



Town of Orange Park

STRATEGIC PLAN | VISION 2040

YOUR VISION | YOUR FUTURE | YOUR PLAN



Tonight's Objectives

- Overview of Strategic Vision Plan 2040 (SVP)
- Visualizing the Future, Plans & Sketches
- Goals of SVP Public Comment Period
- Survey 3 & Site Dynamics
- OPEN DISCUSSION



Workshop Overview



Workshop Approach & Expectations

1

INTERACTIVE AND ENGAGING

- Zoom Chat
- Facebook Comments

2

PLEASE ASK QUESTIONS
EMAIL all questions, comments &
Recommendations to
TOPVision@TownOP.com

Or
Put into survey!

3

ALL FEEDBACK IS GOOD FEEDBACK but....

- ✓ Read the Reports
- ✓ Take the Survey!

4

Deadline for Comments
And Survey
JULY 7, 2020!

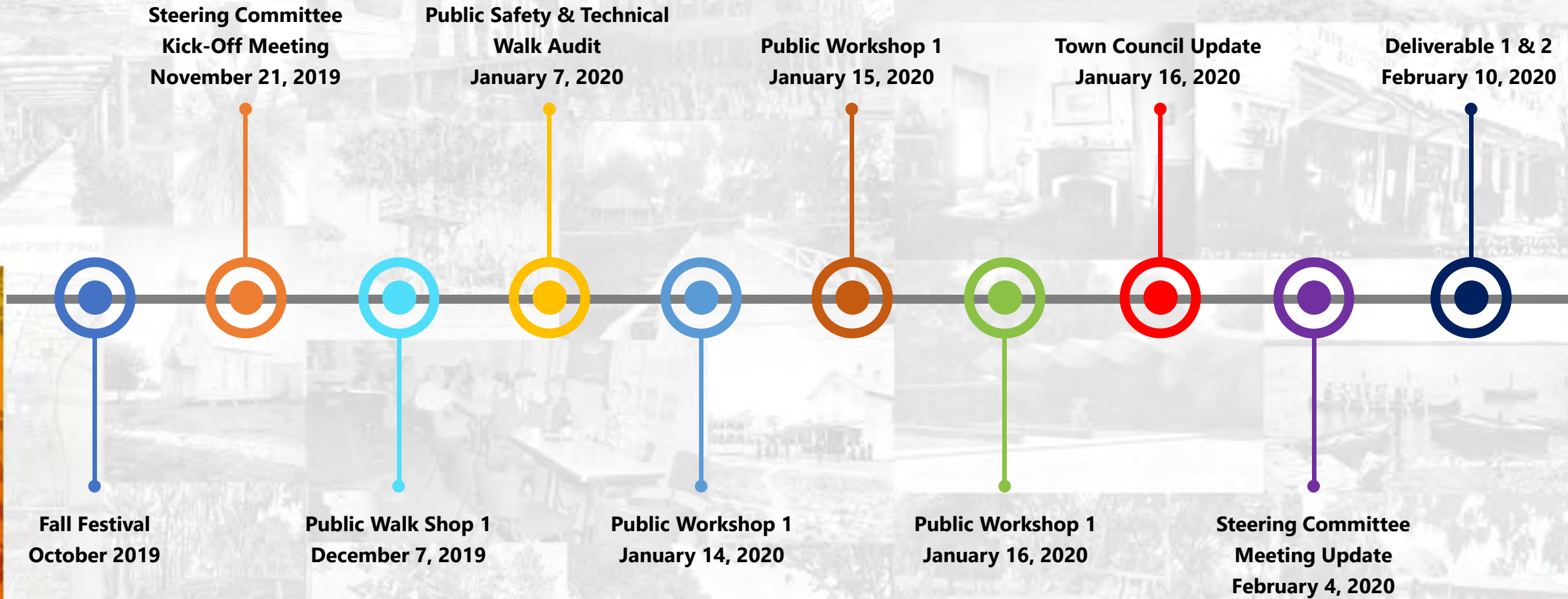




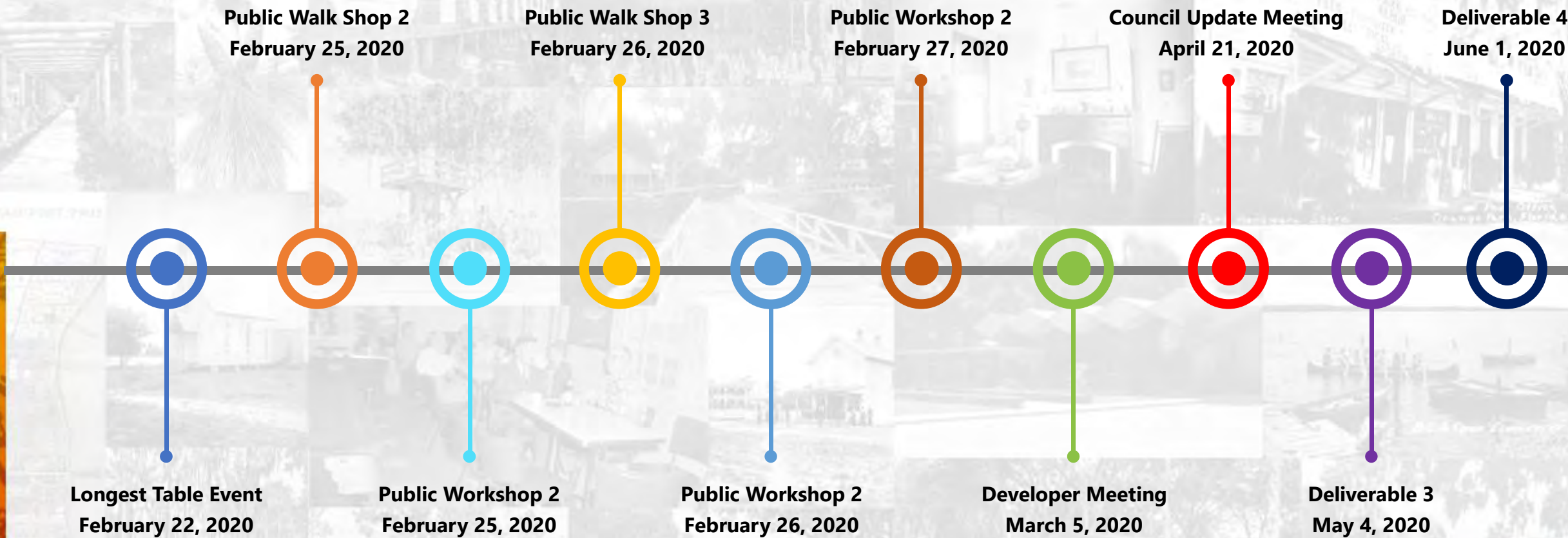
Vision Planning to Date



SVP2040 Work Plan Timeline



SVP2040 Work Plan Timeline



SVP2040 Team Deadlines

Town Leadership Workshop ●

May 12, 2020

Virtual Public Meeting, Findings
& Defining the Direction ●

May 20-21, 2020

SVP Comment Review ●

June 23-July 7, 2020

Survey 3 & Site Dynamics Tool ●

June 23 – July 7, 2020

Final Reports ●

Approximately July 15, 2020

The FINAL Stretch





Today's Objectives, **Tomorrow's** Solutions



A Look Back, An Eye to the Future

- BRIEF OVERALL REVIEW OF
 - Initial Assessment findings from Deliverable 1 & 2
 - Deliverable 3 Public Engagement & COVID Response
 - Deliverable 4 SWOT and *ReImagine* Strategy
- REVIEW OF Deliverable 5 by Task
- SVP 2040 How To and Resident To-Do List

The collage features three overlapping document pages:

- Top Page:** Titled "Deliverable 1: Perform an Assessment of Current Capabilities/Needs". It includes a "Methodology" section stating: "This work is developed by staff/teams to identify specific components related to planning through exploration and..."
- Middle Page:** A "Table of Contents" for "DELIVERABLE 1: PERFORM AN ASSESSMENT OF CURRENT CAPABILITIES/NEEDS". It lists page numbers for sections like Methodology, Vision, and Deliverable 4.
- Bottom Page:** The cover of the "Town of Orange Park STRATEGIC PLAN | VISION 2040". It features the town's logo, the text "DELIVERABLES 1 & 2 02.10.20", and the slogan "YOUR VISION YOUR FUTURE YOUR PLAN". Logos for HASKELL, AG (Acuity Design Group), and VRUM PLANNING are at the bottom.





