



William Bartram Scenic & Historic Highway

Corridor Management Plan
& Florida Scenic Highway Designation Application

William Bartram Scenic & Historic Highway

Florida Scenic Highway Designation Application

and

Corridor Management Plan

Submitted to:

Florida Department of Transportation
District Two Scenic Highways Coordinator
2250 Irene Street, Mail Station 2812
Jacksonville FL 32004

Submitted by:

The William Bartram Scenic & Historic Highway Corridor Group
Mary Cornwell, Chair
c/o St. Johns County Growth Management Services Department
Planning Division
4020 Lewis Speedway, St. Augustine, FL 32095

Prepared by:

The William Bartram Scenic & Historic Highway Corridor Group
and
St. Johns County Planning Division

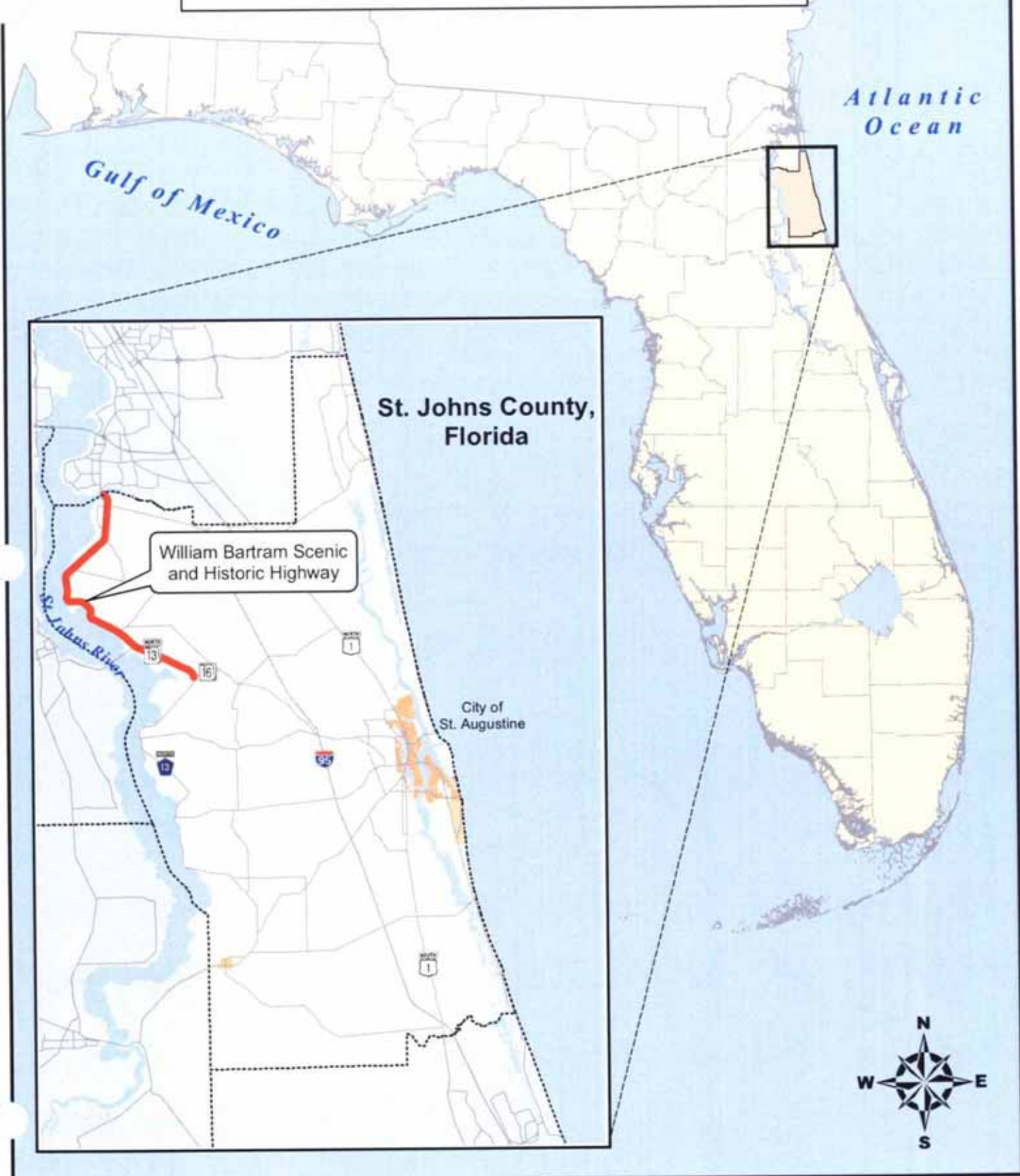
In association with:

FDOT District Two Scenic Highways Coordinator
and

Herbert-Halback, Inc. (HHI)
423 South Keller Road, Suite 300, Orlando, FL 32810
www.hhidesign.com

June 2005

WILLIAM BARTRAM SCENIC AND HISTORIC HIGHWAY



Corridor Vision Statement

The following is the Corridor Group's vision of the corridor in the year 2025:

The William Bartram Scenic and Historic Highway provides a unique experience for those who choose to explore its winding path. It encompasses exceptional archaeological, historical, scenic, cultural, and recreational resources and the opportunity to enjoy the St. Johns River estuary by canoeing and boating along the creeks and river. Most apparent are the views provided by the immense live oak canopies along the route and splendid vistas of the St. Johns, an American Heritage River. One can drive or bicycle a trail under vaulting oaks and through adjacent hardwood wetlands passing through small communities that have maintained their agricultural heritage. Vestiges of the past have been restored with small citrus groves reminiscent of the area's Folio-plantation days. This window into "Old Florida" preserves and enhances the resources of the region by telling the story of the first Indian settlers, the early European pioneers and plantation owners and of the travels and discoveries of renowned naturalist William Bartram who attempted to establish a plantation on the banks of the nearby river.

It is a highway with scenic borders separating small neighborhoods and gracious homes with an interconnected recreational trail system. It is an area where existing communities, developers, and the County government have worked together to encourage a thoughtful approach to maintaining the rural feel of the area when designing and planning new developments. Fruit Cove, the first town along the southbound route, welcomes a visitor by the sight of a quaint town center park. This park is used for many types of gatherings from outdoor concerts and art shows to just a place for meeting friends. Local trade flourishes around the park. The scenic highway is enhanced through a "greenway" system designed to preserve habitat by acquiring sensitive wetlands and uplands to provide recreational opportunities. Measures are in place to protect adjacent agricultural and silviculture lands by such means as the transfer of development rights, rural conservation programs, County acquisition and/or County subsidies to offset losses that might be incurred by continuing agriculture and silviculture activities. There are few visual intrusions along its length to distract the traveler from enjoying a rural ambiance. Several residential developments with their gardens, fences and attractive entrances enhance the scenic look of the highway.



William Bartram
Scenic & Historic Highway

Bordering the scenic highway is an extensive Blueway System along the St. Johns River, Florida's first transportation "throughway." The Blueway System preserves sensitive lands and public access to the river at many points along this historic highway. Switzerland, the second town along the route, centers around the picturesque and historic "Old Florida" community with the old general store, and post office, original volunteer fire station, restored first church, and landmark "Steamboat Road." The restored Bennett-Harris homestead in the 55-acre Alpine Groves Park affords the opportunity to visitors to explore a variety of recreational activities. A succession of very large and impressive homes stretches along the southern part of Switzerland, contributing to the status of the corridor.

A trip down this scenic corridor provides the visitor with a feeling of peace and tranquility that only closeness with the natural environment can provide. As one drives or cycles under the canopy created by 300-year-old trees, one will find historic markers, parks, preserves and overlooks where the visitor may stop and enjoy the view. Kiosks located along the roadway provide information and educational material, and one may also visit the Corridor Information Centers located in the restored buildings at the Alpine Groves Park, the historic Switzerland Community Center, and the old post office and general store. Next stop along the corridor is Orangedale with a more authentic "old Florida" theme of small well-tended orange groves. Further south, the Orange Grove Branch and remodeled Trout Creek Park provide visitors and residents additional water-based recreational opportunities.

This scenic highway is available to all who venture here, where reminders of "old Florida" are brought to life, where one may see eagles' nests and diving ospreys, where a multitude of different flora and fauna live in harmony, where visitors can satisfy their desire for active pursuits such as boating, fishing or hiking, or where one may just sit by the river and enjoy the sunset. Wide trails parallel the highway from one end to the other. Nature watchers leave the trail at various points to sit on benches to listen and watch. These numerous parks and cultural destinations along the corridor and river are accessible with adequate amenities to accommodate a variety of interests.

The William Bartram Scenic and Historic Highway Corridor Group continues to work with the community and governments to ensure that this unique Florida treasure will be preserved for the enjoyment of future generations. Careful preservation of our American heritage and scenic beauty serve to assure future generations continued use and exploration of the William Bartram Scenic & Historic Highway.



William Bartram Scenic & Historic Highway

William Bartram Scenic & Historic Highway

EXECUTIVE SUMMARY

The William Bartram Scenic & Historic Highway provides a magnificent and exciting traveling experience of grand design. Majestic canopies of moss-covered centennial oaks overhang the winding road. The diverse natural characteristics include wetlands, ravines, coves, flood plains, creeks and clay bluffs. In order to seek "Florida Scenic Highway" designation a local grass roots effort was initiated by a group of citizens in 1997. This group officially became known as the William Bartram Scenic & Historic Highway Corridor Group. With the cooperation of St. Johns County government and its consultant SKG Consulting, this Group successfully completed the Florida Scenic Highways Program eligibility process in May 2002. The effort for the designation phase began in September 2002 and continues as the result of initiatives implemented by the Corridor Group. The research, documentation and field work was primarily completed by the Corridor Group who dedicated hundreds of hours in completing the process, in conjunction with St. Johns County Planning staff and project consultants HHI, a planning, landscape architecture & environmental graphics firm.

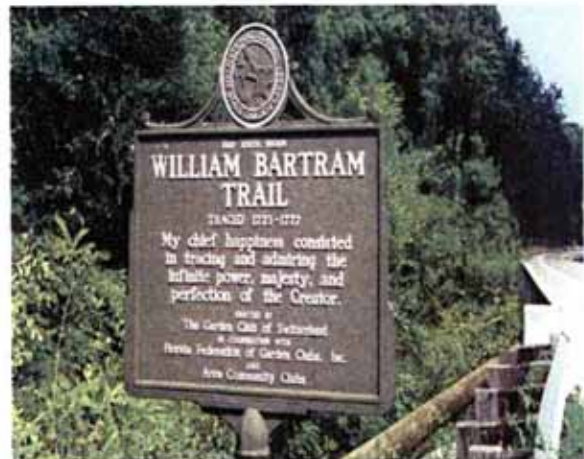


The Corridor Group investigated the historical background of State Road 13 (SR 13) and County Road 13 (CR 13), known as the "William Bartram Scenic Highway" as designated by the Florida Legislature in 1980. Efforts to preserve the heritage are associated with William Bartram's travels through eight states, including North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, and Tennessee. When the Corridor Group decided to move forward, only state roadways could be designated. So the group decided to seek designation for only the SR 13 portion of the William Bartram Scenic Highway. The Secretary of the Florida Department of Transportation (FDOT) declared the "William Bartram Scenic & Historic Highway" eligible for Florida Scenic Highway Designation on June 28, 2002. Upon initiation of the designation phase, St. Johns County entered into a Scenic Highway Joint Participation Agreement with FDOT to prepare a Corridor Management Plan for the William Bartram Scenic and Historic Highway. Since that time, the Corridor Group, Florida Department of Transportation District 2 Scenic Highway Coordinator, St. Johns County Planning Staff and consultants met periodically, conducted various community participation events, developed goals, objectives and strategies in order to implement the vision for the corridor, and prepared this Corridor Management Plan. This document explains the project and process.

Throughout this process, many on-going studies and activities important to the proposed scenic and historic corridor were initiated by the FDOT and the County, including additional bridge capacity across the St. Johns River, Shands Bridge widening, the proposed North-South Corridor, a Transportation Study for County Road 210, and the Northwest Sector Plan. The studies concluded that an intrusion of a new bridge into Fruit Cove or Switzerland would definitely change the physical character of the scenic highway. In addition, during this time St. Johns County updated its Comprehensive Plan and Land Development Regulations. Members of the Corridor Group (CG) participated in community workshops for all of these activities; In addition, the members initiated or participated in seeking increased recognition and protection for the scenic corridor. These efforts included expanded protection for the corridor in the County sign regulations, greater protections from the visual intrusion of cell towers for the corridor, as well as incorporating the vision of the Corridor Group into the vision of the Northwest Sector Plan. This vision recognizes the importance of the rural character of the corridor. Goals, objectives and policies were developed to help maintain and enhance this perception within the corridor.

Recognizing the need for successful implementation and maintenance of the Scenic Highway status over a period of time, the Corridor Group effected amendments to the Comprehensive Plans of St. Johns County that will provide special recognition and protection for the corridor. Development standards for public space design guidelines, architectural design guidelines, and tree protection guidelines received Corridor Group recommendations. A design workshop - charrette with citizen input eventually evolved into a Conceptual Master Plan. This proposed plan identifies acquisitions, enhancement projects, design and physical improvements, program improvements, funding and finally prioritizes implementation projects and issues.

In late 2002, the Scenic Highway Advisory Committee (SHAC) recommended that consideration be given to extending the William Bartram Scenic & Historic Highway to include the County Road 13 segment. After a series of outreach meetings, the CR 13 portion was not further considered as part of the William Bartram Scenic & Historic Highway Designation Application, thereby limiting the corridor to the State Road portion. Concerns were brought forth by residents regarding promotion of tourism that may impact the residential atmosphere of County Road 13. Overall support by CR 13 residents was insufficient for inclusion of CR 13.



The Corridor Management Plan expresses the wishes of dedicated citizens who share the vision and mission of preserving, maintaining, protecting and enhancing the intrinsic resources of William Bartram Scenic & Historic Highway, by accomplishing a sustainable balance between conservation and land use, improving not only the traveling experience, but the community's 'Quality of Life'. The Corridor Management Plan follows the format required by the Florida Scenic Highways Program Manual. From the efforts of the William Bartram Scenic and Historic Corridor Group, County staff, the FDOT Scenic Highway Coordinator, and HHI, the attached Designation Application and Corridor Management Plan are respectfully submitted to the FDOT.



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Designation Application

Florida Scenic Highways Program

Level of designation the Applicant is seeking
<input checked="" type="checkbox"/> Florida Scenic Highway
<input type="checkbox"/> National Scenic Byway
<input type="checkbox"/> All-American Road

Submission of this Designation Application form and its accompanying Designation Documentation verifies that designation as a Florida Scenic Highway is being sought for the corridor identified below. Please prepare and submit this application to your District Scenic Highways Coordinator in accordance with Appendix F, Section X of the Florida Scenic Highways Manual. Chapter 3, Section 3.2 of the Florida Scenic Highways Manual illustrates how this form should be completed.

Roadway/Route Number and Name - Provide the state and US road number (if applicable) and the local or any regionally recognized name for the roadway.

The State Road 13 portion of the currently designated William Bartram Scenic Highway (1980 Florida State Legislature).

Scenic Highway Name - Provide the scenic highway name to be used in any promotional activities.

William Bartram Scenic & Historic Highway

Date of Eligibility - Provide the date of the Letter of Eligibility. June 28, 2002

Corridor Advocacy Group - Provide the following information regarding the CAG chairperson.

Mary L. Cornwell

CAG Chairperson

2652 State Road 13, Switzerland, Florida 32259

(904) 287-1057

Address

Phone Number

Corridor Management Entity

Mary L. Cornwell

CME Chairperson or Equivalent

same as above

Address

Phone Number

We also confirm that signatories below are authorized to speak on behalf of the agency/organization they represent and that their signature denotes concurrence with all the information and concepts presented in the Designation Documentation. We also verify that all information stated on this form and/or included in the Designation Documentation are, to the best of our knowledge, true representations of the corridor and the resources for which designation as a Florida Scenic Highway is being sought.

X Mary L. Cornwell
Corridor Advocacy Group Chairperson

Date March 11, 2004

X Mary L. Cornwell
Corridor Management Entity Chairperson

Date March 11, 2004

X [Signature]
Local General Purpose Government Representative

Date 4/15/04

X [Signature]
Metropolitan Planning Organization

Date 4/15/04

Additional Information - On an attached sheet, provide updated names, titles, addresses and phone numbers for the following: 1) CAG Chairperson, Vice-Chairperson, other officers/committee heads and remaining membership and 2) additional local general purpose government representatives with signature.



Florida Department of Transportation

JEB BUSH
GOVERNOR

605 Suwannee Street
Tallahassee, Florida 32399-0450

THOMAS F. BARRY, JR.
SECRETARY

June 28, 2002

Ms. Mary Cornwell, Chair
William Bartram Scenic & Historic Highway
2652 State Road 13
Switzerland, Florida 32259

Subject: Eligibility of William Bartram Scenic & Historic Highway for inclusion in the
Florida Scenic Highways Program

Dear Ms. Cornwell:

I have received the recommendation of the Scenic Highways Advisory Committee and, after careful consideration, agree that the William Bartram Scenic & Historic Highway, State Road 13 from the Julington Creek Bridge to the intersection of State Road 16, a distance of approximately 17.3 miles, exhibits the intrinsic qualities essential for eligibility and potential designation as a Florida Scenic Highway. Your Eligibility Application demonstrates that the roadway corridor contains the historical, scenic, natural, archeological, and recreational intrinsic resources, which are of great value to the State of Florida.

The William Bartram Scenic & Historic Highway Corridor Advocacy Group, working closely with St. Johns County, Northeast Florida Regional Planning Council, and First Coast Metropolitan Planning Organization, as well as private citizens and other public interests, can preserve and sustain these important resources for future generations to enjoy. The William Bartram Scenic & Historic Highway Corridor Advocacy Group can serve to educate the traveling public by "telling a story" about the beauty and uniqueness of this corridor and its contributions to the quality of life in the State of Florida.

I offer my personal congratulations to you, the Corridor Advocacy Group membership, St. Johns County, Northeast Florida Regional Planning Council, First Coast Metropolitan Planning Organization, and all volunteers and partners for your diligence and work quality in completing the Eligibility Phase. The next phase in the process requires the Corridor Advocacy Group to develop a Corridor Management Plan focused on protecting, preserving and maintaining the resources, and attaining your vision for the corridor.

Personnel involved with the Florida Scenic Highways Program look forward to assisting you in this endeavor. A set of recommendations arising from the Scenic Highway Advisory Committee concerning the corridor will be sent to you through the District. Please address these recommendations and continue to work closely with the District in corridor management plan development. The William Bartram Scenic & Historic Highway corridor, upon completion of this next phase, may be designated as a Florida Scenic Highway under the Department's program.

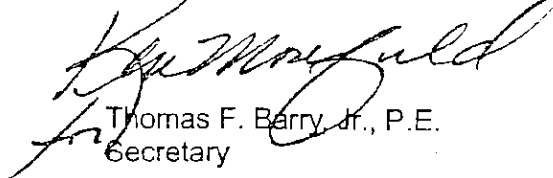
Ms. Mary Cornwell

June 28, 2002

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Thank you for caring about Florida's precious resources and working so hard to ensure their enjoyment for years to come. Congratulations again on your accomplishment!

Sincerely,



Thomas F. Barry, Jr., P.E.
Secretary

CC: Ms. Donna Godfrey, St. Johns County Growth Management Services
Mr. Brian Teeple, Northeast Florida Regional Planning Council
Mr. John Meserve, Chair, First Coast Metropolitan Planning Organization
Mr. James Bryant, Chair, St. Johns County Board of County Commissioners
Mr. Kirby B. Green, III, St. Johns River Water Management District
Mr. Aage Schroeder, District 2, District Secretary
Ms. Kristee Booth, District 2, Scenic Highways Coordinator
Mr. Joel Glenn, District 2, Environmental Management Engineer
Mr. James Dees, District 2, Planning Manager
Mr. Joe Jordan, District 2, Right-of-Way Manager
Mr. Ken Morefield, Assistant Secretary of Transportation Policy
Mr. Freddie Simmons, State Highway Engineer
Mr. Leroy Irwin, Manager, Environmental Management Office
Mr. Mariano Berrios, State Scenic Highways Coordinator
Mr. Ken Towcimak, Director of Right-of-Way
Ms. Juanice Hagan, Assistant Right-of-Way Director
Mr. Dick Kane, Public Information Administrator
Ms. Lynne Marie Whately, Carter & Burgess, Inc.
Mr. Dale Eacker, Department of Community Affairs
Mr. Eric Ford, Department of Agriculture
Mr. Lyle Fowler, Department of Environmental Protection
Mr. Terry Gilbert, Florida Fish and Wildlife Conservation Commission
Ms. Lee Ann Jacobs, Federal Highway Administration
Mr. Walter Marder, Florida Department of State, Division of Historical Resources
Mr. Brian Rehwinkel, Visit Florida

SUMMARY OF SCENIC HIGHWAY ADVISORY COMMITTEE MEETING
June 18, 2002

PURPOSE OF MEETING: Determine if the William Bartram Scenic & Historic Highway should be determined eligible for designation as a Florida Scenic Highway

The meeting began at 8:30am and ended at 11:00am.

SHAC Members in attendance:

Mariano Berrios, FDOT
Dale Eacker, DCA
Eric Ford, Department of Agriculture
Lyle Fowler, Department of Environmental Protection
Terry Gilbert, FFWCC
Lee Ann Jacobs, FHWA
Walter Marder, DOS (Division of Historical Resources)

SHAC Members absent:

Brian Rehwinkel, Visit Florida (Tourism Industry)

Others in attendance:

Garry Balogh, D-5, DSHC
Kristee Booth, D-2, DSHC
Danielle Robinson, Carter & Burgess
Lynne Marie Whately, Carter & Burgess

The SHAC approved the corridor expressing appreciation for the fine job done by the CAG and that this corridor truly reflects the essence of the program. The SHAC's recommendations regarding the application are provided below:

1. Work with local governments to extend the corridor limits further south to the intersection of State Road 207.
2. Address the local governments' current and future land use planning to ensure that the current scenic resources of this corridor will be maintained.
3. Coordinate with local governments to address the heavy vehicle traffic use on this road.
4. Consider adjusting the corridor limits in the north section.
5. Develop action items that would enhance the travelers' ability to learn more about the historical resources associated with this corridor (i.e., information kiosks).

Program Notes: On roads designated as Florida Scenic Highways, property acquisition must comply with the Uniform Relocation Act where such property is acquired related to the designated corridor. A prohibition on the issuance of new Outdoor Advertising Permits will occur upon designation.

The SHAC recommends that the William Bartram Scenic & Historic Highway be determined eligible for designation as a Florida Scenic Highway.

William Bartram Scenic & Historic Highway Corridor Group

MEMBERSHIP

Al Abbatiello
1133 River Birch Road
Fruit Cove, FL 32259
904-287-5577

Phyllis Abbatiello
1133 River Birch Road
Fruit Cove, FL 32259
904-287-5577

Sarah W. Bailey
2202 Bishop Estates Road
Jacksonville FL 32259
904-287-1763

Frank Baltes
2050 Grove Bluff Road
Switzerland FL 32259
904-287-1428

Donald Beattie
808 Mill Pond Court
Fruit Cove FL 32259
904-287-0222

Mary Cornwell
2652 State Road 13
Switzerland FL 32259
904-287-1057

Donald Dunham
1476 Mallard Landing Blvd.
Fruit Cove FL 32259
904-287-6079

Patricia Dunham
1476 Mallard Landing Blvd.
Fruit Cove FL 32259
904-287-6079

Noble Enge
3348 State Road 13
Switzerland FL 32259
904-287-2820

Beverly Fleming
590 Deerfield Road
St. Augustine, FL 32095
904-824-4423 & 284-9488

Dick Hanley
1043 Nature's Hammock
Fruit Cove, FL 32259
904-287-5797

Daniel C. Holmes
412 Chicopee Ct.
Fruit Cove FL 32259
904-287-9750

Myrtice Holmes
412 Chicopee Ct.
Fruit Cove FL 32259
904-287-9750

Diane N. Mills
PO Box 3767
St. Augustine FL 32085
904-829-3400

Carl Pearce
900 State Road 13
Fruit Cove, FL 32259
904-287-1613

Janice Pearce
900 State Road 13
Fruit Cove, FL 32259
904-287-1613

Karen Roumillat
1519 State Road 13
Fruit Cove, FL 32259
904-287-0452

Tod Smith
1748 Southcreek Drive
Fruit Cove, FL 32259
904-436-2114

Linda Sylvester
2930 State Road 13
Jacksonville FL 32259
904-287-2692

Louise Thrower
288 Orange Ave
Fruit Cove FL 32259
904-287-5644

Allison Tison
2655 State Road 13
Switzerland FL 32259
904-287-7786

Ellen Whitmer
1178 Nature's Hammock
Fruit Cove, FL 32259
904-287-5387

Janet Young
3482 State Road 13 North
Switzerland FL 32259
904-287-9610

William Bartram Scenic & Historic Highway Corridor Group

HONORARY EX OFFICIO MEMBERS

Emily Arceneaux
Office of Dick Kravitz
155 Blanding Boulevard
Orange Park FL 32073
904-213-3005

Nicholas Meiszer
Former County Commissioner
252 Redfish Creek
St. Augustine FL 32095
904-825-0428

Julie Fitzpatrick
2028 Eventide Avenue
Switzerland FL 32259
904-287-1625

Howard Solomon
1340 Mandarin Road
Jacksonville FL 32223
904-393-9030

Marty Hauser
1061 Durbin Park Drive
Fruit Cove FL 32259
904-287-0170

Richard and Ann Wall
2690 State Road 13
Switzerland FL 32259
904-287-4937

The Honorable Dick Kravitz
State Representative
155 Blanding Boulevard
Orange Park FL 32073
904-213-3005

Doug Wiles
Former State Representative
405 Night Hawk Lane
St. Augustine FL 32080
904-461-5695

Donna Lagano
301 South Bartram Trail
Switzerland FL 32259
904-230-2070

Debbie Windom
3320 State Road 13
Switzerland FL 32259
904-287-0418

The William Bartram Scenic & Historic Highway Corridor Group

OFFICERS

Mary Cornwell, Chair

2652 State Road 13
Wm. Bartram Scenic Hwy.
Switzerland FL 32259
904-287-1057

Ellen Whitmer, Vice Chair

1178 Nature's Hammock
Wm. Bartram Scenic Hwy.
Fruit Cove, FL 32259
904-287-5387

Allison Tison, Secretary

2655 State Road 13
Wm. Bartram Scenic Hwy.
Switzerland FL 32259
904-287-7786

CORRIDOR MANAGEMENT PLAN COMMITTEES AND CHAIRS

	Committee	Chair
1	A. Vision, Goals, Objectives and Strategies B. Action Plan	Julie Fitzpatrick Dan & Myrtice Holmes
2	A. Community Participation Program B. Local Support	Sarah Bailey
3	A. Partnerships and Agreements B. Corridor Management Entity	Ellen Whitmer & Todd Smith Sarah Bailey; St. Johns County Staff
4	A. Background Conditions Analysis (Opportunities and Conflicts)	Mary Cornwell
5	A. Designation Criteria B. Corridor's Story	Louise Thrower
6	A. Protection Techniques B. Stewardship and Funding C. Relationship to Comprehensive Plan	Daniel & Myrtice Holmes St. Johns County and FDOT Staff



The William Bartram Scenic & Historic Highway Corridor Group

PROJECT ADVISORS

St. Johns County
Growth Management Services, Planning Division
Senior Planner
4020 Lewis Speedway
St. Augustine, FL 32084

Donna Godfrey
904-209-0589

Florida Department of Transportation
District Two Scenic Highways Program Coordinator
2250 Irene Street, Mail Station 2812
Jacksonville FL 32004

Pat Greason
1-800-749-2967
904-360-5680

Herbert-Halback, Inc. (HHI)
423 South Keller Road, Suite 300
Orlando, FL 32810

Ginger Corless
407-422-1449

Binoy Panicker
407-422-1449

ELECTED OFFICIALS

St. Johns County Board of County Commissioners

Mailing Address: P. O. Box 349

St. Augustine, FL 32085-0349

Office Location: 4020 Lewis Speedway

St. Augustine, FL 32084

The Honorable Bruce A. Maguire, Chairman, 2005

District 4 Commissioner

904-823-2404

The Honorable James E. Bryant, Vice Chairman

District 5 Commissioner

904-823-2405

The Honorable Cyndi Stevenson

District 1 Commissioner

904-823-2401

The Honorable Karen Stern

District 2 Commissioner

904-823-2402

The Honorable Ben Rich

District 3 Commissioner

904-823-2403

St. Johns County Legislative Delegation

The Honorable Dick Kravitz
State Representative
155 Blanding Boulevard
Orange Park FL 32073
904-213-3005

The Honorable Anthony "Tony" Hill, Sr.
State Senator
5600 New Kings Road, Suite 5
Jacksonville FL 32209
904-924-1646

The Honorable William L. "Bill" Proctor
State Representative
900 State Road 16, Suite 2
St. Augustine FL 32084
904-823-2550

The Honorable James "Jim" King, Jr.
State Senator
9485 Regency Square Blvd., Suite 108
Jacksonville FL 32225
904-727-3600

The Honorable Don Davis
State Representative
2320 South 3rd Street, Suite 3
Jacksonville Beach FL 32250
904-247-4040

The Honorable Steve Wise
State Senator
3520-2 Blanding Blvd.
Jacksonville FL 32210
904-573-4900

U.S. Congressional Members from St. Johns County

The Honorable John Mica
U.S. Representative
3000 North Ponce de Leon
Boulevard, Suite 1
St. Augustine FL 32084
904-810-5048

The Honorable Mel Martinez
U.S. Senator
317 Hart Senate Office Bldg.
Washington 20510
202-224-3041

The Honorable Bill Nelson
U.S. Senator
716 Hart Senate Office Bldg.
Washington 20510
202-224-5274

SECTION 1 CORRIDOR VISION

The following is the Corridor Group's vision of the corridor in the year 2025:



The William Bartram Scenic and Historic Highway provides a unique experience for those who choose to explore its winding path. It encompasses exceptional archaeological, historical, scenic, cultural, and recreational resources and the opportunity to enjoy the St. Johns River estuary by canoeing and boating along the creeks and river. Most apparent are the views provided by the immense live oak canopies along

the route and splendid vistas of the St. Johns, an American Heritage River. One can drive or bicycle a trail under vaulting oaks and through adjacent hardwood wetlands passing through small communities that have maintained their agricultural heritage. Vestiges of the past have been restored with small citrus groves reminiscent of the area's Fatio-plantation days. This window into "Old Florida" preserves and enhances the resources of the region by telling the story of the first Indian settlers, the early European pioneers and plantation owners and of the travels and discoveries of renowned naturalist William Bartram who attempted to establish a plantation on the banks of the nearby river.

It is a highway with scenic borders separating small neighborhoods and gracious homes with an interconnected recreational trail system. It is an area where existing communities, developers, and the County government have worked together to encourage a thoughtful approach to maintaining the rural feel of the area when designing and planning new developments. Fruit Cove, the first town along the southbound route, welcomes a visitor by the sight of a quaint town center park. This park is used for many types of gatherings from outdoor concerts and art shows to just a place for meeting friends. Local trade flourishes around the park. The scenic highway is enhanced through a "greenway" system designed to preserve habitat by acquiring sensitive wetlands and uplands to provide recreational opportunities. Measures are in place to protect adjacent agricultural and silviculture lands by such means as the transfer of development rights, rural conservation programs, County acquisition and/or County subsidies to offset losses that might be incurred by continuing agriculture and silviculture activities. There are few visual intrusions along its length to distract the traveler from enjoying a rural ambiance. Several residential developments with their gardens, fences and attractive entrances enhance the scenic look of the highway.



Bordering the scenic highway is an extensive blueway system along the St. Johns River, Florida's first transportation "throughway." The St. Johns County Greenway, Blueway & Trails Master Plan (November 2003), preserves sensitive lands and public access to the river at many points along this historic highway. Switzerland, the second town along the route, centers around the picturesque and historic "Old Florida" community with the old general store, and post office, original volunteer fire station, restored first church, and landmark "Steamboat Road." The County-owned 55-acre Alpine Groves Park, once known as the Bennett-Harris homestead, affords the opportunity to visitors to explore a variety of recreational activities. A succession of very large and impressive homes stretches along the southern part of Switzerland, contributing to the status of the corridor.



A trip down this scenic corridor provides the visitor with a feeling of peace and tranquility that only closeness with the natural environment can provide. As one drives or cycles under the canopy created by 300-year-old trees, one will find historic markers, parks, preserves and overlooks where the visitor may stop and enjoy the view. Kiosks located along the roadway provide information and educational material, and one may also visit the Corridor Information Centers located in the restored buildings at the Alpine Groves Park, the historic Switzerland Community Center, and the old post office and general store. Next stop along the corridor is Orangedale with a more authentic "old Florida" theme of small well-tended orange groves. Further south, the Orange Grove Branch and remodeled Trout Creek Park provide visitors and residents additional water-based recreational opportunities.

This scenic highway is available to all who venture here, where reminders of "old Florida" are brought to life, where one may see eagles' nests and diving ospreys, where a multitude of different flora and fauna live in harmony, where visitors can satisfy their desire for active pursuits such as boating, fishing or hiking, or where one may just sit by the river and enjoy the sunset. Wide trails parallel the highway from one end to the other. Nature watchers leave the trail at various points to sit on benches to listen and watch. These numerous parks and cultural destinations along the corridor and river are accessible with adequate amenities to accommodate a variety of interests.



The William Bartram Scenic and Historic Highway Corridor Group continues to work with the community and governments to ensure that this unique Florida treasure will be preserved for the enjoyment of future generations. Careful preservation of our American heritage and scenic beauty serve to assure future generations continued use and exploration of the William Bartram Scenic & Historic Highway.

SECTION 2 GOALS, OBJECTIVES AND STRATEGIES

The following goals, objectives and strategies were developed based on input from members of the William Bartram Scenic and Historic Highway Corridor Advocacy Group and from attendees at public workshops during the development of the documentation materials for the eligibility and designation phases of the corridor designation process:

RESOURCE PROTECTION, MAINTENANCE, PRESERVATION AND ENHANCEMENT



Goal 1

To protect, preserve, maintain and enhance the natural, scenic, historic, cultural and recreational resources along the corridor, in concert with the appropriate governmental agencies and volunteers.

Objective 1.1

Promote the development of a Master Plan for activities along the corridor by encouraging the following strategies:

Strategies

- 1.1.1 Use databases and maps that describe both natural and manmade features along the corridor.
- 1.1.2 Identify specific elements in each of the following areas:
 - (a) Native vegetation and buffers
 - (b) Infrastructure development and coordination
 - (c) Historic and cultural heritage restoration
 - (d) Parks and recreation facilities
- 1.1.3 Prioritize projects and use of available funding.

Objective 1.2

Formulate Corridor Maintenance Program to enhance and preserve the scenic and historic integrity of the corridor:

Strategies

- 1.2.1 Maintain and enhance the oak canopies and other native plant species including landscape buffers along the corridor.
- 1.2.2 Encourage developers and private property owners to retain and plant additional oak and other native trees, native vegetation, and roadside wild flowers.
- 1.2.3 Promote opportunities for participation in planting and beautification programs.

- 1.2.4 Promote compliance with existing government regulations and ordinances to protect trees, natural vegetation and landscape buffers.
- 1.2.5 Encourage landscape enhancement of the vistas featuring the St. Johns River.
- 1.2.6 Request that storm water retention areas along the right-of-way be designed to blend with the rural landscape.

Objective 1.3

Promote controlled naturalization along right-of-way with regular seasonable mowing and selective vegetation removal to maintain sight lines and healthy growth.

Strategies

- 1.3.1 Promote best management practices to control invasive plants, tree growth in sensitive areas and pruning to enhance corridor view.
- 1.3.2 Promote good maintenance procedures to protect all vegetation.
- 1.3.3 Promote volunteer programs to maintain a trash free roadside.

Objective 1.4

Encourage safe public services for recreational, cultural and historic facilities and their maintenance.

Strategies

- 1.4.1 Support the St. Johns County Land Acquisition Program to investigate lands available for various programs and facilities identified in the master plan.
- 1.4.2 Support management of river accesses, parking, restrooms, shelter, biking rest areas, information areas and information kiosks.
- 1.4.3 Propose lighting standards to ensure that lighting does not interfere with native wild life while still ensuring a safe public environment.

Objective 1.5

Promote compliance with regulations for storm water management and utilities.

Strategies

- 1.5.1 Encourage implementation of a storm water management plan that addresses:
 - (a) Flooding and water quality improvement.
 - (b) Reduction or elimination of untreated sewage disposal into the St. Johns River, creeks and ravines.
 - (c) "Reuse" water lines for residential irrigation if applicable.
 - (d) Treatment at all estuary and river storm water discharge points when needed

Objective 1.6

Promote buffering and installation of underground utilities where feasible.

