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# St. Augustine Vision Plan Update: Meeting #1

September 12th, 2024



# Opening Remarks from the City of St. Augustine



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# 2014 Vision Plan

Our Progress

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# **A Vision Plan is when the community provides answers to the following:**

1. Where are we now?
2. Where are we going?
3. Where do we want to be?
4. How do we get there?

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# The Community's First Priority in 2014

Agreement that the community wants a more vibrant and dynamic city

- Traffic and parking were consistently identified in every conversation, this led to identifying *mobility* as the one barrier in the way of this goal

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# The Core Principle of Practicing Balance

Tourism undergirds much of our economy, bringing both benefits and costs

- It was stressed that the values and needs of *all* community members be heard, understood and considered when making decisions.

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# Importance of the Vision Plan

1. Creates a Vision Statement which defines what kind of city we want to be, how we will do it, and to reach the goal of being a distinctive community.
  2. Used for the City's annual budget, reference for creation of other plans, and defines the City's Mission Statement.
  3. An update is needed due to the amount of change St. Augustine has experienced over the past 10 years.
  4. The way the City manages these changes is guided by the themes of its Vision Plan.
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**What do you think were the four (4) themes of the 2014 Vision Plan?**

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# Livability over the past 10 years

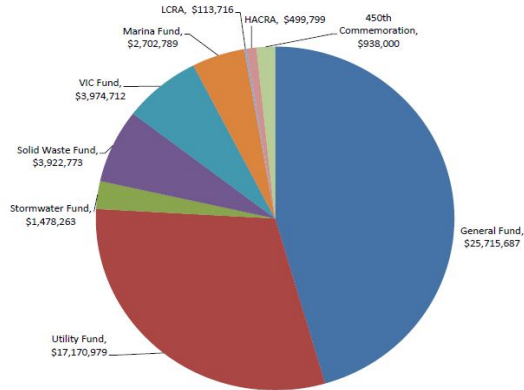
Objective: Establish as the first priority of the City the implementation of a comprehensive mobility plan with funding strategies to address all transportation modes: visitor and resident parking, ADA\* accessibility, visitor way finding and intercept