Deliverable 1:

Perform an assessment of current capabilities and needs



Population, Process and Protection

- Aging population, stagnant growth, high traffic
- Internal process analysis
- Review of meeting minutes and public comment
 - Consensus: Commitment to public safety as core value and service

Table 4. Population

Year	2,000	2010	2019	2040
Total	9,042	8,417	9,216	9,412

Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2019



Finding of Need, CRA Review

- Transportation Focus
- Harness traffic
- Includes walking and biking
- Tax Incremental Financing (TIF)

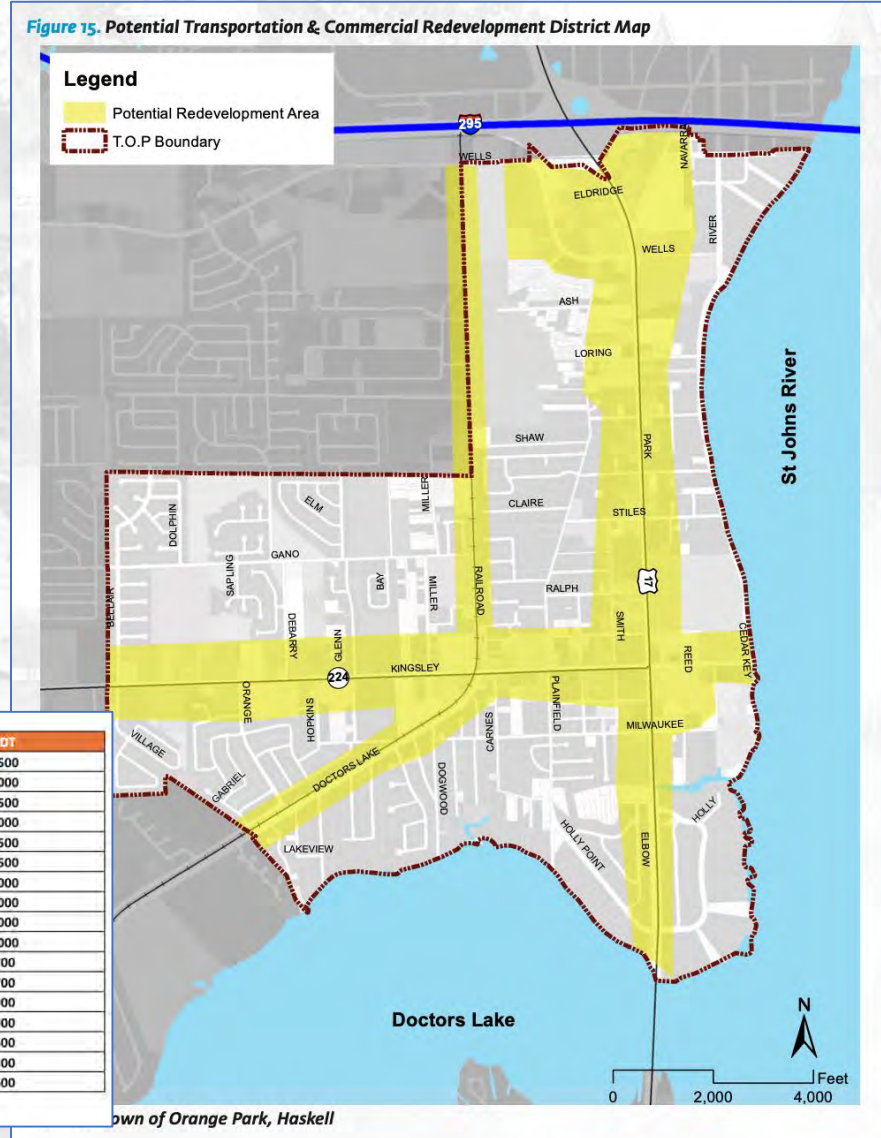


Table 1. Annual AADT Daily Traffic

	AADT		AADT
US17 = 66,600+		Duval Co Lines	85,500
Kingsley Avenue = 35,500+		Wells Rd	66,000
		Plainfield Ave	35,500
		Village Way	30,000
SR-21/Blanding Blvd		US-17/Sr-15	29,500
Plainfield Ave		CR-224a/Doctors Lake	28,500
Village Way		US-17	25,000
SR-21		*Gore At I-295	15,000
*Gore At SR-15/US-17		*Gore At US-17/Sr-15	14,000
*Gore At I-295		SR-224/Kingsley Ave	11,000
College Rd		Wells Rd	9,700
Gano Ave		Gano Ave	6,700
SR-224/Kingsley Ave		Gano Ave	5,900
SR-224/Kingsley Ave		Wells Rd	2,900
Campbell Ave		Campbell Ave	2,600
US-17/SR-15/Park Ave		SR-224/Kingsley Ave	2,300
SR-21		US-17	1,600
US-17			

Source: Florida Department of Transportation (FDOT)
 *Gore area provides turning motion traffic counts at Interstate-295 and US 17/Park Avenue





Deliverable 2:

Review Current Budgets, Capital Improvement Plan (CIP), and other town documents



Budget and CIP Review

Item Reviewed: TOP 2019/2020 Budget Final, see APPENDIX for full report.

