



Amelia Island Plantation
Community Association

Community Revitalization Plan Master Plan Suggestions + Concepts

EXECUTIVE SUMMARY

05.08.15

V.4



Creating Compelling Environments to Live, Work, and Play



DESTINATION by DESIGN
planning + promoting quality of life



Site Inventory + Analysis Overview of Conclusions



The master plan suggestions and concepts contained herein are built on a foundation of data, site inventory, and analysis. Much of this is contained in the reports from the Community Revitalization Task Force (CRTF) visits and the *Site Inventory and Analysis Executive Summary* (November 26, 2014).

Three main conclusions include the following:

- The design should focus on **natural elements of the community...core to AIP's identity.**
- Action items should seek to **maximize recreation + minimize hassle.**
 - **trail connections = quick access** to recreation throughout AIP
 - kayak launches...minimize hassle
 - community gathering spaces...disjointed + not quality expected
- Amelia Island Plantation's peer communities are **investing in their (a) infrastructure, (b) community gathering spaces, and (c) community facilities.** AIP should look for opportunities to add long term value as well.
 - **trails = key piece** of the *Amelia Island Plantation experience*



“This is the year the **millennial generation—ages 18 to 34—will surpass the baby-boom generation in size**. It has already done so in cultural and social significance. We boomers grew accustomed to the notion, forged over decades, that we drove the zeitgeist of our times. No more. Millennials rule.”



The CRTF, along with the planners at Marquis Halback, Inc., are primarily looking at three user groups when considering opportunities to update the 40 year master plan: today’s homeowners, tomorrow’s homebuyers, and resort guests.

The research and data obtained for each user group varied, and included the following:

Today’s Homeowners

- **Survey** for Initial Feedback + Annual Meeting Feedback (317 responses)
- **Workshops** with CRTF (2)
- **Workshops** with Community (3)
- **Survey** for Annual Meeting Feedback
- **Meeting** with the Amelia Island Club to share concepts listed herein

Tomorrow’s Homebuyers

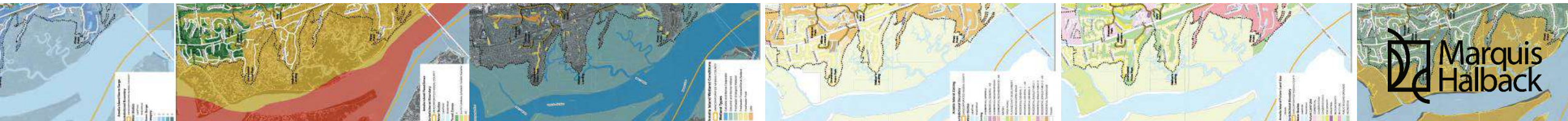
- **National research** on trends in recreation
- **National research** on homebuyer trends
- **Best practices** analysis of other coastal communities

Some Initial Thoughts on tomorrow’s homebuyers:

- **Authentic Experiences** are key
- **Interaction** is highly valued
- **Relationships are key**...opportunity to meet folks while doing normal activities (eating, coffee, etc.)

Resort Guests

- **National research** on trends in recreation + resorts
- **Coordination** with Omni personnel
- **Meeting** with Omni personnel to share concepts listed herein



Connecting Our Community Trails

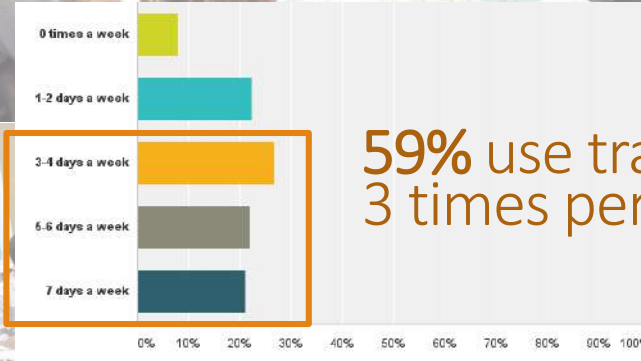
The trail system within Amelia Island Plantation, **one of the core elements of the original master plan 40 years ago**, has not been extensively expanded or continued through the development as the Plantation has grown. The result is a series of dead-end trails and a great opportunity to reconnect the community with non-vehicular circulation networks.

Main Observations + Findings

- well used by existing property owners
- **Nationally**, trails + greenways are hugely important
- Crosses **generational lines**

Feedback from Surveys, Workshops, and Charettes

- Need more **connectivity to parks**
- Better **signage**
- **Improve beach access** and provide **parking**
- **Biking on roads is unsafe**
- **Biking on roads is fine**
- Improve **Beach Walker Trail**
- Connect **Spa & Shops** to A1A and the trail system
- **Maintenance vehicles** use portions of road for parking
- **Who pays for potential improvements?**



Source: John Burns Real Estate Consulting

Trails | Big Ideas

- *Every trail* is a **continuous loop**...connectors are used to access remote areas (beach, Osprey Village, and Piney Point)

- *Every trail* is **color coded**... for example, Walker's Landing Loop is **purple**

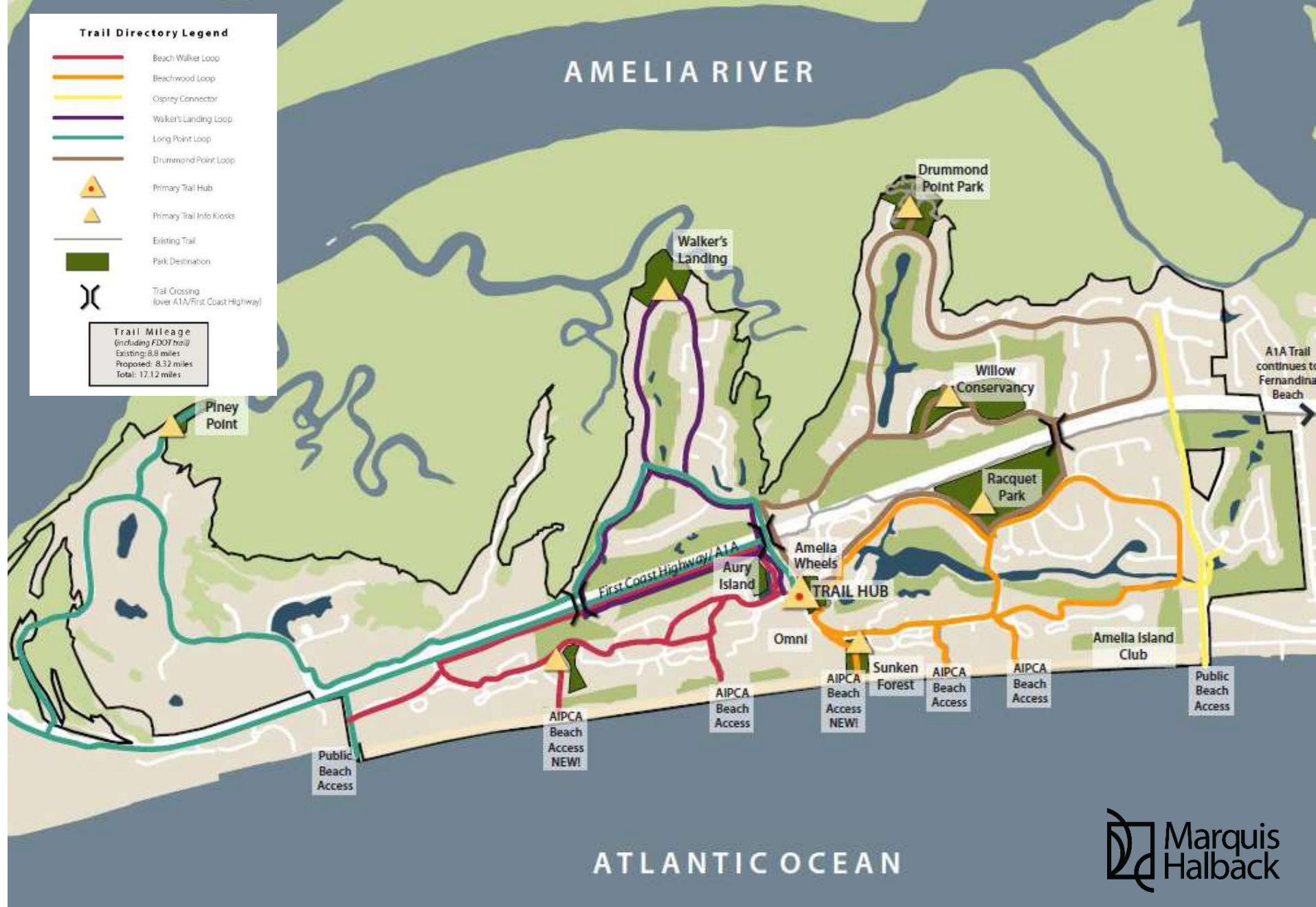
- *Every trail* connects to a central **trail hub** (repurpose current Omni staff parking / AT&T truck parking area – NW of Omni)

- Improved **connections and connectors**

- Formalize roadways as **Trail Boulevards**
- **Additional A1A crossover bridges** to increase East/West connectivity
- Connect to...but demarcate...**A1A trail and public beach access**

