



College Drive Visioning and Strategic Development Charrette: Action Plan Report

January 2025

Clay County | Kimley-Horn and Associates, Inc.



College Drive Action Plan



The Story of College Drive



Public Engagement



Plan for Strategic Development



Action Plan



Funding





The Story of College Drive

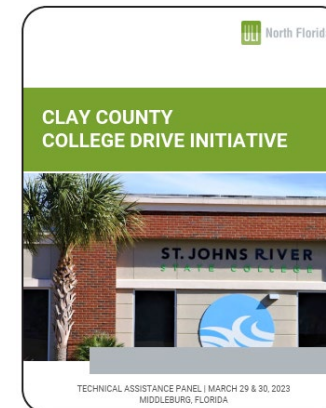
College Drive (CD) Initiative (2020 – 2021)

- Grassroots initiative
- Response to corridor development
- Community Forums & Steering Group Meetings
- Outcome themes: Destination, Public Education, Safety and Aesthetics & Community Events
- 2021 County adopted a resolution to focus on CD



Urban Land Institute Technical Advisory Panel (TAP) (2023)

- Group of industry experts gathered to evaluate CD
- Key Strategies:
 - Establish a brand for the corridor
 - Identify roadway and mobility improvements such as road diet and roundabouts
 - Complete a zoning and land use assessment





The Story of College Drive

NOVEMBER 2020

College Drive Initiative kicks off due to the constant growth throughout the community.



The meetings propose several outcomes:
- **Destination** (where residents and visitors can socialize)
- **Public Education** (human services and educational resources)
- **Safety and Aesthetics** (intersection improvements, low-maintenance landscaping, safe pedestrian and bike lanes)
- **Community Events** (food truck events and other festivities)

NOVEMBER 2020 - NOVEMBER 2021

Deliberative Forums and monthly steering groups conducted for the community, including Clay County citizens, nonprofit organizations, local business owners and more



DECEMBER 2021

The Clay County Board of County Commissioners cultivates the College Drive Initiative and the process is in the implementation phase



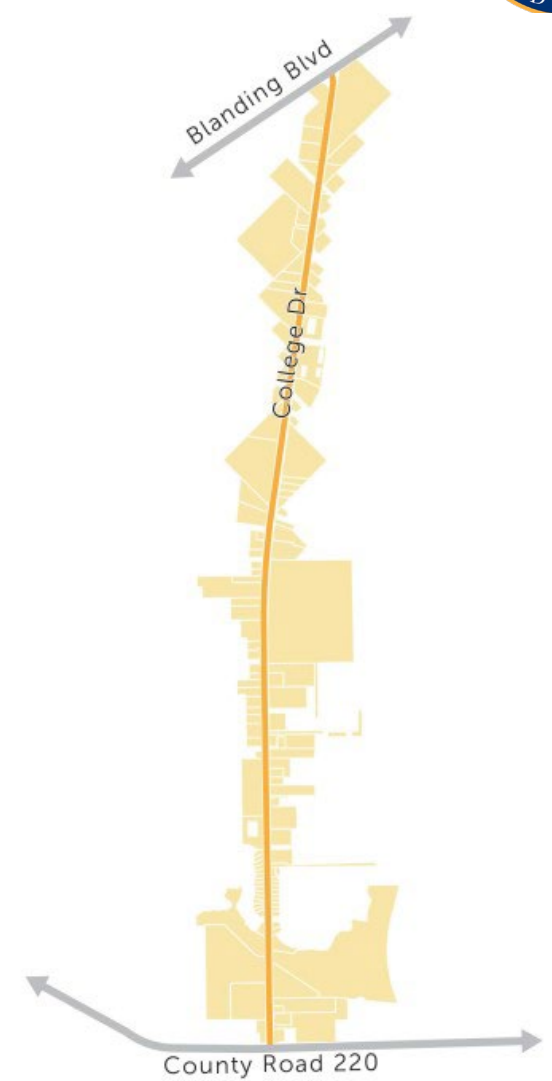
MARCH 2023

The Urban Land Institute (ULI) conducts a Technical Assistance Panel (TAP) program, bringing together a cross-section of experts to examine issues facing College Drive and produce recommendations and implementation strategies based on market conditions, sound information, community realities, and best practices.



FALL 2024

Kimley-Horn hired by Clay County to complete the College Drive Visioning and Strategic Development Charrette.





