



Hernando Beach 2016-2040

Vision & Business Development Plan

A Logo was created to kick off the Vision Committee



Vision Committee meetings were Held & Minutes Kept

Research was done



COMMUNITY TOOL BOX

Section 1. An Overview of Strategic Planning or "VMOSA" (Vision, Mission, Objectives, Strategies, and Action Plans)

TOOL 1: DEFINING YOUR VISION, MISSION, OBJECTIVES, STRATEGIES, AND ACTION PLAN

What is the purpose of your organization? How will you achieve it? The VMOSA process helps your initiative develop a blueprint for moving from dreams to actions to positive outcomes for your community. VMOSA gives both direction and structure to your initiative.

VISION

Your group's vision is your dream, a picture of the ideal conditions for your community. As a unifying statement for your effort, it also reminds you what you are striving to reach and guides important decisions.

A vision statement should be a few short phrases or a sentence that conveys your hopes for the future. Catchy phrases such as "Healthy teens," "Safe streets, safe neighborhoods" and "Education for all" illustrate the common characteristics of a vision statement. Craft a statement that is:

- Understood and shared by members of the community
- Broad enough to include a diverse variety of perspectives
- Inspiring and uplifting
- Easy to communicate (fits on a T-shirt)

MISSION

Your mission statement is more specific than your vision. As the next step in the action planning process, it expresses the "what and how" of your effort, describing what your group is going to do to make your vision a reality. An example of a mission statement: "Our mission is to develop a safe and healthy neighborhood through collaborative planning, community action, and policy advocacy."

A survey was put together

Tracking of returned surveys was kept

A mailing list for Hernando Beach was obtained from the Property Appraiser's Office

Surveys Tallied



Hernando Beach Vision Plan Survey – RETURN BY MAY 4, 2016
"We have the opportunity to create character or never have it."

Change can be good or bad, depending on how it is managed. This is your opportunity to voice your opinion about the future of your community.

We, the Hernando Beach Vision Committee, are seeking your input to help us create a broad "vision" for the HB Community's future that reflects the values, concerns and ideas of all Stakeholders who care about the area. Please think about how we can accomplish our community-supported goals.

This 10-minute survey is anonymous. Your input is voluntary, although strongly encouraged. Please rate the following items 1-4 on their importance to you.

	1 Very important	2 Important	3 Neutral	4 Least important
1) Advanced life support (ALS) and Fire/Rescue services in HB				
2) Stronger enforcement of no wake zones & safe boating practices				
3) Enhance public safety & enforcement				
4) Plan for disasters and other emergencies				
5) Streetscape Improvements (landscaping, lighting, walkways for safety in commercial zone)				
6) Architectural character & landscape to enhance community				
7) Add a community center or green space park to the HB Waterfront planning area				
8) Storm water runoff management				
9) Attract environmentally friendly tourism to sustain existing businesses				
10) Provide dining, shopping and other entertainment venues				
11) Develop canoe and kayak launches				
12) Expand boat ramps & improve parking				
13) Establish environmental benchmarks & standards to be enforced				
14) Create new access to view and enjoy the waterfront & preserve				
15) Bring arts, community & cultural events to HB				
16) Preserve HB's history and culture				
17) Rank 1-5, with 1 being the highest, what you feel best represents the future of Hernando Beach.				

- () Commercial Seafood Industry: Shrimp/Crab/Fish
 - () Boating/Nature Trails/Kayaking/Paddle Boarding/Biking/Other Recreational Pursuits
 - () Marine/Aquatic Research/Educational
 - () Low Impact Eco-Tourism for artists, bird watchers, nature lovers, retirees, etc.
 - () Other? Please Explain:
- 18) Rank 1-6, with 1 being the highest, how should Hernando Beach prioritize our economic development.
- () Business recruitment (focus on bringing in new compatible businesses)
 - () Business retention (focus on keeping and growing our existing businesses)
 - () Low Impact Eco-Tourism (focus on attracting a limited number of visitors into the community)
 - () Residential community services
 - () Marine/Environmental educational research
 - () Other
- 19) Considerine 1-18 above, please circle the 3 items that are the Most Important to You.



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Please rate the following items 1-4 on their importance to you.

