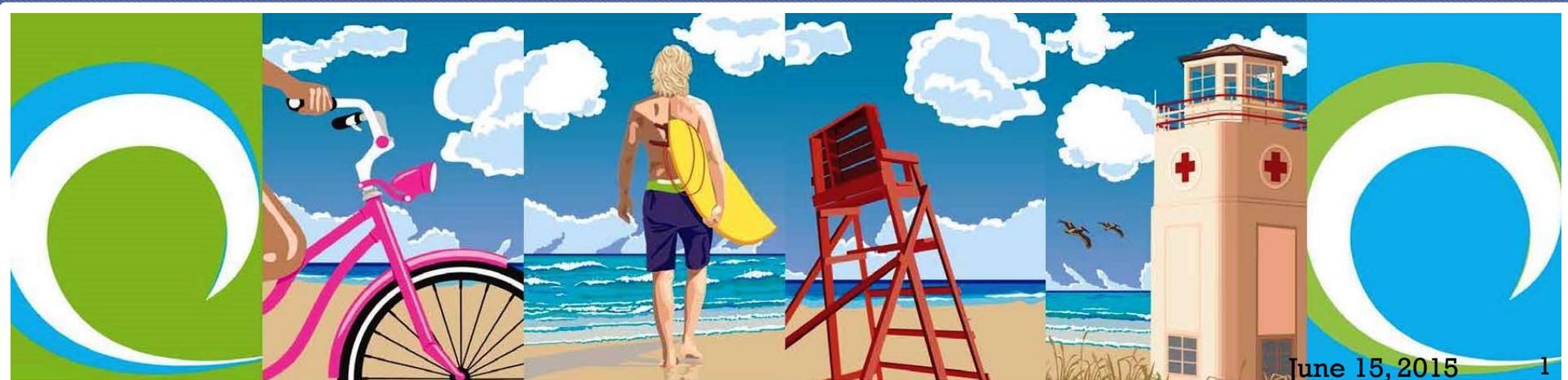


JACKSONVILLE BEACH 2015 DOWNTOWN ACTION PLAN

City Council Meeting
June 15, 2015



2007 DOWNTOWN VISION PLAN

Community Core Values

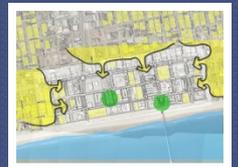
- ◉ *Safety*
- ◉ *Walkability*
- ◉ *Open Space / Views to Ocean/Beach Access*
- ◉ *Gathering Place*
- ◉ *Activities for All Ages*
- ◉ *Small Community Feel*
- ◉ *Entertainment*
- ◉ *Mix of Uses*



2007 DOWNTOWN VISION PLAN

Guiding Principles

- ***Celebrate Our Assets:*** Enhance the *four major corridors* to the beach. Encourage mixed-use development along each corridor through investments in public realm (parks, gateway elements, and streetscape) and infrastructure (on-street parking, new streets, parking garages).
- ***Complete the Streets:*** In addition to improving the four major corridors to the beach, enhance the streetscape for 3rd Street, 2nd Street and 1st Street based on their vehicular and pedestrian mobility functions.
- ***Mix-it Up:*** Link together individual pieces of public amenities and investments within the Downtown. Allow a mix of various uses especially in the four core corridors.
- ***Be Accommodating to People of All Ages:*** Program public spaces to accommodate family events and activities especially around the Fishing Pier and Latham Park. Encourage growth of neighborhoods toward the Downtown.
- ***Design Matters:*** Develop design guidelines to ensure that private development pattern and character support the vision plan.



2007 DOWNTOWN VISION PLAN

Four Corridors to the Beach

◉ ***Beach Boulevard: The Gateway Corridor***

- Beach Boulevard is the southern gateway to the CBD. Because of its regional transportation significance, Beach Boulevard is also an important commercial corridor; and provides great visual and physical access to beach. The historic Red Cross lifeguard station highlights the vista to the beach



◉ ***1st Avenue North: The Civic Corridor***

- The City has put in tremendous public investment along 1st Avenue North, including City Hall, Latham Plaza, and the SeaWalk Amphitheater. Together with the Beach Boulevard corridor, the 1st Avenue North corridor anchors CBD. Some parking lots and underutilized properties around the new public investments are well positioned for redevelopment as mixed-use projects to add vitality to Downtown's civic core.