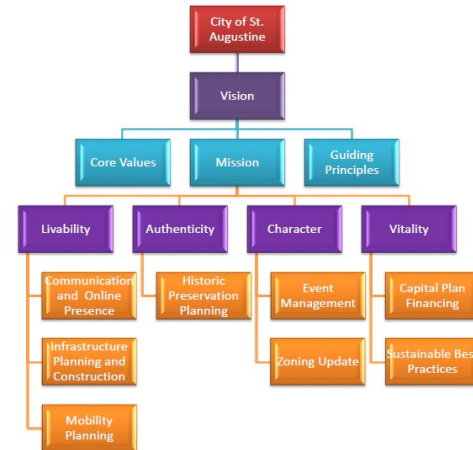
# Livability over the past 10 years

Objective: Develop budget and metrics that align with vision

City of St. Augustine  
Budget Summary  
FY 2014-2015



## Hierarchical Organization of Fiscal Year 2016 Strategic Plan



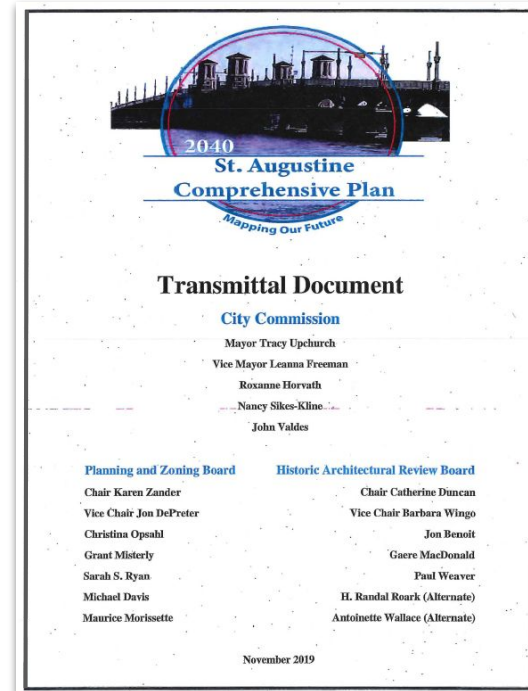
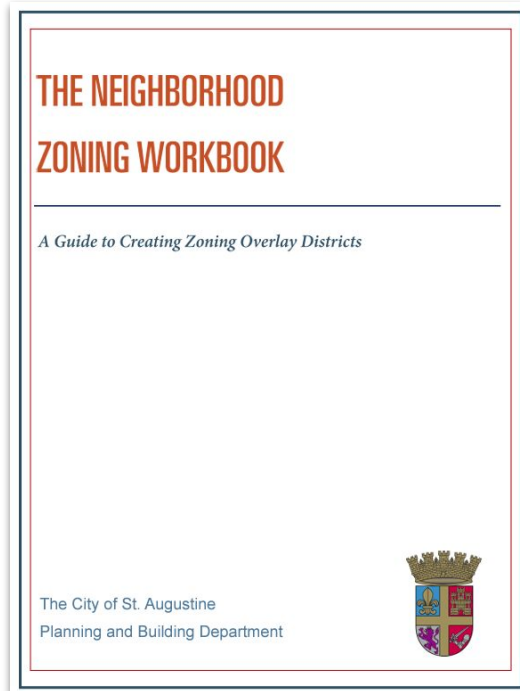
# Livability over the past 10 years

Objective: Participate in the homelessness strategy developed by the County



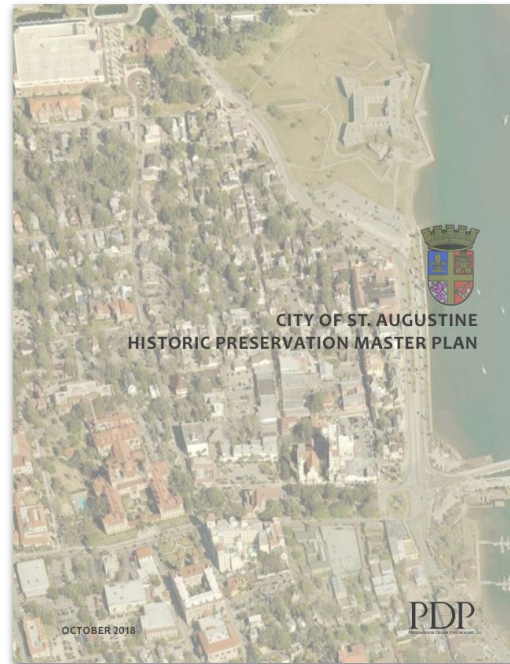
# Authenticity over the past 10 years

Objective: Expand the use of neighborhood empowerment zoning standards and tools to support the interests and goals of the various areas of the City.



# Authenticity over the past 10 years

Objective: Complete historic preservation plan and put policies in place to promote historic and cultural diversity and encourage and facilitate redevelopment in ways that are consistent with the current and historic look of the City and with the vision



# Character over the past 10 years

Objective: Review the event management policies and procedures with the intention of promoting diversity and neighborhood protection





# Character over the past 10 years

Objective: Develop and promote a brand identity and accompanying message that features the distinctiveness of our neighborhoods, art communities, culinary experiences, and historical diversity