- Add "**destination trails + experiences**" to access remote areas of Amelia Island Plantation

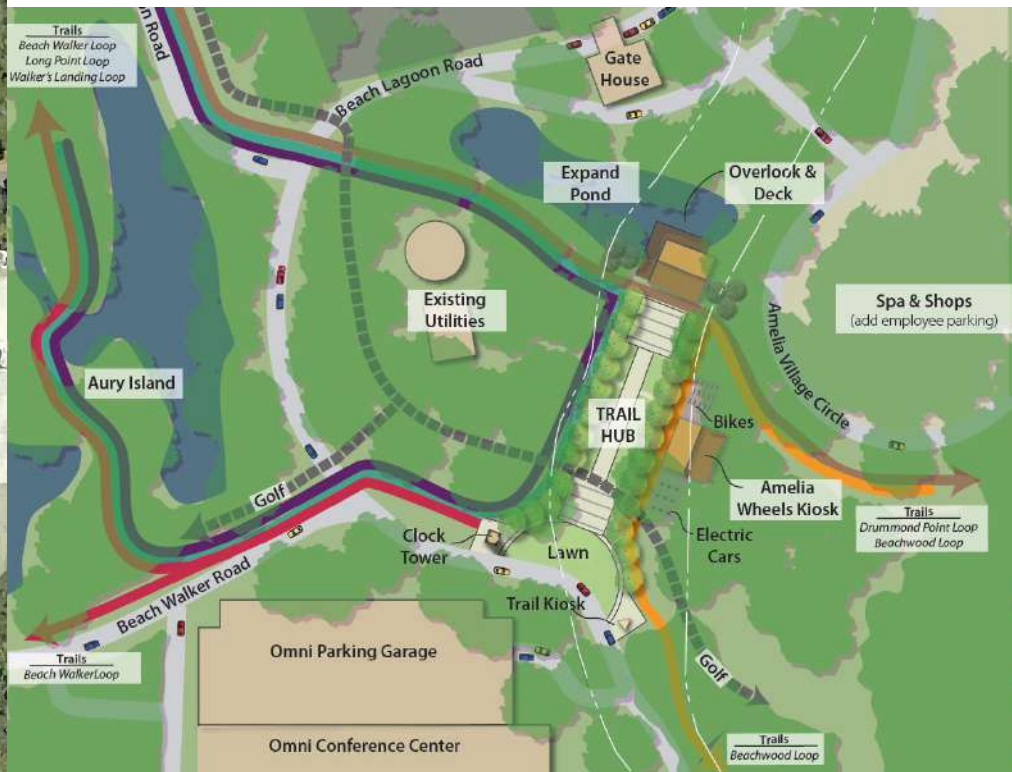
- Provide small **neighborhood parks** along the trails in AIPCA owned properties





Trail Hub

The trail hub is proposed in the area northwest of the Omni parking garage, which is currently a long parking lot for employee parking, service trucks, and other “back of house” needs. This new park serves three purposes: (1) **improving the first impression** when residents, homebuyers, and resort guests come on property, (2) **organizing the converging trails and adding connections to all loops**, and (3) **communicating the “story” of Amelia Island Plantation** to all who enter. This is community focused on recreation, access to nature, and sustainability. The Trail Hub communicates this brand clearly.



Character images by others.

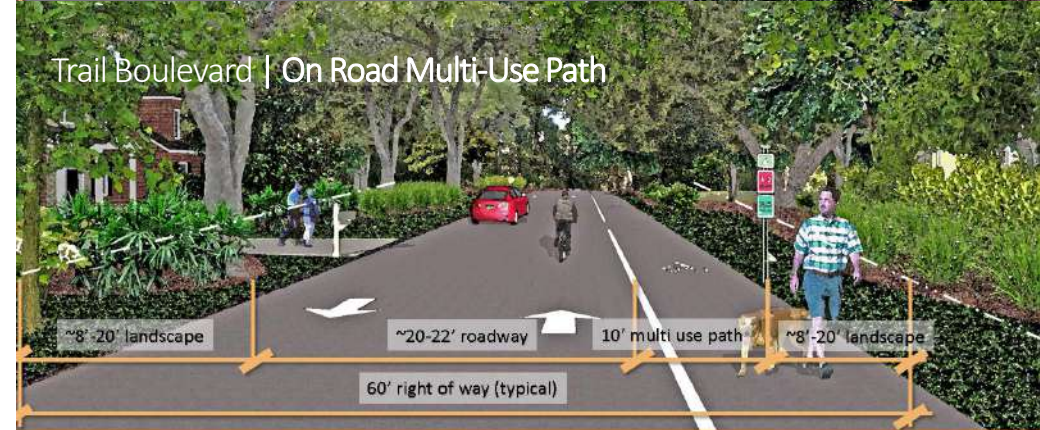


Trail Boulevard...Rethinking the Right of Way for All Users

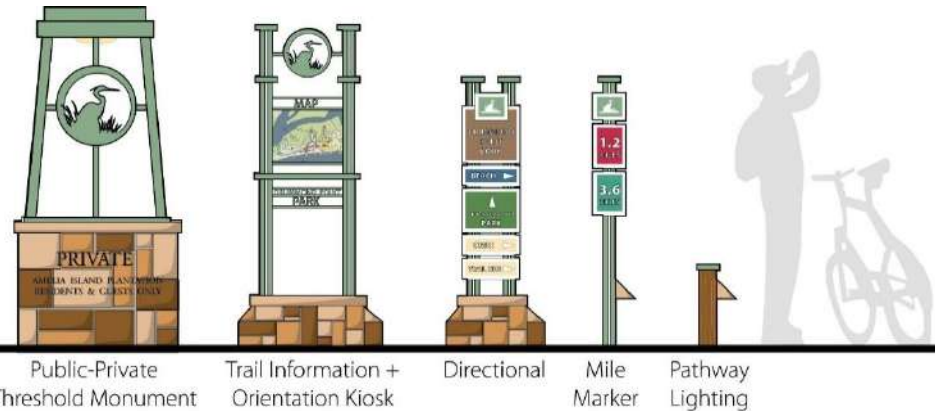
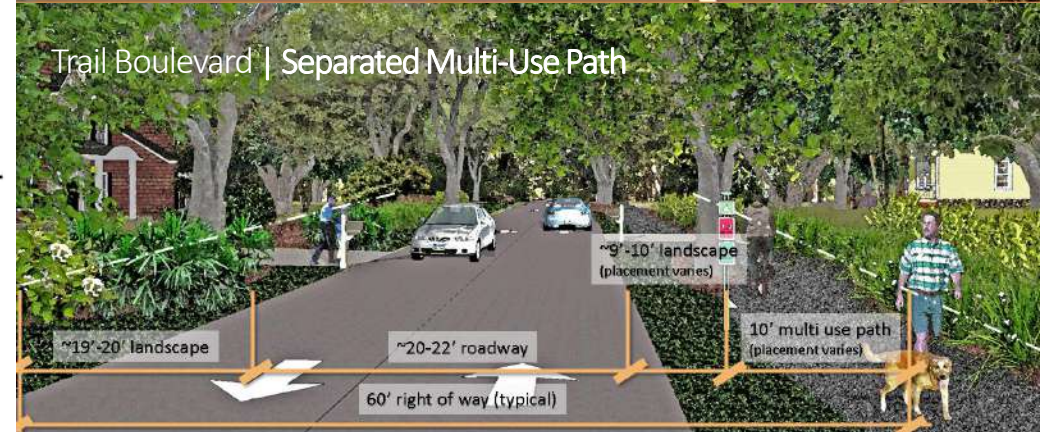
The AIPCA owns right of way along every road within Amelia Island Plantation. Average width is 60' for much of this roadway. **“Trail boulevards” seek to redefine the vehicular roadway**, as shown above in its existing condition, to multi-use trails. Cars can still use the space as today, but signage and/or a multi-use path will improve connections and non-vehicular transportation choices (bicycles, walking, etc.).



