

### Public Open House #1 OVERVIEW

The first Public Open House for the Santa Rosa County District 4 Master Plan was held on February 20, 2018 from 5:30 pm to 9:00 pm at the Navarre High School. Approximately 170 community members participated. The purpose of the Open House was to introduce the master planning project, and gather public input on issues, opportunities, goals, aspirations and vision for the future of District 4. During the Open House, attendees provided input by participating in various exercises:

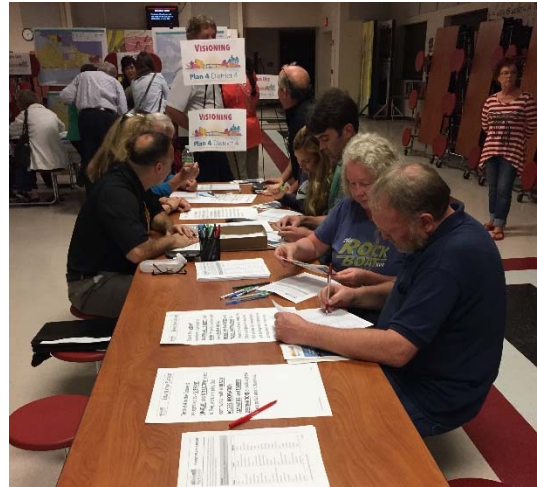
- Visioning
- Transportation
- Issues and Assets Mapping
- Future Land Use
- Issues and Opportunities Brainstorming
- Visual Preference Survey



### Visioning

Community vision relates to the overall tone and direction for the Master Plan. Key words can be used to establish a vision for District 4 that is based on shared community values and describes what is desired in the future.

The Visioning Exercise provided an opportunity to obtain input on key words for developing a vision statement that will guide development of the District 4 Master Plan. The exercise included a list of Values, Assets, and Adjectives, and participants were asked to circle their top choices for each category. The top three Values chosen were beach access, quality neighborhoods, and schools. The top three Assets chosen were family-oriented, attractive, and welcoming. The top three Adjectives chosen were safety, sense of community, and sustainability. The complete results by rank are provided in the following table.



Rank	Values	Count	Assets	Count	Adjectives	Count
1	Beach Access	60	Family-oriented	44	Safety	41
2	Quality Neighborhoods	39	Attractive	41	Sense of Community	39
3	Schools	36	Welcoming	39	Sustainability	31
4	Natural Resources	28	Forward-thinking	31	Quality Education	30
5	Recreation Amenities	24	Quality	30	Community Spirit	24
6	Waterfront Opportunities	20	Vibrant	16	Friendliness	21
7	Tourism Destination	17	Balanced	16	Faith	21
8	Open Space	15	Unique	15	Strong Family	20
9	Entertainment	14	Diversified	14	Stewardship	17
10	City Services	11	Active	11	Trust	16
10	Jobs	11	Connected	11	Inclusiveness	11
12	Neighborhood Character	9	Distinctive	9	Sense of Well-being	11
13	Transportation Access	8	Innovative	8	Sense of Heritage and Tradition	11
13	Trails	8	Principled	7	Collaboration	9
14	Cultural Resources	6	Purposeful	7	Sense of Belonging	6
16	Historic Resources	3	Engaging	5	Partnership	3
16	Available Land	3	Prestigious	4	Unity	2
18	Housing	2	Exciting	3	Kindness	1

### Future Land Use

The Future Land Use Exercise featured existing land use, zoning, future land use and vacant residential parcel maps of District 4. Participants were asked to place colored post-it notes representing new future land uses on the maps to show how they envision future growth and development within the district. There were six different colored post-in notes that each represented a land use category:

- Yellow: Single-Family Residential
- Orange: Multi-Family Residential
- Red: Commercial
- Blue: Employment
- Purple: Mixed-Use
- Green: Park & Open Space

In general, most participants supported:

- More park and open space, particularly on Santa Rosa Island
- A broader mix of uses surrounding the intersections of US Highway 98, State Road 87 and the Navarre Beach Causeway
- Additional employment and commercial uses along US Highway 98 and State Road 87





### Transportation

The Transportation Exercise featured a circulation map of District 4 showing existing highways, roads, sidewalks and trails. Participants were provided three different colors of yarn to identify future transportation enhancements, as well as red dots to indicate problem areas and intersections. There were three different colors of yarn, each representing a mode of transportation:

- Yellow: Bikeways / Trails
- Red: New / Improve Roadways
- Blue: Transit Routes

In general, most participants identified:

- Poor intersections at both ends of Navarre Beach Causeway and all along US Highway 98
- A desired bikeway / trail system along US Highway 98 and State Road 87
- New US Highway 98 Bypass roadway
- New transit system along State Road 87 and across the Navarre Beach Causeway to Santa Rosa Island



### Issues and Assets Mapping

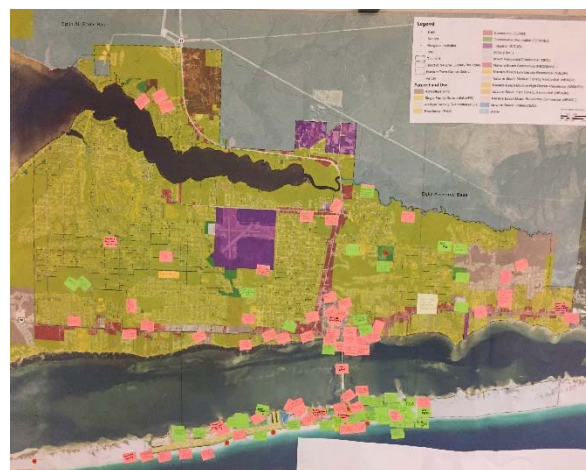
The Issues and Assets Mapping Exercise featured a large, wall-sized map of District 4. Participants were provided red and green post-it notes to write issues they experience in District 4 and assets to be preserved or enhanced. Participants placed the notes on the wall map where the issues and assets are geographically located. Most of the comments were on Santa Rosa Island and the area surrounding the intersections of US Highway 98, State Road 87 and the Navarre Beach Causeway.

Along Santa Rosa Island, the primary assets identified were public beaches and beach access. Many of the issues referred to the density and intensity of development, but also the need for small-scale retail. Of note was both support and opposition for a cut connecting Santa Rosa Sound with the Gulf of Mexico.

Within the area surrounding the intersections of US Highway 98, State Road 87 and the Navarre Beach Causeway, most issues focused on poor connectivity and dangerous roadways / intersections, particularly along US Highway 98 and the Navarre Beach Causeway. Many comments also noted that the area would benefit from more mixed-use developments, a convention center, and multi-family housing. Replaced Navarre Beach gateway signage was also noted as an issue by several participants.

Outside of these two key geographic areas, many of the comments noted:

- A desired east-west community access road across District 4 or an alternate route for US Highway 98
- Areas for improved stormwater drainage
- Need for sidewalks and connectivity
- The need to protect wetlands and natural areas





### Issues and Opportunities Brainstorming Exercise

The Issues and Opportunities Brainstorming Exercise, involved participants writing a single issue or opportunity on either green or red index cards that they feel the Master Plan should address – green representing potential future opportunities for District 4 and red representing current issues that the Master Plan should address. Participants were encouraged to document as many issues and assets as they could identify. The issues and assets were then placed on a blue wall sheet under categories that best represented the type of issue or opportunity. The following are the top issues and assets most noted by participants organized by category.



Issues		Opportunities	
Land Use			
<ul style="list-style-type: none"><li>■ Lack of entertainment activities and restaurants on Navarre Beach</li><li>■ Abiding by and enforcement of Land Development Code</li></ul>		<ul style="list-style-type: none"><li>■ Preserving existing open space and public beach access on Navarre Beach</li><li>■ Protecting wetlands and natural areas</li><li>■ Mixed-use development</li></ul>	
Housing			
<ul style="list-style-type: none"><li>■ High density housing built on Navarre Beach</li><li>■ Neighborhoods are not interconnected</li><li>■ Reliance on US Highway 98 to go anywhere</li></ul>		<ul style="list-style-type: none"><li>■ Housing units above commercial developments</li><li>■ Affordable / workforce housing</li></ul>	
Parks & Recreation			
<ul style="list-style-type: none"><li>■ Lack of safe bike and pedestrian paths</li><li>■ Development is reducing wetlands and natural areas</li></ul>		<ul style="list-style-type: none"><li>■ Keeping public beach access open to public</li><li>■ New bicycle and pedestrian paths on Santa Rosa Island and throughout District 4</li><li>■ Outdoor amphitheater at Navarre Beach</li><li>■ Dog park</li></ul>	
Economic Development			
<ul style="list-style-type: none"><li>■ Too many big-box stores and strip malls</li><li>■ Development process and regulations are too difficult in some areas</li></ul>		<ul style="list-style-type: none"><li>■ New local restaurants, particularly on Navarre Beach</li><li>■ Preserve the small-scale coastal community feel</li></ul>	

