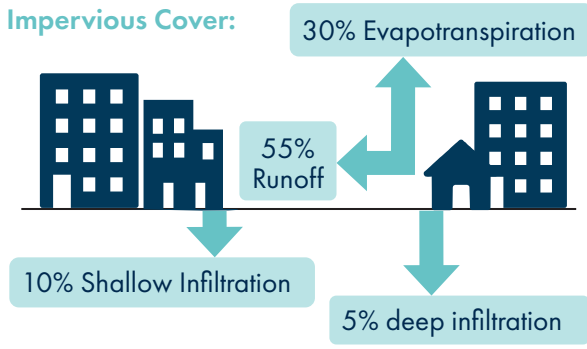


Natural Previous Ground Cover:



VS

75% to 100% Impervious Cover:



There was a lot of public input on designing streets with more shade trees. Beyond design aesthetics, urban trees provide numerous economic and environmental benefits to the community.

Economic Value

Research has shown that trees positively affect both property values and office occupancy rates. National studies show that trees increase property values by 5 to 15 percent.

Human Health

Trees remove harmful pollutants from the air and soil and generate oxygen. Research has linked the presence of urban trees to reduced rates of cardiovascular disease, strokes and asthma due to improved air quality. Simply taking a walk down a tree-lined street, even in an urban setting can significantly reduce stress level by helping interrupt thought patterns that lead to anxiety and depression. Increased tree canopy can be directly correlated with wellness and social equity.

Reduce Stormwater Runoff and Pollution

Trees decrease the amount of stormwater runoff and pollutants that eventually reach local waterways. Trees perform this important service through evapotranspiration and retention. The leaves and branches of trees intercept rain and prevent a portion of it from reaching the ground. The root structure of trees improves conditions for the infiltration of stormwater into the soil, further reducing the amount of runoff. Trees are also capable of absorbing certain pollutants.

Carbon Storage and Sequestration

Carbon dioxide (CO₂) is commonly known as a type of greenhouse gas associated with climate change. The photosynthesis process of trees helps to reduce concentrations of CO₂ in the air by sequestering and storing carbon. Carbon sequestration varies based on tree species and age. Mature large trees store the most carbon.

Figure 4.36: Value of Street Trees

THE SEVEN ROLES OF THE URBAN STREET TREE:

1 Define the space of the street

This particularly applies to streets that are too wide for the height of the buildings, streets with holes in the street wall, or suburban streets with buildings too far apart to contain the space of the street. Mature trees provide a canopy.

2 Define the pedestrian space

A mature canopy hides the tops of tall buildings, giving the sidewalk a consistent human scale.

3 Calm traffic and protect pedestrians

The tree is aided in this by on-street parking.

4 Filter the sunlight

Deciduous trees, unlike evergreen or palm, serve different functions in the summer and winter. Trees also lower city temperatures in the summer and change carbon dioxide into oxygen through photosynthesis.

5 Bring order to street

Trees should be laid out with regular geometries, repetition, consistent sizes, and alignment. On long, straight streets, trees that form canopies over the street limit the visual length of the street.

6 Visually soften streetscape

At some times of the day, the shadows are as beautiful as the trees.

7 Introduce the beauty of nature

Living plants contrast with the buildings and in many parts of the world introduce seasonal change, color, and fragrance.



Dover, V. and Massengale, J., "The Seven Roles of the Urban Street Tree," *Street Design The Secret to Great Cities and Towns* (Wiley, 2014).

PROMOTING ART AND CULTURE IN PUBLIC SPACES

Arts and culture not only reflect the spirit and soul of a place, facilitating a sense of belonging, but they are also an essential economic asset, attracting visitors and supporting businesses. Despite the existence of a vibrant community of local artists in the beaches and greater Jacksonville area, Neptune Beach lags behind its neighbors when it comes to fostering public art and expression. While the North Beaches ArtWalk hosted each month at the Beaches Town Center is a popular event, the city can look at more ways to incorporate art and creative placemaking when designing streets and public spaces throughout Neptune Beach.

During the design charrette week, a citywide input survey was circulated online. The survey received 253 online responses. When asked whether or not there is an opportunity to encourage more public art and cultural production (music venues, artist studios, maker spaces, festivals) in Neptune beach 70 percent

of respondents said yes. Citizens were then asked if they had any ideas about how to incorporate more art into the city. Amazingly, over 128 people wrote in responses with their ideas. A small sample of their recommendations included:

- Murals (this was echoed by several people)
- A public piece of art at the roundabout on the eastern end of Atlantic Boulevard
- Murals on the sides of the highway and on the underpass at Atlantic & Florida Boulevard
- Sculptures, murals, and cool art/play structures in public parks
- Small, reasonably priced rentals for artists
- More art displays at the public library
- Year-round decorative lighting
- Public mosaics, more art galleries/co-ops

STRATEGIES TO PROMOTE & EXPAND ART

- Partner with local organizations, such as Jax is Rad, the Cultural Council of Greater Jacksonville, the North Beaches Art Walk Association, the Beaches Branch Library, and the BTC Agency to provide new programs that support public art and local artists, as well as to connect artists in the area with property owners looking to commission an art piece
- Establish a local arts commission or public art steering committee of local artists, community stakeholder, and residents to help select artists and curate public art around Neptune Beach
- Adopt a public art ordinance which requires a percentage of development budgets for projects of a certain size be used for public art
- Provide incentives for the redevelopment of large commercial properties, like the old Kmart site, to include a signature public or art piece
- Support the creation of murals
- Continue to support the anchor events and festivals that occur monthly annually at the BTC
- Subsidize permit fees for non-profit cultural and arts organization, as well as for local artists creating new studio spaces
- Create a temporary occupancy permit to allow for pop-up arts and cultural uses in vacant downtown storefronts and lots
- Invest in public art with projects such as:
 - 1 Painted utility boxes in public spaces
 - 2 Sculptures in roundabout intersections, potentially at Florida Blvd. & Penman Rd.
 - 3 Murals along the Atlantic Blvd. underpass
 - 4 Murals and pocket park behind the library
 - 5 Signature painted water tower



1



2



5



3



4

Figure 4.37: Sample Ideas for Public Art in Neptune Beach

EXISTING BEACH ACCESS POINTS

There are 25 beach access points along the coast of Neptune Beach. Most access points located at the end of streets have at least 50' in width of right-of-way. The access point at the end of Florida Boulevard has roughly 76' of right-of-way, whereas access points at the end of Azalea, Palm, and Rose Place have less than 50'. While most access points have wooden walkovers over the dune, a couple have only small narrow sand paths that may be difficult for people with disabilities. Atlantic Boulevard and Seagate Avenue, on the other hand, have wide, flat sand paths to the beach.

Access points with dedicated parking spaces and bike racks are not equally spaced along the coast. A survey of each of these access points shows that there is a high concentration of beachside parking in the general vicinity of the intersections of:

- 1st Street & Lemon Street
- 1st Street & Florida Boulevard
- 1st Street and Seagate Avenue

Vehicular parking options in these areas are largely limited to handicap spaces though there are a few dedicated beach access parking space, as well as on-street parking throughout the neighborhood.

Bicycle parking is more abundant than vehicular parking along the Neptune Beach coast. For reference, of the 25 beach access points, 10 have bike racks. Most often, though, access points are equipped with a single 2-bike rack.

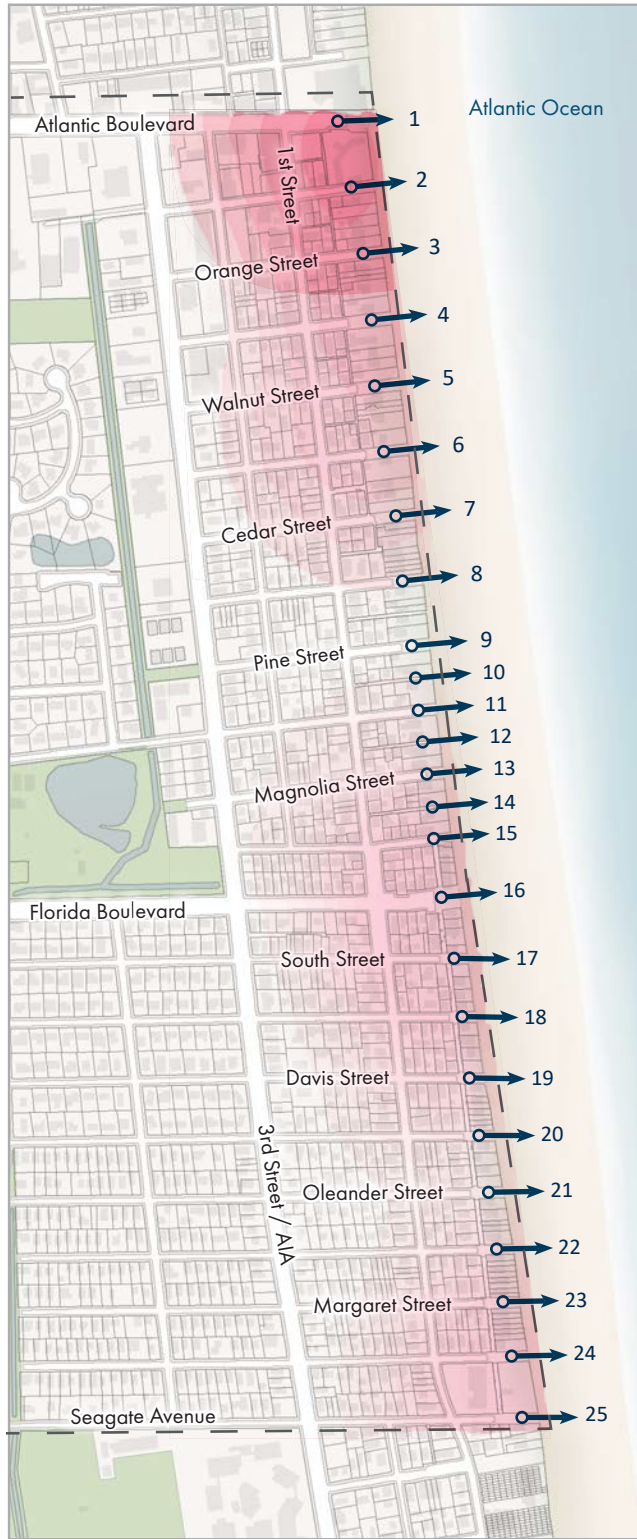
Beach Access Parking Heatmap

The heat map depicts the density of vehicular and bicycle parking spaces along the beach. The higher the density, the more parking is located near the beach access points. The heatmap values are calculated using the Kernel Density function in GIS.



Photo Credit: Harriett Pruett

Figure 4.38: Beach Access Points



SURVEY OF EXISTING BEACH ACCESS POINTS

	Access Street	Dune Walkover	Bike Spaces	Dedicated Car Spaces
1	Atlantic Blvd.	Flat Sand Path	-	15 (ADA-1)
2	Lemon St.	Yes	60	10 (ADA-4)
3	Orange St.	No	-	Limited*
4	Cherry St.	No	-	Limited*
5	Walnut St.	Yes	2	Limited*
6	Myrtle St.	Yes	2	Limited*
7	Cedar St.	Yes	-	Limited*
8	Oak St.	Yes	-	Limited*
9	Pine St.	Yes	-	Limited*
10	Azalea Pl.	No	-	Limited*
11	Bay St.	Yes	-	Limited*
12	Palm Pl.	No	-	Limited*
13	Magnolia St.	Yes	-	Limited*
14	Rose Pl.	No	-	Limited*
15	North St.	Yes	2	Limited*
16	Florida Blvd.	Yes	15	Limited*
17	South St.	Yes	6	Limited*
18	Bowles St.	Yes	-	Limited*
19	Davis St.	Yes	-	1 (ADA-1)
20	Lora St.	Yes	-	Limited*
21	Oleander St.	Yes	-	Limited*
22	Myra St.	Yes	-	Limited*
23	Margaret St.	Yes	-	Limited*
24	Hopkins St.	Yes	4	2 (ADA-2)
25	Seagate Ave.	Flat Sand Path	2	Limited*

* Many of the residential streets that lead to beach access points have limited and scattered public on-street spaces for beach goers

MAP LEGEND

- Beach Access Point
- Car/Bicycle Parking Density
 - Low
 - Medium
 - High

IMPROVING MARSH ACCESS

MARSH ECOLOGY

Marshes are a special type of wetland that are usually treeless and predominantly covered by grasses and herbaceous plants. The marshes in Neptune Beach are salt marshes. The water level of marshes is influenced by the fluctuating tidal waters. Plants like sawgrass and pickleweed can tolerate fluctuating tidal waters. The marshes serve important ecological functions: they can slow down the surge of a storm and absorb excess nutrients that could harm wildlife. Marshes are home to variety of wildlife species. Birds, fish and ducks rely on grassy marsh for nesting and food.



ENVIRONMENTAL CONSIDERATIONS FOR THE MARSH WALK TRAIL:

The proposed marsh trail can enhance accessibility and add new recreational and educational experiences. The trail shouldn't compromise the ecological health of the marsh. Minimizing the impact to the environment is one of the highest priorities for the marsh trail design. Here are several key considerations.



Helical Piling



Meandering Path



Elevated Boardwalk

Use low impact construction

The construction of the marsh walk trail should apply low impact methods with minimal disturbance. An elevated walkway can reduce the potential environmental impacts to nearby habitats and species. Elevating the marsh walk on pilings can reduce shading of species in the marsh. The construction period should also avoid peak growing, spawning, and migration seasons.

Choosing a path that reduces disturbances

A survey should be done to assess and map out the ecologically sensitive areas. The path of the trail should avoid traversing the sensitive areas in the marsh. The trail can be designed in meandering manner to minimize impact. The staging, access and parking areas should be located outside of sensitive habitats.

Use environment friendly materials

The boardwalk materials should be made of materials without harmful chemicals. Durable non-Pressure treated wood should be installed to prevent chemical pollution. US Army Corps of Engineers require there to be at least three quarters of an inch between the decking boards along the boardwalk; this allows for light penetration.

Figure 4.39: Environmental Considerations for a Marsh Walk Trail



POTENTIAL MARSHWALK LOCATIONS AND SITE PLAN CONFIGURATIONS

The plans on the left show three possible configurations for new marshwalks on the Intracoastal. The plans show preliminary concepts for access and parking. The final designs and alignments of the boardwalk are subject to change based on future studies.

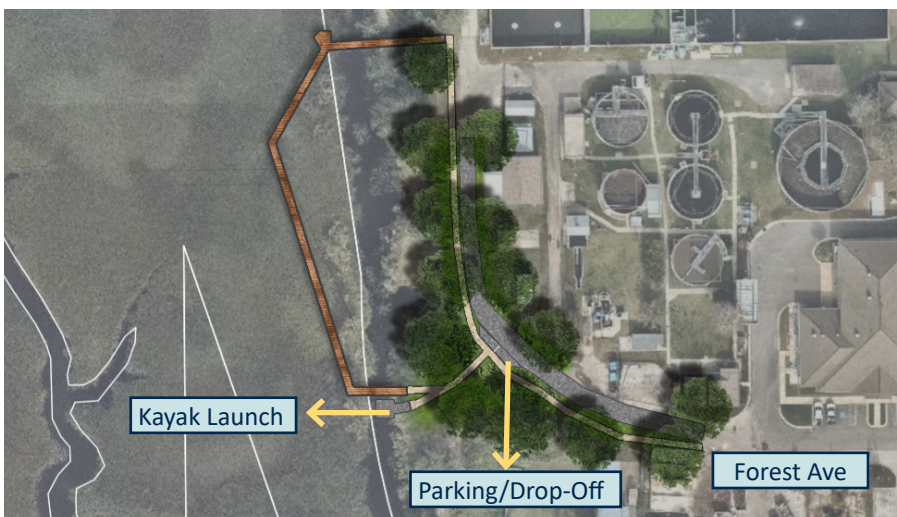


Figure 4.40: Potential Marshwalk Site Plans

04: THE VISION - OPEN SPACES & RECREATION

Seagate Ave Marsh Walk Proposal



Figure 4.41: Seagate Avenue Bridge Connection



Figure 4.42: Seagate Avenue- Existing Condition



SEAGATE AVENUE PROPOSED MARSHWALK CONNECTION

The proposed Seagate Avenue pedestrian bridge creates a convenient connection between neighborhoods. The bridge allows the walkers and bikers to pass over the marsh areas with minimal impact. The bridge offers another way to connect the residents with the unique ecological environment. There are also opportunities to integrate educational signage along the way.

FEATURES:

1. Educational signage
2. Pedestrian bridge connection
3. Wayfinding signage

04: THE VISION - OPEN SPACES & RECREATION

Kayak Launches & Florida Native Landscaping

KAYAK LAUNCH

Neptune Beach is surrounded by creeks and waterways. The unique water resources create great opportunities for kayaking. However, there are currently few places to access the water. A kayak launch facility was one of the most desirable items that residents mentioned during the public workshop process.

There are different types of kayak launches, from informal to more structured. The section below shows one possible configuration for a launch at the end of Shadow Lane and looks at a few different types of kayak launches that could fit into different site conditions throughout Neptune Beach.

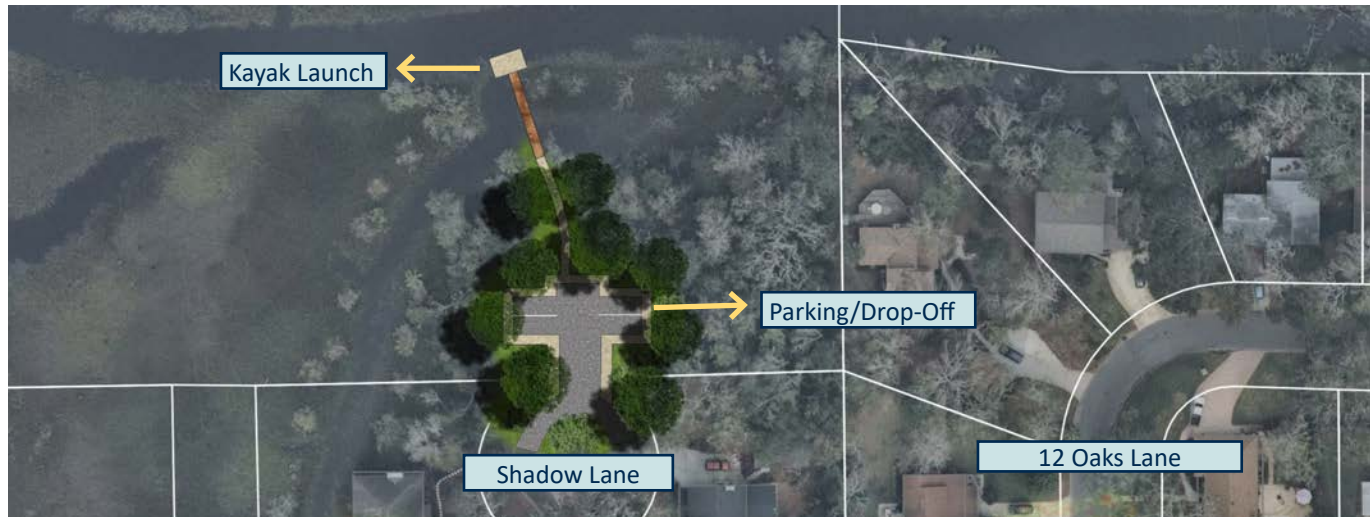


Figure 4.43: Possible Kayak Launch Site Plan at Shadow Lane

A Natural Surface Launch

Natural surface designs are the most cost effective and should be used whenever the site condition allows. Firm or sandy banks, level rocks and beaches often provide sufficient access. It works best when a path to the water can be designed with a gentle slope and low intensity of use.



Stairs Access Launch

If the proposed launch site cannot accommodate a low gradient ramp, stairs are an alternative solution for steep banks. Stairs have a higher construction cost than a natural surface. Applying on-site materials such as rocks and wood can potentially reduce the construction cost.



Dock and Concrete Ramp

Concrete provides a stable surface for launching with relatively low maintenance but with higher construction cost and environmental impact. Concrete ramps may be used as launches by themselves or in combinations with floating docks. It must be installed in dry conditions.



RECREATIONAL FACILITIES WITH LOW IMPACT

BLENDING IN WITH THE SURROUNDINGS

While in general the community has expressed a lot of excitement regarding having more opportunities to access the marsh and waterways in Neptune Beach, there are residents who are concerned about the impact that recreational amenities, like kayak launches and marsh walks, might have on quiet residential areas. How these facilities blend in with the surrounding comes down to adequate site design.

The marsh walks, kayak launches, and even the nature trails proposed in this Vision Plan are meant to serve the local community first and foremost. This means that keeping parking limited to two to six spaces and clearly indicating where parking is and is not permitted for non-residents is key. In the case of kayak launches, parking may also be time-limited serving more as a loading and unloading zone. The design of parking spaces and trails should also be low-impact, using materials such as gravel, compacted sand and dirt, or grass pavers to minimize the amount of asphalt and impervious surface area which often contributes to flooding and stormwater runoff.

Since these facilities are meant to serve the local community many people may choose to ride their bikes to reach them, meaning that adequate bike parking is also important. Other than a couple of low-impact parking spaces and bike racks, these facilities should be largely imperceptible. Landscaping and garden walls can also be used, when necessary, to help provide more privacy to adjacent homes.

The images on the left are all examples of local recreational amenities located in residential areas. These include:

1. Neighborhood dock; RiverLights waterfront community in Wilmington, NC
2. Neighborhood stair access kayak launch; Mote Ranch community in Sarasota, FL
3. Residential boat ramp; Sarasota, FL
4. Turfstone permeable trail parking area; Hawksbill Greenway in Luray, VA
5. Car pull-out and small parking area with stair access to neighborhood boat dock; Pocasset River in Bourne, MA



1



2



3

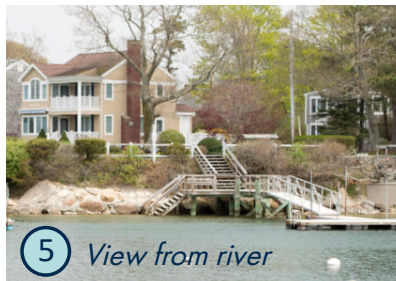


4



View from street

5



5 View from river

04: THE VISION - OPEN SPACES & RECREATION

Community Safety & Jarboe Park Planned Improvements

KEEPING PUBLIC SPACES AND TRAILS SAFE

Explore Community Safety Initiatives

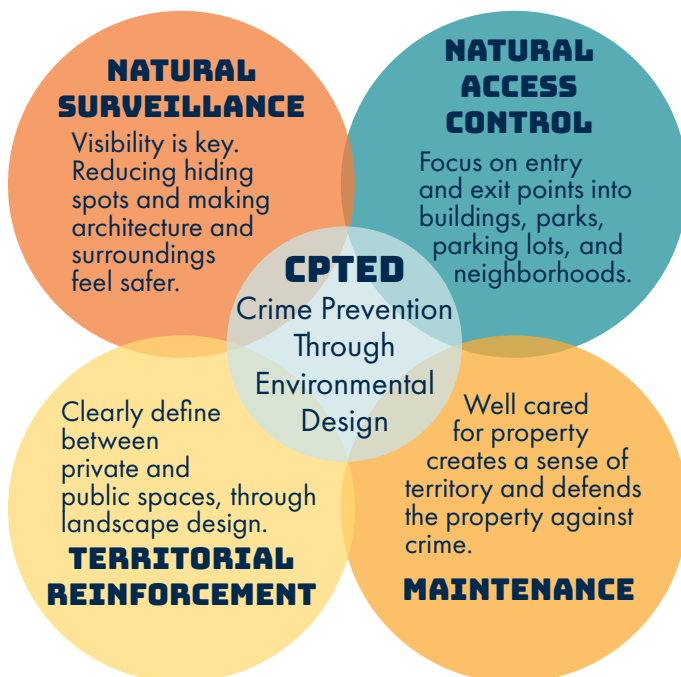
Public space safety improvements can be shaped by new guidelines, including updated and more inclusive Crime Prevention Through Environmental Design (CPTED) principles (which work by increasing the chances that a crime will be deterred by the presence of bystanders). Active design standards and land use regulations should support multiple uses at different times of the day (to play, exercise, relax, attend events, and connect with nature), and include facilities designed for use by people of many ages, abilities, and cultures. Community organizations/leaders can work with the City and the Neptune Beach Police Department (NBPD) to improve safety and strengthen community ties through the use of community policing, restorative justice methods, and CPTED strategies updated to reflect best practices for safety and inclusivity.

Partnerships between community groups and police should be explored. A community engagement process can identify appropriate programming details, which may include increased numbers of walking and community

resource officers, relationships and employment pathways between Town Center businesses and nonprofits serving at-risk youth in the region and locally and strategies to reduce turnover among community resource officers to ensure adequate staffing and ongoing relationships between the police and community. Funding for additional police to accommodate more activity in the Beaches Town Center, as well as for non-police based responses, can be generated by accompanying increases to general fund revenues, and funding for new, expanded, or improved police facilities can be generated by a Capital Improvements Impact Fee.

Safety can be increased by conducting studies on problem crime areas and initiating community engagement and “eyes on the street” programs. By creating more active storefronts and ground floors, community members can work with NBPD to create safer streets.

CPTED ELEMENTS:



HOW TRAILS IMPACT THE COMMUNITY

Despite the conventional reasons to invest in trails and outdoor recreational amenities, namely to promote the health and wellbeing of the community, there are other benefits to implementing trails, including increased property value and community safety.

Several empirical studies on the impact of trails and greenways on local real estate have shown that these amenities can positively impact home values. Conservative estimates show that homes within 600 feet of a trail or greenway enjoy a 5% bump in value.¹

Fears that trails can attract crime into residential are common in communities without them. The largest study regarding crime on trails was completed in the late 1990s and covered 7,000 miles of trails. This study and others like it have found no correlation between crime and trails. In fact, studies show that violent and minor crime rates are lower on trails than in other typical environments like streets, parking lots, and shopping malls. This is particularly true of trails in suburban and rural areas. The 1996 study found only four reported burglaries in homes adjacent to 7,000 miles of trails.²

1 <https://ced.sog.unc.edu/the-value-of-greenways/>

2 <https://www.americantrails.org/images/documents/Safe-Communities.pdf>



Figure 4.44: Jarboe Park Master Plan Design by Pittman Landscape Architecture, 2017 (Color illustration by Dover, Kohl & Partners)

NEW JARBOE PARK MASTER PLAN

In 2017, the City of Neptune Beach and the Ish Brandt Beautification Committee commissioned Pittman Landscape Architecture to lead a public process and master planning effort for Jarboe Park. Workshops were held that summer to help define what the community’s greatest needs were and establish an initial design. Since then, designs have been finalized and Phase 1 of the project, which focuses on the park’s western half, is moving forward with engineering and construction documents. Key aspects of the new design include more shade and seating, better connectivity across the canal with several new bridges, and more recreational amenities for adults and kids of all ages.