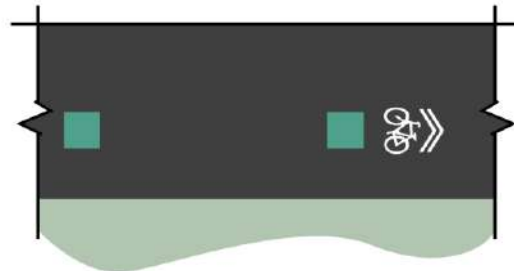
Trail Boulevard | On Road Multi-Use Path







Trail Boulevard | Separated Multi-Use Path

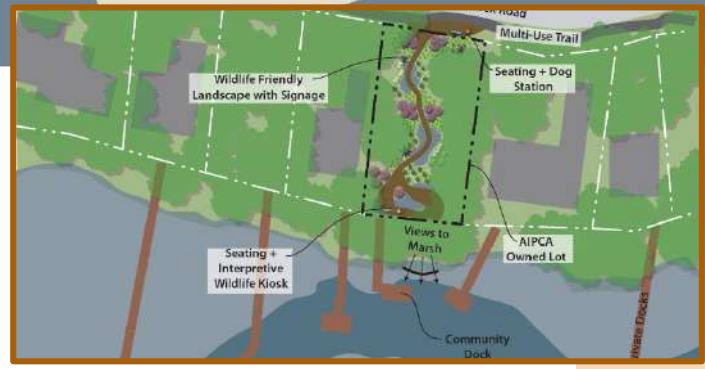


Wayfinding Signage 'Kit of Parts'



Park Directory Legend

-  Existing Trail
-  Plantation Park
-  Community Park
-  Neighborhood Park

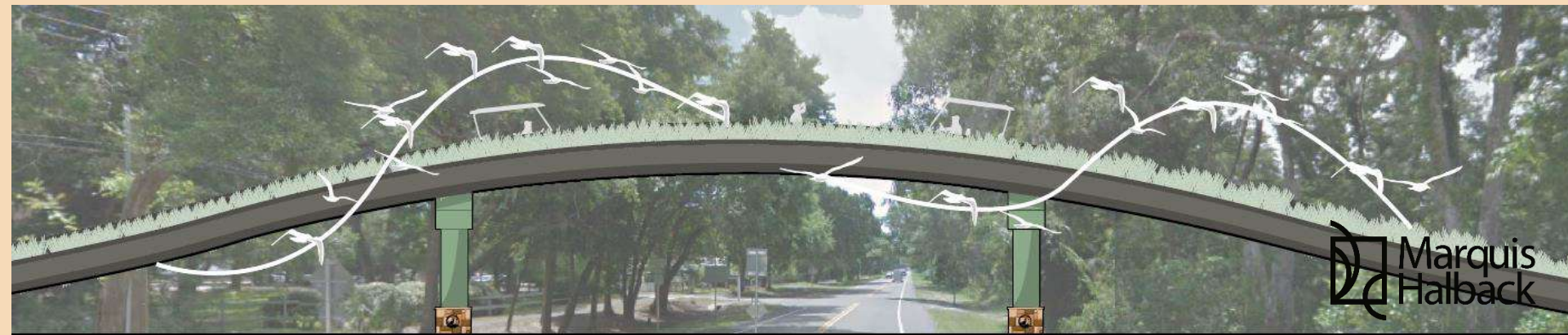


The trail system should seek to connect the park system that runs throughout Amelia Island Plantation. There are three main park types:

- **Plantation Parks**, which are designed to be used by all users and guests. These parks are designed to host special events and large community gatherings. Examples include Walker’s Landing and Racquet Park.
- **Community Parks**, which are larger parks which appeal to a variety of users, but particularly residents. These are larger natural areas, such as Willow Conservancy, and access areas, such as Shipwatch and Sunken Forest.
- **Neighborhood Parks**, which are small parcels designed for access by residents in close proximity. Along the trails, there are a number of these AIPCA owned properties currently serving as drainage easements. These can be adapted into low-impact, neighborhood parks. No vehicular parking or large scale amenities are provided.

Pedestrian + Cart Bridges

In two locations, adjacent to Racquet Park and alongside the current golf cart bridge, two new pedestrian / cart bridges are proposed. Along with Cooper Bridge, this provides the community **three opportunities to cross safely over A1A**. These bridges can also be iconic gateways to Amelia Island Plantation along A1A, and materials and finishes should reflect the quality of the community. The proposed bridge supports are clad in stone, and a 12” wide continuous planter of *Spartina bakeri* marsh grass runs along the side of each bridge. A sculptural ribbon with birds in flight create a sense of movement and reflects the natural fauna of the area.

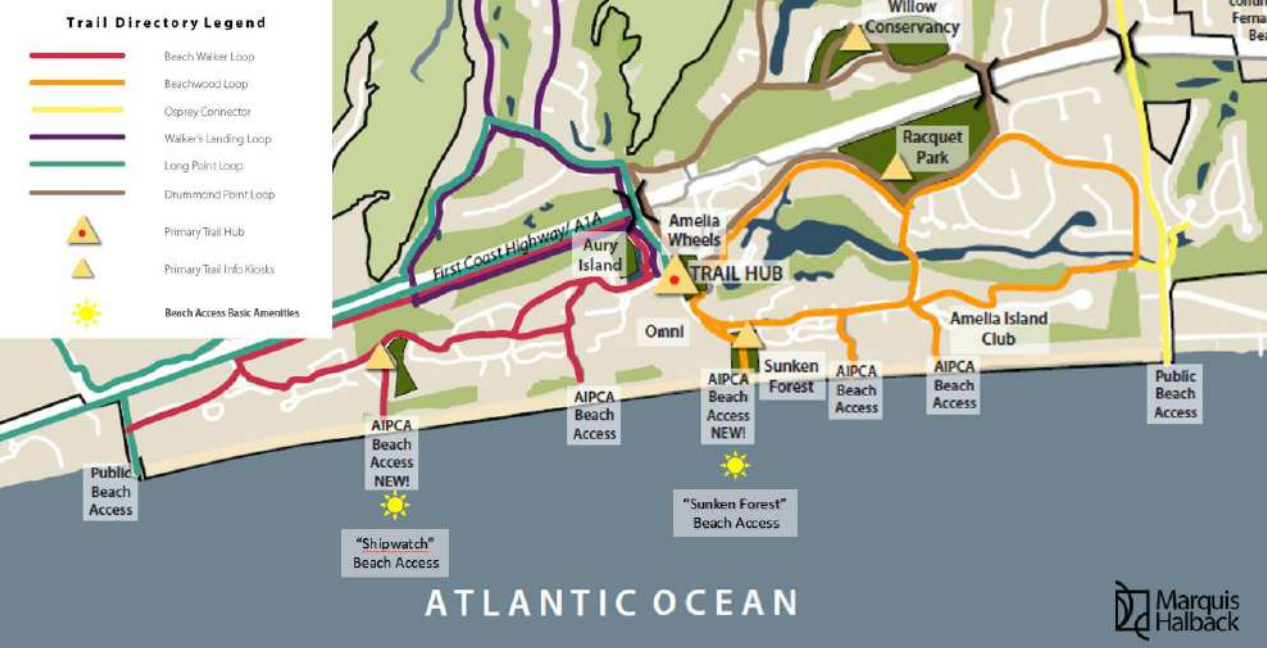


Neighborhood Parks...Special Moments along the Trails

Features can include the following:

- **Connection** to the adjacent trail system
- **Bicycle Rack + Dog Cleanup Station**
- **New mulch pathway** (weaving through the site and native landscape)
- **Small overlook** to the water





Connecting to Our Beaches

AIPCA Beach Access

The trail system links the trifecta of natural amenities in Amelia Island Plantation: (1) the coastal hammock tree canopy, (2) the 2 miles of pristine beaches, and (3) the tidal marshes along the Amelia River. Of these three, **beaches are the top natural draw for the residents of Amelia Island Plantation**, with 93% of residents noting the importance of the beach in their home purchase decision.

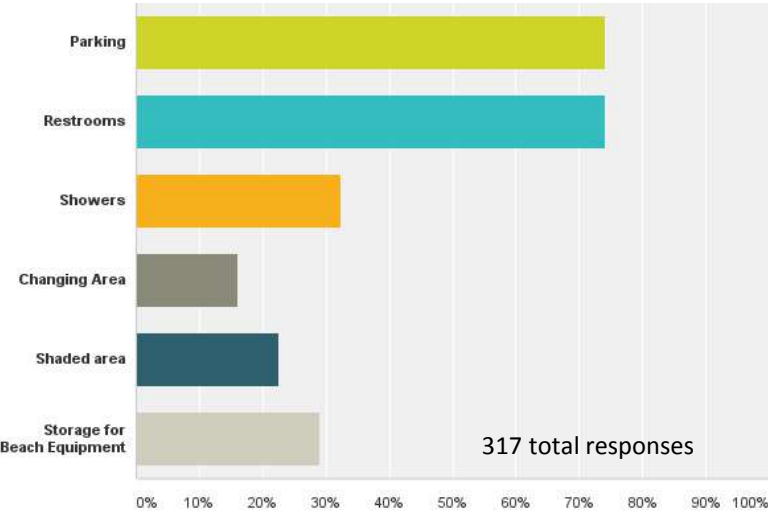
Main Observations + Findings

- Single most important reason for decision to purchase
- **Club & Non-Club members** on south end feel short-changed by lack of beach access with parking and restrooms

AIPCA Beach Access | Big Ideas

- *Double the number of beach access points* by using both **new private and existing public access points** (South Beach Access, Shipwatch, Sunken Forest, and Burney Road Beach Access)
- *User friendly basic amenities*, such as limited parking, simple showers, restrooms, and storage
- Provide *secondary gathering areas* for small picnics, family gatherings, birthday parties, etc.

Online AIPCA Survey: Describe what you would like to **include as part of beach access**.



