CITY OF ST. AUGUSTINE CITY COMMISSION
REGULAR MEETING AGENDA
MONDAY, SEPTEMBER 25, 2023 - 5:00 PM
ALCAZAR ROOM

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1. CALL TO ORDER

- Roll Call
- Invocation and Pledge of Allegiance

2. ADMINISTRATIVE ITEMS

- Modification and Approval of REGULAR AGENDA

3. SPECIAL PRESENTATIONS, RECOGNITIONS AND PROCLAMATIONS

3.A. Presentation to the Honorable Cyndi Stevenson, Representative, for her continued support of the City of St. Augustine. *(N. Sikes-Kline, Mayor)*

3.B. ***Certificate of Recognition 2023-14CR***: Recognizing the 50th Anniversary of EPIC Behavioral Healthcare. *(N. Sikes-Kline, Mayor)*

3.C. ***Proclamation 2023-36***: Proclaims the month of September 21, 2023 - October 20, 2023 as Compassionate Action Month. *(N. Sikes-Kline, Mayor)*

4. PUBLIC COMMENTS FOR GENERAL PUBLIC COMMENTS OR FOR AGENDA ITEMS NOT REQUIRING A SEPARATE PUBLIC HEARING

- 3 minutes per individual

5. CONSENT AGENDA

6. APPEALS

7. GENERAL PUBLIC PRESENTATIONS, ITEMS OF GREAT PUBLIC IMPORTANCE, AND OTHER ITEMS REQUIRING PUBLIC HEARINGS

(PRESENTATIONS (MAXIMUM OF **10** MINUTES PER PRESENTATION). PRESENTATIONS FOR COMMISSION MEETINGS MUST BE PRESENTED TO THE CITY MANAGER FOR APPROVAL NO LATER THAN TEN (10) WORKING DAYS PRIOR TO THE NEXT CITY COMMISSION MEETING. A PRESENTATION

SUPPORT SERVICES REQUEST (AVAILABLE ON THE CITY'S WEBSITE) MUST ACCOMPANY ALL PRESENTATIONS.

7.A. General Public Presentations

7.A.1. Presentation by Lynne Cason, Florida State Society Daughters of the American Revolution (FSSDAR) Historian, requesting the placement of a Revolutionary War Patriot marker in the City. *(N. Sikes-Kline, Mayor)*

7.B. Items of Great Public Importance

7.C. Other Items Requiring Public Hearing

8. ORDINANCES AND RESOLUTIONS - PUBLIC HEARING REQUIRED

8.A. Ordinances - Second Reading

8.A.1. ***Ordinance 2023-26***: Amends Section 1.04 of the City Charter to correct a scrivener's error in the legal description of the annexed property of Cat's Paw Marina. *(I. Lopez, City Attorney)*

8.A.2. ***Ordinance 2023-30***: Amends Section 1.04 of the City Charter to correct a scrivener's error in the legal description of the annexed property of the Shipyards. *(I. Lopez, City Attorney)*

8.A.3. ***Ordinance 2023-29***: Designates the Code Enforcement Board as the local nuisance board as required by Section 893.138, Florida Statutes. *(I. Lopez, City Attorney)*

8.A.4. ***Ordinance 2023-27***: Amends Chapter 4 of the Code creating a process and regulations for alcoholic beverages on site between the hours of midnight and two o'clock in the morning. *(I. Lopez, City Attorney)*

8.B. Ordinances - First Reading (only if required by law)

8.C. Resolutions - Public Hearing (only if required by law)

8.D. ***Resolution 2023-28:*** Increases the water and sewer rates for the Fiscal Year 2023-2024 budget. *(M. Simpson, Director Finance)*

8.E. ***Resolution 2023-29:*** Increases the stormwater fee for the Fiscal Year 2023-2024 budget. *(M. Simpson, Director Finance)*

8.F. ***Resolution 2023-30:*** Increases the fees for solid waste disposal for the Fiscal Year 2023-2024 budget. *(M. Simpson, Director Finance)*

9. ORDINANCES AND RESOLUTIONS – NO PUBLIC HEARING REQUIRED

9.A. Ordinances - First Reading

9.B. Resolutions

10. STAFF REPORTS AND PRESENTATIONS

10.A. Discussion of the offer to purchase undeveloped land near Florida Avenue and Julia Street (Parcel Numbers 107790 0110 and 107790 0010). *(D. Birchim, City Manager)*

11. ITEMS BY CITY ATTORNEY

12. ITEMS BY CITY CLERK

13. ITEMS BY CITY MANAGER

14. ITEMS BY MAYOR AND COMMISSIONERS

15. ADJOURN

NOTICES: In accordance with Florida Statute 286.0105: "if a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." ***In accordance with the Americans with Disabilities Act, persons needing a special accommodation to participate in this proceeding should contact the individual or agency sending notice not later than seven days prior to the proceeding at the address given on the notice. Telephone 904-825-1007; 1-800-955-8771 (TDB) or 1-800-955-8770 (V) via Florida Relay Services. ***The City of St. Augustine encourages anyone wishing to present the invocation at city commission meetings to contact the City Clerk's office, to be placed on the rotation list, and encourages people of all religious affiliations or of no religious affiliation to present a non-denominational invocation to inspire us in the work of the City Commission. The materials prepared and presented are part of the City's ongoing Florida Public Records and Government in the Sunshine compliance and are not intended to be relied upon or to reach investors or the trading markets.

CONSENT AGENDA - SEPTEMBER 25, 2023

CA.1. Preview of upcoming Commission meetings.

CA.2. THE FOLLOWING ORDINANCES ARE TENTATIVELY SCHEDULED FOR SECOND READING ON OCTOBER 9, 2023: NONE

CA.3. Reminder of Upcoming Meetings:

- September 28, 2023, 5:05pm, Special Meeting and Public Hearing for 2024 budget and final millage rate adoption
- October 9, 2023, 5:00pm, Regular City Commission Meeting
- October 23, 2023, 4:30pm, Community Redevelopment Agency Meeting
- October 23, 2023, 5:00pm, Regular City Commission Meeting

CA.4. APPROVAL OF MINUTES FROM PRIOR COMMISSION MEETINGS:

CA.5. RELEASES OF LIEN FOR UNIT CONNECTION FEE MORTGAGE(S): NONE.

CA.6. PROPOSED PROCLAMATIONS, CERTIFICATES OF APPRECIATION/RECOGNITION. (COMMISSION APPROVAL REQUIRED). (TO BE READ AT A SUBSEQUENT MEETING). NONE.

CA.7. NOTIFICATION OF PROCLAMATIONS/CERTIFICATES OF RECOGNITION ISSUED: NONE.

CA.8. Approval of order releasing code enforcement lien on 95 Evergreen Avenue. *(K. Traynor, Assistant City Attorney)*

End Consent Agenda

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: Mayor, Vice-Mayor and Commissioners

DATE: September 25, 2023

RE: Recognition of State Representative Cyndi Stevenson for her Contributions to the City of St. Augustine during the 2023 Legislative Session

Please place a recognition for State Representative Cyndi Stevenson on the September 25 City Commission agenda for her hard work and contributions to the City of St. Augustine during the 2023 legislative session.

Representative Stevenson was critical in representing the city's opposition to the Unsafe Structures Bill that would have potentially jeopardized historic structures in our community. The Unsafe Structures Bill was defeated in large part due to Representative Stevenson's passion and outreach.

In addition, Representative Stevenson carried the city's appropriation requests to the legislature, which resulted in over $16,000,000 in funding for historic preservation, resiliency and utility extensions in West Augustine. This funding will advance the city's most important initiatives and we thank her very much for making this happen.

The 2023 legislative session was a tremendous success for the city, and it would not have been possible without Representative Stevenson.

If you have any questions, please let me know.

David Birchim

David Birchim
City Manager

City of St. Augustine

La Lealisíma y Valerosa Ciudad de San Agustín de la Florida

Est. 1565

CERTIFICATE OF RECOGNITION

WHEREAS, *a group of community members concerned about youth drug and alcohol use came together in 1973 to start a non-profit organization focused on the prevention and treatment of substance use; and*

WHEREAS, *that organization was incorporated as JAM House on Oct. 10,1973 and subsequently was known as the Drug Education and Prevention Center, EPIC Community Services, and now as EPIC Behavioral Healthcare and its focus has grown to include mental health, substance use, and co-occurring disorders; and*

WHEREAS, *EPIC Behavioral Healthcare, in its 50 years of service has worked to strengthen our community by providing person-centered care to individuals and families impacted by substance use and mental health disorders, and other behaviors through a comprehensive system of Education, Prevention, Intervention, and Counseling; and*

WHEREAS, *EPIC Behavioral Healthcare has made a difference in the life of thousands of St. Johns County residents and their families throughout the past 50 years and has consistently "Saved lives & Transformed families" and has proven that Prevention Works, Treatment is Effective, and that People Can Recover from their substance use and/or mental health disorder; and*

WHEREAS, *that while EPIC Behavioral Healthcare is celebrating 50 years, it has plans for the future to continue to provide quality behavioral health services to the residents of the City of St. Augustine.*

NOW THEREFORE*, the City Commission of the City of St. Augustine does hereby recognize and joins in celebrating the* ***50th Anniversary of EPIC Behavioral Healthcare*** *and encourages all citizens to support and recognize the contributions that EPIC has made to the health and well-being of our community as the lead behavioral health provider and to congratulate EPIC on 50 years of service with many more to come.*

IN WITNESS WHEREOF *I hereunto set my hand and do cause the Seal of the City of St. Augustine, Florida, to be affixed this 25th day of September in the year of our Lord two thousand and twenty-three, in the four hundred and fifty-eighth year of the founding of St. Augustine, the Nation's Oldest City.*

2023-14CR

Nancy Sikes-Kline, Mayor

City of St. Augustine

La Lealisíma y Valerosa Ciudad de San Agustín de la Florida

Est. 1565

PROCLAMATION

WHEREAS, *COMPASSIONATE ST. AUGUSTINE has been actively engaged in compassionate initiatives since the City of St. Augustine declared itself a Compassionate City on August 26, 2013; and*

WHEREAS*, COMPASSIONATE ST. AUGUSTINE is influencing the citizens of St. Augustine to treat others as we wish to be treated ourselves by lifting up the core values of Democracy, Human Rights, Compassion and Freedom; and*

WHEREAS, *COMPASSIONATE ST. AUGUSTINE is inspiring the citizens of St. Augustine to treat everybody, without exception, with absolute justice, equity, and respect; and*

WHEREAS, *COMPASSIONATE ST. AUGUSTINE is growing a culture of compassion through advocacy, awareness, and action by encouraging our local government to exhibit compassionate values in public policy; and*

WHEREAS, *COMPASSIONATE ST. AUGUSTINE is working to make compassion a clear, luminous, and dynamic force in our polarized world by establishing the first Compassionate Sister Cities program with Avilés, Spain; and*

WHEREAS, *on this 10th Anniversary of the becoming a Compassionate City, the City Commission re-affirms the principles of compassion and encourages citizens and institutions to work together to embrace and apply compassionate solutions.*

NOW, THEREFORE, *the City Commission of the City of St. Augustine does hereby proclaim the month of September 21, and ending October 20 as* ***Compassionate Action Month*** *and urges all citizens to contribute to the community through the practice of compassion.*

IN WITNESS WHEREOF*, I hereunto set my hand and do cause the Seal of the City of St. Augustine to be affixed this 25th day of September in the year of our Lord two thousand twenty-three and the four hundred and fifty-eighth year of the founding of St. Augustine, the Nation's Oldest City.*

2023-36

_____

Nancy Sikes-Kline, Mayor

"Most Loyal and Valorous"
Title conferred upon the Presidio of St. Augustine by King Philip V of Spain, November 26, 1715

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: David Birchim, City Manager

DATE: September 14, 2023

RE: Presentation by the Florida State Society Daughters of the American Revolution

We received a request to offer a presentation regarding the placement of a Revolutionary War Patriot marker in honor of America's 250th Anniversary. The presentation will be provided by Lynne Cason FSSDAR Historian.

Should you concur, please place this on the September 25, 2023, regular meeting agenda. The Power Point presentation they provided is attached, along with the City Code Section 22-9 regarding the placement of monuments on city property.

Darlene Galambos

Darlene Galambos
City Clerk

ACROSS AMERICA DAUGHTERS ARE PLACING THE 250TH MARKERS.

AS OF SEPTEMBER 2023, IN FLORIDA, SEVEN HAVE BEEN PURCHASED AND ALREADY FIVE HAVE PLACED

COST WILL BE COVERED BY FSSDAR AND THE 30" x 30" PLAQUE WILL BE MOUNTED ON A POST

MOST HAVE BEEN PLACED IN VETERANS' PARKS.
THEY HAVE BEEN PLACED IN FORT WALTON BEACH, VENICE, OCALA, MELBOUNE, AND INVERNESS; THE OTHER TWO WILL BE PLACED ON THE BRADENTON RIVERWALK AND IN STUART, FL

Choctawhatchee Bay Chapter, NSDA
November 13, 2021
Dedication Ceremony

Dedication of the large bronze America250! Revolutionary War Patriots Historic Marker;

the "Never Forget Garden" planted in remembrance of the 100th Anniversary of the Tomb of the Unknown Soldier; and lastly,

The Choctawhatchee Bay Chapter, NSDAR America250! Granite bench which is located at Veterans Park on Okaloosa Island at the Women Veterans Memorial in front of the lifesize statue of Margaret Corbin.

PLACEMENT SUGGESTION FOR ST. AUGUSTINE 250TH MARKER AT THE WAR MEMORIAL IN THE PLAZA

WHAT'S NEXT?

APPROVALS

CITY COMMISSIONERS - LETTER FROM CITY – LYNNE CAN DRAFT

ANY OTHER APPROVALS? CITY? COUNTY?

NATIONAL SOCIETY DAR (NSDAR) APPROVAL- 2 MONTHS

ORDER PLAQUE – ALLOW 10 WEEKS

INSTALLATION AND CLEANING OF MEMORIAL

FIND A COMPATIBLE DATE –WITH THE FLORIDA DAR STATE REGENT TOWARDS THE END OF 2024 OR IN THE SPRING OF 2025

Presented by:
Lynne Cason
Florida State Society Daughters of the American Revolution
FSSDAR Historian
904-810-9726; cason51elsie@gmail.com

AMERICA 250

DAUGHTERS OF THE AMERICAN REVOLUTION

Sec. 22-9. - Placement of monuments, plaques and memorials on city property.

It shall be unlawful for any person to place a plaque, memorial or monument on any city right-of-way or city owned property, except in conformity with the following requirements:

(a) *Approval of city commission.* No plaque, memorial or monument may be placed upon any city property without the approval of the city commission first obtained.

(b) *Application.* An application for placement of a plaque, memorial or monument shall be filed with the city manager on a form as designated by him which shall require the following information to be provided:

(i) A statement of significant historical, cultural or civic contributions to, or acts of patriotism and bravery relating to, the City of St. Augustine.

(ii) Agreement by the applicant to pay the cost of construction, placement and any repairs required for the plaque, memorial or monument.

(c) *Review by city manager.* The city manager will review the application and provide his recommendation to the city commission as to the suitability of placement of the plaque, memorial or monument. No plaque, monument or memorial is to be recommended to the city commission by the city manager for placement in the City Commons otherwise known as Plaza de la Constitucion, unless the plaque, monument or memorial commemorates a significant activity or event which occurred prior to February 22, 1821 or unless the plaque, monument or memorial commemorates the service to the city of citizens leading and participating in the civil rights movement in St. Augustine. Absent unusual circumstances, which shall be set forth in the recommendation, any other recommendation shall be for placement of a plaque, meeting uniform standards promulgated by the city manager, on the interior loggia columns of the Alcazar Hotel Building.

(Ord. No. 92-27, § 1, 1-12-92; Ord. No. 09-14, § 1, 4-27-09)

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: David Birchim, City Manager

DATE: September 12, 2023

RE: **ORDINANCE 2023-26: AMENDING SEC. 1.04 TO CORRECT SCRIVENER'S ERROR**

Please find attached Ordinance 2023-26 amending Section 1.04 of the City Charter correcting a scrivener's error in the legal description of the annexed property of Cat's Paw Marina.

Please place Ordinance 2023-26 on the regular City Commission agenda for second reading on September 25, 2023.

Thank you.

Isabelle C. Lopez
City Attorney

Attachment

xc: Meredith Breidenstein, Assistant City Manager
Reuben Franklin, Assistant City Manager
Darlene Galambos, City Clerk

Agenda Title:

Amends Section 1.04 of the City Charter to correct a scrivener's error in the legal description of the annexed property of Cat's Paw Marina.

ORDINANCE NO. 2023-26

AN ORDINANCE OF THE CITY COMMISSION OF ST. AUGUSTINE, FLORIDA, AMENDING SECTION 1.04 OF THE CHARTER LAWS OF THE CITY OF ST. AUGUSTINE, FLORIDA TO CORRECT A SCRIVENER'S ERROR IN ORDINANCE NO. 2023-18 RELATING TO ANNEXING APPROXIMATELY 0.90 ACRES OF PROPERTY LYING WEST OF THE EXISTING DEVELOPMENT REFERRED TO AS THE CAT'S PAW MARINA, NORTH OF NIX BOATYARD ROAD, SOUTH AND WEST OF THE SAN SEBASTIAN RIVERINE ENVIRONMENT; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CHARTER OF THE CITY OF ST. AUGUSTINE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, on July 24, 2023, the City Commission of St. Augustine, Florida, passed Ordinance No. 2023-18 amending Section 1.04 of the Charter of the City of St. Augustine relating to annexing approximately 0.90 acres of property lying West of the existing development referred to as the Cat's Paw Marina, North of Nix Boatyard Road, South and West of the San Sebastian riverine environment, which ordinance became effective August 3, 2023; and

WHEREAS, Ordinance No. 2023-18 contains a scrivener's error in the legal description of the annexed property; and

WHEREAS, the City Commission for St. Augustine finds that it is in the best interest of public health, safety, and general welfare that the following amendments be adopted.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION FOR THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

Section 1. Section 1.04 of the Charter Laws of the City of St. Augustine, Florida is hereby amended by correcting new subsection "(vvvv)" to read as described in **Exhibit "A"** attached hereto and made a part hereof.

Section 2. Inclusion in Code. The City Commission intends that the provisions of this ordinance shall become and shall be made part of the Charter of the City of St. Augustine, that the sections of this ordinance may be renumbered or re-lettered and that the word ordinance may be changed to section, article or other such appropriate word or phrase in order to accomplish such intentions.

Section 3. Conflict with Other Ordinances. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 4. Severance of Invalid Provisions. If any section, subsection, sentence, clause, phrase, word, or provision of this ordinance is held to be invalid or unconstitutional by a court of competent jurisdiction, then said holding shall not be so construed as to render invalid or unconstitutional the remaining provisions of this ordinance.

Section 5. Effective Date. This ordinance shall become effective immediately upon passage, pursuant to Section 166.041(5), Florida Statutes.

PASSED by the City Commission of St. Augustine, Florida, this _____ day of _____, 2023.

_____
Nancy Sikes-Kline, Mayor-Commissioner

ATTEST:

_____
Darlene Galambos, City Clerk
(SEAL)

EXHIBIT "A"

Comprehensive Plan Amendment

Cat's Paw Annex Parcel

A PARCEL OF LAND SITUATED IN THE G.W. PERPALL GRANT, SECTION 41, TOWNSHIP 7 SOUTH, RANGE 30 EAST, ST. JOHNS COUNTY, FLORIDA AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGIN AT THE SOUTHWEST CORNER OF THOSE LANDS DESCRIBED IN DEED BOOK 126, PAGE 146 OF THE PUBLIC RECORDS OF ST. JOHNS COUNTY, FLORIDA; THENCE NORTH 25°21'48" WEST ALONG THE EAST LINE OF THOSE LANDS DESCRIBED IN OFFICIAL RECORDS BOOK 121, PAGE 72 OF SAID PUBLIC RECORDS A DISTANCE OF 200.00 FEET; THENCE NORTH 61°15'29" EAST, A DISTANCE OF 185.81 FEET; THENCE NORTH 76°15'41" EAST, A DISTANCE OF 21.48 FEET TO THE POINT OF BEGINNING.

THENCE SOUTH 07°36'45"WEST, ALONG THE EASTERLY LINE OF A 30 FOOT INGRESS AND INGRESS EASEMENT AS DESCRIBED IN OFFICIAL RECORDS BOOK 3512, PAGE 317 OF SAID PUBLIC RECORDS, A DISTANCE OF 151.17 FEET; THENCE SOUTH 18°49'01" WEST, CONTINUING ALONG SAID EASTERLY LINE, A DISTANCE OF 110.29 FEET, TO A LINE 20 FEET NORTH OF AND PARALLEL TO THE SOUTHERLY LINE OF THOSE LANDS DESCRIBED IN 5424, PAGE 1337 OF SAID PUBLIC RECORDS; THENCE NORTH 88°44'11" EAST, ALONG LAST SAID LINE, A DISTANCE OF 199.49 FEET TO THE WESTERLY LINE OF THOSE LANDS DESCRIBED IN OFFICIAL RECORDS BOOK 1890, PAGE 271 OF SAID PUBLIC RECORDS;THENCE NORTH 10°23'18" WEST ,ALONG LAST SAID LINE, A DISTANCE OF 100.76 FEET; THENCE NORTH 04°57'52" WEST, CONTINUING ALONG LAST SAID WESTERLY LINE, A DISTANCE OF 178.34 FEET, TO THE NORTH LINE OF AFORESAID LANDS DESCRIBED IN OFFICIAL RECORDS BOOK 5424, PAGE 1337; THENCE SOUTH 76°15'41" WEST, ALONG LAST SAID LINE, A DISTANCE OF 113.49 FEET TO, THE POINT OF BEGINNING.

CONTAINING 38,470.7 SQUARE FEET OR 0.88 ACRES, MORE OR LESS.

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: David Birchim, City Manager

DATE: September 12, 2023

RE: **ORDINANCE 2023-30: AMENDING SEC. 1.04 TO CORRECT SCRIVENER'S ERROR**

Please find attached Ordinance 2023-30 amending Section 1.04 of the City Charter correcting a scrivener's error in the legal description of the annexed property of the Shipyards.

Please place Ordinance 2023-30 on the regular City Commission agenda for second reading on September 25, 2023.

Thank you.

Isabelle C. Lopez
City Attorney

Attachment

xc: Meredith Breidenstein, Assistant City Manager
Reuben Franklin, Assistant City Manager
Darlene Galambos, City Clerk

Agenda Title:

Amends Section 1.04 of the City Charter to correct a scrivener's error in the legal description of the annexed property of the Shipyards.

ORDINANCE NO. 2023-30

AN ORDINANCE OF THE CITY COMMISSION OF ST. AUGUSTINE, FLORIDA, AMENDING SECTION 1.04 OF THE CHARTER LAWS OF THE CITY OF ST. AUGUSTINE, FLORIDA TO CORRECT A SCRIVENER'S ERROR IN ORDINANCE NO. 2023-10 RELATING TO ANNEXING APPROXIMATELY 14.79 ACRES OF PROPERTY LYING SOUTH OF THE EXISTING DEVELOPMENT REFERRED TO AS THE SHIPYARDS, EAST OF ARAPAHO AVENUE, NORTH AND WEST OF THE SAN SEBASTIAN RIVER; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CHARTER OF THE CITY OF ST. AUGUSTINE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, on June 12, 2023, the City Commission of St. Augustine, Florida, passed Ordinance No. 2023-10 amending Section 1.04 of the Charter of the City of St. Augustine relating to annexing approximately 14.79 acres of property lying South of the existing development referred to as the Shipyards, East of Arapaho Avenue, North and West of the San Sebastian River, which ordinance became effective June 22, 2023; and

WHEREAS, Ordinance No. 2023-10 contains a scrivener's error in the legal description of the annexed property; and

WHEREAS, the City Commission for St. Augustine finds that it is in the best interest of public health, safety, and general welfare that the following amendments be adopted.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION FOR THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

Section 1. Section 1.04 of the Charter Laws of the City of St. Augustine, Florida is hereby amended by correcting new subsection "(uuuu)" to read as described in **Exhibit "A"** attached hereto and made a part hereof.

Section 2. Inclusion in Code. The City Commission intends that the provisions of this ordinance shall become and shall be made part of the Charter of the City of St. Augustine, that the sections of this ordinance may be renumbered or re-lettered and that the word ordinance may be changed to section, article or other such appropriate word or phrase in order to accomplish such intentions.

Section 3. Conflict with Other Ordinances. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 4. Severance of Invalid Provisions. If any section, subsection, sentence, clause, phrase, word, or provision of this ordinance is held to be invalid or unconstitutional by a court of competent jurisdiction, then said holding shall not be so construed as to render invalid or unconstitutional the remaining provisions of this ordinance.

Section 5. Effective Date. This ordinance shall become effective immediately upon passage, pursuant to Section 166.041(5), Florida Statutes.

PASSED by the City Commission of St. Augustine, Florida, this _____ day of _____, 2023.

_____
Nancy Sikes-Kline, Mayor-Commissioner

ATTEST:

_____
Darlene Galambos, City Clerk
(SEAL)

EXHIBIT "A"

Comprehensive Plan Amendment
Shipyards Annex Parcel

RESIDENTIAL (COUNTY PARCEL)

DESCRIPTION (BY SURVEYOR)

A PORTION OF THE M. SOLANA GRANT, THOSE LANDS LYING IN SECTION 19 & 40, TOWNSHIP 7 SOUTH, RANGE 30 EAST, ST JOHNS COUNTY FLORIDA, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT A POINT ON THE NORTHEASTERLY RIGHT OF WAY LINE OF ARAPAHO AVENUE AND THE WESTERLY CORNER OF LOT 6, BLOCK H, SEMINOLE PARK SUBDIVISION; THENCE ALONG THE NORTHEASTERLY AND EASTERLY RIGHT OF WAY LINE OF SAID ARAPAHO AVENUE THE FOLLOWING 6 CALLS (1) S 68°21'25" E, 122.04 FEET; (2) S 53°15'10" W, 8.50 FEET; (3) S 68°29'21" E, 403.09 FEET; (4) S 26°52'43" E, 205.14 FEET; (5) S 26°47'43" E, 692.28 FEET; (6) S 39°56'09" E, 249.22 FEET TO THE POINT OF BEGINNING AND A 5/8" IRON ROD AND CAP STAMPED # 8177; THENCE FROM SAID POINT OF BEGINNING N 53°03'29" E, 333.34 FEET ALONG THE SOUTHERLY LINE OF A PARCEL AS DESCRIBED IN OFFICIAL RECORDS BOOK 779, PAGE 1160 TO THE SOUTHEAST CORNER OF SAID AFOREMENTIONED PARCEL; THENCE N 39°32'35" W, 251.17 FEET; THENCE N 52°52'20" E, 115.39 FEET; THENCE S 39°33'49" E, 251.55 FEET; THENCE N 53°03'29" E, 400.87 FEET ALONG THE NORTH LINE AS DESCRIBED IN OFFICIAL RECORDS BOOK 2683 PAGE 1261; THENCE RUNNING ALONG THE EAST LINE ALSO AS DESCRIBED IN OFFICIAL RECORDS BOOK 2683 PAGE 1261 THE FOLLOWING TWO (2) CALLS; (1) S 35°20'31" E, 339.67 FEET; (2) S 19°38'59" E, 428.60 FEET MORE OR LESS TO THE MEAN HIGH WATER LINE OF THE MARSH LANDS OF THE UN-SURVEYED SECTION 19 AND RUNNING THENCE WESTERLY ALONG SAID MEAN HIGH WATER LINE THE FOLLOWING ELEVEN (11) CALLS; (1) S 33°04'04" W, 15.22 FEET; (2) S 48°45'09" W, 45.97 FEET; (3) S 46°32'02" W, 25.70 FEET; (4) S 60°01'56" W, 77.65 FEET; (5) S 82°07'30" W, 84.00 FEET; (6) S 75°26'56" W, 60.60 FEET; (7) S 55°02'52" W, 71.93 FEET; (8) S 48°32'31" W, 58.45 FEET; (9) S 42°59'51" W, 50.85 FEET; (10) S 61°15'51" W, 23.94 FEET; (11) S 78°25'41" W, 35.83 FEET; THENCE N 67°03'55" W, 12.18 FEET LEAVING SAID MEAN HIGH WATER LINE TO A 4"X4" CONCRETE MONUMENT WITH NO IDENTIFICATION; THENCE N 88°57'29" W, 396.30 FEET TO ANOTHER 4"X4" CONCRETE MONUMENT WITH NO IDENTIFICATION; THENCE N 45°57'29" W, 298.69 FEET TO THE SOUTH RIGHT OF WAY LINE OF ARAPAHO AVE. A 40 FOOT WIDE RIGHT OF WAY AS NOW ESTABLISHED; THENCE ALONG SAID RIGHT OF WAY LINE, N 47°28'56" E, 187.12 FEET TO THE EASTERLY RIGHT OF WAY LINE OF ARAPAHO AVE.; THENCE ALONG SAID EASTERLY RIGHT OF WAY LINE, N 39°39'06" W, 111.75 FEET TO THE POINT OF BEGINNING. CONTAINS 14.79 ACRES MORE OR LESS.

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: David Birchim, City Manager

DATE: September 12, 2023

RE: **ORDINANCE 2023-29: DESIGNATING THE CODE ENFORCEMENT BOARD AS THE LOCAL NUISANCE BOARD AS REQUIRED BY F.S. 893.138**

The following ordinance is a housekeeping matter in order for the City to officially designate the Code Enforcement Board the local nuisance board as required by state statute, F.S. 893.138.

Please place Ordinance 2023-29 on the regular City Commission agenda for second reading on September 25, 2023.

Thank you.

Isabelle C. Lopez
City Attorney

Attachment

xc: Meredith Breidenstein, Assistant City Manager
Reuben Franklin, Assistant City Manager
Darlene Galambos, City Clerk

Agenda Title:

Designating the Code Enforcement Board as the local nuisance board as required by F.S. 893.138.

ORDINANCE NO. 2023-29

AN ORDINANCE OF THE COMMISSION OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING CHAPTER 2 ARTICLE I OF THE CODE OF THE CITY OF ST. AUGUSTINE; CREATING SECTION 2-216 DESIGNATING THE CODE ENFORCEMENT BOARD AS THE NUISANCE BOARD PURSUANT TO STATE LAW; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of St. Augustine has previously created the City's code enforcement board, and has assigned various duties to that board consistent with Florida law; and

WHEREAS, the Florida legislature adopted Chapter 893.138, Florida Statutes that provides for a local nuisance board to be created by ordinance for certain qualifying nuisances; and

WHEREAS, the City Commission for the City of St. Augustine finds that it is in the best interest of public health, safety, and general welfare that the following amendment be adopted.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

Section 1. Amending Chapter 2, Article I, Section 2-216. Chapter 2, Article I, of the Code of the City of St. Augustine is hereby amended to create Section 2-216, as follows:

"**Sec. 2-216. – Nuisance Board.**

The code enforcement board is designated the administrative board to hear complaints regarding nuisances pursuant to F.S.893.138, as may be amended from time to time."

Section 2. Inclusion in Code. The City Commission intends that the provisions of this Ordinance shall become and shall be made part of the Code of the City of St. Augustine, that the sections of this Ordinance may be re-numbered or re-lettered and that the word ordinance may be changed to section, article or other such appropriate word or phrase in order to accomplish such intentions.

Section 3. Conflict with Other Ordinances. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 4. Severance of Invalid Provisions. In the event that any section, subsection, sentence, clause, phrase, word, term or provision of this Ordinance shall be held by a court of competent jurisdiction to be partially or wholly invalid, unconstitutional or unenforceable or involved for any reason whatsoever, any such invalidity, unconstitutionality, illegality, or unenforceability shall not affect any of the other or remaining terms, provisions, clauses, sentences, or sections of this Ordinance, and this Ordinance shall be read and/or applied as if the invalid, unconstitutional, illegal, or unenforceable section, subsection, sentence, clause, phrase, word, term or provision did not exist.

Section 5. Effective Date. This Ordinance shall become effective immediately upon passage, pursuant to § 166.041(5), Florida Statutes.

PASSED by the City Commission of the City of St. Augustine, Florida, this _____ day of _____, 2023.

ATTEST:

_____
Nancy Sikes-Kline, Mayor-Commissioner

_____
Darlene Galambos, City Clerk
(SEAL)

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: David Birchim, City Manager

DATE: September 13, 2023

RE: **ORDINANCE 2023-27: CREATING A PROCESS AND REGULATIONS FOR ALCOHOLIC BEVERAGE ESTABLISHMENTS TO OBTAIN A PERMIT TO SELL AND SERVE ALCOHOLIC BEVERAGES ON SITE BETWEEN THE HOURS OF MIDNIGHT AND TWO O'CLOCK IN THE MORNING**

After receiving data and analysis at the City Commission workshop of August 21, 2023, the City Commission unanimously directed the City Attorney to make certain revisions to the conceptual alcohol beverage establishment late-night permit program.

Attached is the proposed ordinance for second reading. It incorporates requested revisions to make the noise sections consistent with existing regulations, incorporates the existing requirements for crowd managers required by the Fire Marshal, removes reference to off-site activity, and clarifies relevant cross-references to state law and local ordinances. In addition, it includes the requested waiver for 4 events per calendar year, such as New Years, 4th of July, St. Patrick's Day, and Cinco de Mayo.

Although the requirements of the new "Local Ordinance" bill only become effective on Oct. 1, the attached financial analysis shows the basis for the permit fee and includes a simplified description of the proposed ordinance.

David Birchim, City Manager, will be presenting the ordinance and its supporting information.

Please place Ordinance 2023-27 on the regular City Commission agenda for second reading on September 25, 2023.

Thank you.

Isabelle C. Lopez
City Attorney

Attachment

xc: Meredith Breidenstein, Assistant City Manager
Reuben Franklin, Assistant City Manager
Darlene Galambos, City Clerk

Agenda Title:

Creating a process and regulations for alcoholic beverage establishments to obtain a permit to sell and serve alcoholic beverages on site between the hours of midnight and two o'clock in the morning.

Nightlife Employee

$	70,000.00	Estimated salary & benefits
	2	hours worked per day: those serving 12-2am
	1	hours worked per day: those serving only until 12am
	5	hours spent on other duties
	8	total hours worked per day
	25%	time spent on those serving after 12am
	28	establishments serving after 12am
$	17,500.00	
	13%	time spent on those serving only until 12am
	160	establishments serving only until 12am
$	8,750.00	
$	139.63	annual amount per business,
		but City pays for those who stop by 12am,
		businesses pay this amount if serving after 12am

Ordinance 2023-27 serves the public health, saftey, welfare and morals of the City of St. Augustine by requiring an extended hours of operation permit for establishments serving alcoholic beverages from midnight until two a.m. The additional costs of compliance with the ordinance are estimated to be minimal based on permitting fees, and existing industry best practices including training of staff, last call procedures, in-person or camera security, restrictions on staff drinking during shifts, and penalties for violations. The complete proposed regulations can be found on the City's website and at the City Clerk's office at 75 King St., St. Augustine, Florida.

ORDINANCE NO. 2023-27

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING CHAPTER 4 OF THE CODE OF THE CITY OF ST. AUGUSTINE; AMENDING SECTION 4-1 PROVIDING DEFINITIONS; AMENDING SECTION 4-3 PROVIDING FOR RESTRICTED HOURS OF SALE AND OPERATION; PROVIDING FOR EXTENDED HOURS OF OPERATION PERMITS; ESTABLISHING PERMIT REQUIREMENTS; ESTABLISHING VIOLATIONS; PROVIDING FOR HEARINGS; PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES; PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

ORDINANCE NO. 2023-27

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING CHAPTER 4 OF THE CODE OF THE CITY OF ST. AUGUSTINE; AMENDING SECTION 4-1 PROVIDING DEFINITIONS; AMENDING SECTION 4-3 PROVIDING FOR RESTRICTED HOURS OF SALE AND OPERATION; PROVIDING FOR EXTENDED HOURS OF OPERATION PERMITS; ESTABLISHING PERMIT REQUIREMENTS; ESTABLISHING VIOLATIONS; PROVIDING FOR HEARINGS; PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES; PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, § 166.041, Florida Statutes, provides for procedures for the adoption of ordinances and resolutions by municipalities; and

WHEREAS, the City has received a number of complaints concerning certain alcohol beverage establishments operating after midnight and the impact that they have on the public health and safety of city residents; and

WHEREAS, the City of St. Augustine adopted a Strategic Plan Initiative, September 2020, to initiate planning to preserve a safe, healthy, vibrant, and balanced historic downtown character; and

WHEREAS, the City of St. Augustine benchmarked comparable municipalities policies, procedures and sought the input of the Responsible Hospitality Institute on the proper oversight required to maintain a livable, vibrant, and sociable city; and

WHEREAS, the City of St. Augustine has engaged in multiple meetings with affected stakeholders and residents of the city; and

WHEREAS, the City of St. Augustine has experienced increased law enforcement costs as a result of the sale and consumption of alcoholic beverages by individuals who consume to the point of intoxication, and particularly after 12:00 a.m.; and

WHEREAS, the City's law enforcement personnel must respond to a greater number of calls for service directly resulting from the need to keep the peace after 12:00 a.m.; and

WHEREAS, § 562.14, Florida Statutes authorizes a municipality to regulate the hours of sale for alcoholic and intoxicating beverages at alcohol beverage establishments, including having the ability to stop the sale of alcoholic beverages entirely during certain times; and

WHEREAS, the City of St. Augustine has experienced increased trash, public littering, and inebriated public bodily functions from late night bar patrons, increasing the burden on

public works and its ability to maintain the cleanliness of public streets, sidewalks, and rights-of-way; and

WHEREAS, the City Commission for the City of St. Augustine heard testimony and received and reviewed data and analysis in the public record regarding negative secondary impacts of activities related to late night alcoholic beverage establishments at its special workshop meeting on August 21, 2023 and incorporates those documents and testimony by reference; and

WHEREAS, the City Commission heard testimony of operators and staff of alcohol beverage establishments at its September 11, 2023 first reading that confirmed that the requirements in the ordinance for training and security were essentially already either requirements of other agencies or best industry practice; and

WHEREAS, the City Commission heard testimony of operators and staff of alcohol beverage establishments throughout its public outreach and comment sessions, and finds that maintaining the ability of alcohol beverage establishments to continue serving alcohol after midnight is a substantial economic benefit to the nightlife industry of the City, and finds that providing a safe and comfortable environment for patrons of alcohol beverage establishments in the City through strategies such as the "Nightlife Manager" along with afterhours support services provided by police, first responders, sanitation and other municipal employees is an important benefit to the nighttime economy, and finds that reasonable regulations that address the negative secondary impacts to the community while requiring minimal permitting and compliance costs to those businesses choosing to serve alcohol after midnight is not arbitrary and is a reasonable exercise of legislative authority and bears a substantial relation to public health, safety, and welfare; and

WHEREAS, City staff estimates that the cost of permitting and compliance will be shared between the City general government and the permit applicants and will be no greater than the cost of administering the program; and

WHEREAS, the City Commission for the City of St. Augustine finds that the proposed permitting and compliance regulations are consistent with other Florida local government regulatory programs regarding alcoholic beverage establishments and existing state or municipal code requirements, as well as, recommendations from the Responsible Hospitality Institute, and industry standards and best practices, and are rationally related and proportionate to the proposed regulation; and

WHEREAS, § 162.21(8), Florida Statutes and Section 2-316 of the municipal code

provide that the City of St. Augustine may enforce its codes by any means legally available to it; and

WHEREAS, the City Commission for the City of St. Augustine finds it is in the best interest of the residents, visitors, and business community of the City to encourage responsible alcohol beverage establishments by providing for regulation of alcohol beverage establishments after 12:00 a.m.; and

WHEREAS, the City Commission for the City of St. Augustine finds that an Extended Hours of Operation Permit and regulations related thereto are the exercise of its police power and legislative function to regulate the hours of operations for alcohol beverage establishments; and

WHEREAS, the City Commission for the City of St. Augustine finds that it is in the best interest of public health, safety, and general welfare that the following amendments be adopted consistent with the requirements of § 166.021(4), Florida Statutes.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION FOR THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

Section 1. Amendment to Chapter 4, Section 4-1. Chapter 4, Section 4-1 of the Code of the City of St. Augustine is hereby amended, as follows:

Sec. 4-1. - Definitions.

(1) *Alcoholic Beverage* for purposes of this section shall mean distilled spirits and all beverages containing one-half of one percent or more alcohol by volume or as provided in F.S. § 561.01, as amended. For the purposes of this chapter, the definition of Alcoholic Beverage includes beer, wine, cider, distilled or fermented spirits, or liquor as that term is commonly used.

(2) *Alcoholic Beverage Establishment* shall mean any place of business, and its owners, located in the city which allows for Alcoholic Beverages to be sold for consumption on the premises to the general public. This does not include any areas within a business not open to the general public for alcoholic beverage service, nor for caterer licensing for private receptions, or sales or consumption of alcohol in a room at a public lodging establishment.

(3) *Curfew* shall mean a regulation requiring people to generally remain indoors between specified hours, typically at night. Curfews may be issued during public health or weather emergencies, crises, or civil unrest by a competent authority.

(4) *Establishment* shall have the same meaning as Alcoholic Beverage Establishment.

(5) *Extended Hours of Operation Permit* shall mean a permit issued by the City of St. Augustine that allows an Alcoholic Beverage Establishment to operate and sell Alcoholic Beverages for purposes of consumption on the premises between the hours of 12:00 a.m. and 2:00 a.m.

(6) *Last Call* shall mean the time when customers in an Alcoholic Beverage Establishment are told that they may order only one more Alcoholic Beverage before the Establishment closes.

(7) *Mandatory Evacuation* shall mean a situation where emergency management officials put maximum emphasis on encouraging evacuation and limiting ingress to potentially affected areas.

(8) *Mandatory Evacuation Zone* shall mean an area that may be inundated by an abnormal rise of water pushed onto shore by a hurricane or storm event or other natural or manmade disaster.

(9) *Restaurant* shall mean any building, vehicle, place, or structure, or any room or division in a building, vehicle, place, or structure where food is prepared, served, or sold for immediate consumption on or in the vicinity of the premises; called for or taken out by customers; or prepared before being delivered to another location for consumption as defined in F.S. § 509.013(5)(a), as amended. For the purposes of this chapter, the definition of a restaurant shall include any business with a special food service establishment license issued by the Division of Alcohol and Tobacco of the Florida Department of Business and Professional Regulation.

(10) *Sale* and *Sell* shall mean and include not only selling but also consuming, serving, and/or permitting to be served or consumed, any alcoholic beverages, except for Last Call procedures that are limited to consumption of alcoholic beverages on site.

(11) *Special Magistrate* shall mean a person designated as the Special Magistrate by the City Commission under the authority of section 2-340 of this Code. In the event that a Special Magistrate is unavailable or has a conflict in a particular case, the city may elect to prosecute a violation utilizing all available legal avenues.

(12) *Transfer of Ownership* shall mean a transfer of a license, change of officers or directors, or transfer of interest as defined and regulated under the provisions F.S. § 561.32, as amended.

Section 2. Amendment to Chapter 4, Section 4-3. Chapter 4, Section 4-3 of the Code of the City of St. Augustine is hereby amended, as follows:

Sec. 4-3 – Hours of sale.

(a) *Applicability.* The provisions of this section shall apply to any place of business holding a license allowing for consumption on premises of Alcoholic Beverages under the Division of Alcoholic Beverages and Tobacco of the Florida Department of Business and Professional Regulation within the corporate limits of the city.

(b) *Restricted hours of sale and operation.* Except as provided in section 4-3(c), no Alcoholic Beverage Establishment licensed under the state alcoholic beverage laws to sell Alcoholic Beverages, shall Sell or offer for Sale, or serve or offer to serve, any Alcoholic Beverages of any kind, regardless of alcoholic content, or be open for operation, on any day of the week between the hours of 12:00 a.m. and 7:00 a.m.

(1) *Last Call procedures*: All Establishments that sell or serve Alcoholic Beverages will have a "Last Call" for the sale of alcohol, but there will no further Sale of Alcoholic Beverages one-half hour prior to the applicable closing time of the

Establishment, whether the closing time is set by city code, by a use by exception permit granted by the Planning and Zoning Board, or an Extended Hours of Operation Permit. All Alcoholic Beverage Establishments shall have a Last Call policy for the final consumption of Alcoholic Beverages and patron egress. At the time of Last Call, only one Alcoholic Beverage per person may be purchased.

(2) *Staff*: All Alcoholic Beverage Establishments shall prohibit staff drinking or shift drinking of Alcoholic Beverages by servers and bartenders while they are on duty. Bartenders may taste alcoholic beverages as part of the preparation of a customer's cocktail or mixed drink, or in order to describe the attributes of the alcoholic beverage as part of a tasting, consistent with the industry practice.

(3) Alcoholic Beverage Establishments whose hours are restricted by a use by exception permit granted by the Planning and Zoning Board are not eligible for an extended hours permit, to the extent that the extended hours period conflicts with the use by exception-limited hours and must adhere to the conditions established by the use by exception permit.

(4) Alcoholic Beverage Establishments residing within a Mandatory Evacuation Zone shall cease the sale of Alcoholic Beverages during the duration of any Mandatory Evacuation issued by any local, state, or federal authority until such time as the order is lifted.

(5) All Alcoholic Beverage Establishments shall abide by Curfew hours, as ordered by a local, state, or federal official that is legally authorized to establish a Curfew.

(6) *Sound*: All Alcoholic Beverage Establishments shall remain compliant with noise control ordinances as published in Chapter 11, Article IV of the Code.

(c) *Extended Hours of Operation Permit* is required for Alcoholic Beverage Establishments to sell Alcoholic Beverages between the hours of 12:00 a.m. and 2:00 a.m.

(1) *Permit required*. Any Alcoholic Beverage Establishment licensed under the state alcoholic beverage laws to sell, offer for sale, or deliver Alcoholic Beverages, for purposes of consumption on the premises desiring to remain open to sell, offer for sale, or deliver Alcoholic Beverages for the purpose of consumption on the premises between the hours of 12:00 a.m. and 2:00 a.m., but in any case no later than 2:00 a.m., on any day of the week, shall make application with the Planning and Building Department for an Extended Hours of Operation Permit. An Alcoholic Beverage Establishment may request from the City Manager or designee, a temporary use approval for no more than four times per calendar year with each temporary use approval limited to one day only, without obtaining an extended hours of operation permit, and be otherwise consistent with section 28-351.

(2) The Alcoholic Beverage Establishment shall complete an application form provided by the city, including, but not limited to, the name and street address where notices related to this section are to be mailed. An annual fee, initially set at one hundred thirty-nine dollars and sixty-three cents per permit, payable upon issuance, shall be charged for the permit. The City Commisssion may set the permit fee annually by resolution or during the adoption of the municipal budget. The permit fee shall be rationally related and proportionate to the costs of administering this regulation. The application form shall include, but not be

limited to, the following information.

a. Name and street address of the owner of the Alcoholic Beverage Establishment.

b. Valid business tax receipt for the Alcoholic Beverage Establishment.

c. Verification of compliance by the Alcoholic Beverage Establishment with city zoning regulations.

d. Specific type of state alcoholic beverage license held by the Alcoholic Beverage Establishment.

e. If the Establishment holds a state alcoholic beverage license other than a 4-COP Quota License, or its equivalent, the Establishment shall submit a copy of the proposed seating diagram, to include any proposed dining area.

(3) The city manager or designee shall review the application and, if the application is complete, and the Alcoholic Beverage Establishment is in compliance with the Code of Ordinances, a permit shall be issued allowing the Alcoholic Beverage Establishment to sell Alcoholic Beverages, as restricted by the alcoholic beverage establishment's state beverage license, for purposes of consumption on the premises, between the hours of 12:00 a.m. and 2:00 a.m. on every day of the week.

(4) *Extended Hours of Operation Permit* requirements. In addition to the permit application the following requirements must be shown by the Alcohol Beverage Establishment.

a. *Responsible Beverage Service Program:* All permit applicants will provide proof that at least one member of staff working on every shift has completed a *Responsible Beverage Service Training Program* within the previous 12 months. Programs provided through other regulatory agencies or commercial providers that substantially cover the same core training material will be accepted for purposes of this requirement. All permit applicants must provide a certification of completion at the time of application/renewal and within 5 business days of a request to provide the certification by the City. The standards and curriculum of alcohol server education courses reflect industry best practices and shall include but not be limited to the following:

1. Alcohol as a drug and its effects on the body and behavior, especially driving ability.

2. Effects of alcohol in combination with commonly used legal, prescription or nonprescription, drugs and illegal drugs.

3. Recognizing the problem drinker and community treatment programs and agencies.

4. State alcohol beverage laws such as prohibition of sale to minors and sale to intoxicated persons, sale for on-premises or off-premises consumption, hours of operation and penalties for violation of the laws.

5. Drunk driving laws and liquor liability statutes.

6. Intervention with the problem customer including ways to cut off service, ways to deal with the belligerent customer and alternative means of transportation to get the customer safely home.

7. Advertising and marketing for safe and responsible drinking patterns

and standard operating procedures for dealing with customers.

b. *Security:* All Alcoholic Beverage Establishments shall provide reasonable security coverage to public places where alcohol will be served or consumed in relation to the anticipated number of patrons, physical space and layout of the premises, areas dedicated to seating, dancing, or standing room only, type of entertainment (concert, special event, promotional event), and any other relevant factor that a prudent Alcoholic Beverage Establishment should reasonably consider in order to maintain a safe and orderly environment. Security coverage can be met by the human element of security staff on the premises each shift, or the presence of continuously operational security cameras, or any combination of both.

c. *Last Call Procedures:* All Alcoholic Beverage Establishments with an Extended Hours of Operation Permit will have Last Call at 1:30 a.m. for the sale of Alcoholic Beverages. The period between 1:30 a.m. and 2:00 a.m. will be for the final consumption of Alcoholic Beverages only.

d. *Daylight Savings Time*: All Extended Hours of Operation Permit holders shall cease the sale of Alcoholic Beverages at 2:00 a.m. and shall not operate during the additional hour due to the cessation of Daylight Savings Time.

e. *Crowd Management:* All Alcoholic Beverage Establishments shall maintain a Crowd Manager on site when assembly occupant loads exceed 50, and when occupant loads exceed 250, additional crowd managers are required at a ratio of 1 for every 250 occupants thereafter, consistent with Florida law (NFPA 1-20.1.5.6), as may be amended from time to time.

f. *Compliance with Fire Prevention Code and Life Safety Code:* All Alcoholic Beverage Establishments shall comply with the requirements for fire prevention and life safety per Section 8-501 and Section 8-502, and Chapter 12, Fire Prevention and Protection, of the municipal code. Proof of compliance with the City's Fire Inspection Program must be included with the application for, and any renewal to, an Extended Hours of Operation Permit and maintained on the premises of the Alcoholic Beverage Establishment and presented upon request to the City Fire Marshal or his or her designee.

(5) Such permit shall be renewed with the city annually, corresponding with the renewal of the establishment's Business Tax Receipt renewal, unless any of the following occur:

a. The permit is under suspension at the time of renewal.

b. The Alcoholic Beverage Establishment's state beverage license has been revoked or suspended; or

c. A Transfer of Ownership or a change in location of the establishment has occurred, and this information was not provided to the city through a new permit as described in subsection (6) below.

(6) The city shall be notified immediately, and the Alcoholic Beverage Establishment shall apply for a new permit if a Transfer of Ownership or a change in location of the Establishment has occurred. Until such time as the Alcoholic Beverage Establishment makes application, is approved, and receives a new permit, the privilege of extended hours for the sale of Alcoholic Beverages shall be suspended. Failure to renew the Extended Hours of

Operation Permit on or before the 30th day of September of each year, or to pay the annual fee as set by resolution of the city commission, shall be cause for the immediate suspension of extended hours privileges pursuant to section 4-3(d), including any penalties described therein.

(7) No Alcoholic Beverage Establishment is authorized to sell or serve Alcoholic Beverages for purposes of consumption on the premises after 12:00 a.m. unless it possesses a valid Extended Hours of Operation Permit from the city. No Alcoholic Beverage Establishment is authorized to sell or serve Alcoholic Beverages, or be open for operation, after 2:00 a.m. and before 7:00 a.m. on any day of the week.

(8) The provisions of this section shall not impair or affect the right of an Alcoholic Beverage Establishment with a state alcoholic beverage license to remain open and Sell Alcoholic Beverages between the hours of 7:00 a.m. and 12:00 a.m.

(d) *Notice of violations, hearings, and penalties.* The ability of an Alcoholic Beverage Establishment to Sell, offer for Sale, deliver, or permit to be consumed upon the premises any Alcoholic Beverage Establishment between the hours of 12:00 a.m. and 2:00 a.m. on any day of the week is a permissive exercise of the police power over regulated activities within its jurisdiction conditioned on the applicant meeting all regulatory requirements, and subject to suspension or revocation of the permit for any violation of the terms of the permit or these regulations. Notice of violations will be deemed effective, and a hearing may ensue, on the tenth (10th) calendar day following notice by any of the following methods: leaving the notice of violation with an adult employee on-site of the Alcoholic Beverage Establishment, or posting the notice of violation at the location of the Alcoholic Beverage Establishment, or providing mailed notice by standard U.S. mail to the address identified in the Alcoholic Beverage Establishment's most recent application. Notice pursuant to this section will be deemed complete on the tenth (10th) calendar day following any of these methods.

(1) Notice of Violations. A notice of violation to an Alcoholic Beverage Establishment may be issued by authorized officials of the City of St. Augustine for the following violations:

a. *Violations of any permitting or compliance requirement found in section 4-1 or 4-3 of the code of the City of St. Augustine.*

b. *Illegal activity on the premises of the Alcoholic Beverage Establishment.* Illegal activities on the premises of the Alcoholic Beverage Establishment requiring a police response to the illegal activities of the owner, employees, vendors and service providers, or patrons, of the Alcoholic Beverage Establishment, involving the use, sale, or delivery of controlled substances, allowing underage drinking, continuing to sell Alcoholic Beverages after closing time, violations of open container or drinking in public laws of the state or city ordinances, or violations of public nudity or gambling laws.

c. Failure to maintain the elements meeting the definition of a Restaurant which possesses a Special Food Service (SFS) license for consumption on premises state alcoholic beverage license as addressed under the provisions of section F.S. § 561.20 and 565.045, as amended.

d. Maintaining a public nuisance pursuant to the laws of the State of Florida.

e. Violations of any provisions of the City of St. Augustine Code of Ordinances;

including, but not limited to, Chapter 11, Article IV, relating to noise and sound limitations.

f. Failure to obtain an Extended Hours of Operation Permit, or failure to renew the permit as required.

g. Violations of state statutes and local code regarding fire prevention or life safety related to the maximum permissible occupancy at the Alcoholic Beverage Establishment location.

h. *Sales by employees during prohibited hours.* No person, or any agent, servant, or employee of any person licensed under the state alcoholic beverage laws shall Sell, or offer for Sale, any Alcoholic Beverage of any kind during prohibited hours.

i. *Gifts.* It is a violation of this section for any person, or any agent, servant or employee of any person licensed under the state alcoholic beverage laws, during prohibited hours as set forth in this section, to gratuitously give any kind of Alcoholic Beverage, whether conditioned upon the purchase of any kind of Alcoholic Beverage or product of any nature, at any inflated price or otherwise, or in the form of a so-called bonus predicated upon another purchase, or as a gift.

(2) Initial violation and *Successive violations.*

a. *1st notice of violation.* Except as provided, a 1st notice of violation by an Alcoholic Beverage Establishment shall result in a written notice of violation that will not require an appearance before the Special Magistrate. The Establishment must cure the violation as identified in the 1st notice of violation within ten calendar days as directed in the written notice of violation. Issuance of a written 1st notice of violation for a violation of this section shall not prevent the prosecution of a violation against the Alcoholic Beverage Establishment or any person with any other violation of state statutes or city code. The 1st notice of violation shall be issued by an authorized official of the City of St. Augustine with responsibility for enforcing this chapter or state or local law. If the 1st notice of violation is the result of a felony criminal offense being committed on the premises consistent with the prohibition on illegal activities found in this chapter, the 1st notice of violation may be presented to the Special Magistrate for a hearing and consideration of the suspension of the Extended Hours of Operation Permit.

b. *2nd or subsequent notice of violation.* Any subsequent violation of this chapter or state statutes by an Alcoholic Beverage Establishment shall result in a written 2nd or subsequent numbered notice of violation. Subsequent notices of violation shall be issued by an authorized official of the City of St. Augustine with responsibility for enforcing this chapter or state or local law. All 2nd or subsequent notices of violation will result in a hearing before the city's Special Magistrate at least ten (10) calendar days after notice is given pursuant to this Chapter. Notice of the hearing will be effectuated in the same manner as notice of violation pursuant to this chapter.

c. *Special Magistrate.* All 2nd and subsequent notices of violation shall be heard at a hearing before the city's Special Magistrate for consideration of suspension or revocation of the Alcoholic Beverage Establishment's Extended Hours of Operation Permit. The Special Magistrate's jurisdiction and

authority to hear violations of this chapter shall be exercised consistent with Division 3, Article VI of the City's municipal code and Florida law. The city may also prosecute code violations in any other legally available procedure.

d. *Action by the Special Magistrate.* Upon completion of the hearing, the Special Magistrate shall enter an order that either no action shall be taken against the Alcoholic Beverage Establishment's Extended Hours of Operation Permit, or that the Extended Hours of Operation Permit is be suspended or revoked due to a violation of this chapter and the terms of the permit.

1. A suspension of the Extended Hours of Operation Permit for a first finding of violation by the Special Magistrate shall be for up to sixty (60) consecutive calendar days.

2. A second finding of violation of the Extended Hours of Operation Permit by the Special Magistrate within one hundred eighty (180) days of issuance of the first notice of violation regardless of whether the first notice of violation was heard by the Special Magistrate and regardless of findings shall be suspended for no less than thirty (30) days but no more than (90) consecutive calendar days.

3. A third and any subsequent finding of violations occurring within one-year (365 days) of the date of completion of the most recent suspension period shall result in revocation of the Extended Hours of Operation Permit for the remainder of the permit's duration.

4. In addition to any suspension or revocation of the Extended Hours of Operation Permit, the City may take any other legally available action in response to a violation of its codes.

The Special Magistrate shall base their determination of a violation upon competent, substantial evidence presented at the hearing. The Alcoholic Beverage Establishment owner may be represented by counsel, or by its agents, at the hearing and may present relevant evidence and testimony. The strict rules of evidence will not be required however, due process will be afforded to the Alcoholic Beverage Establishment's owners. The Special Magistrate may hear from other witnesses and experts. Factors considered by the Special Magistrate in determining the length of a suspension or the revocation of the permit may include the relative impact on public health, safety, morals, and welfare of the public caused by the violations, the repetitive nature of violations at the same location, any evidence of good faith attempts at compliance, and any efforts and remediation or mitigation of the negative impacts of the violation. The Special Magistrate's written order of suspension or revocation of the Extended Hours of Operation Permit shall state the effective date of suspension and shall give the Alcoholic Beverage Establishment at least (10) ten calendar days' notice of the suspension. A party may appeal an order of the Special Magistrate to the Circuit Court consistent with the rules of appellate procedure.

(e) *Failure of alleged violator to appear.* If an Alcoholic Beverage Establishment served with a notice of violation fails to appear at the hearing after having received notice pursuant to this chapter, the Special Magistrate shall take testimony from city staff, and other relevant testimony, as available, and shall enter an order either that no action shall be taken against the Alcoholic Beverage Establishment's Extended Hours of Operation Permit, or that the Extended Hours of Operation

Permit shall be suspended for a period of time as set forth in this chapter, or revoked consistent with this chapter. An order that the Extended Hours of Operation Permit be suspended or revoked shall take effect on the eleventh calendar day after the order is issued and mailed by standard U.S. mail to the Alcoholic Beverage Establishment.

(f) *Suspension.* Any Alcoholic Beverage Establishment that has had an Extended Hours of Operation Permit suspended cannot avoid the consequences of the Special Magistrate's action by changing its business name or corporate status, as set forth in section 561.32, Florida Statutes.

(g) *Enforcement procedures.* The enforcement procedures contained herein are alternative procedures, and the city reserves the right to arrest, prosecute, or take action utilizing alternative procedures authorized by law.

Section 3. Inclusion in Code. The City Commission intends that the provisions of this Ordinance shall become and shall be made part of the Code of the City of St. Augustine, that the sections of this Ordinance may be re-numbered or re-lettered and that the word ordinance may be changed to section, article or other such appropriate word or phrase in order to accomplish such intentions.

Section 4. Conflict with Other Ordinances. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 5. Severance of Invalid Provisions. In the event that any section, subsection, sentence, clause, phrase, word, term or provision of this Ordinance shall be held by a court of competent jurisdiction to be partially or wholly invalid, unconstitutional or unenforceable or involved for any reason whatsoever, any such invalidity, unconstitutionality, illegality, or unenforceability shall not affect any of the other or remaining terms, provisions, clauses, sentences, or sections of this Ordinance, and this Ordinance shall be read and/or applied as if the invalid, unconstitutional, illegal, or unenforceable section, subsection, sentence, clause, phrase, word, term or provision did not exist.

Section 6. Effective Date. This Ordinance shall become effective immediately upon passage, pursuant to § 166.041(5), Florida Statutes.

PASSED by the City Commission of the City of St. Augustine, Florida, this _____ day of _____, 2023.

ATTEST:

_____
Nancy Sikes-Kline, Mayor-Commissioner

_____
Darlene Galambos, City Clerk
(SEAL)

SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

VOTE ON MOTION

AYES: Blonder, Sikes-Kline, Valdes, Horvath, Upchurch
NAYES: None
MOTION APPROVED UNANIMOUSLY

9.A.2. Ordinance 2021-15: Amends Section 20-219 of the City Code to correct a scrivener's error.

Mayor Upchurch reviewed the Ordinance.

MOTION

Mayor Upchurch MOVED to pass Ordinance 2021-15 on first reading, place on second reading read by title only. The motion was SECONDED by Commissioner Horvath.

Ms. Lopez read the title as follows:

ORDINANCE NO. 2021-15

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING SECTION 20-219 OF THE CODE OF THE CITY OF ST. AUGUSTINE TO CORRECT A SCRIVENER'S ERROR IN ORDINANCE NO. 2020-33 RELATING TO THE FIREFIGHTERS' PENSION TRUST FUND; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE; AND PROVIDING AN EFFECTIVE DATE.

VOTE ON MOTION[2]

AYES: Upchurch, Horvath, Blonder, Sikes-Kline
NAYES: None
MOTION APPROVED UNANIMOUSLY

[2] Commissioner Valdes stepped away and was absent for the vote

9.A.3. Ordinance 2021-16: Defines craft alcohol industry.

Ms. Lopez, City Attorney, reviewed the Ordinance which created a definition for craft alcohol industry which was manufacturing of cider, wine, beer, or spirits. She noted it had not been defined specifically and was zoned over time in a case-by-case manner.

MOTION

Commissioner Sikes-Kline MOVED to pass Ordinance 2021-16 on first reading, place on second reading read by title only. The motion was SECONDED by Mayor Upchurch.

Ms. Lopez read the title as follows:

ORDINANCE NO. 2021-16

AN ORDINANCE OF THE CITY COMMISSION OF ST. AUGUSTINE, FLORIDA, AMENDING CHAPTER 28, SECTION 28-2 TO INCLUDE THE DEFINITION OF CRAFT ALCOHOL INDUSTRY; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE; AND PROVIDING FOR AN EFFECTIVE DATE.

VOTE ON MOTION

AYES: Sikes-Kline, Upchurch, Valdes, Horvath, Blonder
NAYES: None
MOTION APPROVED UNANIMOUSLY

9.A.4. Ordinance 2021-17: Amends Chapter 28 to allow for craft alcohol industries as a permitted use.

Item administratively removed due to this modification requiring a public hearing on first reading.

9.A.5. Ordinance 2021-18: Update on the City's "Quality of Nightlife" policy and first reading of an Ordinance which

defines hours of sale allowing the consumption on premises of alcoholic beverages and requires a permit be obtained by businesses for extended hours of operation.

Mr. Regan reviewed the Ordinance and the policy update elements which included:

- Increased police presence
- Cleanliness (Litter and Surfaces)
- Urban design improvements
- Ride-share hub and drop-off locations
- Proposed Responsible Hospitality Institute Study
- Updated alcohol ordinance

Mr. Regan advised that during the negotiation of the King Street takeover, the Florida Department of Transportation (FDOT) offered the City $700,000 in financial assistance to provide local transit, the City worked on a plan to bring the circulator system back with improvements, and FDOT made multi-year commitments at one million.

Mr. Regan noted the following regarding the updated Alcohol Ordinance:

- Significant public outreach done prior to COVID
- Alcohol sales between 7:00 and 11:00 p.m. were State regulated and selling past 11:00 required an extended hours operation permit; the Ordinance's key matter
- Operations permit required industry accountability to apply for a City permit that provided the privilege to sell alcohol between 11:00 p.m. and 2:00 a.m. with the following requirements:
    - Staff training and responsibility
    - No 'on the job' drinking
    - One security personnel for every 150 occupants
    - Last call procedures
    - Definitions of illegal activities
    - Progressive discipline for violations, which led to a special magistrate
    - Standards for sound containment during week after 10:00 p.m., and on weekends past 11:00 p.m.
    - Language addressing 'to-go' cocktails

The Commission and Mr. Regan discussed:

- State law cutoff time for alcohol sales was 12:00 a.m.; however, local municipalities could address their own standard, and City's was 11:00 p.m.
- Definitions Section 1 (9) did not address interior or exterior and there were restaurants who served alcohol outside
- Noise levels becoming more prevalent for certain businesses downtown which affected peaceful cohabitation
- Specificity needed regarding security officers and training; whether off duty police officers or private security
- Proof of staff trained to serve alcohol
- Increase program from 12:00 a.m. to 2:00 a.m.
- 'Undesirable' alcohol sales occurred after dining stopped which would turn restaurants into bars
- Jacksonville Beach, Tampa, Melbourne, and West Palm Beach ordinances were reviewed with many provisions edited; however, context substance existed throughout Florida
- Companion resolution would be adopted (with a fee) to recover some of the costs, but not intended to recover all expenses
- Community was aware of these provisions, with numerous opportunities for discussion among groups
- Program was not self-supporting and most cities with these style permits were low level permits
- City was shifting to more code enforcement at night with staff in place to handle
- Provide minimum of 45-day window to conduct public outreach meetings

- Objective was to give the industry a concrete document to read

Mayor Upchurch noted his appreciation for Commissioner Sikes-Kline's leadership on the topic.

MOTION

Mayor Upchurch MOVED to amend the starting time to midnight as opposed to 11:00 in Ordinance 2021-18. The motion was SECONDED by Commissioner Horvath.

Commissioner Sikes-Kline asked Mayor Upchurch to reconsider his motion and allow reaction from the community for the 11:00 cutoff time.

Commissioner Valdes stated the Ordinance could be passed to second reading and amended after hearing public comment.

VOTE ON MOTION

AYES: Upchurch, Horvath, Valdes, Blonder
NAYES: Sikes-Kline
MOTION APPROVED 4/1

Ms. Lopez advised a motion was required for the Ordinance to proceed to second reading, and she asked the Commission to set a date so the City Clerk could advertise the Ordinance.

Mayor Upchurch advised the second reading would occur at the October 11th Commission meeting.

MOTION

Commissioner Sikes-Kline MOVED to pass Ordinance 2021-18 on first reading as amended, place on second reading read by title only. The motion was SECONDED by Mayor Upchurch.

Commissioner Blonder requested more than 45 days to provide the community information, based on the current Delta variant situation.

Mayor Upchurch asked Commissioner Sikes-Kline to discuss the Responsible Hospitality Institute (RHI) assessment program.[3]

Commissioner Sikes-Kline reviewed her endeavors with the RHI program:

- Attended multiple community gatherings
- Gathered information from other cities with different nighttime economies
- RHI process was about having a safe and well managed nighttime economy which should be understood before understanding what RHI did in their assessment
- The product was the process, the engagement of stakeholders, and the key element of a social city assessment
- Started with establishment of a public website with focus on constructive collaboration and focus team
- Required a designated City staff coordinator
- Concern with world issues with guns, alcohol, and tourism

Mr. Regan indicated his support for the RHI program as he had witnessed the result of other communities coming together to determine their downtown nightlife. He stated the City's downtown economy was food and beverage (FNB) and there was no sense of organization, vision, or working together. He noted the recent two shootings and the change in downtown after midnight, and the RHI program advanced the 2014 vision principles. He provided an example of Clematis Street in West Palm Beach, which had positive impacts from collaborative things brought in which welcomed more families with fountains, music, and the establishment of a downtown improvement district. He noted it would require budgeting at $80,000, there was much work to be

[3] Provided to Commission at meeting

done, and Barry Fox, Code Enforcement Manager, was ready for the challenge.