### Issues continued

### Opportunities continued

#### Transportation

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>■ Unsafe roadways / intersections and traffic congestion on US Highway 98</li> <li>■ Difficult to cross roadways for pedestrians</li> <li>■ Lack of sidewalks</li> <li>■ Need an alternate route around US 98 such as a Bypass</li> </ul> | <ul style="list-style-type: none"> <li>■ Additional bridge to Santa Rosa Island</li> <li>■ Traffic circles at busy intersections</li> <li>■ Interconnect neighborhoods to reduce dependency on US Highway 98</li> <li>■ Provide safe additional modes of transportation</li> </ul> |
|--|--|

#### Public Services

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>■ Infrastructure has not kept pace with new development and growth</li> <li>■ Lack of commercial signage regulations / enforcement</li> <li>■ Stormwater drainage</li> </ul> | <ul style="list-style-type: none"> <li>■ Place utilities underground in Navarre Beach</li> <li>■ Enhance streetscape beautification</li> <li>■ Provide more amenities and activities on Navarre Beach</li> <li>■ Incorporate to help fund public projects</li> </ul> |
|---|--|



### Visual Preference Survey

The Visual Preference Survey Exercise consisted of 17 survey questions each with four pictures organized by topic. Participants were given a hand-held polling device and asked to select the corresponding photo that best represented what they would like to see in District 4. The exercise was conducted over seven different sessions with a total of 82 participants. The results from each of the seven sessions were tallied. The following pages provide a consolidated summary of responses as a percentage for each survey question according to the following categories:

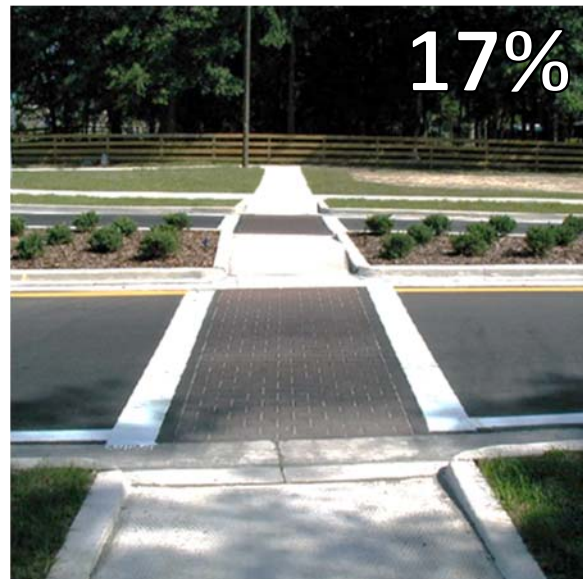
- Transportation
- Land Use
- Signage
- Parks and Recreation
- Outdoor Lighting
- Cultural and Social Events