Shipwatch Beach Access

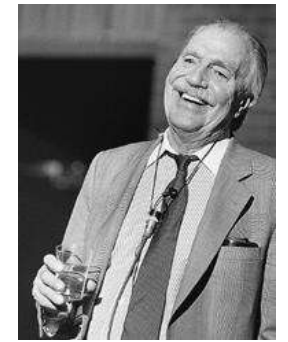
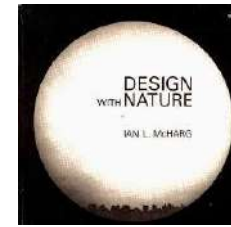
“Basic Amenities” as described for both Shipwatch and Sunken Forest beach access include the following:

- **Connection** to the Beach Walker Trail
- **Parking** (10 cars + 6 carts + bicycles)
- **New pedestrian access pathway** (as opposed to sharing the cart path as some users currently do)
- **New pavilion with basic amenities**
 - Restrooms
 - Outdoor shower
 - Equipment lockers (for rent)
 - Open air pavilion for picnics, etc.



Sunken Forest Beach Access

There are three main options for Sunken Forest. **Option A** is to **update existing trails** and add interpretive panels. **Option B** adds **beach access and beach pavilion** along the south side of the site, using the impacted areas from the Omni expansion. **Option C** builds on option B and adds an **Environmental Heritage Center** to tell the unique story of Amelia Island Plantation's development, from the original master plan of Ian McHarg to today's sustainable, environmentally-friendly components of the community.



Ian McHarg, original landscape architect and planner of Amelia Island Plantation

Option B | Beach Access + Pavilion



Option C | Beach Access + Pavilion + Environmental Heritage Center



Marquis Halback
Character Images by others

Connecting to Our Marshes

AIPCA Marsh Access

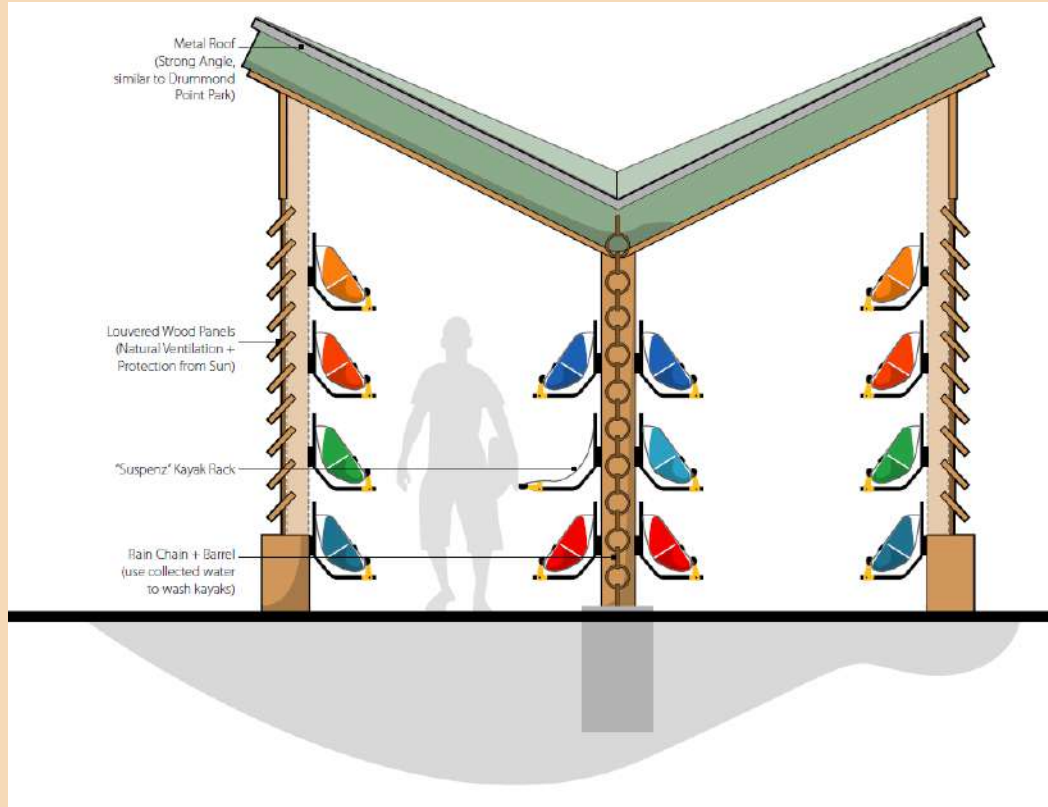
On the west side of the island, Walker's Landing, Drummond Point Park, and Piney Point provide **marshfront park opportunities for the community**. Of these three, only Walker's Landing provides direct access for water based recreation. Improved marsh access will open this amenity for the community.

Main Observations + Findings

- Kayaking, paddleboarding, and other non motorized water sports had a positive influence on decision to purchase (26%).
- **Nationally**, outdoor recreation is popular...especially **integrated into high-end communities**

Feedback from Surveys, Workshops, and Charettes

- Kayaking, paddleboarding, and associated nonmotorized watersports can be **unfamiliar and intimidating**
- **Loading, unloading, cleaning = hassle**
- How can one fully experience the marshes **without owning a kayak / paddleboard / etc.?**
- **Ramp is hard to use...**for people and equipment



Kayak Storage Pod Concept | See more on page 14

AIPCA Marsh Access | Big Ideas






- *User friendly* kayak launch...**soft surface**

- *User friendly* amenities + **boathouse** (kayak “conciierge”, community owned kayaks / paddleboards; trips + pickup at southern end / Kayak Amelia, improved load/unload)

- *User friendly* **informational signage** + mobile app (routes, tidal information)

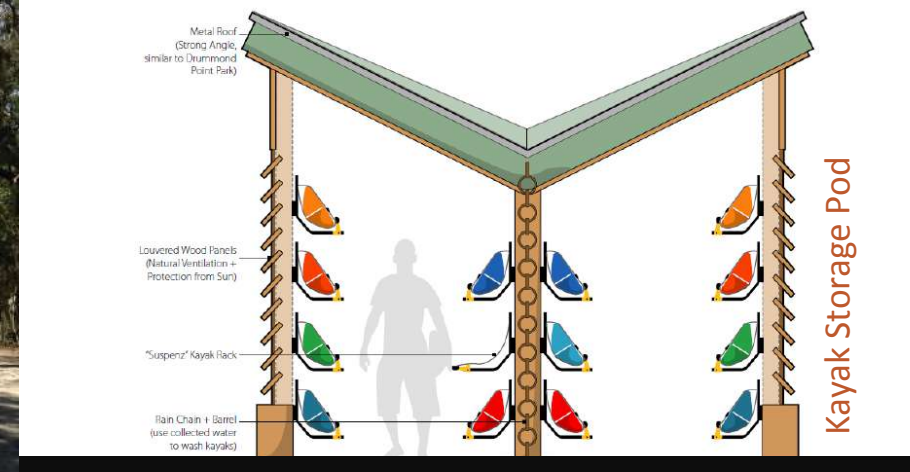
- Additional launch / destination locations (Piney Point as natural destination; Red Maple Lake – Falcon’s Nest; upgraded RMP launch)

Kayak Directory Legend

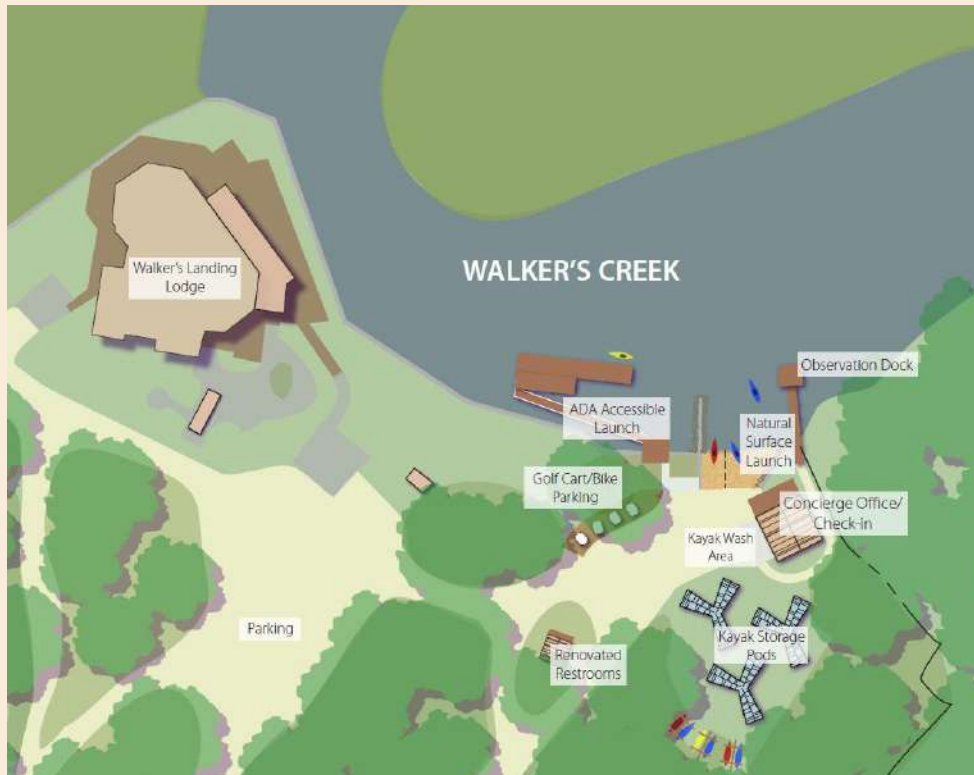
	Current Kayak Routes
	Proposed Kayak Connections
	Main Kayak Launch
	Natural Beach Kayak Launch
	Neighborhood Kayak Launch