Strategies

- 1.6.1 Establish a task force to include members of Corridor Management Council (CMC) to coordinate with the appropriate agencies.
- 1.6.2 Monitor compliance with the Northwest Sector Plan.

Objective 1.7

Recommend coordination and maintenance of public and private signage/visual clutter standards for the corridor.

Strategies

- 1.7.1 Establish a task force to develop design guidelines and an implementation plan for signage within the corridor that meet or exceed State and Federal standards.
- 1.7.2 Work with appropriate County agencies to provide incentives for businesses to replace or eliminate non-conforming signs.

Objective 1.8

Cooperate with County and State agencies to establish and monitor special protection mechanisms for the scenic highway corridor.

Strategies

- 1.8.1 Suggest amendments to the County Comprehensive Plan to include an additional element for the designated scenic highway corridor to assure special recognition and protection. Guidelines should acknowledge the distinct character of SR 13.
- 1.8.2 Propose overlay district(s), incorporating details about the scenic highway.

Objective 1.9

Establish a Corridor Management Council (CMC) to maintain the Corridor Management Plan (CMP) for the William Bartram Scenic & Historic Highway. Promote the preservation and beautification of this significant historic, scenic and natural resource. Uphold a sustainable balance between conservation and land use, which will improve the traveling experience as well as the community's quality of life.

Strategies

- 1.9.1 Establish bylaws, rules and procedures for operation of the CMC.
- 1.9.2 Investigate incorporating the CMC as a 501(c)(3) or 501(c)(4) organization.
- 1.9.3 Coordinate the implementation of the CMP by establishing various task forces to undertake identified responsibilities.
- 1.9.4 Provide an annual report to FDOT on the activities within the corridor and update the action plan as needed.
- 1.9.5 Prepare 5-year CMP updates.

TRANSPORTATION AND SAFETY

Through aesthetically pleasing enhancements, the William Bartram Scenic and Historic Highway Corridor, its right-of-way and the public lands along the scenic corridor will provide biking and hiking paths and traffic calming, as appropriate, in order to maintain safe conditions for all users.



Goal 2

Promote safe, enjoyable vehicular and non-vehicular transportation along the Bartram Trail Scenic and Historic Corridor.

Objective 2.1

Identify roadway improvements necessary to promote ease of access into and within the corridor, for both vehicles and pedestrians/cyclists.

Strategies

- 2.1.1 Coordinate with the County/FDOT in their scheduling for roadway and intersection maintenance and resurfacing, and propose the integration of appropriate traffic calming and pedestrian facilities into this process where feasible.
- 2.1.2 Pursue methods of diverting non-local commuter traffic to more appropriate traffic arteries by coordinating with the County/FDOT.
- 2.1.3 Support the Northwest Sector Plan to provide alternative routes to accommodate truck and other traffic growth in order to protect State Road 13.
- 2.1.4 Monitor State, County, and private development plans for alternate roads to accommodate traffic growth to avoid the need for additional lanes on State Road 13.

Objective 2.2

Identify the need for, and the design of, roadside safety measures within the corridor.

Strategies

- 2.2.1 Identify the location of potential safety problems within the corridor and request FDOT to conduct a safety analysis.
- 2.2.2 Ask FDOT to identify and treat the locations where highway reflectors are necessary.

Objective 2.3

Review the concept of developing a system of off-the-road multi-use paths in key locations within the corridor to link selected overlooks or other site-specific resources that will be highlighted.

Strategies

- 2.3.1 Identify desired locations for paths that focus on their connection to other paths in the community and linkage of the intrinsic resources within the corridor.
- 2.3.2 Support the Greenway, Blueway & Trails Plan to provide various path surfaces.

Objective 2.4

Promote enhancement of the scenic drive by regulating signs and reducing the negative impact of utility wires.

Strategies

- 2.4.1 Promote any needed and required revisions to the sign ordinance.
- 2.4.2 Coordinate with local code enforcement personnel to improve enforcement of land development regulations.
- 2.4.3 Consult with utility companies for consideration of underground placement.

COMMUNITY SUPPORT AND PARTICIPATION



Goal 3

Seek community support and participation throughout the implementation process upon the selection of the William Bartram Scenic and Historic Highway Corridor as a Florida State Scenic Highway.

Objective 3.1

Establish events and projects that foster public awareness and support for the Scenic Highway Corridor.

Strategies

- 3.1.1 Encourage public participation in creating and maintaining an up-to-date listing of activities and events taking place within, or pertaining to, the corridor.
- 3.1.2 Encourage support for neighborhood entrance signs that enhance the corridor, comply with corridor guidelines and are non-intrusive.
- 3.1.3 Support and promote landscaping improvements to the corridor and the neighborhoods.

Objective 3.2

Identify all available media sources, design informational materials appropriate to the media and distribute this information, in order to notify the community about the Scenic Highway implementation process.

Strategies

- 3.2.1 Coordinate with volunteers from local schools, universities and/or private advertising agencies in the creation of brochures and informational materials, when needed or necessary.

Objective 3.3

Invite residents, agencies and businesses to be members of the CMC.

Strategies

- 3.3.1 Publicize schedules of events.
- 3.3.2 Continue to invite residents, agencies and businesses to become members of the CMC.

EDUCATION AND CORRIDOR STORY



Goal 4

Promote awareness of the corridor and the St. Johns River through education and public outreach.

Objective 4.1

Identify all available media sources and design informational and promotional materials appropriate to the specific media.

Strategies

- 4.1.1 Coordinate with volunteers from local schools, universities and/or private advertising agencies in the development of brochures and informational materials and the distribution of these materials.
- 4.1.2 Identify all educational resources in the region and work with their staffs to develop educational programs and forums.

Objective 4.2

Develop a system of informational kiosks and other information facilities within the corridor.

Strategies

- 4.2.1 Identify desired locations for museums, kiosks, and other informational facilities within the corridor.
- 4.2.2 Coordinate with local and regional governmental agencies in the identification and pursuit of local/State/federal grant programs that are available for development of kiosks/information facilities.
- 4.2.3 Develop an "Oral History Program" and speakers bureau.

Objective 4.3

Establish viewing areas for birds and other wildlife at publicly owned properties.

- 4.3.1 Work with garden clubs and other groups to identify suitable locations for bird and wildlife viewing areas, starting with the Switzerland Bird Sanctuary (see Appendix E).
- 4.3.2 Establish access and construct improvements where necessary at selected locations.

ECONOMIC DEVELOPMENT AND TOURISM



Goal 5

Economic activity shall preserve the ambiance and scenic vistas of the corridor.

Objective 5.1

Identify opportunities for residents and guests to observe and enjoy the native, colonial and plantation history of the corridor.

Strategies

- 5.1.1 Protect the intrinsic values and the privacy of corridor residents.
- 5.1.2 Develop a guide to the corridor illustrating recreational opportunities.
- 5.1.3 Develop a curator program.
- 5.1.4 Monitor public and private participation in the creation and implementation of tourist oriented programs within the corridor.
- 5.1.5 Work with code enforcement to ensure conformance to all pertinent signage regulations.

Objective 5.2

Encourage developers and other corridor businesses to incorporate the scenic highway vision in their development plans and urge existing businesses to upgrade frontage to blend with the natural surroundings.

Strategies

- 5.2.1 Participate in public conferences required by the Northwest Sector Plan with all developers along the corridor to share relevant information.
- 5.2.2 Collaborate with corridor businesses and establish awards and incentives to encourage compliance.
- 5.2.3 Encourage visitors to follow common sense rules, good manners and responsible stewardship, regarding litter, flowers, plants, wildlife and fire hazards.
- 5.2.4 Promote Neighborhood Watch Programs with law enforcement agencies along the corridor.
- 5.2.5 Seek a private business to produce and market audiocassette tapes to narrate tours of the Scenic Highway.

GROWTH MANAGEMENT



Goal 6

Retain the scenic and historic quality of the corridor through applicable growth management tools used by St. Johns County and the State.

Objective 6.1

Cooperate with the State DOT, and when applicable St. Johns County, to identify new road corridors that provide travel and transportation alternatives.

Strategies

- 6.1.1 Provide input to the Board of County Commissioners on growth projections and rezoning applications that are located on SR 13.
- 6.1.2 Provide suggestions to the State and St. Johns County on federal, State and County transportation plans pertaining to SR 13 and encourage methods to alleviate traffic on SR 13.

TREE CANOPY



Goal 7 Protect Tree Canopy.

Objective 7.1

Make special efforts to prevent destruction of the existing tree canopy and encourage continued growth.

Strategies

- 7.1.1 Map existing tree canopy locations.
- 7.1.2 Prepare correspondence describing existing canopy areas, explaining value, and encouraging consideration of protection. Send to prospective developers, state road department and county planning department, etc.
- 7.1.3 If highway widening were ever considered or required, suggest and promote selected divided highway segments to maintain centerline tree cover.

QUALITY OF LIFE



Goal 8

William Bartram Scenic and Historic Overlay District shall outline a focused plan for the future.

Objective 8.1

Identify conditions of specific concern to the William Bartram Scenic and Historic Highway.

Strategies

- 8.1.1 Request the preparation of scenic and historic overlay district(s) confined to the area contained within the William Bartram Scenic and Historic Highway.
- 8.1.2 Promote a uniform standard for building and signage style, including colors.
- 8.1.3 Promote the maintenance of the existing tree canopy along Route 13.
- 8.1.4 Promote the enhancement of the William Bartram Scenic and Historic Highway with appropriate landscape materials and removal of unsightly items – i.e., dumpsters, from the "sight line."
- 8.1.5 Suggest amendments to the County Comprehensive Plan to include an additional element for the designated scenic highway to assure special recognition and protection. Guidelines should acknowledge the distinct character of SR 13.
- 8.1.6 Propose overlay district(s), incorporating details about the scenic highway.



SECTION 3 COMMUNITY PARTICIPATION PROGRAM

The Florida Scenic Highways Program Manual provides for the creation of a Corridor Management Plan (CMP) containing thirteen separate sections, three of which are entitled "Community Participation Program," "Local Support for the Corridor," and "Partnerships and Agreements." During the preparation of the CMP, it was noted that individuals or organizations that were hands-on participants or potential partners to the Corridor Group had also written letters of support. Therefore, it was suggested that one single table be created to provide a more useful listing. Therefore, Table 1 appears here in Section 3, and is referenced again in Section 4, Local Support, and Section 5, Partnerships and Agreements. In addition, information contained elsewhere in this CMP will be pertinent to the Community Participation Program, especially Section 11, Funding, Promotion and Stewardship.

Community Participation Program

In accordance with the Scenic Highways Program Manual, the Corridor Group developed and implemented the Community Participation Program model developed during the Eligibility phase. These proactive measures helped achieve greater public input and appreciation of the Scenic Highways Program.

The Corridor Group has encouraged residents and business interests within the corridor to participate in the activities of the corridor and, in particular, in the development of the Corridor Management Plan (CMP). News articles have chronicled the activities of the Corridor Group as well as ongoing activities within the corridor. Corridor Group membership is open to all interested parties.

The Corridor Group Chair has made presentations to many community organizations on the scenic highway and its important resources and will continue presenting programs on the project to various civic, social, and business groups in the community. A display board has been prepared for these presentations along with a fact sheet on the scenic highway program and the William Bartram Scenic & Historic Highway. Also, available for these presentations is the Corridor Video. The Corridor Group uses these display maps, display boards and fact sheets to promote membership in the Corridor Group and solicit comments on and impressions of the corridor.

A feedback form was developed and distributed for the purpose of soliciting comments from the Public Workshop participants. The responses shed light on the varied interests of the stakeholders, with an overwhelming general response in favor of protection and enhancement of the corridor's unique resources. Appendix D shows a sample Feedback Form and the compiled results.

Additional outreach programs are coordinated with other community partners who share common interests. For example, a public event to celebrate the Eligibility phase was partly sponsored by Publix Supermarket. The public workshop and master plan charrette outreach was made possible by partnering with Switzerland Point Middle School. The Bartram Trail Library, Switzerland Community Church, Trout Creek Park, and Julington Creek Service Center have also been significant partners in the outreach program, serving as sites for the Corridor Group Meetings. Additionally, the presentation boards, maps and fact sheets are displayed at the library for public viewing during regular hours.

Monthly local media coverage on Corridor Group activities continues. The idea of developing a website specifically for the William Bartram Scenic & Historic Highway will allow the Corridor Group to employ the latest technology to educate the public about the corridor.

The Community Participation Program (CPP) was designed to gain input and support from the residents and business owners who live and work in the area and to keep the general public informed about the activities within the corridor. Program objectives require that the Corridor Group share information with any individual or user group and take into consideration all comments, suggestions or concerns.

Continued implementation of the William Bartram Scenic & Historic Highway Community Participation Program (CPP) will be based upon Corridor Management Plan goals and objectives. The CPP will be guided by a community participation plan comprised of two major components:

Identification of Stakeholders: Adjacent to the WBS&HH corridor are both businesses and residents. The St Johns County property appraiser's office database contains names and addresses of all property owners. The Corridor Group has identified a wide range of diverse groups and individuals who have a special interest in the corridor (see Table 1). The official members, advisors and elected officials of the Corridor Group are listed on pages xiii through xviii at the front of this Corridor Management Plan.

Regular meetings, special events, publications and a website have the potential for recruiting active participants and keeping others up to date on corridor activities.

Public Outreach: The CMC will continue the efforts of the Corridor Group's past seven years of **public meetings and workshops**, numerous **newspaper articles** and **events**. Future meetings will be publicly advertised, as were all previous meetings. A fact sheet was developed and widely distributed during the development of the Corridor Management Plan and Designation Application (see Figure 3).

Initially upon designation, the CMC will continue to meet at least monthly at the St Johns County Service Center or Bartram Trail Library. These meetings are open to the public, announced and advertised through local newspapers, the Florida Times-Union and the St Augustine Record. One of the CMC members is a free-lance reporter and the CMC has built a working relationship with a member of the press.

Special **events** have broad outreach potential. One previous special event was the unveiling and dedication ceremony held on December 10, 2004, for the William Bartram's Plantation Historical Marker. Local supporters, business people and residents along the corridor, school students, and the press were invited, and many attended, as evidenced by several photographs taken at the event (see Goal 8 on page 2-11 and page 3-9). Another previous program, the William Bartram Birthday Celebration, was held on April 23, 2005, as noted in the event flyer. The Corridor Group expects this to become an annual event to promote the scenic highway and its ongoing activities. Among the co-sponsors of the first birthday party were St Johns County Parks and Recreation, Environmental Education Resource Council of Northeast Florida (EERC), Riverkeeper, Garden Club of Switzerland, Pacetti's Marina and Six Mile Outback Crabshack Restaurant.

An aspiration of many of the CMC members is to bring to residents and visitors an awareness of the significant history of this area of Florida along the St Johns River, a nationally designated Heritage River. Two proposed projects will be undertaken initially: 1) working with St Johns County staff to obtain “**a place**” devoted to the work of the CMC, specifically in establishing a small historic-focused museum at the old fire station located across SR13 from the renovated Alpine Groves Park; and 2) producing and distributing a **brochure** concentrating on the many historic resources along and accessed from the scenic corridor. These two projects will assist with both the promotion of and the preservation of many of the corridor's intrinsic resources.

As the CMC matures, an interactive **website** may be developed by local high school students which would focus on historic, natural and cultural resources and be directed to elementary and middle school students as well as the many new and future residents in the northwest sector of St Johns County.

Upon Designation, the Community Participation Plan Outline will follow:

Interested groups and individuals

- A. Property owners and residents adjacent to the corridor
- B. Individuals and businesses with a special interest in the corridor
- C. Groups and organizations with a special interest in the corridor

Public Outreach Approaches

- A. Public meetings provide a public information exchange forum.
 - 1. *Corridor Group members present corridor information at meetings of local organizations*
 - (a) Organize a speakers bureau
 - (b) Develop visual aids for presentations: video, maps, fact sheets, etc.
 - (c) Market speakers' bureau to organizations, schools, etc.
 - (d) Promote membership in the Corridor Group
 - (e) Determine communication methods
 - 2. *Corridor Group holds workshops and "open houses"*
 - (a) Publicity
 - 1. Advertise meetings in the local newspaper and County website
 - 2. Advertise meetings in newsletters of interested organizations
 - 3. Post fliers and/or newsletter on community bulletin boards and County web site
 - 4. Announce radio and/or TV free public service
 - 5. Mail out to the Corridor Group Membership and other interested parties
 - 6. Study other methods of communication
 - (b) Workshop Format
 - 1. Project Team
 - 2. Agenda
 - 3. Displays, Fact Sheets, Video, Registration, Comment Cards, etc.
 - 4. Other
 - 3. *Corridor Group has regular meetings*
 - (a) Publicity

1. Newspaper
 2. Newsletter
 3. Other
- B. Newsletter
- C. Website
- D. Newspaper articles
- E. Fact sheets and/or brochures
- F. Record of support (letters, petitions, resolutions, ordinances, policies, newspaper articles, surveys).

Local, regional, state and national partnerships

- A. Parks and Reserves along the corridor
- B. Businesses and Chambers of Commerce
- C. Civic and Social Organizations
- D. Homeowners Associations
- E. Special Interest Groups
- F. Governmental Agencies

As part of its Community Participation Program the Corridor Group has identified groups, institutions and individuals that have an interest in or have provided resolutions, letters of support, or entered into partnership agreements, as shown in Table 1 on the following page, and in Section 11 beginning on page 11-2.

Many public meetings, events and workshops were held as part of the Scenic Highway Program and process. Meetings and workshops conducted during the "Designation Phase" are listed on pages 3-7 and 3-8.



Table 1: Community-based Groups and Individuals

Community-based Groups and Individuals	Hands-on Participant	Partner by Agreement	Potential Partner	Adjacent Site(s)	Support Letter
William R. Adams, Ph.D., Author		*			*
American Heritage Initiative			*		
American Heritage River Program			*		
Joseph Arnall, Florida House of Representatives					*
Arvida/St. Joe Company	*		*	*	
Audubon Society, St. Johns County Chapter			*		*
Bartram Trail Library	*		*	*	
Bartram Trail Conference			*		
Businesses			*	*	
Chambers of Commerce			*		
Dolphin Cove Community Association					*
Environmental Education Resource Council of NE FL	*	*			
Dick Fitzpatrick (deceased)	*				*
Julie Fitzpatrick	*				*
Flagler College			*		*
Florida Division of Forestry			*		
Florida Adopt-a-Highway Program			*		
Fla. Coastal Protection Restoration Program			*		
Florida Communities Trust			*		
Florida Department of Community Affairs			*		
Florida Department of Environmental Protection			*		
Florida Department of Transportation	*		*	*	
Florida Division of Historical Resources			*		
Florida Federation of Garden Clubs			*		*
Florida Forever			*		
Florida Greenways and Trails Program			*		
Florida Highway Beautification Council Grants			*		
Florida Humanities Council			*		
Florida Inland Navigational District			*		
Florida Plant-a-Tree Trust Fund			*		
Florida Recreation & Dev't Assistance Grants			*		
Federal Transportation Enhancement Funds			*		
FL Tourism Industry Advertising Match Grants			*		
FPL			*		
Florida Wildlife Federation		*			
Garden Club of Palatka					*
Garden Club of Switzerland	*	*		*	*
Geneva Presbyterian Church			*		*
Grants Coordinators of St. Johns County	*				*
Great Florida Birding Trail			*		*
JEA			*	*	
Julington Creek Elementary School			*		
Joyce B. Kennedy (deceased)	*			*	*
Stetson Kennedy	*		*	*	*
Dick Kravitz, Florida House of Representatives					*

Table 1, continued:

Community-based Groups and Individuals

	Hands-on Participant	Partner by Agreement	Potential Partner	Adjacent Site(s)	Support Letter
Legacy Program			*		
Lightner Museum					*
Marywood Retreat Center			*		
Congressman John and Mrs. Pat Mica					*
National Scenic Byways Program			*		
Nature Conservancy			*		
Northeast Florida Regional Council			*		*
Northwest St. Johns County Democratic Club			*		*
NW St. Johns County Community Coalition	*		*		
Orangedale Cemetery Association			*	*	
Orangedale Community Association					*
Other Civic & Social Organizations			*		
Other Conservation/Environmental/History Org's			*		
Private Donors and Sponsors			*	*	*
Republican Club of Northwest St. Johns County			*		*
Residents	*		*	*	*
Save Our Rivers			*		
Sect. 319 Non-point Source Stormwater Mgmt			*		
Servants of Christ			*		*
St. Johns County Administrator					*
SJC Board of County Commissioners	*	*	*	*	*
SJC Greenway, Blueway & Trails Program			*		
St. Johns County Civic Roundtable and HOA					*
St. Johns County Development Services Div.					*
SJC County Historic Resource Review Board	*		*		*
St. Johns County Planning Division	*				*
St. Johns County Public Works Department					*
St. Johns County Recreation and Parks Dept.	*		*	*	*
SJC Visitors' and Convention Bureau	*	*			
St. Johns River Water Management District			*		*
St. Johns Riverkeeper	*	*			*
SJC Tourist Development Council			*		*
Stewards of the St. Johns River			*		*
Switzerland Cemetery Association			*	*	
Switzerland Community Church			*	*	*
Switzerland Pointe Middle School			*		*
Take Responsibility for the Environment Ecol. Society					*
Trout Creek Park	*		*	*	
UF Cooperative Extension Office			*		
Urban and Forestry Grants			*		
Westminster Woods Retirement Center			*	*	
Worship Centers			*	*	
Doug Wiles, former FL House of Representatives					*
Ximenez-Fatio House (Museum)					*

Public Meetings and Workshops

Over the years, many public meetings, events and workshops were held as part of the Scenic Highway Program and process. Meetings and workshops conducted specifically for the "Designation Phase" included the following:

Date	Meeting
9-26-02	General meeting and work on Designation Application/CMP (introduction and organization of committees)
10-17-02	General meeting and work on Designation Application/CMP (discussion on vision, GOS and subcommittee reports on designation application)
11-7-02	General meeting and work on Designation Application/CMP (discussion on CMC, protection techniques and subcommittee reports on designation application)
11-21-02	Public Workshops and Master Plan Charrette for Conceptual Master Plan
12-5-02	General meeting and work on Designation Application/CMP (workshop summary and discussion of designation application sections)
1-9-03	General meeting and work on Designation Application/CMP (first draft)
1-30-03	General meeting and work on Designation Application/CMP (discussion on action plan and revisions to first draft)
2-6-03	CR 13 Organizational Meeting
2-8-03	CR 13 Bus Tour to identify and assess Intrinsic Resources
2-13-03	CR 13 Organizational Meeting to review Vision, Goals and Objectives
2-20-03	CR 13 Public Workshop to develop Conceptual Master Plan and Programs
2-27-03	SR 13 and CR 13 combined general meeting and work on Designation Application/CMP (second draft to Corridor Group and FDOT and discussions)
3-20-03	SR 13 and CR 13 combined general meeting and work on Designation Application/CMP (3 rd Draft submitted to FDOT)
4-3-03	Concerns and comments on CMP
4-22-03	Formal removal of CR 13 from project
4-24-03	Regrouping: Focus topics for future meetings
5-8-03	Proposed GOS; suggestions on Action Plan; proposed Bylaws
5-22-03	Overview of Table 6, Figure 8 and GOS; status report on Bylaws & CMC
6-5-03	Overview of Table 6, Figure 8, GOS; and status report on Action Plan
6-19-03	Continued overview of Table 6, Figure 8, GOS, Table 7; and status report on Bylaws & CMC
7-3-03	Continued overview of Table 6, Figure 8, GOS, Table 7; and status report on Bylaws & CMC
8-28-03	Formulation of Bylaws Outline
9-11-03	Continued formulation of Bylaws Outline
9-25-03	Continued formulation of Bylaws Outline
10-9-03	Continued formulation of Bylaws
10-30-03	Continued formulation of Bylaws
12-11-03	Presentation and review of Partial Draft #4 (dated 10-30-03)
2-12-04	Continued review of Partial Draft #4
2-26-04	Presentation and review of remaining Draft #4 sections (dated 10-30-03; 12-11-03; 2-12-04)
3-11-04	Presentation, review and approval of Full Text Draft (dated 2-26-04)

Date	Meeting (continued)
4-7-04	Endorsement by First Coast Metropolitan Planning Organization's sub-committees (Technical Coordinating Committee and Citizen Advisory Committee)
4-8-04	Endorsement by FCMPO Board
4-20-04	Endorsement by St. Johns County Board of Commissioners
4-22-04	Presentation by FDOT staff on resurfacing projects planned for SR 13
6-10-04	Update on proposed improvements to Alpine Grove Park and former Volunteer Fire Station
7-8-04	Setting a Schedule of Events and Meetings for the remainder of the year
8-12-04	Cancelled due to bad weather
9-9-04	Potential Locations of Historical Marker Status reports on issues of ongoing interest
10-14-04	State Scenic Highway Coordinator's Recommendations for Designation Application - CMP
10-27-04	Special subcommittee meeting to revise CMP
11-04-04	Special subcommittee meeting to revise CMP
11-15-04	Continued review of additions and revisions to CMP
11-18-04	Continued review of additions and revisions to CMP
12-9-04	Continued review of additions and revisions to CMP
12-10-04	Unveiling ceremony for the William Bartram's Plantation Historical Marker
1-25-05	Continued review of revisions to CMP and development of CMC Agreement
2-10-05	Review of potential management structures
3-10-05	Continued review of potential management structures and revisions to CMP
3-31-05	Continued review of potential management structures and revisions to CMP
4-14-05	Continued review of revisions to CMP and development of a CMC Agreement
4-22-05	Continued review of revisions to CMP and development of a CMC Agreement
4-23-05	William Bartram Birthday Bash (anticipated as annual event)
5-12-05	Approval of revised CMP and CMC Agreement, and scheduling of BCC's review
6-9-05	Viewing of fully assembled CMP and continued execution of CMC Agreement
6-28-05	Approval of CMC Memorandum of Understanding by BCC
7-14-05	Presentation on Florida's Highway Beautification Programs and Approval of CMC Memorandum of Understanding

Appendix A contains the agendas, sign-in sheets and legal ads for the meetings held during the designation phase.

Publicity and Promotional Materials

A range of publicity and promotional materials were developed throughout the project process. The following is a list of materials or events developed specifically for various purposes:

A. Public Workshop

1. Poster
2. Mail out
3. Agenda
4. Fact Sheet (shown at the end of this section)
5. Feedback Form

B. Newspaper articles and advertisements

C. Community Events

1. Graduation Ceremony (for approved Eligibility Application).
2. Public Workshop/Charrette for development of Conceptual Master Plan and Action Plan.
3. Installation and unveiling ceremony for William Bartram's Plantation Historical Marker.
4. Alpine Groves Park Groundbreaking Ceremony.
5. William Bartram Birthday Celebration (proposed first annual event held on April 23rd and planned for the fourth Saturday of April).



Appendix B contains copies of news articles and publicity materials. The following pages show the Fact Sheet designed and created for the William Bartram Scenic & Historic Highway Designation Phase.

St. Johns County
Florida Scenic Highways Program



William Bartram
Scenic & Historic Highway

What is a Scenic Highways ?

- Steps to preserve, maintain, protect and enhance outstanding cultural, historical, archeological, recreational, natural and scenic resources comprise a Scenic Highways Program.
- Designation as a Scenic Highway encourages travelers to expand their experience beyond just reaching their original destination.
- Designation promotes a heightened awareness of exceptional resources and unique history through educational and visual experiences.
- Florida Scenic Highways Program focuses on community-based support and resource protection while seeking to promote regional economic benefits achieved through such designation.
- Programs strive to educate travelers by "telling a story" that is representative of past and present Florida lifestyles.

What is the William Bartram Scenic & Historic Highway and how is it unique?

- State Road 13 (The William Bartram Scenic & Historic Highway) meanders parallel to the St. Johns River from the Julington Creek Bridge for 17.3 miles to the State Road 16 intersection.
- William Bartram Scenic & Historic Highway provides a magnificent, aesthetic and exciting traveling experience of grand design. Majestic canopies of moss-covered centennial oaks overhang the winding road. The diverse characteristics include wetlands, ravines, coves, flood plains, creeks and clay bluffs.
- William Bartram, America's first native-born naturalist/artist/writer, made his momentous southern journey. In 1773, he arrived by boat at Kentucky Branch to begin his "great adventure" which he later described in his world-renowned book *Bartram's Travels*.
- Fruit Cove, Switzerland, Orangedale, Florence Cove, Jack Wright Island and Ward's Creek communities flourish along the corridor. Residents and visitors enjoy abundant recreational opportunities for fishing, boating, bicycling, wildlife observation, sailing and picnicking.

How can I have input into the William Bartram Scenic & Historic Highway designation process?

Citizens, your neighbors, have organized themselves as the Corridor Group to serve as the Applicant for the corridor's proposed Florida Scenic & Historic Highway Designation. The group is responsible for preparing and acquiring all documentation required for the process. There are several ways in which you may participate, such as:

1. Join the Corridor Group and work with your neighbors in completing the Designation Application Phase; and/or
2. Attend the Corridor Group's Public Workshops or Events that will be held to increase community awareness and participation.

What are the benefits of designating S.R. 13 a Florida Scenic Highway?

- To preserve, maintain and enhance the surrounding intrinsic resources
- To preserve and maintain the function of the highway to safely accommodate local residents and tourist travelers
- To gain community support and participation for the Scenic & Historic Highway Program
- To provide travelers educational opportunities that will explain the unique elements of the surrounding landscape
- To support appropriate economic development and tourism
- To increase funding opportunities through grants, donations, bequests, etc.

For more information regarding this project, please contact Mary Cornwell, Corridor Group Chair, at (904)287-1057 or Donna Godfrey, St. Johns County Growth Management Services, at (904) 209-0589. You may also browse the Florida Scenic Highways website at <http://www.dot.state.fl.us>.



William Bartram Scenic & Historic Highway

SECTION 4 LOCAL SUPPORT

The corridor's intrinsic resources are deserving of protection, preservation and the thoughtful use and enjoyment by residents and visitors alike. During the Designation process, many residents signed a general resolution of support as contained in Appendix C (see separate binder), which reads as follows:

"We support the community effort to have State Road 13 designated as a Florida Scenic Highway from the Julington Creek Bridge to the intersection of SR 16 in St. Johns County. We recognize the importance of the Scenic Highway Program in protecting and enhancing the aesthetic, environmental, historic, cultural and other resources in the corridor."

In addition, strong local support increased during the designation process. Growing membership in the Corridor Group plus participation at various public workshops and events reveals positive growth. The Corridor Group is a working group of volunteers who welcome new members and public participation. For example, on November 21, 2002, the Corridor Group held a Public Workshop, obtaining over two-dozen Feedback Responses to a questionnaire that participants were requested to complete (see Appendix D in separate binder). The responses were assembled or sorted by each question to provide an easy review of the information they reveal about people's attitudes and concerns about the corridor, and about the people themselves. The questionnaire asked people to tell about themselves and their family and to list their favorite feature of the highway, what makes the highway unique, the person's most memorable experience on the corridor, what they tell their visiting friends and family about the corridor, and what they would change about the corridor. In addition, space was provided for the person to make other comments they felt were relevant to the corridor. The information obtained through the questionnaire was processed in conjunction with the Conceptual Master Plan, which provides the basis for the Corridor Group's Action Plan (see Table 7 in Section 13).



The Corridor Group, representing many local, civic and environmental organizations plus professionals, businesses, governmental entities, and local organizations, have promoted and obtained partnership agreements as contained in Section 5, and resolutions and letters of support, as contained in Appendix C (see separate binder) and listed in Table 1, in Chapter 3. Likewise, area newspapers have been supportive of the Corridor Group by providing on-going coverage of the meetings and other special events, copies of which are provided in Appendix B.

The Corridor Group continuously seeks out and welcomes new members and public involvement. Reference is made to Section 6, which includes bylaws and procedures to establish and maintain general membership.

SECTION 5 PARTNERSHIPS AND AGREEMENTS

As explained in the Florida Department of Transportation's Scenic Highways Program Manual, "partnering" is a term used to describe the cooperative work efforts of two or more parties to reach a common goal. Partnering and agreements may develop between the Corridor Group and citizens, government agencies, private businesses, business associations, landowners, land developers, interest groups, and civic organizations. The intent of the partnering effort is to collectively produce a better product or outcome than could be accomplished by working separately. In partnering efforts, all parties mutually benefit by agreeing to pool resources to achieve a high quality, consensus-based outcome. Since the Florida Scenic Highways Program is a grassroots effort with great emphasis on local support and consensus building, partnering is an obvious complimentary tool to achieve a Corridor's Vision, and it is a tool that the Corridor Group is using for that purpose.

As a starting point, it was critical that potential partners become aware of Corridor Group activities. The Corridor Group members have taken some initial steps to communicate the benefits of the CMP to the public in general and to some potential partners, and they recognize that this is an ongoing and continuous process, which may be guided in part by their Community Participation Program in Section 3. The group is aware that the benefits of partnering are often the primary motivators to enter into a partnership agreement, and that keeping an open and creative mind provides opportunities for unique partnerships that might be successful for very specific corridor issues. Not surprisingly, the group has begun to achieve a sense of inclusion, ownership and contribution among current and potential partners.

For example, the Corridor Group's first partnership formed with the Environmental Education Resource Council of Northeast Florida (EERC), a local not-for-profit agency with representation on the Corridor Group, to provide a means for administering start-up expenses pursuant to the Bylaws, and to facilitate the Corridor Group's potential fund-raising activities should the opportunity arise prior to the Corridor Group obtaining its own articles of incorporation and IRC Section 501(c)(3) tax-exempt status, for which it is currently filing the necessary paperwork. In addition, to accomplish some of the Corridor Group's stated goals that pertain to promotional and community participation activities, it was recognized that other organizations involved in historical resources and special events would be beneficial to the Corridor Group while also helping them achieve their related goals of tourism, cultural events, linkages, etc. The partnership agreements made with William R. Adams, Ph.D. (author of *St. Augustine & St. Johns County: A Historical Guide*), and the St. Johns County Visitor's and Convention Bureau sprang forth from this realization. The Corridor Group also pursued a partnership with the St. Johns Riverkeeper to work toward common concerns centered on the River, and the partnership with the Garden Club of Switzerland developed from both groups' interest in adding native trees and other plantings for enhancement of the scenic highway. Finally, the Corridor Group has the support of the Florida Wildlife Federation (FWF), which executed its Partnership Agreement last year, shortly after establishing its first Northeast Florida office in St. Johns County. The involvement of the FWF is expected to enhance the Corridor Group's efforts in protecting areas of environmental concern, which may be suitable in some instances for passive recreational pursuits.

A blank partnership agreement is provided on page 5-3 for future copying and use, and the six existing agreements follow on subsequent pages. Newly identified partners and changes from potential to actual

partners may be noted in Table 1 (in Section 3). In addition, some of the potential partners are matched with specific "Action Items" in Table 8 at the end of this document (in Section 13).

William Bartram Scenic & Historic Highway

Corridor Management Council

Partnership Agreement

This Agreement, effective as of _____, entered between the Corridor Management Council (hereinafter CMC) and _____ (hereinafter CMC Partner) to establish a mutually supportive relationship between the CMC and the CMC Partner in the implementation, coordination, and monitoring of the William Bartram Scenic & Historic Highway.

- A. The CMC Partner is involved in the scenic & historic highway corridor as an organization or individual interested in the preservation and celebration of local historical persons, places, events and natural resources. The CMC Partner supports the William Bartram Scenic & Historic Highway (WBS&HH) Corridor Management Plan (CMP) and will take the steps it deems necessary to support the implementation of the CMP.
- B. The CMC supports the activities of the CMC Partner that benefit the Scenic Highway Corridor. The CMC may provide informational materials for use and organize activities that the CMC Partner may participate in, and/or provide speakers to present corridor information in an effort to appropriately assist and promote the CMC Partner.
- B. Terms and Termination: This agreement is effective as of the date first written above for a period of 5 years and shall automatically renew for successive 5 year periods unless terminated by either party in accordance with this provision. This agreement can be terminated by either party for any reason with or without cause upon the provision of 30 (thirty) days written notice to the other part at the address provided below.

CMC

Chairperson

Date

Official Address

CMC Partner

Authorized Representative

Date

Official Address

PARTNERSHIP AGREEMENT

The Corridor Management Council will draft individual partnership agreements when appropriate. A sample agreement is shown as follows.

William Bartram Scenic & Historic Highway

Corridor Management Council

Partnership Agreement

This Agreement, effective as of May 12, 2005, entered between the Corridor Management Council (hereinafter CMC) and Environmental Education Resource Council of FLA (hereinafter CMC Partner) to establish a mutually supportive relationship between the CMC and the CMC Partner in the implementation, coordination, and monitoring of the William Bartram Scenic & Historic Highway.