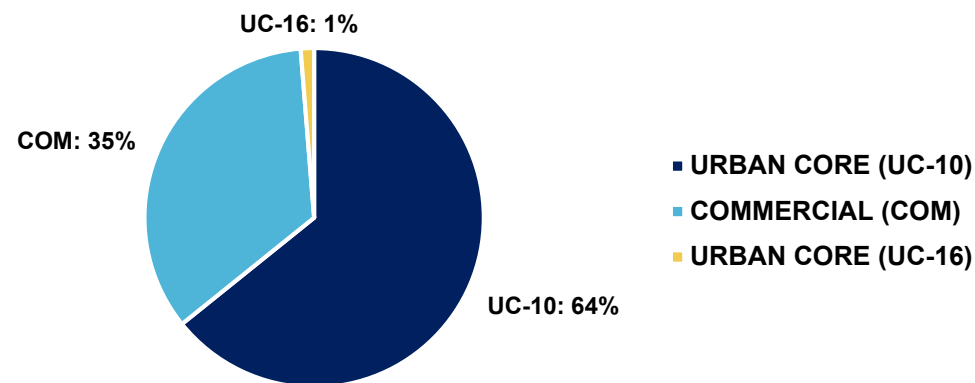
The Story of College Drive



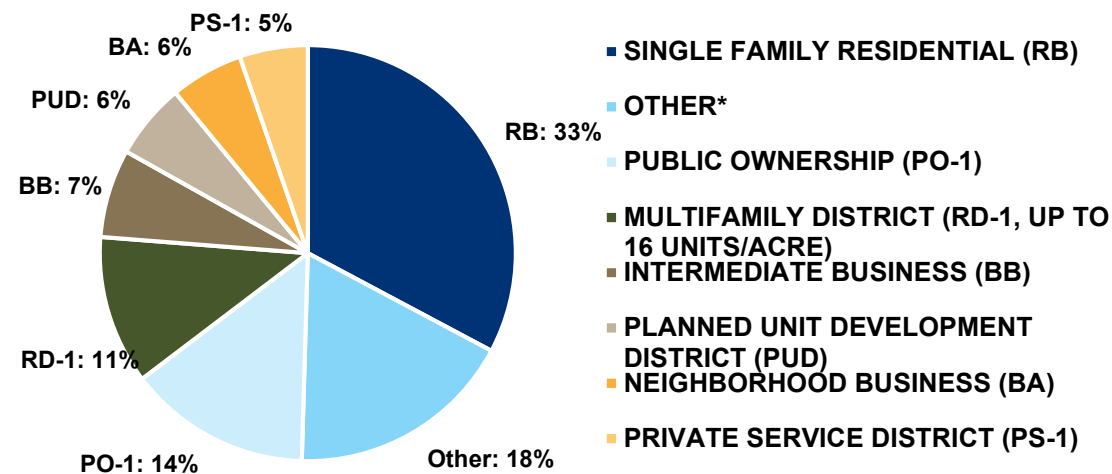
Land-Use Analysis

- The Land Use Analysis reviewed the existing land uses and zoning districts to understand the allowable uses along the corridor.
- Along College Drive, residential and commercial are the most common uses, in addition to a few agriculture uses, a university – St. Johns River State College, and vacant/for sale properties, as well.
- The existing land uses and zoning districts along the corridor do not exactly support a mixed-use product.

FLUE Designation by Proportion of Land Area



Zoning Designation by Proportion of Land Area





The Story of College Drive

Market Analysis

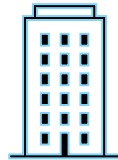
A limited market analysis was prepared to inform a strategic development charrette for College Drive in Clay County. The analysis involved:

1. Demographics - (population characteristics, market area tapestry segmentation, household characteristics)
2. Economics - (jobs, income, businesses, education),
3. Real estate - (year built, home value, owner/renter occupied, vacancy, building permits, housing type, asset class inventory).

Identified market opportunities



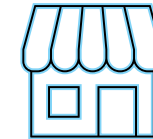
Single-family detached units are the predominant housing type in the Market Area.



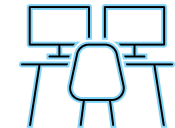
College Drive is well-positioned to capture multi-family residential development in the short- and mid-term timeframes.



If the zoning and land use is changed along the corridor to support mixed-use developments, residential units could be incorporated on upper floors of developments.



Community-serving retail presents the ripest opportunity for non-residential along College Drive as vacancy for retail has been relatively tight in the surrounding area.



Office development along College Drive represents a mid- to long-term opportunity. This office space would likely be limited to users that are seeking to be close to possible clients.



Public Engagement

Stakeholder Meetings

1. College Drive Non-Profits
2. Thrasher-Horne Center & St. Johns River State College
3. College Drive Businesses

Community Meetings

1. Community Charrette #1
2. Community Charrette #2

Online Engagement Opportunity

- Online Survey

Visioning Boards List

- 1 Amenities Map
- 2 Existing Conditions Diagram
- 3 Opportunity 1 - Shared Use Path
- 4 Opportunity 2 - Enhanced Pedestrian Experience
- 5 Opportunity 3 - Central Greenspace
- 6 Design Opportunity Ranking
- 7 Roundabout Opportunity
- 8 Branding and Logos
- 9 Short-Term Placemaking Concepts Ranking
- 10 Lighting
- 11 Site Furniture
- 12 Wayfinding
- 13 Protected Bike Lane
- 14 Gateway Signage
- 15 Public Art Concepts Ranking
- 16 Murals
- 17 Sculptural Elements
- 18 Roundabout Feature

How to Participate

Thank you for attending our College Drive Charrette! We hope you enjoy being a part of the conversation about the vision for the future of our community.

Explore Freely
Move around and visit each poster board station in any order you prefer.

Interact & Engage
Participate in the various activities at each station and share your feedback.

Ask for Help!
Friendly staff members are available to assist with any questions you may have.

Your feedback is important.

DID YOU KNOW?
A charrette is a collaborative design process that involves a group of stakeholders, designers, planners, community members, etc. coming together to provide feedback on a specific project.
The purpose of a charrette is to generate ideas, explore different design solutions, and gather input from various perspectives.

Contact Us
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Kimley-Horn and Associates, Inc.

Visit the Clay County Planning & Zoning Website
Scan the QR code below.

Timeline:

- NOVEMBER 2020:** College Drive charrette kicks off due to the constant growth throughout the community.
- NOVEMBER 2020 - NOVEMBER 2021:** Collaborative charrettes and monthly listening groups conducted for the community, including Clay County citizens, nonprofit organizations, local business owners and more.
- DECEMBER 2021:** The Clay County Board of County Commissioners initiates the College Drive Initiative and the process is in the implementation phase.
- FALL 2024:** Residents lead by Clay County to complete the College Drive Planning and Strategic Development Charrette.



