

St. Johns County 2070

What can we do today to plan for a better tomorrow?



Citizens4SmartGrowth





Building Better Communities & Saving Special Places

- Florida's leading nonprofit advocate for sustainable development
- Work with citizens, community and state leaders, conservation and business groups
 - Educate, advocate and negotiate to protect Florida's high quality of life

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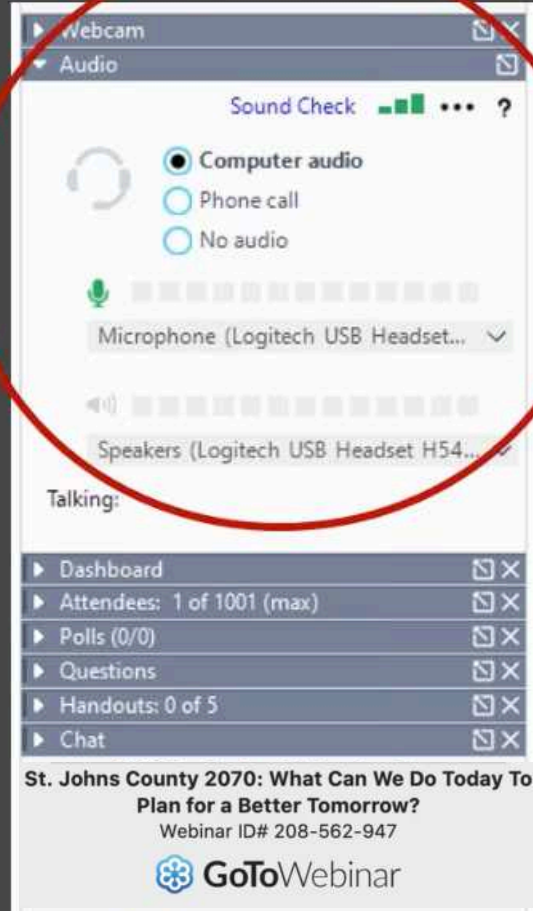
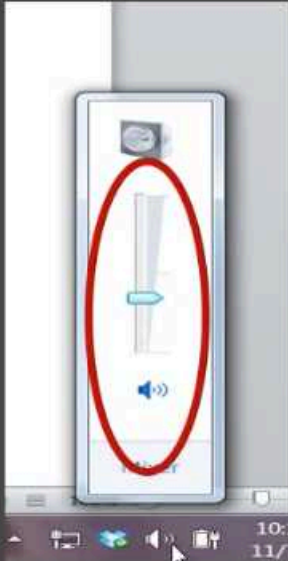


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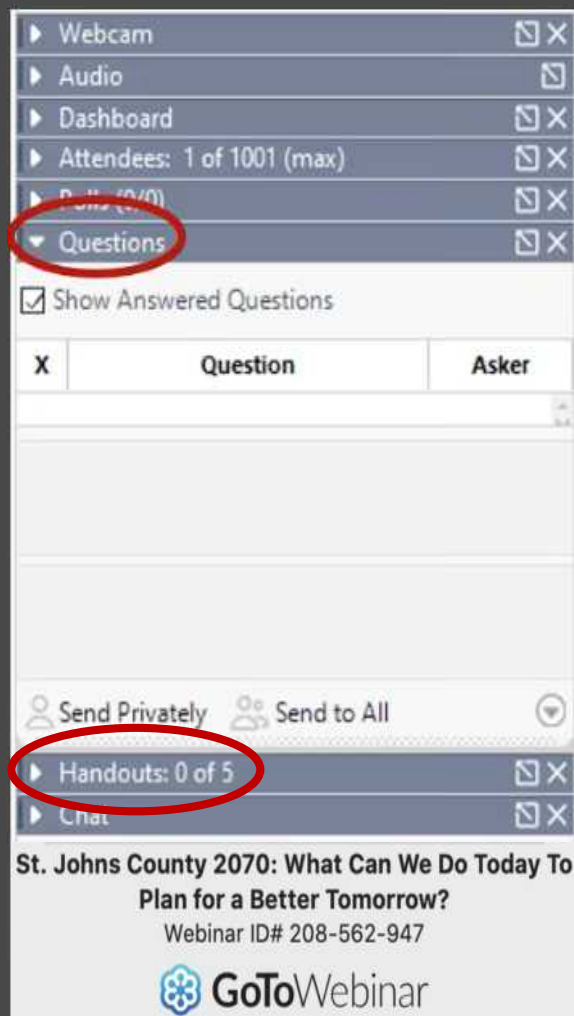


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- Staff will ask the presenters questions, as time permits

Jen Lomberk

- Executive Director & Riverkeeper for Matanzas Riverkeeper
- Matanzas Riverkeeper is a non-profit organization based in St. Augustine, FL dedicated to protecting the health of the Matanzas River and its watershed through advocacy, education, and community engagement
- Attorney focused on Environmental & Land Use Law and Policy
- Bachelor of Science degree from the University of Central Florida and Juris Doctor degree from the University of Florida Levin College of Law
- Native Floridian & Vice Chair of Waterkeepers Florida



Paul Owens

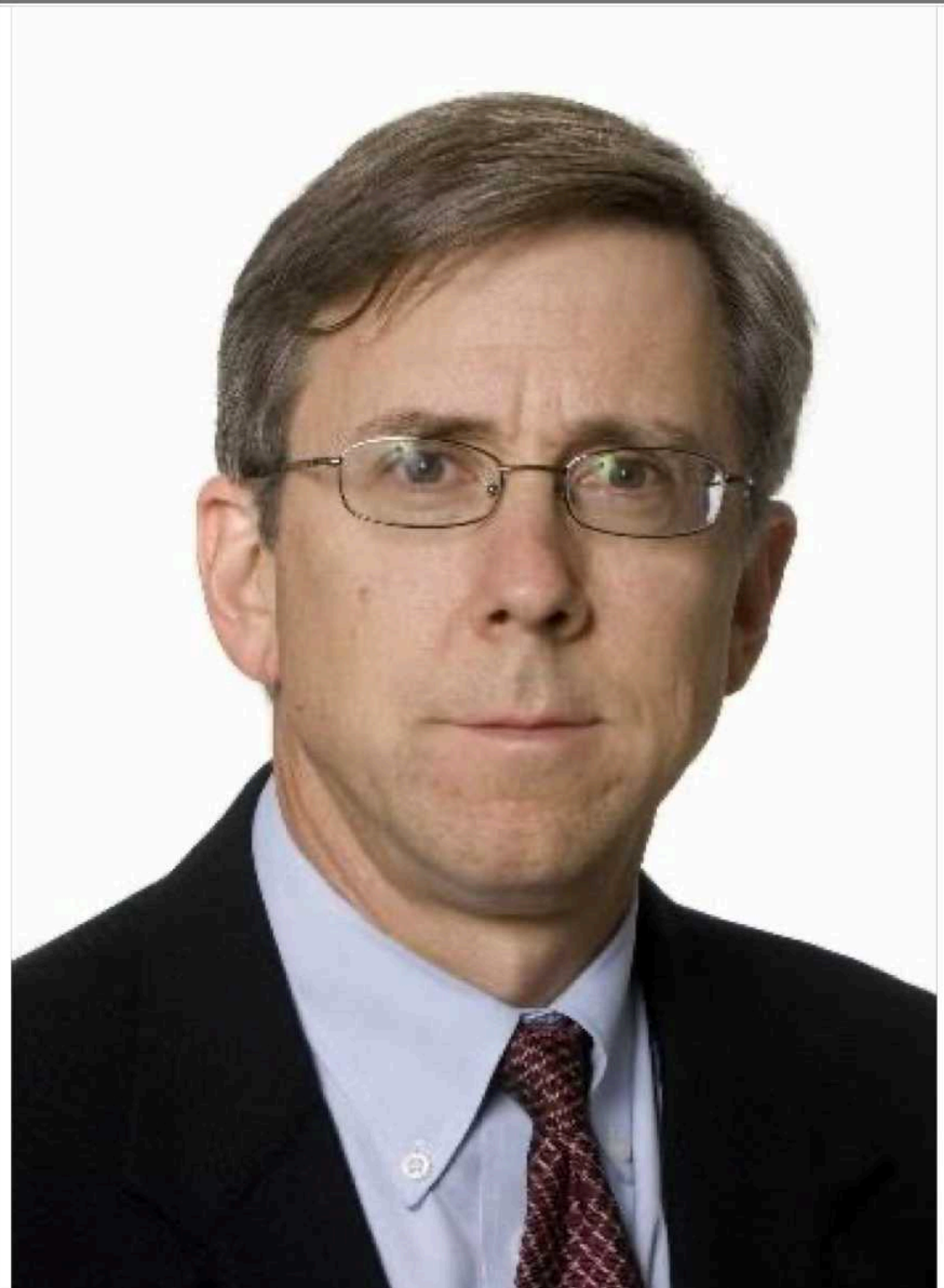
President of 1000 Friends of Florida

Previously with the Orlando Sentinel, serving as
Opinions Editor from 2013 to 2018

In that capacity wrote extensively on growth
management, environment and quality of life
issues facing Florida.

Also served as the Sentinel's Florida Forward
Moderator, organizing and moderating public
forums on topics including transportation and
affordable housing

Has a Bachelor of Arts in History with honors
from Swarthmore College and a Master of Arts
in Journalism from Stanford University



Jane West

Policy and Planning Director for 1000 Friends

Provides guidance to citizens on critical growth and development issues, advocates before the Florida legislature, and coordinates legal advocacy

Has practiced law for 22 years, focusing on precedent-setting public interest land use and environmental cases throughout Florida.

AV-rated attorney admitted to the U.S. Supreme Court, the 7th and 11th U.S. Court of Appeals and the Southern and Middle Districts of Florida.

Previously practiced law in Portland, Maine, and Jupiter and West Palm Beach, Florida.

Law degree from the Shepard Broad Law Center at Nova Southeastern University and B.A. from the University of South Florida.



St. Johns County 2070

What can we do
today to plan for a
better tomorrow?

ST. JOHNS COUNTY 2070

A very whimsical look at what might happen to our county and lives if we're not careful ...

PROGRESS!

Let's play the game of

Design and concept by DEREK HEMBO (left), Photo illustration by DEREK HEMBO, ANNETTE KENNEDY (right)

ST. AUGUSTINE BEACH
Year 2010: 10,000th resident moves in; debate begins on whether to 'six-lane' Highway A1A
Form another vision group!
Deduct 1,000 acres

HASTINGS
Year 2022: Last farmer in town sells out; 20,000 more overpriced homes built; potato chips go to \$5 a bag
Deduct 1,000 acres

LOOK, THE PLANES!
Year 2009: Drought dries out wetlands, so airport builds new runway and adds 'international' to its name
Cash in frequent flier miles

I-95 EXPANDS AGAIN
Year 2006: Interstate 95 goes to 8 lanes; NASCAR sponsors project; speed limit lifted; troopers use caution flags
Speeds make Richard Petty cringe

TOUR THE PRISON
Year 2012: St. Johns gets new state prison; doubles as tourist attraction
Tickets half-off for families of inmates

500,000TH RESIDENT
Year 2017: Clay and Putnam counties begin to gripe about being 'bedroom community' of St. Johns County
More impact fees!

A HOME RUN!
Year 2014: Minor-league baseball arrives with the St. Augustine Conquistadors; ballpark built on old Fort Green.
Batter! Batter!

DON'T SWIM!
Year 2010: State closes St. Johns River to boaters and swimmers; toxic runoff from golf courses blamed
Deduct river's marine life

CHES
2008: After endless dredgings that just away, officials in throwing money right into
hes

where there in

ST. JOHN'S BEACH
Year 2010: Secedes from county, becomes part of city of Jacksonville
Deduct 3,000 acres

NEW HOSPITAL
Year 2015: Inability to draw physicians to area overworks county's hospitals; HMO's are going under
Heart pains!

S.R. 312 EXTENSION
Year 2007: Road completed \$4.5 million over budget; designed by same firm that put together J.T. Butler Blvd
Road rage! Go to jail!

TASTES LIKE CHICKEN
Year 2010: Gators get loose from local attraction; good news: number of stray animals goes down.
Tasteless! Lose a turn!