2007 DOWNTOWN VISION PLAN

Four Corridors to the Beach

● **4th Avenue North: Pier Corridor**

- 4th Avenue North is another important east-west corridor to the beach. It is terminated by a public fishing pier and is where the J. Johnson Gallery is located. Both of these popular public amenities call for additional care and attention to this corridor's streetscape improvements and future development character. Strategic public investments and development guidance will ensure that the current infill development trend along the corridor continues to catalyze the CBD's revitalization.



● **6th Avenue North: Retail Corridor**

- 6th Avenue North marks the northern edge of the CBD. The historic Casa Marina Hotel anchors both the eastern end of the 6th Avenue North Corridor and the oceanfront boardwalk. The opportunity exists to create a new retail shopping experience along this corridor that will complement the beach activities. New residential-based development will also encourage more year-round and daytime activity in the CBD.



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

PLAN PROPOSAL CATEGORIES

- A. Public Spaces** (Restrooms, Lighting, Public Art, Pod-Type Seating, Signage, Fishing Pier, Latham Plaza, and Streets)
- B. Transportation** (Bicycling, Beaches Trolley, Pedestrian Safety, and Roundabouts)
- C. Public Safety** (Managing the Nighttime Economy, Incentives for Non-Alcohol Businesses, and Business Development)
- D. Commercial Spaces** (Public Welfare and Safety and Zoning Regulations)
- E. Entertainment and Events**
- F. Quality of Life** (Cleanliness and Implementation of the Action Plan)

2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

A.1 PUBLIC SPACES: Restrooms

- a. Extend the hours that they are open
- b. Add restroom at Oceanfront Park
- c. Develop an ongoing system to check the cleanliness of restrooms
 - i. Work program for maintenance contractor
 - ii. Establish regular cleaning program to attain a normal level of service of cleaning every 90 minutes while restrooms are open
 - iii. Attendants wear uniforms



A.2 PUBLIC SPACES: Lighting

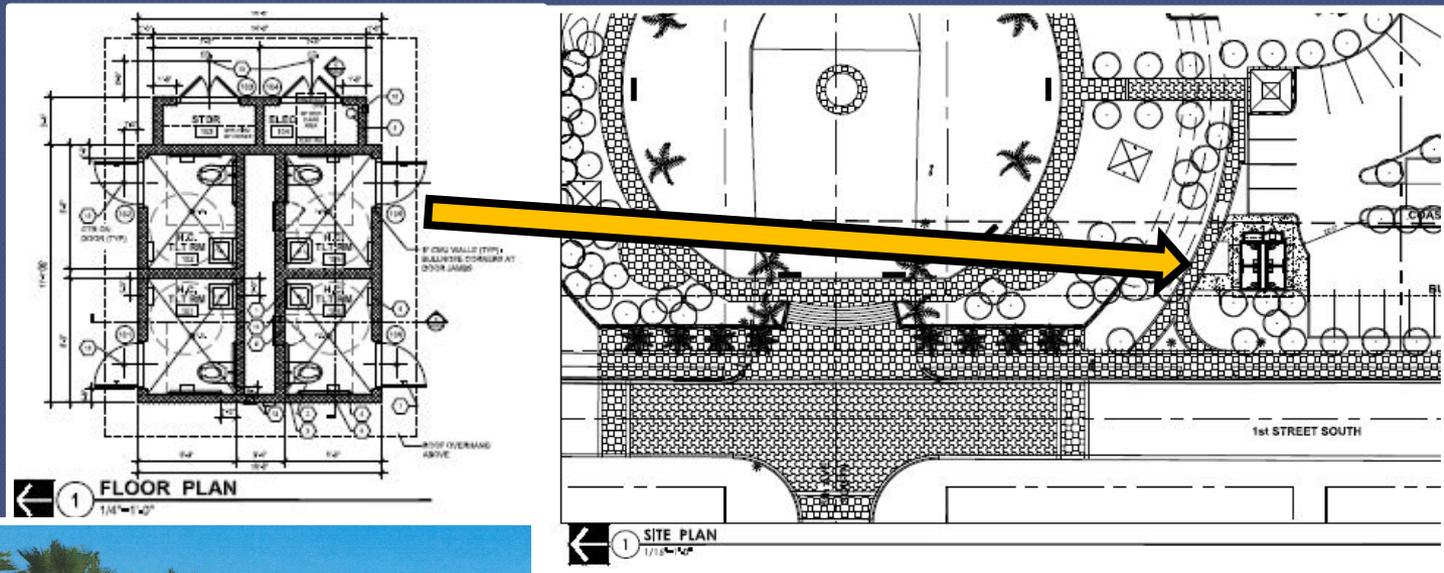
- a. Enhanced lighting at various locations where needed throughout the Downtown District