	1 Very important	2 Important	3 Neutral	4 Least important
1) Advanced life support (ALS) and Fire/Rescue services in HB – 81.4%	54.0%	27.4%	10.9%	5.6%
2) Stronger enforcement of no wake zones & safe boating practices – 75%	41.9%	33.1%	14.5%	8.1%
3) Enhance public safety & enforcement – 68.5%	30.2%	38.3%	19.0%	8.5%
4) Plan for disasters and other emergencies – 73.4%	36.3%	37.1%	18.5%	3.6%
5) Streetscape Improvements (landscaping, lighting, walkways for safety in commercial zone) – 58.5%	25.8%	32.7%	24.6%	13.7%
6) Architectural character & landscape to enhance community – 61.7%	29.0%	29.8%	22.6%	14.9%

Hernando Beach’s Vision Plan Made the News

2/21/2018 www.tampabay.com/app/bsb...d%3FarticleId%3D160033&category=ARTICLE&open=30309403&ref=AR&pdf=1070&template=... URL: http://www.tampabay.com/news/localgovernment/hernando-beach-residents-look-to-establish-a-vision-for-their-community/2267757

Hernando Beach residents look to establish a vision for their community

By Rachana Richendi, Times Staff Writer

HERNANDO BEACH — Over the past 35 years, Fran Baird has owned businesses in, lived in and been a leader in Hernando Beach. So she doesn't hesitate in describing her vision for the future of the coastal community.

"I've said before that, if I won the lottery and could buy everything on Shoal Line Boulevard, it would be beautiful," Baird said, describing a picture in her mind of a quaint waterfront business district with an ice cream shop, boutiques, a flower shop and somewhere to sit by the water and sip caffeine-laced beverages.

What if Hernando Beach could someday attract visitors like John's Pass in Madeira Beach, Tarpon Springs or Dunedin? Or is that even what the residents and businesses of the community really want?

Those answers could be coming in the months ahead as community leaders, encouraged by county officials, take baby steps toward building a vision for Hernando Beach.

During a town hall meeting organized by county government last week, Hernando Beach residents learned about a variety of government services, and they were especially interested in a presentation by Ron Pianta, assistant county administrator for growth and development. He encouraged them to play an active role in designing a vision for what their community will look like in the future.

Recent controversies in the community have repeatedly pointed to the lack of a clear and cohesive plan for future development. In 2014, the highly controversial plan to develop a \$6 million tourism and education center and a lodge on Shoal Line Boulevard prompted questions from the community about whether they wanted to be a tourist mecca or remain a quiet, peaceful residential community.

Last year, plans for the first chain department store in Hernando Beach — a Dollar General — again got neighbors talking about what they wanted their community to look like. Did they want to look like every other place with a box store and a big yellow sign or did they want rules that would make future commercial development more attractive and uniquely suited for the community?

The question has cropped up again with another rezoning facing the County Commission later this month. A landowner wants more and larger commercial fishing boats to be able to use Cheek's Creek Canal, a waterfront residential area that currently has limited commercial use. Even the county's Planning and Zoning Commission, in its review of the application last month, was torn between two opposing tenets of the county's comprehensive growth plan — promoting a working waterfront and protecting residential neighborhoods.

A Vision Statement was written and Submitted To Planning & Zoning for Consideration in the Comprehensive Plan

HERNANDO BEACH VISION STATEMENT

The Hernando Beach vision seeks to shape a future for our unique waterfront residential community that preserves and enhances its natural features, while providing services and amenities that are integral to a vibrant, healthy, and fun lifestyle.

Our vision celebrates nature's abundance on the "Adventure Coast" by preserving our peaceful “small town style” community and waterways while encouraging the enhancement of recreational and environmental experiences.

HERNANDO BEACH VISION STATEMENT

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The survey results were Put into an outline Plan

HERNANDO BEACH'S VISION PLAN FOR COASTAL HERNANDO COUNTY

- SIDEWALKS**
 - Meeting scheduled May 16, 2017 for budgeting needs
 - Callenta Street from Shoal Line Blvd. to Hernando Beach boat ramp (west side)
 - Shoal Line Blvd. from The Cove to Hernando Beach Water Tower (east side)
- STORMWATER RUN OFF**
 - Callienta Street from Shoal Line to Eagle Nest
- DEDICATE WATER TOWER PROPERTY TO HERNANDO BEACH PARKS**
 - Add Bocce Ball Court
 - Dog Park
 - Basketball Court
 - Volley Ball Court
 - Softball/Baseball Field
 - Parking Lot for Water Tower recreation and Preserve recreation
 - Extend Nature Trails to Water Tower property
 - Boardwalk from Weeki Wachee Preserve to Jenkins Creek
- CROSS OVER WALKWAYS FROM PRESERVE TO SHOAL LINE BLVD.**
 - R Beach
 - Brian's Place
 - Drunken Mullet
 - The Cove
 - Weeki Wachee Preserve
 - Cyclists can cruise 5.5 miles of paved and hard-packed bike trails in an 11,000 acre designated black bear habitat. Shy and elusive, the bears pose no threat to people, spending most of their time deep in the forest. Enjoy scenery around several lakes and great