RUNNING LATE!
Year 2010: Commute times up to two hour; county still wondering if mass transportation is a good idea
Lose 1 point for each hour in traffic

PUBLIC EDUCATION
Year 2011: Student-teacher ratio reaches 50-to-1; extra credit given to kids who can spell name of latest Pokemon
Deduct brain cells

BRIDGE OF LIONS
Year 2016: After years of studies, workshops, expert advice and more studies, decision reached when bridge just falls into bay
Drench self with water

STAMPED OUT
Year 2014: After years of competition with the Internet, stamps and post office are phased out
Duck! Disgruntled postal workers! \$1.50

OFF TRACK
Year 2007: AMTRAK comes to town; first derailment happens a few days later
Splat!

NOTHING'S BITING
Year 2010: Shrimping industry goes under; pollution and overfishing ends a tradition.
Blue plate special goes up

NFL OLD-TIMERS
Year 2019: Former Jaguars QB Mark Brunell added as attraction at NFL Legends Theme Park.
Feel the power!

SIX FLAGS FLY
Year 2009: Theme park built on former site of Faver Dykes State Park; state says it needs revenue
Deduct another ecosystem

TICKETS INCREASE
Year 2012: Old City Theme Park prices jump 20 percent; Fort water slide now extra! Yikes!
Deduct \$75, payable at City Gate

HOUSING SHORTAGE
Year 2023: Nocatee builds final house; River Town close to done; developers gripe there's no good land left
Play the violin

GUANA PARK
Year 2015: After years of selling off land to developers, state dedicates last part of park as 'Guana Park Circle'
Deduct wildlife and bird sanctuary

Warning! Don't eat the four-eyed fish!

See a real farm! Just like in the old days! \$45 tours!

Last piece of undeveloped land. Asking \$40.5 million

See old NFL Legends

Oldest City Theme Park

World Golf Village

NASCAR comes to town

Catch the Conquistadors!

St. Augustine International

Marshall Creek

Guana Park Circle

Ponte Vedra Beach

Nocatee

Julington Creek

DUVAL COUNTY

River Town

Golf Course #15

Golf Course #25

Golf Course #42

Golf Course #17

Golf Course #29

Six Flags Over St. Johns

A1A

St. Johns River

Saint Johns

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Six Flags Over St. Johns

A1A

St. Johns River

Saint Johns

St. Johns County 2070

What can we do today to plan for a better tomorrow?



Citizens4SmartGrowth

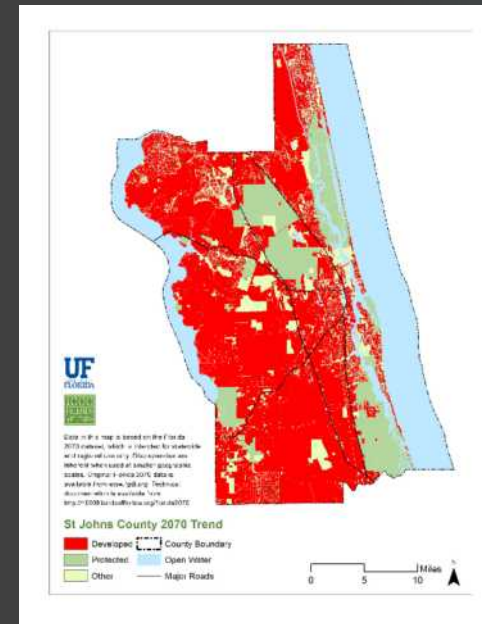
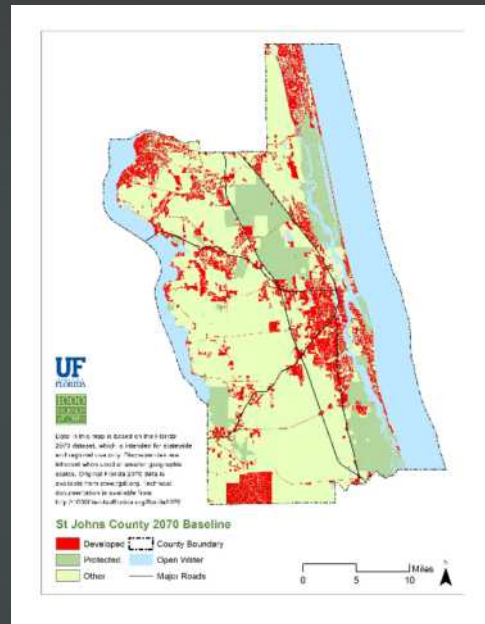


Flashback to November ...

St. Johns County 2070

WHAT CAN WE DO TODAY

TO PLAN FOR A BETTER TOMORROW?



A SPECIAL REPORT



WHAT IS YOUR VISION
FOR FLORIDA'S FUTURE?



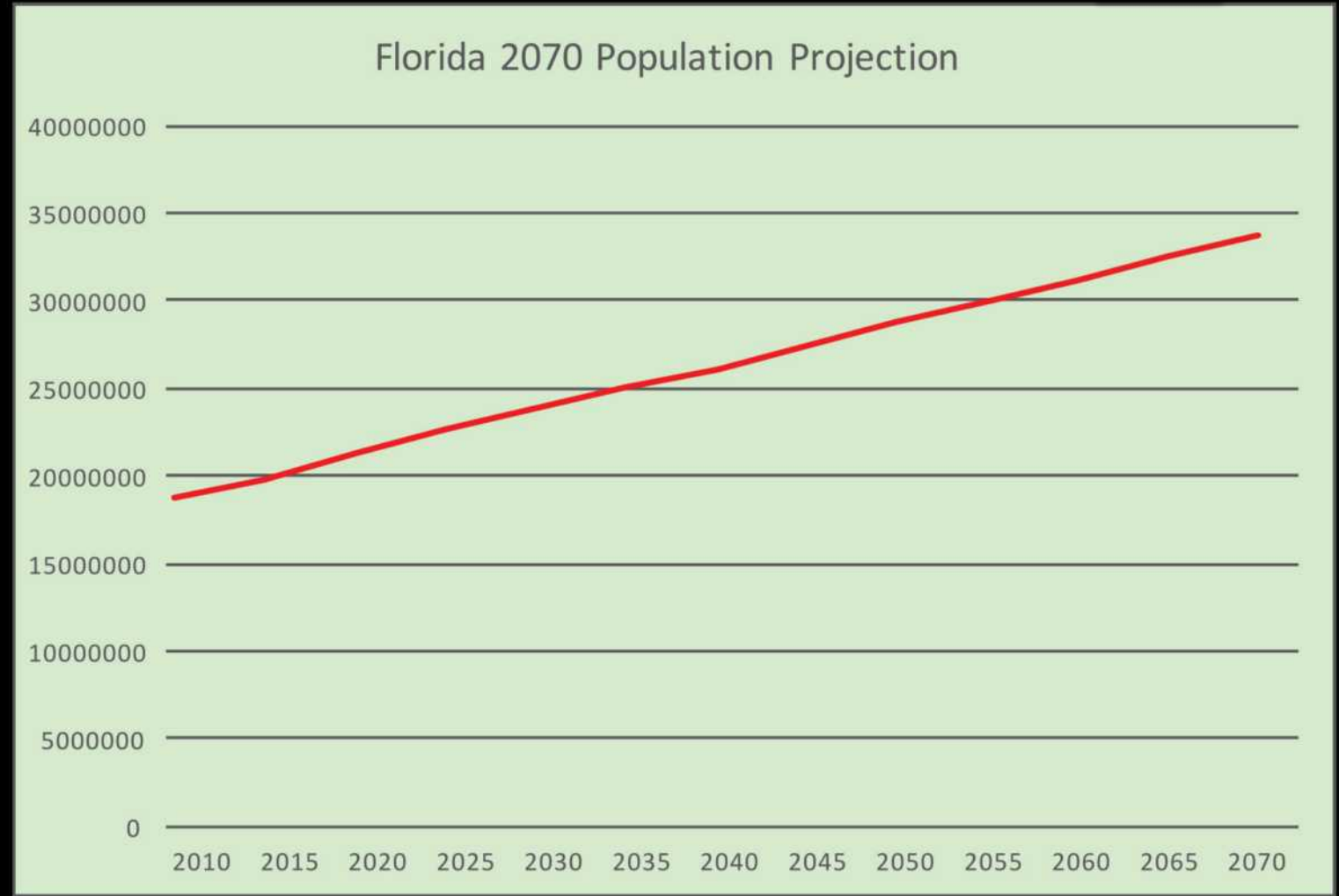
Florida 2070 and Water 2070

- ▶ Three partners:
1000 Friends,
University of Florida,
Florida Agriculture
Department
- ▶ One question:
What is your vision
for Florida's future?

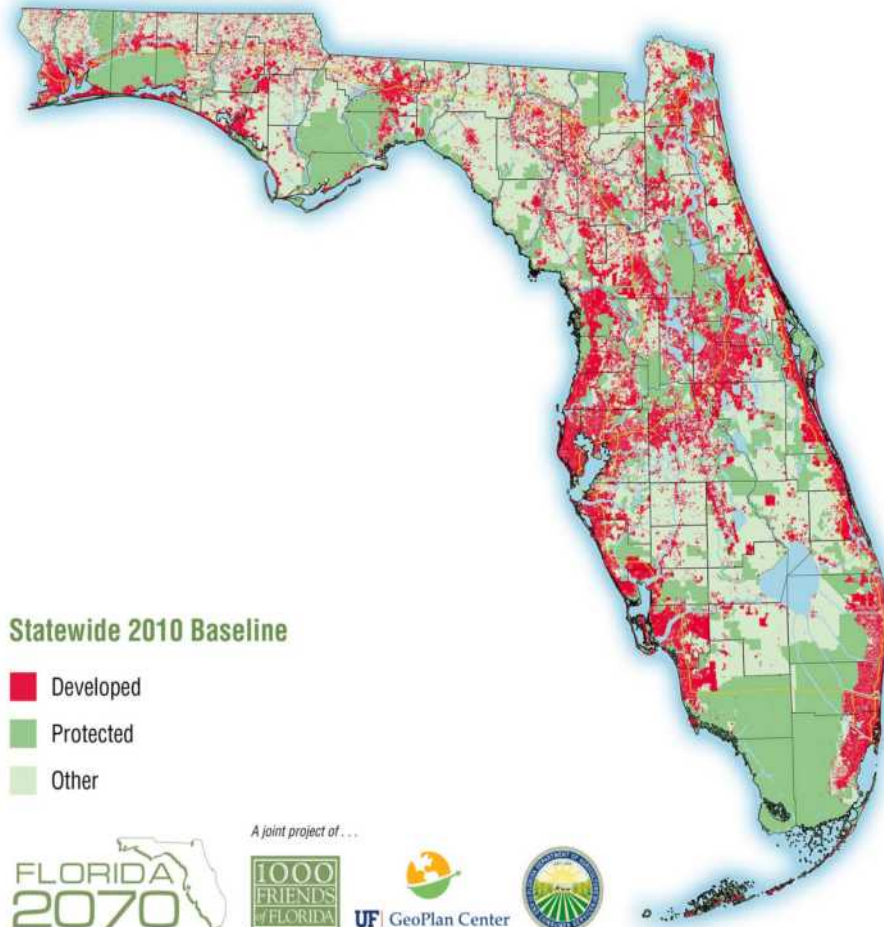


Using moderate projections, by 2070, Florida is expected to have 33.7 million residents, about 15 million more than it had in 2010.

