

# VILANO BEACH TOWN CENTER

Florida Trail Town Application  
presented by Vilano Beach Main Street, Inc.


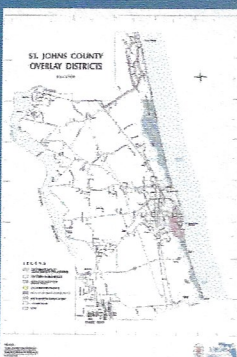


Florida Main Street Community 2003  
National Scenic Byway Community 2002  
Waterfronts Florida Community 1999

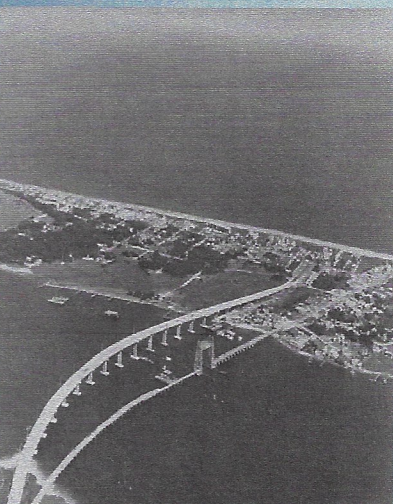
Vivian Browning, President and Sallie O'Hara, Executive Director  
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## VILANO AND THE NORTH BEACHES


**A1A Overlay Districts  
St. Johns and Flagler A1A**



**1995 Usina Bridge (SR A1A)**




**Vilano Main Street District  
Town Center & CRA 2018**



**Legend**  
Overlay Districts  
Vilano Beach Town Center Overlay  
Community Redevelopment Area  
Vilano CRA

*1997 Visioning along A1A Scenic Byway transforms and connects communities*






**Vilano Beach  
Town Center**


## SELF ASSESSMENT

What is a Florida Trail Town



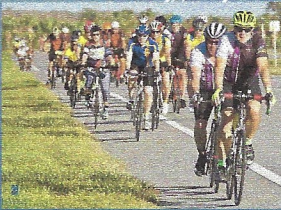
**MAIN STREET  
AMERICA**  
Nationally recognized.  
Locally powered™

- One or more long distance non-motorized recreational trails
- Safe to walk, jog, bike, ride, paddleboard & recreate
- Easily accessible
- Possess goods and services
- Destination for events
- Meets needs of visitors and residents for work and play
- Connected to other locations ripe for exploration
- Possess a "trail friendly" town character




**4-Point Approach**

Economic Vitality  
Organization  
Promotion  
Design




## TRAILS




**East Coast Greenway**

578 SPINE ROUTE MILES  
OFF-ROAD ON-ROAD  
COMPLEMENTARY ROUTE



**FDEP - Priority Trails**



**FDOT Cycling Route**



## TRAILS



**GTM NERR - Trails**







**2018 St. Johns County - Trails**  
Neighboring byways in Duval and Flagler Counties

Priority lists include connectors to St. Johns River to Sea Loop and gaps between to Ponte Vedra



**A1A Scenic & Historic Coastal Byway**



## TRAILS

- 260 Miles non-motorized recreational trails
- Connects coastal A1A byway communities to inland trails
- Links St. Johns, Putnam, Flagler, Volusia and Brevard counties
- Developing North Corridor trails connecting Ponte Vedra, Palm Valley, Vilano Beach and City of St. Augustine

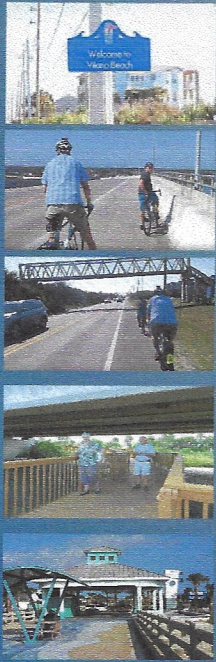


**St. Johns River to Sea Loop**


- Managed by agency alliances of
  - East Coast Greenway
  - Palaika to St. Augustine State Trail
  - Spring to Spring Trail
  - East Central Regional Rail Trail
  - US 17 Trail Connector
  - Friends of A1A Byway
- Links St. Johns, Putnam, Flagler, Volusia and Brevard counties
- Northern trails to link byways and ECG to Ga





## ACCESSIBILITY




- Centrally located along the A1A Byway 2 miles NE of St. Augustine
- Blueway accessibility
- Greenway accessibility
- Nature Boardwalk created to go under Usina SR A1A linking Vilano Town Center to neighboring communities
- Pedestrian friendly, pet friendly, equestrian friendly, bike friendly
- Amenities