Ms. Lopez read the title as follows:

ORDINANCE NO. 2021-18

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING CHAPTER 4 OF THE CODE OF THE CITY OF ST. AUGUSTINE; AMENDING SECTION 4-1 PROVIDING DEFINITIONS; AMENDING SECTION 4-3 PROVIDING FOR RESTRICTED HOURS OF SALE AND OPERATION; PROVIDING FOR EXTENDED HOURS OF OPERATION PERMITS; ESTABLISHING PERMIT REQUIREMENTS; ESTABLISHING VIOLATIONS; PROVIDING FOR HEARINGS; AMENDING SECTION 4-5 PROVIDING FOR CONSISTENT TERMINOLOGY; PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES; PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

VOTE ON MOTION

AYES: Sikes-Kline, Upchurch, Blonder, Valdes, Horvath
NAYES: None
MOTION APPROVED UNANIMOUSLY

The Commission discussed the return of the Ordinance for second reading, the establishment of the assessment, community education and input, and issues with alcohol use-by-exception permit requests.

Mayor Upchurch expressed concerns the Ordinance would grow out of the assessment.

There was Commission consensus to hear the Ordinance's second reading at the October 11th meeting.

MOTION

Commissioner Sikes-Kline MOVED to approve the RHI assessment process. The motion was SECONDED by Mayor Upchurch.

VOTE ON MOTION

AYES: Sikes-Kline, Upchurch, Valdes, Horvath, Blonder
NAYES: None
MOTION APPROVED UNANIMOUSLY

Mayor Upchurch requested to leave the assessment open ended since this was a six-month process and would not be scheduled without direction from the Commission.

9.B. Resolutions

9.B.1. Resolution 2021-30: Authorizes the execution of a State Highway Lighting Maintenance and Compensation Agreement between the Florida Department of Transportation and the City for Fiscal Year 2021-2022.

Reuben Franklin, Director, Public Works, reviewed the Resolution and stated it was an annual agreement which allowed the City to maintain traffic and street lights with compensation from FDOT.

MOTION

Mayor Upchurch MOVED to approve Resolution 2021-30. The motion was SECONDED by Commissioner Sikes-Kline.

VOTE ON MOTION

AYES: Upchurch, Sikes-Kline, Valdes, Horvath, Blonder
NAYES: None
MOTION APPROVED UNANIMOUSLY

9.B.2. Resolution 2021-31: Authorizes utility work between the Florida

AN ORDINANCE OF THE COMMISSION OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING CHAPTER 17 ARTICLE V SECTION 17-121 OF THE CODE OF THE CITY OF ST. AUGUSTINE PROVIDING THE DEFINITION OF "VOLUNTARY CERTIFIED GUIDE"; AMENDING SECTION 17-122 "EXAMINATION-RULES GOVERNING"; CREATING SECTION 17-123 ESTABLISHING THE VOLUNTARY CERTIFIED GUIDE AND EXAMINATION; REMOVING SECTION 17-124 REQUIRING EXAMINATION FOR GUIDES; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE; AND PROVIDING AN EFFECTIVE DATE.

VOTE ON MOTION:
AYES: Springfield, Horvath, Garris, Sikes-Kline
NAYES: None
MOTION APPROVED UNANIMOUSLY

8.B. Ordinances – First Reading (only if required by law)

None.

8.C. Resolutions – Public Hearing (only if required by law)

None.

9. Ordinances and Resolutions - No Public Hearing Required

9.A. Ordinances – First Reading

9.A.1. Ordinance 2021-18: Establishes regulations and procedures requiring business establishments that are serving alcohol to participate in certain programs, meet certain requirements and to obtain a "permit" to sell alcohol after midnight. (A. Skinner, Director Planning and Building)

Ms. Skinner reviewed Ordinance 2021-18. She noted the Commission received the original Ordinance and the updated Ordinance noting changes since 2021. She said the City engaged the Responsible Hospitality Institute (RHI) to work with stakeholder groups to develop recommendations. She clarified the updated Ordinance had been scaled back from the original and was being brought to the Commission for first reading. She said a public workshop would be held before the second reading.

Mayor Sikes-Kline confirmed this was a first reading and did not require public hearing. She indicated if the Ordinance passed on first reading there would be a public workshop before it would come to the Commission for second reading.

Commissioner Horvath appreciated the participation during public comment and confirmed that businesses could stay open until 2:00 a.m. if they were permitted.

Commissioner Garris said she would like the workshop to be held prior to considering the Ordinance.

Commissioner Springfield suggested the Ordinance needed modifications and wanted more statistics and facts. He agreed the public workshop should be held before considering the Ordinance.

Mayor Sikes-Kline said there were taskforces created during the RHI assessment. She showed a map highlighting where businesses with alcohol licenses were located and talked about a visitor who had been injured when a patron had been overserved. She said the City had met with businesses prior to the RHI survey.

The Commission and staff continued to discuss nightlife challenges, requirements of the proposed Ordinance, examples of other cities that had passed similar ordinances, and timelines for holding a public workshop.

MOTION

Mayor Sikes-Kline MOVED to pass Ordinance 2021-18 on first reading, read

by title only, and moved to second reading. The motion was SECONDED by Commissioner Horvath.

Ms. Lopez, read the title as follows:

ORDINANCE NO. 2021-18

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING CHAPTER 4 OF THE CODE OF THE CITY OF ST. AUGUSTINE; AMENDING SECTION 4-1 PROVIDING DEFINITIONS; AMENDING SECTION 4-3 PROVIDING FOR RESTRICTED HOURS OF SALE AND OPERATION; PROVIDING FOR EXTENDED HOURS OF OPERATION PERMITS; ESTABLISHING PERMIT REQUIREMENTS; ESTABLISHING VIOLATIONS; PROVIDING FOR HEARINGS; AMENDING SECTION 4-5 PROVIDING FOR CONSISTENT TERMINOLOGY; PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES; PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

VOTE ON MOTION:
AYES: Sikes-Kline, Horvath
NAYES: Springfield, Garris
MOTION FAILED 2/2

The Commission confirmed they would like to hold a workshop before deciding whether to bring the Ordinance back for consideration.

9.B. Resolutions

9.B.1. Resolution 2023-16: Establishes the estimated rates for fire protection assessments for the fiscal year beginning October 1, 2023. (M. Simpson, Director Finance)

Meredith Breidenstein, Assistant City Manager, reviewed Resolution 2023-16 setting Fire Assessment rates per square footage at $0.0776 for residential customers and $0.1391 for non-residential. She said the Resolution required a Public Hearing which was scheduled for August 14, 2023. She shared that a notice would be sent to all property owners.

MOTION

Mayor Sikes-Kline MOVED to pass Resolution 2023-16. The motion was SECONDED by Commissioner Horvath and APPROVED BY UNANIMOUS VOICE VOTE.

10. Staff Reports and Presentations

10.A. Request for the establishment of a third Community Redevelopment Area to be referred to as West City Community Redevelopment Area. (J. Perkins, Neighborhood Services and CRA Manager)
Jaime D. Perkins, Neighborhood Services and Community Redevelopment Agency Manager, proposed a third Community Redevelopment Area (CRA) be established and named West City CRA. She presented the following information:

- Proposed area/boundaries
- Information from the "draft" Findings of Necessity
- Reasons for the recommendation
- Statutes that guide the establishment of the CRA
- Steps to take if third CRA were approved

Ms. Perkins requested the approval of $100,000 through the FYE 2023-2024 to hire a consultant to produce the Community Redevelopment Plan. She explained that the Commission could request reimbursement of the monies from the CRA after it was established.

Commissioners and staff continued to discuss the CRA proposal, funding request, boundaries, and needs in the area.

Mayor Sikes-Kline MOVED to approve the establishment of a third CRA, West City CRA. The motion was SECONDED

CITY OF
ST AUGUSTINE
EST. 1565

CITY OF ST. AUGUSTINE
RHI TRANSFORMATION TEAM AGENDA
TUESDAY, NOVEMBER 16, 2021 - 9:00 AM
ALCAZAR ROOM

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1. **Roll Call**

2. **Welcoming Remarks**

3. **General Public Comments for Items Not on the Agenda**

4. **Sunshine Training Module**

5. **Selection of Chair and Vice Chair**

6. **RHI Transformation Team Roles and Responsibility Orientation**

7. **Other Business**

8. **Adjournment**

Notices: In accordance with Florida Statue 286.0105: "If any person decides to appeal any decision by the board, agency, or commission with respect to any matter considered at this scheduled meeting or hearing, the person will need a record of proceedings,and for such purpose the person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimonyand evidence upon which the appeal is to be based. "In accordance with the Americans with Disabilities Act, persons needing a special accommodation to participate in this proceeding should contact the individual or agency sending notice no later than seven days prior to the proceeding at the address given on the notice. Telephone (904) 825-1007, 1-800-955-8771(TDD) or 1-800-955-8770(V), via Florida Relay Service.

"Please note that one or more members of the City Commission or its appointed boards or committees may attend this meeting and participate, however they may not engage in a discussion or debate amongst themselves on any issue that will likely come before their respective elected or appointed body."

The materials prepared and presented are part of the City's ongoing Florida Public Records and Government in the Sunshine compliance, and are not intended to be relied upon or to reach investors or the trading markets.

CITY OF ST. AUGUSTINE, FLORIDA

RHI Transformation Team Meeting
November 16, 2021

The RHI Transformation Team met in formal session at 9:03 A.M., Tuesday, November 16, 2021, in the Alcazar Room at City Hall. The meeting was called to order by Barry Fox, Code Enforcement Manager, and the following were present:

1. **ROLL CALL:**

Troy Blevins, Chairman
Jon DePreter, Vice Chairman
Jeanetta Cebollero
Reuben Franklin
Jennifer Michaux
Bob Porter
Beth Sweeny
Phil McDaniel

Absent:

Tom Dolan
Nick Massie
Gabe Pellicer

Staff Present:

Richard Thibault, Assistant City Attorney
Barry Fox, Code Enforcement Manager
Meredith Randolph, Administrative Coordinator

DRAFT

2. WELCOMING REMARKS

Mr. Fox addressed the expectations and purpose of the meetings with the Transformation Team.

Jim Peters, President, Responsible Hospitality Institute (RHI), introduced himself and explained the history of RHI and their program role in over 80 North American cities.

Marjorie Ferrer, Senior Consultant, RHI, introduced herself and described her background and role within the organization.

Mr. Peters discussed the different demographic groups within the St. Augustine community, and he stated RHI was available to assist with a framework and solutions that addressed the night life.

3. GENERAL PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA

Item heard after Item 5.

4. SUNSHINE TRAINING MODULE

Mr. Thibault presented the Sunshine Training Module, reviewed the laws with the Team, and discussed the following with them:

- Meetings were open to the public
- Meetings were advertised per Sunshine Law
- Items that were not public knowledge could not be shared
- Could not discuss the meeting with other team members outside of the meeting

- Could talk with and have discussions with staff on an individual basis outside of the meeting
- Team was formed with twelve respected individuals within the community with multiple representations
- Could speak with other business members regarding work during the meetings
- Desired to pair two committee members with one perspective for interviews
- Interviews required advertising and being open to the public to avoid violation of Sunshine Laws
- Interviews were to represent each entity and could be conducted individually or through a public workshop
- Team was guided by the Sunshine Laws since it would make recommendations to the City Commission

5. SELECTION OF CHAIR AND VICE CHAIR

MOTION

Mr. DePreter MOVED to select Troy Blevins as the Chairperson of the Responsible Hospitality Institute (RHI) Committee. The motion was SECONDED by Mr. McDaniel and APPROVED BY UNANIMOUS VOICE VOTE.

MOTION

Mr. Blevins MOVED to select Jon DePreter for Vice-Chairperson of the Responsible Hospitality Institute (RHI) Committee. The motion was SECONDED by Mr. McDaniel and APPROVED BY UNANIMOUS VOICE VOTE.

6. RHI TRANSFORMATION TEAM ROLES AND RESPONSIBILITIES ORIENTATION

Mr. Peters reviewed the process and tools for utilizing the RHI website for informational use, and noted private accessibility was available through a direct link which could be shared with the Team. He noted RHI used Microsoft Teams software to upload documents for information.

Mr. Thibault confirmed the site could indicate the Transformation Team members were operating under the Sunshine Laws. He noted the information could be considered internal; however, it had to be available if a public records request was submitted, and anything posted was considered a public record.

There was significant Team discussion regarding communication through emails, interviews, separate working teams, document preparation, access to the RHI site, and the applicability to the Sunshine Laws. It was decided that all information uploaded to the RHI site should be sent to Mr. Fox through email but preceded with a phone call to advise what was being submitted. It was noted that they should assimilate as much information from all Team members, and a future media reference would be assimilated; however, anything emailed was considered a public record, and caution should be used with a document that was worked on by two or three members within the network, since this was considered a communication.

Mr. Peters reviewed the RHI approach and project phases, which were engagement and building a foundation, and the following was discussed[1]:

- Sought to engage community representatives from multiple perspectives
- Created Transformation Team around six primary perspectives and twelve subsectors, with a request to add a music venue representation
- Evaluated market forces such as weddings and romance, and the City was the top romance City

[1] Included with Team packet

- Two high occupancy venues located alongside the water with music, and adding a third would limit the number of people attending
- Addition of outdoor seating and rooftop seating with amplified outside sound was a variable to discuss and three existing venues were addressed: River & Fort, White Lion, and Santa Maria
- Perception that bars were a problem caused lack of authorization for bar licenses, but there was a necessary market for the drinking, social, and music experience
- Limited ability to manage restaurants that morphed into bars in evenings which was allowed with 50% food served
- City noise ordinance controlled the music and entertainment
- Primary issue was parking and this issue had been fought by residents who viewed additional parking downtown as generating more traffic
- Parking garage had free ample parking past 9:00 P.M. but this did not assist those requiring parking prior to that time
- Team people together for a public workshop through Zoom with set hours and two people as speakers which met criteria and allowed public and other members to watch
- Focus groups existed with individuals that could vet issues within the City economy and businesses

Mr. Peters and Mr. Fox discussed the determination of how to publicly notice these informational workshops. Mr. Fox required a cutoff date since he needed to submit the public notice of meeting, and a good service notice was five to ten days.

Mr. Peters concluded they would conduct interviews with Team members to gather perspectives, assimilate existing RHI reports and documents, review market forces, systems of governance, and areas that worked and required improvement, which would be synthesized into a presentation for the meeting in January. He noted the current meeting, the January meeting, the roundtables with six breakout groups, and a final meeting would take place where RHI would present a report. He said the City had many things working well in comparison to other cities, and it could be made even better.

There was Team discussion regarding the interview dates and times, with the determined dates as December 7th and December 9th and each Team member would work with Mr. Peters regarding their interview time.

7. OTHER BUSINESS

(None)

8. ADJOURNMENT

MOTION

Mr. DePreter MOVED to adjourn the meeting. The motion was SECONDED by Ms. Sweeny and APPROVED BY UNANIMOUS VOICE VOTE.

The meeting was adjourned at 10:32 A.M.[2]

Troy Blevins, Chairman

[2] Transcribed by Elyse Anderson and Laura Morse

KEY FACTORS OF SOCIABILITY

As people gather to socialize, there are three "social enhancers" common to most occasions:

- ALCOHOL: The lubricant of sociability
- MUSIC: The heartbeat of sociability
- PEOPLE: Single, Mingle, Family, and Jingle life stages

The purpose of the Assessment is to examine how these three social enhancers can become risk factors late in the evening and early morning hours.

ENGAGEMENT | BUILDING A FOUNDATION

The first phase of the Assessment engages project leaders. RHI trains a project coordinator and orients the "Transformation Team"—a steering group of twelve project leaders who recognize the need for change, can mobilize stakeholders and leverage resources to ensure the project's success.

TRANSFORMATION TEAM

TROY BLEVINS Consultant Walking Man Consulting	**JENNIFER MICHAUX** Chief of Police St. Augustine Police Department
JEANETTA CEBOLLERO Performer Ancient City Entertainment Group	**GABE PELLICER** General Manager St. Augustine Amphitheater
JON DEPRETER Retired Planning and Zoning Board	**XAVIER PELLICER** Mobility COSA Public Works
TOM DOLAN Owner Meshans	**BOB PORTER** Vice President St. Johns County Chamber of Commerce
REUBEN FRANKLIN Director COSA Public Works	**BETH SWEENY** Director of External and Governmental Functions Flagler College
NICK MASSIE General Manager BlackFly Restaurant	**PROJECT MANAGER** **BARRY FOX** City of St. Augustine
PHIL MCDANIEL Owner St. Augustine Distillery	

Transformation, by definition, is focused on developing a culture where those involved can move beyond old ways of thinking to develop new attitudes and behaviors in themselves and others.

EVALUATION | IDENTIFY OPPORTUNITIES AND PRIORITIES

This will also provide insights on trends in patron demographics and behaviors, venue social options and risk management, and district coordination of resources to enhance vibrancy and assure security and safety.

Trends Analysis

External Variables

- **Market:** Current market forces driving changes, challenges and opportunities for innovation
- **Governance:** Current systems of governance for social economy planning and management, including licensing and stakeholder coordination

Internal Variables

- **Patron:** Overview of social district patronage and gaps in patronage
- **Venue:** How venues have adapted to market trends through business offerings and operations
- **District:** Mobility and safety management approaches

ACTION PLAN | BUILDING CONSENSUS

The third phase builds upon the priorities established through interviews to cast a wider net among your city's stakeholders to develop a deeper understanding of your social economy's strengths, challenges and opportunities.

Key stakeholders with direct involvement in nighttime planning and management will be invited to join six roundtable focus groups to gather information and build consensus on a course of action. A total of sixty to eighty individuals will participate.

ORIENTATION

- Based upon priorities established in the Evaluation, RHI will convene experts and practitioners from other cities to lead a virtual seminar on best practices in three areas: Planning, Safety and Vibrancy.

RHI will also provide access to e-learning on various topics and case studies.

ROUNDTABLES | SIX CORE MEASURES OF A SOCIABLE CITY

A critical analysis and action plan will be developed using six core measures of a sociable city. Individuals with technical knowledge or specialized experience will be invited to a two-hour focus group. The following is a list of topics to be discussed.

IMPLEMENTATION | MOBILIZING RESOURCES

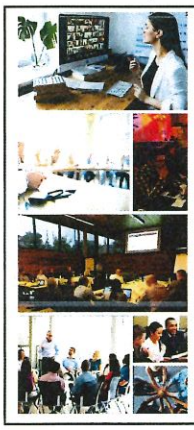
The fourth and final phase will be a presentation of the comprehensive summary and action plan, which will have been vetted and reviewed by your project leaders. Findings will be presented to key decision-makers (e.g. City Council) for citywide buy-in and support. The final report will serve as a blueprint to implement the action plan. The final on-site meeting will review the strategy for implementation, including timeline and resources required.

In a final facilitated onsite meeting, RHI will reconvene the Transformation Team and Roundtable participants to formulate short and long-term strategies for Action Plan Implementation.

Success will be determined by an organized alliance of representatives from each of the Core Measure Action Teams to assure on-going integration of strategies and allocation of resources.

Whether established as a formal commission or voluntary task force, a dedicated staff person (i.e. Night Mayor, Night Manager) will be needed to coordinate communication and oversee implementation of priority actions.

Framework for Implementation



Research: Fill Information Gaps
- What data exists to measure progress?
- What new data is required?
- What are the data sources?
- Who will gather the data?

Policy: Current and Gaps
- What policy changes are required?
- What new policies are required?

Education: Informed & Up-to-Date
- What resources exist for short and long-term training?
- What organizations can provide the training?

Compliance: Maintaining Standards
- What can government do to maintain compliance?
- What can businesses do to maintain compliance?
- How will compliance be monitored and reported?

Marketing: Public Awareness
- What organizations can collaborate on public information campaigns?
- What social media can be used?
- How can patrons be oriented to civility and compliance?

WELCOME TO THE ST. AUGUSTINE SOCIABLE CITY ASSESSMENT PROJECT

Thanks for joining in the future of St. Augustine's nighttime social economy. The city is at a critical transition point in a post-COVID era, with many exciting plans underway.

The City of St. Augustine contracted with the Responsible Hospitality Institute (RHI) to conduct the Sociable City Assessment. RHI is a non-profit organization that has conducted evaluations and assessments in more than 80 North American Cities.

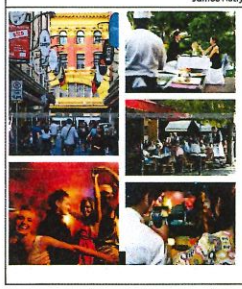
THE ASSESSMENT is a team building process for cities seeking to evaluate, improve and create a sustainable process for nighttime safety and vibrancy.

Over a period of six months, RHI staff and consultants will observe St. Augustine's nightlife firsthand, conduct focus groups and collect data to drill deep into strengths, weaknesses and opportunities for improvement. Twelve additional months are dedicated to action plan implementation and evaluation.

AIMS	OBJECTIVES
■ To preserve and advocate for the social, cultural and economic value of dining and entertainment ■ To improve the allocation of resources and updates to legislation ■ To ensure public safety to reduce crime, harm and disorder while minimizing quality of life impacts ■ To maintain communication between government and businesses regarding policy and procedures	■ Selection and training of dedicated staff to be leading advocates for a safe and vibrant life at night ■ Identification of citywide alliance model to implement a consensus-driven action plan ■ Data collection methods to evaluate and monitor progress over time in sociability, risk and compliance

SOCIABLE CITY ASSESSMENT GUIDING PRINCIPLES

"A group of dedicated people with a common vision can accomplish more than any strategic plan."
James Autry, Author, *Real Power: Business Lessons from Tao Te Ching*



- SOCIABILITY is sharing an experience with other people that stimulates the senses, intellect or emotions
- HOSPITALITY is creating the social space for people to dine, drink, listen to music and dance
- RESPONSIBLE HOSPITALITY is assuring a safe and secure environment accessible to all
- NIGHTLIFE: is the social activity or entertainment available at night in a town or city
- THE SOCIAL ECONOMY is the collective revenue and employment generated by hospitality businesses and the suppliers of products and services to support sociability and nightlife

THE SOCIABLE CITY

SOCIABLE CITIES ARE DESTINATIONS BECAUSE OF THEIR SOCIABILITY. Tourists, residents, employees and students all want exciting dining and entertainment options. But social economies require oversight, planning and management.

In your experience, what is the most "sociable city" you visited in Florida?

In your experience, what is the most "sociable city" you visited outside of Florida?

What are three factors why you selected these cities?

1.
2.
3.

What the factors that make St. Augustine a sociable city?

In your current role, what improvements are needed to become a "more sociable city"?

NOTES:

_____
_____
_____
_____
_____
_____
_____
_____
_____

CONTACT RHI CONSULTANTS

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Vice President
Alicia@RHIweb.org

Jocelyn Kane
Senior Policy Advisor
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Marjorie Ferrer
Senior Policy Advisor
Marjorie@RHIweb.org

rhi

831.469.3396
www.SociableCity.org

Vision is the art of seeing what is invisible to others.

Jonathan Swift

"A group of dedicated people with a common vision can accomplish more than any strategic plan."

James Autry, Author

Real Power: Business Lessons from Tao Te Ching

CITY OF
ST AUGUSTINE
EST. 1565

CITY OF ST. AUGUSTINE
RHI TRANSFORMATION TEAM AGENDA
WEDNESDAY, JANUARY 12, 2022 -
10:00a.m. ALCAZAR ROOM

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1. ROLL CALL
2. WELCOMING REMARKS
3. APPROVAL OF MINUTES
4. GENERAL PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
5. PRESENTATION ON PRELIMINARY FINDINGS:
   - Summary from Interviews and Background Research – Alicia Scholer
   - Response and Discussion
6. RECRUITMENT OF STAKEHOLDERS DISCUSSION:
   - Presentation on Recruitment Goals
   - Review Recruitment process to identify and recruit additional participants
   - Brainstorm Contacts
   - Identify Volunteers for Outreach
7. NEXT STEPS:
   - Selection of Seminar Speakers (February 1-3)
   - Confirm Roundtable Dates (February 8-10)
   - Assign Transformation Team to Roundtables
8. GENERAL PUBLIC COMMENTS
9. OTHER BUSINESS
10. ADJOURNMENT

Notices: In accordance with Florida Statue 286.0105: "If any person decides to appeal any decision by the board, agency, or commission with respect to any matter considered at this scheduled meeting or hearing, the person will need a record of proceedings,and for such purpose the person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." In accordance with the Americans with Disabilities Act, persons needing a special accommodation to participate in this proceeding should contact the individual or agency sending notice no later than seven days prior to the proceeding at the address given on the notice. Telephone (904) 825-1007, 1-800-955-8771(TDD) or 1-800-955-8770(V), via Florida Relay Service.

"Please note that one or more members of the City Commission or its appointed boards or committees may attend this meeting and participate, however they may not engage in a discussion or debate amongst themselves on any issue that will likely come before their respective elected or appointed body."

The materials prepared and presented are part of the City's ongoing Florida Public Records and Government in the Sunshine compliance and are not intended to be relied upon or to reach investors or the trading markets.

CITY OF ST. AUGUSTINE, FLORIDA

RHI Transformation Team Meeting
January 12, 2022

The RHI Transformation Team met in formal session at 10:00 A.M., Tuesday, January 12, 2022, in the Alcazar Room at City Hall. The meeting was called to order by Phil McDaniel, Team member, and the following were present:

1. ROLL CALL

Jeanetta Cebollero
Reuben Franklin
Jennifer Michaux
Gabe Pellicer
Beth Sweeny
Phil McDaniel
Jayson Befort

Absent:

Troy Blevins, Chairperson, excused
Jon DePreter, Vice-Chairperson, excused
Tom Dolan, excused
Nick Massie, excused
Bob Porter, excused

Also Present:

Richard Thibault, Assistant City Attorney
Darlene Galambos, City Clerk
Nancy Sikes-Kline, City Commissioner
Barry Fox, Code Enforcement Manager
Alicia Scholer, Consultant
Marjorie Ferrer, Consultant
Jocelyn McCain, Consultant
Elyse Wiemann, Recording Secretary

2. WELCOMING REMARKS

Mr. McDaniel welcomed everyone to the meeting and asked the RHI Team members to briefly introduce themselves.

Alicia Scholer, Marjorie Ferrer, and Jocelyn McCain introduced themselves and their affiliation with the Responsible Hospitality Institute.

3. APPROVAL OF MINUTES

(None)

4. GENERAL PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA

(None)

5. PRESENTATION ON PRELIMINARY FINDINGS:

5.(a) Summary from Interviews and Background Research – Alicia Scholer

Alicia Scholer, Consultant, reviewed the preliminary summary with the Transformation Team and discussed the following:

- Tourism Growth within the City

DRAFT

- Social Economy Strengths
- Public Safety and Quality of Life Challenges
- Environment and Resources Strain
- Dynamics between City and County, Local Culture vs Tourism Culture, Residents vs Short Term Residence, Historic Preservation vs Modern Upgrades, Government vs New Demands
- National Challenges Impacting St. Augustine Social Economy
- Future Growth and Development
- Vision for the City from 2014 and Beyond
- Concierge Governing Philosophy
- Government vs Hospitality Industry
- Best Approach to define Restaurant vs Bar
- Ideal Business Environment
- Hospitality Industry and self-regulation
- Gaps and Challenges
- Compliance and Enforcement

Ms. Scholer stated the next step was to have others in the industry attend a meeting to brainstorm for recruitment, and the dates would be the weeks of February 1st and February 7th, and the suggested round tables would be February 7th through February 9th.

There was Team consensus to allow 24 hours prior to confirming the dates so that everyone could check their availability.

5.(b) Response and Discussion

The Team discussed:

- There were multiple challenges, and most were sensitive topics
- Questioned how to address amplified sound in a residential neighborhood
- Mobility world was a challenge
- Mobility should be manageable without applying too many rules for locals
- Questioned the City's definition of a restaurant and bar
- Should understand laws prior to attempts to make things better
- Many stake holders were involved; therefore, they should come together for a solution that fit the community
- Parking in City was an issue, but a successful shuttle program existed
- Police Department concerned primarily with after business hours activities
- Concerned with student safety
- Presentation was full of excellent information
- Background information from City was vital to help move the Team forward

Mr. Thibault read the section of the Code which provided the definition of a restaurant and bar:

"Restaurant was an establishment where food was ordered, prepared, and served for primarily consumption on the premises in a completely enclosed room, under the roof of the main structure, or in an anterior court. A drive-in restaurant as defined in referenced section was not a restaurant. A cafeteria shall be deemed a restaurant as defined herein. Restaurant, fast food, means an establishment whose principal business is the sale of food and/or beverages in a ready-to-consume state for consumption (1) within the restaurant building, (2) within a motor vehicle parked on the premises, or (3) off the premises as carry-out orders, and whose principal method of operation includes the following characteristics: food and/or beverages are usually served in edible containers or in paper, plastic or other disposable containers."

The Team had a lengthy discussion regarding the necessity to understand how an individual started a restaurant, necessary steps for operation, current laws, business licensing, zoning requirements, and qualifications, which would assist the Team when making recommendations. The following was noted:

Ms. McCain said the information presented at the meeting was from twelve interviews and background research, and the Team

should engage with recruitment to help establish an outcome.

Mr. Pellicer questioned the capability of viewing the months which received more complaints, and he suggested identifying complaints based on zip codes to know if they were from visitors or residents which would show trends based on the time of year.

Mr. Fox advised the complaint data could be obtained rather quickly for hotels and motels; however, short-term rental information would be more difficult to correctly capture. He stated he and the RHI Team were meeting with City leadership and Planning and Zoning, they would get clarification on the discussed questions, and he would email the information for review.

Mr. Fox said downtown was busy for the Police Department year-round, and the intention was to create a balance and a road map to keep communication open and work with the City to accomplish what needed to be done. He said they wanted to keep downtown safe, businesses in operation, and get everyone in the industry involved so that no one felt left out.

Mr. Pellicer felt there were many categories for complaints, and said more data collection meant more analysis, which would help the Team understand more.

Mr. Fox agreed some complaints were reported nonchalantly; however, there may be a deeper-rooted industry issue that should be addressed. He requested a time specific focus to provide accurate information.

The Team requested a report following the Mumford & Sons concert from 2013 until COVID, and an exclusive report for the past five years for Nights of Lights and the 4th of July.

Mr. Fox responded to a comment by Mr. Befort regarding significant parking issues during the weekends and Nights of Lights, and said he would adjust the report time for the hours of 8:00 p.m. - 2:00 a.m.

Ms. Cebollero inquired about a comprehensive master list which showed the different venues, such as classification of restaurant, bar, or performing arts, to see where complaints derived.

Mr. Fox advised there was no such list unless it was a Driving Under the Influence (DUI) traffic stop where a standard question was where the last drink was taken. He said unless the location was part of the issue, it would not be documented, and there was no such list unless he created it.

Ms. McCain said a centralized complaint system, such as the '311 system' used all over the country, would help capture the widely dispersed complaints that were currently scattered throughout various departments. She suggested the data collected should be data mined, if possible, and she noted the information discussed during the roundtables was extremely helpful.

Ms. Sweeny requested current 2021 data to compare to older data, since even with COVID, downtown was busier than ever. She suggested reviewing the sales tax data.

Mr. Franklin expressed his concerns with parking, and he said in 2021 the City had broken the parking record with the parking garage more full than years before.

Mr. McDaniel questioned the connection between the location and time of year and asked if a list could be prepared by category and types of complaints, and he was advised by Chief Michaux that it was impossible to capture the data in that way.

Mr. Pellicer said concrete data would be valuable when determining who would speak at the roundtable discussions.

Mr. Fox suggested they look at the seven specific crimes that built the crime statistics and narrow them down to the important crimes, which would eliminate the small stuff that had no impact on the statistics.

Mr. McDaniel inquired if the Team could receive a copy of the standard questions that were asked during a DUI.

Mr. Fox indicated this was part of the research, and he could obtain copies of the reports over a certain time-period to discover how many times the questions were asked, and the responses received.

Mr. Befort thought that it could be misleading information as most times the person was asked where they had their last drink, which could have been hours before.

Mr. Fox agreed and said the person was not necessarily at 0.08 at the last location but could have been when they arrived; however, the question was standard. He wanted to be careful to not have misleading information in reference to venues visited. He had pulled a small report for the Team from 2019 and would review 2020 and 2021.

Ms. Cebollero questioned noise complaints and the seven crime categories, and could they narrow down to amplified sound versus noise from people.

Chief Michaux said the problem was people walking to their vehicles, and there was not a location specific for Uber or alternative transportation.

Mr. Fox advised he would narrow the amplified noise complaints to a specific time frame, and he would add this into the other categories that build the crime statistics.

Mr. Pellicer stated it was impossible to control people walking to their cars, but the Team should focus on amplified noise.

Ms. McCain asked the Team to allow Mr. Fox to obtain all possible information before they decided to rule out what was and was not relevant.

6. RECRUITMENT OF STAKEHOLDERS DISCUSSION:

6.(a) Presentation on Recruitment Goals

Marjorie Ferrer, Consultant, agreed the Team required as much possible data to assist them with a plan. She referenced her handout, discussed the placement of people into categories for the roundtable discussions, and asked the Team to provide names of those that could assist with various topics during those discussions. She said this was about relationships and not regulations.

6 (b) Review Recruitment process to identify and recruit additional participants

Mr. Pellicer said many of the categories crossed over and each of them could fulfill multiple roles.

Mr. Ferrer reminded the Team the roundtables were typically two hours long, and based on Sunshine Law and City approval, each Team member would have one hour at the roundtables to discuss without any cross over.

At the request of Ms. Cebollero regarding knowing what was previously discussed, Ms. Ferrer said the information would be displayed on a whiteboard.

Mr. Thibault advised Mr. McDaniel the roundtables would not be considered Sunshine meetings and would not be advertised, and they were limited to one Team member per hour.

There was Team discussion regarding the roundtables and their advertisement as a Sunshine meeting. It was noted they were

unable to communicate with ten to twenty people in two hours, and therefore they should not be advertised as Sunshine meetings.

The Team said they would conduct the roundtables, collect the data, then return to discuss the outcome and hear public comment, and then the Team would present the recommendation to the City Commission.

Ms. Scholer asked that any information beneficial to this process be emailed to Brian Druggan, a local liaison working with Mr. Fox.

Mr. Thibault advised they were under a deadline, new legislation would take effect July 1, 2022 if passed, and there should be an Ordinance in place by mid-June; therefore, he suggestion completion of this by mid-April.

6.(c) Brainstorm Contacts

A sheet was provided to the Team for members to provide suggested contact information.

6.(d) Identify Volunteers for Outreach

(None)

7. NEXT STEPS:

There was Team consensus to allow 24 hours to check schedules and respond with dates that would work for each member.

7.(a) Selection of Seminar Speakers (February 1-3)

(None)

7.(b) Confirm Roundtable Dates (February 8-10)

(None)

7.(c) Assign Transformation Team to Roundtables

(None)

8. GENERAL PUBLIC COMMENTS

(None)

9. OTHER BUSINESS

Mr. Befort said he wanted everyone to remember that the City of St. Augustine was small enough to be a large venue itself.

Mr. McDaniel said the main reason they were all there was because they loved where they lived. He thought it was important to maintain a livable City.

10. ADJOURNMENT

The meeting was adjourned at 11:34 A.M.[1]

Troy Blevins, Chairperson

[1] Transcribed by Elyse Wiemann & Laura Morse

QUALITY OF LIFE TOPICS

Sound Control | Trash Pick-up | Cigarette Litter | Public Restrooms | Public Civility | Resident Forum | Vandalism | Zoning Standards | Mediation | Agent of Change

RECRUITMENT PERSPECTIVES

- Public Works (Trash Litter)
- Planning and Zoning (Permit Review)
- Social Service Agencies
- Waste Management Company (Trash, Recycling)
- Public Safety Agencies (Community Relations)
- BID Operations Mgr / Street Maintenance
- Health Department (Inspection, Sound Measures)
- University Reps (Off-campus Housing, Student Life)
- Neighborhood Associations (residents)
- Hospitality Entertainment Representative
- Property Manager (Commercial/Residential)

Name	**Jon Depreter**	**Name**	
Position	Retired	**Position**	
Organization	Planning and Zoning Board	**Organization**	
Email	JonDepreter@gmail.com	**Email**	
Phone	845-901-9065	**Phone**	
Name	**Beth Sweeny**	**Name**	
Position	Director of External and Governmental Functions	**Position**	
Organization	Flagler College	**Organization**	
Email	BSweeny@Flagler.edu	**Email**	
Phone	239-560-7315	**Phone**	
Name	**Dirk Hibler**	**Name**	
Position	Dean of Student Affairs	**Position**	
Organization	Flagler College	**Organization**	
Email	DHibler@flagler.edu	**Email**	
Phone	904-819-6336	**Phone**	
Name	**Tim Pickett**	**Name**	
Position	Bathroom maintenance	**Position**	
Organization		**Organization**	
Email		**Email**	
Phone		**Phone**	
Name	**Todd Grant**	**Name**	
Position	Trash management	**Position**	
Organization		**Organization**	
Email		**Email**	
Phone		**Phone**	
Name		**Name**	
Position		**Position**	
Organization	St. Johns County Continuum of Care	**Organization**	
Email		**Email**	
Phone		**Phone**	
Name		**Name**	
Position		**Position**	
Organization		**Organization**	
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Phone		**Phone**	

MOBILITY TOPICS

E-Hail | Safe Rides | Taxi Stands | Valet Parking | Transport Hubs | Parking Safety | Traffic Safety | DUI Prevention | Public Transit Hours | Street Closure | Pedestrian Safety

RECRUITMENT PERSPECTIVES

- Transportation Planner
- Public Works (Sidewalks, Street Vendors)
- Planning and Zoning
- Festival Event (Street Closure)
- Public Transportation
- Private Transport Taxi
- Private Transport (e-hail, TNC, Uber Lyft)
- Parking Management and Valet
- Pedestrian/Bike Safety
- Impaired Driving Prevention/Enforcement
- Pedicabs

Name	**Reuben Franklin**	**Name**	
Position	Director	**Position**	
Organization	COSA Public Works	**Organization**	
Email	RFranklin@citystaug.com	**Email**	
Phone	904-466-1192	**Phone**	
Name		**Name**	
Position		**Position**	
Organization		**Organization**	
Email		**Email**	
Phone		**Phone**	
Name	**Dave Chatterton**	**Name**	
Position	General Manager	**Position**	
Organization	Old Town Trolley Tours	**Organization**	
Email		**Email**	
Phone		**Phone**	
Name	**Jaime Perkins**	**Name**	
Position	Administrative Coordinator	**Position**	
Organization	Downtown Transportation Historic CRA	**Organization**	
Email		**Email**	
Phone		**Phone**	
Name	**Xavier Pellicer**	**Name**	
Position	Mobility Manager	**Position**	
Organization	City of St. Augustine	**Organization**	
Email	mobility@citystaug.com	**Email**	
Phone	904-209-4211	**Phone**	
Name		**Name**	
Position		**Position**	
Organization		**Organization**	
Email		**Email**	
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PUBLIC SAFETY TOPICS

Licenses | Closing Time | Crowds | Officer Training | Ambassador | Safety Alliance | Business Mentor | CPTED | Crime Prevention | Early Assistance | Data Driven Strategy | Permits

RECRUITMENT PERSPECTIVES

- Transportation Planner
- Public Works (Sidewalks, Street Vendors)
- Planning and Zoning
- Festival Event (Street Closure)
- Public Transportation
- Private Transport Taxi
- Private Transport (e-hail, TNC, Uber Lyft)
- Parking Management and Valet
- Pedestrian/Bike Safety
- Impaired Driving Prevention/Enforcement
- Pedicabs

Name	Jennifer Michaux	Name	
Position	Chief of Police	Position	
Organization	St. Augustine Police Department	Organization	
Email	JMichaux@staugpd.com	Email	
Phone	904-669-3036	Phone	
Name	Tom Dolan	Name	
Position	Owner	Position	
Organization	Meehans	Organization	
Email	t.dolan123@gmail.com	Email	
Phone	201-481-6946	Phone	
Name	Jess Kobryn	Name	
Position	Title IX Coordinator & Equity Investigator	Position	
Organization	Flagler College	Organization	
Email	jkobryn@flagler.edu <jkobryn@flagler.edu>;	Email	
Phone	904.826.8553	Phone	
Name	Rob Hardwicke	Name	
Position	Sheriff	Position	
Organization	Sherrif's Department	Organization	
Email		Email	
Phone		Phone	
Name	Abby Pedigo	Name	
Position	Fire Marshal	Position	
Organization	Fire Department	Organization	
Email	cityfire@citystaug.com	Email	
Phone	904-540-1854	Phone	
Name	Amy Skinner	Name	
Position	Director	Position	
Organization	Planning and Building Department	Organization	
Email	planningandbuilding@citystaug.com	Email	
Phone	904-209-4320	Phone	
Name		Name	
Position		Position	
Organization		Organization	
Email		Email	
Phone		Phone	
Name		Name	
Position		Position	
Organization		Organization	
Email		Email	
Phone		Phone	

SOCIAL VENUE TOPICS

Performance Venue | Dining Venue | Social Venue | Calendars | Craft Culture | DIY Events | Demographics | Talent Development and Retention | Economic Impact | Destination Marketing

RECRUITMENT PERSPECTIVES

- Restaurant Owner or Association
- Restaurant/Entertainment Writer
- Arts, Culture, Event Experts
- Musicians and Advocates
- Promoter - DJ
- Nightlife Venue Owner or Association
- Entertainment Underground (DIY)
- Museum - Gallery - Library
- Patron Representatives of Nightlife
- Diversity Advocacy (Race/Ethnicity, LGBT, Age)
- Conventions/Tourism

Name	Jeanetta Cebollero	Name	
Position	Performer	Position	
Organization	Ancient City Entertainment Group	Organization	
Email	AncientCityEntertainmentGroup@gmail.com	Email	
Phone	352-551-8985	Phone	
Name	Gabe Pellicer	Name	
Position	General Manager	Position	
Organization	St. Augustine Amphitheater	Organization	
Email	GPellicer@SJCFL.us	Email	
Phone	904-501-2919	Phone	
Name	Richard Goldman	Name	
Position		Position	
Organization	Visitors and Convention Bureau	Organization	
Email		Email	
Phone		Phone	
Name		Name	
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PUBLIC SPACE TOPICS

Outdoor Dining | Public Markets | Vendors | Kiosks | Pedestrian Safety | Street Performers-Buskers | Food Trucks | Accessibility | Panhandling | Lighting

RECRUITMENT PERSPECTIVES

- Business District Management - Place Making
- Street Vendors and Performers
- Dining and Entertainment Marketing and Media
- Social Service Agencies (Homeless/Panhandler)
- Street Performer
- Food Truck Representative
- Public Works - Sidewalk Café Permitting
- Special Events Permitting
- Police Patrol - Public Right of Way
- Festival Planner
- Accessibility (Wheelchairs, Baby Strollers)

Name	**Troy Blevins**	**Name**	
Position	Consultant	**Position**	
Organization	Walking Man Consulting	**Organization**	
Email	Troy@walkingmc.com	**Email**	
Phone	904-669-7901	**Phone**	
Name	**Bob Porter**	**Name**	
Position	Vice President	**Position**	
Organization	St. Johns County Chamber of Commerce	**Organization**	
Email	Bob.Porter@SJCChamber.com	**Email**	
Phone	202-330-1912	**Phone**	
Name	**Cori Niles**	**Name**	
Position	Event and Venue Coordinator	**Position**	
Organization	City of St. Augustine	**Organization**	
Email		**Email**	
Phone		**Phone**	
Name		**Name**	
Position		**Position**	
Organization		**Organization**	
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VENUE SAFETY TOPICS

Performance Venue | Dining Venue | Social Venue | Calendars | Craft Culture | DIY Events | Demographics | Talent Development and Retention | Economic Impact | Destination Marketing

RECRUITMENT PERSPECTIVES

- Venue Staff - Security
- Private Safety Security Training
- Private Safety Security Services
- Technology (ID Scanner, Cameras, Audio)
- Sexual Harassment - Assault Prevention (Patron)
- Insurance Risk Management
- Server Training Provider
- Event Security - Festivals
- Harm Reduction (Drugs)

Name	**Nick Massie**	**Name**	**Warren Merrill**
Position	General Manager	**Position**	Owner
Organization	BlackFly Restaurant	**Organization**	No Name Bar
Email	Blackfly.nick@gmail.com	**Email**	Vinoman@bellsouth.net
Phone	904-687-6459	**Phone**	904-463-2845
Name	**Phil McDaniel**	**Name**	
Position	Owner	**Position**	
Organization	St. Augustine Distillery	**Organization**	
Email	Philip@staugustinedistillery.com	**Email**	
Phone	904-806-1440	**Phone**	
Name	**Jeana Kianvar**	**Name**	
Position	Regional Trainer, Alcohol compliance	**Position**	
Organization	RCS Training	**Organization**	
Email		**Email**	
Phone	407 716 7348	**Phone**	
Name	**Lenny Whetsel**	**Name**	
Position	Trainer, physical safety and ID Screening	**Position**	
Organization	Overwatch Security	**Organization**	
Email		**Email**	
Phone		**Phone**	
Name	**Jessica Tyree**	**Name**	
Position	Trainer, food and guest safety	**Position**	
Organization	RCS Training	**Organization**	
Email		**Email**	
Phone		**Phone**	
Name		**Name**	
Position		**Position**	
Organization		**Organization**	
Email		**Email**	
Phone		**Phone**	
Name		**Name**	
Position		**Position**	
Organization		**Organization**	
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Phone		**Phone**	
Name		**Name**	
Position		**Position**	
Organization		**Organization**	
Email		**Email**	
Phone		**Phone**	

SOCIABLE CITY ST. AUGUSTINE
Future of Dining, Music and Life at Night

www.sociablecity.org/city-projects/st-augustine/home

Submit Recommendations for Roundtables

https://sociablecity.info/st_augustine/recruit

ROUNDTABLE RECRUITMENT

SMART GROWTH PLANNING for nightlife seamlessly facilitates use of hospitality zones at different times of day and for different purposes.

RESIDENTS EXPECT a high quality of life, even in active hospitality zones. This requires clear community standards and management of sound, litter and waste. Updated policies, consistent enforcement and facilitated conflict resolution systems are essential.

NIGHTLIFE PATRONS need safe rides home to prevent impaired driving. Coordination of transportation options requires a robust mobility management plan for evening and late-night activity.

NIGHTLIFE SETTINGS are typically high-intensity environments with complex dynamics and risk factors. A continuum of stakeholders, principal of which are police and venue security, are invested in protecting patrons from violence, sexual assault, theft, underage drinking and impaired driving.

PUBLIC SAFETY is an interagency collaborative to collect and organize data, identify at risk venues and patron behavior and coordinated early assistance for improved compliance.

VENUE SAFETY is an organized alliance of nightlife businesses to formalize practices and improve communication with regulatory and enforcement agencies. A coordinated system with training, newsletters, forums and award celebrations build commitment.

VIBRANCY IS CREATED by a variety of social experiences in bars, restaurants, cafes and live music venues. Spontaneous encounters in public space, such as in outdoor cafes, plazas, etc. also signal the vitality of a district.

PUBLIC SPACE is evaluated by systems in place for outdoor dining, street performers, food vendors, sidewalk capacity, festivals, art walks, music walks and integration with established venues.

SOCIAL VENUES are measured by current social options (e.g. dining, live entertainment), mix of clientele, systems for promotion, and retention of talent. Factors to consider are number of venues, combined number of seats available, hours and economic impact.

Group	Name	Organization	Phone	Email	Roundtable Assigned
Business	Troy Blevins		904-669-7901	troy.blevins@jalarannhotels.com	
Business	Brandy Boulette	The Treasury Collection	904-599-8510	Brandy@thetreasurycollection.com	
Business	Ron Cervelli	Milltop Tavern	904-206-3200	Rcervelli@live.com	
Business	Carole Everitt	ABC Fine Wine/ Sg. Aug Business Col	941-204-8486	Ceveritts10@gmail.com	
Business	Joe Finnegan	St. Francis Inn / Casa de Suenas	904-669-9713	Joef@stfrancisinn.com	
Business	Bob Fleckenstein	River & Fort	904-607-1606	Fleck2604@gmail.com	
Business	Sammy Hale	Superior Real Estate	904-315-4253	sammyhale83@gmail.com	
Business	Audra Hull	Agustin Inn / SAHI	904-599-7023	audra@agustininn.com	
Business	Jeff Jaboo	Harrahs Casa Rosa	904-763-8501		
Business	Irving Kass	St. George Inn	904-540-0390	Ikass@stgeorge-inn.com	
Business	Julie Leonard	Trade Winds Lounge	904-325-4842	twjanet@bellsouth.net	
Business	Jeff McCusker	River & Fort	321-412-5952		
Business	Doug McDaniel				
Business	Warren Merrill	No Name Bar	904-463-2845	Vinoman@bellsouth.net	
Business	Kanti Patel	Hilton Hotel	904-826-5502	Kanti.patel@jalecamhotels.com	
Business	Jasa Pilacek	Colonial Quarter: Colonial Oak Music Park	904-460-4193	jasa@colonialquarter.com	
Business	Anthony Sexton	Victorian House B&B	904-824-5214	anthony.sahi@gmail.com	
Business	Bill Smith	Rendevous Barefoot Bills	904-540-2877	Wktsmith@bellsouth.net	
Business	Jillian Smothers	Works/Scarletts	575-770-0598	J.Smothers@hampton.golf	
Business	Cindy Stavely	Pirate Museum/Colonial Quarter	904-495-5337	cindy@colonialquarter.com	
Business	Len Weeks	Len Weeks Construction Design Development	904-669-1670	lenweeks@lwcdd.com	
Business	Schaffer Weeks	Len Weeks Construction Design Development	904-669-1672	sweeks@lwcdd.com	
Business	Karen Zander	97 Park & St. Augustine Business Coalition	904-673-4764	Karen@97park.com	
Community	Martha Mickler	Spanish Quarter	904-669-3244	mickler45@gmail.com	
Community	Doug Murr	Dog Rose Brewing Co	904-829-2977	dmurr@dogrosebrewing.com	
Community	N. Pellicer	Spanish Quarter	904-738-0986	nancypellicer@gmail.com	
Community	L. Pellicer				
Community	Karen Valachovic	Flagler Model Land Co	904-923-6053	Karenvsals@gmail.com	
Directors	Carlos Aviles	Fire Department	825-1098	caviles@citystaug.com	
Directors	David Birchim	Planning Department	209-4332	dbirchim@citystaug.com	
Directors	Meredith Breidenstein	City Manager's Office	825-1006	MLB@citystaug.com	
Directors	Reuben Franklin	Public Works	209-4279	rfranklin@gmail.com	
Directors	Darlene Galambos	City Clerk	825-1007	Dgalambos@citystaug.com	
Directors	Todd Grant	Utilities Director	825-1040	tgrant@citystaug.com	
Directors	Donna Hayes	Cosa - HR	209-4303	dhayes@citystaug.com	
Directors	Jennifer Michaux	Police Department	825-1075	jmichaux@staugpd.com	
Directors	Jim Piggett	General Service Department	825-1010	Jpiggett@citystaug.com	
Directors	Richard Thibault	Legal	825-1052	rthibault@citystaug.com	
Directors	Melissa Wissel	Communications	825-1053	mwissel@citystaug.com	
Nightlife	Jayson Befort	No Name Bar	980-297-1094	JaysonBefort@gmail.com	
Nightlife	Jeanetta Cebollero			ancientcityentertainmentgroup@gmail.com	
Nightlife	Ron Cervelli	Milltop Tavern	904-206-3200	Rcervelli@live.com	
Nightlife	James Franklin	Milltop Tavern	904-540-5309	JJfranklin83@gmail.com	
Nightlife	Julie Leonard	Trade Winds Lounge	904-325-4842	Juju60Bug@gmail.com	
Nightlife	Warren Merrill	No Name Bar	904-463-2845	Vinoman@bellsouth.net	
Nightlife	Rachael Miller	Prohibition Kitchen	904-316-1137	SailorJaneProductions@gmail.com	
Nightlife	Courtney Murr	Dog Rose Brewing Co	904-217-3355	cmurr@dogrosebrewing.com	
Nightlife	Doug Murr	Dog Rose Brewing Co	904-829-2977	dmurr@dogrosebrewing.com	
Nightlife	Cori Niles	City of St. Augustine Events	904-825-1004	cniles@citystaug.com	
Nightlife	Jasa Pilacek	Colonial Quarter: Colonial Oak Music Park	904-460-4193	jasa@colonialquarter.com	
Nightlife	Cindy Stavely	Pirate Museum/Colonial Quarter	904-495-5337	cindy@colonialquarter.com	

CITY OF
ST AUGUSTINE
EST. 1565

CITY OF ST. AUGUSTINE CITY COMMISSION
SPECIAL MEETING AGENDA
MONDAY, AUGUST 21, 2023
9:00 am to Noon
ALCAZAR ROOM

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1. **Call to Order**.
   Roll Call.

2. **General Public Comments.**

3. **Overview of the Proposed Nightlife Ordinance.** *(A. Skinner, Director, Planning and Building Department)*

4. **Discussion and Recommendation(s) Related to the Drafted Nightlife Ordinance Language and Action Moving Forward**

5. **Adjourn.**

NOTICES: In accordance with Florida Statute 286.0105: "if a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." ***In accordance with the Americans with Disabilities Act, persons needing a special accommodation to participate in this proceeding should contact the individual or agency sending notice not later than seven days prior to the proceeding at the address given on the notice. Telephone 904-825-1007; 1-800-955-8771 (TDB) or 1-800-955-8770 (V) via Florida Relay Services. ***The City of St. Augustine encourages anyone wishing to present the invocation at city commission meetings to contact the City Clerk's office, to be placed on the rotation list, and encourages people of all religious affiliations or of no religious affiliation to present a non-denominational invocation to inspire us in the work of the City Commission. The materials prepared and presented are part of the City's ongoing Florida Public Records and Government in the Sunshine compliance and are not intended to be relied upon or to reach investors or the trading markets.

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: David Birchim, AICP
City Manager

DATE: August 21, 2023

RE: City Commission Special Workshop - City of St. Augustine Responsible Alcohol Beverage Service Regulations

As you are aware the City Commission reviewed Ordinance 2021-18 for Introduction and First Reading at their regularly scheduled meeting of July 24, 2023. Ordinance 2021-18 is commonly known as the "nightlife" ordinance.

The ordinance did not pass on first reading. The City Commission requested that a workshop be held to further discuss the need, potential impacts of the Ordinance, and garner additional input before making any subsequent decisions whether to move forward with the Ordinance, make changes to the proposed ordinance or not.

This memorandum outlines some background related to the development of the Ordinance, additional city data, and more details related to the proposed ordinance (what it does and doesn't do and how it addresses specific issues).

This additional information is attached for discussion purposes. The proposed ordinance is also attached for your review and recommendation on how to proceed.

If you have any questions or require additional information, please let me know.

Amy McClure Skinner, AICP
Director
Planning and Building Department

Proposed Ordinance Regarding Areas of Concern

- **Sound**

1. Alcohol establishments shall ensure that amplified entertainers are encapsulated within the walls of the establishment with all windows and doors closed or directed towards OSHA-certified sound barrier devices.
2. If this is not feasible amplified sound in the exterior/open air is not permitted after 10:00 pm Sunday through Thursday and 12:00 am Friday and Saturday.
3. All Alcohol establishments shall otherwise comply with noise control ordinances as published in Chapter 11, Article IV of the land development code.

- **Security**

1. Any PZB use by exception conditions shall apply.
2. No alcohol sales allowed during a mandatory evacuation.
3. Alcohol establishments must adhere to any implemented curfew hours.
4. Alcohol establishments must provide security appropriate for each night's events. Security coverage can be human or security cameras.

- **Training**

1. Alcohol establishments must establish last call procedures.
2. Staff are prohibited from drinking or "shift drinking" while on duty.
3. At least one (1) staff member must complete a "Responsible Beverage Service Training Program" within the previous 12 months.

- **Infrastructure fatigue**

1. The volume of tourists, including local tourism creates a strain on livability.
2. Traffic, mobility and impacts on infrastructure, such as water and sewer, solid waste, maintenance, historic resources, and neighborhoods are impacted by the volume of tourists including local tourism.

Conclusions

- The impact of tourism, including local tourism, is felt by all of the taxpayers of the city. This includes all stakeholders' residents, businesses, and workers.

- There are tangible and intangible costs.

- The city Vision and 2040 Comprehensive Plan includes maintaining a livable city and maintaining a balance between quality of life, local commercial needs, maintaining a diverse economy and the life of neighborhoods (many historic) in an urban environment.

- The city's population projections are trending higher than expected right now and this may set up a potential for more conflict between residential and commercial uses in the future.

- Three (3) out of the four (4) areas of concern addressed by the proposed Nightlife Ordinance (sound, security, and infrastructure fatigue) are broad, citywide areas of concern that attempt to address the pressures on the historic city.

- The role of regulation is to attempt to balance needs and impacts and establish a level of fairness across the city, and to mitigate the impacts of doing business across the jurisdiction.

What this Ordinance does not do:

- Business establishments are not prevented from remaining open past 12:00 am.
- The city is not the only jurisdiction dealing with this issue, and the requirements for a "permit" are not overly onerous.

What this Ordinance does do:

- Business establishments are required to obtain a "permit" to sell alcohol after 12:00 am to 2:00 am.
- The "permit" to sell alcohol after 12:00 am does have certain conditions that businesses are required to meet, and will need to be renewed annually.
- In addition to the cities of Fort Lauderdale, Orlando, Melbourne, and Jacksonville Beach, 12 other jurisdictions in Florida have either passed or are considering similar ordinances.
- This ordinance is an attempt to balance interests among the different stakeholders within the city (residents, businesses, and workers alike).
- The ordinance requirements include general industry standards.
- The ordinance establishes a notice of violations, hearings, and penalty procedures regarding the afterhours permit, including potentially holding the business establishment responsible for negative behavior or impacts outside of their establishment.

Recommendations to Consider

- Change sound regulations to only refer to the existing City Noise ordinance within Chapter 11, Article IV of the Land Development Code.

- Clarify language so that it is clear that businesses can stay open and operate after 12:00 am, but not sell alcohol if they do not want to participate in the afterhours permit program.

- Revise and clarify language so that businesses are not responsible for behavior outside of their establishment.

- Relook at the enforcement sections of the proposed ordinance to ensure that they are not overly punitive and/or clarify standard Code Enforcement procedures.

- Recommend a waiver to these requirements three (3) times per year, for certain holidays, such as New Year's Eve, St. Patrick's Day, and 4th of July.

Additionally, the Fire Department has submitted a request for the Ordinance to address annual inspection requirements, and crowd manager training.

Background

The city extended the allowable hours for alcohol sales from 1:00 am to 2:00 am within the city limits when the City of Jacksonville hosted the Superbowl in 2005. By statute the city has the right to regulate alcohol sales after 12:00 am within the city limits. The extra hour of alcohol sales was never "rolled back" to 1:00 am after 2005. Meanwhile, the city and county have evolved since 2005. By 2020 there had also been several incidents of violence in and around the city that were of concern and brought to question whether the consumption of alcohol late at night contributed or could contribute to these types of issues, and the quality of life for all of those working and living in the city.

This ordinance was originally developed in 2021 to establish regulations and procedures to require business establishments that are serving alcohol to participate in certain programs, meet certain requirements and obtain a "permit" to sell alcohol after 12:00 am. After many community meetings and several City Commission discussion presentations an initial first reading of this ordinance was held on August 9, 2021.

It was determined that it was in the city's interest to maintain and preserve a safe, healthy, vibrant, and balanced atmosphere within the city especially between the hours of 12:00 am and 2:00 am. This is in an interest to balance residential uses and neighborhoods and other safety concerns in the city. The city determined that there had been a noticeable increase in costs to services such as police response and maintaining sanitary conditions because of the sale and consumption of alcoholic beverages by individuals who consume to the point of intoxication, particularly after 12:00 am.

The city engaged a firm, Responsible Hospitality Institute (RHI), to look at the situation and conditions especially in the downtown area, and develop recommendations based on community engagement. RHI completed an extensive outreach and stakeholder program. The report based on the findings and recommendations was completed in June of 2022. The *Sociable City Assessment* Summary and full reports dated June 1, 2022, are also attached.

After further consideration the city revised the original proposed ordinance, eliminating some regulations that seemed beyond the city's objectives or purview, and to focus more on setting protocols for alcoholic beverage establishments and the establishment of a required "extended hours of operation permit" for those alcoholic beverage establishments choosing to operate and sell alcoholic beverages for consumption on the premises between the hours of 12:00 am and 2:00 am.

Since the original first reading was held in August of 2021 staff recommended holding another First Reading which was held on July 24th this year.

Ordinance 2021-18 City of St. Augustine "Nightlife" Ordinance – As Proposed

ORDINANCE NO. 2021-18

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING CHAPTER 4 OF THE CODE OF THE CITY OF ST. AUGUSTINE; AMENDING SECTION 4-1 PROVIDING DEFINITIONS; AMENDING SECTION 4-3 PROVIDING FOR RESTRICTED HOURS OF SALE AND OPERATION; PROVIDING FOR EXTENDED HOURS OF OPERATION PERMITS; ESTABLISHING PERMIT REQUIREMENTS; ESTABLISHING VIOLATIONS; PROVIDING FOR HEARINGS; PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES; PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, § 166.041, Florida Statutes, provides for procedures for the adoption of ordinances and resolutions by municipalities; and

WHERAS, the City has received a number of complaints concerning certain alcohol beverage establishments operating after midnight and the impact that they have on the public health and safety of city residents; and

WHEREAS, the City of St. Augustine adopted a Strategic Plan Initiative, September 2020, to initiate planning to preserve a safe, healthy, vibrant, and balanced historic downtown character; and

WHEREAS, the City of St. Augustine benchmarked comparable municipalities policies, procedures and sought the input of the Responsible Hospitality Institute on the proper oversight required to maintain a livable, vibrant, and sociable city; and

WHEREAS, the City of St. Augustine has engaged in multiple meetings with affected stakeholders and residents of the city; and

WHEREAS, the City of St. Augustine has experienced increased law enforcement costs as a result of the sale and consumption of alcoholic beverages by individuals who consume to the point of intoxication, and particularly after 12:00 a.m.; and

WHEREAS, the City's law enforcement personnel must respond to a greater number of calls for service directly resulting from the need to keep the peace after 12:00 a.m.; and

WHEREAS, Chapter 562.14 of Florida Statutes authorizes a municipality to regulate the hours of operation, ; and

WHEREAS, the City of St. Augustine has experienced increased trash, public littering, and inebriated public bodily functions from late night bar patrons, increasing the burden on public works and its ability to maintain the cleanliness of public streets, sidewalks, and rights-of-way; and

WHEREAS, the City Commission for the City of St. Augustine finds it is in the best interest of the residents, visitors, and business community of the City to encourage responsible alcohol beverage establishments by providing for regulation of alcohol beverage establishments after 12:00 a.m.; and

WHEREAS, the City Commission for the City of St. Augustine finds that an Extended Hours of Operation Permit and regulations related thereto are the exercise of its police power andlegislative function to regulate the hours of operations for alcohol beverage establishments; and

WHEREAS, the City Commission for the City of St. Augustine finds that it is in the best interest of public health, safety, and general welfare that the following amendments be adopted consistent with the requirements of Section 166.021(4), Florida Statutes;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION FOR THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

Section 1. Amendment to Chapter 4, Section 4-1. Chapter 4, Section 4-1 of the Code of the City of St. Augustine is hereby amended, as follows:

Sec. 4-1. - Definitions.

(1) *Alcoholic Beverage* for purposes of this section shall mean distilled spirits and all beverages containing one-half of one percent or more alcohol by volume or as provided in F.S. § 561.01, as amended. For the purposes of this chapter, the definition of Alcoholic Beverage includes beer, wine, or liquor.

(2) *Alcoholic Beverage Establishment* shall mean any place of business, and its owners, located in the city which allows for Alcoholic Beverages to be sold for consumption on the premises.

(3) *Curfew* shall mean a regulation requiring people to generally remain indoors between specified hours, typically at night. Curfews may be issued during public health or weather emergencies, crises, or civil unrest by a competent authority.

(4) *Establishment* shall have the same meaning as Alcoholic Beverage Establishment.

(5) *Extended Hours of Operation Permit* shall mean a permit issued by the City of St. Augustine that allows an Alcoholic Beverage Establishment to operate and sell Alcoholic Beverages for purposes of consumption on the premises between the hours of 12:00 a.m. and 2:00 a.m.

(6) *Last Call* shall mean the time when customers in an Alcoholic Beverage Establishment are told that they may order only one more Alcoholic Beverage before the Establishment closes.

(7) *Mandatory Evacuation* shall mean a situation where emergency management officials put maximum emphasis on encouraging evacuation and limiting ingress to potentially affected areas.

(8) *Mandatory Evacuation Zone* shall mean an area that may be inundated by an abnormal rise of water pushed onto shore by a hurricane or storm event or other natural or manmade disaster.

(9) *Restaurant* shall mean any building, vehicle, place, or structure, or any room or division in a building, vehicle, place, or structure where food is prepared, served, or sold for immediate consumption on or in the vicinity of the premises; called for or taken out by customers; or prepared before being delivered to another location for consumption as defined in F.S. § 509.013(5)(a), as amended. For the purposes of this chapter, the definition of a restaurant shall include any business with a special food service establishment license issued by the Division of Alcohol and Tobacco of the Florida Department of Business and Professional Regulation.

(10) *Sale* and *Sell* shall mean and include not only selling but also consuming, serving, and/or permitting to be served or consumed, any alcoholic beverages.

(11) *Special Magistrate* shall mean a person designated as the Special Magistrate by the City Commission under the authority of section 2-340 of this Code. In the event that a Special Magistrate is unavailable or has a conflict in a particular case, the city may elect to prosecute a violation utilizing all available legal avenues.

(12) *Transfer of Ownership* shall mean a transfer of a license, change of officers or directors, or transfer of interest as defined and regulated under the provisions F.S. § 561.32, as amended.

Section 2. Amendment to Chapter 4, Section 4-3. Chapter 4, Section 4-3 of the Code of the City of St. Augustine is hereby amended, as follows:

Sec. 4-3 – Hours of sale.

(a) *Applicability.* The provisions of this section shall apply to any place of business holding a license allowing for consumption on premises of Alcoholic Beverages under the Division of Alcoholic Beverages and Tobacco of the Florida Department of Business and Professional Regulation within the corporate limits of the city.

(b) *Restricted hours of sale and operation.* Except as provided in section 4-3(c), no Alcoholic Beverage Establishment licensed under the state alcoholic beverage laws to sell Alcoholic Beverages, shall Sell or offer for Sale, or serve or offer to serve, any Alcoholic Beverages of any kind, regardless of alcoholic content, or be open for operation, on any day of the week between the hours of 12:00 a.m. and 7:00 a.m.

(1) *Last Call procedures*: All Establishments that sell or serve Alcoholic Beverages will have a "Last Call" for the sale of alcohol, but there will no further Sale of Alcoholic Beverages one-half hour prior to the applicable closing time of the Establishment, whether the closing time is set by city code, by a use by exception permit granted by the Planning and Zoning Board, or an Extended Hours of Operation Permit. All Alcoholic Beverage Establishments shall have a Last Call policy for the final consumption of Alcoholic Beverages and patron egress. At the time of Last Call, only one Alcoholic Beverage per person may be purchased.

(2) *Staff*: All Alcoholic Beverage Establishments shall prohibit staff drinking or shift drinking of Alcoholic Beverages by servers and bartenders while they are on duty.

(3) Alcoholic Beverage Establishments whose hours are restricted by a use by exception permit granted by the Planning and Zoning Board are not eligible for an extended hours permit, to the extent that the extended hours period conflicts with the use by exception-limited hours and must adhere to the conditions established by the use by exception permit.

(4) Alcoholic Beverage Establishments residing within a Mandatory Evacuation Zone shall cease the sale of Alcoholic Beverages during the duration of any Mandatory Evacuation issued by any local, state, or federal authority until such time as the order is lifted.

(5) All Alcoholic Beverage Establishments shall abide by Curfew hours, as ordered by a local, state, or federal official that is legally authorized to establish a Curfew.

(6) *Sound*: All Alcoholic Beverage Establishments shall ensure that sound derived from entertainers for entertainment purposes, not to include non-amplified conversations by patrons, are encapsulated within the walls of their Establishment with all doors and windows closed, or directed towards OSHA-certified sound barrier devices if it is not possible or feasible to encapsulate the sound within the Establishment's walls, beginning at 10:00 p.m., Sunday through Thursday, and 12:00 a.m., Friday and Saturday. Likewise, amplified and reproduced sound by way of speaker or electronic means is not permitted in the exterior/open air venue of the Establishment after 10:00 p.m., Sunday through Thursday, and 12:00 a.m., Friday and Saturday. All Alcoholic Beverage Establishments shall remain compliant with noise control ordinances as published in Chapter 11, Article IV of the Code.