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

Proposed Oceanfront Park Restroom



Project will include installation of a shower near the dune walk-over

June 15, 2015

2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

Proposed SeaWalk Pavilion Multi-purpose Renovations: Restrooms, Performer Lounge, and Storage/Hospitality Space



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

A.3 PUBLIC SPACES: Public Art

- a. Create and install additional public art features with beach/ocean life/surfer themes, such as:
 - i. Lifeguards
 - ii. Fishing
 - iii. Surfing
- b. Murals on future parking structures and other blank walls, subject to review for sign code conformity, and consistency with beach/ocean life/surfer themes.



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

A.4 PUBLIC SPACES: Pod-Type Seating

- a. Develop pilot program to provide pod type and/or shaded seating where appropriate in the Downtown area



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

A.5 PUBLIC SPACES: Fishing Pier

- a. Improve pier entry identification signage (possible archway over access ramp from the SeaWalk) and provide new, more attractive security fencing
- b. Consider increasing the functionality of the Pier by allowing special events to attract people of all ages, such as fishing tournaments, surf contests, food festivals, etc.



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

A.6 PUBLIC SPACES: Signage



- a. Install additional wayfinding signs using the surfboard theme
- b. Provide some type of temporary signage as needed to remind motorists to stop for pedestrians in crosswalks
- c. Consider use of social media techniques to link public to information available on the City website, e.g., location of lifeguard station, restrooms, handicapped beach accesses, bike racks, etc.

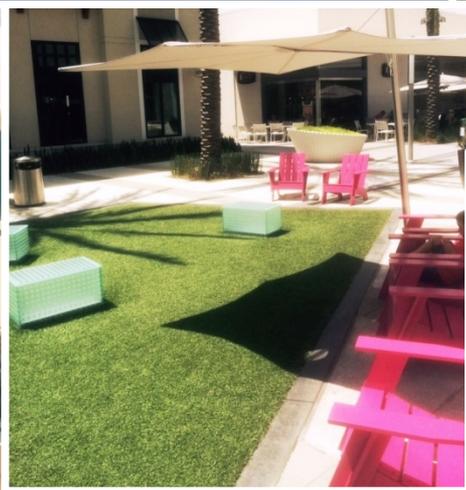


2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

A.7 PUBLIC SPACES: Latham Plaza

- a. Develop a master plan to improve the use of public space at Latham

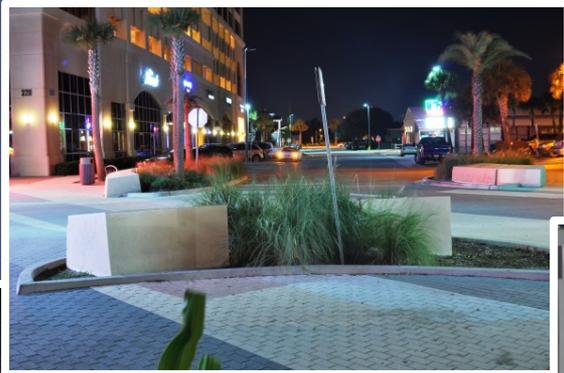


2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

A.8 PUBLIC SPACES: Streets

- a. Remove concrete barriers on North 1st Street
- b. Improve the delineation between the roadway and pedestrian space on North 1st Street (bollards similar to type at the 1st Avenue North walkway)
- c. Enhance landscape maintenance on North 1st Street and avenues between Beach Boulevard and 6th Avenue North
- d. Identify suitable location or locations for dedicated taxi stands in Downtown