Round Tables were held For Public Input

- Charles D. Greenwell, Chairman
- Linda Prescott, Co-Chair
- Bud Frase
- Fran Baird
- Erin Daly
- Kathleen Frase
- Diane Greenwell
- Cal Holland
- Ken McConnell
- Margo McConnell
- Gladys Moore



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- Diane Greenwell
- Cal Holland
- Ken McConnell
- Margo McConnell
- Gladys Moore

- Stephen Krou, Chairman
- Brian Alvarez
- Nancy Emerich
- Dan Garrett
- Amy Gorgia
- Barb Gossett
- Chuck Greenwell
- Diane Greenwell
- Suzanne Lemons
- Ken McConnell
- Margo McConnell
- Deborah Mayer
- Larry Mayer
- Kelly Reeve
- John Paul Reeve
- Maurice Ryman
- Tina Ryman
- Joel Silvers

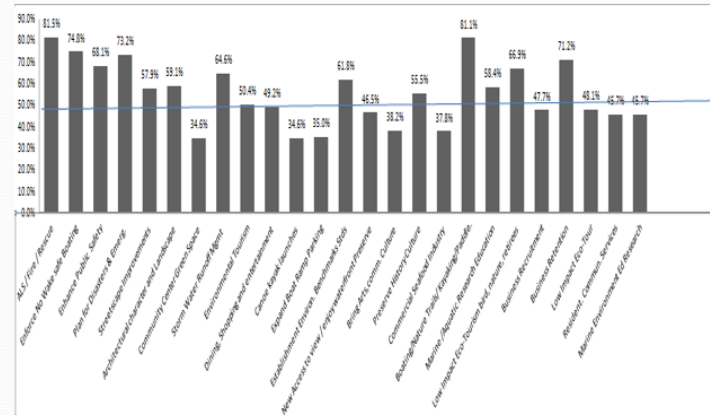
OBJECTIVES OF THE SURVEY

- The main objective of the survey was to reach out to current residents of Hernando Beach to obtain a collective vision for the future and/or immediate community concerns that need to be addressed.
- Surveys were sent out to Hernando Beach residential and commercial property owners on the mailing list of the Property Appraiser's office.
- There was a short timeline for the surveys to be sent and returned due to county deadlines for areas of interest to be placed on a BOCC agenda and/or a referendum.

COMMUNITY CONCERNS

1. Advanced life support (ALS) and Fire/Rescue services in HB - 81.5%
2. Boating/Nature Trails/Kayaking/Paddle Boarding/Biking/Other Recreational Pursuits - 81.1%
3. Stronger enforcement of no wake zones & safe boating practices - 74.8%
4. Plan for disasters and other emergencies - 73.2%
5. Business retention (focus on keeping and growing our existing businesses) - 71.2%

SURVEY RESULTS



PUBLIC SAFETY

7) EXPAND BOAT RAMPS & IMPROVE PARKING

- Create paid parking and additional area for boat trailer parking at or near the public ramp
- Create paid parking for Preserve
- Create paid parking for public events and/or festivals
- Streetscape Improvements (landscaping, lighting, walkways for safety in commercial zone)

DEVELOPMENT

BOATING, NATURE TRAILS, KAYAKING, PADDLE BOARDING, BIKING, OTHER RECREATIONAL PURSUITS – 81.1%

- Develop an adventure coast tranquility trail from Linda Pedersen Park to preserve for walking, bicycling, nature gazing, and fishing and to encourage pedestrian traffic to commercial district
- Nature plaques along walkway with facts consistent with area
- Develop a kayak trail to canals along preserve with walkways to restaurants and shops

DEVELOPMENT

ARCHITECTURAL CHARACTER & LANDSCAPE TO ENHANCE COMMUNITY – 59.1%

- Add A Public Green Space for Community Events
 - Utilize Property From HBS Donated to HBVFD
- Create building codes to standardize new construction or remodeling to effectively reflect a coastal eclectic old Florida look
- Storm water drainage along Calienta Street
- Obtain property on Shoal Line for museum/education/history & develop history and culture of Hernando Beach to be preserved.