Public Engagement

NON-PROFIT STAKEHOLDERS MEETING

Attendance: Six Non-Profit Representatives / Format: SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Accessible • History • Longevity of businesses • Performing Arts Center • Diversity • Mix of uses • Highly used bike route • Transportation program • Events – food trucks/school art show • County/neighborhood business support • Diversity 	<ul style="list-style-type: none"> • Commuter route • Difficult to navigate/u-turns • Lack of bike lanes • Only 1 bus stop • Childcare desert • Limited restaurants • Lack of hotels • Lack of vacant land • Safety issues • Pavement • Inconsistent code enforcement • Unclear signage/wayfinding • Water/sewer system 	<ul style="list-style-type: none"> • Add bus stops/ corridor shuttle • Paint crosswalks • Remove medians to widen ROW • Pedestrian crossing lights • Branding • Grow social/medical services • Bike lanes • Apartments/affordable • Daily services – coffee shop/daycare • Mixed-use development • Infrastructure to support development • Community tree planting/clean-up 	<ul style="list-style-type: none"> • Lack of funding • Disruption due to improvements/events • Changing speed • Storage units • Lack of zoning regulation & enforcement • Excessive car washes, dry cleaners, RV storage • Lack of community-based uses • Outsiders with funding taking over area

Public Engagement

BUSINESS STAKEHOLDERS MEETING

Attendance: Two Business Owners / Format: One-on-One Discussion

DISCUSSION TOPICS

- Keep it the way it is.
- It is a commercial area, not intended to be visually appealing.
- The future of College Drive will only get bigger.
- Landscaping and trees are not necessary.
- Expect to see medical buildings/uses going in.
- Would not like a roundabout.
- Lights are needed along College Drive.
- Does not believe increased walkability will be beneficial to the corridor or businesses.
- Expects to see an increase in medical uses.
- Likes the location of their business and the whereabouts of College Drive.
- Anticipated that improvements to College Drive would bring new businesses.
- As spouse is a medical business owner, they are okay with increase walkability and bike ability and believe both are very important.



College Drive Visioning Stakeholder Meeting
Businesses



Kimley»Horn

Thrasher-Horne Center
1:30PM - 2:30PM



Public Engagement

THRASHER-HORNE & ST. JOHNS RIVER STATE COLLEGE STAKEHOLDERS MEETING

Attendance: Four Representatives / Format: Informal Discussion

- Thrasher-Horne Center events program growing and both entities see improvements as beneficial.
- Supportive of changes but would like to have the opportunity to provide feedback if the plan includes their parcels.
- Concern about increasing traffic using campus as a cut-through and as parking.
- Additional restaurants are not needed in the area.
- A multi-use path might not be needed in this area considering the commuter culture of College Drive.



Public Engagement

Visioning Charrettes

October 7, 2024 and November 19, 2024

DID YOU KNOW?

A **charrette** is a collaborative design process that involves a group of stakeholders, designers, planners, community members, etc. coming together to provide feedback on a specific project.

The purpose of a charrette is to generate ideas, explore different design solutions, and gather input from various perspectives.

How to Participate

Move around and visit each poster board station in any order you prefer.

Participate in the various activities at each station and share your feedback.

Friendly staff members are available to assist with any questions you may have.

Your feedback is important.

Visioning Boards

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History of the College Drive Initiative

- Starting in November 2020, the College Drive Initiative kicked off due to the constant growth throughout the community.
- Throughout the next year, Deliberative Forums and monthly steering groups were conducted for the community, including Clay County citizens, nonprofit organizations, local business owners and more.
- Those meeting proposed several outcomes:
 - Destination.** Where residents and visitors can socialize.
 - Public Education.** Human services and educational resources.
 - Safety and Aesthetics.** Intersection improvements, low-maintenance landscaping, safe pedestrian and bike lanes.
 - Community Events.** Food Truck events and other festivities.
- By December 2021, the Clay County Board of County Commissioners has cultivated the College Drive Initiative and the process is now in the implementation phase.

Thank You For Your Participation!

Thank you for attending our College Drive Charrette! We hope you enjoyed being a part of the conversation about the vision for the future of our community.

Your feedback is valuable to us.

Contact Us

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COLLEGE DRIVE VISIONING CHARRETTE

Community & Social Services
 Kimley-Horn and Associates, Inc.

Take the Online Survey!

Scan the QR code below.

Public Engagement

Visioning Charrette #1

- October 7, 2024
- 20 participants
- Series of stations with interactive boards
- Some key findings:
 - Majority of attendees work along the corridor and want to see more dining options
 - 100% of attendees were in favor of roundabout

Charrette #1 Results

- 1 How do you currently utilize College Drive?
- 2 How do you want to utilize College Drive?
- 3 Select the option that most correlates to your feelings towards the idea of a new roundabout
- 4 Select the logo that you think best fits with your vision for College Drive
- 5 Rank the following short-term placemaking concepts in order of most importance to you
- 6 Select preferred lighting
- 7 Select preferred site furniture
- 8 Select preferred wayfinding sign
- 9 Select preferred bike lane designs
- 10 Select preferred gateway signage
- 11 Rank the following short-term placemaking concepts in order of most importance to you
- 12 Select mural styles you like
- 13 Select preferred sculptural elemental style
- 14 Select preferred roundabout
- 15 Rank the following concepts in order of your preference
- 16 Additional comments
- 17 Board photos

BACKGROUND INFORMATION & CONTEXT

NOVEMBER 2020
College Drive Initiative kicks off due to the constant growth throughout the community

DECEMBER 2020 - NOVEMBER 2021
Deliberative Forums and monthly steering groups conducted for the community, including Clay County citizens, nonprofit organizations, local business owners and more