Key Observations

A complete list of observations and Town questions can be found in APPENDIX:

- ◆ Budget availability could assist with indicated gap in services based on 2017 adopted strategic objectives.
- ◆ Zero debt carry since 2016 and excess percentage of required funds of 33% in General Fund indicate ability to pursue creative funding strategies or leverage strategies due to solid financial position. However, it is not clear what projects need to be completed.
- ◆ Funding categories typically used for transportation projects are decreasing by 50% or greater limiting, large capital projects ability to be completed.
- ◆ Specific financial strategy will need to be adopted to meet community needs and wishes.
- ◆ Additional staff, such as project management, may be needed should the Town choose a strategy that results in additional projects.



Comprehensive Plan 2040

- Consistently centered around protection and health
- Transportation, Housing, and Infrastructure all support redevelopment and facility improvement
- Recreation and Outdoor Plan addresses the need to further property interconnectivity, continued maintenance and update to keep the projects appealing to young and old.





Deliverable 3:
Seek Public/Staff Input, Through
Surveys, Committees, and Public
Town Meetings



Engagement Methods: In Person

- Public Meetings, Council Meetings
- Workshops and Presentations
- Walkshops



Residents participating in Walk Shop



Image: Workshop 1 Steering Committee and public meeting

Information Gathering

- Three (3) Surveys
- Public Charette at Lions Club and Urban Bean
- Walkshops
- Attended Community Events & Meetings



Virtual Engagement and Information

- COVID-19 Response Strategy
- Virtual Public and Council Workshops
- Facebook and Zoom Chat/Comments

Town of Orange Park Strategic Vision Plan 2040
COVID-19 Response, April 2020
Modified Work Plan

Item	Original	Revised
1	3	3
2	2	2
3	4	4
4	2	2
5	2	2
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TOWN OF ORANGE PARK
STRATEGIC VISION 2040
COMMUNICATIONS STRATEGY
& COVID-19 RESPONSE

Town of Orange Park Strategic Vision Plan 2040
<https://topvisioning2040.townoforangepark.com>

Take a walk.....

...beyond

...we are working COVID-19 that to make it our on the history tunities, and y April 24th!

LIVE ONLINE WEBINAR

JOIN IN OUR 1ST VIRTUAL TOWN MEETING
DATE: MAY 15 & 16
TIME: 5:30 - 7 PM
PRESENTATION STARTS PROMPTLY AT 5:45 PM
SAVE YOUR SEAT!
TO RSVP, PLEASE CONTACT:
CANTRECE JONES CJONES@ADGMARK.COM OR CALL 904-710-0301

