



# Envision Alachua Phase II

## Summary of Hawthorne Community Workshop

### June 26, 2013

prepared by

**MIG, Inc.**

July 2013

in support of the Envision Alachua  
process convened by Plum Creek





## Background

Plum Creek hosted the Envision Alachua Hawthorne Community Workshop on June 26, 2013 from 6:30 to 9:00 pm. The workshop was scheduled in response to a request from City Manager Ellen Vause who has been very active in Envision Alachua and has attended most Envision Alachua events. Given the proximity of Plum Creek lands to Hawthorne, Ms. Vause sought to have the process more accessible to Hawthorne residents. Residents of the City helped to publicize and encourage participation in the workshop. Based on this effort by Hawthorne residents combined with Plum Creek's outreach efforts, more than 120 community members attended. A buffet dinner was served an hour before the workshop, and child care was provided to make it more convenient for people to attend the meeting.

Envision Alachua is a community planning process to discuss future economic, environmental and community opportunities in Alachua County on lands owned by Plum Creek. Plum Creek is the largest private landowner in Alachua County, with 65,000 acres. Nearly 24,000 of these acres are permanently conserved. The company's holdings are located throughout northern and eastern Alachua County. Plum Creek is considering future uses for its lands that could be aligned with community needs. The Envision Alachua process will explore potential opportunities for lands in East County that are suitable for uses other than timber.

Plum Creek commenced the Envision Alachua planning process in June 2011 when it hosted the first meeting of the Envision Alachua Task Force. The Task Force met five additional times during Phase I, and incorporated the input from two Community Workshops in order to develop its *Vision, Goals and Planning Principles* for Plum Creek lands in Alachua County, which was the end product of Phase I of the process. Plum Creek has also hosted four educational forums as part of its Models of Innovation series.

Plum Creek began Phase II of the process in October 2012 in order to identify more specific future uses for its lands, including those that support economic development opportunities, environmental conservation and activities that meet community needs expressed during Phase I of the process. In Phase II, Plum Creek formed a Technical Advisory Group (TAG), composed of state and local agency representatives and some Task Force members, to provide advice on policies and regulations Plum Creek will need to address during the development of its long-term master plan application for the 65,000 acres it owns in Alachua County. So far in Phase II, the TAG has met four times, on October 4, 2012; December 18, 2012; March 19, 2013; and May 16, 2013. The Task Force has also met four times, on November 15, 2012; January 24, 2013; April 4, 2013; and June 25, 2013. Prior to this Community Workshop in Hawthorne, there was one Phase II Community workshop on February 7, 2013 in East Gainesville.

Envision Alachua Task Force meetings, Community Workshops and Educational Forums are open to the public. A complete schedule, meeting locations and other details can be found at [www.envisionalachua.com](http://www.envisionalachua.com).

The objectives for the Hawthorne Community Workshop were to:

- Provide an update on the Envision Alachua planning process
- Invite community members to identify potential opportunities for addressing community needs and priorities through the Envision Alachua process
- Introduce the Envision Alachua Economic Progress Initiative

This document summarizes the general discussion and comments made by the facilitator, presenters and community members during the June 26th workshop; it is not intended as a transcription of the meeting. Meeting materials, information about the process and a videotape presentation of the meeting can be found at [www.envisionalachua.com](http://www.envisionalachua.com).

## **I. Welcome and Introductions**

Daniel Iacofano, Principal, MIG and Lead Facilitator for the Envision Alachua planning process, opened the meeting by introducing Ellen Vause, City Manager of Hawthorne. Ellen thanked everyone for attending and introduced city and county personnel who were in attendance. She thanked Plum Creek for responding to her invitation to do a workshop in Hawthorne, and introduced Todd Powell, Senior Director, Real Estate for Plum Creek.

Todd gave a brief overview of the project so far and how it has been shaped by community participation. He appreciated everyone's participation and reminded them that Plum Creek is seeking additional feedback on the Envision Alachua planning process. Todd then turned the microphone over to Daniel, who reviewed the agenda for the evening.

## **II. Overview of the Envision Alachua Planning Process and Emerging Plan**

Daniel began the workshop by calling on Rose Fagler, Manager Community Relations with Plum Creek, to provide a brief overview of Plum Creek and the scale and reach of Plum Creek land holdings in the County and throughout the country. Plum Creek is the largest private landowner in the nation with approximately 6.7 million acres in 19 states. The company's core business is timber, but it also manages some of its lands for conservation, recreation, natural resources and community development. The company owns 450,000 acres in 21 counties in Florida. More than 95,000 acres of those lands are permanently conserved.

