

COLLEGE DRIVE VISIONING AND STRATEGIC DEVELOPMENT CHARRETTE



ACTION PLAN REPORT

JANUARY 2025



Kimley»Horn
Expect More. Experience Better.





ACKNOWLEDGEMENTS

We would like to extend our sincere gratitude to all those who attended and participated in this project. Their support, guidance, and expertise were instrumental in completing this project. A special gratitude is given to the Clay County community who attended the various in-person meetings and participated in the online survey to assist in building our recommendations for College Drive. As well, we send our appreciation to the College Drive Initiative who began this journey to make improvements to College Drive several years ago.

Moreover, we would like to acknowledge the crucial role of the Clay County staff of the Planning & Zoning Division and the Community & Social Services Department, who we have been working with closely on this project, the County Administration for assisting with scheduling needs, the County Communication Department who with high frequency got the word out about the public meetings and online survey to ensure this project

reached to the greater community, and lastly we like to thank Commissioner Cella and Commissioner Renninger for attending the in-person charrettes and providing vital information and positive feedback.

This project would not have been possible without the dedication of the community and County staff in ensuring the best outcome for College Drive.





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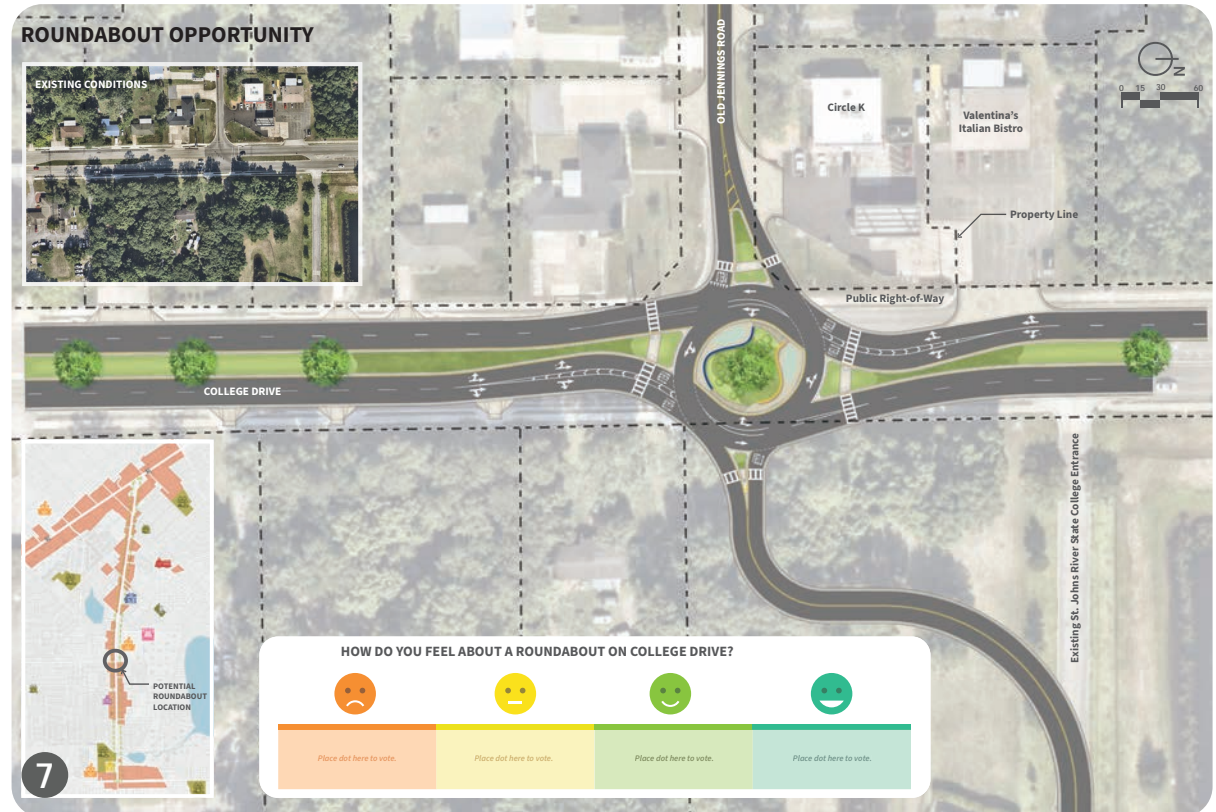
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EXECUTIVE SUMMARY

This report provides a comprehensive overview of the College Drive Visioning project, undertaken to address ways in which College Drive can be improved. Throughout this project, our team focused on delivering different opportunities for the layout of College Drive, branding options, short-term placemaking concepts, public art concepts, and more, leveraging ideas through stakeholder meetings, SWOT analysis, an online survey, and charrette (workshop) meetings, while always accepting public comments. Key findings and recommendations are summarized to ensure the stakeholders and the community are informed of the project's accomplishments, challenges, and future directions.

Over the course of several months, the Kimley-Horn team, along with the help of Clay County staff, conducted several stakeholder and public engagement meetings to understand the current condition of College Drive

and what direction the community wants it to go. The public engagement sessions started with three groups of stakeholder meetings.

The first was focused on the non-profit organizations along College Drive. A SWOT analysis was administered for the group to give the Strengths, Weaknesses, Opportunities, and Threats faced by College Drive. This analysis provided detailed insight into how the community interacts with the corridor and future opportunities.

The second stakeholder meeting was held with the business owners along College Drive, to which there were two in attendance. This meeting saw a debate on the current state and future state of College Drive.

Lastly, as the St. Johns River State College and the Thrasher-Horne Center are two big destinations along the corridor, the final stakeholder meetings had members from both institutions. This provided key insight

into the future plans of the College and the Thrasher-Horne Center, while simultaneously evaluating them in respect to the future of the corridor.

Receiving the community's thoughts and opinions about improvements to the corridor is vital in understanding what, if any, improvements the public desires. The most efficient way to obtain this feedback was through an online survey and two in-person charrette meetings. The online survey asked the same questions as the boards from the charrettes and provided an opportunity to submit feedback if an interested stakeholder was unable to make it in-person.

The goal of the first charrette was to establish how the attendees currently use College Drive and how they foresee its usage in the future. Currently, College Drive is primarily used for commuting, however, the responses indicated that attendees envision the corridor as an area with more restaurants and entertainment



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experiences. Participants were also able to offer opinions on: street arrangement opportunities for College Drive, the installation of a roundabout, different types and importance of short-term placemaking concepts (lighting, site furniture, wayfinding, protected bike lanes, and gateway signage) and public art concepts (murals, sculptural elements, and roundabout features).

The second charrette was similar in that there were several boards around the room that, again, provided opportunities for the public to vote. These boards were tailored based on the responses from the first charrette and online survey. One of the major items to vote on was the speed along College Drive; to either remain at 45 mph or reduce to 35 mph. Additionally, renderings were shown to gather thoughts on how a shared use path, landscaping, site furnishings, wayfinding, and gateway signage would be received, should it be installed. The public engagement

from these charrettes was vital in gathering the community's opinions to deliver well-thought plans.

In conclusion, this report highlights the team's commitment to the College Drive Visioning project through meticulous research, strategic

planning, and innovative solutions. By researching or implementing the proposed strategies, the County is poised to provide ways to revitalize College Drive, which could have a positive impact on the community.





CHAPTER 1: THE STORY OF COLLEGE DRIVE





CHAPTER 1: THE STORY OF COLLEGE DRIVE

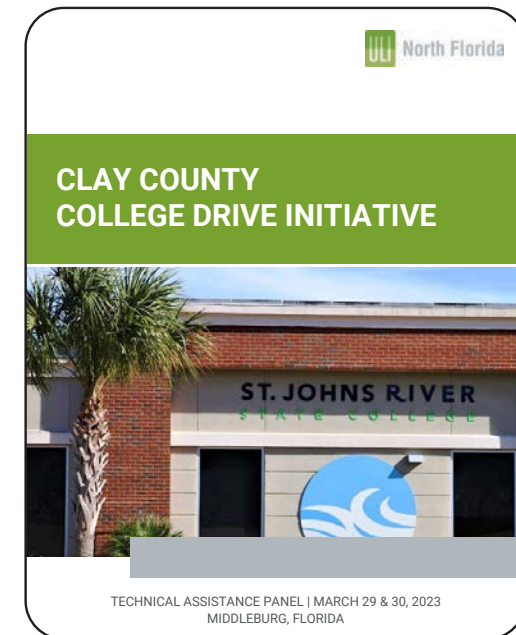
BACKGROUND AND TAP SUMMARY

In November of 2020, members of the College Drive community created the College Drive Initiative. This was spurred by the renewed redevelopment along the corridor. Throughout the following year (2021), Deliberative Dialog Forums, devised through the Kettering Foundation, took place. Over 150 Clay County citizens, nonprofit organizations, Clay County staff, St. John's River State College, Thrasher-Horne Center, and local business representatives worked together to envision the future of College Drive. Monthly steering group meetings, a segment of the Clay County Safety Net Alliance monthly meeting, and seven Deliberative Dialog Forums in August and October resulted in several emerging outcomes. Some of those outcomes were Destination, Public Education, Safety and Aesthetics, and Community Events.

On December 14th, 2021, the County's

Board of County Commissioners (BCC) adopted a Resolution in support of the College Drive Initiative. Then, on December 13th, 2022, the BCC approved the utilization of the Technical Assistance Panels (TAP) services offered by Urban Land Institute North Florida (ULI) for the College Drive, Gateway to Clay, Blanding Boulevard, and High Ridge Initiatives. In Spring of 2023, members of the ULI North Florida District Council performed a two-day Technical Assistance Panel (TAP) on behalf of the College Drive Initiative of Clay County. The goal of the session was to develop a long-term plan to enhance the socioeconomic trajectory, livability, and mobility of the two-and-a-half mile corridor between Blanding Boulevard and County Road 220.

The TAP would achieve this by providing informed guidance for the most beneficial land uses and future strategies, while fitting into the context of the neighborhood and current plans. After the panel of industry



experts were briefed on pertinent public reports and data, the two days consisted of meetings with public officials, local stakeholders, and a neighborhood tour. It culminated with the panel presenting their guidance to the interested parties, which were later published in the "Clay County College Drive Initiative: Technical Assistance Panel." The panel's guidance follows



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three main areas: establish a brand and design standards, roadway and mobility improvements, and a zoning / land use assessment.

The branding and design standards focus on creating sense of place for the corridor and assembling a group to drive future design language aligning with this placemaking effort. Placemaking is the reimagining of public spaces in a manner that draws in the community and encourages interaction among residents. Strategies for placemaking include the engaging and welcoming design of streets, sidewalks, parks and other outdoor or indoor spaces.

Several examples of placemaking were presented at the charrettes through the lighting, site furniture, wayfinding, protected bike lanes, and gateway signage boards. Creating an inviting and welcoming environment for citizens to gather not only supports a sense of community, but it can also have positive health and economic

RECOMMENDATIONS

Create a brand or theme for the College Drive corridor.

TAP members suggest naming the corridor The Brickyard District. As a brand it leverages the area's unique connection to Ronnie Van Zant and Lynyrd Skynyrd and dovetails with any eventual Southern Rock Hall of Fame that would be established. The musical connection also correlates with the Thrasher-Horne entertainment venue.

Develop a placemaking plan and initiate a design charrette.

Establish a working group to engage a design professional to develop a placemaking plan. Initiate a design charrette to create a master plan that will guide all future development.

Combine business zones.

Condense the current nine business zones to create fewer, broader categories of mixed-use, including retail, restaurants, professional offices and high-density residential. Specifically exclude the types of businesses that do not fit with the district's vision.

Create a core area between Old Jennings Road and Mosley Road and cluster initial development there.

Ensure zoning and utilities are in place to make the investment turnkey for developers.

Develop highest and best uses.

These include restaurants, retail, professional services, higher-density housing, childcare, flex/start-up space, recreation.

Reconfigure the roadway with a road diet through the core area.

Create roundabouts at both Old Jennings and Mosley, reduce traffic lanes from four to two between those intersections, add parallel parking and widen sidewalks. Implement a tactical urban demonstration to test the project. Postpone/re-examine road and utility work already planned so that they can be coordinated with a road diet should it occur, which will require reconfiguring sidewalks and moving curbs.

Incorporate green space/recreational opportunity.

Add green space midblock in the core and a linear park/multiuse trail/boardwalk behind the college for walking and biking in keeping with the Clay County outdoor family brand. Look for opportunities to create both passive and active recreation where possible in other sections of College Drive, such as pocket parks.

Determine funding sources.

Establish a Neighborhood Improvement District or Community Redevelopment Agency to finance beautification and maintenance, economic development and district marketing. Explore federal and state funding for Complete Streets and other road safety activities.

TAP Panel Recommendations



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impacts. Residents and visitors from outside the area are more likely to explore nearby businesses and, the increased customer traffic can create an attractive environment for new business development.

A regional example of placemaking is the Riverside Arts Market (RAM) and Northbank Riverwalk in Jacksonville. RAM events are held every Saturday from 10 AM to 3 PM and hosts small businesses, artists, makers, and farmers along with scheduled entertainment from local schools and performance groups.

With the College Drive corridor anchoring this initiative, enhancing the transportation elements is integral to its long-term success. These recommendations include a road diet, a roundabout, parking and pedestrian infrastructure, and strategically placed recreational areas. Lastly, in an effort to drive commercial and residential growth, the panel provided guidance on consolidating commercial zoning, creating centralized development

Next Steps

Short Term (1-3 years)

Create a Placemaking Plan

- Engage a design professional
- Establish a working group of 8-10 people
- Kick off a week-long design charrette with a "Core" College Drive demonstration

Develop Formal Action Plan

- Present to County Commission
- Assign responsibilities to stakeholders and set regular check-ins
- Add Action Plan infrastructure changes to the adopted TIP

Consolidate Business Zoning

Delay/Re-Examine Resurfacing and Other Road Plans

- Incorporate with road diet and charrette results

Determine Funding Options

Look for Active/Passive Recreation Opportunities

Consolidate Parcels

Medium Term (3-5 years)

Implement "Core" Road Diet

Submit Funding Applications

Establish Neighborhood Improvement District (if approved)

Develop Branding and Signage

Potential Development

- Flex space

Long Term (5+ years)

Water, Sewer and Stormwater

- Ensure supports desired level of redevelopment on entire College Drive corridor

Redevelop around St. Johns River State College

- Include linear park and mid-block crossing

Complete Corridor Redesign to Support Mobility



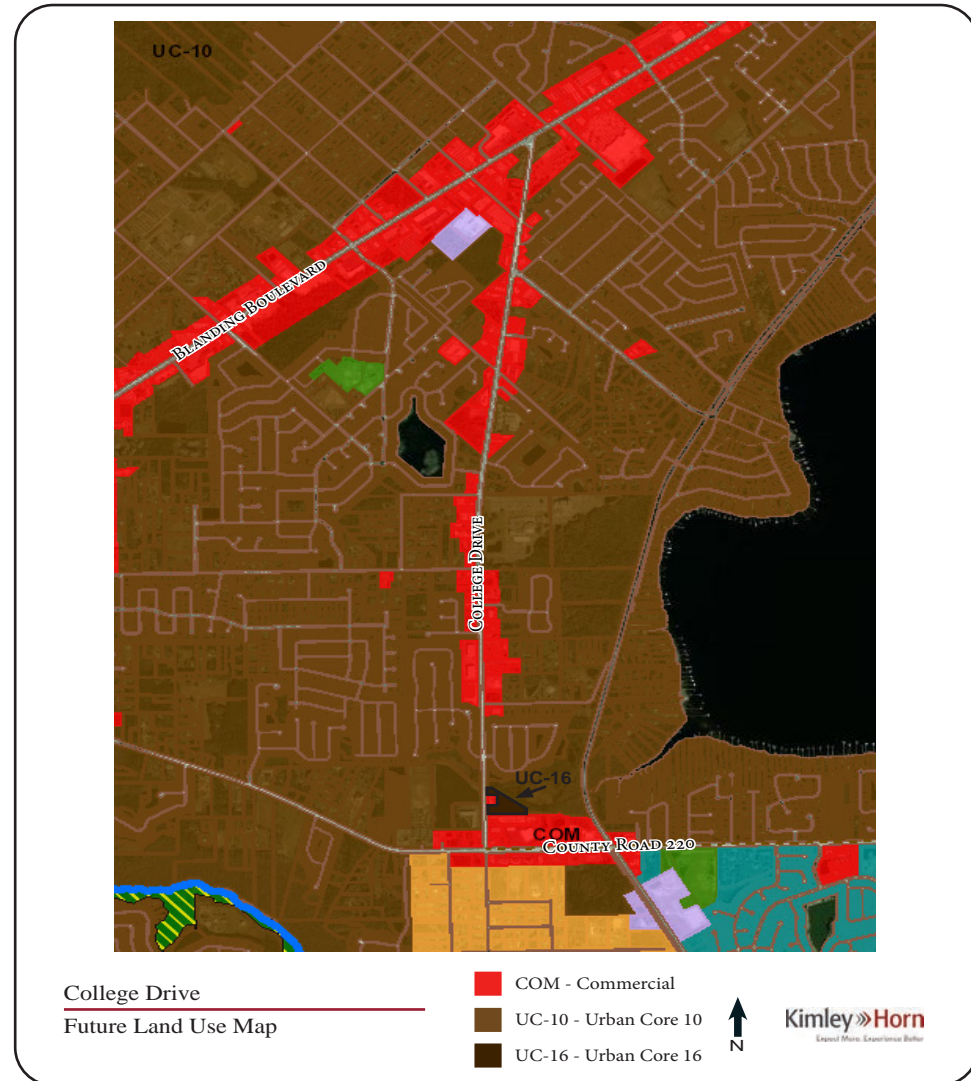
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friendly lots, and aiming for uses that support both a residential and professional user base.

The recommended next steps were bucketed into 1-3, 3-5, and 5+ years to implement, beginning with a placemaking plan. The immediate next step recommended a design charrette to refine concepts such as roadway improvements, placemaking, and corridor redevelopment. On April 23rd, 2024, the RFP for the College Drive Visioning and Strategic Development Charrette was advertised. Kimley-Horn was chosen as the consultant for the project on July 23rd, 2024.

LAND USE AND MARKET ANALYSIS

College Drive is located in Middleburg – Clay County, between Blanding Boulevard (SR 21) and County Road 220 and is classified as a major collector roadway. Along this 2.5-mile four lane stretch, residential and commercial are the most common uses, however, there are a few agriculture uses, a college – St. Johns





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River State College, and vacant/for sale properties, as well. The Land Use Analysis reviewed the existing land uses and zoning districts, with the approximate acreage per zoning district, existing uses and, lastly, key points from the TAP.

Out of 346 acres (ac.), most of the study area falls under the UC-10 (222 ac.) designation of the Future Land Use Element (FLUE), followed by COM (119 ac.) and UC-16 (4 ac.). See table at right for breakout. The top zoning district designations include RB (Single-Family Residential, 108 ac.) PO-1 (Public Ownership, 47 ac.), and RD-4 (Multi-Family Residential up to 16 unit, 31 ac.). In addition to these zoning districts, there are a variety of commercial zoning districts along the corridor to support the existing commercial uses. The existing land uses and zoning districts along the corridor do not support a mixed-use product.

A Limited Market Analysis was prepared to inform a strategic

Land use	Density Allowed						
	Base Maximum Density	Potential Maximum Density					
		With Points & Clustering	With Points	Has Central Water & Sewer Only	With Points and Central Water and Sewer	Infill Meeting TND Criteria	Low & Moderate Income or/ Elderly or Handicapped Housing
Urban Core (10) (net acre)	2 du/acre	-	-	6 du/acre	10 du/acre	15 du/acre	16 du/acre
Urban Core (16) (net acre)	2 du/acre	-	-	-	-	-	20 du/acre
Commercial (COM)	N/A	-	-	1 du/1000 sf*	-	-	-

*Residential units within the commercial category must be accompanied by a mixed-use PUD application.

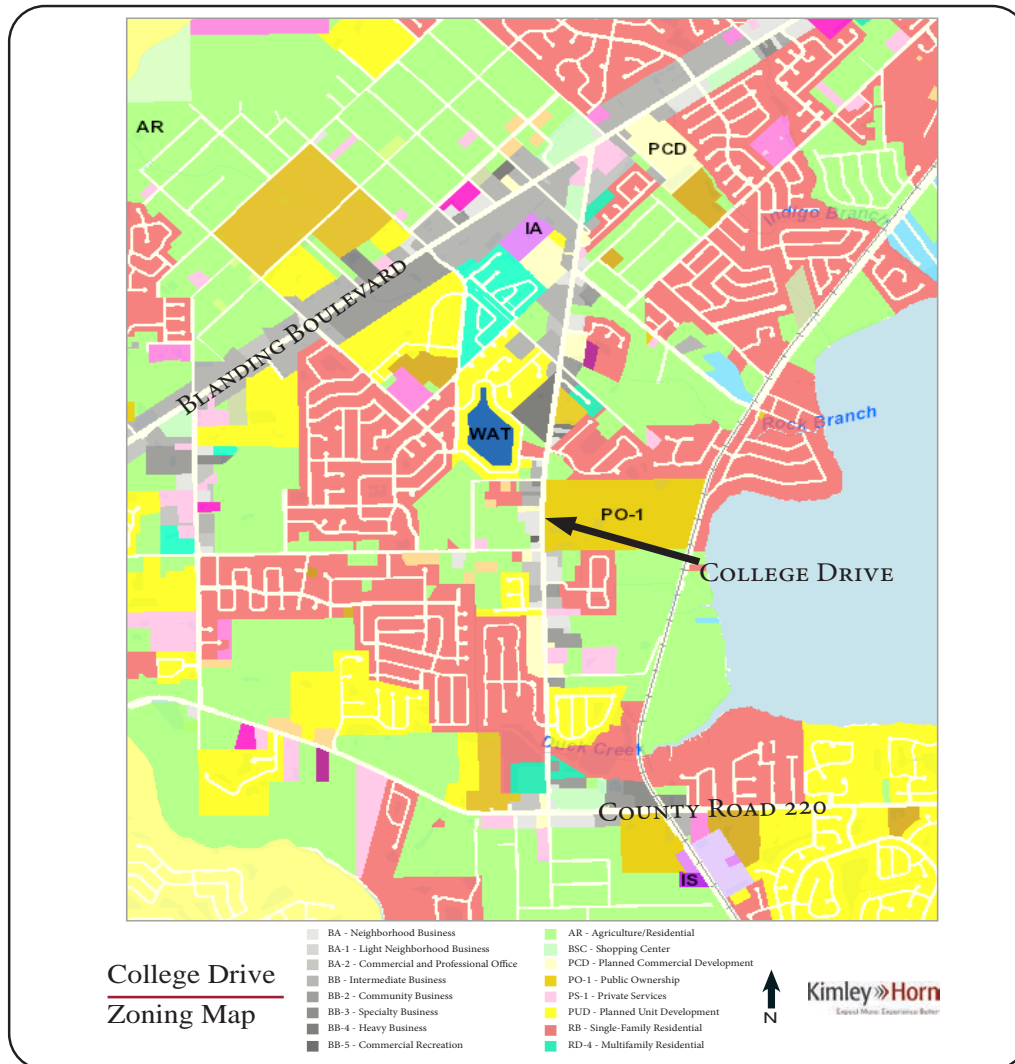
development charrette for College Drive. The analysis involved a demographics segment (population characteristics, market area tapestry segmentation, household characteristics), an economics segment (jobs, income, businesses, education) and a real estate segment (year built, home value, owner-occupied, vacancy, building permits, housing type, asset class) resulting in several identified market opportunities.

While more than 75% of the housing

inventory in the Market Area is currently single-family detached, momentum is building in the construction of other types of housing. As Clay County continues to attract growth, it is important to expand the types, tenures, and price points of available housing to attract new residents and businesses. College Drive can play a critical role in supporting the diversification of housing: creating a unique activity node where residents can live, work, and play.



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College Drive is well-positioned to capture multi-family residential development in the short- and mid-term timeframes. Vacancy rates for apartment product are below the industry standard 7% rate. 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. Housing opportunities that serve St. Johns River State College should also be explored.

Missing middle housing could also be an important part of a housing offering that expands product offerings and affordability, including increasing opportunities for home ownership along the College Drive corridor. These uses can also be leveraged to create a buffer between more intense commercial or residential uses and existing single-family neighborhoods.

While single-family detached units are the predominant housing type in the Market Area, they should be allowed sparingly along the corridor.

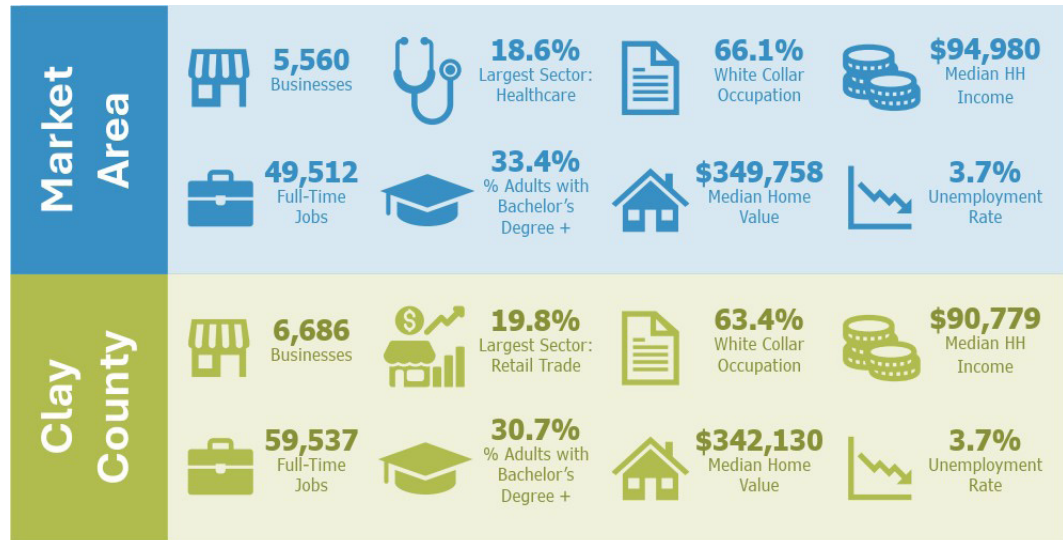


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These units do not offer densities that increase nodes of activities that drive demand for other uses in addition to creating a unique walkable environment.