- A. The CMC Partner is involved in the scenic & historic highway corridor as an organization or individual interested in the preservation and celebration of local historical persons, places, events and natural resources. The CMC Partner supports the William Bartram Scenic & Historic Highway (WBS&HH) Corridor Management Plan (CMP) and will take the steps it deems necessary to support the implementation of the CMP.
- B. The CMC supports the activities of the CMC Partner that benefit the Scenic Highway Corridor. The CMC may provide informational materials for use and organize activities that the CMC Partner may participate in, and/or provide speakers to present corridor information in an effort to appropriately assist and promote the CMC Partner.
- B. Terms and Termination: This agreement is effective as of the date first written above for a period of 5 years and shall automatically renew for successive 5 year periods unless terminated by either party in accordance with this provision. This agreement can be terminated by either party for any reason with or without cause upon the provision of 30 (thirty) days written notice to the other part at the address provided below.

CMC

Mary Chinn 6/4/05
Chairperson Date

Official Address

CMC Partner

Walter H. Bailey 5-12-05
Authorized Representative Date

Official Address

*William Bartram Scenic & Historic Highway Corridor Management Plan - May 2005***William Bartram Scenic & Historic Highway****Corridor Management Council****Partnership Agreement**

This Agreement, effective as of June 9, 2005, entered between the Corridor Management Council (hereinafter CMC) and Shawnee State Park (hereinafter CMC Partner) to establish a mutually supportive relationship between the CMC and the CMC Partner in the implementation, coordination and monitoring of the William Bartram Scenic & Historic Highway.

- A The CMC Partner is involved in the scenic & historic highway corridor as an organization or individual interested in the preservation and celebration of local historical persons, places, events and natural resources. The CMC Partner supports the William Bartram Scenic & Historic Highway (WBS&HH) Corridor Management Plan (CMP) and will take the steps it deems necessary to support the implementation of the CMP.
- B The CMC supports the activities of the CMC Partner that benefit the Scenic Highway Corridor. The CMC may provide informational materials for use and organize activities that the CMC Partner may participate in, and/or provide speakers to present corridor information in an effort to appropriately assist and promote the CMC Partner.
- B Terms and Termination: This agreement is effective as of the date first written above for a period of 5 years and shall automatically renew for successive 5-year periods unless terminated by either party in accordance with this provision. This agreement can be terminated by either party for any reason with or without cause upon the provision of 30 (thirty) days written notice to the other part at the address provided below.

CMC

[Signature]
Chairperson

6/9/05
Date

Official Address

CMC Partner

[Signature]
Authorized Representative

6/9/05
Date

Official Address

PARTNERSHIP AGREEMENT

The Corridor Management Council will draft individual partnership agreements when appropriate. A sample agreement is shown as follows.

William Bartram Scenic & Historic Highway

Corridor Management Council

Partnership Agreement

This Agreement, effective as of MAY 10, 2005, entered between the Corridor Management Council (hereinafter CMC) and ST. JOHNS RIVERKEEPER, (hereinafter CMC Partner) to establish a mutually supportive relationship between the CMC and the CMC Partner in the implementation, coordination, and monitoring of the William Bartram Scenic & Historic Highway.

- A. The CMC Partner is involved in the scenic & historic highway corridor as an organization or individual interested in the preservation and celebration of local historical persons, places, events and natural resources. The CMC Partner supports the William Bartram Scenic & Historic Highway (WBS&HH) Corridor Management Plan (CMP) and will take the steps it deems necessary to support the implementation of the CMP.
- B. The CMC supports the activities of the CMC Partner that benefit the Scenic Highway Corridor. The CMC may provide informational materials for use and organize activities that the CMC Partner may participate in, and/or provide speakers to present corridor information in an effort to appropriately assist and promote the CMC Partner.
- B. Terms and Termination: This agreement is effective as of the date first written above for a period of 5 years and shall automatically renew for successive 5 year periods unless terminated by either party in accordance with this provision. This agreement can be terminated by either party for any reason with or without cause upon the provision of 30 (thirty) days written notice to the other part at the address provided below.

CMC

[Signature]
Chairperson

6/9/05
Date

Official Address

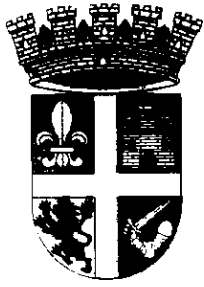
CMC Partner

[Signature]
Authorized Representative

MAY 10, 2005
Date

Official Address

2800 UNIVERSITY BLVD.
JACKSONVILLE, FL 32211



City of St. Augustine



St. Augustine, Florida

Heritage Tourism

May 10, 2005

Mary Cornwell
2652 State Road 13
William Bartram Scenic Highway
Switzerland, Florida 32259

Dear Mary:

I am returning a signed copy of the Partnership Agreement with the Corridor Management Council.

Please understand that I am signing this Agreement for myself, individually, and not as a representative of the City of St. Augustine, my employer. The City, of course, has no responsibility for the highway and, in any event, I cannot commit the City without express approval of the City Commission.

I might note that I included the William Bartram Scenic Highway as one of the described historic sites in my recent book, *St. Augustine & St. Johns County: A Historical Guide*. I hope that mentions of that kind will help in a small way to preserve the scenic highway.

You are to be congratulated and thanked for the many personal efforts you have put forth to preserve this splendid part of our history.

Sincerely,

William R. Adams, Ph.D.
Director

Bill Adams
Fisher, Maryland
5/12/05

William Bartram Scenic & Historic Highway Corridor Management Plan

PARTNERSHIP AGREEMENT

The Corridor Management Council will draft individual partnership agreements when appropriate. A sample agreement is shown as follows.

William Bartram Scenic & Historic Highway

Corridor Management Council

Partnership Agreement

This Agreement, effective as of 5-10-05, entered between the Corridor Management Council (hereinafter CMC) and William R. Adams, Ph.D. (hereinafter CMC Partner) to establish a mutually supportive relationship between the CMC and the CMC Partner in the implementation, coordination, and monitoring of the William Bartram Scenic & Historic Highway.

- A. The CMC Partner is involved in the scenic & historic highway corridor as an organization or individual interested in the preservation and celebration of local historical persons, places, events and natural resources. The CMC Partner supports the William Bartram Scenic & Historic Highway (WBS&HH) Corridor Management Plan (CMP) and will take the steps it deems necessary to support the implementation of the CMP.
- B. The CMC supports the activities of the CMC Partner that benefit the Scenic Highway Corridor. The CMC may provide informational materials for use and organize activities that the CMC Partner may participate in, and/or provide speakers to present corridor information in an effort to appropriately assist and promote the CMC Partner.
- B. Terms and Termination: This agreement is effective as of the date first written above for a period of 5 years and shall automatically renew for successive 5 year periods unless terminated by either party in accordance with this provision. This agreement can be terminated by either party for any reason with or without cause upon the provision of 30 (thirty) days written notice to the other part at the address provided below.

CMC

Mary Corneill
Chairperson

Date

5/3/05

Official Address

CMC Partner

William R. Adams
Authorized Representative

Date

5-10-05

Official Address

PARTNERSHIP AGREEMENT

The Corridor Management Council will draft individual partnership agreements when appropriate. A sample agreement is shown as follows.

William Bartram Scenic & Historic Highway

Corridor Management Council

Partnership Agreement

This Agreement, effective as of MAY 16, 2005, entered between the Corridor Management Council (hereinafter CMC) and ST. JAMES COUNTY VISITORS & CONVENTION BUREAU (hereinafter CMC Partner) to establish a mutually supportive relationship between the CMC and the CMC Partner in the implementation, coordination, and monitoring of the William Bartram Scenic & Historic Highway.

- A. The CMC Partner is involved in the scenic & historic highway corridor as an organization or individual interested in the preservation and celebration of local historical persons, places, events and natural resources. The CMC Partner supports the William Bartram Scenic & Historic Highway (WBS&HH) Corridor Management Plan (CMP) and will take the steps it deems necessary to support the implementation of the CMP.
- B. The CMC supports the activities of the CMC Partner that benefit the Scenic Highway Corridor. The CMC may provide informational materials for use and organize activities that the CMC Partner may participate in, and/or provide speakers to present corridor information in an effort to appropriately assist and promote the CMC Partner.
- B. Terms and Termination: This agreement is effective as of the date first written above for a period of 5 years and shall automatically renew for successive 5 year periods unless terminated by either party in accordance with this provision. This agreement can be terminated by either party for any reason with or without cause upon the provision of 30 (thirty) days written notice to the other part at the address provided below.

CMC

Mary Lou Reed
Chairperson

5/25/05
Date

Official Address

CMC Partner

John H. Hester
Authorized Representative

5/16/05
Date

Official Address

William Bartram Scenic & Historic Highway

Corridor Management Council

Partnership Agreement

This Agreement, effective as of April 23, 2004, entered between the Corridor Management Council (hereinafter CMC) and Florida Wildlife Federation, (hereinafter CMC Partner) to establish a mutually supportive relationship between the CMC and the CMC Partner in the implementation, coordination, and monitoring of the William Bartram Scenic & Historic Highway.

- A. The CMC Partner is involved in the scenic & historic highway corridor as an organization or individual interested in the preservation and celebration of local historical persons, places, events and natural resources. The CMC Partner supports the William Bartram Scenic & Historic Highway (WBS&HH) Corridor Management Plan (CMP) and will take the steps it deems necessary to support the implementation of the CMP.
- B. The CMC supports the activities of the CMC Partner that benefit the Scenic Highway Corridor. The CMC may provide informational materials for use and organize activities that the CMC Partner may participate in, and/or provide speakers to present corridor information in an effort to appropriately assist and promote the CMC Partner.
- B. Terms and Termination: This agreement is effective as of the date first written above for a period of 5 years and shall automatically renew for successive 5 year periods unless terminated by either party in accordance with this provision. This agreement can be terminated by either party for any reason with or without cause upon the provision of 30 (thirty) days written notice to the other part at the address provided below.

CMC

Mary L. Cornwell
Chairperson

Date

5/11/04

Official Address:

CMC Partner

[Signature]
Authorized Representative

4/23/04

Date

Official Address:

Florida Wildlife Federation
Northeast Office
201 Owens Ave
Suite A
St. Augustine, FL 32080

SECTION 6 CORRIDOR MANAGEMENT COUNCIL

The William Bartram Scenic & Historic Highway Corridor Management Council (CMC) will replace and supercede the William Bartram Scenic & Historic Highway Corridor Group, which is the present name for the corridor advocacy group. See pages xiii through xviii at the front of this Corridor Management Plan (CMP) for the official lists of the CMC Membership, Honorary Ex Officio Members, Officers, Project Advisors, local Elected Officials, Legislative Delegation Members, and U.S. Congressional Members.

The CMC serves as a caretaker of the scenic corridor to ensure that the vision and intent of the scenic highway program is being accomplished within the corridor. The CMC will also ensure that the Action Plan is executed in a timely manner and that all activities along the corridor are monitored and implemented in accordance with the Corridor Management Plan (CMP or Plan). To accomplish these goals, the CMC intends to begin implementing the CMP immediately (upon designation of the Corridor by the Florida Department of Transportation), through a partnership agreement between the general CMC membership and St. Johns County government to manage and monitor the corridor.

6.1 CORRIDOR MANAGEMENT COUNCIL AGREEMENT

The CMC will function as the initiator and coordinator of the plans, strategies, programs and events contained in the CMP. The CMC Members are familiar with the designation effort and are willing to devote their time and resources toward achieving the Corridor Vision. Citizens and business representatives can produce innovative ideas and help enlist community support and volunteers. The Board of County Commissioners (BCC) is experienced with policymaking and has the power and the means to enact and implement corridor strategies. The BCC has committed its support to the CMC through the continued provision of professional planning and recreational staff resources, as well as monthly meeting space, thereby directly assisting the CMC members in facilitating and implementing the CMP. These partners have agreed to consider the concepts and action plan items proposed in the Corridor Management Plan, and to complete these proposals wherever possible.

The CMC Members and local elected officials considered different types of partnership agreements for making an official declaration of their membership and commitment to the duties and responsibilities of the CMC. Pursuant to the Scenic Highways Program Manual, a general narrative description of CMC functions and responsibilities is required, along with the official CMC membership list and signatures.

The following "William Bartram Scenic & Historic Highway Corridor Management Council Memorandum of Understanding" was executed for its simplicity and ease of interpretation:

William Bartram Scenic & Historic Highway Corridor Management Council
Memorandum of Understanding

THIS MEMORANDUM OF UNDERSTANDING ("MOU") is made and entered into this the 28 day of June, 2005, by and between the member signatories included below (the "Members"), and shall thereby comprise the William Bartram Scenic & Historic Highway Corridor Management Council ("CMC").

FOR AND IN CONSIDERATION OF the mutual benefits and obligations hereunto pertaining, the Members form the understanding as follows:

1. There is hereby created a Corridor Management Entity hereinafter called the William Bartram Scenic & Historic Highway Corridor Management Council (CMC), which shall facilitate and promote plans, strategic programs and events set forth in the William Bartram Scenic & Historic Highway Corridor Management Plan ("the CMP"). The formation of the Corridor Management Council shall supercede and replace the Corridor Advocacy Group, in accordance with the Florida Department of Transportation's Scenic Highway Program.
2. This MOU is intended to facilitate and promote appropriate implementation and consistency in carrying out the goals and objectives in the CMP.
3. Pursuant to the BYLAWS contained in Section 6 of the Corridor Management Plan, as amended each Member (or designee) shall serve on the Corridor Management Council, in either the capacity of General Membership, which is open to citizens, landowners, businesses and public land managers interested in the William Bartram Scenic & Historic Highway Corridor, or of Technical Advisory Membership, which may include technical and/or advisory "signed" partners.
4. CMC membership can be expanded or reduced pursuant to the BYLAWS contained in Section 6 of the CMP, as amended, and through additional Partnership Agreements, which may be entered into as appropriate to facilitate and promote work on Goals, Objectives and Strategies of the CMP. Partnerships may be long term or activity specific in nature. The CMC may amend its BYLAWS and organizational rules as necessary or appropriate for the organization and operation of the CMC, consistent with the provisions hereof, including, as appropriate, provision for the formation of "Committees," the election of other officers and retention of employees or independent contractors in the CMC's discretion. Members may seek to dissolve their participation in the CMC upon written notice to the chairperson. The CMC will terminate if no party remains legally active.
5. Each Member (or designee) may provide technical advice in areas of planning, engineering, architecture, economics and environmental management, as may be appropriate to the Member.
6. The St. Johns County Planning Division will endeavor to provide reasonable staff resources when such are in the County's sole opinion reasonably available and when such does not conflict with any other County plan, policy, program or operation. Both St. Johns County and the Secretary of the CMC shall retain records of such activities.
7. All operations, meetings, etc., of the CMC shall be open to the public and subject to the Florida Sunshine Law and Public Records law. If the County Administrator determines after a noticed hearing, that one or more Members are not complying with such laws, this MOU shall be

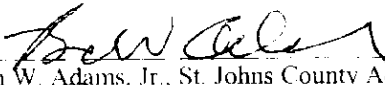
William Bartram Scenic & Historic Highway Corridor Management Council
Memorandum of Understanding

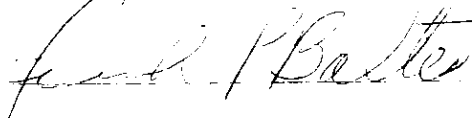
deemed to have been reformed without those members in violation, or consideration given to forming a new MOU.

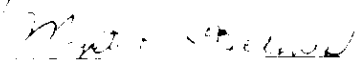
8. The CMP shall be deemed by this MOU to be a planning guide, and nothing contained herein shall constitute the adoption of the CMP as a law, regulation or ordinance of any public body that acts to regulate public or private property or activity. Land management planning decisions, directions, budgeting and implementation of the public lands within the corridor are the responsibility of the individual public agencies.
9. Nothing in this MOU or the CMP shall, in themselves, be deemed to obligate any public funds for any particular project.

IN WITNESS WHEREOF, the undersigned Members have executed this MOU as of the day and year first written above.

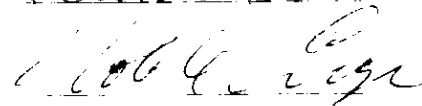
SIGNATORIES

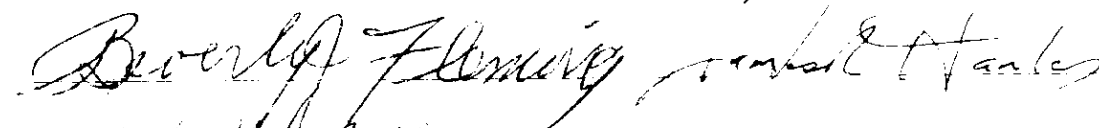

Ben W. Adams, Jr., St. Johns County Administrator



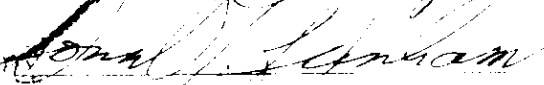


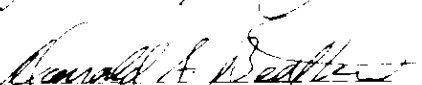


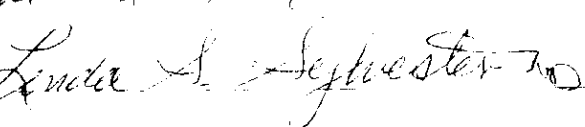




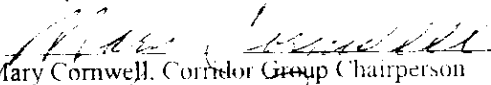


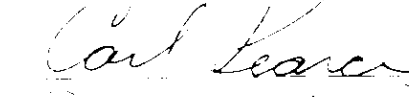




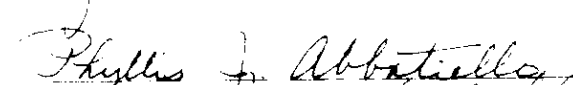


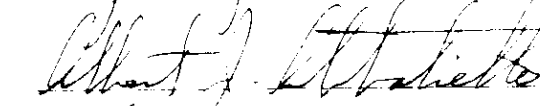
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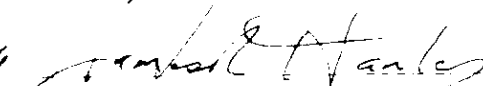

Mary Cornwell, Corridor Group Chairperson











6.2 BYLAWS

The management structure of the CMC may develop over time, as proposals contained in the Plan are studied further and implemented or amended. However, the citizen members of the CMC felt that the Bylaws should provide for the elections of officers within 60 days of designation and a process for accommodating potential new members. In addition, there was interest in establishing technical advisors as non-voting members. The following proposed bylaws have been approved by the CMC. However, in accordance with section 7.01, these bylaws may be amended accordingly.

William Bartram Scenic & Historic Highway Corridor Management Council

BYLAWS

ARTICLE I - NAME AND PURPOSE

Section 1.01 Name: The name of the organization shall be: the WBSHHC (William Bartram Scenic & Historic Highway Council), hereinafter referred to as "the Council".

Section 1.02 Purpose: The purpose of the community-based Council shall be educationally oriented to the preservation, protection, enhancement and maintenance of the William Bartram Scenic & Historic Highway and the associated loop/spur roads. Avenues approved to achieve these goals include:

- (a) To request State Road 13 designation within the Scenic Highways Program as authorized by Chapter 335.092 of the Florida Statutes
- (b) To devise strategies, programs and events explicating the William Bartram Scenic & Historic Highway's cultural, environmental and historical assets;
- (c) To investigate funding sources; and
- (d) To present recommendations to appropriate local, regional, state and federal land use authorities, citizens, businesses and private landowners.

ARTICLE II – MEMBERSHIP

Section 2.01 General Membership: General Membership is open to citizens, landowners, businesses and public land managers interested in supporting the Goals, Objectives and Strategies of the William Bartram Scenic & Historic Highway Council.

Section 2.02 Technical Advisory Membership: Technical and/or advisory "signed" partners, who shall serve as non-voting members.

ARTICLE III - MEETINGS

Section 3.01 Regular Meetings: The Council shall meet once a month during the first year. After the first year, meetings will be held no less than quarterly. The members shall determine the time, date and

location. Notice including the agenda shall be submitted by email or telephone. Notice of meetings shall be provided to the local media. Attendance Sign-in Sheets shall be provided and minutes shall be taken at all meetings.

Section 3.02 Annual Meetings: Elections shall be held annually at a meeting of the General Membership. The first year's elections will occur within two months of the designation. The place, time and agenda must be communicated by telephone or email within ten (10) days of the meeting.

Section 3.03 Special Meetings: Special meetings may be called to consider one or more items of business. The place, time and agenda must be communicated by telephone or email to all Council members within forty-eight (48) hours of the meeting.

Section 3.04 Public Access: All meetings of the Council will be open to the public, and will be held in public buildings within St. Johns County.

Section 3.05 Quorum: A quorum for any action by the Council shall require a minimum of seven (7) members, which must include either the Chair or Vice-Chair. If less than a quorum is present at a meeting, the CMC may deliberate but may not take any action that binds the Council.

Section 3.06 Attendance Policies and Voting Requirements and Conflicts:

- (a) **Attendance Policies and Voting Eligibility.** A member is eligible to vote after attending three (3) consecutive meetings and attaining membership status. If any member fails to attend three consecutive, regularly scheduled meetings or five (5) of twelve (12) regular or special meetings or workshops of the Council, the Council shall declare the member's office or seat vacant. If the vacated office or seat is held by an Officer, the vacancy shall be filled as provided by Section 4.03(c), except in the case of extended illness or unless otherwise provided by law. In the event of a prolonged illness, the Council may opt to remove the member if the member fails to attend six (6) consecutive, regularly scheduled meetings.
The Council shall maintain a record of absences and enforce the attendance policy. It is the responsibility of each individual Member to sign the Membership Roster or Sign-In Sheet upon arrival to each meeting.
- (b) **Voting Requirements.** Except as otherwise specified herein, all action by the Council requires a simple majority vote of a quorum present. Only those members in attendance will be empowered to vote. All members in attendance at a meeting must vote on all matters, unless excused by reason of a conflict of interest.
- (c) **Voting Conflicts.** Any member who has a potential conflict of interest on any given issue before the Council will announce the potential conflict prior to discussion on the item commencing and will refrain from voting or participating on the matter. No member of the Council may vote on any measure which inures to the member's special private gain or loss or which the member knows would inure to the member's special private gain or loss or which the member knows would inure to the special private gain or loss of a parent organization or subsidiary of a corporate principal by whom the member is retained, other than an agency (defined in F.S. 112.312(2) as any state, regional, county, local or municipal government entity of this state, whether executive, judicial, or legislative; any department, division, bureau, commission, authority, or political subdivision of this state therein; or

any public school, community college, or state university), or to the special private gain or loss of a relative or business associate of the member.

If there is a matter that comes before a member of the Council for which a conflict of interest exists, the member must:

- (1) Abstain from voting;
- (2) State publicly, the interest in the matter prior to the vote being taken; and
- (3) File a memorandum (Form 8B) with the secretary of the Council describing the nature of his/her interest in the matter, within fifteen (15) days after the vote occurs.

Section 3.07 Code of Ethics: Members of the Council shall be subject to all applicable provisions of F.S. Chapter 112, pt. III (F.S. 112.311 through 112.326), Code of Ethics for Public Officers and Employees.

Section 3.08 Compensation: No member will receive any compensation for serving on the Bartram Scenic & Historic Highway Council.

ARTICLE IV - DUTIES OF OFFICERS

Section 4.01 Officers: The Officers will be called the Executive Committee.

Section 4.02 Offices: The Executive Committee shall be comprised of the following Offices:

- (a) **Chairperson.** The Chairperson will have the power to perform the normal duties of the chief officer including the following:
 - (1) Preside at all meetings of the membership and the Executive Committee and be an ex-officio member of all subcommittees
 - (2) Establish agendas.
 - (3) Call special meetings and coordinate all outside activities.
 - (4) Appoint Committee Chairs, as needed.
 - (5) Perform such further duties and powers as may be assigned by the organization
- (b) **First Vice-Chair.** The First Vice-Chair shall:
 - (1) Exercise all powers and duties of the chair in the absence or inability of the chairman.
 - (2) Serve as chairman of the program committee.
 - (3) Serve as chairman of the nominating committee.
 - (4) Perform such other duties as delegated by the Executive Committee.
- (c) **Second Vice-Chair.** The Second Vice-Chair shall perform duties incident to the office of the First Vice-Chairman and such other duties as delegated by the Executive Committee
- (d) **Recording Secretary.** The Recording Secretary shall:
 - (1) For each meeting, provide a Membership Roster or Sign-In Sheet and record the minutes of the meetings of the Membership and the Executive Committee and maintain the attendance records.
 - (2) Maintain historical records
 - (3) Ensure proper notice of all meetings.
 - (4) Perform such further duties and powers as may be assigned by the Executive Committee.
- (e) **Corresponding Secretary.** The Corresponding Secretary shall:

- (1) Maintain all correspondence required by the membership and/or the Executive Committee.
- (2) Perform such further duties and powers as may be assigned by the Executive Committee.
- (f) **Treasurer.** The Treasurer shall:
 - (1) Retain all funds, property and securities of the organization.
 - (2) Make all payments as necessary and proper on behalf of the organization.
 - (3) Maintain a full and accurate account of all monies and obligations received and paid.
 - (4) Serve as an ex-officio member of the Finance Committee.
 - (5) Perform all duties incident to the office of the Treasurer and such other duties, which may be assigned by the chairman or the Executive Committee.
- (g) **Past President.** The immediate Past President shall serve as a voting member of the Executive Committee.

Section 4.03 Elections:

- (a) **Nominating Candidates for Office.** The Nominating Committee appointed by the Chair and chaired by the First Vice-Chair, shall prepare a slate of candidates at the second month's meeting after Designation.
- (b) **First Election.** The first year's election of officers will occur within two (2) months of Designation.
- (c) **Annual Elections.** Elections of Officers will be held annually.

Section 4.03 Terms:

- (a) **Length of Terms.** Officers will serve for two (2) years or until their successors are elected.
- (b) **Assumption of Duties.** Officers will assume their duties at the next scheduled meeting. Unless otherwise stated, outgoing Officers shall continue their duties until the next scheduled meeting.
- (c) **Resignation.** An eligible member will be appointed by the Chair to fill the unexpired term of an officer who resigns.

Section 4.04 Finances:

- (a) **Start-Up Costs.** Through the Treasurer and Finance Committee, deposits may be made to the Environmental Education Resource Council of Northeast Florida (EERC), a private, non-profit, 501(c)(3) agency, for start-up expenses until the William Bartram Scenic & Historic Highway Council obtains 501(c)(3) nonprofit designation.
- (b) **Fiscal Year.** The Fiscal Year shall begin on October 1st and end on September 30th.
- (c) **Checks.** Two signatures shall be required on checks.

ARTICLE VI – PARLIAMENTARY RULES

Section 5.01 Rules of Procedure: The proceedings of all meetings shall be conducted, and governed by, the latest edition of The Standard Code of Parliamentary Procedures, revised by the American Institute of Parliamentarians, by Alice Sturgis, and available in all St. Johns County libraries.

ARTICLE VII – AMENDMENTS

Section 7.01 Amendments to the By-Laws: Any qualified member may rise while new business is being considered and offer an amendment to the Bylaws simply by stating the proposed amendment and giving a copy to the Recording Secretary. The Recording Secretary will refer it to the Bylaws Committee for review. The Bylaws Committee will review and report at the next meeting. Any vote will be taken at a meeting following required notifications.

ARTICLE VIII – DISSOLUTION

Section 8.01: The William Bartram Scenic & Historic Highway Council may be dissolved for lack of interest indicated by no meetings being held in a twelve (12) month period.

Section 8.02: The Executive Committee shall, after making provisions for payment of all liability of William Bartram Scenic & Historic Highway Council, donate the remaining assets to the Environment Education Resource Council of North Florida.

ARTICLE IX – ADOPTION OF BY-LAWS

Section 9.01 Approval of By-Laws: These By-Laws were approved at a meeting of the Executive Committee of the William Bartram Scenic & Historic Highway Council on the _____ day of _____, 200__, the first Regular Meeting after Designation.

Cultural Environment

Historical influence of the St. Johns River can be determined by the largest known areas of archaeological significance. Predominately, prehistoric Native American mounds and campsites dot the shoreline. Some sites date back to the St. Johns I Period, 700 BC to 800 AD.

Therefore, from prehistoric time to the present the residents have inhabited the corridor and used the products of the natural environment. Early Native Americans used the resources of the river, streams and forests for food and shelter. Later, this area provided very important naval stores and afforded production of plantation crops such as oranges, cotton, and indigo. Although there are still agricultural pursuits in the corridor, the rural character of the area cannot function strictly upon an agrarian economy. Currently more than 59% of the workers in the Northwest Sector travel outside of the sector for employment.

The vision of the Northwest Sector Plan parallels the vision of the Corridor Group. It is to “maintain the rural character that people treasure” and “is not based on a rural or agricultural economy, as much as it is based on the visual experience of traveling... through the corridor...experiencing views of the St. Johns River, wetland areas, forests, and open areas.” Thus, preserving the character of the cultural landscape is at the forefront of the scenic corridor vision.

As reported in the Sector Plan, within the current structure of the corridor, the Bartram Trail Library exists as the only public library. This area lacks movie theaters, performing arts facilities, museums, botanical gardens or supporting civic facilities such as community centers. However, the County often uses the pavilion at Trout Creek Park for public meetings.

Thus far, the County has acquired the Alpine Groves Park, and has made plans to restore the former volunteer fire station as a community center, which add significantly to the public resources in the corridor. Importantly, the Alpine Groves Park's historic buildings will be restored and used as part of a living history museum. The new park will provide additional passive recreational facilities as well.

Opportunities and Conflicts: Socio-economic, cultural and environmental conditions are addressed in Table 6 and by the following:

Goals:	1, 4, 5 and 8;
Objectives:	1.1, 1.2, 1.3, 1.7, 4.1, 4.2, 4.3, 5.1, 5.2 and 8.1;
Strategies:	1.1.2, 1.2.1, 1.2.2, 1.2.4, 1.3.1, 1.3.2, 1.7.1, 4.1.1, 4.2.3, 4.3.1, 4.3.2, 5.1.4, 5.2.2, 5.2.5, 8.13 and 8.14; and
Actions:	Virtually all action items are applicable.

7.12 OTHER PROGRAMS

Local, regional, state and federal agencies have recognized the scenic corridor for its natural, historic, and cultural resources. In 1980, the State Legislature designated the roadway as the William Bartram Scenic Highway while the County provided local recognition on two separate occasions. [See Appendix C and St. Johns County Resolutions 97-200 and 2002-18.] The Florida Communities Trust assisted the County in funding the purchase of the above-noted 55-acre Alpine Groves Park located in Switzerland.

Furthermore, the scenic highway was included on the initial list nominated for the Florida Greenways Program and is currently named as a major extension of the Greenways Program of Duval County. The Florida Department of Environmental Protection (DEP) Greenway Program has recognized the importance of several cultural and historic sites located within the corridor and also noted that it is a significant multi-use trail. The St. Johns River has been designated an American Heritage River by the federal government. In addition, the Department of Environmental Protection has designated the St. Johns River as a Florida State Circumnavigational Trail.

While developing and implementing the Corridor Management Plan, the Corridor Group will pursue additional partnerships. Technical assistance and funding opportunities for scenic highway enhancements could include private and public resources. Some of those resources for partnering and funding within the corridor are found in Section 3 and reiterated here:

- Environmental Education Resource Council of Northeast Florida
- Conservation, Environmental, and Historic Groups (Audubon Society, Sierra Club, etc.)
- Civic and Social Organizations (Garden Clubs, Kiwanis, Rotary, etc.)
- Private Donors/Local Fundraising and Sponsorship Opportunities
- Chambers of Commerce
- Tourist Development Council
- Local Government Programs
- Florida Division of Historic Resources (Historic Preservation Grants in Aid, Historical Museums Grants in Aid, Cultural Grants Program, etc.)
- Florida Department of Community Affairs Coastal Initiatives Programs
- Florida Communities Trust Land Acquisition Grants
- Florida Recreation and Development Assistance Grants
- Florida Department of Environmental Protection Boating Improvement Program
- Florida Coastal Protection Restoration Program
- Section 319 Non Point Source Management Implementation (Storm Water Management)
- Department of Agriculture, Urban and Community Forestry Grants
- Florida's Plant a Tree Trust Fund
- Florida Tourism Industry Advertising Match Grants
- University of Florida Cooperative Extension Office
- Great Florida Birding Trail
- Nature Conservancy
- Florida Greenway and Trails Program
- National Scenic Byways Grant
- Federal Transportation Enhancement Funds
- Transportation Equity Act (TEA-21)
- Florida Highway Beautification Council Grants
- State of Florida Adopt-a-Highway Program
- St. Johns River Water Management District
- Legacy Program (SJC School Board)
- St. Johns County Greenway, Blueway and Trails Program
- Stewards of the St. Johns River, Inc.

- St. Johns Riverkeeper
- American Heritage River Program
- Florida Forever
- Save Our Rivers
- Florida Humanities Council

Besides enhancing the enjoyment of the natural environment, the corridor could become the link to form partnering of the above listed entities in order to provide unique educational and recreational opportunities. Residents and private developers can work together to coordinate and link their facilities to the corridor by providing informational kiosks, bike path connections, and beautification projects along the roadway.

Reference is made to the “Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970,” which ensures the fair and equitable treatment of persons whose real property is acquired or who are displaced as a result of a Federal or Federally-assisted project. Government-wide regulations provide procedural and other requirements (appraisals, payment of fair market value, notice to owners, etc.) in the acquisition of real property and provides for relocation payments and advisory assistance in the relocation of persons and businesses. The primary purpose of the Act is to ensure that displaced persons shall not suffer disproportionate injuries as a result of programs and projects designed for the benefit of the public as a whole and to minimize the hardship of displacement on such persons.

Opportunities and Conflicts: Concerns regarding other programs are addressed in Table 6 and by the following:

Goals:	1, 2, 3, 4 and 5;
Objectives:	1.9, 2.3, 3.1, 3.2, 3.3, 4.1, 4.2, 5.1 and 5.2;
Strategies:	1.9.3, 2.3.1, 3.1.1, 3.1.2, 3.2.1, 3.3.1, 3.3.2, 4.1.1, 4.2.2, 4.2.1, 4.2.2, 4.2.3, 5.1.2, 5.1.3, 5.1.4, 5.2.1, 5.2.2, 5.2.3, 5.2.4 and 5.2.5;
Actions:	A.3, A.5, A.7, A.8, A.9, A.11, A.12, A.13, A.14, B.1, B.4, B.6, B.9, and all “C” Actions (Administration/Coordination).