With 65,000 acres located throughout northern and eastern Alachua County, nearly 24,000 of which are permanently conserved, Plum Creek is the largest private landowner in Alachua County. Plum Creek is a publicly traded Real Estate Investment Trust (REIT) and its practices are certified by the Sustainable Forestry Initiative (SFI).

After Rose's presentation, Daniel returned to describe the genesis of the Envision Alachua process and noted how the Task Force's vision for Plum Creek lands in East Alachua had been shaped by what they heard from the community during Phase I.

He summarized the vision, goals and principles for the process, the activities conducted to date, and the emerging potential land use concepts and framework for Plum Creek's lands in East Alachua, with the focus being on jobs creation and the environment. He showed a short video which summarized Phase I of the process, and described the goals of Phase II and the activities that are being conducted.

Daniel explained that the goal of Phase II of Envision Alachua is to create a long-term master plan for Plum Creek's lands in East Alachua County. There are many opportunities in East Alachua County, and we need to understand how to take advantage of them in a sustainable manner to create economic prosperity while still conserving key environmental resources and meeting community needs.

Daniel then called on various members of the Hawthorne area and greater eastern portion of the county who have been involved in the process on an ongoing basis to say a few words. Envision Alachua Task Force members Justin Williams, Gladys Wright, Rob Brinkman and Bobbi Walton each spoke briefly about their thoughts concerning the process and encouraged community members to contribute their input.

### **III. Small Group Discussion: Creating Opportunities from East Gainesville to Hawthorne**

To introduce the main workshop activity of the evening, Daniel gave a brief description of the concepts for Plum Creek's lands that have been developed so far in the process, including the current version of the long-term master plan and land use framework map. He demonstrated how Plum Creek's proposed and current conservation easements combine with existing public conservation lands to complete the "Emerald Necklace," and how the plan for land use could create an "economic progress corridor" in East Alachua County that could generate up to 30,000 new jobs over 50 years. He described the five "Emerging Land Use Concept Areas" in East Alachua County, designated through feedback from Task Force members during Phase I as areas that may be suitable for economic development/job creation and conservation/natural resource protection. He showed some examples of the kind of economic centers that could be created there, and talked about the potential opportunities in East Alachua in terms of the creation of diverse new job prospects for all educational levels – "from the GED to the Ph.D."

Daniel directed the participants to break into ten groups based on an assigned number on their nametag. Each group had approximately 10-12 participants and a facilitator. After conducting self-introductions, the facilitators led each group through a discussion of the following questions, as they relate to opportunities for economic development, conservation and community activities on Plum Creek lands in Alachua County:

- What are the existing strengths and assets of Hawthorne and its surroundings?
- What are the potential issues and opportunities?
- What can we do to prepare for these opportunities (as individuals and as a community)?

Each small group was provided with a large copy of the map of Plum Creek lands in Alachua County to serve as a guide for their discussions. Participants were welcomed to make notes directly on the map regarding where specific opportunities might be located.

Participants were encouraged to share their ideas with the group. Comments were summarized on flip chart paper. Participants were not required to come to consensus on their comments, but were requested to summarize the main points of agreement in order to report back to the larger group.

#### **IV. Group Reports and Follow-up Discussion**

Following the discussion, each group was asked to select a reporter to share the highlights of the group's discussion. The following themes emerged from the group reports and a review of the flipchart and map notes from each group.

#### ***Assets of Hawthorne and Surrounding Area***

##### **Environment and Agriculture**

The majority of participants agreed that Hawthorne's natural beauty and rural setting, its green spaces and freshwater lakes, excellent climate and plentiful opportunities for outdoor recreation are among its greatest assets, and one of the main reasons people live here. It's crucial to preserve the peace and quiet of rural life. Residents enjoy the presence of wildlife and also the opportunities for hunting – they would like to see both habitat and hunting lands preserved and the relevant laws enforced. They also noted that there is plenty of agriculture in the area, notably dairy and blueberry farms. Residents' farms, livestock, etc. are very important to them, and these opportunities need to be maintained.