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

B.1 TRANSPORTATION: Bicycling

- a. Prepare a master plan for additional, decorative bicycle racks at selected locations in Downtown; and develop programs to enhance bicycle and vehicular safety



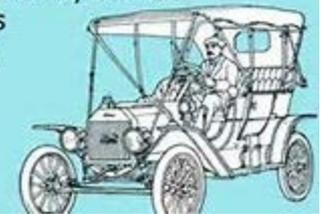
B.2 TRANSPORTATION: Roundabouts

- a. Conduct a traffic engineering analysis of the roundabouts on Beach Boulevard at 1st and 2nd Streets and design and construct modifications as needed to improve traffic operations in the corridor



or

If you don't know what to do at a 4-way stop, just stay home. Life only gets harder from there.



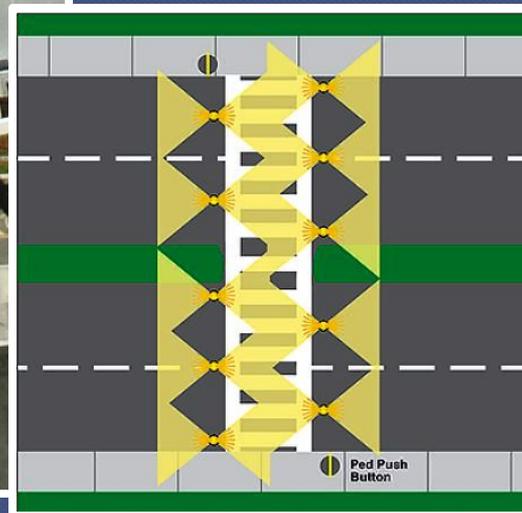
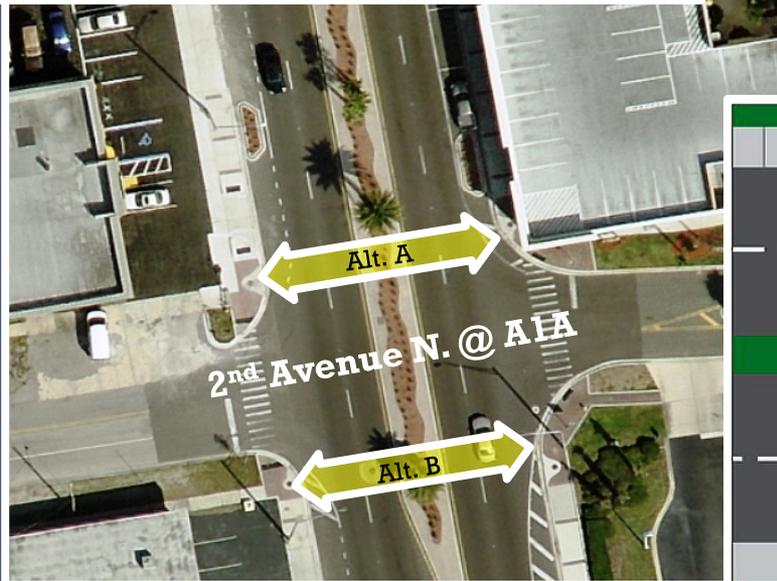
2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category



B.3 TRANSPORTATION: Pedestrian Safety

- a. Monitor on-going FDOT pedestrian safety study being conducted for A1A in Jacksonville Beach
- b. Construct a well-marked pedestrian crossing with flashing signal and pavement lighting at 2nd Avenue North and 3rd Street at 2nd Street)



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

B.4 TRANSPORTATION: Beaches Trolley

Support the Jacksonville Transportation Authority in managing efficient and effective operation of the Beaches Trolley to include:

- a. Expanded hours of operation
- b. Improved public information on trolley routes and schedules, including the use of social media to obtain route and schedule information
- c. Improved trolley route and provide stops at optimum locations
- d. Fifteen-minute headways during peak months
- e. Consider expanding trolley service during major special events, such as the bi-annual airshow