DECEMBER 2021
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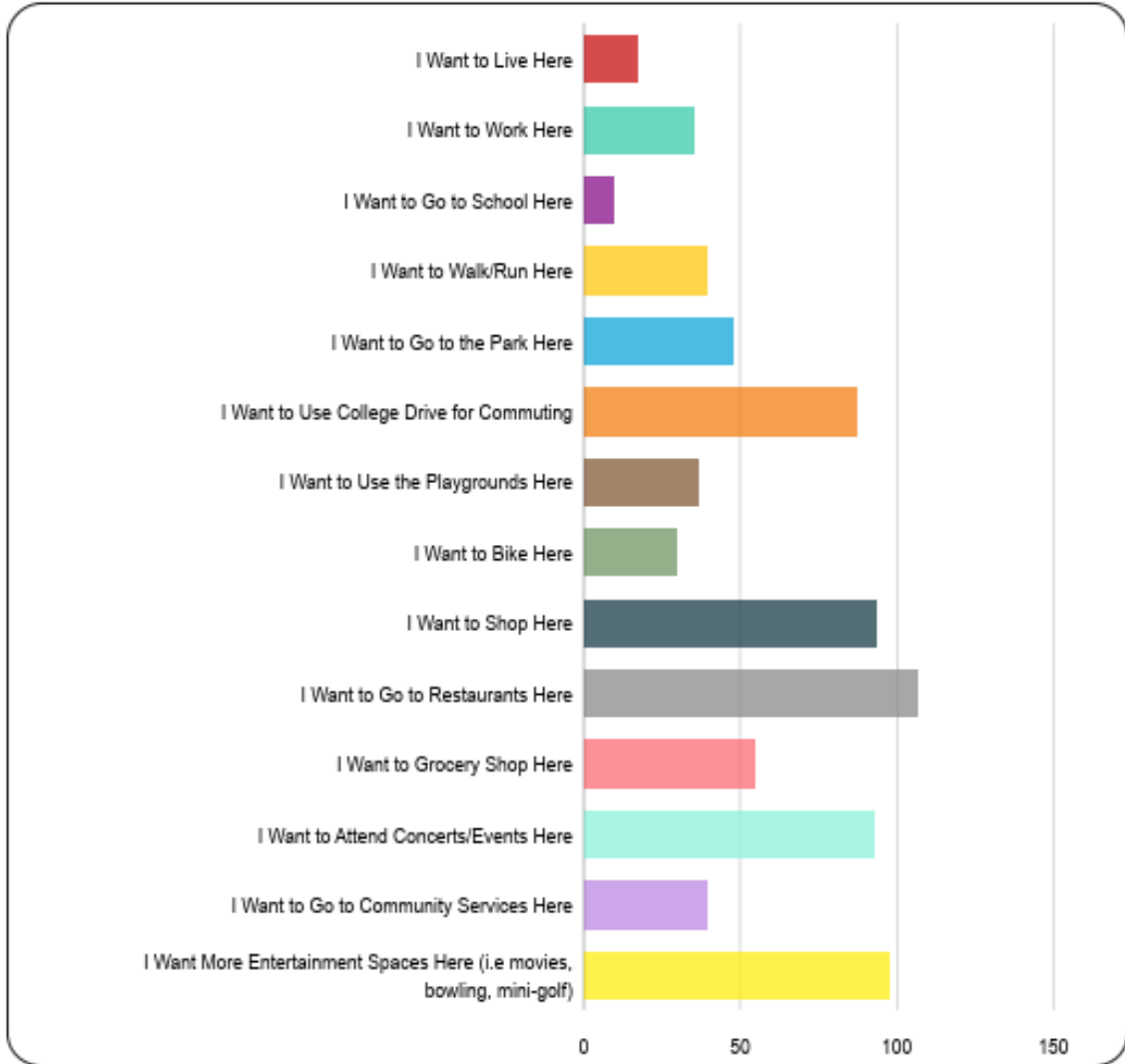
FALL 2024
Kinley-Horn hired by Clay County to complete the College Drive Visioning and Strategic Development Charrette.



Public Engagement

Online Survey

- Opened September 30th, 2024 and closed on November 1st, 2024
- 181 Responses
- In-person engagement has decreased since COVID-19, therefore online opportunities are becoming very popular.
- The online survey was developed to mirror the first in-person charrette.
- Citizens could either take the survey and attend the charrettes.





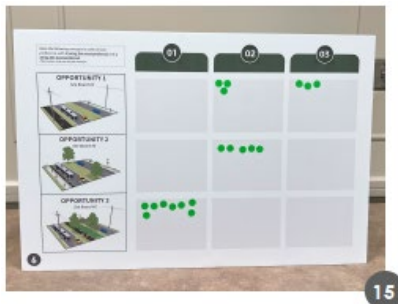
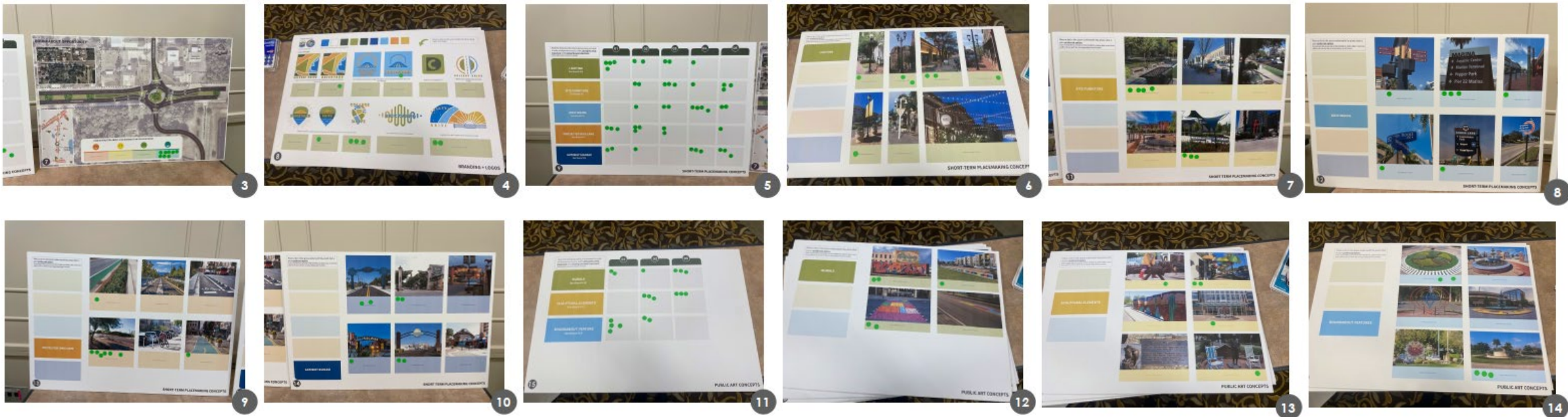
Public Engagement