##### **Community**

The quality of the community is another important asset called out by participants. They noted that Hawthorne is already a great, close-knit community, including many families who have lived here for generations and are willing to work hard and stay in the area to create a better future. Many of the workshop attendees grew up here and have strong ties through churches, schools, and other local institutions. Hawthorne's small-town, historic character, rural peace and quiet, supportive community and cultural amenities (such as small museums) make for a great quality of life. Also, long-term issues with city management have been turned around, and participants expressed that they are grateful for new involved, capable city officials who are progressive thinkers. The faculty and staff at the schools are also excellent – participants noted that local schools are an important asset.

##### **Location, Transportation and Infrastructure**

The location of the Hawthorne area, "at the crossroads of North Central Florida," as one group put it, is a major asset as well. Proximity to several important connecting highways and rail provides easy access to major cities such as Jacksonville, Tampa and Orlando. The reporter for one group mentioned that the rail service running

through Hawthorne serves over 30% of the population of the US – that’s an outstanding resource. Local bike trails also add to the area’s accessibility.

Finally, there is already significant infrastructure in place. It was noted that it will be important to measure impacts and maintain current infrastructure such as local roads and clean well-water.

## ***Issues and Opportunities***

### **Environment and Agriculture**

As previously mentioned, maintaining the environment and rural open space while attracting economic opportunity is a big challenge. However, the area was once a thriving agricultural export community. Combined with the area’s easy access to major cities and ports, the area stands poised to return to that thriving status. Combined with excellent outdoor recreation creates opportunities for promoting eco-tourism in the area, such as Little Orange Creek Nature Park, the area also is poised to become a vibrant attraction for outdoors enthusiasts, both locals and visitors.

### **Economy**

Participants expressed that lack of jobs is the number one concern. Jobs at all skill levels and the accompanying development and technology are sorely needed in the area. However, this needs to happen in a manner that protects the environment, so we need to consider technology of the future, such as sustainable, advanced approaches to manufacturing. There is a lack of funding for business development. High property taxes are also a big issue, particularly for small businesses. Some groups suggested that annexing surrounding property would expand the tax base and provide some measure of tax relief.

On the flip side, there are many economic opportunities in the area. There is a large amount of land available, as well as empty buildings from defunct businesses such as the Georgia Pacific plant that could be repurposed should Georgia Pacific choose to do this. There is space for manufacturing, agriculture and food distribution, or technology incubators – perhaps a technology park like Progress Park in Gainesville. It was noted that once current incubators like the Innovation District in Gainesville run out of room, there is plenty of room to expand here. The area could also support itself by taking advantage of its positioning as an agricultural and food distribution hub.

A redevelopment of Hawthorne’s main street that maintains its historic charm could also be a draw for tourism.

### **Education**

Participants called out that being prepared for jobs and having job mobility is closely linked to education, and that education in the area, particularly workforce education, faces significant challenges. We have the schools, and their ranking is on the upswing, but enrollment is low, and must be improved in order to attract more

funding. More communication and educational outreach is needed, at all levels – elementary as well as high school. Residents would also like to see a satellite campus of Santa Fe or a branch of UF in the area.

Vocational training, including up-to-date technical training, is necessary to create economic opportunity for future generations in the area. One group pointed out that, while we are discussing trade and apprenticeships in higher education “from the GED to the Ph.D.,” we also need to consider workforce education for those who don’t have a GED. Another group noted that work/life planning and support needs to be part of workforce education – whether for someone just entering their work life, those transitioning from one full-time job to several part-time jobs in middle life, or seniors choosing to continue to work.

### **Location, Transportation and Infrastructure**

It was noted that, even though the Hawthorne area is well located in terms of transportation, it has been cut off from the Gainesville area by sites such as Newnans Lake and the airport. This has blocked growth to the east. Also, although there is heavy truck traffic moving through on Highway 301, no one is stopping in the area. The railroad needs to be updated and public transit also needs to be expanded. There is only one bus line in the area that runs once a day – what if we had more service?

Participants also raised questions about providing sufficient infrastructure to accommodate new development. More utilities, such as energy and water, will be needed – where will they come from? It’s important that we design these to be sustainable. The water table here is fairly shallow so avoiding water loss and contamination is of concern. The area could also use better high speed internet service, which is necessary for businesses to thrive.