on Facebook Recording

Mikhail

A Marie Kelly Mankinen Heather Neville



Investigate Needs of Populations

- Used online survey and public Workshop 2
- Results identified gaps in service

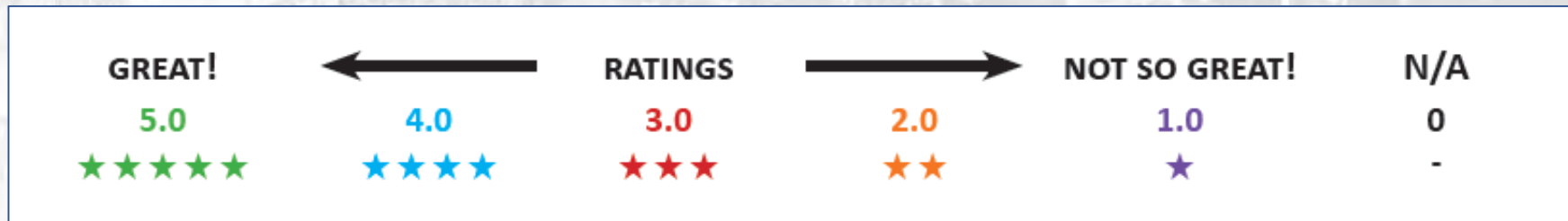


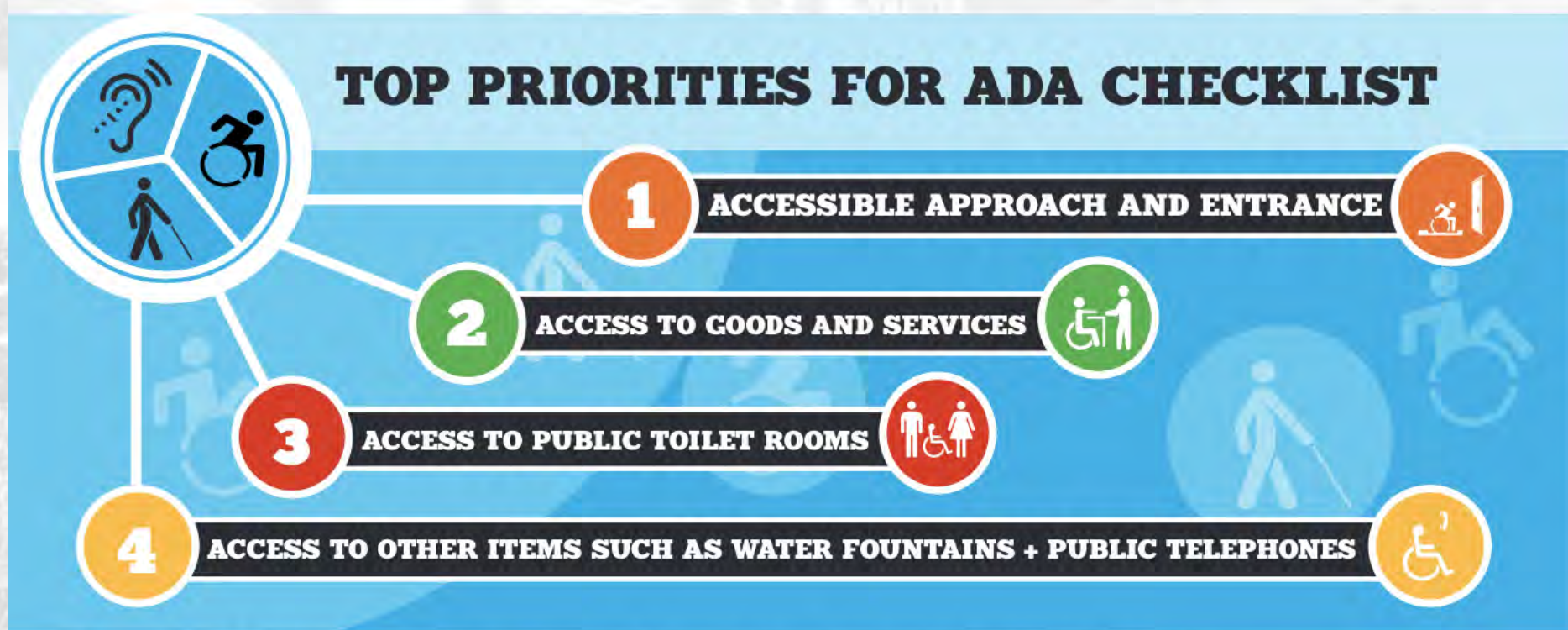
Table 6. Population Needs Ratings

Stars	5 Stars	4 Stars	3 Stars	2 Stars	1 Star	0 N/A	Total	Average Rating
Daycare	14	11	19	7	5	102	158	1.2
Age in Place	46	27	15	8	7	55	158	2.6
Assisted Living	21	21	22	13	4	77	158	1.8
Nursing Homes	23	11	23	13	9	79	158	1.7
Schools	54	37	26	6	6	29	158	3.3
Transit	15	7	24	18	33	61	158	1.5



Investigate Disability Accommodations

- Sidewalks and Crosswalks
- All Town buildings and parks (11 locations)



Source: ADA Checklist, <https://www.adachecklist.org/doc/fullchecklist/ada-checklist.pdf>

Review and assess editorials

Key Observations

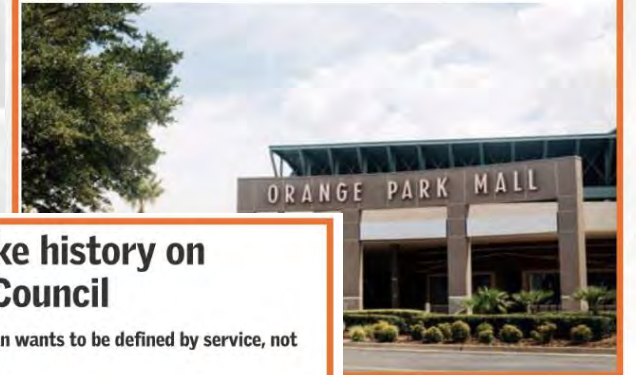
Town residents are very familiar with where their tax base boundary stops and Clay County begins, but news media, business owners, northeast Floridians and leaders around the area often include locations that are far, sometimes miles away as “Orange Park.”