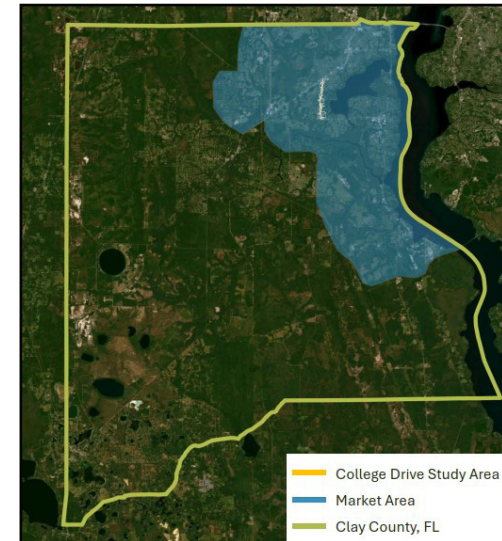
Community-serving retail presents the ripest opportunity for non-residential uses along College Drive as vacancy for retail has been relatively tight in the surrounding area. While the corridor currently offers a wide range of retail building types, future space should be designed to be appropriately scaled and pedestrian friendly.

Office development along College Drive represents a mid- to long-term opportunity as multiple real estate sectors help to create a more integrated land use pattern that would be attractive to tenants. This office space would likely be limited to users that are seeking to be in as close of proximity to new clients, as possible.



Source: ESRI BAO; Kimley-Horn

The Market Area (map at right) has three hotels in the pipeline that will add nearly 350 rooms over the next decade. Future opportunities could gravitate towards the St. Johns River State College campus, however, momentum will likely be experienced in other sectors before this becomes a viable use along the College Drive corridor.





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COLLEGE DRIVE TIMELINE

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)

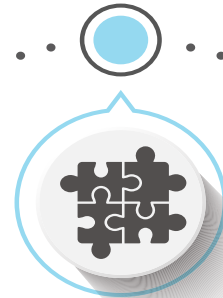


NOVEMBER 2020 - NOVEMBER 2021

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.



CHAPTER 2: PUBLIC ENGAGEMENT





CHAPTER 2: PUBLIC ENGAGEMENT

Public engagement is a main component of the College Drive Visioning and Strategic Charrette project. Throughout the last several months, Kimley-Horn and the Clay County Team have conducted several opportunities for public engagement on the project. The intent of these meetings, charrettes, and the online survey was to gather information from the public and the community to identify ways College Drive can be reimaged.

STAKEHOLDER MEETINGS

The beginning of the Public Engagement process started with three Stakeholder meetings: one for the Non-profit organizations along College Drive, one for the Businesses along College Drive, and one specifically for both the St. Johns River State College and the Thrasher-Horne Center. These groups were chosen for the Stakeholder meetings as they would be the first to directly experience any improvements to College Drive on a daily basis. The involvement of both St. Johns River State College and Thrasher-Horne

Center was also largely influenced by the fact that they are the largest stakeholders along College Drive.

NON-PROFIT STAKEHOLDERS ALONG COLLEGE DRIVE

The first Stakeholder meeting with the Non-profits was held on September 20th, 2024, from 11:00 AM to 12:00 PM at the Thrasher-Horne Conference Center. Six representatives from Non-profit organizations on College Drive attended. A SWOT analysis was conducted to gather feedback from the members present.

The following were the key takeaways from each SWOT category:

Strengths

- Accessible.
 - » Good sidewalks.
 - » Central location to the County.
 - » Easy to get to.
- History.
 - » St. Johns River State College.
 - » Many people utilize College Drive.

- Longevity of businesses.
 - » Some businesses have been established for 30+ years.
- Performing Arts Center.
- Diversity/Diverse group of people.
- Mix of uses and business.
- Transportation program.
- High volume of bike traffic.
- Food Truck Night.
- Art Show for school district.





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- County and Neighborhood business support.

Weaknesses

- Commuter Road.
- Difficult to navigate.
- U-turns.
 - » Not enough space in turning lanes.
 - » Medians make it hard to navigate.
- No bike lanes, however, there are a lot of bikes along College Drive.
- Only one bus stop.
- Childcare desert.
- Not enough restaurants.
- Lack of hotels.
- Lack of vacant land.
- Safety issues.
 - » Car's speeding.
 - » Medians.
 - » Lack of signals.
- Pavement – looks industrial.
- Lack of consistent code enforcement.
- Unclear signage for uses and unclear wayfinding.

- Water/sewer system is not cohesive.

Opportunities

- Add additional bus stops.
- Paint crosswalks.
 - » Express personality if different businesses.
- Remove medians to provide more opportunities for widening the roadway.
- Pedestrian crossing lights.
 - » In front of Thrasher-Horne.
- Branding and cohesive theming along the corridor.
- Growing social and medical services.
- Bike lanes.
- Apartments and affordable housing.
- Shuttle along corridor to theaters and amphitheater.
- Coffee shop needed.
- A day care.
- Mixed-use zoning or uses.
- Improve infrastructure to make it easier for redevelopment.

- Community events to plant trees/ bushes or to clean corridor.
- Adopt a portion of the corridor.
- Utilize Tanglewood park.
- A back way ingress/egress to St. Johns River State College.
- Outdoor amphitheater.
- Increase height of buildings.
- Uses that engage the community.
- Community garden at the churches.

Threats

- Not enough funding.
- Disruption during any improvements or events.
- Consequences to changing speed.

College Drive Visioning Stakeholder Meeting

Businesses



Kimley»Horn

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



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- Storage units.
- Lack of enforcement of regulation of land use.
- Too many car washes, dry cleaners, or RV storage.
- Lack of community base uses.
- Increase in industrial uses.
- Outsiders coming in with funding and taking over.
 - » Losing control on direction.

BUSINESS STAKEHOLDERS

The second stakeholder meeting with the Businesses was held on September 20th, 2024, from 1:30 PM to 2:30 PM at the Thrasher-Horne Conference Center. Members from the Community & Social Services Department of the County, walked College Drive and passed out 50 fliers to the businesses to encourage them to attend this Stakeholder meeting, take the survey, and attend the in-person charrettes. The flyer contained information on the Stakeholder meeting, the QR Code for the online survey, and provided the dates for the in-person charrettes.

While the businesses were notified of this stakeholder meeting, there were only two local business representatives in attendance, prompting a different approach to the discussion. The group was able to share more of a one-on-one conversation. The Kimley-Horn team presented topics or improvement ideas, then received feedback on what would be beneficial for the business representatives present. The two representatives had a mix of opinions on the different topics discussed.

One business representative would like the following:

1. Would like College Drive to stay the way it is.
2. Noted it is a commercial area and is not meant to be visually appealing.
3. The future of College Drive will only get bigger.
4. Landscaping and trees are not necessary.
5. Expected to see medical

buildings/uses going in.

6. Would not like to see a roundabout.
7. Streetlights are needed along College Drive.
8. Does not believe increased walkability will be beneficial to the corridor or the businesses.

The second business representative had the following comments:

1. Expects to see an increase in medical uses.
2. Likes the location of their business and the whereabouts of College Drive.
3. Anticipated that improvements to College Drive would bring new businesses.
4. As spouse is a medical business owner, they are okay with increased walkability and bikeability and believe both are very important.



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The mix on opinions and views between these two business owners was a reoccurring theme with the two College Drive Visioning Charrettes that were held. This section goes into more detail on those charrettes on the following pages.

Stakeholder Meetings with St. Johns River State College and Thrasher-Horne Center

The Kimley-Horn and Clay County Team understand the importance and impact the St. Johns River State College and Thrasher-Horne Center have on College Drive and the surrounding community. Therefore, a specific meeting was held with these stakeholders to discuss the College Drive Visioning project. In attendance was Bob Olson – with the Thrasher-Horne Center, Melanie Brown – Chief Operating Officer of the St. Johns River State College, Joe Pickens – President of the St. Johns River State College, and Rich Komando – Chair

of the St. Johns River State College Board of Trustees. Each attendee provided responses and opinions for the current state and future improvements to College Drive.

Overall, there were several key takeaways and comments from the members. All members agreed that they have heard several different ideas for improvements to College Drive – ranging from architectural changes to transportation infrastructure changes, such as a roundabout or a road diet.

- The Thrasher-Horne Center has been continuously growing their events program and both Thrasher-Horne and the College mentioned improvements exiting both access points would be beneficial.
- However, the College representatives noted that if the visioning project includes the College property along their College Drive frontage, they

would not want those plans to interfere with their campus plans.

- Additionally, this increase has resulted in commuter vehicles cutting through the campus and using the parking on site. The vehicles that do go to the Thrasher-Horne for a show or entertainment only use College Drive as a commuter or access road.
- With only two restaurants on College Drive, the attendees mentioned that visitors to the Thrasher-Horne are stopping at restaurants elsewhere and already have established places.





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Therefore, they concluded that adding restaurants along College Drive would not be worthwhile.

- An attendee went on to mention that Clay County’s culture has more people staying home and not going out to eat or utilizing College Drive other ways, so a multi-use path or roundabout would not be feasible for the area.

This stakeholder meeting was very beneficial in coordinating with the College and the Thrasher-Horne Center to gather information in developing key points and objectives on the current state of both entities and how potential improvements along College Drive might affect them.

COLLEGE DRIVE VISIONING CHARRETTE #1

The main public engagement meetings were the two College Drive Visioning Charrette meetings. In order to drive the highest amount of community engagement, the Kimley-Horn team created a ‘Coming Soon’ poster board and flyers for the College

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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Visit the Clay County Planning & Zoning Website

Scan the QR code below

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 working 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 in the implementation phase.

FALL 2024

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

The meetings include several activities: **Distribution** (of the initiative and visioning boards), **Public Education** (forums, seminars, etc.), **Deliberative Forums** (public meetings, stakeholder participation, etc.), **Community Events** (road block events and pop-up meetings).

Drive Visioning Charrette that were posted and passed out at two of the Food Truck Friday events that took place along College Drive on August 23rd and September 27th, 2024. These ‘Coming Soon’ boards and flyers made the community aware of the public engagement meetings that

would be happening soon and had a QR code to the County’s website which provided the most up to date information regarding the project.

On October 7th, 2024, from 6:00 PM to 7:00 PM at the Thrasher-Horne Center, the Kimley-Horn Team, along with Clay County Staff conducted the



CHAPTER 2: PUBLIC ENGAGEMENT

first of two College Drive Visioning Charrettes. Although hurricane related issues may have affected attendance during this first charrette, twenty (20) participants were in attendance and online options for input remained available. The charrette format was a series of stations with interactive boards throughout the room with the same questions from the online survey. The objective was to gather information and the public's preference on topics such as the different opportunities for the layout of College Drive, a roundabout feature, public art concepts, and short-term placemaking options. Below is a list of what each board represented:

Board

0. Background Information – summarized context of charrette.
1. Amenities Map – indicated major amenities surrounding College Drive.
2. Existing Conditions Diagram – depicted the existing layout and current condition of College Drive.
3. Opportunity 1 - Shared Use Path – provided a plan view of an opportunity to create a shared use path along College Drive.
4. Opportunity 2 - Enhanced Pedestrian Experience – a plan view of an opportunity for College Drive to enhance the pedestrian walkways and experience with landscaping and protected bike lanes.
5. Opportunity 3 - Central Greenspace – a plan view with a central greenspace for pedestrians to walk and bike through the middle of College Drive.
6. Design Opportunity Ranking – allowed participants to rank the three roadway improvement opportunities for College Drive first, second, and third.
7. Roundabout Opportunity – plan view of a roundabout concept located at Old Jennings Road and College Drive.
8. Branding and Logos – focused on branding of College Drive (which was one of the TAP recommendations).
9. Short-Term Placemaking Concepts Ranking – allowed participants to rank short-term placemaking concepts first to fifth.
10. Lighting – participants chose their most preferred lighting concept.
11. Site Furniture – participants chose their most preferred site furniture visual preference.





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12. Wayfinding – participants chose their most preferred wayfinding visual preference.
13. Protected Bike Lane – participants chose their most preferred protected bike lane design.
14. Gateway Signage – participants chose their most preferred gateway signage visual preference.
15. Public Art Concepts Ranking – allowed participants to rank public art concepts first to third.
16. Murals – participants chose their most preferred mural visual preference.
17. Sculptural Elements – participants chose their most preferred sculptural elements visual preference.
18. Roundabout Feature – participants chose their most preferred roundabout feature visual preference.

The in-person charrette results were very similar to the results from the survey. The majority of the attendees currently work along College Drive and want to see more dining options. However, a result that was exponentially different from the survey was 100% of attendees that voted were strongly in favor of a roundabout feature. Overall, there was no clear preference regarding the short-term placemaking options, public art concepts, and branding options. Another activity that was presented at this first charrette was a long aerial roll-plot of College Drive where attendees could add black stickers based on how they currently use College Drive (a car for driving, a shopping cart for retail, etc). Then there were purple stickers, with the same logos, that allowed attendees to express how they would want to use College Drive. This charrette did give good feedback to understand ways to narrow down options for what is liked and disliked.



COLLEGE DRIVE VISIONING ONLINE SURVEY

As part of the public engagement plan, an online survey was created to supplement the in-person meetings. There is a decrease in public engagement for in-person meetings since COVID-19, therefore online public engagement opportunities are becoming very popular. The online survey for this project was developed to mirror the boards which were presented at the first in-person charrette meeting. The intent was for the people completing the online survey to have the same experience as



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the in-person charrette. It is possible that in-person participants also shared input via the online survey. The online survey had a total of 181 entries.

Based on the survey, most of the entries for how College Drive is currently used was for commuting at 64.6%, followed by attending concerts/events at 39.2% and working along College Drive at 35.9%. In addition, 23.2% of the online respondents currently live on College Drive, as shown in the table below.

	<i>Currently use College Drive</i>	<i>Want to use College Drive</i>
Commute	64.64%	48.07%
Concerts/events	39.23%	50.53%
Work	35.91%	19.34%
Restaurants	32.04%	58.56%
Entertainment Spaces	8.29%	53.59%
Shop	29.28%	51.38%
Live	23.2%	9.39%

The top responses for how one would want to utilize College Drive was to go to restaurants at 58.5%, then more entertainment spaces (i.e. movies, bowling, mini golf), and next was to shop at 51.3%, as shown in the previous table. The 'want' results are surprising as College Drive only has two restaurants at the moment.

Next, when reviewing placemaking concepts, the top responses for what is wanted/needed the most was lighting. This could be very beneficial along College Drive to enhance the safety and visual appearance along the corridor. Another way to provide an appealing look, would be through public art concepts. The survey responses came back with wall murals as being the top public art concept. This is a low-cost way to provide a sense of place to College Drive that would be beneficial to the public and draw more people to the area.



One of the best ways to decrease traffic congestion and increase flow is to utilize a roundabout. The TAP and the Kimley-Horn engineers agree a roundabout could be an effective solution to reduce the speed of traffic and increase safety at the intersection of College Drive and Old Jennings Road. Additional benefits that a roundabout could offer the County are reduced costs associated with less maintenance than a traffic signal and minimal travel interruptions during power outages and storms.



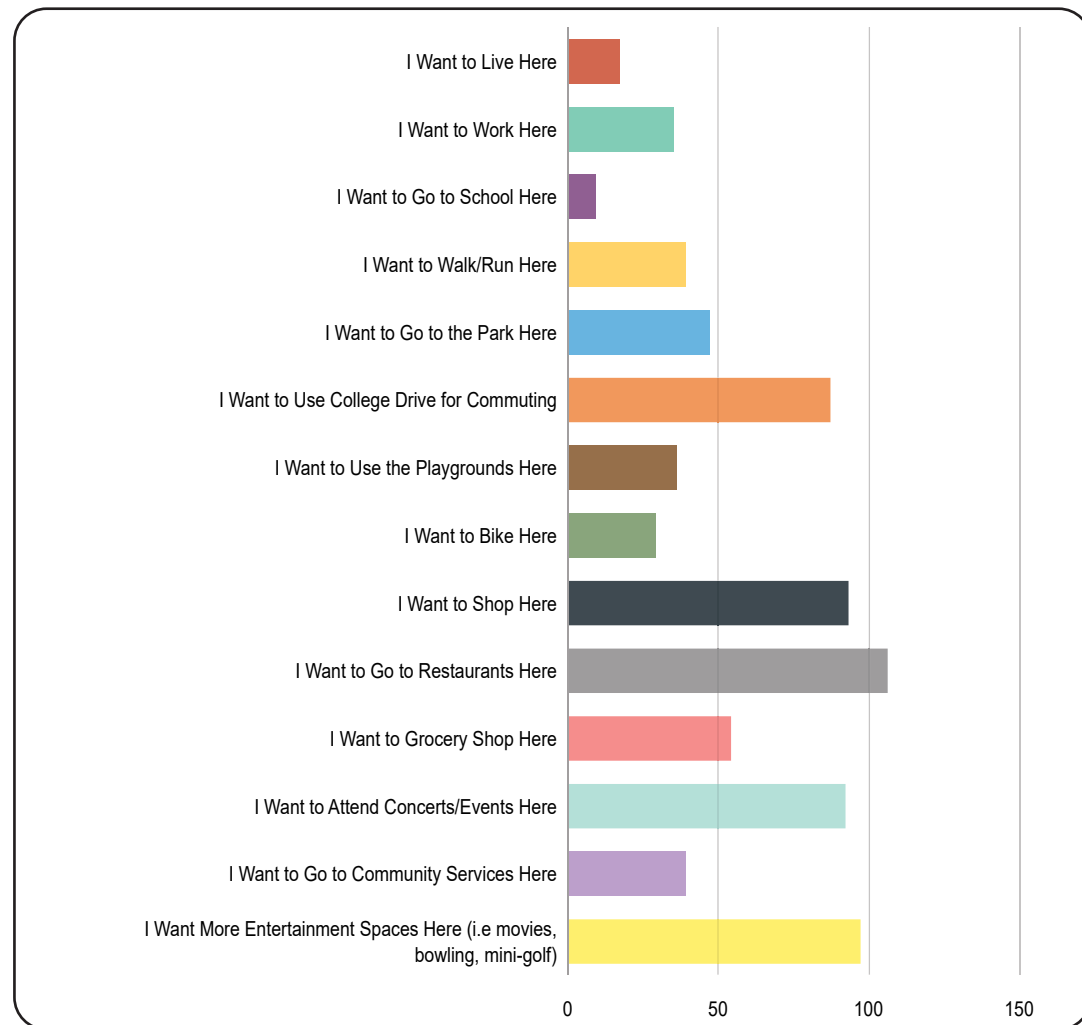
CHAPTER 2: PUBLIC ENGAGEMENT

The results from the survey regarding adding a roundabout along College Drive, by the Old Jennings Road cross street were almost even across strongly like, like, neutral, and strongly dislike. When grouping the dislike and strongly dislike together 30.3% did not like the idea of a roundabout compared to 44.7% who liked or strongly liked the roundabout.

The online survey was closed at the end of the day on November 1st, 2024 in order for the results to be reviewed and taken into account for the 2nd charrette.

COLLEGE DRIVE VISIONING CHARRETTE #2

The second charrette was held on November 19th, from 6:00 PM to 7:00 PM at the Thrasher-Horne Center. The material for the second charrette was developed based on the feedback from the first charrette and the online survey. Approximately 40 people were in attendance, which is double the amount from the first charrette.





CHAPTER 2: PUBLIC ENGAGEMENT

The premise and layout of this charrette was to take the feedback and results from the first charrette to narrow down the information to a few key points and obtain final feedback on the opportunities presented at the first charrette and survey. These results showed that the attendees would prefer to keep the current speed of 45 mph along College Drive. Regarding the roundabout feature, there were 18 votes for dislike and 14 votes for like. These results are very different than the first charrette and slightly different than the survey results. Again, the short-term placemaking and public art concepts had a range of votes, excluding the gateway signage which strongly had votes against this public art concept along College Drive. This charrette was also very beneficial in having important conversations with the public to hear how they feel about certain topics or their overall thoughts on the current state of College Drive. The results from this charrette

were used to assist in writing a recommendation for this report.

The two charrettes also had the opportunity for the public to fill out comment cards with any additional comments they would like recorded. At right is a table with some of those comments.

SUMMARY OF PUBLIC ENGAGEMENT

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 is accounted for and taken into consideration when providing a recommendation to the County for College Drive. Considering this was an initial planning effort, the County

should provide more opportunities to engage the residents and business owners along this corridor.

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.

CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT





CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

This chapter will detail the responses from both the charrettes and the online results. This chapter will explain how the results of the first charrette and online survey crafted the content for the last charrette and ultimately the final recommendations.



CHARRETTE #1 AND ONLINE SURVEY

The first round of charrette and online survey concepts were based on the TAP and Kimley-Horn's understanding of the traffic flow along the College Drive Corridor.

Below are a few assumptions taken into account during the concept design

portion of the project:

- All plans are conceptual planning documents
- Roadway width is based on aerials and the County's GIS map
- It is understood this corridor has 20,000 vehicles each day
- Moving forward it is recommended that a complete traffic study be conducted
- The goal was to keep all improvements in the existing ROW therefore all improvements tried to not incorporate ROW outside of County ownership (with the exception of the roundabout exhibits which should be able to shift to keep within the ROW after full survey results are completed)

The County's goal was to develop a charrette for the community to gauge their reactions to redevelopment options along the College Drive corridor. A large set of engagement boards were set up around the room and the public was asked to interact with the boards by placing dots to

From the TAP "To calm traffic and create a quarter-mile walking district, panelists recommend a road diet through the core, dropping from four to two 11-foot travel lanes, creating roundabouts at Old Jennings and Mosley to transition traffic from high speed to lower speed, and adding on-street parking. A 10-foot multipurpose shared path on the college side of the road would provide a safe space for walking and biking, with an 8-foot sidewalk and 6 feet for dining on the opposite side."





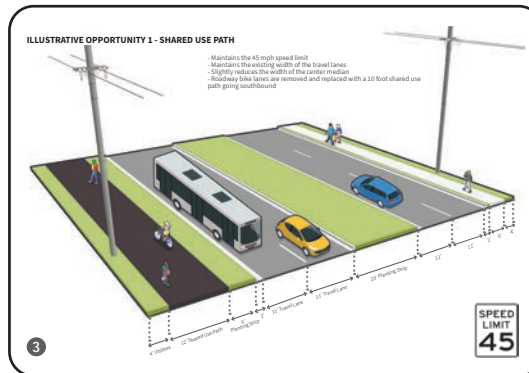
CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

indicate their preferences. In addition, a roll plot aerial of the College Drive corridor (25 ft long) where attendees could add black stickers based on how they currently use College Drive (a car for driving, a shopping cart for retail, etc). There were also purple stickers, with the same icons, that allowed attendees to express how they would want to use College Drive.

Three opportunities for road improvements to address pedestrian and bicyclist safety were added to visual preference boards. These improvements were determined with a number of criteria in mind. The Kimley-Horn team reviewed the TAP report recommendations for a roundabout and a street diet. The TAP recommended these improvements based on feedback from the College Drive Initiative and stakeholder input. The traffic engineers with Kimley-Horn were hesitant to recommend a road diet along the corridor due to the high vehicle volume (20,000 cars a day) and not having a complete

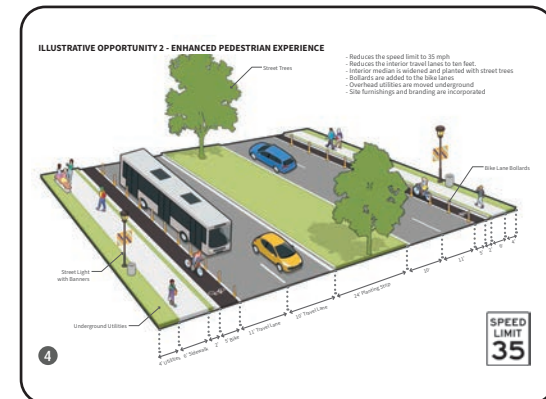
traffic study available. Therefore, the three roadway improvements options for the first charrette retained the four lanes along the corridor.

ROADWAY IMPROVEMENTS BOARDS:



SHARED USE PATH OPPORTUNITY #1

- Maintains the 45 mph speed limit
- Maintains the existing width of the travel lanes (eleven (11) feet wide)
- Slightly reduces the width of the center median
- Roadway bike lanes are removed and replaced with a twelve (12) foot shared-use path going southbound



ENHANCED PEDESTRIAN EXPERIENCE OPPORTUNITY #2

- Reduces the speed limit to 35 mph
- Reduces the interior travel lanes to ten (10) feet.
- Interior median is widened and planted with street trees
- Bollards are added to the existing bike lanes
- Overhead utilities are moved underground
- Site furnishings and branding are incorporated



CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

BRANDING AND LOGO BOARD FOCUSED ON BRANDING OF COLLEGE DRIVE WHICH WAS ONE OF THE TAP RECOMMENDATIONS

- Kimley-Horn designed 11 branding options for the public to vote on
- The designs were based on the County's logo color palette
- There were music themed options due to the Thrasher-Horne's music venue
- There were location themed options such as a google pin design and an abstract aerial of the corridor and its location to the lake
- There were also designs incorporating College Drive initials
- The purpose of the various options was to try to get a broad range of ideas for the public to choose from

In-Person Results: The majority of the citizens chose the location pin and the guitar branding logos (38% and 25% respectively).

