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
http://www.vilano-beachmainstreet.com
Vilano Beach Main Street/Trail Town Application/O'Hara

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

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

What is a Florida Trail Town

- 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

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**TRAILS**

- East Coast Greenway
- FDEP - Priority Trails
- FDOT Cycling Route

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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

- Managed by agency alliances of
  - East Coast Greenway
  - Palatka 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 Florida Pedestrian/Bicycle Ready Access
- Vero Beach
- Melbourne
- Palm City
- Indian River Shores
- Palm Beach Gardens
- Wellington
- Jupiter Island
- Jupiter
- Boynton Beach
- Delray Beach
- Palm Beach

Our Path Forward
- Enhanced tourism
- Increased business
- Improved safety
- Greater connectivity
- Community involvement

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

INFORMATION

Greetings from Vilano Beach (created by Fugger Studios) June 9, 2014 https://youtu.be/Jh3AYB5rJE
Aerial Video Vilano Beach (University of Alabama interns) May 12, 2013 https://www.youtube.com/watch?v=slhybikJ5C
ATA Byway Highlights (Cycling Videos on YouTube) June 2012 https://youtu.be/cYn0p5s435b
Friends of ATA) Events Along ATA June 2012 https://youtu.be/4JiCj6fIi5c
Way We Ride ATA June 2012 https://youtu.be/SP5W661-y
Trucks Along ATA June 2012 http://youtu.be/4ROXkq8D
Bike Safety on ATA June 2012 http://youtu.be/c9x96y4-1K

- 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

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**A DESTINATION TRAIL TOWN**

VISIT FLORIDA Attraction Finder Pilot Project

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