(c) *Extended Hours of Operation Permit* is required for Alcoholic Beverage Establishments to sell Alcoholic Beverages between the hours of 12:00 a.m. and 2:00 a.m.

(1) *Permit required.* Any Alcoholic Beverage Establishment licensed under the state alcoholic beverage laws to sell, offer for sale, or deliver Alcoholic

Beverages, for purposes of consumption on the premises desiring to remain open to sell, offer for sale, or deliver Alcoholic Beverages for the purpose of consumption on the premises between the hours of 12:00 a.m. and 2:00 a.m., but in any case no later than 2:00 a.m., on any day of the week, shall make application with the Planning and Building Department for an Extended Hours of Operation Permit.

(2) The Alcoholic Beverage Establishment shall complete an application form provided by the city, including, but not limited to, the name and street address where notices related to this section are to be mailed. An annual fee, in an amount set by resolution of the city commission and payable upon issuance, shall be charged for the permit. The application form shall include, but not be limited to, the following information.

a. Name and street address of the owner of the Alcoholic Beverage Establishment.

b. Valid business tax receipt for the Alcoholic Beverage Establishment.

c. Verification of compliance by the Alcoholic Beverage Establishment with city zoning regulations.

d. Specific type of state alcoholic beverage license held by the Alcoholic Beverage Establishment.

e. If the Establishment holds a state alcoholic beverage license other than a 4-COP Quota License, or its equivalent, the Establishment shall submit a copy of the proposed seating diagram, to include any proposed dining area.

(3) The city manager or designee shall review the application and, if the application is complete, and the Alcoholic Beverage Establishment is in compliance with the Code of Ordinances, a permit shall be issued allowing the Alcoholic Beverage Establishment to sell Alcoholic Beverages, as restricted by the alcoholic beverage establishment's state beverage license, for purposes of consumption on the premises, between the hours of 12:00 a.m. and 2:00 a.m. on every day of the week.

(4) *Extended Hours of Operation Permit* requirements. In addition to the permit application the following requirements must be shown by the Alcohol Beverage Establishment.

a. *Responsible Beverage Service Program:* All permit applicants will provide at least one proof that a member of staff has completed a *Responsible Beverage Service Training Program* within the previous 12 months. All permit applicants must provide a certification of completion at the time of application/renewal and within 5 business days of a request to provide the certification by the City. The standards and curriculum of alcohol server education courses shall include but not be limited to the following:

1. Alcohol as a drug and its effects on the body and behavior, especially driving ability.

2. Effects of alcohol in combination with commonly used legal, prescription or nonprescription, drugs and illegal drugs.

3. Recognizing the problem drinker and community treatment programs and agencies.

4. State alcohol beverage laws such as prohibition of sale to minors and sale to intoxicated persons, sale for on-premises or off-premises consumption, hours of operation and penalties for violation of the laws.
5. Drunk driving laws and liquor liability statutes.
6. Intervention with the problem customer including ways to cut off service, ways to deal with the belligerent customer and alternative means of transportation to get the customer safely home.
7. Advertising and marketing for safe and responsible drinking patterns and standard operating procedures for dealing with customers.

b. *Security:* All Alcoholic Beverage Establishments shall provide appropriate security coverage based upon the nature of each night's events. Security coverage can be met by the human element of security officers or the presence of security cameras.

c. *Last Call Procedures:* All Alcoholic Beverage Establishments with an Extended Hours of Operation Permit will have Last Call at 1:30 a.m. for the sale of Alcoholic Beverages. The period between 1:30 a.m. and 2:00 a.m. will be for the final consumption of Alcoholic Beverages only.

d. *Daylight Savings Time*: All Extended Hours of Operation Permit holders shall cease the sale of Alcoholic Beverages at 2:00 a.m. and shall not operate during the additional hour due to the cessation of Daylight Savings Time.

(5) Such permit shall be renewed with the city annually, corresponding with the renewal of the establishment's Business Tax Receipt renewal, unless any of the following occur:

a. The permit is under suspension at the time of renewal.

b. The Alcoholic Beverage Establishment's state beverage license has been revoked or suspended; or

c. A Transfer of Ownership or a change in location of the establishment has occurred, and this information was not provided to the city through a new permit as described in subsection (6) below.

(6) The city shall be notified immediately, and the Alcoholic Beverage Establishment shall apply for a new permit if a Transfer of Ownership or a change in location of the Establishment has occurred. Until such time as the Alcoholic Beverage Establishment makes application, is approved, and receives a new permit, the privilege of extended hours for the sale of Alcoholic Beverages shall be suspended. Failure to renew the Extended Hours of Operation Permit on or before the 30th day of September of each year, or to pay the annual fee as set by resolution of the city commission, shall be cause for the immediate suspension of extended hours privileges pursuant to section 4-3(d), including any penalties described therein.

(7) No Alcoholic Beverage Establishment is authorized to sell or serve Alcoholic Beverages for purposes of consumption on the premises after 12:00 a.m. unless it possesses a valid Extended Hours of Operation Permit from the city. No Alcoholic Beverage Establishment is authorized to sell or serve Alcoholic Beverages, or be open for operation, after 2:00 a.m. and before 7:00 a.m. on any day of the week.

(8) The provisions of this section shall not impair or affect the right of an Alcoholic Beverage Establishment with a state alcoholic beverage license to remain open and Sell Alcoholic Beverages between the hours of 7:00 a.m. and 12:00 a.m.

(d) *Notice of violations, hearings, and penalties.* The ability of an Alcoholic Beverage Establishment to Sell, offer for Sale, deliver, or permit to be consumed upon the premises any Alcoholic Beverage Establishment between the hours of 12:00 a.m. and 2:00 a.m. on any day of the week is hereby declared to be and is a privilege subject to suspension, and no person may reasonably rely upon a continuation of that privilege. As a condition of the continuation of the privilege, Alcoholic Beverage Establishments are required to take all necessary steps to minimize negative impacts of their activities and by their patrons and staff on surrounding residential and commercial properties and illegal activities.

(1) *Illegal activities included.* The following is a representative, but not all-inclusive, list of activities that may result in suspension of the privilege of extended hours of operation for authorized Alcoholic Beverage Establishments to sell Alcoholic Beverages for purposes of consumption on the premises:

a. Activities requiring a police response that occur on or adjacent to the premises of an Alcoholic Beverage Establishment. Particular emphasis will be given to illegal activities of the owner, employees, patrons of the Establishment, or others associated with the Establishment; including, but not limited to, the use, Sale, or delivery of controlled substances, allowing underage drinking, continuing to sell Alcoholic Beverages after closing time, violation of open container or drinking in public laws of the state or city ordinances, serving Alcoholic Beverages to intoxicated persons, violations of the Florida Fire Prevention Code, any violations of this chapter, or other violations of law during all hours of operation. The city shall consider whether the need for police services is the result of the Establishment's failure or inability to maintain proper order and control during all hours of operation.

b. Failure to maintain the elements meeting the definition of a Restaurant which possesses a Special Food Service (SFS) license for consumption on premises state alcoholic beverage license as addressed under the provisions of section F.S. § 561.20 and 565.045, as amended.

c. Complaints verified and documented by a police officer, code enforcement officer, or fire department official arising from adverse effects of extended hours of operation upon neighboring properties, including, but not limited to, excessive noise, illegal parking, vandalism, public urination, defecation, or vomiting, generation of trash or garbage on or adjacent to the Alcoholic Beverage Establishment, disruptive behavior affecting the public's quiet enjoyment by intoxicated persons served at the Alcoholic Beverage Establishment, or exterior lighting on neighboring residential properties.

d. Violations of any provisions of the City of St. Augustine Code of Ordinances; including, but not limited to, Chapter 11, Article IV, relating to noise and sound limitations.

e. Failure to obtain an Extended Hours of Operation Permit, or failure to renew the permit as required.

f. Violations of state statutes and/or fire codes related to the maximum permissible occupancy at the Alcoholic Beverage Establishment location.

g. *Sales by employees during prohibited hours.* No person, or any agent, servant, or employee of any person licensed under the state alcoholic beverage laws shall Sell, or offer for Sale, any Alcoholic Beverage of any kind during prohibited hours.

h. *Gifts.* It is a violation of this section for any person, or any agent, servant or employee of any person licensed under the state alcoholic beverage laws, during prohibited hours as set forth in this section, to gratuitously give any kind of Alcoholic Beverage, whether conditioned upon the purchase of any kind of Alcoholic Beverage or product of any nature, at any inflated price or otherwise, or in the form of a so-called bonus predicated upon another purchase, or as a gift.

(2) *Successive violations.* In order to invoke the enforcement provisions of this section, a violation must be traceable to the particular Alcoholic Beverage Establishment against which action is taken and must be verified and documented by a police officer, code enforcement officer, or fire department official.

a. *1st notice of violation.* Except as provided, a 1st notice of violation by an Alcoholic Beverage Establishment and/or its employee of any section of this Chapter or state statutes shall result in a written notice of violation that will not require an appearance before the Special Magistrate. The Establishment must cure the violation as identified in the 1st notice of violation as directed in the written notice of violation. Issuance of a written 1st notice of violation for a violation of this section shall not prevent the prosecution of a violation against the Alcoholic Beverage Establishment or any person with any other violation of state statutes or city code. The 1st notice of violation shall be issued by a police officer, code enforcement officer, or fire department official. The 1st notice of violation shall be sent certified mail to the property owner at the address listed in the tax collector's office or property appraiser's database and may be left with the owner, proprietor, manager, or highest-ranking employee then on the premises of the Alcoholic Beverage Establishment. If the 1st notice of violation is the result of a felony criminal offense being committed on the premises, or the incident resulting in a felony criminal offense being committed began on the premises of the Establishment, the 1st notice of violation may be presented to the Special Magistrate for consideration of the suspension of the Extended Hours of Operation Permit.

b. *2nd or subsequent notice of violation.* Any subsequent violation of this chapter or state statutes by an Alcoholic Beverage Establishment and/or its employee shall result in a written 2nd or subsequent numbered notice of violation. Subsequent notices of violation shall be issued by a police officer, code enforcement officer, or fire department official. All subsequent notices of violation will result in hearing before the city's Special Magistrate. All notices of violation and notices of hearing shall be in accordance with code enforcement notification Issuance of a 2nd or subsequent notice of violation

for a violation of this section shall not prevent the prosecution of violations against the Alcoholic Beverage Establishment or any person with any other violation of state statutes or city code..

c. *Special Magistrate.* All 2nd and subsequent notices of violation shall be taken before the city's Special Magistrate for consideration of suspension of the Alcoholic Beverage Establishment's Extended Hours of Operation Permit. The Special Magistrate shall exercise jurisdiction over such matters as set forth in chapter 2, article VI of the Code of Ordinances of the City of St. Augustine. The city may also prosecute code violations in any other legally available procedure.

d. *Action by the Special Magistrate.* Upon completion of the hearing, the Special Magistrate shall enter an order that either no action shall be taken against the Alcoholic Beverage Establishment's Extended Hours of Operation Permit, or that the Extended Hours of Operation Permit is be suspended due to a violation of the terms of use.

1. A suspension of the Extended Hours of Operation Permit for a first finding of violation by the Special Magistrate shall be for up to sixty (60) consecutive calendar days based on the severity of the violation(s).

2. A second finding of violation of the Extended Hours of Operation Permit by the Special Magistrate within one hundred eighty (180) days of issuance of the first notice of violation regardless of whether the first notice of violation was heard by the Special Magistrate and regardless of findings shall be suspended for no less than thirty (30) days nor more than (90) consecutive calendar days based on the severity of the violation(s).

3. A third and any subsequent finding of violations occurring within one-year (365 days) of the date of completion of the most recent suspension period shall result in revocation of the Extended Hours of Operation Permit.

4. In addition to any suspension of the Extended Hours of Operation Permit, the matter may be referred to prosecution pursuant to chapter 162, Florida Statutes.

The Special Magistrate shall base his/her ruling upon substantial, competent evidence presented. The Special Magistrate's written order of suspension of the Extended Hours of Operation Permit shall state the effective date of suspension and shall give the Alcoholic Beverage Establishment at least (10) ten calendar days' notice of the suspension. (e) *Failure of alleged violator to appear.* If an Alcoholic Beverage Establishment served with a notice of violation fails to appear at the hearing after having received proper notice, the Special Magistrate shall take testimony from city staff, and other relevant testimony, as available, and shall enter an order either that no action shall be taken against the Alcoholic Beverage Establishment's Extended Hours of Operation Permit, or that the Extended Hours of Operation Permit shall be suspended for a period of time as set forth in this chapter. A order that the Extended Hours of Operation Permit be suspended or revoked shall take effect on the eleventh calendar day after the order is issued and mailed to the Alcoholic Beverage Establishment. The enforcement of such

order issued after failure of Alcoholic Beverage Establishment to appear shall be stayed if the Alcoholic Beverage Establishment files a request for an appeal with the COSA within 30 calendar days of the order.

(f) *Suspension.* Any Alcoholic Beverage Establishment that has had an Extended Hours of Operation Permit suspended cannot avoid the consequences of the Special Magistrate's action by changing its business name or corporate status, as set forth in section 561.32, Florida Statutes.

(g) *Enforcement procedures.* The enforcement procedures contained herein are alternative procedures, and the city reserves the right to arrest, prosecute, or take action utilizing alternative procedures authorized by law.

Section 3. Inclusion in Code. The City Commission intends that the provisions of this Ordinance shall become and shall be made part of the Code of the City of St. Augustine, that the sections of this Ordinance may be re-numbered or re-lettered and that the word ordinance may be changed to section, article or other such appropriate word or phrase in order to accomplish such intentions.

Section 4. Conflict with Other Ordinances. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 5. Severance of Invalid Provisions. In the event that any section, subsection, sentence, clause, phrase, word, term or provision of this Ordinance shall be held by a court of competent jurisdiction to be partially or wholly invalid, unconstitutional or unenforceable or involved for any reason whatsoever, any such invalidity, unconstitutionality, illegality, or unenforceability shall not affect any of the other or remaining terms, provisions, clauses, sentences, or sections of this Ordinance, and this Ordinance shall be read and/or applied as if the invalid, unconstitutional, illegal, or unenforceable section, subsection, sentence, clause, phrase, word, term or provision did not exist.

Section 6. Effective Date. This Ordinance shall become effective ten (10) days after passage, pursuant to § 166.041(4), Florida Statutes.

PASSED by the City Commission of the City of St. Augustine, Florida, this _____ day of _____, 2023.

ATTEST:

_____
Nancy Sikes-Kline, Mayor-Commissioner

_____
Darlene Galambos, City Clerk
(SEAL)

Data and Analysis

Police Call Data and Reporting

The following data was obtained from the City of St. Augustine Police Department. This data indicates the number of calls for a **two (2) year period from August 2021 to August 2023 during the hours of 12:00 am to 2:30 am within the Police Zone 1 of the City**. Police Zone 1 of the city includes the downtown area, the area known as the Model Land Company, and the Lincolnville area.

The Table included in this memorandum indicates the general locations of calls or cross streets for this two (2) year period, and timeframe within Zone 1. The second Table indicates the types of calls for the same timeframes.

There were **1,446 calls distributed across 61 general locations**. The attached map illustrates the call locations. The general locations with the highest number of calls (highlighted in the table) for this timeframe are the areas of:

- San Marco Avenue and Orange Street
- Fort Alley
- Cuna Street and Hypolita Street
- Hypolita Street and Treasury Street
- Hypolita Street and Anderson Circle (the Bayfront)
- Charlotte Street and St. George Street
- King Street and Artillery Lane

There were **1,465 calls in the same zone for the same timeframe for 51 different types of calls**. The types of calls with the highest number (highlighted in the second table) for this timeframe were:

- Suspicious person (273)
- Traffic stops (175)
- Disturbance (164)
- Assisting a citizen (109)
- Business alarms (99)
- Sound complaints (63)
- Suspicious circumstance (46)

- **There were 5,855 total calls for police service for these same timeframes within the entire city (see attached Map 2). The timeframes include August 2021-August 2023 from 12:00 am to 2:30 am.**

- **The 1,465 calls represented in the table are 25% of the 5,855 total calls.**

- **The Police Zone 1 call area included 25% of the total calls within the city for this timeframe for only a total of 15% of the developable land area of the city.**

- The area zoned Historic Preservation [core downtown area and brown on the attached land use map, 165 acres] is only 5% of the total developable land area of the city when open land, recreation, public and conservation lands are removed from the total acreage (3,179 acres).

- The Model Land Company and the Lincolnville areas equal approximately 313 acres which is approximately 10% of the total developable land area of the city when open land, recreation, public and conservation lands are removed from the total acreage (3,179 acres).

Police Call Data

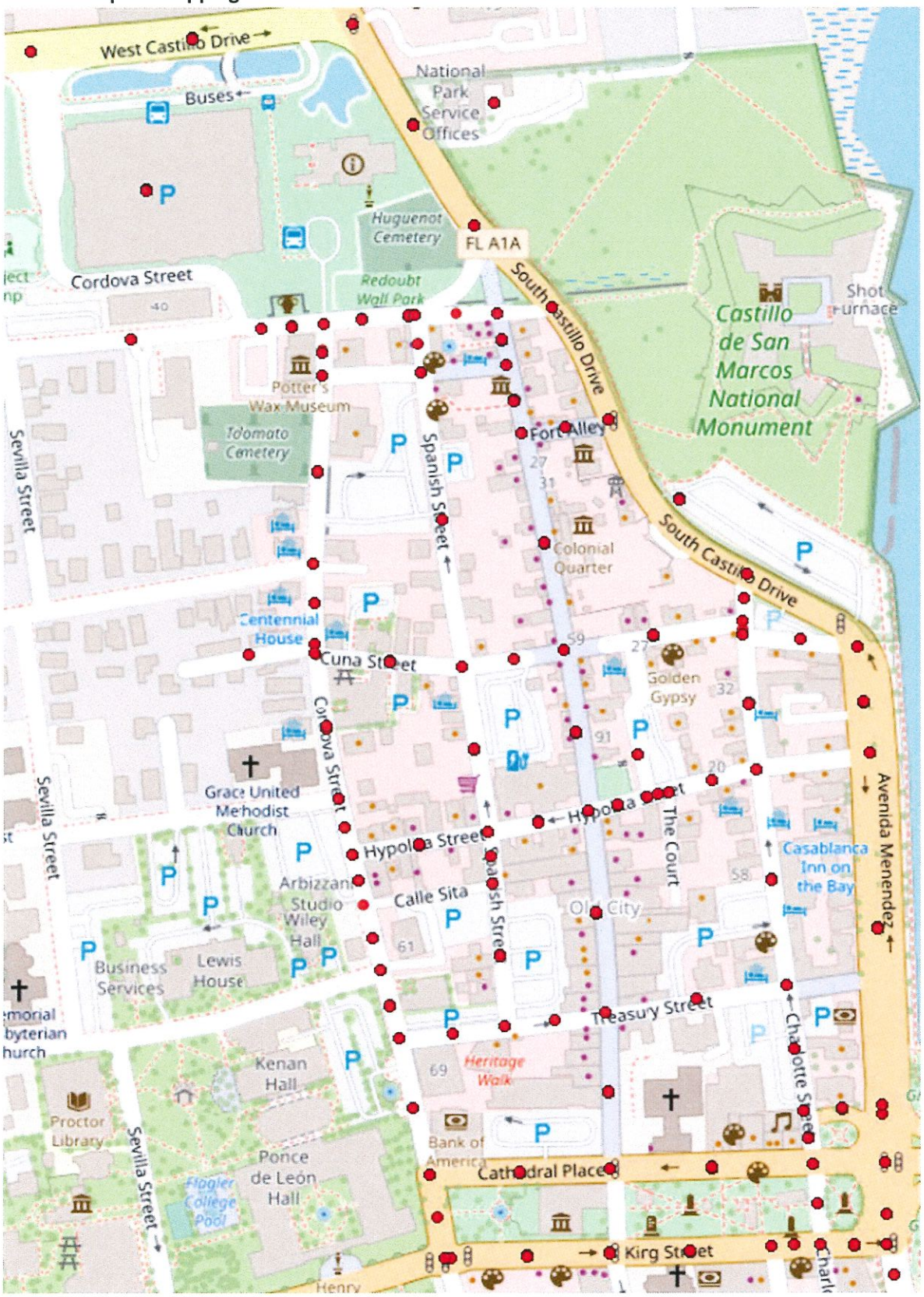
CALLS IN ZONE 1 FROM 8/8/2021 TO 8/8/2023 FROM 0000 - 0230 HRS	
LOCATIONS:	TOTAL OF CALLS:
W CASTILLO DR / ORANGE ST	46
W CASTILLO DR	13
S CASTILLO DR / CUNA ST	1
S CASTILLO DR / CHARLOTTE ST	1
S CASTILLO DR	22
VALENCIA ST	5
TREASURY ST / CATHEDRAL PL	9
TREASURY ST / ANDERSON CIR	1
TREASURY ST	13
TOQUES PL / ST GEORGE ST	8
TOQUES PL	2
TOLOMATO LN / SARAGOSSA ST	11
TOLOMATO LN / FORT ALY	7
TOLOMATO LN / CUNA ST	2
TOLOMATO LN	1
ST GEORGE ST / CORDOVA ST	6
ST GEORGE ST	25
ST ANDREWS CT	2
SPANISH ST / CORDOVA ST	10
SPANISH ST	8
SARAGOSSA ST / SAINT ANDREWS CT	1
SAN MARCO AVE / ORANGE/GE ST	12
SAN MARCO AV / ORANGE ST	158
SAN MARCO AV / CORDOVA ST	5
SAN MARCO AV / CO	11
ST GEORGE ST / SPANISH ST	2
ST GEORGE ST / CORDOVA ST	3
ST GEORGE ST	6
ORANGE ST / TOLOMATO LN	11
ORANGE ST	22
KING ST / ARTILLERY LN	72
KING ST	9
HYPOLITA ST/ TREASURY ST	54

HYPOLITA ST / ANDERSON CIR	**80**
HYPOLITA ST	**49**
FORT ALY/ CUNA ST	**6**
FORT ALY/ CHARLOTTE ST	**7**
FORT ALLEY	**139**
CUNA ST / HYPOLITA ST	**206**
CUNA ST / CUNA ST	**1**
CUNA ST / CARRERA ST	**1**
CUNA ST	**15**
CORDOVA ST/ SEVILLA ST	**2**
CORDOVA ST / CORDOVA ST	**1**
CORDOVA ST	**53**
CHARLOTTE ST/ THE COURT	**16**
CHARLOTTE ST/ ST GEORGE ST	**79**
CHARLOTTE ST/ SAINT GEORGE ST	**34**
CHARLOTTE ST	**31**
CATHEDRAL PL / KING	**2**
CATHEDRAL PL	**34**
CARRERA ST	**2**
CALLE SITA / VALENCIA ST	**1**
CALLE SITA / TREASURY ST	**1**
BRIDGE OF LIONS	**20**
AVILES ST/ ST GEORGE ST	**3**
AVILES ST / ST GEORGE ST	**1**
AVILES ST	**5**
AVENIDA MENENDEZ / CHARLOTTE ST	**47**
AVENIDA MENENDEZ	**23**
ANDERSON CIR / CATHEDRAL PL	**27**
ANDERSON CIR	**1**
TOTAL	**1446**

CALLS IN ZONE 1 FROM 8/8/2021 TO 8/8/2023 FROM 0000 - 0230 HRS	
TYPES OF CALLS:	**TOTAL OF CALLS:**
911 - HANGEUP	**63**
ALARM-BUS	**99**
ALARM-BUS HOLDUP	**1**
ALARM-RES AOOIBLE	**1**
ASSAULT/ BATTERY	**25**
ASSIST AGENCY	**20**
ASSIST CITIZEN	**109**
BICYCLE STOP	**6**
BURGLARY	**1**
CITY ORO VIOLATION	**39**
CITY PARK COMPLAINT	**11**
CIVIL DISPUTE	**1**
CONTACT	**3**
CRASH	**9**
CRIM. MISC /VANDALISM	**3**
DAV	**4**
DISTURBANCE	**164**
DISTURBANCE NIP	**5**
DUI	**42**
F/R DISPATCH LEO	**10**
FIRE RESCUE INFO	**31**
FOLLOW UP	**3**
FOUND PROPERTY	**19**
FRAUD	**1**
HIT AND RUN	**3**
INDECENT EXPOSURE	**3**
INFORMATION	**9**
INTOXICATED PERSON	**25**
JUVENILE PROBLEMS	**1**
K9 ASSIST	**5**
LOST PROPERTY	**5**
MISCELLANEOUS	**1**
MISSING ADULT	**1**
NARCOTICS VIOLATION	**2**
NOISE COMPLAINT	**63**
OBSTRUCTION OF HWY	**4**

RECKLESS DRIVER	**6**
ROUTINE PATROL	**71**
STOLEN VEHICLE	**1**
SUICIDE THREATS	**1**
SUPPLEMENT	**1**
SUSPICIOUS CIRCUMSTA	**46**
SUSPICIOUS PERSON	**273**
SUSPICIOUS VEHICLE	**31**
TEST - DO NOT DISP.	**1**
THEFT DELAYED	**9**
TRAFFIC STOP	**175**
TRESPASSING	**37**
VIOLATION CNTY ORD	**8**
WARRANT SERVICE	**2**
WATCH ORDER	**9**
WELFARE CHECK	**2**
TOTAL NUMBER OF CALLS:	**1465**

Map 1 - Mapping area for search criteria Police Calls



Map 2 - Mapping area for search criteria Police Calls Entire City

Solid Waste Division

Examples of city costs and ongoing maintenance efforts:

- The solid waste division has two (2) pressure washing staff that primarily focus on the downtown area seven (7) days a week, 5:00 am until roughly 9:00 am once foot traffic increases. They then go to other parts of the city.

- The city also contracts additional pressure washing tasks 4 times a year. The area(s) include Orange Street to King Street, Cordova to Avenida Menendez. Each cleaning is $22,000 ($88,000 total budgeted).

- The city has a street sweeper machine and crew that sweeps the streets in the historic district every morning. The city also has a dedicated litter crew from 4:00 pm until 1 am in addition to the regular litter crew during the day.

Summary

- The St. Johns County Tourist Development Council promotes St. Augustine and St. Johns County as a tourist destination.

- The city has been impacted by legislative actions that preempt the city's ability to regulate certain issues, such as Short-Term Rentals (STRs) for example.

- The city is impacted by the population growth in St. Johns County and the surrounding areas that subsequently use St. Augustine as its downtown and "entertainment district".

- The city taxpayers, including residents and all businesses, bear the cost of the numbers of people that enjoy our small city.

- **The city is trying to meet its obligations regarding impacts on the city including making lighting improvements, improving streetscapes and traffic patterns, stepping up trash collection, and pressure washing and maintenance especially in the downtown, as well as, providing an increased police presence, and stepping up police patrols around the city and in the downtown.**

- **The Police and Fire Departments are coordinating regarding response and anticipating needs for staffing levels.**

- **The city is also discussing and moving forward with a major initiative regarding homelessness, and unsheltered individuals within the city. The city has recently bought property near South Dixie Highway and State Road 207 to initially move the "Dining with Dignity" efforts to this location among other things.**

- The next phases of this initiative include coordinating with the many existing providers within the county under the Continuum of Care organization to establish a central location as a drop-in day center to provide resources and support services for those in need, such as, bathing, laundry machines, mail, and access to service providers.

Baseline 2040 Comprehensive Plan Conditions

The following are excerpts from the City's Comprehensive Plan Data and Analysis. Describing some of the City's existing conditions.

Proportion of City Population to County Population

Year	St. Johns County	City of St. Augustine	% of County
1970	30,727	12,352	40
1980	51,303	11,985	23
1990	82,829	11,692	14
2000	123,135	11,592	9
2010	190,039	12,975	7
2015	212,566 (projected)	13,590 (projected)	6
2018	238,742 (projected)	14,021 (projected)	6
2020	273,425 (Census actual)	14,319 (Census actual)	5
2022	306,841 (estimated)	15,180 (estimated)	5

Source: Planning and Building Department

The residential unit projected needs included in the following Table were based on a 5% increase in the city's population over the years of analysis, however the actual 2020 Census number for population within the city was 14,319 people which is a higher number by 277 people (a 7.5% increase). Additionally, based on the BEBR 2022 projection of 15,180 people versus 14,790 people projected for housing units for 2025 (a 7.6% increase), it is apparent that BEBR is projecting a much higher city population moving forward.

Based on this data the city's population will increase and may trend higher than projected in 2018-2020. Possibly establishing a potential for more conflict between residential and commercial uses, especially in mixed use areas.

Residential Units Needed

Comprehensive Plan 2040 BEBR Medium Population Projections & Need for Residential Units

Year	St. Johns County	City of St. Augustine	Population Change	Units Needed
Census 1990	83,829	11,692		
Census 2000	123,135	11,592		
Census 2010	190,039	12,975	1,383	601
Projected 2015	213,566	13,590	615	267
Projected 2018	238,742	14,021	431	187
Projected 2020	255,300	14,042***	21	9
Projected 2025	295,800	14,790*	748	325
Projected 2030	329,600	16,480*	1,690	735
Projected 2035	359,600	17,980*	1,500	652
Projected 2040	386,600	19,330*	1,350	587
		Total	**7,738**	**3,363****

Sources: 1. 2015 BEBR Statistical Abstract
2. Florida Department of Community Affairs (DCA) in 2011

*Projections including and after 2025 are based on a steady rate of 5% of the projected St. Johns County population.
**Based on 2.30 persons per household in the City of St. Augustine, 2010 U.S. Census.
***Projection based on 5.5% growth rate.

The following steps were used to estimate the number of units and land necessary to accommodate the projected growth.

Affordable Housing/Workforce Housing

Florida Statutes requires that an affordable housing assessment be performed using a methodology established by the Florida Department of Economic Opportunity (DEO). Data and Analysis for the Affordable Housing Assessment was provided by the Schimberg Center for Housing Studies, using the best data currently available. The full discussion is included in the Housing Element of the Comprehensive Plan.

Based on the data provided 38.6% of the current households in 2016 earned 80% or more of the area median income. This percentage is expected to rise through 2040, so in general household incomes within the city are projected to go up. In total 53.4% of the households within the city were not cost burdened in 2016. However, 46.6% of households were cost burdened, almost 31% severely cost burdened. Using the median household income for the city in 2016, the lack of affordable housing is dramatically illustrated for each housing cost threshold group.

An affordable workforce housing plan is critical to maintain the City's social and economic diversity. A diverse economy is also critical to maintain a viable, livable, healthy community. The Housing Element discusses specific housing considerations in detail.

Commercial Land Needed

The following steps were used to estimate the number of commercial acres necessary to accommodate the projected growth.

Additional Commercial Acres – vacant commercial acres = Additional need
381.30 – 221.50 = 159.80 needed commercial acres

The City projects a need for an additional 159.80 acres of commercial land. It is envisioned that these additional acres be utilized within and adjacent to the historic city limits to encourage mixed use, infill and compact development in and around the historic downtown. The existing commercial corridors including US Highway 1 may also redevelop at a higher intensity than currently exists.

Industrial Land Needed

The following steps were used to estimate the number of industrial acres necessary to accommodate the projected growth.

Additional Industrial Acres – vacant industrial acres = Additional need
63.55 – 15.38 = 48.17 needed industrial acres

The City projects a need for an additional 48.17 acres of industrial land. Appropriate industrial locations should be encouraged for the overall economic potential of the community. If existing industrial land is changed to another land use category consideration should be made regarding any other more appropriate locations for additional industrial acreage. Marine industrial locations should also be considered in an effort to retain working waterfronts.

Mixed Use

The City's Land Use Plan contains approximately 773.23 acres of land designated residential mixed use. However, almost all of the City's land use categories may be considered mixed use. The commercial categories allow residential uses, and the Historic Preservation Land Use category includes varying degrees of mixed uses with the highest concentrated mixed-use district in the core downtown area. Residential areas are also encouraged to include churches, schools, parks, and other uses supportive of healthy neighborhoods.

Economic Development (excerpted from the Comprehensive Plan)

Even though the City of St. Augustine has always had a small population and a small, town atmosphere it has functioned as a unique urban area. It is the County seat of St. Johns County although the County functions and services have moved out of the actual city limits. Nevertheless, it remains an important part of the identity of the County and northeast Florida.

It has always attracted tourists with a quaint old, world downtown, and its proximity to the water and the beaches; however, in recent years the level of attention and numbers of people that come to the City has increased dramatically. The volume of visitors is almost overwhelming to the sense of community for those that actually live and work here.

Lower paying service jobs catering to the tourist industry make it difficult to afford to live in the City, as the real estate market, and other market forces eliminate, change, and out price housing for the workforce.

It is important for the City to maintain its unique identity despite the pressure from outside influences.

Outlined below is a Community Profile that includes comparisons between the City and St. Johns County.

It can be noted that the City's median household income is approximately 34% lower than the overall County rate, and it appears that a significant number of individuals below the poverty level live within the City limits. The highest employment industry in the County is the Leisure & Hospitality industry with Trade, Transportation & Utilities a close second with approximately 19% of the 2016 annual employment. The other largest employment industries are Education & Health Services, Government and Professional & Business Services. It can also be noted that based on food service sales, shipments, wholesaler sales, and retail sales a significant volume of business for the County takes place within the City limits.

The City should work to encourage both professional and business opportunity and growth within the city limits that will work to maintain a diverse and healthy local economy that also serves the needs of the local population.

Community Profile

• In labor force (% of Population Aged 18 and older)	67.3%
• Median household income (County)	$69,523
• **Median household income (in 2016) (City)**	**$45,612***
• Per capita income (in 2016) (County)	$61,423
• **Per capita income (in 2016) (City)**	**$27,787***
• All ages in poverty (County)	7.7%
• **Individuals below poverty level (City)**	**20.4%***
• Unemployment Rate (in 2016)	3.7%
• **Number of Companies (in 2012) (City)**	**3,431***
• Annual employment all industries, 2016 preliminary total	69,752
Leisure & Hospitality	20.4%
[Total accommodation and food service sales, 2012 ($1,000)] (City)	**191,883***
Trade, Transportation & Utilities	19.1%
Education & Health Services	15.8%
[Total health care and social assistance receipts/revenue, 2012 ($1,000)] (City)	**105,092***
Government	13.5%
Professional & Business Services	10.3%
Construction	5.4%
Financial Activities	4.9%
Other Services	4.7%
[Total manufacturers shipments, 2012 ($1,000)] (City)	**31,379***
[Total merchant wholesaler sales, 2012 ($1,000)] (City)	**37,229***
[Total retail sales, 2012 ($1,000)] (City)	**545,501***

Source: U.S. Census and/or Florida Legislature Office of Economic and Demographic Research
*Indicates information specific to City of St. Augustine, all other information references are St. Johns County in total

The growth in St. Johns County has also impacted the City as the population in the county increases, the residents use St. Augustine as a desirable entertainment district. This is beginning to change the livability and character of the entire city. The tourism industry is discussed in more detail below.

It has also been recognized that St. Augustine includes a significant arts community that pursue the full range of artistic expression and talent. This also contributes to the economy, potential economy and the appeal of St. Augustine as a destination.

Tourism

Tourism is a large part of the economy in St. Augustine. The St. Johns County Tourist Development Council (TDC) spends millions of dollars promoting the County for tourist opportunities in six (6) areas: outdoor recreation, family, arts and culture, history, romance, and golf. In 2016 a total of 6,780,462 visitors came to St. Johns County, 2,581,292 just for the day.

Funding

Funding for Tourist Development Council programs is provided by a "bed tax" paid by overnight visitors to St. Johns County. First established by County ordinance 86-72, the "bed tax" or Local Option Tourist Development Tax (LOTDT) is assessed on short-term transient rentals. Hotel/motel rooms, campground spaces, condominiums, apartments and even private home rentals are subject to the tax if they are rented for six months or less. The current level of the county-wide tax is four percent which generates approximately $5 million dollars annually, Chapter 125.0104 Florida Statutes is the state enabling legislation which includes procedures for implementing the tax and how the proceeds can be used among other things.

How Revenue is Allocated

The St. Johns County Commission has set by ordinance (#92-32) the division of funds on a 40-30-30 basis with forty percent (40%) going to advertising and promotion, thirty percent (30%) going to culture and special events, and thirty percent (30%) going to beaches and recreation. Ordinance 92-32 further stipulates that the 40-30-30 split of tax revenues cannot be changed without a referendum election. The final 1% of tax added in 1991 is designated for advertising and is added to the 40% allocated to Category I. History had shown that a number of organizations applied for funds which the grants panel found to be worthy, but could not legitimately label some events as cultural. Direct promotion and advertising is referred to as Category I. Culture and special events are referred to as Category II, and recreation, beaches, and related facilities is referred to as Category III.

Additionally, at the time that the Comprehensive Plan was updated between 2018 and 2020 the TDC reported that:

- 62% of the visitors stayed more than one or more nights;
- 73% of the overnight visitors stayed in hotels or B&Bs;
- 96% walked historic St. Augustine (**6,509,244 people**);
- 86% Dined in restaurants;
- 55% Paid admission to visit a historical site or museum (**3,729,254 people**);
- 46% Took a trolley, walking or ghost tour (**3,119,013 people**); and,
- 23% Engaged in beach activities **(1,559,506 people)**.

These statistics emphasize the importance of St. Augustine to the Leisure & Hospitality industry in St. Johns County. A total of 854,664 people toured the fort in downtown St. Augustine in 2016, which is almost 13% of all of the visitors to the County during that year. Outlined below are the numbers of people that toured the Castillo de San Marcos (fort) each year from 2006-2017, totaling 8.8 million people, and averaging 801,451 people a year. Since 1934 over 45 million people have toured the fort. In 2017, 876,975 people toured the fort, the most recorded, and one of the top four (4) years (1992, 2015, 2016, and 2017) ever recorded.

Table 7: Visitors to the Castillo de San Marcos (Fort)

Total Visitors 2006-2017	**8,815,966**	Average per year: **801,451**
Total Visitors 2017	**876,975**	Average per month: **73,081**
Total Visitors since 1934	**45,502,022**	

Source: National Park Service local office, St. Augustine, Florida, 2018

Although the information in the above table is dated according to the National Park Service, the Fort continues to attract approximately 800,000 visitors per year.

The volume of tourists coming to the City is a huge impact on the economy but is also a huge strain on the livability of a real City for the people that live here. This issue creates strains for mobility, impacts on infrastructure, such as water and sewer, historic resources, and neighborhood quality of life. The City population is only approximately 14,000 people with over 6 million visitors a year.

In Fiscal Year 2016 the remitted Tourist Development Tax within the two (2) area codes that include the City, was over 6.8 million dollars of bed tax. In Fiscal Year 2017 the bed tax paid in these areas was over 6.4 million dollars. This includes area code 32084, which includes Vilano and North Beach, and 32080 which is Anastasia Island, so not all of the revenue was generated from within the actual City limits; however, the majority of the City is in zip code 32084. This may also demonstrate tourist impacts throughout the city from North Beach to St. Augustine Beach as visitors pass through the city to stay at hotels in the immediate area and come into the city or go to the beaches as tourists.

Vision

Over the past 30 years, the City of St. Augustine has completed several planning exercises. The first and largest effort in the late 1980's and early 1990's included the submittal of the first statutory Comprehensive Plan and a complete compatible rezoning effort. This established the majority of the City's existing Comprehensive Plan, and the current zoning district pattern for the City.

In 2014 a major visioning process was initiated. It included an open dialogue with the community to understand the trends and forces that will potentially shape the future of the City of St. Augustine. For well over a year volunteers worked together to garner input and provide feedback to develop a Vision Plan that was adopted in June 2015, the *Vision 2014 & Beyond* document.

The *Vision 2014 & Beyond*, as well as, other plans and studies, will help guide the direction and purpose of the City's updated Comprehensive Plan.

In looking at all of the forces impacting the quality of life in the historic city the Land Use Plan has to balance quality of life, local commercial needs, broader economic commercial needs, and the life of neighborhoods in an urbanized area within a growing County, and increasing development and tourism pressures.

The perspective on the Land Use Plan includes focusing on the core downtown historic area, the historic neighborhoods, and corridors radiating out of the downtown, and the evolution of the more typical suburban development along the main arterials through the City. It is expected that with limited remaining vacant land, the majority of new development will include infill, and intensification or redevelopment of existing properties within the existing City limits.

Land Use Plan

The Future Land Use Plan for the City is the outline for the planned development of the City defined in the land use categories. The categories are defined in an effort to encourage the type of development, redevelopment or infill development as envisioned by the data and analysis and the citizens of St. Augustine. More specific uses, stipulations, and regulations are outlined in the City's adopted Comprehensive Plan Goals, Objectives and Policies, land development code, as well as, depicted in the Future Land Use Map Series.

The adopted Future Land Use Map (FLUM) contains and identifies appropriate locations for the following land use categories which are established to encourage preservation, mobility, and livability, to provide for the protection of natural, historic and cultural resources and to balance quality of life and economic development **(not all categories are summarized below)**.

Preservation Categories: The preservation category is established to recognize and protect the historic and cultural value of the downtown core area.

Residential Categories: The residential categories are established to provide for the preservation of existing, predominantly residential neighborhoods. These categories allow a range of housing types of single-family low, single-family medium, multi-family and residential mixed-use.

Commercial Categories: The commercial category is established to encourage a mix of commercial uses that provide necessary businesses and services for residents as well as visitors and promote a diverse economy.

Industrial Categories: The industrial category is established to provide sufficient land for existing and anticipated future industrial needs, including working waterfronts and requisite support services.

The future land use plan included in the City's Comprehensive Plan and adopted in the Goals, Objectives and Policies is intended to fulfill the desired development pattern for the City of St. Augustine through the year 2040. This plan is based on the community vision to maintain a balanced perspective on the history and future of the City. It tries to recognize the difficulties of facing the future in an ancient city. However, it is also realized that the city has evolved for over 450 years and will continue into the future.

2040 Future Land Use Map

Sociable City Assessment Summary Report developed by RHI – June 1, 2022

SOCIABLE CITY ASSESSMENT

Summary Report

June 1. 2022

PREPARED FOR:

St. Augustine, Florida

PREPARED BY:

Responsible Hospitality Institute

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ST. AUGUSTINE, FLORIDA SOCIABLE CITY PLAN
PREPARED BY: RESPONSIBLE HOSPITALITY INSTITUTE
JUNE 2022

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EXECUTIVE SUMMARY

Project Overview

The Responsible Hospitality Institute (RHI) was invited to work with the City of St. Augustine to help facilitate safe and vibrant growth in the "social economy."[1] The focus of the report's analysis and recommendations is on the Historic Downtown. However, some findings and actions may address systemic challenges citywide.

Between November 2021 and March 2022, nearly 130 individuals representing 81 organizations/companies participated in twenty-four meetings hosted by RHI both on-site and virtually. Participants represented a diverse cross-section of public, private and government stakeholders, recruited by a Transformation Team (Sunshine Committee). RHI staff made three on-site visits to St. Augustine to conduct engagement meetings, information-gathering, observational tours of the city, and facilitate six roundtable focus groups. A final summary presentation will be July 2022.

Analysis of the Social Economy

RHI analyzed eight key content areas for this study:

Market Forces that have led to current trends driving change in the downtown social economy.

Governance: systems and policies that exist or are needed to ensure sustainable nighttime economy management.

Six Core Measures of a Sociable City: strengths, challenges and opportunities.

Action Plan

The Action Plan was primarily generated by Roundtable participants. Supplemental actions were created by RHI based on priorities identified during interviews and meetings that took place prior to the Roundtables. The Foundation section's action plan is based on RHI's research and experience with social economy governance systems worldwide.

TO LAY A FOUNDATION FOR THE SOCIAL ECONOMY 1: Form a Social Economy Alliance 2: Conduct an Economic Analysis of the Social Economy	**TO ASSURE SAFETY IN THE SOCIAL ECONOMY** 1: Facilitate Easier Access by Emergency Vehicles 2: Improve Lighting In "Dead Zones" 3: Form a Nighttime Social Venue Alliance 4: Educate Visitors to Not Carry Open Containers
TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY 1: Formalize and Raise Awareness of Rideshare Hubs 2: Provide Safe, Efficient Parking for Nighttime Employees 3: Bring Residents Back to Downtown 4: Refine Sound Management Process	**TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY** 1: Educate Visitors About Not Giving to Panhandlers 2: Create More Opportunities for Original Live Music 3: Update Event Procedures and Coordination

Report Organization

A summary version of the report is available to review a brief snapshot of each area of analysis, as well as a synopsis of the action plan. **Access short version**: https://sociablecity.info/st_augustine/short_report_2022.pdf.

A complete version of the report provides the full analysis of each content area, including in-depth background and a step-by-step implementation plan for each proposed action.
Access full version: https://sociablecity.info/st_augustine/full_report_2022.pdf

[1] RHI defines the social economy as the venues and events that facilitate sociability in the form of dining, entertainment, events and nightlife.

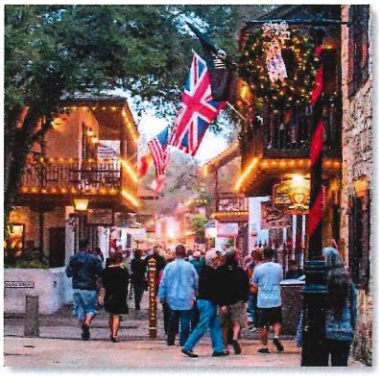
SUMMARY OF TRENDS AND MARKET FORCES

FROM A HIDDEN GEM TO A DESTINATION STRAINED BY TOURISTS

St. Augustine was once known as a "hidden gem" and a "sleepy town." But, word got out. Full of historical landmarks in walking distance to downtown, balconies overlook narrow cobblestone streets and mini oases of nature are interspersed with Spanish moss. St. Augustine strives to be a modern city within the confines of Spanish colonial design—horse-drawn carriages share the road with cars, quads, pedestrians and trolleys. The city is marketed as an opportunity to "travel internationally without going abroad," where visitors can experience "old-world charm, art, culture," and romance (Smithsonian, 2022). Indeed, there is a jarring mix of the old and the new, classy and tawdry, in shops, social spaces and services that provide a unique atmosphere downtown.

Two turning points are identified as critical "before" and "after" moments that raised national awareness of the city. In 2013, the Gentlemen of the Road tour featured Mumford and Sons at Francis Field, giving new markets their first taste of the city. Then, in 2015, the 450th anniversary of the city's founding in 1565 celebrated St. Augustine as the "oldest continuously-occupied European settlement in the continental United States" (Visit St. Augustine, 2022). An estimated 100,000 people visited downtown during 5-days of activities (Reynolds, 2015).

Five years later, in 2020, no one could have predicted how well Florida would fare during a global health crisis. While most of the country locked down, restricting "non-essential" businesses (which forced bars and restaurants to close except for take-out), and enacting mask mandates, Florida remained open and relatively "normal." Tourism skyrocketed. Visit Florida announced that the state welcomed 31.4 million travelers in the second quarter of 2021 and that the state hosted nearly as many tourists as prior to the pandemic (Florida Trend, 2021; Durkee, 2021).



St. Augustine similarly saw an influx in tourism in 2021. Digital nomads and remote workers, staycationers and daytrippers, East coast snowbirds and families—they all flocked to the city. Weddings were not only limited to weekends—newlyweds could be seen nearly every day of the week. Day and night, St. George Street was so filled with people that you could hardly move. Per the VCB, 2021 beat the record-breaking year of 2019 in bed tax collections by 20%.

St. Johns County

- **10th fastest-growing county in** U.S.
- Est. **265,512 population**
- **6.3 million tourists** visit annually
- **Est. 12,600 short-term rentable units** (incl. vacation rentals e.g. hotels, B&Bs, sharing economy accommodations i.e. Airbnb, VRBO, Home Away)

Sources: St. Johns County Gov't, 2022; TDC, 2017; Smith Travel Resources and All the Rooms (2022)

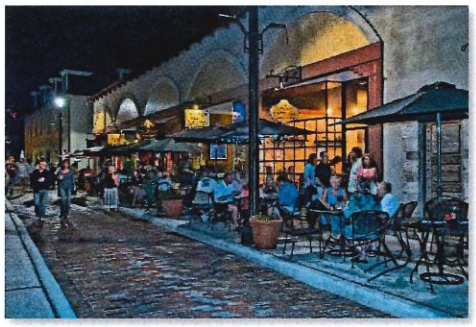
68%+ of tourists have been to the city before. 35%+ of tourists have been to the city more than 10 times before.

Tourist = someone who lives outside the county

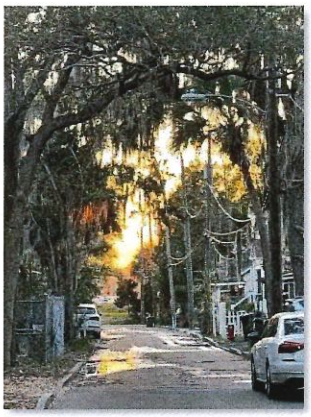
(Visitors & Convention Bureau)

Although Florida remained open, St. Augustine was not immune to the national challenges caused by COVID-19 and, in the years prior, climate change. Severe weather events wreaked havoc on this coastal city—from hurricanes to flooding, which damaged businesses, displaced the unsheltered and threatened downtown's fragile infrastructure. Two+ years into the pandemic, hospitality businesses still face supply shortages and difficulty hiring enough employees. Some businesses still close temporarily due to outbreaks or reduce hours due to insufficient staff. The pandemic also changed tourism patterns—no longer is there a predictable "peak" season with lows and highs; the city adapted to an all-season market with even greater demands.

Downtown is a finite resource with a carrying capacity that may already be maxed out. Insufficient affordable housing forces students and employees to live farther away and commute in, perpetuating traffic congestion. The rise in short-term rentals continues to drive up costs of housing, leading to gentrification, especially of the once predominantly African American neighborhood of Lincolnville. Parking is difficult to find and cited as a top barrier to attracting residents for a night out, as well as employees, who need safe access to and from work.



Despite limited resources, growth continues. Planned hospitality developments will infill the remaining gaps in real estate downtown and in the periphery. Retail shops are being converted into food and beverage establishments, one of the few remaining business models that can succeed in the era of online shopping. New hotels are also under development, which will bring more patrons. Businesses will need more staff. Where will they park? Where will they live? Where will new businesses store their trash, when standard size dumpsters don't fit on narrow streets?



The growing pains of the city can no longer be ignored. There is already dramatic stress on infrastructure and human resources. Historic buildings have needed additional support structures to sustain visitation. Police resources are insufficient to maintain zone integrity, much less fulfill event security requirements.

The funding structure for the City (based on the residential population) may no longer be viable. The city's population has remained relatively stable since 1930, estimating between 12,000-14,000 people (Wikipedia, 2022). Yet St. Johns County has grown tremendously. There is growing tension between the city and county due to the perception that the county brings more tourists yet doesn't support the City with matching resources for management. Yet the Visitors & Convention Bureau (VCB)'s allocation of bed tax funds is restricted by state statute.

Has the "tipping point" already been reached? Is it already too late? In 2019, there were fears that this was indeed the case. City leaders expressed concern about violence downtown becoming a continuing trend. Although incidents were devastating to the community (i.e. stabbing on Spanish street, two impaired driving crashes, shots fired outside a social venue), they would not prove to be part of a trend (White, 2021). Violence and public safety incidents have remained rare and mostly isolated incidents. In fact, crime in 2020 was at a 25-year low (Clark, 2021). Managing continued growth in business development and increased visitation is the broader challenge.

Maintaining quality of life, facilitating coexistence of uses, and enhancing accessibility to downtown are the pervasive issues impacting downtown. Presence of unsheltered, panhandlers and transients (not a homogenous group) negatively impact the perception of safety, especially for women. Sound from amplified music and people leaving social venues disturb neighbors even as far as Davis Shores and Anastasia Island. Disturbances from intoxicated persons are nuisances, but also potential safety risks for impaired driving. Clearing the district quickly and efficiently after bar closing was identified as a solution to multiple challenges. After all, the faster people return home, the less problems they may cause.

A push and pull dynamic underlie many of the existential debates in the city. How can the city retain legacy residents while appealing to visitors? How can the city preserve authenticity while providing convenience and modern amenities? The fear of losing the city's charm, history and authenticity pervaded many discussions with stakeholders.

St. Augustine played a pivotal role in the Civil Rights movement. In fact, the Civil Rights Act in 1964 may not have been passed if Martin Luther King, Jr. had not stopped in St. Augustine to bolster the local protest movement prior to going to DC. Lincolnville's live music venues were also once part of the Chitlin' Circuit, which hosted prominent African American musicians. This history is not widely publicized outside of the Lincolnville Museum & Cultural Center. As the City explores how best to chart the future of the social economy, city leaders can both commemorate the past and strive to create an inclusive destination where all feel welcome.

Now is the time to capitalize on St. Augustine's many assets in preparation for the 250th anniversary of the nation's founding. In 2026, the city will be showcased in national celebrations. This is an opportunity for the City to polish the gem it has always been so it shines as a beacon of hope and resilience, where authenticity and adaption to the future are seamlessly melded together.

PROJECT OVERVIEW

RHI's Sociable City Project in St. Augustine, Florida

The Responsible Hospitality Institute (RHI) was invited to work with the City of St. Augustine to help facilitate safe and vibrant growth in the "social economy." The focus of the report's analysis and recommendations is on the social economy contained within the Historic Downtown. However, some findings and actions may address systemic challenges and issues that affect social venues citywide.

Information presented in this report was generated from a variety of sources, including RHI staff observations; virtual and on-site interviews and meetings; online research; and background reports.

Timeline

Between November 2021 and March 2022, RHI staff made three on-site visits to St. Augustine, including facilitation of engagement and information-gathering meetings, as well as nighttime observational tours of the city. Twenty-four meetings were hosted by RHI both on-site and virtually, including six roundtable focus groups and a dozen interviews. A final summary presentation will be made July 2022.

Stakeholder Engagement

Nearly 130 individuals representing 81 organizations/companies, including multiple city departments, were involved in virtual and on-site meetings. They represent a diverse cross-section of public, private and government stakeholders.

Steering Committee: The Sociable City Transformation Team

Stakeholder recruitment and outreach was provided by a steering group (formally a Sunshine Committee, per Florida statute) that strove to achieve a balance of perspectives.

The Transformation Team is a steering group of 12 Project Leaders who recognize the need for change, can mobilize stakeholders and leverage resources to ensure the project's success. Members are representative of diverse stakeholder perspectives to ensure broad input.

Beth Sweeny, Director of External and Governmental Functions, Flagler College

Jayson Befort, General Manager, No Name Bar

Troy Blevins, Consultant, Walking Man Consulting

Jeanetta Cebollero, Performer, Ancient City Entertainment Group

Jon Depreter, Retired, Planning and Zoning Board

Tom Dolan, Owner, Meehans

Reuben Franklin, Director, COSA Public Works

Phil McDaniel, Owner, St. Augustine Distillery

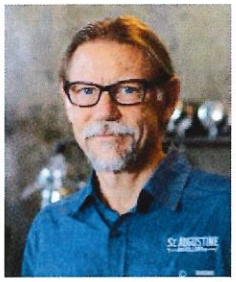
Jennifer Michaux, Chief of Police, St. Augustine Police Department

Gabe Pellicer, General Manager, St. Augustine Amphitheater

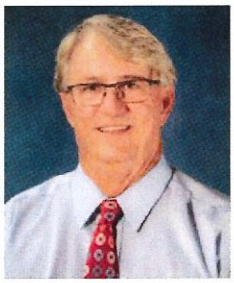
Bob Porter, Vice President, St. Johns County Chamber of Commerce

Support for the Project by City Leaders

The express support, participation and endorsement of key city leaders was vital to the Sociable City Project. During a virtual project orientation open to all project participants, Troy Blevins, Walking Man Consulting, welcomed the following stakeholders who provided opening remarks:



PHIL MCDANIEL
Owner
St. Augustine Distillery

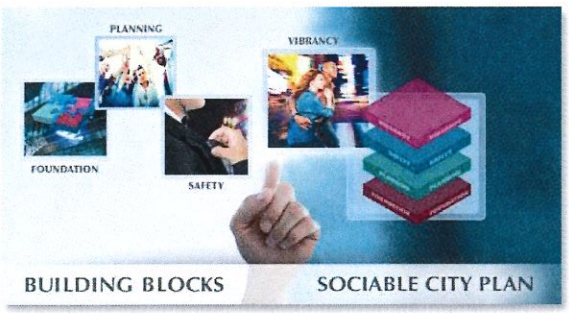


JOHN P REGAN, P.E.
City Manager
City of St. Augustine

NANCY SIKES-KLINE
Commissioner
City of St. Augustine

JENNIFER MICHAUX
Chief Of Police
City of St Augustine

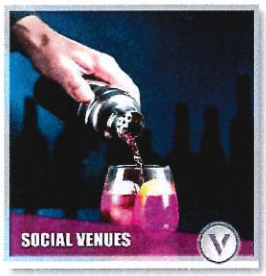
Analysis Framework: Building Blocks of a Sociable City



Project participants received e-learning trainings to learn how to evaluate a city's nighttime economy based upon "Four Building Blocks" and "Six Core Measures" of a sociable city. RHI used this framework to analyze Downtown St. Augustine to generate an action plan.

CORE MEASURE DEFINITIONS

SOCIAL VENUES

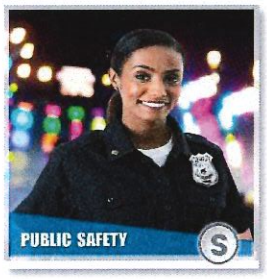


Social venues are defined as dining, dancing, live entertainment, theater, etc. in the city at night and the systems to recruit and retain talent. Entertainment is also measured by mix of clientele, systems for promotion, and retention of talent.

PUBLIC SPACE

Public space vibrancy offers a continuum of outdoor activities such as sidewalk dining, outdoor seating, street performers, markets, food vendors, festivals, and art walks. Truly vibrant cities maintain social activity during day and night.

PUBLIC SAFETY



Public safety in the nighttime economy requires an interagency collaboration to identify risks and coordinate intervention and education with the objective of improving compliance by nightlife venues and efficiently responding to nighttime incidents.

VENUE SAFETY

Venue safety is comprised of the initiatives that venue operators and event organizers undertake to protect the health and safety of their patrons and staff at night. Collaboration with regulatory and enforcement agencies increase industry safety and compliance.

QUALITY OF LIFE

Quality of life in mixed-use social districts entails a balance of social amenities and requires effective management of sound, litter, trash, bio-waste and patron behavior. Updated policies, consistent enforcement and conflict resolution systems help facilitate high standards.

MOBILITY

Patrons and staff need safe and convenient transport to / from social districts at night. Providing nighttime mobility options can enhance the visitor experience; ensure safety of employees who work night shifts; prevent impaired driving and alcohol-related accidents.

ABOUT RHI

The City of St. Augustine commissioned the Responsible Hospitality Institute (RHI) with facilitation of a plan for the future of the historic downtown's social economy.

RHI brings decades of experience of nightlife and social economy management. A private non-profit organization founded in 1983, RHI is the leading source for events, resources and consultation services.

We help cities plan safe and inclusive places to socialize by convening diverse stakeholders to achieve a common vision.

Sociable City Vision

We believe all people should have access to safe, vibrant places to socialize—regardless of age, life stage, race, ethnicity, sexual identity or disability. We help communities create diverse, welcoming social venues and districts where people have an opportunity to connect and lead more enriching lives.

Aims of the Sociable City Project

- To preserve and advocate for the social, cultural and economic value of dining and entertainment
- To examine risk factors for crime, harm and disorder in social districts
- To sustain peaceful coexistence of residents and businesses in mixed-use areas
- To enhance communication between government and businesses regarding policy, procedures and resource allocation

Our Mission

RHI's mission is to provide technical assistance that builds local capacity; incubate and share cutting-edge information and proven strategies; and link a broad-based network of professionals who plan, manage and police nightlife districts

Our Network

RHI's influence extends throughout the world. Our services, media and events advance the professional development of nighttime managers and facilitates creation of collaborative alliances to guide the social economy

GOVERNANCE ANALYSIS: SNAPSHOT

Downtown St. Augustine has a large number of social venues, mostly serving the large tourism economy. Local government has tried to respond to this growth but has limited tools or consistent systems for oversight. Alcohol licenses are issued by the state, and local zoning and definitions have created what appears to be an uneven playing field for bars and restaurants in terms of operating requirements.

Bars and restaurants are defined in the historic core in ways that create incentives for operators to be less than forthcoming about their businesses plans. Permit costs and process reviews often push operators to become restaurants; changes to operations are not reviewed by a renewal process, as outlined below:

St. Augustine's Historic Core: "Bar" vs. "Restaurant"

	"Bar"	"Restaurant"
Definition	Any place that serves/sells alcohol on-premise that is NOT a restaurant	Any place that sells, dispenses prepares and serves food, refreshments or beverages from a menu
State alcohol licenses allowed	**2COP:** $300-400 **4COP "Quota":** $300,000-500,000	**2COP:** $300-400 **4COP "Quota"** **4COP-SFS:** $20,000-30,000 If 150 occupancy; 2,500 sq. ft; 51% food sales
Alcohol Sales, Service, Consumption Ends	**2:00 AM**	**2:00 AM**
Live Music Allowed	**Yes**, with potential restrictions on amplified sound by PZB	**Yes**, potentially 24/hours (no mechanism to set hours of operation)
Use by Exception Permit	Yes	No
Planning & Zoning Board Review & Community Input	Yes	No
Conditions	Yes	No
Remediation & re-review if violations	Yes	No

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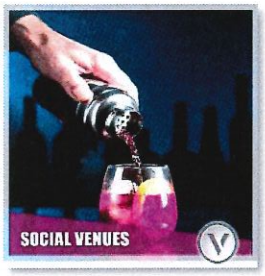
Enforcement of any locally placed conditions, or state level requirements, tend to happen reactively by complaint. Based on RHI's requests for data, the City seems to lack a consistently updated database by which to track and manage licensed venues. This also can lead to uneven enforcement. In addition, the state agency in charge of alcohol license enforcement, Alcoholic Beverages and Tobacco, is understaffed for the area, so little oversight is done. There is also a lack of clarity between police and Code Compliance regarding responsibility for sound complaints, overservice, and underage drinking. Therefore, some establishments are not taken to task on violations.

City officials identified these deficiencies pre-COVID and introduced legislation to address the lack of compliance and enforcement regimens. However, based on RHI's interviews, the process did not seem to include enough outreach to licensed operators, creating a situation of mistrust. RHI's work identified this oversight and arranged a meeting between City Manager John Regan and venue operators. As a result, the City is engaging venue operators to re-evaluate the initial legislation.

CORE MEASURES ANALYSIS: SNAPSHOT

RHI analyzed downtown St. Augustine's social economy using Six Core Measures of a Sociable City.

SOCIAL VENUES: ST. AUGUSTINE



St. Augustine is a destination for fine dining, historic architecture and heritage sites. Weddings and tourism are now an all-season market. Annual events have grown exponentially, but they are becoming difficult for police to staff.

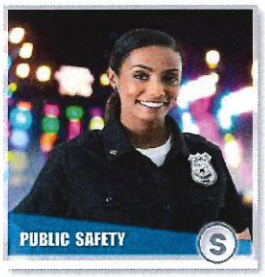
There is a disconnect between residents and downtown. Many venues offer live entertainment throughout the week, but it is limited to mostly top 40 cover bands that appeal to visitors. Original music is hard to find, though local talent exists.

PUBLIC SPACE: ST. AUGUSTINE

St. George Street is a popular attraction, which leads to congestion, while other public spaces and parks are under-utilized. The street (and public space) itself has become a destination for people watching.

Presence of unsheltered, transients and panhandlers (each a distinct population with unique service needs) generate negative perceptions of safety downtown. St. Augustine has become a destination for transients due to the climate and culture of giving.

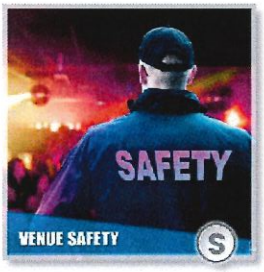
PUBLIC SAFETY: ST. AUGUSTINE



Violent crime is rare, but when incidents do occur downtown, they result in a void of safety presence in other city zones. Downtown officers are described as "gracious" and "helpful" with a customer-service approach.

Police are the "catch all"—responsible for crime, sound compliance, homelessness, nightlife safety AND event security. More officers are desired to increase the safety presence downtown. The PD has struggled to fill positions for nightlife that are fully funded, as well as meet event security requests.

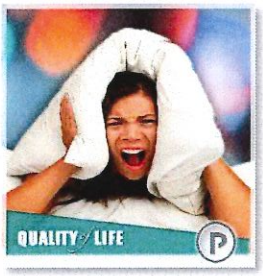
VENUE SAFETY: ST. AUGUSTINE



Downtown St. Augustine is generally a safe community to go out at night to socialize. Some businesses have excellent approaches to manage crowds and public safety and can serve as a model for other businesses.

Yet standards for safety and service are inconsistent due to a gap in standardization for door security and server training. The lack of formal organization among venue operators poses a challenge to improved coordination with the City, which would benefit from an industry point person to coordinate City initiatives.

QUALITY OF LIFE: ST. AUGUSTINE



Residents feel disconnected from downtown's social amenities and attribute the decline in quality of life to the influx of tourists. The rise of short-term rentals has driven housing prices up, making it unaffordable to live in the city.

Business owners are concerned about the comfort and safety of their employees, patrons and visitors. Finding safe parking for employees and access to restrooms at night are key amenities. Concern was also expressed about meeting the sound ordinance.

MOBILITY: ST. AUGUSTINE

Highly walkable and compact, downtown was designed with historic, narrow streets. Different modes of transport are competing for limited space at different times of day. Parking is hard to find at peak times and traffic is congested day and night.

Rideshare services (e.g. Uber, Lyft) are a key mode of transport for nightlife patrons, especially at closing time. Yet there are no current systems of coordination or designated locations for pick-up and drop-off.

WOMEN'S PERSPECTIVE ON THE SOCIAL ECONOMY: SNAPSHOT

RHI conducted a focus group among women of different ages to analyze St. Augustine's downtown social economy.

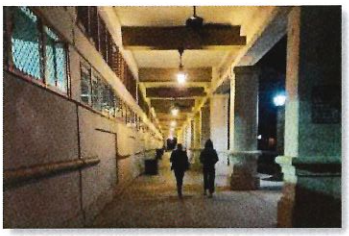
Social Venues

St. Augustine has a variety of social assets downtown. Among the attractions ranked as "excellent" by the women's focus group include high quality food and beverage, engagement with art and the "street as a venue" (where walking downtown is the attraction, especially on St. George Street). Events, festivals and sporting events (e.g. hosted by Flagler College) are key attractions, which draw a wide range of ages and life stages. Colonial Oak is particularly family friendly. Downtown has room for improvement in social options after 10:00 p.m. that appeal to a 30+ mature audience.

Inclusion

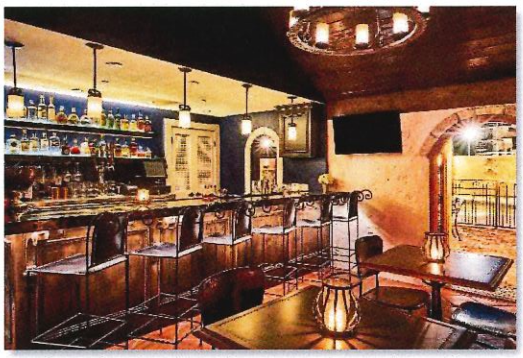
The City of St. Augustine has a complicated dynamic with current and historical diversity, equity and inclusion. There is a notable lack of racial and ethnic diversity in pedestrians, patrons and owners of social venues downtown. Musical diversity is limited and there is a gap in LGBT+ social venues. Wedding planners noted that while they do have diverse wedding parties, there are few social spaces where e.g. African Americans or LGBT+ community members would feel comfortable bringing their post-wedding "after party" downtown.

Public Safety



Women are often a key barometer of safety. In fact, social preferences by women often coincide with best practices for safety in nightlife venues and social districts. The physical environment of a downtown social district has a large impact on whether women feel safe at night. Environmental cues such as good lighting, cleanliness and presence of multi-generational eyes on the street contribute to a positive perception of safety. Areas that women's focus group participants felt safest were: Plaza, Bayfront, St. George St and Hypolita St. However, participants commented that they intentionally avoid areas that are consistently dark (e.g. side streets, alleys, parking lots) and are intimidated by groups of transients and panhandlers, especially if they are drinking in public.