- ◆ There is a sense of pride in the Police and Fire Department.
- ◆ There is a sincere dedication to trees and upkeep of public areas.
- ◆ Town residents desire a sense of place, walkability and small-town feel.
- ◆ Town residents feel helpless or work against projects that conflict with a personal issue.
- ◆ The Town residents have common goals but suffer from NIMBYism.
- ◆ Information is disseminated through ad hoc civic associations and Facebook pages
- ◆

Highlights & Significant events during planning phase

- ◆ Death of Councilman Ron Raymond
- ◆ First African American Councilman
- ◆ First Longest Table Event
- ◆ Dedication of Robert Bradley Park at Nelson Point
- ◆ Orange Park makes top 10 list of ‘Best Places To Retire’

Orange Park makes top 10 list of ‘Best Places To Retire’



Henley to make history on Orange Park Council

Newly-appointed councilman wants to be defined by service, not race



Councilman Henley , Source: Claytodayonline.com





Deliverable 4: SWOT Findings



SWOT Chart

- Sense of community
- People
- Public safety
- Location
- Recreation
- Concentration of medical services
- Quality schools
- Tree canopy

STRENGTHS

S

- Traffic
- Stagnant/aging population and housing stock
- Lack of character, brand, image
- Lack of walkability and bikability
- Lack of entertainment

WEAKNESSES

W

- New development
- Water and natural amenities
- Signage and design guidelines
- Augmented communication
- Improve park and recreation
- Traffic calming

OPPORTUNITIES

O

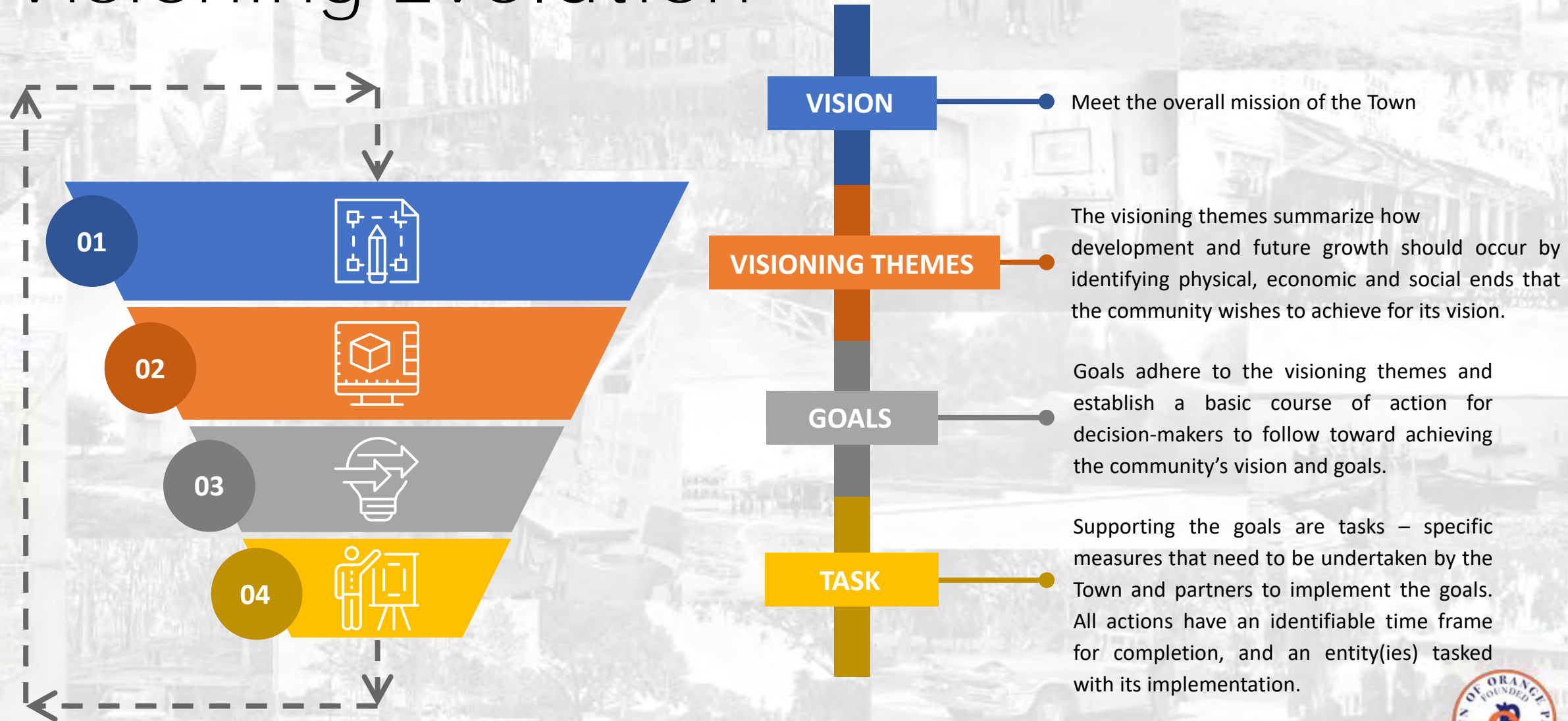
- Resiliency and tides
- Funding needs and revenue changes
- Lack of diversity
- NIMBYism
- Traffic

THREATS

T



Visioning Evolution





The Town of Orange Park

ReImagine



ReImagine Themes



ReConnect
The Town of Orange Park

Bring together people and places through mobility and collaboration.