7.14 BACKGROUND CONDITIONS ANALYSIS-OPPORTUNITIES AND CONFLICTS

TABLE 6: Background Conditions Analysis-Opportunities and Conflicts		
Background Condition	Opportunity	Conflict
<p>7.1 Corridor Limits (All goals, objectives, strategies and actions apply.)</p>	<ul style="list-style-type: none"> • The William Bartram Scenic & Historic Highway corridor allows for connections to scenic, historic, cultural, natural, and recreational amenities • Linkages to the St. Johns River system at various locations 	<ul style="list-style-type: none"> • Impact may cause loss of scenic and historic character along the Corridor
<p>7.2 Roadway/ ROW Description (Reference Goals 1, 2, 6 and 7; Objectives 1.2,1.3, 1.5, 1.6, 2.1, 2.3, 2.4, 6.1 and 7.1; Strategies 1.2.1, 1.3.1, 1.3.2, 1.3.3, 1.5.1, 1.6.1, 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.3.1, 2.4.1, 2.4.2, 2.4.3, 6.1.1, 6.1.2, 6.1.3, 7.1.1, 7.1.2 and 7.1.3; and Actions A.1, A.3, A.4, A.5, A.6, A.10, A.15, C.3, C.10 and C.18).</p>	<ul style="list-style-type: none"> • Acquisition of a continuous Greenway and/or Blueway adjacent to the corridor • Ease traffic along the corridor through creation of alternate routes, by increasing existing bridge capacities • Improve ROW storm water and drainage system and treatment before discharge into the St. Johns River • Improvement and creation of a fire protection system • Consolidate or underground utilities • Multi-use trails connecting to the river and other intrinsic resources. • Maintain status quo on roadway character, number of lanes and development • Plant and save live oak canopies, native landscape buffers and wildflower plantings where appropriate 	<ul style="list-style-type: none"> • ROW is not consistent throughout the corridor • Costs associated with new road construction and enhancements • Cost of storm water and fire protection system • Cost of consolidation and relocation of utilities
<p>7.3 Existing Land Use, Zoning Reference Goals 1 and 8; Objectives 1.1, 1.4, 1.6 and 8.1; Strategies 1.1.1, 1.1.2, 1.4.1, 1.4.2, 1.6.2 and 8.1.1; and Actions C.8, C.9, and C.10.</p>	<ul style="list-style-type: none"> • Corridor overlay zone for design guidelines, tree protection, sign control, etc. • Better land development code enforcement • Encourage developers to plant more native vegetation and comply with buffer regulations • Leverage the support from the Board of County Commissioners for the Scenic Highways program in the DRI, PUD, PSD, PRD and other development approval processes • Affect amendments to the Northwest Sector Overlay 	<ul style="list-style-type: none"> • Need for design guidelines, tree protection and sign control • Enforcement of present land development regulations • Developers and agencies not very concerned about endangered species – flora and fauna • Commercial development are not required to be in accordance with the Scenic Highways Program Vision and Goals • Enforcement of codes & laws consistent with Land Development Code and laws

Background Condition	Opportunity	Conflict
<p>7.4 Future Land Use Reference Goals 1 & 8; Objectives 1.1, 1.4, 1.6 and 8.1; Strategies: 1.1.1, 1.1.2, 1.4.1, 1.4.2, 1.6.2 and 8.1.1; and All "A" Actions (Improvements/Enhancements), and C.8, C.9 C.13, C.16, C.19.</p>	<ul style="list-style-type: none"> • Additional recognition in the Comprehensive Plan to include the corridor map, vision and Goals, Objectives and Strategies 	<ul style="list-style-type: none"> • Grandfathering and buffer exemptions
<p>7.5 Signage Reference Goals 1, 2, 5 and 8; Objectives 1.7, 2.4, 5.1 and 8.1; Strategies 1.7.1, 1.7.2, 2.4.1, 2.4.3, 5.1.5 and 8.1.2; and Actions C.16 and C.19.</p>	<ul style="list-style-type: none"> • Coordinate, monitor and examine public and private signage standards for the Corridor. • Eliminate temporary signs and banners • Distinctive community logos and a well coordinated directional signage 	<ul style="list-style-type: none"> • Sign regulations enforcement • No uniform signage plan for the corridor • Small business owner violators • Lack of sufficient code enforcement personnel
<p>7.6 Safety Reference Goals 1 & 2; Objectives 1.4, 2.1 and 2.2; Strategies 1.4.2, 1.4.3, 2.1.1, 2.1.3, 2.2.1 and 2.2.2; and Actions A.4, A.10, A.15 and A.18.</p>	<ul style="list-style-type: none"> • A transportation study that reviews multi-modal use, speed regulations and parking • Safe crossing areas with warning devices for pedestrians and bicycles • Construction of new North-South road and alignment of other parallel roads • Correct improper and unsafe use of the right-of-way for parking • Traffic calming and reduce speed where appropriate • Warning devices at bike /pedestrian crossings along corridor • Identify potential acquisitions needed to improve safety and enhance the corridor • New developments should consider burying utilities except where tree integrity would be adversely affected • Non intrusive/low "spill/glare" lighting where appropriate 	<ul style="list-style-type: none"> • Inadequate pedestrian and bike paths • High traffic speed • Truck traffic and truck stops • Increased traffic

Background Condition	Opportunity	Conflict
<p>7.7 Traffic Volumes/User Types, Level of Service Reference Goals 1, 2, 6 and 7; Objectives 1.1, 2.1, 2.2, 2.3, 6.1 and 7.1; Strategies 1.1.2(b), 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.2.1, 2.2.2, 2.3.1, 6.1.1, 6.1.2, 6.1.3 and 7.1.3; and Actions A.4, A.20, A.21 and C.3.</p>	<ul style="list-style-type: none"> • Alternate modes of transportation including but not limited to pedestrian, bus, boat, and bicycles • Alternate routes for local and through traffic 	<ul style="list-style-type: none"> • Traffic along corridor is expected to increase • No plan for multi-modal uses • Level of service is expected to fall
<p>7.8 Transportation Planning Goals 1, 2, 6 and 7; Objectives 1.1, 1.4, 2.1, 2.2, 6.1 and 7.1; Strategies 1.1.2(b), 1.4.2, 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.2.1, 2.2.2, 2.3.1, 6.1.1, 6.1.2, 6.1.3 and 7.1.3; and Actions A.4, A.18, A.20, A.21, C.3, C.13 and C.16.</p>	<ul style="list-style-type: none"> • Bike access to intrinsic resources • Alternative modes of transportation with enhancements for pedestrians and bicycles • Multi-modal system to the St. Johns River and possibilities of boat travel • Nature, cultural and historical trails • Interpretive sign program • Protection and enhancement of the river 	<ul style="list-style-type: none"> • Off road bicycle access to intrinsic resources not present • Flooding and inadequate storm water management
<p>7.9 Roadway Improvements Reference Goals 2 & 6; Objectives 2.1, 2.2 and 6.1; Strategies 2.1.1, 2.1.2, 2.1.3, 2.1.4, 6.1.1, 6.1.2 and 6.1.3; and Actions A.1, A.4, A.18, A.20, A.21, C.3, C.13 and C.16.</p>	<ul style="list-style-type: none"> • Plant oak and other native trees • Wildflower plantings • Enhancements of retention ponds. • Provide attractive disposal units • Recruit homeowners to take part in the maintenance of vegetation adjacent to their property • Improved storm water system • Underground utility lines 	<ul style="list-style-type: none"> • Easements and adjacent property usage • Need for enhancement and safety considerations • Existing retention areas • Flooding

Background Condition	Opportunity	Conflict
<p>7.10 Protection Techniques Reference Goals 1, 5, 6, and 8; Objectives 1.1, 1.2, 1.3, 1.7, 5.2, 6.1, 7.1 and 8.1; Strategies 1.2.1, 1.2.2, 1.3.1, 1.3.2, 1.7.2, 1.8.1, 1.8.2, 5.2.1, 5.2.2, 6.1.1, 6.1.2, 6.1.3, 8.1.1, 8.1.2, 8.1.3 and 8.1.4; and C Actions.</p>	<ul style="list-style-type: none"> • Amend comprehensive plan to further recognize scenic corridor • Create overlay zone for scenic Corridor • Limitations on commercial development • Code enforcement • Incentive program for businesses and residents • Leverage existing provisions of the Northwest Sector Overlay 	<ul style="list-style-type: none"> • Lack of special protection measures
<p>7.11 Env. Conditions Reference Goals 1, 4, 5 and 8; Objectives 1.1, 1.2, 1.3, 1.7, 4.1, 4.2, 4.3, 5.1, 5.2 and 8.1; Strategies 1.1.2, 1.2.1, 1.2.2, 1.2.4, 1.3.1, 1.3.2, 1.7.1, 4.1.1, 4.2.3, 4.3.1, 4.3.2, 5.1.4, 5.2.2, 5.2.5, 8.1.3 and 8.1.4; and A, B & C Actions.</p>	<ul style="list-style-type: none"> • Interpretive signage for historical and natural resources • Museum/visitor's center for William Bartram and other local heritage • Heritage education program in schools • Nature, history and cultural preservation programs • Bird and wildlife viewing areas 	<ul style="list-style-type: none"> • No interpretive signage along the corridor • No visitor information centers
<p>7.12 Other Programs Reference Goals 1, 2, 3, 4 and 5; Objectives 1.9, 2.3, 3.1, 3.2, 3.3, 4.1, 4.2, 5.1 and 5.2; Strategies 1.9.3, 2.3.1, 3.1.1, 3.1.2, 3.2.1, 3.3.1, 3.3.2, 4.1.1, 4.2.2, 4.2.1, 4.2.2, 4.2.3, 5.1.2, 5.1.3, 5.1.4, 5.2.1, 5.2.2, 5.2.3, 5.2.4 and 5.2.5; Actions A.3, A.5, A.7, A.8, A.9, A.11, A.12, A.13, A.14, B.1, B.4, B.6, B.9, and C Actions.</p>	<ul style="list-style-type: none"> • The corridor's intrinsic resources and private businesses could link their facilities to the corridor, by providing information kiosks, bike and pedestrian connections, boat connections and beautification projects along the roadway 	<ul style="list-style-type: none"> • No established lines of communication between the residents, businesses and agencies • Funding to implement the CMP

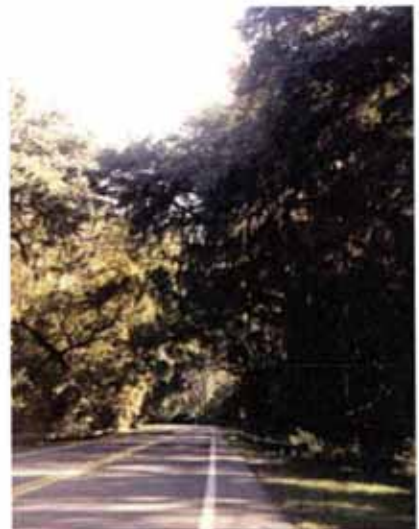
SECTION 7 BACKGROUND CONDITIONS ANALYSIS

The following section details the Background Conditions for the SR 13 corridor.

An inventory of existing conditions including roadway conditions, traffic, safety issues and land use was prepared in the Eligibility Application. The background assessment provided the information needed to address potential problem areas under the Scenic Highways Program process. Sections presented below take into account the changes in the background conditions along the corridor that have occurred since the eligibility phase. Each section was then analyzed for opportunities and conflicts, and these are summarized at the end of this Section in Table 6: Background Conditions Analysis – Opportunities and Conflicts). As a culmination of this analysis, the Opportunities and Conflicts Table was used as a reference to establish goals, objectives, strategies and actions necessary to address problem areas in light of the Scenic Highways Program vision.

7.1 SR 13 CORRIDOR LIMITS

The proposed William Bartram Scenic & Historic Highway (WBS&HH) is 17.29 miles long, extending from the northern terminus of the Julington Creek Bridge to the southern boundary of State Road (SR) 16 along the eastern shoreline of the St. Johns River in St. Johns County. It is defined as a magnificent, aesthetic and exciting experience of grand design of seasonal exposure with a wide diversity of Northern Florida vegetation. The natural physical characteristics include wetlands, ravines, coves, flood plains, creeks, clay bluffs and an immense canopy of centennial oaks and other native vegetation complimenting the unique St. Johns River, which borders it.



Opportunities and Conflicts: The Goals, Objectives and Strategies contained in Section 2 all have some effect in addressing development impacts affecting the preservation and enhancement of scenic, historic, cultural and recreational resources within the overall SR 13 corridor limits (see Table 6).

7.2 ROADWAY/RIGHT-OF-WAY (ROW) DESCRIPTION FOR SR 13

The proposed William Bartram Scenic and Historic Highway is located in the Northwest Sector of St. Johns County, Florida. It is State Road 13 (SR 13), which extends 17.3 miles from the Julington Creek Bridge (northern terminus) to the intersection of SR 16, which intersects the corridor from the east at Wards Creek (southern terminus). Originally designated as SR 47, the roadway proceeded as a federally funded project. It is a Federal Aid Primary Road. The roadway is also known as the William Bartram Scenic Highway. The Florida Legislature established this designation in 1980. This north-south corridor runs parallel to the St. Johns River, an American Heritage River. The west boundary of the corridor is the St. Johns River and the east boundary runs parallel to and approximately one mile from the road right-of-way. (See Figure 2: SR 13 Corridor Map.)



The roadway runs through the communities of Orangedale, Switzerland, and Fruit Cove. The scenic corridor is in the St. Johns County Northwest Planning District, or Planning District #4. Also, the First Coast Metropolitan Planning Organization (MPO) establishes priorities for roadway improvements within the Northwest Planning District. The MPO's area of concern expanded in 2003 to include SR 13 in its entirety.

The Florida Department of Transportation (FDOT) classifies the roadway as Rural Principal Arterial from the intersection of State Road 16 east at Wards Creek, hereafter referred to as SR 16 East or SR 16 E, to the intersection of State Road 16 West at the Shands Bridge, hereafter referred to as SR 16 West or SR 16W. Then, from the intersection of SR 16 West at the Shands Bridge to Kentucky Branch Bridge, the roadway is classified by FDOT as Rural Minor Arterial. From the Kentucky Branch Bridge to the Julington Creek Bridge the roadway is classified as Urban Minor Arterial. However, the St. Johns County functional classification for State Road 13 is Minor Arterial.

The Julington Creek Bridge, a 2400-foot concrete divided bridge, is the largest bridge along the roadway. A four lane bridge has been constructed at Cunningham Creek. Additional two lane concrete bridges are located at Mill Creek, Kentucky Branch and Trout Creek. There are about fifteen additional culverts/bridges along the scenic highway.

A major portion of the scenic highway right-of-way is 100 feet, but varies in some areas from 60 feet to 66 feet. State right-of-way is 66 feet from the intersection of SR 13 and Greenbriar Road to just north of Kentucky Branch Bridge.

From the Julington Creek Bridge, which is located near the confluence of Julington Creek and Durbin Creek, to Davis Pond Boulevard (referred to as Davis Pond Road in FDOT and County documents), the roadway is a divided 4-lane facility. That section of SR 13 from Davis Pond Boulevard to Roberts Road was 4-laned in 2002/2003. State Road 13 becomes a 2-lane undivided roadway with standard twelve-foot lanes and four-foot paved shoulders from Roberts Road south to CR 16A. From CR 16A to SR 16 East at the Wards Creek Community, SR 13 is a 2-lane undivided roadway but only has two-foot paved shoulders. There are no bridges over the roadway, however there are utility lines that cross the roadway. The roadway has appropriate height clearance including the portions covered by the tree canopy.

The new 4-lane segments have five-foot pedestrian sidewalks, three-foot sod borders with raised curb and gutter and four-foot unmarked and paved shoulders on both sides of a four-lane divided roadway. The Julington Creek Bridge is a four lane divided bridge with five-foot pedestrian sidewalks, ten-foot shoulders, and six-foot inside shoulders on both sides of the bridge. Julington Creek Bridge was reconstructed in 1995 from a two-lane to a four-lane divided bridge.

Utilities are located just inside the current right-of-way that exists with a "no-curb-and-gutter" drainage system. One exception occurs from Davis Pond Boulevard north to Julington Creek Bridge and at the intersection of Greenbriar Road and SR 13, where curb and gutter has been installed 500 feet to the south along with new turn lanes. Overhead utility lines parallel the highway on the west side. Both underground and overhead utilities can be found along the right-of-way of the Julington Creek Bridge where all the utilities are located below the bridge.



The FDOT has responsibility for maintenance of the right-of-way along the scenic highway. FDOT contracts with private companies for this project. This overall maintenance program includes nine mowings and twelve trash pick-ups per year by the contractor. Presently no formal landscape or greenscaping program exists, except along the newly constructed 4-lane segments north of Davis Pond Boulevard where landscaping exists in the medians and along the state right-of-way. Specified landscaping plants prescribed for these areas include native trees such as live oaks, laurel

oaks, long leaf pines, swamp bays and southern magnolias. Native shrub replacements are wax myrtles, saw palmettos, sod and wildflowers.

The scenic highway corridor has the opportunity for an Adopt-A-Highway Program. The Adopt-A-Highway Program gives organizations and citizens the opportunity to maintain a segment of the corridor by picking up litter, bottles, aluminum cans, and generally keeping that segment of the highway beautiful.

Opportunities and Conflicts: Roadway and right-of-way concerns are addressed in Table 6 and by the following:

Goals:	1, 2, 6 and 7;
Objectives:	1.2, 1.3, 1.5, 1.6, 2.1, 2.3, 2.4, 6.1 and 7.1;
Strategies:	1.2.1, 1.3.1, 1.3.2, 1.3.3, 1.5.1, 1.6.1, 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.3.1, 2.4.1, 2.4.2, 2.4.3, 6.1.1, 6.1.2, 6.1.3, 7.1.1, 7.1.2 and 7.1.3; and
Actions:	A.1, A.3, A.4, A.5, A.6, A.10, A.15, C.3, C.10 and C.18.

7.3 EXISTING LAND USE AND ZONING FOR SR 13

Existing land uses located within the scenic highway corridor include vacant land, conservation/open space, low and medium density residential and some high density residential, as well as office neighborhood commercial and retail commercial. Undeveloped or developed in low-density residential uses border the majority of the highway corridor. Some sections of the corridor are developed as medium to high density residential, neighborhood commercial and mixed uses. High density residential is within the Julington Creek Development of Regional Impact (DRI). (See Figure 3: Excerpt of 2000 Land Use/Land Cover Map and Figure 4: Approved and Proposed Developments Map.)

General Development Patterns

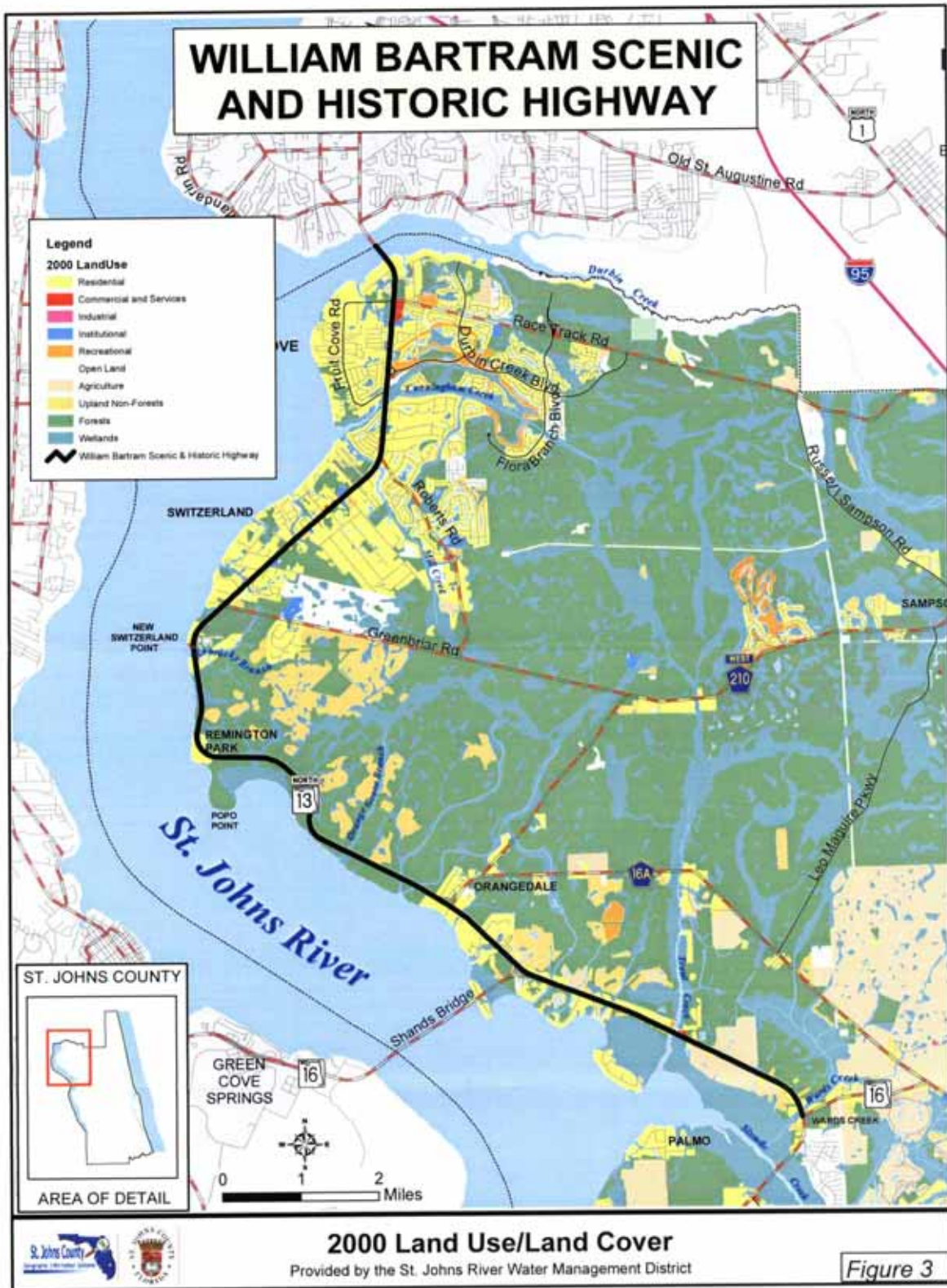
In the early development of the area, the residential parcels were one- to five-acre home sites along and adjacent to the St. Johns River. Later development resulted in smaller lot subdivisions in the Julington Creek DRI and along the St. Johns River. The growth of the north section of the corridor is related to the demand for single family housing by people working in adjacent Duval County. Relatively low land prices, good schools and accessibility to major employment centers in Jacksonville fuel these emerging growth areas. In addition, large amounts of vacant land are no longer available for future growth in the Mandarin Area, north of Julington Creek. Thus, subdivisions are extending south along State Road 13. It is here that one finds community commercial development at the intersection with Fruit Cove Road and Race Track Road. This development and the lack of interconnected local/residential streets between developments has resulted in greater traffic on the scenic highway and the need to four-lane the roadway from Roberts Road and across the Julington Creek Bridge.

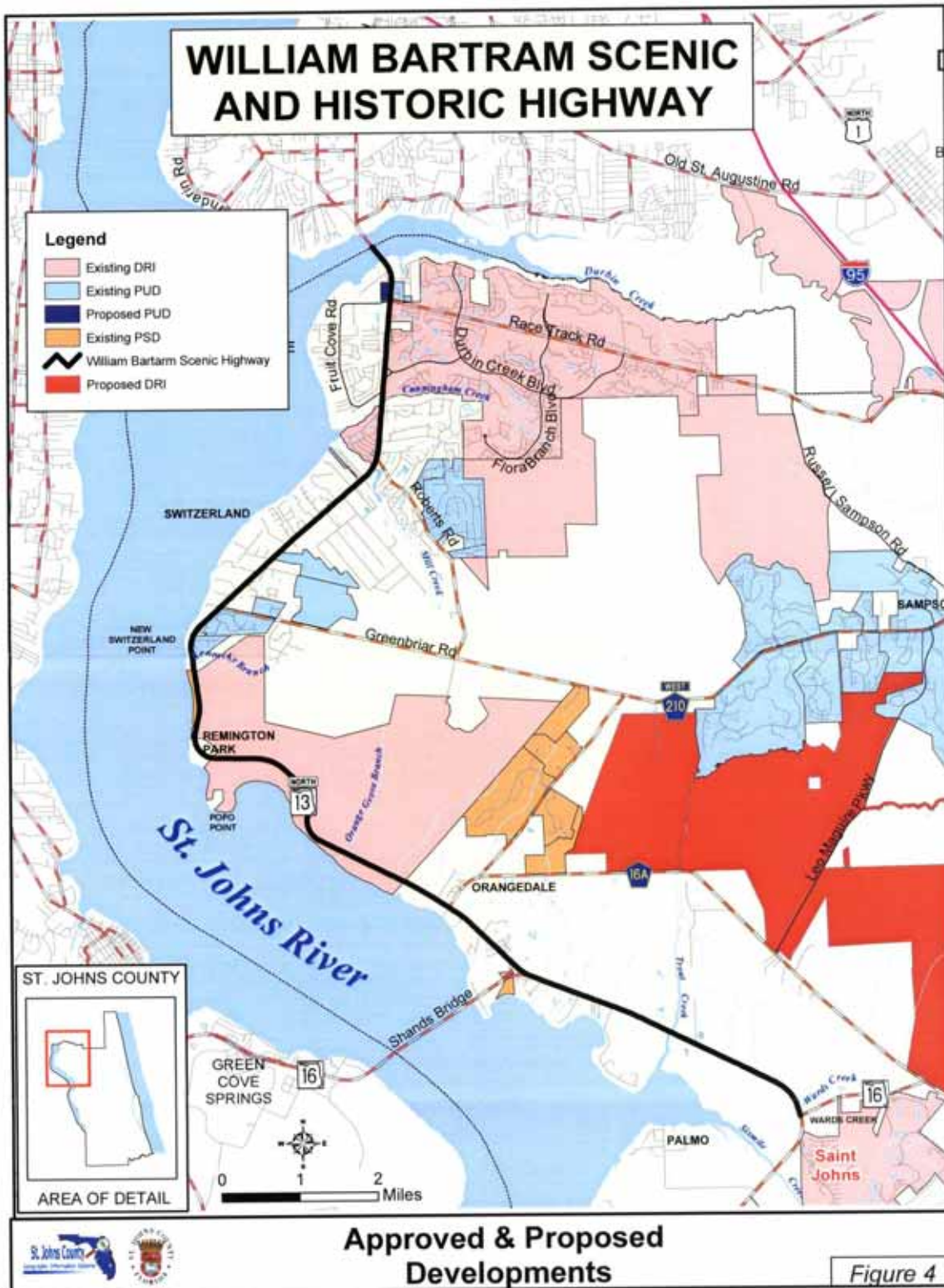
Between Julington Creek Bridge and the first major intersection at Fruit Cove Road and Race Track Road, the commercial properties include service station/convenience stores, a 75-acre retirement village with nursing facilities, medical center, two medium size shopping centers, restaurants, postal centers, child care centers, real estate offices and retail stores. At the intersection of Roberts Road and the scenic highway, there is a service station/convenience store. The service station/convenience store was grandfathered-in prior to the current comprehensive plan. There are smaller residential developments south of Davis Pond Boulevard including Cunningham Creek, the Bartram Plantation and Bartram Trail. At the intersection of Sheffield Road and the scenic highway in Switzerland, there is a service station/convenience store constructed before the 1990 County Comprehensive Plan regulations.

South of Greenbriar Road, there is a substantial area which is used for silviculture. This silviculture is on both the west and east sides of the scenic corridor from Hallowes Cove south to the CR 16A intersection at Orangedale. This use combined with large residential lots comprises this area of the scenic highway. South of CR 16A, a majority of the property is in agricultural use to the southern terminus at the intersection of SR 13 and SR 16 East.

The majority of the growth within the scenic corridor has been in the north section where the Julington Creek Development of Regional Impact (DRI) is located. Most new Planned Unit Developments (PUDs) or Planned Service Developments (PSDs) along the corridor are generally low/medium (1 or 2 units per acre) density residential developments. Limited commercial development exists within the Julington Creek

DRI, although additional commercial is expected as the area matures. Also, commercial uses have been limited in the Future Land Use Plan along the State Road 13 scenic corridor due to significant historical and natural resource features. Although Neighborhood and Community Commercial uses are allowed in the residential areas where the existing zoning allows commercial uses, there has been little commercial development occurring within the residential land use designations. (See Section 5.10 Protection Techniques.)





The St. Johns County 2015 Comprehensive Plan, amended in 2000, governs future commercial land development in the scenic corridor. (The St. Johns County Comprehensive Plan documents including Goals, Objectives and Policies; Background Documents; Land Development Code; and Miscellaneous Ordinances may be viewed on the County's website.) More specifically, Policy A.1.3.8 of the County's Future Land Use Element states that:



"Commercial development of land shall not be permitted within six hundred (600) feet of the centerline of those portions of State Road 13 designated as the William Bartram Scenic Highway, except as follows:

- (a) From the Julington Creek Bridge to the intersection of State Road 13 and State Road 16 (Shands Bridge) commercial development shall only be permitted on those parcels land zoned to permit commercial development, consistent with the uses allowed by the applicable land use designation on the Future Land Use Map, as of the date of adoption of this Plan Amendment; and,
- (b) From the intersection of SR 13 and SR 16 (Shands Bridge) to SR 207, Commercial development shall only be permitted on:
 - (i) Those parcels of land zoned to permit Commercial development as of the date of the adoption of this Plan Amendment consistent with the uses allowed by that applicable land use designation on the Future Land Use Map; or
 - (ii) Those parcels of land which, through the Planned Development land development regulations, are zoned and permitted for Neighborhood Commercial or Rural Commercial uses pursuant to the Plan's requirements and are approved for Commercial uses through a Comprehensive Plan amendment to the Future Land Use Map.
- (c) A community commercial center located at the intersection State Road 13 and Race Track Road; and,
- (d) On lands designated Commercial on the Future Land Use Map as of the date of adoption of this Plan Amendment.
- (e) A Community Center District (CCD) will be located within the RiverTown DRI, along the East and West side of SR 13 and will not exceed 1,600 feet of roadway frontage."

Due to the extensive growth in the northwest area of St. Johns County, the County has developed the Northwest Sector Plan to prioritize, evaluate and analyze all land use designations and develop guidance to ensure that development is compact and efficient to establish a sense of place with sustainable and quality of life standards. This Plan received governmental approval on September 24, 2002. (See Goal A.2 of the St. Johns County Comprehensive Plan, Future Land Use Element.)

Along with development there are additional demands on the corridor to provide services including communication facilities. In 1996, St. Johns County experienced a significant increase in the number of communication tower permit applications. The primary concerns about the increase in the number of towers relate to safety and aesthetics. Residents of the Northwest Sector expressed concern to the County Commission that the safety and aesthetics of communication towers along the William Bartram

Scenic Highway would have negative impacts. This action by residents prompted the County in December 1997 to unanimously approve an ordinance keeping communications towers from within 600 feet of the scenic highway.

Major Land Ownership

St. Joe/Arvida Company, L.P., owns and maintains approximately 4,170 acres in silviculture including some under development. It covers a 4.5-mile length of the scenic corridor on both the east and west side between Greenbriar Road and County Road 16-A at Orangedale. This property was approved by the Board of County Commissioners on February 24, 2004, as a Development of Regional Impact (DRI), which will provide for the development of 4,500 dwelling units, 300,000 square feet of retail space, 100,000 square feet of office space, 100,000 square feet of industrial space, three new school sites, 244 acres of park land, an 18-hole golf course, and a town center on SR 13.

While a major portion of the Scenic Highway corridor remains privately owned, St. Johns County owns and maintains the 16.5-acre Trout Creek Park on the east side of the corridor at Trout Creek and 124 acres on the west side of the corridor between Jack Wright Island Road and Trout Creek, as well as the 54-acre Alpine Groves Park in the Switzerland area. Also, privately owned horse farms border the scenic corridor along with a 700-acre hunt club.

Opportunities and Conflicts: Existing land use and zoning concerns are addressed in Table 6 and by the following:

Goals:	1 and 8;
Objectives:	1.1, 1.4, 1.6 and 8.1;
Strategies:	1.1.1, 1.1.2, 1.4.1, 1.4.2, 1.6.2 and 8.1.1; and
Actions:	C.8, C.9, C.10.

7.4 FUTURE LAND USE FOR SR 13

The following Future Land Use Profile was prepared as part of the St. Johns County Northwest Sector Plan. (See Eligibility Application Appendix for Northwest Sector Plan, and related St. Johns County Comprehensive Plan documents including Goals, Objectives and Policies; Background documents; Land Development Code; and Miscellaneous Ordinances.)

Future Land Use Profile

Four areas within the Northwest Sector have land uses designated with densities of 1 du/ac and higher. They are the Northwest Development Area (Fruit Cove, Switzerland, Julington Creek Plantation, and the newly approved Rivertown DRI), the CR 210 / 1-95 Development Area (from CR 210 to the 1-95 interchange), the St. Johns DRI Development Area



(World Golf Village, Mill Creek Road, and the St. Augustine Outlet Center (SR 16 and 1-95 interchange). (See Figure 4: Approved and Proposed Developments Map. Only the Northwest Development Area is in the scenic corridor.)

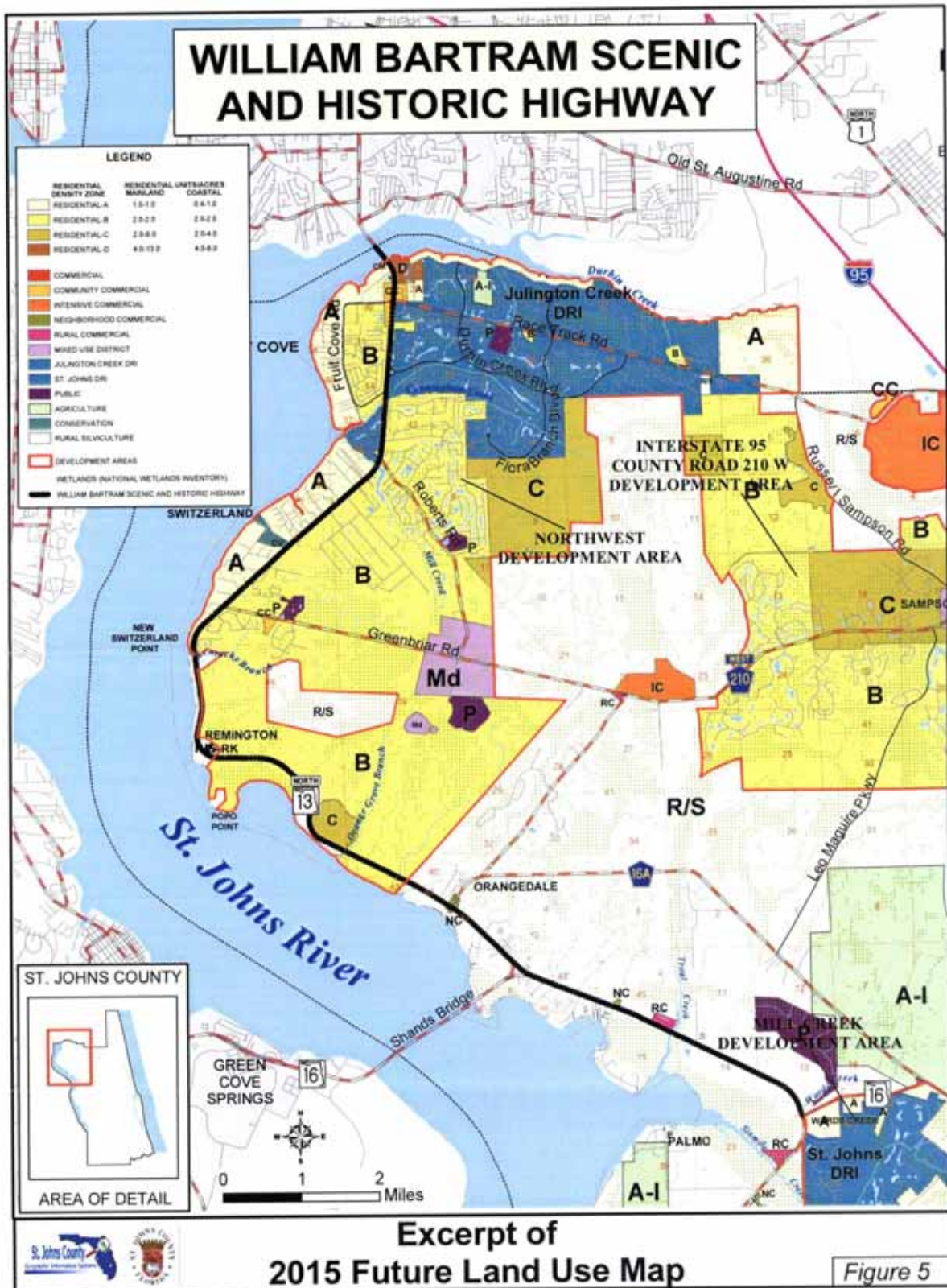
Remaining areas within the Northwest Sector designated as agriculture and silviculture have the option of developing through the Planned Rural Development (PRD) provisions. PRD's are initially cluster developments. They can be incrementally converted to conventional development patterns through expansion and/or comprehensive plan amendments.

Five mixed-use districts are designated within the Sector. Four are shown on the Future Land Use Map. The fifth, the Cummer Land Trust – a twelve-mile swamp west of 1-95 and south of Race Track Road has been submitted for Comprehensive Plan Amendment approvals. (None of these are within the scenic corridor.)

The Future Land Use Map depicts property ownership parcels, wetlands, and Future Land Use Map designations adopted in May 2000, as amended. (See Figure 5: Excerpt of 2015 Future Land Use Map.) The Future Land Use Map is based on estimates of development/growth over a twenty-year period.

Comparative analysis of the Future Land Use and the committed development maps shows that relatively small areas remain undeveloped and uncommitted outside of lands designated silviculture and agriculture.

Residential land use designations A through D - allow for residential net densities ranging from 1 dwelling unit per acre (du/ac) up to 13 du/ac. Existing and approved developments have an average gross density of approximately 1.31 du/ac.



To support the development consistent with the approved Future Land Use map, the existing roadway network will need improvements including widening and intersection improvements.

Addition of major collector roadways to relieve existing traffic conditions will be dependent on future developments contributing to improvements or County acquisitions of right-of-way in areas now designated as silviculture and agriculture on the Future Land Use Map.

Lack of commercial facilities has limited capture of vehicle trips internal to the Northwest Sector.

Overall, the information regarding future land use indicates the approved developments will continue to build out. These developments exist mostly north of Greenbriar Road with only the Julington Creek and Rivertown DRIs having a density of greater than 1 du/ac.

With the expectation that additional developments may be proposed in the areas designated as agriculture or silviculture, the County is proposing in its Northwest Sector Overlay Plan to "investigate measures to protect these lands. Protection measures may include, but are not limited to, the transfer of development rights, State and Federal rural conservation programs, County acquisition of the land, and County subsidies to off-set loss of continued agriculture and silviculture activities." (See Eligibility Application Appendix for Northwest Sector Plan.)