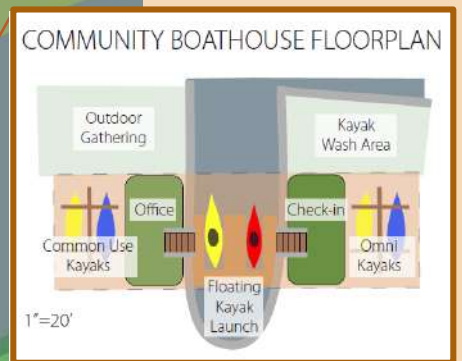
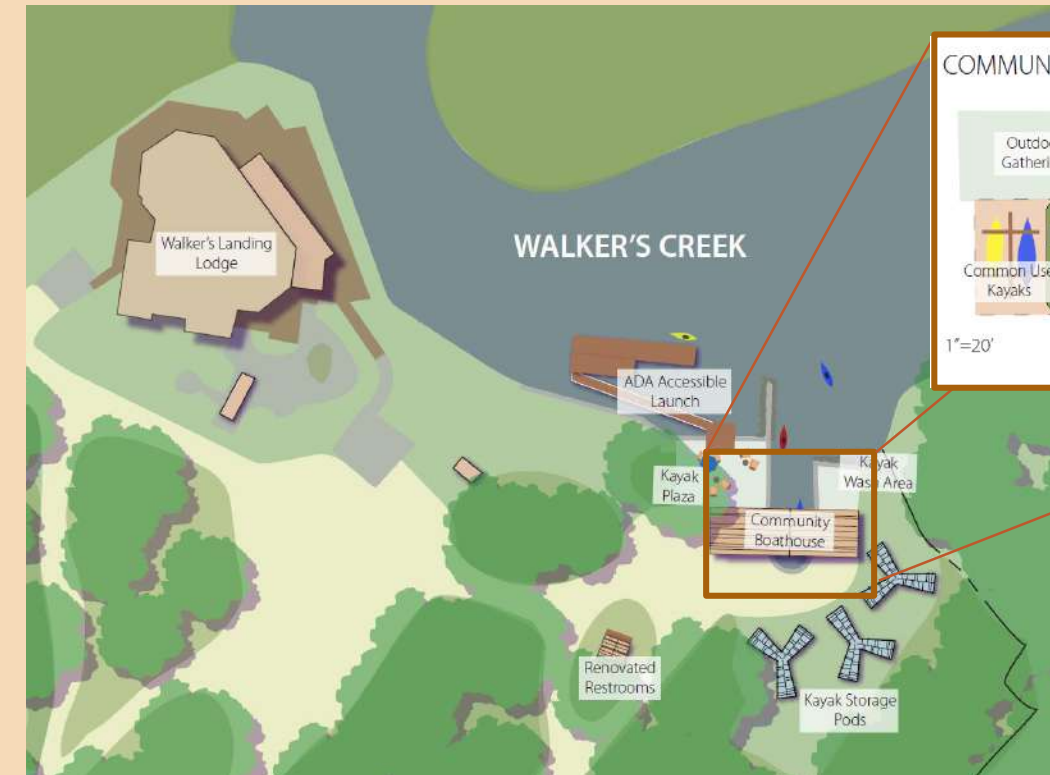
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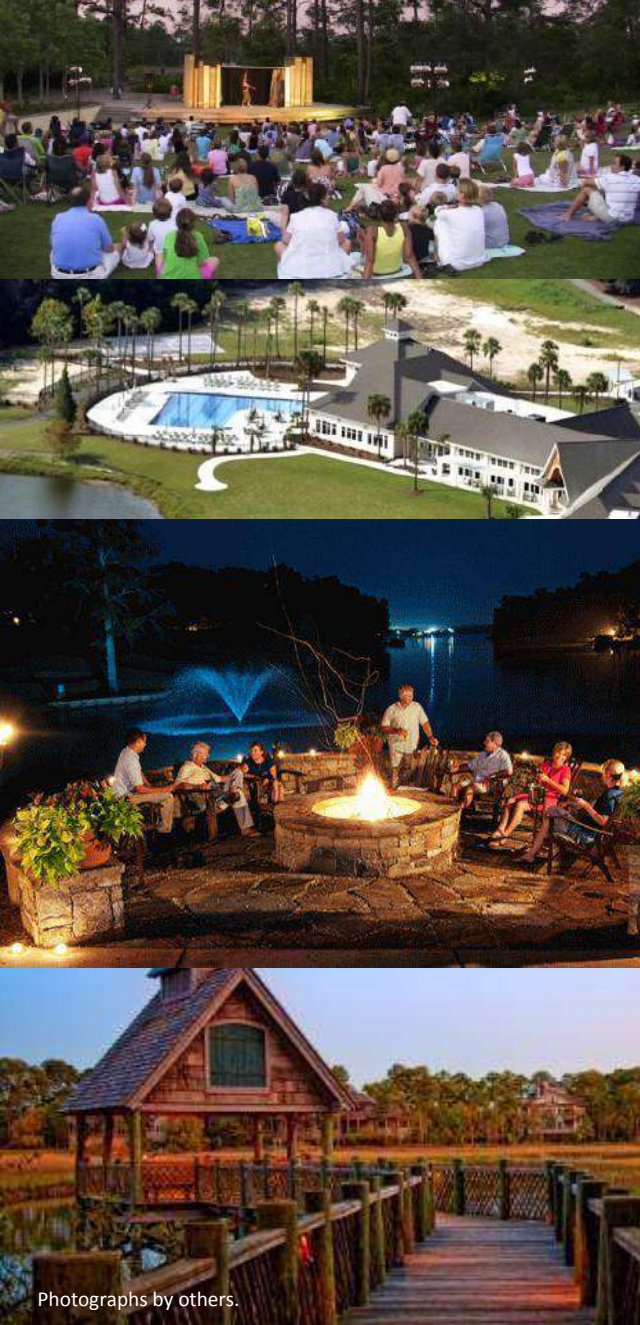


Option A | Low Impact + Natural



Option B | Community Boathouse





Photographs by others.

Opportunities for All to Gather

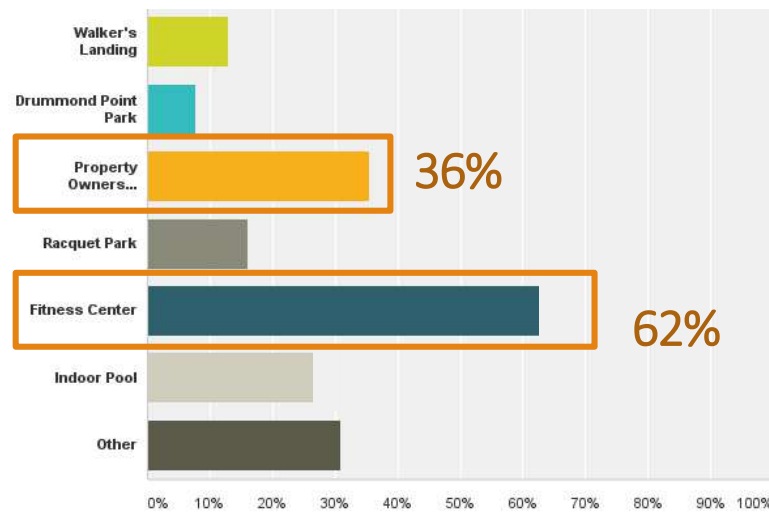
AIPCA Community Center

Throughout the community revitalization effort, site visits have been conducted by the Community Revitalization Task Force and the planners at Marquis Halback. In general, **all of these communities have a central community center...a place to connect...a place for all to gather.**

Main Observations + Findings

- multi-generational
- **centrally located**
- easily accessible
- sufficient parking for various size events
- **indoor & outdoor experiences**
- covered, unconditioned space for rainy weather activities
- accommodate variety of **meetings, hobbies, crafts and activities**
- **community staff and offices**

Online AIPCA Survey: What **social/recreational facilities** would you like to be improved? Select all that apply.