Venue Safety

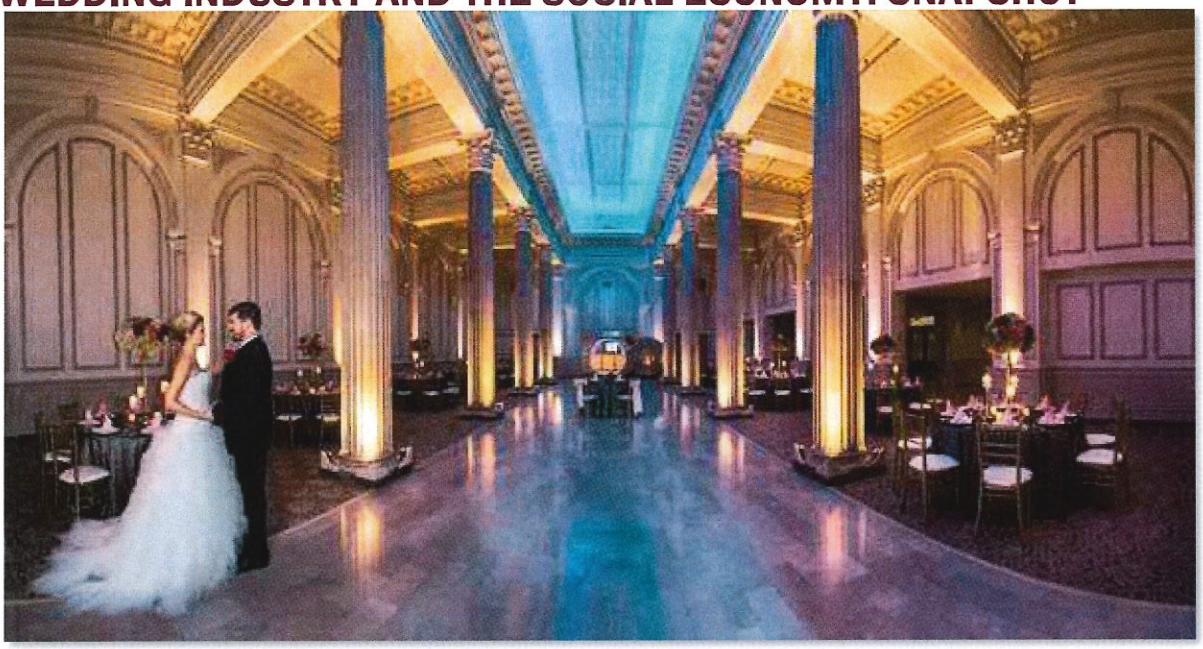


What makes women feel safe within social venues? Among ambience and design preferences include quiet spaces and lounges. Bathroom cleanliness and well-lit passageways are critical to a safe, comfortable social experience. Cues that an environment may be unsafe are when intoxicated people are allowed entry and served more alcohol, and where staff are seen drinking on the job.

Safety Resources for Women

- **Women Against Violent Encounters (WAVE)** class taught by PD to high school and college students about staying safe at house parties and venues through situational awareness.
- **Bathroom posters in DIY house party network**, Underwire Collective, a potential model for licensed venues.

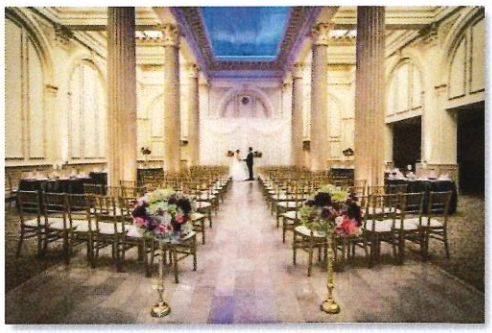
WEDDING INDUSTRY AND THE SOCIAL ECONOMY: SNAPSHOT



The wedding industry has a significant impact on the social economy year-round. Despite the boon to the local economy, weddings contribute to challenges in the social economy. There are concerns about the continuum of when and where drinking takes place, and the disruptions it causes to the quality of life and public safety of downtown.

Weddings comprise the majority of private events that take place downtown, but quantitative data is unknown. There are about a dozen formal wedding venues located in/around downtown, as well as several informal venues (e.g. short-term rentals for "backyard weddings") nearby. Weddings anecdotally take place during the week and weekends year-round; one venue can even host multiple weddings simultaneously on multiple floors. Alcohol licensing, and therefore server training and security, varies, depending on the venue. Some venues have their own alcohol license associated with the property, while others rely on catering licenses. Over-consumption of alcohol has been reported at open bars. Standardization of policies for weddings (e.g. last call, refusal of service) is unknown. As part of this study, RHI worked to collect data on weddings, but only received partial data.

When weddings end (usually between 11:00 p.m.-12:00 a.m.), a crowd surge similar to bar closing time descends upon downtown social venues—potentially hundreds of people eager to continue to socialize, despite varying levels of intoxication upon arrival. Venue operators expressed concern about pre-loading among wedding guests. Anecdotal reports from venue staff indicated that some wedding guests are disruptive, demanding entry to venues or alcohol service despite already being intoxicated. Some try to occupy an entire venue for their after-party, but venue operators typically refuse due to concerns about disorderly behavior and passing of drinks to minors. Wedding attendees have also been seen to openly carry drinks; champagne bottles are often found littered downtown.



Events such as weddings contribute to impacts in the social economy that require planning, coordination, and resource management, especially for police as event security. But, there is a disconnect between the wedding industry and the City in terms of reporting, tracking and coordination of resources. Police department's knowledge of weddings is limited to when off-duty officers are requested as event security. There is an opportunity to include wedding venue stakeholders in a broader plan for the social economy downtown.

SOCIAL ASSET INVENTORY: SNAPSHOT

Data Summary

This is a summary of available data on the mix of businesses in the Historic District. Social venues are defined as cafes, restaurants, bars, music venues and wedding venues.

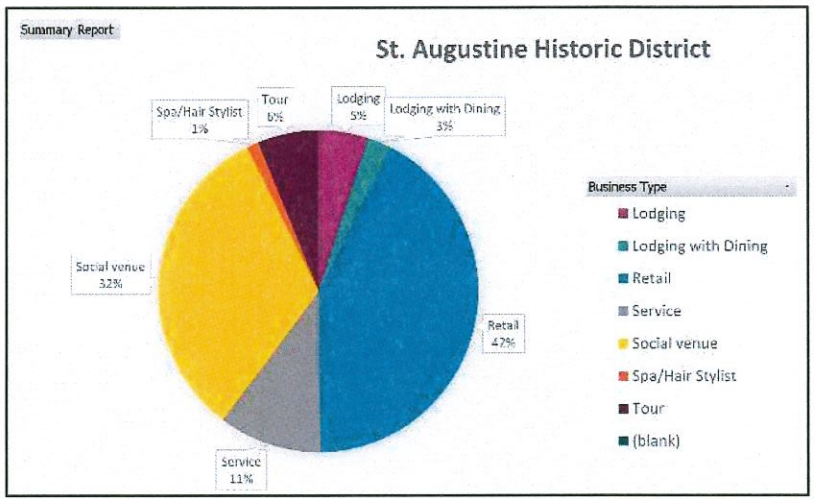
Social Venues in the Historic District

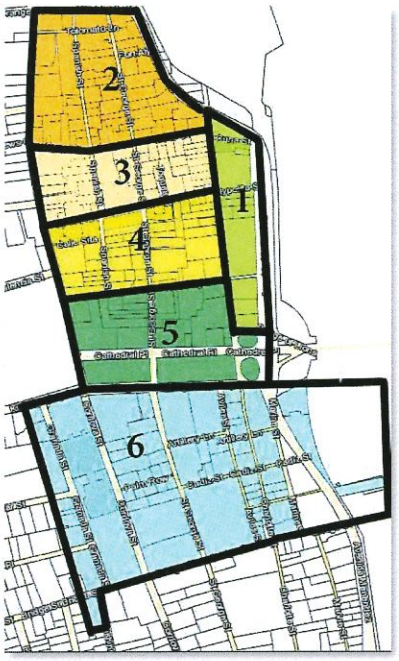
108 social venues (32.24%) of 335 total businesses

81 venues (75%) of 108 have an alcohol license

21 venues (19.44%) offer live entertainment

Total seating/occupancy: 6,470 seats





Why Should Social Venues be Analyzed?

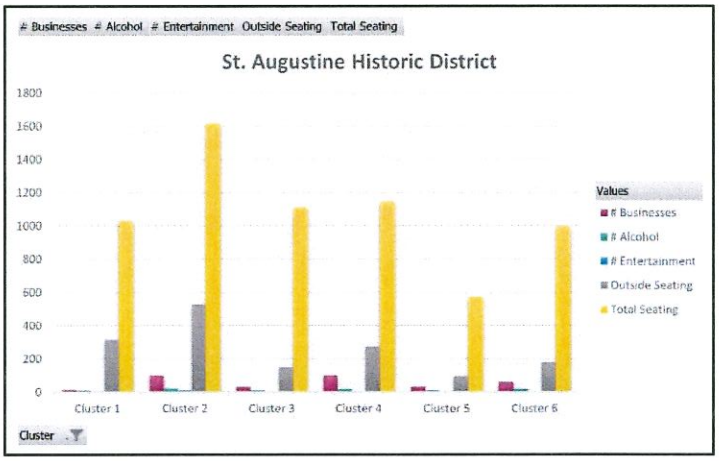
Many market forces are driving change. The loss of storefront retail is placing pressure to transition these spaces to social venues. However, social venues have a much greater occupancy for the same square footage as retail or office space. With each new social venue comes more employees and the need for parking with numbers greater than the existing use. This business use can also generate more impacts to quality of life and public safety due to nighttime hours of operation and potential patron intoxication

Cluster Organization of Historic District

The Historic District has been divided into six clusters of businesses (as pictured). The evolution of several concentrated "clusters" of social venues within the Historic District has led to perceived and real shortages of parking in several blocks, as well challenges with closing time management in certain clusters.

How can this Methodology be Used?

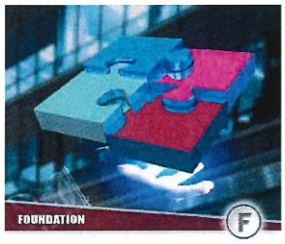
By dividing a district into social clusters, improvements can be planned and monitored in a more focused way. The model helps identify areas in most need of lighting, where most social venues and/or greatest occupancy are located, etc. Calls for service and last drink data can also help pinpoint response for increased compliance training of venues located in particular clusters.



ACTION PLAN: SNAPSHOT

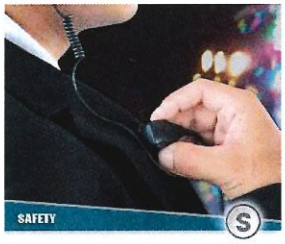
This is a one-page snapshot of all action items.

ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY



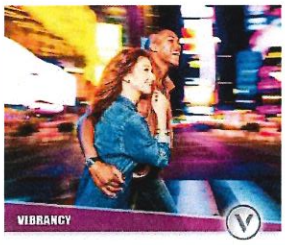
- Action 1: Form a Social Economy Alliance
- Action 2: Conduct an Economic Analysis of the Social Economy

ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY



- ACTION 1: Facilitate Easier Access by Emergency Vehicles
- ACTION 2: Improve Lighting In "Dead Zones"
- ACTION 3: Form a Nighttime Social Venue Alliance
- ACTION 4: Educate Visitors to Not Carry Open Containers

ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY



- ACTION 1: Educate Visitors About Not Giving to Panhandlers
- ACTION 2: Create More Opportunities for Original Live Music
- ACTION 3: Update Event Procedures and Coordination

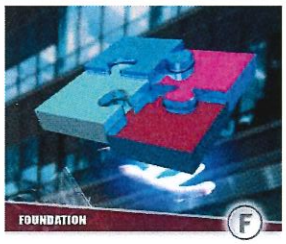
ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY

- ACTION 1: Formalize and Raise Awareness of Rideshare Hubs
- ACTION 2: Provide Safe, Efficient Parking for Nighttime Employees
- ACTION 3: Bring Residents Back Downtown
- ACTION 4: Refine Sound Management Process

ACTION PLAN: SYNOPSIS

The Action Plan was primarily generated by Roundtables input. On occasion, more than one Roundtable identified the same action. Some actions were created by RHI based on priorities identified during interviews and meetings that took place prior to the Roundtables. The Foundation section's action plan is based on RHI's research and experience with the governance systems that help sustain a nighttime economy management system in sociable cities worldwide.

ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY



1) Form a Social Economy Alliance
Progressive cities recognize the need for a sustainable system of social economy governance. This can be accomplished in a variety of structures, such as an Office of Nightlife and Advisory Board. Dedicated staff ("Night Manager") are critical to maintain momentum and coordinate programming.

2) Conduct an Economic Analysis
Conducting an economic analysis can achieve heightened recognition and legitimacy for the social economy. Compiling and analyzing information about the fiscal, economic and employment impacts of the social economy can help establish a baseline measure to better understand patterns of growth, decline and renewal in downtown St. Augustine.

ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY

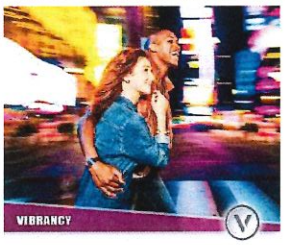
1) Facilitate Easier Access by Emergency Vehicles
Emergency vehicles (e.g. fire trucks, ambulances, police cars) need to efficiently access locations when called for service. Closing strategic streets to public car access will help alleviate the challenge by removing traffic congestion and other barriers in key service areas to reduce response time.

2) Improve Lighting in "Dead Zones"
There are pockets of "dead zones" devoid of light or people in downtown's side streets and alleys. Consistent lighting can improve the perception of safety and deter crime and nuisance activities. Stakeholders will have to engage in the Historic Architectural Review Board process to ensure historic preservation standards are met.

3) Form a Nighttime Social Venue Alliance
Starting a WhatsApp phone group among venues' general managers and security is one small step towards creation of a more formal Nighttime Social Venue Alliance. The Alliance can develop self-regulation standards in a guide for operation, schedule quarterly meetings with police, and coordinate training.

4) Educate Visitors to Not Carry Open Containers
Educating visitors that they're not allowed to drink from open containers downtown can reduce pre-loading and assist licensed venues from having to intervene with patrons. A marketing campaign with a video for tourists and brochure for wedding parties will be key.

ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY



1) Educate Visitors About Not Giving to Panhandlers
St. Augustine can break the cycle of panhandling by addressing their source of income: visitor donations. Educating visitors on how to redirect their donations to social services can make long-lasting change. An educational campaign will include brochures on existing social service agency initiatives.

2) Create More Opportunities for Original Live Music
Elevate the caliber of nighttime social experiences by offering authentic, experiential options. An ecosystem of support is critical through better connectivity between event/festival planners and local musician networks, as well as dedicated loading zones. Fostering a robust live music scene also requires a local support base and higher wages.

3) Update Event Procedures and Coordination
Enhancement of current systems that track upcoming events held on private property, especially weddings, will help the City and venue operators know when additional staff resources are needed. There is an opportunity to continue to supplement police with private security but with vetting and approval standards for public events.

ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY

1) Formalize and Raise Awareness of Rideshare Hubs
Rideshare services are a key mode of transport for nightlife patrons, yet there are no current systems of coordination. Rideshare hubs create designated areas for pick-up and drop-off of passengers. They help reduce traffic congestion and expedite district egress. Three locations have already been selected, but there was limited awareness, nor signage.

2) Provide Safe, Efficient Parking for Employees
Provision of safe, efficient parking for employees who work downtown at night is key to supporting and expanding the current workforce. Explore options such as a Park and Ride location with a circulator/shuttle to pick up employees and drop them off at start and end of shift.

3) Bring Residents Back Downtown
Residents want to patronize local dining and entertainment businesses but feel disconnected from downtown. Facilitate a meeting among hospitality operators and residents to discuss amenities such as resident discounts and reservations to help restore a sense of community.

4) Refine Sound Management Process
There is a need to close loopholes in the sound management process. Revisiting the sound ordinance to set realistic sound standards for businesses, training noise control officers, creating a more robust tracking mechanism for complaints and ensuring follow-through in the judicial process will be critical.

RESPONSIBLE HOSPITALITY INSTITUTE

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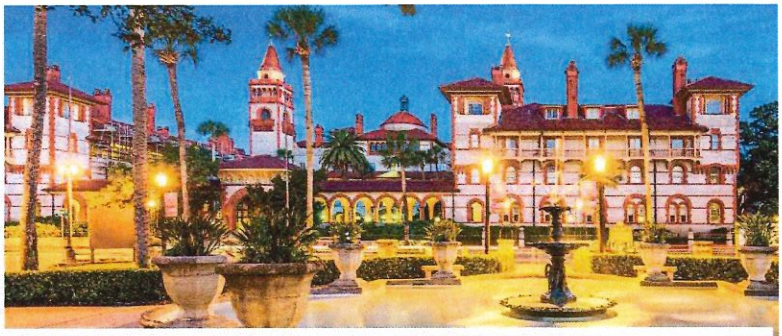
www.SociableCity.org

Sociable City Assessment Full Report developed by RHI – June 1, 2022



SOCIABLE CITY ASSESSMENT

Summary Report

June 1, 2022

PREPARED FOR:

St. Augustine, Florida

PREPARED BY:

Responsible Hospitality Institute

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ST. AUGUSTINE, FLORIDA SOCIABLE CITY PLAN
PREPARED BY: RESPONSIBLE HOSPITALITY INSTITUTE
JUNE 2022

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EXECUTIVE SUMMARY

Project Overview

The Responsible Hospitality Institute (RHI) was invited to work with the City of St. Augustine to help facilitate safe and vibrant growth in the "social economy."[1] The focus of the report's analysis and recommendations is on the Historic Downtown. However, some findings and actions may address systemic challenges citywide.

Between November 2021 and March 2022, nearly 130 individuals representing 81 organizations/companies participated in twenty-four meetings hosted by RHI both on-site and virtually. Participants represented a diverse cross-section of public, private and government stakeholders, recruited by a Transformation Team (Sunshine Committee). RHI staff made three on-site visits to St. Augustine to conduct engagement meetings, information-gathering, observational tours of the city, and facilitate six roundtable focus groups. A final summary presentation will be July 2022.

Analysis of the Social Economy

RHI analyzed eight key content areas for this study:

Market Forces that have led to current trends driving change in the downtown social economy.

Governance: systems and policies that exist or are needed to ensure sustainable nighttime economy management.

Six Core Measures of a Sociable City: strengths, challenges and opportunities.

Action Plan

The Action Plan was primarily generated by Roundtable participants. Supplemental actions were created by RHI based on priorities identified during interviews and meetings that took place prior to the Roundtables. The Foundation section's action plan is based on RHI's research and experience with social economy governance systems worldwide.

TO LAY A FOUNDATION FOR THE SOCIAL ECONOMY 1: Form a Social Economy Alliance 2: Conduct an Economic Analysis of the Social Economy	**TO ASSURE SAFETY IN THE SOCIAL ECONOMY** 1: Facilitate Easier Access by Emergency Vehicles 2: Improve Lighting In "Dead Zones" 3: Form a Nighttime Social Venue Alliance 4: Educate Visitors to Not Carry Open Containers
TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY 1: Formalize and Raise Awareness of Rideshare Hubs 2: Provide Safe, Efficient Parking for Nighttime Employees 3: Bring Residents Back to Downtown 4: Refine Sound Management Process	**TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY** 1: Educate Visitors About Not Giving to Panhandlers 2: Create More Opportunities for Original Live Music 3: Update Event Procedures and Coordination

Report Organization

A summary version of the report is available to review a brief snapshot of each area of analysis, as well as a synopsis of the action plan. **Access short version**: https://sociablecity.info/st_augustine/short_report_2022.pdf.

A complete version of the report provides the full analysis of each content area, including in-depth background and a step-by-step implementation plan for each proposed action.
Access full version: https://sociablecity.info/st_augustine/full_report_2022.pdf

[1] RHI defines the social economy as the venues and events that facilitate sociability in the form of dining, entertainment, events and nightlife.

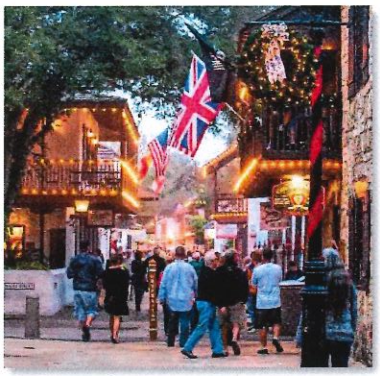
SUMMARY OF TRENDS AND MARKET FORCES

FROM A HIDDEN GEM TO A DESTINATION STRAINED BY TOURISTS

St. Augustine was once known as a "hidden gem" and a "sleepy town." But, word got out. Full of historical landmarks in walking distance to downtown, balconies overlook narrow cobblestone streets and mini oases of nature are interspersed with Spanish moss. St. Augustine strives to be a modern city within the confines of Spanish colonial design—horse-drawn carriages share the road with cars, quads, pedestrians and trolleys. The city is marketed as an opportunity to "travel internationally without going abroad," where visitors can experience "old-world charm, art, culture," and romance (Smithsonian, 2022). Indeed, there is a jarring mix of the old and the new, classy and tawdry, in shops, social spaces and services that provide a unique atmosphere downtown.

Two turning points are identified as critical "before" and "after" moments that raised national awareness of the city. In 2013, the Gentlemen of the Road tour featured Mumford and Sons at Francis Field, giving new markets their first taste of the city. Then, in 2015, the 450th anniversary of the city's founding in 1565 celebrated St. Augustine as the "oldest continuously-occupied European settlement in the continental United States" (Visit St. Augustine, 2022). An estimated 100,000 people visited downtown during 5-days of activities (Reynolds, 2015).

Five years later, in 2020, no one could have predicted how well Florida would fare during a global health crisis. While most of the country locked down, restricting "non-essential" businesses (which forced bars and restaurants to close except for take-out), and enacting mask mandates, Florida remained open and relatively "normal." Tourism skyrocketed. Visit Florida announced that the state welcomed 31.4 million travelers in the second quarter of 2021 and that the state hosted nearly as many tourists as prior to the pandemic (Florida Trend, 2021; Durkee, 2021).



St. Augustine similarly saw an influx in tourism in 2021. Digital nomads and remote workers, staycationers and daytrippers, East coast snowbirds and families—they all flocked to the city. Weddings were not only limited to weekends—newlyweds could be seen nearly every day of the week. Day and night, St. George Street was so filled with people that you could hardly move. Per the VCB, 2021 beat the record-breaking year of 2019 in bed tax collections by 20%.

St. Johns County

- **10th fastest-growing county in** U.S.
- Est. **265,512 population**
- **6.3 million tourists** visit annually
- **Est. 12,600 short-term rentable units** (incl. vacation rentals e.g. hotels, B&Bs, sharing economy accommodations i.e. Airbnb, VRBO, Home Away)

Sources: St. Johns County Gov't, 2022; TDC, 2017; Smith Travel Resources and All the Rooms (2022)

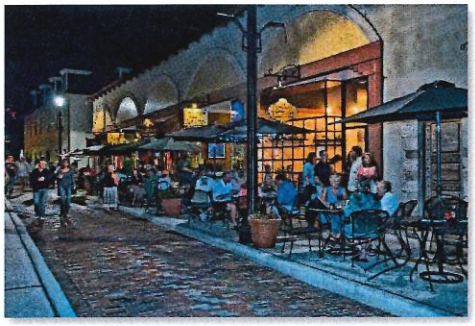
68%+ of tourists have been to the city before. 35%+ of tourists have been to the city more than 10 times before.

Tourist = someone who lives outside the county

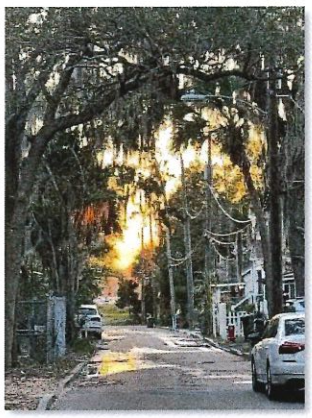
(Visitors & Convention Bureau)

Although Florida remained open, St. Augustine was not immune to the national challenges caused by COVID-19 and, in the years prior, climate change. Severe weather events wreaked havoc on this coastal city—from hurricanes to flooding, which damaged businesses, displaced the unsheltered and threatened downtown's fragile infrastructure. Two+ years into the pandemic, hospitality businesses still face supply shortages and difficulty hiring enough employees. Some businesses still close temporarily due to outbreaks or reduce hours due to insufficient staff. The pandemic also changed tourism patterns—no longer is there a predictable "peak" season with lows and highs; the city adapted to an all-season market with even greater demands.

Downtown is a finite resource with a carrying capacity that may already be maxed out. Insufficient affordable housing forces students and employees to live farther away and commute in, perpetuating traffic congestion. The rise in short-term rentals continues to drive up costs of housing, leading to gentrification, especially of the once predominantly African American neighborhood of Lincolnville. Parking is difficult to find and cited as a top barrier to attracting residents for a night out, as well as employees, who need safe access to and from work.



Despite limited resources, growth continues. Planned hospitality developments will infill the remaining gaps in real estate downtown and in the periphery. Retail shops are being converted into food and beverage establishments, one of the few remaining business models that can succeed in the era of online shopping. New hotels are also under development, which will bring more patrons. Businesses will need more staff. Where will they park? Where will they live? Where will new businesses store their trash, when standard size dumpsters don't fit on narrow streets?



The growing pains of the city can no longer be ignored. There is already dramatic stress on infrastructure and human resources. Historic buildings have needed additional support structures to sustain visitation. Police resources are insufficient to maintain zone integrity, much less fulfill event security requirements.

The funding structure for the City (based on the residential population) may no longer be viable. The city's population has remained relatively stable since 1930, estimating between 12,000-14,000 people (Wikipedia, 2022). Yet St. Johns County has grown tremendously. There is growing tension between the city and county due to the perception that the county brings more tourists yet doesn't support the City with matching resources for management. Yet the Visitors & Convention Bureau (VCB)'s allocation of bed tax funds is restricted by state statute.

Has the "tipping point" already been reached? Is it already too late? In 2019, there were fears that this was indeed the case. City leaders expressed concern about violence downtown becoming a continuing trend. Although incidents were devastating to the community (i.e. stabbing on Spanish street, two impaired driving crashes, shots fired outside a social venue), they would not prove to be part of a trend (White, 2021). Violence and public safety incidents have remained rare and mostly isolated incidents. In fact, crime in 2020 was at a 25-year low (Clark, 2021). Managing continued growth in business development and increased visitation is the broader challenge.

Maintaining quality of life, facilitating coexistence of uses, and enhancing accessibility to downtown are the pervasive issues impacting downtown. Presence of unsheltered, panhandlers and transients (not a homogenous group) negatively impact the perception of safety, especially for women. Sound from amplified music and people leaving social venues disturb neighbors even as far as Davis Shores and Anastasia Island. Disturbances from intoxicated persons are nuisances, but also potential safety risks for impaired driving. Clearing the district quickly and efficiently after bar closing was identified as a solution to multiple challenges. After all, the faster people return home, the less problems they may cause.

A push and pull dynamic underlie many of the existential debates in the city. How can the city retain legacy residents while appealing to visitors? How can the city preserve authenticity while providing convenience and modern amenities? The fear of losing the city's charm, history and authenticity pervaded many discussions with stakeholders.

St. Augustine played a pivotal role in the Civil Rights movement. In fact, the Civil Rights Act in 1964 may not have been passed if Martin Luther King, Jr. had not stopped in St. Augustine to bolster the local protest movement prior to going to DC. Lincolnville's live music venues were also once part of the Chitlin' Circuit, which hosted prominent African American musicians. This history is not widely publicized outside of the Lincolnville Museum & Cultural Center. As the City explores how best to chart the future of the social economy, city leaders can both commemorate the past and strive to create an inclusive destination where all feel welcome.

Now is the time to capitalize on St. Augustine's many assets in preparation for the 250th anniversary of the nation's founding. In 2026, the city will be showcased in national celebrations. This is an opportunity for the City to polish the gem it has always been so it shines as a beacon of hope and resilience, where authenticity and adaption to the future are seamlessly melded together.

PROJECT OVERVIEW

RHI's Sociable City Project in St. Augustine, Florida

The Responsible Hospitality Institute (RHI) was invited to work with the City of St. Augustine to help facilitate safe and vibrant growth in the "social economy." The focus of the report's analysis and recommendations is on the social economy contained within the Historic Downtown. However, some findings and actions may address systemic challenges and issues that affect social venues citywide.

Information presented in this report was generated from a variety of sources, including RHI staff observations; virtual and on-site interviews and meetings; online research; and background reports.

Timeline

Between November 2021 and March 2022, RHI staff made three on-site visits to St. Augustine, including facilitation of engagement and information-gathering meetings, as well as nighttime observational tours of the city. Twenty-four meetings were hosted by RHI both on-site and virtually, including six roundtable focus groups and a dozen interviews. A final summary presentation will be made July 2022.

Stakeholder Engagement

Nearly 130 individuals representing 81 organizations/companies, including multiple city departments, were involved in virtual and on-site meetings. They represent a diverse cross-section of public, private and government stakeholders.

Steering Committee: The Sociable City Transformation Team

Stakeholder recruitment and outreach was provided by a steering group (formally a Sunshine Committee, per Florida statute) that strove to achieve a balance of perspectives.

The Transformation Team is a steering group of 12 Project Leaders who recognize the need for change, can mobilize stakeholders and leverage resources to ensure the project's success. Members are representative of diverse stakeholder perspectives to ensure broad input.

Beth Sweeny, Director of External and Governmental Functions, Flagler College

Jayson Befort, General Manager, No Name Bar

Troy Blevins, Consultant, Walking Man Consulting

Jeanetta Cebollero, Performer, Ancient City Entertainment Group

Jon Depreter, Retired, Planning and Zoning Board

Tom Dolan, Owner, Meehans

Reuben Franklin, Director, COSA Public Works

Phil McDaniel, Owner, St. Augustine Distillery

Jennifer Michaux, Chief of Police, St. Augustine Police Department

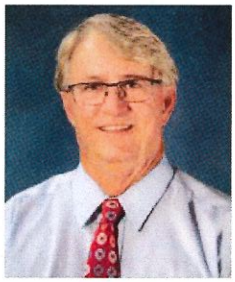
Gabe Pellicer, General Manager, St. Augustine Amphitheater

Bob Porter, Vice President, St. Johns County Chamber of Commerce

Support for the Project by City Leaders

The express support, participation and endorsement of key city leaders was vital to the Sociable City Project. During a virtual project orientation open to all project participants, Troy Blevins, Walking Man Consulting, welcomed the following stakeholders who provided opening remarks:

PHIL MCDANIEL
Owner
St. Augustine Distillery

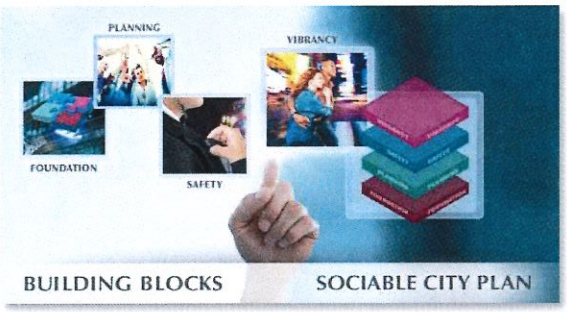


JOHN P REGAN, P.E.
City Manager
City of St. Augustine

NANCY SIKES-KLINE
Commissioner
City of St. Augustine

JENNIFER MICHAUX
Chief Of Police
City of St Augustine

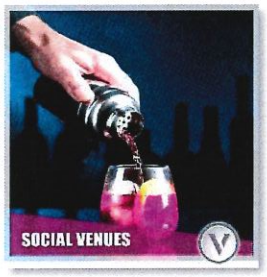
Analysis Framework: Building Blocks of a Sociable City



Project participants received e-learning trainings to learn how to evaluate a city's nighttime economy based upon "Four Building Blocks" and "Six Core Measures" of a sociable city. RHI used this framework to analyze Downtown St. Augustine to generate an action plan.

CORE MEASURE DEFINITIONS

SOCIAL VENUES



Social venues are defined as dining, dancing, live entertainment, theater, etc. in the city at night and the systems to recruit and retain talent. Entertainment is also measured by mix of clientele, systems for promotion, and retention of talent.

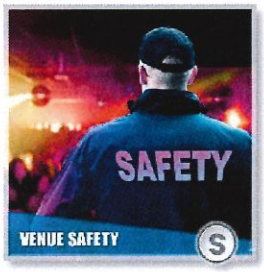
PUBLIC SPACE

Public space vibrancy offers a continuum of outdoor activities such as sidewalk dining, outdoor seating, street performers, markets, food vendors, festivals, and art walks. Truly vibrant cities maintain social activity during day and night.

PUBLIC SAFETY

Public safety in the nighttime economy requires an interagency collaboration to identify risks and coordinate intervention and education with the objective of improving compliance by nightlife venues and efficiently responding to nighttime incidents.

VENUE SAFETY



Venue safety is comprised of the initiatives that venue operators and event organizers undertake to protect the health and safety of their patrons and staff at night. Collaboration with regulatory and enforcement agencies increase industry safety and compliance.

QUALITY OF LIFE

Quality of life in mixed-use social districts entails a balance of social amenities and requires effective management of sound, litter, trash, bio-waste and patron behavior. Updated policies, consistent enforcement and conflict resolution systems help facilitate high standards.

MOBILITY

Patrons and staff need safe and convenient transport to / from social districts at night. Providing nighttime mobility options can enhance the visitor experience; ensure safety of employees who work night shifts; prevent impaired driving and alcohol-related accidents.

ABOUT RHI

The City of St. Augustine commissioned the Responsible Hospitality Institute (RHI) with facilitation of a plan for the future of the historic downtown's social economy.

RHI brings decades of experience of nightlife and social economy management. A private non-profit organization founded in 1983, RHI is the leading source for events, resources and consultation services.

We help cities plan safe and inclusive places to socialize by convening diverse stakeholders to achieve a common vision.

Sociable City Vision

We believe all people should have access to safe, vibrant places to socialize—regardless of age, life stage, race, ethnicity, sexual identity or disability. We help communities create diverse, welcoming social venues and districts where people have an opportunity to connect and lead more enriching lives.

Aims of the Sociable City Project

- To preserve and advocate for the social, cultural and economic value of dining and entertainment
- To examine risk factors for crime, harm and disorder in social districts
- To sustain peaceful coexistence of residents and businesses in mixed-use areas
- To enhance communication between government and businesses regarding policy, procedures and resource allocation

Our Mission

RHI's mission is to provide technical assistance that builds local capacity; incubate and share cutting-edge information and proven strategies; and link a broad-based network of professionals who plan, manage and police nightlife districts

Our Network

RHI's influence extends throughout the world. Our services, media and events advance the professional development of nighttime managers and facilitates creation of collaborative alliances to guide the social economy

GOVERNANCE ANALYSIS: SNAPSHOT

Downtown St. Augustine has a large number of social venues, mostly serving the large tourism economy. Local government has tried to respond to this growth but has limited tools or consistent systems for oversight. Alcohol licenses are issued by the state, and local zoning and definitions have created what appears to be an uneven playing field for bars and restaurants in terms of operating requirements.

Bars and restaurants are defined in the historic core in ways that create incentives for operators to be less than forthcoming about their businesses plans. Permit costs and process reviews often push operators to become restaurants; changes to operations are not reviewed by a renewal process, as outlined below:

St. Augustine's Historic Core: "Bar" vs. "Restaurant"

	"Bar"	"Restaurant"
Definition	Any place that serves/sells alcohol on-premise that is NOT a restaurant	Any place that sells, dispenses prepares and serves food, refreshments or beverages from a menu
State alcohol licenses allowed	**2COP:** $300-400 **4COP "Quota":** $300,000-500,000	**2COP:** $300-400 **4COP "Quota"** **4COP-SFS:** $20,000-30,000 If 150 occupancy; 2,500 sq. ft; 51% food sales
Alcohol Sales, Service, Consumption Ends	**2:00 AM**	**2:00 AM**
Live Music Allowed	**Yes**, with potential restrictions on amplified sound by PZB	**Yes**, potentially 24/hours (no mechanism to set hours of operation)
Use by Exception Permit	Yes	No
Planning & Zoning Board Review & Community Input	Yes	No
Conditions	Yes	No
Remediation & re-review if violations	Yes	No

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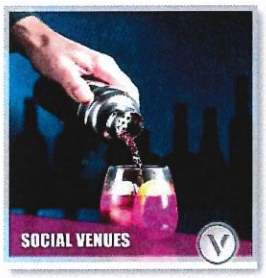
Enforcement of any locally placed conditions, or state level requirements, tend to happen reactively by complaint. Based on RHI's requests for data, the City seems to lack a consistently updated database by which to track and manage licensed venues. This also can lead to uneven enforcement. In addition, the state agency in charge of alcohol license enforcement, Alcoholic Beverages and Tobacco, is understaffed for the area, so little oversight is done. There is also a lack of clarity between police and Code Compliance regarding responsibility for sound complaints, overservice, and underage drinking. Therefore, some establishments are not taken to task on violations.

City officials identified these deficiencies pre-COVID and introduced legislation to address the lack of compliance and enforcement regimens. However, based on RHI's interviews, the process did not seem to include enough outreach to licensed operators, creating a situation of mistrust. RHI's work identified this oversight and arranged a meeting between City Manager John Regan and venue operators. As a result, the City is engaging venue operators to re-evaluate the initial legislation.

CORE MEASURES ANALYSIS: SNAPSHOT

RHI analyzed downtown St. Augustine's social economy using Six Core Measures of a Sociable City.

SOCIAL VENUES: ST. AUGUSTINE



St. Augustine is a destination for fine dining, historic architecture and heritage sites. Weddings and tourism are now an all-season market. Annual events have grown exponentially, but they are becoming difficult for police to staff.

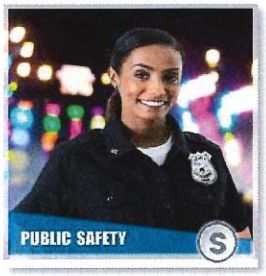
There is a disconnect between residents and downtown. Many venues offer live entertainment throughout the week, but it is limited to mostly top 40 cover bands that appeal to visitors. Original music is hard to find, though local talent exists.

PUBLIC SPACE: ST. AUGUSTINE

St. George Street is a popular attraction, which leads to congestion, while other public spaces and parks are under-utilized. The street (and public space) itself has become a destination for people watching.

Presence of unsheltered, transients and panhandlers (each a distinct population with unique service needs) generate negative perceptions of safety downtown. St. Augustine has become a destination for transients due to the climate and culture of giving.

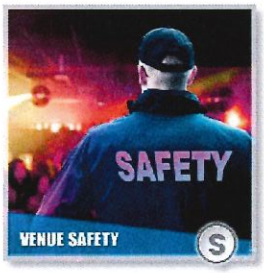
PUBLIC SAFETY: ST. AUGUSTINE



Violent crime is rare, but when incidents do occur downtown, they result in a void of safety presence in other city zones. Downtown officers are described as "gracious" and "helpful" with a customer-service approach.

Police are the "catch all"—responsible for crime, sound compliance, homelessness, nightlife safety AND event security. More officers are desired to increase the safety presence downtown. The PD has struggled to fill positions for nightlife that are fully funded, as well as meet event security requests.

VENUE SAFETY: ST. AUGUSTINE



Downtown St. Augustine is generally a safe community to go out at night to socialize. Some businesses have excellent approaches to manage crowds and public safety and can serve as a model for other businesses.

Yet standards for safety and service are inconsistent due to a gap in standardization for door security and server training. The lack of formal organization among venue operators poses a challenge to improved coordination with the City, which would benefit from an industry point person to coordinate City initiatives.

QUALITY OF LIFE: ST. AUGUSTINE

Residents feel disconnected from downtown's social amenities and attribute the decline in quality of life to the influx of tourists. The rise of short-term rentals has driven housing prices up, making it unaffordable to live in the city.

Business owners are concerned about the comfort and safety of their employees, patrons and visitors. Finding safe parking for employees and access to restrooms at night are key amenities. Concern was also expressed about meeting the sound ordinance.

MOBILITY: ST. AUGUSTINE

Highly walkable and compact, downtown was designed with historic, narrow streets. Different modes of transport are competing for limited space at different times of day. Parking is hard to find at peak times and traffic is congested day and night.

Rideshare services (e.g. Uber, Lyft) are a key mode of transport for nightlife patrons, especially at closing time. Yet there are no current systems of coordination or designated locations for pick-up and drop-off.

WOMEN'S PERSPECTIVE ON THE SOCIAL ECONOMY: SNAPSHOT

RHI conducted a focus group among women of different ages to analyze St. Augustine's downtown social economy.

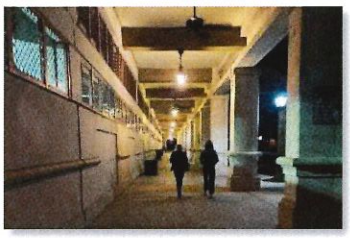
Social Venues

St. Augustine has a variety of social assets downtown. Among the attractions ranked as "excellent" by the women's focus group include high quality food and beverage, engagement with art and the "street as a venue" (where walking downtown is the attraction, especially on St. George Street). Events, festivals and sporting events (e.g. hosted by Flagler College) are key attractions, which draw a wide range of ages and life stages. Colonial Oak is particularly family friendly. Downtown has room for improvement in social options after 10:00 p.m. that appeal to a 30+ mature audience.

Inclusion

The City of St. Augustine has a complicated dynamic with current and historical diversity, equity and inclusion. There is a notable lack of racial and ethnic diversity in pedestrians, patrons and owners of social venues downtown. Musical diversity is limited and there is a gap in LGBT+ social venues. Wedding planners noted that while they do have diverse wedding parties, there are few social spaces where e.g. African Americans or LGBT+ community members would feel comfortable bringing their post-wedding "after party" downtown.

Public Safety



Women are often a key barometer of safety. In fact, social preferences by women often coincide with best practices for safety in nightlife venues and social districts. The physical environment of a downtown social district has a large impact on whether women feel safe at night. Environmental cues such as good lighting, cleanliness and presence of multi-generational eyes on the street contribute to a positive perception of safety. Areas that women's focus group participants felt safest were: Plaza, Bayfront, St. George St and Hypolita St. However, participants commented that they intentionally avoid areas that are consistently dark (e.g. side streets, alleys, parking lots) and are intimidated by groups of transients and panhandlers, especially if they are drinking in public.

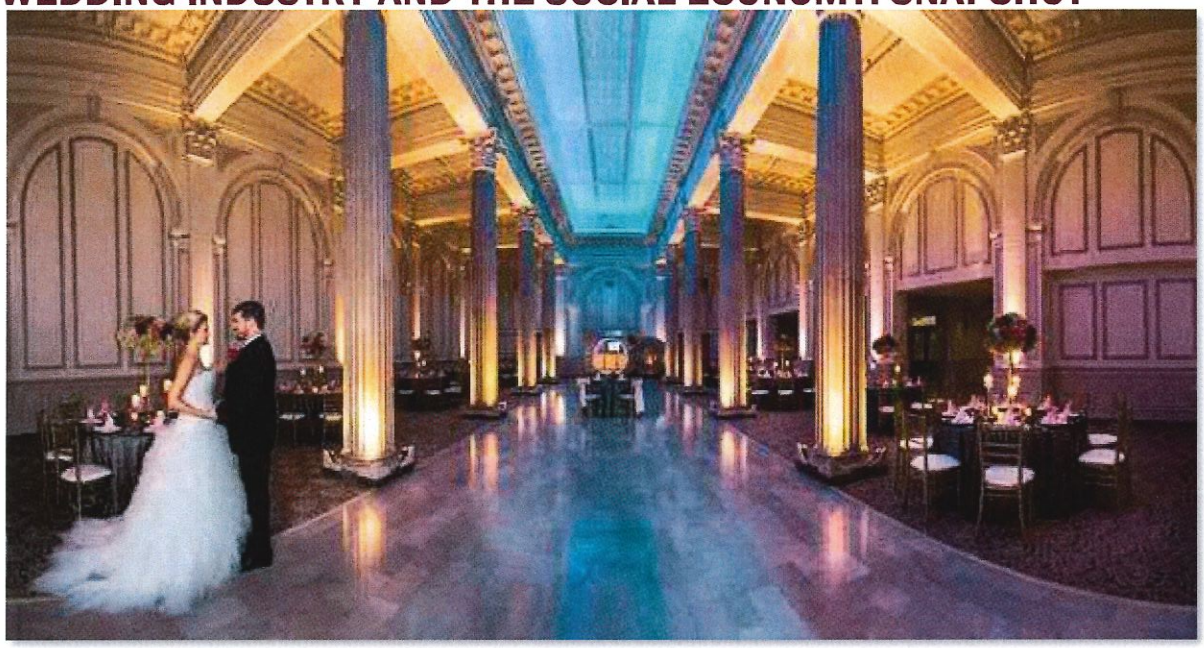
Venue Safety

What makes women feel safe within social venues? Among ambience and design preferences include quiet spaces and lounges. Bathroom cleanliness and well-lit passageways are critical to a safe, comfortable social experience. Cues that an environment may be unsafe are when intoxicated people are allowed entry and served more alcohol, and where staff are seen drinking on the job.

Safety Resources for Women

- **Women Against Violent Encounters (WAVE)** class taught by PD to high school and college students about staying safe at house parties and venues through situational awareness.
- **Bathroom posters in DIY house party network**, Underwire Collective, a potential model for licensed venues.

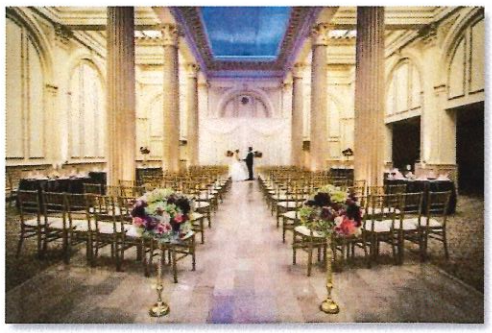
WEDDING INDUSTRY AND THE SOCIAL ECONOMY: SNAPSHOT



The wedding industry has a significant impact on the social economy year-round. Despite the boon to the local economy, weddings contribute to challenges in the social economy. There are concerns about the continuum of when and where drinking takes place, and the disruptions it causes to the quality of life and public safety of downtown.

Weddings comprise the majority of private events that take place downtown, but quantitative data is unknown. There are about a dozen formal wedding venues located in/around downtown, as well as several informal venues (e.g. short-term rentals for "backyard weddings") nearby. Weddings anecdotally take place during the week and weekends year-round; one venue can even host multiple weddings simultaneously on multiple floors. Alcohol licensing, and therefore server training and security, varies, depending on the venue. Some venues have their own alcohol license associated with the property, while others rely on catering licenses. Over-consumption of alcohol has been reported at open bars. Standardization of policies for weddings (e.g. last call, refusal of service) is unknown. As part of this study, RHI worked to collect data on weddings, but only received partial data.

When weddings end (usually between 11:00 p.m.-12:00 a.m.), a crowd surge similar to bar closing time descends upon downtown social venues—potentially hundreds of people eager to continue to socialize, despite varying levels of intoxication upon arrival. Venue operators expressed concern about pre-loading among wedding guests. Anecdotal reports from venue staff indicated that some wedding guests are disruptive, demanding entry to venues or alcohol service despite already being intoxicated. Some try to occupy an entire venue for their after-party, but venue operators typically refuse due to concerns about disorderly behavior and passing of drinks to minors. Wedding attendees have also been seen to openly carry drinks; champagne bottles are often found littered downtown.



Events such as weddings contribute to impacts in the social economy that require planning, coordination, and resource management, especially for police as event security. But, there is a disconnect between the wedding industry and the City in terms of reporting, tracking and coordination of resources. Police department's knowledge of weddings is limited to when off-duty officers are requested as event security. There is an opportunity to include wedding venue stakeholders in a broader plan for the social economy downtown.

SOCIAL ASSET INVENTORY: SNAPSHOT

Data Summary

This is a summary of available data on the mix of businesses in the Historic District. Social venues are defined as cafes, restaurants, bars, music venues and wedding venues.

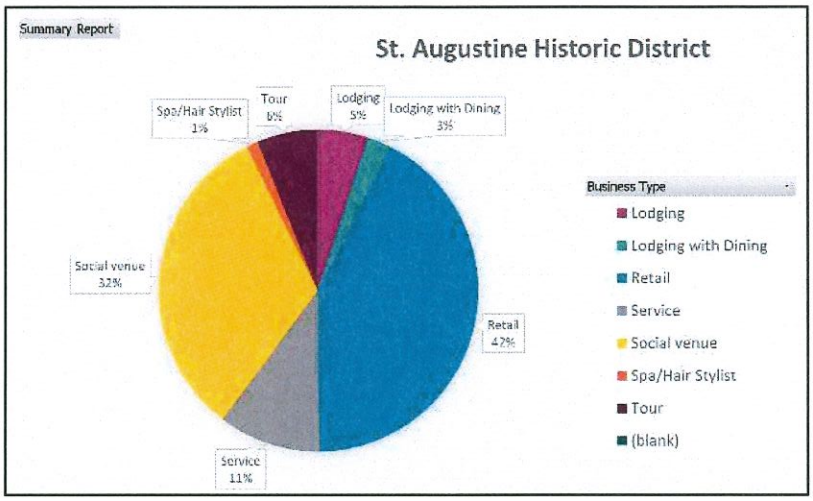
Social Venues in the Historic District

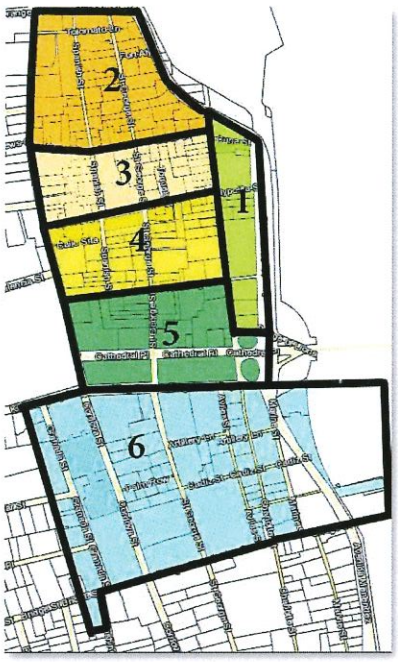
108 social venues (32.24%) of 335 total businesses

81 venues (75%) of 108 have an alcohol license

21 venues (19.44%) offer live entertainment

Total seating/occupancy: 6,470 seats





Why Should Social Venues be Analyzed?

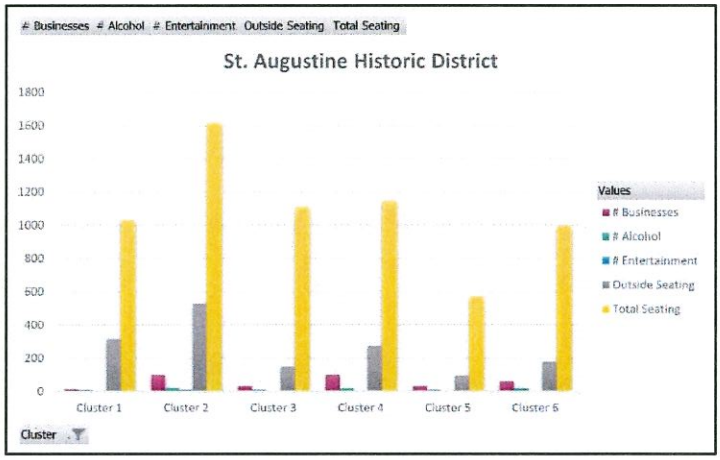
Many market forces are driving change. The loss of storefront retail is placing pressure to transition these spaces to social venues. However, social venues have a much greater occupancy for the same square footage as retail or office space. With each new social venue comes more employees and the need for parking with numbers greater than the existing use. This business use can also generate more impacts to quality of life and public safety due to nighttime hours of operation and potential patron intoxication

Cluster Organization of Historic District

The Historic District has been divided into six clusters of businesses (as pictured). The evolution of several concentrated "clusters" of social venues within the Historic District has led to perceived and real shortages of parking in several blocks, as well challenges with closing time management in certain clusters.

How can this Methodology be Used?

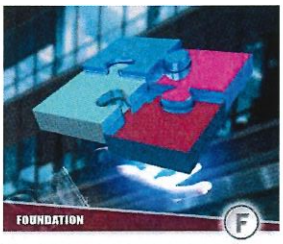
By dividing a district into social clusters, improvements can be planned and monitored in a more focused way. The model helps identify areas in most need of lighting, where most social venues and/or greatest occupancy are located, etc. Calls for service and last drink data can also help pinpoint response for increased compliance training of venues located in particular clusters.



ACTION PLAN: SNAPSHOT

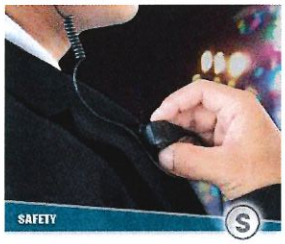
This is a one-page snapshot of all action items.

ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY



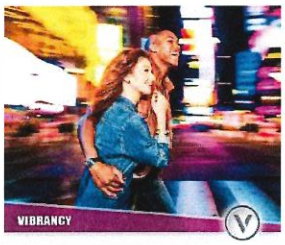
- Action 1: Form a Social Economy Alliance
- Action 2: Conduct an Economic Analysis of the Social Economy

ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY



- ACTION 1: Facilitate Easier Access by Emergency Vehicles
- ACTION 2: Improve Lighting In "Dead Zones"
- ACTION 3: Form a Nighttime Social Venue Alliance
- ACTION 4: Educate Visitors to Not Carry Open Containers

ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY



- ACTION 1: Educate Visitors About Not Giving to Panhandlers
- ACTION 2: Create More Opportunities for Original Live Music
- ACTION 3: Update Event Procedures and Coordination

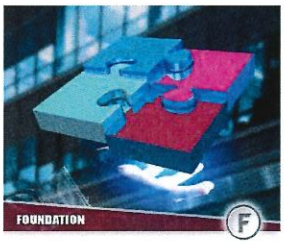
ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY

- ACTION 1: Formalize and Raise Awareness of Rideshare Hubs
- ACTION 2: Provide Safe, Efficient Parking for Nighttime Employees
- ACTION 3: Bring Residents Back Downtown
- ACTION 4: Refine Sound Management Process

ACTION PLAN: SYNOPSIS

The Action Plan was primarily generated by Roundtables input. On occasion, more than one Roundtable identified the same action. Some actions were created by RHI based on priorities identified during interviews and meetings that took place prior to the Roundtables. The Foundation section's action plan is based on RHI's research and experience with the governance systems that help sustain a nighttime economy management system in sociable cities worldwide.

ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY



1) Form a Social Economy Alliance
Progressive cities recognize the need for a sustainable system of social economy governance. This can be accomplished in a variety of structures, such as an Office of Nightlife and Advisory Board. Dedicated staff ("Night Manager") are critical to maintain momentum and coordinate programming.

2) Conduct an Economic Analysis
Conducting an economic analysis can achieve heightened recognition and legitimacy for the social economy. Compiling and analyzing information about the fiscal, economic and employment impacts of the social economy can help establish a baseline measure to better understand patterns of growth, decline and renewal in downtown St. Augustine.

ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY

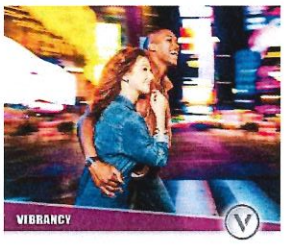
1) Facilitate Easier Access by Emergency Vehicles
Emergency vehicles (e.g. fire trucks, ambulances, police cars) need to efficiently access locations when called for service. Closing strategic streets to public car access will help alleviate the challenge by removing traffic congestion and other barriers in key service areas to reduce response time.

2) Improve Lighting in "Dead Zones"
There are pockets of "dead zones" devoid of light or people in downtown's side streets and alleys. Consistent lighting can improve the perception of safety and deter crime and nuisance activities. Stakeholders will have to engage in the Historic Architectural Review Board process to ensure historic preservation standards are met.

3) Form a Nighttime Social Venue Alliance
Starting a WhatsApp phone group among venues' general managers and security is one small step towards creation of a more formal Nighttime Social Venue Alliance. The Alliance can develop self-regulation standards in a guide for operation, schedule quarterly meetings with police, and coordinate training.

4) Educate Visitors to Not Carry Open Containers
Educating visitors that they're not allowed to drink from open containers downtown can reduce pre-loading and assist licensed venues from having to intervene with patrons. A marketing campaign with a video for tourists and brochure for wedding parties will be key.

ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY



1) Educate Visitors About Not Giving to Panhandlers
St. Augustine can break the cycle of panhandling by addressing their source of income: visitor donations. Educating visitors on how to redirect their donations to social services can make long-lasting change. An educational campaign will include brochures on existing social service agency initiatives.

2) Create More Opportunities for Original Live Music
Elevate the caliber of nighttime social experiences by offering authentic, experiential options. An ecosystem of support is critical through better connectivity between event/festival planners and local musician networks, as well as dedicated loading zones. Fostering a robust live music scene also requires a local support base and higher wages.

3) Update Event Procedures and Coordination
Enhancement of current systems that track upcoming events held on private property, especially weddings, will help the City and venue operators know when additional staff resources are needed. There is an opportunity to continue to supplement police with private security but with vetting and approval standards for public events.

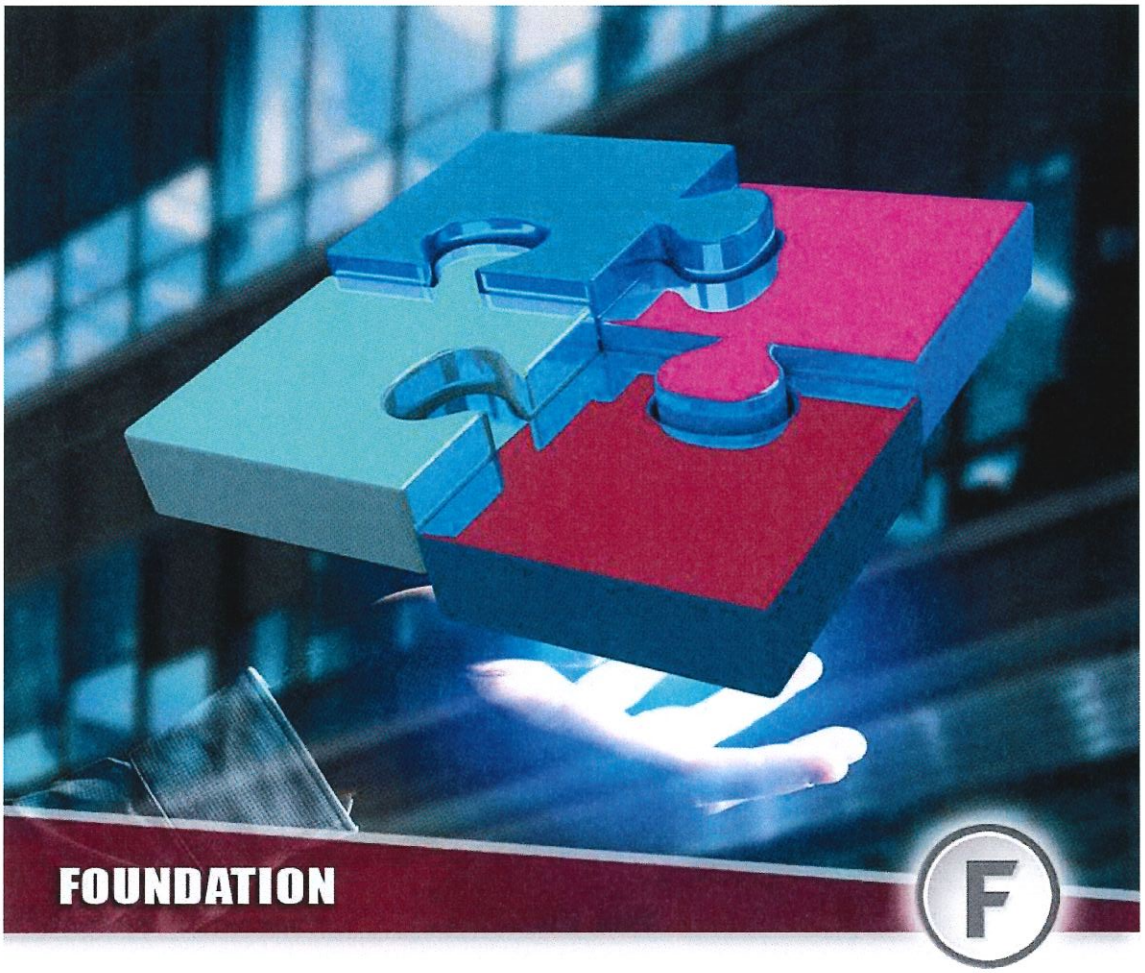
ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY

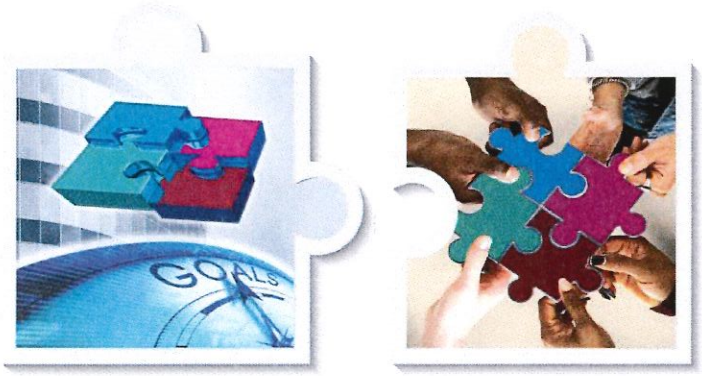
1) Formalize and Raise Awareness of Rideshare Hubs
Rideshare services are a key mode of transport for nightlife patrons, yet there are no current systems of coordination. Rideshare hubs create designated areas for pick-up and drop-off of passengers. They help reduce traffic congestion and expedite district egress. Three locations have already been selected, but there was limited awareness, nor signage.

2) Provide Safe, Efficient Parking for Employees
Provision of safe, efficient parking for employees who work downtown at night is key to supporting and expanding the current workforce. Explore options such as a Park and Ride location with a circulator/shuttle to pick up employees and drop them off at start and end of shift.

3) Bring Residents Back Downtown
Residents want to patronize local dining and entertainment businesses but feel disconnected from downtown. Facilitate a meeting among hospitality operators and residents to discuss amenities such as resident discounts and reservations to help restore a sense of community.

4) Refine Sound Management Process
There is a need to close loopholes in the sound management process. Revisiting the sound ordinance to set realistic sound standards for businesses, training noise control officers, creating a more robust tracking mechanism for complaints and ensuring follow-through in the judicial process will be critical.





ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY

- Action 1: Form a Social Economy Alliance
- Action 2: Conduct an Economic Analysis of the Social Economy

ACTION 1: FORM A SOCIAL ECONOMY ALLIANCE

OVERVIEW

Cities throughout the world have recognized the need for a sustainable system of social economy governance, oversight and advocacy. This can be accomplished in a variety of structures, such as an Office of Nightlife and multi-disciplinary Advisory Board. Dedicated staff are critical to maintain momentum and coordinate programming, demonstrated in creation of "Night Manager" positions. Successful implementation will require a group of dedicated individuals working on a common vision of St. Augustine's future as a destination for dining, entertainment and events.

NEEDS STATEMENT

St. Augustine does not currently have an organized body that represents different perspectives to examine the unique challenges and needs of a safe, vibrant social economy.

GOALS AND OBJECTIVES

The Social Economy Resource Alliance is proposed to achieve the following objectives:

- Guide government and business leaders on decision-making.
- Identify issues and remove barriers that inhibit the operation of safe, vibrant places to socialize.
- Streamline business opening and event applications to be simple and intuitive.
- Advocate for legislative changes and resource reallocation for public health and safety.
- Represent the perspective of the social economy on boards and committees.
- Facilitate implementation of priority actions.

IMPLEMENTATION

- **Identify proposed members** of the **Social Economy Alliance.** RHI suggests a total of 12 members with 2 stakeholders representing 6 perspectives:

ROLE	NAME	ORGANIZATION
SAFETY: Licensing		
SAFETY: Compliance		
HOSPITALITY: Dining		
HOSPITALITY: Tourism		
DATA: Economic		
DATA: Safety		
CULTURE: Music		
CULTURE: Performance		
COMMUNITY: Residents		
COMMUNITY: Advocates		
DEVELOPMENT: Planning		
DEVELOPMENT: Mobility		

- **Identify permanent staff to coordinate** and convene the Alliance.
- **Explore how to formalize the** Social Economy Resource Alliance through either legislation, commission appointments or as an advisory group.

RESOURCES

- NITECAP Alliance is a professional organization of nighttime economy management professionals.

ACTION 2: CONDUCT AN ECONOMIC ANALYSIS OF THE SOCIAL ECONOMY

OVERVIEW

Conducting an economic analysis can achieve heightened recognition and legitimacy for the social economy. Compiling and analyzing information about the fiscal, economic and employment impacts of the social economy can help establish a baseline measure to better understand patterns of growth, decline and renewal in downtown St. Augustine.

Needs Statement

The value of downtown St. Augustine's social economy is not fully recognized, therefore opportunities may not be fully developed or supported with sufficient resources.

Goals and Objectives

The study's results can be used in a variety of ways, including:

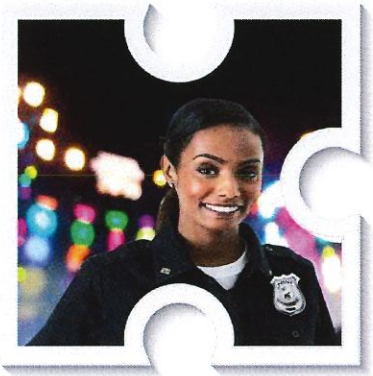
- **Identify appropriate allocation of resources** and public safety services to better manage social activity as a continued source of economic vitality.
- **Raise public awareness about nightlife** and the social economy as a legitimate economic sector and viable economic engine by promoting their fiscal, economic and employment contributions.
- **Elevate the professional status and communication** of social venues.
- **Propel greater coordination between government and nightlife representatives** to collaborate on sustaining vitality, while also reducing safety and quality of life impacts.
- **Track industry growth and change** by conducting assessments on a regular basis.

IMPLEMENTATION

- **Determine objectives and impact types** (e.g. arts and culture, economics, fiscal revenue, community, real estate, tourism).
- **Adjust study design based on needs** (e.g. geography, industry focus, time parameters, available data, capacity of local partners and budget).
- **Collect data:** Assign roles; Create a work plan; Collect data through 3rd party data, business surveys and visitor surveys.
- **Analyze data** and create a user-friendly report geared to a range of audiences and expertise.
  - Explain methodology for analyzing data.
  - Explain how to communicate findings and list target audiences.
  - Identify policy implications.
- **Communicate findings** to key stakeholders and decision makers.

RESOURCES

- **Visitors and Conventions Bureau (VCB):** This study may be supported by the VCB if an official proposal is submitted.
- **Flagler College** may also be able to provide possible support.



ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY

- ACTION 1: Facilitate Easier Access by Emergency Vehicles
- ACTION 2: Improve Lighting In "Dead Zones"
- ACTION 3: Form a Nighttime Social Venue Alliance
- ACTION 4: Educate Visitors to Not Carry Open Containers

ACTION 1: FACILITATE EASIER ACCESS BY EMERGENCY VEHICLES

This action emerged from the Public Safety roundtable.

OVERVIEW

Emergency vehicles (e.g. fire trucks, ambulances, police cars) need to efficiently access locations within downtown when called for service. Closing strategic streets to public car access will help alleviate the challenge.

NEEDS STATEMENT

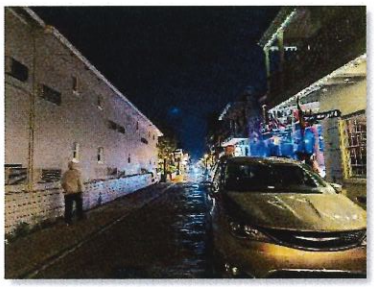
According to our research, emergency vehicles have a delayed response time to access people in need due to traffic congestion, limited road space and multiple obstacles in the roadway—including improperly parked cars, pedestrians and rideshare vehicles stopping to pick up or drop off passengers.

GOALS AND OBJECTIVES

- **Reduce response time** by emergency services.
- **Improve access** by emergency vehicles by removing traffic congestion and other barriers in key areas.

BARRIERS

- **Narrow historic roads.**
- **Improperly parked cars** (over the line).
- **Pedestrians** trying to share the road with cars (pedestrian safety risk).
- **Rideshare vehicles** stopping to pick up and drop off passengers.
- **No dedicated lane** for emergency vehicles.
- **Residents live downtown**, so can't close streets completely to public access.