## TOWN PARTICIPATION





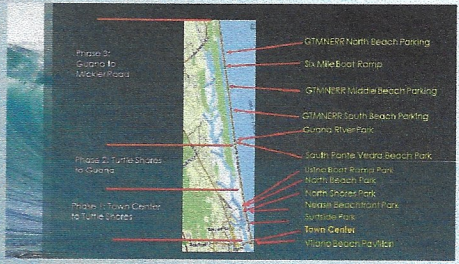
- Advisory community support group in Vilano & the North Beaches advocating for connecting trails to North St. Johns County communities
- Message Marketing
  - North Shores News
  - Friends of A1A monthly meetings & website
  - Vilano Beach Main Street monthly meetings & website
- Presentations to homeowners & site and county officials
- Shared messaging with like minded NGOs (Velofest; East Coast Greenway; GTM NERR)





## TOWN PARTICIPATION





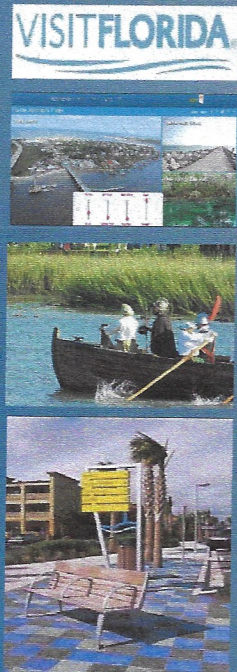
**Communities and Facilities Affected by Limited Pedestrian/Bicycle Friendly Access**

- Town Center
  - General Assembly Meeting Room
- Village
  - Norva
  - North Beach Park
  - Mandale
  - North Beach
  - United Methodist Church
  - St. Ann's Catholic Church
  - Guard River Boat Launch Clubhouse
- Restaurants (outside Town Center)
  - Jack's Pub
  - Boozy
  - Salvatore's Restaurant
- Subdivisions
  - Vilano Beach
  - Salsado
  - Villages of Vilano
  - North Breeze
  - Marshview
  - Beachwalk
  - Egan Bay
  - Ocean Grand
  - Tide's Edge
  - Tide's Edge
  - South Pointe Vero Beach

**Our Path Forward**

- Get support of community
  - North Beach Improvement Assoc.
  - Friends of A1A Byway / Historic Coastal Byway
  - North Beach Merchants
  - North Beach Residents
  - Woods
  - East Coast Greenway
  - Friends of GTM/Verona
  - Verona
  - South Pointe Vero Beach
- Get support of St. Johns County staff
  - Town Center Advisory Board
  - Frank W. Anderson (Boardman, Advisory Board)
- Get support of County Commission
  - Get support of EDOF, EDEF & NFITPO
- GOA support to date
  - Marshview
  - Ocean Grand
  - Paradise Point
- North Pointe Vero Beach
  - North Beach Park
  - North Beach House
  - North Beach Park
  - North Beach Point Park
  - Southern Park
  - Town Center
  - Vilano Beach (Village)

## BUSINESSES




**Within the Town Center**

- Resource business rosters / maps / wayfinding sign system
- DISTRX APP for Town Center business (grant funded incentive current year project)
- TRAVEL STORYS APP for A1A Byway
- VISIT Florida Attractions Finder marketing

**Along the A1A Byway and City of St. Augustine**

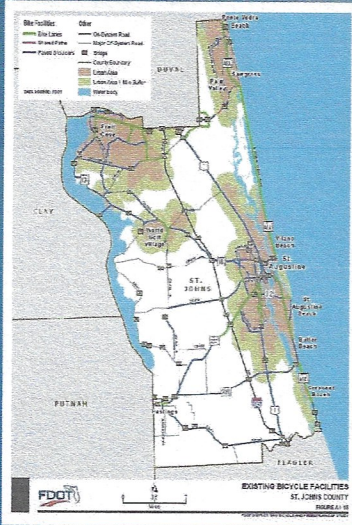
- Resource business rosters / maps / wayfinding sign system
- St. Johns County Visitor & Information Center
- Support from FL Restaurant & Lodging Association
- St. Johns County Chamber of Commerce
- St. Augustine Attractions Association

**National and State level umbrella supporting resources**





# AMENITIES



Cycling ; watersports; water shuttles & tours; paddle boarding & kayaking; hiking and biking facilities nearby