ReDevelop
The Town of Orange Park

Encourage the development of viable and sustainable assets that improves the lives of residents and visitors.



ReDiscover
The Town of Orange Park

Promote the assets and brand of the Town.



ReInvest
The Town of Orange Park

Address the everyday needs and long term stability of the Town.



ReStore
The Town of Orange Park

Promote historic preservation and sense of place.



ReTain
The Town of Orange Park

Enhance the quality of life and create a business friendly environment.



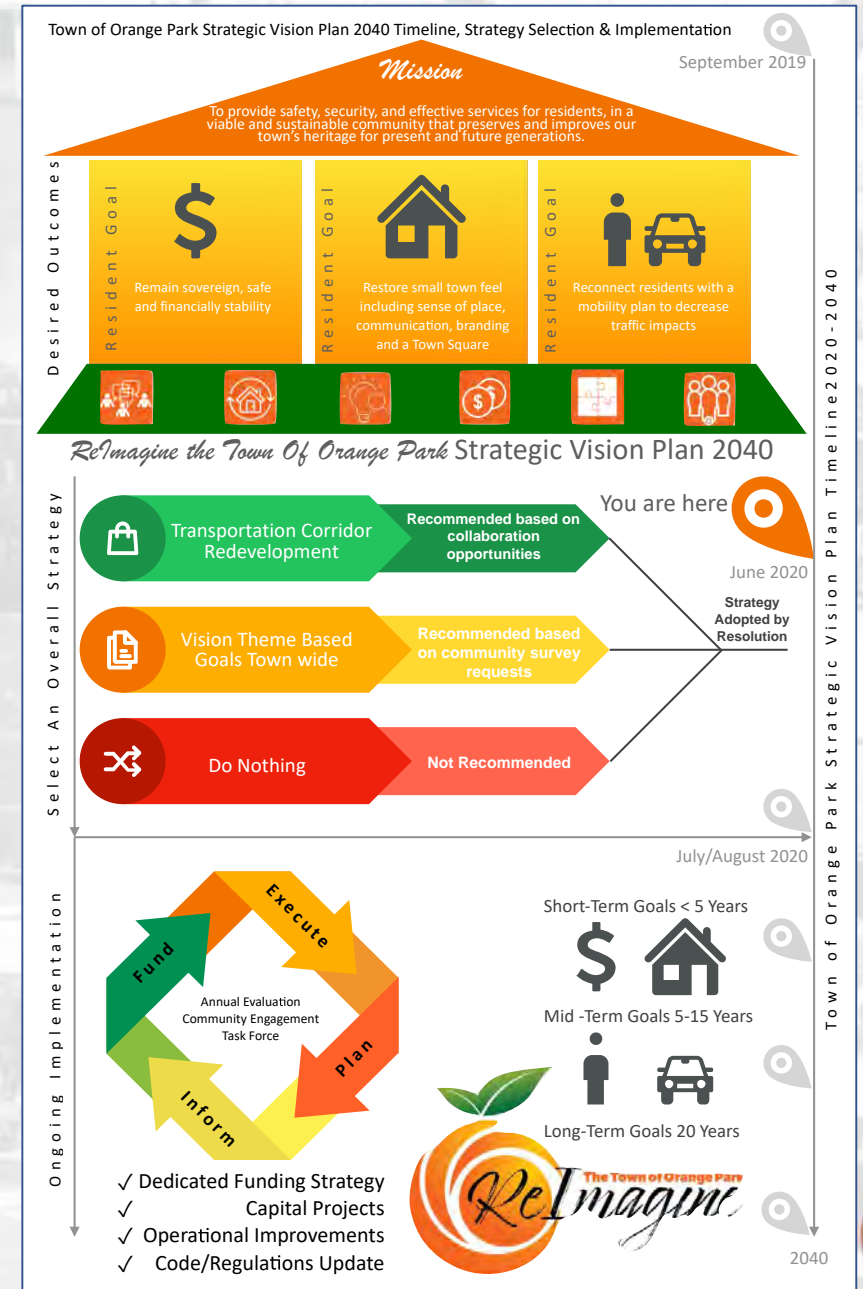


Deliverable 5: Strategic Vision Plan 2040



Overview of Tasks

- Mission Driven, Resident Focused Vision Plan
- Recommendations and Potential Outcomes
- Implementation, Funding & Collaboration
- Short, mid and long term goals