FEATURES:

1. Event Lawn
2. Lake Plaza and Pavilions
3. Canal Trail
4. Basketball Courts
5. Tennis and Pickle Ball Courts
6. Neptune House
7. Outdoor Learning Center & Community Garden
8. Playgrounds & Exercise Equipment

CANAL TRAIL IN JARBOE PARK

This rendering shows the canal trail in Jarboe Park. The landscape planting along the canal demonstrates the native plants. The planting provides more visual interest and a habitat for wildlife. The native planting can also serve educational purposes, connecting the residents with the local landscape and ecology. This rendering also reflects some of the most desirable items for Jarboe park's landscape upgrades. The residents said they wanted more shade trees and better connection to the community garden/butterfly garden during the charrette process.



Figure 4.45: Canal Trail in Jarboe Park



Figure 4.46: Canal Trail in Jarboe Park - Existing Condition



FEATURES:

- 1. Educational signage
- 2. Trail upgrade
- 3. Marsh plants along canal
- 4. Bridge connects to community garden & butterfly garden

04: THE VISION - OPEN SPACES & RECREATION

Jarboe Park Canal Trail

THE USE OF NATIVE PLANTS

The residents all enjoy the recreational opportunities by the canal and green space. Selecting the right plants in the right place is a good start to protect and enhance the health and beauty of the canal landscape. The choice of plants determines the amount of maintenance and how long the plant will last.

Native plants are often a good fit for the Florida landscape. Native plants can create an attractive

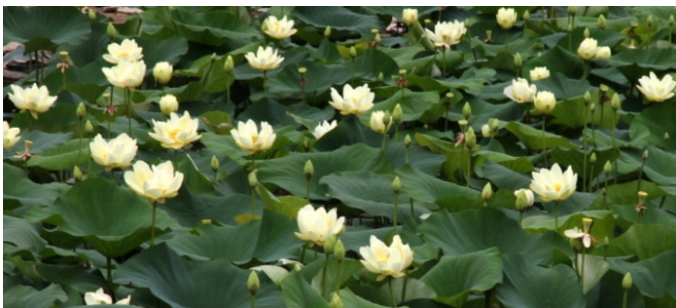
landscape that uses minimal water, fertilizer, and pesticides. A wide variety of species can work in this kind of landscape, from grasses, to ground cover, to shrubs and trees. There are plants that are accustomed to different environmental conditions, such as drought or inundation. Plants with fruits or berries attract birds and other pollinators. Increase vertical layering can provide wildlife habitat.



Pickerelweed



Yellow Pond Lily



White Waterlily



Floating-leaved planting zone



Southern Cattail



Sawgrass



Maidencane



Threeawn Grass



Emergent planting zone

Grassy zone

Figure 4.47: Jarboe Park Canal Trail - Planting Zones

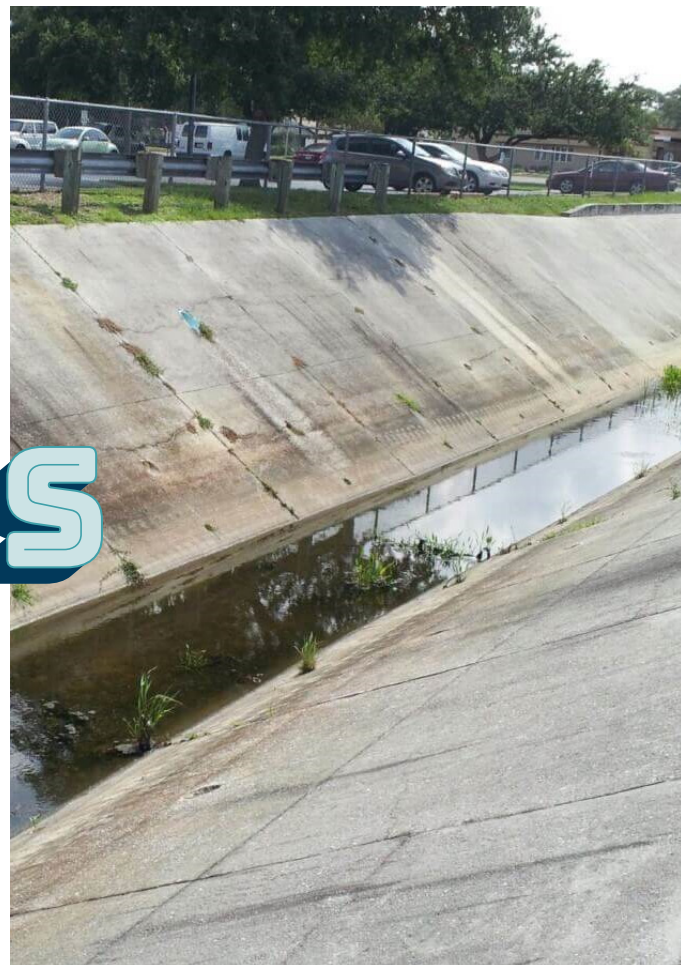
04: THE VISION - OPEN SPACES & RECREATION

Canal Treatments

NATURALIZED VS ENGINEERED CANAL FROM UTILITY INTO AMENITY

Stormwater structures, usually consisting of concrete drains, canals, and retention ponds, are built to alleviate flooding and drain stormwater away from a building site. The traditional structure for stormwater management typically applies a centralized approach, and it is not designed to be aesthetically pleasing. In recent decades, green infrastructure began to play a more important role in water management. Green infrastructure refers to the strategic use of natural land network and open spaces to provide clean water, conserve ecosystem values and functions. It is often integrated with the traditional engineering structures.

The drainage canal system can be treated as an amenity rather than a utility. The canal can be turned into a linear park with landscape upgrades. After the coronavirus pandemic, people are appreciating the value of outdoor space even more. The ability to connect with nature and community is crucial for people's mental and physical health. Investments for parks are key to improve quality of life. A linear park along a naturalized canal can promote an active lifestyle and provide essential outdoor gathering space.



VS

All over the world, cities are transforming their drainage systems into re-naturalized streams and bioswales. One of the most successful case studies is the Bishan Park redesign in Singapore. The Kallang River was a straight fenced concrete canal that clearly divides Bishan park from the community. The park is redesigned and upgraded under the city's ABC (Active, Beautiful and Clean waters) program. The project naturalized the concrete canal into a 2-mile meandering river with lush banks of wildflowers. This restoration of the river exceeded the targeted carrying capacity while costing 15% less than the redesigned concrete canal.



Figure 4.48: Bishan Park Redesign Before and After in Singapore

04: THE VISION - OPEN SPACES & RECREATION

Safe Routes to School

SAFE ROUTES TO SCHOOL PROGRAMS (SRTS)

In the U.S. 10-14% of car trips during morning rush hour are due to school travel.¹ SRTS programs promote walking and biking to school through infrastructure improvements, enforcement, safety education, and incentives to encourage walking and biking to school.

Improving Routes

The built environment can provide safer routes for students by design and construction. The guiding principles are in the figure below. School routes for students to walk or bike safely can be implemented by adding and/or designing:

- Pedestrian signals at busy intersections
- Safe bike lanes and sidewalks
- Enforcement from local police departments
- Improved crosswalks with better lighting
- Slow down traffic with street design

¹ Safe Routes to School Programs Guide; saferoutesinfo.org

JTA's Safe Routes to School Program

As reported in a 2016 report by the Alliance for Biking and Walking, the City of Jacksonville is consistently ranked one of the top cities in the country in terms of pedestrian and bicycle fatalities. The unsafe conditions

FUNDING FOR SRTS PROGRAMS

FDOT, through its Safe Routes to School (SRTS) program. The SRTS Program is 100 percent funded (last year at \$7 million) and is managed through FDOT on a cost-reimbursement basis. Applications are submitted to the local FDOT District Safe Routes to School Coordinator, reviewed for compliance with SRTS Guidelines, and awarded through a competitive process at the local FDOT level. The call for applications is usually issued in September and applications are due to FDOT annually in December. Jennifer Graham is the FDOT District 2 SRTS coordinator (904.360.5636).

The North Florida TPO also has a program, the School Safety Walks Program, which was funded at \$450,000 from their Transportation Alternatives Fund last year.

GUIDING PRINCIPLES

SAFE INFRASTRUCTURE WITHIN SCHOOL ZONE AND ROUTES



MATCH ENGINEERING SOLUTIONS TO THE PROBLEM



IMPLEMENT LOW-COST SOLUTIONS FIRST

ACCESSIBILITY REQUIRED



ENCOURAGE SAFE CONNECTIONS



Figure 4.49: Guiding Principles for Applying Safe Routes to Schools



Photos of the new 8' multi-use path in Atlantic Beach; Source: *Action News Jax* and JTA (2019)

\$700,000 project was funded by the Florida Department of Transportation. Additional schools in the County that will be receiving sidewalk improvements as a part of the Safe Routes to School program include Brentwood Elementary, Livingston Elementary, and Butler Middle School.

of many of the streets and sidewalks in the county have spurred the Jacksonville Transit Authority (JTA) to implement a Safe Routes to School Program.

With the help of State and Federal funding the JTA began working with local schools to implement safety programs and street improvements. Their first program began in Springfield with Andrew Robinson Elementary, meeting with parents and school leaders to identify issues and implement improvements.

In December of 2019, JTA completed an 8' wide multi-use path along Sherry Road in Atlantic Beach. The path stretched 1.4 miles from Ahern to 17th Street, benefiting the students who walk to Atlantic Beach Elementary. The nearly

NEW SENIOR ACTIVITIES CENTER

Throughout this visioning process, residents of Neptune Beach have emphasized the importance of finding a permanent location for the Senior Activities Center. After years of moving around different locations, this is finally happening. In June 2020, Neptune Beach's City Council approved the construction of a 5,000 square foot building on the site of the original Senior Center location at 2004 Forest Avenue. In addition to successful crowdfunding initiatives and fundraisers, the City has obligated \$400,000 for the project from the 1/2 cent tax monies. The total project cost is anticipated to be around \$450,000.

The new Activity Center will be built as an affordable and charming modular building. It is currently being designed to withstand hurricane force winds and will be fully accessible to people with disabilities. Because completion is scheduled for January 2021 and the old Senior Center at 450 Atlantic Boulevard has already been vacated, the Neptune House in Jarboe Park is being used in the short-term to host some limited activities and programs.



Top: Example Building, Carolina Skiff Model from *Vanguard Modulares*; Bottom: New Building Site

IN THE *FUTURE*
NEPTUNE
BEACH WILL:

*provide safe and innovative
transportation options to reduce
car trips in town.*



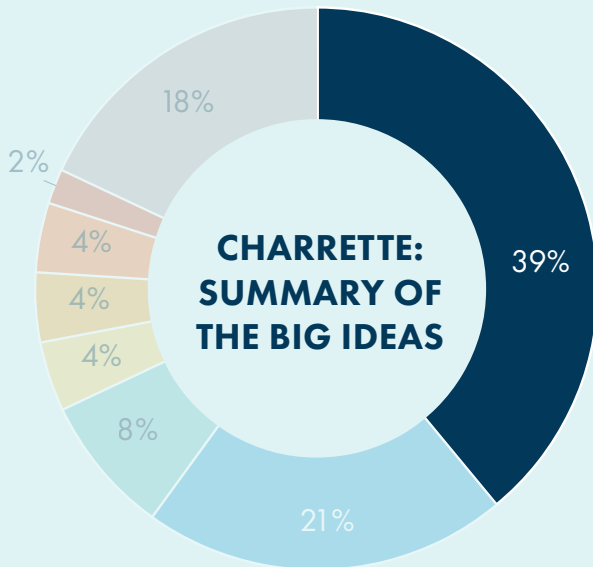
PART 3: OPTIMIZED MOBILITY & PARKING

While walking and biking are already widely used and celebrated modes of travel in Neptune Beach, there are several new mobility technologies that the city can prepare for that will not only reduce people’s dependence on cars, but will also help the city to better manage parking and curbside space. This Chapter provides a vision and roadmap for integrating the community’s desire to advance walking and biking, better manage auto travel and parking, and strategic integration of appropriate technologies.

PART 3: *Optimized Mobility and Parking*

KEY ISSUES TO ADDRESS	PROPOSED IMPROVEMENTS & POLICIES
<ul style="list-style-type: none"> • Need for a more continuous and complete network of safe places to walk and ride bicycles around town • Safer ways to cross busy streets on foot and by bicycle • Desire for expanded fixed-route or circulating shuttle or trolley system • Address concerns regarding higher speed mobility options, like shared scooters and mopeds; that if and when they come to Neptune Beach, will make it less safe to walk and bike in the City • Extended beach visitor parking occupies spaces otherwise needed for Beaches Town Center activities • Complaints of overflow beach and visitor parking into residential neighborhoods • Too many parked cars in front of individual homes, which block the sidewalks and crowd the streets, particularly east of 3rd Street 	<ul style="list-style-type: none"> • Construct a low-stress network of trails, shared streets, mobility lanes, and multi-use paths that connect residents in all parts of town to parks, the beach, the Intracoastal, schools, and the Beaches Town Center (see Part 1: Beautiful Streets and Trails for more detail) • Implement intersection and street crossing improvements as outlined in Part 1: Beautiful Street and Trails • Plan for multimodal access for future destinations • Continue the paid parking pilot program • Adopt parking policies that reinvest into the Town Center • Conduct a curbside management study to address ride hailing and pick-up and drop-off facilities, particularly as it applies to beach access • Promote and provide infrastructure upgrades for microtransit and shared mobility services (Beach Buggy) • Determine steps to fund and attract an automated shuttle service including initiating conversations with Jacksonville Transportation Authority (JTA) for automated shuttle feasibility studies • Adopt resolutions and regulations for new technology, with emphasis on safety for pedestrian and bicyclist • Adopt Transportation Demand Management regulations • Implement pop-ups and open streets programs • Explore scenarios for COVID-19 recovery/phases of change and use of quick build for economic activity

SUMMARY OF WHAT WE HEARD:

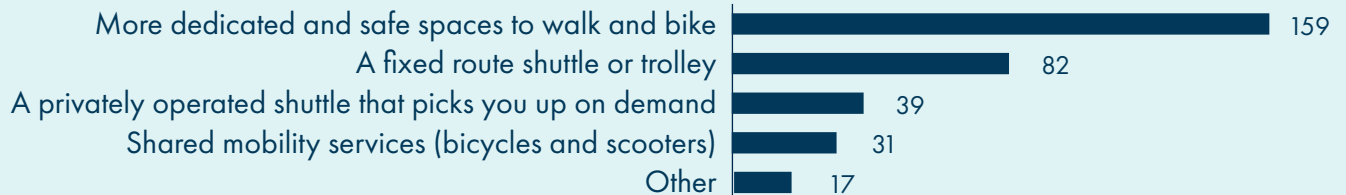


Streets, Trails, Transportation & Parking

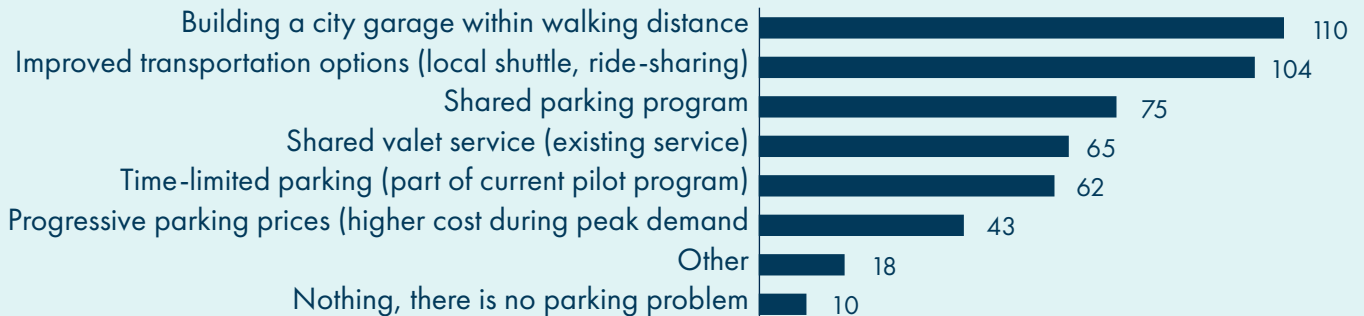
- 39%
- “Safer crossings on 3rd Street, Penman Road, Florida Boulevard, Seagate Avenue and Cedar Street”
- “Highlight 1st Street”; “make it one-way with dedicated space for people walking & biking, limit traffic”
- “More bicycle parking, especially at all of the beach access points”
- “Consider a circulating trolley or shuttle system”
- “Coordinate parking with new trails and new transportation options”

Citywide Input Survey Results (April 2020)

WHAT FUTURE TRANSPORTATION SERVICE OF INFRASTRUCTURE WOULD YOU MOST LIKE TO SEE?



WHICH OF THE FOLLOWING ARE GOOD SOLUTIONS TO MANAGE PARKING IN THE TOWN CENTER?



Neighborhood Workshop & Survey Responses: Most Popular Types of New Mobility Options

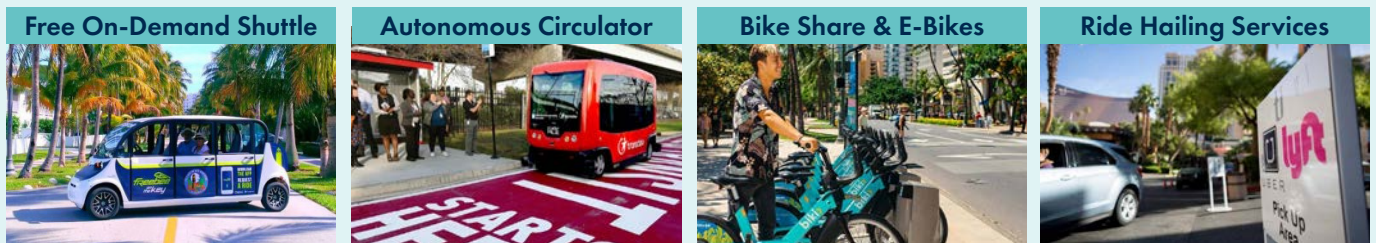


Figure 4.50: Summary of What We Heard: Mobility & Parking

THE MOBILITY VISION

ADDRESSING THE IMMEDIATE AND FUTURE NEEDS OF NEPTUNE BEACH'S TRANSPORTATION NETWORK, THE MOBILITY VISION SETS THE STAGE.

Since the Vision Plan's Kickoff, residents, the business community, and local officials have convened on multiple occasions to take stock of current conditions and future directions. In the search for big ideas, the most extensive set of comments (41%) addressed streets, trails, transportation, and parking. Walking and biking emerged as a priority for transportation, which in turn is a powerful design driver.



Figure 4.51: Workshop Outcomes

WORKSHOP OUTCOMES

Together these topics converge to describe an interlinked mobility system that, going forward, also includes transportation technologies. These technologies can be as simple as the improved navigation within Google maps or as complex as automated vehicles and drone deliveries. While most trips in Neptune Beach take place by car, technology advances provide travelers an increasing range of convenient choices. If finding a parking space is cumbersome, a ridehailing app such as Uber or the Beach Buggy saves the hassle. E-bikeshare, a popular option in the neighborhood workshops, would help riders who benefit from the pedal-assist motors.

The immediate need is completing a mobility network that provides safe and connected facilities for bicyclists and pedestrians. Currently, there are many locations that lack bicycle and pedestrian facilities. Where sidewalks and bike lanes do exist, many lack the appropriate width, separation from vehicles, or shade.

In the near term, the team compared input from the community to the current roadway and bicycle plans to identify priority mobility improvements. Multiple

agencies govern mobility and infrastructure, given the Jacksonville area's unique government structure. Each of these agencies oversees planning, policy-making, and funding for transit, automobiles, and active transportation. Although Neptune Beach is already bicycle, pedestrian, and golf cart friendly, most planning efforts seek targeted investments to help boost active transportation.

While walking and biking are among the simplest ways to travel, technology is quickly transforming almost every aspect of transportation. These technologies are a common sight in town: electric skateboards, e-bikes, on-demand shuttle service, and app-based parking. As technology companies continue to produce new types of electric vehicles of all sizes and speeds, managing traffic and safety may become a challenge. For this reason, cities are examining a shift from bike lanes to mobility lanes that accommodate electric, micromobility devices. Neptune Beach should prepare to monitor, and when needed, regulate micromobility, low-speed vehicles, autonomous vehicles and shuttles, and new types of delivery vehicles.

THIS CHAPTER IS ORGANIZED TO:

- Translate workshop outcomes into key recommendations by using stakeholder input to develop policies, projects, and programs.
- Describe what New Mobility means to Neptune Beach as the future of transportation evolves, and depict what they may look like, and where they may be applied.
- Explain how testing New Mobility projects with Quick Build format provides user input to create customized substantial infrastructure investment.
- Highlight parking solutions that involve integrating multiple modes of transportation and prepare Neptune Beach for the future.
- Taking the first steps, how Neptune Beach can use adaptable outreach that addresses COVID-19 concerns.
- Conclude with various funding source options at federal, state, regional, and local levels to get the projects and programs started.

04: THE VISION - OPTIMIZED MOBILITY & PARKING

Existing & Future Mobility Networks

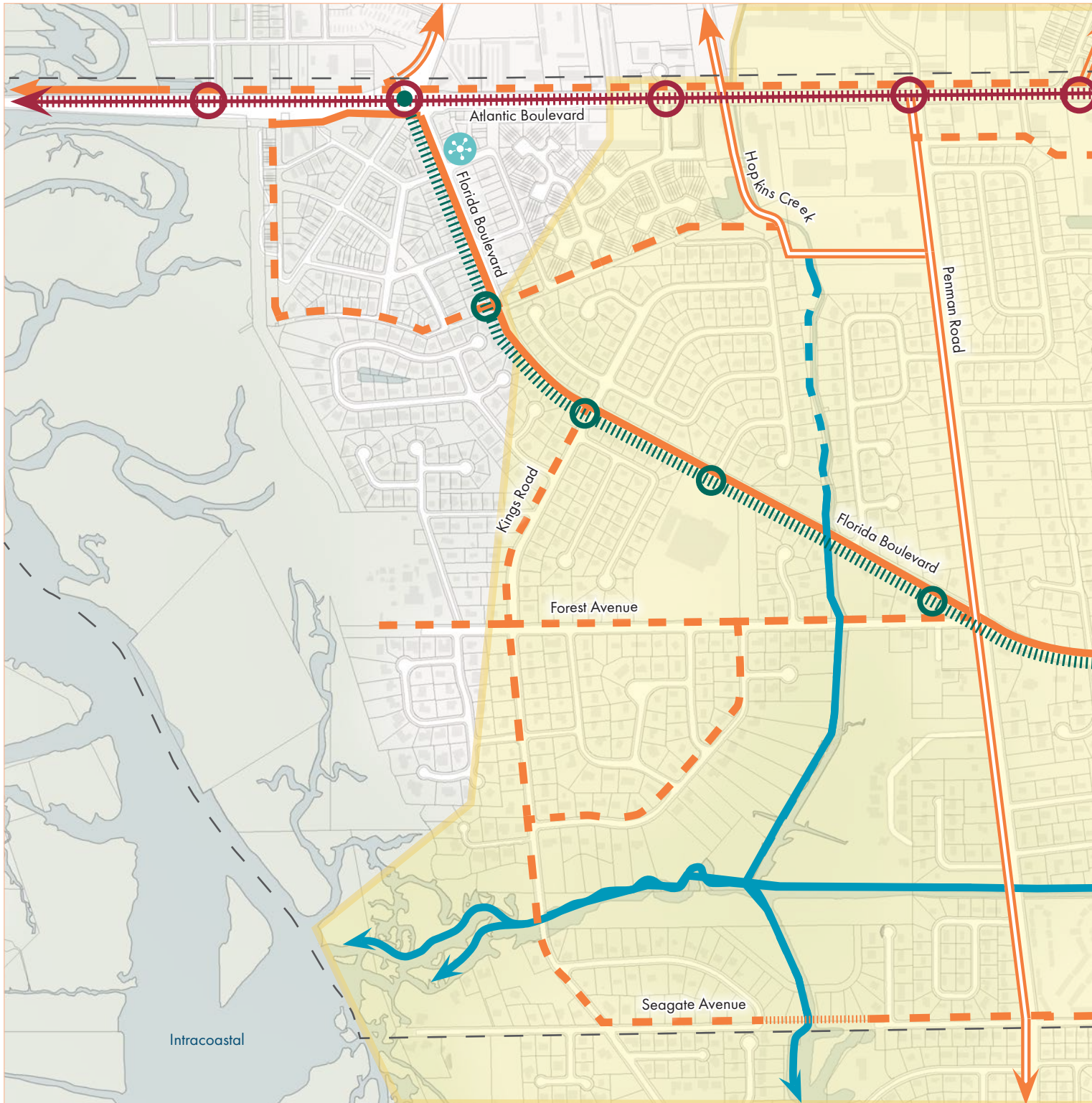
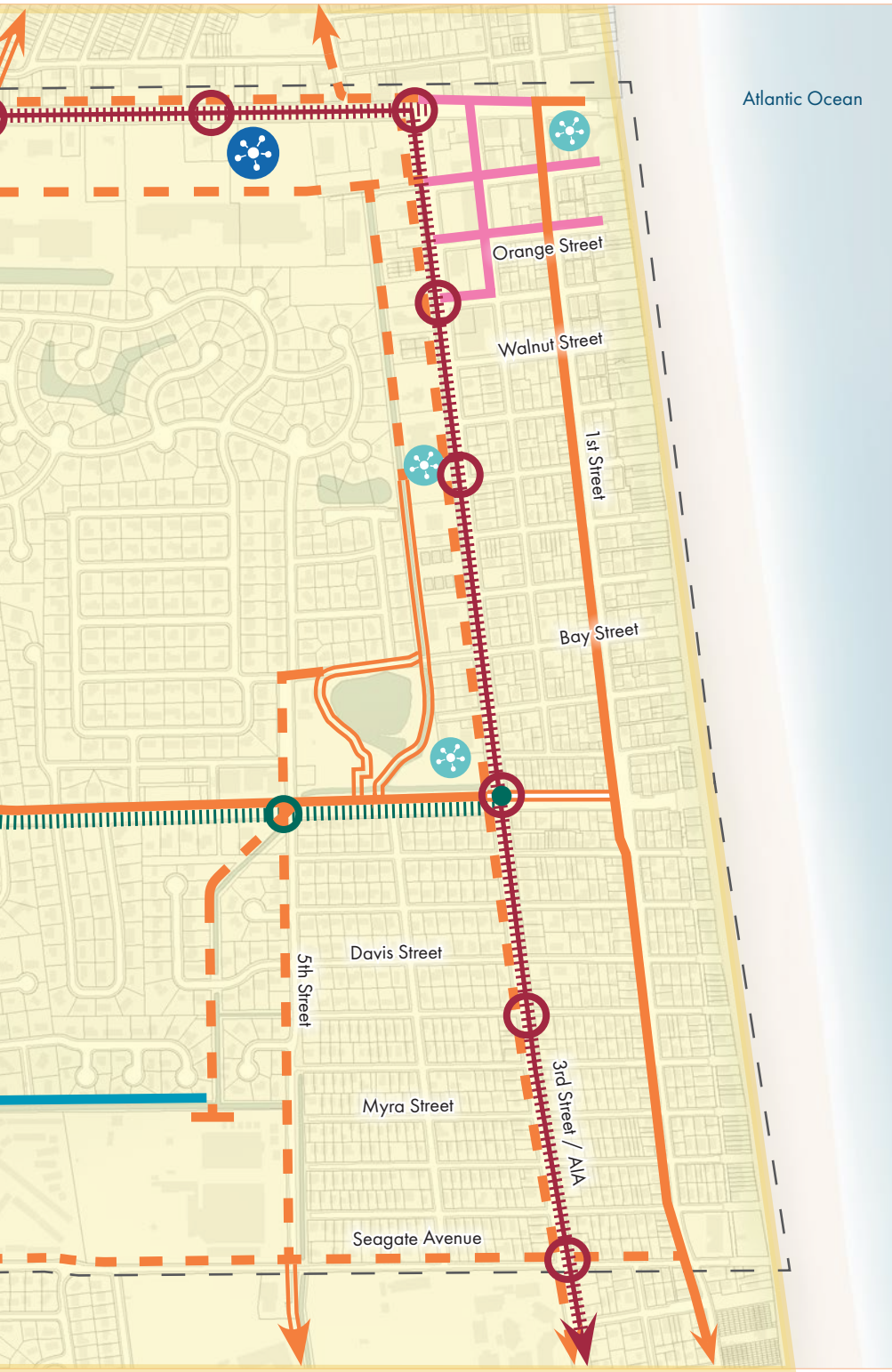


Figure 4.52: Existing and Future Mobility Networks



EXISTING & FUTURE MOBILITY

Key to implementing the vision in this section is creating an interconnected network for people traveling on many different modes, including biking, walking, and driving. This map shows the low-stress network of multi-use trails and bike lanes described in Section 01: Beautiful Streets & Trails. It also shows possible routes for a future intercity and local circulator/shuttle, including desirable stopping locations for people to hop on and off. New mobility hub locations have also been identified. A central mobility hub at 500 Atlantic could be housed in a new public garage, while smaller neighborhood hubs offer residents a convenient place to charge their cars or pickup and E-bike for the day.