Online Survey Results: The two branding logos with the most votes were the guitar pick having the most votes and the guitar logo with the second most votes.

COLOR PALETTE

Clay County Logo and Seal Selected colors pulled from the Clay County logo and seal

LOGO OPTIONS

Shapes and forms inspired by aerial view of College Drive, showing two different name options

Place dot here to vote.

Form references performance stage with lights, mimics road lanes/sidewalks with overhead signage

Place dot here to vote.

Reference to College Drive

Place dot here to vote.

Reference to College Drive and road design

Place dot here to vote.

Shape inspired by a guitar pick and maps pin, also referencing Clay County logo and seal

Place dot here to vote.

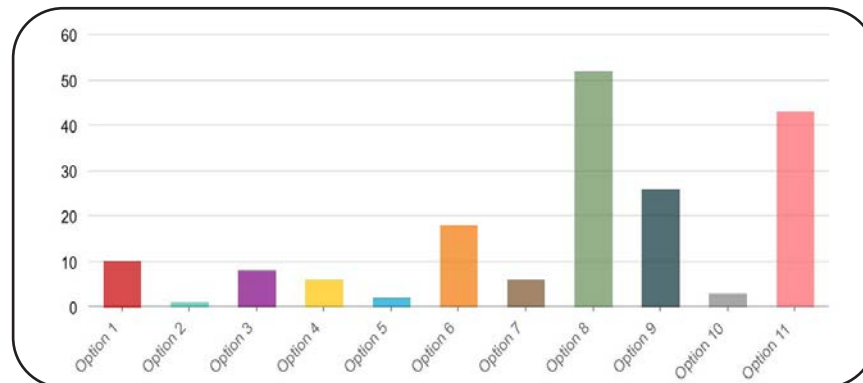
Form inspired by music sound waves

Place dot here to vote.

A guitar form with references to Clay County seal

Place dot here to vote.

BRANDING + LOGOS





CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

Short-Term Placemaking Concepts Board

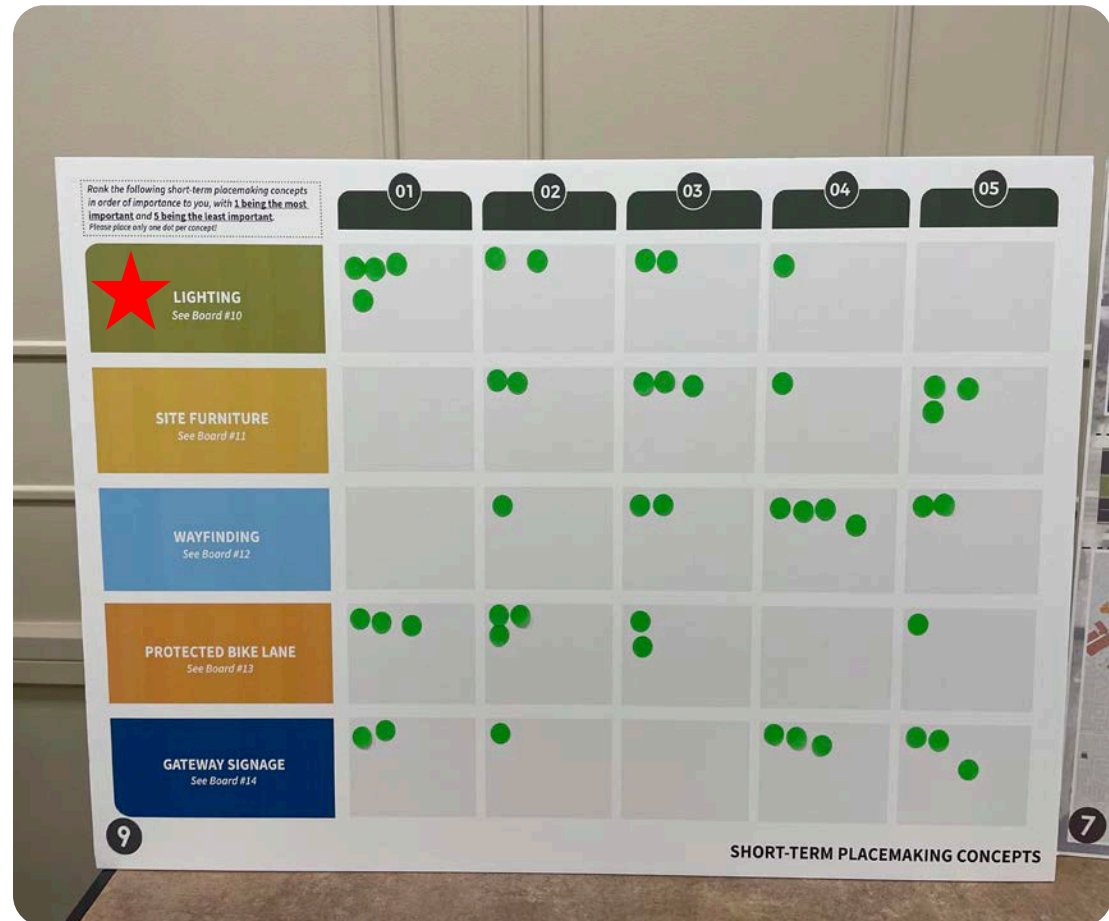
This board contained five (5) different categories: Lighting, Site Furniture, Wayfinding, Protected Bike Lane, and Gateway Signage

These concepts were chosen due to their relatively easy implementation and their impact on placemaking along the corridor

People were asked to rank the short-term placemaking concepts in order of importance, with 1 being the most important and 5 being the least important

In-Person Results: The majority of the citizens indicated Lighting was the most important Short-Term Placemaking concept.

Online Survey Results: The majority of the online votes also indicated lighting as the most important Short-Term Placemaking concept.





CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

Lighting Board

- This board provided seven (7) different style lighting examples to understand the type of lighting that is most desired along the corridor

IN-PERSON RESULTS: The majority of the votes chose the more traditional acorn style lighting either with or without the banner signs attached.

ONLINE SURVEY RESULTS: The lighting style with the most votes was the white pole with the banners and the down cast lighting.

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SHORT-TERM PLACEMAKING CONCEPTS



CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

Site Furniture Board

- This board provided six (6) different site furniture examples to understand the type of seating and receptacles that are most desired along the corridor

IN-PERSON RESULTS: Two options were chosen as the favorites for the site furniture concepts. Those two were a modern option with heavy landscaping and the second option was metal benches with canvas awnings over the benches.

ONLINE SURVEY RESULTS: The majority of the online votes chose the site furniture option with the metal benches and canvas awnings covering the benches for shade.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.

SHORT-TERM PLACEMAKING CONCEPTS



CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

Protected Bike Lane Board

- This board provided six (6) different protected bike lane options to understand the type of bike lanes that are most desired along the corridor

In-Person Results: The majority of the votes chose the protected two-way bike lane that contained the lane separate from the road with landscaping between them.

ONLINE SURVEY RESULTS: The majority of the votes for the online survey were similar to the in-person charrette which indicated that the protected two-way bike lane separate from the main road with landscaping on both sides was the preferred option.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.

SHORT-TERM PLACEMAKING CONCEPTS

CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

Gateway Signage Board

- This board provided six (6) different gateway examples to understand the type of gateway signage that is most desired along the corridor

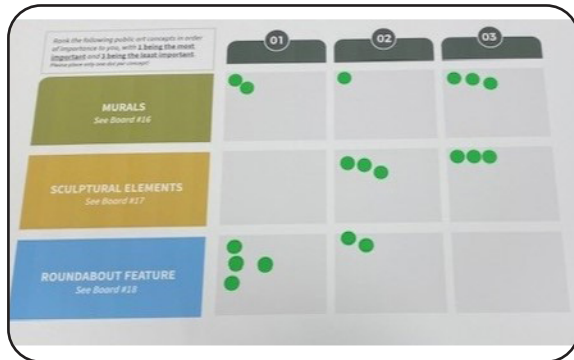
IN-PERSON RESULTS: The votes for the gateway signage were spread out between all the signs which featured large posts with the signage between them. It should be noted that the majority of the options were fairly similar to each other.

ONLINE SURVEY RESULTS: There were two gateway signage options that had the majority of the votes. The first option was the signage that was split in the middle making it appear like two signs with one on each side of the road. The second option had a large gateway sign lower to the ground with a clock on the top.

<p>Place dot here to vote.</p>	<p>Place dot here to vote.</p>	<p>Place dot here to vote.</p>
<p>Place dot here to vote.</p>	<p>Place dot here to vote.</p>	<p>Place dot here to vote.</p>

SHORT-TERM PLACEMAKING CONCEPTS

CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT



Public Art Concepts Board

- The focus of this board was to determine which public art concepts the public prioritized between Murals, Sculptural Elements, and Roundabout Feature
- Placemaking usually incorporates art in order to create a sense of pride and place in an area
- Participants were asked to rank the public art concepts in order of importance, with 1 being the most important and 3 being the least important.

IN-PERSON RESULTS: The majority of the citizens indicated the Roundabout Feature was the most important Public Art concept.

ONLINE SURVEY RESULTS: Contrary to the in-person results, the online responses indicated that wall murals were the most important Public Art concept and the Roundabout Feature was the least important Public Art Concept.

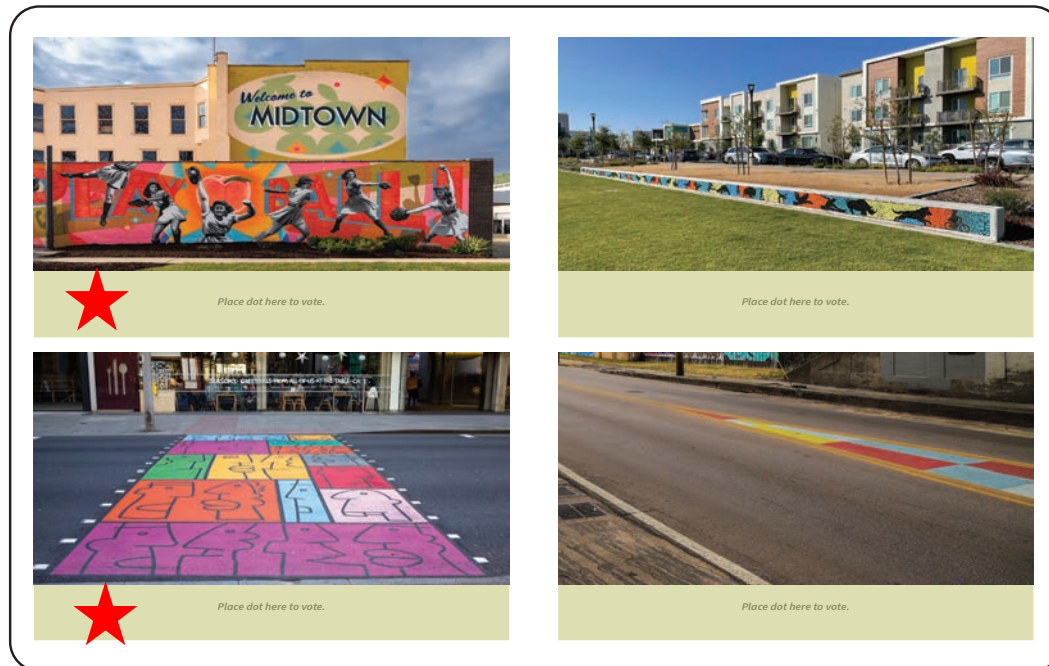
Murals Board

- This board featured four (4) different

types of murals for the public to choose which one they preferred.

IN-PERSON RESULTS: The majority of the people in-person preferred the wall mural and the pedestrian crossing murals.

ONLINE SURVEY RESULTS: The majority of the online responses favored the wall mural.



CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

Sculptural Elements Board

- This board provided six (6) different options for sculptural elements along the corridor
- These options were very different and ranged from colorful umbrellas and life-sized human sculptures to a sculpture scavenger hunt

IN-PERSON RESULTS: The colorful umbrellas was the highest ranking sculptural element out of the five provided.

ONLINE SURVEY RESULTS: Two of the sculptural elements had an even number of votes. They were the sidewalks lined with colorful umbrellas above and the “Mice on Main” scavenger hunt option.



Place dot here to vote.



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Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.

PUBLIC ART CONCEPTS

CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

Roundabout Features Board

This board provided six (6) different options for roundabout features to gauge the public's interest in sculptural features versus landscape features.

IN-PERSON RESULTS: The simple landscaping and the sculptural urn were the top choices for the Roundabout Feature.

ONLINE SURVEY RESULTS: The roundabout feature with the majority of the votes was the one with the greenspace and plantings in the center.

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PUBLIC ART CONCEPTS



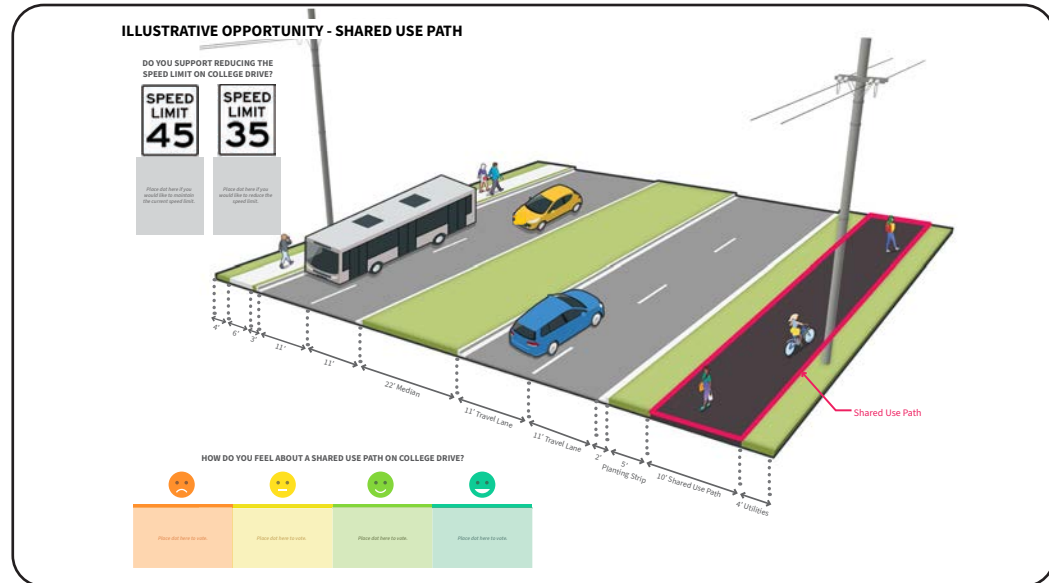
CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

CHARRETTE #2 NOVEMBER 19TH, 2024

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. The base roadway design in the boards included a twenty-two (22) foot median, eleven (11) foot travel lanes, and retained the southbound sidewalk and existing utility area width the same as the current state.

Shared-Use Path Board

The Shared-Use Path Board included a question about reducing the speed limit from 45 to 35 miles per hour (MPH). The purpose of this question was to understand how the community felt about the speed along the corridor. If there is interest in lowering the speed



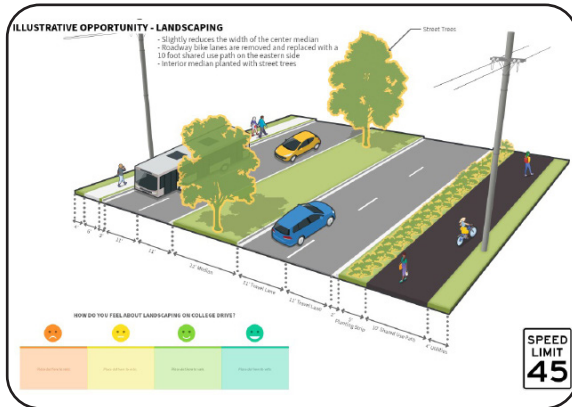
limit, the roadway design can be more flexible. For example, interior lanes along the corridor may be able to be reduce to ten (10) feet to gain more room for plantings or sidewalk width. In addition to the speed limit question, this board focused on obtaining opinions regarding a ten (10) foot shared-use path along the northbound side of College Drive with a five (5) foot planting area between the travel lanes

and the shared-use path.

RESULTS: For the speed reduction, eight (8) people voted to keep the 45 MPH and four (4) people voted to reduce to 35 MPH. As for the shared-use path, ten (10) people voted for “strongly like” and “like” whereas eight (8) people chose “dislike” and three (3) votes were “neutral”.



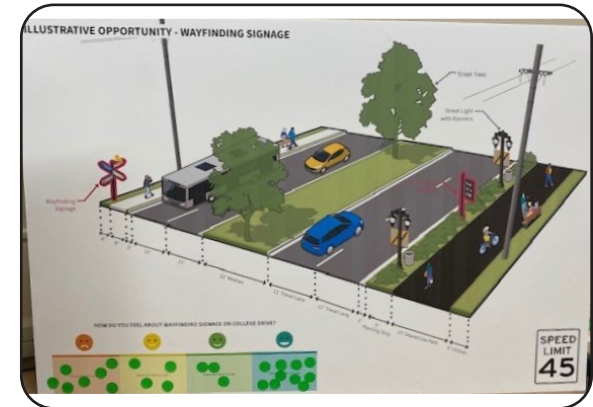
CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT



Site Furnishings Board

This board used the base in previous boards and added in site furnishings such as benches, street lights with branded banner signs, and trash cans.

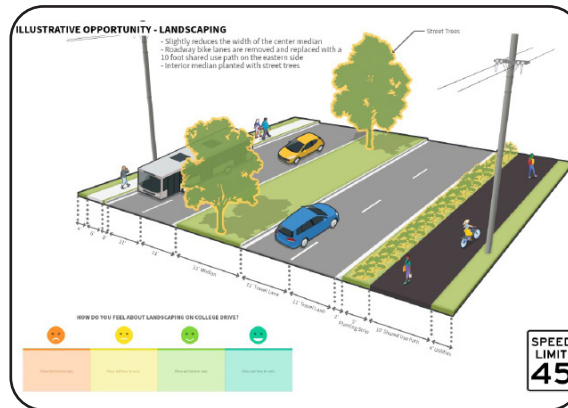
RESULTS: Seventeen (17) people voted for “strongly like” and “like” whereas ten (10) people chose “dislike” and three (3) votes were “neutral”.



Landscaping Board

The Landscaping Board used the base in the Shared-Use Board and added in street trees in the median and buffer plantings between the travel lanes and the shared-use path.

RESULTS: Fourteen (14) people voted for “strongly like” and “like” whereas eight (8) people chose “dislike” and five (5) votes were “neutral”.



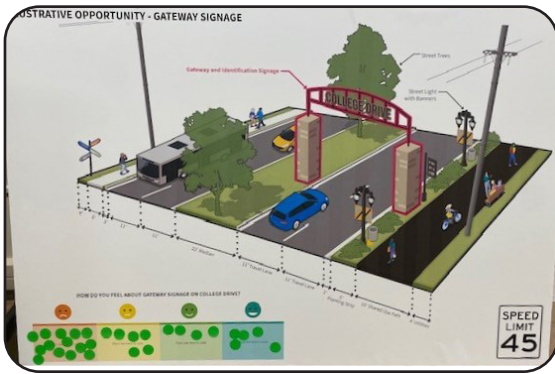
Wayfinding Signage Board

This board used the base from the previous boards and added in wayfinding signage along the corridor to understand if this was a branding feature the community envisioned for the corridor.

RESULTS: Thirteen (13) people voted for “strongly like” and “like” whereas seven (7) people chose “dislike” and four (4) votes were “neutral”.



CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT



Gateway Signage Board

The Gateway Board used the base from the previous boards and added in gateway signage over the northbound travel lanes of the corridor.

RESULTS: Nine (9) people voted for “strongly like” and “like” whereas fourteen (14) people chose “dislike” and six (6) votes were “neutral”.

Roundabout Board

The Roundabout Board featured the proposed roundabout from the first charrette but also included the proposed roadway improvement options such as the shared-use path along the northbound travel lanes and to the entrance at the college.

RESULTS: Fourteen (14) people voted for “strongly like” and “like” whereas eighteen (18) people chose “dislike” and two (2) votes were “neutral”.



Branding Logo Board

This board narrowed down the previous logos from the most preferred from the first charrette and online survey into three (3) choices for the community to choose.

RESULTS: Eleven (11) people chose the guitar pick, six (6) people chose the guitar, and two (2) people chose the location pin.

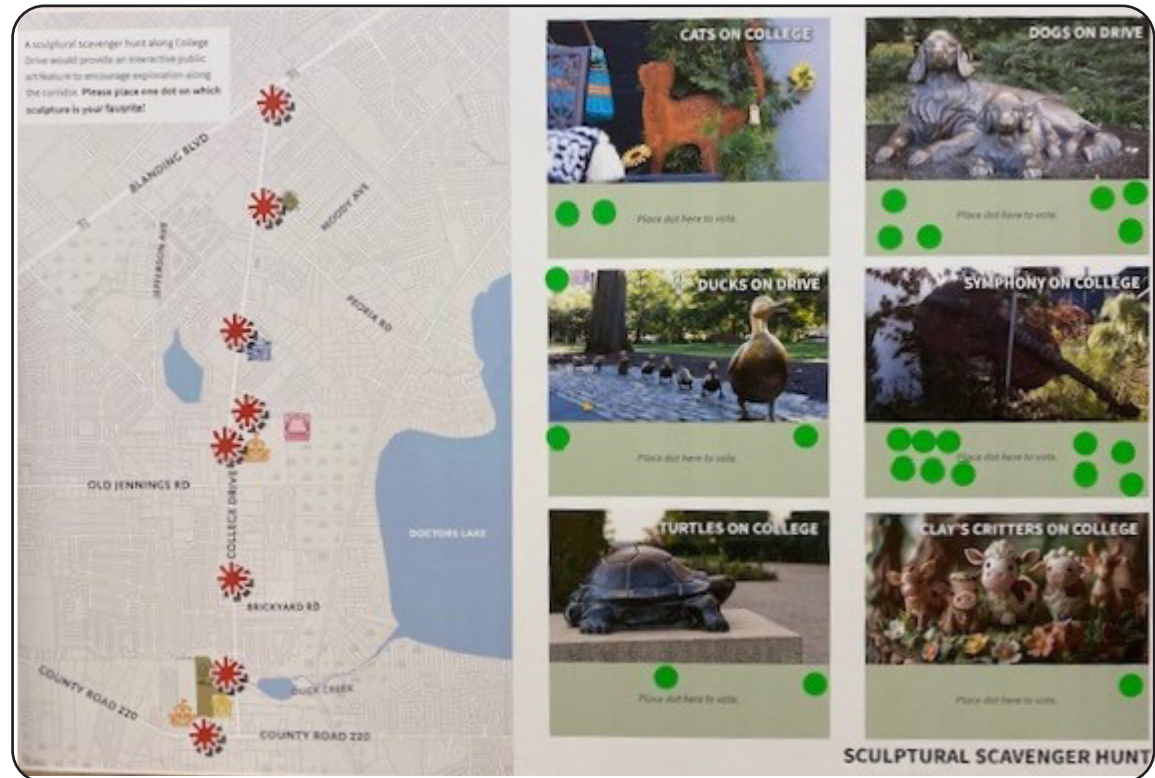


CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

Sculptural Scavenger Hunt Board

This board focused on six (6) different types of sculptural scavenger hunts. These types of activities can result in an increase in a sense of place and placemaking which was one of the main emphases from the TAP. Considering the results from the first charrette and online survey were mixed on this topic, the team decided to create a board which focused on a variety of Clay County and College Drive specific themed sculptural scavenger hunt ideas to gather feedback from the community.

RESULTS: Symphony on College was the highest ranking option with ten (10) votes with Dogs on Drive being the second most chosen option with six (6) votes.





CHAPTER 3: OUR PLAN FOR STRATEGIC DEVELOPMENT

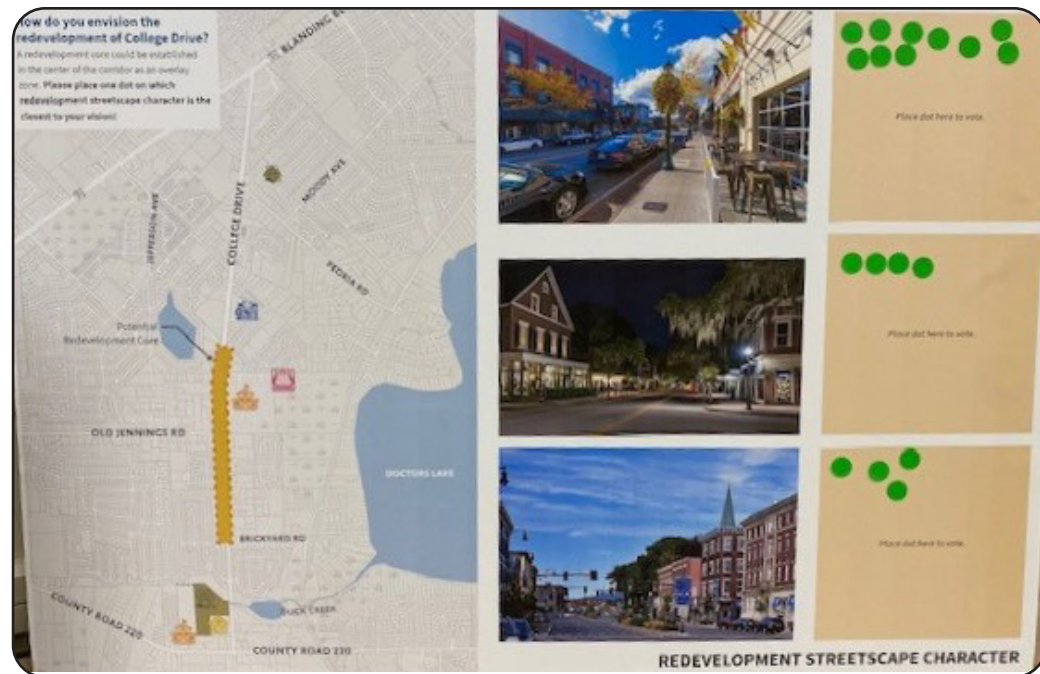
Redevelopment Streetscape Character Board

For the first charrette and the online survey, when asked, “How do you want to utilize College Drive,” many people chose that they wanted to go to restaurants, to attend events, to have more entertainment on the corridor, and to go to a park. It is clear, the community wants a more walkable and bikeable corridor. With these results and the TAP recommendation that the zoning be consistent along the corridor, the team created three redevelopment boards to gather feedback from the community on how they envision the redevelopment along College Drive. Two of the boards were informational regarding ways to redevelop a high-volume corridor. The boards provided real life visual examples of redevelopments with physical character aspects of the corridor called out to emphasize the ways land development regulations

can create a walkable and pedestrian friendly corridor. The third board was a visual preference board requesting feedback on three (3) pedestrian friendly mixed-use streetscapes along high traffic corridors.