In addition, in the Northwest Sector Plan "SR 13 is recognized as the William Bartram Scenic Highway and shall be protected for its scenic and historic value to the Northwest area. New development shall, at a minimum, comply with the scenic highway buffers established in the County's Land Development Code. St. Johns County shall continue to enforce these buffers."

The Plan also addresses "Scenic Edges" as follows:

"Scenic edges shall be provided to preserve the rural character and preserve and enhance scenic viewsheds, such as scenic vistas, the St. Johns River, natural areas, and agricultural areas within the Sector. The primary purpose of scenic edges is to screen development and design in a way that creates a natural edge between development and the roadway through the use of a variety of native canopy trees, understory trees, bushes, shrubs, and ground cover. Scenic edges are also an integral part of the development edges and recreational trail system that provide trails, sidewalks, and cart paths.

"Scenic edges shall be provided along all arterial, major collectors and other roadways depicted on the Northwest Sector Overlay Map and shall provide for an average 75 feet in width located outside the road right-of-way." Two exemptions have been made for the intersection of Race Track Road-Fruit Cove Road at SR 13, where the buffer is 30 feet (see Policy A.2.1.4 of the Comprehensive Plan, Northwest Sector Scenic Edges).

The above represent some of the efforts of the County to preserve the character of the cultural landscape of the Northwest Sector.

Opportunities and Conflicts: Future land use concerns are addressed in Table 6 and by the following:

Goals:	1 and 8;
Objectives:	1.1, 1.4, 1.6 and 8.1;
Strategies:	1.1.1, 1.1.2, 1.4.1, 1.4.2, 1.6.2 and 8.1.1; and
Actions:	All "A" Actions (Improvements/Enhancements) and C.8, C.9 C.13, C.16, C.19.

7.5 SIGNAGE FOR SR 13

After the Florida Legislature designated State Road 13 along the St. Johns River as the William Bartram Scenic Highway in 1980, additional considerations arose to maintain the scenic resources by regulating signage along the roadway. Originally, County Ordinance 90-9 detailed special regulations for outdoor advertising on private property. This ordinance was updated in 1999 as Ordinance 99-35, which contains a special section to provide control of signs on State Road 13. These ordinances are codified in the St. Johns County Land Development Code. (See St. Johns County Comprehensive Plan documents including Goals, Objectives and Policies; Background documents; Land Development Code; and Miscellaneous Ordinances available at the Planning offices and online.) FDOT standards must be met within the State right-of-way.

Since the majority of the scenic highway corridor is residential, neither on-premise nor off-premise signs are allowed, except for on-premise signs permitted for non-residential uses. There are no billboards on this scenic corridor, and billboards are prohibited by the County's Land Development Code.

More specifically, the County's current sign regulations provide the following:

There are roads within St. Johns County that the Board of County Commissioners, the State of Florida and the Federal governments have determined to be scenic, due to natural, manmade, cultural, historic, archaeological, and recreational resources that give the physical landscape its character and significance. (These) areas are designated as Scenic Highways or Scenic Roadways (and) include State Road 13 and County Road 13, also known as the William Bartram Scenic Highway. The regulations pertain to these designated scenic highways, and supersede, where applicable, the other criteria provided in the Code.

In addition to other provisions established in the Code, areas designated as scenic highways are subject to the following requirements.

A. No billboards or off-premise signs are allowed within 600 feet of the right-of-way along either side of any designated scenic highway, as measured from the edge of right-of-way and any off-premise sign erected outside the 600' designation, shall not be visible from the scenic highway at the time of permitting or immediately after erection, except real estate signs as provided herein. For purposes of this paragraph, visible shall mean human eye visibility from six feet above the centerline of the scenic highway. Any sign greater than 2500 feet from the centerline shall be deemed not visible.

B. No billboards or off-premise signs are allowed within 600' feet of the right-of-way along either side of any road intersecting or abutting a designated scenic highway for a distance of 2500 feet from the scenic highway, measured from the centerline of the intersection except Real estate signs as provided herein.

C. On-premises signs includes all commercial business and subdivision identification signage and only may be designated as a ground sign, pole sign, monument sign, building sign, canopy sign, fascia sign, subdivision sign, wall sign and window sign and similar signage types described in this Code.

D. Each business site using signage to identify a multi-family complex, commercial project, shopping center, shopping mall, strip mall, professional business and office center, and similar use sites shall be allowed a maximum of two on-premise entrance signs, designed as a ground sign, monument sign or pole sign. No entrance sign shall exceed that maximum area, maximum width, and maximum height, provided in (H) of this section. Such entrance sign structures shall be constructed of wood, masonry, brick, or stone (excluding pole signs). The sign structure shall be a natural or earth tone color. The advertising display area shall be designed within the sign structure. The sign may be lighted internally or externally and all back lighting or appearance of lighting shall be white in color. In addition to the entrance signs, each individual business located within a multi-use complex shall be allowed store or business identification signage, not exceeding one square foot per linear of store frontage. All back lighting or appearance of lighting shall be white in color.

E. Each subdivision, entrance, mobile home park entrance and similar residential projects shall be allowed two on-premise entrance signs, designed as a ground sign, monument sign or pole sign. No entrance sign shall exceed the maximum area, maximum width, and maximum height, provided in (H) of this section. Such entrance sign structures shall be constructed of wood, masonry, brick, or stone, excluding pole signs. The sign structure shall be a natural or earth tone color. The advertising display area shall be designed within the sign structure. The sign may be lighted internally or externally and all back lighting or appearance of lighting shall be white in color. Back lighting or appearance of lighting shall be white in color. Entrance signs may be incorporated into a wall, fence, landscape design, or other entrance feature.

F. Signs placed, painted or otherwise erected upon walls, buildings, canopies, and similar structures shall be consistent with and complement the building, with respect to color, material and design. Back lighting or appearance of lighting shall be white in color.

G. Window signs shall be legible only from the premises on which located or from inside the business. Window signs shall not be used for advertising messages, products, or services. Window signs, as described herein, shall not be defined to include merchandise, material or object display within the window or signs offering information or direction.

H. Maximum square footage for Ground signs, monument signs, pole signs and similar signage types described in the code shall be limited to the following maximum square footage and height.

MAXIMUM SIGNAGE REGULATIONS			
Distance (feet) from Road Right-of-Way	Maximum Area (square feet) Advertising Display Area	Maximum Width (feet) (Includes Sign Structure)	Maximum Height (feet) (Includes Sign Structure)
0-24	30	6	6
25-49	36	6	6
50-99	42	8	8
100-149	48	8	8
150-199	54	10	10
200 or greater	60	10	10

Also, the following signs are prohibited along the scenic highway: snipe signs, banners, balloons, animated signs, changing copy signs, changing message devices, revolving signs, flashing lights and any signs that moves, spins, rotates, in any manner, pennants, billboards, and any antenna or satellite dish greater than one (1) meter in diameter, used for receiving satellite television signals, visible from the scenic highway right-of-way.

Members of the Corridor Group assist the County in regulating the scenic highway sign ordinance by reporting violations to the County Code Enforcement Department. The County provides instructions for the volunteers on proper enforcement procedures.

Once the William Bartram Scenic and Historic Highway has been designated as a Florida Scenic Highway, the FDOT's Outdoor Advertising Office is precluded from issuing new permits for outdoor advertising signs in the corridor. (See Florida Statutes Chapter 479: Outdoor Advertising) Existing signs do not become nonconforming as a result of the scenic highway designation and the County already prohibits billboards on SR 13.

Opportunities and Conflicts: Signage concerns are addressed in Table 6 and by the following:

Goals: 1, 2, 5 and 8;
 Objectives: 1.7, 2.4, 5.1 and 8.1;
 Strategies: 1.7.1, 1.7.2, 2.4.1, 2.4.3, 5.1.5 and 8.1.2; and
 Actions: C.16; C.19

7.6 SAFETY ISSUES RELATED TO SR 13

The scenic highway corridor is not considered a high hazard state highway. Speed limit on the roadway from Julington Creek Bridge to Hallows Cove is 45 mph; while from Hallows Cove to Orangedale the speed limit is 55 mph. Through Orangedale, the limit is 45 mph. There is one short section in Switzerland where the speed limit is 35 mph. South of Orangedale to SR 16 West at the Shands Bridge the speed limit is 55 mph but at the intersection of SR 16 East the speed limit decreases again to 45 mph. However, residents report that many motorists, including large trucks, exceed the speed limit by 10 mph regularly.

The following summaries present crash data from St. Johns County:

TABLE 2: ST. JOHNS COUNTY CRASH DATA (1998 to 2003)*			
Year	Crashes	Injuries	Fatalities
1998	101	67	0
1999	128	67	0
2000	123	57	0
2001	111	87	0
2002	148	37	1
2003	176	62	2
Total	787	377	3

*Information provided by St. Johns County Traffic & Transportation Department.

TABLE 3: ST. JOHNS CRASH DATA/AREAS OF HIGHER INCIDENCES						
Location	1998	1999	2000	2001	2002	2003
SR 16E at Wards Creek	14	8	9	4	6	24
Shands Pier Rd/CR 16A	4	9	10	2	9	13
Greenbriar Road	6	7	9	8	2	5
Roberts Road	5	13	12	11	16	19
Davis Pond Road	6	6	8	9	6	10
Fruit Cove Rd/Race Track	16	31	30	14	41	24
Total	46	74	78	48	80	95

In reviewing the crash data, six areas and/or intersections witness significantly more accidents. As represented in Table 3, these areas accounted for 43% to 63% of the accidents over the five-year period. Conditions have improved due to construction of a divided 4-laned road to Davis Pond Boulevard and should improve more as the 4 laning is completed to Roberts Road where a traffic signal has also been installed. However, the intersection at Fruit Cove Road and Race Track Road still remains the area of highest incidence.

The scenic highway functions as a popular bicycle route due to the natural scenic views of centennial oak canopies and the St. Johns River. Four-foot paved bicycle lanes exist in some areas with only two-foot lanes in others as discussed in Section 5.2. However, in many areas the grass has grown over the lanes and makes them unusable by the bicyclists. In fact, a two-foot lane does not provide an adequate width for bicycling. Therefore, the Scenic Highway Corridor Group has approached the MPO and requested bicycle paths along the corridor off the roadway to ensure safety for bicycle enthusiasts.

In the FDOT database for the years 1995-1999, a pedestrian fatality occurred at night in 1995. Also, in 1998 a bicycle incident in the vicinity of the Fruit Cove Road/Race Track Road resulted in an injured bicyclist. However, no other vehicle was reported as being involved. A bicycle path or recreation trail separated from the roadway would better serve the residents and visitors to the scenic corridor. Implementing a separated path would increase pedestrian safety as well as bicycling safety.

Opportunities and Conflicts: Safety concerns are addressed in Table 6 and by the following:

Goals:	1 and 2;
Objectives:	1.4, 2.1 and 2.2;
Strategies:	1.4.2, 1.4.3, 2.1.1, 2.1.3, 2.2.1 and 2.2.2; and
Actions:	A.4, A.10, A.15 and A.18.

7.7 TRAFFIC VOLUMES, EXISTING & ADOPTED LEVEL OF SERVICE (LOS), AND USER TYPES FOR SR 13

Generally, traffic volumes and Level of Service (LOS) are closely related as evidenced by the following discussion and tables that reflect that relationship. The LOS is generally defined as the user's perception of how well the roadway performs under existing traffic conditions. This perception considers factors such as speed and travel times, freedom to maneuver, traffic interruptions, comfort, convenience and safety. Ratings "A-F" provide a qualitative measure of traffic conditions on the road with LOS "A" representing the most favorable conditions and LOS "F" representing the least favorable conditions. Areas with existing LOS between "A" and "C" are experiencing little or no delay during the peak travel hours of the day. LOS is determined by comparing the volume to the capacity of a facility.

According to the Transportation Element of the St. Johns County Comprehensive Plan (See Eligibility Application Appendix for Related St. Johns County Comprehensive Plan Documents including Goals, Objectives and Policies; Background Documents; Land Development Code; and Miscellaneous Ordinances.), the adopted LOS for SR 13 is "C" for the section from SR 16 East at Wards Creek to SR 16 West at the Shands Bridge and the section from County Road 16A to Greenbriar Road. The remaining sections have a LOS standard of "D."

As designated by the Florida Department of Transportation, the peak hour directional capacity of each section along SR 13 is indicated in Table 4 along with the actual peak hour traffic volumes from 1999. According to this analysis, peak hour volumes are below maximum service volumes, and the actual level of service is better than the adopted level of service.

However, the 2015 projection of the operating conditions of the roadway indicate all sections except between Roberts Road and Greenbriar Road will be operating in deficient conditions with a LOS of "E," as indicated in Table 5). See Section 5.8, Transportation Planning, for new roads that may aid in relieving the deficient conditions.

User Types

A majority of the scenic highway users travel back and forth to work. However, a great deal of traffic occurs due to the lack of commercial centers within the neighborhood developments as well as a lack of interconnectivity between neighborhoods.

A large number of trucks use the roadway as a connection to the Shands Bridge. Due to the on-going development, many of the trucks are carrying construction supplies. The wear and tear from truck movement adversely impacts the road, suggesting a need to consider protective measures.

Bicyclists often use SR 13 in order to enjoy a ride along the canopy road. The 4-lane segments have designated 4-foot bicycle lanes. In the two-lane segments there are no designated bicycle facilities. With the mix of traffic, this usage can be dangerous.

Provisions for the pedestrian occur along the northern section of the roadway with sidewalks on both sides of the 4-lane divided highway. At this time, no planned sidewalks exist for south of Roberts Road.

TABLE 4: 1999 PEAK HOUR LEVEL OF SERVICE

Link	From	To	Adopted LOS Standard
SR 13/SR 16	SR 16E	SR 16W at Shands Bridge	C
SR 13	SR 16W	CR 16A	D
SR 13	CR 16A	Greenbriar Rd	C
SR 13	Greenbriar Rd.	Roberts Rd.	D
SR 13	Roberts Rd.	CR 13B (Fruit Cove Rd. S.)	D
SR 13	CR 13B (Fruit Cove Rd. S.)	Race Track Rd.	D
SR 13	Race Track Rd.	Bishop Estates Rd.	D
SR 13	Bishop Estates Rd.	Duval Co. Line	D

TABLE 5: 2015 PEAK HOUR LEVEL OF SERVICE

Link	From	To	Adopted LOS Standard
SR 13/SR 16	SR 16E	SR 16W at Shands Bridge	C
SR 13	SR 16W	CR 16A	D
SR 13	CR 16A	Greenbriar Rd	C
SR 13	Greenbriar Rd.	Roberts Rd.	D
SR 13	Roberts Rd.	CR 13B (Fruit Cove Rd. S.)	D
SR 13	CR 13B (Fruit Cove Rd. S.)	Race Track Rd.	D
SR 13	Race Track Rd.	Bishop Estates Rd.	D
SR 13	Bishop Estates Rd.	Duval Co. Line	D

Opportunities and Conflicts: Concerns regarding traffic volumes, adopted level of service (los), and user types for SR 13 are addressed in Table 6 and by the following:

- Goals: 1, 2, 6 and 7;
- Objectives: 1.1, 2.1, 2.2, 2.3, 6.1 and 7.1;
- Strategies: 1.1.2(b), 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.2.1, 2.2.2, 2.3.1, 6.1.1, 6.1.2, 6.1.3 and 7.1.3;
and
- Actions: A.4, A.20, A.21 and C.3.

7.8 TRANSPORTATION PLANNING

Transportation planning for the scenic highway is the shared responsibility of FDOT, St. Johns County and the First Coast Metropolitan Planning Organization (MPO). The MPO's jurisdiction covers the entire section of the scenic highway.

Both the State and the County have recognized the scenic and historic significance of the William Bartram Scenic Highway. Further, St. Johns County has identified SR 13 between CR 16A and Roberts Road as a "constrained roadway," as defined by the County's Comprehensive Plan. Constrained roadways cannot be expanded by two or more through-lanes because of physical, environmental or policy constraints. Four-laning would compromise not only the scenic quality of the area but, also, would directly impact the historic centennial oaks. Such a canopy loss would unalterably change the unique character of the scenic corridor.

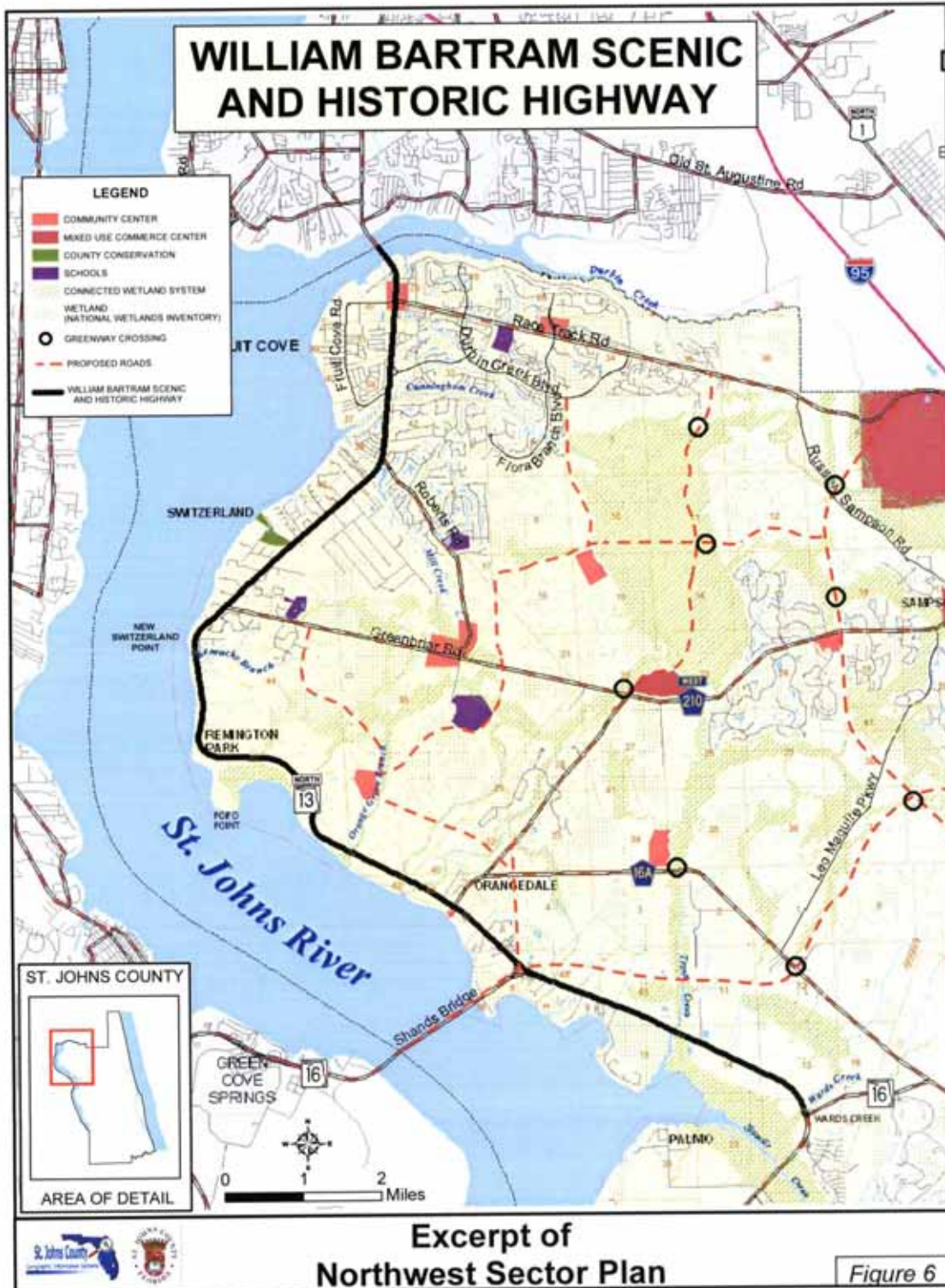


The County's Traffic Circulation Plan includes a commitment to identify a suitable alignment for construction of a north/south roadway which will provide an alternate route to using the only other two direct north/south roadways in the Northwest Sector, SR 13 or Interstate 95 (I-95). The County completed the North-South Corridor Study in July 2001. (See Eligibility Application Appendix for Related St. Johns County Comprehensive Plan Documents including Goals, Objectives and Policies; Background Documents; Land Development Code; Miscellaneous Ordinances and North-South Corridor Study/210 Corridor Study).

Also, the Northwest Sector Study and Overlay was completed in September 2002. This plan's recommended transportation network is designed to provide relief to the traffic on SR 13. This network, when integrated with the North-South Corridor, provides an interconnected arterial and collector roadway system within the Northwest Sector. (See the Sector Plan in the Eligibility Application Appendix and see Figure 6: Excerpt of Northwest Sector Map.)

Within the scenic corridor, future roadway improvements are planned from SR 16 East at Wards Creek to SR 16 West at the Shands Bridge. This section is planned as part of the four-laned arterial for an east-west route from I-95 to the Shands Bridge. When these improvements to the roadway are constructed there should be provisions made for a separated recreational path to be used by the residents and visitors. In addition, the FDOT is currently preparing a planning study to evaluate alternatives for additional bridge capacity from Clay County to St. Johns County crossing the St. Johns River.

Also, within the Transportation Element of the 2015 Comprehensive Plan, the County has developed a Transportation Concept Plan which is "to identify the optimum roadway network for St. Johns County which would respond to all existing and perceived future travel needs within the planning horizon year" (2015). This plan includes the additional lanes on SR 13 between SR 16 East and SR 16 West plus addresses additional SR 13 improvements and realignment. It is described as follows:



"The extension of SR 13 is envisioned as a four-lane arterial roadway on a relocated alignment extending south along the existing Roberts Road to the SR 16 (Shands Bridge) intersection. This relocation will allow the main transportation arterial to bypass the historical and scenic Bartram Trail Route." However, public opposition to the proposed bypass beginning at Roberts Road, halted that alignment and the realignment study by FDOT has been dropped. Currently, the County identifies Roberts Road, Greenbriar Road and CR 16A as major collectors. The Northwest Sector Plan depicts an east-west connector (known as County Road 244), extending west and south from Russell Sampson Road to Greenbriar Road, an additional north-south connector is provided from CR 210 extending north to Racetrack Road; another east-west corridor is depicted beginning at the Shands Bridge extending east to a potential intersection with I-95. The north-south corridor (known as CR 2209) extends from Racetrack Road south to CR 208.

The Aberdeen, Durbin Crossing and RiverTown DRIs have contributed or will contribute to the construction of portions of the roadway network depicted on the Northwest Sector Plan as conditions of the development approval. Aberdeen and Durbin Crossing are constructing portions of CR 244 beginning at Russell Sampson Road and extending west and south through Aberdeen intersecting with Greenbriar Road, CR 2209 beginning at Racetrack Road extending south to CR 244, and CR 223 beginning at Racetrack Road and extending south to CR 244. The RiverTown DRI would continue the Northwest Sector transportation network by extending CR 223 to intersect with Greenbriar Road and to construct the extension of County Road 244 from Greenbriar Road down to County Road 210.

With the designation as a Florida Scenic Highway, the Corridor Group wishes to expand the uses of the highway by providing for bicycle/pedestrian paths paralleling the roadway for the entire length where appropriate. This could include bicycle parks or rest areas for the path users. The path could meander along the corridor through live oak hammock and connect with bicycle paths along intersecting roadways. New parks could include exercise stations for a portion of its length to create an exercise trail, including measured distances for walkers or joggers. The Corridor Group has on-going concerns of speeding vehicles and use of the roadway by large trucks and is investigating traffic calming measures that are feasible for the roadway. The proper placement of bicycle and pedestrian facilities may assist in traffic calming.

Currently, in the corridor, no public transportation other than for special users such as the transportation disadvantaged and school children are provided in the scenic corridor.

Within the St. Johns County 2015 Comprehensive Plan, the following Objective and Policies were approved regarding the scenic highway:

Scenic Highway Designations: St. Johns County shall continue to support local, state and federal scenic highway designations which promote community pride, provide a positive community self image, provide a pleasant driving experience, preserves and protects unique scenic, historical, archaeological, cultural, recreational, aesthetic and environmentally significant resources.

1. The William Bartram Scenic Highway corridor is protected through provisions in the Land Development Code and the Comprehensive Plan. The implementation of development controls pertaining to the commercial development of land, as established in Policy A.1.3.8 of

the Comprehensive Plan (See also Section 7.3), eliminates potential strip development along the corridor. The Land Development Code provides that a natural scenic buffer be provided between development and the corridor, further protecting and ensuring the natural beauty of the corridor. In addition, the Northwest Sector Plan and Overlay are adopted into the Comprehensive Plan, providing additional protection to the scenic corridor through parks, open spaces, scenic vistas and focal points to be provided with development. The Northwest Sector Plan and Overlay provides that sustainable communities will be developed within the northwest, further protecting the SR 13 corridor from scattered residential sprawl and strip commercial development.

2. The Florida Legislature (Chapter 80-427, House Bill 987) and the St. Johns County Board of County Commissioners (Resolutions 97-200 and 2002-18) recognize William Bartram Trail as a scenic highway whose historic heritage needs to be preserved and protected. Upon designation of the William Bartram Scenic and Historic Highway as a FDOT Scenic Highway with an approved Corridor Management Plan, the County may amend its Comprehensive Plan and Land Development Code to incorporate the guidelines established in the Corridor Management Plan.

Opportunities and Conflicts: Transportation Planning concerns are addressed in Table 6 and by the following:

Goals:	1, 2, 6 and 7.
Objectives:	1.1, 1.4, 2.1, 2.2, 6.1 and 7.1;
Strategies:	1.1.2(b), 1.4.2, 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.2.1, 2.2.2, 2.3.1, 6.1.1, 6.1.2, 6.1.3 and 7.1.3; and
Actions:	A.4, A.18, A.20, A.21, C.3, C.13 and C.16.

7.9 RECENT & PROPOSED ROADWAY IMPROVEMENTS FOR SR 13

Previous and current FDOT Work Programs for the SR 13 scenic corridor include several roadway improvement projects, as follows:

1. Recently added two lanes from Roberts Road to Davis Pond Boulevard; landscape improvements are pending (FN 210223-3).
2. Proposed resurfacing from State Road 16 to Mill Creek (FN 210223-4).
3. Proposed resurfacing from CR 13/SR 16 East to SR 16 West (FN 210223-5).
4. PD & E corridor study to determine the feasibility of connecting Branam Field – Chaffee Road (SR 23) to the proposed I-95 – SR 9B interchange that would cross the St. Johns River at either the Shands Bridge or slightly north of Popo Point (FN 208225-3).

Additional lanes from Julington Creek to Roberts Road were completed in 2003. Traffic signals have been placed at the intersections of Roberts Road and SR 13 and at Fruit Cove Woods Drive/Edgewater Drive and SR 13. The blinking traffic light in Orangedale (at the intersection of SR 13 and CR 210) was changed in 2003 to a permanent traffic light. The resurfacing projects are scheduled for completion in 2006.

Updated information on State roadway improvements may be obtained by visiting FDOT's official website at www.dot.state.fl.us/publicinformationoffice/construc/district2pio/counties/stjohns.htm.

Opportunities and Conflicts: Concerns regarding recent and proposed roadway improvements are addressed in Table 6 and by the following:

Goals:	2 and 6;
Objectives:	2.1, 2.2 and 6.1;
Strategies:	2.1.1, 2.1.2, 2.1.3, 2.1.4, 6.1.1, 6.1.2 and 6.1.3;
Actions:	A.1, A.4, A.18, A.20, A.21, C.3, C.13 and C.16.

7.10 PROTECTION TECHNIQUES

The resources within the study corridor are protected by a variety of methods, including those afforded by:

- St. Johns County Comprehensive Plan,
- St. Johns County Land Development Code,
- Northwest Sector Overlay,
- County Parks Management Plans, and
- Local, state and federal agencies programs (see Eligibility Application Appendix for Related St. Johns County Comprehensive Plan Documents including Goals, Objectives and Policies; Background Documents; Land Development Code; and Miscellaneous Ordinances.)

The St. Johns County Comprehensive Plan

A primary goal of the County's Comprehensive Plan seeks to "effectively manage growth and development by designating areas of anticipated future development in a cost-efficient and environmentally acceptable manner. Encourage/accommodate land uses which make St. Johns County a viable community. Creating a sound economic base and offering diverse opportunities for a wide variety of living, working, shopping, and leisure activities, while minimizing adverse impact on the natural environment." (Future Land Use Element, Goal A.1)

Objective A.1.5 of the Future Land Use Element was established to "ensure protection of historic and archaeological resources through the development and implementation of appropriate land development regulations." Additionally, Objective A.1.6 provides protection of the rural ambiance by encouraging "protection of agricultural and silvicultural lands," and "their continued use for such purposes," and by providing for "the separation of urban and rural land uses through the adoption of land use categories which designate such lands according to their agricultural and silvicultural use; and through the adoption of land development regulations which will implement the Planned Rural Development controls." These

policies "control further commercial development within four specific corridors" including the SR 13 William Bartram Scenic and Historic Highway. "The effect of the policies has been to limit further strip commercial development along the scenic highway". (See Section 5.3 Existing Land Use and Zoning.)

The Transportation Element identifies constrained roadways which may not be expanded by two or more through lanes because of physical, environmental or policy constraints. This includes SR 13 from CR 16A to Roberts Road. (Policy B.1.1.2). In addition, Objective B.1.5 provides that the County will "encourage, provide, or require bicycle and pedestrian ways for the safe integration of bicycle and pedestrian movement..."

Goal E.2 of the Conservation Element pledges to "conserve, utilize, and protect the natural resources of the area, including air, water, wetlands, water wells, estuaries, water bodies, soils, minerals, vegetative communities, wildlife, wildlife habitat, groundwater recharge areas and other natural and environmental resources, insuring that resources are available for existing and future generations." Importantly, within this element, the County identifies specific objectives and policies for scenic highways. Objective E.2.4 continues to "support local, state and federal scenic highway designations which promote community pride, provide a positive community self image, provide a pleasant driving experience, preserves and protects unique scenic, historical, archaeological, cultural, recreational, aesthetic and environmentally significant resources." This Objective specifically recognizes the William Bartram Scenic and Historic Highway and the need to protect the scenic corridor by implementing new land development regulations and development controls as established in the Future Land Use Element. Within this same objective, the County establishes a policy to "amend its Comprehensive Plan and Land Development Regulations to incorporate the guidelines established in the Corridor Management Plan" upon the highway's designation as a Florida Scenic Highway with an approved Corridor Management Plan.

Within the Recreation and Open Space Element, Goal F.1 outlines a system of parks, recreation facilities and open space to meet the ... needs of the county citizens and visitors. This goal includes improving public access to creeks and the St. Johns River with recreational sites along with acquisition of environmentally sensitive lands.

Throughout the comprehensive plan, recommendations and policies specifically address the protection of the natural resources, thereby safeguarding the public health, safety and welfare of the people of St. Johns County. As of fall of 2002, the Florida Wildlife Federation has filed applications for designating Outstanding Florida Waters (OFW) for Julington and Durbin Creeks.

The Northwest Sector Overlay

In the Northwest Sector Overlay "SR 13 is recognized as the William Bartram Scenic Highway and shall be protected for its scenic and historic value to the Northwest area. New development shall, at a minimum, comply with the scenic highway buffers established in the County's Land Development Code. St. Johns County shall continue to enforce these buffers." With the expectation that additional developments may be proposed in the areas designated agriculture or silviculture, the County has included in its Northwest Sector Overlay Plan, the intent to "investigate measures to protect these lands. Protection measures may include, but are not limited to, the transfer of development rights, State and

Federal rural conservation programs. County acquisition of the land, and County subsidies to off set loss of continued agriculture and silviculture activities."

Significant wetlands exist throughout the Northwest Sector and along the scenic Corridor. The Sector Plan proposes development of a greenway system to connect significant natural areas within and outside the area. Currently the County prepares a Greenway System Study.

The Overlay Plan also provides for "Scenic Edges" as discussed in Section 7.4: Future Land Use.

The St. Johns County Land Development Code

This body of ordinances and regulations is used to implement the policies and recommendations found in the Comprehensive Plan and the Northwest Sector Overlay. Site development requirements and resource protection standards for trees, wetlands and groundwater are located within the Land Development Code. During site plan and building review, these standards must be incorporated. The scenic highway has additional protection regarding signage and regulation of communication towers. These protections are discussed in Section 7.3: Existing Land Use and Zoning, and Section 7.5 Signage.

Diligent enforcement of the land development regulations are of great importance to the future protection of the scenic corridor.

Other Local, State and Federal Agencies

Additional protection techniques for enforcement occurs through the regulations of state and regional organizations such as the Florida Department of Environmental Protection and the St. Johns River Water Management District. Private non-profit agencies such as the Stewards of the St. Johns River, Inc. and St. Johns Riverkeeper strive to protect, preserve and restore the river. Furthermore, the County assures that all state and federal permits are obtained before any construction may commence.

The Land Acquisition Management Program (LAMP)/Environmental Advisory Board (EAB) makes recommendations to the Board of County Commissioners on additional lands that may need further County protection. The County supports the acquisition of environmentally sensitive lands which can be set aside as open space, through such programs as state purchase plans, the Land Acquisition Management Program, the St. Johns County Land Trust, and local bonding programs, as well as the Office of Greenways and Trails, the Florida Community Trust, the Trust for Public Lands, and The Nature Conservancy.

See Section 8 for additional discussion on Protection Techniques for the William Bartram Scenic & Historic Highway.

Opportunities and Conflicts: Concerns regarding protection techniques are addressed in Table 6 and by the following:

- | | |
|-------------|--|
| Goals: | 1, 5, 6, 6 and 8; |
| Objectives: | 1.1, 1.2, 1.3, 1.7, 5.2, 6.1, 7.1 and 8.1; |

- Strategies: 1.2.1, 1.2.2, 1.3.1, 1.3.2, 1.7.2, 1.8.1, 1.8.2, 5.2.1, 5.2.2, 6.1.1, 6.1.2, 6.1.3, 8.1.1, 8.1.2, 8.1.3 and 8.1.4;
Actions: All "C" Actions (Administration/Coordination).

7.11 SOCIO-ECONOMIC, CULTURAL AND ENVIRONMENTAL CONDITIONS ALONG SR 13

Natural Environment

The William Bartram Scenic and Historic Highway parallels the course of the historic St. Johns River recently selected in a nationwide competition as an American Heritage River. Along the highway can be found beautiful displays of majestic, centennial live oaks, striking vistas of the river, and many examples of the diversity of northern Florida's natural resources for which the area is famous. These resources include estuarine marshlands and floodplains, forested uplands and wetlands, ravines and steep bluffs, as well as many creeks and coves that add diversity to the river's shoreline.



Recognizing that significant wetlands exist throughout the Northwest Sector and the scenic corridor, the Sector Plan proposes development of a greenway system to connect significant natural areas within and outside the area. Recently the County completed the Greenway, Blueway and Trails Master Plan.

Presently, the corridor supports four known eagle nests plus habitat that supports the following protected species: American alligator, Eastern indigo snake, gopher tortoise, red-cockaded woodpecker, wood stork, the "at risk" painted bunting, Sherman fox squirrel, wild turkey, bobcats, woodpecker, panther, Florida black bear and other wetland dependent wading birds. The river grasses provide excellent habitat for the manatees.

Although there is little natural habitat adjacent to the roadway in the northern section of the corridor, the southern section offers areas of hardwood hammock and pine flatwoods as well as extensive agricultural pursuits south of Shands Bridge.

Little environmentally sensitive land stands in public ownership and the public access to the river is limited. Although the County has acquired some parcels for recreational use, only the 55-acre Alpine Groves Park is designated for historic preservation and resource-based recreation. The Rivertown DRI is required to donate a 58-acre Riverfront Park located along the St. Johns River. This park will provide much needed public access to the St. Johns River and enhance the scenic corridor. This required dedication was designated as Parks and Open Space on the Future Land Use Map with the adoption of the Rivertown DRI.

Social Environment

The scenic highway corridor limits include different social/demographic populations, based primarily on the historical development of these populations. This following overview of the corridor development and its people presents the social environment.

From the Julington Creek Bridge south to Cunningham Creek, the northern corridor section, one travels through a well-defined residential suburban neighborhood called Fruit Cove. Bordered by Julington and Durbin Creeks and the St. Johns River, Fruit Cove exists as a river suburban community with numerous creeks, river coves, and ravines. Neighborhoods abut mixed office and neighborhood services. St. Johns County provides the Bartram Trail Library and three schools. Last year the County's annex/public facilities for licenses, permits and tax payments was relocated from SR 13 to the nearby Julington Creek service center on Flora Branch off Race Track Road.