IMPLEMENTATION

Steps

- **Identify strategic streets to close to public vehicles at night** (making them accessible only to pedestrians and emergency vehicles).
  - Determine exact times and days.
  - Start with closing Hypolita Street.
  - Create a special pass for residents to access homes.
- **Develop signage to educate visitors of closed streets during certain hrs**
- **Research mobile emergency services** e.g. paramedics on bike.

Stakeholders

- **Parking enforcement**
- **DPW**
- **Residents** (note: Quality of Life roundtable participants expressed support for some street closures.)
- **Fire and Police** Departments

ACTION 2: IMPROVE LIGHTING IN "DEAD ZONES"

This action emerged from the Public Safety roundtable, Women's Focus Group and multiple interviews with venues.

OVERVIEW

Consistent lighting can improve the perception of safety and deter crime and nuisance activities. To improve lighting downtown, stakeholders must engage in the Historic Architectural Review Board process to ensure historic preservation standards are met. This process can require multiple meetings over several months, but will yield long-term dividends.

NEEDS STATEMENT

There are pockets of "dead zones" devoid of light or people downtown. While St. George Street is well lit, lighting on side streets and alleys are inconsistent, with some being very dim, presenting a safety hazard for pedestrians.

GOALS AND OBJECTIVES

- **Improve lighting on strategic pathways** downtown.
- **Improve perceptions of safety** at night.
- **Reduce incidence of crime**, in part attributed to dim lighting (e.g. robberies, physical assaults).

BARRIERS

- **Lighting upgrades require review and approval** by the Historic Architectural Review Board to ensure historic preservation standards for light fixtures.
- **Architecture and design of each building determines what types of light fixtures are allowed.** e.g. a colonial light fixture would not be allowed on a Victorian style building.

LIGHTING IMPROVEMENTS ALREADY COMPLETED AND/OR UNDERWAY

In 2014 the City reconstructed Hypolita St, Treasury St and a portion of Spanish St. The project included lighting for the streets. The City is working on reconstructing Cuna St, the remainder of Spanish St, Tolomato Ln and the Tolomato Lot. The project includes lighting and is expected to start construction the summer of 2022. When completed, a total of 66 new streetlights will be added to the downtown area. Future projects in the downtown area that will incorporate lighting will be Cordova St, Granada St, Cathedral Pl, Charlotte St. These are in the 5-10 year capital improvement window.

IMPLEMENTATION

Steps

- **Review Lighting Inventory** conducted by Code Enforcement Division as a resource.
- **Supplement and enhance** current projects already underway/planned.
- **Designate strategic pathways** to prioritize for improved lighting e.g. to parking lots and the garage.
  - **Charlotte Street** was identified by project participants for lighting improvements.
- **Engage with Historic Architectural Review Board about lighting fixtures pre-approved for different building design and materials** to create a pre-approved fixtures list. (Note: a pre-approved list exists for streetlight fixtures.)
- **Apply Crime Prevention through Environmental Design (CPTED)** principles.
- **Identify additional strategies for activation** e.g. River and Fort's outdoor dining provides natural surveillance.

Resources

- **Lighting Inventory** completed by Code Enforcement Division.
- **Florida Power and Light** is in the process of upgrading all street light fixtures to LED fixtures.

Stakeholders

- **Code Enforcement Division** (conducted lighting inventory)
- **Venue operators**
- **Property owners**
- **Historic Architectural Review Board**

ACTION 3: FORM A NIGHTTIME SOCIAL VENUE ALLIANCE

This action emerged from the Venue Safety roundtable.

OVERVIEW

There is an opportunity to lay the groundwork for formation of a formal Nighttime Social Venue Alliance. Small steps include starting a WhatsApp phone group among general managers and security. Next steps will be development of a self-regulation standards guide for operation, scheduling quarterly meetings with police, and coordinating training. Formalizing a group will also help provide a way for the City to coordinate with the industry on new initiatives and services to benefit the industry (e.g. employee parking plan).

BACKGROUND

Proposed legislation, which will create new systems of regulation, oversight and safety management of the hospitality industry, served as the catalyst for convening venue operators. A recent meeting held March 3, 2022, convened by RHI, was the first official meeting that gathered a group of 30+ venue operators and property owners of social venues. This group has the potential to continue to meet and develop a more formal association.

NEEDS STATEMENT

Nighttime social venues are operating in isolation but dealing with many of the same challenges. In some cases, they need to forcibly remove a disorderly patron, but there isn't any way to notify other security in case this patron attempts to enter another business.

Several different groups want to better connect with the hospitality industry but don't know how. The City wants to develop an employee workforce parking program, but needs to better understand the nighttime hospitality industry's needs. The Chief Resilience Officer wants to connect to partner on flooding mitigation strategies. Residents want to connect with businesses to develop incentives for bringing back residents to downtown.

GOALS AND OBJECTIVES

- **High standards for venue operation** and safety of both employees and patrons.
- **Unified voice to advocate for changes** in policy and compliance.
- **Self-regulation, peer mentorship and education** prior to enforcement action.
- **Coordination and cooperation** of general managers and security staff.
- **Sharing of resources.**
- **Increase professionalization** of the industry.

BARRIERS

- **Privacy concerns about the WhatsApp phone group** content being used against venues.
- **Police used to organize meetings with hospitality businesses thru the County Chamber**. But, they were not well attended by late-night venues due to the early morning time.
- **Venue owners are concerned that their staff will be too busy** to constantly monitor their phones.

IMPLEMENTATION

Steps

- **FRLA (Nicole Chapman)** volunteered to set up and run the WhatsApp group as the admin. Venues need to join the FRLA to be admitted.
  - (FRLA currently helps run a WhatsApp group for hotel general managers in Duval County.)
  - Identify 1 to 2 staff per venue.
  - Provide a list of contacts to Nicole.
  - Develop guidelines of what info should vs. shouldn't be shared.
  - Send invitation to general managers and security staff.
- **Schedule monthly or quarterly meetings** to discuss common challenges and concerns and for police to explain current deployment model. Initiate exchange of cell phone numbers between venue security and police officers deployed downtown at night.
- **Create a regular schedule for collaborative trainings.** Examples:
  - **Active shooter training by police** for venues (right now it's on-demand, but there's limited awareness about it).
  - **Women Against Violent Encounters (WAVE)** about situational awareness for female nightlife patrons. The Amphitheatre is currently having all staff take this training.
- **Create a best practices guide** outlining self-regulation standards.
- **Workforce survey developed by RHI can be replicated locally and distributed to nighttime social venues.** Information to be compiled and provided to Reuben Franklin regarding data on parking needs for the nighttime hospitality industry employees. https://www.surveymonkey.com/r/R3P2RKZ

Resources

- **Use FRLA's Model of a WhatsApp group for the general managers of hotels.**
- **Draft of a Best Practices Guide exists** (written by a roundtable participant).

ACTION 4: EDUCATE VISITORS TO NOT CARRY OPEN CONTAINERS

This action emerged from the Venue Safety roundtable.

OVERVIEW

Educating visitors that they're not allowed to drink from open containers can go a long way in reducing the perception of a permissive environment downtown, reduce pre-loading and assist licensed venues from having to intervene with patrons when they try to enter establishments with open containers.

NEEDS STATEMENT

Open containers have been observed among downtown visitors and transients. Evidence (empty cups, glass bottles) ends up as litter downtown. Many people assume St. Augustine is similar to New Orleans, where open containers can be carried from place to place and consumed on the street; they're unaware of city ordinance banning them. There are too few officers downtown to enforce the ordinance, except in the case of transients and unsheltered populations, whom they prioritize.

GOALS AND OBJECTIVES

- **Reduce open containers** in historic core.
- **Reduce opportunities for pre-drinking** prior to patrons arriving to licensed venues.
- **Don't allow intoxicated people in to social venues** who have "pre-gamed."

BARRIERS

- **Due to the limited number of officers (and time it takes to process a citation, arrest), transients and/or unsheltered are prioritized for open container citations** as they are more likely to stay in one place and become aggressive towards visitors. It's a $100 citation or arrestable (misdemeanor). But, if an arrest takes place, the officer will be taken off the streets for hours if not the whole night. Visitors are asked to throw their containers away.
- **Gap in community outreach officers**, who used to go to court to advocate for police officers' citation reports for things like open container violations. They played a critical role in filtering out who needed social services.
- **Not all social venues have "security staff" at the door** because many are licensed as restaurants. They may just have a host/hostess, who may be intimidated and not have the trianing to intervene.

IMPLEMENTATION

Steps

- **Educate venue staff** about not letting people enter or leave the premises with open cups.
- **Create a marketing video by VCB, TDC**: have fun, but stay safe (1 min video on safety rules). Display a QR code to watch. Connect with DISCUS and responsibility.org for a grant to assist in the video production.
- **Education campaign:** hotels, airbnbs, b&bs, Lyft and Uber drivers: don't carry open drinks
- **Create and distribute a guide for wedding parties** that wedding venues can distribute re: after-partying in the city (conveying community standards; rules of community e.g. no open containers, no entry to venues if people are intoxicated).
- **If ambassadors are hired,** they can be an additional way to spread the message.
- **Convene a meeting between licensed bars and restaurants with the Wedding Alliance (an association of wedding venues)** to discuss how they're part of the full continuum of social economy, and how wedding guests impact venues.

Resources

- **FRLA**
- **Wedding Alliance** (a professional association of wedding venues for the city)

ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY

- ACTION 1: Educate Visitors About Not Giving to Panhandlers
- ACTION 2: Create More Opportunities for Original Live Music
- ACTION 3: Update Event Procedures and Coordination

ACTION 1: EDUCATE VISITORS ABOUT NOT GIVING TO PANHANDLERS

This action emerged from both the Public Space and Quality of Life roundtables; presence of panhandlers was identified as a challenge in multiple meetings and interviews.

OVERVIEW

St. Augustine can break the cycle of panhandling by addressing their source of income: visitor donations. Educating visitors on how to redirect their donations to social services can make long-lasting change that can potentially help deter panhandlers from coming to downtown.

NEEDS STATEMENT

Downtown St. Augustine has become a destination for unsheltered, transients and panhandlers. Their presence creates safety concerns for employees, students and visitors. Although most are not aggressive, they contribute to negative perceptions of safety, especially for women. A panhandling ordinance is in place, but it doesn't deter their presence.

Unsheltered, transients and panhandlers are part of distinct communities with unique needs. Panhandlers are not always homeless; some have chosen panhandling in lieu of traditional work, yet have homes. Of the homeless population, only about 5% choose to live "home-free" and off the grid. Many have substance abuse issues; others need transitional housing.

When visitors give money to panhandlers, they continue a cycle of downtown St. Augustine as a destination for begging.

GOALS AND OBJECTIVES

- **Maintain the Compassionate City status** but direct funds to create change long-term.
- **Educate visitors about how to donate their money to social services** for longer-lasting change and positive impact on the lives of people in need.
- **Cut off the supply of donations to panhandlers** to make downtown a less desirable place for begging.

BARRIERS

- **Lack of awareness** among residents, businesses and employees about local social services and initiatives to address homelessness, transients and panhandlers.
- **Panhandlers are mistaken for being homeless.**
- **Police deploy homeless outreach officers, but they are limited in what they are able to do.** Being homeless and panhandling are not crimes. There are restrictions in place for the time, place and manner for panhandling.
- **Visitors** have compassion for homeless.
- **Concern over people breaking into** parking meters for the money.
- **Concern over drawing visitor attention** to the challenge the city is trying to address.

IMPLEMENTATION

Steps

- **Create educational materials for businesses and residents** about current initiatives and social services that address homelessness.
- **Create educational materials for visitors** e.g. flyers that can be distributed at hotels, airbnbs, and bed and breakfasts to educate visitors that not all panhandlers are homeless. Give info on how if they want to help, how to provide to social services.
- **Develop educational pamphlets about** what homeless are able to do vs. not do; what police are able to do vs. not do.
- **Educate residents about who are actually homeless** (St. Francis House data says 93% from the last quarter of 2021 were residents from the city of St. Augustine, many of whom are seniors on fixed incomes who cannot afford higher rents; many are working.)
- **Communicate to school groups** about panhandlers and how to donate to social services.
- **Install signage downtown** with information on how to donate to social services.
- **Create positive signage** with positive messaging e.g. Your dollar will go 15x farther if you donate to social services; keep our community beautiful.
- **Provide Homeless Outreach Team** pamphlets to distribute.
- **Create a QR code to** venmo or paypal a central social service agency e.g. Continuum of Care.
    - **Determine how funds should be distributed and by whom** e.g. should funds go to Continuum of Care?
- **Recycle old parking meters** to be used as change collectors. Station them inside hotels.

Stakeholders

- **Continuum of Care**
- **Homeless outreach teams**
- **VCB**
- **TDC**
- **Hotels**

Resources

- **Model**: Tampa has stone dolphins to put money into

ACTION 2: CREATE MORE OPPORTUNITIES FOR ORIGINAL LIVE MUSIC

This action emerged from the Social Venue roundtable.

OVERVIEW

Elevate the caliber of nighttime social experiences by offering authentic, experiential options that support the local talent pool. An ecosystem of support through better connectivity between event/festival planners and local musician networks, as well as facilitating logistical needs such as dedicated loading zones. Fostering a robust live music scene also requires a market base of support from local residents and a cultural standard for paying higher wages to performers.

NEEDS STATEMENT

Current live entertainment is oriented to tourists with cover bands that perform mainstream hits. There are minimal opportunities for local artists to showcase original music. Participants cited surveys that indicate tourists' desire an authentic experience. Fostering a strong local resident support base is also critical.

GOALS AND OBJECTIVES

- **Retain and support** local talent.
- **Attract a broader range of musicians and artists.**
- **Connect local community** with local artists.

BARRIERS

- **Live music scene** described as "tourism music, cover music and mainstream pop" catering to tourists with few gigs for original artists. The same bands have played for years and have become "saturated."
- **No clear music signature/brand of local music** in St. Augustine.
- **Lack of local support base**: Locals don't come downtown to socialize or listen to music. Musicians expressed a need to change locals' expectations of accessing downtown.
- **Low wages paid to musicians**. Musicians don't feel valued.
- **Mass exodus of creative talent** because cost of entry is too high.
- **Hobbyist musicians** willing to perform for less; lower quality music compared to professional musicians.
- **Limited # of dedicated live music venues** (most venues are restaurants where bands perform).
- **Misperception among musicians that restaurants can't charge a cover fee.** There is no code that prohibits restaurants from charging a cover fee, but this is a common misperception. Most social venues are licensed as restaurants, even though many feature live music. Because restaurants believe they can't (or choose not to) charge a cover fee, the ability to hire high quality musicians is inhibited. Cover fees are often used to support musician costs.
- **Loading zones:** Musicians have been ticketed for unloading equipment in loading zones. The VIC parking garage is too far to unload equipment. Bands have said they get harassed while unloading equipment. This contributes to a perception that the city is "anti-musician."
- **St. Johns Cultural Council** has limited connections with local artists and musicians.

IMPLEMENTATION

Steps

- **Book local talent for annual events** (e.g. Music in the Square, Nights of Lights, 4th of July). Connect event producers with local talent brokers i.e. Ancient City Entertainment.
- **Data Collection:** Map venues by music markets. Conduct a survey of venues and festivals **for the purposes of planning and promotion.**
- **Create a designated "musician parking pass/placard"** to identify legitimate musicians unloading equipment so they aren't ticketed by parking enforcement.
- **Create connections between event producers** and St. Johns Cultural Council to promote artists from within the region.

Resources

- **St. Augustine Cultural Council** has Arts and Tourism Grants
- **St. Augustine Music Guild**
- **ACE Alliance: A non-profit 501C(3)** that evolved from Ancient City Entertainment. Goal is to help professionalize the music industry by offering training on taxes, contracts, creation of LLCs, etc.
- **(Past Resource): Musicians Guild of St. Augustine:** In about 2016, a networking group was formed with musicians and venue owners. It was well attended, but the group lasted less than a year.

ACTION 3: UPDATE EVENT PROCEDURES AND COORDINATION

This action emerged from interviews with police and city staff.

OVERVIEW

Enhancement of current systems that track events held on private property, especially weddings, will help key city agencies and hospitality venue operators to be aware of anticipated crowd surges downtown and better coordinate staffing needs. Revisiting city guidelines to expand event security to private security (and not just police) for events with alcohol service on public property can potentially help event planners successfully meet security needs and address officer shortage.

NEEDS STATEMENT

Events contribute to impacts in the social economy that require planning, coordination, and resource management. Robust systems of tracking, inter-departmental coordination, risk management and operational review exist for events held on public property, but the same is not true for private events. Although private events may be smaller in occupancy than public events and festivals, the large number of events contribute to a combined potential attendance number comparable to a small-scale public event.

Weddings comprise the majority of private events that take place downtown, but quantitative data is unknown. There are about a dozen formal wedding venues located in/around downtown, as well as several informal venues (e.g. short-term rentals for "backyard weddings") nearby. Weddings anecdotally take place during the week and weekends year-round; one venue can even host multiple weddings simultaneously on multiple floors.

When weddings end (usually between 11:00 p.m.-12:00 a.m.), a crowd surge similar to bar closing time descends upon downtown social venues—potentially hundreds of people eager to continue to socialize, despite varying levels of intoxication upon arrival. Social venues are already understaffed; knowing when to anticipate such crowd surges would be helpful for resource management.

Events (both public and private) are straining police department resources to provide sufficient staffing for both on-duty zone assignments and off-duty event requests. Certain events and concerts have required ratios for patrons to security, while some wedding venues proactively hire off-duty officers to provide security (despite the lack of security requirement for weddings held on private property). Police are required to provide security for events held on public property with alcohol service, according to the City's Guidelines for Events Held on Public Property (2020).

The City's Event Coordinator and the Police Department's Special Events Scheduler both noted that certain events are becoming more difficult to staff with police. While weddings are easy to fill with police sign-ups, concerts at the Amphitheatre and some events/festivals that are city-permitted are more difficult to staff. Further, there are occasions where events have proceeded, despite not meeting required security presence, due to lack of available police officers. On rare occasions, the police chief may deem an event a public safety risk, and therefore order police to do overtime to staff the event if no one has voluntarily signed up.

GOALS AND OBJECTIVES

- **Create systems of connectivity, communication and transparency** between the City, wedding venues, and venue operators.
- **Facilitate coordinated planning of staff resources** (e.g. police, venue operations staff, etc.).
- **Update event policy to explore alternative options to police** for event security.
- **Reduce strain on the police department** from event security requests.
- **Address underlying issues for why police** may not choose to voluntarily sign up for events.
- **Ensure high standards for private security companies** if their use is expanded for events.

BARRIERS

- **Lack of data on the number of private events, especially weddings,** that take place in the City, and their approximate attendance due to a gap in a central tracking system. Further, there is no driving force (or required City touchpoint) to have event organizers report about private events.

- **Minimal touchpoints between the City and private events.** Wedding venues and private event organizers are not required to report upcoming events to the City, nor be part of the monthly event review meetings that convene multiple city agencies. *(This is not to say that there is a need, but rather to illustrate their exclusion from current systems where data is collected.)*
- **Wedding industry is difficult to define, organize and provide data.** (As part of this project, RHI requested data from venues dedicated to hosting weddings). But, it's difficult to analyze the full scope of the industry, as there are also unofficial/informal venues for hosting weddings e.g. renting a house for a "backyard wedding."
- **Guidelines for events with alcohol service held on public property require police** as the provider of event security. (Private security are only allowed to supplement the minimum required number of police.)
- **No City vetting process to approve private security** that event planners hire to supplement police for city-permitted events and/or events on public property (potential liability risk to the City).
- **Police as event security are based on voluntary sign-ups for off-duty work.** Despite city requirement for police to provide minimum security (and permits issued by the City for events that expect police to provide staffing), working off-duty at events is at the discretion of officers. (The only exception is for the two city-sponsored events, Fourth of July and Nights of Lights' kick off.) Some events are more preferable than others. Types of events:
    - **Weddings are highly desired and easy for police to fill requests** because they usually just require one officer, they're inside with AC, meals are served, and each wedding party is considered the employer (not the venue itself), so police don't have to submit a 1099 if paid less than $600.
    - **St. Augustine Ampitheatre hosts 60-80 events annually** with each event requiring 4-7 officers, depending on the crowd. These are difficult to fill with requested police because after working about two concerts, officers will have made about $600, so any further work would require submission of a 1099 form for taxes; payment takes 2-4 weeks.
    - **City-Permitted Events (e.g. 5k runs, parades, festivals on Francis Field),** which may require 2+ officers depending on crowd size. Some private event organizers are notorious for paying later than the requested 2-3 week time period. If events are for a few hours, some officers prefer not to break up their day to make a small amount of money.

IMPLEMENTATION

Steps

- **Request that dedicated wedding venues add their upcoming weddings with an approximate # of attendees to the existing Google Calendar** (maintained by the city's Events Coordinator).
- **Create a communication system for hospitality operators to be notified about upcoming weddings** for the next month with potential combined occupancy from multiple venues.
- **Consider revisions to city's event guidelines to expand security providers to include private security** for events held on public property that serve alcohol.
- **Set minimum standards for private security providers** that are hired by event planners to supplement police for events that require city permits and/or on public property. The purpose is to ensure safety standards are met for private security companies and to mitigate potential liability to the city if an incident occurs involving private security companies for events.
- **Explore how to address barriers** to working events identified by police.

Resources

- **City's Events Review Committee** convenes multiple city agencies every Wednesday to review upcoming city-sponsored events or private events that will take place on city property. The committee meets with the event organizer to review the operations plan for mobility, crowd management and risk mitigation. City-permitted events must be approved 6 months in advance to ensure sufficient management resources are planned for.
- **City's Event Coordinator** (Cori Niles).
- **Police Department's Special Events Coordination staff** (Jeff Truncellito).
- **Google Calendar exists for City-permitted events and some weddings on public property.** The City's Events Coordinator maintains a calendar outlining all public events, private events on public property and some partial data on weddings (if, say, a wedding party needs approval to host part of the wedding on public property e.g. Lightner Museum's courtyard).
- **Wedding Alliance.**
- **VCB** (a resource for event information and calendar hosting).

ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY

- ACTION 1: Formalize and Raise Awareness of Rideshare Hubs
- ACTION 2: Provide Safe, Efficient Parking for Nighttime Employees
- ACTION 3: Bring Residents Back Downtown
- ACTION 4: Refine Sound Management Process

ACTION 1: FORMALIZE AND RAISE AWARENESS OF RIDESHARE HUBS

This action was identified in both the Public Safety and Mobility roundtables.

OVERVIEW

Rideshare hubs create designated areas for pick-up and drop-off of passengers. They help reduce traffic congestion and expedite district egress for nightlife patrons to return to their residence safely.

NEEDS STATEMENT

Rideshare services (e.g. Uber, Lyft) are a key mode of transport for nightlife patrons to access and leave downtown. Yet there are no current systems of coordination for pick-up and drop-off. Narrow roads lead to traffic congestion from cars and waiting passengers, delays in pick-up and pedestrian safety challenges when trying to access vehicles. Emergency vehicles cannot access the area. The longer that crowds linger, there are more opportunities for fights and sound disturbances to occur.

Three rideshare hub locations have already been selected, per a presentation by City Manager John Regan[2]: (1) Clock Tower at Visitor Information Center (VIC); (2) Avenida Menendez; (3) Ponce Statue at the Plaza. However, only one is being used informally. There was limited awareness about the hubs' locations, nor signage to designate their authorized use as rideshare hubs.

GOALS AND OBJECTIVES

- **Expedite district egress** at closing time by improving efficiency for passenger pick-up.
- **Decrease impacts** generated by sound disturbances, fights and disorder from lingering crowds.
- **Prevent impaired driving** and reduce alcohol-related accidents and injuries; increase pedestrian safety.
- **Reduce traffic congestion** associated with ride-share services; provide access by emergency vehicles.
- **Increase natural surveillance** in strategic areas, thus enhancing public safety.

BARRIERS

- **Limited awareness** among participants about city's intention to use the three selected locations as rideshare hubs.
- **Signage**: No signage authorizing locations for ride-share vehicle use; no wayfinding signage to direct passengers.
- **Taxi Stand Locations:** Rideshare vehicles aren't allowed to use taxi stand locations per code.
- **Lighting:** Some of the three selected ride-share hub locations have dim lighting, which could be a barrier to use.
- **Perceived inconvenience** by patrons to walk to a new location when they are accustomed to being picked up directly in front of businesses.
- **Process of engaging rideshare services** to update their apps to direct passengers to the designated hubs and communicate with drivers about new procedures for nighttime pick-ups downtown.
- **Surge pricing for rideshare services** on weekend nights and during events make them expensive to use.
- **Cell phone reception** is limited to call for rideshare services when there are large numbers of people downtown.

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[2] *Quality of Nightlife Strategic Plan* presented to the City Commission on August 12, 2019 by City Manager John Regan

IMPLEMENTATION

Rideshare Hub Locations: Challenges to Overcome

Each of the three selected locations have unique barriers/challenges to be overcome for them to succeed.

Clocktower at VIC 	**Challenge: Dim Lighting at Night** 	**Current Signage** 	**Current/Future Use** Proposed staging area for horse carriages. Current staging area for trolleys, trains and hollly jolly trains during Nights of Lights.
Avenida Menendez 	**Challenge: No Coordination** The area is congested with rideshare vehicles trying to access passengers and vice versa. No coordination of line queues.	**Current Signage** Authorizes trolleys to use the area.	**Current Use** Being used informally as a rideshare hub (because located in front of No Name Bar and White Lion).
Ponce Statue at the Plaza (In Front of Market) 	**Challenge: Dim Lighting at Night** While technically lit, lighting is somewhat dim. When vendors set up in the Market, there is enhanced lighting.	**Current Signage** Authorizes sightseeing vehicle and taxis to park there. 	**Current Use** Trolleys use it to turn around; Uber Eats parks there for pick-up; Nightlife patrons and employees illegally park there.

Steps

1. **Conduct research:**
   - Review RHI's case study on Orlando's rideshare hubs. https://sociablecity.info/resources/case_studies/orlando_hub.pdf
   - Contact other cities with rideshare hubs e.g. DC, Pittsburgh, Orlando
2. **Convene stakeholders (listed below) to re-confirm the 3 locations selected are the most appropriate:**
   - Identify each location's unique needs and how to remove barriers to improve use.
3. **Determine hours of operation** for the rideshare hubs (i.e. at what time, days will they operate?)
4. **Begin engagement with Uber and Lyft** to discuss the process of updating their apps to direct downtown passengers to be picked up and dropped off at the rideshare hubs.[3]
5. **Review and update current signage to:**
   - Designate locations as rideshare hubs with hours of operation
   - Authorize rideshare vehicles to use the locations
   - Provide wayfinding to direct passengers to their locations
6. **Review and upgrade lighting** for the rideshare locations' use at night.
7. **Create a public education and marketing campaign.**
   - Create radio, newspaper, print and social media ads
   - Distribute materials to hospitality venues open at night
   - Educate business operators and staff
8. **Launch rideshare hubs and determine additional amenities.**
   - Determine public safety staffing needs to monitor area.
   - Determine if public restrooms can be provided/opened e.g. at the Clocktower VIC.
9. **Provide an education and notification period** for violators.
   - Notify Ubers, Lyfts they must use the rideshare hubs.
   - Notify illegally parked cars that they will be towed starting on a certain date.
10. **Begin enforcement:**
    - Ticket rideshare vehicles that are operating in non-designated areas.
    - Ticket parked cars that are illegally parked in rideshare hub locations.

Stakeholders

- **Reuben Franklin, DPW (Rideshare hubs are an action item in the comprehensive mobility plan.)**
- **Police Department's Community Affairs Officer, nighttime beat patrol officers , traffic control officers**
- **Planning Department**
- **Rideshare service providers: Uber, Lyft**
- **Venue Operators to communicate to patrons**
- **Mobility operators (who will share rideshare hub locations): trolley service providers, taxi companies**
- **Parking Department (for enforcement at night)**
- **Code Compliance Division (for enforcement)**

[3] St. Augustine Police Department's Community Affairs Officer, Dee Brown announced on 2/28/22 he would initiate contact.

ACTION 2: PROVIDE SAFE, EFFICIENT PARKING FOR NIGHTTIME EMPLOYEES

This action emerged from both the Mobility roundtable and interviews with venue operators.

OVERVIEW

Provide safe, efficient parking for employees who work downtown at night. Explore options such as a Park and Ride location with a circulator/shuttle to pick up employees and drop them off.

NEEDS STATEMENT

Employee parking is a significant concern for downtown business owners. When garages and lots fill up, especially during night shifts and during events, employees find DIY places to park: in residential neighborhoods, on side streets and in "hidey holes" near their place of employment.

Residents are frustrated by employees parking in neighborhoods. **Employees are frustrated** by parking tickets, which may be almost as much as the money they made that day. **Employers identified parking availability as a barrier** to hiring workers.

Safe passage to parking is a concern for employees who may be carrying cash tips. Some businesses have a policy of walking female staff to cars to ensure their safety. Employees have reportedly quit due to safety concerns around parking.

GOALS AND OBJECTIVES

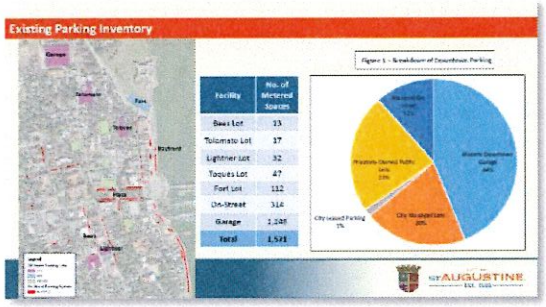
- **Ensure sufficient parking availability** in designated locations for employees
- **Reduce illegal parking** by employees.
- **Provide safe passage for employees** to parking areas.
- **Provide incentives to business owners** to help employees access safe parking (instead of penalizing them).

BARRIERS

- **No organized data on the downtown workforce or their parking needs**, especially nighttime hospitality employees.
- **Parking Cost:** A parking pass in the 1 Cordova Street garage is $30-33/month for residents who are employees, but this discounted rate doesn't apply to employees who are not residents of the city (e.g. if they're a resident of St. Johns County). Some employers cannot afford to purchase parking passes for all employees.
- **Parking Supply:** The parking garage on 1 Cordova St is sometimes full on weekends between 4:00 p.m. – 2:00 a.m., as well as during events. Parking is typically available starting at 9:00 p.m. (but hospitality employees arrive earlier).
- **New Parking Garages are Contentious:** Community pushback against City's proposal to build more parking garages downtown due to the concern that it would bring even more visitors.
- **Lack of alternative transportation to access downtown:** There are no alternative mobility options for employees to access downtown and return home at night (rideshare is expensive), especially if they live outside the city.

Current Parking Inventory

There are a total of 1,571 parking spots available in lots, the garage and on the street.[4]



[4] Parking Rate Analysis & Revenue Discussion Presentation (June 24, 2019)

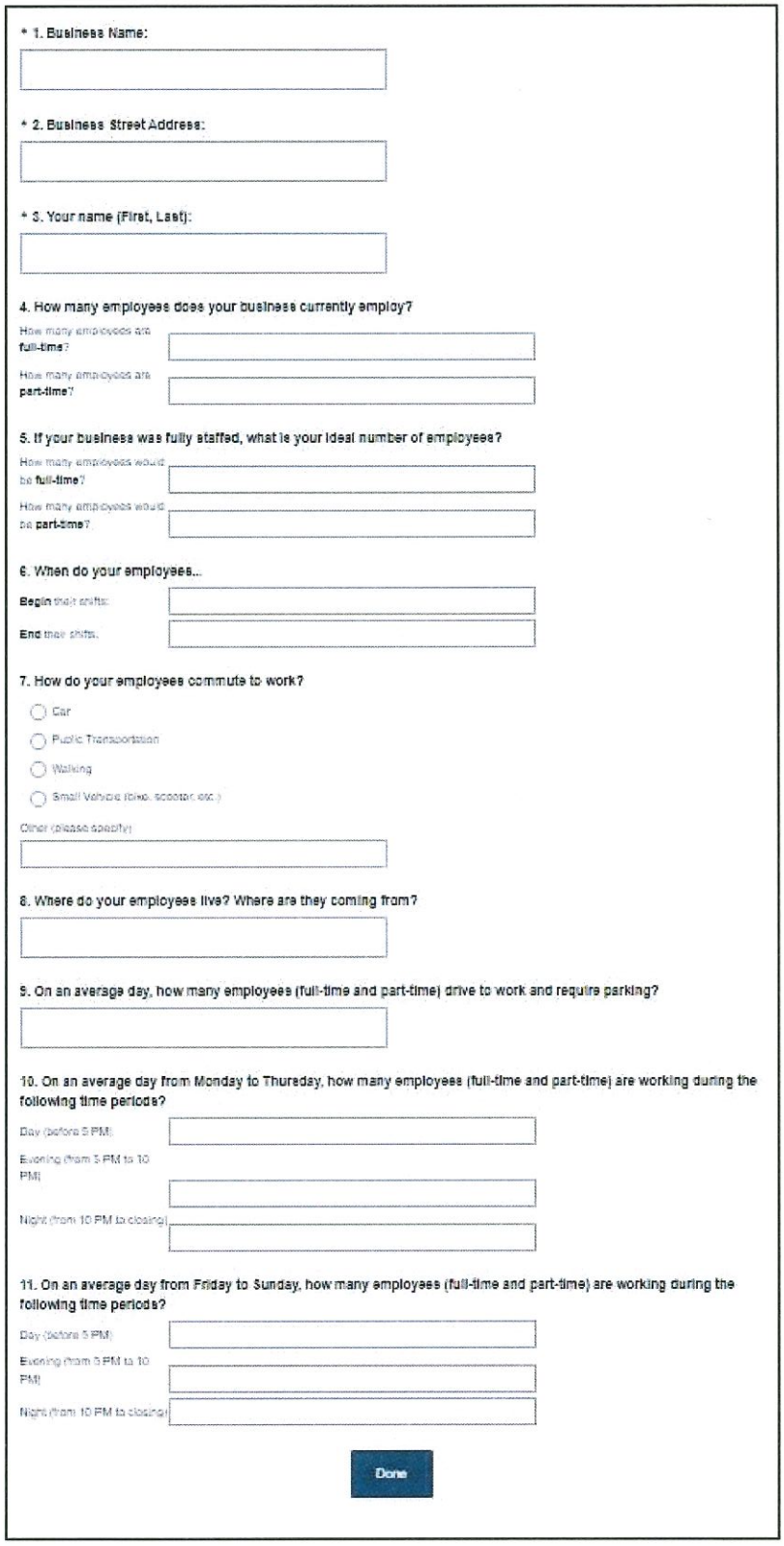
IMPLEMENTATION

Steps

- **Data Collection** (see survey image)
  - How many employees are there downtown? (Or are we just focusing on nighttime employees)?
  - If fully staffed, how many employees would businesses have? How many do they have currently?
  - When do their shifts begin and end? Where do they live?
- **Workforce survey developed by RHI** to be replicated locally and distributed to nighttime social venues. Information to be compiled and provided to the Mobility Coordinator to provide needed data on parking needs for the nighttime hospitality industry employees. https://www.surveymonkey.com/r/R3P2RKZ
  - Convene a meeting between City's Mobility stakeholders (see list below) and hospitality venue operators to discuss: |x Employee parking needs.
  - Explore potential options for employee parking to determine strategies that will be most used.
  - Identify location for a dedicated Park N Ride with a circulator/shuttle to provide safe transport.
  - Explore a resident permit parking program to ensure sufficient parking for residents.
- **Begin education and marketing campaign**
  - Provide information to hospitality venue operators. **Move forward with strategies:**
  - Track usage numbers.
- **Conduct check-in with venue operators**
  - Find out how the program is working; what are the barriers to expanding use.
- **Begin education process** (notices of violation for parking in residential permitted areas)
- **Begin enforcement process** for violators who park in residential permitted areas.

STAKEHOLDERS

- **Reuben Franklin**, DPW (Rideshare hubs are an action item in the comprehensive mobility plan.)
- **Xavier Pellicer,** Mobility Manager
- **Denise Medrano,** City's Parking and Garage Supervisor
- **Tarra Bennie,** City's Parking Supervisor
- **Hospitality venue operators** and staff.



* 1. Business Name:

* 2. Business Street Address:

* 3. Your name (First, Last):

4. How many employees does your business currently employ?

How many employees are **full-time**?

How many employees are **part-time**?

5. If your business was fully staffed, what is your ideal number of employees?

How many employees would be **full-time**?

How many employees would be **part-time**?

6. When do your employees...

Begin their shifts:

End their shifts:

7. How do your employees commute to work?

- Car
- Public Transportation
- Walking
- Small Vehicle (bike, scooter, etc.)

Other (please specify)

8. Where do your employees live? Where are they coming from?

9. On an average day, how many employees (full-time and part-time) drive to work and require parking?

10. On an average day from Monday to Thursday, how many employees (full-time and part-time) are working during the following time periods?

Day (before 5 PM)

Evening (from 5 PM to 10 PM)

Night (from 10 PM to closing)

11. On an average day from Friday to Sunday, how many employees (full-time and part-time) are working during the following time periods?

Day (before 5 PM)

Evening (from 5 PM to 10 PM)

Night (from 10 PM to closing)

Done

ACTION 3: BRING RESIDENTS BACK DOWNTOWN

This action emerged from the Quality of Life roundtable.

Overview

Residents feel disconnected from downtown and want to patronize local businesses, but need special incentives and barriers removed.

Needs Statement

Residents don't often engage in downtown's assets. They live near dining and entertainment options but don't have an opportunity to participate in them due to the overwhelming presence of tourists.

September is considered "Resident/Reduced Month" due to the decline in tourism (because it's hurricane season). Unofficially, historic sites offer residents free access to attractions. But, some of the promos offered don't align with residents' interests (e.g. not interested in a discount on trolleys).

Goals And Objectives

- **Connect residents with downtown** to restore a sense of community.
- **Create a local resident patron base.**

Barriers

- **Factors that contribute to inconvenience:** difficulty finding parking, long wait times, restaurants don't take reservations. Addressing mobility in accessing downtown amenities is the primary barrier to be removed.
- **Resident Month (September) targeted by TDC** to bring in more tourists because it's known as a slow tourism month.

Implementation

Steps

- **Convene a meeting of hospitality operators with residents.** Discuss what residents want and how hospitality operators could realistically provide opportunities for residents.
- **Explore incentives for patronage** e.g. limited reservation system to hold 10% seats, 10% discount for residents.
- **Engage young new residents** (average age of new residents per TDC is mid-30s with families).
- **Partner businesses with neighborhood groups** so residents host social events and meetings downtown.
- **Gather data:** How many permanent residents are still living downtown? Compare utility bills of the resident population from 2010 to 2020 to see how many people live in the downtown core vs. migrated outside the city.

Resources

- **Key West a model.**
- **Neighborhood Council** of St. Augustine

ACTION 4: REFINE SOUND MANAGEMENT PROCESS

This action emerged from interviews with Venue operators and City Staff.

OVERVIEW

Sound is a complex and challenging topic. No other issue is quite as contentious as sound, especially when it prevents residents from sleeping. There is a continuum of needs from the measurement of sound, enforcement to legal processing. A snag in one part of the system will create loopholes and dissatisfaction.

NEEDS STATEMENT

The City of St Augustine's noise control ordinance is, in general, fairly robust. It defines both A and C weighted measures and uses measurements in relation to ambient. It also defines a sound meter and requires ANSI standards be used when measuring sound. However, while it defines a "Noise Control Officer," it's unclear who or under what supervision these officers exist (i.e. police, code enforcement, other). Also, it charts allowable dB levels through the city only in A weight. Testing procedures are outlined well throughout, and in particular spells out testing at the receiver's dwelling and C weight measurements are mentioned relative to ambient sound. Overall, it seems the tools exist but are not being used as well as they could be. Improvements would include a procedure to set sound levels for social venues when they begin operations, thresholds set for violation related to ambient sound, regardless of time of day.

Sound enforcement is a process rife with frustration on the part of the enforcers, the enforced upon, and complainants. Business owners feel the current sound ordinance impedes their ability to play live music, as the ordinance doesn't adjust for ambient sound. Residents are frustrated by the lack of relief in being able to identify and mitigate the source of sound, especially when sound travels across water. Police are stymied by a difficult measurement process, which requires measurements from a complainant's location (at the receiving end). Data systems are unable to track frequent sound violators and there are no consequences against the venue itself. Meanwhile, even when a sound violation does reach legal processing, judges dismiss the case, making it a perceived "waste of time" to begin with.

GOALS AND OBJECTIVES

- **Create realistic sound standards** for businesses to abide including a sound level for A and C weights when in operation. This could apply to both indoor and outdoor venues.
- **Achieve a balance** of business operations with residential quality of life.
- **Ensure legal follow-through** for violations.
- **Designate Noise Control Officers to work under one agency**, and train them with sound meters as described in the ordinance.
- **Create data systems to track all complaints (not just sound**), like 311, to track frequent violators and complainants.

BARRIERS

- **Sound travels across the water**, so residents as far as Anastasia Island and Davis Shores may be impacted by amplified music and other nighttime sound disturbances that originate in the downtown historic core.
- **Ambient sound on St. George Street** can sometimes be higher than the sound ordinance allows inside a business for amplified sound.
- **Process for Sound Readings:** It can take about 30 minutes to do a proper sound reading (after police retrieve their sound meters from the police station). One officer is deployed to where the complainant is located (at the property line) and another is deployed to venue where the source of the sound is suspected. The two officers coordinate identification of the venue based on the lyrics heard. But, the most common complaint is about bass sound, so the officer must go inside the home to take a reading.
- **Police are the only agency** certified to do sound measurement and enforcement. Code Enforcement Division plans to have officers certified, but it requires a Rutgers University expert to be paid to provide the class.
- **Sound ordinance:**
  - **Doesn't adjust for ambient sound** (when determining acceptable DB limit for businesses' amplified music).
  - **Measures sound from the complainant's/receiver's property line.** If a complainant is in e.g. Davis Shores, no visible sight line can be established for the source of the sound. The complainant must be willing to be listed in the report; they can't be anonymous.

- **Citation for the sound violation goes to the bar manager or bartender on duty.** There is no consequence to the actual venue, venue owner or landlord, even for frequent violations.
- **Legal Processing of Sound Violations:** Judges reportedly either drop the charges or waive the fine (so there are minimal consequences. Some police are frustrated, as sound enforcement is viewed by some as a "time waster."
- **Data Collection Process for Sound Complaints:** Noise complaints compiled by police only show the dispatch location (to the complainant's location), which doesn't necessarily correlate to the originating source of the sound (e.g. business location).

IMPLEMENTATION

Steps

- **Review and upgrade sound ordinance:**
  - Enforce sound from the source of sound's property line, as opposed to the receiver's location.
  - Adjust for ambient sound based on the time of day or night. (Make allowances for businesses to operate music a certain # decibels above ambient.)
  - Create a procedure to set sound levels for social venues when they begin operations so that they are aware if they are in compliance or not.
- **Identify funding source to bring the Rutgers University** sound class to the Code Enforcement Division.
- **Move forward with plan to have Code Enforcement Division supplement police resources with sound enforcement at night.** The division will be able to issue a "code notice" which deems a property a nuisance after a certain number of violations.

STAKEHOLDERS

- **Residents**
- **Social venues**
- **Police**
- **Code Enforcement Division**

GOVERNANCE ANALYSIS: DETAILED SUMMARY

Management of Alcohol Licenses

In St Augustine, social venues are a large and important part of the tourist economy. Local government has tried to respond to this growth but has limited tools or consistent systems for oversight. Alcohol licensing is handled primarily by the State of Florida, with some local control related to hours of service. Local municipal code struggles to provide adequate and useful distinctions between bars and restaurants, and as such, business owners are incentivized to be less forthcoming with operating plans to obtain permissions without scrutiny.

Distinctions between a "Bar" and "Restaurant"

The chart below illustrates how the definitions of "bar" and "restaurant," and the associated costs, can drive decisions by business owners who want to pay less money and avoid more scrutiny via a public hearing process. The definitions below are city defined, which differs somewhat from the state.

St. Augustine's Historic Core: "Bar" vs. "Restaurant"

	"Bar"	"Restaurant"
Definition	Any place that serves/sells alcohol on-premise that is NOT a restaurant	Any place that sells, dispenses prepares and serves food, refreshments or beverages from a menu
State alcohol licenses allowed	**2COP:** $300-400 **4COP "Quota":** $300,000-500,000	**2COP:** $300-400 **4COP "Quota"** **4COP-SFS:** $20,000-30,000 If 150 occupancy; 2,500 sq. ft; 51% food sales
Alcohol Sales, Service, Consumption Ends	**2:00 AM**	**2:00 AM**
Live Music Allowed	**Yes**, with potential restrictions on amplified sound by PZB	**Yes**, potentially 24/hours (no mechanism to set hours of operation)
Use by Exception Permit	Yes	No
Planning & Zoning Board Review & Community Input	Yes	No
Conditions	Yes	No
Remediation & re-review if violations	Yes	No

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Perception of an Uneven Playing Field

Overall, there are systems in place that create what appears to be an uneven playing field from the standpoint of nightlife operators.

Restaurants in the historic core are not required to obtain a "use by exception" permit (as are bars), are exempt from a Planning and Zoning Board review and community input. There is little, if any, enforcement of the requirements regarding percentage of food sales versus alcohol. The state definition of restaurant does include a size requirement (minimum square footage), which potentially limits the development of smaller dining options. The cost of an alcohol license for a restaurant is substantially less than the cost of the same for a bar.

Consequently, there are a small number of "bars" in the downtown core, and those owners may feel as if they spent more money and time and have conditions placed on their licenses via the Planning and Zoning Board that others don't have. Additionally, conditions are placed on a case by case basis based on a set of criteria, but the result is

inconsistency between similar businesses., and a lack of institutional memory, presumably by the Board members or staff. The lack of enforcement tools by City Departments means that neither bars nor restaurants are taken to task very often for violations.

It is our view that improving the definition of bars or restaurants is not likely to solve issues. What is more important is the mixture of people, alcohol, and other activities (eating, dancing, music, etc.). Risk factors increase over time, so regulation should not be as concerned with the definition of a venue, but how it handles these risk factors, particularly if a venue operates at night.

Government Tracking of Licensed Venues

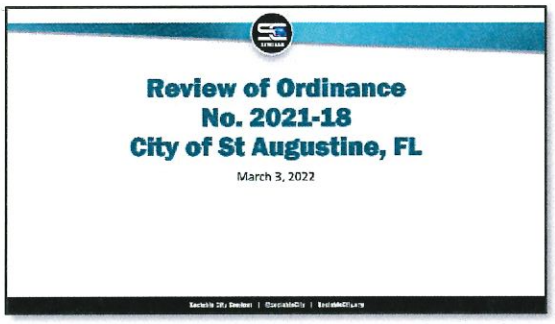
Many businesses (non-hospitality) in the city open and operate without many touches to government. Not so with alcohol licensed establishments. However, RHI's process did not identify a robust, shared database accessible to different city agencies or a tracking system to be able to quickly review state alcohol licenses and local conditions for each business. The data may certainly be available, but improvement on its location and shareability is indicated.

Locally, the city requires a Business Tax Receipt, which indicates payment of the local business tax each year. Renewals are required annually. However, it was clear based on RHI's request for a list of businesses by type of alcohol license and operating conditions set locally or otherwise, that the city may not retain this information in an easily accessible manner. This fact implies a disconnect between departments that issue licenses (P&Z Board and also Tax Collector) and those that enforce code and conditions (Police and Code Enforcement).

The businesses themselves are often unclear on what they are expected to be doing (and not doing) and this flows directly from the lack of process at the City level.

Gaps in Enforcement and Compliance Tools

Alcoholic Beverages & Tobacco (ABT) is understaffed and not able to regularly monitor the venues they license. St. Johns County is part of a region with 8-10 counties and only about 8 officers. The police are therefore expected to enforce the businesses that operate at night, but they are understaffed and see code compliance as a lower priority compared to other safety concerns. There is a plan to staff up Code Enforcement in the City, and the City Manager has appointed the retired police chief to head up Code Enforcement and make necessary changes. Code Enforcement's work will benefit from a current list of businesses that have any type of city and state licenses, as well as any conditions that may have been placed on those licenses.



Proposed Legislation

City departments that handle only parts of the permit and licensing process are frustrated by the lack of tools to ensure compliance from businesses.

In recognition of this, local legislation was introduced in 2019 to provide those tools, including a local permit that provides operating conditions, and a scheme for code enforcement.

However, city staff unintentionally did not conduct what RHI would consider sufficient outreach to those impacted businesses, and as such, an air of mistrust was created and uncovered through our work.

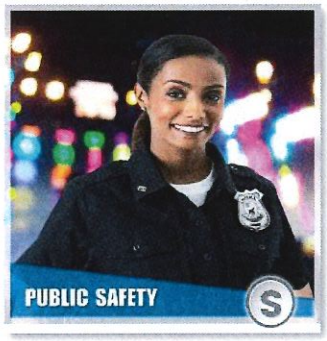
Additionally, COVID changed the landscape for many business owners, so the legislation also needed to be adapted to current issues and market forces post-COVID.

RHI convened impacted business owners on March 3, 2022 regarding the proposed legislation. With the help of the City Manager, those operators (now loosely organized) are working with the city on modifications to the ordinance in a timeframe that is deemed appropriate. In the meantime, Police and Code Enforcement respond to complaints regarding over-service and quality of life issues without much power to make change.

(For a summary of the March 2022 meeting, See APPENDIX II: VENUE LEGISLATION MEETING SUMMARY.)

CORE MEASURES

CORE MEASURE 1: PUBLIC SAFETY



St. Augustine is notable for a positive view of the police expressed by diverse stakeholders interviewed for this project—from venue operators to community members. Officers out at night are described as "gracious, helpful, approachable, and highly responsive to calls." They have a tourism-oriented approach with emphasis on customer service. The primary goal is to help visitors safely reunite with friends to get home safely. There is a disincentive to arrest people, given the time and resources required, which removes officers from the field.

However, there are too few officers out at night given the large number of downtown visitors. In part, this is due to the funding structure of the county and state (based on residential population, which has remained steady despite exponential growth in the county and a dramatic increase in visitors). The City has struggled to fill positions dedicated to nightlife that are fully funded. Like police departments nationwide, the City is affected by a national hiring shortage of police officers.

Police have become the "catch all"—responsible for both crime and quality of life issues. Officers are deployed to monitor safety in four zones in the city; they are also responsible for providing event security (e.g. weddings, concerts), sound compliance/enforcement, addressing issues with the unsheltered, traffic control and nightlife safety. At any given time, there may be more officers working off-duty than on-duty, reducing ability to maintain zone integrity.

Desire was expressed for greater visibility of a safety presence downtown. In lieu of more police officers, other cities use a combination of safety ambassadors with other safety agencies to form an inter-agency collaboration deployed at night. These approaches are not currently being employed downtown. **Violent crime is rare**, but when incidents do occur downtown, they result in a void of safety presence in other city zones.

STRENGTHS	CHALLENGES
⊡ **Low crime rate** (in 2020 it was at a 25-year low). ⊡ **Less fights** at closing time since COVID began. ⊡ **Positive working relationship** between police and sheriff's department. ⊡ **Joint inspections** between police and ABT (1x/yr). ⊡ **Two new dedicated nighttime bike positions funded** (will be nightlife liaisons), but not yet filled. ⊡ **Fire marshal does occupancy checks** on holiday weekends (e.g. St. Patrick's Day, Bike Week). ⊡ **On-demand active shooter training available** for venues, taught by police. ⊡ **Plans for Code Enforcement Division** to supplement PD with sound enforcement. ⊡ **Real-time crime data** monitored via security camera. ⊡ **Women Against Violent Encounters (WAVE) class** taught by PD to high school and college students about staying safe at house parties and venues through situational awareness. This training will be introduced to Amphitheatre staff.	⊡ **Insufficient # of officers (4-5)** deployed at night to downtown: 2 bikes, 1 foot, 1 car, 1 corporal.[5] ⊡ **Booking process for arrests** means an officer will be gone for 2hrs or potentially for the rest of the night. ⊡ **"Protective custody" process** requires 2 staff monitors in jail or 1 at the hospital, per BAC. ⊡ **Gap in non-police safety presence** at night. ⊡ **Events aren't meeting safety officer requirements** but are proceeding anyway. ⊡ **Limited formal coordination** between police and venue operators. ⊡ **Code Enforcement Division** is complaint-driven. ⊡ **St. George St. generates 20%** calls to service for FD. ⊡ **Environmental contributors impede safety**: dim lighting; traffic congestion increases response time of emergency vehicles. ⊡ **Presence of homeless, transients and panhandlers** downtown generate negative perceptions of safety.

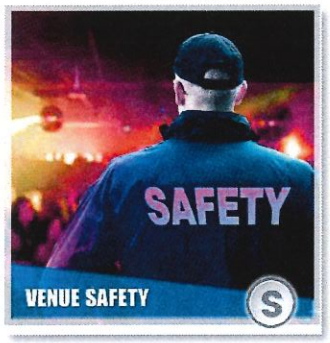
[5] 1 foot officer deployed during the day Tues-Sat 5pm-1am; 2 bike officers deployed Thu-Sat 3pm-3am and Sun-Wed 12pm-12am; 1 corporal for supervision (when available); 1 patrol car officer for zone 1 (i.e. not dedicated to Downtown). Depending on sick time, PTO, etc., there may be only one officer out past 12am downtown.

Public Safety Models to Consider

This section outlines challenges that were identified during roundtable discussions, but were not prioritized for the action plan. Here are resources and models that may be considered to address these challenges.

Topic	Challenge in St. Augustine	Resources and Models to Consider
Difficulty Filling Open Nightlife Police Positions	There are two dedicated bike positions funded in the PD, but they're not yet filled. The vision is to have these officers serve as a liaison to the community and a consistent contact for venues. Officers report that nighttime downtown positions are undesirable positions due to the perception that they will have to be "the transient police" and have to "break up bar fights."	Nightlife district assignment should be considered a "special assignment" within the department's policy and procedures. This designation and the additional opportunities for leadership development, career enhancement and training offers the opportunity to expand the pool of candidates. **Incentives for Hiring & Broadening Candidate Pool:** ⊡ Training opportunities associated with their position ⊡ Opportunities to serve on citywide teams ⊡ Key roles in planning and program development ⊡ Leadership roles that broaden their career advancement ⊡ Specialty assignment pay ⊡ Assignment rotation timelines **Washington, DC; Virginia Beach, VA; Charlotte and Raleigh, NC:** Nightlife district officers get priority for motorcycle and bicycle training, which is key to effective deployment. **More Tips Available in the free publication, *Public Safety and Policing in Nightlife Districts*** authored by RHI and Former Charleston PD Chief Gregory Mullen. Access PDF: www.sociablecity.org/sociable-city-resources/public-safety-and-policing-in-nightlife-districts-2018
Gap in Safety Visibility, Especially Non-Police Presence at Night	No other eyes on the street regularly out at night besides police (no safety ambassadors, no other city departments). ABT is understaffed and is not able to regularly monitor venues they license. (St. Johns County is part of a region with 8-10 counties and only 8 officers).	**INTER-AGENCY TEAMS** Public Safety Teams facilitate a holistic process to assess and intervene with public safety challenges in nightlife districts with a continuum of compliance and enforcement agencies. A policy team meets to discuss collective issues and concerns, then a field team conducts joint monitoring and inspections. The purpose is to work first with venue operators to gain voluntary compliance and remedy concerns. **Composition**: police, fire, code enforcement, parking enforcement, health department, planning, transportation, ABT control and legal, elected officials, Night Mayor. **Examples: Seattle, WA's Joint Enforcement Team (JET); Edmonton, AB's Public Safety Compliance Team.** **SAFETY AMBASSADORS** Safety ambassadors provide a consistent presence of natural surveillance to supplement police as a deterrent to crime and assist with visitor inquiries. **Examples**: Santa Cruz, CA; Norfolk, VA; Milwaukee, WI

CORE MEASURE 2: VENUE SAFETY



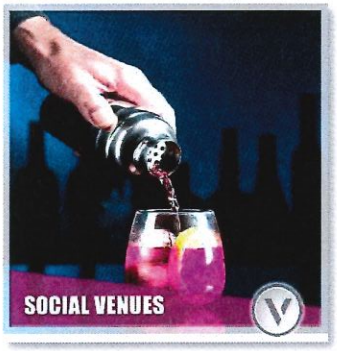
Downtown St. Augustine is generally a safe community to go out at night to socialize. Violent crime is rare in/around social venues. Venue operators engaged in this process have expressed a willingness to step up to help make the community safer. Some businesses have excellent approaches to manage crowds and public safety and can serve as a model for other businesses. Yet standards for safety and service are inconsistent due to lack of standardization for door security and server training.

The lack of formal organization among venue operators poses a challenge to improved coordination with the City. Government employees are stymied by not knowing how to reach a central contact who can serve as a unifying voice to the rest of the industry. There are several City initiatives underway in which hospitality industry input is sought.

Another type of "social venue" is wedding venues. A major industry in the city, wedding guests comprise a significant portion of patrons at downtown nightlife venues. Some have been described as disruptive and entitled, demanding entry or service of alcohol despite being already intoxicated. Operators report that wedding parties try to take over an entire venue for their after-party, but many venue operators resist due to concerns about disruptive behavior.

STRENGTHS	CHALLENGES
⊡ **Overall, social venues are safe environments**, where violence is rare. ⊡ **Quarterly staff trainings:** Some venues host mandatory Alcohol to Clients training (thru FRLA). ⊡ **Security Cameras:** Some venues have security cameras, which are accessible to police. ⊡ **Best Practices Guide** drafted for venues (needs to be finalized and vetted by industry representatives). ⊡ **Venue staff have a positive relationship** with police on-duty at night. ⊡ **Informal communication with police:** venue security flash a light to summon them for help. ⊡ **FRLA a resource for venues** to help produce resources and host a phone group. ⊡ **St. Augustine Amphitheatre** represents the highest level of security protocols for licensed security, security to patron ratios, etc. Potential model that could be used on a smaller scale for downtown venues.	<u>Challenges for Dining & Entertainment Venues</u> ⊡ **Labor Shortage:** Difficult to recruit enough employees. Parking cited as a barrier to hiring. ⊡ **Employee safety at night:** when employees need to walk to cars carrying cash tips. ⊡ **No clear best practices** for security or servers. ⊡ **Sound Ordinance** cited as a challenge to providing live and amplified music downtown. ⊡ **Fake IDs** from underage customers. ⊡ **Open Containers:** Patrons try to enter and leave venues with open containers. ⊡ **Pre-loading/"Gaming":** People drink throughout the day at hotels, airbnbs, b&bs, weddings, boats, cruises—prior to going out to venues. ⊡ **Gap in formal association & communication.** ⊡ **Concern** re: insufficient police presence at night. ⊡ **Business owners liable for security incidents**, unless they use a licensed security company. <u>Concerns re: Venues from Patrons, Police, City</u> ⊡ **Over-service**; server training not required. ⊡ **Some servers reportedly drink** on the job. ⊡ **Gap in Consistent Door Security:** Usually just Fri, Sat nights and holiday weekends. ⊡ **Gap in posted signage about** code of conduct, sexual violence policy, consent, etc. ⊡ **No training required for security staff;** some involved in physical assault of patrons.

CORE MEASURE 3: SOCIAL VENUES



St. Augustine is a destination with numerous assets. Heralded a dining destination full of culinary delights, the city hosts annual events like Nights of Lights and the Fourth of July, which have grown exponentially in popularity. Historic architecture and heritage sites make it a year-round destination for visitors and wedding parties. Upwards of 35% of tourists have been to the city more than 10 times (TDC, 2019). Many restaurants and bars offer live entertainment throughout the week. **While visitors are charmed by the City, residents seem disenchanted.**

There is a chasm of disconnect between the local community and the dining and entertainment assets of downtown. "Locals don't go downtown" is a popular refrain. The live music performed has limited connection to the local culture, due to the preference for "crowd pleasers" like top 40 cover bands that appeal to visitors.

Original music is difficult to find, in part because of the lack of vocal support or demand for it from locals. Talent may be educated locally, but then move on to other cities where they will be more valued. There are notable opportunities for local bands to be showcased, but these are exceptions to the rule. One roundtable participant noted, "In the 90s, we catered to locals and put up with tourists. Now we're a town that caters to tourists and puts up with locals."

The City's Lincolnville neighborhood once hosted numerous live music venues that were part of the Chitlin' Circuit, where African American artists came to perform during the time of racial segregation. Gentrification have since erased the existence of such rich history from the collective memory of the City, though it is still preserved in photographs and displays at the Lincolnville Museum & Cultural Center.

STRENGTHS	CHALLENGES
⊡ **Fine dining** and foodie destination. ⊡ **Live music offered** throughout week, day & night. ⊡ **Colonial Oak and Amphitheatre** are dedicated performance venues for bands and comedy. ⊡ **Heritage tourism** for tours of the Fort, night tours. ⊡ **Arts & culture:** museums, galleries, opera, ballet. ⊡ **Natural assets:** boat tours, beach nearby. ⊡ **Annual events and festivals** e.g. Nights of Lights, 4th of July, Music in the Plaza draw visitors. ⊡ **Sing Out Loud Festival:** National acts and local bands perform in different venues in the City. ⊡ **Fort Mose Festival, Blues Festival, Porch Fest and Jazz at the Excelsior Music Series** showcase diverse local, regional and national talent and celebrate the history of the city's diversity, attracting a diverse audience. ⊡ **St. Augustine Tonight Show** showcases local bands on TV to a live audience (YouTube). ⊡ **Underwire Collective** showcases talent by POC and sub-genres in a DIY house party network. ⊡ **Special Events Committee Meetings every Wednesday** to review city-sponsored events and private events on city property.	⊡ **"Locals avoid going downtown,"** especially on weekends and during events due to crowds. ⊡ **POC and LGBT+ have limited representation** in downtown patronage and business ownership. ⊡ **Tourist-Oriented Music:** Cover bands play mainstream hits; original music is hard to find. ⊡ **Lack of diversity in performers and music genres.** ⊡ **No clear music signature for the City.** ⊡ **Exodus of creative talent** due to low wages paid and perception that musicians aren't valued. ⊡ **Confusion about whether restaurants** can legally charge cover fees for ticketed events (contributing to low wages paid to performers). ⊡ **Limited # of dedicated live music venues** (most are restaurants and bars where bands perform). ⊡ **Gap in Loading Zones for Musicians:** bands have been ticketed and harassed while unloading. ⊡ **Large # of events overwhelm city's resources,** especially for off-duty officers for security. ⊡ **No central calendar with all events** (both those permitted by City AND private events e.g. weddings, concerts, church events) to help City coordinate resources.

CORE MEASURE 4: PUBLIC SPACE

Popular destinations for public space such as St. George Street are congested, while other public spaces and parks are under-utilized e.g. North City and Uptown. The street (and public space) itself has become a destination for people watching.

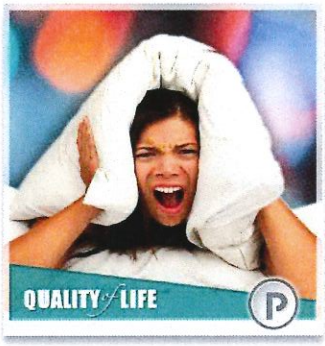
Due to the temperate climate, St. Augustine already had ample opportunities for outdoor dining (pre-COVID). With the exception of specific development projects e.g. River and Fort, there was no need to reconfigure entire streets for an Active Streets program.

Roundtable participants cited the presence of unsheltered, transients and panhandlers as a significant challenge. In 2021, 1,348 people in the county were identified as homeless when requesting assistance from the Care Connect Information Network.[6] St. Augustine has become a destination for transients and panhandlers (not the same as unsheltered) due to the warm climate and culture of giving. Each population has unique services needs and strategies. Though most are peaceful, some contribute to negative perceptions of safety, especially for women, when drinking in public. This is a complex, challenging issues with no easy solutions.

STRENGTHS	CHALLENGES
<u>Street Activation</u> - **Walking around downtown** is an experience in of itself (St. George Street has become a venue). - **Ample outdoor dining options.** - **River and Fort Complex:** allows a parklet for outdoor dining adjacent to the sidewalk. - **Street Performer Ordinance** addressed nuisance activities e.g. stopped traffic, no retail visitors. <u>Addressing Homeless, Transients, Panhandlers</u> - **Mostly peaceful, non-aggressive** unsheltered and transient population; crime is rare among them. - **Homeless Outreach Officers** (2 budgeted; just 1 now) deployed Mon-Fri 8am-5pm to connect unsheltered with social services and housing, arrange reunions with family and pay for bus. - **Continuum of Care:** Community of stakeholders united to end homelessness. Flagler Hospital is the lead agency to coordinate services. - **HUD funds Homeless Programs** e.g. St. Francis House, street outreach, shelter, rapid rehousing, Betty Griffin, ESH (housing). - **Camping Ordinance:** Police enforce a camping ordinance 10pm-6am to prevent sleeping downtown. - **Panhandling Ordinance Exists:** Passed in 2018 and at the time heralded as a model for other cities in Florida, the ordinance bans panhandling via time, place and manner restrictions. - **Cold Weather Shelters by Churches:** Provide safe places for unsheltered to sleep when temp is <40°. (Potential resource year-round.)	<u>Street Activation and Public Space Uses</u> - **Popular Public Space Destinations are** congested (i.e. St. George Street). - **Under-Utilized Public Spaces:** Lack of awareness and wayfinding to direct visitors to Uptown, North City, Fort Mose and Francis Field. - **Street performers:** Currently banned from within 50' of St. George or Hypolita St. But, if managed well, could serve as positive activation in under-used areas. - **Mobile vendors** sell timeshares, knickknacks. - **Open containers consumed downtown:** People are seen drinking from glassware, beer bottles, and champagne bottles; litter is left on the streets. <u>Presence of Homeless, Transients, Panhandlers</u> - **Nuisance Activities:** Drinking from open containers, trespassing and behaving in lewd ways. Some accost passersby. - **Visitors give to panhandlers**, incentivizing their presence. Social service agencies clarify that most panhandlers are not unsheltered. - **Lack of awareness among residents, venue** operators about social services' programs and current initiatives to address homelessness. - **Police are limited in their ability to address unsheltered, transients** due to constitutional rights. - **Police can't enforce camping ordinance** if 8 beds at St. Francis House are full or if homeless are laying down in plaza and market but not sleeping. - **Effectiveness of panhandling ordinance** in question. - **Gap in permanent supportive** housing.

[6] Flagler Hospital serves as the Continuum of Care Lead Agency, which operates the Homeless Management Information System a.k.a. Care Connect Information Network, utilized by over 100 partner agencies.

CORE MEASURE 5: QUALITY OF LIFE



Priorities for "quality of life" are divided into two main groups: residents and businesses (the latter encompassing employee and visitor needs). This challenging dynamic has made it difficult to achieve balance and peaceful coexistence.

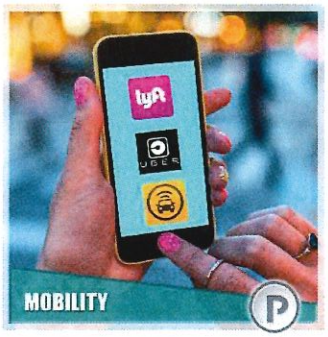
The influx of tourism has led to a significant decline in the quality of life of residents, who chose to live in St. Augustine for its many assets—historic beauty, excellent dining, mild weather, special events etc. The changes in the resident population (prioritizing short-term rentals) has driven housing prices up, making it unaffordable to live downtown and even the city. Many residents expressed frustration at having lost their downtown to tourists. Short-term rentals comprise 10% (630 residences mostly on Water Street and Lincolnville) of the 6,600 single family residences in the city.

Residents are impacted by the social economy in numerous ways—their yards are littered with bio-waste and alcohol containers, they have difficulty parking, and sound from a variety of sources keep them from achieving quality sleep. The more that long-term residents feel disconnected from their community, the more likely they are to convert their house into a short-term rental and live somewhere else, perpetuating the cycle of rising costs.

Yet business owners also have quality of life needs to assure the comfort and safety of their employees, patrons and visitors. For them, the presence of unsheltered and transient populations is of highest concern, as well as finding safe parking for employees. Limited wayfinding to public restrooms at night contributes to biowaste at closing time.