RESULTS: The most preferred option of the three (3) was the option with

mixed-use three-story buildings, sidewalk cafes, and on-street parking. From discussions with the community at the charrette, it is difficult for the public to understand how a suburban corridor can be transformed into a walkable and pedestrian friendly corridor.





CHAPTER 4: ACTION PLAN - HOW WE'LL GET THERE





CHAPTER 4: ACTION PLAN - HOW WE'LL GET THERE

After reviewing the results of both the charrettes and the online survey responses, the team developed an Action Plan for moving forward with the redevelopment along College Drive. It is understood that the redevelopment of this corridor will take years to implement and gain traction. Therefore the recommendations below are separated into short-term, mid-term, and long-term action items.

SHORT-TERM. These concepts should be able to be implemented immediately and within one year.

- **TECHNICAL DUE DILIGENCE RECOMMENDATIONS.** In order to properly plan the corridor redevelopment, there are many technical due diligence tasks that should be accomplished.
 - » Community Redevelopment Agency (CRA)
 - One first step the County could undertake is to investigate the creation of a CRA of community

members to help the County officials direct the redevelopment process along the corridor.

- Having CRA Board that is appointed by the County to help direct the process and report back to the County administration and Board of County Commissioners would be one way to continue to keep the momentum of redevelopment along the corridor.
- The members of the CRA Board would most likely have a financial background, architectural background, real estate background, and similar professional experience to ensure it is made up of qualified individuals to help keep the vision of the community.
- In addition, a CRA could



create tax benefits and ultimately funding for the corridor.

- » Boundary Survey of the entire corridor
 - This survey will assist in providing accurate right-of-way widths to determine what improvements can be made to College Drive.
- » Traffic Study
 - A Traffic Study is needed to truly understand how many vehicles and what types of vehicles are using the corridor and the peak hour time frames.



CHAPTER 4: ACTION PLAN - HOW WE'LL GET THERE

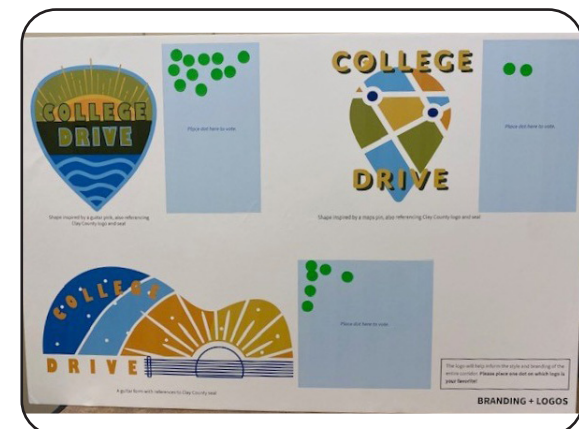
BRANDING AND CREATING A SENSE OF PLACE. One of the TAP recommendations and a theme from the public engagement response was to create a sense of place along the corridor. In order to accomplish this, there are many small projects that can be implemented to start to create that sense of place along the corridor. The following recommendations are not the only things that can be utilized, these are just the ones that were the most preferred during the public engagement process of this project.

- Pedestrian crossing murals with chosen branding could be added rather quickly.
- One great way to create a buzz could be the addition of “Symphony on College” Scavenger Hunt with printed maps handed out at local businesses sponsored by local businesses.
- Benches and trash cans along existing sidewalk could be painted to match the branding theme and be sponsored and maintained by

- local businesses in the short-term.
- Wayfinding Signs with the corridor branding logo could be added to highlight important features along the corridor such as the VA Hospital, particular event locations, and intersections.
- Another way to help spur the sense of place along the corridor, could be to add understory native trees along the sidewalks and low water use/ low maintenance plantings along the existing sidewalks while the redesign of the corridor is planned.

REGULATION BASED RECOMMENDATIONS. This set of recommendations is based on the feedback received from the public engagement opportunities, the TAP recommendations, and the understanding that planning the redevelopment of a suburban corridor into a more walkable/pedestrian-oriented corridor takes time and education. A mixed-use overlay will allow College Drive to be more walkable.

- As new apartment complexes are proposed around Peoria Cemetery Road, the County shall consider install crosswalks across College Drive and Peoria Cemetery Road to increase safety and walkability.
- The County staff could create or contract with a planning consultant to further develop a land use and zoning plan or overlay for the corridor to help spur mixed-use redevelopment.
 - » A major component of that land use and zoning plan shall be to engage the businesses and residents along College Drive

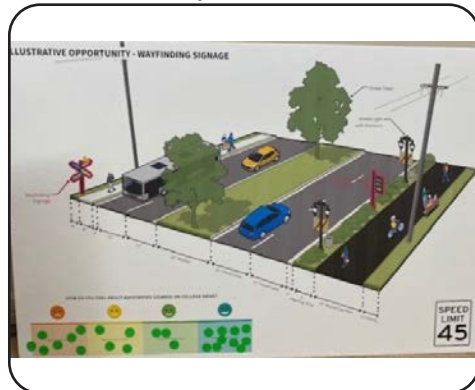




CHAPTER 4: ACTION PLAN - HOW WE'LL GET THERE

to educate on the benefits of mixed-use overlays and zoning districts.

- » A mixed-use overlay can help reinvigorate College Drive by building close to the street, increasing the height of buildings, having a variety of uses, and reducing required parking; all of which would be beneficial.
- » The limited market analysis prepared for this project indicates multi-family and retail potential is high along this specific corridor which corresponds with a



mixed-use redevelopment plan.

- » Based on feedback from charrettes, the community wants to walk more and wants more restaurants along this corridor. A more pedestrian focused form-based code could be a solution for redevelopment along the corridor.
- » Overlays can help spur redevelopment by providing more flexible zoning criteria such as height, setbacks, and parking reductions.
- » In the 2nd charrette a few of the public engagement boards focused on more pedestrian scale mixed-use forms which were slightly confusing to the public. It is difficult for the public to envision how to transition from a car focused corridor to a more pedestrian-friendly corridor, therefore if the County does decide to go in the direction of a more mixed-use

corridor, more intense public engagement opportunities should be conducted.

SAFETY RECOMMENDATIONS. Many of the public engagement results discussed how there is no lighting along the corridor. Lighting was also the preferred improvement along the corridor during both the first charrette and the online survey. With this result, College Drive could benefit from implementing a street lighting pilot program.

- The County could work with Clay Electric to determine if the existing electric poles may be used to add lighting along the corridor as an interim while plans for improvements are determined. This could be used as a pilot program for the whole County
- The County could also try to obtain funding (see Funding Matrix in Appendix) to install new acorn streetlights with banner signs

CHAPTER 4: ACTION PLAN - HOW WE'LL GET THERE

utilizing the chosen designs with the branding logo to help spur the sense of place while other improvements are coordinated and planned for.

- The County could rather quickly improve pedestrian safety by adding paint and raised separators between the roadway and the bike lanes.

Mid-Term. These concepts could be implemented within two to five years with proper planning.

CORRECTING UTILITY ISSUES

Currently, there are gaps in the utilities along the corridor which could hinder redevelopment in those areas. During this mid-term time frame, the County could hire an engineering consultant to review the utility gaps and potential solutions.

- The 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 section based on the preferred roadway improvements from the



charrettes and the online survey.

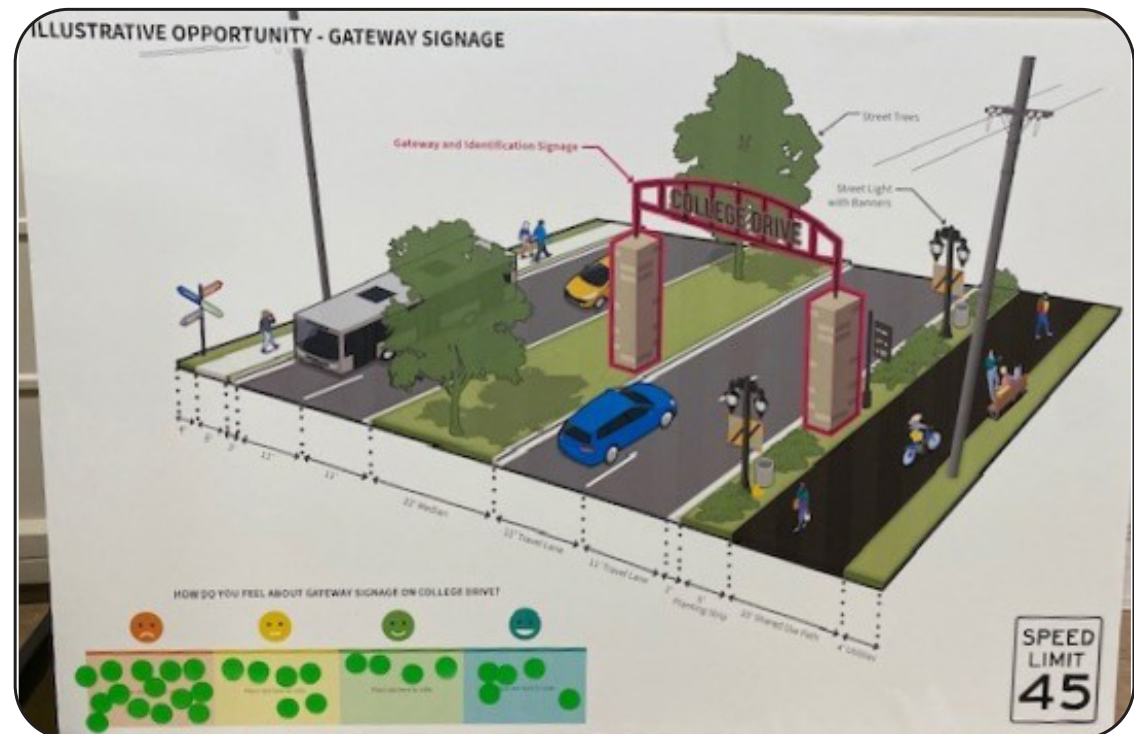
Long-Term. These concepts are considered long-term and will most likely take up to 20 years to complete. Creating major change along a highly

traveled corridor usually takes a long time to complete. The recommendations below are all based on the TAP recommendations and the public engagement process as part of this project.



CHAPTER 4: ACTION PLAN - HOW WE'LL GET THERE

- A roundabout was recommended by the TAP panel and mostly agreed upon during the public engagement portion of this project. The roundabout was suggested to help southbound exits from the college and Thrasher-Horne and to help slow down the speed to create a more pedestrian/bike friendly corridor. The college is open to the concept and therefore a roundabout could be designed and implemented within the long-term phase of the redevelopment of the corridor.
- If during the mid-term phase, a new roadway improvement design is agreed upon and designed, the construction could be accomplished in the long-term phase. These roadway improvements could include:
 - » Installing irrigation along the corridor including the medians.
 - » Installing underground utilities
 - » could be accomplished if the roadway is reconstructed.
 - » Install a shared-use path with a protected area for pedestrians and bicyclists.
 - » Reinstall streetlights, street trees, branding, and site furniture to help create a sense of place and walkable corridor.
 - » Should improvements be made to College Drive, Old Jennings Road may need to be improved as well.





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Incentivizing Redevelopment. There are ways to incentivize private investment along corridors and to direct redevelopment.

- The County, if the community is interested, could create a zoning overlay (as discussed in the short-term) to help incentivize redevelopment by allowing a mixed of uses without requiring an entitlement change, the overlay

could also allow for buildings to be taller closer to the road and smaller setbacks to create a pedestrian/bicycle friendly environment.

- The core of redevelopment/potential overlay should be focused on a portion of the drive rather than the full corridor length.
- The County could incentivize redevelopment along the corridor

through a loan program for local businesses to utilize for redevelopment. The City of Jacksonville utilizes a number of these types of loan programs and job creation incentives.

Redevelopment Return on Investment. Similar CRA improvement plans in North Florida estimated a baseline 1.5% increase in taxable property evaluations year-over-year (YoY) without any change in development patterns. The proposed improvement scenarios for the CRA ranged from adding residential, core commercial, to developing mixed-use properties. Adding only one of these aspects individually increase YoY taxable valuations to 2.0%, 2.3% and 2.5%, respectively. Incorporating all three brought the YoY increase up to 4.0%.





CHAPTER 4: ACTION PLAN - HOW WE'LL GET THERE

Funding the improvements. Funding will be a major component of a redevelopment plan for the corridor. The County will need to utilize the lists above to prioritize private/public partnerships such as sponsorships, grant funds, and potential tax incentive funding opportunities to help revitalize and spur development along College Drive. The goal of the Funding Matrix (see Appendix) is to help layout each recommended improvement and find a funding source for that improvement without overburdening the County's General Fund.

In addition to the Funding Matrix, there are a number of funding mechanisms that can be utilized to fund the recommended improvements for this project.

- The County could partner with local businesses to help fund small placemaking projects along the corridor such as benches and trash cans.
- The County could investigate the



option of creating a Community Redevelopment Agency (CRA) for the College Drive corridor. This is a great way to take a portion of the existing taxes along this specific corridor and use them for utility improvements, roadway improvements, and facade

improvements for existing business owners.

- Instead of a CRA, the County could investigate similar incremental tax options to utilize a portion of the ad valorem taxes along the corridor and direct it towards improvements.



CHAPTER 4: ACTION PLAN - HOW WE'LL GET THERE

<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.



CHAPTER 4: ACTION PLAN - HOW WE'LL GET THERE

<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.



Appendices



Funding Matrix



COLLEGE DRIVE FUNDING OPPORTUNITY MATRIX

January 2025

Short-Term

#	Grant Name	Agency	Funding Max	Required Match	Date Open	Date Due	Grant Period	Priorities	Types of Projects	Member Projects	Link
1	Appropriations Project	House of Representatives	N/A	0%	Rolling	Spring	Not Identified	<p>NOT A GRANT. Must be submitted by member of the House of Representatives. Fund a specific item/project for:</p> <ol style="list-style-type: none"> 1. A local government, private entity, or privately operated program. 2. A specific Transportation facility not part of DOT's 5-year work program 3. An education fixed capital outlay project 4. A specified program, research initiative, center, or similar entity at a state college or university 5. A local water project <p>Eligible Applicant(s): Local government</p>	<p>Previously Funded Projects:</p> <ul style="list-style-type: none"> • Economic development building restoration • Economic connectivity corridor • Commerce Park building for economic development • Workforce development 	Any project	Link
2	Community Challenge Grant	American Association of Retired Persons (AARP)	\$50,000	0%	Ongoing	Ongoing	Not Identified	<p>Small grants to fund "quick-action" projects. AARP will prioritize projects that support residents age 50 or over, are inclusive, address disparities, AND directly engage volunteers.</p>	<p>Create vibrant, public places that improve open spaces, parks and access to other amenities.</p> <ul style="list-style-type: none"> • Deliver a range of Transportation and Mobility options • Support a range of Housing options • Ensure a focus on Diversity, Equity and Inclusion while improving the Built and Social Environment of a community • Increase Civic Engagement 	<ul style="list-style-type: none"> • Branding for the corridor • Art installations • Murals • Streetlights • ROW site furnishings • Wayfinding signage with branding • Gateway signage 	Link
3	Community Project Funding (CPF) Requests	Congress	\$6,000,000	0%	Rolling	Winter	Not Identified	<p>NOT A GRANT. Request must be submitted for consideration by District Congressperson.</p> <p>Community Project Funding (CPF) will allow Congress to fund projects that will make a real difference in the lives of our constituents, particularly now as so many people and communities are hurting. There are limitations on the number of requests each member of congress may submit each fiscal year.</p> <p>Eligible Applicant(s): Local government</p>	<p>Any. Recent submissions included a Fire Station, a major park, pedestrian and bicycling roadway improvements, new utility facility that will reduce greenhouse gas emissions.</p>	Any project	Link
4	Contributions Program - Community Service	CSX Corporation	\$5,000		The online portal is open 12 months a year	Response within 30-45 days	Not Identified	<p>Funding focus areas are Safety, Environment, Wellness and Community to serve the needs of the community at large.</p> <p>Eligible Applicant(s): qualifies as 501(c)(3), state, county or municipal government entity, including law enforcement and fire rescue department, pre-K-12 school, charter school, community/junior college, or college/university.</p>	<p>Teaching environmental stewardship</p> <ul style="list-style-type: none"> • Planting eco-friendly trees and plants • Leading and supporting environmental clean-ups • Recycling and waste minimization • Promoting energy efficiency and carbon reduction 	<ul style="list-style-type: none"> • Tree planting • Installing xeriscape landscaping and irrigation 	Link
5	Grants for Arts Projects	National Endowment for the Arts	\$100,000	50%	January / February June / July	<u>Cycle 1</u> January <u>Cycle 2</u> August	24 months	<p>Through project-based funding, the program supports public engagement with, and access to, various forms of art across the nation, the creation of art, learning in the arts at all stages of life, and the integration of the arts into the fabric of community life. Projects are funded in specific disciplines: Artist Communities, Arts Education, Dance, Design, Folk & Traditional Arts, Literary Arts, Local Arts Agencies, Media Arts, Museums, Music, Musical Theater, Opera, Presenting & Multidisciplinary Arts, Theater, and Visual Arts.</p>	<p>Under the Visual Arts Discipline, project types include commissions or public art and innovative uses of technology among others.</p> <p>Under the Design Discipline, the NEA supports design projects that have a public benefit. Projects that have public benefit include:</p> <ul style="list-style-type: none"> • Commissions and production of new work, particularly that hire/provide direct fees to artists • Design and community planning for public spaces or landscapes • Artistically excellent design projects that foster positive social impact and employ inclusive design concepts. 	<ul style="list-style-type: none"> • Art installations • Mural 	Link



COLLEGE DRIVE FUNDING OPPORTUNITY MATRIX
January 2025
Short-Term

#	Grant Name	Agency	Funding Max	Required Match	Date Open	Date Due	Grant Period	Priorities	Types of Projects	Member Projects	Link
6	Levitt AMP Your City	Levitt Foundation	\$90,000	50%	TBD	TBD	3 years	Awarded to small to mid-sized towns and cities (<250k population) to host 10 free concerts that inject new life into underused public spaces Eligible Applicant(s): 501(c)(3) non-profits	10 free concerts that inject new life into public spaces and create vibrant community destinations		Link
7	Our Town Program	National Endowment for the Arts	\$150,000	50%	Spring	TBD Applicant Portal	24 months	Encourages applications for projects that integrate arts, culture and design into strategies for strengthening communities. <ul style="list-style-type: none"> • Bring new attention to or elevate key community assets and issues, voices of residents, local history, or cultural infrastructure. • Inject new or additional energy, resources, activity, people, or enthusiasm into a place, community issue, or local economy. • Envision new possibilities for a community or place • Connect communities, people, places, and economic opportunity via physical spaces or new relationships. Requires partnership with local government and cultural organization.	Public art (art that is conceived for a particular place or community) Public space design (designing elements of public infrastructure or spaces where people congregate, e.g. parks)	<ul style="list-style-type: none"> • Art installations • Murals 	Link
8	Quality of Life Grant	Christopher & Dana Reeve Foundation	\$25,000 (Tier 1)	0%	Spring Grant Cycle	1st (Spring) and 2nd (Fall) grant cycles	Not Identified	Direct Effect Quality of Life grants support a wide range of projects and activities that will impact individuals living with paralysis and their families.	<ul style="list-style-type: none"> • Accessible Playground or Trail • Fitness and Wellness Accessibility Modifications (e.g., wheelchair accessible picnic table) • Accessible Community Spaces • Racial Equity 		Link
9	Trail Capacity Program	American Trails	\$15,000	20%	Reopens Winter 2024	N/A	Funds must be expended by end of year received.	New trail projects are not eligible. Funding is only available for trail maintenance, research, and stewardship training, with a portion also set aside for administration of this program. Funding Priorities: <ol style="list-style-type: none"> 1. Trail Maintenance Backlog on State and Local Lands 2. Research (showing impact and benefits of trails) 3. Stewardship Training (especially younger, underserved and diverse populations) 	The Trail Fund supports trails that serve ALL types of trail users, motorized and nonmotorized. This includes hiking, cycling, mountain biking, trail running, access routes, horseback riding, water trails, ATVs, snowmobiling, and more. Hiring or supplementing staff or contractor payroll is eligible if the funded portion of the staff's duties directly involves maintenance of trails, training of stewards, or research programs.	<ul style="list-style-type: none"> • Multi-use paths • Two-way cycle track 	Link



COLLEGE DRIVE FUNDING OPPORTUNITY MATRIX
January 2025
Mid-Term

#	Grant Name	Agency	Funding Max	Required Match	Date Open	Date Due	Grant Period	Priorities	Types of Projects	Member Projects	Link
1	Appropriations Project	House of Representatives	N/A	0%	Rolling	Spring	N/A	<p>NOT A GRANT. MUST BE SUBMITTED BY MEMBER OF THE HOUSE OF REPRESENTATIVES</p> <p>Fund a specific item/project for:</p> <ol style="list-style-type: none"> 1. A local government, private entity, or privately operated program. 2. A specific Transportation facility not part of DOT's 5-year work program 3. An education fixed capital outlay project 4. A specified program, research initiative, center, or similar entity at a state college or university 5. A local water project <p>Eligible Applicant(s): Local government</p>	<p>Previously Funded Projects:</p> <ul style="list-style-type: none"> • Economic development building restoration • Economic connectivity corridor • Commerce Park building for economic development • Workforce development 	Any project	Link
2	Beautification Grant Program	Florida Department of Transportation (FDOT)	\$100,000	Reimbursement Grant	Summer	Fall	Not Identified	<p>The Florida Department of Transportation's (FDOT's) Beautification Grant Program aims to enhance the attractiveness of landscapes and facilities on the State Transportation System. Projects are typically installed on FDOT Right-of-Ways but can extend into publicly owned properties that are contiguous and visible from the FDOT Right-of-Way. <i>This is a reimbursement grant, meaning projects must be completed before grantees receive funds.</i></p> <p>Eligible Applicant(s): Local Governments (Cities, Counties, Municipalities)</p>	<p>Eligible Projects: Purchase and installation of plant materials, soil amendments, and irrigation systems; site preparation.</p> <p>Landscape projects funded by the Beautification Grant are typically used on FDOT rights-of-way but can in some instances extend onto publicly owned property that is contiguous to and visible from the Department's right of way.</p>	<ul style="list-style-type: none"> • Tree planting • Installing xeriscape landscaping and irrigation 	Link
3	District Cost-share Program	St. Johns River Water Management District (SJRWMD)	Up to 50%		Winter	Winter	Not identified	<p>The cost-share program has allowed the District to forge strong relationships with its partners and harness our collective knowledge, expertise and resources to address shared water resource concerns in our communities. The goal of the program is to assist our partners with funding of projects that provide water supply benefits and those that benefit springs flows and water quality.</p> <p>Eligible Applicant(s): Local government</p>	<ul style="list-style-type: none"> •Alternative water supply (AWS) or water resource development (WRD) •Water conservation (including the installation of water conserving devices and other implementation costs) •Springs enhancement, restoration, and/or protection (including water quality and natural systems projects) 		Link
4	Florida Recreation Development Assistance Program (FRDAP)	Florida Department of Environmental Protection (DEP)	\$200,000	<p>0% up to \$50,000</p> <p>25% - \$50,001 to \$150,000</p> <p>50% - \$150,001 to \$400,000</p>	TBD	Fall	Not identified	<p>Provides state funds to acquire or develop lands for public outdoor recreation.</p> <p>Eligible Applicant(s): Local government</p>	<p>Acquisition of land for public outdoor recreational purposes, development and/or renovation of land for public outdoor recreational purposes, or construction and/or renovation of a public recreational trail.</p> <p>Enclosed buildings and structures (except restrooms, restroom/concession buildings and bathhouses) are ineligible.</p>	Two-way cycle track	Link