In 1926, construction of a wooden bridge spanning Julington Creek established the Duval/St. Johns County boundary (see Eligibility Application video tape). Later, in 1932 –1933, a much improved bridge of concrete construction spanned the creek and established State Road 47, a federally funded project. State Road 47 was later named State Road 13. In 1980 SR 13 achieved designation as the William Bartram Scenic Highway. (See Eligibility Application for Florida Legislative Bill.)

Developments started as large tracts of land were purchased on the riverfront and surrounding areas both for residential and agricultural uses, i.e. primarily orange groves and livestock. This area remained a rural community until the 1950's when some of the large tracts of land were subdivided into smaller tracts of two to ten acre tracts. Strong family ties with several generations of families in residence bind the entire area, with several generations of families in residence. These families retained the native vegetation and trees thereby protecting the area's aesthetic beauty.

Major development originated with Fruit Cove's first Development of Regional Impact, Julington Creek Plantation. Their master plan encompassed 4,200 acres of woodlands, creeks, and ponds. Although the main focus emphasized residential development, commercial shopping centers received notice. Currently Fruit Cove provides three commercial shopping centers, two located at the SR 13 and Fruit Cove Road/Race Track Road intersection, and two shopping centers just south of this intersection. This area is transitioning into a suburban community. The suburban influence terminates with the Bartram Trail Public Library, and Julington Creek Plantation's Wastewater Treatment plant located east of the roadway, and a child day care center and veterinarian clinic on the west.

Traveling further south, one encounters Fruit Cove's next development, Cunningham Creek. The creek itself forms a peninsula into the St. Johns River, and Lake Beluthahatchee with the damming of Mill Creek. Historically, the area surrounding this creek and the St. Johns River was formerly a 200-acre orange grove established in 1869 by a North Carolina minister who as the area's first postmaster provided the Fruit Cove name.

The social environment changes to a mixture of 1 acre and 2 acre residential home sites. Numerous new families mixed with older established families. Continuing southward, one encounters a mixture of small, older subdivisions intermingled with new, smaller subdivisions. Entrances to these subdivisions are

mostly landscaped with native vegetation. West of SR 13, residential lots located along the St. Johns River are on 2-acre to 5-acre tracts with native trees including centennial live oaks, pignut hickories, and red maples, which provide a tree canopy over the river shoreline, wetlands, creeks, and floodplains. Newer subdivisions are developed as large lot residential neighborhoods. Thus, the area has a mixture of rural and residential neighborhoods.

Continuing south to a community called Switzerland, where the centennial oak trees drape over the scenic highway, it becomes evident to the traveler that this is a secluded rural residential community. This secluded community stands defined by neighborhood churches, and rural subdivisions setback from the scenic highway. In Switzerland the rural ambiance attracts new residents. Such an environment of large centennial live oaks and other native trees provides unbelievable scenic beauty.

Switzerland flourishes as a well-established river community with large stately residences west of the scenic highway along the St. Johns River. Here again, strong family ties exist from the time of plantations that grew oranges, indigo, cotton, raised livestock and/or produced turpentine and other naval stores.

In Switzerland, one finds small neighborhood commercial services including two convenience stores, the former volunteer fire station undergoing plans for restoration as a community center, a new fire station, four churches, an elementary and a middle school, a neighborhood tree and plant nursery, two private elementary schools, a religious retreat and conference center, a well-established sailboat marina and a 55-acre county passive park, recently named Alpine Groves Park, by the Board of County Commissioners. Acquisition of this park relied primarily upon funding from a Florida Communities Trust grant in 1999. Future plans for this park include wildlife viewing pier, hiking and nature trails and a museum exhibiting environmental and historical displays depicting Switzerland's rich history. On the east side of the scenic highway one observes 1- to 5-acre ranchettes and several large horse farms.

Rural ambiance pervades in the Switzerland area. Recognition of the historical and scenic treasures bonded residents together in a grass root citizen effort to save two 300-year-old live oaks threatened by a road-widening project. On October 26, 1988, former Governor Martinez, responding to the citizens' appeal, saved the trees.

Finally, traveling south beyond these older established residential neighborhoods, extends vast vacant undeveloped land that supports pine plantations. One notes the low lying wetlands, ravines, floodplains, hardwood forest, hammocks, high bluffs and numerous creeks emptying into the St. Johns River. One cannot fail to note and appreciate the aesthetically pleasing, natural seven-mile drive of canopied live oaks blanketing this winding road yet still affording visual access to high bluffs and scenic vistas overlooking the St. Johns River.

At the intersection of Shands Pier Road (County Road 16A) and State Road 13, is the community of Orangedale. This small residential neighborhood offers three convenience stores, a County fishing pier and public park. Historically part of a large plantation of orange groves, this well-established community provides a mixture of old and new residences. New residents select from 1- to 5-acre rural home estates on the east side of the scenic corridor or riverfront lots on the west side of the scenic highway.

Orangedale, a rural river community, consists of several large horse farms along with large homes buffered by natural vegetation. Once again, families safeguard historic and scenic treasures.

Further south is an area called Florence Cove, another river community with a rich history. Florence Cove Road abuts the scenic highway on the west. Here is the location of the 500-acre site of William Bartram's Plantation established in 1765. This may be an area for a potential landmark and/or park. Last year, the County was awarded grant funds from the Florida Department of State to help with costs of purchasing a Florida Historical Marker, which was initiated by the County's Historic Resource Review Board.

Well-established homes, large riverfront estates, a 700-acre hunting club, community store, and a mixture of one- to 5-acre residential estates, vacant land, and residential one-acre subdivisions form the community. Small lots located on canals off of the St. Johns River provide additional housing.

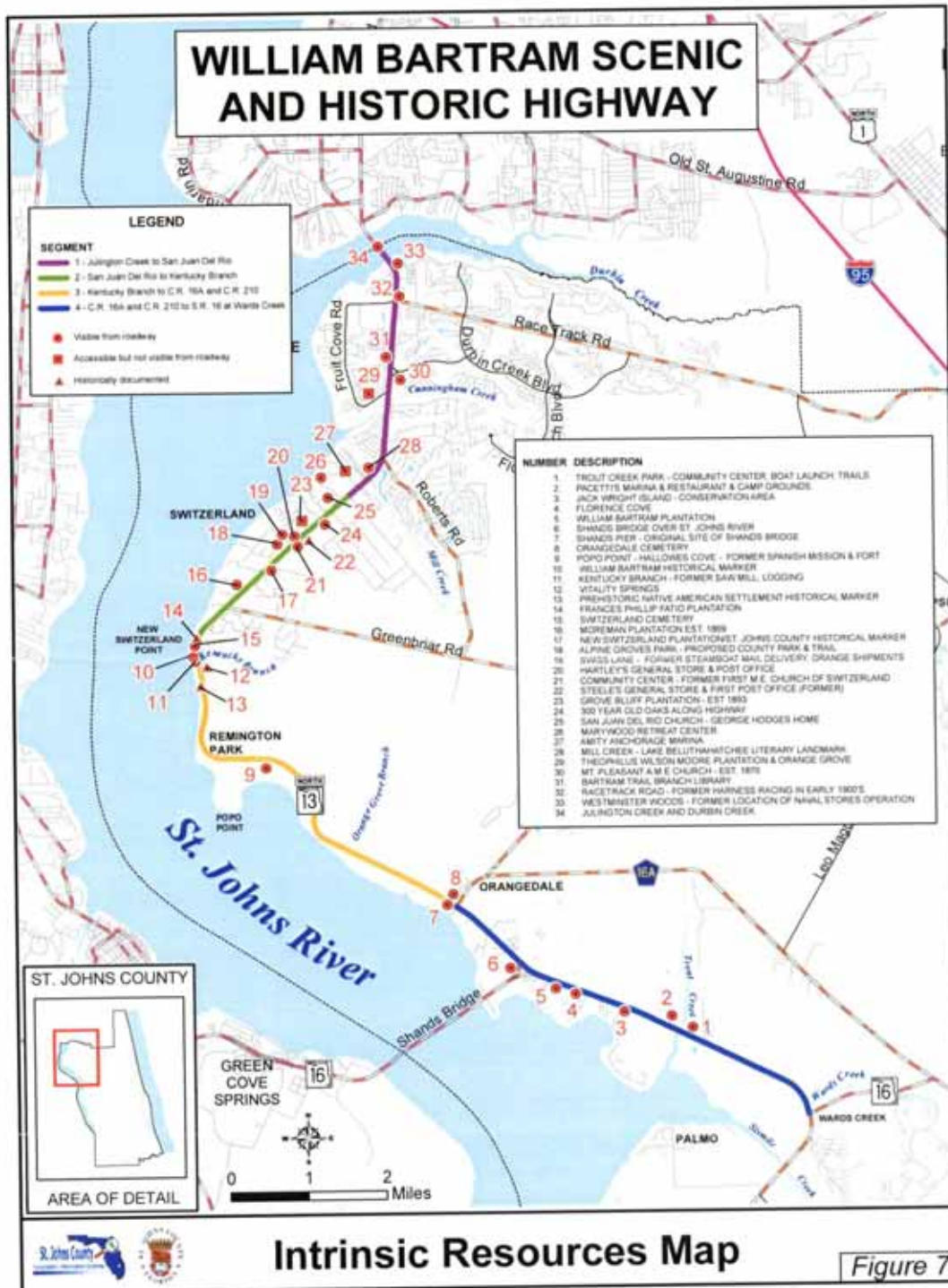
Located on Trout Creek's north bank and the east side of the scenic highway stands Pacetti's Fish Camp. This private fish camp welcomes the public with a fishing pier, trailer park facilities and some camping facilities. Additionally, the camp provides a marina, public boat ramp, and restaurant. Naturalists recognize the camp as an excellent area for bird watching.

On the south shore of Trout Creek and adjacent to the scenic highway is Trout Creek Park, a County-owned recreational facility. This 16.5-acre public park provides a community center, picnic tables and benches, hiking and nature trail provisions, two public boat ramps, and restroom facilities.

Continuing south, on both sides of the scenic highway, are large tracts of land used in agricultural pursuits including horse ranches and plant nurseries. Home sites of 1 to 20 acres become visible. At the intersection of State Road 16 East and SR 13 stands the Wards Creek Community, a well-established rural agricultural community of many families who settled and established large farms and orange groves for many generations. Wards Creek Community Church, a well-established community landmark stands sheltered by large centennial Live Oaks, and many native trees. These spacious church grounds provide a sanctuary for travelers. Also, the church grounds provide a bird sanctuary. This intersection is the southern terminus of the scenic highway.

These small, well-established communities along the scenic highway are mostly rural and residential. Travelers and visitors get a glimpse of real Florida history including its agricultural heritage of orange groves and farms. One notes the wide environmental diversity as one travels the corridor.





SECTION 8 DESIGNATION CRITERIA

The following section details the Designation Criteria for the SR 13 corridor.

Ten universal criteria must be met in order to be designated a Florida Scenic Highway. Also, each of the six intrinsic resources (historical, cultural, archaeological, recreational, natural, and scenic) must be documented. Part A responds to the requirements of the Universal Criteria and Part B addresses the Resource Specific Criteria.

Part A: Universal Criteria

8.1 UNIVERSAL CRITERIA NO. 1 RESOURCES MUST BE VISIBLE FROM THE ROADWAY



The William Bartram Scenic and Historic Highway's most apparent resource is its natural rural ambiance with outstanding stretches of live oak canopy which is augmented by upland and wetland hardwood forests, pine plantations, and farm fields. William Bartram visited the area and purchased a 500-acre plantation where he resided for less than a year in 1765-66. Bartram later traveled this area for his "great adventure" of 1773-1777 travels throughout the Carolinas, Georgia, Florida, Alabama, Mississippi, Louisiana and Tennessee. His

travels along the St. Johns River included a visit to the Francis Fatio plantation at New Switzerland Point. Prior to Bartram's arrival, prehistoric and historic archaeological sites document earlier settlers visitation and inhabitation. These early settlers utilized the area for shelter and survival.

The corridor video (presented with the Eligibility Application) documents the scenic quality of the resources and their accessibility.

Numerous resources exist along the corridor. Figures 1, 7 and 8 depict the location of these corridor resources commencing from the southern terminus at the intersection of SR 16 at Wards Creek to the northern terminus at the Duval/St. Johns County line on the Julington Creek Bridge.

Members of the Corridor Group recently drove along SR 13 to document those resources which are visible from the roadway. This is what they saw:

"Branches of century-old Live Oak trees form a leafy canopy over the southern end of the William Bartram Scenic and Historic Highway, in a serene rural area of St. Johns County located just nine miles west of the intersection of Interstate 95 and State Road 16. Heading north, motorists pass through a two-mile agricultural area before reaching Collier Road where the entrance of Trout Creek Park is located. The William Bartram Scenic and Historic Highway runs parallel to this park which contains a well-maintained

double boat ramp, a Nature Trail, wooden boardwalk, a new playscape, two covered picnic pavilions, and a Community Center which is available for rent.

As travelers proceed north over the Trout Creek Bridge, they have a brief view of the quiet tree-lined creek in one direction and the opening to Palmo Cove and the St. Johns River in the other. The area is a big draw for local and visiting anglers as it contains a wide variety of both fresh and salt water species of fish. Black bass, speckled perch, warmouth, and bream mingle with mullet and red bass in this aquatic paradise.

On the other side of the bridge is Pacetti's Marina and Campground where four generations of family members have catered to the needs of fishermen, supplying them with bait, tackle, canoes, food and beverages as well as local legends and color.

Northward, on the left, is Jack Wright Island Road, flanked on both sides by Jack Wright Island Conservation Area, a wetland swamp containing wading birds such as heron and egrets as well as several other aquatic species.

Florence Cove Road is an area settled by many old-time families. William Bartram's plantation was located between Florence Cove and what is now the Shands Bridge. In a special ceremony planned for early December 2004, local officials will unveil a County and State sponsored historical marker commemorating William Bartram and his attempt to farm the 500-acre plantation site.

Five miles north of the southern end of the highway is the community of Orangedale. Two buildings that are listed on the State Historic Register remain on opposite corners at the intersection of SR 13 and County Road 16A. Due west of this intersection is the Shands Bridge Fishing Pier, located at the site of the old Shands Bridge on the St. Johns River and used by locals and visitors to the area.

One block north of the intersection is the Orangedale Cemetery with markers dating back over one hundred years. A lovely oak canopy shades this section of the roadway. Seasonal wildflowers border the highway in areas of dappled sunshine.

Rich areas of wetlands border the roadway at Kendall Creek and Orangegroove Branch. Gopher tortoises leisurely cross the road and American Bald Eagles soar high above during the nesting season.

Soon, glimpses of the mighty St. Johns River can be seen through the trees as we near Hallowes Cove and the planned site of a new riverfront park. Majestic pines, oaks and hollies line the roadway as one heads toward Popo Point and the beginning of the Switzerland community.

Another canopied area of the William Bartram Scenic and Historic Highway Corridor is punctuated with a second historical marker located next to the Kentucky Branch Bridge, the site of a former sawmill.

Traveling through the area where the Frances Phillip Fatio Plantation was once located, we come to the Switzerland Cemetery, rich in the history of families whose ancestors settled the region. This cemetery also boasts a view of the river.

Next we pass Moreman Road, site of the Moreman Plantation established in 1869. Within one mile is the New Switzerland Plantation/St. Johns County historical marker, located in front of buildings which used to contain the First Methodist Episcopal Church of Switzerland and the volunteer fire department, and designated to become a community center. Across the road is the Alpine Groves Park where citrus was once shipped to the North on steamships that also delivered mail to the area. The site contains a turn-of-the-century home that is also being restored. Adjacent to the park is Swiss Lane, which leads to the St. Johns River near the park property. The building which formerly contained Hartley's Store still stands in the northeast corner of SR 13 and Swiss Lane. The former Switzerland Post Office was also located on this privately owned piece of property.

Within two blocks of this area are the two 300-year-old Live Oak trees designated by former Governor Martinez to be saved.

Heading north once again we come to the Marywood Retreat Center, site of the George Hodges home and San Juan Del Rio Catholic Church. This property extends from the highway all the way through a majestic oak forest to the banks of the St. Johns River.

Soon we cross Mill Creek, where a dam formed Lake Beluthahatchee, home of author and Civil Rights Activist Stetson Kennedy. This is also a dedicated Literary Site by the Center for the Book and a pending historical marker is now under review for this site. Beluthahatchee was a frequent stopover of musician Woody Guthrie in the 1940's.

As we enter the more urban area of the Scenic Highway, we can see examples of Cypress swamps bordering Cunningham Creek and stands of trees shading portions of the Bartram Trail Library. Within three blocks of the library we see a tiny white building, the former Mt. Pleasant AME Church building, established in 1870 and now privately owned.

Just before leaving St. Johns County and this section of the highway, we can see Westminster Woods, the former location of a Naval Stores Operation where cat faces can still be seen on some of the old pine trees.

As we cross Julington Creek Bridge leading into Duval County, we see a tiny peninsula where Julington and Durbin Creeks divide, and to the left, Old Bulls Bay opening out onto the mighty St. Johns River. At present, this is the Northern end of this section of the William Bartram Scenic and Historic Highway."

The following list corresponds with the Intrinsic Resource Map (Figure 7), to provide a summary of resources which are visible from State Road 13. In addition, this list and Figure 7 were used to document a few more important resources which are easily accessible but not visible from the Scenic Highway, as well as a few other sites which are historically significant to the area.

1. Trout Creek Park
2. Pacetti's Marina, Restaurant and Camp Grounds
3. Jack Wright Island Conservation Area
4. Florence Cove
5. William Bartram Plantation

6. Shands Bridge over St. Johns River
7. Shands Pier – Original Site of Shands Bridge
8. Orangedale Cemetery
9. Popo Point – Hallows Cove - former Spanish Mission & Fort
10. William Bartram Historical Marker
11. Kentucky Branch – Former Saw Mill, Logging
12. Vitality Springs
13. Prehistoric Native American Settlement Historical Marker
14. Francis Phillip Fatio Plantation
15. Switzerland Cemetery
16. Moreman Plantation Established 1869
17. New Switzerland Plantation/St. Johns County Historical Marker
18. Alpine Groves Park –Proposed County Park & Trail
19. Swiss Lane – former Steamboat Mail Delivery, Orange Shipments
20. Hartley's General Store & Post Office
21. Community Center – Former First M.E. Church of Switzerland
22. Steel's General Store & Post Office (former building)
23. Grove Bluff Plantation – Established 1893
24. 300 Year Old Oaks along Roadway
25. San Juan Del Rio Church – George Hodges Home
26. Marywood Retreat Center
27. Amity Anchorage Marina
28. Mill Creek – Lake Beluthahatchee and Cunningham Creek Peninsula, Literary Landmark and pending Historical Marker, Grist Mill, Logging, and Prehistoric Indian Camp
29. Theophilus Wilson Moore Plantation and Orange Grove
30. Mt. Pleasant A.M.E. Church – Established 1870
31. Bartram Trail Branch Library
32. Racetrack Road – former Harness Racing in Early 1900's, Cattle Ranch on Old Bishop Homestead, Bishop Estates Road
33. Westminster Woods – Former Location of Naval Stores Operation
34. Julington Creek and Durbin Creek

8.2 UNIVERSAL CRITERIA NO. 2 THE CORRIDOR MUST “TELL A STORY” THAT RELATES TO ITS INTRINSIC RESOURCES

The corridor story developed for the William Bartram Scenic & Historic Highway is presented in Section 7.

8.3 UNIVERSAL CRITERIA NO. 3 THE ROADWAY MUST BE A PUBLIC ROAD THAT SAFELY ACCOMMODATES TWO WHEEL DRIVE AUTOMOBILES

The roadway is a state highway designated as State Road 13. In 1980 the Florida Legislature designated the scenic highway within the corridor as the William Bartram Scenic Highway.

The Florida Department of Transportation classifies the roadway as Urban Minor Arterial from the Julington Creek Bridge to the Kentucky Branch Bridge. Proceeding south from the Kentucky Branch Bridge to SR 16 West at the Shands Bridge, the FDOT classifies the roadway as Rural Minor Arterial. From SR 16 West to SR 16 East, the roadway attains Rural Principal Arterial classification. The St. Johns County functional classification for the scenic highway is Minor Arterial. See the Roadway/ROW Description previously discussed in Section 5.13, Table 6, Row 5.2.



8.4 UNIVERSAL CRITERIA NO. 4 THE CORRIDOR MUST EXHIBIT SIGNIFICANT, EXCEPTIONAL AND DISTINCTIVE FEATURES OF THE REGION IT TRAVERSES.

The Florida Legislature recognized the scenic corridor's historic and scenic qualities in 1980 by designating the roadway as the William Bartram Scenic Highway. "William Bartram is extremely important in the history of American natural science and is recognized as an impressive contributor to English literature. His studies of the American Indian provide a major source of information to scholars. Also, his scientific discoveries are among the most significant of America's contributions to the field of horticulture and botany. William Bartram's 1773-1777 expedition in the area now known as the Southeastern United States is of considerable national and international significance."

St. Johns County, recognizing the scenic corridor, adopted goals, objectives, and policies in its Comprehensive Plan to protect the corridor. In addition, various ordinances have been enacted to protect these resources as discussed in Section 5.10 of this application (see also Eligibility Application Appendix for Florida Legislative Bill (Chapter 80-427, House Bill 987) and St. Johns County Resolutions 97-200 and 2002-18.)

The St. Johns River, the western border of the corridor, received federal recognition as an American Heritage River. It is one of fourteen American Heritage Rivers designated in 1998 by President Clinton. Added recognition occurs with the Florida Department of Environmental Protection's designation as a Florida State Circum-Navigation Trail. In addition, the Florida Wildlife Federation has filed applications for designating Outstanding Florida Waters (OFW) for Julington and Wards Creeks.

Further indication of the beauty and value of the historic oaks to the residents may be evidenced by their community effort to save 200-to-300-year old oaks projected for removal due to road widening. That community effort resulted in Governor Bob Martinez, on October 26, 1988, holding a "Save-The-Trees" press conference in Switzerland where he announced the following:

"First, I directed the Department of Transportation to stop any work that might threaten the trees you cared so deeply about. Then I instructed the department to find another way...a better way. ... They're not just a "bunch of old trees. They are heritage, they are nature, they are Florida, and they are important."

This was a very important event for the people of the northwest area of St. Johns County and the State of Florida. These "historical trees" are a symbol of community and government working together to save a significant community resource. A copy of Governor Martinez's statement may be found in the Eligibility Application Appendix.

Other state agencies have assisted in the preservation of resources in the corridor. The Florida Communities Trust assisted the County in funding the purchase of the 55-acre Alpine Groves Park located in Switzerland. This property although purchased to protect environmentally sensitive lands, also provides resource-based outdoor recreational activities, plus preserves, protects and interprets the 19th century farm and orange groves. Such visual interpretation should promote environmental and historical education. Additionally, the scenic highway was included on the initial list nominated for the Florida Greenways Program and is currently listed as a major extension of the Greenways Program of Duval County. The Florida Department of Environmental Protection (DEP) Greenway Program has recognized that there are several cultural and historic sites located within the corridor and that it is a significant multi-use trail.

The William Bartram Scenic and Historic Highway Corridor is an exceptional corridor which parallels the historic St. Johns River on the fringe of one of Florida's largest cities. Yet, it maintains a rural character with its magnificent oak canopy road and extraordinary ravine systems as well as open spaces.

The corridor displays the river and its resources as used by prehistoric and historic Native Americans, the European settlers with their plantation system, and modern man with his search for a rural lifestyle. Beauty, environment, history and recreation... all capsulized within one magnificent corridor.



See Section 6, Part B (Resource Specific Criteria) and the Corridor Video presented in the Eligibility Application Appendix.

8.5 UNIVERSAL CRITERIA NO. 5 THE ROADWAY MUST BE AT LEAST ONE MILE IN LENGTH AND, IF APPROPRIATE, PROVIDE ACCESS TO RESOURCES

The roadway, approximately 17.3 miles in length, provides access to all the resources described in Section 6.1.

8.6 UNIVERSAL CRITERIA NO. 6 A MAJORITY OF THE CORRIDOR MUST EXHIBIT THE QUALIFYING RESOURCES. THE RESOURCES SHOULD BE AS CONTINUOUS AS POSSIBLE, FOR THE PRESENT AND FUTURE

As demonstrated in the Corridor Resource Maps, major portions of the corridor are protected by publicly held land in conservation areas, state parks and institutions as well as county parks, preserves and greenways. These public lands ensure that the resources are protected for the present and future generations. In addition, as denoted on the Corridor Resource Maps, the resources are continuous throughout the corridor. See Section 6.1 for the corridor resources.

8.7 UNIVERSAL CRITERIA NO. 7 A CORRIDOR ADVOCACY GROUP (CAG) MUST BE ORGANIZED TO SUPPORT THE SCENIC HIGHWAY DESIGNATION



February 5, 1998, marked the Corridor Group's first meeting at the Bartram Trail Library in Fruit Cove. At this meeting the Corridor Group was presented an overview of the Florida Scenic Highway Program, with an introductory review of the historical background of William Bartram and his regional travels in the eight states of North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana and Tennessee. Additionally, the group was provided an overview of the federal effort to preserve a part of these states' heritage through the vehicle of the Bartram Trail Conference.

The Corridor Group adopted this mission statement:

"The William Bartram Scenic and Historic Highway Corridor Group is a grassroots community-based program that will preserve, maintain, protect, and enhance our community's unique resources. Through this Corridor Group a sustainable balance between conservation and land use can be accomplished, improving not only the traveling experience, but the community's "Quality of Life" as well!"

Two months later, in April 1998 the Corridor Group mailed a Letter of Intent. The State's June 4, 1998 response letter led to the initial FDOT training session on August 20, 1998.

The Corridor Group met twice a month to gather corridor information. Guest speakers informed the members and the public on the numerous resources and attributes of the corridor. Speakers included:

- Scott Clem, Director of Planning and Zoning, St. Johns County
- Dan Weimer, Assistant Parks and Recreation Director for St. Johns County

- Pat Frost, Assistant Director of Resources, St. Johns River Water Management District
- Charles Tingley, Historian, St. Augustine Historical Society
- Douglas Lane, Architect Engineer, Julington Creek Plantation
- Ken John, Natural Resource, St. Johns River Water Management District
- Susan Parker, Historian
- Howard Solomon, Recreational Resources
- Chris Newman, Archaeologist, State of Florida
- Robert Johnson, Archaeologist
- Ed Mueller, Author of "Steamboats on the St. Johns"
- Bill Adams, Historian
- Cecile Marie Sastre, Historian and Author of "Picolata on the St. Johns"
- David Nolan, Historian
- Becky Yanni, Ecotourism
- Daniel Shaeffer, Professor of History, University of North Florida
- Leon Shimer, Director of Recreation, St. Johns County
- Sandy Craig, Tourist Development Council

Besides the twice-monthly meetings, members of the Corridor Group actively participated in community workshops for the Northwest Sector Plan and the North-South Corridor Study.

The Corridor Group Chair also made presentations throughout the community on the Florida Scenic Highway Program and the history of the William Bartram Scenic and Historic Highway.

Throughout this process the Corridor Group has initiated or participated in seeking additional recognition and protection for the scenic corridor. This participation merited expanded protection for the corridor in the County sign regulations, greater protection from the visual intrusion of cell towers along the corridor, and, importantly, incorporated the vision of the Corridor Group into the vision of the Northwest Sector Plan. This vision recognizes the importance of the rural character of the corridor. Through the County's Comprehensive Plan, the Northwest Sector Plan establishes goals, objectives and policies to help maintain and enhance this perception within the corridor.

The minutes and agendas may be found in the Eligibility Application Appendix. The Corridor Group operating rules and procedures are listed in Section 6.

The Corridor Group continued work on the Eligibility Application and Video tape until submittal of the application in Summer 2002. After approval of the Eligibility Application, the Corridor Group began working on the Designation Application. In the fall of 2002, the County entered into an agreement with FDOT to provide funds to develop the CMP. Four different consultants responded to the request for proposals. Selected consultant, HHI, a planning, landscape architecture and environmental graphics firm, commenced CMP in September 2002. The Corridor Group organized these subcommittees to accomplish the task of drafting the Corridor Management Plan, as listed on page 13.

While monitoring development along the corridor, the Corridor Group continues to invite developers to attend meetings in order to review proposed developments and to make them aware of the scenic highway effort. The Corridor Group and its members continue to support preservation of the natural and historic/cultural resources through its support of land acquisitions that will expand the parks and greenways and will develop other historic and recreational opportunities.

8.8 UNIVERSAL CRITERIA NO. 8 A COMMUNITY PARTICIPATION PROGRAM MUST BE DEVELOPED AND IMPLEMENTED

See Section 3 for an overview of the Community Participation Program.

8.9 UNIVERSAL CRITERIA NO. 9 STRONG LOCAL SUPPORT MUST BE DEMONSTRATED.

Evidence of strong local support is presented in detail in Sections 3, 4 and 5 of this document

8.10 UNIVERSAL CRITERIA NO. 10 A CORRIDOR MANAGEMENT PLAN MUST BE DEVELOPED WITH THE ENDORSEMENT OF LOCAL GOVERNMENTS

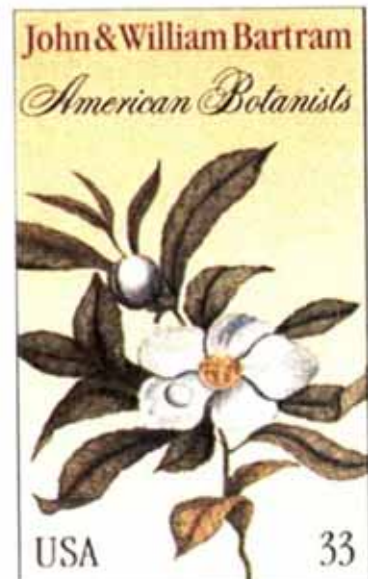
This document, which accompanies the Scenic Highways Designation Application, is a presentation of the Corridor Management Plan developed by the William Bartram Scenic & Historic Highway Corridor Group.

Part B: Resource Specific Criteria

8.11 HISTORICAL RESOURCES

Waterways have played an important role in development of the scenic corridor, in particular, the St. Johns River and the creeks along the river. It was along the St. Johns River area that William Bartram visited with his father John in 1765. John Bartram's appointment as Royal Botanist to King George III provided an annual stipend to make a collecting expedition to the "Floridas." William Bartram, John's 25-year old son, accompanied him on this expedition. Altogether, John Bartram is believed to have introduced 150 to 200 new American plant species to Europe.

While with his father on this "Floridas" journey, William decided to try his hand at being a planter of rice and indigo. Thus, he remained in Florida when his father returned home to Philadelphia. The 500-acre Bartram Plantation is located on the St. Johns River at Little Florence Cove within the scenic corridor. However, this lasted less than one year, and William returned home to Philadelphia.



Nevertheless, William Bartram's interest in botanical exploration and illustration continued. In 1773, William made a second sponsored trip through the southern states. Arriving in Florida in 1774, he continued his explorations of the St. Johns River. In April, he is believed to have visited the 10,000-acre Francis Philip Fatio plantation at New Switzerland Point. Fatio had received the land grant for the plantation in 1772. Interestingly, Mr. Fatio may have been the host who assured Bartram that the trouble with the Indians had been settled and advised William to proceed up the river without fear. William continued his explorations until returning home in 1777.

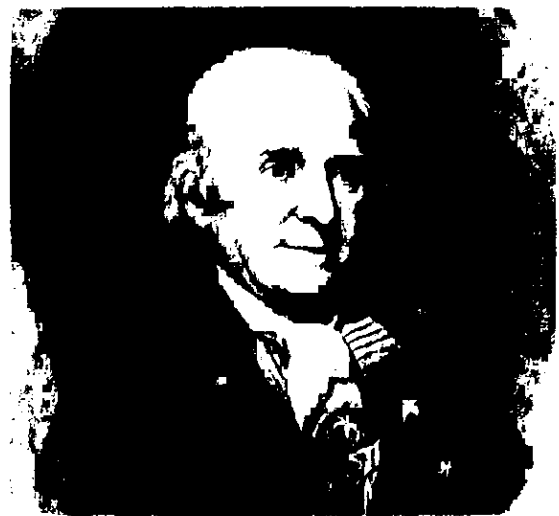
Why should William Bartram and his travels be considered important?

On the official website of the Bartram Trail Conference, Inc. (www.bartramtrail.org), this summary explains why William Bartram ranks as an important person of national significance:

"William Bartram was America's first native-born naturalist/artist and the first author in the modern genre of writers who portrayed nature through personal experience as well as scientific observation. Bartram's momentous southern journey took him from the foothills of the Appalachian Mountains to Florida, through the southeastern interior all the way to the Mississippi River. His work thus provides descriptions of the natural, relatively pristine eighteenth-century environment of eight modern states: North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana and Tennessee. William Bartram published an account of his adventure in 1791. It quickly became an American classic and one scholar described *Bartram's Travels* as "the most astounding verbal artifact of the early republic."

"William Bartram is extremely important in the history of American natural science and is recognized as an impressive contributor to English literature. His studies of the American Indian provide a major source of information to scholars. Also, his scientific discoveries are among the most significant of America's contributions to the field of horticulture and botany. William Bartram's 1773-1777 expedition in the area now known as the Southeastern United States is of considerable national and international significance."

Numerous archaeological sites exist along the river and creeks within the William Bartram Scenic and Historic Highway. These sites confirm the occupation of the area by prehistoric and historic Indians. With additional surveys, some sites might prove to be of national historic significance. According to the Florida Museum of Natural History in Gainesville, Florida, a recently discovered Spanish document in the archives of Spain shows a Spanish Mission and Fort at Popo Point and the Hallows Cove area. Native American settlements, villages and campsites bordering the river and inland creeks encouraged the development and establishment of this Spanish Fort and Mission. The natural fishery at Hallows Cove provided a continual food source for the Indians, Spanish, and the later plantation owners.



According to the County's "Historic Properties Survey" (June 2001), "...between 1655 and 1702, Spanish settlers carved cattle ranches out of the wilderness along the St. Johns River." One identified ranch was Aramasaca, which was located near Switzerland and Julington Creek, known today as Florida Cracker Cattle on Old Bishop Homestead of 4,500 acres.

During the early European settlement and plantation period, probably the most important person was former Swiss citizen Francis Phillip Fatio who owned a 10,000-acre plantation at Switzerland Point. This scenic highway travels through approximately 7.5 miles of the old plantation from south of Cunningham Creek to Orange Grove Branch just north of the community of Orangedale. This plantation had over 4,000 orange trees surrounding a grand home. When William Bartram journeyed up the St. Johns River in 1773-1774, he stopped at Fatio's plantation. Fatio's orange grove, European grapes, olives, figs, pomegranates and filberts greatly impressed Bartram.

"In 1782, the year before the British government ceded Florida to Spain for the Bahama Islands, Francis Philip Fatio was one of the first persons to recognize the value of Florida's forests. He prepared a report for the Government of the province of East Florida. Fatio's report is valuable because of the insight it provides on the early history of forestry in Florida. Fatio's report to the British government was titled, *Considerations on the Importance of the Province of East Florida to the British Government by Its Situation, Its Produce in Naval Stores, Ship Lumber, and the Asylum It May Afford to the Wretched and Distressed Loyalists*. He describes the region's potential as follows: "The barren lands now occupied in East Florida produce the best naval stores in all America. The St. John's River is navigable nearly 300 miles, running parallel to the Atlantic Ocean, nowhere distant more than 25 miles. The forest on these lands will produce any quantity of tar, pitch and turpentine. It would be easy to find substantial contractors for 100,000 barrels a year produced from the difference species of pine, allowing a reasonable time at first, as the exploration in 1781 has not exceeded 30,000 barrels."

(http://aris.sfrc.ufl.edu/General_Information/fatio.html)

Hallowes Cove was part of this Fatio plantation. Colonel Hallowes, Louisa Fatio Hallowes' son, lived at Hallowes Point where he built a large two-story home called Claremont. Although no buildings remain, that era deeply imprinted the area with names of communities, coves, and creeks.

Alas, located within the former Fatio plantation is the Alpine Groves Park. This park contains the historic Harris Orange Groves' 1880's farmhouse, and turn-of-the century barn, and several out-buildings. Currently the historic complex is being restored to include a living history museum with agricultural exhibits. Not only will it be an ideal place to tell the story of the area's history but, also, the breathtaking views of the St. Johns River coupled with native plants will provide a magnificent preserve.

In 1869, Marcus Stith Moreman journeyed from Kentucky to Florida where he purchased a 50-acre tract, a portion of the Fatio grant. Marcus built a house, Bellevue, and planted two orange groves, La Venture. To ship the fruit, he built a packinghouse on the river's edge. That dock, extended quite a distance into the St. Johns River, became a major transport dock for Switzerland. Pilings of that original dock can still be seen today. When those groves began to produce and prosper, he purchased more land totaling approximately one hundred fifty acres. Besides the main citrus crop, he planted field crops of potato, corn, cabbage and other vegetables. There were fruit-bearing trees such as guavas, plums, figs, pears,

peaches and a grape arbor, and livestock. Today, the large two-story home of Marcus Stith Moreman's son, Reginald, is located on the St. Johns River and can be seen from the river. A picture of this existing home is shown.