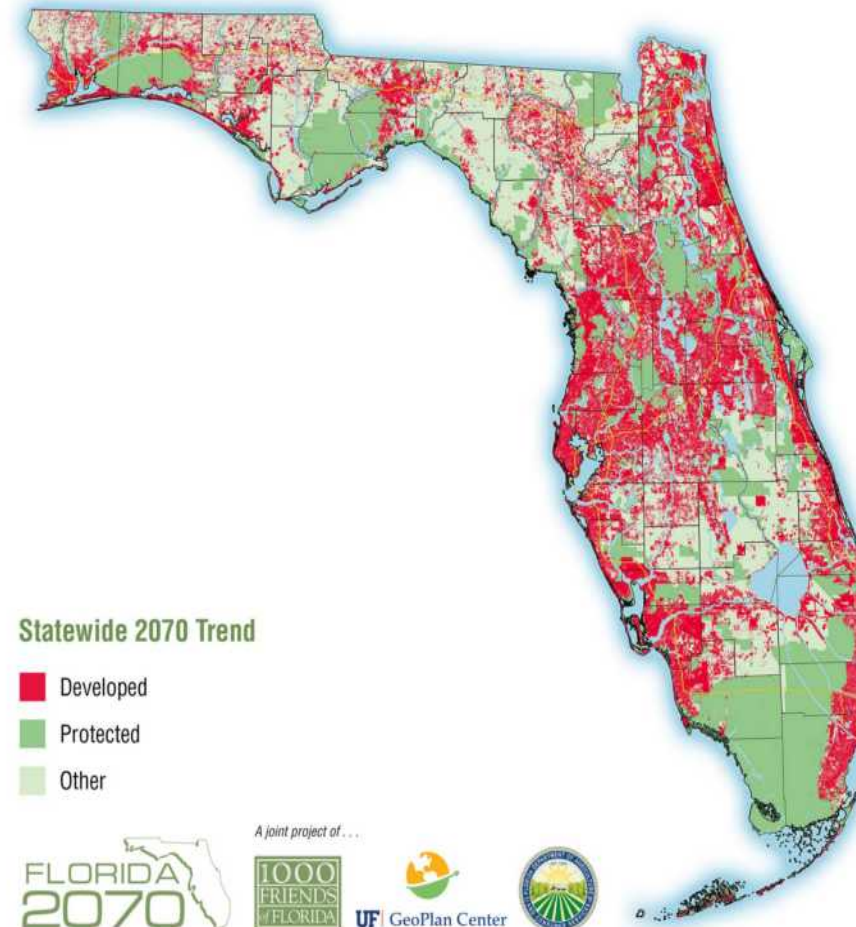
This growth has significant impacts on Florida's lands, waters, roads, and quality of life.



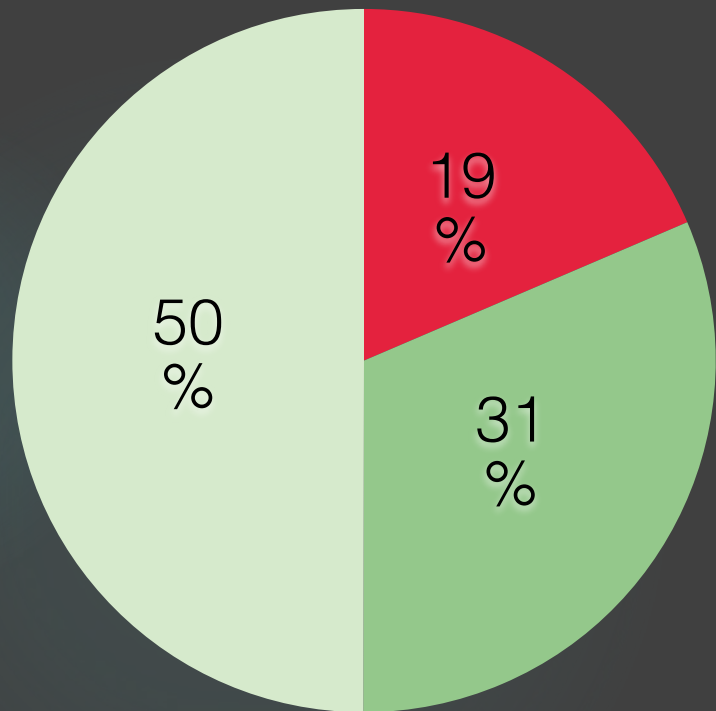
2010 Baseline



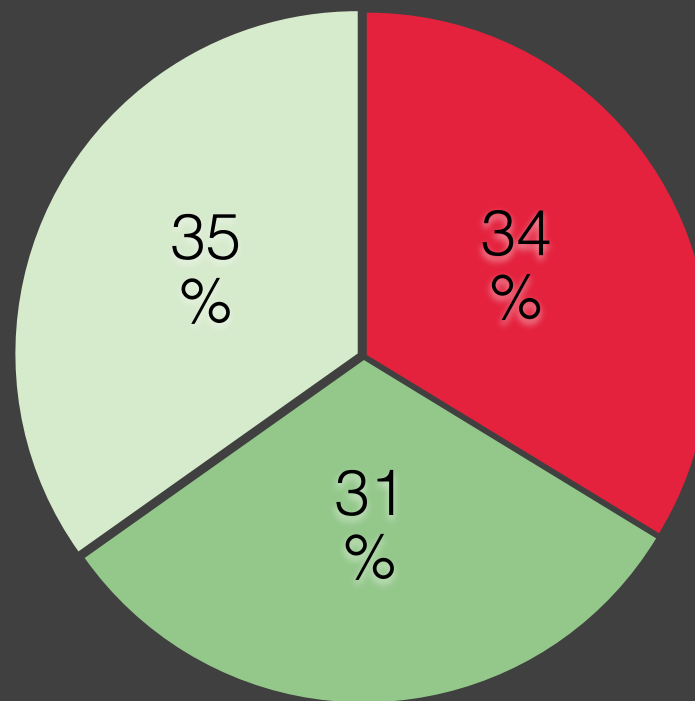
2070 Trend



2010
Baseline



2070
Trend



Key

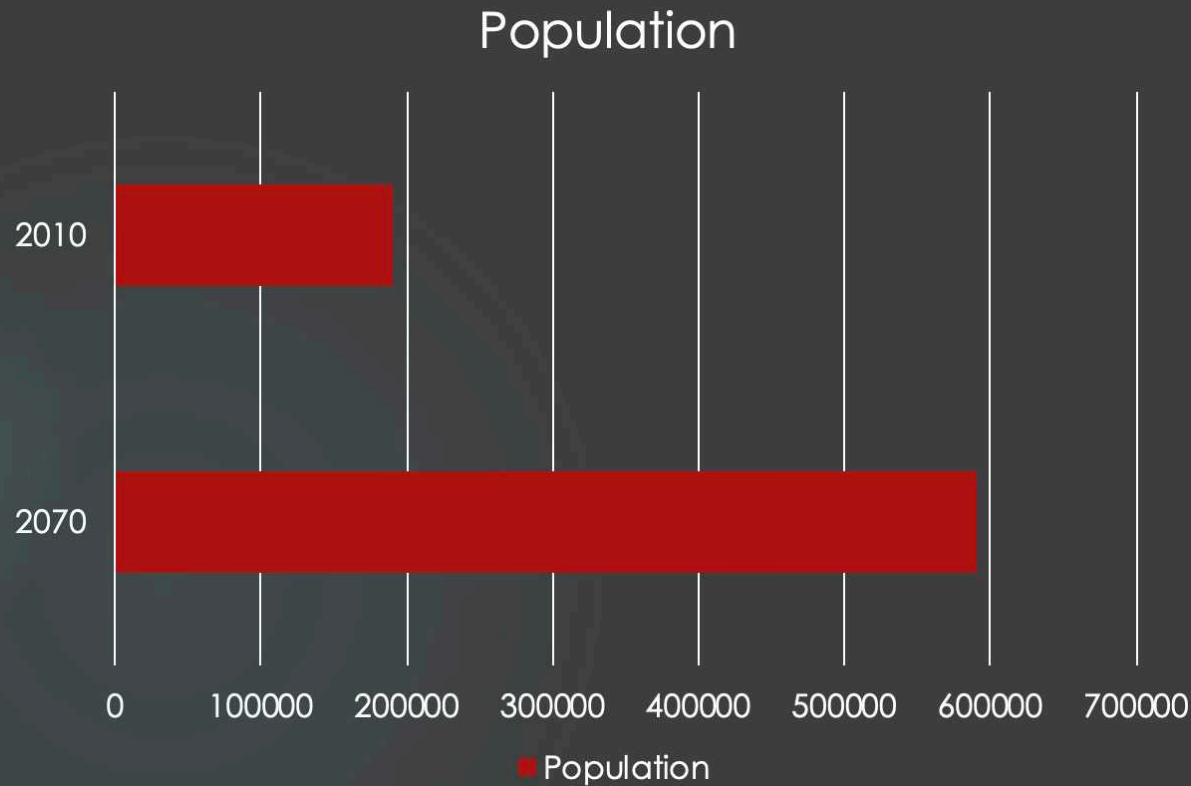
-  Developed
-  Protected
-  Other

2070 Methodology

- ▶ State land inventory based on 2010 property appraiser data: developed, agricultural, protected agricultural, protected non-agricultural and other
- ▶ 2010 development density in each county: population divided by developed land
- ▶ Projected 2070 population increase allocated to land based on suitability for development
 - ▶ Factors include proximity to urban areas, major roads, coastline and open water; approved DRIs and sector plans; presence/absence of wetlands
- ▶ Undevelopable acreage excluded, including open water, major road rights of way, protected lands, mitigation banks
- ▶ Same development density maintained for 2070 trend



Projected population growth in St. Johns County



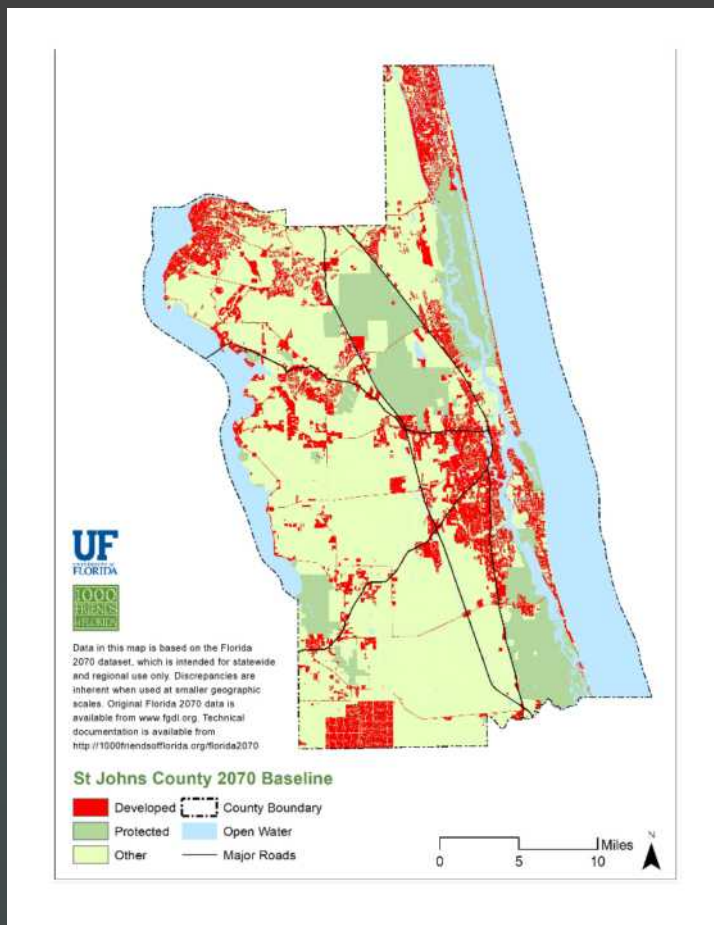
▶ 2010: 190,000

▶ 2070: 591,000

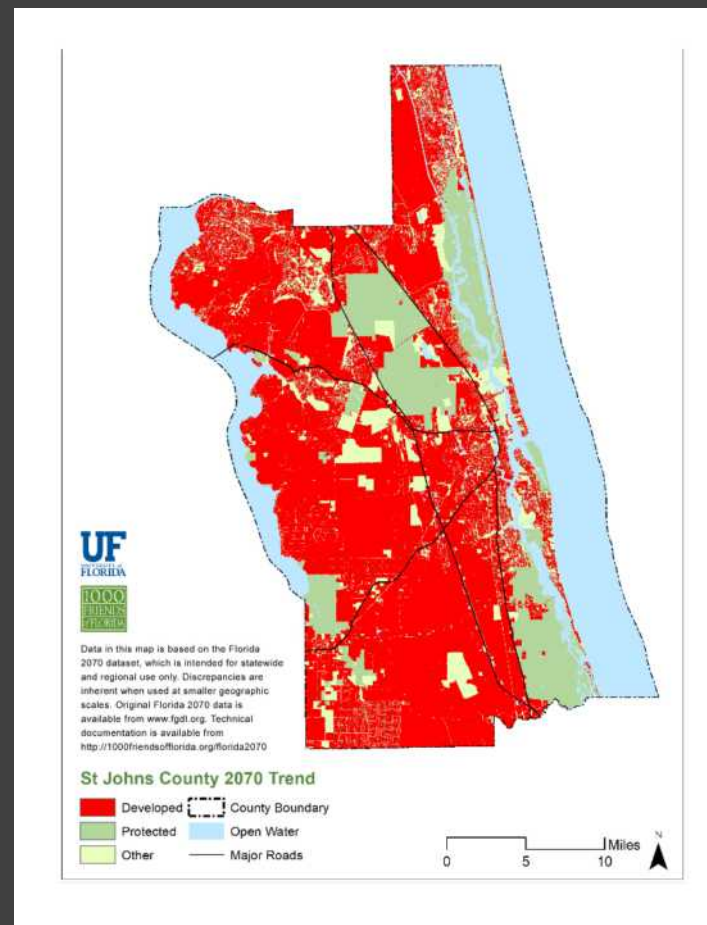
Some caveats

- ▶ 2070 data was intended for statewide and regional use; discrepancies inherent when using at smaller geographic scales
- ▶ 2070 scenarios don't reflect all current growth management rules
- ▶ 2070 scenarios don't project impact of sea-level rise