Adventure Coast Tranquility Trail Linda Pedersen Park to Preserve



DEVELOPMENT

MARINE/AQUATIC RESEARCH/EDUCATIONAL

- Friendly human transportation focused on ecosystem
- Maintain our fragile ecosystem
- Protect ecosystem from over development
- Nature Center for educational teaching
- University post-graduate research programs

DEVELOPMENT

CODE ENFORCEMENT / CLEAN UP

- Better upkeep of properties and make homeowners more responsible for empty lots.
- Clean up existing residential properties and water front
- Clean up of eye sores - run down buildings, businesses on Shoal Line
- Encourage Main Street (Shoal Line Blvd) clean up & quaint village architecture
- Fun, entertaining, parks, great restaurants
- Keeping properties clean, no trailers, trash
- Tidy up this place - on Shoal line looks tacky.
- Businesses on Shoal Line to be able to utilize funding to hide trash cans with beautiful fences with flowers.
- Yards mowed. Streets lined with plants, etc..
- Restaurants to look cleaner on outside.
- HB Middle has lots of absentee owner lots needing cleaned up.

DEVELOPMENT

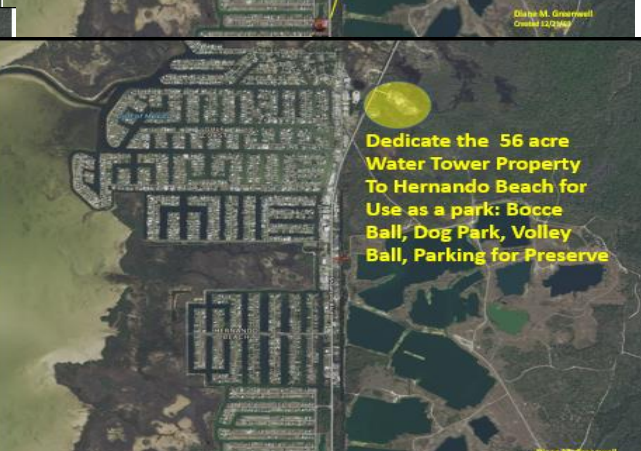
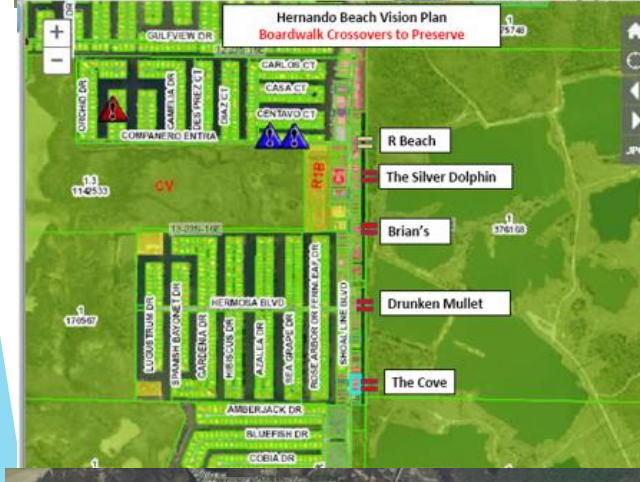
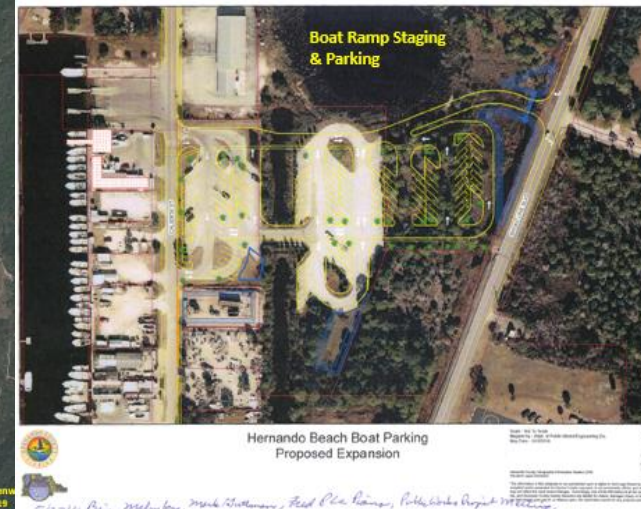
LOW IMPACT ECO-TOURISM (FOCUS ON ATTRACTING A LIMITED NUMBER OF VISITORS INTO THE COMMUNITY) – 66.9%