# Character over the past 10 years

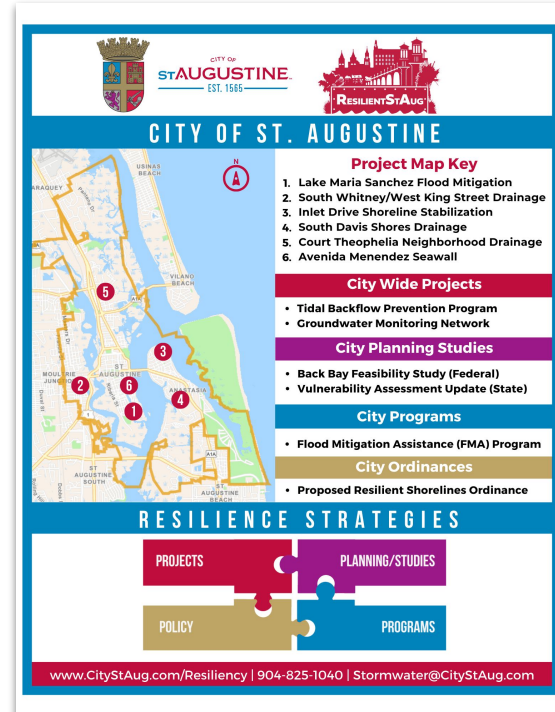
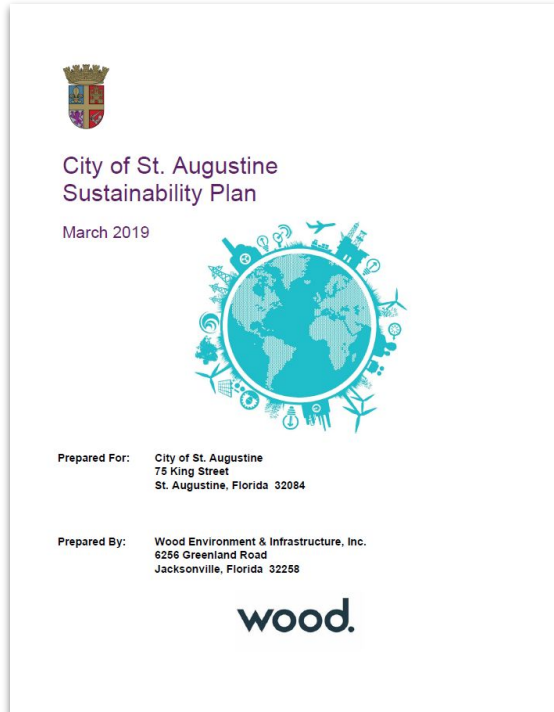
Objective: Re-design entry corridors into distinctive destinations





# Vitality over the past 10 years

Objective: Develop a sustainability report on our ecosystem to address protection of natural assets, foreseeable environmental changes, and potential responses



# Vitality over the past 10 years

Objective: Develop a comprehensive Utility and Infrastructure Plan to remedy deficiencies, increase efficiency and resiliency, and reduce environmental and aesthetic impacts including overhead utility lines



## CIP Project Schedule

Project Title	Project Status						Page Number
		2024	2025	2026	2027	2028	
Anastasia Blvd Fire Station and Traffic Improvements	Site Selection						6
Army Corps of Engineers Back Bay Feasibility Study	Study						7
Avenida Menendez Seawall	Design-Complete						8
Court Theophelia Neighborhood Stormwater & Util Improvements	Design						9
Downtown Circulator - Route 1	Active						-
Downtown Improvement District Phase 2A	Complete						-
Drainage Study for Fullerwood Neighborhood	Study						10
Duero & Cerro St. Stormwater and Utility Improvements	Design						11
FDOT King Street Drainage Outfall	Complete						-
FDOT SR 312, 207-Holmes Utility Adjustments	Construction						-
Flagler Model Land Water Main Improvements	Scope						-
Forcemain Replacement Projects	Scope						-
Groundwater Monitoring	Design						12
I&I Elimination, Gravity Sewer Renewal	Annual						-
Inlet Drive Shoreline Stabilization	Design						13
Inspection Management Software	Design						-
King Street Complete Street Improvements	Design						14

# Vitality over the past 10 years

Objective: Complete a study of the fair and accurate economic contribution to the City of tourism

City of St. Augustine Future Land Use Element  
Transmittal Data and Analysis November, 2019

It has also been recognized that St. Augustine includes a significant arts community that pursue the full range of artistic expression and talent. This contributes to the economy, potential economy and the appeal of St. Augustine as a destination.