Strengths	Challenges
▣ **Small, but passionate base of long-term residents.** ▣ **St. Augustine is Florida's first** "Compassionate City." ▣ **Flagler College has a Town & Gown Committee** that meets quarterly on parking, sound, and other issues. ▣ **Student engagement** in the community through programs like Dining with Dignity. ▣ **Student-related issues reduced** since COVID-19 (less house parties, so less disturbances). ▣ **Public restrooms** are well lit (inside) and clean. ▣ **Sound ordinance is fairly robust:** contains both A and C weighted measures, uses measurements in relation to ambient sound, and requires ANSI standards be used when measuring sound. But, this tool is not being used as well as it could be.	<u>For Residents</u> ▣ **Inability to access social amenities and events downtown** due to traffic, difficulty finding parking, long wait times, lack of reservations, etc. ▣ **Loss of community** due to changes in resident pop. ▣ **Short-term rentals** in proximity to downtown create parking impacts, sound disturbances from parties. ▣ **Gentrification:** Loss of historically African American community in Lincolnville. ▣ **Disconnect between Downtown and people of color**, who mostly live in West Augustine. ▣ **Influx of tourism** negatively impacts residents' quality of life. ▣ **Bio-waste** (vomit, urination) in neighbors' yards. ▣ **Litter in yards:** empty alcohol containers, glassware. ▣ **Sources of Sound:** Music from venues, people walking, engine revving and loud stereos on trucks. ▣ **Water transmits sound**: Sound carries miles away. <u>For Businesses, Employees and Visitors</u> ▣ **Presence of unsheltered, transients, panhandlers**, especially if drinking, as they become more aggressive. ▣ **Bio-waste in front of businesses** (vomit, urination), requiring extra clean-up services by the City. ▣ **No access to public restrooms > 10pm.** ▣ **Wayfinding to public restrooms** difficult; dark paths. ▣ **Men (esp. transients)** using women's restrooms (public and private). ▣ **Limited space for trash** from commercial uses.

CORE MEASURE 6: MOBILITY



Part of the charm and historic authenticity of downtown is the Spanish colonial design. Highly walkable and compact, downtown was designed with European standards. Yet the city has evolved in America, where car culture reigns supreme. Few resident amenities are in walking distance (e.g. grocery store, pharmacy), making cars a necessity.

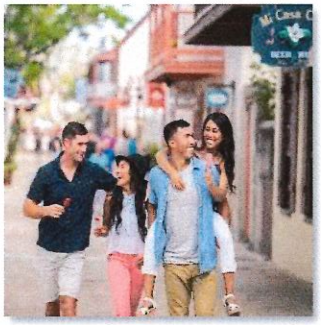
Different modes of transport are competing for limited space: cars, trolleys, horses and carriages, buses, shuttles, commercial delivery trucks, ride-share services, food delivery/takeout, bikes, musicians and emergency vehicles. Diverse users need access to downtown at different times of day: visitors, residents, employees and students. This has led to an increase in traffic and frustration as different entities try to park, load/unload and move throughout the city.

Parking is a contentious challenge. Employers say parking (cost, supply, safety) is a barrier to hiring more workers. When garages and lots fill up at employees' start of shift, they find DIY places to park: in neighborhoods, on side streets and in "hidey holes." Residents are frustrated by employees and patrons parking in front of homes, but push back against construction of new lots. Employees' parking tickets may cost as much as the money they made that day.

Rideshare services (e.g. Uber, Lyft) are a key mode of transport for nightlife patrons, especially at closing time. Yet there are no current systems of coordination or designated locations for pick-up and drop-off. Narrow roads lead to traffic congestion from cars, delays in pick-up and pedestrian safety challenges when accessing vehicles. The longer crowds linger, the more opportunities for fights and sound disturbances to occur. Clearing the district quickly and efficiently will aid in both traffic congestion and public safety.

Strengths	Challenges
⊡ **Walkable, dense downtown.** ⊡ **Tourism-oriented transport:** trolleys, horses & carriages. ⊡ **Micro-Transit Options:** Pedicabs, quads, bikeshare, etc. ⊡ **Scooters being explored** (but city is concerned about dockless scooters being littered on narrow sidewalks). ⊡ **Water taxis** ("scenic shuttles) **and boats** are assets to be explored for hydraulic mobility. ⊡ **Some employers provide escorts** to female employees back to parked cars. ⊡ **Police provide traffic control** to help nightlife patrons safely cross A1A to access Fort Parking Lot. ⊡ **Multi-Modal Mobility Vision Plan of 2017** formally adopted by the city and will begin implementation. ⊡ **Park Once plan** exists to provide access from the periphery to the core in the future. ⊡ **Circulator planned** for downtown workforce (but will end at 10:00 p.m.—before hospitality employees end work). ⊡ **Monthly Parking Pass for employees** is $30/month. ⊡ **Free Park and Ride Shuttle during Nights of Lights:** City transports passengers between 11am-11pm to/from downtown to remote parking locations. ⊡ **Lighting improvements** underway and are planned.	⊡ **Limited space or coordination** of modes of transport. ⊡ **Increase in traffic** to/from downtown day and night. ⊡ **ADA accessibility standards** difficult to adhere to. ⊡ **Street upkeep difficult** due to historic infrastructure. ⊡ **"Last Mile" Access to Downtown.** ⊡ **Pedestrian safety risks:** Walking on narrow streets shared by cars; crossing A1A to Fort Parking Lot at closing time; trying to find ride-share vehicles. ⊡ **Upgrades to lighting and wayfinding** require historic preservation review and approval process. ⊡ **Parking supply is limited** (1,571 parking spots). ⊡ **Parking Spillover:** employees, patrons, visitors park in neighborhoods when lots, garages are full. ⊡ **Rideshare services** operate without coordination or designated pick-up locations, causing pick-up delays and traffic congestion. ⊡ **Emergency vehicles cannot access** key locations due to traffic congestion at night. ⊡ **Safety concerns for employees** returning to cars after closing time (i.e. 2:30 a.m.) carrying cash tips. ⊡ **79% increase in DUIs** (84 total) as of July 2019 compared to July 2018 (per Police Dept).

APPENDIX I: WOMEN'S PERSPECTIVE ON THE SOCIAL ECONOMY



Photos provided by FloridasHistoricCoast.com

There is a growing movement to integrate the perspective of women into downtown planning. RHI used this critical lens to analyze St. Augustine's downtown social economy through insights generated by a focus group among women of different ages and life stages.

Social Venues

St. Augustine has a variety of social assets downtown. Among the attractions ranked as "excellent" by the women's focus group include high quality food and beverage, engagement with art and the "street as a venue" (where walking downtown is the attraction, especially on St. George Street). Events, festivals and sporting events (e.g. hosted by Flagler College) are key attractions, which draw a wide range of ages and life stages. Colonial Oak is particularly family friendly. Downtown has room for improvement in social options after 10:00 p.m. that appeal to a 30+ mature audience.

Downtown has room for improvement in social options after 10:00 p.m. that appeal to a 30+ audience by offering low-key, quiet lounge-type spaces and more experiential nightlife (where the focus isn't on alcohol consumption as entertainment.)

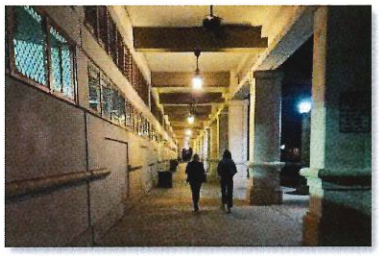
Diversity, Equity and Inclusion

The City of St. Augustine has a complicated dynamic with current and historical diversity, equity and inclusion. There is a notable lack of racial and ethnic diversity in pedestrians, patrons and owners of social venues downtown. Musical diversity is limited, with few venues playing either recorded or live Latin music in Spanish or hip-hop. Similarly, there are no LGBT+ social venues, though there are a few rainbow flags flown from buildings. Wedding planners noted that while they do have diverse wedding parties, there are few social spaces where e.g. African Americans or LGBT+ community members would feel comfortable bringing their post-wedding "after party" downtown.

Part of the journey to making social spaces more diverse, inclusive and equitable will be to acknowledge stigmas and conscientiously work to provide greater opportunities for healing, training and diverse entrepreneurship.

Public Safety

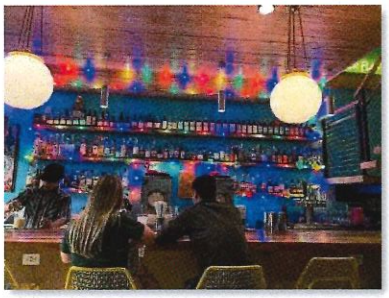
Women are often a key barometer of safety. In fact, social preferences by women often coincide with best practices for safety in nightlife venues and social districts. Women make a series of decisions prior to going out and while they're in a social district at night to monitor and maintain their personal safety. From planning how to arrive and safely return home after a night out to constant vigilance while on foot, female patrons are noted for their conscientious diligence in safety.

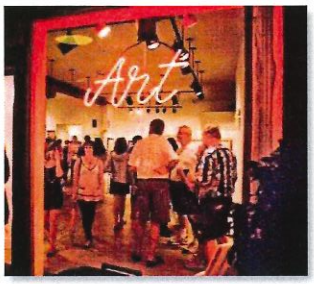


The physical environment of a downtown social district has a large impact on whether women feel safe at night. Environmental cues such as good lighting, cleanliness and presence of multi-generational eyes on the street contribute to a positive perception of safety. Areas that women's focus group participants felt safest were: Plaza, Bayfront, St. George St and Hypolita St. However, participants commented that they intentionally avoid areas that are consistently dark and are intimidated by groups of unsheltered, transients and panhandlers, especially if they are drinking in public.

Venue Safety

A variety of factors were discussed about what makes women feel safe within nightlife and hospitality venues. Among ambience and design preferences are factors that facilitate social interaction, including lower music volume so patrons can have a conversation and lounge-oriented seating. Bathroom cleanliness and well-lit passageways are critical to a safe, comfortable social experience. Cues that an environment may be unsafe or facilitate inappropriate behavior are when rowdiness is tolerated, when intoxicated people are allowed entry and served more alcohol, and where staff are seen drinking on the job.





Photos provided by FloridasHistoricCoast.com

Ranking of Social Experiences in Downtown St. Augustine

	Poor	Ok	Excellent
High Quality F&B			X
Experiential social venues & competitive socializing	X		
Gamification (Arcade bars, board game cafes)	X		
Engagement w Art			X
Social Dancing	X		
Comedy & Improv		X (Colonial Oak)	
Street as a Venue (Walking around is the experience)			X

Social Offerings Downtown

Participants agreed that downtown does offer unique social options for a wide range of ages, yet there is an opportunity to expand offerings to broader, more diverse markets.

Strengths	Gaps and Challenges
■ **Compact** and **walkable** ■ **Variety of restaurants** ■ **Always something going on.** ■ **Sporting events** (Flagler College's sporting events are free for residents). ■ **Colonial Oak** in particular is family friendly and senior-friendly ■ **Feels safe,** especially in the **presence of families.** ■ **Events and festivals** e.g. Porch Fest, Blues Fest, Fort Mose, Jazz Fest, 1st Friday Art Walk, ■ **Art galleries** ■ **Lectures on historical topics** (hosted by Flagler College)	■ **Social options after 10:00 p.m.** for 30+ audience ■ **Dance** opportunities ■ **LGBT+ spaces/bars/clubs** ■ **Diversity of patrons'** race and ethnicity in social venues ■ **Diversity of music** styles ■ **Low-key, quiet lounge** atmosphere ■ **Distinct music signature** ■ **Music venues you can pop into** (not ticketed) ■ **Highlighting local Florida folk singer** Gamble Rogers ■ **Showcasing civil rights history** of the city ■ **Black history and music tours** ■ **Opportunities for POC to connect** and socialize ■ **Lack of social options for LGBT+ community,** especially after weddings take place. ■ **Limited marketing of blues concerts, jazz events** and other events that would draw a broader audience.

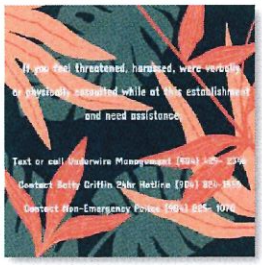
Women's Insights on Venue Safety & Public Safety in the Social Economy

Women are often a key barometer of safety. In fact, social preferences by women often coincide with best practices for safety in nightlife venues and social districts. The physical environment of a downtown social district has a large impact on whether women feel safe at night. Environmental cues such as good lighting, cleanliness and presence of uniformed ambassadors contribute to a positive perception of safety.

What makes women feel safe and comfortable	What makes women feel unsafe and uncomfortable?
INSIDE NIGHTLIFE VENUES ■ **Security staff don't let drunk people in.** ■ **Staff actively manages unruly, unsafe patrons** to remove them from the venue. ■ **Zero tolerance for patrons who are rude to people** based on sexual orientation, race or ethnicity. ■ **Servers cut off people who are intoxicated.** ■ **Restrooms** are well lit and clean. ■ **Venue is clean.** ■ **Signs in the bathroom** e.g. "If you feel unsafe, who to contact."	INSIDE NIGHTLIFE VENUES ■ **Too crowded and loud.** ■ **Server continues to serve visibly intoxicated people** ■ **Servers who drink** on the job. ■ **Dark pathways to the restrooms** ■ **Unclean restroom.** ■ **Hidey holes and alcoves** where people can corner you.
IN THE SOCIAL DISTRICT ■ **Well lit streets** ■ **Eyes on the street** (but not too many people) ■ **Police monitoring** parking lots. ■ **Quick response time** and follow-up from police. ■ **Safe places**: Plaza, Bayfront, St. George, Hypolita St	IN THE SOCIAL DISTRICT ■ **Homeless and transient men using women's restrooms.** ■ **Catcalling and accosting men.** ■ **Presence of homeless and transients drinking** (tend to be more aggressive). ■ **Dark areas**, streets, parking lots.

Safety Resources for Women

- **Women Against Violent Encounters (WAVE)** class taught by PD to high school and college students about staying safe at house parties and venues through situational awareness.
- **Bathroom posters in DIY house party network**, Underwire Collective (see right).



APPENDIX II: VENUE LEGISLATION MEETING SUMMARY

Thursday, March 3, 2022 at 3:00-5:00 p.m. EST
Location: Roosevelt Room

City Manager John Regan addresses meeting participants.

Overview

City Manager John Regan was invited by the Responsible Hospitality Institute (RHI) to address a group of thirty-three (33) people on Thursday, March 3, 2022 between 3:00-5:00 p.m. at the Roosevelt Room to discuss proposed ordinance No 2021-18 regarding an Extended Hours Premises Permit.

The meeting was convened by RHI, which was conducting roundtable focus groups on-site in St. Augustine during the week of February 28-March 2, 2022. *This meeting was not an official part of RHI's Sociable City Assessment but was provided as an add-on to the project's scope, after RHI learned of the existence of the ordinance when the project began in 2021.*

Regan reported that this was the first time he had addressed a group of this size since the COVID-19 pandemic had begun. Participants were comprised of venue owners, operators, staff and property owners of bars, restaurants, and other venues that serve alcohol, which would be affected by the proposed ordinance. Regan reviewed and elaborated on the PowerPoint slide summary produced by RHI to explain the ordinance's key components.

This summary outlines the key discussion points, concerns raised, and requested amendments to be considered to the ordinance.

Attendee List: https://sociablecity.info/st_augustine/venue_ordinance/attendees.xlsx

Ordinance Contents

RHI produced a summary of the ordinance's contents in PowerPoint.
Presentation Slides: https://sociablecity.info/st_augustine/venue_ordinance/slides.pdf

Next Steps

Regan suggested that there be a charette to allow opportunity for industry engagement and revisions to the ordinance. He requested that the hospitality industry select (or elect by vote) seven (7) representatives to be part of the charette as a working group.

Background on Why the Ordinance was Drafted

Attendees asked City Manager Regan to explain why the ordinance was drafted and what the goals are. Regan stated the goal is to "create a safe, vibrant nightlife with consistent adherence to industry best practices, and for economic prosperity." He said the ordinance's goal is to have a mechanism to steer the direction of nightlife in the city and to create a level playing field, regardless of state alcohol license.

Regan elaborated that the City was motivated by the following trends:

- **National and International Trends**
  - Shift to food and beverage (F&B) establishments instead of retail
  - U.S. is over-built on retail space than for F&B
  - Cultural shift to buy online for retail goods; spending has increased for F&B
- **Downtown Trends**
  - Increase in violent crime. There was concern that it may have been part of a trend.
- **Research**
  - Conducted research on other cities with regulatory schemes for nightlife venues e.g. West Palm Beach, FL.
  - Attended RHI's 2020 Sociable City Summit in Seattle, where Barry Fox and Nancy Sikes-Kline learned about how cities manage their nightlife.

Timeline for Ordinance's Development

- **Late 2020:** Drafting of the ordinance began.
- **August 2021:** Ordinance was introduced with a "first reading."
- **2021:** Ordinance was paused to allow for industry outreach and possible amendments.
- **TBD:** Ordinance will be considered for a "second read."

Reason for the Pause

Regan said the ordinance was paused because it would have been inappropriate to have a new ordinance during the start of the COVID-19 pandemic due to the focus on business survival. There was no opportunity to conduct an in-person engagement process during this time. He commented that the work to be done prior to the second reading is critical for making updates and amendments.

Does the City have a Desired Timeframe for the Second Reading?

Concern was expressed about whether a second reading was being rushed due to upcoming elections or the proposed state law that would require an economic impact study. Regan responded that he's willing to take the time necessary to do a proper rewrite with venue engagement. He also said he wasn't concerned about the state law requiring an economic impact study of new local ordinances.

Audience Response

Participants commented that the ordinance seemed to have been written from an enforcement point of view, rather than from a business operations point of view. Some attendees suggested that the process be started over to rewrite the ordinance from scratch. They also suggested that they wait for the results of RHI's study. Regan suggested that the group move forward with revisions and updates, and that this could be done concurrently with development of RHI's summary.

Concerns Raised by the Hospitality Industry

Representatives of the hospitality industry raised the following concerns about the ordinance and about downtown's social economy:

- **Labor shortages**: Many businesses are unable to hire sufficient staff to be fully operational. There are concerns about the cost and ability to hire a security guard.

- **Business Hours Reduced**: Some businesses are closed two days/week or close early due to lack of employees.
- **Security at the Door Sending a Negative Perception about Safety**: What if the very presence of security personnel signals to patrons that an establishment is not safe?
- **Presence of Unsheltered and Transient Populations on the Street:** There was a discussion of the how unsheltered and transient populations affect perceptions of downtown, and how social services can be better connected to those in need.
- **Open Containers:** Participants commented that they have seen open containers being consumed by people walking on the street, as well as empty containers littered throughout downtown. They commented that they can only police "inside their venues" but not outside.
- **Sound Ordinance:** Concerns were brought up about the current sound ordinance impacting venues' livelihood. It was suggested that the sound ordinance be recrafted to adjust for ambient sound. There was also discussion of setting up a special magistrate process for sound violations.
- **Cleanliness and Maintenance:** Participants requested that this ordinance be part of a full package that includes upgraded lighting, sidewalk maintenance and cleanliness.

Updates to the Ordinance

- **11pm to 12am:** Anywhere in which the time was originally noted as 11:00 p.m. in the original ordinance will be changed to 12:00 a.m. (midnight), per Regan.

Q&A Discussion

This section captures the main topic areas during Q&A discussion.

Intentions

- **Is there an intention to treat everyone the same, regardless of their state alcohol license?**
    - Yes, the qualifying criteria are having a state alcohol license (of any type) and serving alcohol after midnight.

Minimum Thresholds to Trigger the Ordinance

- **How many days out of the year must a venue operate** (i.e. serving alcohol after midnight) to trigger the ordinance?
- **Do special events count, like Halloween and St. Patrick's Day?** What if a business only wants to do this on a few nights?

Ordinance Fee and Renewal

- **Fee**: Regan commented that he was considering a fee of $250 but is willing to consider a different amount.
- **Renewal period**: It was suggested that renewal be for a longer period of time than one year, unless ownership changes.
- **Rules re: transfer of ownership:** Would this require a new permit?
- **Can the regulatory model used by ASCAP and BMI** be used as a model for determining the ordinance's fee (on a sliding scale)?

Venue Occupancy

- **Is there a minimum occupancy** that triggers the security staff requirement? What if you have less than 150-person occupancy but stay open past midnight?
- **What if you have slightly more than a 150-person occupancy** (e.g. 155 people)? Would you have to hire a second security guard? Would anyone be counting occupancy to confirm the security to patron ratio?
- **What if a large wedding party shows up at midnight on a weekday** e.g. Tuesday night. Would a business have to provide security?

Security

- **What qualifies as a legitimate "security" guard?**
    - Can the designated "security" staff be someone already on staff e.g. manager, server?
    - Do they need to be licensed?

    - Do they need to wear a uniform? What counts as a uniform?
    - Should they be armed? (Regan made a point to say that it would not be ideal for security to be armed.)
- **Badge:** Regan commented he didn't like the language around "badge." This may need to be updated to a particular style shirt labeled with e.g. "security."

Sound and Music

- **Do businesses have to stop playing music at midnight?**
    - No, but "businesses have to have proper controls," per Regan.
- **What about businesses that have the majority of their operations take place outside?**
    - Doesn't that mean that they would not be allowed to have music after midnight if windows and doors have to be closed at 12am?

Tables and Chairs

- **What if you have a special event e.g. costume contest on Halloween:** Can tables and chairs be moved out for patron safety?

Food Service

- **Menu:** Clarify what "full menu" means.

Compliance and Enforcement

- **What does it look like if you commit a crime under this ordinance?**
    - Regan corrected that it would not be a criminal offense, but rather, a civil penalty.
- **Who would enforce this ordinance?**
    - Code Enforcement department, which is being supplemented with additional staff to provide services into the night.

Incentives for Compliance

- **What would be rewards and incentives for venues that serve alcohol?**
    - Instead of just penalties, what carrots would the industry like to balance out the "sticks"?

APPENDIX III: IMPACT OF CLIMATE CHANGE ON THE SOCIAL ECONOMY

RHI interviewed Jessica Beach, St. Augustine's Chief Resilience Officer in February & March 2022, about the impact of climate change and sea level rise on the social economy and heritage tourism.

Precedent for Extreme Weather Events

Like many coastal communities in Florida, the state is considered "America's 'ground zero' for climate change, global warming and sea level rise, because 'the majority of its population and economy is concentrated along low-elevation oceanfront.'" (Wikipedia, 2022).

St. Augustine has experienced a series of extreme weather events, including Hurricane Matthew in 2016 and Hurricane Irma in 2017. On November 4, 2021, an unnamed storm or event equivalent to Hurricane Dorian's level of flooding (due to a combination of rainfall coinciding with a king tide and 30+ mph Nor'easter) resulted in citywide flooding.

Risks to Downtown's Historic Core

Per a study co-published by *The Guardian* and *Adapt*, a climate change publication from WJCT Public Media in Jacksonville, Florida: "Properties in the city's historic districts are overwhelmingly at risk of flooding: 76% of land parcels are expected to be underwater during a 100-year flood" (Rivers, 2020). Jessica Beach defines a 100-year flood as "a flood event that has a 1 in 100 chance (1% probability) of being equaled or exceeded in any given year." "And though historic districts make up just 7% of the land area in St Augustine—less than a square mile—more than a quarter of the city's population lives in them." (Rivers, 2020).

Impacts to the Social Economy

The risk of extreme weather events is an existential threat to the future sustainability of downtown.
The November 2021 compound flooding concretely demonstrated the impacts to the social economy:

Mobility	**Roads and bridges were closed or flooded, making it difficult to access the historic district.** The City functioned on emergency access only, restricting some tourism-oriented services and deliveries. Bridge of Lions drawbridge was closed to cars and pedestrians due to the depth of flooding. The Sebastian Bridge was also flooded and impassible at the base of the bridge. **The lasting impact is that flooding has compromised the Capital Infrastructure Plan**, which makes resurfacing and paving more difficult.
Quality of Life	**Residents were trapped**: stuck or stalled in cars. Access was limited and, in some cases, restricted to **schools and churches.**
Public Space	**Downtown properties and streets were flooded** south of King Street (Cordova, South Street, Washington Street). Plaza Park/Market Place were also flooded. **Unsheltered populations were displaced** by flooding of inland rivers, forced to find high ground. Anecdotally, some project participants attribute the rise in downtown's unsheltered population to this displacement.
Social Venues	**Events were cancelled or rescheduled. Some businesses and tour services** were able to continue operating, but on a limited basis and with few tourists.
Venue Safety	**Some social venues had to close temporarily to address flooding damage.** The lasting effect is that flooding impacts underground archaeology of historic buildings, but property realtors are not required to disclose this fact.
Public Safety	**City operated under emergency management.**

St. Augustine's Approach to Resilience

"St Augustine lives on its heritage tourism. It is the bread and butter of the St Augustine economy," comments Steven Roberts, Castillo de San Marcos Fort.

The City of St. Augustine has a lot at stake: "Heritage resources (are) worth an estimated $2.9bn. The city's history is closely tied to its economy." (Rivers, 2020). Luckily, St. Augustine is notable for centuries of efforts to address "sea level rise" before the term was even invented (Inclán, 2021).

The City of St. Augustine has implemented a series of projects to proactively prepare for and address the impacts of flooding. The City appointed its first chief resilience officers in 2019 and a citizens advisory committee was formed in 2020 to amend building codes to help address flooding risk (Rivers, 2020). Unfortunately, options are limited: elevating/replacing bridges and walls and raising streets are potential options. Yet, historic sites cannot be moved, just protected.

"St Augustine is too valuable. We can't afford not to be addressing resiliency," said John Regan, City Manager (Inclán, 2021).

Resilience Projects Underway

FEMA-Funded Project for 13 City Lift Stations (Halfway Completed)

If high water floods lift stations (which move sewage from toilets to the City's Wastewater Treatment Plant and electricity has been shut down, then sewage can back up into the streets. To address this risk, the City is installing backup generators, flood proofing measures, and elevating 13 of the most vulnerable lift stations.

The Future of Resilience in St. Augustine

"Local, state, and federal agencies, officials and conservators are working together through a cobbled-together historic preservation and resiliency system to hold back the water. There are financial limits to what they can do" (Horn-Muller et al., 2021).

Resilience Officer Jessica Beach commented that a partnership between the City and businesses needs to be established in order to proactively plan for and address climate change impacts.

Definitions

Resilience	The ability to recover from shock or stress
Shock	Examples: hurricanes, sink holes or fire.
Stress	Traffic congestion, nuisance flooding
Nuisance flooding	Examples: rainfall, flooding from inadequate drainage systems, sunny day flooding, intracoastal storm drains backing up to the streets, King tides, Nor'easter, rainfall flooding
Compound Flooding	When rainfall flooding and sunny day flooding occur simultaneously

Resources

City of St. Augustine Vulnerability Study (2016): https://www.staugbch.com/publicworks/page/vulnerability-study-0

2020 Resilient Heritage Study: https://www.citystaug.com/863/Resiliency

SOCIAL ASSET INVENTORY: DETAILED ANALYSIS

Data Summary

This is a summary of available data on the mix of businesses in the Historic District. Social venues are defined as cafes, restaurants, bars, music venues and wedding venues.

Social Venues in the Historic District

- 108 social venues (32.24%) of 335 total businesses
- 81 (75%) of 108 have an alcohol license
- 21 offer live entertainment (19.44%)
- Total seating/occupancy 6,470

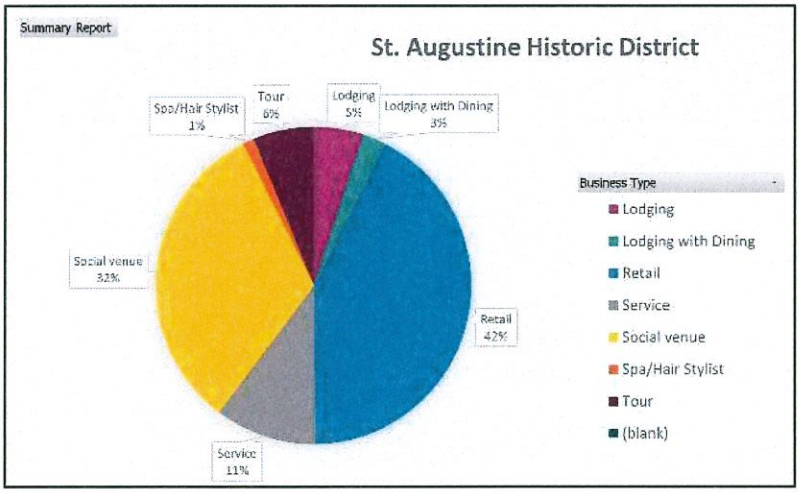
Why Should Social Venues be Analyzed?

Many market forces are driving change. The loss of storefront retail is placing pressure to transition these spaces to social venues. However, social venues have a much greater occupancy for the same square footage as retail or office space. With each new social venue comes more employees and the need for parking with numbers greater than the existing use. This business use can also generate more impacts to quality of life and public safety due to nighttime hours of operation and potential patron intoxication.

Business Categories

Social Venue	Café, restaurant, bars, music venues and wedding venues
Lodging	Bed and Breakfast, Motel
Lodging with Dining	Hotel with restaurant
Retail	Gifts, clothes, books, etc.
Tour	Tour company or services
Service	Realtor, attorney, insurance, banking
Spa/Hair Stylist	Personal health services

Historic District Summary



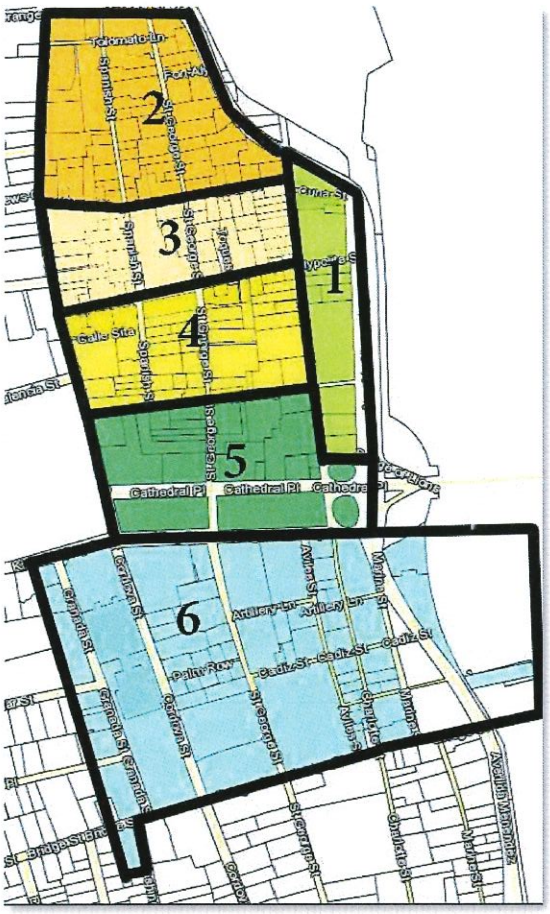
This chart shows the total number of businesses in the historic district, by number and percentage. It also shows the breakdown of alcohol licenses and entertainment.

Category	#	%	Alcohol License	% of Total with Alcohol
Lodging	17	5%		
Lodging with Dining	8	2%	8	2%
Retail	142	42%	4	1%
Service	35	10%		
Social venue	108	32%	69	21%
Spa/Hair Stylist	4	1%		
Tour	21	6%		
Grand Total	**335**	**100%**	**81**	**24%**

Cluster Organization of Historic District

The Historic District has been divided into six clusters of businesses (as pictured). The evolution of several concentrated “clusters” of social venues within the Historic District has led to perceived and real shortages of parking in several blocks, as well challenges with closing time management in certain clusters.

Cluster Breakdown



Cluster 1 is located along Avenida Menendez from Bridge of Lions to Castillo Drive and Charlotte Street. Limited metered parking spaces along the bayfront and along Charlotte Street. Hotels accommodate their guest parking.

Cluster 2 is located from Orange Street, along Cordova Street, Cuna Street and Castillo Drive. This cluster includes the Colonial District (many of these properties are owned by the University of Florida). It is near the Visitor Information Center, Public Parking Garage, and the Castillo De San Marcos. Parking is accommodated in Public Parking Lot (1,148 spaces) in the Fort Lot (112 spaces), the Tolomato Lot (17 spaces), Asta Parking at 50 Spanish Street. Limited metered parking spaces along the Bayfront.

Cluster 3 is located along Charlotte Street, Cuna Street, Cordova Street and Hypolita Street.

Cluster 4 is located along Charlotte Street, Hypolita Street, Cordova Street and Treasury Street.

Cluster 5 is located along Charlotte Street, Treasury Street, Cordova Street and King Street. The Plaza de la Constitución is in this cluster. The largest special event, Night of Lights is presented here. Limited metered parking is accommodated along the plaza, and in privately owned parking lots.

Cluster 6 is located along King Street, Avenida Menendez, St. Francis Street and Granada Street. This cluster is located adjacent to Lincolnville Historic District. Parking is accommodated in the Lightner Lot (32 spaces) and Baas Lot (13 spaces).

Cluster Analysis

The chart below shows the number of businesses in each of the designated clusters, by number and percentage. It also shows the breakdown of alcohol licenses and entertainment by cluster, and the percentage of licenses in each cluster. Finally, there is a breakdown of outdoor seating and total seating based on a visual inspection.

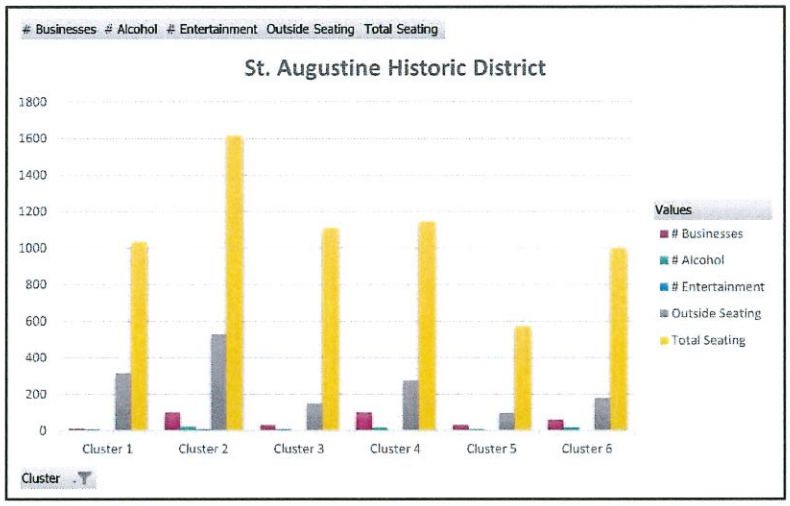
How can a Cluster Analysis be Used?

By dividing a district into social clusters, improvements can be planned and monitored in a more focused way. The model helps identify areas in most need of lighting, where most social venues and/or greatest occupancy are located, etc. Calls for service and last drink data can also help pinpoint response for increased compliance training of venues located in particular clusters.

Monitoring of outdoor seating, especially for venues open after 10 pm, can help mitigate potential impacts from late-night sound disturbances. Approval for expanded outdoor and rooftop seating can be determined by reviewing proximity to residential or hotel properties.

Monitoring total occupancies, especially with a follow-up employee survey, can be used to match parking availability. While adding new social venues might be a positive use, if the parking and mobility capacity is exceeded, then businesses may be unable to attract customers to maintain sustainable operations.

	# Businesses		# Alcohol		# Entertainment		Outdoor Seating		Total Seating	
Cluster 1	12	4%	7	9%	2	10%	314	20%	1,033	16%
Cluster 2	100	30%	20	25%	7	33%	527	34%	1,615	25%
Cluster 3	31	9%	10	12%	4	19%	148	10%	1,108	17%
Cluster 4	101	30%	17	21%	4	19%	273	18%	1,144	18%
Cluster 5	31	9%	8	10%	2	10%	96	6%	573	9%
Cluster 6	60	18%	19	23%	2	10%	178	12%	997	15%
Total	**335**		**81**		**21**		**1,536**		**6,470**	



Methodology

As part of the Sociable City Assessment for St. Augustine, RHI gathered available information between November 2021 – March 2022 to document a baseline of data. Sources of data included an exports of business names from City of St. Augustine and occupancy data from the fire department. This data was combined, then enhanced with observational data to distinguish indoor vs. outdoor occupancy, as well as web research to determine presence or lack of live entertainment.

However, the combined indoor and outdoor occupancy (based on observational data) did not correlate with the fire department's records because the department only maintains records on indoor occupancy. Therefore, outdoor occupancy cannot be officially confirmed. In the future, RHI recommends maintaining a record of all businesses' indoor AND outdoor seating occupancy to better estimate combined occupancy in a cluster.

Future Application

This should be considered a preliminary start rather than a complete analysis, which would require gathering of additional information and maintenance and updates to the data on an ongoing basis. Future analysis can include further breakdown of the social venues, including those providing wedding services and large events.

APPENDIX V: PROJECT TIMELINE

November 12-17, 2021 On-Site Meetings

- **On-site meetings** held with city leadership, residents, and venue operators.

December 2021 - January 2022 Virtual Interviews

- **Virtual interviews** held with Transformation Team members and additional stakeholders e.g. David Birchim.

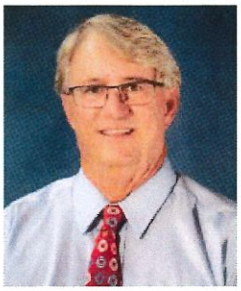
January 11-14, 2022 On-Site Meetings

- **On-site meetings** held as follows:
  - Presented Evaluation summary to Transformation Team (Sunshine Committee mtg)
  - Venue operators
  - City leadership
  - Wedding venue representative
- **Nighttime tour conducted.**

February 16, 2022 Virtual Orientation

During a virtual project orientation open to all project participants, Troy Blevins, Walking Man Consulting, welcomed the following stakeholders who provided opening remarks:

PHIL MCDANIEL
Owner
St. Augustine Distillery



JOHN P REGAN, P.E.
City Manager
City of St. Augustine

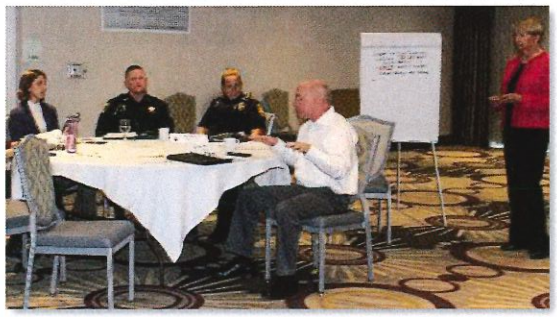
NANCY SIKES-KLINE
Commissioner
City of St. Augustine

JENNIFER MICHAUX
Chief Of Police
City of St Augustine

Special guest speaker: Dominique Greco, former Nighttime Economy Manager of Orlando and Founder/Executive Director of the Orlando Hospitality Alliance

February 28-March 2, 2022 Roundtable Focus Groups and Stakeholder Meetings

6 roundtables on the core measures of a Sociable City: Public Safety, Venue Safety, Social Venue, Public Space, Mobility and Quality of Life.



March 3, 2022 Women's focus group

March 3, 2022 venue legislation review & input meeting

Leadership Summit: July 2022

Summary findings will be presented to the Transformation Team and project participants.

APPENDIX VI: PARTICIPANTS

Nearly 130 people representing 81 organizations and companies participated in one or more sessions (in person and/or virtually). *Participation does not imply an endorsement of recommendations in this report.*

Project Coordination was provided by: Barry Fox, Code Enforcement Manager, and Morganne Pratten, Administrative Coordinator, City of St. Augustine

Event Symbol: E = November Engagement Meetings | T = Transformation Team | O = Virtual Orientation | R = Roundtables | W = Women's Focus Group | V = Venue Meeting about Legislation | I = Interview

97 Park & St. Augustine Business Coalition
Karen Zander
Event: E

ABC Fine Wine / St. Augustine Business Coalition
Carole Everitt
Event: E

Adventure Boat Tours
Jimmy Hill | Owner
Event: O R

Agustin Inn / SAHI
Audra Hull
Event: E

Amore Chaple and The Wedding Authority
Carla Young
Event: V

Ancient City Entertainment Group
Jeanetta Cebollero | Performer / Owner /Operator
Event: E T R

Blackfly the Restaurant
Vaughn Cochran | Co Owner
Event: R

Boat Drinks
Rob Crabtree | Owner
Event: R V

Casa Maya
Marco A
Event: V

Hayley Williams
Event: V

City of St. Augustine
Jessica Beach | Chief Resilience Officer
Event: I

David Birchim | Assistant City Manager
Event: E R

Jerry Blalock | Police Officer
Event: O R

Meredith Breidenstein | City Manager's Office
Event: E

Barry Fox | Code Enforcement Manager
Event: O R

Reuben Franklin | Director of Public Works
Event: E T O R

Darlene Galambos | City Clerk
Event: E

Todd Grant | Utilities Director
Event: E R

Donna Hayes | HR
Event: E

Cori Niles | Event and Venue Coordinator
Event: E O R W

Charles Pappas | P&Z Board Member
Event: O R

Xavier Pellicer | Mobility Manager
Event: E R

Jaime D. Perkins | CRA Admin
Event: O R

Jim Piggott | Director of General Services
Event: E

Morganne Pratten | Administrative Coordinator, Code Enforcement
Event: R W

John Regan
Event: V

Nancy Sikes-Kline | Vice Mayor
Event: I W

Amy Skinner | Director of Planning and Building
Event:

Melissa Wissel | Communications Director
Event: E O R W

City of St. Augustine: St. Augustine Municipal Marina
Eric Mauldin | Harbormaster
Event: O R

Classic Blends
Hugh Ward | Owner
Event: R

Colonial Quarter LLC
Jason Pilacek | Director of F&B, Booking Manager
Event: O R V

Dog Rose Brewing Co
Courtney Murr
Event: E

Doug Murr
Event: V

First Coast TV LLC / St Aug Tonight Show
Jorge Rivera | Owner/Director/Producer
Event: O R

Flagler College
Dirk Hibler | Dean of Students
Event: O

Jess Kobryn | Title IX Coordinator & Equity Investigator
Event: O

Tara Stevenson | Dean of Student Engagement & Career Development Center
Event: O

Beth Sweeny | Director of External and Governmental Functions
Event: T O R W

Flagler College Student Government Association
Rachel Hill | President
Event: O

Flagler Health
Lindsey Rodea | Team of Care
Event: O R

Flagler Model Land Co
Karen Valachovic
Event: E

Florida Restaurant & Lodging Associaton
Nicole Chapman | Northeast Regional Director
Event: O R V

Gwanda, LLC
Matt Hartley | Business Development Manager
Event: O

Harrahs Casa Rosa
Jeff Jaboo
Event: E V

Harry's
Justin Griffin
Event: V

Hilton Hotel
Kanti Patel
Event: E

Historic Tours of America
Dave Chatterton | City Manager
Event: O R

Home Again St Johns
Ellen Walden | Executive Director
Event: O R

Ice Plant and Stogies
Zach Ramsey

Event: V

Ippolito Christon & Co.
Jenai Master | Executive Assistant
Event: O

Jimi Hula's
Charles Bernard
Event: V

Len Weeks Construction Design Development
Len Weeks | Owner
Event: E O R V

Schaffer Weeks
Event: E

Lincolnville Museum and Cultural Center
Floyd Phillips | President
Event: O R

Regina Gayle Phillips | Executive Director
Event: O R

Lions Bridge Community Development Alliance Group Inc.
James Miletello | Community Organization
Event: O

Joseph Scott Bebry | President / Founder
Event: O R

JB Ziegler | MGMT
Event: O R

Marco's Piano Bar
Marco Barrea
Event: V

Marine Holdings
John Arbizzani | President
Event: O R V

Christopher Clarke | Accountant
Event: O R

Meehan's Irish Pub
Tom Dolan | Owner
Event: O R V

Reggie Maggs
Event: V

Milltop Tavern
Ron Cervelli | Owner
Event: E O V

James Franklin
Event: E

No Name Bar
Jayson Befort | General Manager
Event: E O

Warren Merrill | Owner
Event: E R V

OC Whites
Cathy White
Event: V

Overwatch Security Group
Sterling Dutton | Trainer
Event: R

Lenny Whetsel | President
Event: O R

Planning and Zoning Board
Jon Depreter | Retired
Event: O R

Prohibition Kitchen
Shane Sheltra | Owner
Event: O R

RCS Training
Jessica Tyree | Trainer, food and guest safety
Event: O

Refoundsound
JoJo Mafia | Owner/Artist
Event: O

Rendevous Barefoot Bills
William Smith | Owner
Event: E R V

Residents
BJ Khalaidi | Resident
Event: R W

Richardson's Museum
Gigi Best | owner merchant
Event: W

Ripley Entertainment
Kim Kiff | Regional Manager
Event: O R W

River and Fort
Bob Fleckenstein
Event: E V

Jeff McCusker | Restaurant Management
Event: E R V

Sailor Jane Productions and Prohibition Kitchen
Rachael Miller | Talent Booker
Event: E

Sherif's Department
Rob Hardwick | Sheriff
Event: R

Spanish Quarter Residents
Martha Mickler | Resident
Event: E O R W

N. Pellicer
Event: E

St Johns Cultural Council
Christina Parish Stone | Executive Dir
Event: R

St. Augustine Amphitheatre
Cari Baker | Program Manager
Event: O R

Gabe Pellicer | General Manager
Event: T R

St. Augustine Distillery
Lara Doolan
Event: W

Phil McDaniel | Owner
Event: T R V

St. Augustine Fire Department
Carlos Aviles | Fire Chief
Event: E

Abby Pedigo | Fire Safety Inspector
Event: R

St. Augustine Neighborhood Council
Melinda Rakoncay | President
Event: R W

St. Augustine Pirate & Treasure Museum
Cindy Stavely | Executive Director
Event: E W

St. Augustine Police Department
Dee Brown | Public Information Officer
Event: R

Mike Castaing | Sergeant
Event: R

Caroline Drouin
Event: W

Brian Frasca | Sgt Community Resources
Event: O R

Brittney Garmon | Sergeant
Event: W

Jacob Godfrey | Patrol Officer
Event: O R

Jennifer Michaux | Chief of Police
Event: E T R W

Ezul Salifu | Police Officer
Event: R

Jeff Truncellito | Sergeant
Event: O R

St. Augustine Society, Inc.
Judith Dembowski | Executive Director
Event: O R

St. Augustine, Ponte Vedra & The Beaches VCB
Richard Goldman | President/CEO
Event: O R

St. Augustive Yacht Club
David Patrick
Event: V

St. Francis Inn / Casa de Suenas
Joe Finnegan
Event: E

St. George Inn
Irving Kass
Event: E

St. Johns County Chamber of Commerce
Bob Porter | Vice President
Event: O R

St Johns County - Cultural Events Division
Carl Liberatore | Production Manager
Event: R

St. Johns County Library
Harold George | Extension Services Manager
Event: O R

St. Johns County Tourist Development Council
Tera Meeks | Executive Director
Event: O R

State of Florida/Recreation and Park
Michael Watkins | Anastasia State Park Manager
Event: O

Sunshine Bus
Rachel Garvey | Transit Grant Planner
Event: R

Superior Real Estate Services, LLC
Samuel Hale | Owner
Event: E O R V

The Treasury Collection
Brandy Boulette | Operations Manager Weddings
Event: E O

Brenda Bushell
Event: V

The White Room
Julie Afford
Event: V

Thibault Law
Richard Thibault
Event: E

Trade Winds Lounge
Julie Leonard | Co-Owner
Event: V

Underwire Collective
Bianca Dawson | Co -Founder
Event: W

Venditio Group, LLC
Jen Hand | Stakeholder
Event: O R W

Victorian House B&B
Anthony Sexton
Event: E V

Walking Man Consulting
Troy Blevins | Consultant
Event: E T R V

White Lion
James Alexander | Owner
Event: O

Wild Concoctions
Fond Kiser | Musician/Entertainer
Event: O

Works/Scarletts
Jillian Smothers
Event: E

Organization/Company Unknown
Rob Gowen
Event: V

APPENDIX VI: REFERENCES

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Photo Credits

Photos in this report are a combination of stock photos, photos provided by FloridasHistoricCoast.com, and photos taken by RHI staff during on-site visits.

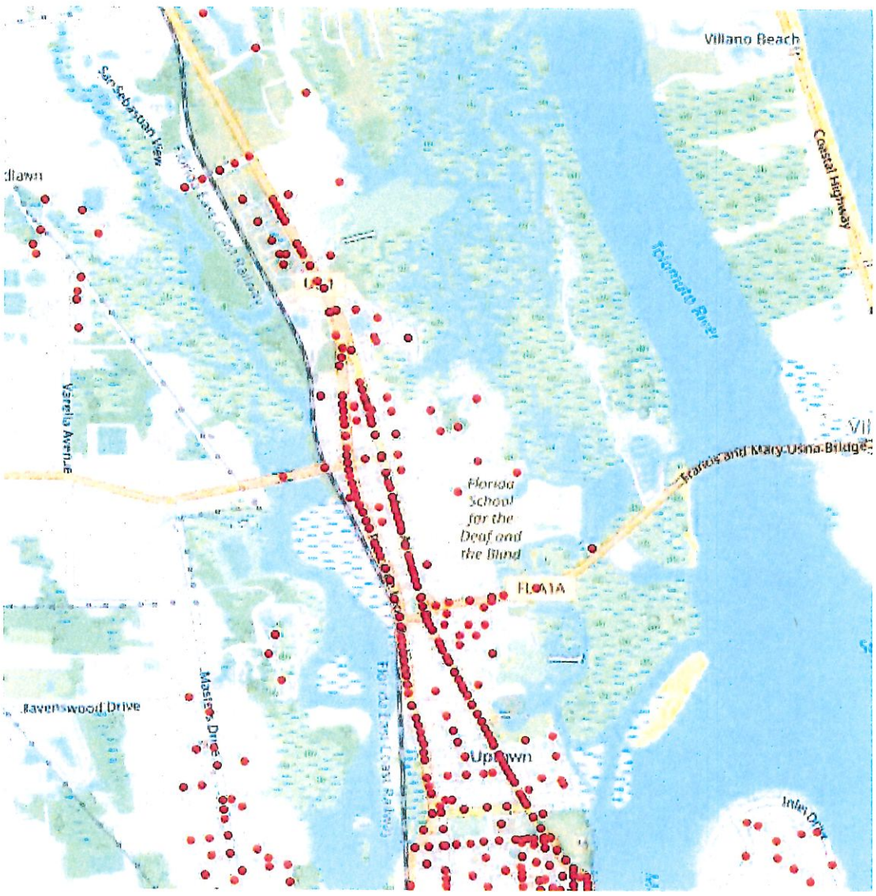
RESPONSIBLE HOSPITALITY INSTITUTE

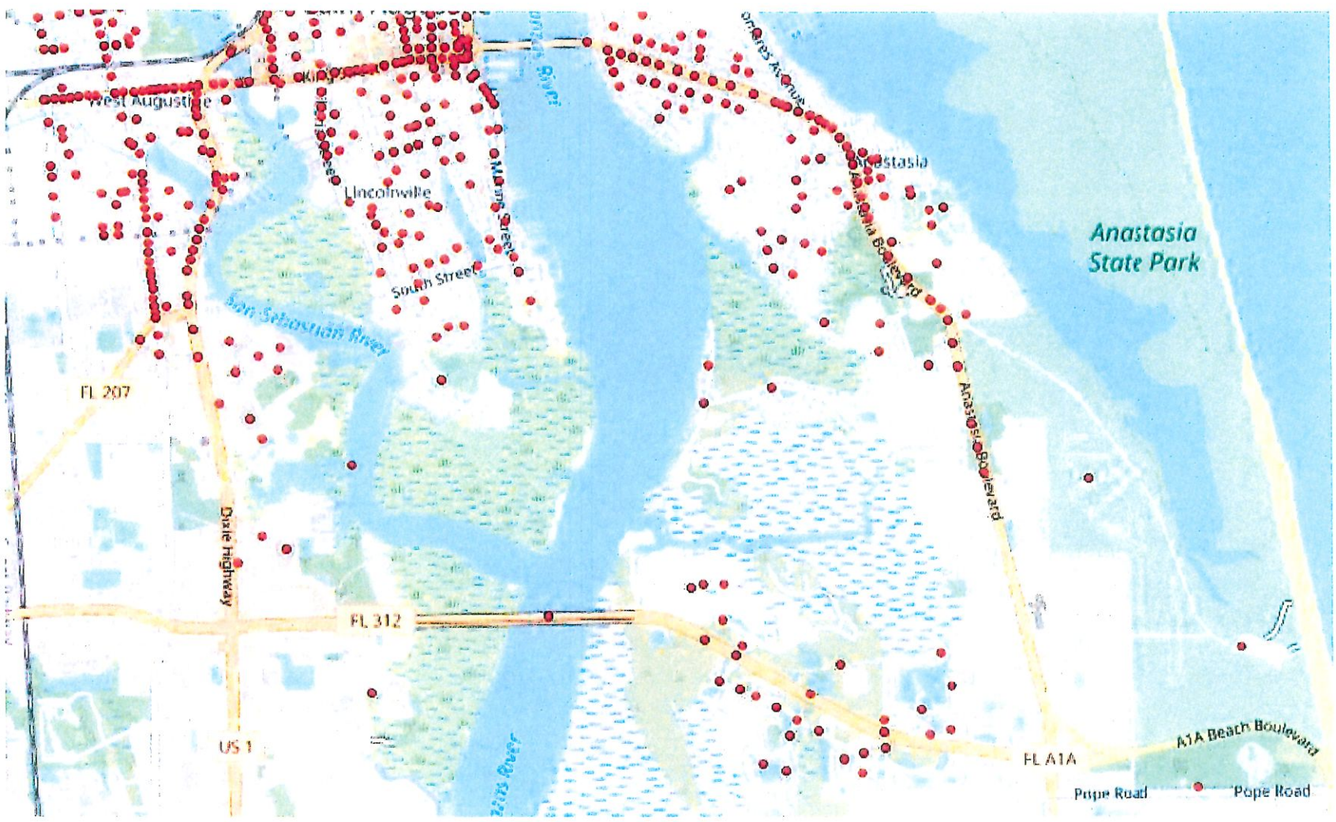
Additional information:

Alicia Scholer | 831.201.4117 | Alicia@rhiweb.org

www.SociableCity.org

City of St. Augustine Area Map 2

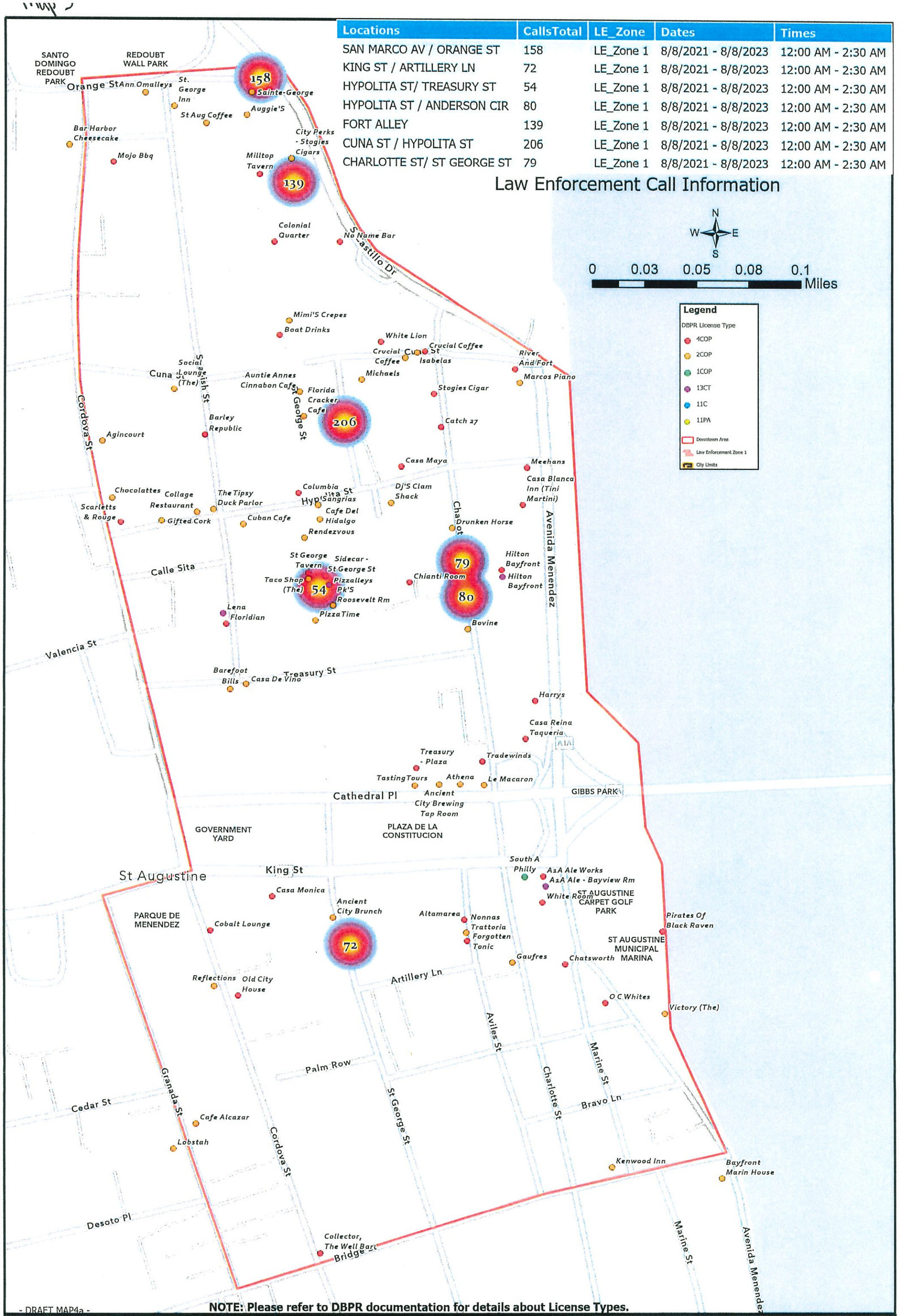




Map 3 – Heat Map Showing Highest Call Areas

Locations	CallsTotal	LE_Zone	Dates	Times
SAN MARCO AV / ORANGE ST	158	LE_Zone 1	8/8/2021 - 8/8/2023	12:00 AM - 2:30 AM
KING ST / ARTILLERY LN	72	LE_Zone 1	8/8/2021 - 8/8/2023	12:00 AM - 2:30 AM
HYPOLITA ST/ TREASURY ST	54	LE_Zone 1	8/8/2021 - 8/8/2023	12:00 AM - 2:30 AM
HYPOLITA ST / ANDERSON CIR	80	LE_Zone 1	8/8/2021 - 8/8/2023	12:00 AM - 2:30 AM
FORT ALLEY	139	LE_Zone 1	8/8/2021 - 8/8/2023	12:00 AM - 2:30 AM
CUNA ST / HYPOLITA ST	206	LE_Zone 1	8/8/2021 - 8/8/2023	12:00 AM - 2:30 AM
CHARLOTTE ST/ ST GEORGE ST	79	LE_Zone 1	8/8/2021 - 8/8/2023	12:00 AM - 2:30 AM

Law Enforcement Call Information



- DRAFT MAP4a -

NOTE: Please refer to DBPR documentation for details about License Types.

www.CityStAug.com
P.O. Box 210
St. Augustine, FL 32085

Retail Alcohol Beverage Licenses (DBPR)
Downtown Area
City of St. Augustine, Florida

DISCLAIMER: This map is for reference only. Data provided are derived from multiple sources with varying levels of accuracy. The City of St. Augustine disclaims all responsibility for the accuracy or completeness of the data shown hereon.

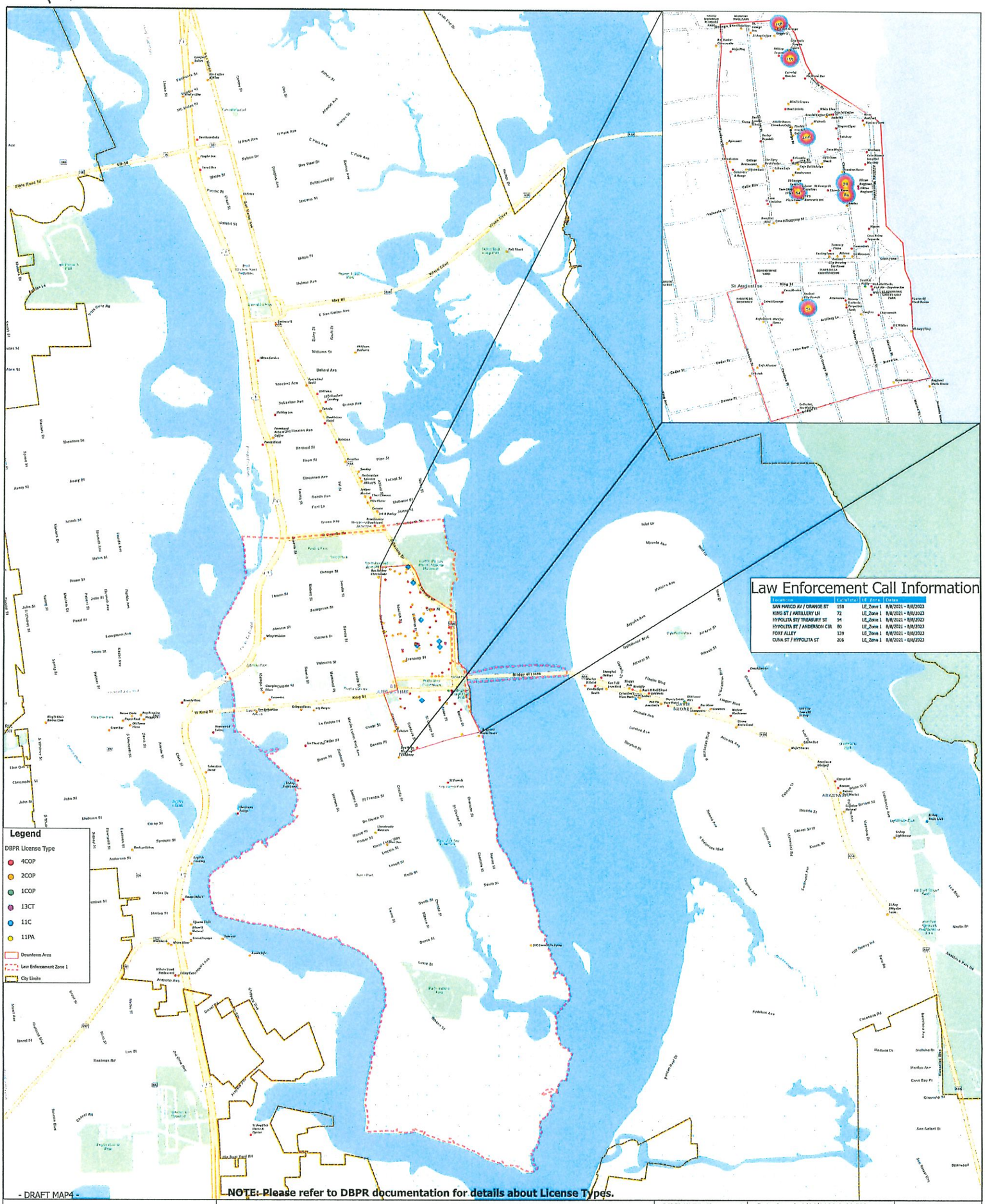
Date Saved: 8/16/2023 2:13 PM

Data Source:
This data has been downloaded from the Florida DBPR website as "Retail Alcoholic Beverage Licenses Active, escrow, temporary and delinquent licenses", additional points have been added for review and approval of the City of St. Augustine's Code Enforcement Division.

Map 4 – Distribution of Alcohol Licenses throughout the City

Note: The scale is difficult to read. An interactive map will be placed on the City's website, and large scale maps will be available at the meeting.

Map 4



www.CityStAug.com
P.O. Box 210
St. Augustine, FL 32085

Retail Alcohol Beverage Licenses (DBPR)

City of St. Augustine, Florida

N

0 0.13 0.25 0.5 0.75 1 Miles

DISCLAIMER: This map is for reference only. Data provided are derived from multiple sources with varying levels of accuracy. The City of St. Augustine disclaims all responsibility for the accuracy or completeness of the data shown hereon.

Date Saved: 8/16/2023 2:13 PM

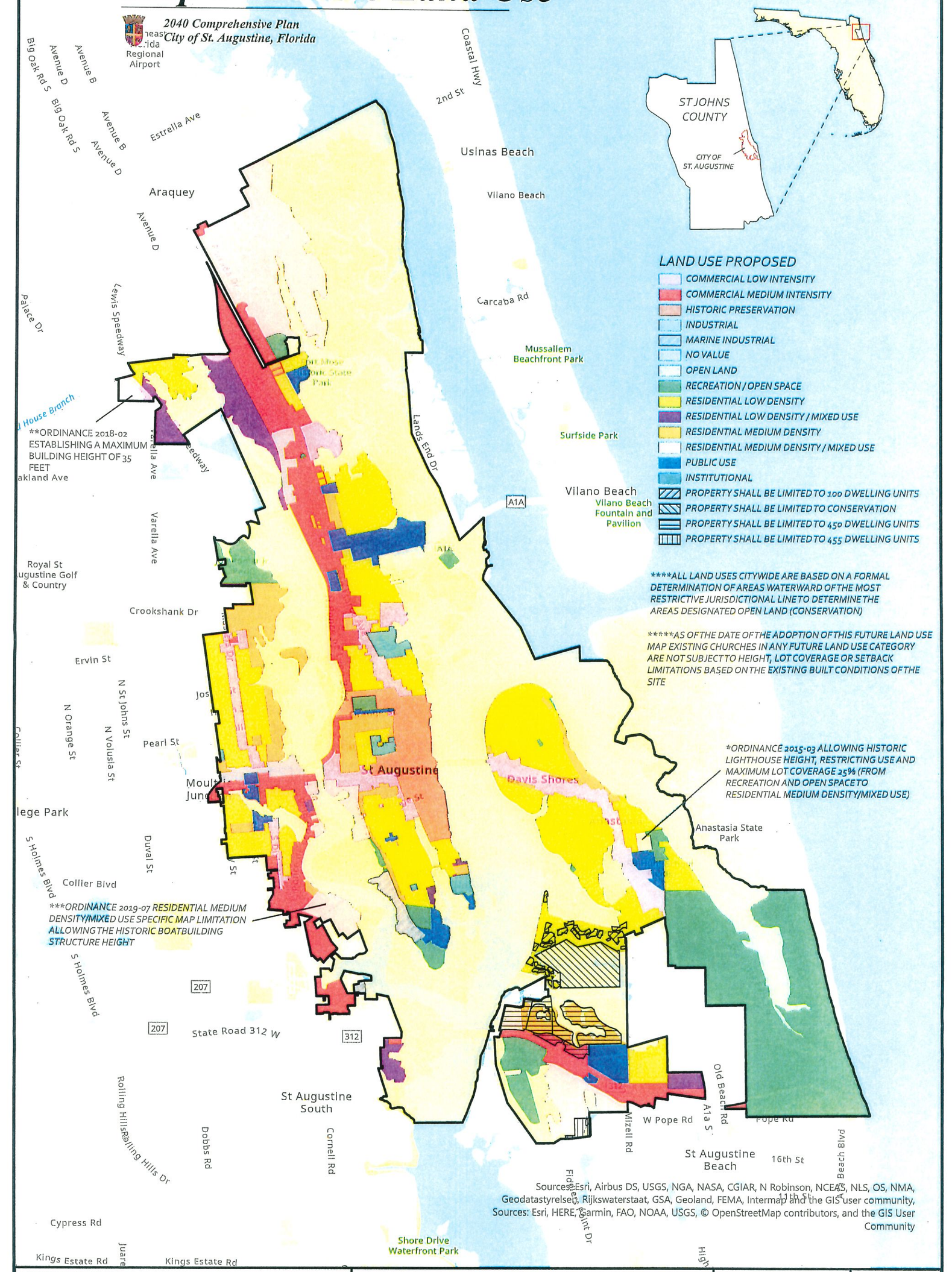
Data Source:

This data has been downloaded from the Florida DBPR website as "Retail Alcoholic Beverage Licenses Active, escrow, temporary and delinquent licenses", additional points have been added for review and approval of the City of St. Augustine's Code Enforcement Division.

CITY OF ST AUGUSTINE EST. 1565

Map 1 - Future Land Use

2040 Comprehensive Plan
City of St. Augustine, Florida



2040 Future Land Use:
This map depicts 2019 Future Land Use for the City of St. Augustine

Comprehensive Plan:
The purpose of the Comprehensive Plan is to effectively manage growth and development by designating areas of anticipated future development which satisfy demand where feasible,in a cost-effective and environmentally acceptable manner.

Future Land Use Notes

Data Source:
Future Land Use data is provided by the City of St. Augustine's GIS Division and is derived from land parcels identified and approved by the City of St. Augustine's Planning, Building, & Zoning Division.