MAP LEGEND

- Low-Stress Network for Pedestrians & Bicycles
 - Pedestrian Priority Slow Streets
 - Navigable Waterways (by kayak)
 - JTA Bus Route (10 - Atlantic Line)
 - Potential Intercity Fixed-Route Circulator or Shuttle
 - Potential Local Fixed-Route Circulator or Shuttle
 - Potential Circulator / Shuttle Stops
 - Central Mobility Hub
 - Neighborhood Mobility Hub
 - Beach Buggy Free On-Demand Shuttle Service Area
- Existing vs. Proposed
- Existing Facility
 - Planned Facility
 - Proposed Facility
 - City Boundary

04: THE VISION - OPTIMIZED MOBILITY & PARKING

Mobility Lanes & Automated Vehicles

NEW MOBILITY CONCEPTS

Transportation planning in Florida has traditionally focused on automobile-centric policies and infrastructure design. Bicycle and pedestrian facilities are often an add-on to existing roadways. Coordination with land use and economic activity has been largely viewed through the lens of access management, parking, and loading. Recently, Florida has adopted a more holistic view of linking land use, transportation, and infrastructure design. The Florida Greenbook and Context classification system support integrated streets, building, and site design. The next iteration of guidance and policy is already unfolding to incorporate trends and technology into the mix. This chapter covers some of the new and expanded concepts for integrating land use, transportation, parking, and technology to help Neptune Beach become future-ready. At the end, this chapter also present information in response to COVID-19 recovery.

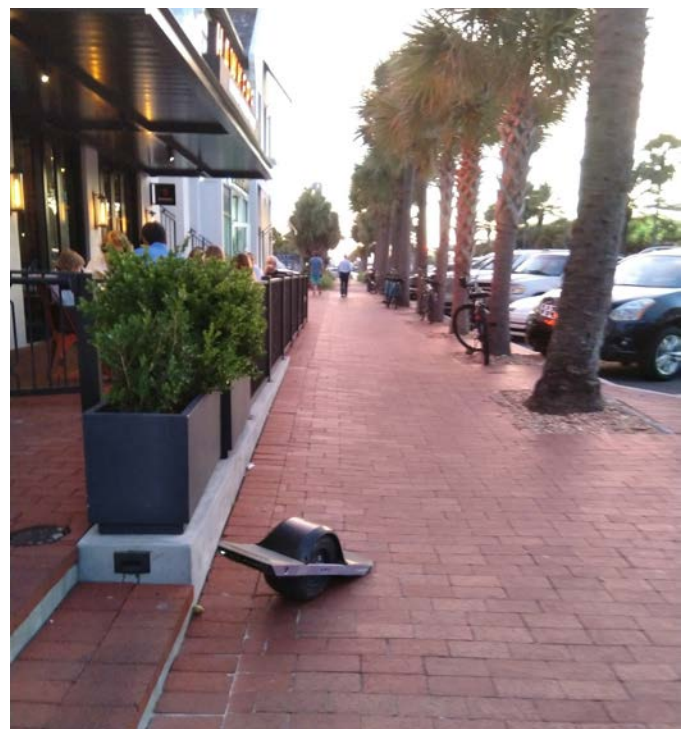
Implementing the mobility vision defined in this chapter will require coordination with partners at a local, county, regional, and state level. Several projects are planned or underway that will need local review and comment to make sure that the City's mobility vision is properly communicated and considered in them by partnering agencies, such as the City of Jacksonville, Duval County, The North Florida Transportation Planning Organization, the Jacksonville Transportation Authority, and the state. Adopting a set of mobility goals, objectives, and policies that guide the priorities of Neptune Beach to provide a safe, connected transportation network for all users gives the partners guidance on the needs of the community.

MOBILITY NETWORK

One of the keys to improving walking and biking is to create connected networks of safe and convenient routes that link destinations. For Neptune Beach, the multi-modal network also considers the growing number of low-speed electric vehicles, including electric bikes, golf carts, and on-demand shuttles.

In developing the network, we recommend setting network performance metrics. For Neptune Beach, the top goals include safety, completing network links, mode share for walking and biking recreation, school, and shopping), lessening congestion, and parking management. During the Comprehensive Plan update, the city should craft policies to identify critical measurement systems, begin collecting data, and further monitor the system at a multimodal level.

During workshops, residents described bicycling for recreation and exercise. In building the network, we can also better link shopping areas to replace car trips with cycling and walking.



Micromobility in Neptune Beach

MOBILITY LANES & AUTOMATED VEHICLES

During public meetings, residents noted preferences for multi-use paths, nature trails, and separated mobility lanes. Mobility lanes are an emerging concept acknowledging the growing number and type of small,

electric skateboards, one-wheels, scooters, and bicycles vying for space alongside pedestrians, runners, and human-powered bicyclists.

The need to rethink sidewalk and bicycle infrastructure arose when rentable, dockless scooters gained notoriety for safety concerns and haphazard parking. While these shared scooter companies do not currently operate in Neptune Beach, residents use their own scooters to travel. Most safety concerns revolve around the fact that electric scooters and bicycles operate faster than human-powered versions. This speed differential poses not only safety concerns, but also can negatively impact other travelers' experiences.

Mobility lane designs accommodate this increasing mix of electric and human-powered vehicles. Mobility lane designs include separating new or existing bikeways, increasing bike lane widths, redesigning existing walk and bike infrastructure, adding new signage, and increasing rider education. There is a spectrum of separation methods, from continuous permanent curbs to flexi-posts to no separation.

In addition to bicycles, scooters, and skateboards, transportation technology companies are developing small autonomous delivery vehicles. Smaller delivery robots (also referred to as personal delivery devices, deliverybots, or ground drones) travel at 4 mph and are used to deliver food and beverages. Early pilot programs focused on college campuses, though



Local Resident Riding an Electric Skateboard on 1st Street



JTA's Concept for the Ultimate Urban Circulator with Dedicated Lanes and Sheltered Stops for Autonomous Vehicles

04: THE VISION - OPTIMIZED MOBILITY & PARKING

Quick Builds & On-Demand Shuttle Services



Figure 4.53: Delivery Robot

there have been recent pilots in cities (Washington DC) and expanded use to deliver medical supplies. From a timing standpoint, automated vehicle testing is likely to take years (if not decades), whereas automated delivery technologies are accelerating quickly and expected to appear soon.

In 2017, Florida enacted legislation to extend pedestrians' rights and duties with respect to personal delivery devices and mobile carriers. It stated that personal delivery devices and mobile carriers may operate provided they do not unreasonably interfere with pedestrians or traffic, and must yield the right-of-way to pedestrians on the sidewalk or in the crosswalk. Personal mobility devices are not allowed on highways but may cross a highway. Of note, there must be an operator who is actively controlling or monitoring the navigation and operation of the personal delivery device. This operator can be someone in the presence of the device or someone who is monitoring it remotely.

LIVING PREVIEWS AND QUICK BUILD

NEXT STEPS FOR THE CITY

During neighborhood workshops, residents were not supportive of shared e-scooter services, but did take an interest in shared electric bicycles. The city should prepare for the potential for shared use mobility companies, which increasingly offer both scooters and bicycles. While delivery robots are not operational in Neptune Beach, the city can take proactive steps to prioritize the safety of pedestrians and bicyclists. State law allows cities to pass their own delivery device resolutions, regulations, or safety requirements. As such, we recommend a resolution as a first step that encompasses mode priorities, pedestrian safety, complete streets policies, and delivery vehicles with a summary of permits and fees.

Increasingly, cities are using living previews (also referred to as demonstration projects or pop-ups) to let users and neighborhoods "try it before you buy it." This method also allows roadway engineers and public works officials to enhance the design based on user input and data. For communities hesitant to alter existing roadways, living previews present a temporary look at eventual redesign options.

Living previews are installed with low cost construction materials, plantings, and art supplies. They are short term installations that can last as little as a day or up to several weeks. While low cost, these demonstrations can be particularly effective when the public takes part in them.

Quick-build is a relatively new concept used to describe semi-permanent installations (1-5 years) that can be processed quickly at lower costs when

compared to highly engineered travel ways. In some jurisdictions, quick build projects have helped officials decide whether more permanent reconstruction is warranted.

Quick Build installations use roadway grade paint, flexible traffic delineators, modular curb and lane equipment, and other street design elements that provide protection and separation while meeting durability requirements for roadway design.

The Florida Greenbook provides a design exception process if living previews or a quick build project fails to meet one of the 13 controlling criteria for roadway projects. Design exceptions would need to be recommended by the Professional Engineer responsible for the design elements of the project and approved by the maintaining authority's designated representative with project oversight and compliance responsibilities.

In addition to the Florida Greenbook, signage and markings are governed by the Manual on Uniform Traffic Control Devices (MUTCD). Agencies can apply for experimental status for the inclusion of innovative treatments in projects. Several recent Interim Approvals (IAs) have lessened restrictions on the use of specific bicycle facility design treatments.

Several cities and agencies have adopted manuals for Quick Build that follow MUTCD's requirements, including the Palm Beach TPA and Miami Dade County.

ON-DEMAND SHUTTLES PROGRAM

NEXT STEPS FOR THE CITY

The city has been reviewing "low hanging fruit" for roadway improvements. As regional agencies revisit budgets for 2020, the time may be ripe to accelerate smaller, quick, and inexpensive installations for intersections, beach access, and neighborhood traffic calming.



Figure 4.54: Quick Build-1

(MICROTRANSIT)

Neptune Beach is home to Beach Buggy, an on-demand shuttle service that provides rides to destinations within the Jacksonville Beaches area. Beach Buggy is an example of a microtransit. Like ride hail companies (Uber, Lyft), travelers hail a ride through a mobile phone application. Travel can occur point-to-point or operate with designated pick up and drop off points. Routes can be fixed or flexible in picking and dropping off customers closer to their origin or destination. In general, microtransit vehicles carry passenger loads from 2 to 20 people.

Beach Buggy operates on a fixed route service Friday and Saturday evenings that replaced Neptune Beach's trolley in 2017. The company operates 8 to 10 seat electric carts and 14-passenger vans. Rides are free, though tips are encouraged. The key source of revenue is advertising and sponsorships. Sponsor benefits include signage and listing their location as a suggested destination.

04: THE VISION - OPTIMIZED MOBILITY & PARKING

Mobility Hubs

In addition to Beach Buggy, the Jacksonville Transit Authority (JTA)'s Ready Ride operates a flexible route transit service that services rides within a designated beaches zone covering Atlantic, Neptune and Jacksonville Beaches. Rides can be accessed via telephone. When summoning a ride, JTA requires booking at least two hours prior to pick up.

Given the success and experience of ridehailing, microtransit is an appealing part of new mobility with its larger vehicles. The ridehailing portion is known for its efficiency and is documented to reduce congestion. Other cities use the microtransit to reduce or spread out parking demand. Three on-demand shuttles operating simultaneously can replace 72 parked cars a day.

To facilitate microtransit services, the city can enhance signage and marketing, as well as creating pick-up and drop-off pull-off areas so that passenger loading is taken out of travel lanes.

NEXT STEPS FOR THE CITY

Neptune Beach can partner with Beach Buggy to add public destinations to these services' stops, as well as adopting Transportation Demand Management regulations to assist with the funding for these drop-off and pick-up areas in public locations. This will provide residents and visitors a more comfortable space when waiting for rides. The city should also coordinate with the BTC Agency and JTA to develop an outreach plan to help people understand the service and its benefits.

MOBILITY HUBS

Mobility hubs are a new take on an old transportation planning concept. Grand Central Station in New York City is a classic example of a mobility hub. It connects people traveling on different modes of transportation with services, information, and amenities. Today new types of transportation options are changing what these hubs look like and where they are located.

The Existing & Future Mobility Networks Map identifies two types of mobility hubs: a central hub that could be incorporated into the redevelopment of the 500 Atlantic property along with a public garage, and a few neighborhood hubs along 3rd Street, at the primary beach access in the BTC, and at the Florida and Atlantic Boulevard neighborhood center.

Creating a central mobility hub at the 500 Atlantic site is the perfect opportunity to solve parking issues for years to come. Imagine if visitors could drop off their cars for a day at the beach or an evening at the Beaches Town Center at a parking garage lined with shops. From the garage or any other parking lot, visitors could then pick up a shared bicycle or scooter and ride along one of the multi-use paths or separated bicycle tracks proposed for Atlantic Boulevard and Lemon Street. Alternatively, they could choose to grab an Uber or Lyft at a dedicated pick-up location, rent a car through a service like Zipcar, walk, request a ride on the Beach Buggy, or even hop onto a trolley or autonomous circulator running up and down Atlantic Boulevard. If



Figure 4.57: Beach Buggy

they need any information on getting around, wayfinding signs and information kiosks would point them where to go.

While a central mobility hub would be geared more towards visitors coming to the beach or to attend special events, neighborhood hubs would serve locals looking for a quick way to get around the city. These much smaller mobility hubs would take up no more than two on-street parking spaces. They could be placed at existing bus stops, Jarboe Park, the Library, or at future shuttle stops. Allowing people to hop off the bus or shuttle, or park and charge their electric cars, and grab a bicycle.



Ridesharing Pick-Up/Drop-Off Area in West Palm Beach



Large Mobility Hub in Hamburg, Germany



Neighborhood Mobility Hub in Minneapolis

IDEAL NEPTUNE BEACH MOBILITY HUB AMENITIES BY LOCATION TYPE

	Personal Mobility			Cars			Transit			Info	Active Uses			Ped. Access		Support				
	Bike Share & Scooter Share	Bike Parking	Bike Facilities	Ride Sharing / Pick-Up	Car Share	EV Charging Station	Parking Lot or Garage	Bus / Shuttle Layover Zone	Bus / Shuttle Shelter	Tour Buses (Local)	Wayfinding	Wi-Fi & Smartphone Connect	Retail & Dining	Public Spaces	Office Spaces	To the Mobility Hub	At the Mobility Hub	Waiting Area	Support Staff	Security & Safety Staff
Neighborhood	●	●	■	◆	◆	■	◆	■	■	◆	●	■	◆	◆	◆	●	■	◆	◆	◆
Central	●	●	■	●	■	●	●	●	●	◆	●	■	■	●	■	●	●	●	●	●

Key -
 ● Vital
 ■ Recommended
 ◆ Optional

Figure 4.58: Neptune Beach Mobility Hub Amenities by Type

EXISTING PARKING

There are four main aspects of parking in Neptune Beach: commercial parking (particularly in the Beaches Town Center), beach parking, and on-street parking in neighborhoods. In the future, parking on the 500 Atlantic site and the possibility of a structured garage will also be a planning factor.

Beaches Town Center (or the Corner): The city launched a paid parking pilot in 2019 to inform parking pricing and management strategies. The program applies to on-street parking spaces in both Atlantic Beach and Neptune Beach. Due to COVID-19, however, the roll-out of the pilot, as well as enforcement, were postponed. In July, the City Manager released a Mobility Management Plan to transition from a pilot to an official parking program. On September 1, the city resumed paid parking and enforcement of time limits.

In addition to public on-street parking, there are a few private parking lots in the Beaches Town Center (BTC) that are available for free or with payment for local restaurant and shop patrons only. Some of these are also used for the BTC nightly valet service.

Other Commercial Parking: There are a number of private commercial parking lots in and around the

Beaches Town Center and along 3rd Street. While some of these, especially those that serve restaurants, convenience stores, and retail shops, are fairly well-utilized, there are others that could be good candidates for a shared parking program. Parking lots for office buildings, banks, and libraries, for example are often empty on weekends, while church parking lots can sometimes be underutilized on weekdays and/or weeknights, as well as Saturdays.

Beach Parking: Local and regional beach goers typically use BTC, neighborhood streets east of 3rd street, and 3rd street to access the beach. There are a few dedicated public spaces at 4 of the 25 beach access point in Neptune Beach. Vehicular parking options in these areas are usually limited to handicap spaces. Bicycle parking, though, is more abundant than vehicular parking along the coast. Of the 25 beach access points, 10 have bike racks.

Parking in Neighborhoods: Crowded parking conditions exist east of 3rd Street, with acute problems east of 1st Street. There is a small permit parking program for spaces located on Cherry, Walnut, and 2nd Streets. Residents can register with the City for free parking on these streets.



Photo Credit: Harriett Pruett

PREPARING FOR AUTOMATED SHUTTLES

During the neighborhood workshops, residents and businesses were interested in automated shuttles, in particular the neighborhoods west of 3rd Street. Autonomous shuttles are operating in Florida on campuses and in public rights of way. Within the region, the Jacksonville Transit Authority (JTA) has issued a Request for Qualifications for an automated shuttle along Bay Street.

Automated shuttles currently are required to have an operator on-board. The vehicles are outfitted with various instruments and sensors such as LiDAR, cameras, and radar. Computers process the information and steer the vehicle accordingly. The vehicles build up a library of landmarks (e.g. signs and poles) over time which serves as navigational instructions. Computers also program in object detection for unexpected activities in the roadway and proper response.

Because most public operations would begin as pilot projects, the Dover Kohl team interviewed shuttle companies on what is needed to attract a pilot. According to Lake Nona-based beep, the first criteria is funding. In Florida, funding for pilot projects have included the U.S. Department of Transportation (Jacksonville) Florida Department of Transportation (Gainesville, Hillsborough), private developer funding (Babcock Ranch, Lake Nona), and automotive and technology consortia (Miami, the Villages).

A second prerequisite is building a safe operational design domain (ODD). ODD describes the operating conditions in which the automated vehicle is designed to properly operate and which the vehicle will need to “read” and adjust. Some of the elements include environmental conditions such as weather and visibility factors. The driving domain includes local rules, regulations, and the composition of traffic. The infrastructure domain includes roadway types, conditions, technologies, signage, and buildings.

Shuttle companies will also seek ways to reduce risk through planning and infrastructure. In some areas, cities or campuses install a physically separated

travel lane. The shuttle then can “read” the barrier. If there are steering problems, the vehicle is contained which minimizes the risk of running into other travelers. Engineers can also use paint and roadway materials to guide shuttles, in particular for higher risk maneuvers such as merging and crossing intersections. Geofencing limits the areas within which a shuttle can travel.

Designing for customer satisfaction and acceptance is a third success factor. As with any transit service, the ability to reach useful destinations safely is paramount. Shuttles also pose an operational conundrum. The shuttles need to travel fast enough to match rider expectations on travel time, yet also factor caution into operations. As such, a shuttle can come to a halt when it detects (or assumes it detects) an activity or object to avoid. The faster the shuttle moves, the more jolting the stop. This sets up a second conundrum of operations in highly vibrant districts. Concentrated and varied activities become more difficult for a shuttle to process.

IMPLEMENTATION

Given Jacksonville’s national leadership in testing and deploying automated shuttles, Neptune Beach should initiate conversations with the Jacksonville Transit Authority regarding how to prepare for, fund, and attract a Beaches shuttle pilot.



JTA’s EZ10 Vehicle Test Track (Photo Credit: Bruce Lipsky, Florida Times-Union)

ADAPTABLE STREETS FOR PANDEMIC RECOVERY

Impacts from COVID-19 have rippled through almost every aspect of local governance, affecting budgets and revenue, schools, health, and mobility. Managing the virus is difficult given the novel nature of the virus, and how to develop successful programs to control infection and treatment.

While COVID-19 is largely a health issue, planning for a safe and phased recovery is a critical element to balance human health and economic activity. For recovery, planning largely comes into play for managing physical (or social) distancing. Some cities are even examining whether to make some open streets programs permanent given the wide range of benefits beyond immediate COVID-19 needs. This section looks at several strategies Neptune Beach can pursue with public health officials.

DISTANCING WHILE IN MOTION

The virus has upended how we think about safe, convenient, and efficient travel. While cities typically try to reduce the number of single occupancy vehicles, in the era of COVID-19, sharing rides by carpool or transit is a risk factor. That said, mobility managers are stepping up to identify multiple safe ways to travel.



Washington Avenue street dining in Miami Beach (Photo Credit: Al Diaz, *Miami Herald*)

In Neptune Beach, this includes cars, neighborhood electric vehicles (golf carts), micromobility (bicycles, electric scooters, and skateboards), package pick-up,

and contactless delivery. Contactless delivery includes traditional delivery systems such as pizza delivery to a customer's doorstep instead of in-person hand-off. Technology companies are accelerating pilot programs



New York City's Summer Streets Program in 2019 (Photo Credit: NYCDOT)

for drone deliveries, mostly for medical supplies. These deliveries include air drones in rural areas and grocery delivery robots in suburban areas.

For shared-rides, transit agencies are limiting the number of customers on transit vehicles, while ridehail companies have suspended shared rides, increased cleaning, and instituted mask requirements for drivers.

In the first phases of stay-at-home orders, most states allowed travel outside of the home for exercise. Walking and bicycling climbed sharply. This in turn prompted cities to close streets to cars since auto traffic had almost come to a standstill while sidewalks proved inadequate to handle the increased numbers of pedestrians and bike riders.

With phased re-opening, cities looked again to streets as a way to spur economic activity while allowing needed distance. Neptune Beach is also looking at implementing these strategies.

Going forward, the future still holds various unknowns. There is the possibility of multiple waves of infection and subsequent stay-at-home requirements. There are no established timelines for vaccine development or treatments. For this reason, cities will need to

04: THE VISION - OPTIMIZED MOBILITY & PARKING

COVID-19 Recovery & Potential Funding Sources

adopt a new approach to design, operations, and community outreach. On the following page there are recommendations on how to accomplish this goal.

PARKING & COVID-19

The parking pilot is on-going and can be used to document economic recovery downtown. With re-opening, more people are venturing to the beach and restaurants, which at a certain point, prompts the need for management. Payment and enforcement provide the city with the data needed to properly manage parking and track economic activity.

STREETS & COVID-19

Even absent the impacts of COVID-19, the Vision Plan embraces the notion of shared and adaptable streets. The uncertainty associated with COVID-19 and recovery makes the case for flexibility even stronger.

There are several types of adaptable streets. In Florida, Dover, Kohl & Partners have developed shared streets

in several downtowns as a model of adaptable and programmable streets. Instead of hard curbs, gutters, and roadbeds, street designers develop flexible and curbless streets using landscaping, pavers, and modular elements such as retractable bollards that allow different uses at different times. Florida cities are also adopting Quick Build techniques for street design. These short term (1-5 year) installations use paint and lower cost equipment such as planters and flexi-posts to gain mobility benefits at a fraction of time and cost.

Currently, cities are using pop-ups or “streateries,” to help businesses recover. Installations can be as simple as signage and tables, or more elaborate and durable projects. For Neptune Beach, pop-up design needs to consider year-round factors such as warmer weather, summer storms, seasonal tourist fluctuations, and hurricane season. For funding, some cities are using CARES act funds for street conversions and pop-ups.

OUTREACH WHILE DISTANCING

Throughout the Vision and Comprehensive plan process, continuous outreach is essential. While there will be in-person, albeit limited, public meeting opportunities, Neptune Beach can look at continued use of digital tools and expanded outreach literally in and on the streets. Some of these “high impact/low contact” methods include:



Text polling, Source: Dudley Street Neighborhood Initiative.



QR Codes, Source: Creative Guerilla Marketing



Chalk Paint Stencils, Source: Team Better Block

Other options to limit contact while getting the word out include door hangers, outdoor story and input boards, and temporary signs.

POTENTIAL FUNDING SOURCES

This section presents a range of federal, state, and regional funding sources. Currently, there are three factors affecting funding for new mobility:

- Many new mobility projects are excluded from traditional walk, bike, and transit funding sources due to a variety of restrictions that limit the use of funds for non-motorized modes. Often, funding parameters have not been updated to include new technologies.
- Due to COVID-19's impacts on budgets, new funding sources and/or prioritization criteria could materialize that favor Quick Build projects.
- Also in response to COVID-19, there may be infrastructure-related stimulus funds from federal and state transportation agencies

General Fund

Neptune Beach and City of Jacksonville can fund improvements from their General Fund and administered by a Capital Improvements Program (CIP). This is the most accessible and flexible funding source available for local projects. However, since the General Fund is a city's primary source for operations and capital projects, competition is high and due to COVID-19, city revenues have fallen. In Jacksonville, the Mayor must submit a budget to Council by July 15. By law, the final budget must be approved by the full City Council prior to October 1 each year. Neptune Beach follows a similar process.

Enterprise Funds

Cities can establish enterprise funds for any municipal services which charge a fee and are most typically used for public utilities such as power, water, and sewer. The Beaches Town Center parking program is currently operating as an enterprise fund. Fees collected from the program are used to operate and maintain the Flowbird platform and enforce paid parking.