Several old surveys depict Vitality Springs on property that is now in the Bartram Trail subdivision, a residential development of 50 houses at Kentucky Branch. These old surveys and maps also label Kentucky Branch as Big Dam Creek. Local Switzerland residents recall that logs were floated down the creek to a local sawmill on the St. Johns River. St. Johns County records show that Vitality Springs supplied mineral water for a bottling company in 1917. Perhaps, Marcus Stith Moreman renamed the creek Kentucky Branch because Kentucky was his home state prior to beginning his citrus groves venture.

Renowned already as a Royal Botanist, John James Audubon journeyed to Florida seeking water birds to complete "The Birds of America." For seven months in 1831-32, he studied the area. Then, in early February 1832, Audubon sailed in a naval sailing vessel from St. Augustine to Jacksonville for a trip up the St. Johns River. Along this area the beautiful birds, wildlife, and exotic plants greatly impressed him as is evidenced in the many water birds of the area displayed in his "Floridas" paintings.

In 1873, Reverend Theophilus Wilson Moore from North Carolina purchased a hundred acres of land paralleling the St. Johns River. Here, he planted orange trees all along the St. Johns River and Cunningham Creek. In addition to ministry, the Reverend's skills in horticulture and determination to grow the best oranges resulted in a successful plantation. Reverend Moore named the area Fruit Cove.

Within the Fruit Cove area, in the late 1800's, African-American settlers formed a community and, in 1870, saw the foundation of the historic A.M.E. Church.

The Ophir Orange Grove Plantation, established in the 1880's, was located on property that is now owned by the San Juan Del Rio Church. The Jennings and Tolbert families owned this Grove. The Tolberts established a private school there. Today, located on the former Ophir Grove is the 1939 George Hodges home. This lovely two-story Italian-style structure of coquina rock walls has three levels of poured concrete floors. This historic dwelling is located on the St. Johns River at the Marywood Retreat Center.

Arcadia Groves, a large citrus grove, and Hawkins Fruit Company owned by Walter Hawkins, today is known as the Swiss Oaks and Grove Bluff residential areas. Horace Drew of Jacksonville purchased the Arcadia Groves and Hawkins Fruit Company. The original homestead, built in 1889, has been recently restored to its original design.

Naval stores represented a significant industry of the agricultural community. The production of pitch, tar, and turpentine, plus timber harvesting flourished all along the entire corridor. Today, there are still thousands of acres of planted pine.

Today, the agricultural heritage continues and emphasizes the rural ambiance of the scenic corridor.

In 1988, the community united to save 200 to 300-year-old historical oaks scheduled for removal due to road widening. This community effort resulted in Governor Bob Martinez holding a "Save-The-Trees" press conference in Switzerland on October 26, 1988. Community participants whole-heartedly appreciated the Governor's statements, where he stated, "They're not just a bunch of old trees. ... They are heritage, they are nature, they are Florida, and they are important." A copy of Governor Martinez's statement may be found in the Eligibility Application Appendix, and is reenacted in the narrated Corridor Video Tape.

8.12 CULTURAL RESOURCES

Historical influence of the St. Johns River can be understood by observing the largest known areas of archaeological significance. Predominantly prehistoric Native American mounds and campsites dot the shoreline. Some sites date back to the St. Johns I Period, 700 BC to 800 AD.

The cultural influence of the corridor involves the extensive long-term use of the natural resources for agricultural and silvicultural pursuits. These historic uses have established an area of rural ambiance in close proximity to the concrete and steel monuments of the City of Jacksonville. The vision of the scenic corridor is to preserve the character of the cultural landscape.

From prehistoric time to the present, the residents have inhabited the corridor and used the products of the natural environment. Early Native Americans needed the resources of the river, streams and forests for food and shelter. Later, this area achieved importance for naval stores plus production of plantation crops such as orange, cotton, and indigo. Although there are still agricultural pursuits in the corridor, the rural character of the area cannot economically function strictly upon an agrarian economy. However, the County, recognizing the importance of the cultural landscape, developed protections to help preserve this cultural landscape for future generations. (See Section 10: Protection Techniques.)

Alpine Groves Park, a County-owned property, still contains a 19th century farm that originally included orange groves. This historic farm complex will be restored to include a living history museum with agricultural exhibits. After completion of this restoration, the park will provide a venue for environmental and cultural heritage education.

The vision of the Corridor Group parallels the vision of the Northwest Sector Plan. This vision aims to "maintain the rural character that people treasure" and "is not based on a rural or agricultural economy, as much as it is based on the visual experience of traveling..." through the corridor "experiencing views of the St. Johns River, wetland areas, forests, and open areas." Thus, both the Corridor Group and the Northwest Sector Plan recognize the importance of preserving the character of the cultural landscape.

In 1980, the Florida Legislature recognized the historical and cultural influence of America's first native-born naturalist to the scenic corridor by designating the SR 13 as the William Bartram Scenic Highway. As directed by the legislature, a historic aluminum sign has been placed along the scenic highway.

Within rural communities, the church functions as both the point of social contact and an important cultural resource. This tradition continues from the early Spanish mission at Popo Point to the modern churches. Today, local corridor churches have annual events, ranging from turkey shoots, fish fries, fall craft fairs, golf tournaments, pageants and spring carnivals.

Currently, a monthly Classic Car Rally occurs within the corridor. This rally affords the participants an opportunity to experience the rural ambiance of a canopy road.



This canopied beauty attracts many artists who frequent the area for inspiration. C. Ford Riley who lives nearby on the river often paints the local wildlife and habitat. Carlton Wilder, another local artist, paints the local landscape. Some of Wilder's paintings include historical steamboats on the St. Johns River.

8.13 ARCHAEOLOGICAL RESOURCES

As reported in the Northwest Sector Plan, the existing cultural sites demonstrate the historical influence of the St. Johns River. Located along the St. Johns River's shoreline, one finds the largest known areas of archaeological significance. Predominately, prehistoric Native American mounds and campsites have been dated with some sites dating back to the St. Johns I Period, 700 B.C. to A.D. 800. Within the corridor there are 26 known sites: 12 prehistoric sites, 12 historic sites and 2 prehistoric/historic sites.

Five sites, intact with potentially significant cultural resources, have been recommended for further study. Since these sites are considered potentially significant, they may be eligible for inclusion in the National Register of Historic Places, if further study documents this supposition. Brief descriptions of these five sites include:

1. Site 8SJ3211, as reported in the Archaeological and Historical Resources of the Riverton DRI*, "appears to have been occupied initially during the Transitional period (1,000 B.C. to 500 B.C.) and early St. Johns period (500 B.C. to A.D. 800). Later occupation may also have taken place as evidenced by the presence of St. Johns Check Stamped pottery (a post A.D. 800 indicator) and the possible Pinellas projectile point."
2. Site 8SJ3218, as reported in the Archaeological and Historical Resources of the Riverton DRI*, constitutes a 14-acre site which occupies almost the entire western margin of Popo Point. At this site recovered cultural materials include "aboriginal ceramic wares and lithic specimens. Aboriginal pottery includes St. Johns period ceramics, fiber tempered wares, and San Marcos decorated pottery." This recovered data further suggests "a long temporal continuum of aboriginal occupation possibly beginning as early as 2000 B.C. and continuing past A.D. 1700." "A most important point and view of the occupation...is that the aboriginal ceramic assemblage is

dominated by San Marcos wares.... Indicating activity by migrant Guale Indians during the late 1600's or possibly early 1700's." Interestingly, "In addition to the prehistoric materials, historic artifacts were recovered which suggest historic period occupation and activity." These materials "suggest that this area is the probable location of 'Da Puppo Fort' or Fort Popa."

3. Site 8SJ3220, as reported in the Archaeological and Historical Resources of the Riverton DRI*, encompasses a 10-acre site along the eastern edge of Hallows Cove. "This intact, multi-component site contains both historic and prehistoric materials." And, the materials of "Aboriginal ceramic materials include Orange Plain, St. Johns Plain, St. Johns Check Stamped, St. Johns Simple Stamped...unidentified sand-tempered sherds, ...and small flakes... which were thermally altered. Historic materials include 18th and 19th century artifacts" as well. Presumably, this site was "occupied intermittently during aboriginal times" including a Mount Taylor period initial occupation, perhaps, as early as 2000 B.C. "This occupation was followed by post 500 B.C. St. Johns occupation which, based upon the presence of St. Johns Checked Stamped pottery, dates to post A.D. 800 times. The early historic component may represent a late 18th/early 19th century occupation, but data from this component is considered insufficient to assess the potential significance of this component."
 4. Site 8SJ2459, named the Mill Creek Bluff site, is located at the confluence of Mill Creek, Cunningham Creek and the St. Johns River. It is approximately one half mile west of SR 13. According to the Archaeological Resources Assessment Survey of State Road 13 that commences from Race Track Road to Roberts Road in St. Johns County, Florida, this site has been described as potentially significant and is thought to relate to the St. Johns period (500 B.C. – A.D. 100). It has been speculated that this site may be positively linked to the "Fruit Cove Mounds" (8SJ15 and 8SJ16) located along Cunningham Creek. Clarence B. Moore originally investigated these sites in the 1880's.
 5. Site 8SJ2458, named the Historic Mill Site, is located on Mill Creek to the west of SR 13. According to the Archaeological Resources Assessment Survey of State Road 13 commencing from Race Track Road to Roberts Road in St. Johns County, Florida, the site "appears as an earthen dam associated with the creek and is thought to date to the late eighteenth or early nineteenth century."
- * As required by the state for review of a Development of Regional Impact (DRI), Riverton Developers presented the 1989 survey. This developer recently resumed the DRI review process for this project now known as River Town, which was approved on February 24, 2004.

Also, the 1989 archaeological survey identified eight prehistoric sites within close proximity of each other along the St. Johns River. Debate continues whether these sites collectively have significance. These sites, south of the four mounds near Switzerland, originally were investigated in 1894 by Clarence B. Moore.

Interpretive signage located at significant corridor points will relate the prehistoric and historic uses of the corridor and the St. Johns River.

8.14 RECREATIONAL RESOURCES

Adjacent to the William Bartram Scenic and Historic Highway is Trout Creek Park, owned and maintained by St. Johns County. This 16.5-acre park, acquired in 1990 with Federal Land and Water Conservation Funds, formerly functioned as a crab processing and later as a scallop plant. Upon County acquisition, the existing building was refurbished as a community center. The park provides a boat ramp, picnic area with playground, grills, tables, restrooms and a half-mile nature trail. Fishermen favor this park because of its easy access to the St. Johns River. The County Naturalist who has an office in the park provides regular lectures and field trips. The annual St. Johns River Clean-Up Day is organized from this location.



Another publicly owned facility is the Shands Pier, located where the original Shands Bridge previously stood. Once again, another favorite place for fishermen and birding enthusiasts. Also, the causeway to the new Shands Bridge provides fishing opportunities on the St. Johns River.

Alpine Groves Park, formerly known as the Bennett or Harris Tract, became a reality in 1999 through the Florida Communities Trust funding program. Located adjacent to the scenic highway, this 54.4-acre park fronts on the St. Johns River. Although purchased to protect environmentally sensitive lands, this property will provide passive-based outdoor recreational activities. Plans to preserve, protect and interpret the 19th century farm and orange groves will promote environmental and historical education. The site contains the 1880's farmhouse, a turn-of-the-century barn. Significant natural resources include a fifteen-foot bluff with panoramic views of the river, numerous live oaks, and a wide variety of wildlife including eagle, osprey, alligator and manatee.

Currently, planned facilities for the Alpine Groves Park include: nature trails, scenic overlooks, a picnic area, a playground, and a wildlife-viewing pier. Restoration of this historic farm complex should provide a living history museum with agricultural exhibits. Restrooms and parking will also be provided.

Regularly scheduled environmental programs will be presented by the County Naturalist and the local chapter of the Audubon Society. Further offerings include a field trip program. To date, the Legacy Program between the Switzerland Middle School and the St. Johns River Water Management District introduces and, then, re-enforces the protection of resources. These sixth and seventh grade students are engaged in on-site clearing, trail and fence layout, nature education, and identification of plant, bird and animal.



St. Johns County's Northwest Sector Plan proposes an interconnected recreational trails system, which includes

hiking and biking trails, nature study areas, nature trails, historic areas and structures, community garden areas, and passive parks. The plan suggests establishing a Greenway and Blueway System, and the County's *Greenway, Blueway and Trails Master Plan* was recently completed. The Blueway System will include riverfront parks. Of special interest is the proposed canoe trails from Durbin Creek, which flows into Julington Creek and, then, flows south along the St. Johns River.

The Land Acquisition Management Program (LAMP)/Environmental Advisory Board (EAB) offers recommendations to the Board of County Commissioners regarding additional lands that may need further County protection. This board reviews and prioritizes lands that need this additional protection. The County supports the acquisition of environmentally sensitive lands which can be set aside as open space, by using such programs as state purchase plans, the Land Acquisition Management Program, the St. Johns County Land Trust, and local bonding programs, as well as the Office of Greenways and Trails, the Florida Community Trust, the Trust for Public Lands, and The Nature Conservancy. Two sites among thirty-two proposed sites are located on the scenic corridor. These potential sites are at Hallows Cove and Trout Creek.

In addition to the publicly owned parks and preserves, visitor facilities are available at two marinas within the corridor: Amity Anchorage Marina on the St. Johns River and Pacetti's Marina and Campground on Trout Creek. The Pacetti's Campground provides facilities for Recreational Vehicles (RV) and tent camping as well as a small restaurant.

As previously discussed, public viewing areas exist along the scenic corridor for bird watching. In fact, the entire scenic corridor is a bird sanctuary. An extensive number of birds are found in the corridor, some of which are listed on the next page.



Obviously, the St. Johns River, a great recreational resource, offers numerous water-related activities, including swimming, fishing, sailing, canoeing, kayaking, and boating. Public access at County parks and private commercial access at marinas on the river and the creeks enable residents and visitors to enjoy these many activities.

8.15 NATURAL RESOURCES

This area's natural beauty and resources continue to attract residents and visitors. This scenic highway corridor features natural resources rich in terrain that contribute greatly to the scenic beauty. In fact, the scenic highway corridor features seven distinct types of topography that magically combine to form the scenic corridor along the St. Johns River. These variations include estuarine marsh wetlands, low-lying floodplains, wetlands, forested uplands, creeks, and steep upland bluffs bordering the river. The high clay bluffs which range from ten to fifteen feet above sea level intrigue many individuals.



At Julington Creek and the nearby St. Johns River, and to the west of the scenic corridor's northern section, the estuarine marshes and freshwater wetlands provide important ecological functions which attract both commercial and recreational interests. Many marine and freshwater species depend on these resources that extend south to Fruit Cove, Switzerland, Orangedale, Florence Cove, and Trout Creek. Spawning and nursery habitats of blue crab, shrimp, striped bass, mullet, redfish and flounder can be found. The Hallowes Cove area, located at Popo Point in the Switzerland area, has been described as a mixed hardwood swamp community. This type of community is considered to have the highest wildlife value of any ecosystem in Florida. The soils are for the most part fertile and support a wide diversity of plants and host wildlife populations with a greater density per acre than any other community. Hallowes Cove and the surrounding uplands along the scenic corridor and the St. Johns River are considered important due to the cove ecology, forested wetlands and upland vegetation mix.

The Hallowes Cove area hosts extensive grass beds, which are of primary importance to the fisheries of the area; 59 species of fin fish were recorded by the University of North Florida in 1989. An abundance of marine life and shellfish thrive and mature in this area of the St. Johns River.

The eastern shoreline of the St. Johns River, from Julington Creek south for many miles, is a well-known feeding ground for the endangered West Indian manatee and their calves. They can be observed from shore, boats, docks, and marinas. These wetlands provide a similar role for many bird species, both native and migratory.

Public areas exist along the scenic corridor for bird watching. The entire scenic corridor provides a haven for numerous species of birds. Bald Eagles can be seen traveling across the scenic highway en route to their nests. Four known bald eagle nests are located within the scenic highway corridor; two on the east and two on the west side of State Road 13. Some of the birds seen from the scenic corridor along the eastern shoreline of the St. Johns River and surrounding area include: great blue heron, little blue heron, white ibis, purple martin, red cardinal, song sparrow, mockingbird, American robin, red-winged black bird, bobwhite quail, red-shouldered hawk, barn owl, kingfisher, osprey, woodstork, least tern, red-headed woodpecker, wood duck, painted bunting, American crow, pileated woodpecker, anhinga, double-crested cormorant, eastern screech owl, yellow-bellied sapsucker, Carolina chickadee and many more.

woodpecker, wood duck, painted bunting, American crow, pileated woodpecker, anhinga, double-crested cormorant, eastern screech owl, yellow-bellied sapsucker, Carolina chickadee and many more.

Environmental functions of the marshes and wetlands include

- Providing water recharge areas;
- Filtering waste and storm water runoff that would otherwise find its way directly into the waterways with the potential to adversely impact water quality;
- Absorbing wave energy, that at times can be quite strong because of the great width of the river (in places over three miles); and
- Reduce shoreline erosion, sedimentation and turbidity that also affect water quality.

Water quality in the St. Johns River is, and will be a continuing concern for all the counties that border the river. Large sums of money are being earmarked to improve the long-term health of the river. A scenic highway designation along its eastern border will provide buffering and other countless advantages to assist these efforts.

Moving southward along the scenic corridor, there are forested uplands and floodplain wetlands on both sides of the scenic highway. These areas are important in providing groundwater recharge. Many distinct ecological communities occur along the scenic corridor. They include:

Pine-Flatwoods: The Pine Flatwoods community is common throughout much of northern Florida. Topographically, the Flatwoods occurs on nearly level, rolling sites with poorly drained fine, sandy soil and is dominated by two species, long-leaf pine and slash pine with occasional loblolly pine and pond pine. Water oak, red maple, red bud, wax myrtles, and swamp bays occur in the understory.

Xeric-Oak: The xeric oak community may occur naturally or may be formed when long-leaf pine is harvested from pine/oak sites. Dominant species include laurel oak, live oak, water oak, turkey oak, sand live oak, and long-leaf pine.

Temperate Hardwoods: The hardwood forest community occurs along the crests of ravines associated with the drainage areas that flow to the St. Johns River and along the riverfront itself. Live oak is the dominant canopy. Co-dominant and subcanopy trees include pignut hickory, southern magnolia, sweet gum, and American holly.



Live Oak Hammock: The Live Oak Hammock community occurs on the dry upland bluffs in close proximity to the St. Johns River and its tributaries. As the name indicates live oak is dominant with additional components of southern magnolia and sweetgum.

Stream and Lake Swamps: Stream and Lake communities are often referred to as bottomland hardwoods. This community supports areas of both wet and dry habitats. These areas play a significant

role in water quality and quantity control. Community species include red maple, American elm, and yellow poplar.

Mixed Wetland Hardwoods: The hardwood swamp community occurs in close association with the St. Johns River and extends generally to the landward point of tidal influence in the tributaries and natural drainages of the land. This community supports predominately deciduous species: cypress, swamp bay, sweet bay, blackgum, and American elm.

Cypress Communities: Cypress communities extend along the shoreline of the St. Johns River and on flatwoods areas or extensive natural drainage ways where the water table is at the surface for extended periods. Subcanopy species include red maple, black gum, myrtle-leaved holly, and buttonbush.

Trees found along the scenic highway include swamp bays, redbuds, flowering dogwoods, wild persimmon, elderberry, wild pear, silver maple, Florida sugar maple, red buckeye, river birch, buckthorn, saffron plum, bumelia, American hornbeam, water hickory, catalpa, sugarberry, Atlantic white cedar, fringe tree, hawthorns, American beech, water ash, thornless honey locust, loblolly bay, silver bell, dahoon holly, yaupon holly, southern juniper, eastern red cedar, sweet gum, tulip tree, southern magnolia, crab apple, wax myrtle, water tupelo, sourwood, sand pine, spruce pine, saucer magnolia, starry magnolia, and sweet bay.



Shrubs found along the scenic highway include Bartram's honeysuckle, wild azaleas, wild blueberry, huckleberry, saw palmetto shrub, banana shrub and strawberry shrub. Many species of ferns border the scenic highway such as cinnamon ferns, leather leaf ferns, royal ferns, and Virginia-black-stem chain ferns. Many species of the lily family including the endangered Bartram's Ixia can be seen seasonally in Fruit Cove, Switzerland, Orangedale, Florence Cove, and Wards Creek. Additional endangered or threatened plants in the area include the celestial lily, the yellow fringed orchid, and the hooded pitcher plant.

The St. Johns River, Julington Creek and Trout Creek are important waterways within the corridor. Significant hardwood swamp communities line these waterways.

Within the corridor there are endangered and threatened plants that may be found including Bartram's Ixia, Cateby's lily, St. Johns Susan, Yellow fringed orchid, Green fly orchid and the southern tubercled orchid, among others.

The corridor also provides habitat for both terrestrial and aquatic communities. The upland terrestrial wildlife includes the Florida white-tailed deer, nine-banded armadillo, opossum, raccoon, gray squirrel, gray fox, blue jay, cardinal, eastern diamondback rattlesnake, and the southern ground toad. Species unique to the upland communities include the fence swift, gopher tortoise, and turkey vulture. The wetland communities include the marsh rabbit, osprey, and pine woods treefrog. Species unique to the

wetland communities include river otter, little blue heron, American alligator, West Indian manatee, great blue heron, cottonmouth, and green treefrog.

Many species of native seasonal wildflowers are visible along the state right of way of the scenic highway and along the St. Johns River. Seasonal grass mowing of the state right of ways is scheduled in order to encourage the propagation of wild flowers. Wild hibiscus, wild irises, and numerous lilies are seasonally observed in the wetlands, floodplains, swamps, and ravines along the scenic highway. These specimens of wildflowers can also be seen along the St. Johns River.

There are areas of planted pine trees which are part of the silvicultural practices within the corridor. Also along the corridor, particularly on the southern end, there are open spaces where one sees managed pasturelands and active agricultural crop rotation.

The natural, scenic, aesthetic environment of the entire scenic highway functions not only as a major arterial corridor and a special place to travel and enjoy its beauty and historical significance but, also, it functions as a linear corridor or a "greenway," linking the southern strategic wildlife habitat areas (designated by the Florida Fish and Wildlife Conservation Commission) of Duval County and St. Johns County.



Yellow Fringed Orchid
Picture Courtesy of Eileen King

8.16 SCENIC RESOURCES



The William Bartram Scenic and Historic Highway is a unique inland roadway, paralleling the course of the historic St. Johns River, selected in a nationwide competition as an American Heritage River. Along the corridor can be found beautiful displays of majestic, centennial live oaks, striking vistas of the river, and many examples of the diversity of northern Florida's natural resources for which the area is famous. These resources include estuarine marshlands and floodplains, forested uplands and wetlands, ravines and steep bluffs, as well as many creeks and beautiful coves that add diversity to the river's shoreline.

For many centuries people have been attracted to the natural beauty and resources so abundant then and now. The scenic highway corridor features natural resources rich in terrain that contribute greatly to its scenic beauty.

The scenic highway corridor and the St. Johns River compliment each other. The scenic highway provides the traveler special vistas of the river, creeks, floodplains, swamp areas, wetlands, and high bluffs while following the winding course of the river. Centennial live oaks, bald cypress, and other native trees, as well as wild flowers and wildlife, can be observed along the corridor. Many of the scenic and natural resources of the corridor seen by John and William Bartram in the 1700's and John James Audubon in the 1800's still exist today along the corridor.



SECTION 9 CORRIDOR'S STORY

The story told by the William Bartram Scenic and Historic Highway encompasses a period that extends from the establishment of early Native American settlements to the new "settlers" of modern day. Because of its natural resources and its location along the St. Johns River, the scenic corridor has been home to man possibly as early as 2000 B.C. The cove ecology along the river produced natural fisheries while the land provided game, fruits and nuts, as well as shelter. Today's "settlers" also have been attracted by many of these same resources.

With the discovery of the "new world" and the influx of Europeans into Florida, the scenic corridor with its neighboring "transportation highway," the St. Johns River, and its proximity to St. Augustine, began a new phase in its agricultural history. A Spanish Mission and Fort at Popo Point and the Hallows Cove area was constructed. Native Indian settlements, villages and campsites along the river and inland creeks encouraged the development and establishment of the Spanish Fort and Mission. Between 1655 and 1702, Spanish settlers carved cattle ranches out of the wilderness along the river. One such ranch was Aramasaca, which was located within the northern section of the corridor.



This was followed by the "plantation era" of the 18th and 19th centuries. One of the corridor's early plantation owners was William Bartram. He visited the area with his father, John, the Royal Botanist to King George, in 1765. While on this trip, William decided to remain in Florida and purchased a 500-acre plantation at Little Florence Cove. However, this venture lasted less than one year before William returned home to Philadelphia.

During the early European settlement and plantation period, probably the most important figure was former Swiss citizen Francis Phillip Fatio and his 10,000-acre plantation at Switzerland Point. The scenic highway travels through approximately 7.5 miles of the old plantation from the Julington Creek area to just north of the community of Orangedale. This plantation had over 4000 orange trees surrounding a grand home. Unfortunately, the Indians destroyed the house during the Indian Wars.

Two years after Fatio received the grant for his plantation in 1772, he was visited by William Bartram, who had continued his interest in botanical exploration and illustration. Bartram made a second trip through the southern states. In 1774, he arrived in Florida where he began his explorations of the St. Johns River. In April, he visited the Francis Philip Fatio plantation at New Switzerland Point. Mr. Fatio may have been the host who assured Bartram that the trouble with the Indians had been settled and advised William Bartram that he could proceed up the river without fear. William continued his explorations until returning home in 1777.

William Bartram was America's first native-born naturalist/artist and the first author in the modern genre of writers who portrayed nature through personal experience as well as scientific observation. Bartram's

momentous southern journey took him from the foothills of the Appalachian Mountains to Florida, through the southeastern interior all the way to the Mississippi River. His work thus provides descriptions of the natural, relatively pristine eighteenth-century environment of eight modern states: North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana and Tennessee. William Bartram published an account of his adventure in 1791. It quickly became an American classic and one scholar described Bartram's Travels as "the most astounding verbal artifact of the early republic." [Official Website of the Bartram Trail Conference, Inc. (www.bartramtrail.org)]

"William Bartram is extremely important in the history of American natural science and is recognized as an impressive contributor to English literature. His studies of the American Indian provide a major source of information to scholars. Also, his scientific discoveries are among the most significant of America's contributions to the field of horticulture and botany. William Bartram's 1773-1777 expedition in the area now known as the Southeastern United States is of considerable national and international significance."

"In 1782, the year before the British government ceded Florida to Spain for the Bahama Islands, Francis Philip Fatio was one of the first persons to recognize the value of Florida's forests. He prepared a report for the Government of the province of East Florida. Fatio's report is valuable because of the insight it provides on the early history of forestry in Florida." (http://aris.sfrc.ufl.edu/General_Information/fatio.html)



Hallowes Cove was part of the Fatio plantation. Colonel Hallowes, Louisa Fatio Hallowes' son, lived at Hallowes Point where he built a large two-story home. While no buildings remain, there are many reminders of this era, including the names of the communities, coves and creeks.

Marcus Stith Moremen came from Kentucky to Florida in 1869. He purchased a fifty-acre tract, a portion of the Fatio grant, built his Bellevue house and planted two orange groves known as La Venture. He built a packinghouse on the river's edge for shipping the fruit. That dock extended quite a distance into the St. Johns River and became a major transport dock for Switzerland. Pilings near the original dock can still be seen today. When the groves began to produce and prosper, Marcus purchased more land totaling about one hundred fifty acres. The main industry was citrus. However, he also had field crops of potato, corn, cabbage and other vegetables. There were fruit bearing trees such as guavas, plums, figs, pears, peaches and a grape arbor plus livestock. A large two-story home of Marcus Stith Moremen's son, Reginald, is located on the St. Johns River and can be seen from the river.

John James Audubon was already famous when he came to Florida for seven months in 1831-32, seeking water birds to complete "The Birds of America." In early February 1832, Audubon sailed in a naval sailing vessel from St. Augustine to Jacksonville for a trip up the St. Johns River. He was very impressed with the beautiful birds, wildlife, and exotic plants. Many water birds from this area are recorded in his paintings of Florida.

In 1873, Reverend Theophilus Wilson Moore from North Carolina purchased a hundred acres of land along the St. Johns River and planted orange trees along the river and Cunningham Creek. In addition to

ministry, he was a skilled horticulturist whose determination to grow the best oranges resulted in a successful plantation. Reverend Moore named the area Fruit Cove.

Within the Fruit Cove area, African-American settlers formed a community in the late 1800's. It was during that period that the historic A.M.E. Church was established in 1870.

The Ophir Orange Grove Plantation, established in the 1880's, was located on what is now owned by the San Juan Del Rio Church. The Jennings and Tolbert families owned the Grove. The Tolberts established a private school there. Located on the former Ophir Grove is the 1939 George Hodges home. This lovely, two-story Italian style structure has poured concrete floors (on three levels) and coquina rock walls. It is located on the St. Johns River at the Marywood retreat center.



Arcadia Groves, a large citrus grove and Hawkins Fruit Company owned by Walter Hawkins, were located at what are known today as Swiss Oaks and Grove Bluff residential areas. The Arcadia Groves and Hawkins Fruit Company were purchased by Horace Drew of Jacksonville. The original homestead built in 1889 still exists and was recently restored to its original design.

Naval stores were also a significant industry of the agricultural community. The production of pitch, tar, and turpentine, as well as timber harvesting were important all along the corridor, and today there are still thousands of acres of planted pine where silviculture continues.

Of significance is the historical migration to this area of Minorcan, Greek and Italian settlers during May and June 1777. With the failure of Dr. Andrew Turnbull's settlement of New Smyrna, the surviving settlers fled to St Augustine. The British governor allotted lands totaling almost 49,000 acres between St. Augustine and the St. Johns River, to the 419 surviving colonists. The Greek, Minorcan, and Italian families intermarried, their numbers increased to 460 in 1784. Family names of Costas, Triay, Solano, Rogero, Papi (Pappy), Manucy and Pacetti are prominent names along the corridor and surrounding communities. Their descendants form a numerous, industrious, and virtuous body of people, distinct from the Spaniards. As small farmers, hunters, fishermen and other laborious but useful occupations, they contribute more to the real stability of society than any other class of people. Generally temperate in their mode of life and strict in their moral integrity, by their frugality and industry the descendants of those who settled have acquired considerable wealth. These descendants are among the most respected and successful citizens of the area.

Because there are still agricultural business operations in the corridor, the rural character and the proximity of the St. Johns River and its upland areas have attracted the new "settlers" who want to live in an area with rural ambiance, and some commute to the city for work. Since the rural ambiance ranks as an important factor for the corridor residents, they have become pro-active in their efforts to protect this unique area. This includes working with the local government for protection of the corridor resources through comprehensive plan amendments, ordinances, and land acquisition.

In 1988, the community united to save 200- to 300-year-old oaks scheduled for removal due to road widening. This effort resulted in Governor Bob Martinez holding a "Save-The-Trees" press conference in Switzerland on October 26, 1988, where he stated, "They're not just a bunch of old trees. ... They are heritage, they are nature, they are Florida, and they are important." These "historical trees" are a symbol of community and government working together to save a significant community resource.

St. Johns County has initiated programs to enhance this scenic corridor. Programs include acquisition of land for preservation, conservation and recreation. Such acquisitions within the corridor have protected Trout Creek Park, St. Johns River Park, and the Jack Wright Island Preserve.

Trout Creek Park, the 16.5-acre property acquired in 1990 with Federal Land and Water Conservation Funds, formerly functioned as a former crab processing plant and then as a scallop plant. After County acquisition, the building was refurbished as a community center. The park provides a boat ramp, picnic area with playground, grills and tables, restrooms and a half-mile nature trail. Fishermen favor the area because of its easy access to the St. Johns River. The County Naturalist who has an office in the park provides regular lectures and field trips. The annual St. Johns River Clean-Up Day is organized from this location.



The Alpine Groves Park, located within the former Fatio plantation, contains the remains of the Harris Orange Groves. Present plans for the 1880's farmhouse, turn-of-the century barn, and several outbuildings will be restoration as a living history museum and agricultural exhibits. What an ideal place to tell the story of the agricultural history of the area! Regularly scheduled environmental education programs given by the County Naturalist and the local chapter of the Audubon Society are planned. A field trip program will also be offered. Currently, the Switzerland Middle School's Legacy Program in partnership with the St. Johns River Water Management District affords these sixth and seventh grade students the opportunity to engage in site clearing, trail and fence layout, nature education, and plant, bird and animal identification.

The 124.9-acre Jack Wright Island Conservation Area, adjacent to the scenic highway, consists of 108 acres of wetlands. This pristine wildlife sanctuary will be preserved in its natural state and used by the County as a transportation mitigation bank for road construction projects.

Another publicly owned facility is the Shands Pier, located in Orangedale where the old Shands Bridge originally stood. This is a favorite place for fishermen and birding enthusiasts. Also, the causeway to the new Shands Bridge provides fishing opportunities.

St. Johns County proposes to initiate an interconnected recreational trails system, which includes hiking and biking trails, nature study areas, nature trails, historic areas and structures, community garden areas, and passive parks. This plan also provides for establishing a Greenway System as well as a Blueways

System. The Blueways System will include riverfront parks. Of special interest is the canoe trails from Durbin Creek, which flows into Julington Creek and, then, flows south along the St. Johns River.

In addition to the publicly owned parks and preserves there are visitor facilities available at two marinas within the corridor: Amity Anchorage Marina on the St. Johns River and Pacetti's Marina and Campground on Trout Creek. The Pacetti's Campground provides facilities for RV and tent camping as well as a small restaurant.

Numerous public areas along the scenic corridor provide opportunities for bird watching. Four known bald eagle nests are located within the scenic corridor. In fact, the entire scenic corridor is a bird sanctuary as evidenced by those Bald Eagles seen traveling across the scenic highway en route to their nests. An extensive list of birds found in the corridor including the great blue heron, little blue heron, white ibis, purple martin, red cardinal, song sparrow, mockingbird, American robin, red-winged black bird,



bobwhite quail, red-shouldered hawk, barn owl, barred owl, kingfisher, osprey, woodstork, least tern, red-headed woodpecker, wood duck, painted bunting, American crow, pileated woodpecker, anhinga, double-crested cormorant, eastern screech owl, yellow-bellied sapsucker, Carolina chickadee and many more.

Obviously, a great recreational resource is the St. Johns River and its many water related activities from swimming, fishing, sailing, to canoeing, kayaking, and boating. Public access at County parks with private commercial access at marinas on the river and the creeks provide residents and visitors the opportunity to enjoy these many activities.



For many centuries the corridor's natural beauty and varied resources have attracted a wide diversity of people. The scenic highway corridor features seven distinct types of topography that magically combine to form the scenic corridor along the St. Johns River. These variations include estuarine marsh wetlands, low-lying floodplains, wetlands, forested uplands, creeks, and steep upland bluffs bordering the river; and the high clay bluffs which range from ten to fifteen feet above sea level. Thus the scenic highway corridor's natural resources of varied terrain contribute greatly to the wide spectrum of scenic beauty.

In the northern section of the scenic corridor, at Julington Creek and the nearby St. Johns River to the west, the estuarine marshes and wetlands provide important ecological functions impacting both commercial and recreational interests. Many marine and freshwater species depend on these resources that extend south to Fruit Cove, Switzerland, Orangedale, Florence Cove, and Trout Creek. In this area can be found spawning and nursery communities of blue crab, shrimp, striped bass, mullet, redfish and

flounder. The Hallowes Cove area, located at Popo Point in the Switzerland area, has been described as a mixed hardwood swamp community. This type of community is considered to have the highest wildlife value of any ecosystem in Florida. The soils are for the most part fertile and support a wide diversity of plants, which host wildlife populations with a greater density per acre than any other community. Hallowes Cove, the surrounding uplands along the scenic corridor, and the St. Johns River are considered important due to the cove ecology, forested wetlands and upland vegetation mix.

The Hallowes Cove area hosts extensive grass beds, which are of primary importance to the fisheries of the area; 59 species of fin fish were recorded by the University of North Florida in 1989. An abundance of marine life and shellfish thrive in this area in the St. Johns River. The eastern shoreline, from Julington Creek south for many miles, is a well-known feeding ground for the endangered West Indian manatee and their calves. They can be observed from shore, boats, docks, and marinas. These marshes and wetlands provide a similar role for many bird species, both native and migratory.

Moving southward along the scenic corridor, forested uplands and floodplain wetlands flourish on both sides of the scenic highway. Many distinct ecological communities occur along the scenic corridor. They include pine-flatwoods, xeric-oak, temperate hardwoods, live oak hammock, stream and lake swamps, mixed wetland hardwoods, and cypress communities.