St. Johns County's growth trend

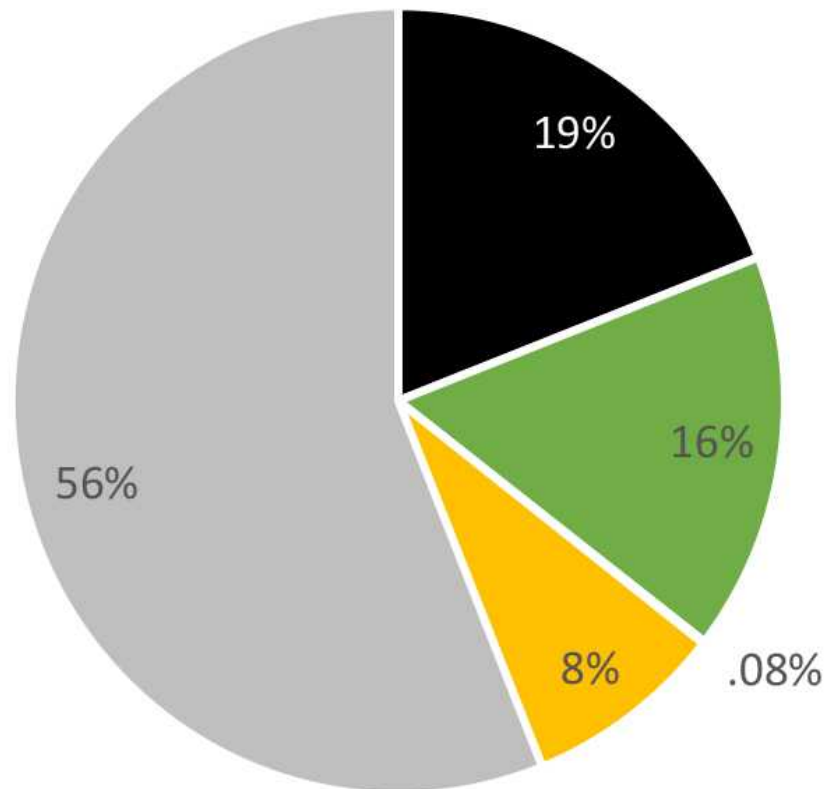


2010 Baseline



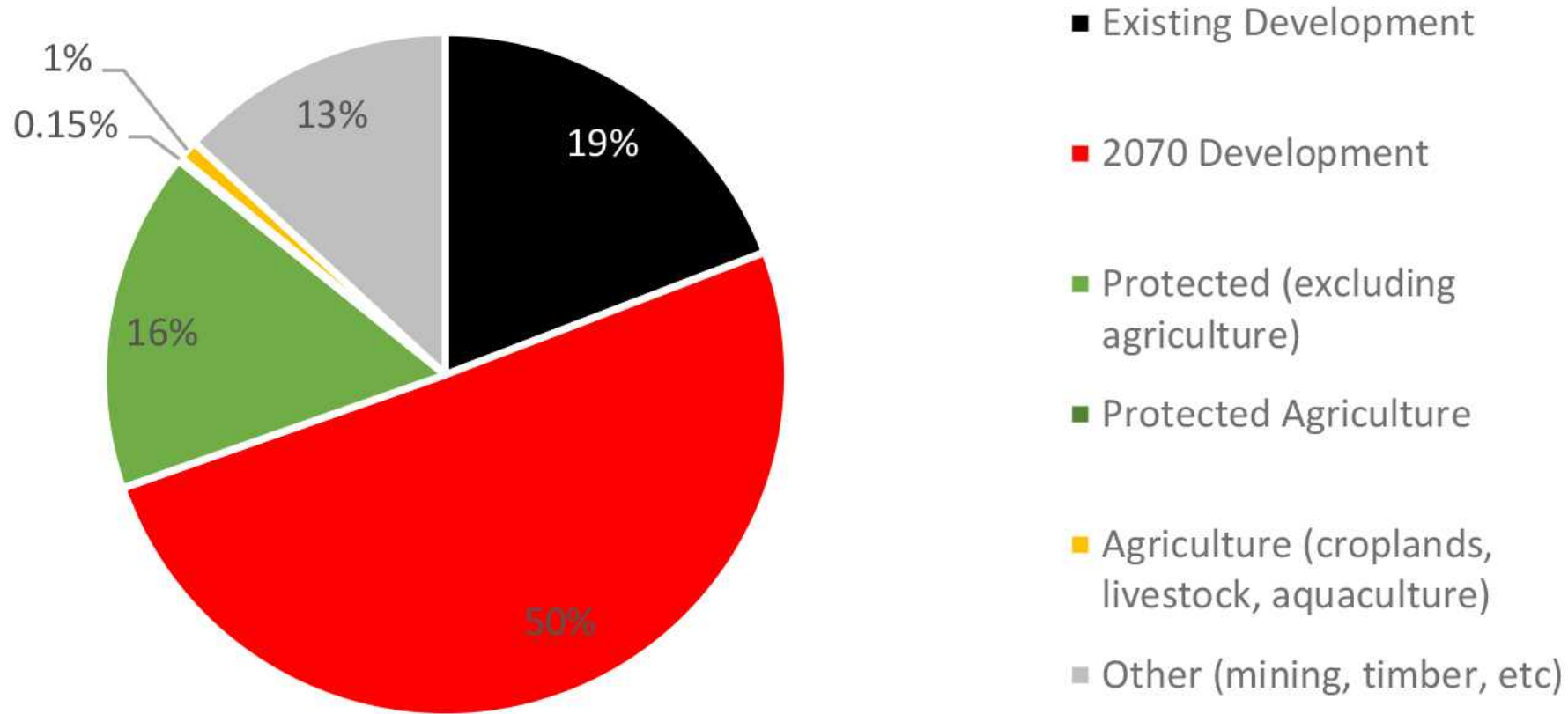
2070 Trend

St. Johns County 2010 Baseline



- Existing Development
- Protected (excluding agriculture)
- Protected Agriculture
- Agriculture (croplands, livestock, aquaculture)
- Other (mining, timber, etc)

St. Johns County 2070 Trend



Benefits from compact development:

- ▶ Lower costs for taxpayers for public services
- ▶ Lower environmental impact
- ▶ More transportation options
- ▶ Less time stuck in traffic
- ▶ More housing choices

Small land-use changes: It all adds up

- ▶ The cumulative impact of multiple small land-use changes will, over time, shape the future landscape of Florida.

SJC 2070 Workshops



November 2019

Facilitated community workshops sought to educate, solicit public feedback and provide potential growth management solutions.

Attendees were asked to participate in a “dot exercise” for various issues in the county.

- Blue dot – This is an important priority
- Green dot – The county does a great job on this issue
- Red dot – The county needs to improve on this issue

What does our population look like?



Wealthy (median household income \$77K vs. \$53K)



Highly educated (43% have B.A. degrees vs. 29%)



High owner occupied housing (78% vs. 65%)



Not diverse (82% white, non-hispanic vs. 53%)



Income and access to housing is unequally distributed throughout the county.

St. Johns County is RAPIDLY GROWING



POPULATION GREW 39.3%
FROM 2010 TO 2019



EMPLOYMENT INCREASED 108%
DURING 2001-2018



COUNTY REAL GDP INCREASED
86% DURING 2001-2018



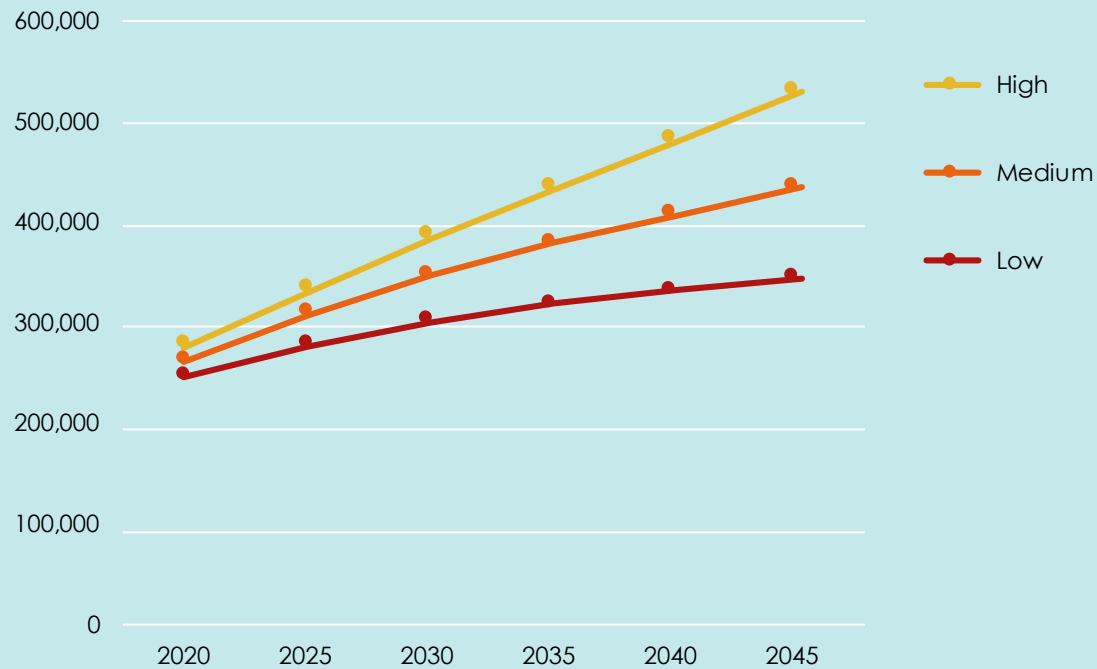
MID-RANGE POPULATION
PROJECTION OF 434,900 IN
2045 (65% INCREASE FROM
TODAY) HIGH GROWTH
PROJECTION IS 529,700 (90%
INCREASE FROM TODAY)