- Attract nature lovers for bird watching, manatees/dolphin watching
- Charter fishing excursions
- Coastal dining
- Educational research
- Sunset cruises
- Photography
- Ocean front yoga

DEVELOPMENT

STREETSCAPE IMPROVEMENTS (LANDSCAPING, LIGHTING, WALKWAYS FOR SAFETY IN COMMERCIAL ZONE) – 57.9%

- Enforcing codes at commercial establishments with storage of non-working vehicles/boats/trailers to comply with opaque fencing and shrubs
- Flags /flowers on street lights in commercial zones
- require cobblestone sidewalks be added to building codes for new construction and for existing establishments within five years
- New construction code to include landscape design and include a minimum of two trees
- Incorporate park benches for viewing vistas at preserve, adventure coast tranquility trail and commercial district
- Bicycle paths and racks added in commercial district to encourage bicycling for cleaner air and less traffic
- Expedite Osawa waste treatment closure



COMMUNITY ROUNDTABLE MEETING

FEBRUARY 20, 2020 - 7:00 PM

Hernando Beach Coast Guard Building
4340 Calienta St, Hernando Beach, FL 34607

The Roundtable Is Limited To Businesses Owners And Property Owners In “Hernando Beach.”¹

There Will Be A Moderator To Ensure That The Roundtable Is Professional, Non-Judgmental And Facilitates Frank And Collaborative Discussion From The Participants.

The Moderator Will Follow An Open Agenda. Topics Are Determined By The Participants. Also, Suggested Topics May Be Provided At Sign-In. Suggested Topics Include The Hernando Beach Vision Plan; The Status Of Hernando County’s Port Authority; Legislation To Include Hernando County In A Proposed Nature Coast Aquatic Preserve By July 1, 2020; Public Safety; and Business Development.

The Mission of The Roundtable Is To Inventory The Challenges, The Possibilities And Opportunities For Hernando Beach, As Presented By The Participants, And Provide Feed Back To The Participants.

Based On Preliminary Planning, We Anticipate That Certain Participants Have Creative Plans That May Be Implemented Soon.

SOME PEOPLE SEE THINGS AS THEY ARE, AND SAY, WHY? OTHER PEOPLE DREAM OF THINGS AS THEY COULD BE, AND SAY, WHY NOT? A FAILURE TO PLAN IS NOT AN OPTION!

¹ A Roundtable is where the community, residents and business property owners come together to discuss the future of our community. It should be a positive experience where ideas are put on a flip chart. Ideas are considered and discussed, both the pros and cons, and ranked in order of importance to those at the meeting. It serves as a starting point for our community to work together to achieve the goals that our community would like to see happen to improve and make our community a more viable and fun place to live, work, and play. Just because an idea is on a PowerPoint slide, doesn't mean it is final. The Vision Plan is on a PowerPoint so people can change, add, delete slides as the ideas are amended. A Roundtable is a tool used to make sure development includes the entire community's ideas and not those that are forced upon us. It gives us an opportunity to map our future growth in the way that works for the majority.

From: Diane Greenwell <bmwz3_diane@yahoo.com>
Sent: Wednesday, September 16, 2020 9:40 AM
To: Beth Putnam <bethputnam61@gmail.com>
Cc: Diane M. Greenwell <dianemgreenwell@yahoo.com>; Jan Knowles <janknowlesfl@gmail.com>; Tammy Heon <THeon@floridasadventurecoast.com>
Subject: Re: Hernando Beach Art Trail

Beth that would be great. As I said it is a start to build upon and I am open to help or suggestions on how to do that. For now it does get some information out to those who may have an interest. Steve Benevides has four commissioned for next year and it is still my goal to get the Marine Safety Group, aka, US Coast Guard building done as well.

<http://mobile.hernandobeachcommunity.com/follow-the-coastal-art-trail.shtml>

Thank you so much. Let me know if I can be of further help.