### **Community**

Again, participants emphasized that it is crucial to make sure growth takes place in a responsible manner that is sensitive to the environment and preserves the rural, small-town feel that all enjoy. We need to make sure the community doesn’t grow so fast that we lose these assets, but some growth is necessary. There are needs at all levels, all over. More amenities and services such as good restaurants, after-school activities and health care are needed.

It was also called out that it’s very important to “keep our arms around our aging population.” As we consider residential planning, we need to consider as well how to support our senior population, providing assisted living and services, helping to keep them educated and involved to ensure they have a voice.

### ***Preparing for Opportunities***

#### **Economy**

Participants noted that it’s necessary to build up the local economy and make improvements to create a package of incentives that will attract young people to

the area. The community needs to consider and prepare for the necessities of increased infrastructure and water management.

### **Education**

Enrollment in local schools has to be improved. More students will increase funding, enabling improvement in the schools. Taking greater advantage of the capacity in our K-12 schools will also provide a stepping stone to branch college campuses here, so the effort to create those should begin sooner rather than later. Aligning K-12 education with the jobs of the future is critical in order for people to be prepared for those jobs.

### **Community**

Participants expressed that continuing communication is essential. This is a great start, but it needs to be continued over the next 20-30 years. We really need to keep the conversation going, and make sure everyone is involved. This was the first meeting for many of the attendees – residents in the Hawthorne area don't want to feel left out of the loop. Transparency, trust and follow-through must be maintained on Plum Creek's part. It is crucial for community members to stay focused, active and involved in the process. All of this is necessary to maintain buy-in on everyone's part and create a legacy here. One of the groups mentioned that their motto throughout the discussion had been, "we have it here – let's make it happen!"

It was noted that we do already have a significant amount of buy-in from the community and local leaders - the number of local attendees at the workshop was a great show of support. One group also reminded everyone that Plum Creek is a neighbor as well, and expressed that through their efforts with this process they are a great inspiration to the community.

Participants pointed out that it's important to include young people – those still in high school or just coming out of it - in this process, since they're the ones who will enjoy the benefits of a better future. We have to invest in our young – there's always a need for more volunteers in the schools. We also need to provide opportunities for our seniors to be involved. Community projects can be created to help both youth and seniors.

## **V. Envision Alachua Economic Progress Initiative**

For the final presentation of the evening, Daniel introduced Dr. Dale Brill of Thinkspot, Inc. and former President of the Florida Chamber Foundation and former Secretary of the Florida Office of Tourism, Trade and Economic Development, to briefly explain the Envision Alachua Economic Progress Initiative. Dr. Brill commented that it's incredibly inspiring to hear everyone's ideas, and that the focus of the process is the needs and vision of the community. However, these same dreams have been around for a long time; what makes a difference is planning exactly how they will be implemented.

Dr. Brill made a distinction between “economic development” – which focuses only on the number of jobs provided and the average wage – and “economic progress,” which asks different questions, such as: what kind of jobs are being created? Who will get these jobs? At what cost will they be created? Will we all benefit? And how does it affect the community’s quality of life and the environment that we value?

He explained how a community benefits from economic progress: jobs (purpose and opportunity); money (creating wealth); and innovation (for a better quality of life). In order to emphasize these concepts, he introduced an exercise using green balloons and three balls of yarn. He handed the balls of yarn to individuals in each section of the audience, asking them to toss the yarn to the next person along, while holding on to the piece they had. This served as a metaphor for the process of building community. He showed a slide with a diagram of the connections within each of the three “communities” – in the smallest group, all members were connected, but as the groups got larger, more individuals were left without connections. Then he handed out the green balloons – one to the smallest group, five or so to the mid-sized group, and a bigger bunch to the largest group - to demonstrate that the larger the community, the more jobs, wealth and innovation they had. The green balloons represented jobs, money and innovation.

The question is: how do we create more jobs, money and innovation in a small but interconnected community such as Hawthorne? The answer is to strengthen connections between the different communities, build bridges between these communities and existing markets, and thus create “collisions” of ideas and innovation – so that the number of “balloons” correspondingly grows. Participants were invited to take these green balloons out into the community and use them to explain to others how a new Hawthorne can be created.