FAST Act Funds

This program has discretionary funds that are available through a grant process administered by the federal

government through 2015 federal legislation that expires in 2020. Congress is currently developing new legislation to replace the FAST ACT.

Federal and state statutes require the preparation of a Transportation Improvement Program (TIP). In Neptune Beach, the North Florida TPO is responsible for developing the TIP. Each spring they update their list of road, transit, airport, seaport, bicycle, and pedestrian projects for the next five years. The 2021 TIP will include funding allotments for programs under 'Transportation Alternatives' and 'Local Initiatives', distributed from the Surface Transportation Block Grant program.

Community Development Block Grants

Neptune Beach participates in the Community Development Block Grant Program (CDBG) from the US Department of Housing and Urban Development (HUD) to support community investment. New mobility projects may be eligible to receive funds through this program. The key uses for this funding include the acquisition, rehabilitation, construction of, and improvements to public facilities. Utility upgrades and street improvements are eligible to utilize CDBG funds. More information about the CDBG program can be found at: <https://www.hudexchange.info/resources/documents/Aboutthe-CDBG-Program.pdf>

Florida Municipal Loan Council

The Florida League of Cities manages several funding options through the Florida Municipal Loan Council. The FMLC works with a team of professionals and advisers to provide greater market access and lower financing costs for its borrowers. The purpose of the Council is to enable participating governments to finance or refinance projects permitted by the Interlocal Act on a cooperative and cost-effective basis, to benefit from economies of scale and to maximize the benefits derived from the availability of money provided by the state for funding projects. For more information contact Rodney Walton at 850.701.3620 at the Florida League of Cities.

NEW GATEWAY AT FLORIDA & ATLANTIC BOULEVARD

The intersection of Florida and Atlantic Boulevard is one of the primary entryways into Neptune Beach. Today this underpass gateway is a sea of concrete, anchored on the corner by an auto air conditioning repair building which is in need of some repair. In addition to the aesthetics, the intersection is incredibly difficult to navigate on foot and by bicycle. This illustration shows how this intersection can be transformed into a vibrant gateway into the city. A signature mural on the underpass is an easy way to brighten this area and help freshen up this tired commercial area. Painted crosswalks and pavers help call attention to people crossing and slow down cars.



Figure 4.59: Florida and Atlantic Boulevard - Proposed Intersection Improvements

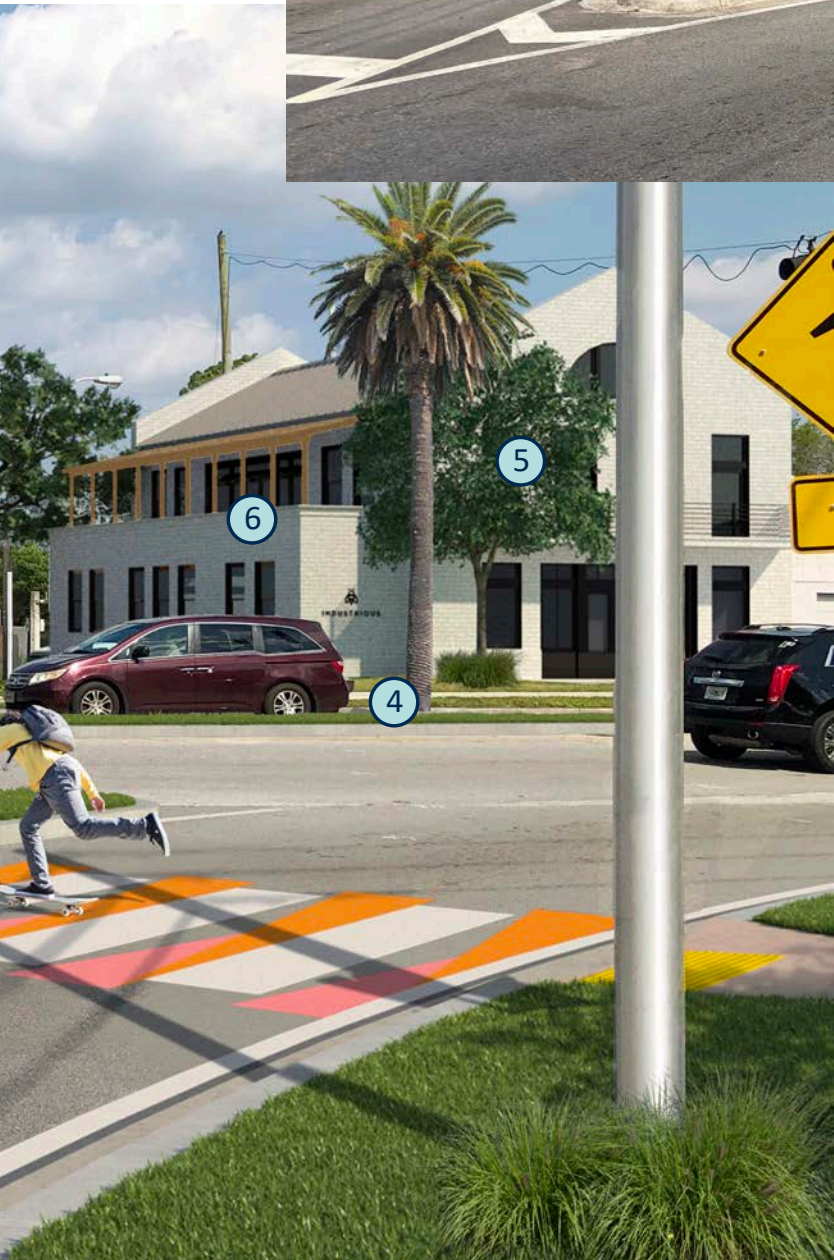


Figure 4.60: Atlantic and Florida Boulevard - Existing Condition

FEATURES:

1. Underpass murals
2. Painted high visibility crosswalk
3. Landscaped pedestrian islands
4. Longer and slightly wider median with palm trees along Florida Boulevard
5. Shade trees
6. New infill commercial building

IN THE *FUTURE* NEPTUNE BEACH WILL:

continue to protect the natural environments that make it so special, while adapting infrastructure, regulations, and procedures to better address changing social, economic, and climate-related realities.



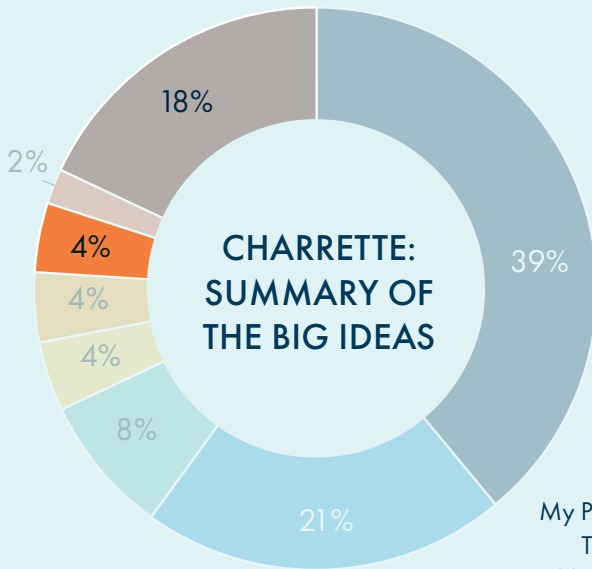
PART 4: A SUSTAINABLE & RESILIENT CITY

No plan for the future in a coastal city like Neptune Beach would be complete without addressing the importance of environmental protection, sustainability, and climate resilience. When asked what their number one “happy place” in Neptune Beach is, 134 out of 244 survey respondents said the beach or the ocean were their absolute favorite places to be. Keeping the Intracoastal Waterway and beach healthy and pristine are as important as preparing and adapting to threats including increased storm events and sea level rise.

PART 4: *A Sustainable and Resilient City*

KEY ISSUES TO ADDRESS	PROPOSED IMPROVEMENTS & POLICIES
<ul style="list-style-type: none"> • Flooding problems along 1st Street, 2nd Street, Oak Street, and Magnolia Street, as well as in homes that are near or on the Intracoastal Waterway and Hopkins Creek • Raw sewage floods on Florida Boulevard near 7th Street • Lack of oversight from the city regarding new or retrofitted homes that are inadvertently diverting stormwater onto neighboring properties • Concerns about the cost of adaptation measures for individual homeowners • Lack of a power backup for the City’s lift station during a storm event • Need more pervious surface areas, street trees, community gardens, and bioswales • Concerns regarding marsh erosion, particularly along Hopkins Creek, which residents believe to be a possible result of dredging 	<ul style="list-style-type: none"> • Support the ongoing and planned stormwater improvement projects, minimizing the impact on existing ecosystems and vegetation as much as possible • Incorporate low impact design principles into street design, parks, and infrastructure improvement projects • Review and update, as necessary, the City’s current requirements for permeable surface areas in a new project or renovation • Protect the City’s existing tree canopy and implement a street tree program that will encourage homeowners to plant more shade trees by committing to maintain the trees once planted • Utilize native plant species when designing streets, parks, and public spaces • Work with local nonprofit groups to implement a number of health and sustainability initiatives, including composting programs, water testing, rain barrel programs, single-use plastics bans for city buildings, and beach cleanups, to name a few • Revise residential site design standards and improve enforcement to ensure that new construction properly manages stormwater on site and reduces runoff into neighboring properties • Commission and adopt a thorough vulnerability assessment and climate adaptation plan • Distribute resources and educate residents regarding grants, assistance, and insurance incentives to help fund climate adaptation measures on their properties

SUMMARY OF WHAT WE HEARD:



Responses from the Online Neighborhood Preference Survey and Citywide Input Survey

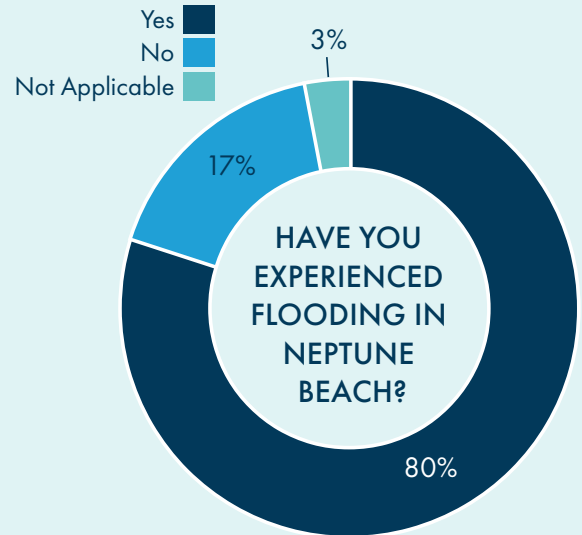
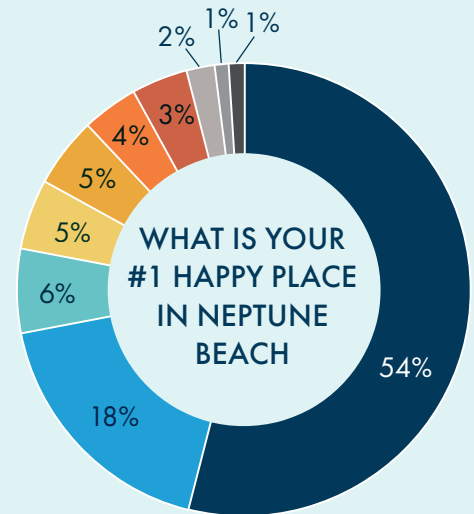
- The Beach/Ocean
- My Home
- My Porch, Deck, or Backyard
- The Beaches Town Center
- My Street or Neighborhood
- Jarboe Park
- Walking or Riding on 1st Street
- ICW/View from Kings Rd Bridge
- Walking or Riding on Florida Blvd.
- The Library or Senior Center

Stormwater & Resilience

- 4%
- "Address stormwater & flooding issues"
- "Increase permeability and add more green space"

Other

- 18%
- "Infrastructure, infrastructure, infrastructure!"
- "Resilient, durable, and quality design of buildings, streets, and public spaces"



What adaptation strategies have you heard of and would like to learn more about?
Retrofitting buildings to achieve higher base floor elevations
Better flooding control during hurricanes
Improved street drainage and stormwater drains
Temporary marsh flooding barricades
Repair sewer system
Sewer backflow prevention during storms
Replace the Kings Road Bridge with marshland
Keep the beach dunes well maintained, regularly clear out drainage facilities, stop laying down non pervious pavers and parking lots, and enforce building code violations that force stormwater onto other properties
Maintain existing infrastructure (clean out ditches, make sure pipes and outflows are working properly, make sure residents are not modifying or filling in stormwater routes/flows)
Hiring an advance civil engineer would go a long way

Figure 4.61: Summary of What We Heard: Sustainability & Resilience

04: THE VISION - A SUSTAINABLE & RESILIENT CITY

Planned Stormwater Improvements

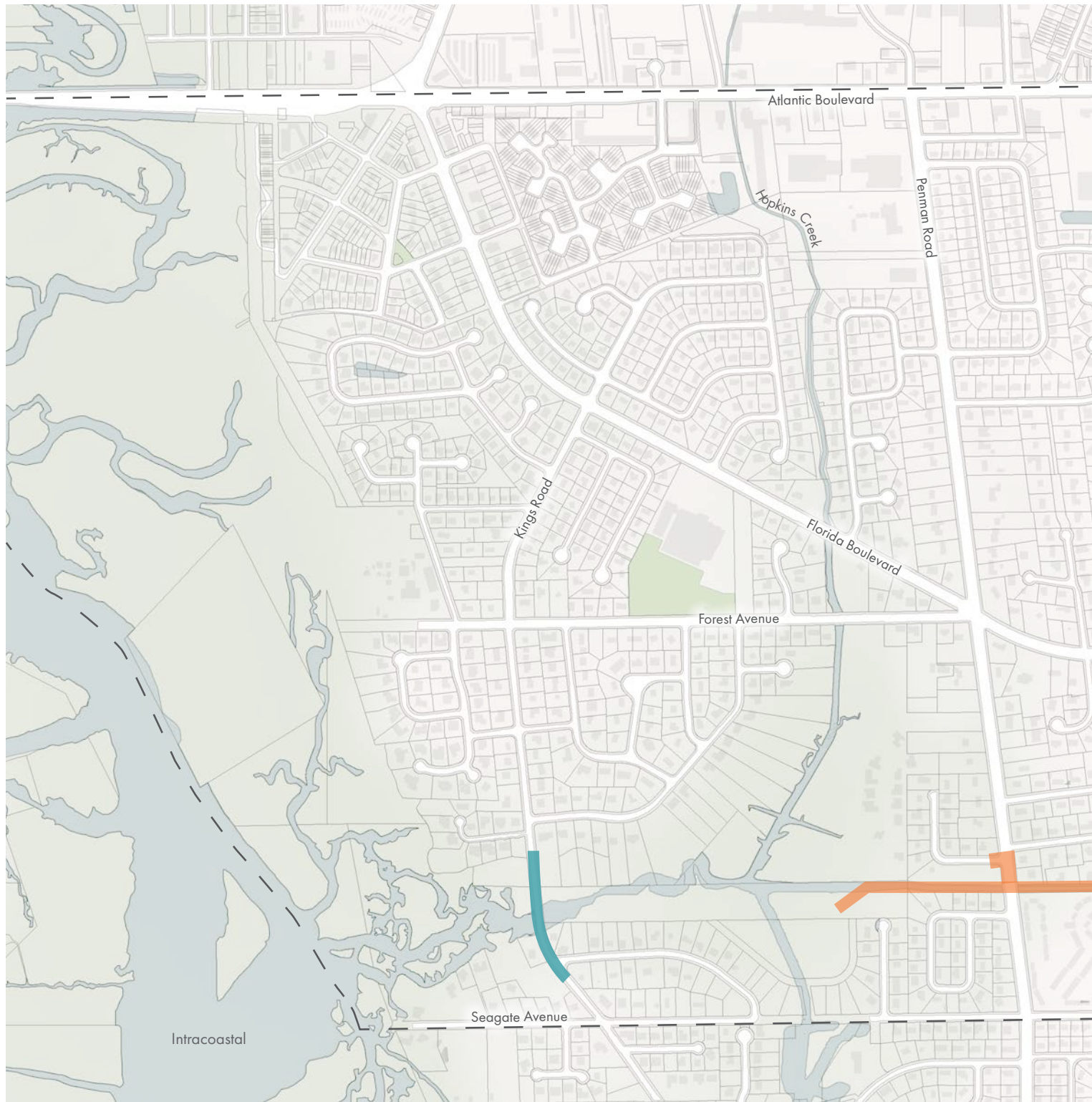
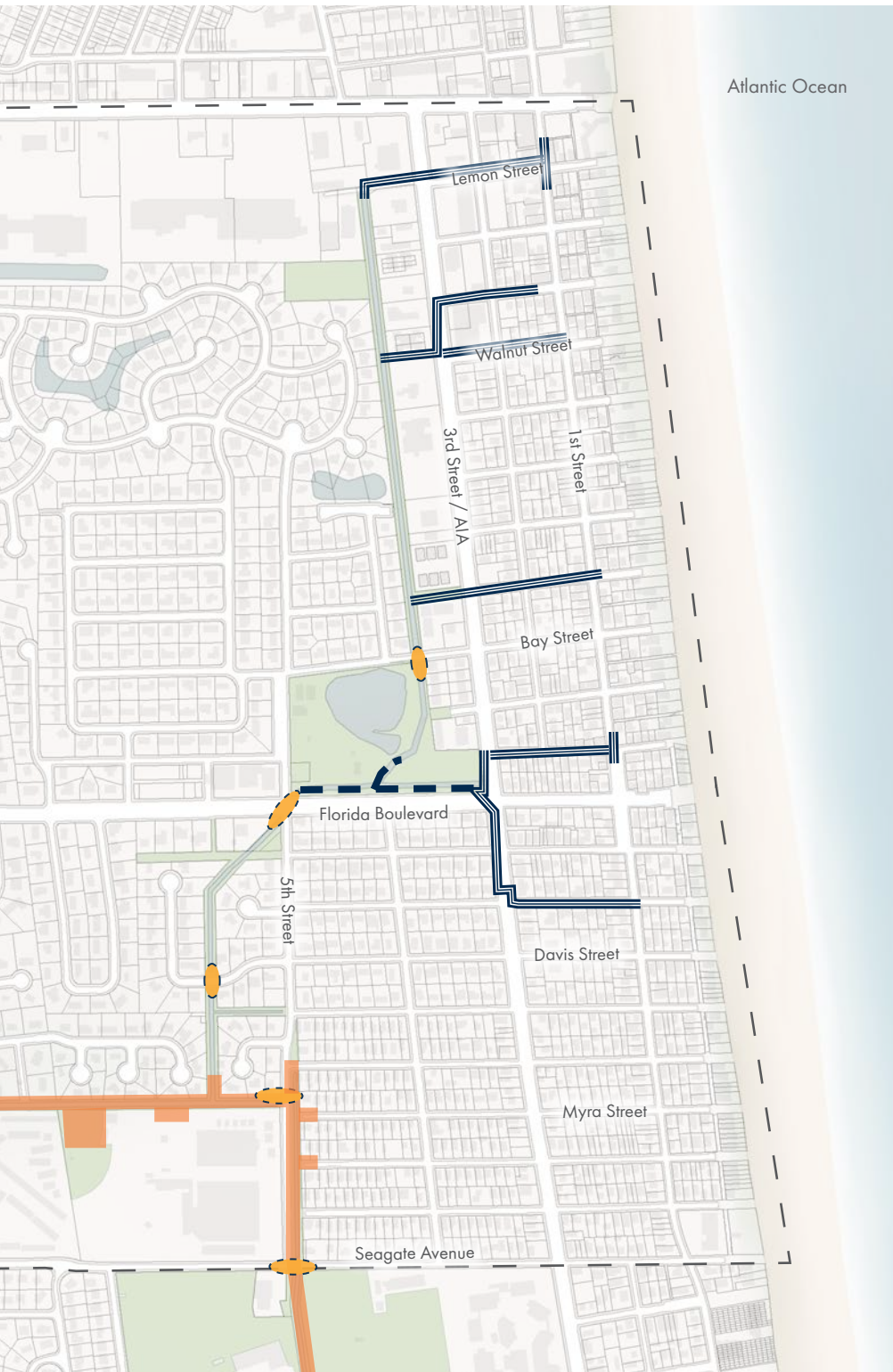


Figure 4.62: Proposed Stormwater Improvements - FDOT and Parsons Transportation Group



Atlantic Ocean

PLANNED STORMWATER IMPROVEMENTS

The City and FDOT are working with Parsons Transportation Group to plan improvements to stormwater management through various projects. Replacement of the lateral pipes will connect to existing drainage features to reduce flooding on 1st Street. New culverts and channel dredging will improve the profile and width of existing channel to maximize the flow of stormwater

The orange and aqua areas are FDOT projects that will replace bridges and improve drainage on channels by increasing water flow.

MAP LEGEND

-  Channel Dredging
-  Replace Bridge
-  Replace Culvert
-  Construction zone for Channels
-  Replace Laterals
-  Building Footprints
-  Existing Parks & Green Spaces
-  City Boundary

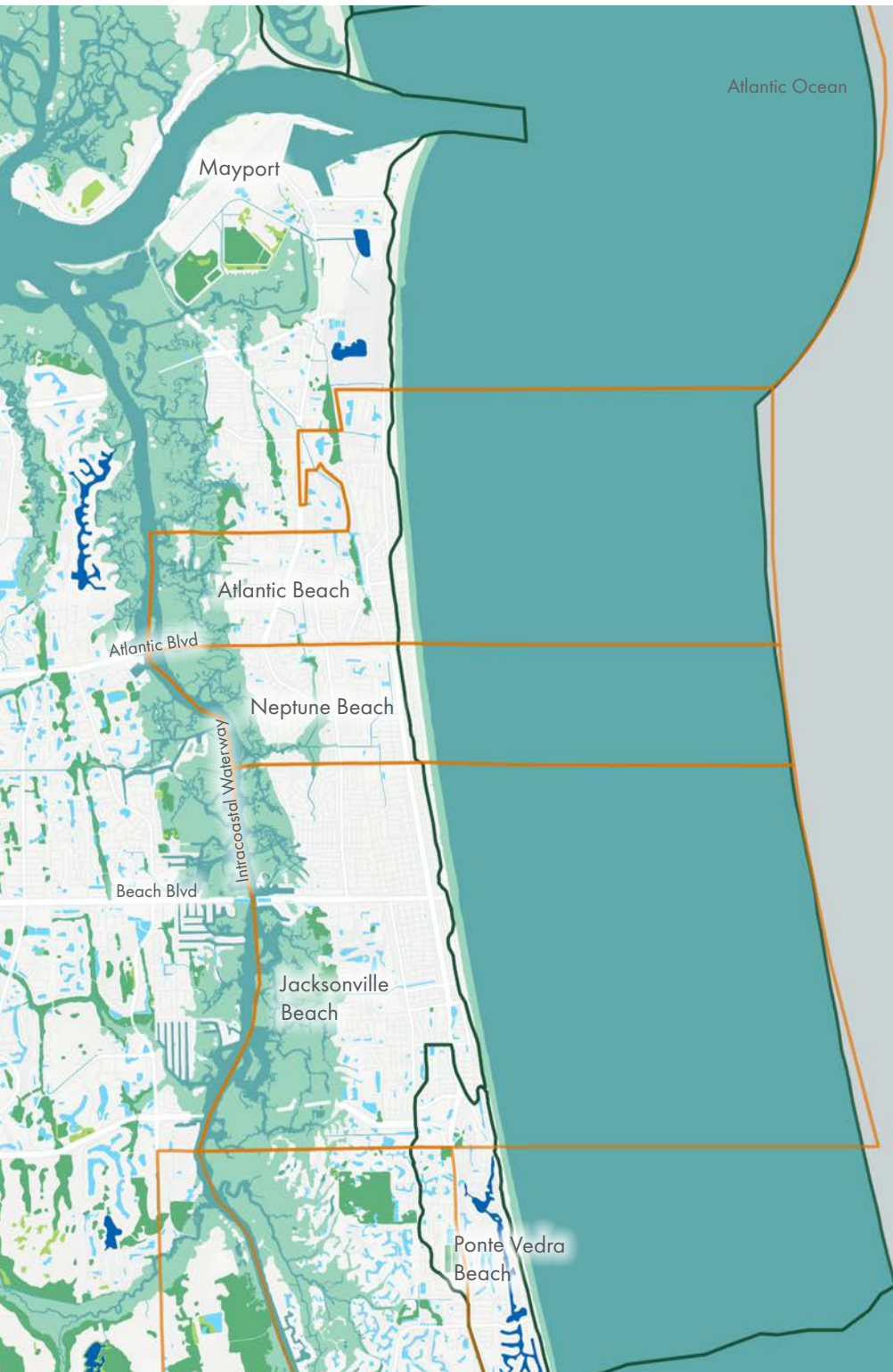


04: THE VISION - A SUSTAINABLE & RESILIENT CITY

Regional Ecosystems



Figure 4.63: Existing Regional Ecosystem and Waterways



REGIONAL ECOSYSTEMS

Neptune Beach benefits from a great ecosystem that is home to rich wildlife and provides a beautiful landscape. To the west, it is bordered by the Intracoastal Waterway with its wetlands and to the east the Atlantic Ocean provides a beach for the locals and visitors.

The Intracoastal is a waterway that connects to the St. Johns River that runs through Jacksonville and Mayport. On a bigger scale the 3,000 mile Intracoastal Waterway connects from Boston, MA to the tip of Florida through a series of natural inlets, saltwater rivers, bays, sounds, and some artificial canals.

MAP LEGEND

- Estuarine & Marine Deepwater
- Estuarine & Marine Wetland
- Freshwater Emergent Wetland
- Freshwater Forested
- Freshwater Pond
- Lake
- Riverine
- Watersheds
- City Boundaries



SUSTAINABLE STREET INFRASTRUCTURE

Neptune Beach is a coastal community and faces many issues with flooding from storms, heavy rain events, and future sea level rise. Designing and building sustainably will ensure the longevity of public investments and reduce maintenance of infrastructure.

SOIL CELLS are built under the sidewalk surface to help root growth which promotes healthy street trees and reduces sidewalk maintenance requirements. Soil cells also increase stormwater retention and reduce soil compaction over time.

PERVIOUS PAVERS allow stormwater runoff to infiltrate, reducing flooding and brown water runoff into major water bodies. Pervious pavers can be used in sidewalks, street furniture zones, dining areas, entire roads, parking lanes, or gutter strips. It also adds design aesthetic and character to streets.

BIOSWALES are shallow landscaped areas that capture, treat, and infiltrate stormwater runoff. The bioswales treat and drain the first flush of stormwater that is often the most polluted in any storm event; they also slow runoff velocity and clean water by recharging the underlying groundwater table. Bioswales can be designed in medians, bulb outs, between roadways and sidewalks, and other public spaces.