COLLEGE DRIVE FUNDING OPPORTUNITY MATRIX
January 2025
Mid-Term

#	Grant Name	Agency	Funding Max	Required Match	Date Open	Date Due	Grant Period	Priorities	Types of Projects	Member Projects	Link
5	Home Town Grant	T-Mobile	\$50,000	0%	Quarterly	Quarterly	12 months after funding	<p>T-Mobile awards up to \$50,000 for shovel-ready projects. Applicant's proposal must include plans, budget, timeline, anticipated impact, and up to five letters of support. Projects must include a "shovel-ready" plan with the application. Project must connect back to wi-fi.</p> <p>Eligible Applicant(s): Elected officials, town managers/employees, tribal leaders, or nonprofit community leaders from small towns with population less than 50,000 can apply.</p>	<p>Will fund projects that foster local connections, like technology upgrades, outdoor spaces, the arts, and community centers.</p>	<p>Central Park design to get the bikers and pedestrians into the middle of the corridor</p>	Link
6	People for Bikes Grants	PeopleforBikes	\$5,000 - 10,000	No specific amount, but favored	Fall	Fall	Not identified	<p>BY INVITE ONLY PeopleForBikes accepts grant applications from non-profit organizations with a focus on bicycling, active transportation or community development; from city or county agencies or departments and from state or federal agencies working locally. PeopleForBikes only funds projects in the United States. Requests must support a specific project or program — Does not grant funds for general operating costs.</p> <p>Would require NPO partner.</p> <p>PeopleForBikes does not consider additional funding requests from grantees for at least three years from the time of the original grant.</p>	<p>PeopleForBikes focuses most grant funds on bicycle infrastructure projects, such as:</p> <ul style="list-style-type: none"> • Bike paths, lanes, trails and bridges • Mountain bike facilities • Bike parks and pump tracks • BMX facilities • End-of-trip facilities such as bike racks, bike parking, bike repair stations and bike storage 	<ul style="list-style-type: none"> • Central Park design to get the bikers and pedestrians into the middle of the corridor • Bike land protection • Lane shifting for multi-use path • Two-way cycle track 	Link
7	Tax Increment Financing	N/A	N/A	N/A	N/A	N/A	N/A	<p>NOT A GRANT</p> <p>Tax Increment Financing (TIF) is a value capture revenue tool that uses taxes on future gains in real estate values to pay for new infrastructure improvements. TIFs are authorized by state law in nearly all 50 states and begin with the designation of a geographic area as a TIF district. Plans for specific improvements within the TIF district are developed. The TIF creates funding for public or private projects by borrowing against the future increase in these property-tax revenues. The intent is for the improvement to enhance the value of existing properties and encourage new development in the district.</p>	<p>Eligible Project Costs:</p> <ul style="list-style-type: none"> • Publicly owned infrastructure within public ROWs • Public beautification • Park construction 	<ul style="list-style-type: none"> • Installing xeriscape landscaping and irrigation • Tree planting • Central park design 	



COLLEGE DRIVE FUNDING OPPORTUNITY MATRIX

January 2025

Long-Term

#	Grant Name	Agency	Funding Max	Required Match	Date Open	Date Due	Grant Period	Priorities	Types of Projects	Member Projects	Link
1	Appropriations Project	House of Representatives	N/A	0%	Rolling	Spring	Not identified	<p>NOT A GRANT. Must be submitted by member of the House of Representatives</p> <p>Fund a specific item/project for:</p> <ol style="list-style-type: none"> 1. A local government, private entity, or privately operated program. 2. A specific Transportation facility not part of DOT's 5-year work program 3. An education fixed capital outlay project 4. A specified program, research initiative, center, or similar entity at a state college or university 5. A local water project <p>Eligible Applicant(s): Local government</p>	<p>Previously Funded Projects:</p> <ul style="list-style-type: none"> • Economic development building restoration • Economic connectivity corridor • Commerce Park building for economic development • Workforce development 	Any project	Link
2	Community Block Development Grant (CDBG) - Florida Small Cities	Florida Department of Commerce (FloridaCommerce)	<p>\$18mil - \$26mil</p> <p>*Across all 4 types of CDBG types</p> <p>Maximum Funding Request: \$1.5m</p> <p>Funding contingent on population size</p>		Annual	TBD		<p>Funding Categories: Commerical revitalizations, economic development, housing rehabilitation and neighborhood revitalization.</p> <p>Eligible Applicant(s): Cities with >50,000 residents that have no accepted special entitlement status and have not opted to join an entitlement program, Counties with >200,000 residents, Cities with <50,000 residents that have opted out of the urban entitlement program</p> <p>*Non-entitlement units of local government are not eligible to apply for funding in any of the three program areas if they have an open CDBG subgrant in one of the three areas.</p>	<ul style="list-style-type: none"> • Water and Sewer Improvements • Rehabilitation of Substandard Housing • Street and Sidewalk Improvements • Economic Development Activities that Create Jobs for Low-and Moderate-Income People • Downtown Revitalization, including Facade Improvements, Streetscaping, and Underground Utilities • Park Facilities and Community Centers • Drainage / Stormwater Improvements <p>Can also provide funding for administrative support needed to administer projects</p>		Link
3	Community Planning Technical Assistance Grant (CPTAG)	Florida Department of Commerce (FloridaCommerce)	\$75,000	0%	March	May	1 year	<p>Cost Reimbursement Grant. Supports innovative, creative, or unique approaches to planning and development, and infrastructure.</p> <p>Eligible Applicant(s): Counties, municipalities, regional planning councils that propose projects on behalf of or for the benefit of counties, municipalities or the region and that have support, in writing, from the counties or municipalities affected by the proposed grant project</p>	<p>This grant can be used for an extensive variety of community planning projects. Project examples include:</p> <ul style="list-style-type: none"> • Visual imaging for public projects; • Community redevelopment area plans; • Land development regulations; • Sea level rise impacts to stormwater outfalls; • Amendments to Comprehensive Plans; • Master plans for recreation, neighborhoods, infrastructure, urban design, parking, etc. 	Planning studies	Link
4	Community Project Funding (CPF) Requests	Congress	\$6,000,000	0%	Rolling	Winter	Not Identified	<p>NOT A GRANT. Request must be submitted for consideration by District Congressperson.</p> <p>Community Project Funding (CPF) will allow Congress to fund projects that will make a real difference in the lives of our constituents, particularly now as so many people and communities are hurting. There are limitations on the number of requests each member of congress may submit each fiscal year.</p> <p>Eligible Applicant(s): Local government</p>	<p>Any. Recent submissions included a Fire Station, a major park, pedestrian and bicycling roadway improvements, new utility facility that will reduce greenhouse gas emissions.</p>	Any project	Link



COLLEGE DRIVE FUNDING OPPORTUNITY MATRIX

January 2025

Long-Term

#	Grant Name	Agency	Funding Max	Required Match	Date Open	Date Due	Grant Period	Priorities	Types of Projects	Member Projects	Link
5	Cultural Facilities Program	Florida Department of State (DOS)	\$200,000 - \$500,000	1 to 1 if total support / revenue is less than \$1,000,001; 2 to 1 if over	April	June	23 Months July 1, 2026- June 1, 2028	<p>The Cultural Facilities Program coordinates and guides the State of Florida's support and funding of renovation, new construction, or acquisition of cultural facilities. Support Florida's cultural organizations and individual artists. All funding for the Division's grant programs is pending appropriation from the Florida Legislature.</p> <p>Eligible Applicant(s): To meet the legal status requirement, an applicant organization must be either a public entity or a Florida nonprofit, tax-exempt corporation as of the application deadline in accordance with Florida Statutes.</p>	<p>1) A purpose-built or single use facility that will solely be used for the programming, production, presentation, exhibition of any of the arts and cultural disciplines (Section 265.283(7), FS) AT LEAST 85% of the time. This type of facility includes theatres, performance centers, museums (including, aquariums, botanical gardens, history centers, zoos, etc.), parks/plazas, and art centers. The maximum request amount for this type of facility is \$500,000.</p> <p>2) A multi-purpose facility that will be used for the programming, production, presentation, exhibition of any of the arts and cultural disciplines (Section 265.283(7), FS) LESS than 85% of the time. This type of building includes community centers, recreation centers, civic centers and municipal buildings. The maximum request amount for this type of facility is \$200,000. Project costs must be directly related to the arts and cultural portion of the facility.</p>	Roundabout at College Drive and Old Jennings	Link
6	EDA Planning and Local Technical Assistance Programs	United States Economic Development Administration (EDA)	N/A	20%	Rolling	Rolling	Not Identified	<p>EDA makes planning and local technical assistance investments to support economic development, foster job creation, and attract private investment in economically distressed areas of the United States.</p>	<p>Under the Planning program, EDA makes Partnership Planning, Short-Term Planning, and State Planning awards to eligible recipients to create and implement regional economic development plans designed to build capacity and guide the economic prosperity and resiliency of an area or region. EDA also awards for economic development planning activities that guide the eventual creation and retention of high-quality jobs, particularly for the unemployed and underemployed in the Nation's most economically distressed regions. Under the Local Technical Assistance program, EDA makes awards to strengthen the capacity of local or State organizations, institutions of higher education, and other eligible entities to undertake and promote effective economic development programs through projects such as feasibility studies, impact analyses, disaster resiliency plans, and project planning.</p>	Roundabout at College Drive and Old Jennings	Link



COLLEGE DRIVE FUNDING OPPORTUNITY MATRIX
January 2025
Long-Term

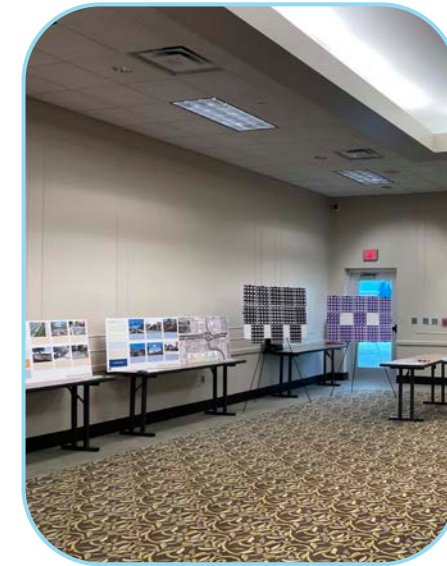
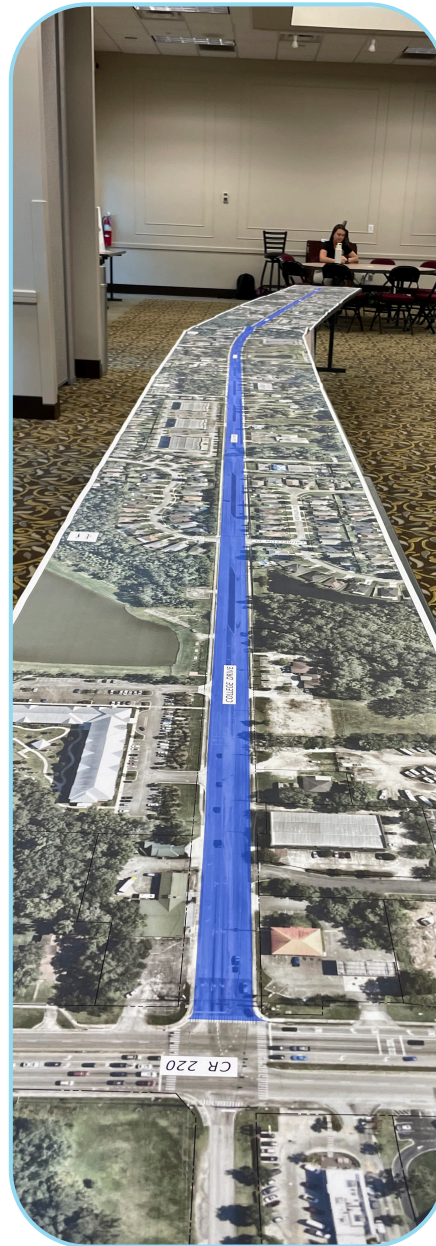
#	Grant Name	Agency	Funding Max	Required Match	Date Open	Date Due	Grant Period	Priorities	Types of Projects	Member Projects	Link
7	Safe Streets for All (SS4A) Implementation Grant	US Department of Transportation	Award Ceiling: \$25m Award Floor:\$100k	20%	NOFO to be released early 2025	TBD	12 months or 1 year - be consistent or Not identified	<ul style="list-style-type: none"> • Promote safety to prevent death and serious injuries on public roadways; • Employ low-cost, high-impact strategies that can improve safety over a wide geographic area; • Ensure equitable investment in the safety needs of underserved communities, which includes both underserved urban and rural communities; • Incorporate evidence-based projects and strategies and adopt innovative technologies and strategies; • Demonstrate engagement with a variety of public and private stakeholders; and align with the Department’s mission and Strategic Goals such as safety; climate change and sustainability; equity and Justice40; and workforce development, job quality, and wealth creation. 	<p>Pedestrian Safety Enhancements Installing pedestrian safety enhancements and closing network gaps with sidewalks, crosswalk visibility enhancements, rectangular rapid-flashing beacons, pedestrian hybrid beacons, refuge islands, road diets, raised crosswalks, signal improvements including leading pedestrian intervals, and audible pedestrian signals for people walking, rolling, or using mobility-assisted devices are eligible</p> <p>Implementation Grant activities Implementation Grants provide Federal funds to implement projects and strategies identified in a comprehensive safety action plan (referred to as an “Action Plan”) to address a roadway safety problem. Applicants must have an eligible Action Plan to apply for an Implementation Grant.</p>	Roundabout at College Drive and Old Jennings	Link



Charrette #1 Results

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



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

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

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

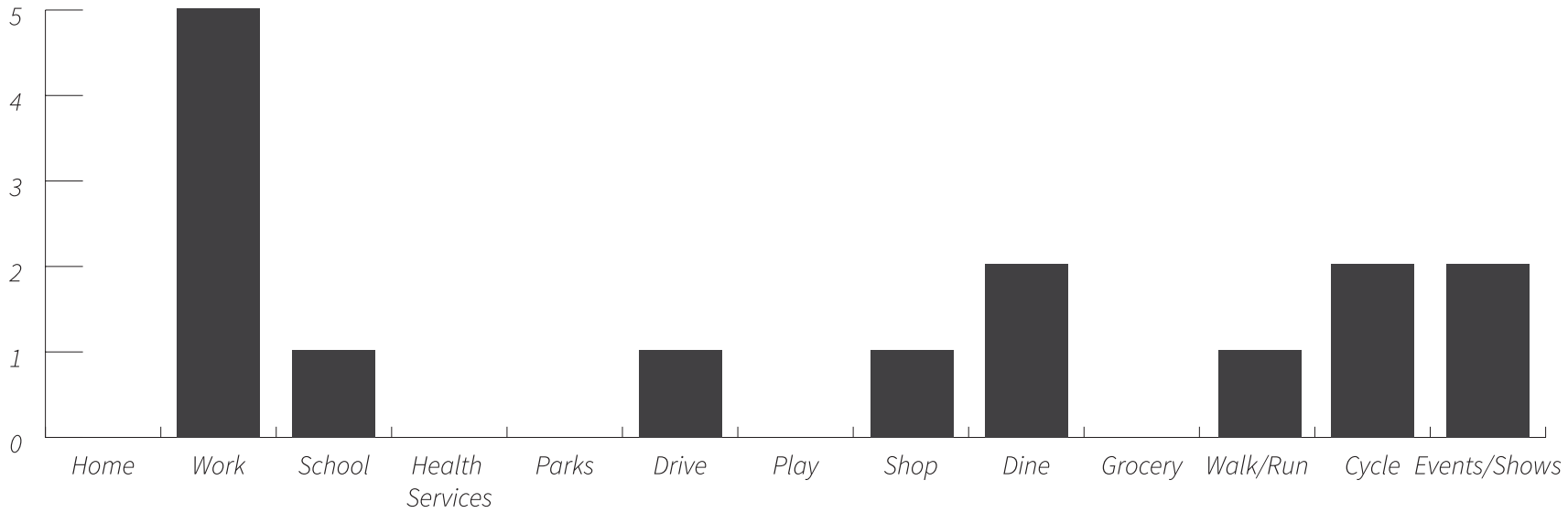


FALL 2024

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

Results

How do you currently utilize College Drive?



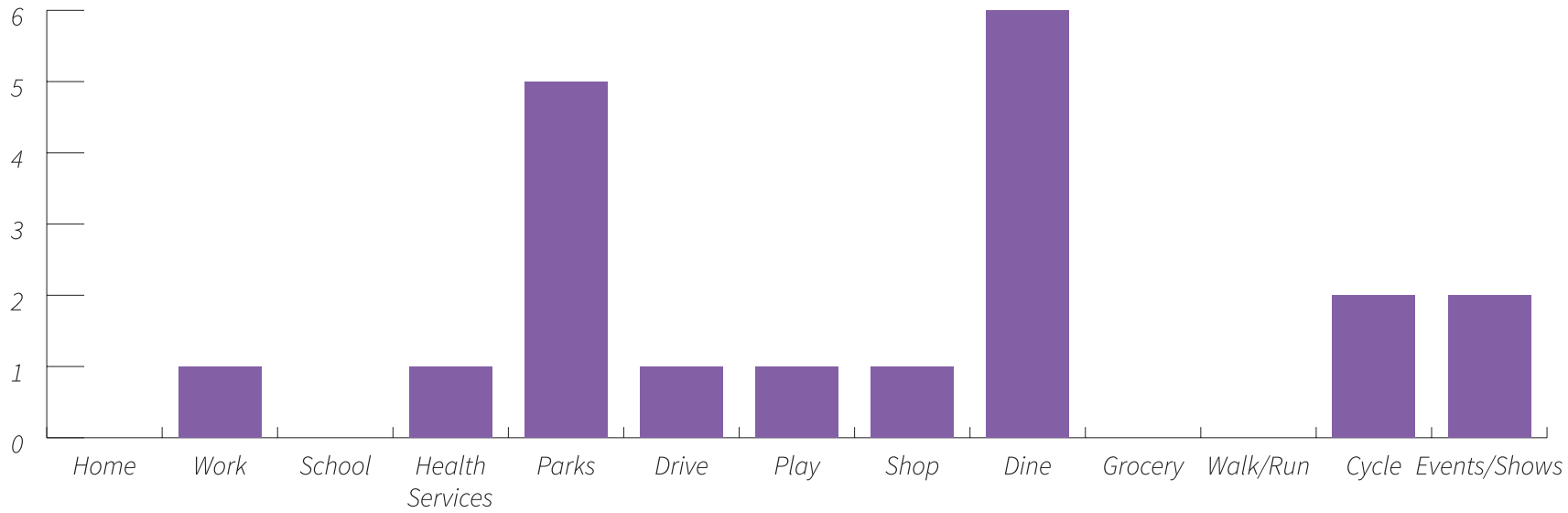
Answers	Count	Percentage
Home	0	0%
Work	5	33%
School	1	7%
Health Services	0	0%
Parks	0	0%
Drive	1	7%
Play	0	0%
Shop	1	7%
Dine	2	13%
Grocery	0	0%
Walk/Run	1	7%
Cycle	2	13%
Events/Shows	2	13%



See following page for continuation

Results

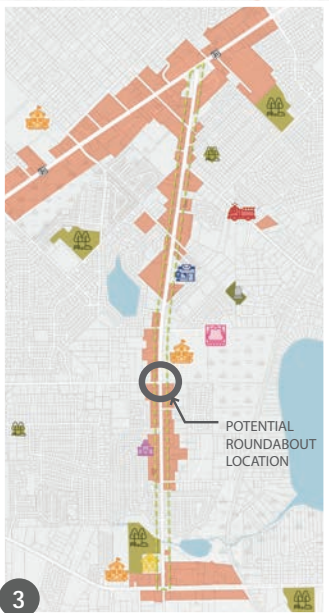
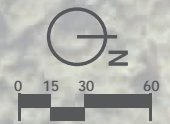
How do you want to utilize College Drive?



Answers	Count	Percentage
Home	0	0%
Work	1	5%
School	0	0%
Health Services	1	5%
Parks	5	25%
Drive	1	5%
Play	1	5%
Shop	1	5%
Dine	6	30%
Grocery	0	0%
Walk/Run	0	0%
Cycle	2	10%
Events/Shows	2	10%



ROUNDBOUT OPPORTUNITY

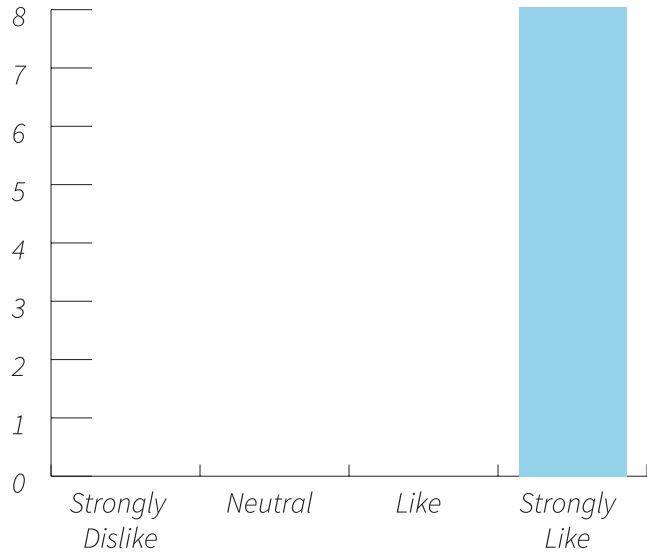


HOW DO YOU FEEL ABOUT A ROUNDABOUT ON COLLEGE DRIVE?

Place dot here to vote.	Place dot here to vote.	Place dot here to vote.	Place dot here to vote.

Results

Select the option that most correlates to your feelings towards the idea of a new roundabout



Answers	Count	Percentage
Strongly Dislike	0	0%
Neutral	0	0%
Like	0	0%
Strongly Like	8	100%

COLOR PALETTE



Clay County Logo and Seal



Selected colors pulled from the Clay County logo and seal



Place a dot under your preferred branding style and logo.

LOGO OPTIONS



COLLEGE DRIVE

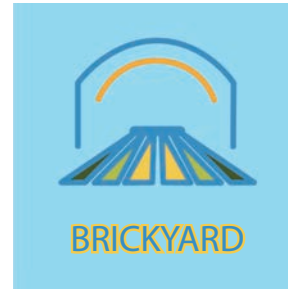
Shapes and forms inspired by aerial view of College Drive, showing two different name options



BRICKYARD



Form references performance stage with lights, mimics road lanes/sidewalks with overhead signage



BRICKYARD



Reference to College Drive



COLLEGE DRIVE

Reference to College Drive and road design

Place dot here to vote.

Place dot here to vote.

Place dot here to vote.

Place dot here to vote.

Place dot here to vote.

Place dot here to vote.



BRICKYARD

Shape inspired by a guitar pick and maps pin, also referencing Clay County logo and seal



COLLEGE DRIVE



COLLEGE

DRIVE



BRICKYARD

Form inspired by music sound waves



COLLEGE

DRIVE

A guitar form with references to Clay County seal

Place dot here to vote.

Place dot here to vote.

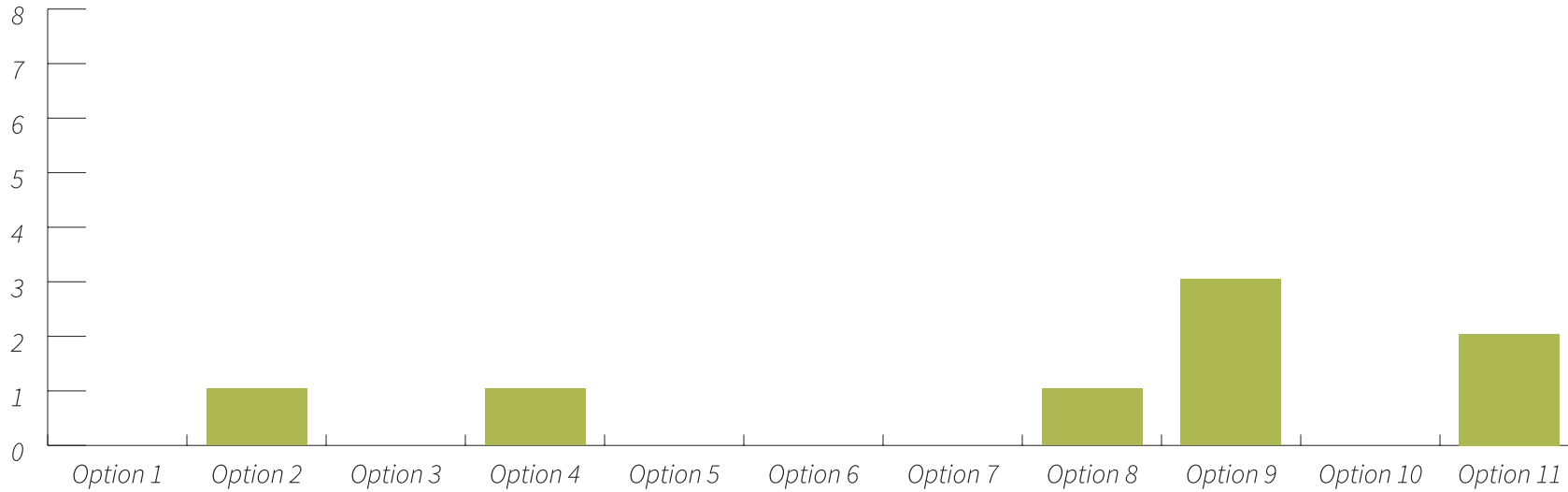
Place dot here to vote.

Place dot here to vote.

Place dot here to vote.

Results

Select the logo that you think best fits with your vision for College Drive



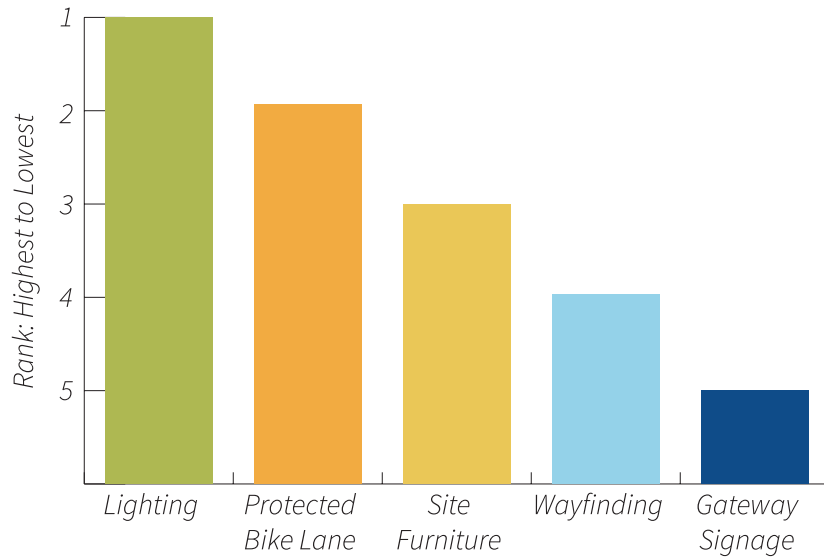
Answers	Count	Percentage
Option 1	0	0%
Option 2	1	13%
Option 3	0	0%
Option 4	1	13%
Option 5	0	0%
Option 6	0	0%
Option 7	0	0%
Option 8	1	13%
Option 9	3	38%
Option 10	0	0%
Option 11	2	25%

Rank the following short-term placemaking concepts in order of importance to you, with 1 being the most important and 5 being the least important. Please place only one dot per concept!