0 0.25 0.5 1 Miles

City of St. Augustine
Planning, Zoning, & Building Department
P.O. Box 210, St. Augustine, FL 32085
Phone: (904) 825-1065

DISCLAIMER
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CITY OF ST AUGUSTINE. EST. 1565

CITY OF ST AUGUSTINE

MEMORANDUM

TO: David Birchim, City Manager

DATE: June 28, 2023

RE: Agenda Item – FY 2023 Utility Rate Adjustment - Resolution #2023-28

Please place on the next regular City Commission Agenda an item for approval of utility rates for the City's fiscal year 2024 budget. Resolution #2023-28 is attached for discussion on September 25th.

The fiscal year 2024 budget contains a 4.4% rate adjustment across the board per the Consumer Price Index and per discussions with the Commission at the revenue workshop and budget workshop.

Please contact me if you have any questions.

Mark E. Simpson, CPA
Director, Finance

MES

Enclosures

xc: Darlene Galambos, City Clerk
Meredith Breidenstein, Assistant City Manager
Gregory Johnson, Deputy Director, Finance

RESOLUTION 2023-28

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF ST. AUGUSTINE, FLORIDA MADE PURSUANT TO THE AUTHORITY OF CHAPTER 26, ARTICLE III OF THE CODE OF THE CITY OF ST. AUGUSTINE; ADJUSTING WATER AND SEWER RATES FOR FISCAL YEAR 2023-2024; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of St. Augustine owns and operates the City of St. Augustine water and wastewater system ("Utility") whose operations are supported entirely by the revenues collected from the customers of the Utility; and

WHEREAS, the Utility was financed, in part, through the issuance of revenue bonds which the covenants made by the City of St. Augustine in conjunction with the issuance of the revenue bonds require the City of St. Augustine, among other things, to collect revenues for its Utility which are sufficient to operate in an efficient and economical manner; to make such the necessary expenditures for equipment and for renewals, repairs, and replacements as may be proper for the operation thereof; make all required deposits to the funds and accounts established in support of the issuance of the revenue bonds; and to otherwise maintain the financial integrity of the Utility financial accounts; and

WHEREAS, Chapter 26, Article III of the Code of the City of St. Augustine authorizes the adoption of water and sewer rates; and

WHEREAS, pursuant to the provisions of Florida Statute 180.13(2), the City Commission sets just and equitable rates, fees and charges for services furnished by the Utility; and

WHEREAS, the City Commission finds, after study and review, that establishing a defined schedule of rates, fees and charges allows the City to recover the costs to the City associated with serving the various classes of consumers and properties and meets the regulatory and fiscal obligations of the Utility and further finds that

establishing a defined schedule of rates, fees and charges allows the City to recover associated costs to the City; and

WHEREAS, the City Commission has enacted Ordinance 2012-13 which provides that the City Commission, from time to time, may establish by resolution such rates, fees and charges pertaining to the Utility as shall be necessary to meet the City's obligations relating to the operation of the Utility and to comply with the requirements of regulatory agencies related to the operation of the Utility and to meet all other obligations of the City related to the Utility; and

WHEREAS, the City Commission desires to continue to maintain fair, just, equitable and appropriate rates, fees and charges consistent with industry standards, while promoting water conservation; and

WHEREAS, the City Commission finds that it is necessary, desirable and fiscally prudent for the utility to adopt this Resolution to amend rates pursuant to the City of St. Augustine Water and Wastewater Ordinance as codified in Article III, Chapter 26 of the Code of Ordinances of the City of St. Augustine and finds that the schedule of rates is adequate to meet the stated goals of the City of St. Augustine and to maintain compliance with the rate covenants adopted in connection with the issuance of the Utility revenue bonds; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

SECTION 1. The schedule of fees described in Exhibit "A," Schedule of Utility Fees, attached hereto and incorporated herein, are hereby adopted by the City of St. Augustine.

SECTION 2. The Resolution shall take effect immediately upon adoption; provided, however, that the effective date of the various rates and fee charges shall become effective October 1, 2023.

PASSED IN REGULAR SESSION of the City Commission of the City of St. Augustine, Florida this 25th day of September, 2023.

_____
Nancy Sikes-Kline
Mayor-Commissioner

ATTEST:

_____
Darlene Galambos, City Clerk

(SEAL)

Residential WATER Rate Schedule – Inside City						
	Monthly Base Rate (By Fiscal Year)					
Water Availability	2019	2020	2021	2022	2023	2024
Base Rate, All Meter Sizes	$14.26	$14.69	$14.69	$14.69	$15.28	$15.95
Base Use Allowance	100 gal	100 gal	100 gal	100 gal	100 gal	100 gal
	Monthly Consumption Rate Schedule (per gallon used, divided by 1,000)					
Water Flow Consumption Blocks	2019	2020	2021	2022	2023	2024
Block 1 – 101 to 3,000 gal	$2.85	$2.94	$2.94	$3.09	$3.21	$3.35
Block 2 – 3,001 to 10,000 gal	$6.37	$6.56	$6.56	$6.94	$7.22	$7.54
Block 3 – 10,001 to 20,000 gal	$8.41	$8.66	$8.66	$9.16	$9.53	$9.95
Block 4 – 20,001 to 30,000 gal	$10.13	$10.43	$10.43	$11.21	$11.66	$12.17
Block 5 – Over 30,000 gal	$11.66	$13.12	$13.12	$14.43	$15.01	$15.67
Residential WASTEWATER Rate Schedule – Inside City						
	Monthly Base Rate (By Fiscal Year)					
Wastewater Availability	2019	2020	2021	2022	2023	2024
Base Rate, All Meter Sizes	$14.67	$15.11	$15.11	$15.99	$16.63	$17.36
Base Use Allowance	100 gal	100 gal	100 gal	100 gal	100 gal	100 gal
	Monthly Consumption Rate Schedule (per gallon used, divided by 1,000)					
	2019	2020	2021	2022	2023	2024
Block 1 – 101 to 3,000 gal	$6.69	$6.89	$6.89	$7.29	$7.58	$7.92
Block 2 – 3,001 to 10,000 gal *	$6.69	$6.89	$6.89	$7.29	$7.58	$7.92
Base Use Allowance	100 gal	100 gal	100 gal	100 gal	100 gal	100 gal
Residential WATER Rate Schedule – Outside City						
	Monthly Base Rate (By Fiscal Year)					
Water Availability	2019	2020	2021	2022	2023	2024
Base Rate, All Meter Sizes	$17.25	$17.63	$17.63	$17.63	$18.18	$18.82
Base Use Allowance	100 gal	100 gal	100 gal	100 gal	100 gal	100 gal
	Monthly Consumption Rate Schedule (per gallon used, divided by 1,000)					
Water Flow Consumption Blocks	2019	2020	2021	2022	2023	2024
Block 1 – 101 to 3,000 gal	$3.45	$3.53	$3.53	$3.71	$3.82	$3.96
Block 2 – 3,001 to 10,000 gal	$7.71	$7.87	$7.87	$8.33	$8.59	$8.89
Block 3 – 10,001 to 20,000 gal	$10.17	$10.39	$10.39	$10.99	$11.34	$11.74
Block 4 – 20,001 to 30,000 gal	$12.26	$12.52	$12.52	$13.46	$13.87	$14.36
Block 5 – Over 30,000 gal	$15.42	$15.74	$15.74	$17.31	$17.86	$18.49
Residential WASTEWATER Rate Schedule – Outside City						
	Monthly Base Rate (By Fiscal Year)					
Wastewater Availability	2019	2020	2021	2022	2023	2024
Base Rate, All Meter Sizes	$17.75	$18.13	$18.13	$19.18	$19.79	$20.49
Base Use Allowance	100 gal	100 gal	100 gal	100 gal	100 gal	100 gal
	Monthly Consumption Rate Schedule (per gallon used, divided by 1,000)					
	2019	2020	2021	2022	2023	2024
Block 1 – 101 to 3,000 gal	$8.09	$8.27	$8.27	$8.75	$9.02	$9.34
Block 2 – 3,001 to 10,000 gal *	$8.09	$8.27	$8.27	$8.75	$9.02	$9.34
* Residential Wastewater Capped at 10,000 gallons						

Commercial / General Use / Multi-Family / Irrigation WATER Rate Schedule – Inside City						
	Monthly Base Rate (By Fiscal Year)					
Water Availability	2019	2020	2021	2022	2023	2024
Base Rate – All Meter Sizes	----------	----------	----------	----------	----------	----------
Base Rate Meter Sizes						
5/8 or 3/4 inch	$14.26	$14.69	$14.69	$15.54	$16.16	$16.87
1-inch	$23.77	$24.48	$24.48	$25.90	$26.94	$28.12
1 ½ inch	$47.53	$48.96	$48.96	$51.80	$53.87	$56.24
2-inch	$76.05	$78.33	$78.33	$82.87	$86.19	$89.98
3-inch	$142.60	$146.88	$146.88	$155.40	$161.62	$168.73
4-inch	$237.67	$244.80	$244.80	$259.00	$269.36	$281.21
6-inch	$475.33	$489.59	$489.59	$517.99	$538.71	$562.41
8-inch	$760.53	$783.35	$783.35	$828.78	$861.94	$899.86
10-inch	$1,093.27	$1,126.07	$1,126.07	$1,191.38	$1,239.04	$1,293.55
	Monthly Consumption Rate Schedule (per gallon used, divided by 1,000)					
Water Flow Consumption Blocks	2019	2020	2021	2022	2023	2024
Base Use Allowance	100 gal	100 gal	100 gal	100 gal	100 gal	100 gal
Block 1 – 101 to 3,000 gal	$6.37	$6.56	$6.56	$6.94	$7.22	$7.54
Block 2 – 3,001 to 10,000 All Usage	$6.37	$6.56	$6.56	$6.94	$7.22	$7.54

Commercial / General Use / Multi-Family / Irrigation WASTEWATER Rate Schedule – Inside City						
	Monthly Base Rate (By Fiscal Year)					
Sewer Availability	2019	2020	2021	2022	2023	2024
Base Rate – All Meter Sizes	----------	----------	----------	----------	----------	----------
Base Rate Meter Sizes						
5/8 or 3/4 inch	$14.67	$15.11	$15.11	$15.99	$16.63	$17.36
1-inch	$24.45	$25.18	$25.18	$26.64	$27.71	$28.92
1 ½ inch	$48.90	$50.37	$50.37	$53.29	$55.42	$57.86
2-inch	$78.24	$80.59	$80.59	$85.26	$88.67	$92.57
3-inch	$146.70	$151.10	$151.10	$159.86	$166.25	$173.57
4-inch	$244.50	$251.84	$251.84	$266.45	$277.11	$289.30
6-inch	$489.00	$503.67	$503.67	$532.88	$554.20	$578.58
8-inch	$782.40	$805.87	$805.87	$852.61	$886.71	$925.73
10-inch	$1,009.70	$1,124.70	$1,158.44	$1,225.63	$1,274.66	$1,330.74
	Monthly Consumption Rate Schedule (per gallon used, divided by 1,000)					
Sewer Flow Consumption Blocks	2019	2020	2021	2022	2023	2024
Base Use Allowance	100 gal	100 gal	100 gal	100 gal	100 gal	100 gal
Block 1 – 0 to 3,000 gal	$8.03	$8.27	$8.27	$8.75	$9.10	$9.50
Block 2 – 3,001 to 10,000 All Usage	$8.03	$8.27	$8.27	$8.75	$9.10	$9.50

Commercial / General Use / Multi-Family / Irrigation WATER Rate Schedule – Outside City						
	Monthly Base Rate (By Fiscal Year)					
Water Availability	2019	2020	2021	2022	2023	2024
Base Rate – All Meter Sizes	----------	----------	----------	----------	----------	----------
Base Rate Meter Sizes						
5/8 or 3/4 inch	$17.25	$17.63	$17.63	$18.65	$19.23	$19.91
1-inch	$28.76	$29.38	$29.38	$31.08	$32.05	$33.18
1 ½ inch	$57.52	$58.75	$58.75	$62.16	$64.11	$66.37
2-inch	$92.02	$94.00	$94.00	$99.45	$102.56	$106.18
3-inch	$172.55	$176.26	$176.26	$186.48	$192.32	$199.10
4-inch	$287.58	$293.76	$293.76	$310.80	$320.54	$331.83
6-inch	$575.15	$587.51	$587.51	$621.59	$641.06	$663.64
8-inch	$920.25	$940.02	$940.02	$994.54	$1,025.70	$1,061.84
10-inch	$1,322.85	$1,351.28	$1,351.28	$1,429.65	$1,474.45	$1,526.39
	Monthly Consumption Rate Schedule (per gallon used, divided by 1,000)					
Water Flow Consumption Blocks	2019	2020	2021	2022	2023	2024
Base Use Allowance	100 gal	100 gal	100 gal	100 gal	100 gal	100 gal
Block 1 – 101 to 3,000 gal	$7.71	$7.87	$7.87	$8.33	$8.59	$8.89
Block 2 – 3,001 to 10,000 All Usage	$7.71	$7.87	$7.87	$8.33	$8.59	$8.89

Commercial / General Use / Multi-Family / Irrigation WASTEWATER Rate Schedule – Outside City						
	Monthly Base Rate (By Fiscal Year)					
Sewer Availability	2019	2020	2021	2022	2023	2024
Base Rate – All Meter Sizes	----------	----------	----------	----------	----------	----------
Base Rate Meter Sizes						
5/8 or 3/4 inch	$17.75	$18.13	$18.13	$19.18	$19.79	$20.49
1-inch	$29.58	$30.22	$30.22	$31.97	$32.97	$34.13
1 ½ inch	$59.17	$60.44	$60.44	$63.95	$65.95	$68.27
2-inch	$94.67	$96.71	$96.71	$102.32	$105.52	$109.23
3-inch	$177.51	$181.32	$181.32	$191.84	$197.84	$204.81
4-inch	$295.85	$302.21	$302.21	$319.74	$329.76	$341.37
6-inch	$591.69	$604.40	$604.40	$639.46	$659.49	$682.72
8-inch	$946.70	$967.04	$967.04	$1,023.13	$1,055.19	$1,092.36
10-inch	$1,360.89	$1,390.13	$1,390.13	$1,470.76	$1,516.84	$1,570.27
	Monthly Consumption Rate Schedule (per gallon used, divided by 1,000)					
Sewer Flow Consumption Blocks	2019	2020	2021	2022	2023	2024
Base Use Allowance	100 gal	100 gal	100 gal	100 gal	100 gal	100 gal
Block 1 – 101 to 3,000 gal	$9.71	$9.92	$9.92	$10.50	$10.83	$11.21
Block 2 – 3,001 to 10,000 All Usage	$9.71	$9.92	$9.92	$10.50	$10.83	$11.21

Fire Hydrants	
Water Only – Minimum Charge per Hydrant	**Outside City**
Private Fire Hydrants	$9.23

Backflow Preventers
Monthly Surcharge (CCEC) per device

Deposits
Residential Service
Hydrant Meter

Service Charges
Monthly Service Charge for accounts that are temporarily disconnected
Turn on water
Turn off water
Install and Remove Hydrant Meter (paid in advance)
Commercial accounts on the turn off list for non-payment
Meter re-read at customer's request:
If no reading error is disclosed
If reading error is disclosed
Test of meter accuracy at customer's request:
If meter two (2) inches or smaller is found to be producing no customer overcharge
If meter larger than two (2) inches is found to be producing no customer overcharge
If any meter is found to be producing a customer overcharge
Meter tampering
Any service call outside of normal working hours
Plugging, disconnecting or illegally connecting sewer service
Fire hydrant flow test

WATER Services – Tap and Meter – by Utility	**Outside**
3/4"	$861.00
1"	$1,288.00
2"	$4,307.00
Extensions and special installations	

WATER Services – Meter ONLY – by Utility	**Outside City**
3/4"	$502.00
1"	$681.00
2"	$1,723.00
3" (**)	
4" or larger	

WATER Services – by Contractor	**Outside City**
3/4" (Tap Fee)	$153.00
1" (Tap Fee)	$305.00
2" (Tap Fee)	$455.00
3" (**) (Tap Fee)	$717.00
4" (Tap Fee)	$949.00
6" (Tap Fee)	$1,184.00
8" or larger (Tap Fee)	$1,481.00

SEWER Taps with Cleanouts or Valves – by Utility	**Outside City**
Gravity tap (Existing Lateral)	$456.00
Gravity tap (Install shallow lateral – less than 5 feet deep)	$1,520.00
Gravity tap (Install deep lateral – greater than 5 feet deep)	$2,152.71
Gravity service (Extensions and special installations)	Actual (*)
2" Force Main tap	$2,152.71

SEWER Taps with Cleanouts or Valves – by Contractor	**Inside City**
Gravity tap	$430.00
Force Main tap	$718.00

*Actual In-House (Parts/Labor), plus any required consultant/contractor costs,+25%

3" Taps on City Mains are **prohibited 3" Meters & Backflow Devices are allowed. Customer may choose to install a 4' Tap, then reduce to 3' meter or 3" backflow device

INSPECTION Fees for Work by Contractor	**Outside City**
Per each water main tap/connection/meter box, or each sewer main tap/connection, installed by the developer	$316.00

Per each fire hydrant or fire protection water service, installed by the developer	$316.00
Per each sewer manhole, installed by the developer	$316.00
Per each pump station, installed by the developer	$1,076.00
Per 500 feet (or fraction thereof) of new water main or new sewer main constructed by the developer	$316.00

Right-of-Way RESTORATION Fees for Work by Utility	**Outside City**
Per tap or service installed by the Utility (no road cut required)	$660.00
Per tap or service installed by the Utility (open road cut required, or jack & bore, or directional drill)	$1,320.00
Per 100 feet (or fraction thereof) of utility extension installed by the Utility	$660.00

Miscellaneous	**Outside City**
Fee for Utility to reset, repair or replace damaged facilities or equipment	Actual (*)
Other Agency Permits, as required, obtained by Utility	$328.00

FLOW BASED FEES ***	**Effective January 1, Service Area-wide**
Per GPD (gallons per day) of Flow based on Listed Uses in City Code Chapter 26	**Fee for 1 Residential ERC** (Equivalent Residential Connection)
Water	$2,455.00
Sewer	$1,835.00

Northwest Area Forcemain Surcharge*** *(Applies to all SEWER connections within Northwest Area Surcharge Zones)*	**Effective January 1, Service Area-wide**
Per GPD (gallons per day) of Flow based on Listed Uses in City Code Chapter 26	**Fee for 1 Residential ERC** (Equivalent Residential Connection)
Sewer	$1,145.00

CITY OF ST AUGUSTINE

MEMORANDUM

TO: David Birchim, City Manager

DATE: June 28, 2023

RE: Agenda Item – FY 2023 Stormwater Rate Adjustment - Resolution #2023-29

Please place on the next regular City Commission Agenda an item for approval of Stormwater rates for the City's fiscal year 2024 budget. Resolution #2023-29 is attached for discussion on September 25th.

The fiscal year 2024 budget contains a 4.4% rate adjustment across the board per the Consumer Price Index and per discussions with the Commission at the revenue workshop and budget workshop.

Please contact me if you have any questions.

Mark E. Simpson, CPA
Director, Finance

MES

Enclosures

xc: Darlene Galambos, City Clerk
Meredith Breidenstein, Assistant City Manager
Gregory Johnson, Deputy Director, Finance

RESOLUTION 2023-29

A RESOLUTION OF THE CITY COMMISSION OF ST. AUGUSTINE, FLORIDA AUTHORIZING THE INCREASE OF THE STORMWATER UTILITY FEE RATE TO $10.25/MONTH PER UNIT FOR FISCAL YEAR 2023-2024.

WHEREAS, the City of St. Augustine prepared and adopted the 2013 Stormwater Master Plan identifying near and long-term priorities requiring necessary resources to accomplish critical and necessary infrastructure improvements for the benefit of the citizens of St. Augustine; and

WHEREAS, the Stormwater Management Utility rates require amendment beyond the consumer price index to accomplish said critical and necessary improvements identified in the stormwater master plan; and

WHEREAS, Ordinance 2021-24 provided the City Commission with the authority to increase the single-family unit stormwater utility fee rate beyond the consumer price index when necessary.

NOW, THEREFORE, BE IT RESOLVED by the City Commission of St. Augustine, Florida that:

Section 1. The City Commission approves the stormwater management utility fee to be applied to residential and nonresidential properties for fiscal year 2023-2024 to be calculated at ten dollars and twenty five cents per month for each SFU ($10.25/month x SFU). The monthly fee in subsequent years will reflect this 2023-2024 rate adjustment, unless otherwise adopted by resolution.

Section 2. This stormwater management utility fee increase will become effective on October 1, 2023.

ADOPTED in regular session of the City Commission of St. Augustine, Florida, this _____ day of _____, 2023.

ATTEST:

_____
Nancy Sikes-Kline, Mayor-Commissioner

_____
Darlene Galambos, City Clerk

(SEAL)

CITY OF ST AUGUSTINE

MEMORANDUM

TO: David Birchim, City Manager

DATE: June 28, 2023

RE: Agenda Item – FY 2023 Solid Waste Rate Adjustment - Resolution #2023-30

Please place on the next regular City Commission Agenda an item for approval of Solid Waste rates for the City's fiscal year 2024 budget. Resolution #2023-30 is attached for discussion on September 25th.

The fiscal year 2024 budget contains a 4.4% rate adjustment across the board per the Consumer Price Index and per discussions with the Commission at the revenue workshop and budget workshop.

Please contact me if you have any questions.

Mark E. Simpson, CPA
Director, Finance

MES

Enclosures

xc: Darlene Galambos, City Clerk
Meredith Breidenstein, Assistant City Manager
Gregory Johnson, Deputy Director, Finance

RESOLUTION 2023-30

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF ST. AUGUSTINE, FLORIDA MADE PURSUANT TO THE AUTHORITY OF SECTION 30-10 OF THE CODE OF THE CITY OF ST. AUGUSTINE PROVIDING FOR AND ADOPTING A SCHEDULE OF SOLID WASTE RATES AND MISCELLANEOUS FEES AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of St. Augustine provides solid waste services for residential and commercial properties, including recycling, bulk collections, and yard waste; and

WHEREAS, the City of St. Augustine operates the solid waste fund as an enterprise; and

WHEREAS, the City Commission of the City of St. Augustine by ordinance previously has established the rates, fees and charges pertaining to the Utility; and

WHEREAS, pursuant to the provisions of applicable law, the City Commission sets rates, fees and charges for services furnished by the Solid Waste; and

WHEREAS, the City Commission finds after analysis of the operation, a defined amount of the fees and charges are necessary for the City to recover the costs of the City associated with serving the city with its solid waste collection and disposal costs that meets the regulatory and fiscal obligations of the Solid Waste Fund and further finds that fees and charges are necessary to recover costs of the City associated with this operation; and

WHEREAS, the City Commission has enacted Ordinance 2017-31 which provides that the City Commission, from time to time, may establish by resolution such rates as shall be necessary to meet the City's obligations relating to the Solid Waste operation and to meet all other obligations of the City related to Solid Waste; and

WHEREAS, the City Commission desires to continue to maintain fair, just, equitable and appropriate rates, fees and charges;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

SECTION I. The foregoing recitals are incorporated herein by reference and made a part of this Resolution.

SECTION II. The fees described in Exhibit "A," Schedule of Solid Waste Rates and Fees, attached hereto and incorporated herein, are hereby adopted by the City of St. Augustine.

SECTION III. The fees shall become effective October 1, 2023.

PASSED IN REGULAR SESSION of the City Commission of the City of St. Augustine, Florida this _____ day of September, 2023.

_____
Nancy Sikes-Kline
Mayor-Commissioner

ATTEST:

_____
Darlene Galambos
City Clerk

Exhibit A
City of St. Augustine, Solid Waste Rates
2017/2018

Residential Services

Cart Services - rates established include base collection rate plus base residential disposal rate per month

Base Collection Rate		$ 9.40		$ 9.81
Base Residential Disposal Rate	Existing	$ 18.04	Proposed 2024	$ 18.83
Total Fee Residential Cart	Total Existing	$ 27.85	**Total proposed**	**$ 28.65**

Residential Dumpster

Construction and Demolition Debris		Existing	$140	**Proposed 2024**	**$146**
	Monthly Rental Fee*	Exiting	$100	**Proposed 2024**	**$104**

* Rental fee applied if dumpster has not been serviced within 30 days

Bulky Yard Debris *	Existing	$75	**Proposed 2024**	**$78**

Charge for additional yard debris over the 4-yard threshold allowed by code.

Cart Fee

Residential Customer Cart Service	**$130 per New Residential Service Established (1)**
Commercial Customer Cart Service	**$70/cart (1)**
Cart Swap Feet	**$ 30 per Customer requested change-out**

1. Fee includes one (1), 65-gallon household trash can and one (1), 65-gallon recycling can.

Home Occupation Services -

for licensed commercial enterprise located within the owner's place of residen uses cart services

Home Occupied Office *	Existing	$66.04	**Proposed 2024**	**$68.95**

*** Commercial Cart Fee - 1 service per week**

Exhibit A
City of St. Augustine, Solid Waste Rates
2017/2018

Commercial Services

Cart Services - rates established include base collection rate plus base commercial disposal rate per month

Base Collection Rate		$ 9.40		$ 9.81
Commercial Disposal Rate	Existing	$ 5.73	Proposed 2024	$ 5.98
Total Fee Commercial Cart	Total Existing	$ 15.54	**Total Proposed**	**$ 15.80**

Monthly Rates Commercial Cart Service

	Weekly Collection Frequency				
# of Carts	**2**	**3**	**4**	**5**	**6**
1	$ 68.94	$ 112.78	$ 150.37	$ 187.94	$ 225.57
2	$ 85.46	$ 139.85	$ 186.47	$ 195.49	$ 204.52
3	$ 111.28	$ 166.93	$ 222.57	$ 240.61	$ 333.85
4	$ 129.32	$ 193.98	$ 258.66	$ 323.33	$ 387.99
5	$ 147.38	$ 221.06	$ 294.74	$ 368.43	$ 442.12
6	$ 165.42	$ 248.12	$ 330.84	$ 413.54	$ 496.25
7	$ 183.47	$ 275.21	$ 366.94	$ 458.66	$ 550.40
8	$ 201.52	$ 302.28	$ 403.00	$ 503.77	$ 604.53
9	$ 219.56	$ 329.34	$ 439.10	$ 548.89	$ 658.67
10	$ 237.61	$ 356.41	$ 475.20	$ 594.01	$ 712.80
11	$ 255.65	$ 383.47	$ 511.30	$ 639.12	$ 766.95
12	$ 273.69	$ 410.55	$ 547.39	$ 684.23	$ 821.08

Monthly Rates Commercial Dumpster Service

Size	Weekly Collection Frequency						
	1	**2**	**3**	**4**	**5**	**6**	**7**
2	$ 113.71	$ 195.58	$ 293.25	$ 391.03	$ 487.16	$ 586.62	$ 684.40
4	$ 195.58	$ 391.03	$ 586.62	$ 782.20	$ 977.79	$ 1,173.37	$ 1,368.95
6	$ 293.25	$ 586.62	$ 879.99	$ 1,173.37	$ 1,466.74	$ 1,760.10	$ 2,052.83
8	$ 391.03	$ 782.20	$ 1,173.37	$ 1,564.52	$ 1,955.68	$ 2,346.71	$ 2,737.73

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: Mayor, Vice-Mayor and City Commissioners

DATE: September 25, 2023

RE: Purchase of Undeveloped Land Near Florida Avenue and Julie Street – PID # 107790 0110 and 107790 0010 (see attached)

The property known as 0 Florida Avenue, PID # 17790 0010 and 0 Julie Street, PID # 107790 0110, is a vacant, wooded parcel south of Julie Street and east of Florida Avenue on the San Sebastian River. This property has public access from Julie Street from lot 12 and it has public access from Florida Avenue from lot 23 and 24. (See attached aerial photograph)

The city had the property appraised and the property owner, San Sebastian River, LLC, contacted me with an offer to sell the parcel to the city at the appraised value of $1,935,000.

The funds necessary to purchase this property are available from the General Fund Reserves if the City Commission chooses to purchase this property.

The neighboring property owners and the neighborhood council coordinator have been provided this memo and back up material for the proposed land purchase for their questions and comments.

Action Items:

- **The City Commission accepts or rejects the offer to purchase the property.**
- **If the City Commission accepts the offer, they must authorize money from General Fund reserves to pay for the real estate, the city's closing costs, a survey and title work.**
- **Allow Knight Barry Title Co. or Estate Title of St. Augustine to serve as title company for the transaction per the request of the seller.**

If you have any questions, please let me know.

David Birchim

David Birchim
City Manager

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1642800001
Nesmith Ave
Nesmith Ave
Nesmith Ave
Florida Ave
Evergreen Ave
1034900000
1034600000
1034700000
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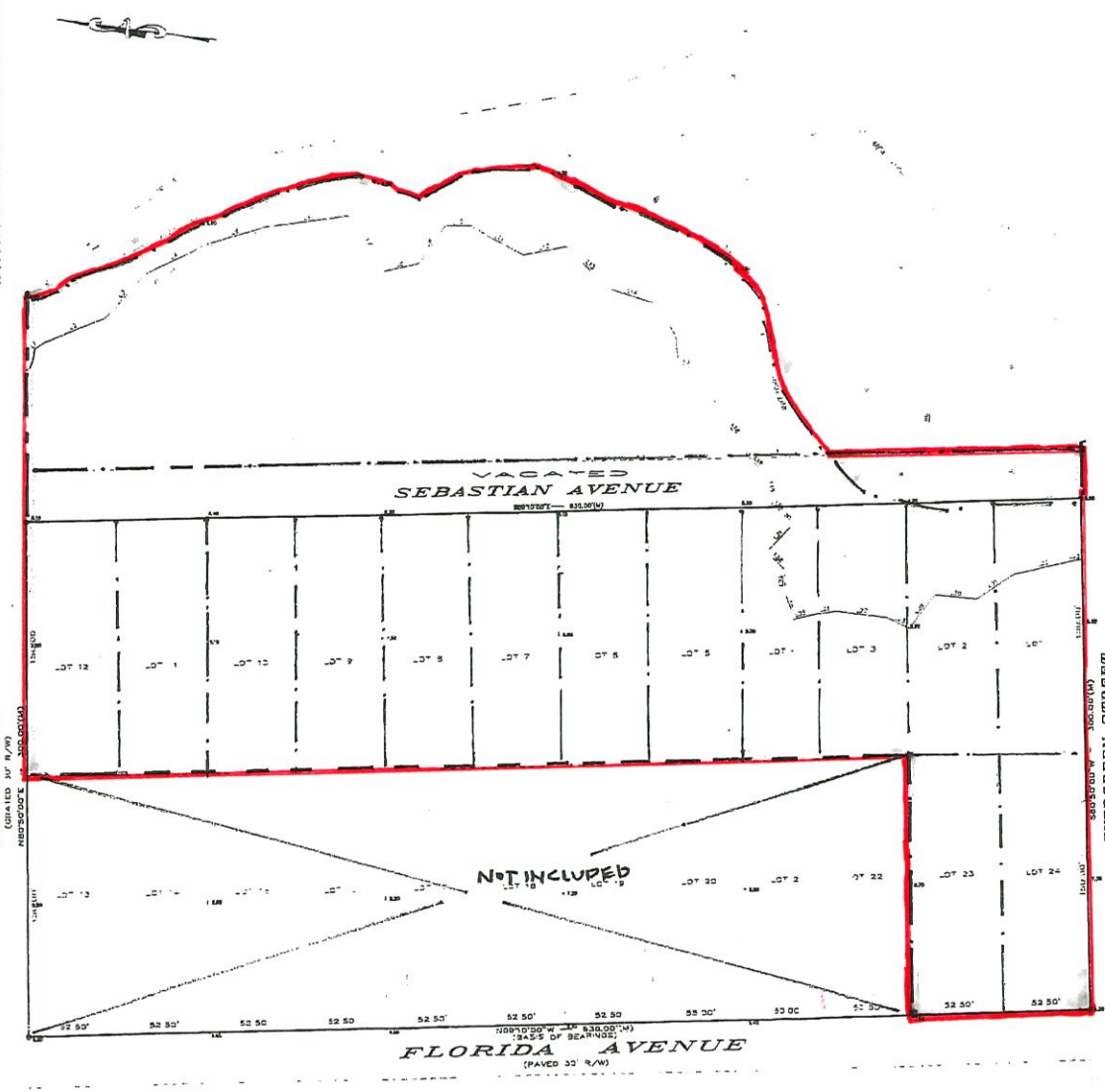
David Birchim

From: Dale Parsons <dparsons@cdgfla.com>
Sent: Wednesday, September 13, 2023 4:55 PM
To: David Birchim
Cc: Ed Storey
Subject: San Sebastián River llc
Attachments: 1341_001.pdf

CAUTION: This email originated from outside of the organization. Do not click links, open attachments or respond unless you recognize the sender and know the content is safe.
To: David Birchim - City of St. Augustine City Manager
From: Dale Parsons - Manager of San Sebastián River llc
Re: Land sale to the City of St. Augustine
This email is intended to serve as notification that San Sebastián River Llc is willing to sell the parcel of land indicated on the attached sketch including lots 1 thru 12 , 23, 24, the vacated San Sebastián Avenue R.O.W. and the land east of the vacated R.OW. to the San Sebastián River.
The sale price is the appraised value of $1,935,000 as described in the appraisal prepared by Ronald Pacetti dated July 3, 2023 which was obtained by the City of St. Augustine.
Time is of the essence: This offer expires on October 10, 2023 with a closing date on or before November 15, 2023.

Dale Parsons - Manager
San Sebastián River llc
2909 Fairgreen Street
Orlando, Florida 32803
407.709.0497

MAP OF BOUNDARY, TOPOGRAPHICAL AND WETLANDS LOCATION SURVEY



CERTIFIED TO:
SEBASTIAN COVE, LLC, A FLORIDA LIMITED LIABILITY COMPANY
FLORIDA CAPITAL BANK
ACTION TITLE SERVICES OF ST. JOHNS COUNTY, INC.
TICOR TITLE INSURANCE COMPANY OF FLORIDA

TOTAL ACRES 7.25 MORE OR LESS
UPLAND 5.36 ACRES MORE OR LESS

LOTS 1 THROUGH 24, BOTH INCLUSIVE, OF BLOCK 15, OF THE PALENWOOD TRACT, ACCORDING TO THE OFFICIAL MAP OF NEW SUGSTINE DATED JUNE 1919 ON FILE IN THE OFFICE OF THE CLERK OF CIRCUIT COURT ST. JOHNS COUNTY, FLORIDA.

SURVEYOR'S NOTES:

1. THIS SURVEY WAS BASED FROM FOUND MONUMENTATION WHICH, IN THIS SURVEYOR'S OPINION BEST REPRESENTS THE ORIGINAL SURVEY FOR THIS TRACT OF LAND.
2. THIS OFFICE HAS NOT ABSTRACTED THIS PARCEL OF LAND FOR ANY RECORDED CLAIMS OF TITLE, EASEMENTS OR RESTRICTIONS. THIS SURVEYOR SHALL NOT BE HELD LIABLE FOR THE EXISTENCE OF ANY SUCH CLAIMS.
3. BEARINGS AS SHOWN HEREON HAVE BEEN BASED FROM A BEARING OF N00°10'00"W AS SHOWN FOR THE RIGHT OF WAY OF FLORIDA AVE.
4. THE SURVEY DEPICTED HERE IS NOT COVERED BY PROFESSIONAL LIABILITY INSURANCE.
5. THE MEASUREMENTS FOR THIS SURVEY WERE MADE IN ACCORDANCE WITH THE UNITED STATES STANDARD.
6. THERE MAY EXIST UNDERGROUND UTILITIES ON THE PROPERTY SURVEYED THAT HAVE NOT BEEN LOCATED OR SHOWN HEREON.
7. THIS SURVEYOR HAS REVIEWED THE MAPS ISSUED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY FOR THE NATIONAL FLOOD INSURANCE PROGRAM; AND IT HAS BEEN DETERMINED FROM THESE MAPS THAT THIS PARCEL LIES IN ZONE -AE- AREAS OF MINIMAL FLOODING. COMMUNITY PANEL NO. 125145 0314 -H- DATED 9/32/2006. BASE FLOOD 9 FEET.
8. THIS SURVEY IS NOT VALID UNLESS SIGNED AND EMBOSSED WITH THE SIGNING SURVEYORS SEAL.
9. FOR BUILDING SETBACKS CALL THE BUILDING CODES ENFORCEMENT OFFICE OF SAID COUNTY.
10. USE OF THIS SURVEY FOR PURPOSES OTHER THAN THAT WHICH IT WAS INTENDED, WITHOUT WRITTEN VERIFICATION, WILL BE AT THE USER'S SOLE RISK AND WITHOUT LIABILITY TO THE SURVEYOR. NOTHING HEREON SHALL BE CONSTRUED TO GIVE ANY RIGHTS OR BENEFITS TO ANYONE OTHER THAN THOSE THE SURVEY WAS PREPARED FOR.

LEGEND:

- O =FOUND 1/2" IRON PIPE NOID.
- ◎ =FOUND #5 REBAR NOID.
- ⊗ =FOUND #4 REBAR NOID.
- ( ) =FIELD MEASURED
- =WOOD UTILITY POLE
- P.L.=PROPERTY LINE
- C.P.=COVERED PORCH
- =PROPERTY LINE
- =CHAIN LINK FENCE

LAST FIELD DAY: 12/14/06
DRAWN BY: ELWOOD
DATE DRAWN: 12/18/06
CHECKED BY: E.L.R.
SCALE: 1"= 30'
JOB #: 06-060-R

ELWOOD RENN
LAND SURVEYOR
103 SEMINOLE ROAD
ST. AUGUSTINE, FLORIDA 32086
(904) 797-5811 FAX 797-5811

I HEREBY CERTIFY THAT THE LANDS SHOWN HEREON WERE SURVEYED UNDER MY SUPERVISION PURSUANT TO THE MINIMUM TECHNICAL STANDARDS FOR 61G17-5, FLORIDA ADMINISTRATIVE CODE AND SECTION 472.027 OF THE FLORIDA STATUTES.

SEAL

ELWOOD L. RENN R.L.S. 3647

APPRAISAL REPORT

OF THE
TWO VACANT PARCELS PLANNED FOR 37 UNITS
LOCATED AT THE NORTHEAST CORNER OF
FLORIDA AVENUE AND EVERGREEN AVENUE,
ST. AUGUSTINE, ST. JOHNS COUNTY, FL 32084

PREPARED FOR:

DAVID BIRCHIM, AICP
CITY MANAGER OF THE CITY OF ST. AUGUSTINE

PREPARED BY:

RONALD N. PACETTI, MAI
State-Certified General Real Estate Appraiser RZ 677
Pacetti Appraisal Services Inc.

PACETTI APPRAISAL SERVICES INC.

Real Estate Appraisers and Consultants

Ronald N. Pacetti, MAI
State-Certified General Real Estate Appraiser
RZ 677

July 3, 2023

Mr. David Birchim, AICP
City Manager
City of St. Augustine
P.O. Box 210
City of St. Augustine, 32085

Property Desc.	:	Two adjacent parcels of vacant land containing a total of 6.57± acres which are planned for the development of 37 units.
Property Location	:	Located at the northeast corner of Florida Avenue and Evergreen Avenue, City of St. Augustine, FL 32084.
Purchase Order #	:	20231004

Dear Mr. Birchim:

At your request, we have made an investigation and analysis of the above mentioned property. The purpose of this investigation and analysis was to provide the following opinion of value for the Subject Property:

- Market Value As-Is

The property rights appraised are the rights of the Fee Simple Interest.

The Subject Property was last inspected on June 27, 2023, and this is the valuation date for the as-is analysis.

The Subject Property consists of two adjacent parcels of vacant land (107790-0010 & 107790-0110) that contain a total of 6.57± acres, of which 3.81± acres are considered to be usable. The two parcels together form an irregular shaped site and have frontage along the east side of Florida Avenue, south side of Julia Street, and the west side of the San Sebastian River. The Subject has a split zoning of RG-2 and Open Land. The site is planned for development of up to 36 multi-family units within 7 detached buildings, one detached single family residence, and their required site improvements such as parking and on-site retention. Included in the 37 units is the planned single family residential home site to be developed at the northeastern most portion of the Subject site which is zoned Open Land. This home site will directly front the San Sebastian River and the planned retention lake. For analysis purposes the single family lot was valued separately using a different set of comparable land sales and will be referred to as Parcel 2.

All site sizes, dimensions, and wetlands were taken from the St. Johns County Property Appraisers website, and are subject to a survey.

1301 Plantation Island Drive South, Suite 303A, Saint Augustine, Fl 32080 (904) 461-9810/FAX (904) 461-9967

This appraisal is intended to comply with the reporting requirements set forth under Standards Rule 2 of the Uniform Standards of Professional Appraisal Practice for a Appraisal Report. As such, it presents a summary discussion of the data, reasoning, and analyses that were used in the appraisal process to develop the appraiser's value estimate. Supporting documentation concerning the data, reasoning, and analyses is retained in the appraiser's file. The depth of discussion contained in this report is specific to the needs of the client. The appraiser is not responsible for unauthorized use of this appraisal report.

The appraisal is intended to conform with the Uniform Standards of Professional Appraisal Practice (USPAP), the Code of Professional Ethics and Standards of Professional Appraisal Practice of the Appraisal Institute, and applicable state appraisal regulations. The appraisal is also prepared in accordance with the appraisal regulations issued in connection with the Financial Institutions Reform, Recovery and Enforcement Act (FIRREA).

This appraisal was not made, nor was the appraisal rendered on the basis of a minimum requested valuation, specific valuation, or an amount which would result in the approval of a loan.

Therefore, subject to the assumptions and limiting conditions and to the definition of Market Value, as set forth in this report, we have formed the following opinion of value for the Subject Property as of June 27, 2023:

ONE MILLION NINE HUNDRED THIRTY-FIVE THOUSAND DOLLARS
($1,935,000)

Allocated as Follows:

Parcel 1 - with entitlements in place for 36 multi-family units	$1,800,000
Parcel 2 - Single Family Marsh Front Lot	$135,000

Thank you for the opportunity to be of service to you in this matter.

Respectfully submitted,

PACETTI APPRAISAL SERVICES INC.

Ronald N. Pacetti, MAI
State-Certified General Real Estate Appraiser RZ 677

Randall A. Pacetti
State-Certified General Real Estate Appraiser RZ 3911
File #2023-49

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ADDENDA

QUALIFICATIONS OF THE APPRAISERS

CERTIFICATION

We certify that, to the best of our knowledge and belief:

- The statements of fact contained in this report are true and correct.

- The reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions and are our personal, impartial, and unbiased professional analyses, opinions, and conclusions.

- We have no present or prospective interest in the property that is the subject of this report and no personal interest with respect to the parties involved.

- We have performed no services, as an appraiser or in any other capacity, regarding the property that is the subject of this report within the three-year period immediately preceding the agreement to perform this assignment.

- We have no bias with respect to the property that is the subject of this report or to the parties involved with this assignment.

- Our engagement in this assignment was not contingent upon developing or reporting predetermined results.

- Our compensation for completing this assignment is not contingent upon the development or reporting of a predetermined value or direction in value that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this appraisal.

- Our analyses, opinions, and conclusions were developed, and this report has been prepared, in conformity with the *Uniform Standards of Professional Appraisal Practice*.

- Ronald N. Pacetti and Randall A. Pacetti have made a personal inspection of the property that is the subject of this report.

- No one else provided significant real property appraisal assistance to the persons signing this certification.

- The reported analyses, opinions, and conclusions were developed, and this report has been prepared, in conformity with the Code of Professional Ethics and Standards of Professional Appraisal Practice of the Appraisal Institute.

- The use of this report is subject to the requirements of the Appraisal Institute relating to review by its duly authorized representatives.

- As of the date of this report, Ronald N. Pacetti has completed the continuing education program for Designated Members of the Appraisal Institute.

Ronald N. Pacetti, MAI
State-Certified General Real Estate Appraiser RZ 677

Randall A. Pacetti
State-Certified General Real Estate Appraiser RZ 3911

LIMITING CONDITIONS

1. Title to the property is assumed to be good and marketable and the legal description correct.

2. No responsibility for legal matters is assumed. All outstanding taxes, liens, mortgages, or other encumbrances have been disregarded and the property is appraised as though free and clear, under responsible ownership and competent management.

3. It is assumed that surveys and/or plat furnished to or acquired by the appraiser and used in the making of this report are correct. The appraiser has not made a land survey or caused one to be made and, therefore, assumes no responsibility for their accuracy. If a survey and/or plat is not furnished or acquired the local property appraiser's records were used and were assumed to be correct.

4. All information in this report has been obtained from reliable sources. We cannot, however, guarantee or be responsible for the accuracy of information furnished by others. We have assumed that all information furnished by others is correct and complete, up to date and can be relied upon, but no warranty is given for its accuracy. We do not accept responsibility for erroneous information provided by others. We assume that no information that has a material effect on our appraisal has been withheld.

5. Unless otherwise stated, the opinion of value included in our report excludes any additional value attributable to goodwill, or to fixtures and fittings which are only of value, in situ, to the present occupier. We have made no allowance for any plant, machinery or equipment unless they form an integral part of the building and would normally be included in a sale of the building. We do not normally carry out or commission investigations into the capacity or condition of services being provided to the property. We assume that the services, and any associated controls or software, are in working order and free from defects. We also assume that the services are of sufficient capacity to meet current and future needs.

6. Subsurface rights (minerals, water, and oil) were not separately evaluated in making this appraisal.

7. The comparable sales data relied upon in this appraisal are believed to be from reliable sources; however, it was not possible to inspect the comparables completely, and it was necessary to rely upon information furnished by others as to said data, therefore, the value conclusions are subject to the correctness and verification of said data.

8. We inspected, as far as possible, by observation the land and the improvements thereon; however, it was not possible to personally observe conditions beneath the soil or hidden structural components within the improvements. Likewise, no tests were made on the roof, mechanical, plumbing or electrical systems. Unless otherwise stated, no representations are made as to geotechnical conditions of the land or the quality and condition of the roof, heating, cooling, ventilating electrical and plumbing equipment.

9. Unless otherwise stated in this report, the existence of hazardous substances were not called to our attention nor did we become aware of such during our inspection. We have no knowledge of the existence of such materials on or in the property unless otherwise stated. However, we are not qualified to test such substances or conditions. No responsibility is assumed for any such conditions, nor for any expertise or engineering knowledge required to discover them. The client is urged to retain an expert in the field or environmental impacts upon real estate if so desired..

10. Neither all nor any part of the contents of this report shall be conveyed to the public through advertising, public relations, news, sales, or other media, without the written consent and approval of the author, particularly as to the valuation conclusions, the identity of the appraiser or firm with which he is connected, or any reference to the Appraisal Institute.

11. We may have reviewed available flood maps and may have noted in the report whether the property is generally located within or out of an identified Special Flood Hazard Area. However, we are not qualified to detect such areas and therefore do not guarantee such determinations. The presence of flood plain areas and/or wetlands may affect the value of the property. Any opinion of value we include in our report assumes that floodplain and/or wetlands interpretations are accurate.

12. The Americans with Disabilities Act (ADA) became effective January 26, 1992. We have not made a specific survey or analysis of the property to determine whether it is in compliance with the ADA. We claim no expertise in ADA issues and render no opinion regarding the compliance of the property with ADA regulations.

13. We assume that all required licenses, certificates of occupancy, consents, and other legislative or administrative authority from any local, state, or national government or private entity or organization have been or can be obtained or renewed for any use on which the opinion of value contained in the report is based.

14. It is assumed that the property is in compliance with all applicable federal, state and local laws, ordinances, regulations, building standards, use restrictions and zoning unless the lack of compliance is stated in the appraisal report. Determining and reporting on such compliance were not part of the scope of work for this assignment.

15. It is assumed that all water, sewer facilities, and utilities (whether existing or proposed) are or will be in good working order, are safe for use, and are or will be sufficient to serve the current or proposed uses of the subject property or any structures or other improvements. Determining and reporting on such matters were not part of the scope of work for this assignment.

16. We have not made any investigation of the financial standing of actual or prospective tenants unless specifically noted in the report. Where properties are valued with the benefit of leasing, we assume, unless we are informed otherwise, that the tenants are capable of meeting their financial obligations under the leases, all rent and other amounts payable under the leases have been paid when due, and that there are no undisclosed breaches of the leases.

17. We are not required to testify or provide court-related consultation or to be in attendance in court unless we have agreed to do so in writing.

18. The distribution of the total valuation in this report between land and improvements applies only under the existing program of utilization. The separate valuations for land and building must not be used in conjunction with any other appraisal and are invalid if so used.

19. This appraisal/inspection is not a home/building inspection, structural inspection, or pest inspection. By preparing this report, the appraiser is not acting as a home/building inspector, structural engineer, or pest inspector. In performing the limited inspection of this property, areas that were readily accessible were visually observed and the review is superficial only. This inspection is not technically exhaustive and does not offer warranties or guarantees of any kind. It is advised to have the structure inspected by an inspector that offers such warranties or guaranteed inspection if there is any concern regarding adverse or negative conditions

In addition to the general special assumptions and limiting condition outlined in this report, the above value is subject to the following extraordinary assumptions and hypothetical conditions:

Extraordinary Assumption

An assumption, directly related to a specific assignment, as of the effective date of the assignment results, which, if found to be false, could alter the appraiser's opinions or conclusions.

1. None

Hypothetical Condition

A hypothetical condition is a condition contrary to known fact on the effective date of the appraisal but is supposed for the purpose of analysis.

1. None

VIEW OF THE SOUTHWEST CORNER OF THE SUBJECT PROPERTY FROM THE CORNER OF FLORIDA AVENUE & EVERGREEN AVENUE

STREET VIEW LOOKING NORTH DOWN FLORIDA AVENUE WITH THE SUBJECT ON THE RIGHT

TYPICAL VIEW OF THE SOUTH SIDE OF THE SUBJECT PROPERTY

TYPICAL VIEW OF THE SAN SEBASTIAN RIVER FROM THE SUBJECT SITE

TYPICAL VIEW OF THE MARSH AREA LOCATED ALONG THE SUBJECT'S EASTERN BORDER

TYPICAL INTERIOR VIEW OF THE SUBJECT SITE (UPLANDS)

TYPICAL INTERIOR VIEW OF THE SUBJECT SITE (UPLANDS)

TYPICAL VIEW OF THE SUBJECT PROPERTY LOOKING SOUTHEAST FROM JULIA STREET

VIEW LOOKING EAST DOWN JULIA STREET
WITH THE SUBJECT ON THE RIGHT

AERIAL PHOTO OF THE SUBJECT PARCELS
WITH PARCEL 1 HIGHLIGHTED IN RED & PARCEL 2 HIGHLIGHTED IN BLUE

Scope of Work – Information Analyzed

The Subject Site was inspected including on and off-site improvements, roadways, visible easements, site conditions, drainage, utilities available, and site accessibility.

Photographs taken during the site inspection include the following:

- The Subject Site
- Roadways, and site access

Market Data Analyzed

Gathered and analyzed social, economic, governmental and environmental data from the St. Johns County area and the Subject's immediate submarket.

Data sources include: municipal Planning Departments, LoopNet, CoStar and the St. Augustine MLS.

Specific Data

Specific data relate to the property being appraised and to comparable properties. These data include legal, physical, locational, cost and income and expense information about the properties and the details of comparable sales.

Data gathered and analyzed pertaining to the subject property included zoning information, building plans, and site plans. Competitive property data included purchase prices, site size, zoning information and intended use of property.

Competitive Supply and Demand

Competitive supply and demand data relate to the competitive position of the property in its future market. Supply data include inventories of existing and proposed competitive properties, vacancy rates, and absorption rates. Demand data may consist of population, income, employment, and survey data pertaining to potential property users.

Demand was analyzed using current and projected population figures and historic demand based on comparable properties. Supply was analyzed using primary data gathered and confirmed during the assignment.

Scope of Work - Appraisal Method and Techniques Employed

The following appraisal methods and techniques were considered in the analysis of the subject property:

Cost Approach

The Cost Approach to value was not developed in this report due to the fact that, typically, this approach to value is not applicable when valuing land.

Sales Comparison Approach

The sales comparison approach had good information available for critical analysis. This approach is generally considered to be a reliable indicator of value when the data available closely corresponds to the location, size, and zoning of the property being appraised, since it reflects the interaction of buyers and sellers in the market place. The sales approach was utilized to derive an opinion of the market value for the subject property. As noted, the single family home site was valued using a different set of comparables from the multi-family site.

Income Approach

The Income to value was not developed in this report due to the fact that, typically, this approach to value is not applicable when valuing land.

Reconciliation

The Sales Comparison Approach to value was the only approach utilized.

Report Type

This Appraisal Report is in conformance with Standard Rule 2 Report Options of the Uniform Standards of Professional Appraisal Practice, effective January 1, 2022. As such, the report presents summary discussions of the data, reasoning, and analyses that were used in the appraisal process to develop the appraiser's opinion of value. Supporting documentation has been retained in the appraiser's file. The depth of discussion contained in this report is specific to the needs of the client and for the intended use stated in this report.

GENERAL INFORMATION

Purpose of the Appraisal

The purpose of this investigation and analysis was to provide the following opinions of value for the Subject Property:

Market Value As-Is - Fee Simple Interest

Effective Date of Value

The effective date of this appraisal is June 27, 2023, which is the date the Subject Properties were inspected.

Intended User/Client of the Appraisal

The intended client and user of this appraisal is David Birchim, City Manager of the City of St. Augustine, and/or assigns.

Intended Use of the Appraisal

The appraisal report is intended to be used by the client for their internal decision making needs.

Market Value

Section 1110 of Financial Institutions Reform, Recovery, and Enforcement Act's (FIRREA) instructions to the Office of Thrift Supervision use the definition of Market Value below as developed by the Federal National Mortgage Association and the Federal Home Loan Mortgage Corporation, and adopted by the Appraisal Foundation's Uniform Standards of Professional Appraisal Practice.

> "The most probable price which a property should bring in a competitive and open market under all conditions requisite to a fair sale, the buyer and seller, each acting prudently, knowledgeably and assuming the price is not affected by undue stimulus. Implicit in this definition is the consummation of a sale as of a specified date and the passing of title from seller to buyer under conditions whereby:

a. buyer and seller are typically motivated;
b. both parties are well informed or well advised, and acting in what they consider their own best interests;
c. a reasonable time is allowed for exposure in the open market;
d. payment is made in terms of cash in U.S. dollars or in terms of financial arrangements comparable thereto; and
e. the price represents the normal consideration for the property sold unaffected by special or creative financing or sales concessions granted by anyone associated with the sale."

Exposure Time

According to The Dictionary of Real Estate Appraisal, 7th Edition, Exposure Time is:

"An opinion, based on supportive market data, of the length of time that the property interest being appraised would have been offered on the market prior to the hypothetical consummation of a sale at market value on the effective date of the appraisal."

Exposure time is always presumed to occur prior to the effective date of the appraisal. The overall concept of reasonable exposure encompasses not only adequate, sufficient and reasonable time but also adequate, sufficient and reasonable effort. The estimate for exposure time in this report was based on statistical information from market data and interviews with market participants. From this analysis and discussion, it is estimated that the appropriate exposure time associated with the Market Value Opinion within this report would be 12 months.

Marketing Time:

According to The Dictionary of Real Estate Appraisal, 7th Edition, Marketing Time is:

"An opinion of the amount of time to sell a property interest at the concluded market value, or at a benchmark price during the period immediately after the effective date of an appraisal"

Marketing time differs from exposure time, which is always presumed to precede the effective date of appraisal. Considerations for estimating the marketing time are similar to that of the exposure time with the addition of any anticipated changes in market conditions. Since the market conditions are estimated to follow historical trends into the foreseeable future, it is estimated that the appropriate marketing time associated with the Market Value Opinion within this report would be 12 months. This estimate assumes that the appraised property is placed on the open market, aggressively marketed and competitively priced. This estimate is based upon discussions with real estate brokers active within the local market.

Interest Appraised

The interest appraised herein is the Fee Simple Interest in the Subject Property.

Fee Simple Estate

The fee simple estate is defined in The Dictionary of Real Estate Appraisal, 7th Edition as:

> "The absolute ownership unencumbered by any other interest or estate, subject only to the limitations imposed by the governmental powers of taxation, eminent domain, police power, and escheat."

Leased Fee Interest

The leased fee interest is defined in The Dictionary of Real Estate Appraisal, 7th Edition as:

"the ownership interest held by the lessor, which includes the right to receive the contract rent specified in the lease plus the reversionary right when the lease expires."

LEGAL DESCRIPTION - Parcel ID #'s 107790-0010 & 107790-0110

Taken from a Warranty Deed located in O.R. Book/Page: 5358/57

Lots 1 - 12 and Lots 23 - 24, Block 16, of the Ravenswood Tract, according to the Official Map of New Augustine dated June 1918, on file in the Office of the Clerk of the Circuit Court, St. Johns County, Florida.

And

That portion of Sebastian Avenue being part of the Ravenswood Tract, in the City of St. Augustine, Florida according to said Map of New Augustine, bounded on the South by the North line of Evergreen (John) Street, and on the North by the South line of Julia Street, both extended Easterly to the East line of Sebastian Avenue, which was vacated by Ordinance #76-27, passed by the City Commission of the City of St. Augustine, Florida, on July 12, 1976, certified copy of which was recorded in Official Records Book 312, Page 543; Public Records of St. Johns County, Florida.

Together with:

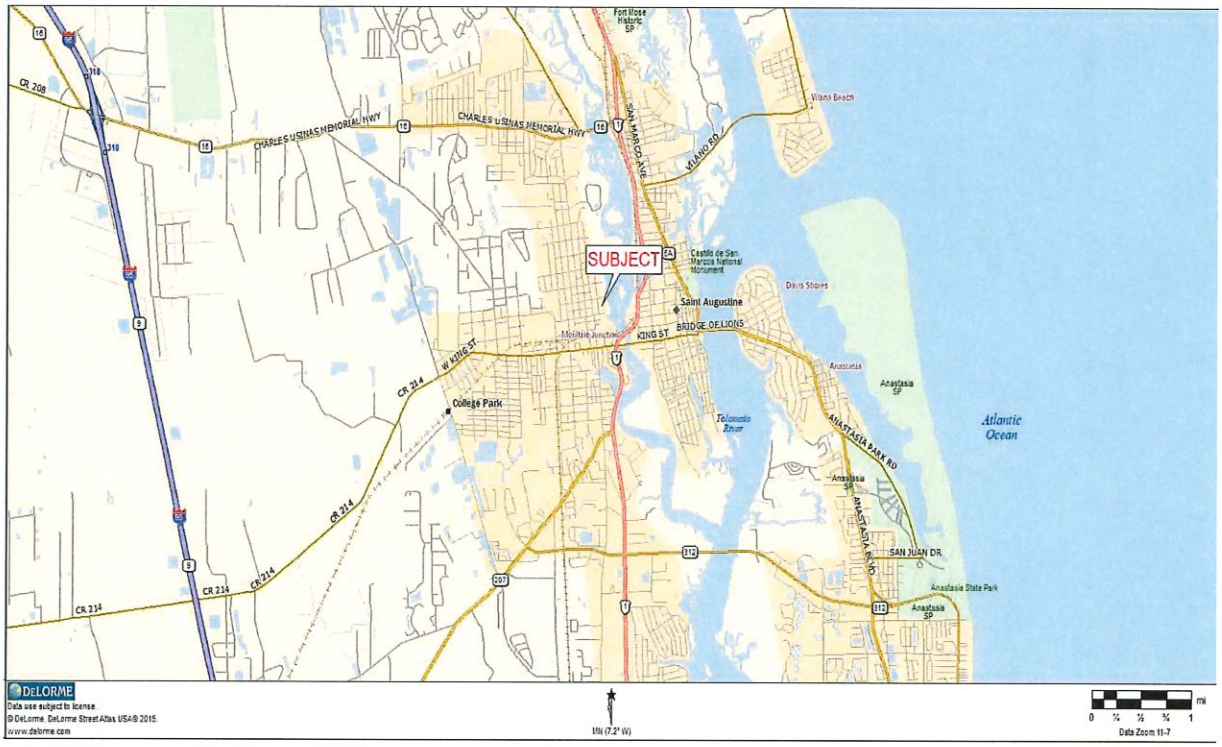
That tract, piece or parcel of land lying East of that portion of Sebastian Avenue described next above which was vacated by the City of St. Augustine, Florida, by Ordinance #76-27, and lying West of the channel of the San Sebastian Creek or River and between the North line of Evergreen (John) Street and the South line of Julia Street, both extended Easterly to the channel of said San Sebastian Creek or River.

COPY

NEIGHBORHOOD DATA

The Subject Property is located at the northeast corner of Florida Avenue and Evergreen Avenue, along the west side of the San Sebastian River, St. Augustine, St. Johns County, Florida. This area is approximately 90% built-up. A neighborhood is defined in terms of common characteristics, trends and groupings of similar or complementary land uses. The Subject Neighborhood may be delineated as follows:

Northern Boundary	-	State Road 16
Southern Boundary	-	SR 312
Eastern Boundary	-	U.S. Highway 1 South
Western Boundary	-	Holmes Blvd.



St. Augustine was chosen as one of the Best Coastal Small Town for 2023 by US Today 10Best Readers Choice. One of the other positive aspects of St. Augustine is its walkability, which is particularly important considering the scarcity of parking in some places. Also, Architectural Digest selected the Oldest City as on the "The 25 Best Small Towns in America".

The Subject's immediate Neighborhood includes the commercial corridor along US Highway 1, between State Road 312 to the south and State Road 16 to the north. The commercial improvements in the neighborhood consist mainly of tourist related enterprises such as motels, restaurants, gift shops and a few professional office buildings. The residential developments include single and multi-family dwellings. The predominant uses along U.S. Highway 1 are commercial oriented.

The primary east/west traffic routes nearest the Subject are State Road 207, King Street (CR 214) and State Road 16. State Road 207 is a four-lane, paved highway that begins at U.S. Highway 1

and runs west through Hastings to Palatka. State Road 207 also has an interchange with I-95, leading directly into the main commercial and residential areas of Saint Augustine.

King Street is a commercial thoroughfare that runs in an east/west direction through the Subject neighborhood. It connects to the Bridge of Lions, which in turn, provides travel to and from the Anastasia Island area and the beach's area. King Street is a two-lane roadway that turns into CR 214 west of Holmes Boulevard. It should be noted that King Street is one of the main entrance points into the Downtown Historical District. King Street east of U.S. Highway 1 consists of restaurants, Flagler College, the Casa Monica Motel, the Lightner Building, retail shops, and commercial buildings. The Casa Monica Hotel, which contains 136 rooms and was completed in December 1999, is a full service luxury hotel that is located in the former county courthouse building. The Lightner Building is home to the Lightner Museum, City Hall as well as various other retail shops and government offices. Additionally, northeast of the Subject is Flagler College, which is a private college that has seen its student population grow from 160 students in 1971 to 2,600± enrolled this year.

State Road 16 is a four-lane highway that runs in a northwesterly direction, from U.S. Highway 1 to State Road 13, on the St. Johns River. State Road 16 bisects I-95 at the Interstate Commerce Center. State Road 16 is the main entrance road into the City of St. Augustine. From this road, tourists take either U.S. Highway 1 or San Marco Avenue when traveling into the heart of the historical district.

The main north/south roadways through the Subject Neighborhood are US Highway 1, Interstate 95 and Holmes Blvd. US Highway 1 is a primary central roadway connecting Saint Augustine to Jacksonville to the north and other parts of Florida to the south. US Highway 1 is a four and six lane, divided highway that is commercially developed through most of the Saint Augustine area. US Highway 1 experienced substantial commercial development during the 1970's and 1980's. The commercial corridor along US Highway 1, from Lewis Point Road north to the city limits, is approximately 95% built-up. Commercial uses include shopping centers, restaurants, fast food restaurants, gas stations, convenience stores, retail stores, office buildings, branch banks, medical buildings, car dealerships, two hospitals and a marina. This road is six-lanes from State Road 312 south to Lewis Point Road.

The Subject is located just west of the Downtown Historic District. Within the primary historic/tourist area which is bordered by King Street on the south, Orange Street on the north, Matanzas Bay on the east, and Cordova Street on the west, there are numerous historic buildings, popular restaurants and tourist oriented retailers. One of the characteristics of the entire historic district and some of the surrounding blocks is the lack of parking. Some of the old streets are too narrow to accommodate two way traffic and street parking. Many of the old streets are narrow one way streets. Consequently, the historic area is generally promoted as a "walking" area. Tourists can park in City parking lots near a visitor information center at San Marco Avenue adjacent to Orange Street or at the Castillo de San Marcos Fort. This Fort is over 300 years old and is one of the most popular tourist attractions in Northeast Florida. By far, the most popular route for walking traffic is from the Fort or visitor information center to St. George Street. St. George Street is generally closed to automobile traffic. It is lined with several historic structures such as the oldest school house in the United States. Several of the very popular local restaurants such as the Mill Top and The Columbia Restaurant are located on St. George Street.

The Lincolnville area, which is essentially residential in nature, is approximately 90% built-up. Linconville occupies a 140± acre area and it has been granted status on the National Register of Historic Places. Most of this area is developed with older, single and multi-family dwellings, some of which are in fair to average condition. However, it should be noted that ever since the City announced its intentions to develop the San Sebastian Tract in the early 1990's, a major revitalization effort in this neighborhood has taken place. The revitalization effort included the renovation of many of the older single and multi-family residences, as well as the renovation of a number of businesses located along Washington and Riberia Street.

The Subject is located along the San Sebastian River. South of King Street the San Sebastian River is a navigable waterway that feeds into the Intracoastal Waterway and eventually the Atlantic Ocean. Along this river include a number of marina's, boat yards, hotels, restaurants, etc. Also, a number of new developments have recently been completed along this river and a number of new developments are planned. North of King Street the river becomes narrower and more shallow, and boat traffic is limited by the low span bridges crossing King Street and N. Ponce De Leon Blvd.

Located southeast of the Subject is the proposed San Sebastian Project. In the early 1990's, the City of St. Augustine assemble eight contiguous parcels of land located along the eastern bank of The San Sebastian River in order to help revitalize this area. The parcels contained a total of 12.0± acres, and includes the new City Police Station site and the San Sebastian Winery. The remaining land is vacant, and the City sold the remaining acreage to a developer in order to construct a mixed use development that will include a 65± slip marina, a mid size hotel, restaurant, condominiums, loft apartments, and retail space. It should be noted that the development of this site was put on hold for a number of years while the City awaited permitting from the EPA to remove some contaminated soil along the proposed marina basin. After more than four years of waiting, the EPA permit was recently obtained, giving the green light to proceed with the development of this tract of land. According to representatives with the City of St. Augustine, development of the marina and infrastructure for this project has begun, but was again put on hold due to market conditions. This property was then foreclosed on by Wells Fargo Bank, who began marketing it for sale. In August of 2014 this property was purchased by a hotel developer who plans to develop this property with a hotel, marina, condos, retail shops, etc. To date construction has not started, but the developer has recently applied for a modification to the PUD, which entails adding more condominium units and decreasing the number of hotel units.

The Subject is located just northwest of the St. Augustine Shipyard, which fronts the San Sebastian River and is currently undergoing redevelopment. One of the owners of the 50 acre property, Robert Million stated that the project will eventually include up to five waterfront restaurants, a hotel, retail and office space, multi-family residences, marine service and sales areas, dry and marina boat storage, and a children's museum. As of now the only part of the project that is reportedly completed is a river front restaurant and the boat storage business with attach retail suites, which opened in the Summer of 2016. The storage building will have room for up to 400 boats with access to the San Sebastian River, as well as 80 slips in the water. With a planned half-mile promenade along the river, ample parking and attractions like restaurants and a museum, the Shipyard is poised to become a destination that cold be an alternative to St. Augustine's historic district. It should be noted that a South Florida Investment group recently purchased the 50 acre property, and intends on refining the plans for this development. According to Stephen Mask, director of operation, development for the shipyard will include many of the same elements outlined by the previous owners "but the density is not going to be as

intense" The first project is construction of a second dry boat storage barn and a multi-family project which has recently begun.

About a mile south of Subject at the State Road 312 and US 1 corridor, is the Seabridge Square Shopping Center. The shopping center currently houses retailers Marshalls and Tuesday Morning but lost its anchor tenant when the Sears Holdings Corp. closed the St. Augustine Kmart, one of 79 Sears and Kmart stores it shut down across the country. Instead of bringing in one tenant to take the roughly 90,000 square feet that used to be Kmart, the owner demolished a significant portion of the interior and spent approximately $10 million to turn it into five separate retail spaces. The new retail space was completed in 2014 and tenants include Ross Dress for Less, Staples, Ulta Salon, Cosmetics & Fragrance and a national pet supply chain. A new out parcel building was also constructed and is now occupied by Chipotle and Aspen Dental.