Visioning Charrette #2

- November 19, 2024
- 40 participants
- The premise and layout of this charrette was to use the feedback and results from the first charrette to narrow down the information to a few key points then obtain final feedback.
- Some key findings (additional comments at right):
 - Attendees would prefer to keep the current speed of 45 mph along College Drive
 - Roundabout was majority disliked in an 18 to 14 vote

Can pedestrian crosswalks be added along College Drive?
Physical barriers between traffic and bike lanes can be problematic.
No billboard benches. Add shade or roof over benches.
Support the initiative to do a protected bike lane.
We need cleaner spaces with more trees and lighting.
Not interested in slower speed!
Clean up College Drive to include islands, sidewalks – both sides. Repave poorly patched sections.
1.) County has more current needs than trying to develop College Drive into something that is not needed. Who "signed off" on the poor repaving of College after the water project? Just fix what they broke.
2.) No roundabout is needed at Old Jennings.
3.) Use the money to widen 209 and Sandridge and Hwy 218 and Hwy 16. Repaint lines on current roads.
4.) College Drive works as intended. A through road from 220 to Blanding.
5.) No, no, no, waste of taxpayer money.

Public Engagement



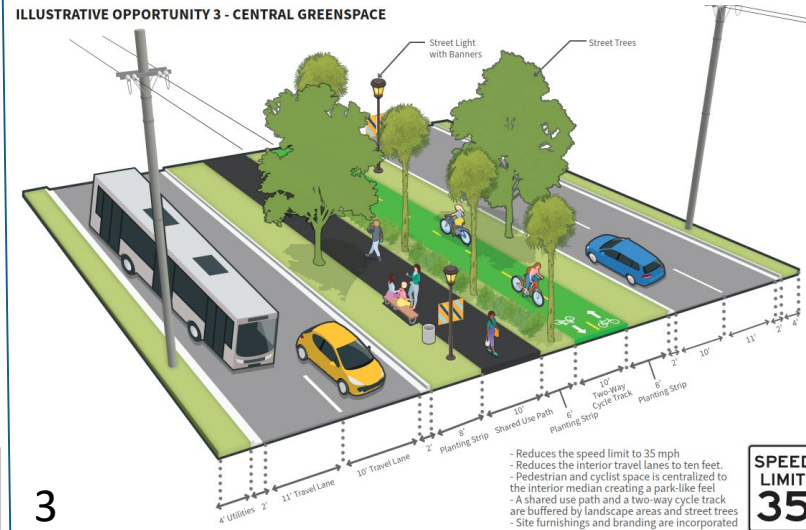
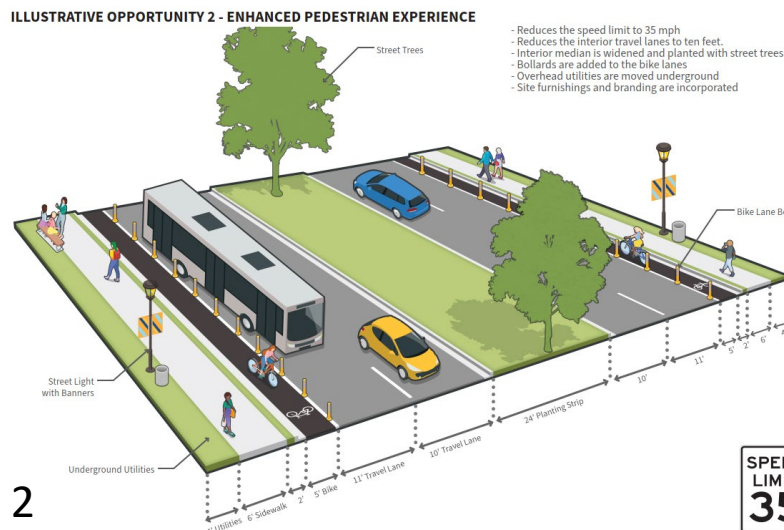
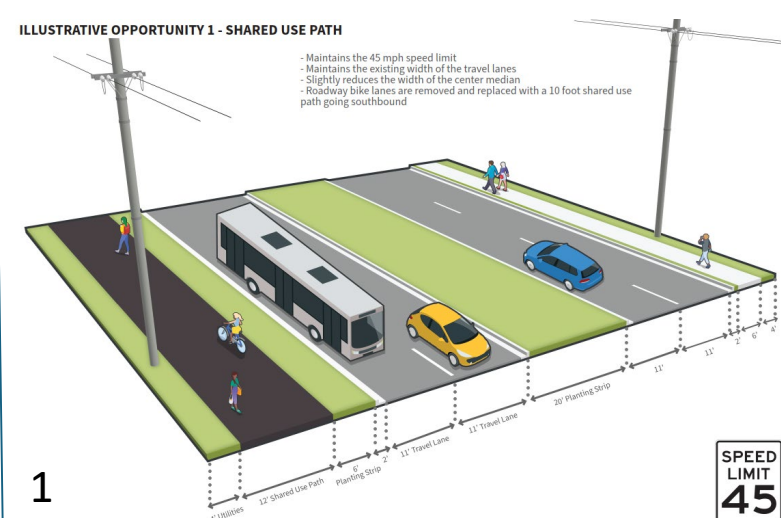
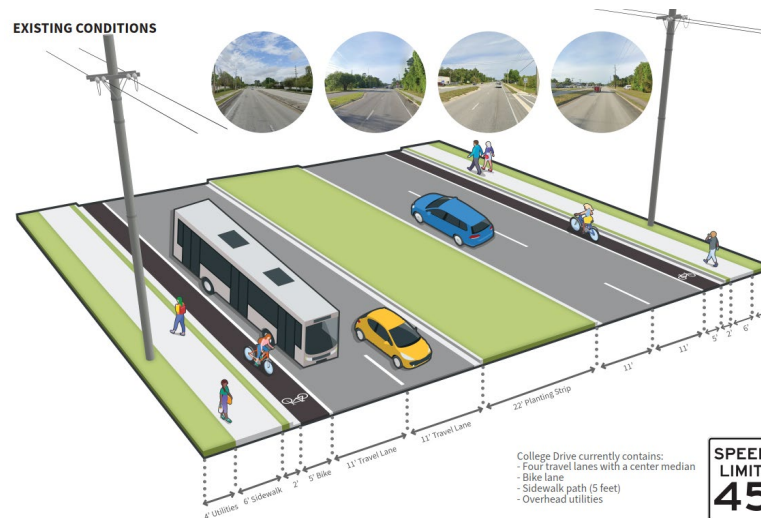
Summary