	01	02	03	04	05
LIGHTING See Board #10					
SITE FURNITURE See Board #11					
WAYFINDING See Board #12					
PROTECTED BIKE LANE See Board #13					
GATEWAY SIGNAGE See Board #14					

Results

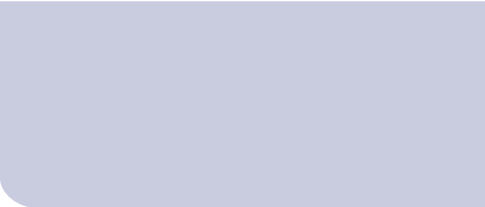
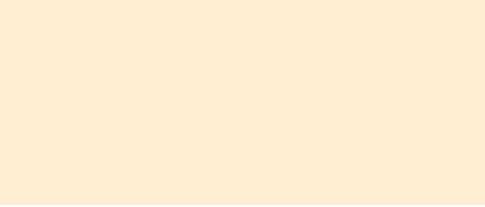
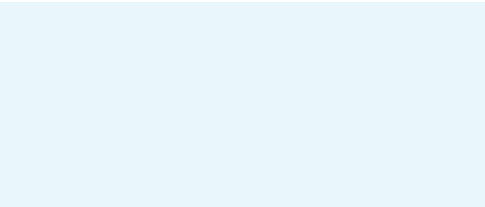
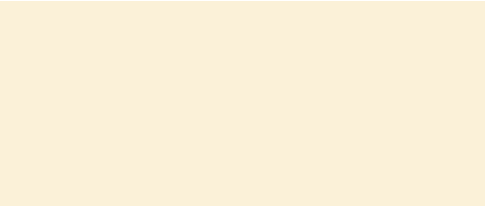
Rank the following short-term placemaking concepts in order of importance to you, with 1 being the most important and 5 being the least important



Answers	Overall Score (1 = Highest, 5 = Lowest)
Lighting	1
Protected Bike Lane	2
Site Furniture	3
Wayfinding	4
Gateway Signage	5

Place a dot in the space underneath the photo that is your preferred option.
If you would like to provide written feedback, please take a card from staff to fill out with the corresponding board number.

LIGHTING



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



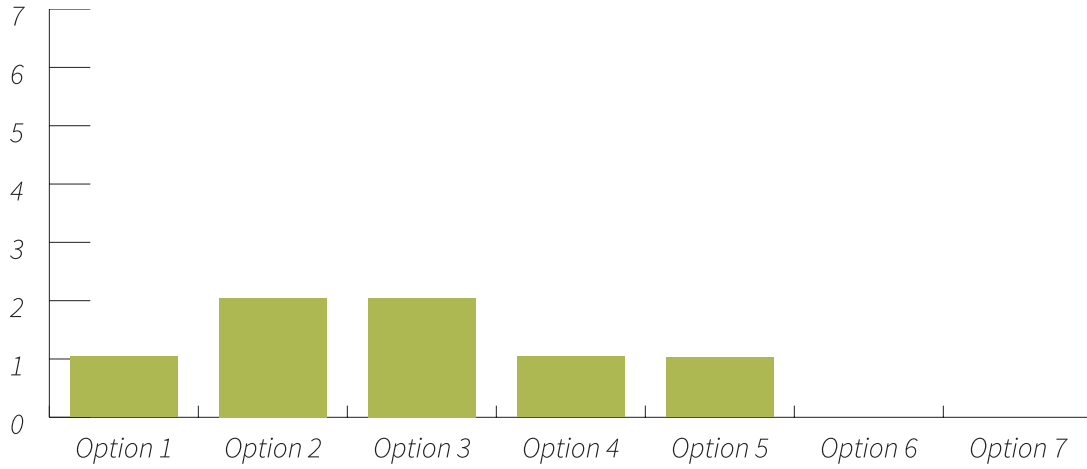
Place dot here to vote.



Place dot here to vote.

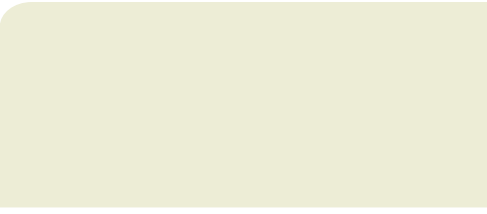
Results

Select preferred lighting

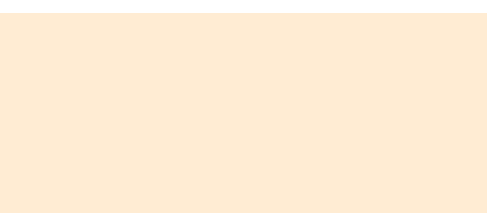
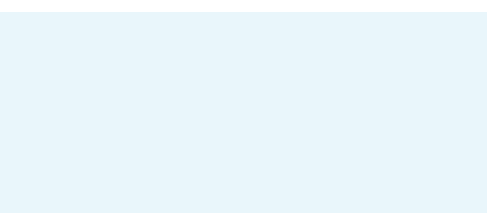


Answers	Count	Percentage
Option 1	1	14%
Option 2	2	29%
Option 3	2	29%
Option 4	1	14%
Option 5	1	14%
Option 6	0	0%
Option 7	0	0%

Place a dot in the space underneath the photo that is your preferred option.
 If you would like to provide written feedback, please take a card from staff to fill out with the corresponding board number.



SITE FURNITURE



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



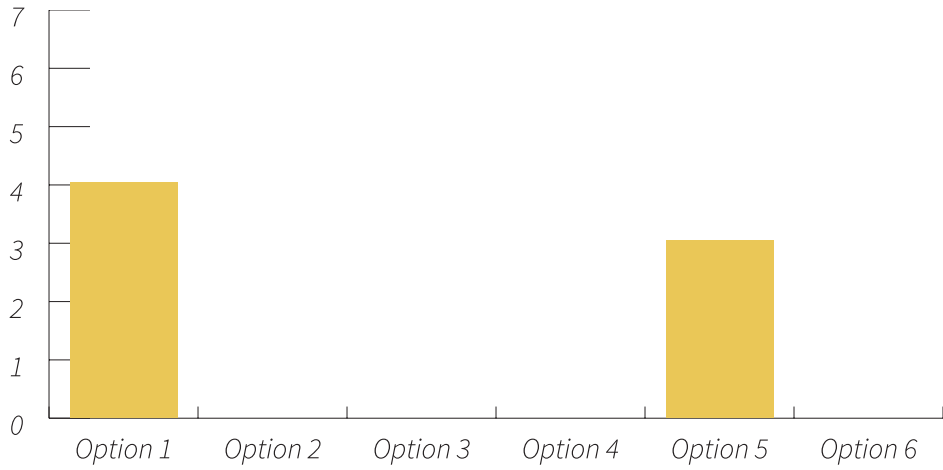
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Place dot here to vote.

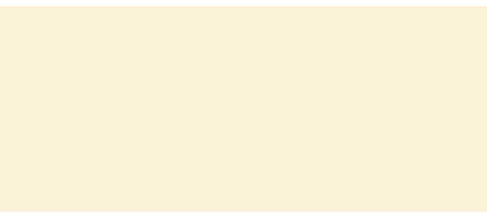
Results

Select preferred site furniture

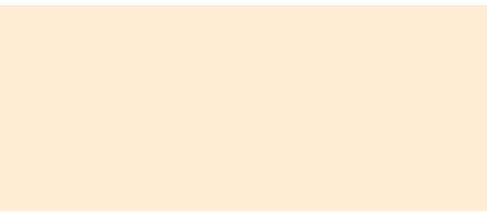


Answers	Count	Percentage
Option 1	4	57%
Option 2	0	0%
Option 3	0	0%
Option 4	0	0%
Option 5	3	43%
Option 6	0	0%

Place a dot in the space underneath the photo that is your preferred option.
 If you would like to provide written feedback, please take a card from staff to fill out with the corresponding board number.



WAYFINDING



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



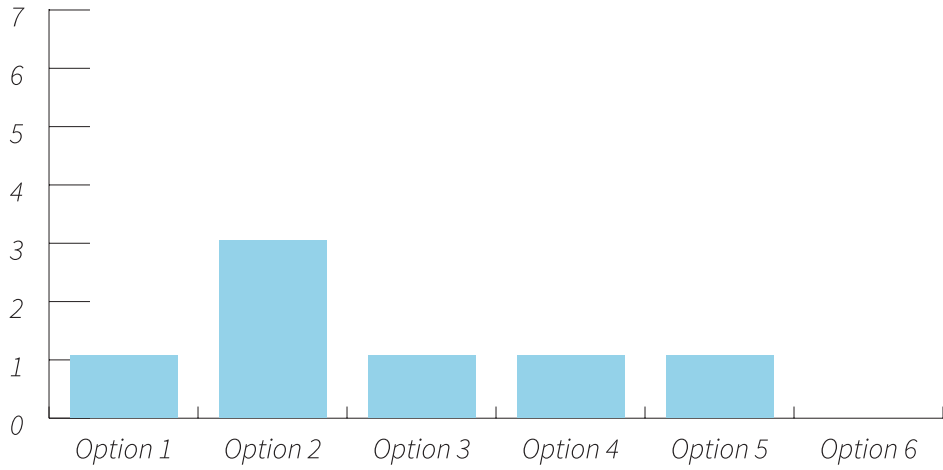
Place dot here to vote.



Place dot here to vote.

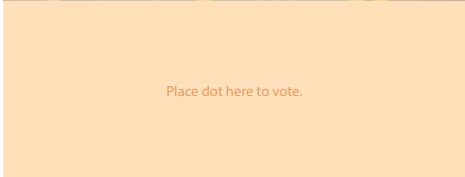
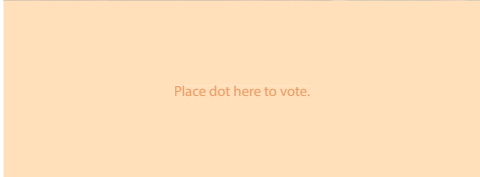
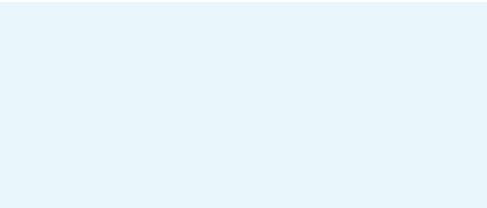
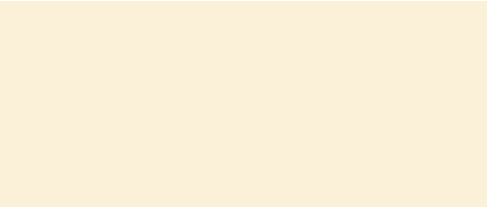
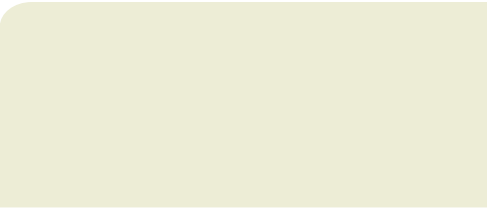
Results

Select preferred wayfinding sign



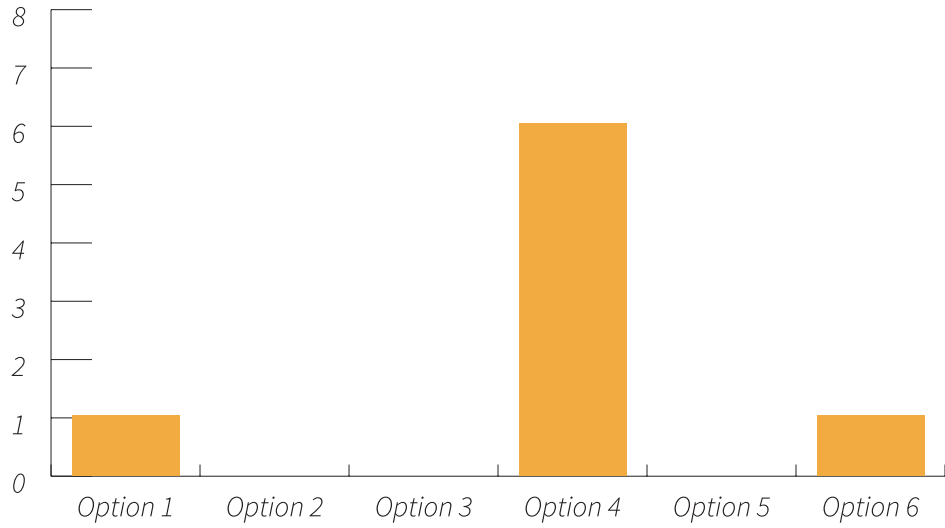
Answers	Count	Percentage
Option 1	1	14%
Option 2	3	43%
Option 3	1	14%
Option 4	1	14%
Option 5	1	14%
Option 6	0	0%

Place a dot in the space underneath the photo that is your preferred option.
If you would like to provide written feedback, please take a card from staff to fill out with the corresponding board number.



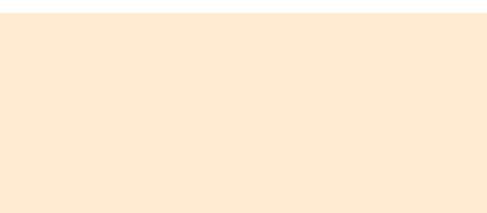
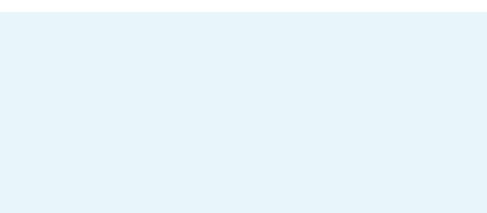
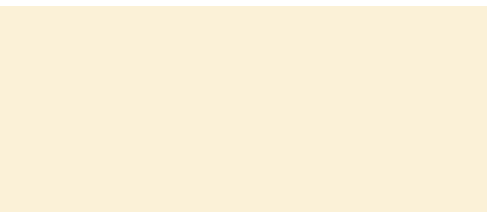
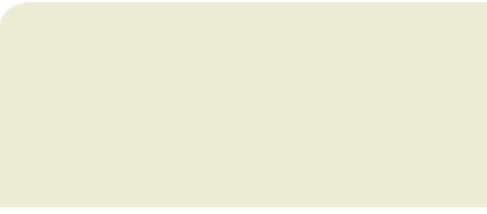
Results

Select preferred bike lane designs



Answers	Count	Percentage
Option 1	1	13%
Option 2	0	0%
Option 3	0	0%
Option 4	6	75%
Option 5	0	0%
Option 6	1	13%

Place a dot in the space underneath the photo that is your preferred option.
 If you would like to provide written feedback, please take a card from staff to fill out with the corresponding board number.



GATEWAY SIGNAGE



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



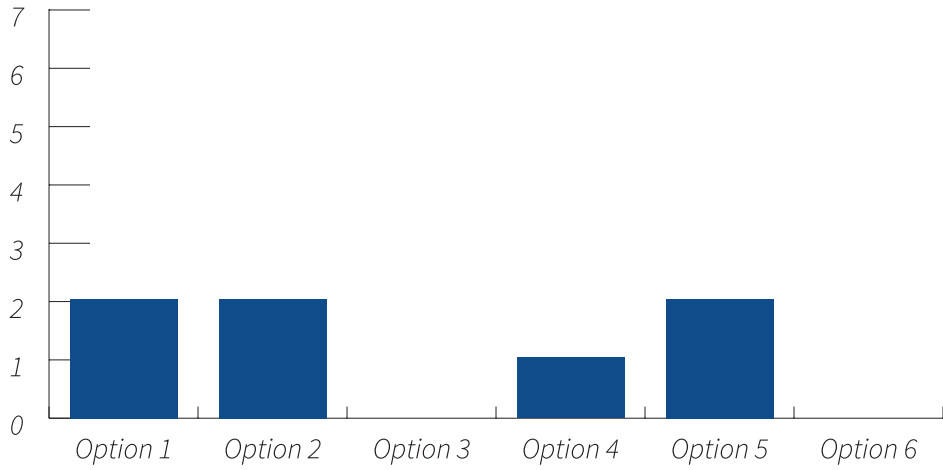
Place dot here to vote.



Place dot here to vote.

Results

Select preferred gateway signage



Answers	Count	Percentage
Option 1	2	29%
Option 2	2	29%
Option 3	0	0%
Option 4	1	14%
Option 5	2	29%
Option 6	0	0%

Rank the following public art concepts in order of importance to you, with 1 being the most important and 3 being the least important. Please place only one dot per concept!

01

02

03

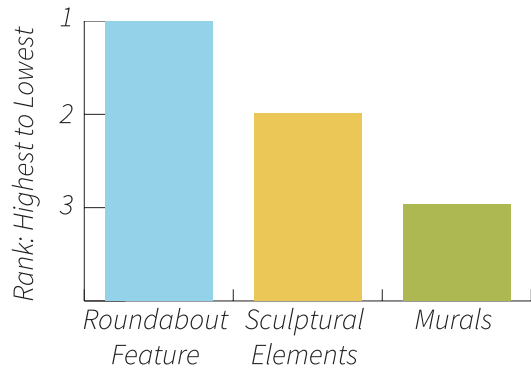
MURALS
See Board #16

SCULPTURAL ELEMENTS
See Board #17

ROUNDAABOUT FEATURE
See Board #18

Results

Rank the following short-term placemaking concepts in order of importance to you, with 1 being the most important and 3 being the least important



Answers

Overall Score (1 = Highest, 5 = Lowest)

Roundabout Feature

1

Sculptural Elements

2

Murals

3

Place a dot in the space underneath the photo that is your preferred option.
If you would like to provide written feedback, please take a card from staff to fill out with the corresponding board number.

MURALS



Place dot here to vote.



Place dot here to vote.



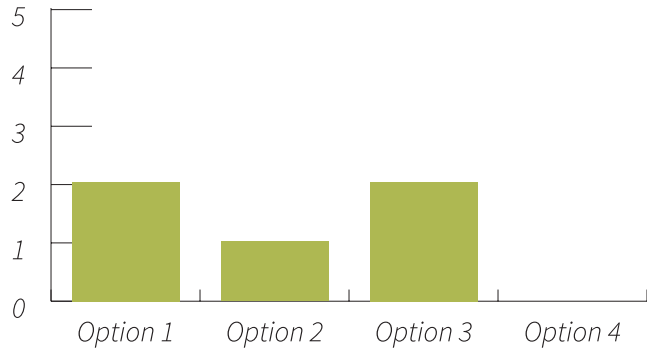
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Place dot here to vote.

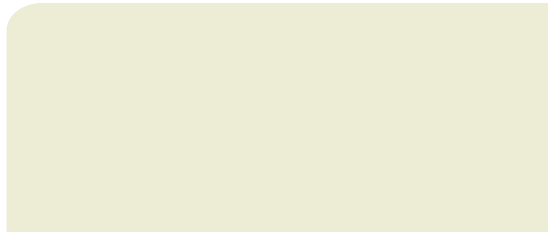
Results

Select mural styles you like

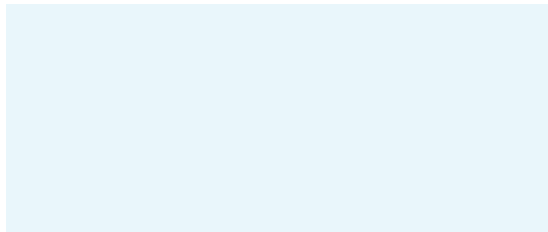


Answers	Count	Percentage
Option 1	2	40%
Option 2	1	20%
Option 3	2	40%
Option 4	0	0%

Place a dot in the space underneath the photo that is your preferred option.
 If you would like to provide written feedback, please take a card from staff to fill out with the corresponding board number.



SCULPTURAL ELEMENTS



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



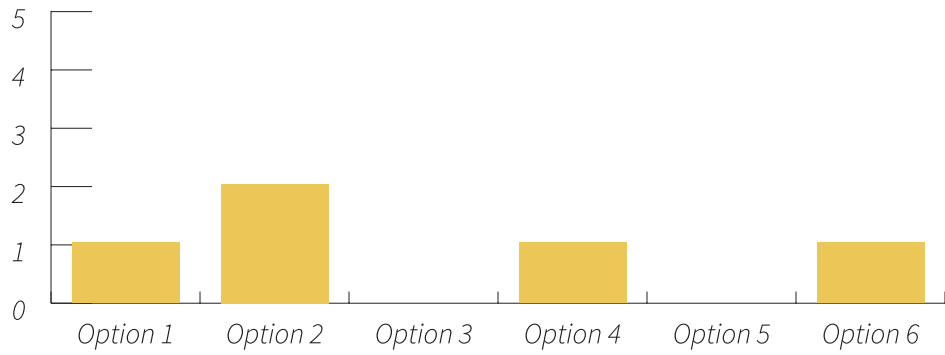
Place dot here to vote.



Place dot here to vote.

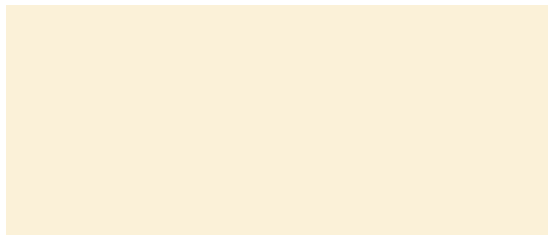
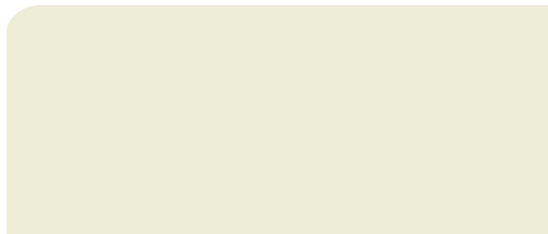
Results

Select preferred sculptural elemental style



Answers	Count	Percentage
Option 1	1	20%
Option 2	2	40%
Option 3	0	0%
Option 4	1	20%
Option 5	0	0%
Option 6	1	20%

Place a dot in the space underneath the photo that is your preferred option.
If you would like to provide written feedback, please take a card from staff to fill out with the corresponding board number.



ROUNDABOUT FEATURES



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



Place dot here to vote.



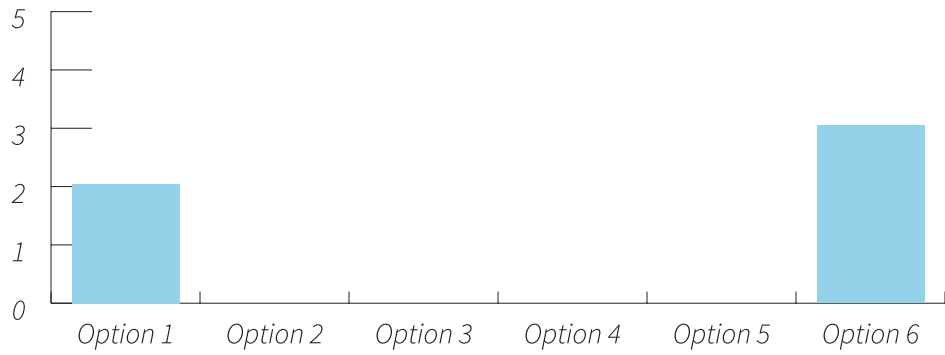
Place dot here to vote.



Place dot here to vote.

Results

Select preferred roundabout

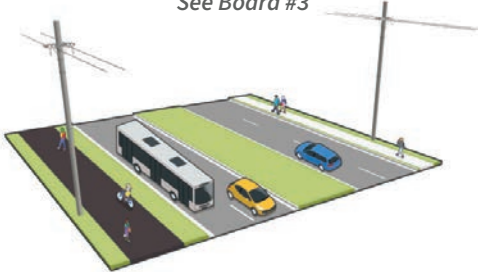


Answers	Count	Percentage
Option 1	2	40%
Option 2	0	0%
Option 3	0	0%
Option 4	0	0%
Option 5	0	0%
Option 6	3	60%

Rank the following concepts in order of your preference, with **1** being the most preferred and **3** being the least preferred.
Please place only one dot per concept!