The Subject is located a short distance northeast of S. Dixie Highway, which is a secondary north/south roadway through the neighborhood. South of SR 207 this street becomes Old Moultrie. This is a two-lane paved road that runs from King Street on the north end, south to US Highway 1. It is along this roadway where a majority of the industrial/service oriented businesses are located. Property uses along this road include a mixture of scattered residential dwellings, commercial developments, service garages, warehouses, office buildings, apartments and it also provides rear access to many of the nearby shopping centers.

Surrounding Land Uses

Uses in the Subject's immediate vicinity include single and multi family residences to the north, south, and west. Directly to the east of the Subject is the San Sebastian River. Other uses in the general area include numerous retail and restaurant buildings located along King Street to the south, and include the Sailors Exchange, Bog Brewery, The West Egg, and more. There are also numerous facilities such as a water treatment plant that belong to the City of St. Augustine. However, King Street becomes less developed heading west and turns into CR 214 approximately 1 mile west of the Subject.

Summary

While this neighborhood experienced slow growth from the period of 2007 to 2012, both residential and commercial construction in this area has picked up substantially in the past 4 to 5 years. Additionally, this neighborhood shows good prospects for continued growth, due to its proximity to downtown St. Augustine, major shopping centers, the areas only hospital. Additionally, the Subject Property is located just west of the U.S. Highway 1 South commercial corridor, which is a major commercial thoroughfare. The majority of the area's commercial development has occurred along US Highway 1, with secondary commercial development located along State Road 312, S. Dixie Highway and Old Moultrie Road. Land values in the Subject Neighborhood should remain stable and should see increases which will keep pace with inflation during the foreseeable future. A careful search of the immediate and general neighborhood did not reveal any other adverse influences or conditions.

PROPERTY DATA

Location

Located at the northeast corner of Florida Avenue and Evergreen Avenue, City of St. Augustine, FL 32084.

Zoning

The Subject has split zoning designations by the City of St. Augustine, FL. Parcel 1 is located in the RG-2, Residential General-Two designation, and Parcel 2 is located within the Open Land designation.

RG-2, Residential General-Two, allows for single & multi-family dwellings, Tourist homes and bed & breakfast inns, rooming and boarding houses, hotel or motel (up to 30 units), neighborhood recreation facility, home based business, etc. The allowable height limit is 35' and the maximum lot coverage ratio is 40%.

Open Land, allows for single family dwellings on individual lots (provided that no subdivision plat shall be recorded for such use in this district), marinas, intermediate care facilities, commercial recreational facilities, schools, day nurseries, governmental uses, professional and business offices, etc. The allowable height limit is 35' and the maximum lot coverage ratio is 10% for residential, and 20% for all other uses.

Future Land Use

The City of St. Augustine's Comprehensive Plan is in compliance with the Florida Growth Management Act of 1985 and supersedes the City of St. Augustine's existing zoning code; however, both must be in basic agreement with each other. This land use plan designates the Subject Parcels as being Residential Medium Density. This category is consistent with the current zoning of the properties.

In summary, the plans for both single family and multi-family units are allowed under both the zoning and land use plan of both parcels.

Site Size & Shape

The Subject Property consists of two adjacent parcels of vacant land (107790-0010 & 107790-0110) that contain a total of 6.57± acres, of which 3.81± acres are considered to be usable. The two parcels together form an irregular shaped site and have frontage along the east side of Florida Avenue, south side of Julia Street, and the west side of the San Sebastian River.

The Subject site has 105± feet of frontage along the east side of Florida Avenue, and 180± front feet along the south side of Julia Street. The site also 630± feet of frontage along the marshes of the San Sebastian River. All site sizes, dimensions, and wetlands were taken from the St. Johns County Property Appraisers website, and are subject to a survey.

Access

Access to the Subject Property is provided via Florida Avenue, which is an asphalt paved two-lane roadway that runs in a north to south direction. Access is also provided via Julia Street, which is an asphalt paved two-lane road way that runs in an east to west direction, and terminates at the east end just before the marshlands adjacent to the Subject site.

Utilities

Water & Sewer	- Central available via the City of St. Augustine
Electric Service	- Florida Power & Light
Law Enforcement	- City of St. Augustine
Fire Protection	- City of St. Augustine

Property History

According to the St. Johns County Tax Rolls, both Subject parcels are currently listed under the ownership of San Sebastian River LLC.

It should be pointed out that a complete title history of the Subject Property was not undertaken or conducted by the appraiser, nor was one provided. However, in conjunction with a cursory study of the public records of St. Johns County, FL, it appears that there have been no arms-length title ownership transfers over the past three years.

Current Listings or Contracts

The Subject Properties are not currently listed for sale or under contract to the best of our knowledge.

Property Taxes

According to the St. Johns County Property Appraiser's Office, the Subject was assessed under the following parcel numbers:

Parcel #	Market Value	Assessed Value	2022 Taxes
107790-0010	$348,814	$348,814	$7,543.59*
107790-0110	$105,047	$105,047	$2,290.65*

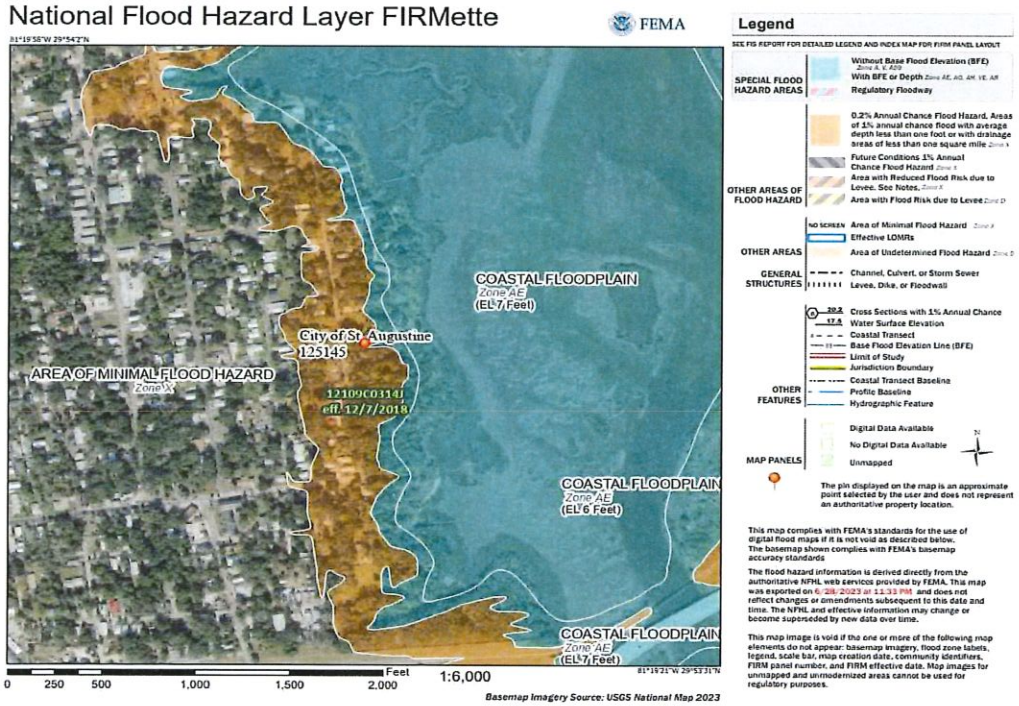
Millage Rate : 18.9763

*Includes penalties for delinquencies.

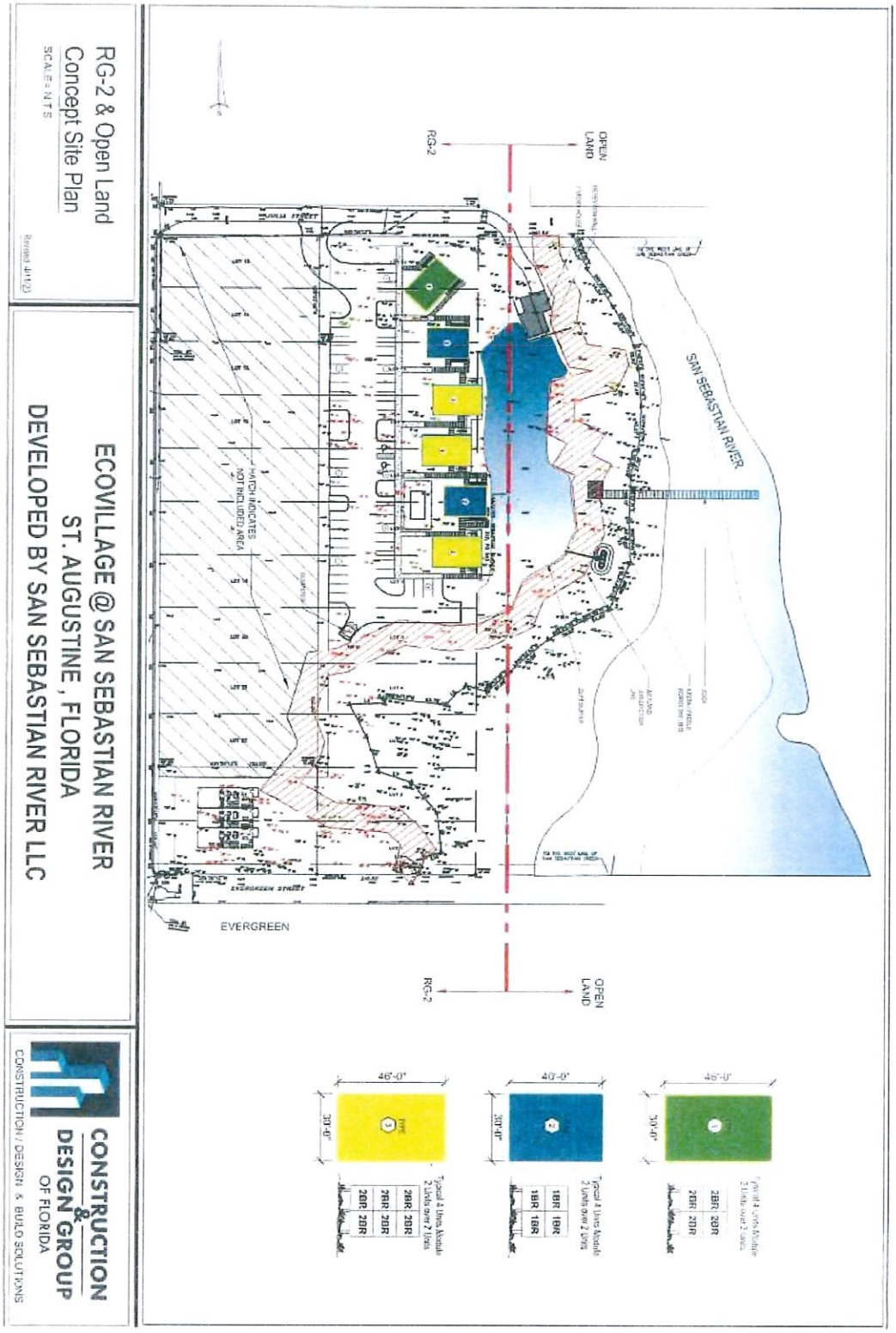
Delinquent taxes in the amount of $7,543.59 for Parcel 1, and $2,290.65 for Parcel 2 were noted.

Tax Assessment Map Subject parcels highlighted in red

Flood Zone According to map panel 12109C0314J, dated 12/7/2018, the Subject site lies within Flood Zones X and AE. Flood Zone AE is within the 100 year flood plain, and Flood Insurance is required. See Flood Zone map below.



Site Plan


RG-2 & Open Land
Concept Site Plan
SCALE = N.T.S.
Revised 4/11/21
ECOVILLAGE @ SAN SEBASTIAN RIVER
ST. AUGUSTINE , FLORIDA
DEVELOPED BY SAN SEBASTIAN RIVER LLC
CONSTRUCTION & DESIGN GROUP OF FLORIDA
CONSTRUCTION / DESIGN & BUILD SOLUTIONS
SAN SEBASTIAN RIVER
OPEN LAND
RG-2
EVERGREEN
HATCH INDICATES NOT INCLUDED AREA
46'-0"
30'-0"
40'-0"
2BR 2BR
2BR 2BR
1BR 1BR
1BR 1BR

HIGHEST AND BEST USE

The market is the final arbiter of market value. One crucial determinant of value in the market is the highest and best use analysis. The market value of land/site and of an improved property are both developed under the assumption that potential purchasers will pay prices that reflects their analyses of the most profitable use of the land and the property as improved.

As per The Appraisal of Real Estate 15th Edition, Highest and Best Use is defined as:

"the reasonably probable use of property that results in the highest value. The four criteria that the highest and best use must meet are legal permissibility, physical possibility, financial feasibility, and maximum productivity."

The highest and best uses of land and improved properties are selected from various alternative uses. The highest and best use conclusions provide the basis for the market value analysis. Thus, the remainder of the valuation process is conducted in relation to these conclusions. Consequently, it is essential that the highest and best use conclusions be related to the motivations of the market. In determining the highest and best use, it is necessary to study the following four factors:

1. **Physically Possible (adaptable uses):** The adaptability of the site and/or improvements to be used. The uses that are physically possible on the subject site or in the subject improvements, given the physical characteristics revealed by property analysis. Size, shape, area, terrain, utility, capacity and availability of public utilities, surrounding land use patterns, topography or subsoil conditions, and physical condition affect the uses to which land may be developed.

2. **Legally Permissible (allowable uses):** The uses that are permitted under existing zoning, private restrictions (long-term lease or deed restrictions), building codes, historic district controls, environmental regulations, etc.

3. **Financially Feasible (appropriate uses):** Among legally permitted and physically possible uses for the subject property, those considered appropriate and feasible, given the characteristics revealed by market, market area, and property analysis. Those uses that produce any net return to the owner, or a positive net present value.

4. **Maximally Productive (most profitable uses):** Among appropriate or financially feasible uses for the subject property, those that will produce the highest present value.

These criteria are often considered sequentially. The tests of physical possibility and legal permissibility must be applied before the remaining tests of financial feasibility and maximum productivity. A use maybe financially feasible but this is irrelevant if it is physically impossible to construct that use or if such a use is not legally permitted. Only when there is a reasonable possibility that one of the prior unacceptable conditions can be changed is it appropriate to proceed with the analysis.

Highest and Best Use as Vacant

As noted, the Subject property has a split zoning designation. Parcel 1 is zoned RG-2, Residential General-Two, while Parcel 2 is zoned Open Land. However, both parcels have a future land use of Residential Medium Density by the City of St. Augustine, FL.

Residential General-Two, allows for single & multi-family dwellings, Tourist homes and bed & breakfast inns, rooming and boarding houses, hotel or motel (up to 30 units), neighborhood recreation facility, home based business, etc.

Open Land, allows for single family dwellings on individual lots (provided that no subdivision plat shall be recorded for such use in this district), marinas, intermediate care facilities, commercial recreational facilities, schools, day nurseries, governmental uses, professional and business offices, etc.

Without an in-depth feasibility study and additional market data, which is beyond the scope of this appraisal report, it would be difficult to determine exactly which specific use would meet with the strongest market acceptance. However, based on market data regarding the expected population growth for the St. Augustine area, and the lots being located within a densely developed residential area, and taking into consideration the current high demand for housing in the St. Augustine area, developing this property residential with single or multi-family home sites seems to be the most logical development choice of these sites.

Therefore, it is our opinion that the highest and best use of this site, as vacant, would be for development of multi-family apartments/townhomes on Parcel 1, and development of a single family lot on Parcel 2, which are both allowable per their zoning designations. This is consistent with the current approved site plan for the Subject.

VALUATION ANALYSIS

Preface to Value

In estimating the Market Value of real estate, three Valuation procedures are typically utilized: the Cost Approach, Sales Comparison Approach, and Income Capitalization Approach. The purpose of this investigation and analysis was to estimate the Market Value of the Subject Parcels "as is". As noted, for valuation purposes, to different sets of comparable sales were used to value the Subject.

In order to value Subject Parcel 1 in "as is" condition, vacant residential land - zoned for residential development of thirty-six (36) multi-family units, the Sales Comparison Approach was utilized to value the property as vacant.

In valuing Parcel 2 as proposed for one (1) single family lot, we have also utilized the Sales Comparison Approach.

The approaches utilized will be discussed in detail at the beginning of each analysis. The sales will be detailed in the following section of this report.

ESTIMATE OF LAND VALUE - Parcel 1

The Sales Comparison Technique is the preferred method to estimate the value of land. The Principle of Substitution affirms that an informed buyer should pay no more for a given site than an amount which a substitute site with equal or similar amenities could be obtained.

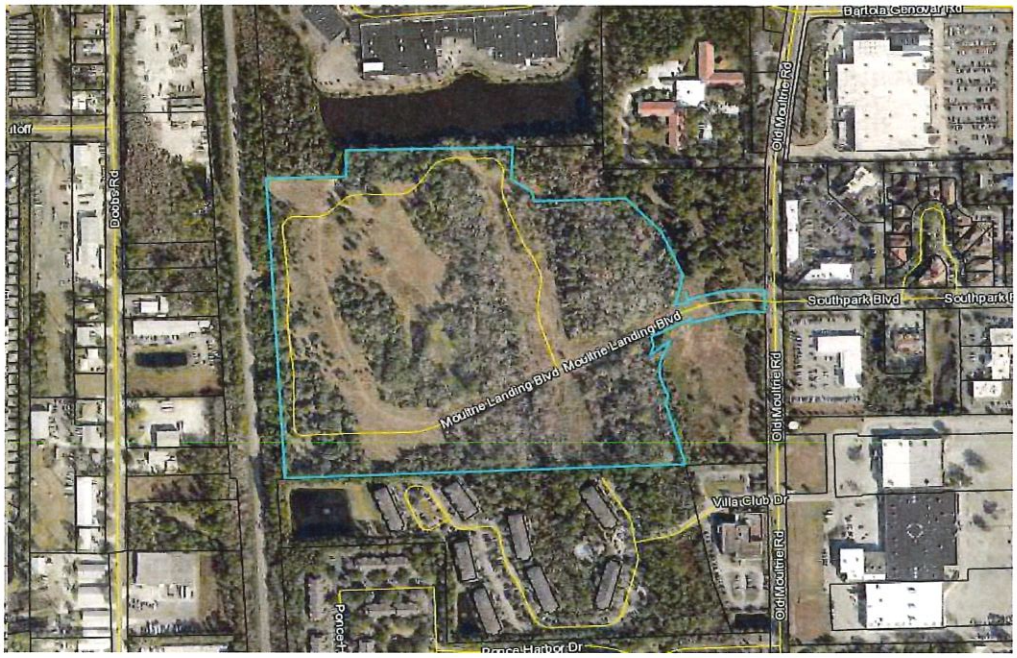
By the gathering and analysis of land sales of similar properties, a confirmed record of the range of prices paid by informed buyers is obtained. From this record adjustments can be made for differences in property characteristics which would have an effect on value, and an indication of the Subject Property's value by common units of measurement can be made.

Units of measurement often used in buying and selling vacant land are Price per Acre, Price per Square Foot, Price per Entitled Unit, Price per Front Foot and Price per Lot. The unit of measure most used by the market in buying and selling land similar to Subject Parcel 1 "as is" is the Price per Entitled Unit.

All properties have their own unique features which relate to location, size, shape, zoning, development potential, date of sale, deed restrictions, financing, etc. In order to accurately isolate most of these differences to determine their relative importance in a sale would require the use of what is known as a "paired sale" technique. In that process, two properties which are identical except for **one** feature (say time, for example) are compared. The difference in the unit value of comparison selected for analysis would then indicate if a property's value had increased or decreased over the time period between the sales. It is obvious that as two, three, four or more differences are added, the ability to accurately isolate differences and compare sales is diminished. Appraisers are required, in those instances, to use their training and experience to input subjective analysis to relate the sale property to the Subject Property.

Where market supported adjustments could be extracted, the comparative adjustments to the comparable sale properties are quantitative. When market data indicates relationships which cannot be quantified, a relative comparison analysis is used to examine the comparable sales to determine whether their characteristics are inferior, superior or equal to the Subject's. Numerous land sales were located, analyzed and compared to the Subject site, with the sales summarized below selected as reflecting the greatest comparability to the Subject Property. On the following pages a Land Sales location Map and Land Sales Summary Chart can be found followed by a discussion of each land sale.

LAND SALE NO. 1



TRANSACTION DATA

DATE:	2/23/21
GRANTOR:	Southglen, Inc.
GRANTEE:	VCP St. Augustine LLC & VCP St. Augustine II LLC
SALES PRICE:	$4,750,000
O.R.BK/PAGE:	5186/671
TERMS OF SALE:	Cash to Seller

PROPERTY DESCRIPTION

PARCEL ACCOUNT #	098490-0000
LOCATION:	West side of Old Moultrie Road, 1,100± feet south of State Road 312. The street address is 2001 Old Moultrie Road, St. Augustine, St. Johns County, Florida.
ZONING:	Planned Unit Development
LAND USE:	Mixed Use
ELEVATION:	Basically level and at the grade of the road.
SITE AREA:	39.904± gross acres; 25.442± usable acres

NUMBER OF UNITS:	312
UTILITIES:	Central water and sewer to the site.

SALE ANALYSIS

PRICE PER GROSS ACRE:	$119,036
PRICE PER USABLE ACRE:	$186,699
PRICE PER UNIT:	$15,224

COMMENTS

This multi-family tract, which is zoned PUD and approved for up to 312 multi-family units, contains 39.904± acres, of which 25.442± are considered to be developable with the remaining lands being conservation areas. Included in the developable area, is 6.118± acres of already filled wetland area.

The Subject's PUD zoning, known as the Old Moultrie Road PUD, was approved by Saint Johns County, Florida on November 23, 2009. The approvals include up to 312 multi-family residential units. According to the PUD agreement, construction of the PUD will be commenced within ten (10) years of the County's approval of the PUD. Commencement of construction shall be deemed to have occurred upon approval of the construction plans for the infrastructure and other common area horizontal improvements within the development area. The agreement also states that the property will be developed in one (1) five (5)-year phase. The subject PUD was granted an extension until 09/28/24 by the State of Florida due to several prior state of emergencies with the most recent being Hurricane Dorian.

Note: this tract was part of a larger tract of land that has not yet been separated from on the St. Johns County Property Appraiser website. The aerial was a rough estimate taken from the PUD. This parcel will receive its own tax ID # once the sale is recorded on the St. Johns County Property Appraiser website.

Confirmed with: Grantor and past appraisal

LAND SALE NO. 2

TRANSACTION DATA

DATE:	12/15/20
GRANTOR:	First Federal Bank
GRANTEE:	ADJ Whispering Creek LLC
SALES PRICE:	$1,500,000
O.R.BK/PAGE:	5139/359
TERMS OF SALE:	Cash to Seller

PROPERTY DESCRIPTION

PARCEL ACCOUNT #	102820-0009
LOCATION:	The address is 3377 Lewis Speedway, St. Augustine, St. Johns County, Florida 32084.
ZONING:	RGO, Residential General Office, by the City of St. Augustine
FUTURE LANE USE:	Mixed Use
ELEVATION:	Basically level and at the grade of the road.
SITE AREA:	14.17 gross acres; 10.74 usable acres

NUMBER OF UNITS: 102

UTILITIES: Central water and sewer to the site.

SALE ANALYSIS

PRICE PER GROSS ACRE: $105,857
PRICE PER USABLE ACRE: $139,535
PRICE PER UNIT: $14,706

COMMENTS

This was the sale of the 10.74± usable acre site located at 3377 Lewis Speedway, St. Augustine, Florida 32084 in the City of St. Augustine. The site was purchased by DR Horton, who plans on constructing 102 town home units on the site. The property was listed for $1,600,000 at the time it was placed under contract. The sale was contingent on the zoning and future land use being changed from commercial to a multi-family use.

Confirmed with: Mariah Moutro listing agent (904) 348-0101 and David Bircham 904-687-4390 City of St. Augustine

LAND SALE NO. 3

TRANSACTION DATA

DATE:	11/18/2022
GRANTOR:	Flagler College Inc
GRANTEE:	Flagler Properties I LLC
SALES PRICE:	$11,000,000
O.R. BK/PAGE:	5667/1871
TERMS OF SALE:	Cash to seller

PROPERTY DESCRIPTION

PARCEL #	098420-0020, 098420-0110 & 098420-0120
LOCATION:	Northeast quadrant of SR-207 and Osceola Elementary Road, St. Augustine, St. Johns County, Florida 32084.
ZONING:	PUD, Planned Unit Development
LAND USE:	Residential-D & Mixed Use
SITE AREA:	34.03± gross acres; 31.27± usable acres
UTILITIES:	Available

NUMBER OF UNITS: 272

SALE ANALYSIS

PRICE PER GROSS ACRE:	$323,244
PRICE PER USABLE ACRE:	$351,775
PRICE PER UNIT:	$40,441

COMMENTS

This sale consisted of three adjacent parcels of land (098420-0020, 0110 & 0120) located along the northwest side of SR 207, just north of SR 312. This property contains approximately 34.03 gross acres, of which approximately 31.27 acres are considered to be usable, with the remaining 2.76 acres being wetlands. The site has 220± feet of frontage along the northwest side of SR-207, and 440± square feet of frontage along the northeast side of Osceola Elementary Road. The site was heavily wooded at the time of sale.

This site was purchased for the future construction of a multi-family development which is proposed to contain approximately 272 multi-family units. The will be approximately 46 buildings which will contain between 4 to 7 units per building. Amenities such as a clubhouse, lakeside trail system, dog park, etc. will be available.

Confirmed with: Public records & past appraisal

LAND SALE NO. 4

TRANSACTION DATA

DATE:	7/7/2022
GRANTOR:	B3 103rd Street Land Trust (5/21/2022)
GRANTEE:	St Johns Housing Partnership Inc
SALES PRICE:	$2,250,000
O.R. BK/PAGE:	20358/396
TERMS OF SALE:	Cash to seller

PROPERTY DESCRIPTION

PARCEL #	012993-0000, 012993-0010, 012993-0020 & 012993-0050
LOCATION:	North side of 103rd Street, one lot west of Walkers Ridge Dr., Jacksonville, FL 32210.
ZONING:	RMD-A & RMD-B
LAND USE:	Residential Medium
SITE AREA:	8.52± gross acres; 8.52± usable acres
UTILITIES:	Available

NUMBER OF UNITS: 80

SALE ANALYSIS

PRICE PER GROSS ACRE:	$264,085
PRICE PER USABLE ACRE:	$264,085
PRICE PER UNIT:	$28,125

COMMENTS

This was the sale of an assemblage of four (4) adjacent parcels of land (012993-0000, 012993-0010, 012993-0020 & 012993-0050) that together form a rectangular shaped tract of land located on the north side of 103rd Street, Jacksonville, FL. This site contains approximately 8.52 gross acres, of which all are considered to be usable. The site has 310± feet of frontage along the north side of 103rd Street.

There were three older homes located on the site at the time of sale, however, none of them were considered to contribute any value to the overall sale.

This 8.52 acre site was acquired by ADJ Briarwood, LLC in July 2022 for $2,250,000, or $264,085 per usable acre. The interest conveyed was reported to be fee simple and the conditions of sale are understood to be arms-length. It will be developed as a 80-unit townhome community ($28,125 per unit).

LAND SALE NO. 5

TRANSACTION DATA

DATE:	11/30/2021
GRANTOR:	4th Street Fernandina Partners LLC
GRANTEE:	BorDan Development, LLC
SALES PRICE:	$1,200,000
O.R. BK/PAGE:	2519/977
TERMS OF SALE:	Cash to seller

PROPERTY DESCRIPTION

PARCEL #	00-00-31-1800-0203-0000
LOCATION:	West side of South 4th Street, just west of Olive Street, Fernandina Beach, Nassau County, FL 32034.
ZONING:	RG-1, Residential General-1
LAND USE:	High Density
SITE AREA:	5.40± gross acres; 5.40± usable acres
UTILITIES:	Available

NUMBER OF UNITS: 38

SALE ANALYSIS

PRICE PER GROSS ACRE:	$222,222
PRICE PER USABLE ACRE:	$222,222
PRICE PER UNIT:	$31,579

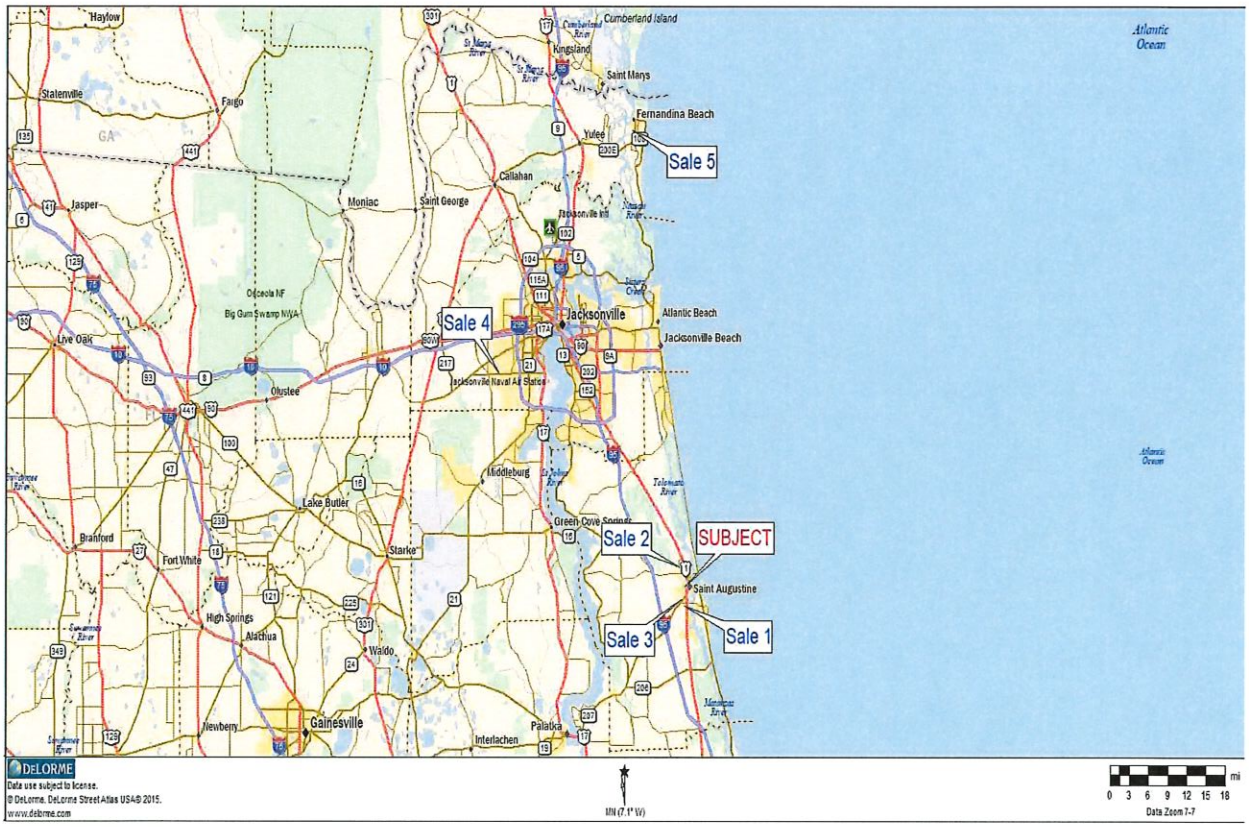
COMMENTS

This is the sale of a vacant land tract purchased for the development of a 38-lot townhome community. The development has extensive marsh frontage. South 4th Street is unimproved as it passes by the sale site.

This site has a zoning of RG-1, Residential General-1, and a future land use of High Density.

Confirmed with: Joseph Parrish - Listing agent with Summer House Realty

LAND SALES MAP



Discussion of Vacant Land Sales

The sales used to value the Subject are summarized below.

Sale No.	Parcel 1	1	2	3	4	5
Sale Date		02/23/21	12/15/20	11/18/22	07/07/22	11/30/21
Sale Price		$4,750,000	$1,500,000	$11,000,000	$2,250,000	$1,200,000
Property Data						
Land Area (Useable Acres)	2.75	25.44	10.74	31.27	8.52	5.40
Developable Units	36.00	312	102	272	80	38
Zoning	RG-2	PUD	RGO	PUD	RMD-A/B	RG-1
Land Use	R-Med	MU	MU	Red-D/MU	Res-Med	HD
Sale Price SF		**$15,224**	**$14,706**	**$40,441**	**$28,125**	**$31,579**

These sales were analyzed on a price per developable unit, and ranged in time from December of 2020 to November of 2022. The sales and ranged in size from 38 to 312 developable units.

The unit value considered most appropriate and referred to in this analysis is the price per developable unit. All sales are compared to the Subject and consideration has been given to differences in financing, market conditions, location, zoning/land use and physical characteristics such as size, shape and access.

Property Rights Conveyed

Each of the sales considered conveyed the right of the fee simple interest and no adjustments were necessary.

Adjustment for Financing

All of the comparables were purchased with conventional financing, cash or had financing which did not impact their sales prices. Therefore, no adjustments were made nor any cash equivalencies performed on the comparable sales.

Condition of Sale

All of the sales were arms length and did not require an adjustment for condition of sale.

Market Conditions

From early 2012 to the present, values appeared to have stabilized, with increases in rents and occupancy rates being experienced in most areas over the past three years, as demand has picked up. Market participants and active brokers who specialize in real estate like the subject are reporting that market conditions were improving, and property values were increasing. In, general, we tend to agree that overall market conditions were improving. Despite the Covid-19 pandemic, demand for residential land has still remained strong and residential market conditions

within the Subject's submarket have still been steadily improving. Brokers are of the opinion that value increases at a minimum of 6% to 10% per year were reasonable for the subject's market area. Therefore, an upward market condition adjustment of 10% per year was applied to the sales.

It should also be noted that beginning in March of 2022 the Federal Reserve started to raise its benchmark interest rate to combat inflation. Since this time the Federal Reserve has raised rates a total of 10 times, for a total rate hike of 5.00%, bringing the overnight borrowing rate to its highest level in 15 years. What overall impact these rate hikes have had on real estate values is unclear at this time. However, in talking with brokers in the area, it is clear that the demand for affordable housing in the area is as strong as ever, as demand still greatly exceeds the supply.

Location/Site Prominence

The Subject is located at the northeast corner of Florida Avenue and Evergreen Avenue, just north of W. King Street, and has marsh frontage along the San Sebastian River. Uses in the Subject's immediate area are mostly residential in nature, with most commercial uses being located along W. King Street to the south. The Subject is easily accessible from US-1, King Street and SR-16, and is also within close proximity to downtown St. Augustine.

Sale 1 is located along Old Moultrie Road, just south of SR-312, and just west of US Highway 1. This location was considered to be similar as compared to the Subject.

Sale 2 was located along Lewis Speedway, in an area that was considered to be inferior to the Subject. Therefore, this sale was adjusted upwards accordingly.

Sale 3 is located along SR-207, just north of SR-312, and just west of US Highway 1. This location was considered to be superior as compared to the Subject due to its highway frontage, requiring a downwards adjustment.

Sale 4 is located along the north side of 103rd Street, on the west side of Jacksonville. This location was considered to be inferior as compared to the Subject. Therefore, this sale was adjusted upwards accordingly.

Sale 5 was located in Fernindina Beach, in an area considered to be slightly inferior to the Subject, requiring an upward adjustment.

Site View

As noted, the Subject site also has 630± feet of frontage along the marshes of the San Sebastian River. As per the proposed site plan, most of the units will have an unobstructed marshfront view of the San Sebastian River. Sales 1-4 all required an upwards adjustment for their inferior views as compared to the Subject. Sale 5 also had a marsh/river views, thus no adjustment was required.

Number of Units

The comparables ranged in number of developable units from 38 to 312. Based upon holdings cost for developed lots, larger developments with longer projected sellout periods would expect to sell at a discount (bulk discount) to smaller developments with a much shorter sellout period.

Therefore, an average sized project would tend to sell for a higher price per lot than a larger project with a longer projected sellout period, considering all other characteristics are equal. The sales were adjusted accordingly based on the differences in the number of lots as compared to the Subject.

Density/Units per Acre

Sale 1 was adjusted upwards for higher number of planned units per acre. The remaining sales all fell within a similar range as the Subject, and required no adjustment.

Site Utility/Parcel Shape

The Subject has a good developable shape which would not hinder the construction of future improvements. All of the sales had good frontage and visibility, and were considered to be similar as compared to the Subject in this aspect.

Access

The Subject has good access from Florida Avenue and Julia Street. All of the comparables were considered to be similar as compared to the Subject in this aspect, and no adjustments were required.

Zoning/Development Potential

All of the comparables were considered to be similar as compared to the Subject in this aspect.

Miscellaneous

No further adjustments were required.

Conclusion

The sales discussed above are considered the most similar to the Subject overall, and reflect the best available market data on which to base our estimate of land value. After adjustments, the sales ranged in price from $31,500 to $60,581 per unit, with the average price being $44,221 per unit, and the median price being $44,337 per unit. It should be noted that the adjusted range per unit is fairly wide, and reflects the fact that there are few overall similar comparables in the market place.

Therefore, based on the above sales, but giving less weight to sales 1 and 2 for being the oldest comparable sales, and since demand for properties in the area has increased tremendously over this time period, it is our opinion that the Market Value of the Subject site "as is" with entitlements in place for development of 36 residential units, is $50,000 per entitled unit, calculated as follows:

NUMBER OF LOTS	@	PRICE PER LOT	=	INDICATED VALUE
36		$50,000		$1,800,000

COMPARABLE LAND SALES ADJUSTMENT CHART						
Sale No.	**Parcel 1**	**1**	**2**	**3**	**4**	**5**
Sale Date		02/23/21	12/15/20	11/18/22	07/07/22	11/30/21
Sale Price		$4,750,000	$1,500,000	$11,000,000	$2,250,000	$1,200,000
Property Data						
Land Area (Useable Acres)	3.81	25.44	10.74	31.27	8.52	5.40
Developable Units	36	312	102	272	80	38
Density (Units per Acre)	9.45	12.26	9.50	8.70	9.39	7.04
Zoning	RG-2	PUD	RGO	PUD	RMD-A/B	RG-1
Land Use	R-Med	MU	MU	Red-D/MU	Res-Med	HD
Sale Price SF		**$15,224**	**$14,706**	**$40,441**	**$28,125**	**$31,579**
Property Rights Conveyed		0.00%	0.00%	0.00%	0.00%	0.00%
Financing		0.00%	0.00%	0.00%	0.00%	0.00%
Conditions of Sale		0.00%	0.00%	0.00%	0.00%	0.00%
Market Condition Adjustment		24.00%	26.00%	7.00%	10.00%	17.00%
Adjusted Unit Price Range		**$18,878**	**$18,529**	**$43,272**	**$30,938**	**$36,947**
Physical Adjustments						
Location/Site Prominence		0.00%	25.00%	-10.00%	30.00%	20.00%
Site View		30.00%	30.00%	30.00%	30.00%	0.00%
Size - Number of Units		30.00%	15.00%	20.00%	10.00%	0.00%
Density Per Acre		10.00%	0.00%	0.00%	0.00%	0.00%
Site Shape/Utility		0.00%	0.00%	0.00%	0.00%	0.00%
Access		0.00%	0.00%	0.00%	0.00%	0.00%
Zoning/Development Potential		0.00%	0.00%	0.00%	0.00%	0.00%
Miscellaneous		0.00%	0.00%	0.00%	0.00%	0.00%
Total Adjustment		**70.00%**	**70.00%**	**40.00%**	**70.00%**	**20.00%**
Adjusted Price Per SF		**$32,093**	**$31,500**	**$60,581**	**$52,594**	**$44,337**
Avg. adjusted price Usable SF	$44,221					
Med. Adjusted price Usable SF	$44,337					

ESTIMATE OF LAND VALUE - Parcel 2

The Sales Comparison Technique is the preferred method to estimate the value of land. The Principle of Substitution affirms that an informed buyer should pay no more for a given site than an amount which a substitute site with equal or similar amenities could be obtained.

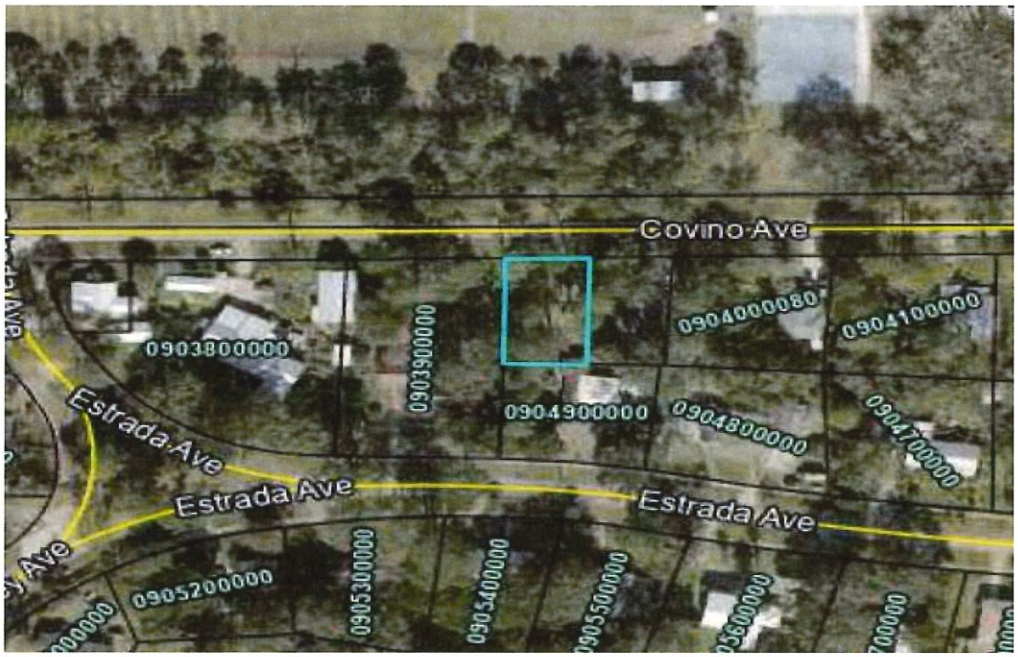
By the gathering and analysis of land sales of similar properties, a confirmed record of the range of prices paid by informed buyers is obtained. From this record adjustments can be made for differences in property characteristics which would have an effect on value, and an indication of the Subject Property's value by common units of measurement can be made.

Units of measurement often used in buying and selling vacant land are Price per Acre, Price per Square Foot, Price per Front Foot and Price per Lot. The unit of measure most used by the market in buying and selling land parcels similar to the Subject "as is" is the Price per Lot.

All properties have their own unique features which relate to location, size, shape, zoning, development potential, date of sale, deed restrictions, financing, etc. In order to accurately isolate most of these differences to determine their relative importance in a sale would require the use of what is known as a "paired sale" technique. In that process, two properties which are identical except for **one** feature (say time, for example) are compared. The difference in the unit value of comparison selected for analysis would then indicate if a property's value had increased or decreased over the time period between the sales. It is obvious that as two, three, four or more differences are added, the ability to accurately isolate differences and compare sales is diminished. Appraisers are required, in those instances, to use their training and experience to input subjective analysis to relate the sale property to the Subject Property.

Where market supported adjustments could be extracted, the comparative adjustments to the comparable sale properties are quantitative. When market data indicates relationships which cannot be quantified, a relative comparison analysis is used to examine the comparable sales to determine whether their characteristics are inferior, superior or equal to the Subject's. Numerous land sales were located, analyzed and compared to the Subject site, with the sales summarized below selected as reflecting the greatest comparability to the Subject Property. On the following pages a Land Sales location Map and Land Sales Summary Chart can be found followed by a discussion of each land sale.

LOT SALE NO. 1



TRANSACTION DATA

DATE:	5/18/2023
GRANTOR:	Mary Jo Adamczyk
GRANTEE:	Marker 38 Investments LLC
CONTRACT PRICE:	$100,000
O.R. BK/PAGE:	5759/1849
TERMS OF SALE:	Cash to seller

PROPERTY DESCRIPTION

PARCEL #:	090390-0050
LOCATION:	South side of Convino Avenue, just east of Estrada Avenue, St. Augustine, FL 32084.
SITE AREA:	6,741± square feet
DIMENSIONS:	63' x 107'
UTILITIES:	Central water and sewer

ZONING: RS-3

SALE ANALYSIS

PRICE PER LOT: $100,000
PRICE PER FRONT FOOT: $1,587

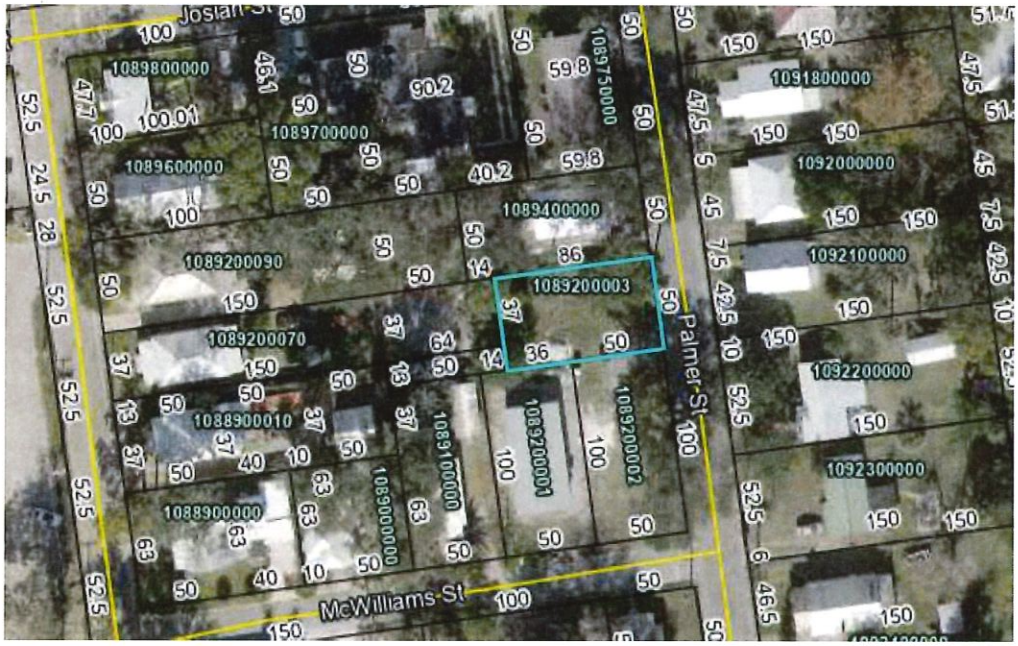
COMMENTS

Parcel ID - 090390-0050

Rectangular shaped lot containing approximately 63 front feet along the south side of Covino Avenue. This lot was listed for $119,000, and spent approximately 27 days on the market before it was placed under contract.

Confirmed with: Robin Arnold (selling agent)

LOT SALE NO. 2



TRANSACTION DATA

DATE:	5/5/2023
GRANTOR:	Graydon Frenzel etal
GRANTEE:	Mitchell Managment Inc. Et al
CONTRACT PRICE:	$75,000
O.R. BK/PAGE:	5752/1942
TERMS OF SALE:	Cash to seller

PROPERTY DESCRIPTION

PARCEL #:	108920-0003
LOCATION:	West side of Palmer Street, two lots south of Josiah St., St. Augustine, FL 32084.
SITE AREA:	4,300± square feet
DIMENSIONS:	50' x 86'
UTILITIES:	Central water and sewer

ZONING: RS-3

SALE ANALYSIS

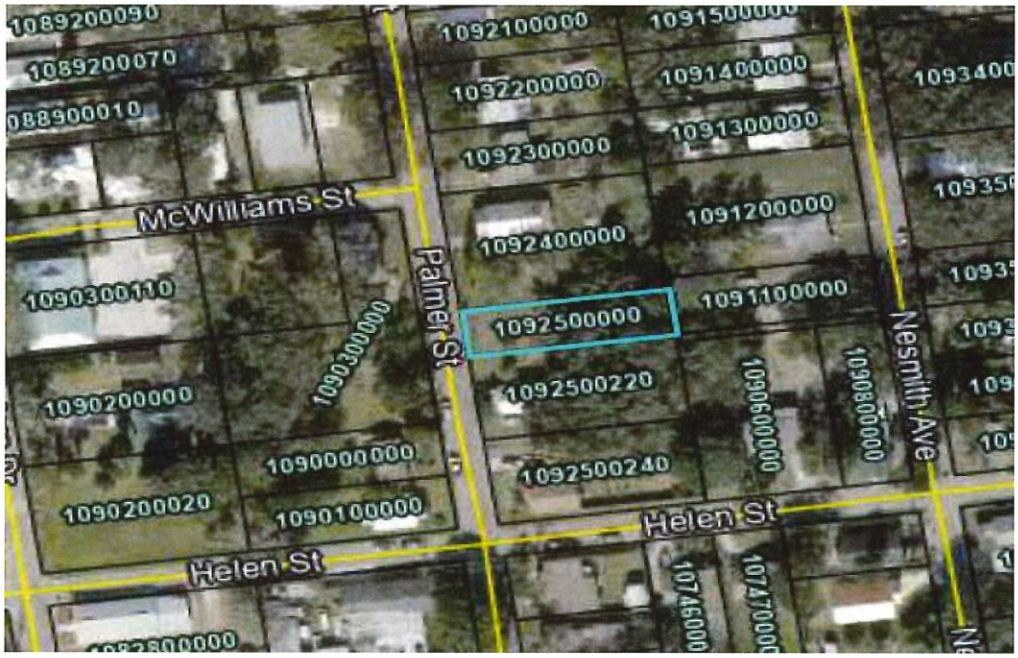
PRICE PER LOT: $75,000
PRICE PER FRONT FOOT: $1,500

COMMENTS

Rectangular shaped lot containing approximately 50 front feet along the west side of Palmer Street. This lot is not currently listed on the market.

Confirmed with: Robin Arnold (selling agent)

LOT SALE NO. 3



TRANSACTION DATA

DATE:	4/20/2023
GRANTOR:	Michael Hart
GRANTEE:	Colour Homes LLC
CONTRACT PRICE:	$97,500
O.R. BK/PAGE:	5745/1229
TERMS OF SALE:	Cash to seller

PROPERTY DESCRIPTION

PARCEL #:	109250-0000
LOCATION:	East side of Palmer Street, two lots north of Helen St., St. Augustine, FL 32084.
SITE AREA:	6,534± square feet
DIMENSIONS:	42.5' x 150"
UTILITIES:	Central water and sewer

ZONING: RS-2

SALE ANALYSIS

PRICE PER LOT: $97,500
PRICE PER FRONT FOOT: $2,294

COMMENTS

Rectangular shaped lot containing approximately 42.5 front feet along the east side of Palmer Street. This lot is currently listed on the market for $99,000 and was on the market for roughly 50 days prior to being placed under contract. The lot is scheduled to close on 4-25.

Confirmed with: Gabriel Kling (listing agent)

LOT SALE NO. 4

TRANSACTION DATA

DATE:	3/23/2022
GRANTOR:	Karen Luoto
GRANTEE:	Jared Van Dyke
CONTRACT PRICE:	$123,000
O.R. BK/PAGE:	5524/1818
TERMS OF SALE:	Cash to seller

PROPERTY DESCRIPTION

PARCEL #:	075040-0180
LOCATION:	456 Lakeshore Drive, St. Augustine, FL 32095.
SITE AREA:	12,875± square feet
DIMENSIONS:	103' x 125'
UTILITIES:	Central water and sewer
ZONING:	RMH

SALE ANALYSIS

PRICE PER LOT:	$123,000
PRICE PER FRONT FOOT:	$1,194

COMMENTS

Rectangular shaped lot containing approximately 103 front feet along the west side of Lakeshore Drive. This lot is currently listed on the market for $99,000 and was on the market for roughly 50 days prior to being placed under contract. The lot is scheduled to close on 4-25.

Confirmed with: Public records

LOT SALE NO. 5

TRANSACTION DATA

DATE:	5/24/2022
GRANTOR:	David E. Lee et al
GRANTEE:	Charles K. Bridges
CONTRACT PRICE:	$100,000
O.R. BK/PAGE:	5569/992
TERMS OF SALE:	Cash to seller

PROPERTY DESCRIPTION

PARCEL #:	151370-0000
LOCATION:	East side of Seminole Drive, between Fern Street and Atlantic Avenue, St. Augustine, FL 32084.
SITE AREA:	11,000± square feet
DIMENSIONS:	100' x 111'
UTILITIES:	Central water and sewer

ZONING: RS-2

SALE ANALYSIS

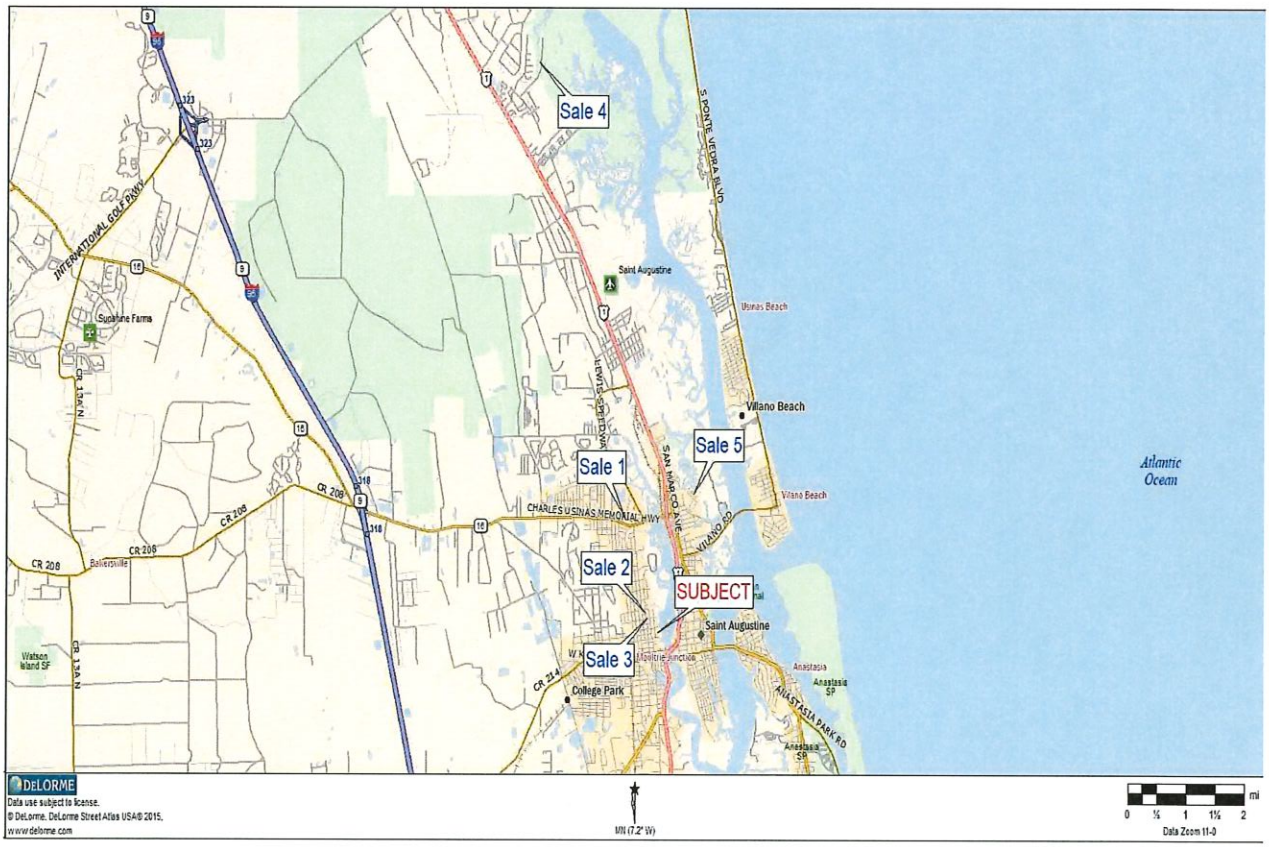
PRICE PER LOT: $100,000
PRICE PER FRONT FOOT: $1,000

COMMENTS

Rectangular shaped lot containing approximately 100 front feet along the east side of Seminole Drive, and 100 feet of marsh frontage. This lot was listed on the market for $175,000, before eventually selling for $100,000, and spent roughly 218 days on the market.

Confirmed with: Henry B. Bradford - Listing agent with Berkshire Hathaway

LOT SALES MAP



Discussion of Vacant Lot Sales - Parcel 2

As per the site plan, there will be one residential home site having direct marsh/river frontage. For analysis purposes the single family lot was valued separately using a different set of comparable land sales and will be referred to as Parcel 2. A summary of the sales considered most comparable to Parcel 2 are listed below:

Sale No.	Subject	1	2	3	4	5
Sale Date		05/18/23	05/05/23	04/20/23	03/23/22	05/24/22
Sale Price		$100,000	$75,000	$97,500	$123,000	$100,000
Property Data						
Lot Size (Useable SF)	12,000	6,741	4,300	6,534	12,875	11,000
Zoning	OP	RS-3	RS-2	RS-2	RMH	RS-2
Sale Price Lot		**$100,000**	**$75,000**	**$97,500**	**$123,000**	**$100,000**

These sales were analyzed on a price per lot basis. It is our opinion that the price per lot is the most pertinent unit of comparison for residential lot sales, since it is generally utilized by sellers, buyers and brokers of this type of property. The unadjusted range of value from these sales is from $75,000 to $123,000 per lot. All the comparable sales were compared for date of sale, location, size, access, exposure and zoning.

Property Rights Conveyed

Each of the sales considered conveyed the right of the fee simple interest and no adjustments were necessary.

Adjustment for Financing

All of the comparables were purchased with conventional financing, cash or had financing which did not impact their sales prices. Therefore, no adjustments were made nor any cash equivalencies performed on the comparable sales.

Condition of Sale

All of the sales were arms length and did not require an adjustment for condition of sale.

Market Conditions

From early 2012 to the present, values appeared to have stabilized, with increases in rents and occupancy rates being experienced in most areas over the past three years, as demand has picked up. Market participants and active brokers who specialize in real estate like the subject are reporting that market conditions were improving, and property values were increasing. In, general, we tend to agree that overall market conditions were improving. Despite the Covid-19

pandemic, demand for residential land has remained strong and market conditions for both developable lots and finished homes within the Subject's submarket have still remained strong. Brokers are of the opinion that value increases at a minimum of 5% to 10% per year were reasonable for the subject's market area. According to the Rocket Homes Market Report of St. Augustine, FL, the median price for a home sold in March of 2023 is $484,495, which is a 17.2% increase from March of 2022. Therefore, an upward market condition adjustment of 10% per year was applied to the sales.

It should also be noted that beginning in March of 2022 the Federal Reserve started to raise its benchmark interest rate to combat inflation. Since this time the Federal Reserve has raised rates a total of 10 times, for a total rate hike of 5.00%, bringing the overnight borrowing rate to its highest level in 15 years. What overall impact these rate hikes have had on real estate values is unclear at this time. However, in talking with brokers in the area, it is clear that the demand for affordable housing in the area is as strong as ever, as demand still greatly exceeds the supply.

Location/Site Prominence

The Subject is located along the south side of Julia Street, just east of Florida Avenue, and has direct marsh/river frontage along the San Sebastian River. Uses in the Subject's immediate area are mostly residential in nature, with most commercial uses being located along W. King Street to the south and Masters Drive to the west. The Subject is easily accessible from US-1, King Street and SR-16, and is also within close proximity to downtown St. Augustine.

Sales 1, 2 and 3 all had similar locations as compared to the Subject, however, as noted that Subject has marsh frontage with a view of the river. This was considered to be superior as compared to Sales 1, 2 and 3, which were adjusted upwards accordingly. All of the remaining sales were considered to be similar a compared to the Subject in this aspect.

Lot Size

For analysis purposes, the allocated lot area for Parcel 2 was estimated at 12,000± square feet. The comparables ranged in size from 4,300 to 12,875 square feet, and were compared to the Subject lots in terms of overall square feet and front feet.

Sales 1, 2 and 3 had noticeably smaller lot sizes as compared to the Subject lot. Therefore, each of these sales were adjusted downwards accordingly. The remaining sales were considered to be similar as compared to the Subject in this aspect.

Site Utility/Parcel Shape

Sale 3 had a long narrow shape, which is less conducive for development, and therefore required an upward adjustment. All of the remaining sales had good frontage and visibility, and were considered to be similar as compared to the Subject in this aspect.

Access

The Subject will have good access from Julia Street. All of the comparables were considered to be similar as compared to the Subject in this aspect, and no adjustments were required.

Zoning/Development Potential

All of the comparables were considered to be similar as compared to the Subject.

Miscellaneous

No further adjustments were required.

Conclusion - Parcel 2

The sales discussed above are considered the most similar to the Subject overall, and reflect the best available market data on which to base our estimate of land value. After adjustments, the sales ranged in price per lot from $104,535 to $137,865, with the average price being $125,032, and the median price being $135,000.

Therefore, based on the above comparable lot sales, and taking into consideration the Subject's location, lot size, and good marsh frontage with a river view, it is our opinion that the Market Value "as is" of the Subject lot is **$135,000**.

Conclusion - Subject Site "As-Is"

The Subject Property consists of two adjacent parcels of vacant land (107790-0010 & 107790-0110) that contain a total of 6.57± acres, of which 3.81± acres are considered to be usable. The two parcels together form an irregular shaped site and have frontage along the east side of Florida Avenue, south side of Julia Street, and the west side of the San Sebastian River. The Subject has a split zoning of RG-2 and Open Land. The site is planned for development of up to 36 multi-family units in 7 detached buildings and one detached single family residence. As noted, for analysis purposes the single family lot was valued separately using a different set of comparable land sales and will be referred to as Parcel 2. Based on the above analysis, it is our opinion that the Market Value of the Subject Property (both parcels combined) is $1,935,000, calculated as follows:

Market Value of Parcel 1 (36 units):	$1,800,000 *
Market Value of Parcel 2 (homesite):	+ $135,000
Market Value of Subject "As Is":	**$1,935,000**

*See page 45 for discussion on Parcel 1

COMPARABLE LOT SALES ADJUSTMENT CHART

Sale No.	Subject	1	2	3	4	5
Sale Date		05/18/23	05/05/23	04/20/23	03/23/22	05/24/22
Sale Price		$100,000	$75,000	$97,500	$123,000	$100,000
Property Data						
Lot Size (Useable SF)	12,000	6,741	4,300	6,534	12,875	11,000
Zoning	OP	RS-3	RS-2	RS-2	RMH	RS-2
Sale Price Lot		**$100,000**	**$75,000**	**$97,500**	**$123,000**	**$100,000**
Property Rights Conveyed		0.00%	0.00%	0.00%	0.00%	0.00%
Financing		0.00%	0.00%	0.00%	0.00%	0.00%
Conditions of Sale		0.00%	0.00%	0.00%	0.00%	0.00%
Market Condition Adjustment		0.00%	1.00%	1.00%	12.00%	10.00%
Adjusted Unit Price Range		**$100,000**	**$75,750**	**$98,475**	**$137,760**	**$110,000**
Physical Adjustments						
Location/Site Prominence		30.00%	30.00%	30.00%	0.00%	0.00%
Site Size		5.00%	8.00%	5.00%	0.00%	0.00%
Site Shape/Utility		0.00%	0.00%	5.00%	0.00%	0.00%
Access		0.00%	0.00%	0.00%	0.00%	0.00%
Zoning/Development Potential		0.00%	0.00%	0.00%	0.00%	0.00%
Miscellaneous		0.00%	0.00%	0.00%	0.00%	0.00%
Total Adjustment		**35.00%**	**38.00%**	**40.00%**	**0.00%**	**0.00%**
Adjusted Price Per Lot		**$135,000**	**$104,535**	**$137,865**	**$137,760**	**$110,000**

Avg. Adjusted Price Per Lot	**$125,032**
Med. Adjusted Price Per Lot	**$135,000**

RECONCILIATION

The approaches to value utilized in this valuation process had the following value indications:

Sales Comparison Approach: $1,935,000

The Sales Comparison Approach, as it related to our estimate of the "As Is" value of the Subject site, was based on a comparison of other vacant land sales to the Subject. In this analysis, sales which have similar sizes, location, etc. to the Subject Property were utilized. These sales were adjusted where necessary to equate them to the Subject.

Therefore, subject to the assumptions and limiting conditions and to the definition of Market Value, as set forth in this report, we have formed the following opinion of value for the Subject Property as of June 28, 2023:

ONE MILLION NINE HUNDRED THIRTY-FIVE THOUSAND DOLLARS
($1,935,000)

Allocated as Follows:

Parcel 1 - with entitlements in place for 36 multi-family units	$1,800,000
Parcel 2 - Marsh Front Single Family Lot	$135,000

ADDENDA

QUALIFICATIONS - RONALD N. PACETTI

Resident of Florida since birth, licensed by Real Estate Commission, State of Florida since 1987.

Formal Education

Bachelor of Science in Business Administration, 1986 from
University of Florida, Gainesville, Florida.

Master of Arts in Real Estate, 1989 from University of
Florida, Gainesville, Florida.

Real Estate Education

University of Florida Courses, Sponsored by the Appraisal Institute:

Real Estate Analysis, 1986
Real Estate Law, 1988
Real Estate Feasibility, 1988
Real Estate Valuation I and II, 1987, 1989
Case Studies in Real Estate Valuation, 1989
Valuation Analysis and Report Writing, 1989
Real Estate Finance, 1988

Recent Courses and Seminars:

*3-Hour Florida Appraisal Laws and Regulations - October 2022
*Business Practices and Ethics - October 2022
*Cool Tools - New Technology for RE Appraisers - November 2022
*Comparative Analysis - November 2022
*7-Hour National USPAP Update Course - September 2022
**Small Hotel/Motel Valuation - September 2020
*Appraising Automobile Dealerships - August 2020
*Appraisal of Medical Office Buildings - August 2020

QUALIFICATIONS - RONALD N. PACETTI - Continued

Memberships and Professional Affiliations

Member Appraisal Institute, MAI Designation 9277, 1992
Licensed Real Estate Salesman 0490317, State of Florida
State Certified General Appraiser Licensed No. RZ 677, State of Florida

Appraisal Experience

Started Pacetti Appraisal Services in July, 1994.
Appraiser, Clark, Hunter & Associates, March, 1992 to June, 1994.
Associate Appraiser, Callaway & Price, Inc., May, 1988 to February, 1992.
Staff Appraiser, Dub Clark & Associates, March, 1987 to August, 1987.

Types of Properties Appraised

Appraisals made on the following types of property throughout the State of Florida for individuals, attorneys, insurance companies, banks, corporations, government agencies, and mortgage companies.

- Acreage
- Apartment Buildings
- Bed and Breakfast
- Commercial Buildings
- Condemnation
- Condominiums (Individual Units and Discounted Sellouts of Total Projects)
- Country Clubs
- Duplexes
- Easements
- Farms
- Foreclosures
- Golf Courses
- Industrial Buildings
- Medical Buildings
- Mobile Home Parks
- Office Buildings
- Office Condominiums
- Recreation Leases
- Residences
- Radio Towers
- Service Stations
- Shopping Centers
- Special Purpose
- Store Buildings
- Subdivisions
- Vacant Commercial Land
- Vacant Industrial Land
- Warehouses
- R.V. Parks

QUALIFICATIONS - RANDALL A. PACETTI

Resident of Florida since birth, State-Certified General Real Estate Appraiser by the Florida Real Estate Appraisal Board, State of Florida since 2017.

Formal Education
Bachelor of Science in Business Real Estate, 2011 from
University of Central Florida, Orlando, Florida.

Real Estate Education
University of Central Florida Courses:

Fundamentals of Real Estate, 2010
Real Estate Law, 2010
Real Estate Appraisal & Valuation, 2010
Commercial Real Estate Finance, 2010
Real Estate Investment Analysis, 2011
Real Estate Development, 2011
Advanced Topics in Real Estate, 2011
Real Estate Internship, 2011

IFREC, Institute of Florida Real Estate Careers, Inc.:

USPAP, Uniform Standards of Professional Appraisal Practice, 2012

Memberships and Professional Affiliations

State-Certified General Real Estate Appraiser No. RZ 3911, State of Florida

Appraisal Experience

Staff Researcher, Pacetti Appraisal Services Inc., May, 2011 to November, 2012.
Staff Appraiser, Pacetti Appraisal Services Inc., November, 2012 to present.

Types of Properties Appraised

Appraisals made on the following types of property throughout the State of Florida for individuals, attorneys, insurance companies, banks, corporations, government agencies, and mortgage companies.

Acreage
Apartment Buildings
Bed and Breakfast
Commercial Buildings
Condominiums
Foreclosures
Industrial Buildings
Medical Buildings
Office Buildings
Office Condominiums
Shopping Centers
Store Buildings
Vacant Commercial Land
Vacant Industrial Land

APPRAISER LICENSES

Ron DeSantis, Governor

Melanie S. Griffin, Secretary

Florida dbpr

STATE OF FLORIDA
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

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Ron DeSantis, Governor

Melanie S. Griffin, Secretary

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