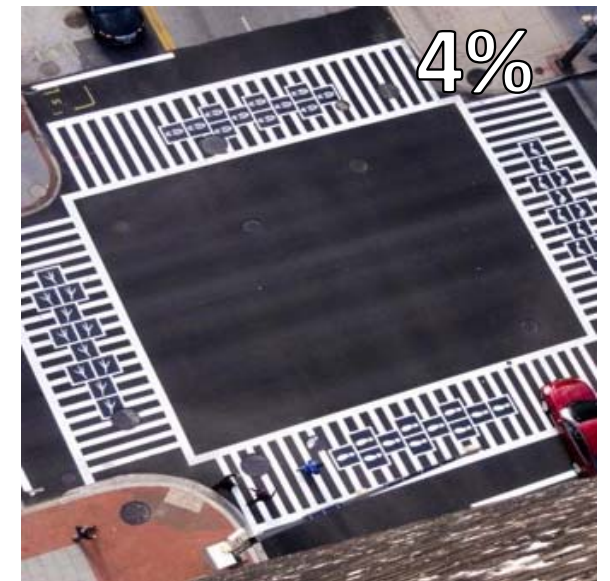
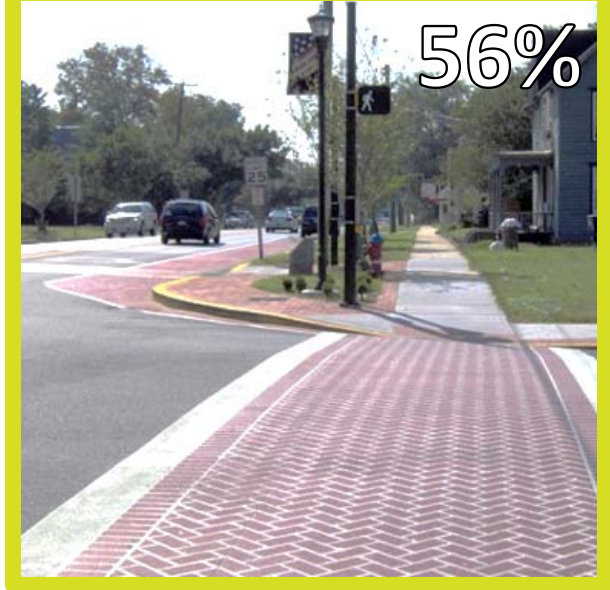


## Transportation

### Pedestrian Realm – Local Streets



## Pedestrian Realm – Collector Streets





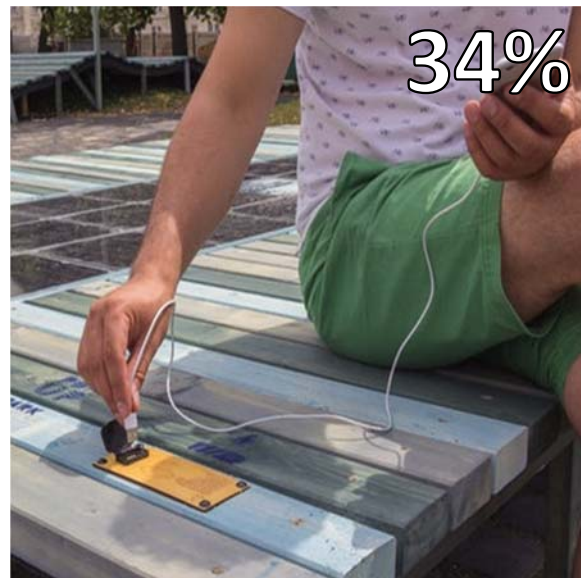
## Pedestrian Realm - Highway





February 20, 2018

### Pedestrian Realm – Street Furniture



February 20, 2018

### On-Street Bicycle





February 20, 2018

### Land Use

#### Housing – Single Family





February 20, 2018

### Housing - Multifamily



February 20, 2018

### Commercial Development – Street Relationship





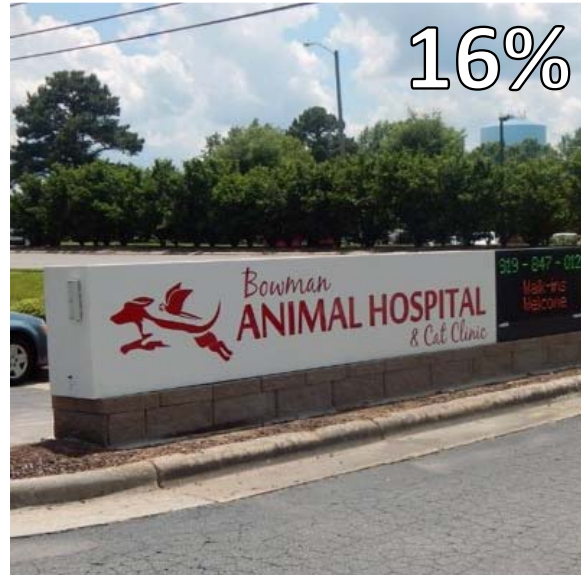
## Mixed Use – Commercial and Residential





### Signage

#### Signage – Commercial



February 20, 2018

### Signage – Gateway





## Signage – Wayfinding





February 20, 2018

### Parks and Recreation

#### Neighborhood Parks



February 20, 2018

### Community Parks





February 20, 2018

### Park Amenities



**Outdoor Lighting**





February 20, 2018

### Cultural and Social Environment

#### Community Events