Mission Driven, Resident Focused



ReImagine the Town Of Orange Park Strategic Vision Plan 2040



Select Process Approach

Select An Overall Strategy



Process Approach Defined



Do Nothing

Not Recommended

- Avoid financial risk/expenditures
- Too big a task, sense of hopelessness, especially related to traffic
- NIMBYism
- Cannot come to board consensus
- “I love it here, leave it alone”

- Does not meet the mission of the Town
- Against overwhelming support to Plan
- Threat to remain sovereign



Process Approach Defined



Transportation Corridor Redevelopment

Recommended based on collaboration opportunities

- Improved collaboration with partners
- State, regional and local governments including schools and transportation
- Improve existing & establish new business relationships
- Improve housing & commercial options
- Establish commercial zones, NORC, CRA
- Unified set of design guidelines
- Improve walkability, bikeability and aging in place
- Access management plan for highways
- Adopt signage and branding

PROS

- Meets Town Mission
- Aligns with identified survey results

CONS

- Does not provide heritage elements
- Does not provide for neighborhood zone requests
- Weak on recreation and access to water
- Weak on environment and resiliency



Process Approach Defined



Vision Theme Based Goals Town wide

Recommended based on community survey requests

- Includes same as Big Project Focus plus,
- Create a mobility plan with design and network guidelines
- Establish walkable commerce and recreation routes
- Address neighborhood sustainability including flooding, pandemic and connectivity greenways
- Develop the R.E.E.L. Master Plan for recreation, environment, entertainment and leisure elements.
- Create last mile and ¼ mile mobility/interconnectivity for aging and families
- Develop communication and local event designs
- Improve sense of place through arts and culture

PROS

- Meets Town Mission
- Aligns with identified survey results

CONS

- broader list of concepts
- Increase in project management needs
- Reduced collaboration by nature
- Dedicated funding existing issues

Implementation, Funding & Collaboration

Ongoing process and planning // Drive board decision making // Celebrate achievements



- ✓ Dedicated Funding Strategy
- ✓ Capital Projects
- ✓ Operational Improvements
- ✓ Code/Regulations Update

Short-Term Goals < 5 Years



Mid -Term Goals 5-15 Years



Long-Term Goals 20 Years



Town of Orange

2040



View #1, After: Corner of Kingsley and US-17 Town "Square"



View #7, After: "Town Entry Signage"



View #2, After: River overlook at the end of Kinsley Road



View #3, After: River Road Enhancement



View #4, After: Plainfield at Kingsley



[Handwritten signature]
1/20

View #5, After: Bradley Park



View #6, Before: Historic Orange Park Station



SVP 2040 Public Comment How To!

Establish short, mid and long term goals based on resident & leadership priorities

- Survey 3: *Reimagine* Town of Orange Park
 - TIP: Review Deliverable 1-5, then take survey
<https://topvisioning2040.townoforangepark.com/>
- Site Dynamics Tool
 - <https://thehask.maps.arcgis.com/apps/webappviewer/index.html?id=967e5da0b1174968bcd5dc9e82b072e7>

* 5. Goal: Create a central “town square”, edged with mixed-use as activators.

Develop
Architectural
guidelines, avoid
modern “look”

Give Us Feedback!

1. Navigate to the specific location on the map where you wish to add your ideas or concerns.
2. Click a marker from the list below. You will need to zoom in on the map for the markers to appear.
3. Click the location on the map to drop the marker. There are on screen prompts to help you with drawing the markers.
4. Add information to your marker's pop-up box.

Comments Post_Its

- New Feature
- Proposed Crosswalk Improvements
- New Feature
- Proposed Bus Stops
- New Feature

Public Comments

Name: [Redacted]
 Comment_Cat: Transportation/Mobility
 Comments: Planfield is too congested with auto traffic for bikers to use
 Topic: [Redacted]
 Comment Number: 104.00
 Edited by Haskell/Company on 5/27/20 at 9:18 PM
 Zoom to

5



A watercolor illustration of a church with a prominent steeple, surrounded by trees. The style is soft and painterly, with visible brushstrokes and a muted color palette. The text 'Questions & Feedback' is overlaid in the center. In the bottom right corner, there is a signature and the year '20'.

Questions & Feedback

[Signature]
'20

Town Resident & Leadership To Do

- ✓ Read Deliverables 1-5 Reports & Review Site Dynamics Information
- ✓ Review Appendix Data
- ✓ Email the Team and Town with questions TOPVision@TownOP.com
- ✓ Take Survey 3
- ✓ Deadline July 7, 2020





Thank You!