**Final Map Includes:**  
<http://www.bikevilanobeach.com>

**Bike Vilano Beach**  
[www.bikevilanobeach.com](http://www.bikevilanobeach.com)

**EXISTING BICYCLE FACILITIES**  
 ST. JOHNS COUNTY  
 BUREAU OF  
 PUBLIC WORKS

**VELOFEST**



# INFORMATION




Vilano Beach (Cycle Here Media – VISIT FLORIDA)	Jan 31, 2014	
Greetings from Vilano Beach (created by Flagler Student)	June 9, 2014	<a href="https://youtu.be/1t1bLLCRPIA">https://youtu.be/1t1bLLCRPIA</a>
Aerial Video Vilano Beach (University of Alabama intern)	May 12, 2013	<a href="https://www.youtube.com/watch?v=vRybcB5v_KE">https://www.youtube.com/watch?v=vRybcB5v_KE</a>
A1A Byway Highlights (Cycling Videos on YouTube Friends of A1A)	June 2012	<a href="http://youtu.be/9mCpAScInD8">http://youtu.be/9mCpAScInD8</a>
Events Along A1A	June 2012	<a href="http://youtu.be/JlhG6xP1lpc">http://youtu.be/JlhG6xP1lpc</a>
Why We Ride A1A	June 2012	<a href="http://youtu.be/QP2W0SL6-Y">http://youtu.be/QP2W0SL6-Y</a>
Trails Along A1A	June 2012	<a href="http://youtu.be/6RP6zmx_ISg">http://youtu.be/6RP6zmx_ISg</a>
Roadway Safety on A1A	June 2012	<a href="http://youtu.be/WkJD101HVI">http://youtu.be/WkJD101HVI</a>
Bike Safety on A1A	June 2012	<a href="http://youtu.be/c2KbQK02cK0">http://youtu.be/c2KbQK02cK0</a>



- Websites (local, state, national)
- Email Marketing
- Mobile APPS with Tours
- Educational Brochures
- Wayfinding Sign Systems
- Social Media
  - Youtube videos
  - Facebook
  - Twitter
  - Nextdoor
- Community Marketing Partners (TDC / VCB)



## SAFETY





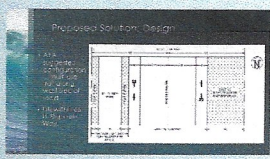
- Video Campaigns
- Adopt a Trail Advocacy
- Resource & Emergency Information (website & apps)
- Business orientation and updates
- Hospitality literature






- Medical Facilities – St. Augustine & Jacksonville
- Rescue services – Fire and Emergency
- St. Johns Co. Sheriff's Office Sub-station
- Coordination with City of St. Augustine



- Roadway Safety Coordination with FDOT and County staff
- Pedestrian / Cycling Safety – TPO and county

## A DESTINATION TRAIL TOWN

**VISIT FLORIDA**  
Attraction Finder Pilot Project

**Restaurants**

- Aunt Kate's on the River Restaurant \*
- 180 Vilano Grill & Pizzeria
- Beachies at Vilano
- Caps on the Water \*
- Casa Benedetto's Ristorante
- Fire WOK
- Kilgallon Grill \*
- Puccini's Pizzeria
- The Big Kahuna Cafe
- The Reef on the Ocean \*

**Hotels / Accommodations**

- Hampton Inn & Suites at Vilano
- Jaybird's Inn \*
- North Beach Hotel
- North Beach Camp Resort \*
- OceanView Lodge
- Ocean Sands Beach Inn \*
- Saint Augustine Beach House
- Southern Oaks Inn \*
- The Inn at Camden Harbor \*

**Water / Eco Tourism**

- Vilano Beach Boat Ramp \*
- Victory III Sundeck Cruises
- Wallops Tours
- Vilano Beach Fishing Pier and Linger Park
- Florida Water Tours \*
- Red Boat Water Tours \*
- Camachee Cove Marina \*
- Eco Tours \*
- Ripple Effects \*
- Orlando Beach Ramp Park \*
- Boating Club Boat Ramp \*
- Bay View Boat Rentals & Charters \*
- Freedom Boat Club \*
- Northeast FL Marlin Association \*

**Events**

- Art Program (NSA weekly)
- Easter Egg Hunt & Sunrise Celebrations—Apr
- Vilano Beach 5 K Run—May
- Ponce de Leon Landing Celebrations—Apr
- Vilano Fest—Tour of Homes, Music, Fest—Apr
- 4th of July Celebrations—Fire View—Jul
- International Skateboard Tournament—Aug
- Lake Day Celebrations—Sep
- International Coastal Cleanup—Sep
- 72 Mile Super Scenic Garage Sale—Nov
- Small Business Saturdays—Nov
- Holidays and Light Shows—Nov-Dec






**Recreational Trails / Beach Parks**

- Oakmont Park at Vilano Beach Ramp
- Nature Boardwalk Trail
- North Beach Park and Campgrounds
- North Shore Community Park & Tennis Courts
- Surfside Park (under study)
- South Ponte Vedra Park \*
- Galina Tolmado Martinez National Estuarine Research Reserve (ETWATER) \*
- Guana River Wildlife Management Area \*

**Cultural Facilities**

- Wishing Home Tours \*
- GTM NERR Environmental Education Center \*
- Fountain of Youth Archeological Park \*
- Mission de Nuestra Señora \*
- Nearns Park and Zoo Museum
- Fort Marion Historic State Park \*
- Castillo de San Marcos \*
- St. Augustine Heritage Downtown \*

\* denotes nearby areas outside of the 23 acre Main Street District

Vilano Beach Main Street/ Trail Town  
Application / O'Hara

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