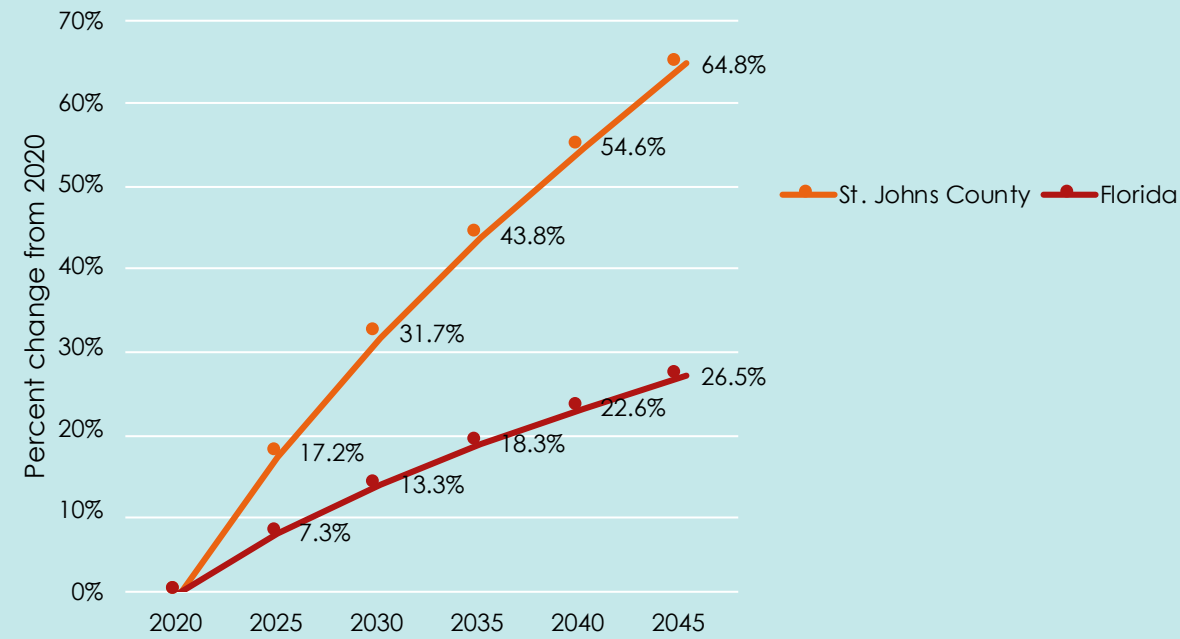
WE ARE THE SECOND HIGHEST
GROWTH RATE AMONG
FLORIDA COUNTIES AND MUCH
HIGHER THAN THE STATE WHICH
IS AT 25.5% GROWTH

SJC Population Projections

St. Johns County Florida Population Projections



St. Johns County and Florida Population Projections
(mid-range scenario)



St. Johns County's Economy is Based on Tourism, Cultural Services and Natural Resources



Leading economic sectors for employment in 2018:



Accommodation and food services 11.3%



Retail trade 12.3%



Health care and social assistance 9.7%



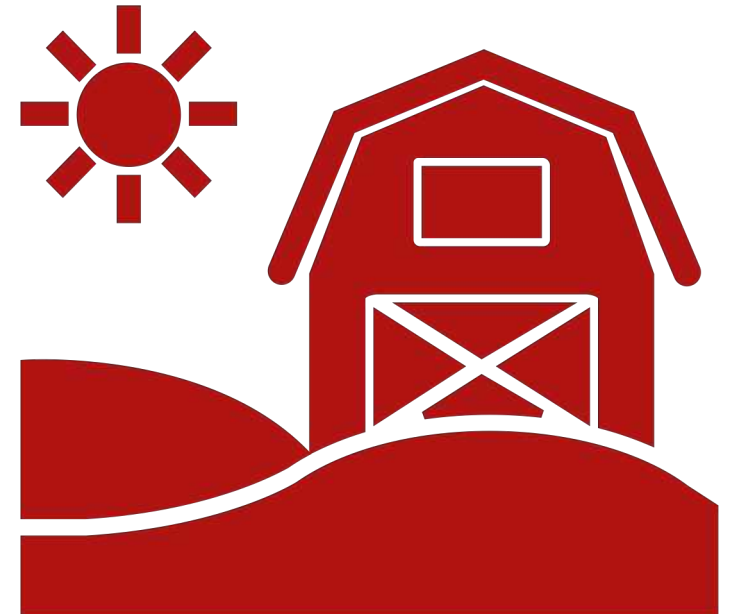
Real estate and rentals 8.3%



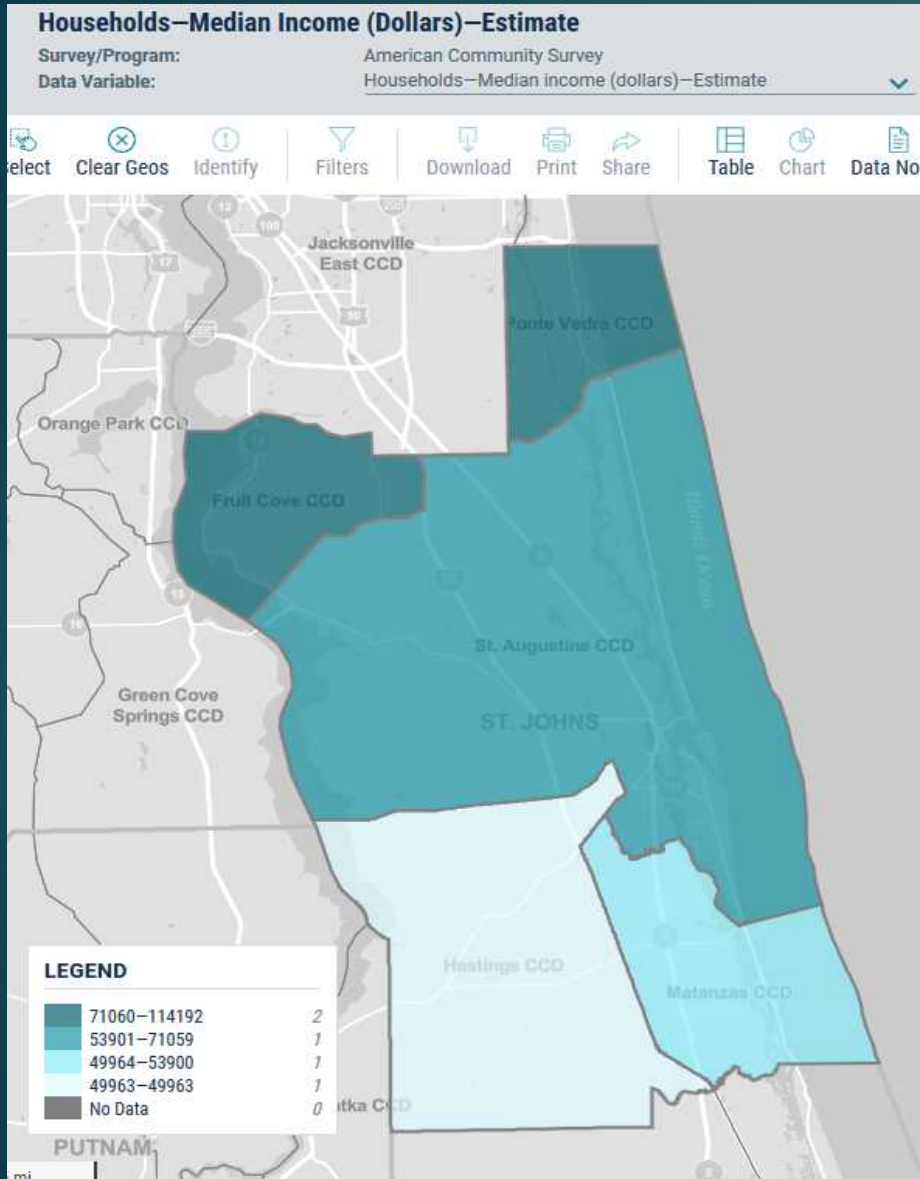
Government 8.6%

St. Johns County has robust agriculture, natural resources and food industries that support the amenity-based tourism economy

- ▶ Economic contributions of crop, livestock, forestry and fisheries sectors in 2018 was 1,314 jobs and \$118 million in output
- ▶ Economic contributions of all ag-related and food industries was 30,511 jobs and \$3.45 billion in output



Distribution of Wealth & Housing in SJC



- ▶ St. Johns County income and access to housing is unequally distributed across the southern areas of Hastings and Matanzas, which are relatively undeveloped, versus the northern areas of Fruit Cove and Ponte Vedra, and the broad middle area of St. Augustine
- ▶ Median household income is lower in the southern than the northern areas: \$52,414 vs. \$111,344
- ▶ Median value of owner occupied units is lower in the southern areas: \$187,877 vs. \$398,744
- ▶ Vacant housing units is higher in the southern areas: 21% vs 10%

What issues
did
participants
consider?

Clean Water & Air

Growth Management

Conservation Land & Green Spaces

Public Safety

Social Services

Affordable Housing

Government Transparency & Accountability

Education

Economic Development

Water & Sewer Infrastructure (includes flooding)

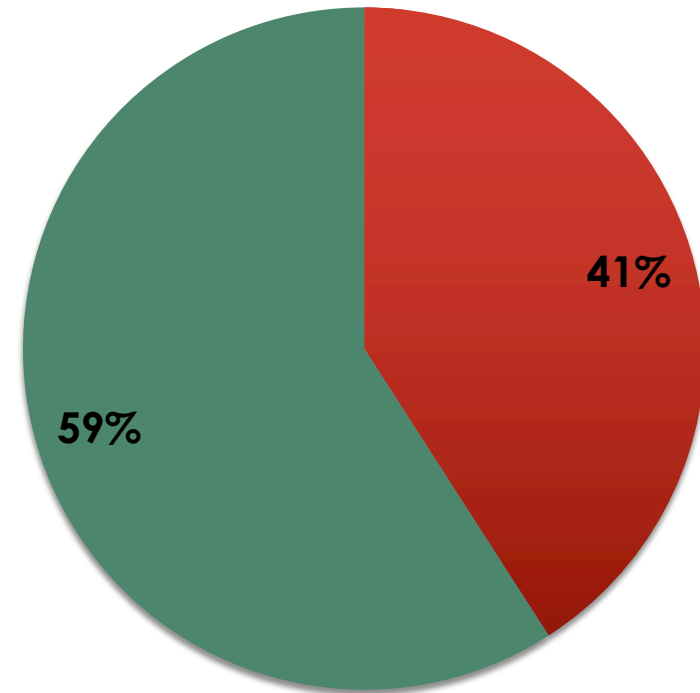
Roads & Traffic

Clean Water & Air

40 participants identified clean air and water as an important priority

 Needs Improvement: 9

 Well managed: 13

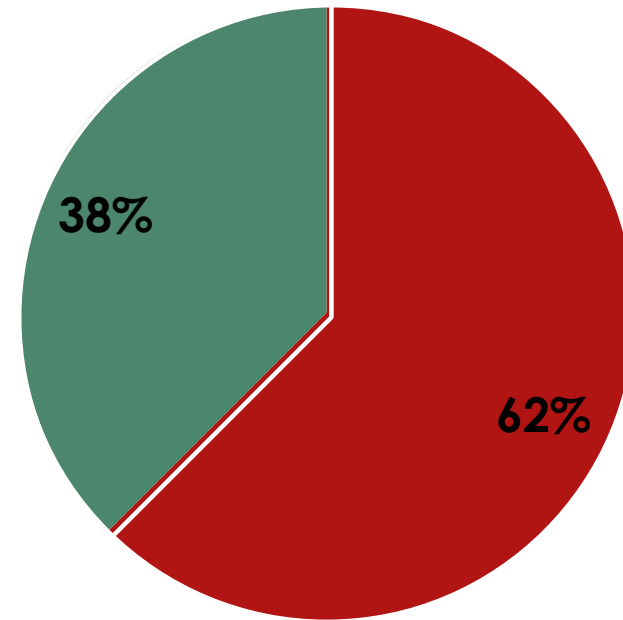


Conservation Land & Green Spaces

- ▶ 79 participants identified conservation land and green spaces as a priority

■ Needs improvement: 20

■ Well managed: 12

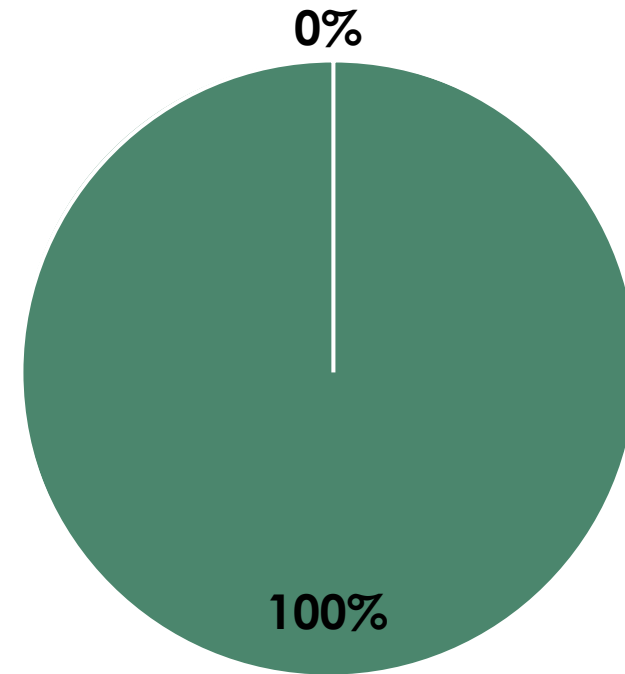


Public Safety

- ▶ 2 participants identified public safety as a priority

▶ Needs improvement: 0!