- Public Engagement is a vital role in understanding improvements that the public would want along College Drive.
- While there were mixed results on key topics, gaining consensus on the future of College Drive from local business representatives, residents, and non-profits remains a goal for the community.
- All information from all three public engagement opportunities to provide recommendations to the County for College Drive.

Plan for Strategic Development

Visioning Charrette #1 and Online Survey

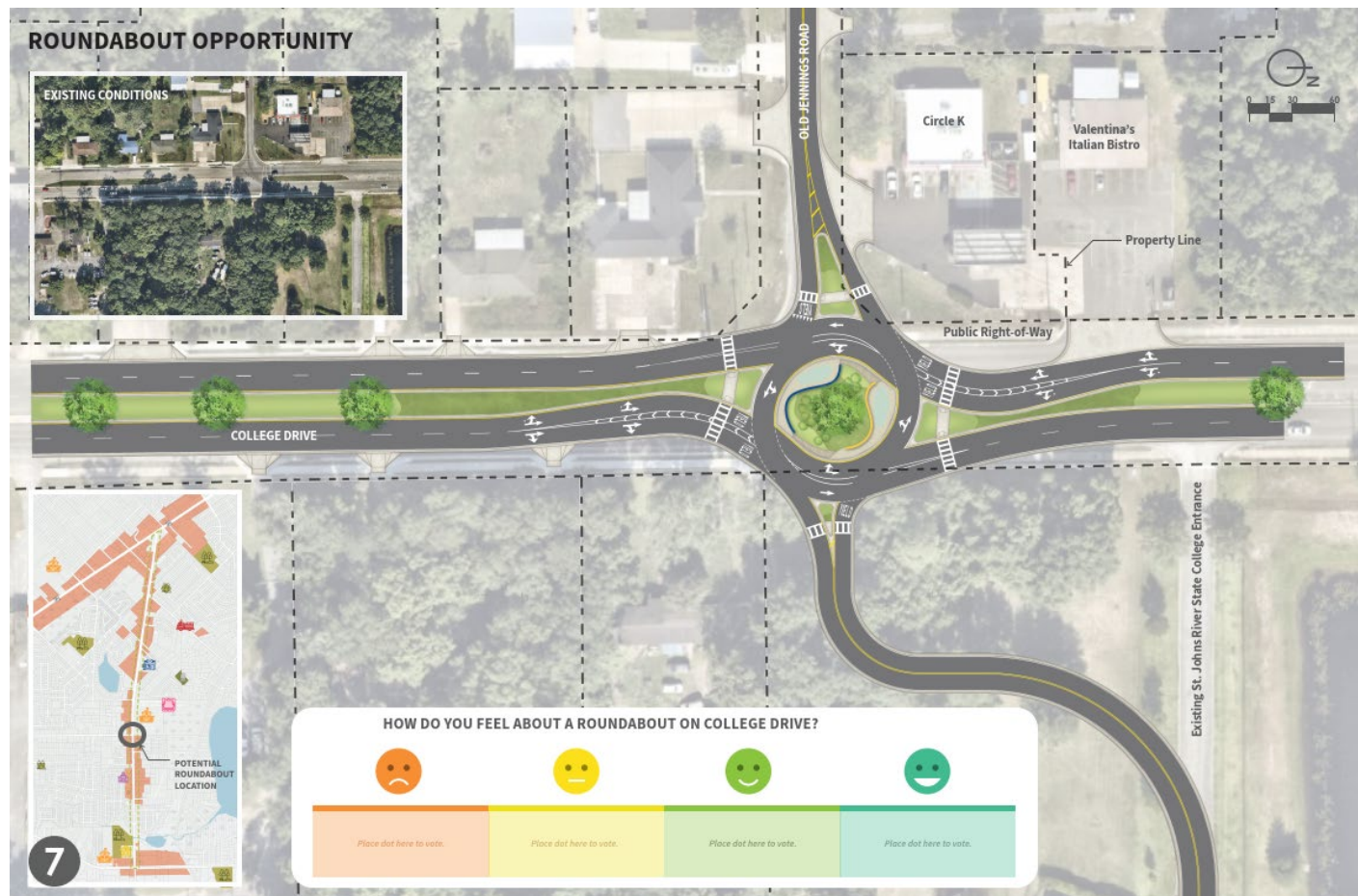
- Three opportunities for road improvements to address pedestrian and bicyclist safety were added to visual preference boards.
- The in-person results favor opportunity #2 and #3 while the online results slightly favored #2
- A roundabout was also voted on. All in-person votes strongly liked it. However, of the online population: 45% liked or strongly liked the idea while 30% disliked or strongly disliked the idea
- Various other preferences were included:
 - Branding and logo (guitar pick in top left header is the winner)
 - Light, site furniture, wayfinding, protected bike lane, gateway signage, public art concepts, murals, and sculptural elements