Feedback from Surveys, Workshops, and Charettes

- A **central place to connect...for all to gather**
- **Do not duplicate amenities** offered by the Club, Omni
- **Collaborate** with Club, Omni



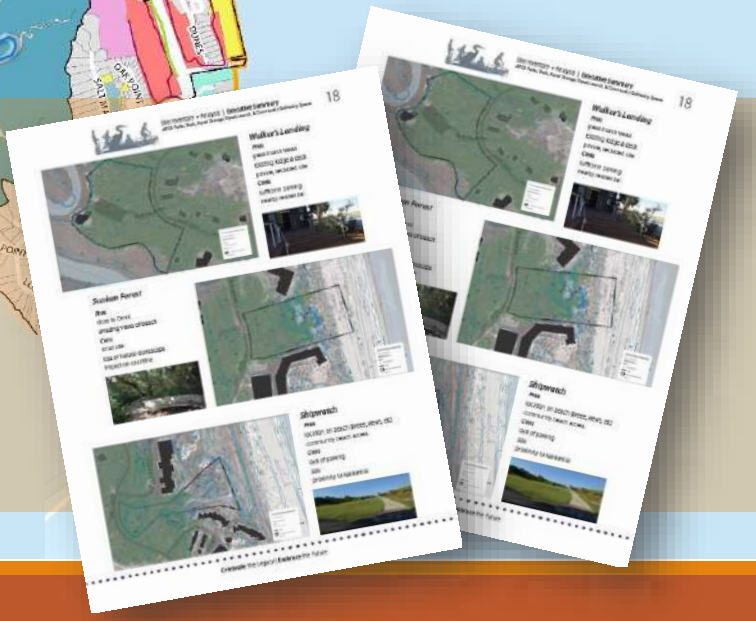


SITES CONSIDERED + ELIMINATED

- OMNI STAFF PARKING (NW OF PARKING GARAGE)
- WALKER'S LANDING
- SUNKEN FOREST
- SHIPWATCH
- BURNEY ROAD
- RACQUET PARK SOUTH (CONCRETE PAD)

SITES FOR FURTHER STUDY

- PROPERTY OWNERS CLUBHOUSE
- RACQUET PARK NORTH (NORTH OF BUILDINGS)

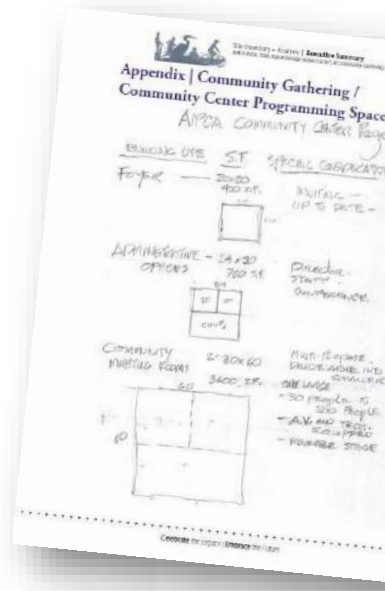


Read more in the *Site Inventory + Analysis Executive Summary*, available on AIPCA.net

AIPCA Community Center | Spatial Planning Guidelines

Administrative Offices:	2,000 – 2,500sf
Library/Computer Room:	1,200 – 1,300sf
Experiential Kitchen:	900 – 1,100sf
Art Studio:	1,200 – 1,300sf
Meeting Rooms:	3,000 – 4,000sf
Community Living Room:	5,000 – 6,000sf
Covered Multi-purpose pavilion:	4,500 – 5,000sf
Utility/Storage:	<u>1,100 – 1,200sf</u>
Building Guidelines Subtotal	18,900 – 22,400sf
Outdoor Amphitheatre & Seating:	15,000 – 20,000sf

Read more in the *Site Inventory + Analysis Executive Summary*, available on AIPCA.net



Option A | Property Owners Clubhouse – Expanded 1 Story

- expanded meeting space + AIPCA office to existing POC

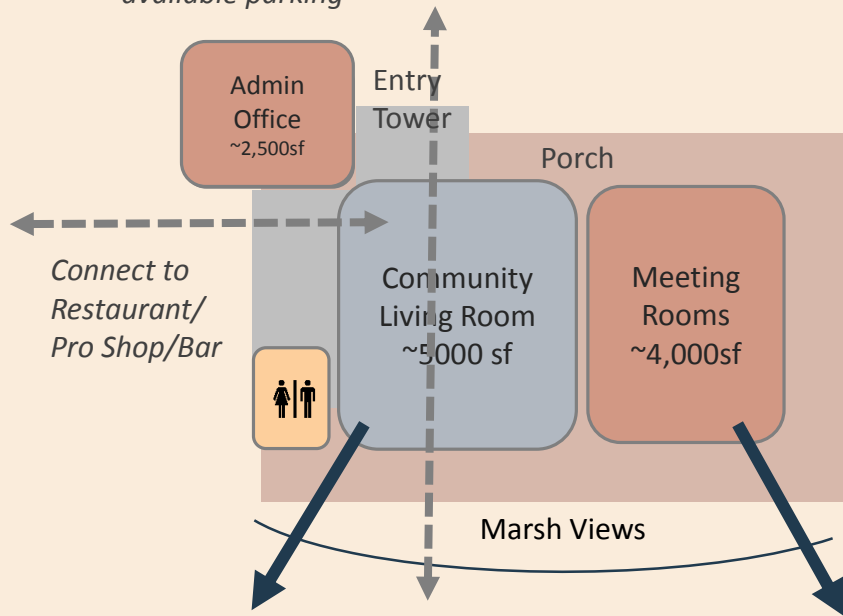
- building limited to ~10,000sf by available parking

SQUARE FOOTAGE

Existing 5800sf

Proposed First Floor 11,500sf

Note: Requires approximately 39 parking spaces, which is the max that can fit on the POC site, which dictates building size.



Option B | Property Owners Clubhouse – New 2 Story

- new, expanded, 2-story building including meeting rooms + activity + AIPCA office

