

## **2.0 GOALS, OBJECTIVES AND STRATEGIES**

In order to successfully accomplish the mission of the Florida Scenic Highway Program, members of the Corridor Advocacy Group initiated an intensive grassroots initiative effort, which included community oriented workshops, outreach programs, informational meetings, and surveys. Based on the information collected, the Corridor Advocacy Group developed the following goals, objectives and strategies to ensure the preservation, protection and enhancement of the resources along and adjacent to the corridor.

### **Goal 1**

To protect, preserve, maintain and enhance the intrinsic resources found within the "Scenic and Historic A1A" corridor.

Objective 1.1 - Protection of the intrinsic resources shall be accomplished through intergovernmental coordination with federal, state and local agencies; land acquisition and various other regulatory protection techniques.

Strategy 1.1.1 - Coordinate with federal, state and local agencies whose projects may affect the intrinsic resources of the corridor.

Strategy 1.1.2 - Develop funding partnerships during collaborative improvement efforts.

Strategy 1.1.3 - Utilize the Environmental Problem Solving Program developed by the Florida Department of Environmental Protection to identify significant risks, problems, or patterns of non-compliance, then design solutions or remedies that will eliminate or substantially mitigate those problems.

Strategy 1.1.4 - Pursue land acquisition efforts through the Florida Community Trust (FCT), Conservation and Recreation Lands (CARL) and Greenways and Trails programs under the Florida Forever land acquisition funding source.

Strategy 1.1.5 - Coordinate with the National Estuarine Research Reserve (NERR), the St. Johns River Water Management District Northern Coastal Basins Program (SJRWMD-NCBP), the Department

of Environmental Protection (DEP), the University of Florida Whitney Lab (UoF-WL), Town of Marineland, St. Johns County Environmental Section and St. Johns County Audubon Society to protect aquatic wildlife.

Strategy 1.1.6 - Pursue State Funding Opportunities such as the Florida Communities Trust, Florida Recreation Development Assistance Program, FDOT Transportation Enhancement Programs, and Florida Main Street Program.

Objective 1.2 - Restore and protect native vegetation, wildlife habitat, and water and beach quality along the corridor.

Strategy 1.2.1 - Coordinate efforts with the following agencies and parties to develop and implement a comprehensive vegetation management plan for managing invasive plant species. These agencies include: Florida Department of Transportation, Department of Environmental Protection, National Oceanic and Atmospheric Administration, Florida Fish and Wildlife Conservation Commission, Florida Natural Areas Inventory, National Estuarine Research Reserve, National Park Service, the United States Department of Interior, and adjacent property owners.

Strategy 1.2.2 - Create additional viewshed areas through selective vegetation clearing.

Strategy 1.2.3 - With the assistance of Florida Natural Areas Inventory, develop and distribute educational handouts which highlight vegetation management and maintenance.

Strategy 1.2.4 - Educate property owners and visitors on the importance of vegetation management to help minimize pollution runoffs to the surrounding natural areas.

Strategy 1.2.5 - Identify and evaluate critical and non-critical beach erosion areas; monitor dune and beach erosion; and work with all applicable agencies to protect and manage our coastline.

Objective 1.3 – Create design guidelines for the entire corridor which will preserve, maintain and enhance the scenic highway’s intrinsic resources.

Strategy 1.3.1 – Coordinate with the Florida Department of Transportation to consolidate and modify existing directional and informational signage to ensure consistency along the corridor.

Strategy 1.3.2 – Develop aesthetic guidelines for the construction of new development and improvements to existing structures that will ensure consistency along the corridor, while preserving the unique character of all the communities.

Strategy 1.3.3 – Limit the construction of impervious surfaces in the recreational parking areas wherever possible.

Strategy 1.3.4 – Coordinate with local agencies to develop a consistent signage standard for informational signs along the corridor.

Strategy 1.3.5 – Coordinate with the FDOT concerning the development of a uniform lighting design standard along the corridor.

Strategy 1.3.6 – In order to ensure visual continuity and compatibility; implement the same Scenic Highway signage guidelines for roads that intersect with SR A1A.

Strategy 1.3.7 – Support redevelopment and renewal in blighted areas.

Strategy 1.3.8 – Encourage projects that are intended to protect public health, safety, and the quality of life.

Strategy 1.3.9 – Encourage and support projects that are intended to preserve and protect the natural environment.

Strategy 1.3.10 – Coordinate with other agencies and jurisdictions when developing landscaping requirements that specify particular planting materials for the corridor, while maintaining the unique characteristics of each community.

Strategy 1.3.11 – Develop design standards that have a consistency in form, line, color or texture to

create a unified theme throughout the corridor while maintaining the unique character of the area.

**Goal 2**

Provide for safe, enjoyable, vehicular and non-vehicular transportation along "Scenic and Historic A1A", while preserving its intrinsic resources.

Objective 2.1 – Evaluate and identify potential roadway improvements for safe and adequate ingress/egress of traffic along the corridor.

Strategy 2.1.1 – Identify strategic site locations for safe pull-offs along the Scenic Highway.