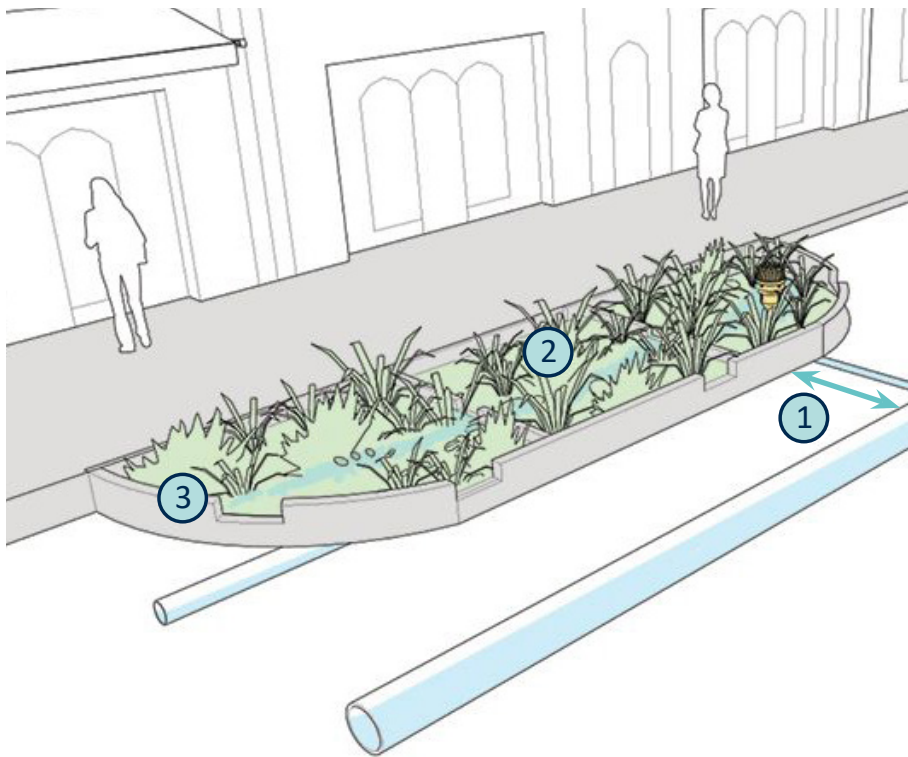
Figure 4.65: Pervious pavers with tree wells



Figure 4.64: Tree wells with Soil Cells



Figure 4.66: Bioswale filters stormwater



FEATURES:

1. Construct a deep curb to connect the swale to a parallel utility line below the roadbed.
2. Bioswales should be composed of diverse, native vegetation.
3. Curb cuts should be at least 18 inches wide and spaced from 3–15 feet apart.
4. Raise the overflow/bypass drain system approximately 6 inches above the soil surface.
5. Discourage pedestrian trampling.
6. Maintain a 5-foot minimum clearance from the groundwater table.
7. Bioswales require appropriate media composition for soil construction.

Urban Street Design Guide,
NACTO, October 2013

Figure 4.67: Bioswale bulb-out. Image courtesy of National Association of City Transportation Officials (NACTO)

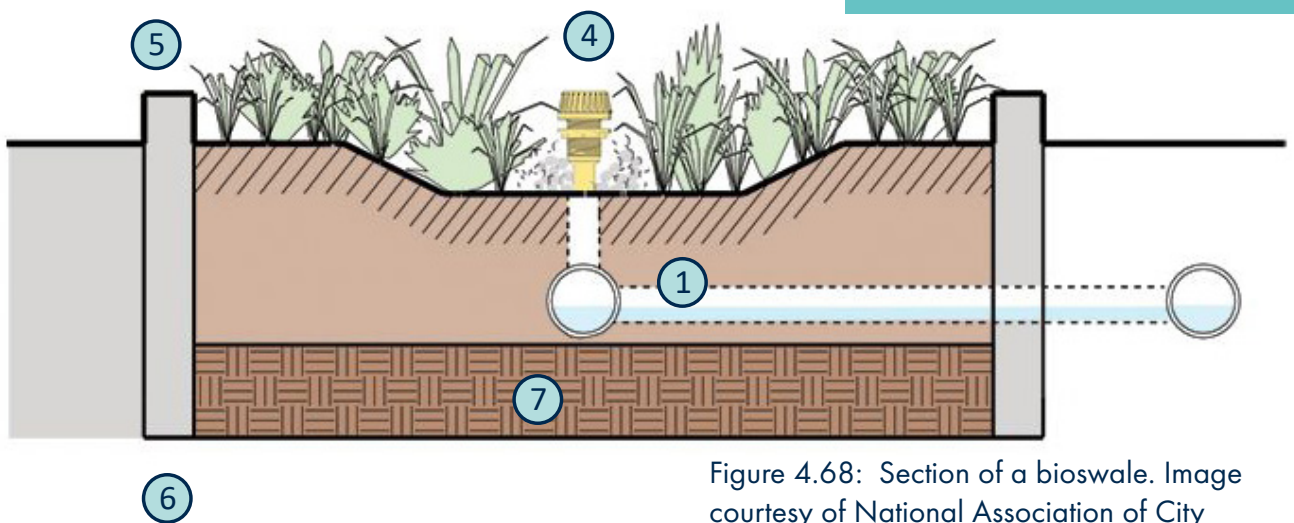


Figure 4.68: Section of a bioswale. Image courtesy of National Association of City Transportation Officials (NACTO)

LOW IMPACT DESIGN (LID) TOOLKIT

INTRODUCTION TO LID

Low Impact Development (LID) is a more sustainable approach to stormwater management that utilizes landscape to reduce runoff and retain stormwater on site that would otherwise contribute to nuisance flooding and infrastructure costs. The goal of LID is to restore the stormwater flow pattern on a site to a state that is similar to the predevelopment condition. Many LID practices are just creative applications of conventional Best Management Practices (BMP). Common LID practices include dry retention, filtration, and wet detention devices.

REFERENCE

The EPA has published several guides to LID that describe the methods that have been developed and implemented throughout the US. There are also numerous research documents and studies from professional organizations, academic projects, and nonprofit groups, such as the Watershed Management Group. The list presented here is not meant to be all-inclusive, but to show the most typical devices applied in low impact development.

SOURCE: ORIGIN OF RUNOFF

PARKING



HARDSCAPE



METHOD: WATER MANAGEMENT

FILTER



INFILTRATE



TOOLS: MANAGEMENT DEVICES

GREEN STREET



VEGETATED SWALE



TREE PLANTING



INFILTRATION



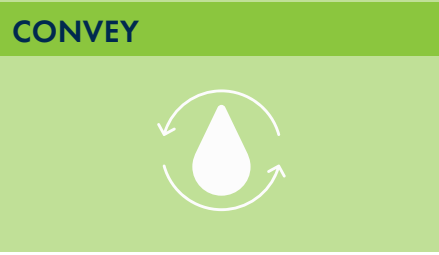
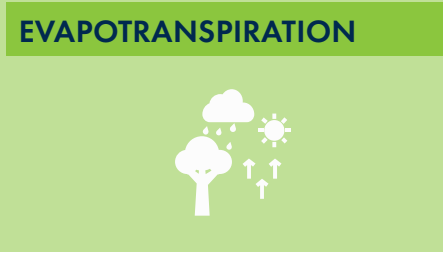
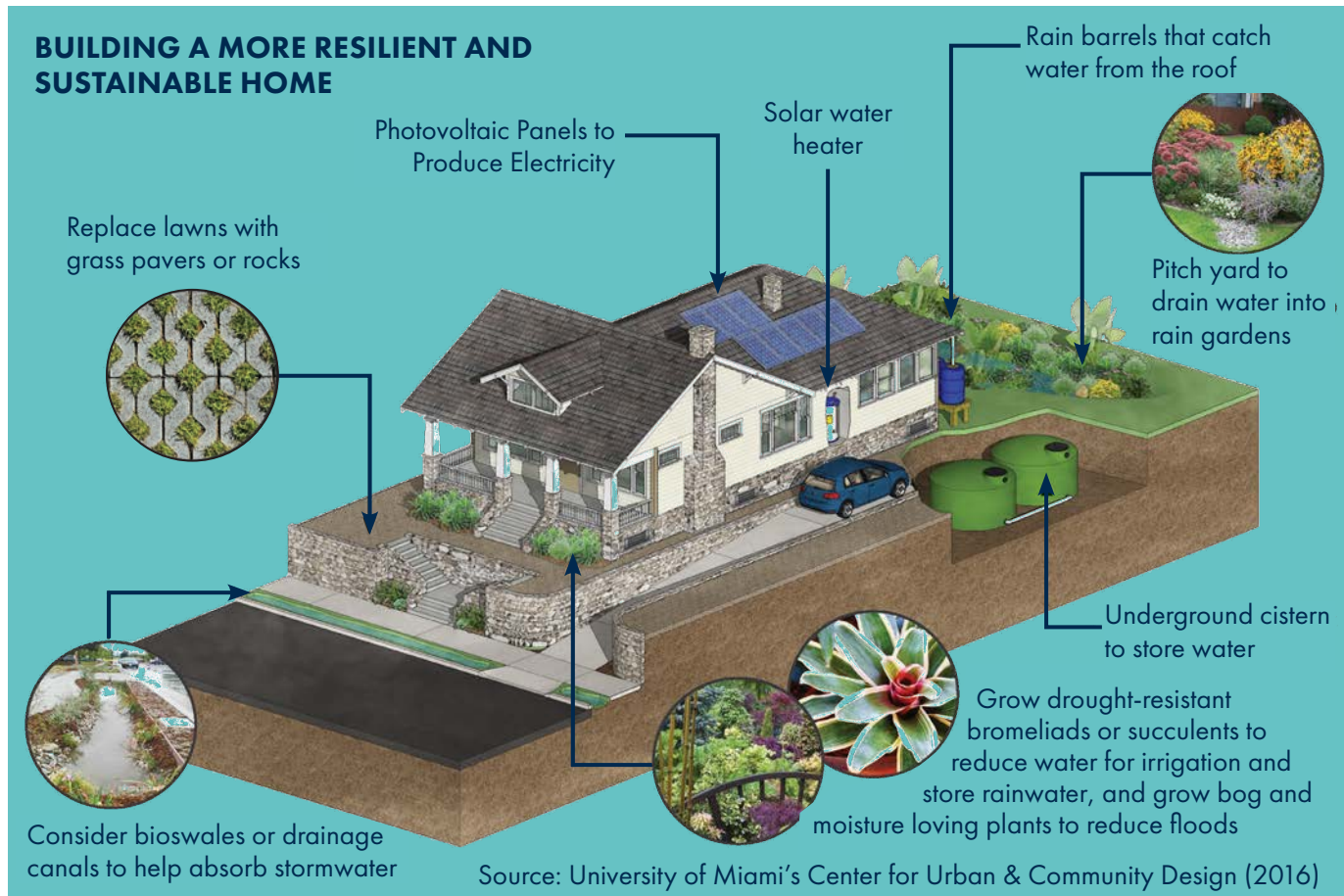


Figure 4.69: Low Impact Design Toolkit

04: THE VISION - A SUSTAINABLE & RESILIENT CITY

Sustainability Programs & Florida Friendly Landscaping

Figure 4.70: Building A More Sustainable & Resilient Home



OCEAN FRIENDLY PROGRAMS: SURFRIDER FOUNDATION

Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves, and beaches through a powerful grassroots activist network.

OCEAN FRIENDLY GARDENS



- Focuses on the principles of CPR: Conservation, Permeability, and Retention.
- Presentations to many area schools

OCEAN FRIENDLY RESTAURANTS



- Reduce water/food waste and single use plastics
- City rebate/promotion for every annual certification
- Increase sustainability and sustainable food sources

Source: Surfrider Foundation (April 2020)

RISE ABOVE PLASTICS



- Reduce impacts of plastics in the marine environment.
- Increase community & commercial education.

BLUE WATER TASK FORCE



- Currently, there is no water testing from November to March
- Task force is active in Broward County, Miami, Palm Beach, and Sebastian's Inlet
- Provides critical water quality information

BEACH CLEANUPS



- Reduce litter, protect our ocean and raise awareness about litter and plastic pollution.
- Increase community engagement/awareness

FLORIDA FRIENDLY LANDSCAPING

WHAT ARE FLORIDA FRIENDLY LANDSCAPES

In 2009 the Florida Legislature updated a law to encourage “Florida Friendly” landscaping in communities governed by homeowner associations. Florida Friendly landscapes are designed to protect Florida’s natural resources by conserving water, reducing waste and pollution, creating wildlife habitat, and preventing erosion. Any landscape can be Florida Friendly if it abides by the nine Florida Friendly Landscaping principles as the statute states.

The Section 373.185 stated:

“(3)(a) The Legislature finds that the use of Florida-friendly landscaping and other water use and pollution prevention measures to conserve or protect the state’s water resources serves a compelling public interest and that the participation of homeowners’ associations and local governments are essential to the state’s efforts in water conservation and water quality protection and restoration.”

NINE PRINCIPLES OF FLORIDA FRIENDLY LANDSCAPES

1 RIGHT PLANT RIGHT PLACE

Select plants suited for a specific location. Plants in the right place will thrive on minimal amounts of water, fertilizer, and pesticides.



2 WATER EFFICIENTLY

Irrigate only when your lawn and landscape show wilt signs. Water during cooler times of day, and check your irrigation system regularly for leaks and clogs.



3 FERTILIZE APPROPRIATELY

Apply fertilizers with at least 30% slow-release nitrogen at the right times and in the right amounts to prevent leaching and runoff into ground and surface waters.



4 MULCH

Maintain a 2-3” layer of mulch on landscape beds to retain soil moisture, prevent erosion, and suppress weed germination.



5 ATTRACT WILDLIFE

Choose plants with fruits or berries to attract birds and other pollinators. Leave snags and increase vertical layering to provide wildlife habitat.



6 MANAGE PESTS RESPONSIBLY

Practice Integrated Pest Management (IPM) for a healthy, sustainable approach to keeping your landscape safe from pest insects.



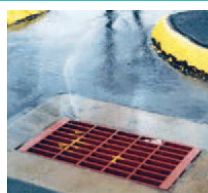
7 RECYCLE

Return valuable nutrients to the soil and reduce waste disposal by composting grass clippings, raked leaves, and pruned tree and plant parts.



8 REDUCE STORM RUNOFF

Use features like earth shaping and rain gardens to keep rainwater on your landscape, rather than letting it run off into storm drains, carrying fertilizers, pesticides, soil, and other debris.



9 PROTECT THE WATERFRONT

Protect the water body you live on. Designate a 10’ maintenance-free zone between the shoreline and your landscape without fertilizer & pesticides.



Figure 4.71: Florida Friendly Landscapes

Source: *The Florida Yards and Neighborhood Handbook* https://fll.ifas.ufl.edu/materials/FYN_Handbook_2015_web.pdf



04: THE VISION - A SUSTAINABLE & RESILIENT CITY

Sea Level Rise Map

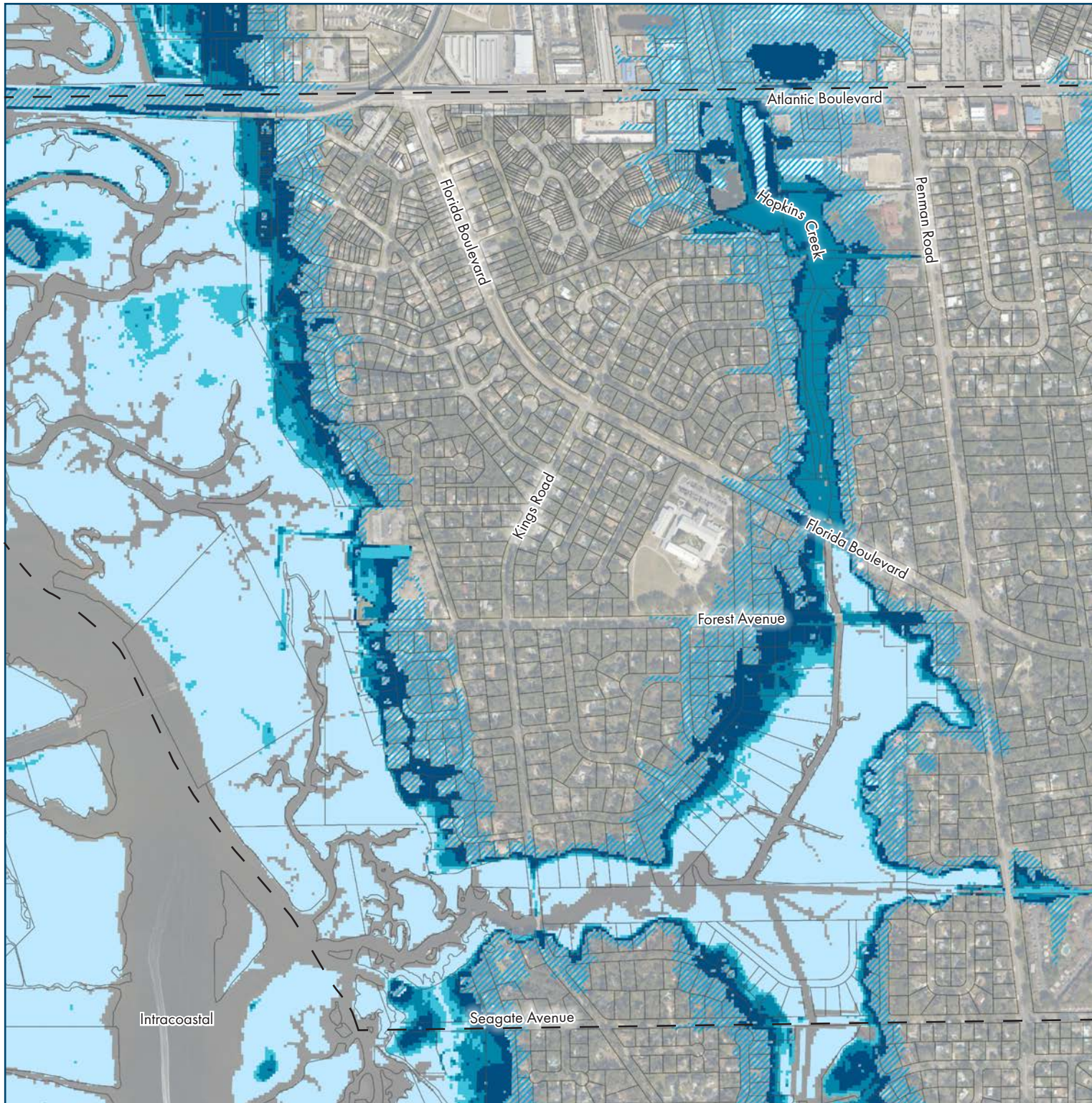
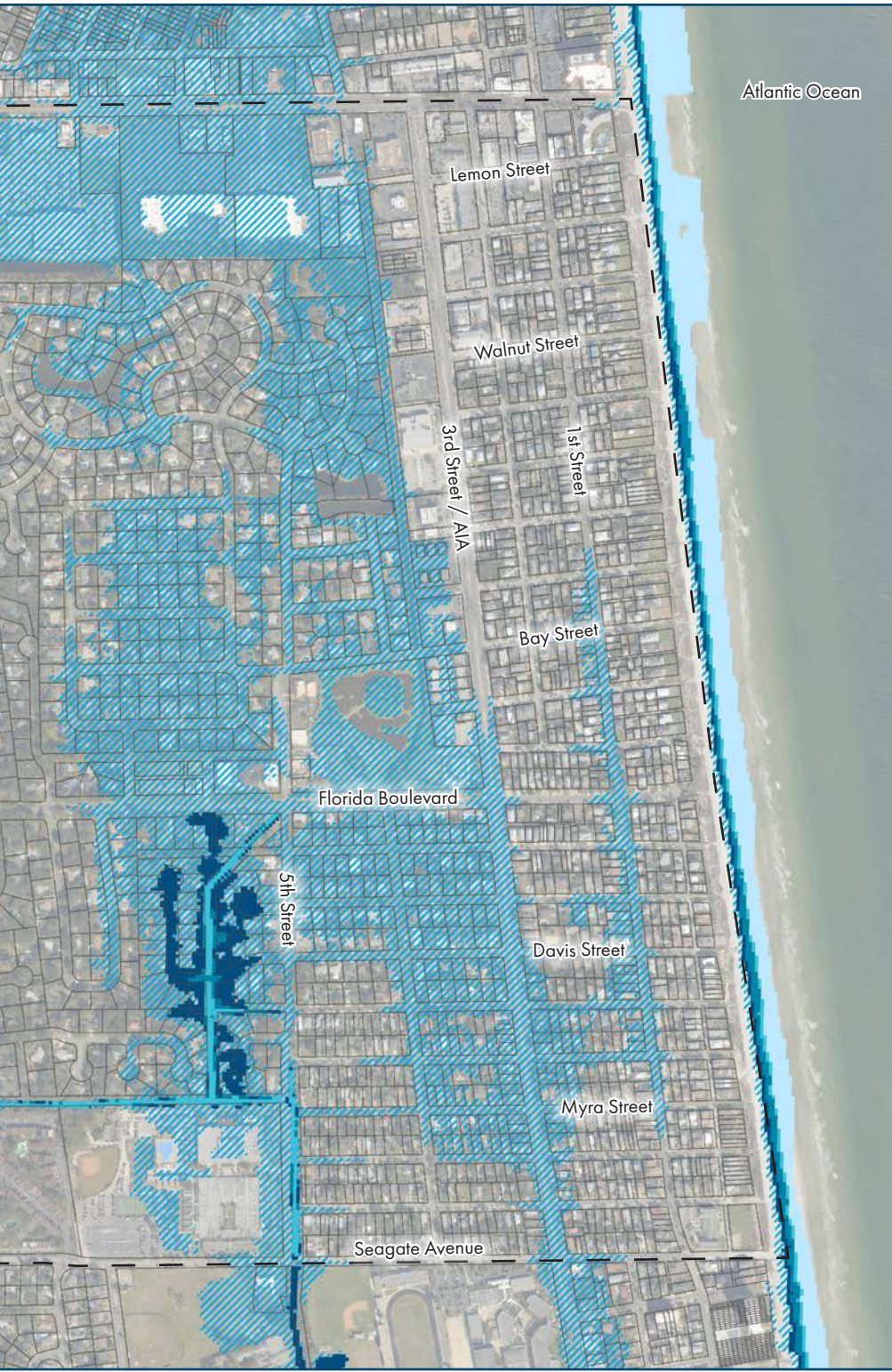


Figure 4.72: Sea Level Rise (Moderate Scenario) Map



SEA LEVEL RISE MAP

This map shows sea level rise data from the National Oceanographic & Atmospheric Administration (NOAA). In particular, this model illustrates how different sea level rise projections would inundate the City of Neptune Beach given its existing topography and its natural systems of waterways and stormwater drainage. More specifically, this map shows NOAA’s ‘intermediate high’ sea level rise scenario projections, which represent a mid-range forecast of how severe sea level rise will be in the coming decades. For comparison sake, the ‘high’ scenario for 2100 was included as a worst case scenario.

In Neptune Beach, the most vulnerable areas are those along the Intracoastal, Hopkins Creek, and the drainage canals along Fletcher High School and parallel to 5th Street.

- MAP LEGEND**
- NOAA Intermediate Projections
 - Inundation 2040
 - Inundation 2060
 - Inundation 2080
 - Inundation 2100
 - NOAA High Projections
 - Inundation 2100
 - City Boundary

EFFORTS TO ADDRESS CLIMATE VULNERABILITY

WHAT IS RESILIENCE?

In the broadest sense of the word, “resilience” is the ability that someone or someplace has to bounce back. While this applies to many topics in the community development field, climate resilience refers specifically to the ability of a community to respond quickly and effectively to shocks and stresses caused by a changing climate, including sea level rise and extreme weather. Creating a more resilient community is in many ways an exercise in understanding and managing risk. This requires a thorough understanding of the threats posed by a changing climate and the vulnerability of the built environment in responding to those threats.

Because coastal adaptation to climate change is not an isolated challenge, cities and regions have to work together to ensure a more resilient future for all. The City of Jacksonville and the Beaches communities have already been taking steps to address the impacts of climate change on a local level. Efforts have included:

Mayors Sea Level Rise Symposium in 2019. On June 19, 2019 the three beaches mayors hosted a special symposium at Fletcher Auditorium to discuss sea level rise vulnerability in the area and to speak with and learn from representatives from Satellite Beach and St. Augustine, two other communities that have begun working to improve resilience in their city

Creation of the City of Jacksonville’s Adaptation Action Area Working Group (AAA) in 2019. As a result of their work throughout 2019, this state-mandated working group had three of its 40+ recommendations approved by Council in January 2020, including a measure to expand their area of focus to include interconnected coastal and riverine ecosystems, hire or appoint a Chief Resilience Officer (CRO), and fund a thorough vulnerability assessment.

Creation of the City of Jacksonville’s Storm Resiliency & Infrastructure Development Review Committee (SRAIDR) in 2019. This technical advisory board was established to evaluate and provide recommendations for the preservation of wetlands and

the implementation of various drainage and stormwater improvements that would contribute to the resilience of the St. Johns River and Northeast Florida.

City of Atlantic Beach Sea Level Rise Projection Review and Coastal Vulnerability Assessment (2019). The City of Atlantic Beach is the first in Duval County to commission and adopt a coastal vulnerability assessment. As part of the accepted recommendations of their AAA working group, the City of Jacksonville should be following in their footsteps soon with an in-depth vulnerability study of their own.

Creation of the City of Jacksonville’s Special Committee on Resiliency in 2020. This special committee, comprised of City Council members, aims to build off the key findings of the two earlier technical advisory groups mentioned in order to find effective policy solutions and infrastructure upgrades necessary to ensure a more resilient Duval County.

Creation of the Resiliency and Climate Change Coalition in 2020. Though still in its infancy, this coalition, which supports the efforts of Jacksonville’s Special Committee on Resiliency, has two immediate goals: improving community engagement throughout all of Jacksonville’s communities, including the Beaches and advocating for the City of Jacksonville to hire a Chief Resilience Officer (Jacksonville is one of only three major communities in the State without a CRO).

WHAT MORE CAN NEPTUNE BEACH DO?

- Commission a coastal vulnerability assessment and adaptation plan
- Continue to support Duval County’s stormwater infrastructure projects in the City
- Continue to coordinate resilience efforts with the City of Jacksonville and the Beaches
- Conduct community outreach and education to better inform citizens of the risks of climate change and what they can do to better protect and prepare their own properties

Figure 4.73: Coastal Risk for Neptune Beach

COASTAL RISKS FOR NEPTUNE BEACH

IMPACT OF 4' INCREASE IN WATER LEVELS FROM SEA LEVEL RISE AND/OR COASTAL FLOODING:

What's at risk at and below 4 feet?