Trees found along the scenic highway include live oak, cypress, swamp bays, redbuds, flowering dogwoods, wild persimmon, elderberry, wild pear, silver maple, Florida sugar maple, red buckeye, river birch, buckthorn, saffron plum, bumelia, American hornbeam, water hickory, catalpa, sugarberry, Atlantic white cedar, fringe tree, hawthorns, American beech, water oak, thornless honey locust, loblolly bay, silver bell, dahoon holly, yaupon holly, southern juniper, eastern red cedar, sweet gum, tulip tree, ash, southern magnolia, crab apple, wax myrtle, water tupelo, sourwood, sand pine, spruce pine, saucer magnolia, starry magnolia, and sweet bay.

Shrubs found along the scenic highway include Bartram's honeysuckle, wild azaleas, wild blueberry, huckleberry, saw palmetto, banana shrub, and strawberry shrub. Many species of ferns border the scenic highway such as cinnamon ferns, leather leaf ferns, royal ferns, Virginia-black-stem chain ferns, and many species of the lily family including the endangered Bartram's lily, which can be seen seasonally in Fruit Cove, Switzerland, Orangedale, Florence Cove and Wards Creek.

The corridor also provides habitat for both terrestrial and aquatic communities. The upland terrestrial wildlife includes the Florida white-tailed deer, nine-banded armadillo, opossum, raccoon, gray squirrel, gray fox, blue jay, cardinal, eastern diamondback rattlesnake, and the southern ground toad. Species unique to the upland communities include the fence swift, gopher tortoise, and turkey vulture. The wetland communities include the marsh rabbit, osprey, and pine woods treefrog. Species unique to the

wetland communities include river otter, little blue heron, American alligator, West Indian manatee, great blue heron, cottonmouth and green treefrog.



St. Johns River, Julington Creek and Trout Creek are major natural waterways within the corridor. Significant hardwood swamp communities line these waterways.

There are areas of planted pine trees make up part of the silvicultural practices within the corridor. Also along the corridor and, particularly on the southern end, open spaces allow one to view managed pasturelands and active agricultural crop rotation. The agricultural heritage continues today and enhances the rural ambiance of the scenic corridor.

The cultural influence of the corridor involves the extensive long-term use of the natural resources for agricultural and silvicultural pursuits. These historic uses have established an area of rural ambiance in close proximity to the concrete and steel monuments of the City of Jacksonville. The vision of the scenic corridor is to preserve the character of this cultural landscape.

Recognizing the importance of the cultural landscape, the County has developed protections in an effort to preserve this cultural landscape for future generations. The goal is to "maintain the rural character that people treasure" and "is not based on a rural or agricultural economy, as much as it is based on the visual experience of traveling..."through the corridor "experiencing views of the St. Johns River, wetland areas, forests, and open areas." Thus, preserving the character of the cultural landscape stands at the forefront of the scenic corridor vision.

The Florida Legislature, in 1980, further recognized the historical and cultural influence of America's first native-born naturalist to the scenic corridor by the designation of SR 13 as the "William Bartram Scenic Highway." A historic marker has been placed along the scenic highway as directed by the legislature.

The William Bartram Scenic and Historic Highway, a unique inland roadway, parallels the course of the historic St. Johns River, selected in a nationwide competition as an American Heritage River. Along the corridor can be found beautiful displays of majestic, centennial live oaks hovering over the roadway, striking vistas of the river, and many examples of the diversity of northern Florida's natural resources for which the area is famous.



SECTION 10 PROTECTION TECHNIQUES

A. Existing Regulatory Techniques

Resources within the Corridor are protected by some extent though the following laws, plans and programs:

- St. Johns County Comprehensive Plan
- St. Johns County Land Development Code
- Northwest Sector Overlay
- Management Plan for County Parks
- Local, State and Federal Agency Programs

The St. Johns County Comprehensive Plan provides for new development to be, among other things, compatible with surrounding land uses. For example, Policy A.1.3.8(a) through (e) places limitations on new commercial development within 600 feet of the centerline of the Scenic Highway (see pages 7-8 through 7-31 for more details).

A combination of other regulatory and non-regulatory techniques is proposed for implementation in order to protect the scenic and historic corridor:

B. Potential Regulatory Techniques

Creation of an Overlay Zone or Zones as proposed by the Corridor Group for the corridor and designated areas, would augment Policy A.1.3.8 and other County policies, and ensure that the visions of the Scenic Highway Program are achieved and maintained. Generally, an overlay zone institutes a special zoning district that implements supplementary development standards for a defined area. These added standards, tailored to the unique planning aspects of the area, should implement community vision for the future of that area. As an amendment to the Land Development Code, an overlay zone must be consistent with the Comprehensive Plan. The process for adopting the proposed Overlay Zone might proceed as follows:

1. Define area of Overlay Zone(s).
2. Write the preliminary text of the Overlay Zone(s).
3. Introduce preliminary Overlay Zone concept to appropriate governing bodies.
4. Obtain funding from St. Johns County to have consultant work with Corridor Group.
5. Organize Corridor Group committees to work with consultant to review:
 - a) Comprehensive Plan
 - b) Northwest Overlay Sector Plan
 - c) DRI's
 - d) Local Mitigation Strategy
 - e) County Commissioners input regarding their visions for the William Bartram Scenic & Historic Highway development
 - f) Discuss procedural implications from Planning staff

6. Present this concept to developers, homeowners associations, civic associations and others for acceptance and additional input.
7. Define and write the procedure for processing a development permit for the overlay zone(s).
8. Present detailed Overlay Zone document to appropriate governing bodies.
9. Public hearings and approval by appropriate governing bodies.

Other potential regulatory techniques include the following:

1. Develop area plan to address area needs.
2. Create an Overlay Zone Review Board.
 - a) Review applications for development within the overlay zone.
 - b) Monitor implementation of approved development.
3. Require county code enforcement, building department, and other appropriate departments to monitor and to respond to non-conformity by enforcing the overlay requirements.
4. Develop architectural design guidelines for commercial areas.
5. Implement alternative development standards to coordinate with the surrounding landscape and the preservation of scenic vistas.
 - a) Regulate and enforce building heights, fence heights, setbacks, density and road access.
 - b) Employ "adaptive re-use" of abandoned buildings.
6. Consider limitations and enforcement of grandfathering exemptions.
7. Implement parking standards that are sensitive to the vegetation pattern.
8. Develop codes and a permit process that incorporates tree protection and enhancement, plus the maintenance of site topography. The protection ordinance should specify:
 - a) The provision of a tree survey to specify size, exact location, botanical and common name for trees with caliper dimensions.
 - b) Tree removal by permit only.
9. Encourage any new development proposals to provide all underground utilities.
10. Specify mitigation of future development needs for impacts to threatened or endangered species.
11. Limit amount of roadside clearing of scrub for residential drives.
12. Provide incentives to encourage property owners to maintain native vegetation.
13. Develop sign standards.

14. No billboards are to be allowed in the future.
15. Provide incentives to encourage property owners to conform to the new standards, such as providing incentives to businesses to replace non-conforming signs.
16. Develop lighting standards along the corridor.
17. Consider the following for new development and phasing in for the existing developed areas within the watershed:
 - a) Install reuse water lines for residential irrigation while laying sewer pipes.
 - b) Provide treatment at all river stormwater discharge points along the St. Johns River and its tributaries.
18. Develop codes to control adult bookstores and lounges.
19. Develop additional codes to limit cell phone tower encroachment on the view along the corridor.
20. Develop/specify all requirements prior to expecting County departments to monitor.

Once additional protections are incorporated into the County codes, diligent enforcement of those codes determines the future of the scenic corridor.

C. Potential Non-regulatory Techniques

Many good things have been accomplished in a community through non-regulatory means and volunteer efforts. The effectiveness of some techniques may be increased through incentive programs, contests, etc. The Corridor Group has identified some potential steps that may be taken to encourage action on the part of residents and property owners, as follows:

1. Promote controlled naturalization along all rights-of-way, by specifying occasional mowing and selective vegetation removal only to maintain sightlines and healthy growth.
 - a) Specify selective use of chemical and mechanical means to control invasive plants.
 - b) Promote drop-crotch pruning to control tree growth underneath utility lines.
 - c) Promote other pruning techniques to enhance corridor views.
 - d) Clean-up roadside trash.
2. Promote and encourage improvements to existing signs.
3. Promote interpretive signage for nature/heritage resources.
4. Provide color coordinated directional signs directing visitors to St. Johns River Park, Trout Creek Park and Petty Branch Ravine Park.

5. Develop distinctive street signs with the color scheme of the scenic highway logo at major intersection.
6. Create vegetation buffers to screen parking and unsightly areas.
7. Develop beautification programs to encourage local residents to maintain their property along the roadside.
8. Develop incentives for owners and developers in order to restore native topography and vegetation to road margins.
9. Install additional rest shelters with picnic tables along bike path.
10. Promote oak trees and wildflower plantings where appropriate.
11. Develop a bike park.

Sections 7, 12 and 13 provide additional discussion and analysis of protection techniques.

SECTION 11 FUNDING, PROMOTION AND STEWARDSHIP

Current Funding and Grants

The St. Johns County Planning Division will be researching and preparing a scenic highway grant through the Florida Department of Transportation. These funds are available through the Federal Scenic Byways Grant Program. A Grant application will be prepared to meet the next fiscal deadline.

Promotion and Funding Opportunities

Over the years, the Corridor Group has initiated or participated in various events and community participation activities. Within the last year alone, the Corridor Group has assisted in the establishment of the much-anticipated first annual William Bartram Birthday Bash (held at the County's Alpine Groves Park on the Saturday closest to Bartram's birthday), and the unveiling ceremony and dedication of the William Bartram's Plantation historical marker, erected near the foot of the Shand's Bridge. Meetings or forums have been held by Corridor Group members and County staff to study new plans and programs affecting the corridor. Corridor Group members have spoken to civic groups and organizations in the County. Corridor Group members and County staff have worked with elementary and middle school-aged children to clean up the Alpine Groves Park property. In addition, the Corridor Group has identified a host of other promotional and community participation activities which will be scheduled upon official designation. These ideas include the following:

1. Design and mass produce promotional materials such as brochures and flyers.
2. Design and make periodic newsletters for communication with corridor residents.
3. Design and launch William Bartram Scenic & Historic Highway website.
4. Facilitate introduction of a Heritage Education program in local schools (already occurring).
5. Provide Speakers Bureau for local organizations and businesses (already occurring informally).
6. Expand Adopt-a-Highway program.
7. Organize promotional and special events (already occurring informally).
8. Develop format/outline/agenda for periodic CMC meetings.
9. Develop Oral History Program.

Potential Partners

Additional assistance and funding opportunities for scenic highway development and enhancements could include private and public resources. These identified potential partners could promote and/or fund stewardship and community participation activities, tourism, cultural events, linkages, etc., for the William Bartram Scenic & Historic Highway, such as the ones mentioned above, and in Section 3, Community Participation Program. Potential partners may include the following:

1. Private Donors/Local Fundraising and Sponsorship Opportunities
2. St. Johns County
3. St. Johns County Tourist Development Council
4. St. Johns County Chamber of Commerce & Northwest Business Council
5. Tourist Development Council
6. Conservation, Environmental, and Historic Groups (Audubon Society, Sierra Club, St. Johns County Visions Task Force, North Florida Land Trust, etc.)
7. Civic and Social Organizations
8. Local Government Programs (St. Johns County)
9. Florida Division of Historic Resources (Historic Preservation Grants in Aid, Historical Museums Grants in Aid, Cultural Grants Program, etc.)
10. Florida Communities Trust Land Acquisition Grants
11. Florida Recreation and Development Assistance Grants
12. Florida Department of Environmental Protection Boating Improvement Program
13. St. Johns River Water Management District
14. St. Johns Riverkeeper
15. Section 319 Non Point Source Management Implementation (Storm Water Management)
16. Florida Department of Agriculture and Consumer Services
17. Florida's Plant-a-Tree Trust Fund
18. Florida Tourism Industry Advertising Match Grants
19. Visit Florida
20. Florida Inland Navigation District (Grants)
21. University of Florida Cooperative Extension Office
22. Great Florida Birding Trail
23. Florida Greenway and Trails Program
24. National Scenic Byways Grants
25. Federal Transportation Enhancement Funds
26. Transportation Equity Act (TEA-21)
27. Florida Highway Beautification Council Grants
28. Northeast Florida Regional Council
29. State of Florida Adopt-a-Highway Program
30. Florida Forever (CARL)

31. Florida Agricultural Museum
32. Citizens for a Scenic Florida
33. St. Johns River Florida Blueway Program
34. Garden Club of Switzerland
35. Stewards of the St. Johns River Inc.
36. The Nature Conservancy
37. Northwest St. Johns County Community Coalition
38. St. Johns River Heritage Trail Program
39. Local Businesses
40. Historic Societies
41. Bartram Foundation & B. Moore Contacts
42. Environmental Education Resources Council of Northeast Florida
43. St. Johns County Environmental Council
44. Worship Centers

Recently, a Federal-Aid Highway and Transit Grant Application was submitted for the St. Johns River Trail Network Project. If awarded, funds would be available to partly fund the multi-use trail concept outlined in this Corridor Management Plan.

Stewardship Techniques

The William Bartram Scenic & Historic Highway is one of St. Johns County's most beautiful regions with large sleepy trees and a wide slow moving river that encompasses exceptional natural, scenic, cultural, archeological, historical, educational and recreational resources. This area is not well known to Florida's visitors and residents. Amazingly, many people who visit and live in nearby areas have never traveled here. An effective stewardship program focuses on informing an interested public, most notably residents of the area, of the intrinsic resources of the corridor using a multi-media approach. Also, the CMC will work with other "designation entities" near the corridor, such as the Florida Birding Trail and the East Coast Greenway, to include the Scenic Highway and its resources in their literature. The main objective is to educate the residents of the area and thereby foster their knowledge and stewardship of the special features, which hold such high significance and opportunities for cultural enrichment and recreational pursuits. Stewardship activities and methods have been emphasized in the action plan.

Building Public Awareness

The first step in any comprehensive stewardship plan is to build awareness by listing the intrinsic resources and activities that induce residents to become caretakers and thoughtful users of the

resources. Besides the scenic qualities of the corridor, the significance of education will become apparent by the presence of the Marywood Conference Center, the future development of the Alpine Groves Park and Museum, Petty Branch Ravine Park and the Trout Creek Park and Switzerland Community Center. These facilities provide both marine and land based educational programs to people of all ages.

In the conceivable future a visitor to this region would include an alternate location such as the William Bartram Scenic & Historic Highway in order to obtain a comprehensive view of Florida. Aided by the close proximity to the important tourist destinations of St. Augustine, World Golf Village and Jacksonville, the corridor could provide additional environmental, historical and recreational avenues to experience. These proposed corridor improvements as outlined in the Corridor Management Plan would provide the infrastructure and facilities to make the William Bartram Scenic & Historic Highway a worthy destination for the visitor seeking to learn about and see some of "Old Florida."

Measuring Stewardship Success

The success of the stewardship campaign could be tangibly measured by the increase in residents' use of our public parks and an increased use of other adjacent attractions such as the Marywood Retreat and Conference Center. However, the ultimate measure of success will depend upon our achievement of enhancing and maintaining the corridor's rural character while still providing quality cultural and recreational facilities. The CMC proposes to make periodic assessments to measure the success of the William Bartram Scenic & Historic Highway Stewardship Program.

SECTION 12 RELATIONSHIP TO THE COMPREHENSIVE PLAN

The Corridor Management Plan (CMP) was developed by the William Bartram Scenic & Historic Highway Corridor Group with full involvement of St. Johns County. The CMP was developed by the Corridor Group with growing support of the St. Johns County Board of County Commissioners (BCC). While this grassroots effort was initiated by a group of area citizens in 1997, St. Johns County staff and representatives have served on the Corridor Group since 2001, working with the Corridor Group members to develop the Goals, Objectives and Strategies (GOS) and the Action Plan contained in the CMP, and reviewing the draft CMP with other County staff. Due to the collaborative process by which the CMP was developed, the GOS and the Action Plan both reflect and expand upon existing policies found in the County's Comprehensive Plan as well as projects and programs under development or adopted by St. Johns County.

Supporting Projects and Policies

St. Johns County has recognized the significance of the unique resources found along the William Bartram Scenic & Historic Highway, and steps have been taken to protect these resources through local investments in public land and protection techniques. In addition, there are a number of projects currently under development whose purpose or effect is to protect or enhance the intrinsic qualities of the William Bartram Scenic & Historic Highway. These projects include:

- Greenway, Blueway & Trails Master Plan
- Alpine Groves Park Master Plan (including restoration, preservation, interpretation of historic structures and orange groves)
- Restoration plan for the Switzerland Community Center
- RiverTown riverfront park at Hallows Cove
- Beluthahatchee Park (potential FCT grant acquisition to preserve home of author/activist Stetson Kennedy)
- State- and County-sponsored Historical Markers funded for William Bartram's Plantation and Beluthahatchee, and proposed for Alpine Groves Park and Switzerland Cemetery

In addition to coordinating with St. Johns County, the primary responsibility for transportation planning in St. Johns County rests with the First Coast Metropolitan Planning Organization (MPO), which was established through an inter-local agreement between the City of Jacksonville, the Jacksonville Transportation Authority (JTA), the Jacksonville Planning and Development Department (formerly the Jacksonville Area Planning Board), Clay County, St. Johns County and the Florida Department of Transportation (FDOT). The First Coast MPO covers nearly 1,118 square miles, which includes Duval County and major portions of Clay, Nassau, and St. Johns Counties, including the entire length of SR 13, the William Bartram Scenic & Historic Highway. A member of the Corridor Group has served on the MPO's Citizen Advisory Committee for a number of years.

Every five years, the First Coast MPO prepares a financially feasible transportation plan containing transportation improvements that are needed over the next quarter century. Annually, the MPO prepares the Transportation Improvement Program (TIP), which budgets and schedules the transportation improvements for the next five years. Both the financially feasible transportation plan and the TIP contain work tasks associated with the development of the William Bartram Scenic and Historic Highway (see

Recent & Proposed Roadway Improvements for SR 13 at Section 7.9, for details on road improvement activities, including road widening, resurfacing, and a PD & E corridor study to determine feasibility of connecting the regional road system with a new or expanded bridge that would cross St. Johns River.)

Support of St. Johns County 2015 Comprehensive Plan: Pursuant to FDOT's Scenic Highways Program, the Corridor Group will begin to function as a Corridor Management Council (CMC) upon designation. The CMC will endeavor to promote, protect and improve intrinsic resources of the William Bartram Scenic & Historic Highway. The efforts of the CMC will only support the actions of St. Johns County, and are not intended to work at cross-purposes. Likewise, the County has taken several steps to protect and enhance the corridor's intrinsic resources, through landscape buffers, limited commercial development, signage regulations, scenic edges, and the overall acknowledgement of the scenic and historic value to the Northwest area.

The following list outlines some of the strategies proposed in the CMP that are supported by existing policies found in the County's adopted Comprehensive Plan:

<u>CMP Strategy</u>	<u>Supporting Comprehensive Plan Policy</u>
1.1.1 Map and record natural and man-made features along the corridor	A.2.1.9 Northwest Sector General Development Pattern (planned development requirements for proposed land uses).
1.1.2 Identify native vegetation and buffers, infrastructure, historic restoration opportunities, and recreation facilities	E.2.3.4 Develop native vegetative restoration plans for waterfront park sites. F.1.3.15 Consider use of wetlands and conservation areas for passive recreational and open space areas; G.1.10.10 Pursue funding sources for waterfront improvements.
1.2.1 Maintain and enhance oak canopies and other native plant species	B.1.6.8 Existing trees protected during road construction, improvement and maintenance; B.1.6.10 Infrastructure improvements, construction, and work within the right-of-way shall be designed to protect the scenic character of the road.
1.2.4 Protect trees, natural vegetation and landscape buffers	B.1.6.9 Use of native vegetation and maintaining natural ground cover, canopy, and understory.
1.4.2 Support river accesses, parking, rest-rooms, shelter, biking rest areas, information areas, and information kiosks	E.1.1.2 Maintain existing access points to the waterways. E.1.1.3 Promote increased facilities for public waterways. E.1.1.5 Develop additional funding sources for beach and navigable waterway accesses, parking spaces, etc., E.1.1.7 Maintain and improve publicly owned ramps. F.1.2.4 Coordinate with Tourist Development Council to provide tourist related recreational opportunities; F.1.2.6 Coordinate and support future park acquisitions with William Bartram Trail Management Plan; F.1.3.5 Consider recommendations of Corridor Group in selecting future park sites; G.1.10.1 Improve access to parks and recreational sites.

CMP Strategy	Supporting Comprehensive Plan Policy
1.5.1 Storm water management plan	E.2.2.17 Consider Environmentally Sensitive Overlay Zone.
1.8.1 Recognize and protect SR 13's distinct character	A.2.1.2 (f) Develop new road corridors rather than widen existing roads, wherever feasible; A.2.1.2 (l) New development comply with scenic highway buffers; A.2.1.2 (m) Xeriscape landscaping, berms, additional native tree plantings, and increased building setbacks on designated scenic highways; E.2.2.17 Consider Environmentally Sensitive Overlay Zone.
2.1.4 Monitor plans for alternate roads to avoid additional lanes on SR 13	B.1.1.1: Establish level of service standards; B.1.1.5: Implement CR 210 and North-South Arterial Corridor Studies in Northwest Sector.
2.3.1 Support the Greenway, Blueway & Trails Plan to provide various path surfaces	G.1.9.2: Coordinate future land acquisitions for greenways with the Office of Greenways and Trails; G.1.9.16: Establish a greenways program.
4.1.2 Develop educational programs and forums	E.2.3.9: Work with State agencies to educate and distribute information on surface water resources; G.1.9.12: Create Manatee Protection Plan for ICW and St. Johns River.
5.1.4 Implement tourist oriented programs	A.1.13.5 Partner with the Tourist Development Council and Chamber of Commerce to promote eco-tourism activities and incentives to preserve, restore or establish historic, cultural and environmental resources; E.2.4: Promote community pride, provide a positive community self image, provide a pleasant driving experience, preserve and protect unique scenic, historical, archaeological, cultural, recreational, aesthetic and environmentally significant resources.
6.1.2 Encourage methods to alleviate traffic on SR 13	B.1.1.1: Establish level of service standards; B.1.1.5: Implement CR 210 and North-South Arterial Corridor Studies in Northwest Sector.
7.1.1 Map existing tree canopy locations	A.2.1.9 Northwest Sector General Development Pattern (for proposed development).

Incorporation into St. Johns County 2015 Comprehensive Plan: The Corridor Group recognizes the necessity of including the corridor map, vision statement and related Goals, Objectives and Strategies in the County Comprehensive Plan and the Northwest Sector Plan updates. Therefore, the Corridor Group has requested St. Johns County's continued assistance in achieving this Corridor Management Plan.

Further, the Corridor Group proposes a strategy of including the corridor map, vision statement and related goals, objectives and strategies as a separate element for the scenic highway in the Comprehensive Plan. The Corridor Group believes that this separate element strategy would facilitate easy reference and would better protect the intent and vision of the Scenic Highway Program. Technically, this section would function as a single overlay or as multiple overlay(s) where all activities within the Scenic Highway Corridor, so designated on a map, would have to be compatible with the visions and goals of the Scenic Highway Program. To implement the comprehensive plan strategies, the County's Land Development Code would be amended with overlay zone(s) that establishes the standards for the corridor. The overlay(s) would implement requirements beyond the existing County regulations.

This proposed element would include:

- Scenic Highway map showing overlay zone(s)
- Goals, objectives and policies as related to protection of the scenic corridor
- Development standards for both public and private properties including:
 - a. Right-of-way and public space design standards
 - b. Site development standards
 - c. Building design standards and
 - d. Sign design standards

The Corridor Group will endeavor to expedite the process of establishing Overlay Zone(s) within the Land Development Code, which will be used to implement many of the policies of the Comprehensive Plan element. This task will be pursued by the CMC as a priority after the designation (see Section 10- Protection Techniques for details on the Overlay Zone(s).)

In addition, upon designation, the CMC will request that the William Bartram Scenic & Historic Highway be added to the County's Comprehensive Plan Map Series, particularly on the Road Classification Map and the Future Land use Map, as those maps are updated. The County may update its comprehensive plan twice per year.

SECTION 13 ACTION PLAN AND CONCEPTUAL MASTER PLAN

Action Plan

The Action Plan is a prioritized list of activities and tasks to be accomplished. The Corridor Group created the Action Plan by reviewing and refining the Goals, Objectives, and Strategies. Following designation, the Corridor Management Council will work with subcommittees to target reasonable completion date(s) for the various improvements and programs proposed for the corridor. The William Bartram Scenic & Historic Highway Action Plan consists of a short-term plan with long-term action items. The short-term action plan focuses on the immediate tasks for the first five years after designation (Year 2005-2010), while the long-term Action Plan concentrates on action steps to be considered in the future, beyond the five-year time frame.

Action items in each of these categories range from the highest priority to medium and lower priority projects as shown in the Action Plan (Table 7). Acronyms list follows this action plan.

Conceptual Master Plan

The Conceptual Master Plan was developed for SR 13 based on a public workshop combined with a master plan charrette conducted on November 21, 2002 in order to solicit ideas on program and physical improvements along the corridor. The Workshop Agenda describes the charrette format and process (See Appendix D). At the workshop, more than 30 participants from the public and the Corridor Group were divided in five groups for this purpose. The ideas and comments received at that time were synthesized and the consultants developed a consensus master plan. Then, this master plan was presented to the Corridor Group and the general public for further suggestions and refinements.



The following map shows the Conceptual Master Plan developed as part of the CMP process.

Figure 8 - Scenic Highway Conceptual Master Plan for SR 13



William Bartram Scenic & Historic Highway Corridor Management Plan - June 2005

Physical Improvement Ideas

- Stormwater drainage
- Old fashioned "town center"
- Enhance roadways at creeks
- Signs naming creeks
- Limit street lights
- Equestrian center/trails
- Parks and nature trails
- Safe bike trails/paths
- Alternate roads:
 - Proposed N-S connector road (CR 2209)
 - Extension of CR 223 from Race Track Road to existing Shands Bridge
 - Alternate routes for trucks
- No lane-expansions for SR 13, Roberts Road and Greenbriar Road
- Wildflower plantings
- Landscape with native species or retain natural particularly from Trout Creek to Wards Creek and around retention ponds
- Landscape buffer especially for development areas particularly from Julington Creek to Roberts Road
- Traffic calming
- Historic Markers where appropriate
- Improve enforcement of land development codes and regulations

Program Improvement Ideas

- Coordinated and controlled signage program
- Architectural Review - including height restrictions and architectural style
- Development Standards Overlay - including architectural design guidelines
- Influence design of new development at intersection of SR 13, Race Track and Fruit Cove Roads
- Sign control - no billboards
- Enhance law enforcement along corridor
- Heritage Education Program
- Public field trips/schools
- Improve Trout Creek Park's road access, parking and lighting
- Noise control
- SK Azalea walk in spring
- Public Land Acquisition/Easement Program - i.e., Petty Branch Ravine, etc.
- Coordinate with County's Greenway, Blueway & Trails Master Plan Program



William Bartram
Scenic & Historic Highway



hhi

Table 7: William Barttram Scenic & Historic Highway Action Plan*

June 05

No	Action	Responsibility	Potential Funding Sources/Partners	Product	Years
A Corridor Improvements/Enhancements					
1	Plant vegetation including live oaks, wildflowers and native trees	CMC, SJC, FDOT, CPR, VOL	SHG, FBG, UFG, FPT	Nature trees, shrubs and wildflowers	On going
2	Buffer developed areas with appropriate native trees landscaping	CMC, SJC, FDOT, CPR, VOL, DVL	SHG, FBG, UFG, FPT, PR	Nature trees and shrubs	On going
3	Install Scenic Highways signs	CMC, FDOT, SJC	FDOT, SJC	FDOT Signs	2005-2006
4	Traffic calming and speed reduction	SJC, FDOT	SJC, FDOT, T-21, SHG, FBG	Safer roads	2005-2006
5	Install coordinated public signs including directional signs, mile markers and interpretive signs	CMC, FDOT, SJC	FDOT, SJC	Directional and interpretive signs	2005-2007
6	Construct gateways/entrances and bridge enhancements to create an identity	CMC, FDOT, SJC, TDC	SJC, FRDAP, SHG, FBG	Gateway and at terminal and major intersection	2005-2008
7	Construct museum/interpretive center/visitor center(s)	SJC, CMC	HR, DCF, TDC, MS	Information centers	2005-2010
8	Increase public recreation and cultural heritage opportunities	CMC, SJC, CPR	SJC, SHG, FDOT, FIND, FRDAP, SJRWMD	Additional recreation and cultural heritage	2005-2010
9	Design and build informational kiosks	CMC, SJC	SJC, FDOT, FRDAP	Kiosks at designated areas	2005-2008
10	Construct vehicle pull-offs and off road parking	FDOT, SJC, CPR	SJC, FDOT, T-21, SHG	Pull off areas at scenic spots	2006-2008
11	Construct boat/kayak/canoe launch facilities	PR, CPR	SJC, FIND, DEP, FRDAP	Designated launch facilities	2006-2010
12	Plan and build facilities for scenic boat tours	PR, TDC, SJC, CPR, DEP	SJC, FIND, DEP, TDC	Designated docks and boats	2006-2010
13	Construct nature trails	CMC, SJC, CPR	FDOT, SJC, MPO	Nature trails	2006-2010
14	Plan and build facilities for bus tours and associated parking	PR, TDC, SJC, CPR	SJC, T-21	Buses, stops, turnaround parking	2007-2010
15	Improve the ROW including resurfacing, lighting and designated crosswalks	FDOT, SJC, UC	SJC, FDOT, T-21, SHG, FBG	Safer scenic corridor	2008-2009
16	Propose renovation of Switzerland Community Center	CMC, SJC	SJC, PR	Community center	2008-2010
17	Improve stormwater drainage, fire protection and other infrastructure including controlled access to corridor	SJC, SJRWMD, UC	SJRWMD, NSM	Improve river water quality	Long term
18	Design and construct a multi-use trail parallel to the corridor	SJC, FDOT, CPR	T-21, SHG, FBG, MPO	Bike and pedestrian paths	Long term
19	Propose North-South arterial to relieve traffic congestion	SJC, FDOT, CPR	T-21, SHG, FBG, MPO	Bike and pedestrian connection to resources	Long term
20	Advocate Extension of CR223 from Race Track Road to existing Shands Road	SJC, FDOT	SJC, FDOT, T-21, SHG, FBG	Additional N-S arterial road	Long term
21	Buffer/consolidate/underground utility structures	CMC, SJC, FDOT, UC, VOL	SHG, FBG, UFG, FPT, UC	Additional connector road	Long term
22				Consolidated and buffered utilities	Long term
B Promotional/Community Participation					
1	Design and mass print promotional materials, brochures and flyers	CMC, SJC, CC, FDOT, TDC	SJC, TDC, FBIP, CC, VF	Brochures, maps and flyers	On going
2	Design and make periodic newsletters for communication with corridor residents	CMC, SJC, CC, TDC	SJC, TDC	Periodic newsletter	On going
3	Design and launch William Barttram Scenic & Historic Highway website	CMC, SJC, PR, CC, TDC	SJC, SHG, TDC, VF	Website	On going
4	Facilitate introduction of a Heritage Education program in local schools	SJCSB, SJC, VOL	SJC, SJCSB	Education program	On going
5	Provide Speakers Bureau for local organizations and businesses	CMC, VOL	CMC, VOL	Forum, meetings	On going
6	Expand Adopt-a-Highway program	CC, PR, FDOT, CMC	FDOT, VOL, PR	Litter control	On going
7	Organize promotional and special events	CC, TDC, CMC, SJC, PR, CPR	SJC, CC, TDC, VF, PR	Special events	On going
8	Develop format/outline/agenda for periodic CMC meetings	SJC, CMC, FDOT	SJC, CMC, VOL	CMC protocol	On going
9	Develop Oral History Program	CMC, SJC, HR	SJC, HR, TDC	Oral history program	On going

Table 7 (Contd.): William Bartram Scenic & Historic Highway Action Plan*

June 05

No	Action	Responsibility	Potential Funding Sources/Partners	Product	Years
C Administration/Coordination					
1	Establish CME and adopt Bylaws	CG, SJC, FDOT, SJRWMD	SJC, FDOT, CMC, VOL	CMC	2005-2006
2	Establish grants, funding and land acquisition task force	CMC, SJC, FDOT, UC	CMC, VOL	Grants task force	2005-2006
3	Establish ROW, transportation and access management task force	CMC, SJC, FDOT	CMC, VOL	Transportation task force	2005-2006
4	Establish landscape and buffer task force	CMC, SJC, FDOT	CMC, VOL	Landscape task force	2005-2006
5	Establish infrastructure and softwater management task force	CMC, SJC, FDOT, UC	CMC, VOL	Infrastructure task force	2005-2006
6	Establish historic and cultural resources task force	CMC, SJC, FDOT	CMC, VOL	Cultural resources task force	2005-2006
7	Establish parks and recreational resources task force	CMC, SJC, CPR, FDOT	CMC, VOL	Parks and recreation task force	2005-2006
8	Establish design guidelines and visual clutter reduction task force	CMC, SJC	CMC, VOL	Design guidelines task force	2005-2006
9	Establish code enforcement and County interaction task force	CM, SJC	CMC, VOL	Code enforcement task force	2005-2006
10	Establish corridor maintenance task force	CMC, SJC, FDOT, CPR	CMC, VOL	Maintenance task force	2005-2006
11	Create a master plan to strategize, coordinate, design and plan all corridor activities	CMC, SJC, FDOT, V20	SJC, SHG	Master plan	2005-2007
12	Pursue making partnerships and sign agreements with various entities	CMC, SJC	CMC, VOL	Partnerships and agreements	2005-2007
13	Facilitate amendments to St. Johns County comprehensive plan elements	CMC, SJC, V20	SJC	Comprehensive plan amendments	2005-2007
14	Pursue National Scenic Byway designation	CMC, FDOT, SJC	SJC, TDC	Designation and promotion	2005-2007
15	Identify and pursue land acquisition for historic, cultural, recreation and preservation facilities	CMC, SJC, PR, CPR	SJC, ESL, DCA, FCT, FLF	Additional lands and facilities	2005-2008
16	Create and establish an overlay zone with specific design standards/guidelines	CMC, SJC	SJC	Overlay zone and standards	2005-2008
17	Prepare 5 year CMP update	CMC	CMC, SJC	CMP update report	2009-2010
18	Identify and pursue funding for a variety of corridor enhancement projects	CMC, SJC, FDOT, TDC, CC, DEP	SJC, CMC	Grant monies	On going
19	Develop and implement historic/cultural preservation program	CMC, SJC, HR	SJC, HR, TDC	Preservation program	On going
20	Implement the master plan in phases	CMC, SJC, V20	SJC, SHG, FRDAP, FCT, FDOT, FIND	Facilities programming and implementation	On going
21	Identify incentives to private parties for conformance with standards	CMC, SJC, CC, TDC, PR	SJC, PR	Incentive monies	On going
22	Review/Revise Corridor Management Plan and Action Plan	CMC	CMC, SJC	CMP update report	On going
23	Prepare annual report to FDOT	CMC, SJC	SJC	Annual report	On going

William Bartram Scenic & Historic Highway Corridor Management Plan (March 11, 2004)

* Dates and times are based on funding availability

Table 8: ACRONYMS

Agencies, Organizations and Entities

AHP	Adopt A Highway Program
CC	Chambers of Commerce
CMC	Corridor Management Council
CMP	Corridor Management Plan
COP	Civilian Observer Patrol
CPR	County Parks and Recreation
DCA	Department of Community Affairs
DCF	Division of Cultural Affairs
DEP	Department of Environmental Protection
DVL	Developers
ESL	Environmentally Sensitive Land Program
FBG	FDOT Beautification Grant
FBIP	Florida Boating Improvement Program
FCT	Florida Communities Trust
FDOT	Florida Department of Transportation
FIND	Florida Inland Navigation District Grant
FLF	Florida Forever
FPT	Florida Plant a Tree
FRDAP	Florida Recreation and Development Assistance Program
GOS	Goals, Objectives, and Strategies
HR	Division of Historic Resources
MS	Museum
MPO	Metropolitan Planning Organization
NSMI	Nonpoint Source Management Implementation (FDEP)
PR	Private Parties
SJC	St. Johns County
SJRWMD	St. Johns River Water Management District
SHG	Scenic Highway Grant
SJCSB	St. Johns County School Board
T-21	Federal Transportation Grant
TDC	Tourist Development Council
UC	Utility Companies
UFG	Urban Forestry Grant
VF	Visit Florida
VOL	Volunteers
V20	Vision 2020
WBS&HH	William Bartram Scenic & Historic Highway