Strategy 2.1.2 – Develop a comprehensive mile-marker system for both the roadway and adjacent blue ways.

Strategy 2.1.3 – Request additional police enforcement of the existing signs along the corridor.

Strategy 2.1.4 – Develop funding partnerships with federal, state and local agencies for roadway improvements and intermodal transportation alternatives.

Strategy 2.1.5 – Initiate a comprehensive parking study and parking beach master plan.

Strategy 2.1.6 – Improve bus and shuttle services.

Strategy 2.1.7– Install electrical, telephone, cable wires, and other related wiring equipment underground whenever possible.

Objective 2.2 – Develop a comprehensive plan and implementation process to provide a safe and efficient environment for pedestrians and bicyclists.

Strategy 2.2.1 – Revise roadway cross-sections to accommodate pedestrians and bicyclists

Strategy 2.2.2 – Employ traffic calming devices along the corridor to assist in improving roadway conditions for bicyclist and other non-vehicular activities.

Strategy 2.2.3 –Increase public access to beach sites and facilities with additional walkovers, parking

areas and paths that meet or exceed ADA regulations.

Strategy 2.2.4 – Construct beach walkovers where needed in the high use areas.

Strategy 2.2.5 – Construct contiguous bike lanes along the corridor.

Strategy 2.2.6 – Identify potential off-road bike paths adjacent to the corridor in areas with high vehicular activity.

Strategy 2.2.7 – Construct contiguous sidewalks along the corridor.

**Goal 3**

Continue to solicit support and participation during the “Scenic and Historic A1A” designation and implementation process.

Objective 3.1 – Increase community participation during the “Scenic and Historic A1A” designation and implementation process.

Strategy 3.1.1 – Invite the community to participate in the process by advertising upcoming meetings and activities in local publications.

Strategy 3.1.2 – Develop a “Scenic and Historic A1A” website to provide status information, contact information, and announce upcoming meetings and activities.

Strategy 3.1.3 – Encourage community participation prior to updating the Corridor Management Plan every five years.

Strategy 3.1.4 – Develop a Corridor Management Entity, to serve as the caretaker of the Scenic Highway. The Entity’s responsibility will include implementing and maintaining the Corridor Management Plan, managing and monitoring activities along the corridor, and updating the Corridor Management Plan every five years.

Strategy 3.1.5 – Invite residents to join the Scenic Highway Corridor Management Entity or attend meetings.

Strategy 3.1.6 – Develop funding partnerships with local businesses, property owners and residents.

Objective 3.2 – Maintain the unique character of each community adjacent to the corridor.

Strategy 3.2.1 – Design and construct “Gateways” at the entrance of each community. These Gateways will announce to residents and visitors that they are about to enter an area of unique character and resources.

Strategy 3.2.2 – Utilize the existing Visitor Centers and other public buildings at strategic locations within each community. These facilities will serve as central locations for the distribution and collection of information about the area.

Strategy 3.2.3 – Develop educational brochures that explain the unique character of the area, and techniques for protecting and enhancing its resources.

Strategy 3.2.4 – Develop educational brochures to educate residents and visitors on ways to protect the environment and private property.

Strategy 3.2.5 – Design roadway treatments, (i.e., lighting, signage, etc.), that address the unique features and character of the localities and the neighborhoods while maintaining the design continuity.

**Goal 4**

Promote awareness of Scenic and Historic A1A’s intrinsic resources along the corridor through public outreach programs and various educational mechanisms.

Objective 4.1 – Educate travelers and residents about the unique intrinsic resources within the Scenic and Historic A1A corridor.

Strategy 4.1.1 – Develop an educational brochure, which highlights the natural, scenic, historic, archaeological, recreational, and cultural resources within the corridor.

Strategy 4.1.2 – Distribute scenic highway information to established travelers clubs including but not limited, to American Automobile Association.

Strategy 4.1.3 – Construct interpretive signs along and adjacent to the corridor which provides historical, archaeological, cultural and/or environmental information.

Strategy 4.1.4 – Construct information kiosks that provide information regarding cultural, archaeological and historical significance of the corridor, upcoming cultural activities and events, beach restoration programs, water conservation efforts, wildlife habitat and protection programs, in addition to the Scenic Highway Program.

Strategy 4.1.5 – Develop an audio tour of the Scenic Highway.

Strategy 4.1.6 – Develop funding partnerships to promote environmental, recreational, archaeological, scenic, cultural, and historical awareness programs.

### **Goal 5**

Promote economic development, eco-tourism and other recreational and commercial opportunities, while preserving the highway's unique intrinsic resources.

Objective 5.1 – Develop a comprehensive advertising campaign that highlights the area's natural and recreational resources, potential business opportunities and other unique characteristics of each community along the Scenic and Historic A1A corridor.

Strategy 5.1.1 – Establish a Corridor Management Entity with its partners (i.e., local business owners and residents) to develop a common advertising theme for the area, while protecting each community's uniqueness.

Strategy 5.1.2 – Develop funding partnerships to promote the advertisement of the corridor.