## **VI. Summary and Next Steps**

Daniel closed the meeting by thanking everyone for their participation, and encouraged everyone to continue their involvement by doing the following:

- Attend the upcoming Regional Economic Forum at Santa Fe College on June 27, 2013
- Send comments to the Envision Alachua website ([www.envisionalachua.com](http://www.envisionalachua.com))
- Request a presentation to your group from Plum Creek
- Stay connected – attend Envision Alachua events this Fall!

A transcription of the small group flipchart notes and comment cards submitted by members of the public are attached as appendices at the end of this document.

## **Appendix A: Small Group Notes**

*Please note:* this is an exact transcription of notes made on flipcharts in each of the small groups convened for discussion during the Envision Alachua Hawthorne Community Workshop.

### **Group 1**

#### **Assets**

- New blood and progressive thinker
- Location/proximity
- Nature/agriculture

#### **Issues**

- Need jobs
- Proximity to education
- Development block

#### **Ready**

- Education
- Focus
- Tax relief

### **Group 2**

#### **Highlights**

- Nature conservation
- Respect existing rural neighbors
- Keep the conversation going (listen)
- Technology of the present and future incorporated into the development principles of this development
- Opportunities for future generations training, education, workforce development
- Green/sustainable manufacturing industry – jobs

### **Group 3**

#### **Strengths**

- 301, 20, CSX
- Infrastructure, utilities
- Sense community
- Agriculture
- Nature (FLOC)

#### **Concerns**

- Truck traffic (301) – no one stopping to spend money
- Good restaurants
- After school outlets
- Healthcare

## **Opportunities**

- Distribution centers
- Manufacturing
- Fishing (tourism, eco-tourism)
- Easy access to Jacksonville, Tampa, Orlando

## **Notes**

- Entice manufacturing
- Schools rating (issue)
- Distribution center
- Utilizing SFC
  - Center for Innovation and Econ Dev (CIED)
  - Discuss with SFC to offer classes
- 2-track high school diplomas
  - College, career
- Little Orange Creek
- Water down (issue)
- Address water issue (opportunity)
- Issue/Opportunity: Truck traffic never stops
  - Need reasons to stop
  - Underused restaurant
- US 301 and SR 20
- CSX Rail
  - Once had a station (issue)
- East/west corridor hope evacuation route
- Best fishing
- Need good restaurants and services (issue)
- Lack of distribution (issue)
- Sense of community
- Best assets but nothing happening
- Clay Electric
- FPL and Duke close by
- Transmission line in Alachua County (weakness) (issue)
- Gainesville, Jax, Tampa, MCO
  - Needs cheaper fares (issue)
- Bike trail
- Fire department in city w/county
- Agriculture
- Infrastructure in place
- 11 miles from UF – biggest draw
- No internet or cable TV (issue)
- No afterschool programs (issue)
  - ODB
  - Sylvan
  - BGC

## **Group 4**

### **Strength of Hawthorne**

- Schools – elementary/middle/high school (1)
- Existence of a park
- Water
- Culture events center/science center (2)
- Eco-tourism
- Library
- Outdoor recreation / hunting – fishing (2)
- Route 20/26/301 (3)
- Bike trail
- Existing businesses

### **Potential Issues/Opportunities**

- Transportation (good)
- Jobs (need more) (1)
- Access to higher education (good)
- Need better schools in Hawthorne
- Technical training/program for 21st century jobs (2)
- Opportunity for senior citizens
- Bike trail head: retail, art gallery, amenities (3)
- Lack of hotels/motels/hospitality venues
- Lack of quality housing
- Community center is needed
- Eco/agro tourism
- Transportation of senior citizens to Gainesville
- Help develop a growing agricultural community/business
- Health care: better connections to regional health care
- What will bring people to Hawthorne – how to grow population of younger generation
- Conserving lakes/over consumption of water
- Bringing closed businesses up to code/back to life
- Preserve small town “charm”/character (3)

### **How to Prepare for Opportunities**

- Shop local
- Better education
- Funding: how to pay for “all this”
- Local community initiatives to build up local economy (2)
- Educate the under-educated
- “Plan” for the future/incentive package to attract businesses (1)
- Increase volunteers/community participation (3)
- High water bills

## **Group 5**

### **Assets**

- Small town/rural character – Cheers!
- Rail and infrastructure
- Natural resources – scenic beauty and lakes
- Medical facilities

### **Issues/Opportunities**

- Jobs!!!
- Services for seniors
- Communication
- Education

### **To Make it Happen**

- More communication
- Stay active and involved
- Expand public transit!