▶ Well managed: 58

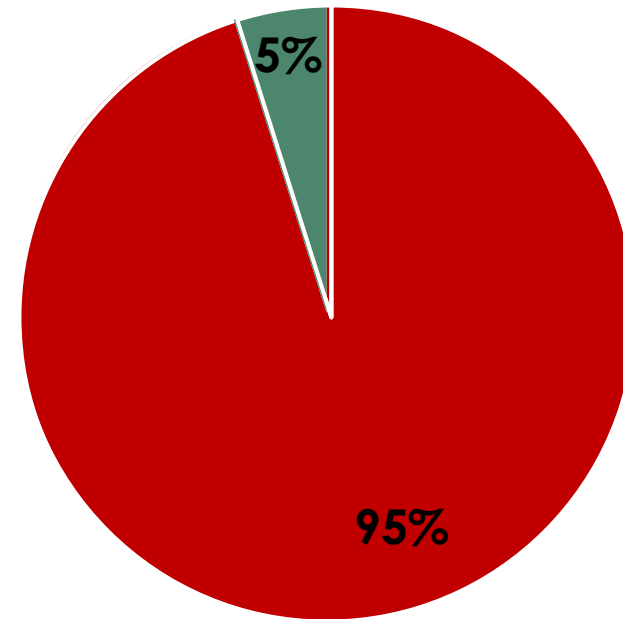


Affordable Housing

- ▶ 28 participants identified affordable housing as an important priority

■ Needs improvement: 39

■ Well managed: 2

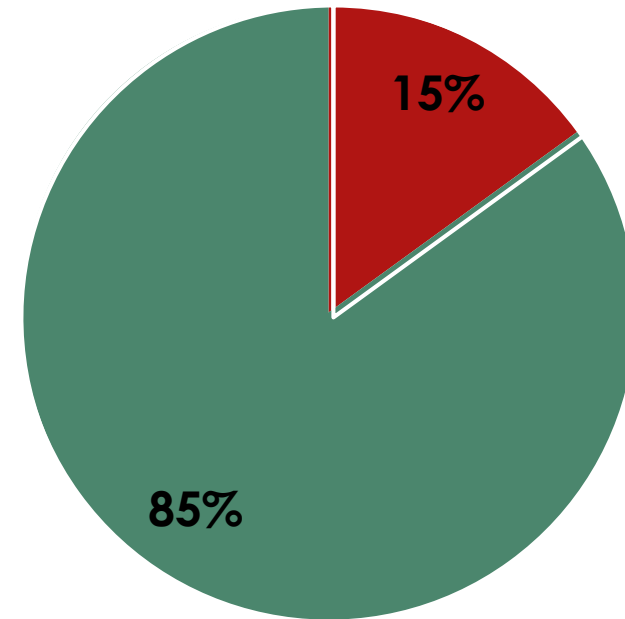


Social Services

- ▶ 14 participants identified social services as an important priority

■ Needs improvement: 9

■ Well managed: 51

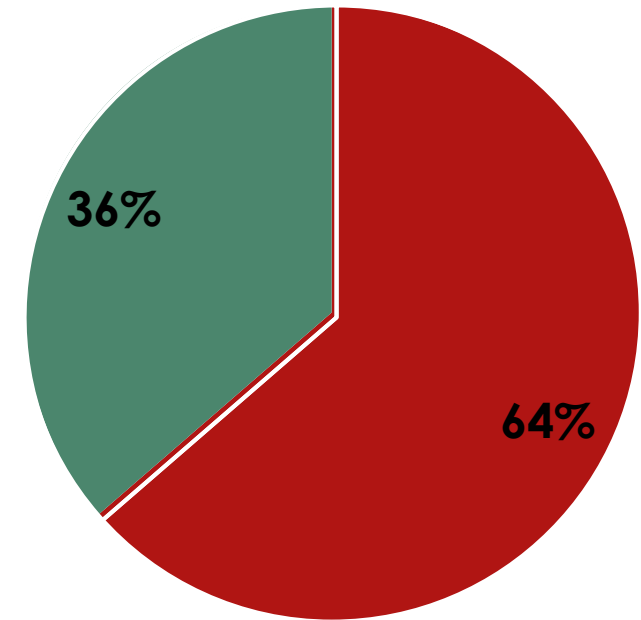


Economic Development

- ▶ 9 people identified economic development as an important priority

■ Needs improvement: 14

■ Well managed: 8

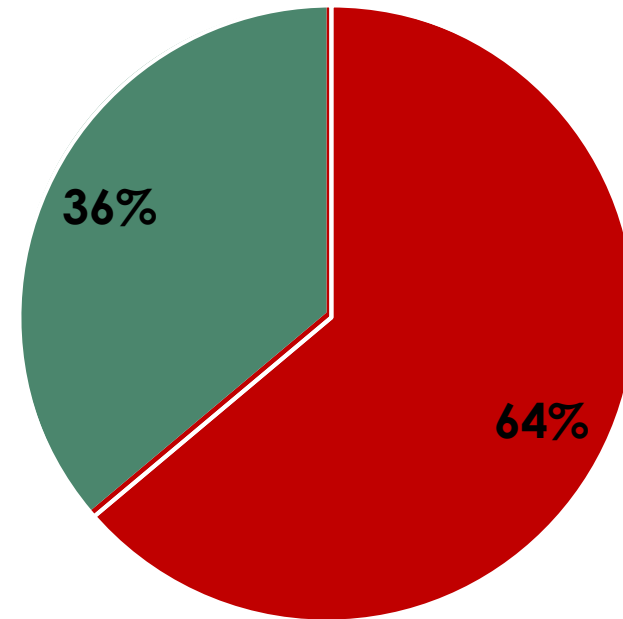


Government Transparency & Accountability

- ▶ 10 people identified government transparency and accountability as an important priority

■ Needs improvement: 23

■ Well managed: 13

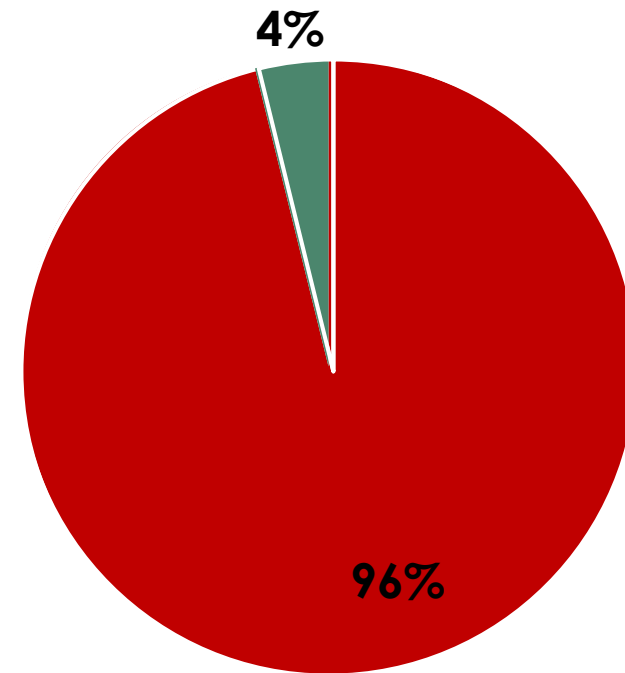


Water & Sewer Infrastructure

- ▶ 17 participants identified water & sewer infrastructure, including flooding, as an important priority

■ Needs improvement: 25

■ Well managed: 1

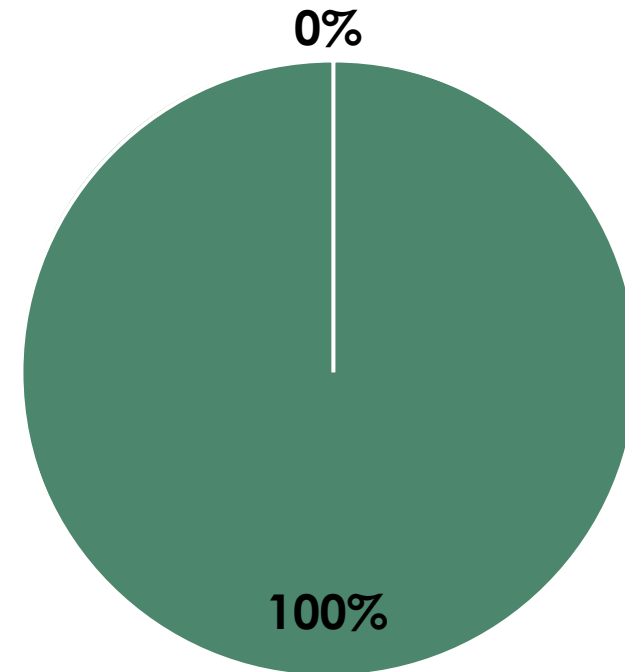


Education

- ▶ 8 participants identified education and the SJC school system as an important priority

Needs improvement: 0!