Plan for Strategic Development

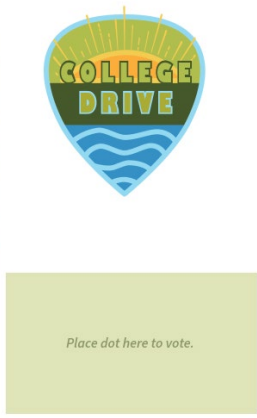
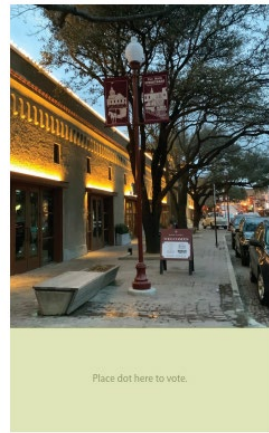
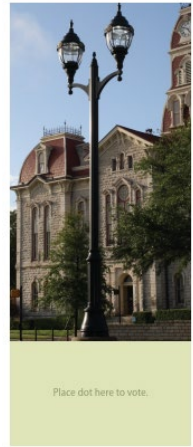
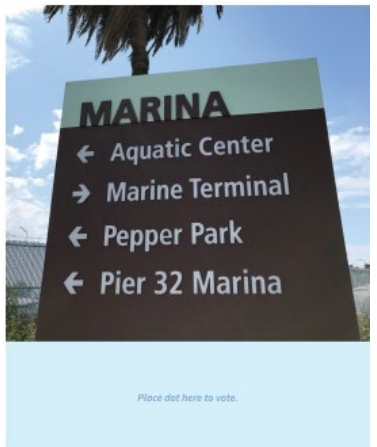
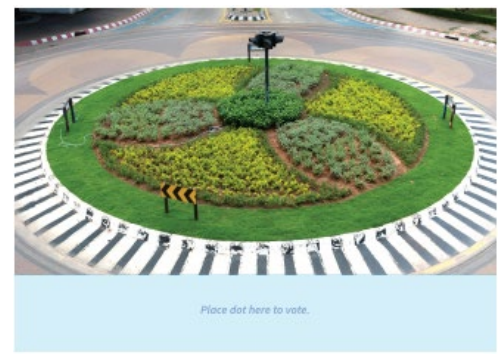
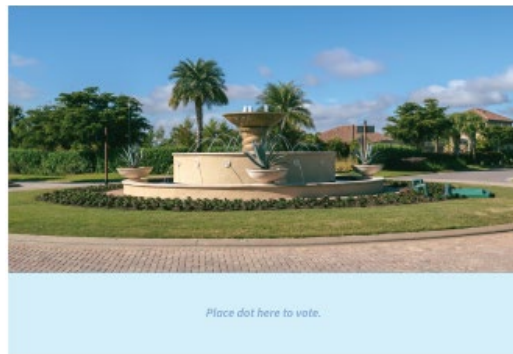
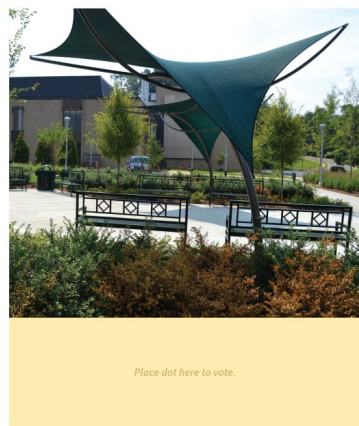
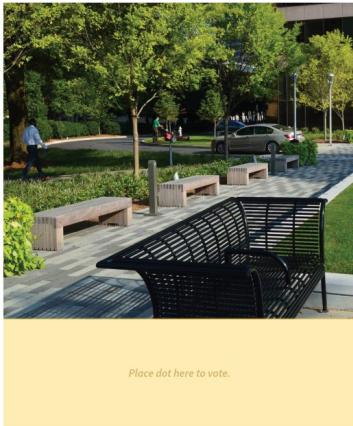
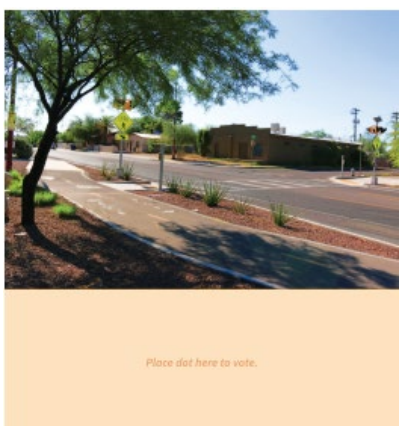
Visioning Charrette #2

- Based on the in-person and online survey results the Kimley-Horn team created follow up charrette boards to facilitate the final charrette on November 19th.
- The roadway improvement boards for the second charrette were developed as a progressive set of boards to single out each recommended improvement to understand how the public prioritized each item.
- Some of the majority votes include:
 - YES to keeping the speed limit 45 mph
 - YES to the shared use path
 - YES to adding street trees in median and buffer plantings between shared use and travel Lanes
 - YES to site furnishings
 - YES to wayfinding branding
 - YES to guitar pick logo
 - YES to symphony on college sculptural element
 - NO to gateway signage
 - NO to roundabout



Plan for Strategic Development

“Sense of Place” Favorites/Recommendations





Action Plan

SHORT-TERM

~1 year

Technical Due Diligence Recommendations.