## **Group 6**

### **Assets**

- Land conservation
  - Natural resources – lakes
  - Water resources
  - Sand mines
- Connection SR 20 and US 301
- Quality of life, peace and quiet
- Connection to “small town,” close to big
- Local ties – schools and church and family
- Close to supportive communities
- Historic character
- Rail access
- GH/RT

### **Issues and Opportunities**

- Obtaining zoning
  - Educational outreach
- Infrastructure
  - Telecommunications (high speed)
  - Electric
  - Water supply protection vs. capacity
  - Balance resource and growth
- Job need and mobility
- Disconnect leads to abuse
- Jobs at all level
- Old fashion rail

### **Prepare to Realize**

- Education
- Transparent
- Communication
- Trust and follow through
- Buy-in to: create legacy
  - Plum Creek is a neighbor
  - Inspiration

### **Group 7**

#### **Strength**

- Nature
- Lakes
- Available land
- Orange Creek
- Highway
- Railroads
- People/community
- Small town feel
- Culture
- Agriculture

#### **Issues/Opportunities**

- Too many deer
- Lack of funds for business development
- Struggling schools
- Water – quality and quantity
- Jobs
- Old plant – sitting empty
  - Empty businesses/old buildings - repurpose/revitalize
- Create more parks
- Recreation/eco-tourism
- Satellite campus – UF/Santa Fe
  - Workforce training: manufacturing
- Transportation expansion: park and ride Highway 20
- Lodging
- Potential
- Redevelopment of Main Street
- Agricultural food hub/distribution

#### **How do we prepare...**

- Need more money – investors
- Education – boost
- Brand/market Hawthorne
- Support existing business
- Community engagement: school/business/kids

- Diversify the community – mix of businesses
- Infrastructure – water management
- High tech support
  - Internet/wifi

## **Group 8**

### **Be aware:**

- Horses in area – protect
- Well water impacts
- Smaller roads will be impacted
- Keep legal hunting opportunities
- Increase economic opportunities
- Trade/apprenticeships and higher education
- Capacity will increase opportunity for better schools, cultural opportunities
- Need senior opportunities

## **Group 9**

- 1) Jobs
  - Vocational programs
  - Manufacturing
  - Agricultural technology
  - Incubator company expansion
  - Inland port
- 2) Assets
  - Roads, rail, airport
  - Education facilities – hospital
  - Recreational
  - Climate
- 3) Area is open to quality growth
- 4) Water loss – usage
  - School ranking K-12
  - Property taxes

## **Assets**

- 1) Land area for growth over 50 years
  - Issue – water
  - Protect agricultural lands
- 2) Rail, roads
  - Easy access to Hawthorne
- 3) Proximity to Jaxport
  - Potential inland port
  - Distribution
  - Free trade zones
- 4) UF, Santa Fe
  - Including thousands of graduates each year

- 5) Employable people
  - Affordable
- 6) Recreation – hunt, fish
  - National forests
  - Lakes, springs, rivers, trails
- 7) Solar
- 8) Town is accepting of quality growth

### **Issues and Opportunities**

- 1) Property tax rate rising
- 2) Fiscal health of city government - to provide services to jobs, development
- 3) Schools – quality
  - Joint enrollment for AA degree
  - Integrate schools into new development; FIRST enhance existing schools
- 4) Unemployment
  - Create broad range of industry
- 5) Water
  - Water reuse
  - Agriculture needs, impact – particularly north of SR20
  - Agricultural technology
- 6) Retail in “A” may detract from existing Hawthorne
  - “B” is first priority for Hawthorne
- 7) Jobs before housing – 1st priority (including small businesses)
- 8) Manufacturing – green industry, or other
- 9) Place for incubated companies to locate, grow into
- 10) Can't stay the same and grow
- 11) Limited places to grow within Hawthorne city, maybe annex

### **What we can do to prepare:**

- 1) Grow it! Don't fight it
  - Positive attitude!
  - Engage in discussion
- 2) Vocational program – trades
- 3) Support specific good quality projects
  - Chamber
  - Individuals
  - Provide services; potential new utilities by Hawthorne – electric
- 4) Get logistics in place

## **Group 10**

### **Assets**

- Nature
- Paper mill/timber
- Two major roadways – transportation assets
- Government support for business
- Small town feel/not urban mess