- Miles of road: 1 mile
- Local roads: 1 mile
- Population: 320
- Homes: 140
- Property value: \$61 million

4 Feet in Historical Context:

- Highest observed area flood: 6.9 feet in 1898
- Statistical 1-in-100 year flood height: 3.1 feet

Unnatural Coastal Floods

Since 1950, a tide station at Fernandina Beach has recorded 54 days exceeding local National Weather Service flood thresholds. Without climate-change-

driven sea level rise, the count would be 12. This station is 25 miles from Neptune Beach.

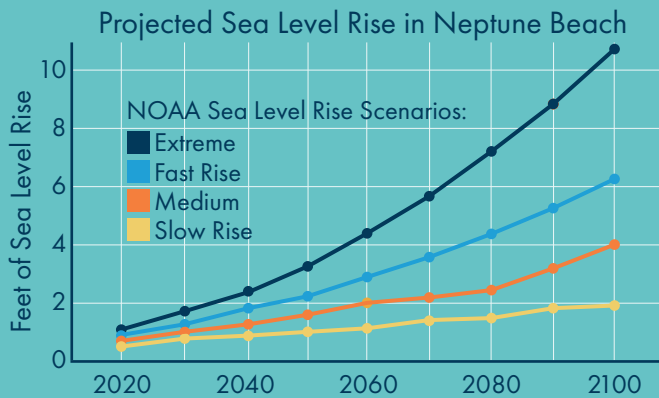
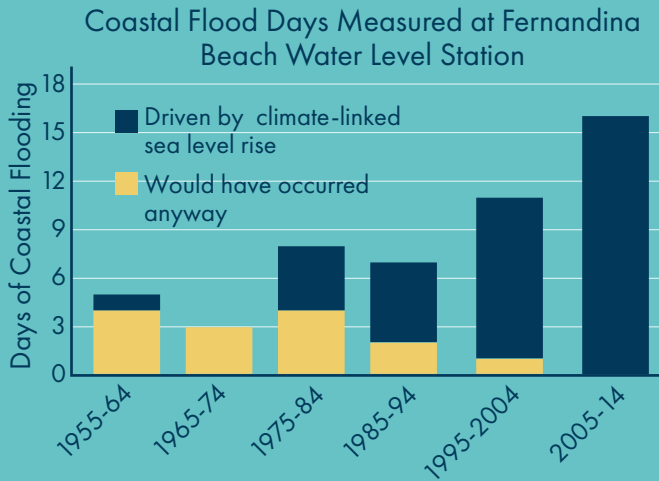
Rising Seas - More Floods

- Neptune Beach, FL has already experienced about 10 inches of sea level rise over the last 116 years of records. Climate change is projected to drive much more rise over this century.
- This raises the starting point for storm surges and high tides, making coastal floods more severe and more frequent.

When could a 4-foot flood happen?

- Likelihood by 2030: 3% - 22%
- Likelihood by 2050: 16% - 99%
- Likelihood by 2100: 99% - 100%

The ranges shown derive from the intermediate low vs. intermediate high global sea level scenarios from a 2017 NOAA technical report for use in the U.S. National Climate Assessment, which point to projected local rises of 1.9 vs. 6.3 feet by 2100.



Flooding on 1st Street after a heavy rainstorm in October 2019 (Photo Credit: Neptune Beach PD)

Source: Coastal Risk for Neptune Beach, FL. *Climate Central*, 6/22/2020

ADAPTATION & RESILIENT INFRASTRUCTURE TOOLKIT

STRATEGIES TO MITIGATE IMPACTS AND ADAPT TO SEA LEVEL RISE AND FLOODING

There are a number of tools to help Neptune Beach better prepare for more severe and frequent storm events and increased sea levels. To help reduce the severity of storm surges and treat stormwater runoff, the city can invest in its natural ecosystems, including beach dunes and wetlands, as well as raising critical infrastructure and building finish floor elevations. To protect against sea level rise and storm surge, property owners can also consider other options such as fortifying sea walls and floodproofing areas that sit below the base flood elevation. Improving site design in private properties and public spaces with bioretention basins, bioswales, and stormwater planters will also reduce the amount of pervious surfaces that create harmful stormwater runoff and pollution.



EXPAND FLOODPLAINS



REFORESTATION

EXPAND FLOODPLAINS

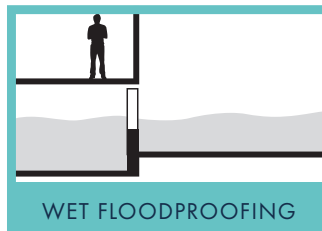
Development often hugs the coastline, infringing upon the riparian buffer/edge. Development along the coastal bank replaces a natural healthy riparian edge with manicured lawns, roads, and docks. Healing the riparian edge in balance with reasonable human uses and access to the water will expand floodplains by recreating a natural living shoreline.

REFORESTATION

Transforming forests into pavement results in more runoff, higher pollutant loads, and erosive concentrated flows. The surface parking lots along Atlantic Boulevard are prime examples of highly impervious surface areas with tremendous opportunity for tree canopy cover improvements - also adding to land value and public health.



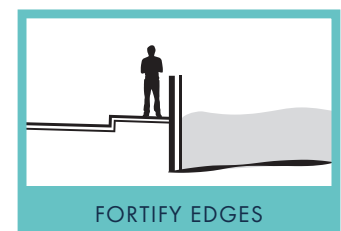
DRY FLOODPROOFING



WET FLOODPROOFING



RAISE FINISH FLOOR



FORTIFY EDGES

DRY FLOODPROOFING

Watertight structures using external coating or internal membranes can prevent floodwaters from entering. On-going maintenance is required and dry floodproofing may not always be the most aesthetically pleasing. As a first step, flood shields for windows and doors may protect vulnerable openings.

WET FLOODPROOFING

Building modifications such as breakaway walls designed to break free when subjected to flood forces can safely allow floodwater to enter and leave the lower level. Elevating utilities above the base flood elevation is critical. Often requires repair costs by the owner after flood events.

RAISE FINISH FLOOR ELEVATION

The most common form of adaptation is to elevate the entire first floor elevation above the base flood elevation. This can be accomplished on piles or earth fill. This technique can create accessibility issues depending on the site's surroundings, and can sometimes be difficult to retrofit into historic neighborhoods.

FORTIFY EDGES

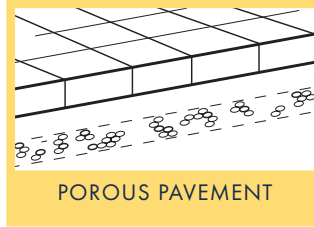
Seawalls, bulkheads, berms, and levees are common techniques to repel floodwaters at the edges of sites or neighborhoods. An important role for the hard edge is to dissipate the velocity of flood forces from a direct storm surge. Over time, scouring from constant wave energy can undermine the structural integrity of the structure from underneath. Requires periodic inspections to ensure stability.



RESTORE WETLANDS

RESTORE WETLANDS

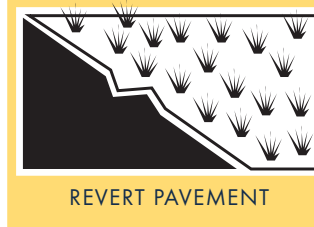
Wetlands are extremely productive living ecosystems, and also attenuate wave velocity, provide water quality treatment, and act as a natural buffer between the built environment and water resources. Restoring degraded wetland systems by enforcing and regulating buffer protection zones is critical to sustaining a healthy relationship with water.



POROUS PAVEMENT

POROUS PAVEMENT

A range of free-draining alternatives to typical impervious bituminous pavement and concrete are available, such as pervious concrete, porous asphalt, pervious pavers, and structured grass. Proper design of the system base and review of the existing sub-base for infiltration capacity is required.



REVERT PAVEMENT

REVERT PAVEMENT TO GREEN SPACE

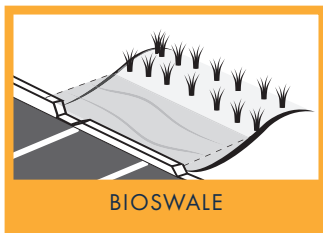
Often the simplest and most cost-effective green infrastructure retrofit, “grey to green” interventions replace extraneous pavement with planted landscape, including tree planting if possible.



CREATE WETLANDS

CONSTRUCTED WETLANDS

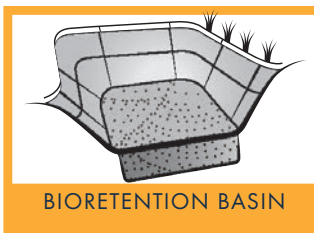
Constructed wetlands mimic natural wetland function. Systems are designed for water at all times, either in saturated soil or as standing water. They are often designed with engineered soils and can include small islands and pools. Typically they are constructed as part of larger projects or systems.



BIOSWALE

BIOSWALES

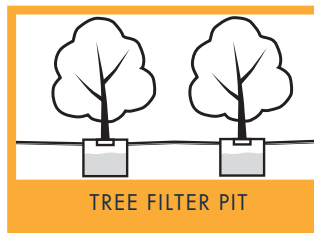
Bioswales are linear landscape elements designed to convey runoff. Typically bioswales are vegetated and provide water quality treatment. Bioswales designed with pretreatment facilities will perform higher filtering function and will require less maintenance over time.



BIORETENTION BASIN

BIORETENTION BASINS

Bioretention basins are depressions in the landscape designed to collect and filter stormwater. A more highly engineered rain garden, bioretention basins typically have pretreatment forebays, perforated pipe under drains, and special soils that help filter and enhance infiltration.



TREE FILTER PIT

TREE FILTER PITS

Tree filter pits use stormwater runoff for irrigation. Primarily a water quality practice, runoff enters the systems from a deep sump inlet structure as a form of pretreatment. Stormwater is stored in the gravel reservoir below ground which allows the tree roots to soak up runoff.



STORMWATER PLANTERS

STORMWATER PLANTERS

Raised planters are ideal stormwater solutions for projects with space constraints adjacent to buildings. Roof runoff is diverted via downspouts into above-ground planters where microbes in the soil and around plant roots help to filter runoff before overflowing into the storm system.

Figure 4.74: Adaptation & Resilient Infrastructure Toolkit

Source: Horsley Witten Group (2019)





Chapter 05:

ACTION

STEPS AND

IMPLEMENTATION

TOP 6 IMPLEMENTATION PRIORITIES

The Implementation & Ongoing Engagement chapter identifies key action items to help the City of Neptune Beach and its partners reach the goals and objectives set forth in this Vision Plan. While each action item described will help the City achieve desirable outcomes, the team understands that the City faces challenging financial, staffing, and political constraints and has, in response, created a list of top six priority items. The goal of this list is to help focus the energy and resources of city staff, elected officials, and community groups on the few policies, programs, and capital improvements that will yield the most significant outcomes.

1.

Carry out improvements to Neptune Beach's streets, focusing on constructing dedicated places for people to walk and bike, and supplement these improvements with off-street trails that make it safe and easy for all people of all ages and abilities to get around.

- Key Actions:**
- Adopt a new Context Classification Map for State roads and local streets;
 - Construct a low-stress network of trails, shared streets, mobility lanes, and multi-use paths as shown in Figure 4.8 of this Vision Plan;
 - Work with the City of Jacksonville to transform Penman Road into a complete street and implement a bicycle and pedestrian friendly design for the five-points intersection;
 - As part of upcoming stormwater projects, complete above ground improvements on 1st and 3rd Streets that include multi-use paths, separated bicycle, or mobility lanes;
 - Work with FDOT to implement improvements along Atlantic Boulevard including widening the sidewalks and/or incorporating a two-way cycle track on one side; and
 - Extend Lemon Street west across 3rd Street/A1A and design it in such a way that it provides dedicated and comfortable spaces to walk and bike.

2.

Prioritize the safety of people walking, biking, and driving by implementing key intersection, crossing, and traffic calming improvements.

- Key Actions:**
- Implement intersection safety improvements, including high visibility crosswalks, signage, and pedestrian activated signals that are outlined in Figure 4.8 of this Vision Plan;
 - Improve the Atlantic & 3rd Street intersection by slowing down cars, reducing crosswalk distances, adding a pedestrian-activated traffic signal, and planting shade trees;
 - Invest in street improvements along Florida near Atlantic Boulevard, and improve that intersection with public art in the underpass, landscaping, and better crosswalk;
 - Invest in neighborhood traffic calming projects; and
 - Prioritize improvements along school routes and implement a safe routes to school program.

3.

Upgrade the city's stormwater management infrastructure and improve overall resilience.

- Key Actions:**
- Construct all planned stormwater improvement projects, minimizing the impact on existing ecosystems and vegetation;
 - Adopt low impact design principles for the design and construction of streets, parks, and infrastructure improvements;
 - Review the City's current requirements for permeable surface area and site design and improve enforcement to ensure that new construction properly manages stormwater;
 - Work with Jacksonville Beach to bury the power lines along Seagate Avenue and identify other areas where undergrounding power lines will improve community resilience; and
 - Commission and adopt a citywide vulnerability assessment and climate adaptation plan.

4.

Invest in new and improved parks and open spaces, as well as adding street trees and landscaping, to improve the overall beauty, comfort, and vibrancy of Neptune Beach.

- Key Actions:**
- Transform 1st Street from Atlantic Boulevard to Orange Street into a shared street that can be easily closed down and used for public events;
 - Transform the final segment of Atlantic from 1st Street to the beach into a public plaza;
 - Complete the planned improvements designed for Jarboe Park; and
 - Protect the City's existing tree canopy, implement a street tree program, and plant street trees throughout the city to provide shade and reduce air pollution and stormwater runoff.

5.

Manage parking demand and supply in such a way that preserves community character.

- Key Actions:**
- Adopt parking policies that reinvest into the Town Center;
 - Conduct a curbside management study to address ride hailing and pick-up and drop-off facilities, particularly as it applies to beach access;
 - Continue the paid parking pilot program, implement a residential parking permit program, develop a shared parking program;
 - Revise and enforce parking standards to ensure that missing middle housing types do not lead to overcrowded parking areas in residential neighborhoods; and
 - Explore the feasibility of an adaptable public parking garage and centralized mobility hub taking into consideration several partnering scenarios

6.

Update the City's Comprehensive Plan and Land Development Regulations to better ensure high quality, predictable, and feasible redevelopment.

- Key Actions:**
- Update the City's comprehensive plan and land development regulations to ensure that redevelopment is both feasible when considering market constraints and demands and consistent with the community's overall vision;
 - Consider permitting mixed-use redevelopment in large opportunity sites along Atlantic Boulevard, including the right kinds of residential uses that will enhance the character of Neptune Beach and add households to support more local businesses;
 - Adopt a form-based code and architectural standards to ensure better outcomes and high-quality redevelopment; and
 - Encourage adaptive reuse and infill development in the Florida & Atlantic Boulevard commercial area, allowing for a more eclectic mix of uses and a shared parking program.

IMPLEMENTING THE COMMUNITY'S VISION

The goal of the Neptune Beach Community Vision Plan is to identify key issues and threats facing the city now and in the future and to establish a common vision for how the city should prepare, evolve, and respond to these impacts. In order to implement the recommendations presented in the previous chapter of this plan, the city and its partner agencies and organizations will have to undertake a number of follow-up actions. These actions can be organized into the following categories:



COMPREHENSIVE PLAN CHANGES

The State of Florida mandates that local governments maintain and update, as necessary, a comprehensive plan, which serves as the blueprint for future land uses, housing policies, transportation infrastructure, conservation, and cultural and recreational amenities. The purpose of this document is to identify new growth and infrastructure demands to support the physical and economic development of the community. Phase 2 of the Neptune Beach Community Vision Plan process is dedicated to updating Neptune Beach's Comprehensive Plan from 2012, so that it complies with the most up to date state requirements and reflects the recommendations and goals of this vision plan.



ZONING AND LAND DEVELOPMENT REGULATION CHANGES

Equally important to updating the comprehensive plan is updating Neptune Beach's Unified Land Development Regulations, found in Chapter 27 of its Code of Ordinances. While a comprehensive plan sets high level goals, objectives, and policies, as well as broad growth management caps, such as maximum permitted residential density, zoning and land development regulations (LDRs) provide very specific and legally binding standards for the built environment, including requirements for new development, street design, and parking. It is through clear and thoughtful LDRs that a city can ensure high quality development

that enhances the community. Phase 3 of the Neptune Beach Community Vision Plan process involves updating the LDRs to implement the community vision established through this plan.



NEW CITY PROGRAMS

There are several recommendations in this Vision Plan, that point to the creation of new city programs. This could include, for example, creating a shared parking or safe routes to school program. In some cases these programs may be easily implemented by city staff or through strategic partnerships between the city and community, and in other cases it might require expanding staff capacity at the City.



ADDITIONAL PLANNING STUDIES

Though this plan does provide a fair amount of detail regarding possible capital improvements and new city policies and programs, it still presents a more high level vision for the future of the city. In addition to proposed infrastructure projects, which would all require more detailed analyses and designs before construction, there are other recommendations in this Vision Plan that would also necessitate additional feasibility and planning studies to determine whether or not they are worth pursuing.



CAPITAL IMPROVEMENT PROJECTS

Many of the key recommendations illustrated throughout this Vision Plan, including street designs and new public spaces, can be characterized as capital improvements projects. These types of projects are defined as any major improvement to city facilities and infrastructure. The process for planning and budgeting for these types of improvements is described in more detail later in this chapter. While a summary of key capital improvements has also been included, a full list of current and proposed city projects can be found in Appendix A.




COMPREHENSIVE PLAN & LDR CHANGES

PLAN GOAL	KEY ACTIONS	MEASUREMENT
Safe, Beautiful Streets & Trails	Work with FDOT to adopt a new Context Classification Map for state roads and create a local classification of street types to guide improvements on city roads, prioritizing safety for all users and context over level of service (LOS).	No. of annual traffic collisions by type
Welcoming Open Spaces & Active Recreation	Adopt Crime Prevention through Environmental Design (CPTED) standards for the design of streets, parks, and public spaces.	No. of annual reported crimes in Neptune Beach
Optimized Mobility & Parking	Adopt resolutions and regulations for autonomous vehicles and new mobility technologies, with emphasis on safety for pedestrians and bicyclists.	Vision Zero (No. of Collisions)
Optimized Mobility & Parking	Adopt transportation demand management (TDM) and curbside management policies.	Ridership data, parking occupancy
Thriving Town Center & Corridor Redevelopment	Adopt a form-based code and architectural standards to ensure better outcomes and high-quality redevelopment.	N/A
Thriving Town Center & Corridor Redevelopment	Revise and enforce parking standards to ensure that missing middle housing types do not lead to overcrowded parking areas in residential neighborhoods.	No. of annual residential parking code violations
Thriving Town Center & Corridor Redevelopment	Encourage adaptive reuse and infill development in the Florida & Atlantic Boulevard commercial area, allowing for a more eclectic mix of uses including live/work buildings, micro manufacturing, and public spaces.	No. of approved commercial/mixed-use building permits
A Sustainable & Resilient City	Adopt low impact design principles for the design and construction of streets, parks, and infrastructure improvements, including provisions for the use of native plants that help filter stormwater and for the prioritization of natural edge stormwater canals over conventionally engineered, hard edge channels.	Stormwater flow, water quality, FEMA Community Rating Score (CRS)
A Sustainable & Resilient City	Review and update, as necessary, the City's current requirements for permeable surface areas in a new project or renovation in order to reduce heat island effect and stormwater runoff.	Same as above
A Sustainable & Resilient City	Revise residential site design standards and improve enforcement to ensure that new construction properly manages stormwater on site and reduces runoff into neighboring properties.	No. of annual site design code violations

05: IMPLEMENTATION

New City Programs & Planning Studies

 NEW CITY PROGRAMS		
PLAN GOAL	KEY ACTIONS	MEASUREMENT
Safe, Beautiful Streets & Trails	Prioritize capital improvements along school routes and work with the JTA and FDOT to implement a Safe Routes to School program.	Survey of student's modal choices
Welcoming Open Spaces & Active Recreation	Invest in public art and establish a public art steering committee to help curate pieces throughout the city.	No. of public art pieces produced
Welcoming Open Spaces & Active Recreation	Find a permanent location for the Senior Activities Center and help support its community programs and senior services.	No. of Senior Center programs offered
Optimized Mobility & Parking	Continue the paid parking pilot program	Parking occupancy, Revenue per space
Optimized Mobility & Parking	Promote and provide infrastructure upgrades for microtransit and shared mobility services (e.g. Beach Buggy).	Ridership data
Optimized Mobility & Parking	Explore scenarios for COVID-19 phased recovery and the use of quick build projects to encourage economic activity, including tactical street improvements and open street programs.	No. of quick build/tactical projects implemented
A Sustainable & Resilient City	Protect the City's existing tree canopy and implement a street tree program that will encourage homeowners to plant more shade trees by committing to maintain the trees once planted.	No. of new street trees (net)
A Sustainable & Resilient City	Work with local nonprofit groups to implement a number of health and sustainability initiatives, including composting programs, water testing, rain barrel programs, single-use plastics bans for city buildings, and beach cleanups, to name a few.	N/A
A Sustainable & Resilient City	Distribute resources and educate residents regarding grants, assistance, and insurance incentives to help fund climate adaptation measures on their properties.	N/A



MEASURING SUCCESS - A QUANTITATIVE APPROACH

More and more, cities across the country are looking to quantify performance and measure the impacts of specific policies, program, and capital projects. First, they must select measurable indicators that can be tracked over time which positively or negatively reflect the desired outcome of a particular action or objective. Consistently tracking metrics, though, requires sufficient staff and IT capacity. To that end, the City of Neptune Beach is implementing a new centralized software, Tyler Tech, to be used across all departments. Tyler Tech's flagship platform for local governments, Incode, will help manage everything from financial reporting to payroll, utility billing, permitting, and code enforcement. They offer additional solutions, including MyCivic and Socrata, that facilitate community engagement and analyze data to optimize performance management. The roll-out of Tyler Tech in Neptune Beach will make it easier for residents to access city services and information and make it possible to begin tracking key performance indicators.



ADDITIONAL PLANNING STUDIES

PLAN GOAL	KEY ACTIONS	MEASUREMENT
Safe, Beautiful Streets & Trails	Work with FDOT to implement improvements along Atlantic Boulevard and study the possibility of widening the sidewalks and/or incorporating a two-way cycle track on one side of the road.	Miles of trails, sidewalks, and bicycle paths
Optimized Mobility & Parking	Conduct a curbside management study to address ride hailing and pick-up and drop-off facilities, particularly as it applies to beach access.	N/A
Optimized Mobility & Parking	Determine steps to fund and attract an autonomous or driver-operated shuttle service including initiating conversations with Jacksonville Transportation Authority (JTA) for automated shuttle feasibility studies.	N/A
A Sustainable & Resilient City	Commission and adopt a citywide vulnerability assessment and climate adaptation plan.	N/A

KEY PERFORMANCE INDICATORS (KPI)

Below is sampling of some KPIs that other communities use to measure success include:

- Attendance at festivals/events
- Number of public art pieces
- Parks & recreation satisfaction
- Number of recreational programs & attendance
- Number of building permits issued
- Number of inspections performed
- Percentage of plans approved after first review
- Total value of commercial and mixed-use projects built
- Number of code violations
- Landfill diversion rate
- Tons of community-recycled composted materials
- GHG emissions per capita
- Water usage per capita
- Water quality
- Number of new trees planted in public spaces
- FEMA Community Rating Score (CRS)
- Number of water line breaks
- Number of major network outages
- Percentage of street lights in service
- Miles of municipal sidewalk and streets repaired
- Housing opportunity index
- Percentage of households spending more than 30% of income on housing
- Number of HUD eligible first-time home buyers
- Number of traffic collisions
- Number of foot and bike patrol hours
- Number of violent and non-violent crimes
- Response time for fires
- Response time for emergency medical service calls
- Transit ridership
- Alternative mobility ridership (available through private operators)
- Mode split
- Percentage of students walking to school
- Average commute time
- Miles of multi-use trails and bicycle paths
- Parking revenue per space
- Parking occupancy rate
- Annual average daily traffic (AADT)
- Travel time index

LEVERAGE CAPITAL IMPROVEMENT PLANNING

A Capital Improvement Plan (CIP) is a blueprint that lists all city related projects that involve capital, equipment purchases, and studies that are in coordination with any construction and scheduling that may affect financial planning for the future of the city. The city of Neptune Beach is in the process of establishing a more formal CIP process that will be updated annually.

Components of a CIP:

- Capital Budget: the upcoming year's spending plan for capital items
- Capital Program: a plan for how capital moneys will be spent in five to ten years beyond the capital budget

A CIP offers many benefits to a city by prioritizing spending of capital budget based on a clear strategy and the identification of long-term goals and objectives. The plan also links investments and fiscal capacity to projects in vision plans and comprehensive plans and can keep the public informed on future infrastructure investments and the status of construction projects.