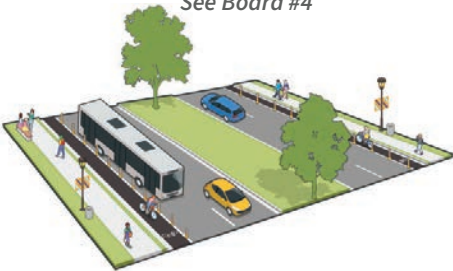
OPPORTUNITY 1

See Board #3



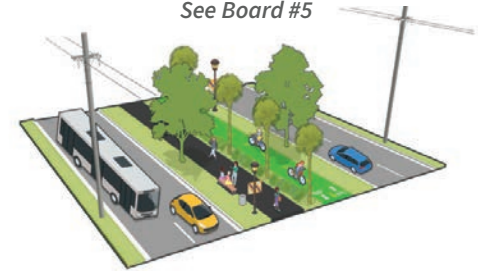
OPPORTUNITY 2

See Board #4



OPPORTUNITY 3

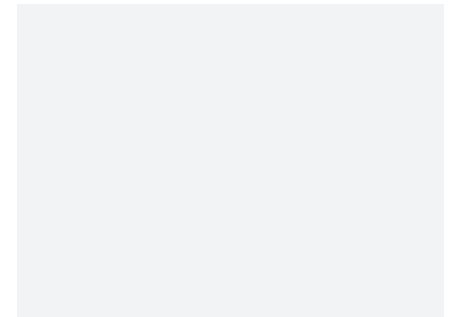
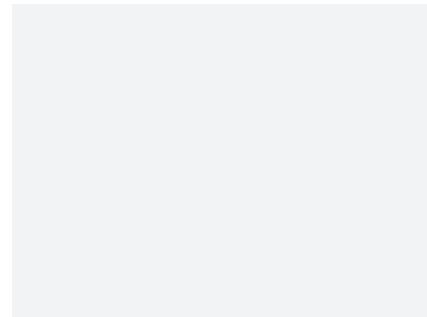
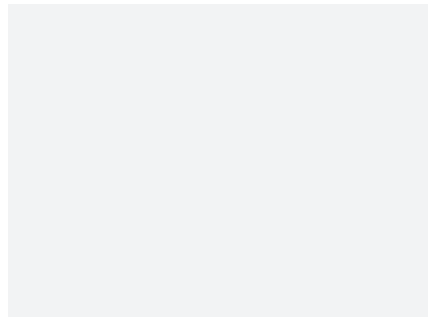
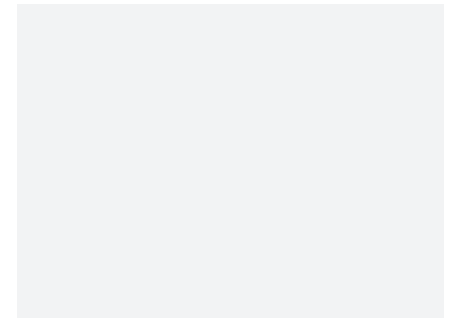
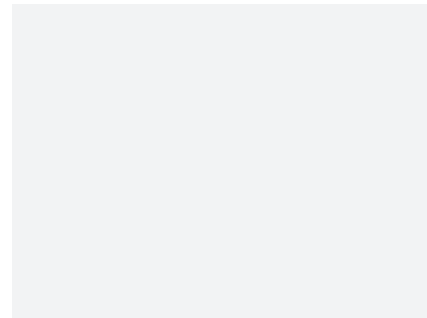
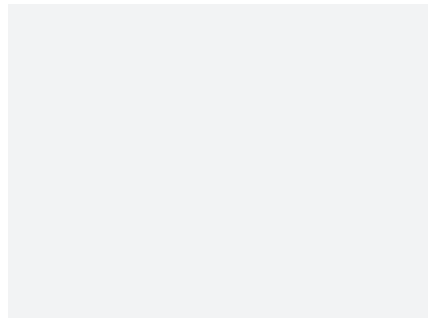
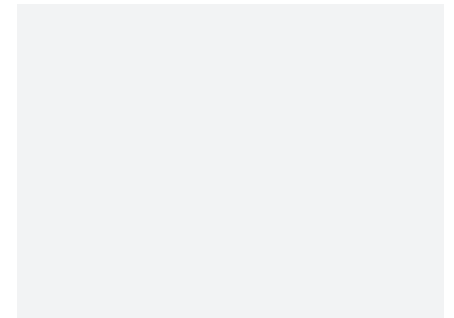
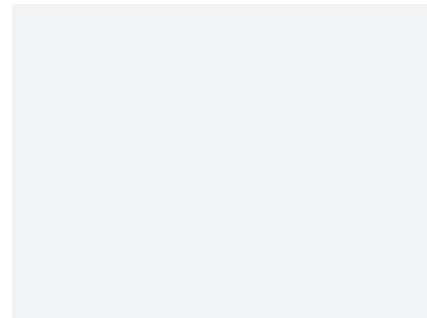
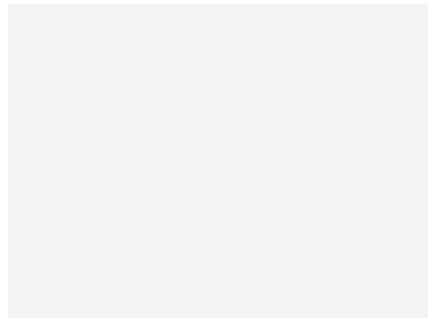
See Board #5



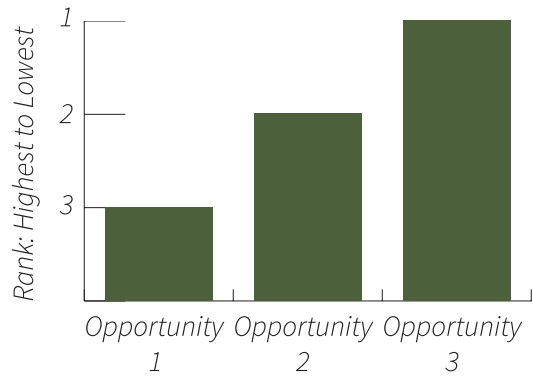
01

02

03



Rank the following concepts in order of your preference, with 1 being the most preferred and 3 being the least preferred

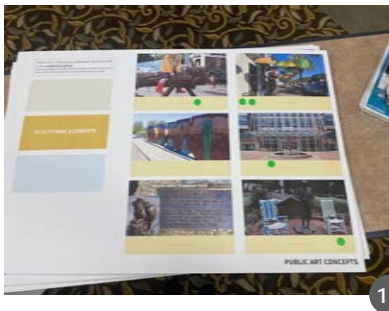
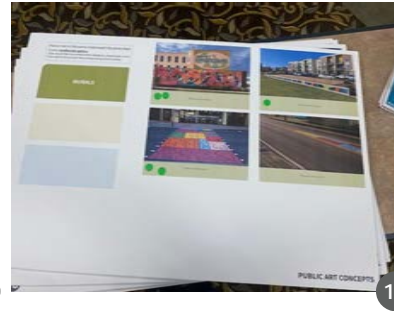
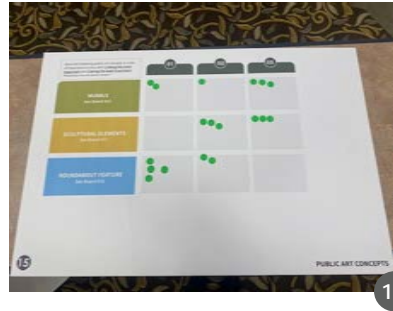
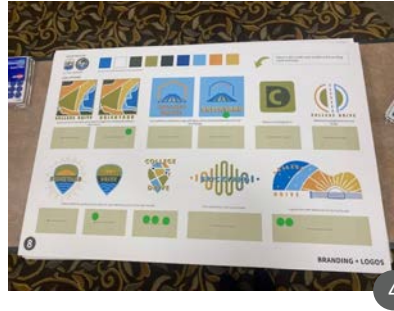


Answers	Overall Score (1 = Highest, 3 = Lowest)
Option 1	3
Option 2	2
Option 3	1

Results

Additional Comments

Response	Charrette Board Number
1.) 3 or 4 beat up houses that need to be torn down. 2.) Lots of LT turns onto College from South exit of College - hard driving during rush hour. 3.) Ped crosswalks along College dr? 4.) Blanding - College - 220 - 17 (bike path): important cut through route for cyclists.	N/A - General Comment
Bike lanes. Physical barriers between traffic and bikes can be problematic. Trash and debris often obstructs the bike lane and the barriers don't allow cyclists to go around the obstacles.	N/A - General Comment
No billboard benches.	5
Please no billboard benches! They don't look very nice. And if we could have some sort of shade or roof over the benches that would be really nice.	5
Opportunity #3 with underground utilities and central green space.	N/A - General Comment
Super support the initiative to do a protected bike lane. As a regular cyclist, it's pretty hard to use the incorporated bike lane. Drivers just have no idea how to react to someone using the bike lane and will either drive too close to you or swerve into neighboring lanes.	13





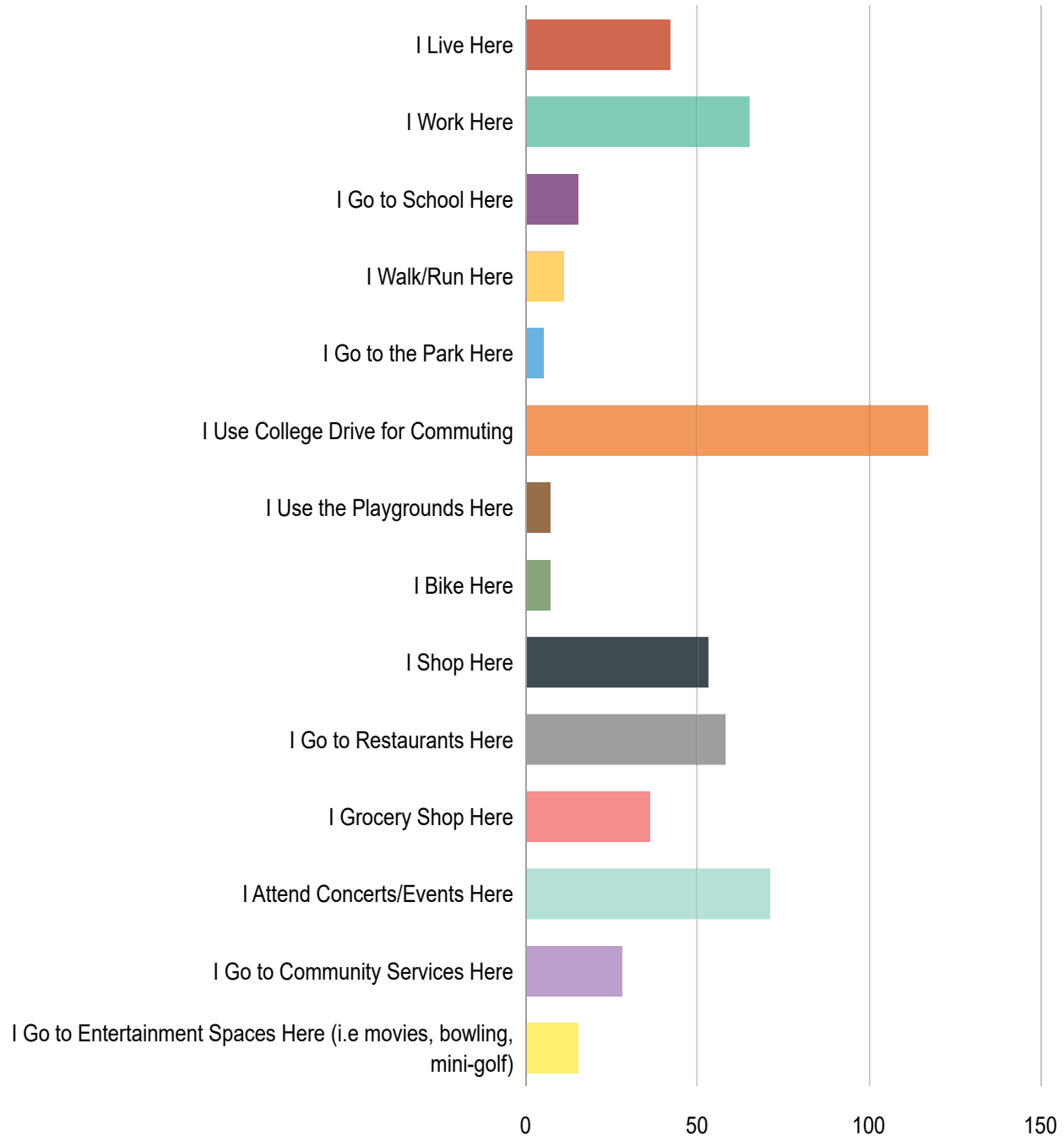
Online Results

College Drive Visioning Survey Questions

claycountylogo

There are no answers to this question yet.

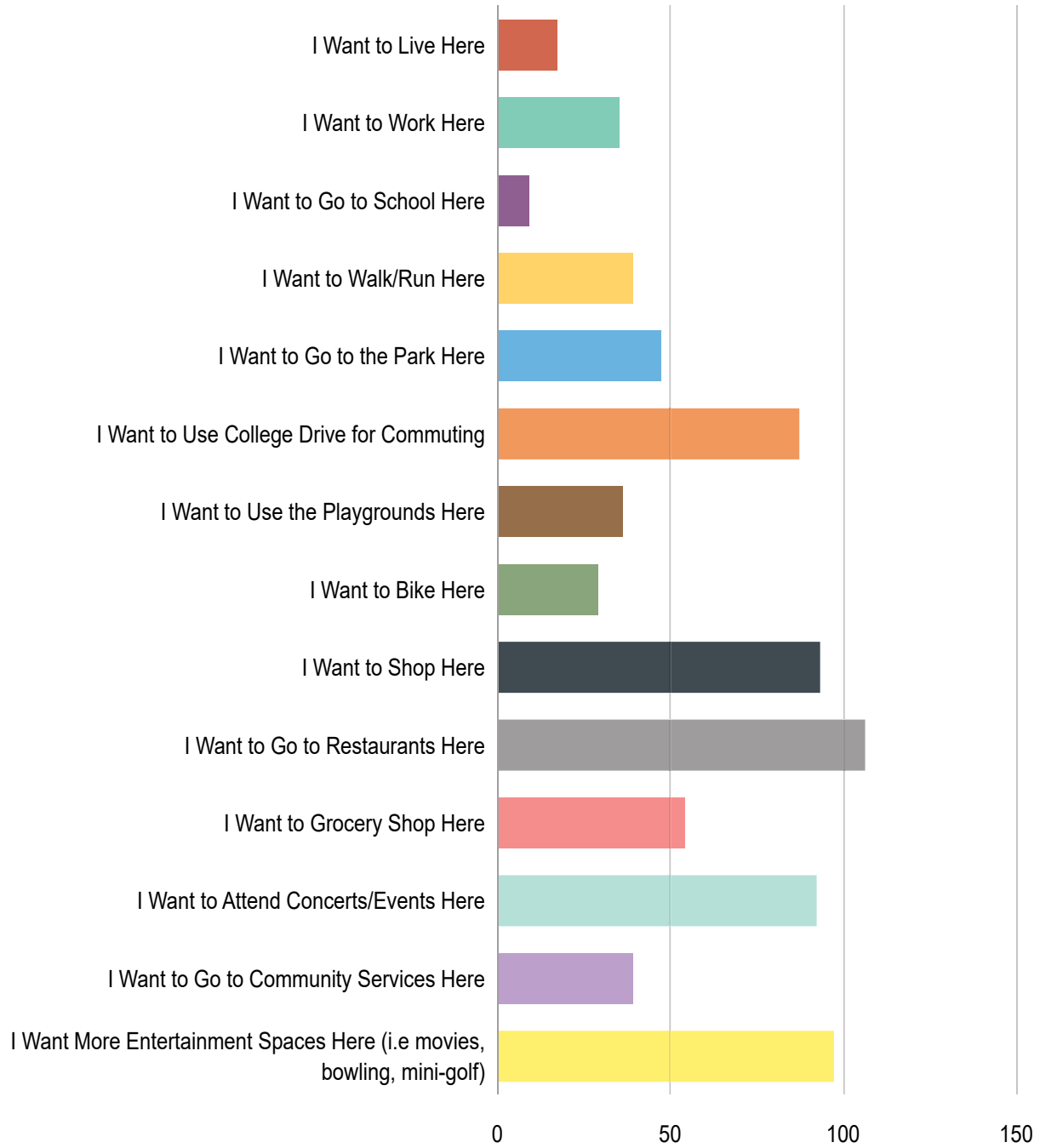
Q1. How do you CURRENTLY utilize College Drive? (Select all that apply)



Answers	Count	Percentage
I Live Here	42	23.2%
I Work Here	65	35.91%
I Go to School Here	15	8.29%
I Walk/Run Here	11	6.08%
I Go to the Park Here	5	2.76%
I Use College Drive for Commuting	117	64.64%
I Use the Playgrounds Here	7	3.87%
I Bike Here	7	3.87%
I Shop Here	53	29.28%
I Go to Restaurants Here	58	32.04%
I Grocery Shop Here	36	19.89%
I Attend Concerts/Events Here	71	39.23%
I Go to Community Services Here	28	15.47%
I Go to Entertainment Spaces Here (i.e movies, bowling, mini-golf)	15	8.29%

Answered: 179 Skipped: 2

Q2. How do you WANT to utilize College Drive? (Select all that apply)



Answers	Count	Percentage
I Want to Live Here	17	9.39%
I Want to Work Here	35	19.34%
I Want to Go to School Here	9	4.97%
I Want to Walk/Run Here	39	21.55%
I Want to Go to the Park Here	47	25.97%
I Want to Use College Drive for Commuting	87	48.07%
I Want to Use the Playgrounds Here	36	19.89%
I Want to Bike Here	29	16.02%
I Want to Shop Here	93	51.38%
I Want to Go to Restaurants Here	106	58.56%
I Want to Grocery Shop Here	54	29.83%
I Want to Attend Concerts/Events Here	92	50.83%
I Want to Go to Community Services Here	39	21.55%
I Want More Entertainment Spaces Here (i.e movies, bowling, mini-golf)	97	53.59%

Answered: 176 Skipped: 5

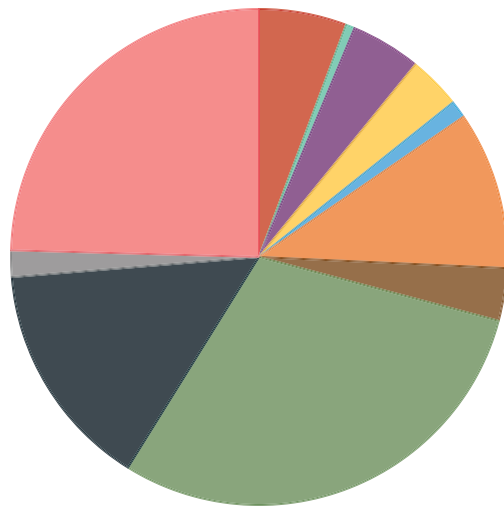
Q3. Choose your preferred Branding design/logo from the options below:

There are no answers to this question yet.

In order to create a sense of place and community we have drafted up these branding logos that could be us...

There are no answers to this question yet.

Q3: Select the logo that you think best fits with your vision for College Drive:



- Option 1
- Option 2
- Option 3
- Option 4
- Option 5
- Option 6
- Option 7
- Option 8

Answers

Count

Percentage

Option 1

10

5.52%

Option 2

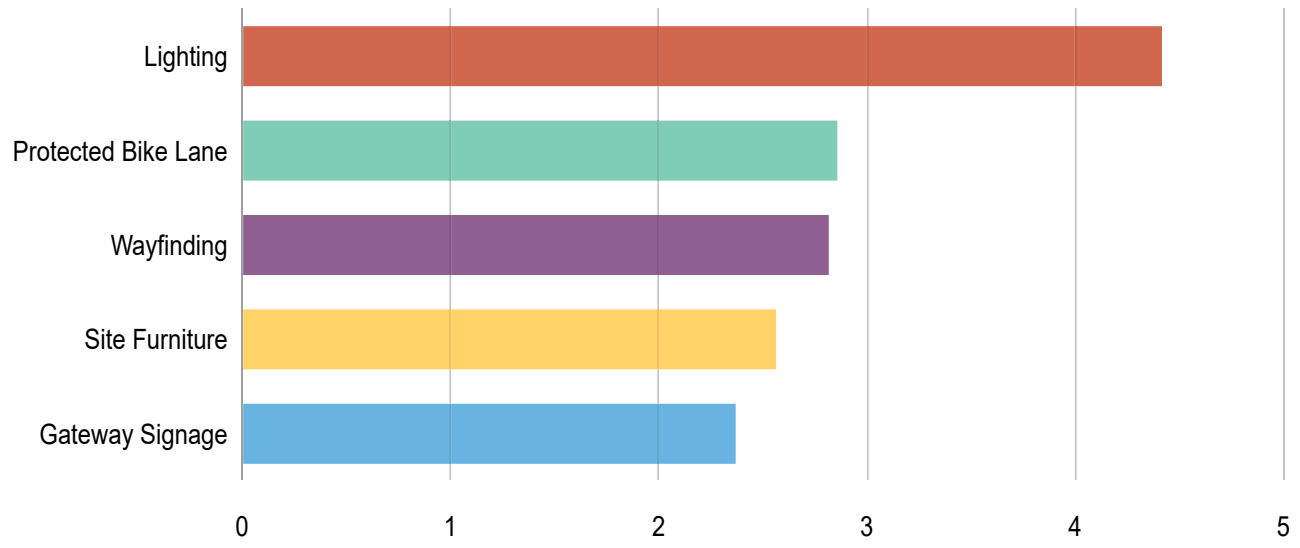
1

0.55%

Option 3	8	4.42%
Option 4	6	3.31%
Option 5	2	1.1%
Option 6	18	9.94%
Option 7	6	3.31%
Option 8	52	28.73%
Option 9	26	14.36%
Option 10	3	1.66%
Option 11	43	23.76%

Answered: 175 Skipped: 6

Q4. Rank the following short-term placemaking concepts in order of importance to...



Rank	Answers	1	2	3	4	Average score
1	Lighting	56.47% 96	31.18% 53	10% 17	1.76% 3	0.59% 4.41 1
2	Protected Bike Lane	21.76% 37	15.88% 27	11.76% 20	27.06% 46	2.85
3	Wayfinding	7.65% 13	17.06% 29	32.94% 56	33.53% 57	8.82% 2.81 15
4	Site Furniture	1.76% 3	21.76% 37	30% 51	23.53% 40	2.56
5	Gateway Signage	12.35% 21	14.12% 24	15.29% 26	14.12% 24	44.12% 2.36 75

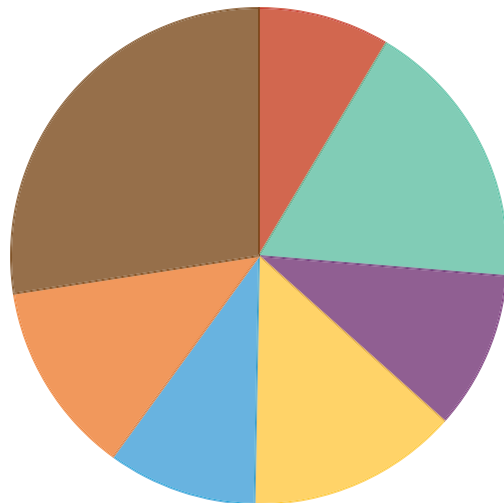
Q5. Choose your preferred lighting design from the options below:

There are no answers to this question yet.

preferedlighting

There are no answers to this question yet.

Q5: Select preferred lighting:



- Option 1
- Option 2
- Option 3
- Option 4
- Option 5
- Option 6
- Option 7

Answers	Count	Percentage
Option 1	15	8.29%
Option 2	31	17.13%
Option 3	18	9.94%
Option 4	24	13.26%
Option 5	17	9.39%
Option 6	22	12.15%
Option 7	48	26.52%

Answered: 175 Skipped: 6

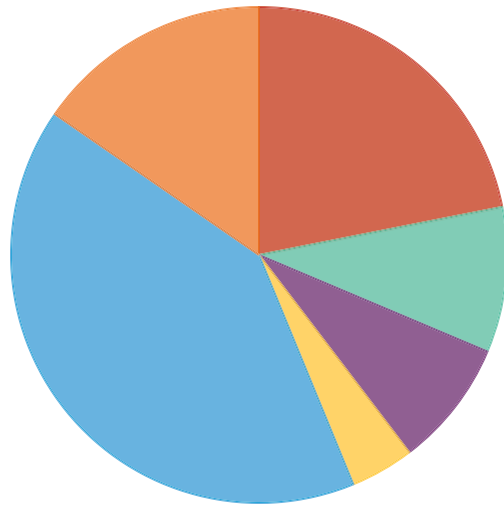
Q6. Choose your preferred site furniture design from the options below:

There are no answers to this question yet.

preferedsitefurniture

There are no answers to this question yet.

Q6: Select preferred site furniture:



- Option 1
- Option 2
- Option 3
- Option 4
- Option 5
- Option 6

Answers	Count	Percentage
Option 1	37	20.44%
Option 2	16	8.84%
Option 3	14	7.73%
Option 4	7	3.87%
Option 5	69	38.12%
Option 6	26	14.36%

Answered: 169 Skipped: 12

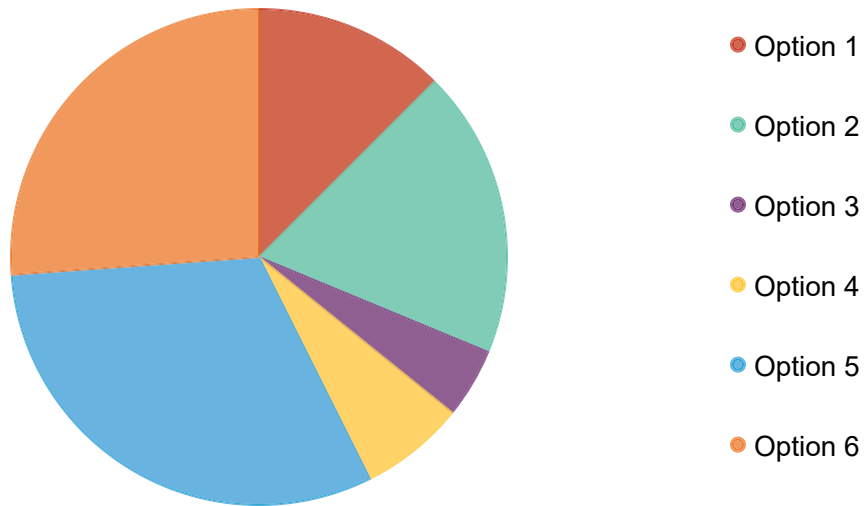
Q7. Choose your preferred wayfinding feature from the options below:

There are no answers to this question yet.

preferedwayfinding

There are no answers to this question yet.