- Employer base – no local jobs
- Long-term stability – families
- Johnson Street – open hours
- Basic education/vocational
  - Current faculty has capacity
  - Need branch of Santa Fe in Hawthorne

### **Issues and Opportunities**

- Clay – cooperative
- City/Chamber/communication (support)
- Continuing education
  - Apprenticeship
- Recognize changes in work life across decades
- Assisted living – aging in place
  - Senior programs in schools
- Manufacturing is positive

### **How to Prepare**

- Support and expand existing businesses (apprenticeship)
  - How can government support?
  - Small business loan
- Some discussion with young people

## Appendix B: Public Comment Cards



A community discussion on the future of East County  
CONVENED BY FLORIDA CREEK

### Hawthorne Community Workshop Comment Card

We want to hear your thoughts on the community opportunities that have been discussed in tonight's workshop. Tell us your ideas.

#### 1. What are the opportunities?

**Jobs** We need jobs for the people who live here already. We have so many possibilities i.e., Agriculture, Eco Tourism, Intersection of 2 major Hwys and the Railroad. Money could make that happen.

**Education and Training** The local High School needs to rise above being a "D" school. It would be nice to have a branch of Santa Fe C.C. here as K.H. has.

**Local Businesses** We need to have the buildings in downtown occupied by businesses that bring people to town to shop rather than going to G-ville.

**Private Property** We are a bedroom community. One could live here and work in G-ville, Ocala, and Palatka. If there were jobs here the commuters wouldn't have to be.

**Community Development** There are many empty bldgs. downtown that are waiting to be occupied

**Others?** We need to develop the eco-tourism angle. Many people get to this end of the bike trail and have nothing except a convenience store.

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OVER →

2. What can our community do to be prepared to realize these opportunities?

Be more open minded and welcoming to new ideas and people. If someone with money (such as Plum Creek) wants to come in here and develop we should welcome them and work with them provided they do it right and don't spoil what we have in the way of natural resources, We already have water issues.

Additional comments regarding the *Envision Alachua* planning process:

I wish Hawthorne could grow like the City of Alachua has. They have several distribution centers for large retailers, and a charming downtown. Many more features too numerous to discuss in this space.

Please tell us a little more about yourself:

How did you hear about tonight's meeting?

Flyer \_\_\_\_\_ E-mail \_\_\_\_\_ Personal Invitation \_\_\_\_\_

Announcement at community event or church service \_\_\_\_\_

Other word of mouth - friend \_\_\_\_\_

Age:

18-25 \_\_\_\_\_ 25-45 \_\_\_\_\_ 45-65  Over 65 \_\_\_\_\_

How long have you lived in Alachua County? 8 yrs. \_\_\_\_\_

Where do you live now? Hawthorne \_\_\_\_\_

What is your zip code? 32640 \_\_\_\_\_

Please turn in this card to a project team member at the end of the meeting.

[www.envisionalachua.com](http://www.envisionalachua.com)



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We want to hear your thoughts on the community opportunities that have been discussed in tonight's workshop. Tell us your ideas.

### 1. What are the opportunities?

Jobs *There are no Jobs*

#### Education and Training

*Hawthorne Schools are well staffed by caring individuals - they produce great results because of the public school system its self. Many ~~Students~~ students who come out mediocre would have been ~~superior~~ superior if the system were different*  
*Declining*

Private Property *Selling to foreign interests or retained*

#### Community Development

*NEEDS foreign aid funding*

Others? *Restoring the natural water flow, Undo some of the wrong things already done, Area is becoming dry because - man played God.*

2. What can our community do to be prepared to realize these opportunities?

If I knew the answer to that  
for the federal government, I could

Additional comments regarding the *Envision Alachua* planning process:

Need to return some areas to natural  
water flow to prevent flooding during  
back to back hurricanes. My families history  
in the area includes Hawthorne and the  
Civil War. I am familiar with the screw up's  
in development that led to

Please tell us a little more about yourself:

How did you hear about tonight's meeting?

Flyer \_\_\_\_\_ E-mail \_\_\_\_\_ Personal Invitation \_\_\_\_\_  
Announcement at community event or church service \_\_\_\_\_  
Other \_\_\_\_\_

Age: 18-25 \_\_\_\_\_ 25-45 \_\_\_\_\_ 45-65 \_\_\_\_\_ Over 65 \_\_\_\_\_

How long have you lived in Alachua County? 72 years

Where do you live now? Hawthorne

What is your zip code? 32640

Please turn in this card to a project team member at the end of the meeting.