## Tourism

Tourism is a large part of the economy in St. Augustine. The St. Johns County Tourist Development Council (TDC) spends millions of dollars promoting the County for tourist opportunities in six (6) areas: outdoor recreation, family, arts and culture, history, romance, and golf. In 2016 a total of 6,780,462 visitors came to St. Johns County, 2,581,292 just for the day.

Additionally, the TDC reports that:

- 62% of the visitors stayed more than one or more nights;
- 73% of the overnight visitors stayed in hotels or B&Bs;
- 96% walked historic St. Augustine (6,509,244 people);
- 86% Dined in restaurants;
- 55% Paid admission to visit a historical site or museum (3,729,254 people);
- 46% Took a trolley, walking or ghost tour (3,119,013 people); and,
- 23% Engaged in beach activities (1,559,506 people).

These statistics emphasize the importance of St. Augustine to the Leisure & Hospitality industry in St. Johns County. A total of 854,664 people toured the fort in downtown St. Augustine in 2016, which is almost 13% of all of the visitors to the County during that year. Outlined below are the numbers of people that toured the Castillo de San Marcos (fort) each year from 2006-2017, totaling 8.8 million people, and averaging 801,451 people a year. Since 1934 over 45 million people have toured the fort. In 2017, 876,975 people toured the fort, the most recorded, and one of the top four (4) years (1992, 2015, 2016, and 2017) ever recorded.

Table 7: Visitors to the Castillo de San Marcos (Fort)

		Average per year:
Total Visitors 2006-2017	8,815,966	801,451
		Average per month:
Total Visitors 2017	876,975	73,081
Total Visitors since 1934	45,502,022	

Source: National Park Service local office, St. Augustine, Florida, 2018

The volume of tourists coming to the City is a huge impact on the economy but is also a huge strain on the livability of a real City for the people that live here. This issue creates strains for mobility, impacts on infrastructure, historic resources, and neighborhood quality of life. The City population is only approximately 14,000 people with over 6 million visitors a year.

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# Northeast Florida Regional Council



## Our Mission

To celebrate the unique assets of Northeast Florida and to engage its people, businesses, governments, and organizations

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# Meet the Team

- ❖ **Eric Anderson**, Deputy CEO, AICP
- ❖ **Monica Dominguez**, Economic Development Program Manager
- ❖ **Cassidy Taylor**, Post-Disaster Economic Recovery Coordinator
- ❖ **Joe Cearley**, Senior Resilience Planner
- ❖ **Jack Shad**, Economic Development Project Manager



# St. Augustine has changed since 2014...



## CITY OF ST. AUGUSTINE VISION PLAN

2 0 1 4   A N D   B E Y O N D

Prepared by: Vision 2014 & Beyond Steering Committee  
Prepared for: City of St. Augustine City Commission  
Completed June 2015



- ❖ St. Augustine's 2014 and Beyond Vision Plan has served as a foundational document for the community's decision making over the past decade
- ❖ St. Augustine would like to update the vision plan to include the most up-to-date community feedback, goals, and objectives that will guide the community in the coming years

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# The Vision Plan will include:

- ❖ A community vision statement
- ❖ Confirmation and development of themes
- ❖ A summary of public engagement meetings

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# Community Meeting Schedule

***\*\*\*All meetings are from 6pm to 8pm\*\*\****

- ❖ **September 16th** - St. Augustine Yacht Club
    - 442 Ocean Vista Ave, St. Augustine, FL 32080
  - ❖ **October 2nd** - Willie Galimore Recreation Center
    - 399 Riberia St, St. Augustine, FL 32084
  - ❖ **October 16th** - The Waterworks
    - 184 San Marco Ave, St. Augustine, FL 32084
  - ❖ **October 29th** - Shiloh Baptist Church
    - 271 W King St, St Augustine, FL 32084
  - ❖ **November 13th** - Alcazar Room at the Lightner and City Hall building
    - 75 King St, St. Augustine, FL 32084
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# Purpose of Tonight's Meeting

- ❖ Learn about the 2014 and Beyond Vision Plan
- ❖ Hear about what the City of St. Augustine has done to support the 2014 Vision Plan
- ❖ Share your opinion & be creative!
  - Share your ideas on themes that should be included in the Vision Plan update