Features of a CIP¹:

- List of the capital projects, equipment, and relevant major studies
- Ranking of projects
- Financing plan
- Timetable for the construction or completion of the project
- Project justification
- Classification, itemization and explanation for the project expenditures

Steps to Develop a CIP:

- Organizing the Capital Improvement Plan (CIP)
- Identify Projects and Funding Options
- Prepare and Recommend a Capital Plan and Budget
- Adoption of the Capital Budget

¹ <https://opengov.com/article/capital-improvement-plans-101>

FUNDAMENTALS FOR A STRONG CIP

- 1. Understanding what to include in a CIP.** A plan should include the upcoming year's spending plan and a capital program for the next five to ten years
- 2. Planning thoughtfully.** Designate a lead department and create a CIP development process
- 3. Inventory properties and assets.** Document through a formal inventory all physical assets and deferred maintenance
- 4. Defining capital vs ordinary maintenance expenditures.** Spell out a definition of what makes a capital project important
- 5. Aligning capital planning across the organization.** Prioritize collaboration among departments and strengthen links between the annual budgets and long-term infrastructure plans
- 6. Utilizing technology.** Technology can facilitate effective stakeholder feedback and provide visualizations to clarify impacts
- 7. Using project management and performance indicators.** Establish specific processes for project monitoring along with legal and fiduciary requirements and stakeholder information needs
- 8. Considering financing options.** Determine how to finance projects whether to use debt issuance, pay-as-you-go, or public-private partnerships
- 9. Adhering to a debt management strategy.** Create a debt management policy to keep financial planning on the right track
- 10. Ensuring the CIP is dynamic.** Update and review the CIP as community needs and priorities change over time




CAPITAL IMPROVEMENT PROJECTS

A detailed list of current and proposed capital improvement projects can be found in Appendix A

PLAN GOAL	KEY ACTIONS	MEASUREMENT
Safe, Beautiful Streets & Trails	Implement intersection safety improvements, including high visibility crosswalks, signage, and pedestrian activated signals that are outlined in Figure 4.8 - Recommended Bicycle & Pedestrian Improvements Map.	No. of traffic collisions, average traffic speed
Safe, Beautiful Streets & Trails	Construct a low-stress network of trails, shared streets, mobility lanes, and multi-use paths as shown in Figure 4.8 - Recommended Bicycle & Pedestrian Improvements Map in order to connect residents in all parts of town to parks, the beach, the intracoastal, schools, and the Beaches Town Center.	Miles of trails, sidewalks, and bicycle paths
Safe, Beautiful Streets & Trails	Work with the City of Jacksonville to transform Penman Road into a complete street with dedicated paths for pedestrians and cyclists and more frequent crossing areas.	Miles of trails, sidewalks, and bicycle paths
Safe, Beautiful Streets & Trails	Work with the City of Jacksonville to prioritize and construct a bicycle and pedestrian friendly design for the five-point intersection of Florida and Penman Road.	No. of traffic collisions, avg. traffic speed
Safe, Beautiful Streets & Trails	As part of the upcoming stormwater construction projects, consider above ground improvements on 1st and 3rd Streets that include multi-use paths and/or separated bicycle and mobility lanes.	Miles of trails, sidewalks, and bicycle paths
Safe, Beautiful Streets & Trails	Work with FDOT to implement improvements along Atlantic Boulevard and study the possibility of widening the sidewalks and/or incorporating a two-way cycle track on one side of the road.	Miles of trails, sidewalks, and bicycle paths
Safe, Beautiful Streets & Trails / Thriving Town Center & Corridor Redevelopment	Extend Lemon Street west across 3rd Street/A1A and design it in such a way that it provides dedicated and comfortable spaces to walk and bike.	Miles of trails, sidewalks, and bicycle paths
Safe, Beautiful Streets & Trails / Thriving Town Center & Corridor Redevelopment	Improve the Atlantic & 3rd Street intersection by slowing down cars, reducing crosswalk distances, adding a pedestrian-activated traffic signal, and planting shade trees; in the long-term advocate for a more significant redesign of the intersection (e.g. plaza or roundabout) that reduces the overall number of lanes and creates a more inviting gateway into the Beaches Town Center.	No. of traffic collisions, average traffic speed
Safe, Beautiful Streets & Trails / Thriving Town Center & Corridor Redevelopment	Invest in street improvements along Florida Boulevard near Atlantic Boulevard, and improve that intersection with public art in the underpass, landscaping, and better crosswalks.	No. of traffic collisions, average traffic speed
Safe, Beautiful Streets & Trails	Work with FDOT to study and implement intersection improvements to facilitate access between Brant Boulevard and Atlantic Boulevard.	Travel time index
Safe, Beautiful Streets & Trails	Create a trail along the canal running from Lemon Street to the Library and Jarboe Park and study how this might also eventually continue all the way to Fletcher High.	Miles of trails, sidewalks, and bicycle paths

05: IMPLEMENTATION

Different Funding Mechanisms

 CAPITAL IMPROVEMENT PROJECTS <i>A detailed list of current and proposed capital improvement projects can be found in Appendix A</i>		
PLAN GOAL	KEY ACTIONS	MEASUREMENT
Safe, Beautiful Streets & Trails	Build a bicycle and pedestrian marsh walk to connect Seagate Avenue over Hopkins Creek.	Miles of trails, sidewalks, and bicycle paths
Safe, Beautiful Streets & Trails	Prioritize capital improvements along school routes and work with the JTA and FDOT to implement a Safe Routes to School program.	% of students walking to school
Safe, Beautiful Streets & Trails	Invest in neighborhood traffic calming projects.	Average traffic speed
Welcoming Open Spaces & Active Recreation	Invest in recreational amenities along the Intracoastal, including kayak launches, marsh walks, and a pedestrian and bicycle bridge across Hopkins Creek that connects the two sections of Seagate Avenue.	Water quality
Welcoming Open Spaces & Active Recreation	Transform 1st Street from Atlantic Boulevard to Orange Street into a shared plaza street that can be easily closed down and used for public events.	No. of events & attendance
Welcoming Open Spaces & Active Recreation	Transform the final segment of Atlantic Boulevard from 1st Street to the beach into a car-free public plaza and encourage infill development along the edges of the surface parking lot on that corner.	No. of events & attendance
Welcoming Open Spaces & Active Recreation	Invest in public art and establish a public art steering committee to help curate pieces throughout the city.	No. of public art pieces
Welcoming Open Spaces & Active Recreation	Plant street trees throughout the city to provide shade, reduce air pollution, and reduce stormwater runoff.	No. of trees in public spaces
Welcoming Open Spaces & Active Recreation	Construct a new Senior Activities Center and help support its community programs and senior services.	No. of programs & attendance
Welcoming Open Spaces & Active Recreation	Construct beach access improvements, including the addition of bicycle parking, ADA ramps, and ADA accessible parking spaces wherever possible.	N/A
Optimized Mobility & Parking	Promote and provide infrastructure upgrades for microtransit and shared mobility services (e.g. Beach Buggy).	Ridership (provided by operators)
Optimized Mobility & Parking	Explore potential funding sources for land acquisition that can be reserved for a future public parking garage, provided one is ever needed.	N/A
A Sustainable & Resilient City	Construct all planned stormwater improvement projects, minimizing the impact on existing ecosystems and vegetation and prioritizing low impact design principles over conventionally engineered, hard edge canals.	Stormwater flow, water quality (outfall & infall)
A Sustainable & Resilient City	Work with Jacksonville Beach to bury the power utility lines along Seagate Avenue and identify any other areas where undergrounding power lines will help facilitate street improvement projects and improve community resilience during and following major storm events.	No. of power outages

EXPLORE DIFFERENT FUNDING MECHANISMS

While many of the capital projects in this plan will be implemented by some combination of FDOT, City of Jacksonville, and Neptune Beach CIP funds, as well as federal and state grants, there are a few other funding mechanisms that can help carry out improvements in predefined areas of the city. The most relevant of these for Neptune Beach are Community Redevelopment Agencies and Business Improvement Districts.

COMMUNITY REDEVELOPMENT AGENCY (CRA)

A Community Redevelopment Agency, or CRA, is a public entity that operates separately from the main governing body (even when it is the same group of people), which focus on funding and implementing improvements within a designated redevelopment area. In this area any future increases in property values are set aside to support economic development projects within that district. The CRA has certain powers that the city or county alone may not have, such as establishing tax increment financing and leveraging local public funds with private dollars to support redevelopment.

To establish a CRA the city must submit a Finding of Necessity demonstrating that the area in question meets at least two of the 16 characteristics of “blight” and at least one of the three characteristics of “slums”. The commercial center and surrounding neighborhood at Florida & Atlantic Boulevard is the area most likely to qualify for a CRA. The following are the few characteristics from the overall list that may apply:

- Predominance of defective or inadequate street layout, parking facilities, roadways, bridges, or public transportation facilities;
- Unsanitary or unsafe conditions;
- Deterioration of site or other improvements
- The existence of conditions that endanger life or property by fire or other causes

Once a Finding of Necessity is adopted and a CRA boundary defined, the next step is to develop a Community Redevelopment Plan with overall goals and specific projects that address the unique needs of the area. Finally, a Redevelopment Trust Fund must be established to enable the CRA to direct the increases in property taxes back into the area.

BUSINESS IMPROVEMENT DISTRICT (BID)

A Business Improvement District, or BID, is a public/private partnership in which property and business owners elect to make a collective contribution for the maintenance, development, and promotion of their legally defined area, beyond what is already provided by the city. The types of services and improvements that BIDs fund include anything from public safety officers, to special events, holiday decor, landscaping, promotional materials, and street improvements.

A Neptune Beach BID would duplicate some of the efforts of the BTC Agency and Merchants Association, however, unlike those nonprofit and volunteer based organizations that rely heavily on fundraising and donations, a BID has a steady and reliable source of funding, A BID is also backed by legislation that requires all property owners to pay assessments, though the amount that different types of properties and businesses pay can vary.

GRANTS TO LOOK OUT FOR:

- Florida DEO Community Planning Technical Assistance Grants
- FEMA Hazard Mitigation Grant Program
- Flood Mitigation Assistance (FMA) Grant
- Building Resilient Infrastructure & Communities (BRIC) Program
- Recreational Trails Program (RTP) Grants
- Transportation Alternatives Program (TAP)
- Shared-Use Nonmotorized (SUN) Trail Program
- Doppelt Family Trail Development Fund
- Land & Water Conservation Fund (LWCF) Grants
- Florida Recreation & Development Assistance Program (FRDAP) Grants
- Coastal Partnership Initiative (CPI) Grant
- Florida Communities Trust (FCT) Grants
- Florida Highway Beautification Grant Program
- National Urban and Community Forestry Matching Grant Program

05: IMPLEMENTATION

Partnerships & Continued Engagement



ESTABLISH STRONG COMMUNITY PARTNERS

The responsibility to implement any community vision plan cannot lie solely with the local governing body. To successfully fulfill the objectives and project laid out in this plan Neptune Beach will have to leverage a number of inter-agency contacts and community partners. Creating these strategic partnership will help the city to establish and maintain ongoing city programs and help to fund and construct key capital improvement projects.

Key Implementation Partners that the City can work with include the following agencies and organizations:

- Beaches Town Center Agency
- Beaches Town Center Merchants Association
- JAX Chamber Beaches Division
- Beaches Branch Library
- City of Jacksonville/Duval County
- City of Atlantic Beach
- City of Jacksonville Beach
- FDOT, District 2 Office
- North Florida TPO
- Jacksonville Transit Authority (JTA)
- St. Johns River Water Management District
- Duval County Public School Board
 - Fletcher High School
 - Fletcher Middle School
 - Neptune Beach Elementary
- San Pablo Elementary
- Beaches Boys & Girls Club of Northeast Florida
- Neptune Strong
- Beaches Go Green
- Surfrider Foundation
- Beaches Watch
- Beaches Sea Turtle Patrol
- Native Plant Society
- River Keepers
- Florida Stormwater Association
- Duval County Audobon Society
- Art Battle
- Jax is Rad

KEEP THE COMMUNITY INVOLVED IN THE LONG TERM

AFTER THE VISION PLAN IS ADOPTED, CAN I STILL PARTICIPATE IN CITYWIDE PLANNING AND DECISION-MAKING?

In order to foster public trust the City of Neptune Beach, like most cities in Florida, operates in compliance with governmental transparency standards, providing several opportunities for the public to attend meetings and provide comments. Ways to stay involved in the civic process are outlined below.

Participate in the Next Phase of the Process: Comprehensive Plan & Land Development Regulation Update

Starting in November 2020 and throughout 2021 the City of Neptune Beach, with Dover, Kohl & Partners, will be updating its Comprehensive Plan and Land Development Regulations. Additional public meetings and workshops will be scheduled as a part of this process, so be sure to check the City and Neptune Beach Vision Plan website often to stay up to date.

www.neptunebeachvisionplan.com

Attend & Speak On Record at Council Meetings

City Council meetings are open to the public. Residents can view the Agendas prior to each Council Meeting and choose whether or not to attend and speak. Those who wish can speak on record for up to three minutes for each agenda item. Time is also provided at the end for public comment on non-agenda items.

The Council meets regularly every first and third Monday of the month at 6:00 PM in the City Hall Council Chambers, though meetings are now also being broadcast virtually for those who want to participate from home.

Attend Community Development Board Meetings

The Community Development Board (CDB) makes recommendations to City Council with regard to the development of the city, specifically to amending, extending, or adding to the City's Comprehensive Plan and adopting and amending zoning ordinances.

They meet every second Wednesday of the month at 6:00 PM in the City Hall Council Chambers.

Attend the Council Subcommittee Meetings

In addition to City Council and CDB meetings, Neptune Beach has a number of subcommittees, each chaired by a City Council member, that are dedicated to reviewing and discussing issues related to specific topics. These committees include:

- Transportation & Public Safety Committee
- Strategic Planning & Visioning Committee
- Land Use & Parks Committee
- Finance/Board/Charter Review Committee

Check the City's website to see when upcoming committee meetings are scheduled.

Meet & Talk With City Staff

The City is always available to hear from the community. Feel free to schedule a meeting, write an email, or call staff with any question or concern.

Request the Creation of Advisory Boards

There are many city's that establish volunteer run advisory boards to help advise elected officials and city staff on specific issues important to the community. Typically, board members are nominated and then formally selected by City Council. Examples of advisory boards that Neptune Beach can establish include:

- Sustainability & Resilience Advisory Board
- Code Enforcement Board
- Historic Preservation Advisory Board
- Utility Advisory Board



Appendix: A

**PROJECT
LIST**

APPENDIX A

Capital Improvements Project List



Photo Credit: Harriett Pruett

CAPITAL IMPROVEMENT PROJECT LIST

Appendix A contains a comprehensive list of planned capital improvement projects, as well as the conceptual and proposed projects laid out in the Vision Plan. The goal of creating a centralized list of needed and desirable capital improvement projects is to help the City as it begins to formalize its yearly Capital Improvements Plan (CIP) process. Creating a project list like this one also makes it easier to track the status of project from early conceptual phases through construction. The following matrix organizes capital improvement by the five main plan categories and goals. Each project is also accompanied with key additional information, provided that information is able at this point in time.

Priority: Identifies project as low, medium, or high priority based on community input and planned construction budgets at the local and regional agency level

Project Name: Short description of the project

Responsible Party: Lists the lead agencies responsible for implementing the project

Potential Partners: Describes any potential partner agencies, city departments, private stakeholders, or organizations that can help implement the project

Project Phase: Identifies what general phase of implementation the project is in:

Conceptual: The project is still in the earliest phases of conception without any definite design, scope, or rigorous analysis

Proposed: The project has been identified by the responsible parties as something worth implementing and passed initial feasibility checks

Planned: The project has funding allocated for it and design and/or construction drawing are being prepared

Construction: The project is being built

Time Frame: Describes the anticipated schedule for completion for each project. If the project already has a scheduled year for completion, it has been noted in the table; if not, more general time frames have been identified as follows:

Short-Term: 1 – 3 years

Mid-Term: 4 – 9 years

Long-Term: 10+ years

Estimated (Est.) Cost: The estimated cost for implementing an activity, defined by:

\$\$\$\$ >\$500,000

\$\$\$ \$250,000 – \$500,000

\$\$ \$100,000 – 250,000

\$ < \$100,000

Funding Source: Describes the possible funding sources and mechanisms for each project (operating funds, impact fees, grants, etc.)

APPENDIX A

Capital Improvements Project List

CATEGORY	PRIORITY	PROJECT NAME	RESPONSIBLE PARTY
Parks, Recreational Amenities & Open Spaces	High	Senior Activity Center	CONB
Parks, Recreational Amenities & Open Spaces	High	Jarboe Park Improvements - Phase 1A	CONB
Parks, Recreational Amenities & Open Spaces	High	Jarboe Park Improvements - Phase 1B	CONB
Parks, Recreational Amenities & Open Spaces	High	Jarboe Park Improvements - Phase 1C	CONB
Parks, Recreational Amenities & Open Spaces	High	Jarboe Park Improvements - Phase 2	CONB
Parks, Recreational Amenities & Open Spaces	High	Jarboe Park Improvements - Phase 3	CONB
Parks, Recreational Amenities & Open Spaces	Low	Seagate Avenue Marsh View Pocket Park Improvements	CONB
Parks, Recreational Amenities & Open Spaces	Low	Seagate Avenue & Nightfall Pocket Park & Kayak Launch	CONB
Parks, Recreational Amenities & Open Spaces	Low	Shadow Lane Kayak Launch	CONB
Parks, Recreational Amenities & Open Spaces	Low	Penman Road & Hopkins Creek Bridge Kayak Launch	FDOT, CONB
Parks, Recreational Amenities & Open Spaces	Low	Fletcher Kayak Launch	CONB
Parks, Recreational Amenities & Open Spaces	Low	North Hopkins Creek Kayak Launch	CONB
Parks, Recreational Amenities & Open Spaces	Low	Marshwalk Trail (Marsh Point Rd.)	CONB, COJ
Parks, Recreational Amenities & Open Spaces	Low	Marshwalk Trail (Forest Ave.)	CONB
Parks, Recreational Amenities & Open Spaces	Medium	Marshwalk Trail (Seagate Ave. Connection)	CONB, COJB
Parks, Recreational Amenities & Open Spaces	Medium	1st Street Woonerf (Atlantic Blvd. to Orange St.)	CONB
Parks, Recreational Amenities & Open Spaces	Low	Atlantic Plaza (1st St. to the beach)	CONB, COJ, COAB
Parks, Recreational Amenities & Open Spaces	Medium	Florida Boulevard Beach Access Improvements	CONB
Parks, Recreational Amenities & Open Spaces	Low	Lifeguard House Beach Access & Bathroom Facilities	CONB
Parks, Recreational Amenities & Open Spaces	Medium	Additional Beach Access Improvements (Car & Bicycle Parking)	CONB

	POTENTIAL PARTNERS	PROJECT PHASE	TIME FRAME	POTENTIAL FUNDING SOURCES	COST ESTIMATE
		Proposed	2021	Gas Tax, Crowdfunding Donations	\$450,000
		Planned	2020-2021	Grants, Better Jax Tax, Private Donations, COJ Tree Mitigation Funds	\$1,379,008
		Planned	2022	Grants, Better Jax Tax, Private Donations	\$280,000
		Planned	2023	Grants, Better Jax Tax, Private Donations	\$272,000
		Proposed	2024	Grants, Better Jax Tax, Private Donations	\$600,000
		Proposed	2025	Grants, Better Jax Tax, Private Donations	\$100,000
		Conceptual	Mid- to Long-Term	Grants, General Fund	\$
		Conceptual	Mid- to Long-Term	Grants, General Fund	\$
		Conceptual	Mid- to Long-Term	Grants, General Fund	\$
		Conceptual	Mid- to Long-Term	Grants, General Fund	\$
	Duncan Fletcher High School	Conceptual	Mid- to Long-Term	Grants, General Fund	\$
	Christ United Methodist Church, The Church of Jesus Christ of Latter-day Saints	Conceptual	Long-Term	Grants, General Fund	\$
		Conceptual	Mid- to Long-Term	Grants, General Fund	\$\$\$
		Conceptual	Mid- to Long-Term	Grants, General Fund	\$\$\$
		Conceptual	Mid-Term	Grants, General Fund	\$\$\$
	Beaches Town Center	Conceptual	Mid- to Long-Term	General Fund, TIF (Potentially), BID	\$\$\$\$
	Beaches Town Center	Conceptual	Long-Term	General Fund, TIF (Potentially), BID	\$\$\$\$
		Conceptual	Mid-Term	Grants, General Fund	\$\$-
	COJ, COAB	Conceptual	Long-Term	Grants, General Fund	\$\$
		Conceptual	Mid-Term	Grants, General Fund	\$\$- Per Access Point

APPENDIX A

Capital Improvements Project List

CATEGORY	PRIORITY	PROJECT NAME	RESPONSIBLE PARTY
Street Improvements, Biking & Walking Trails	Medium	Canal Nature Trail I (Bay St. to Cedar St.)	CONB
Street Improvements, Biking & Walking Trails	Medium	Canal Nature Trail II (Cedar St. to Lemon St.)	CONB
Street Improvements, Biking & Walking Trails	Low	Canal Nature Trail III (Florida Blvd. to Fletcher High)	CONB
Street Improvements, Biking & Walking Trails	Medium	Hopkins Creek Greenway Nature Trail	CONB
Street Improvements, Biking & Walking Trails	Medium	Oakhurst Nature Trail	CONB
Street Improvements, Biking & Walking Trails	Low	Bartolome Nature Trail	CONB
Street Improvements, Biking & Walking Trails	Medium	Kings Road Shared Street (Seagate Ave. to Forest Ave.)	CONB
Street Improvements, Biking & Walking Trails	Medium	Indian Woods Drive Shared Street (Kings Rd. to Forest Ave.)	CONB
Street Improvements, Biking & Walking Trails	Medium	Acacia Shared Street	CONB
Street Improvements, Biking & Walking Trails	Medium	Seagate Avenue Shared Street (Kings Rd. to Penman Rd.)	CONB, COJB
Street Improvements, Biking & Walking Trails	High	Seagate Avenue Multi-Use Path (Penman Rd to 3rd St.)	CONB, COJB
Street Improvements, Biking & Walking Trails	Medium	Florida Boulevard Multi-Use Path (3rd St. to 1st St.)	CONB
Street Improvements, Biking & Walking Trails	Medium	5th Street Multi-Use Path (Seagate Ave. to Bay St.)	CONB
Street Improvements, Biking & Walking Trails	High	Penman Road Complete Street Redesign	COJ
Street Improvements, Biking & Walking Trails	High	3rd Street Shared Street Redesign	FDOT
Street Improvements, Biking & Walking Trails	Medium	Lemon Street Extension & Separated Bike Lanes	CONB, FDOT
Street Improvements, Biking & Walking Trails	High	1st Street Shared Street Redesign (Orange St. to Seagate Ave.)	CONB
Street Improvements, Biking & Walking Trails	Medium	Atlantic Boulevard Complete Street Redesign	FDOT
Intersection, Crossing & Safety Improvements	High	3rd Street & Atlantic Intersection Improvements - Phase 1	FDOT
Intersection, Crossing & Safety Improvements	High	3rd Street & Atlantic Intersection Improvements - Phase 2	FDOT

	POTENTIAL PARTNERS	PROJECT PHASE	TIME FRAME	POTENTIAL FUNDING SOURCES	COST ESTIMATE
	Beaches Branch Library	Planned	2023	General Fund, RTP Grant	\$500,000
	Private Developers	Proposed	2025	General Fund, RTP Grant, Developer Contributions	\$500,000
	Duncan Fletcher High School	Conceptual	Long-Term	General Fund, RTP Grant	\$\$\$
	Christ United Methodist Church, The Church of Jesus Christ of Latter-day Saints	Proposed	Mid- to Long-Term	Grants, General Fund	\$\$\$
	Summer Sands	Conceptual	Mid-Term	Grants, General Fund	\$\$
		Conceptual	Mid- to Long-Term	Grants, General Fund	\$\$
	JTA	Conceptual	Mid-Term	JTA Safe Routes to School, Grants, General Fund	\$\$\$
	JTA	Conceptual	Mid- to Long-Term	JTA Safe Routes to School, Grants, General Fund	\$\$\$
		Conceptual	Mid- to Long-Term	Grants, General Fund	\$\$\$
	JTA	Conceptual	Mid-Term	JTA Safe Routes to School, COJB, Grants, General Fund	\$\$\$
	JTA	Conceptual	Mid-Term	JTA Safe Routes to School, COJB, Grants, General Fund	\$\$\$
	FDOT, JTA, COJ, ECG	Proposed	Mid-Term	Grants, FDOT, General Fund	\$\$\$
	JTA	Conceptual	Mid-Term	JTA Safe Routes to School, Grants, General Fund	\$\$\$
	CONB, COJB	Proposed	Short-Term	COJ	Design: \$500,000 Construction: \$20,000,000
	CONB, COJB	Conceptual	2023-2025	FDOT, Grants	\$\$\$\$
	Private Developers	Proposed	Mid-Term	General Fund, Grants, FDOT, Developer Contributions	\$\$\$\$
		Conceptual	2022-2023	Grants, General Fund	\$\$\$\$
	CONB, COAB	Conceptual	Mid- to Long-Term	FDOT, Grants	\$\$\$\$
	CONB	Planned	2021	FDOT	\$1,400,000
	CONB	Proposed	2022-2023	FDOT	\$\$\$

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Capital Improvements Project List

CATEGORY	PRIORITY	PROJECT NAME	RESPONSIBLE PARTY
Intersection, Crossing & Safety Improvements	Low	3rd Street & Atlantic Intersection Improvements - Phase 3	FDOT
Intersection, Crossing & Safety Improvements	Low	3rd Street & Walnut Street Crossing (HAWK Signal)	FDOT
Intersection, Crossing & Safety Improvements	High	3rd Street & Cedar Street Crossing Improvements	FDOT
Intersection, Crossing & Safety Improvements	High	3rd Street & Bay Street Crossing (HAWK Signal)	FDOT
Intersection, Crossing & Safety Improvements	High	3rd Street & Florida Boulevard Crossing Improvements	FDOT
Intersection, Crossing & Safety Improvements	Medium	3rd Street & Davis Street Crossing	FDOT
Intersection, Crossing & Safety Improvements	Medium	3rd Street & Myra Street Crossing	FDOT
Intersection, Crossing & Safety Improvements	High	3rd Street & Seagate Avenue Crossing Improvements	FDOT
Intersection, Crossing & Safety Improvements	High	5-Points Intersection Improvements (Penman Rd. & Florida Blvd.)	COJ
Intersection, Crossing & Safety Improvements	High	Florida & Atlantic Boulevard Intersection Improvements	FDOT
Intersection, Crossing & Safety Improvements	Medium	Florida Boulevard & Oakhurst Drive Crossing	CONB
Intersection, Crossing & Safety Improvements	Low	Florida Boulevard & Kings Circle Crossing	CONB
Intersection, Crossing & Safety Improvements	High	Florida Boulevard & Kings Road Crossing	CONB
Intersection, Crossing & Safety Improvements	High	Florida Boulevard & Windward Lane Crossing	CONB
Intersection, Crossing & Safety Improvements	High	Forest Marsh Drive & Forest Avenue Crossing	CONB
Intersection, Crossing & Safety Improvements	High	Florida Boulevard & 5th Street Crossing	CONB
Intersection, Crossing & Safety Improvements	High	Penman Road & Oceanwood Drive S Crossing	COJ
Intersection, Crossing & Safety Improvements	High	Penman Road & Seagate Avenue Crossing	COJ

	POTENTIAL PARTNERS	PROJECT PHASE	TIME FRAME	POTENTIAL FUNDING SOURCES	COST ESTIMATE
	CONB	Conceptual	Long-Term	FDOT, Grants, General Fund	\$\$\$\$
	CONB	Proposed	2022	FDOT	\$\$
	CONB, Beaches Branch Library	Conceptual	Short-Term	FDOT, Grants, General Fund	\$
	CONB	Planned	2021	FDOT	\$\$
	CONB	Conceptual	Short-Term	FDOT, Grants, General Fund	\$
	CONB	Conceptual	Mid Term	FDOT, Grants, General Fund	\$\$
	CONB	Conceptual	Mid- to Long-Term	FDOT, Grants, General Fund	\$\$
	CONB, COJB, JTA	Conceptual	Short-Term	FDOT, JTA Safe Routes to School, Grants, General Fund	\$
	CONB	Planned	Short-Term	COJ	Built into the Penman Road Complete Streets Budget
	CONB, COAB, ECG, JTA	Proposed	2022	FDOT, Grants, General Fund	\$\$\$
	ECG	Conceptual	Mid-Term	Grants, General Fund	\$
	ECG, BrewHound	Conceptual	Mid- to Long-Term	Grants, General Fund	\$
	ECG	Conceptual	Short-Term	Grants, General Fund	\$
	ECG, Neptune Beach Elementary, JTA	Conceptual	Short-Term	JTA Safe Routes to School, Grants, General Fund	\$
	JTA, Neptune Beach Elementary	Conceptual	Short-Term	JTA Safe Routes to School, Grants, General Fund	\$
	ECG	Conceptual	Short-Term	Grants, General Fund	\$
	CONB	Conceptual	Short-Term	COJ	Built into the Penman Road Complete Streets Budget
	CONB, COJB, JTA	Conceptual	Short-Term	COJ	Built into the Penman Road Complete Streets Budget