- Community Redevelopment Agency (CRA), Boundary Survey of the entire Corridor, Traffic Study.

Branding and Creating a Sense of Place

- Murals, Sculptural, benches, trash cans, wayfinding, landscaping.

Regulation Based Recommendations

- Contract with consultant to gather more feedback from the community and potentially create a mixed-use overlay.

Safety Recommendations

- Lighting, raised separators and paint bike lane between roadway and bike lanes.

MID-TERM

2-5 years

Correcting Utility Issues

- County could also work with a consultant to review the survey and traffic study completed in the short-term timeframe to evaluate a roundabout and design a new roadway.
- There are gaps in the utilities, the County could research this to help with the redevelopment along the corridor.

LONG-TERM

Up to 20 years

Roadway Improvements

- A roundabout was recommended by the TAP panel and mostly agreed upon during the public engagement portion of this project.
- Various improvements including installing irrigation, underground utilities, shared-use path, reinstall streetlights, street trees, branding, and site furniture.
- Incentivizing development using overlay and focusing redevelopment in core of drive.



Action Plan



Recommendation Cost Estimates

<u>Short-Term Cost Estimates*</u>	
Action	Cost Estimate (\$)
Bike lane separators	\$350K
Cost to establish Community Redevelopment Agency through a consultant	\$100K
Public engagement and zoning overlay through a consultant	\$75K
Boundary survey and traffic study of College Drive	\$120K
Branding through wayfinding signs, murals, benches and trash cans	\$450K
Lighting	\$900K
Canopy and understory native trees with native landscaping	\$500K
Total	\$2.5M

***OPINION OF PROBABLE COST DISCLAIMER**

Because the Consultant does not control the cost of labor, materials, equipment or services furnished by others, methods of determining prices, or competitive bidding or market conditions, any opinions rendered as to costs, including but not limited to opinions as to the costs of construction and materials, shall be made on the basis of its experience and represent its judgment as an experienced and qualified professional, familiar with the industry. The Consultant cannot and does not guarantee that proposals, bids or actual costs will not vary from its opinions of cost. If the Client wishes greater assurance as to the amount of any cost, it shall employ an independent cost estimator. Consultant's services required to bring costs within any limitation established by the Client will be paid for as Additional Services.

<u>Mid-Term Cost Estimates</u>	
Action	Cost Estimate (\$)
Correcting utility gaps	TBD**
Improvement design consultant	TBD**

<u>Long-Term Cost Estimates</u>	
Action	Cost Estimate (\$)
Roadway rebuild with shared-use path	\$6-8M
Installation of roundabout	\$4-6M
Irrigation with native trees and landscaping (dependent on roadway rebuild)	\$4-5M
Bury utilities (dependent on roadway rebuild)	TBD**
Total	\$15-19M+

**County should use the mid-term timeframe to work with utility providers and design consultants to build scope and estimate cost.



Funding

Short-Term

Grant Name	Agency	Funding Max	Types of Projects
Appropriations project	House of Representatives	n/a	Economic Development
Community Challenge Grant	American Association of Retired Persons (AARP)	\$50K	Open Space, parks, amenities
Community Project Funding (CPF) Requests	Congress	\$6M	Any
Contributions Program – Community Service	CSX Corporation	\$5K	Environmental Stewardship
Grants for Arts Projects	National Endowment for the Arts	\$100K	Commissions or public art
Levitt AMP Your City	Levitt Foundation	\$90K	Free concerts
Our Town Program	National Endowment for the Arts	\$150K	Public art or public space design
Quality of Life Grant	Christopher & Dana Reeve Foundation	\$25K	Accessible community spaces
Trail Capacity Program	American Trails	\$15K	Trails that serve all types of users



Funding

Mid-Term

Grant Name	Agency	Funding Max	Types of Projects
Appropriations project	House of Representatives	n/a	Economic Development
Beautification Grant Program	FDOT	\$100K	Plants, soil amendment, irrigation
District Cost-share Program	St. Johns River Water Management District (SJRWMD)	Up to 50%	Water supply, conservation, springs
FL Recreation Development Assistance Program (FRDAP)	Florida Department of Environmental Protection (DEP)	\$200K	Land for outdoor rec purposes
Home Town Grant	T-Mobile	\$50K	Projects that foster local connections
People for Bikes Grants	PeopleforBikes	\$5-10K	Bicycle infrastructure projects
Tax Increment Financing	n/a	n/a	ROW infrastructure, beautification, parks



Funding

Long-Term

Grant Name	Agency	Funding Max	Types of Projects
Appropriations project	House of Representatives	n/a	Economic Development
Community Block Development Grant (CDBG) - Florida Small Cities	Florida Department of Commerce	\$100K	Many
Community Planning Technical Assistance Grant (CPTAG)	Florida Department of Commerce	Up to 50%	Many
Community Project Funding (CPF) Requests	Congress	\$200K	Any
Cultural Facilities Program	Florida Department of State (DOS)	\$200-500K	A purpose-built or single use facility that will solely be used for any of the arts and cultural disciplines
EDA Planning and Local Technical Assistance Programs	United States Economic Development Administration (EDA)	n/a	Economic development plans
Safe Streets for All (SS4A) Implementation Grant	US Department of Transportation	\$25M	Pedestrian safety enhancements and implementation grant activities



Questions and/or comments?

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