- requires easement with Nassau County for parking

SQUARE FOOTAGE

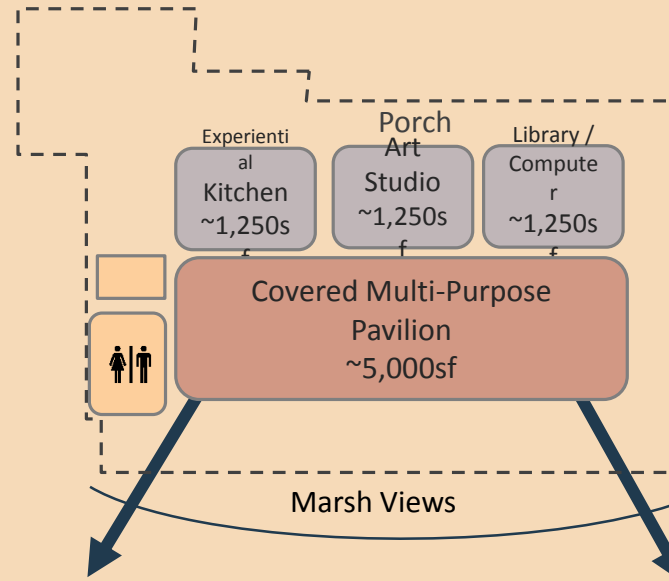
Existing 5800sf

First Floor 11,500sf

Second Floor 9,150sf

Proposed Total 20,650sf

FIRST FLOOR To match option A
SECOND FLOOR See below

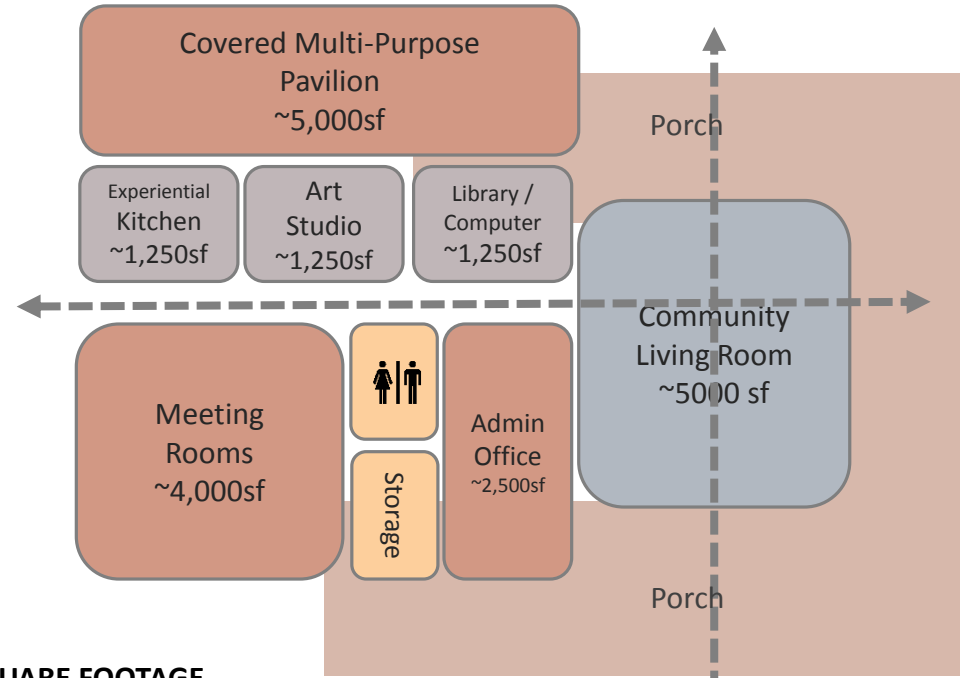
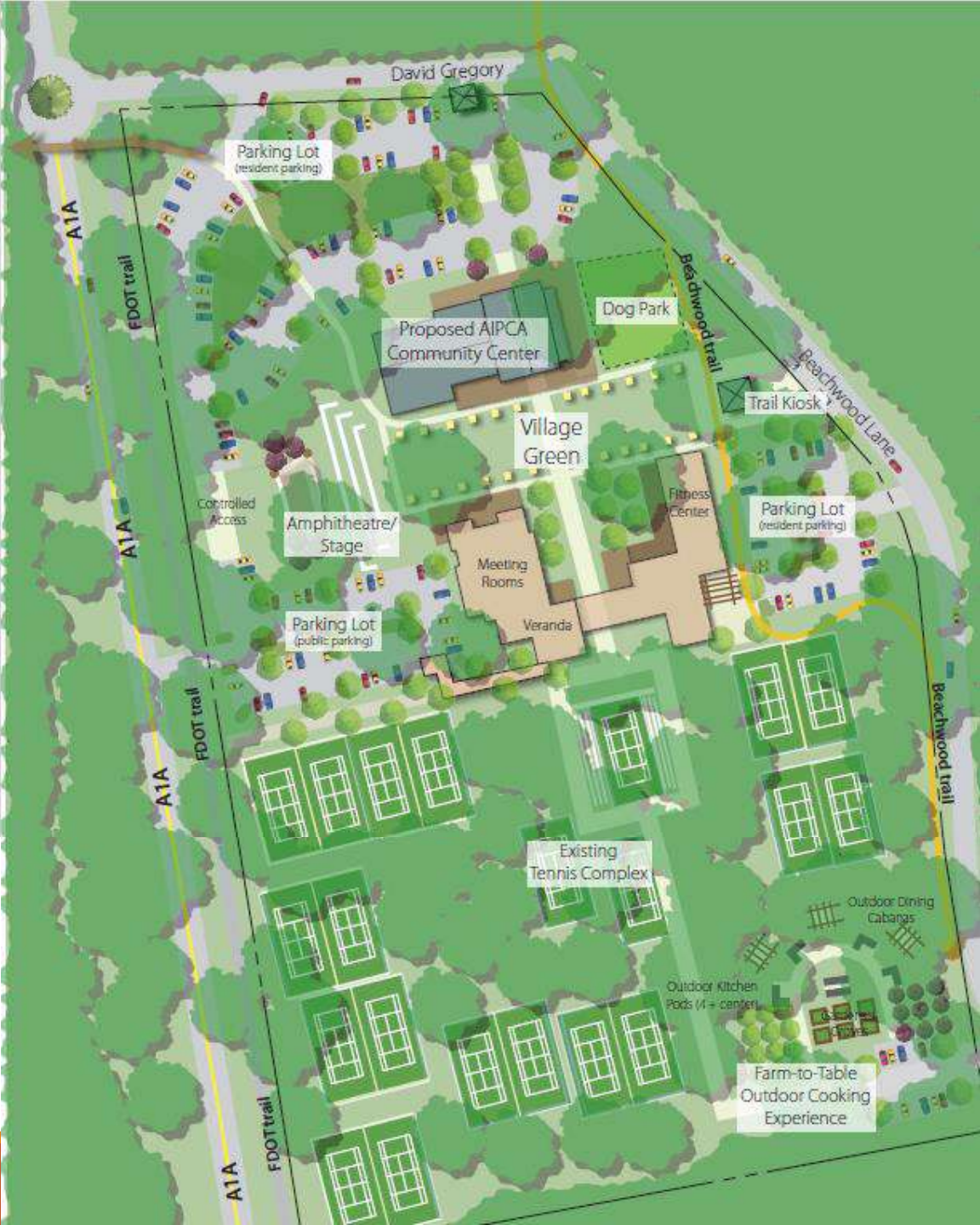


Character images by others.

AIPCA Community Center | **Big Ideas**

- Create a **central meeting location...indoor + outdoor community living room** at Racquet Park
- **support + partner with** Omni and the Club (per 2012 MOA) for a **new, fresh fitness center**

Option A | **AIPCA Community Center + Amelia Island Plantation Central Park**



SQUARE FOOTAGE
 Existing AIPCA Community Center (POC) 5,800 sf
 Proposed AIPCA Community Center 16,250 sf

Connect to Village Green



SQUARE FOOTAGE

Proposed Total 32,750 sf

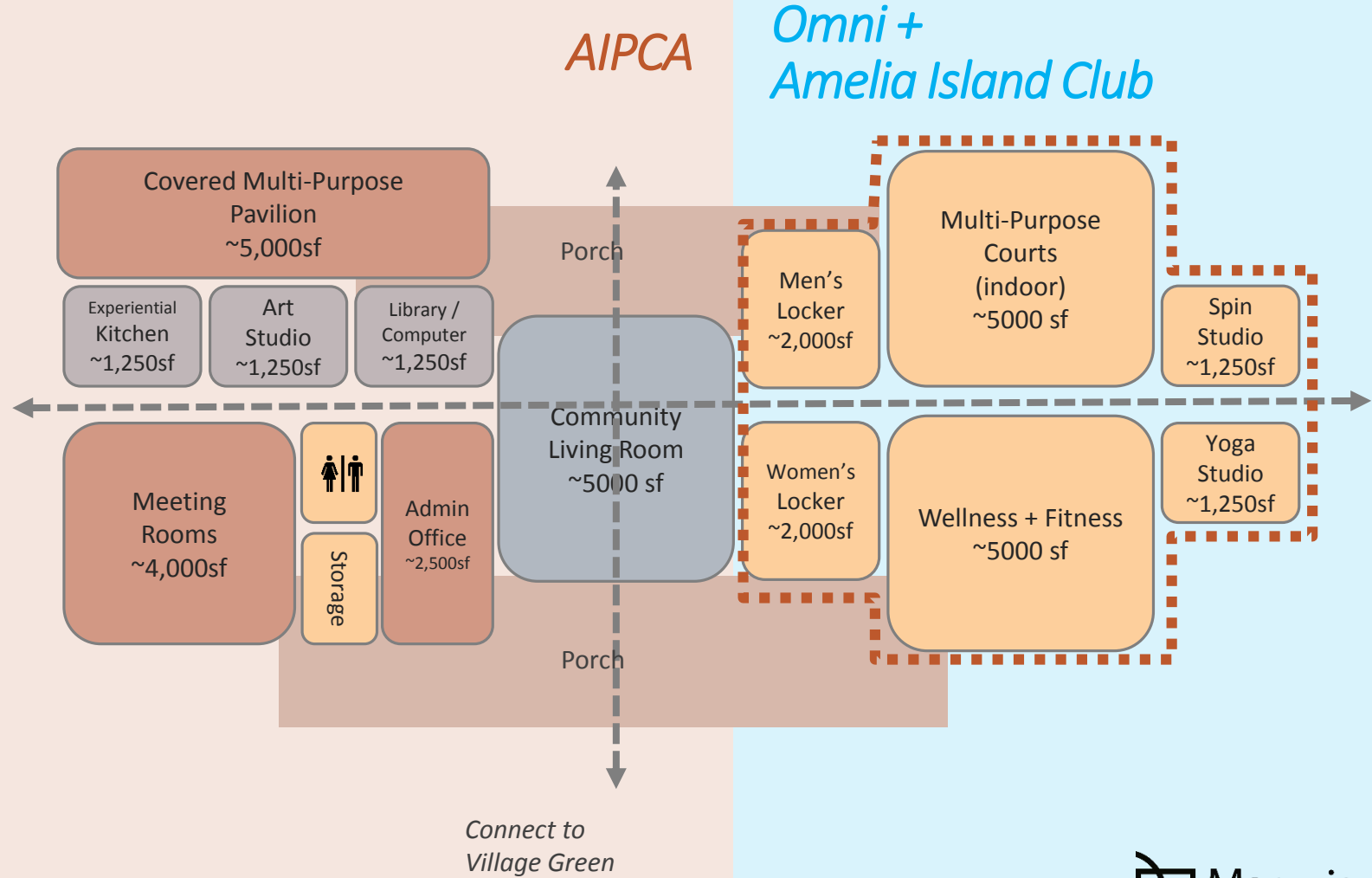
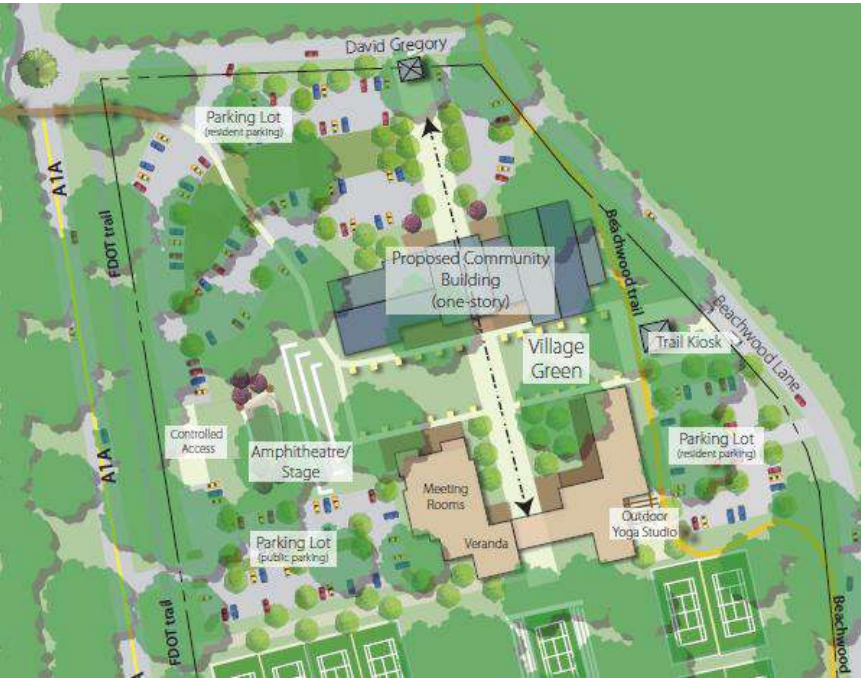
Existing AIPCA Community Center (POC)
5,800 sf

