

CITY OF FERNANDINA BEACH PARKS MASTER PLAN

Project Budget: \$25,000

City Population: 12,339

Project Completion Date: 2014

Known for its charming historic downtown, the City of Fernandina Beach is a top draw for visitors and residents in North Florida. Barth Associates in collaboration with Perez Planning + Design completed the Parks, Recreation, and Open Space Master Plan for the City of Fernandina Beach in accordance with the Technical Assistance Grant from the Florida Department of Economic Opportunity (DEO). The main focus of the plan was upgrading the City's parks system to the same level of quality and character as its historic downtown; and connecting the system through a network of "complete streets", bikeways, trails, and trolley service. The scope of work was divided into four phases:

- Existing Conditions Analysis,
- Needs + Priorities Assessment,
- Visioning, and
- Implementation Strategy.

Phase 1 - Existing Conditions Analysis included a review of previously completed plans, demographic analysis, and existing park evaluations. Phase 2 - Needs + Priorities Assessment included Barth Associates' proven triangulated approach to assessing and prioritizing needs that consider anecdotal, qualitative, and quantitative techniques. Specifically, these techniques included the following: Anecdotal Techniques - findings from site evaluations, demographic analysis, and local, regional, and national recreation trends; Qualitative Techniques - a variety of public engagement opportunities ranging from one-on-one interviews, focus group meetings, public workshops, and an on-line survey; Quantitative Techniques - acreage, access, facilities, and quality Level of Service Analysis (LOS) comparisons to local, state, and national NPR PRORAGIS benchmarks. Phase 3 - Visioning included recommendations for improvements to existing parks and civic spaces. Phase 4 - Implementation Strategy included an order of magnitude estimate of probable cost and a phased implementation plan based on the City's available financial resources as well as potential alternative funding sources.

Contact Information:

Nan Voit, Director

nvoit@fbfl.org

(904) 310-3350

City of Fernandina Beach Parks and
Recreation Department

2500 Atlanta Avenue

Fernandina Beach, FL 32304