Diane M. Greenwell

• RE: Hernando Beach Art Trail

Diane M Gr... /Inbox ★



• **Tammy Heon** <theon@floridasadventurecoast.com>
To: Diane Greenwell, Beth Putnam
Cc: Diane M. Greenwell, Jan Knowles

Wed, Sep 16 at 10:14 AM ★

Diane,

This is awesome – and a great starting point for us to use on our website. We’re getting a “Virtual Visitor Center” microsite added to FloridasAdventureCoast.com next month. The widget has some fantastic functionality, including the ability to build custom itineraries; I’d like to make one of the three that will be created for the launch the HB Art Trail (the other two will be the Brooksville Art Trail and the Florida Mermaid Trail). I have a meeting tomorrow to discuss the deliverables for the creative. I also have a very talented staff that will be more than happy to come and photograph the various pieces to include in the itinerary. Once I have a few more details, I’ll follow up with you to coordinate what we’ll need to do to add this to our VVC. I’m really excited about this technology; it’s going to really help amplify all your hard work!

Have a great day,

Tammy J. Heon

Manager, Tourism Development

FLORIDASADVENTURECOAST.COM

HBPOA Vision Plan Agenda
February 24, 2020 – 10:30 a.m.

1st Roundtable Held February 20, 2020 at 7:00 p.m. at the Coast Guard Building

Consensus Items

- No commercial fishing expansion
- Storm Water Drainage on Calienta – Correct the problem, don't put a band aid on it and add wide sidewalks or cart paths for safety
- Reduce speed limit in business district of Shoal Line to 30 -35 mph
- Sidewalks along Shoal Line Blvd. & Calienta for pedestrian/bicycle traffic
- Decorative and better down lighting in business district to see pedestrians
- Beautification of community from North to South
 - Flowering trees along Shoal Line Blvd.
 - Clean up of derelict boats and storage on vacant lots on Shoal Line
 - County take over of Triangle Park and Dolphin property at 19
- Cross walks in business district with push button lights (See New Port Richey Main Street)
- Connecting business to business boardwalks on east side of Shoal Line Blvd.
- Boat ramp staging road off of Shoal Line north of Blue Pelican
- Decorative coastal signage at 19 and the Triangle Park
- Park and Walk Parking lots on North and South of Shoal Line business district
- Water Tower property for recreational activities for community
 - Bocce Ball
 - Volley Ball
 - Dog park
 - Parking for Preserve
 - Community Events
- Boardwalk to Linda Pedersen Park
- Mom & Pop businesses that can serve the community
- **Community center for activities, classes, meetings,**

Issues Still On the Table

- Changing setbacks of commercial properties on Shoal Line
- Golf Cart Community
- Add Cart Paths for Golf Carts and Pedestrians
- Center Turn Lane in Business District (look at pedestrian vs vehicular safety)

County Issues

- Need Code Enforcement to enforce ordinances and make lot owners clean up lots and fences
- Need Law Enforcement to patrol Shoal Line Blvd. and enforce speeding and parking infractions
- Need Marine Law Enforcement for our canals
- Do not reduce duties of Port Authority-they are the only contact with water dependent uses and county
- Water quality monitoring of commercial vessels
- RESTORE Act money for Hernando Beach Coastal Projects
- Boat Lift
- Ban Up lighting
- Taxes – Ensure Hernando Beach gets its fair share of return for taxes paid by Hernando Beach

Presentations were made to:

- 2016/08/04 - Hernando Beach Property Owners Association
- 2017/05/16 - Public Works
- 2017/06/17 - SWFWMD
- 2017/06/21 - Port Authority & Commissioner Dukes
- 2017/07/18 - County Administrator Len Sossamon, Parks & Recreation, Tourism, Planning & Zoning, Ron Pianta, Omar DePablo
- 2019/09/20 - Business Development Group
- 2019/11/07 - SWFWMD
- 2019/11/12 - Coastal Engineering, Cliff Manuel, Don Lacey
- 2020/02/20 - Roundtable at Coast Guard Building - 90 people
- 2020/02/24 - County Administrator Jeff Rogers, Toby Phillips, Scott Herring, Ron Pianta, Omar DePablo, Tammy Heon, Mitchell Miller and others
- 2020/09/16 - Tammy Heon, Beth Putnam, Jan Knowles, Coastal Art Trail website
- 2020/12/02 - Business Development Meeting w/Coastal Engineering