Proposed AIPCA Community Center
16,250 sf

Existing Fitness 2,700 sf

Proposed Fitness 16,500 sf

Option B | AIPCA Community Center + Omni/Club Fitness Center + Amelia Island Plantation Central Park



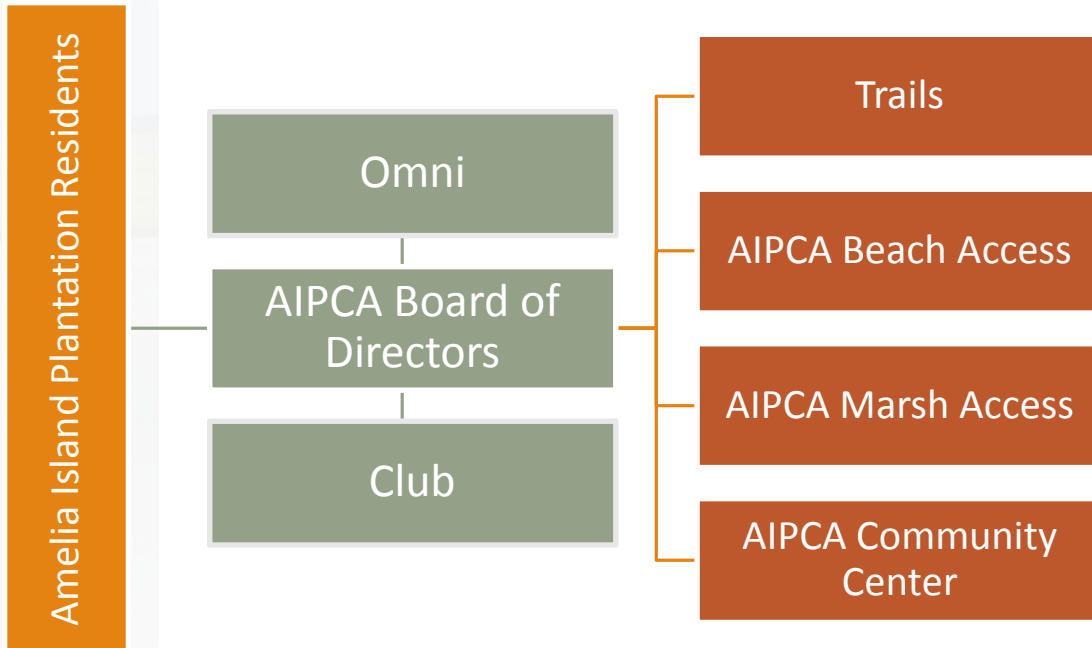
Preliminary Costs + Next Steps

By design, the suggestions and concepts to update the original master plan are **holistic and far-reaching**. These concepts look forward 20+ years to envision opportunities to reinforce the unique character and 'soul' of Amelia Island Plantation.

Next Steps: Focus Groups

These updates are focused in four areas: **(1) trails, (2) AIPCA beach access, (3) AIPCA marsh access, and (4) AIPCA Community Center**. In consultation with the head of the Community Revitalization Task Force (CRTF), it is suggested that four focus groups push forward the respective areas in more detail, looking at detailed plans that address the following:

- **current needs**
- **future opportunities**
- **environmental stewardship**
- **economic sustainability**



Trails

Beach Walker Loop

Option A Basic Trail System (sharrows on existing roads + offroad trails to complete loop)	\$ 104,588.19
Option B Premier Trail System (full trail boulevards; builds on Option A improvements)	\$ 489,116.94
Destination Shipwatch Pavilion	see Beach Access
Destination Neighborhood Park (prototypical)	\$ 97,410.30
Destination Memorial Garden Boardwalk	\$ 48,690.20

Beachwood Loop

Option A Basic Trail System (sharrows on existing roads + offroad trails to complete loop)	\$ 166,179.78
Option B Premier Trail System (full trail boulevards; builds on Option A improvements)	\$ 583,307.66
Destination Option A: Racquet Park - (Outdoor Gathering)	see AIPCA comm. Center
Destination Option C: Sunken Forest with Pavilion + Environmental Heritage Center	see Beach Access
Destination Red Maple Lake - fishing pier	\$ 108,550.00
Destination Neighborhood Park (2 parks; prototypical)	\$ 97,410.30

Osprey Connector

Option A Basic Trail System (sharrows on existing roads + offroad trails to complete loop)	\$ 37,813.75
Option B Premier Trail System (full trail boulevards; builds on Option A improvements)	\$ 404,170.00
Destination Osprey Linear Nature Park	\$ 97,410.30

Walker's Landing Loop

Option A Basic Trail System (sharrows on existing roads + offroad trails to complete loop)	\$ 80,551.25
Option B Premier Trail System (full trail boulevards; builds on Option A improvements)	\$ 793,013.16
Destination Walker's Landing Option A: Soft Surface Launch Area	see Marsh Access
Destination Neighborhood Park (2 parks; prototypical)	\$ 97,410.30

Long Point Loop

Option A Basic Trail System (sharrows on existing roads + offroad trails to complete loop)	\$ 1,182,740.00
Option B Premier Trail System (full trail boulevards; builds on Option A improvements)	\$ 2,687,694.75
Destination Neighborhood Park (prototypical)	\$ 48,705.15
Destination Piney Point Kayak Beach	see Marsh Access

Drummond Point Loop

Option A Basic Trail System (sharrows on existing roads + offroad trails to complete loop)	\$ 229,856.42
Option B Premier Trail System (full trail boulevards; builds on Option A improvements)	\$ 2,369,537.98
Destination Option A: Racquet Park - (Outdoor Gathering)	see AIPCA comm. Center
Destination Neighborhood Park (prototypical)	\$ 97,410.30
Destination Willow Conservancy Enhancements	\$ 195,650.00

Trail Hub

Phase 1 Lawn + Linear Park	\$ 373,960.31
Phase 2 Amelia Wheels Outdoor Kiosk + Outdoor Pavilion	\$ 1,608,043.84

Preliminary Costs

Regarding economic sustainability, the goal of any improvement should include **building future, long term value** for the community of Amelia Island Plantation. The planners of Marquis Halback, Inc. have developed a series of conceptual estimates of probable construction costs. These unit values and estimates are built off of similar projects in peer communities, FDOT pricing, and historic pricing data from recently bid projects. Note that this high-level, conceptual budgeting is provided on this sheet for planning purposes only.

AIPCA Marsh Access

Option A: Low Impact + Natural	\$ 753,233.98
Option B: Community Boathouse	\$ 795,473.32
Neighborhood Launch	\$ 22,230.00
"Blue Trail" wayfinding signage	\$ 13,000.00
Piney Point Kayak Beach	\$ 110,402.50

AIPCA Beach Access

Option A: Sunken Forest Repairs (no beach access)	\$ 401,277.50
Option B: Sunken Forest Beach Access with Beach Pavilion + Parking	\$ 774,312.50
Option C: Sunken Forest with Pavilion + Parking + Environmental Heritage Center	\$ 1,732,185.00
Shipwatch Beach Access with Parking + Beach Pavilion	\$ 422,630.00
Destination Canopy Walk	\$ 1,804,370.75

AIPCA Community Center (POC)

Option A: POC - (Community Center + Meeting Rooms/Office)	\$ 3,852,140.44
Option B: POC - (Community Center + Meeting Rooms/Office + General Activity Area)	\$ 9,699,943.63
Events Amphitheatre	\$ 185,575.00

AIPCA Community Center (Racquet Park; collaborative effort)

Option A: Racquet Park - (Outdoor Gathering)	\$ 3,379,285.00
Option A+: Racquet Park - (Outdoor Gathering + Community Center)	\$ 10,773,035.00
Option B: Racquet Park - (Outdoor Gathering + Community Center + Fitness)	\$ 20,552,285.00





For More Information

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