[www.envisionalachua.com](http://www.envisionalachua.com)



A community discussion on the future of East County  
CONVENED BY PLUM GREEN

## Hawthorne Community Workshop Comment Card

We want to hear your thoughts on the community opportunities that have been discussed in tonight's workshop. Tell us your ideas.

### 1. What are the opportunities?

Jobs

Proximity to UF & SF College of Job  
Development

Education and Training

Early commitment to partnering w/ secondary  
schools

Local Businesses

Private Property

Lack of current development is  
ASSET for flexible development

Community Development

Progressive leadership

Others?

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OVER →

2. What can our community do to be prepared to realize these opportunities?

- ① continued community input
- ② Emphasis on partnering w city govts, county, U of F and Santa Fe College.  
Also roles for School Board and Water Management Districts
- ③ SEEK State and Pine Creek Grants for development initiatives
- ④ CONSERVE THE WATER.

Additional comments regarding the *Envision Alachua* planning process:

Good start on community input, keep the input a part of fine tuning throughout the 50 year life of the plan, KEEP LISTENING.

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Please tell us a little more about yourself:

How did you hear about tonight's meeting?

Flyer

E-mail

Personal Invitation

Announcement at community event or church service

Other \_\_\_\_\_

Age:

18-25

25-45

45-65

Over 65

How long have you lived in Alachua County? 63 years

Where do you live now? 2 miles south of Hawthorne

What is your zip code? 32640

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## Hawthorne Community Workshop Comment Card

We want to hear your thoughts on the community opportunities that have been discussed in tonight's workshop. Tell us your ideas.

### 1. What are the opportunities?

Jobs higher education  
the arts  
healthcare

Education and Training

Local Businesses things that would draw ecotourism or people who use the bike trail - coffeehouse, misc. shops, art gallery, etc.

Private Property

Community Development - Little Orange Creek Park could become a multi-purpose hub for many of the ideas generated tonight. Senior Center, cultural center, ~~the~~ nature education, etc. etc. as well as a gathering place for events public + private

Others? I think a lot of us who live here really value the clean air + lakes + relatively unpolluted nature of the area. we want reassurance that industry and agribusiness won't further deplete (water) →

**2. What can our community do to be prepared to realize these opportunities?**

Additional comments regarding the *Envision Alachua* planning process:

the aquifer + lake levels or pollutes with chemicals, nitrate, etc. I am happy that Plum Creek is committed to sustainable forestry and would encourage the promotion of conservation practices on all fronts.

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Announcement at community event or church service \_\_\_\_\_

Other \_\_\_\_\_

Age:

18-25 \_\_\_\_\_ 25-45 \_\_\_\_\_ 45-65 \_\_\_\_\_ Over 65 \_\_\_\_\_

How long have you lived in Alachua County? \_\_\_\_\_

Where do you live now? \_\_\_\_\_

What is your zip code? \_\_\_\_\_

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## Hawthorne Community Workshop Comment Card

We want to hear your thoughts on the community opportunities that have been discussed in tonight's workshop. Tell us your ideas.

### 1. What are the opportunities?

Jobs

Strong agricultural heritage & prevalence of blueberries  
farm; Agri-hub, intersection of Hwy 301 & SR 20 &  
CSX Railroad

Education and Training

Proximity to UF  
Santa Fe College satellite school like one in Bradford Co.  
use Hawthorn High Sch. for after sch. activities for

Local Businesses

Community  
Revitalize main street; revive abandoned businesses  
that could be reclaimed

Private Property

could be developed as attractive bedroom community  
live in country, work in cities (Ocala, Palatka, Gville)

Community Development

need community center

Others?

**2. What can our community do to be prepared to realize these opportunities?**

Additional comments regarding the *Envision Alachua* planning process:

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Age:

18-25 \_\_\_\_\_ 25-45 \_\_\_\_\_ 45-65 \_\_\_\_\_ Over 65 \_\_\_\_\_

How long have you lived in Alachua County? \_\_\_\_\_

Where do you live now? \_\_\_\_\_

What is your zip code? \_\_\_\_\_

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