**Your responses from this meeting will guide the conversations of the next 3 meetings!**

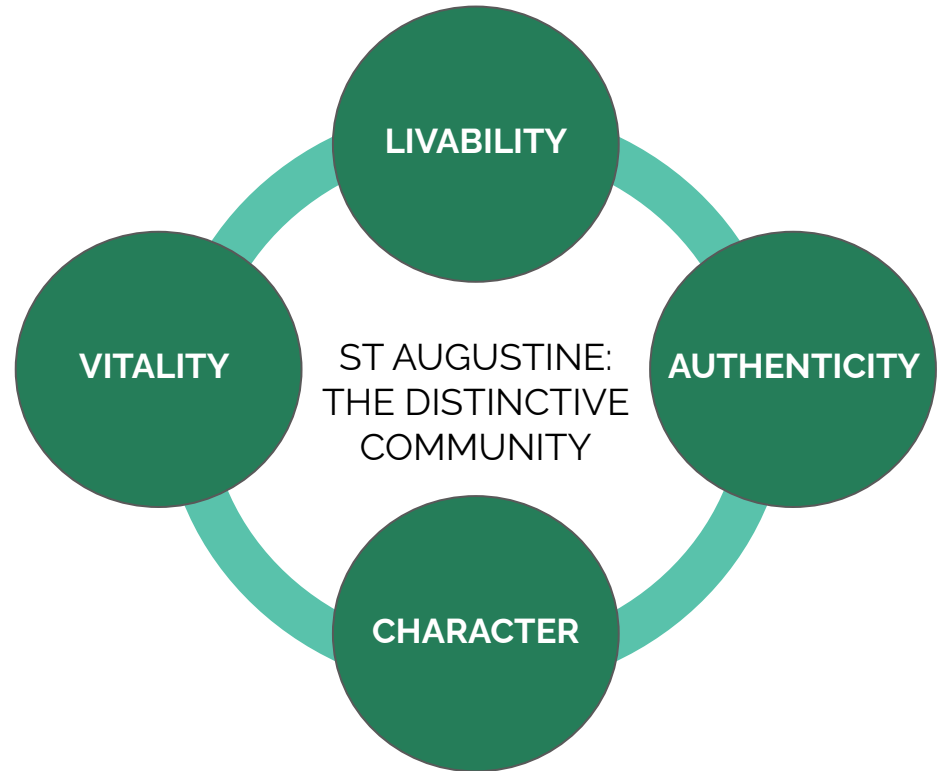
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# 2014 and Beyond Vision Plan

## Vision Statement:

St. Augustine will be a livable, authentic, waterfront city that builds upon its rich history and environment to create a distinctive community character founded on a healthy and vibrant economy, a diverse mix of people and experiences, and a valuing of its natural assets.



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# What is your age?

1. 17 and Under
2. 18 - 34
3. 35 - 54
4. 55+

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# **What is your employment status?**

1. Retired
  2. Full-Time
  3. Part-Time
  4. Student
  5. Not Currently Employed
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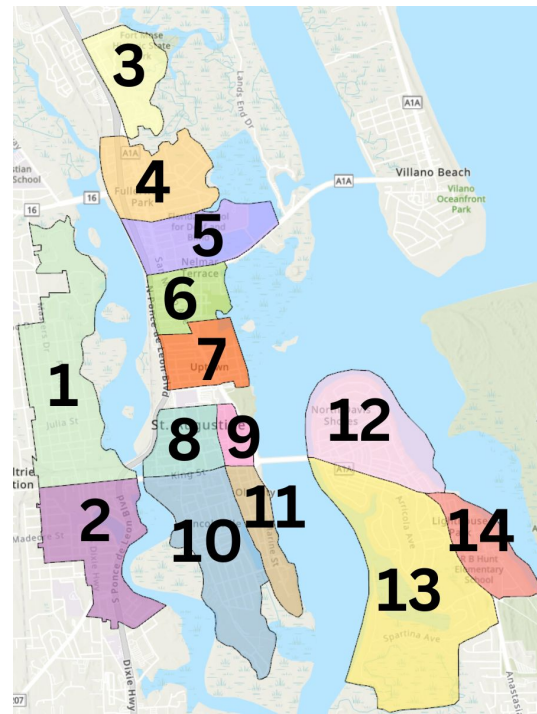
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# What is your household income?