Q7: Select preferred wayfinding sign:



Answers

Count

Percentage

Option 1

22

12.15%

Option 2

33

18.23%

Option 3	8	4.42%
Option 4	12	6.63%
Option 5	55	30.39%
Option 6	46	25.41%

Answered: 176 Skipped: 5

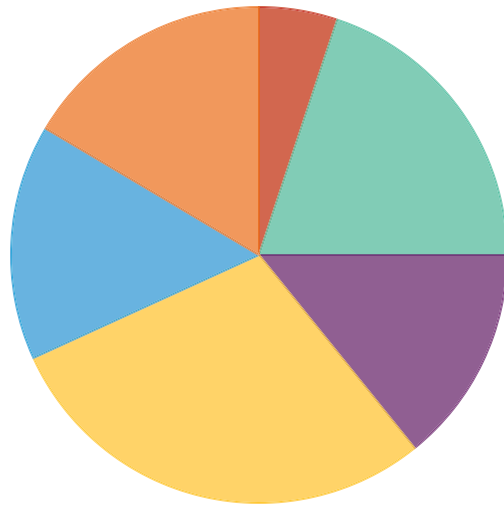
Q8. Choose your preferred protected bike lane design from the options below:

There are no answers to this question yet.

preferedwayprotectedbikelane

There are no answers to this question yet.

Q8: Select preferred protected bike lane design:



- Option 1
- Option 2
- Option 3
- Option 4
- Option 5
- Option 6

Answers	Count	Percentage
Option 1	9	4.97%
Option 2	35	19.34%
Option 3	25	13.81%
Option 4	51	28.18%
Option 5	27	14.92%
Option 6	29	16.02%

Answered: 176 Skipped: 5

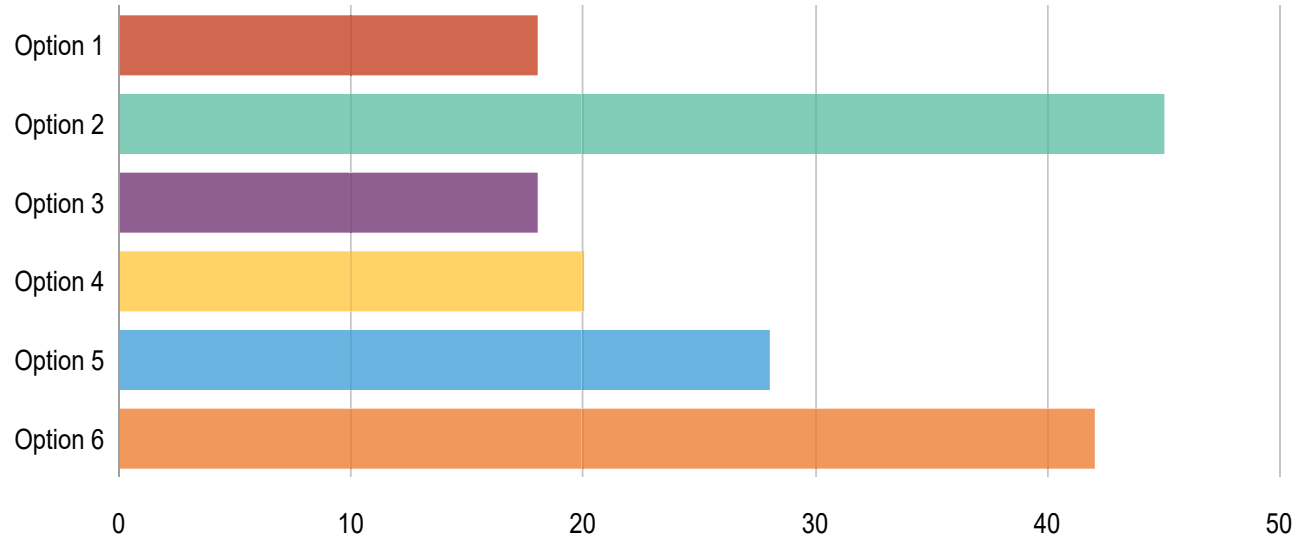
Q9. Choose your preferred gateway signage design from the options below:

There are no answers to this question yet.

preferedgatewaysignage

There are no answers to this question yet.

Q9: Select preferred gateway signage:



Answers

Count

Percentage

Option 1

18

9.94%

Option 2

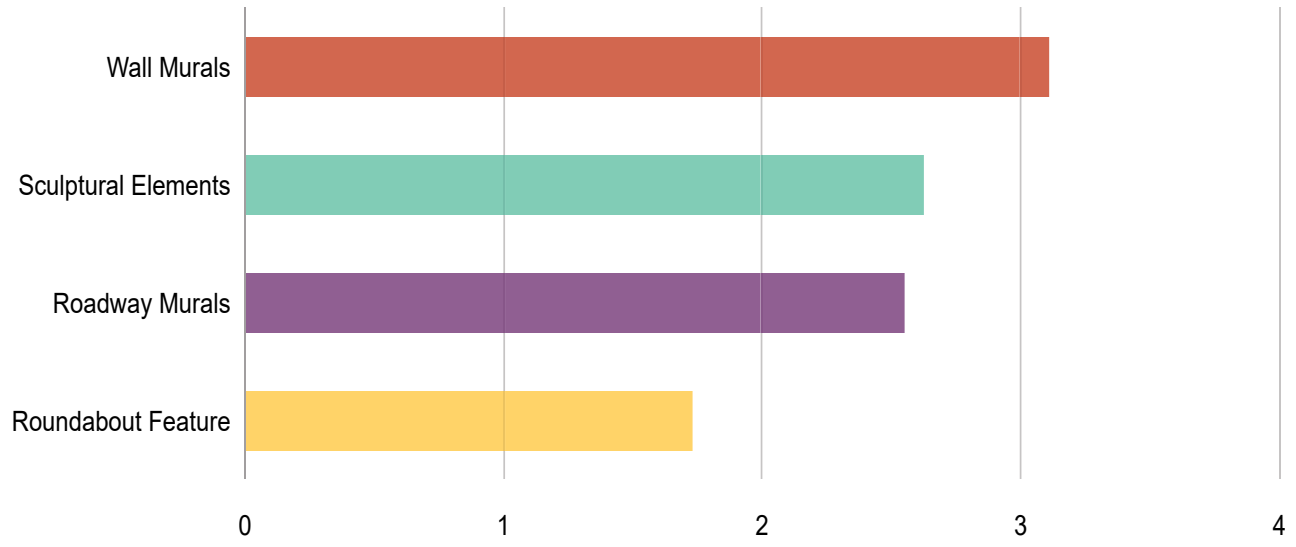
45

24.86%

Option 3	18	9.94%
Option 4	20	11.05%
Option 5	28	15.47%
Option 6	42	23.2%

Answered: 171 Skipped: 10

Q10. Rank the following public art concepts in order of importance to you, with 1 bei...



Rank	Answers	1	2	3	Average score
1	Wall Murals	39.75%	39.75%	11.8%	8.7%
		64	64	19	3.11
					14

2	Sculptural Elements	19.25%	33.54%	37.27%	2.62
		31	54	60	
3	Roadway Murals	24.22%	21.12%	39.75%	14.95%
		39	34	64	24
4	Roundabout Feature	16.77%	5.59%	11.18%	1.73
		27	9	18	

Answered: 161 Skipped: 20

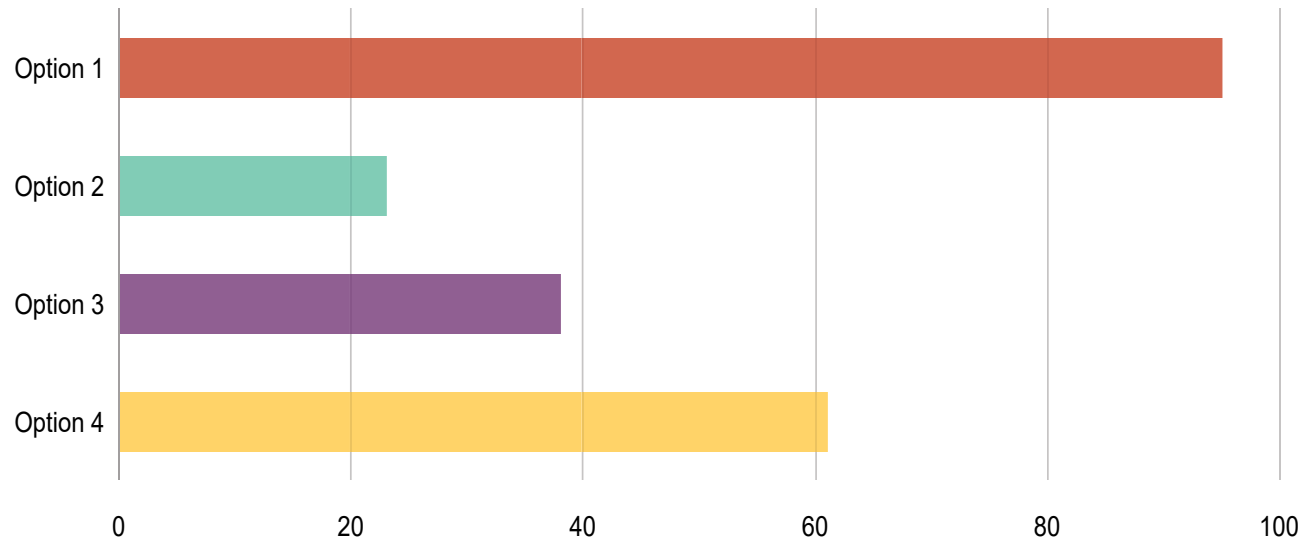
Q11. Choose your preferred mural style the options below (Select all that apply)

There are no answers to this question yet.

preferedwallmural

There are no answers to this question yet.

Q11: Select mural styles you like:



Answers

Count

Percentage

Option 1	95	52.49%
Option 2	23	12.71%
Option 3	38	20.99%
Option 4	61	33.7%

Answered: 165 Skipped: 16

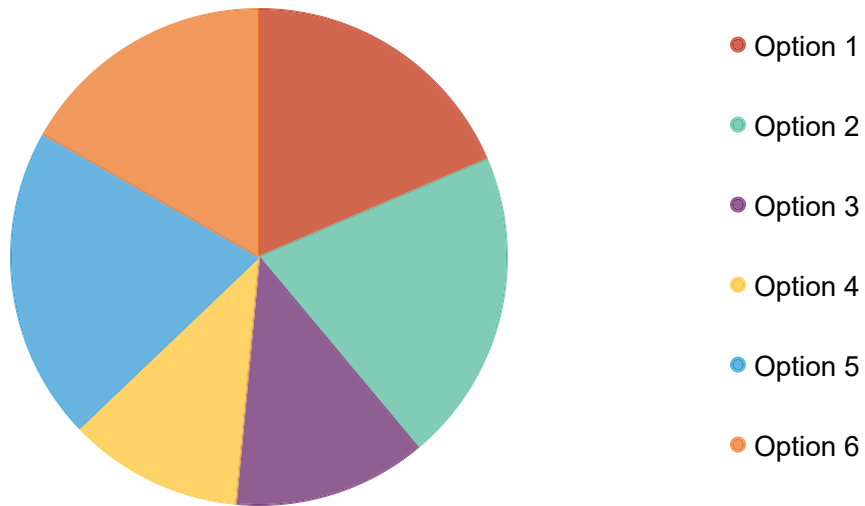
Q12. Choose your preferred sculptural feature from the options below:

There are no answers to this question yet.

preferedsulpturalelement

There are no answers to this question yet.

Q12: Select preferred sculptural elemental style:



Answers

Count

Percentage

Option 1

31

17.13%

Option 2

34

18.78%

Option 3

21

11.6%

Option 4	19	10.5%
Option 5	34	18.78%
Option 6	28	15.47%

Answered: 167 Skipped: 14

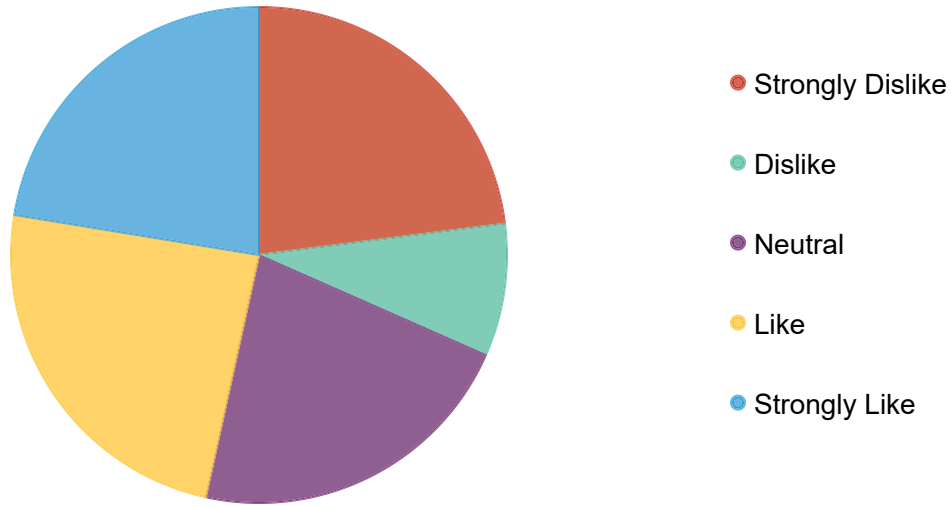
Q13. How do you feel about the idea of a roundabout replacing the current Old Jennings and College Drive...

There are no answers to this question yet.

Roundabouts are proven to increase efficient traffic flow up to 50% and reduce all accidents by 35% to 45%...

There are no answers to this question yet.

Q13: Select the option that most correlates to your feeling towards the idea of a ne...



Answers	Count	Percentage
Strongly Dislike	40	22.1%
Dislike	15	8.29%
Neutral	38	20.99%
Like	42	23.2%
Strongly Like	39	21.55%

Answered: 174 Skipped: 7

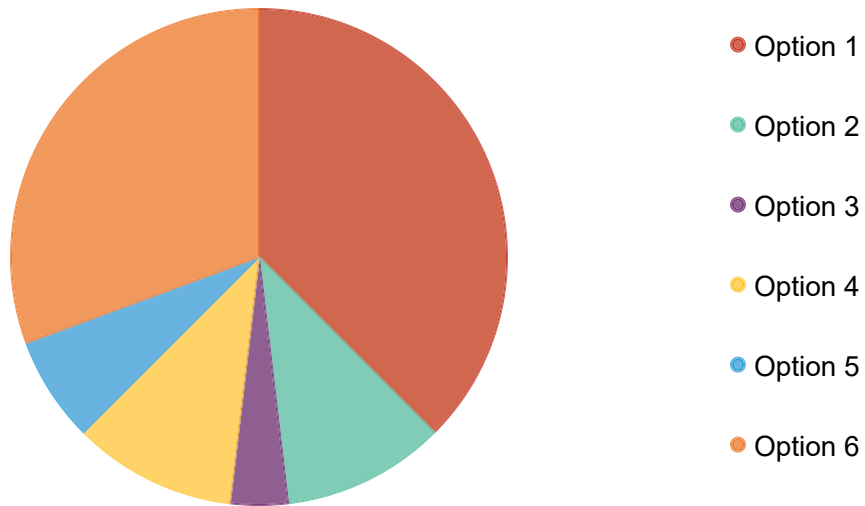
Q14. Choose your preferred roundabout feature from the options below:

There are no answers to this question yet.

preferedroundaboutphoto

There are no answers to this question yet.

Q14: Select preferred roundabout:



Answers

Count

Percentage

Option 1

60

33.15%

Option 2

17

9.39%

Option 3

6

3.31%

Option 4	17	9.39%
Option 5	11	6.08%
Option 6	49	27.07%

Answered: 160 Skipped: 21

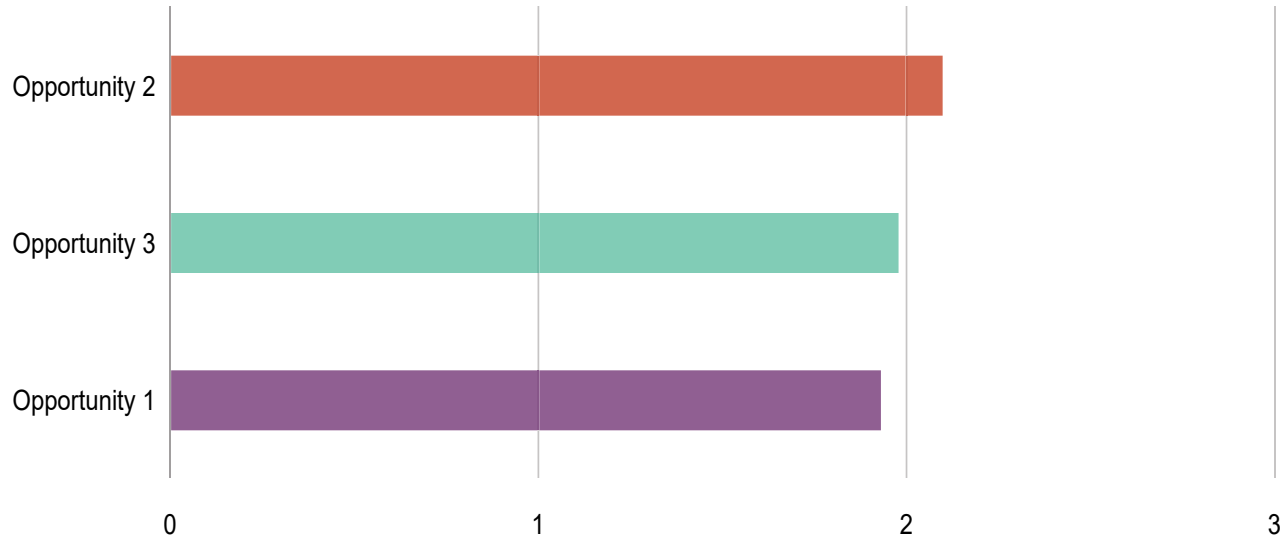
Q15. Rank the following conceptual Opportunities for College Drive in order of design preference, with 1 bei...

There are no answers to this question yet.

Currently, College Drive has four travel lanes with a median in the center, a bike lane, a 5-foot sidewalk path,...

There are no answers to this question yet.

...



Rank	Answers	1	2	Average score
1	Opportunity 2	34.13% 57	41.32% 69	24.55% 2.10 41
2	Opportunity 3	37.72% 63	22.16% 37	1.98
3	Opportunity 1	28.14% 47	36.53% 61	35.33% 1.93 59

Answered: 167 Skipped: 14

Q16. Please provide any additional comments



Charrette #2 Results

College Drive Charrette #2

Board #1	
Q1. Do you support reducing the speed limit on College Drive?	
Voting Options: Speed limit	Results
Speed Limit 45	8
Speed Limit 35	4
Total	12



Q2. How do you feel about a shared use path on College Drive?	
Voting Options: Rank	Results
Dislike	8
Neutral	3
Like	1
Strongly Like	9
Total	21

Board #2	
Q1. How do you feel about landscaping on College Drive?	
Voting Options: Rank	Results
Dislike	8
Neutral	5
Like	5
Strongly Like	9
Total	27



Board #3	
Q1. How do you feel about site furnishings on College Drive?	
Voting Options: Rank	Results
Dislike	10
Neutral	3
Like	7
Strongly Like	10
Total	30



College Drive Charrette #2

Board #4	
Q1. How do you feel about wayfinding signage on College Drive?	
Voting Options: Rank	Results
Dislike	7
Neutral	4
Like	3
Strongly Like	10
Total	24



Board #5	
Q1. How do you feel about gateway signage on College Drive?	
Voting Options: Rank	Results
Dislike	14
Neutral	6
Like	4
Strongly Like	5
Total	29



Board #6	
Q1. How do you feel about a roundabout with proposed improvements on College Drive?	
Voting Options: Rank	Results
Dislike	18
Neutral	2
Like	1
Strongly Like	13
Total	34



Board #7	
Q1. Which logo is your favorite?	
Voting Options: Logo	Results
Guitar Pick	11
Map Pin	2
Guitar Form	6
Total	19



College Drive Charrette #2

Board #8	
Q1. Which sculpture is your favorite?	
Voting Options: Sculpture	Results
Cats on College	2
Dogs on Drive	6
Ducks on Drive	3
Symphony on College	10
Turtles on College	2
Clay's Critters on College	1
Total	24



Board #9	
Q1. Which redevelopment streetscape character is closest to your vision?	
Voting Options: Redeveloped Streetscape Examples	Results
Option 1	10
Option 2	4
Option 3	4
Total	18



College Drive Charrette #2

Overall Results

Board Numbers	Board Questions	Overall Results
Board 1	Do you support reducing the speed limit on College Drive?	Speed Limit 45
Board 1A	How do you feel about a shared use path on College Drive?	Strongly Like
Board 2	How do you feel about landscaping on College Drive?	Strongly Like
Board 3	How do you feel about site furnishings on College Drive?	Dislike & Strongly Like
Board 4	How do you feel about wayfinding signage on College Drive?	Strongly Like
Board 5	How do you feel about gateway signage on College Drive?	Dislike
Board 6	How do you feel about a roundabout with proposed improvements on College Drive?	Dislike
Board 7	Which logo is your favorite?	Guitar Pick
Board 8	Which sculpture is your favorite?	Symphony on College
Board 9	Which redevelopment streetscape character is closest to your vision?	Option 1

College Drive Charrette #2

Written Comments

Negative	Positive	Feedback
<p>Bad idea - great as it is.</p>	<p>We are very excited to see this happen!</p>	<p>1.) Most of the property owners are INDUSTRIAL businesses, and it will be difficult for retail businesses such as coffee shops, etc., to "live with" an automobile business. 2.) We NEED cleaner spaces with more trees and lighting - NOT restaurants, roundabouts, or road arches. Construction vehicles need space to operate - without being encumbered by retail businesses. 3.) Tax implications are huge!!! Even though it may be funded by different grants - it will, over time, become property owner taxes. 4.) Regardless of what some people may want, it seems that most of the property owners do not want this kind of endeavor.</p>
<p>This idea is pure folly. It is an absolute failure. This is no way to spend taxpayers' money. Stop this madness. Do not use College as a gathering place as this street is a corridor for traffic, strictly for traffic. What about commercial lighting, fixing Moody Road on College Drive?</p>		<p>Been a business since 1991 on College. This is the first I have heard of this plan. My main concern is who will pay for this? How? Not interested in slower speed! Feel a lot of work has been done here and can see where residents would be positive. Thought this was to be a meeting - disappointed it was more "show & tell."</p>
<p>Stop this madness.</p>		<p>From listening to the concerns of others mixed with mine, we can all agree that we need to bring things to College that people want before we worry about trying to make it pretty. We need to work on bars, restaurants, and cleaning out run-down buildings, then focus on changing the roads. Also, moving the roundabout to College & Jefferson would actually slow down traffic. There also needs to be more policing in the area to address crime before we take this on.</p>

College Drive Charrette #2

<p>Stop this folly.</p>		<p>1.) Site furnishings - don't need to have fancy posts, but having waste receptacles along shared use path would be beneficial. 2.) Mixed use path - needs to continue from 220 to at least Peoria to ensure safety of those using it to commute. 3.) Roundabout - needs to be at least 2 lanes all the way around to accommodate semis and tractor trailers as well as trucks with longer trailers - if incorporated into planning. We travel all over the country and have used a lot of roundabouts. Not sure this is the best use of taxpayer funding.</p>
		<p>1.) Clean up College Drive to include islands, sidewalks - both sides. Repave poorly patched sections of the area where drainage pipes were installed.</p>
		<p>I would love more lighting on College Drive. It would also be amazing to have a sidewalk and street lights on Old Jennings to make the area more walkable. It is extremely dangerous to walk down Old Jennings right now, especially at night. It should be developed along with College Drive improvements because there are so many homes that could utilize the businesses on College.</p>

College Drive Charrette #2

		<p>Please put lights and sidewalks on Old Jennings Road. It is VERY dangerous - bicyclists use the road OFTEN, and cars DO NOT SLOW DOWN or give them space. The same happens with kids walking "on" the street. There are no sidewalks.</p>
		<p>How many stores, restaurants will impact the traffic on College and/or Blanding? Would this be a positive tax situation for Clay County? Would be a very good job creator.</p>
		<ol style="list-style-type: none">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.

College Drive Charrette #2

		<p>This looks like a waste of my tax money. Old Jennings between College Drive and Knight Boxx hasn't been repaved in 30 years or more. Fix that. It seems like you want to make College Drive into Avondale, but this isn't Avondale. Also, the roundabout at College and Old Jennings isn't efficient on a road this short.</p>
		<ol style="list-style-type: none">1.) We need a traffic light at North College entrance.2.) The roundabout idea is ridiculous!!!!3.) Use our tax money to take care of what we already have.4.) 35 mph only helps the sheriff's office. Info girls say this is only months old, but this has been in the works for 4-5 years.5.) This entire proposal is a waste of time.6.) Still waiting for storm debris to be picked up on my street.
		<p>Roundabout Exhibit: Shared use path on northbound lane creates an additional obstacle for traffic turning left (south) from College.</p>

College Drive Charrette #2

		<p>Roundabout Exhibit: Depends on the side. Northbound would create hazards for entering/exiting SJR State.</p>
		<p>Roundabout Exhibit: No trees near any college entrance or exit.</p>
		<p>Light Blanding and intersections where there are already poles - add lights to electric poles, save costs. No roundabout, no bus route, no pedestrians - have sidewalks. Maintenance expensive - manpower and equipment.</p>