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Capital Improvements Project List

CATEGORY	PRIORITY	PROJECT NAME	RESPONSIBLE PARTY
Intersection, Crossing & Safety Improvements	High	Seagate Avenue & 5th Street Crossing	CONB, COJB
Intersection, Crossing & Safety Improvements	High	Seagate Avenue & 4th Street Crossing	CONB, COJB
Intersection, Crossing & Safety Improvements	Medium	Atlantic Boulevard & Sylvan Drive Crossing	FDOT
Intersection, Crossing & Safety Improvements	High	Atlantic Boulevard & Penman Road Crossing	FDOT
Stormwater Infrastructure & Utilities	High	Florida Boulevard Culvert Design & Construction	CONB, COJ
Stormwater Infrastructure & Utilities	High	Davis Culvert	CONB
Stormwater Infrastructure & Utilities	High	Bay Street Culvert	CONB
Stormwater Infrastructure & Utilities	High	Forest Street Culvert	CONB, COJ
Stormwater Infrastructure & Utilities	High	Stormwater Laterals (Lemon St., Walnut/Cherry St., Pine St., Florida Blvd. N, and Florida Blvd. S)	CONB, FDOT
Stormwater Infrastructure & Utilities	High	Wastewater Treatment Plant	CONB
Stormwater Infrastructure & Utilities	High	Septic Tank Conversions	CONB
Stormwater Infrastructure & Utilities	High	Waterline Rehab: Bay, Pine, and Oak Street	CONB
Stormwater Infrastructure & Utilities	High	Waterline Rehab: 600 blk Davis Street	CONB
Stormwater Infrastructure & Utilities	High	Waterline Rehab: 600 blk Oleander Street	CONB
Stormwater Infrastructure & Utilities	High	Waterline Rehab: Neptune Grove East & West	CONB
Stormwater Infrastructure & Utilities	High	Waterline Rehab: Hagler Drive	CONB
Stormwater Infrastructure & Utilities	Medium	Forcemain Upgrade	CONB
Stormwater Infrastructure & Utilities	High	Sewer Line Improvements: Bay, Pine, and Oak Street	CONB
Stormwater Infrastructure & Utilities	High	Sewer Line Improvements: Strand Street & Florida Boulevard	CONB
Stormwater Infrastructure & Utilities	High	Sewer Line Improvements: 600 blk Davis Street	CONB

	POTENTIAL PARTNERS	PROJECT PHASE	TIME FRAME	POTENTIAL FUNDING SOURCES	COST ESTIMATE
	JTA, Duncan Fletcher High School	Conceptual	Short-Term	JTA Safe Routes to School, COJB, Grants, General Fund	\$
	JTA, Duncan Fletcher High School	Conceptual	Short-Term	JTA Safe Routes to School, COJB, Grants, General Fund	\$
	CONB, COAB	Conceptual	Mid- to Long-Term	FDOT	\$\$
	COJ, CONB, COAB	Conceptual	Mid-Term	FDOT	\$\$\$
		Construction	2021	Stormwater Fee, Better Jax Tax, Grants	\$950,000
		Planned	2023	Stormwater Fee, Grants	\$750,000
		Planned	2022	Stormwater Fee, Grants	\$750,000
		Planned	2025	Stormwater Fee, Grants	\$750,000
		Planned	2024	Stormwater Fee	\$13,076,709
		Planned	2021-2022	Grants, General Fund, Loans	\$6,100,000
		Planned	2024	General Fund, Clean Water State Revolving Fund	\$1,500,000
		Planned	2021	General Fund	\$250,000
		Planned	2022	General Fund	\$250,000
		Planned	2023	General Fund	\$250,000
		Planned	2024	General Fund	\$250,000
		Planned	2025	General Fund	\$250,000
		Planned	2025	General Fund, Clean Water State Revolving Fund	\$877,500
		Planned	2021	General Fund	\$350,000
		Planned	2023	General Fund, Clean Water State Revolving Fund	\$725,000
		Planned	2022	General Fund	\$350,000

APPENDIX A

Capital Improvements Project List

CATEGORY	PRIORITY	PROJECT NAME	RESPONSIBLE PARTY	
Stormwater Infrastructure & Utilities	High	Sewer Line Improvements: 600 blk Oleander Street	CONB	
Stormwater Infrastructure & Utilities	High	Sewer Line Improvements: Neptune Grove East & West	CONB	
Stormwater Infrastructure & Utilities	Medium	Lift Station Rehabilitation	CONB	
Stormwater Infrastructure & Utilities	Medium	Relocation of Bal Harbour Lift Station	CONB	
Stormwater Infrastructure & Utilities	Medium	Relocation of Gravity Sewer in Oceanwood Development	CONB	
Stormwater Infrastructure & Utilities	Medium	Force Main Re-routing for Leeward Landing Lift Station	CONB	
Stormwater Infrastructure & Utilities	Medium	Gravity Sewer Line Across 3rd Street	CONB, FDOT	
Stormwater Infrastructure & Utilities	Medium	Remediate Gravity Sewer Conflict with Storm Sewer on Forest Avenue	CONB	
Stormwater Infrastructure & Utilities	Medium	Under Grounding Power Lines on Seagate Avenue	CONB, COJB	
Stormwater Infrastructure & Utilities	Medium	Hopkins Creek Restoration	CONB	

	POTENTIAL PARTNERS	PROJECT PHASE	TIME FRAME	POTENTIAL FUNDING SOURCES	COST ESTIMATE
		Planned	2024	General Fund	\$350,000
		Planned	2025	General Fund	\$350,000
		Proposed	Mid- to Long-Term	General Fund, Clean Water State Revolving Fund	\$2,357,500
		Proposed	Mid- to Long-Term	General Fund, Clean Water State Revolving Fund	\$391,800
		Proposed	Mid- to Long-Term	General Fund, Clean Water State Revolving Fund	\$1,517,600
		Proposed	Mid- to Long-Term	General Fund, Clean Water State Revolving Fund	\$73,600
		Proposed	Mid- to Long-Term	General Fund, Clean Water State Revolving Fund	\$34,000
		Proposed	Mid- to Long-Term	General Fund, Clean Water State Revolving Fund	\$1,382,100
		Conceptual	Mid-Term	Grants, General Fund, COJB	\$\$\$\$
		Proposed	2021-2024	Grants, General Fund	\$1,000,000



Appendix: B

COMMENTS SUMMARY

APPENDIX B

Summary of Public Comments on the Draft Vision Plan

August 13, 2020

To: City of Neptune Beach, Strategic Planning Committee

Through: Kristina Wright, Community Development Director

From: Dover, Kohl & Partners

Memo: Summary of Written Public Comments on the Neptune Beach Draft Community Vision Plan

INTRODUCTION

The following memo is a summary of public comments received for the Draft Neptune Beach Community Vision Plan. Comments were accepted between July 1, 2020 and July 31, 2020 (though a few mail-in responses received beyond that period have also been included). Comments include responses to an online and mail-in survey circulated through the project website and email list, and mailed to all Neptune Beach residents, as well as general input forms submitted through the project website or emailed directly to the City Staff and/or Dover, Kohl & Partners. The goal of this document is to summarize the comments received and identify the recommendations that will require revisions in order to discuss next steps with the Strategic Planning Commission. An appendix with the complete list of public comments received throughout the public comment period has been attached to the end of this memo—names and emails have been removed from comments to maintain confidentiality.

The comments and responses have been organized by survey questions and plan topics. In some cases, comments refer to actions that will be determined or further detailed during plan implementation and as a part of follow-up actions, such as the comprehensive plan and zoning updates. In other cases, community input will be incorporated as revisions, additions, and clarifications to produce the Final Draft Vision Plan.

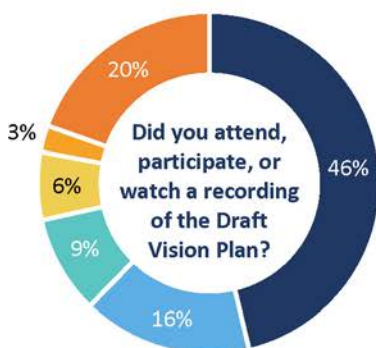
SUMMARY STATISTIC FOR WRITTEN COMMENTS RECEIVED

To date, the planning team received 287 written pieces of public input on the Neptune Beach Draft Community Vision Plan. The majority of responses (262) were received via the online or mail-in Draft Plan Survey.

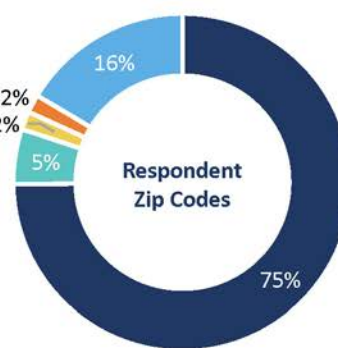
Number of Comments Received by Source

Source	Number
Online Draft Plan Survey Responses	176
Mail-In Draft Plan Survey Responses	86
Online Redevelopment Impacts Meeting Survey Responses	10
Email/Letter	15
Total	287

Did you attend any public events throughout this process?



- Watched Recording/Reviewed Presentation Online
- Participated Online Via Zoom
- Attended In-Person
- Other - Downloaded & Reviewed Vision Plan
- Other
- None of the Above



- Neptune Beach (32266)
- Jax Beach (32250)
- Atlantic Beach (32233)
- Other
- Blank

SUMMARY OF COMMENTS RECEIVED

1. WHAT IDEAS ARE YOU MOST EXCITED ABOUT?

Summary of Comments:

When asked about the ideas that excited them, most people who submitted input cited recommendations for new walking and biking paths and street improvements. More specifically, people mentioned the redesign options for Penman, Atlantic, 3rd, and 1st Street, the overall improvement of street infrastructure, and the creation of a more complete network of sidewalks and bikeways. A few specifically mentioned the canal trail connecting 500 Atlantic to Jarboe Park and the Seagate Avenue marsh walk connection. Other popular ideas included the roundabout at the five-point intersection of Florida Boulevard, Penman Road, and Forest Avenue, and the addition of new street trees and landscaping along streets and in public spaces. Many people also expressed excitement about the new open spaces and improvements illustrated for the Beaches Town Center, the options for new kayak launches and marsh walks, and the recommendations for improved street crossings and overall safety. While not as universally popular as the street design recommendations, several people did also respond positively to the mixed-use redevelopment options shown at 500 Atlantic, the improvements and infill development shown for the Florida and Atlantic Boulevard commercial area, the planned Jarboe Park improvements, the need for commercial redevelopment more broadly, and multimodal transportation options.

Below is a list that summarizes the number of times an idea was mentioned, organized by overall topic:

Category	Count	Category	Count
Walking & Biking Paths	91	Commercial Redevelopment	11
Street Improvements	54	Multimodal Transportation	10
5-Point Intersection Roundabout	38	Infrastructure (Stormwater)	9
Street Trees & Landscaping	30	Greenspace	9
BTC Open Space & Improvements	25	Parking Solutions	8
Marsh Access	23	Preservation of Community Character	7
Street Crossings & Safety	23	Senior Center*	6
500 Atlantic Mixed-Use Redevelopment	18	All	6
Florida & Atlantic Infill Dev. Improvements	13	Sustainability & Resilience Strategies	5
Jarboe Park Improvements	11	None	5

* Ideas for a new Senior Center were not elaborated in the Draft Vision Plan, but given input, will be included as a part of the next round of revisions

2. WHAT IDEAS DO YOU THINK SHOULD BE PRIORITIZED?

Summary of Comments:

Similar to the previous question, when asked to prioritize the recommendations shown in the Draft Vision Plan, many respondents mentioned the implementation of street improvements and more walking and biking paths, though for this question street crossings and safety improvements were nearly as popular. Ideas for the five-point intersection roundabout and street trees/landscaping were still popular for prioritization, while other ideas, including infrastructure (especially stormwater infrastructure) and parking solutions, also rose to the top. Several people also mentioned prioritizing the redevelopment of 500 Atlantic, the implementation of new open spaces and improvements in the Beaches Town Center and Jarboe Park, the update of the zoning and land

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development code to ensure development that the community wants, and the implementation of sustainability and resilience strategies.

Below is a list that summarizes the number of times an idea was mentioned, organized by overall topic:

Category	Count	Category	Count
Street Improvements	59	Jarboe Park Improvements	12
Walking & Biking Paths	58	Zoning & Code Updates	11
Street Crossings & Safety	45	Sustainability & Resilience Strategies	10
5-Point Intersection Roundabout	31	Quality Redevelopment	9
Infrastructure (Stormwater)	28	Florida & Atlantic Infill Dev. Improvements	9
Street Trees & Landscaping	21	Marsh Access	8
BTC Open Space & Improvements	20	Senior Center	8
Parking Solutions	19	Maintaining Low Density	5
500 Atlantic Redevelopment	19	None	4

3. WHAT DO YOU THINK OF THE STREET DESIGNS SHOWN FOR 1ST STREET, ATLANTIC BOULEVARD, 3RD STREET/A1A, AND PENMAN ROAD? ARE THERE SPECIFIC OPTIONS THAT YOU PREFER OVER OTHERS?

Summary of Comments:

Overall, people responded positively to the street designs included in the Draft Vision Plan. Providing dedicated paths for biking and walking and planting more shade trees were identified as general priorities, though a few respondents expressed opposition to shade trees on 1st Street, reasons for which included blocking views of the beach and making street maintenance difficult. Among those who mentioned specific preferences, most preferred Option B (one-way street with dedicated cycle track) for 1st Street, followed by Option A (shared street with shade trees) then Option C (yield street). Some people suggested new options for 1st Street, including parking on one side only, removing shade trees, and limiting car traffic altogether. Overall response to the design for 3rd Street was positive. A couple of people suggested keeping parking on the east side north of Cherry Street and a few others mentioned eliminating on-street parking on 3rd Street altogether. Among those who mentioned Atlantic Boulevard, Option B (two-way cycle track) was the clear preference over Option A (on-street parking on one side). Several people did mention that project cost and the preferences of adjacent residents should be considered before making a selection and moving on to implementation.

Overall response to the designs for Penman Road were also positive. Among those who specified which option they preferred, the two-way bicycle and walking path on one side of the street was preferred to the complete reconstruction option. There was also split feedback regarding the roundabout at the Penman Road, Florida Boulevard, and Forest Avenue intersection; while more people who mentioned this intersection preferred Option 1 (single-lane roundabout), many still preferred Option 2 (improved signalized intersection).

Below is a list that summarizes the street design responses and preferences expressed:

Category	Count	Category	Count
Like Them All	42	1 st Street: Option A	10
3 rd Street: Positive Response	13	1 st Street: Option B	29
3 rd Street: Proposed Revisions	3	1 st Street: Option C	7
Atlantic Blvd: Option A	2	1 st Street: New Option	8
Atlantic Blvd: Option B	26	1 st Street: No Shade Trees	6
Penman Road: Multi-Use Trail One Side	15	Dedicated Walking/Biking Paths	17

Penman Road: Complete Reconstruction	6	Street/Shade Trees	12
Penman Road: Positive Response	9	Slower Speeds	7
5-Point Intersection: Roundabout	35	Don't Like/Need Any of Them	5
5-Point Intersection: Improved Signalized Intersection	29		

4. DO YOU AGREE WITH THE RECOMMENDATIONS AND OVERALL NETWORK SHOWN IN THE BICYCLE AND PEDESTRIAN IMPROVEMENTS MAP?

Summary of Comments:

The majority of respondents agree with the recommendations and overall network shown in the bicycle and pedestrian improvements map. Among those who expressed reservations, some suggested specific revisions to the proposed bicycle network and crossing improvements and a few others mentioned that their support would depend on the cost and feasibility of individual projects. Some respondents specifically referenced the proposed canal trail connecting 500 Atlantic to Jarboe Park. Among them the response was split between those who support the idea and those who do not. Those who opposed the canal trail expressed concerns about the privacy and security of nearby residents.

Below is a list that summarizes the responses to this question:

Category	Count	Category	Count
Yes	138	Maybe/Not Sure	5
Mostly Yes	32	Canal Trail Positive Response	6
Some Yes & Some No	10	Canal Trail Negative Response	5
No	10	Think They Are Low Priority	5

5. WHAT DO YOU THINK ABOUT THE IDEAS FOR NEW OPEN SPACES IN THE BEACHES TOWN CENTER, NEW MARSH WALKS, AND KAYAK LAUNCHES?

Summary of Comments:

There was strong support for the ideas presented for new open spaces in the Beaches Town Center, as well as new marsh walks and kayak launches. While most respondents liked these ideas, there were a few who opposed them or recommended revisions. Among those that expressed opposition to the marsh walks and kayak launches, comments included parking and traffic concerns for residential neighborhoods, privacy of adjacent homes, and/or the feeling that these amenities would be underutilized. A couple of respondents also expressed concerns about the impact that these facilities could have on the marsh ecosystem. They want to see the marsh preserved and protected as much as possible. Among those that suggested revisions to the open spaces imagined for the Beaches Town Center, comments included maintaining car access from Atlantic Boulevard to the hotels and ensuring that any lost parking could be accommodated elsewhere.

Below is a list that summarizes the responses to this question:

Category	Count	Category	Count
Like Them All	107	Kayak Launch/Marsh Access Positive Responses	33
Don't Like Any	9	Kayak Launch/Marsh Access Negative Responses	17
BTC Open Spaces Positive Response	29	Kayak Launch/Marsh Access Proposed Revisions	7
BTC Open Spaces Negative Response	2	I Have Parking & Traffic Concerns	19
BTC Open Spaces Proposed Revisions	12	Okay, But Low-Priority	12

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6. WHAT IDEAS FROM THE MOBILITY AND PARKING SECTION LOOK THE MOST PROMISING TO YOU FOR NEPTUNE BEACH? IS THERE ADDITIONAL INFORMATION ABOUT NEW MODES OF TRANSPORTATION AND PARKING TECHNOLOGY THAT YOU WOULD LIKE TO SEE INCLUDED?

Summary of Comments:

Overall, the ideas in the mobility and parking section that received the most widespread support were improving pedestrian access and adding more bicycle amenities, including safe and dedicated bike lanes and more bike parking. The idea of a mobility hub near the Beaches Town Center, where people can park their cars and take another form of transportation, including walking, biking, ridesharing, or a private shuttle service like Beach Buggy, was also popular. A couple of respondents opposed the idea of smaller mobility hubs in residential areas. There were a few who expressed support for shared mobility services like shared electric bicycles and scooters, so long as there were dedicated places to park and pick-up, though most did not mention it in their priorities or preferred recommendations. While several people like the idea of a trolley, shuttle, or circulator, there were others who responded that it is not necessary for a community of this size. A privately operated service, on the other hand, like Beach Buggy, seems to be more widely supported.

Many people reiterated the challenges around parking that were heard throughout this process in their comments. While many support the idea of a parking garage close to, but not in, the Beaches Town Center, several also oppose it. Some believe that with other improved mobility options and bicycle amenities, a public surface lot would suffice. A few also expressed fears of inducing demand with the construction of a large public garage. Several people also responded negatively to paid parking in the Beaches Town Center, though most of that opposition was for residents having to pay; paid parking for visitors was okay. A small number of people did support paid parking for all. There were also a few mentions for better and more handicap parking spaces, golf cart access and parking, and improvements to the existing bus stop.

Below is a list that summarizes the transportation/parking responses and preferences expressed:

Category	Count	Category	Count
Parking Garage	25	Bicycle Facilities & Parking	20
No Parking Garage	12	Improved Pedestrian Access	11
Paid Parking	6	Mobility Hub	14
No Paid Parking (At Least for Residents)	12	No Mobility Hub	3
Golf Cart Access/Parking	7	Bikeshare	6
More Accessible Parking	3	Shared Mobility (eBikes, Scooters, etc.)	3
Residential Parking Permit	3	No Shared Mobility (eBikes, Scooters, etc.)	2
Trolley/Shuttle/Circulator	11	Ridesharing Services	3
No Trolley/Shuttle/Circulator	5	Bus Stop Improvements	2
Privately Operated Shuttle (Beach Buggy)	10		

7. WHAT DO YOU THINK OF THE REDEVELOPMENT VISION AND STREET IMPROVEMENTS SHOWN FOR THE ATLANTIC BOULEVARD COMMERCIAL CORRIDOR AND THE BREWHOUND NEIGHBORHOOD CENTER ON FLORIDA BOULEVARD?

Summary of Comments:

The street improvements shown on Atlantic Boulevard received support from most people who submitted input. In terms of the Traditional Walkable Neighborhood redevelopment concept shown on the combined 436-572 Atlantic Boulevard parcels (includes the former Kmart & Lucky's), there was no overwhelming consensus. While more people who submitted comments liked the concept rather than disliked it, it is clear that there is

still opposition from some in Neptune Beach to adding any kind of residential in this area, not just apartment buildings. Several respondents suggested revisions to the proposals that would win their support. Overall these revisions mentioned adding more commercial than what was illustrated in the Draft Plan’s Option 3 for 500-527 Atlantic and reducing the overall number of homes shown and/or confining residential to the southern edge of the properties. On the other hand, a few also recommended including a hotel and some apartments over shops. The property owners of 500 Atlantic also provided written input. They stated that the amount of residential shown on the 500 Atlantic property only (91 units), was too low to be financially viable given the land value, though they do support the idea of breaking down the scale of development into smaller buildings.

Responses also revealed that there has been some misunderstanding of what was proposed for the Kmart & Lucky’s area versus what was described in the scenario analysis for the entire Atlantic Boulevard corridor. It should be clarified that the redevelopment scenario analysis, which showed a 30% increase in population for Scenario 3, was a purely hypothetical scenario that would take well beyond the 20-30 year planning horizon of this vision plan to fulfill, and even then would perhaps never be achieved. The goal of the scenario analysis was to compare the transportation and environmental impacts of three hypothetical future buildouts of the corridor: Scenario 1, which infills vacant lots with more big box and strip center commercial (consistent with the existing character), Scenario 2, which replaces existing development with walkable commercial development, and Scenario 3, which replaces existing development with walkable mixed-use development (including residential). The commercial and retail-led Scenario 2 was explored because concerns over the traffic impacts of new development were expressed at the Neighborhood Workshops and Design Charrette in February and April; the analysis revealed that the development of commercial and retail-focused projects, like what exists in the St. John’s Town Center, would create *more* traffic than a mixed-use neighborhood with residential.

When it comes to the recommendations and improvements shown for the area around Florida and Atlantic Boulevard, also referred to as the “BrewHound Neighborhood Center” in the plan, the response was overwhelmingly positive. The majority of respondents liked the street and intersection improvements, public art, and infill development shown. A few did express concerns regarding some of the existing businesses located there and potential parking problems that might arise from new development.

Below is list that summarizes the kind of responses received regarding redevelopment ideas:

Category	Count	Category	Count
500-527 Atlantic Positive Input	87	Florida & Atlantic Center Positive Input	112
500-527 Atlantic Negative Input	49	Florida & Atlantic Center Negative Input	12
500-527 Atlantic Suggested Revisions	21	Florida & Atlantic Center Suggested Revisions	4
Indifferent/Low Priority	7	Not Sure	4

8. ARE THERE ANY OTHER ISSUES OR CONCERNS THAT YOU WANT THE TEAM TO ADDRESS?

Summary of Comments:

Several people reiterated points made in response to previous questions, especially regarding the redevelopment options shown for the old Kmart and Lucky’s site. Others raised additional concerns that they would like to see better addressed in the final draft of the plan. These included comments requesting that the plan address the relocation of the Senior Center, comments suggesting revisions to the Future Character Areas Map, comments regarding better beach access and dune health, comments looking for more information on resilience, sustainability, and infrastructure upgrades (including burying utility lines), comments regarding housing costs and the need to preserve existing duplexes and triplexes, and comments requesting

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improvements be shown for the Summer Sands entrance on Brant and Atlantic Boulevard, among other site-specific requests and recommended changes.

A few respondents also raised concerns about code enforcement and zoning changes, both of which will be looked at in more detail and addressed in the next two phases of work, the Comprehensive Plan Update and Land Development Code Update. There were also several mentions about implementation, maintenance, and feasibility of plan recommendations. An implementation strategy will be included in the final draft as a guide to help staff and leadership to prioritize and plan for capital improvements and adopt policy changes. The costs and benefits of individual infrastructure and capital improvements would still have to be addressed and considered on a case by case basis as the city moves forward with plan implementation. Many respondents also answered no to this question or wrote that they are happy and excited about the draft report.

9. DO YOU HAVE ANY ADDITIONAL IDEAS FOR IMPROVING NEPTUNE BEACH THAT YOU FEEL SHOULD BE INCORPORATED INTO THIS VISION PLAN?

Summary of Comments:

Overall, responses to this question were similar to the previous question. There were some new comments to add more and improve existing green space, since Jarboe and Ish Brandt are the only parks in the City, a few comments regarding the need for historic preservation and protection, and a couple of comments requesting a pedestrian bridge over 3rd Street/A1A. There were also several comments similar to the last question regarding the need for improvements to infrastructure to support any kind of new development.

NEXT STEPS & REVISIONS TO DISCUSS

REVISIONS TO BE MADE

- Address beach access
- Address dune health and marsh health
- Address privacy and security concerns regarding public amenities in residential areas, consider including some case studies and design precedents for reference
- Expand & clarify parking solutions; incorporate any preliminary findings from the TPO parking study
- Address relocation of new senior center
- Show an option for 1st Street with parking on one side only and look into the existing barricades along 1st
- Show options to improve entryway and access to Summer Sands
- Clarify that Option 3 for 500 Atlantic does not increase population by 30%, consider revising or removing the commercial corridor redevelopment scenario analysis to reduce confusion
- Revise Opportunity Sites Map and clarify methodology
- Future Character Areas Map Revisions - based on input
- Create implementation chapter and define priority actions based on input and establish a timetable

AREAS WITHOUT CONSENSUS FOR DISCUSSION

- 500 Atlantic – Do we show any new options based on the input we received?
- 5 Points Intersection & Street Designs Alternatives – Should we pick preferred options or keep them all in?

FAMILY-FRIENDLY, GROWING,
CHARMING, ECLECTIC, FARMERS
MARKET, FARMERS MARKET,
BIKE-FRIENDLY, VIBRANT,
RESERVATION, LIBRARY,
BEACHES TOWN CENTER,
OPEN, FAMILY, RESIDENTS,
QUAINT, SENIOR CENTER,
LETCHER HIGH, ART WALK,
GREEN, PENMAN ROAD, A
BEAUTIFUL, COOL, FIRST
INTRACOASTAL WATERWAY,
AUTHENTIC, LOCAL, NEIGHBORHOOD