Well managed: 74

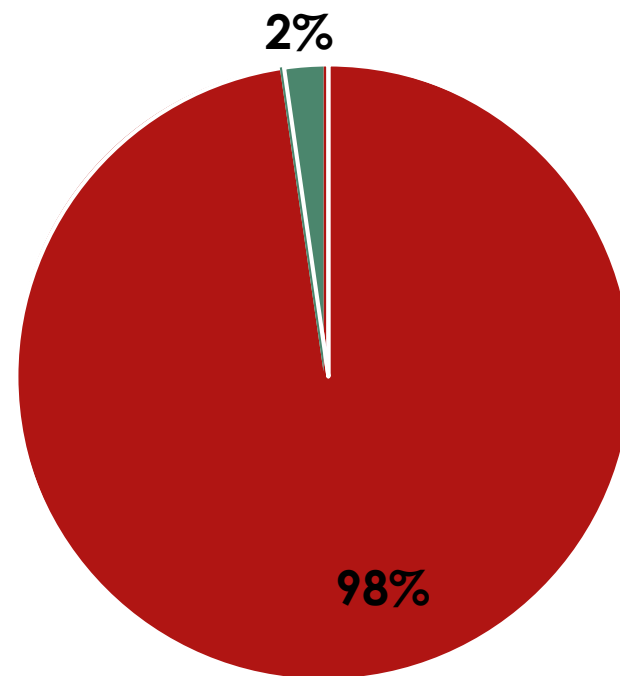


Roads & Traffic

- ▶ 16 participants identified roads and traffic as important priorities

■ Needs improvement: 43

■ Well managed: 1

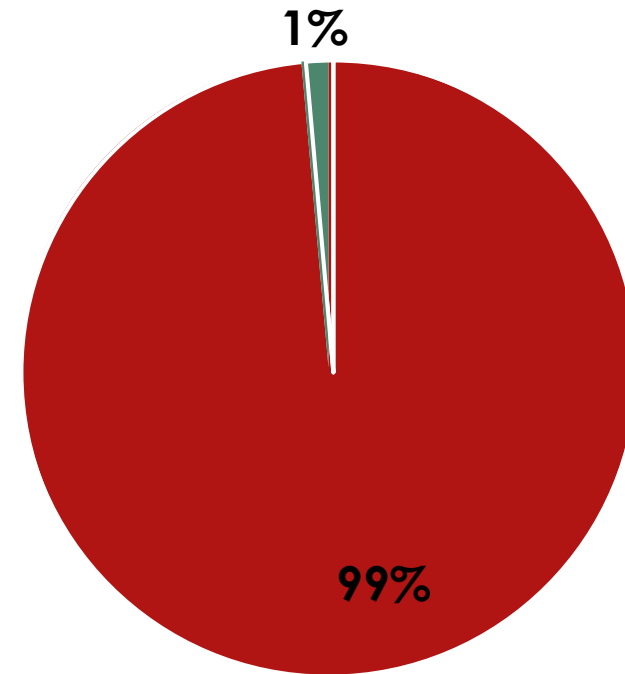


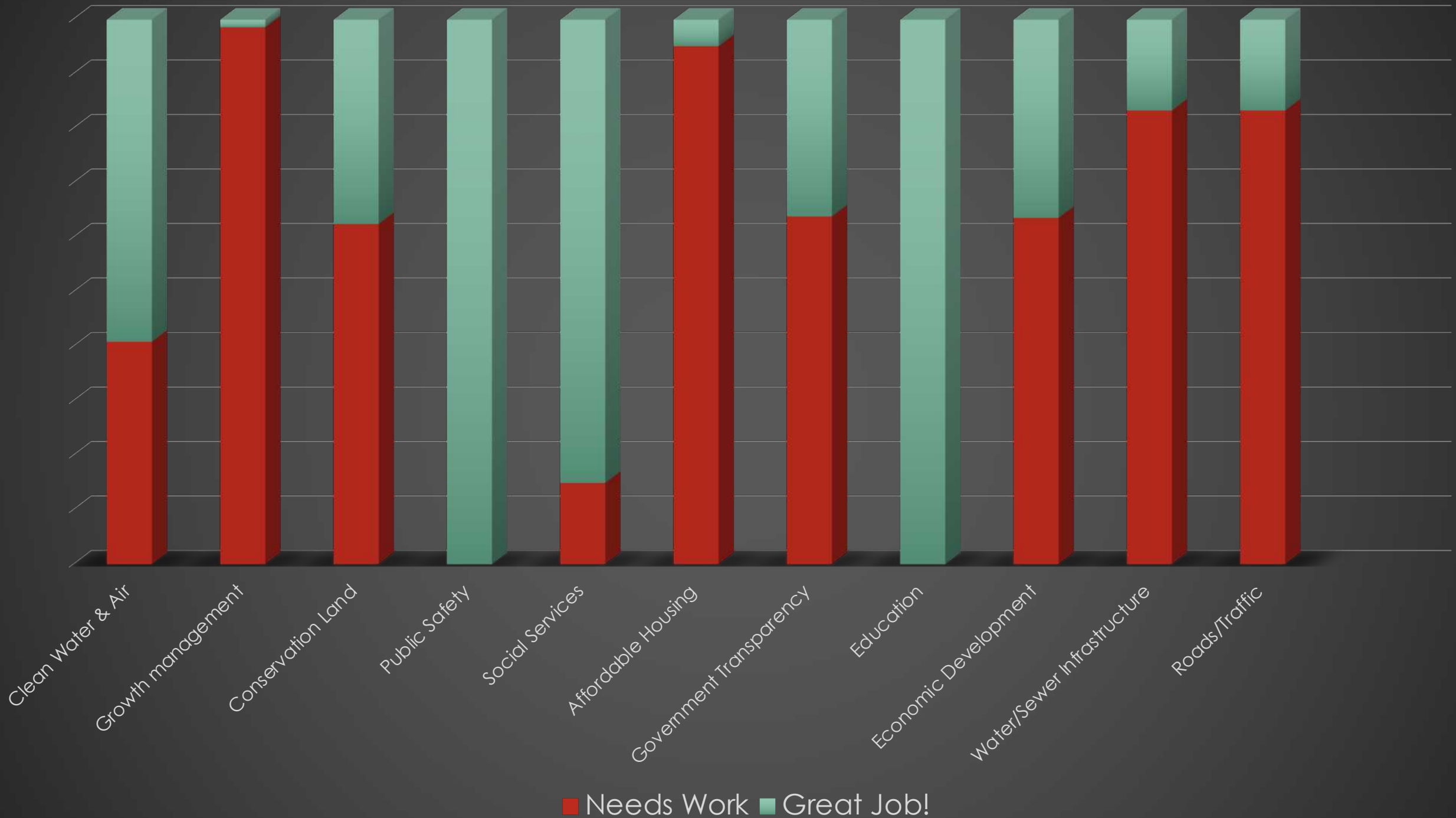
Growth Management

- ▶ 35 participants identified growth management as an important priority

■ Needs improvement: 70

■ Well managed: 1





Where is St. Johns County excelling?

- ▶ Education
- ▶ Public Safety
- ▶ Social Services



Where does St. Johns County need to improve?

- ▶ Growth Management
- ▶ Roads/Traffic
- ▶ Affordable Housing
- ▶ Water/Sewer Infrastructure, includes flooding



What are important priorities for St. Johns County residents?

- ▶ Conservation Land/Green Spaces
- ▶ Clean Water & Air
- ▶ Growth Management
- ▶ Affordable Housing



Build Better Communities in SJC



Include mixture of homes, shops, schools and offices within close proximity in new development and the retrofit of existing development – implement adaptive reuse



Encourage a range of housing choices to ensure affordability



Configure new development for multiple transportation options, including walking, biking and public transportation

Ways to protect St. Johns County's environment



PROTECT LAND ON FLORIDA
FOREVER AND FLORIDA
GREENWAYS LISTS



SUPPORT FUNDING FOR THESE
PROGRAMS



CREATE INCENTIVES AND
PROVIDE FUNDING FOR
LANDOWNERS TO CONSERVE
THEIR AGRICULTURAL PROPERTY



LESSEN ENVIRONMENTAL
IMPACT OF NEW DEVELOPMENT

What can our local governments do?

Implement	Implement stronger scrutiny of developer-based Comprehensive Plan Amendments
Train	Provide robust training sessions for staff and leadership on the economic cost of sprawl rooftops
Delineate	Establish Urban Service Boundaries
Require	Require a super-majority on rezonings and variances
Partner	Partner with developers on conservation goals before approving development
Incentivize	Incentivize infill development at higher densities – BUILD UP - NOT OUT

What can St. Johns County Government do?

- ▶ Consider ways to further Comprehensive Plan Objective A.1.6 to encourage continued agricultural and silvicultural uses
- ▶ Resurrect the County's LAMP Program

"At this time, the LAMP program is on hold due to lack of funding from the Department of Environmental Protection. The County's hope is that when the funds are again available, the LAMP program will once again thrive."



Smart land use = stronger tax base



DeWitt Taylor Building
\$87,105 taxes per acre



Polk County, FL
Valuation comparison

Beymer Building
\$227,583 taxes per acre



Super Walmart
\$8,647 taxes per acre



Adaptive Reuse Case Example

How can we do this right?

Eastgate Mall in Chattanooga TN

Reuse of aging, economically failing shopping mall

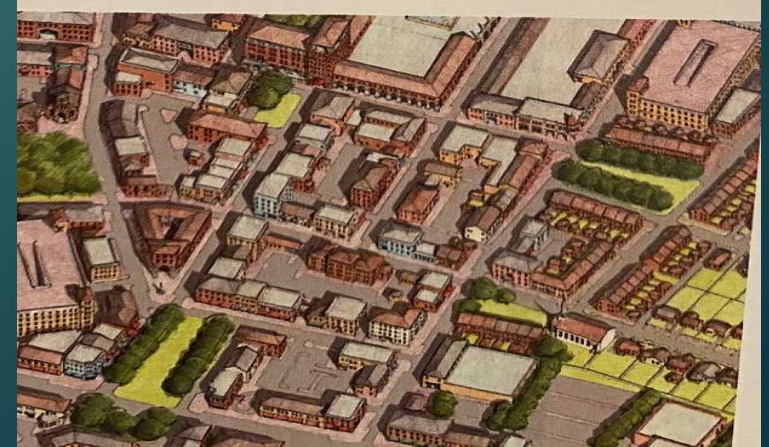
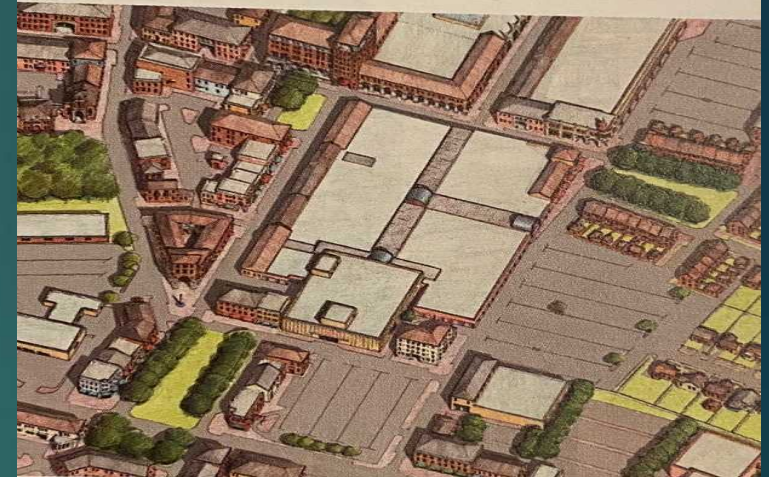
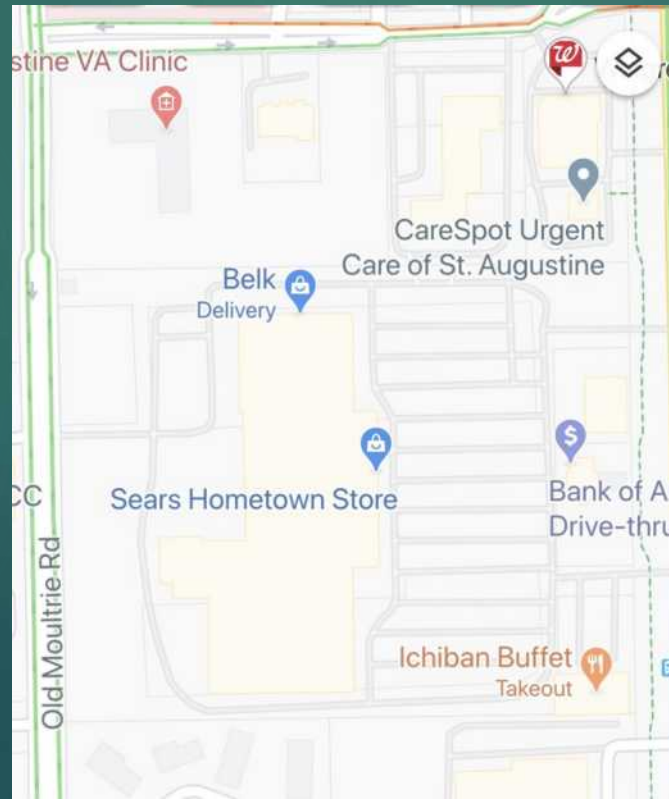
Mix of offices, shops, restaurants