Strategy 5.1.3 – Develop, promote and participate in events and activities that celebrate the cultural and historic significance of the area.

Objective 5.2 – Develop an eco-tourism plan that will promote the conservation of wildlife.

Strategy 5.2.1 – With the assistance of the Florida Greenways and Trails Council, develop greenway and blueway plans.

Strategy 5.2.2 – In relatively unaltered natural environments maintain low impact activities, so as

not to adversely alter or destroy the natural resources.

Strategy 5.2.3 – Develop educational information/interpretive signs that emphasize the natural and cultural resources of the sites.

Strategy 5.2.4 – Develop educational handouts and programs for residents to promote awareness and encourage local support for the preservation of pristine natural areas and wildlife habitat.

Strategy 5.2.5 – Prepare and adopt land development code ordinances that will protect the natural environment by limiting future development through stringent regulations.

Strategy 5.2.6 – Create funding partnerships to help finance further program development.

Strategy 5.2.7 – Establish partnerships among federal, state and local agencies to monitor eco-tourism activities within their jurisdiction.

Strategy 5.2.8 – Establish a partnership with DEP to utilize their Educational Center ("GREBE") as a repository for a wide range of environmental protection information. As previously stated, the Environmental Education Center will consist of interactive exhibits, conference rooms, and a variety of educational programs. This will provide travelers with information on eco-tours, trails and other recreational opportunities.

### **Goal 6**

Develop, maintain, and enhance towns and activity centers along the Scenic and Historic A1A.

Objective 6.1 – Develop strong and active town centers, which will expand job opportunities, increase the local tax base, and enhance the quality of life in the surrounding community.

Strategy 6.1.1 – Coordinate with business owners, residents, local elected officials, and community leaders to develop a project plan.

Strategy 6.1.2 – Assist existing businesses with design standards.

Strategy 6.1.3 - Work with Town, Cities, and County governments to develop and maintain tax abatement and tax increment financing programs.

Strategy 6.1.4 - Work with local agencies and area residents to address infrastructure, parking and traffic issues that may impede the development and future growth of the town centers.

Strategy 6.1.5 - Work to attract new businesses and services that compliment the mission of the surrounding communities.

### **Goal 7**

Enhance the recreation resources along the Scenic and Historic A1A.

Objective 7.1 - Increase recreational opportunities along the corridor.

Strategy 7.1.1 - Develop a comprehensive guide, which identifies the various recreational opportunities along the corridor. Recreational site locations should be labeled in conjunction with the mile-maker system.

Strategy 7.1.2 - Construct wildlife observation areas that provide safe havens to view the majestic scenery, and unique wildlife.

Strategy 7.1.3 - Increase parking areas, picnic sites, and nature walks at roadside parks and beach access locations.

Strategy 7.1.4 - Develop a comprehensive trail guide that illustrates all the nature trails available along the Scenic and Historic A1A corridor.

Strategy 7.1.5 - Increase waterway access (boat ramps) along the corridor.

Strategy 7.1.6 - Coordinate with federal, state, and local agencies on issues pertaining to recreational opportunities, safety, and access improvements.

Strategy 7.1.7 - Develop trailheads at all nature trail entry points. Interpretive signing and kiosk should be used to provide travelers with trail information such as length, connections to other nature trails,

and recreational opportunities. Trailheads will be located adjacent to parking areas.

Objective 7.2 - Maintain and improve existing recreational areas.

Strategy 7.2.1 - Identify and list the type, location and owner of all high quality recreational areas (i.e. fishing, boating, camping, hiking, wildlife watching, etc.).

Strategy 7.2.2 - Identify and list the type, location, and owner of all existing public access points located along the corridor.

Strategy 7.2.3 - Coordinate with the federal, state, and local governments on a comprehensive guideline to protect those areas that provide recreational opportunities for visitors and residents.

Strategy 7.2.4 - Encourage public awareness, appreciation and enjoyment of the areas recreational resources.

Strategy 7.2.5 - Protect, manage and improve the natural landscape of the corridor in order to maintain the visual quality of the areas resources.

Strategy 7.2.6 - Contribute to the economic welfare and development of the areas existing recreational areas by stimulating national and international tourism.

Strategy 7.2.7 - Protect and manage fish and wildlife resources.

Strategy 7.2.8 - Develop descriptions of any significant geological resources located within the recreational area, including unique or visually interesting features.

Strategy 7.2.9 - Develop a list of the species of wildlife commonly found in the area.

Strategy 7.2.10 - Develop a list of the plant species commonly found in the area.

**Goal 8**

Protect, maintain and preserve the integrity of cultural, historical, and archeological sites located along Scenic and Historic A1A Highway.

Objective 8.1 - List and describe all significant sites of cultural, historical, and archeological sites.

Strategy 8.1.1 - Identify and preserve historic sites and structures.

Strategy 8.1.2 - Identify and preserve archeological resources.

Strategy 8.1.3 - Identify and preserve cultural resources.

Strategy 8.1.4 - Continue to identify and nominate eligible archaeological and historic sites to the National Register of Historic Places.