1. Under \$34k
  2. \$35 - \$64.9k
  3. \$65 - \$99.9k
  4. \$100 - \$149.9k
  5. \$150 - \$199k
  6. Over \$200k
-

# What part of St. Augustine do you live in?

- |                       |   |
|-----------------------|---|
| 1. Ravenswood         | 10. Lincolnville                            |
| 2. Oyster Creek       | 11. Old City South                          |
| 3. Fort Mose Garden   | 12. North Davis Shores                      |
| 4. Greater Fullerwood | 13. South Davis Shores                      |
| 5. Nelmar Terrace     | 14. Lighthouse Park                         |
| 6. Magnolia           | 15. Different Neighborhood in St. Augustine |
| 7. Uptown             | 16. None-I do not live in St. Augustine     |
| 8. Flagler Model Land |   |
| 9. Spanish Quarter    |   |



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**If your neighborhood was not shown in  
the previous question, what  
neighborhood do you live in?**

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# **Do you own or rent your home in St. Augustine?**

1. Own
  2. Rent
  3. I don't live in St. Augustine
  4. Prefer not to say
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## How long have you lived in St. Augustine?

1. 1 year or less
  2. 2-5 years
  3. 6-10 years
  4. 11-15 years
  5. 16+ years
  6. I don't live in St. Augustine
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**What does *livability* mean to you?**

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# Livability in the 2014 Vision Plan

**“Maintain the quality of life for residents by focusing on City policies and resources to enhance livability”**

- ❖ Improve mobility
- ❖ Increase the diversity of people, places and economic opportunity
- ❖ Establish a greater sense of place



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**Over the next 10 years, should *livability* be a key theme for St. Augustine?**

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**What does *authenticity* mean to you?**

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# Authenticity in the 2014 Vision Plan



**“Encourage and facilitate development and redevelopment in ways that are consistent with the look and feel of the various areas of the City”**

- ❖ Promote local features that are found only in St. Augustine
  - ❖ Encourage the growth of small businesses
  - ❖ Encourage experiences that are historically accurate
  - ❖ Recognize and promote historic diversity
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**Over the next 10 years, should *authenticity*  
be a key theme for St. Augustine?**

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**What does *character* mean to you?**

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# Character in the 2014 Vision Plan

**“Maintain St. Augustine as a small residential community while protecting its historic features and scale, distinctive neighborhoods, hospitality, and natural environment”**

- ❖ Strengthen the distinctiveness of various neighborhoods and districts
- ❖ Improve the City aesthetics



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**Over the next 10 years, should *character* be  
a key theme for St. Augustine?**

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**What does *vitality* mean to you?**

**Open ended question**

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# Vitality in the 2014 Vision Plan



**“Secure the vitality and sustainability of St. Augustine for the future through policies and practices that support economic vitality, environmental assets, and human diversity”**

- ❖ Support regional cooperation in economic development
  - ❖ Promote a vibrant arts and cultural life
  - ❖ Promote a rich and healthy physical ecosystem
  - ❖ Promote diversity in cultures and histories
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**Over the next 10 years, should *vitality* be a key theme for St. Augustine?**

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**Please rank the four themes in order of  
their importance for the future of St.  
Augustine.**

***Livability, Authenticity, Character, Vitality***

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# Next Steps

- ❖ Please visit the easels to talk with the NEFRC team about your ideas for themes to add or keep in the Vision Plan update
  - ❖ Write down 1 theme that is important for the future of St. Augustine on a sticky note, and post it on the wall
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# Please join us at the next meetings!

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# Thank you!

For questions or comments please contact:

**St. Augustine Vision Team at:**

[StAugustineVision@nefrc.org](mailto:StAugustineVision@nefrc.org)

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