Attractive public spaces

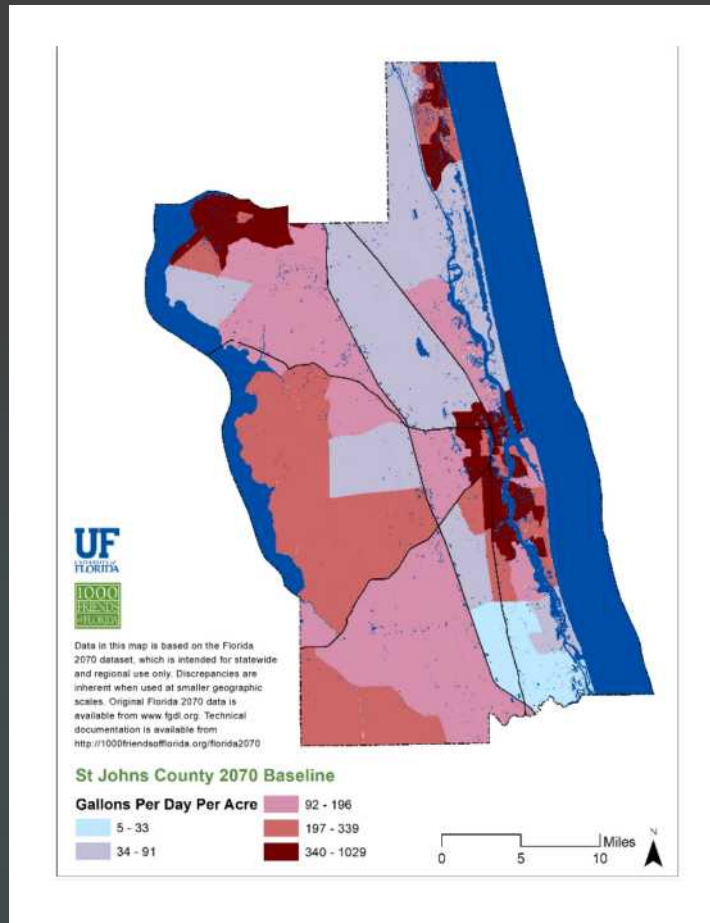
Pedestrian friendly design, bus access

Intensive public input

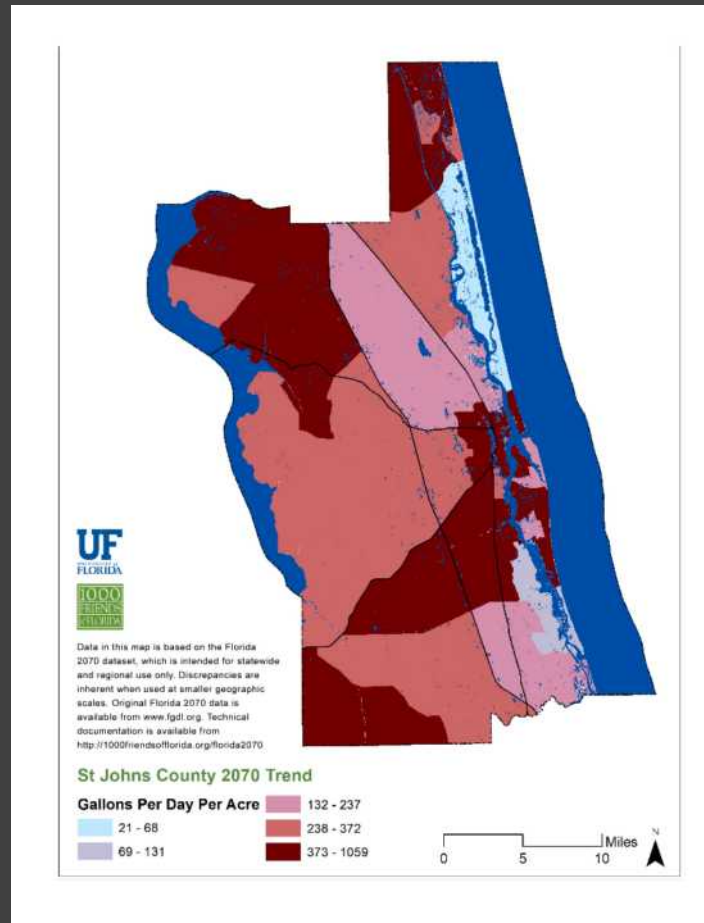
Revitalization of neighborhood



St. John's County's water use trend



2010 Baseline



2070 Trend

Water

- ▶ Create an Aquifer Recharge Overlay District in the Pellicer basin
- ▶ Adopt robust impervious surface limitations outside urban areas
- ▶ Incentivize Florida Friendly Landscaping regulations
- ▶ Disincentivize traditional landscaping that requires excessive fertilizer
- ▶ Stop approving developments that use St. Augustine sod
- ▶ Adopt an ordinance that prohibits fertilizing with nitrogen between June-Sept and ban phosphorus fertilizer
- ▶ Require permitted water users to monitor groundwater use

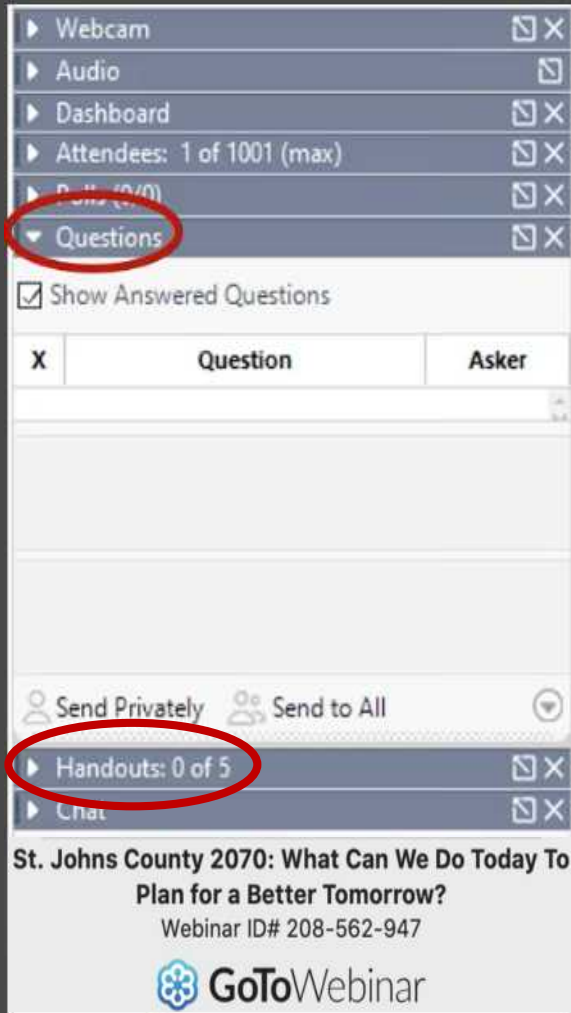


Thank you! Questions?

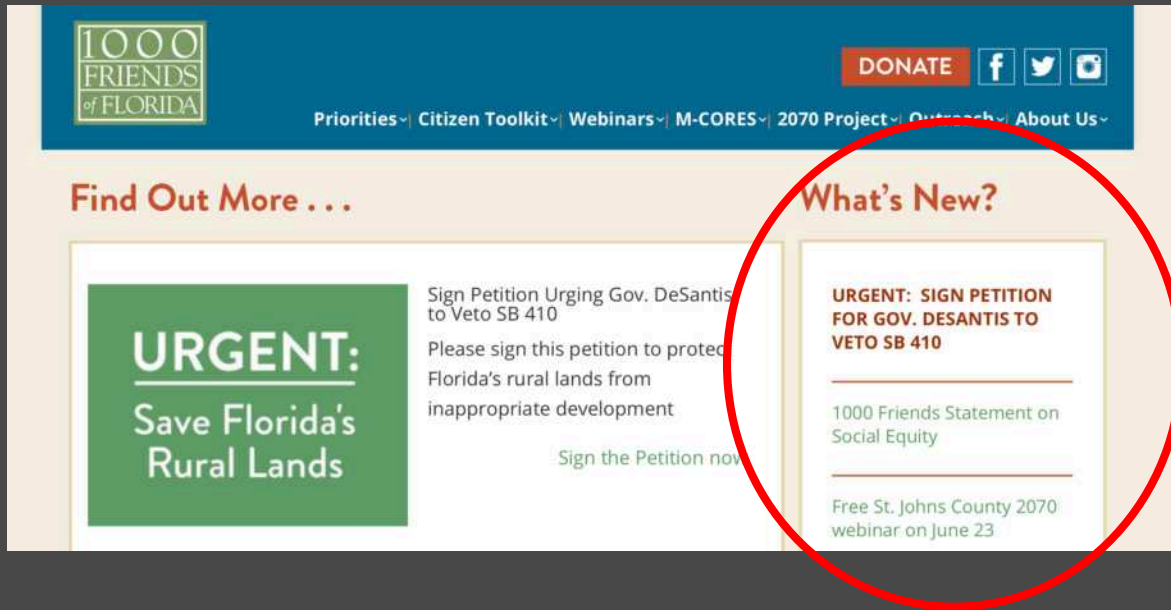
Thank you to Dr. Alan Hodges and Joseph Minicozzi, AICP



Questions and Answers



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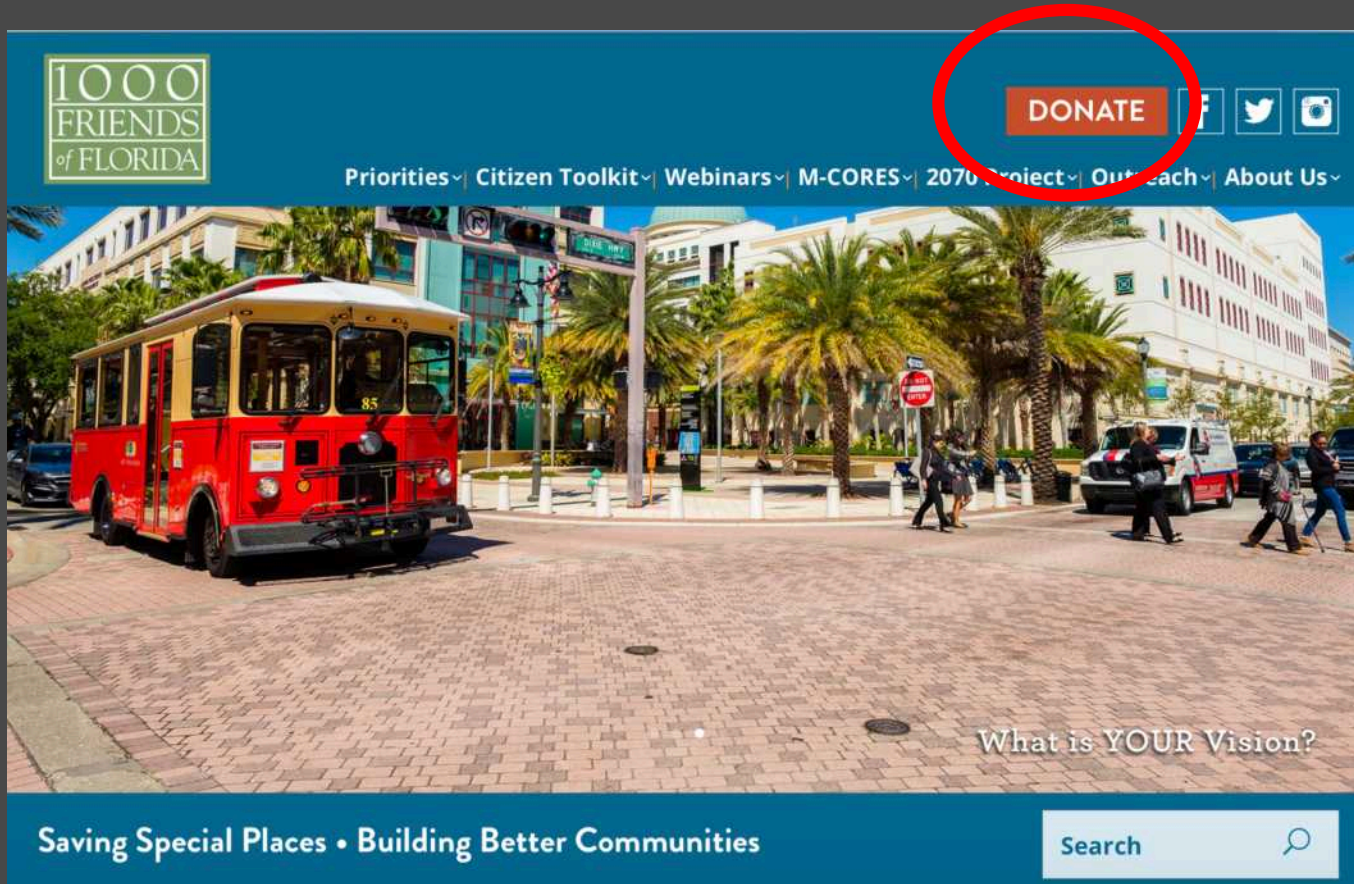
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