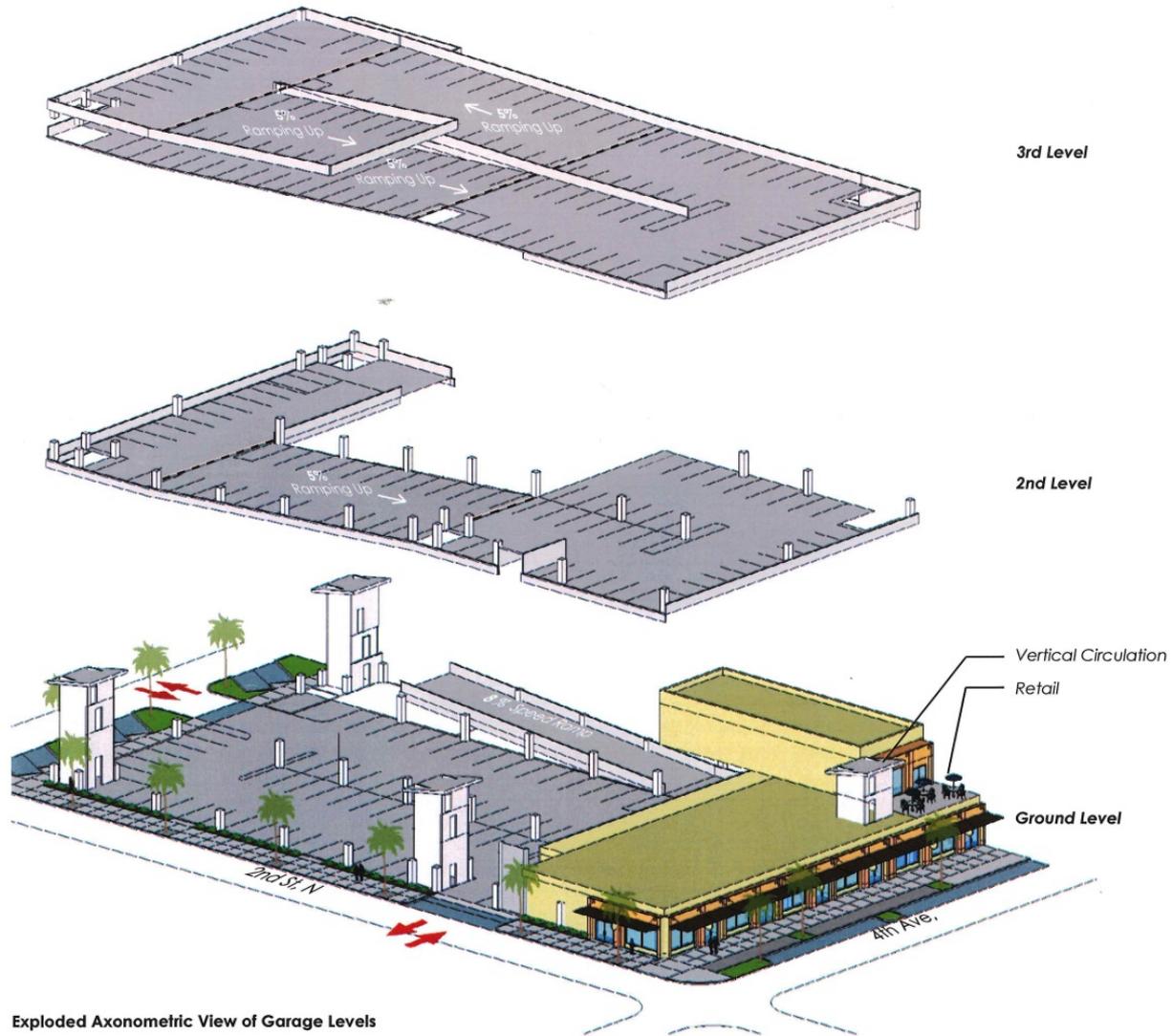
2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

B.5 TRANSPORTATION: Parking

- a. Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North, including facilities to store police equipment
- b. Explore feasibility of private funding with a provider such as “Beachside Buggies” to offer a shuttle program for Downtown workers on weekends utilizing parking spaces at the O&M Building on Shetter Avenue
- c. Prepare a pilot program seeking to reduce non-residents parking in residential areas where there is no off-street parking available adjacent to Downtown





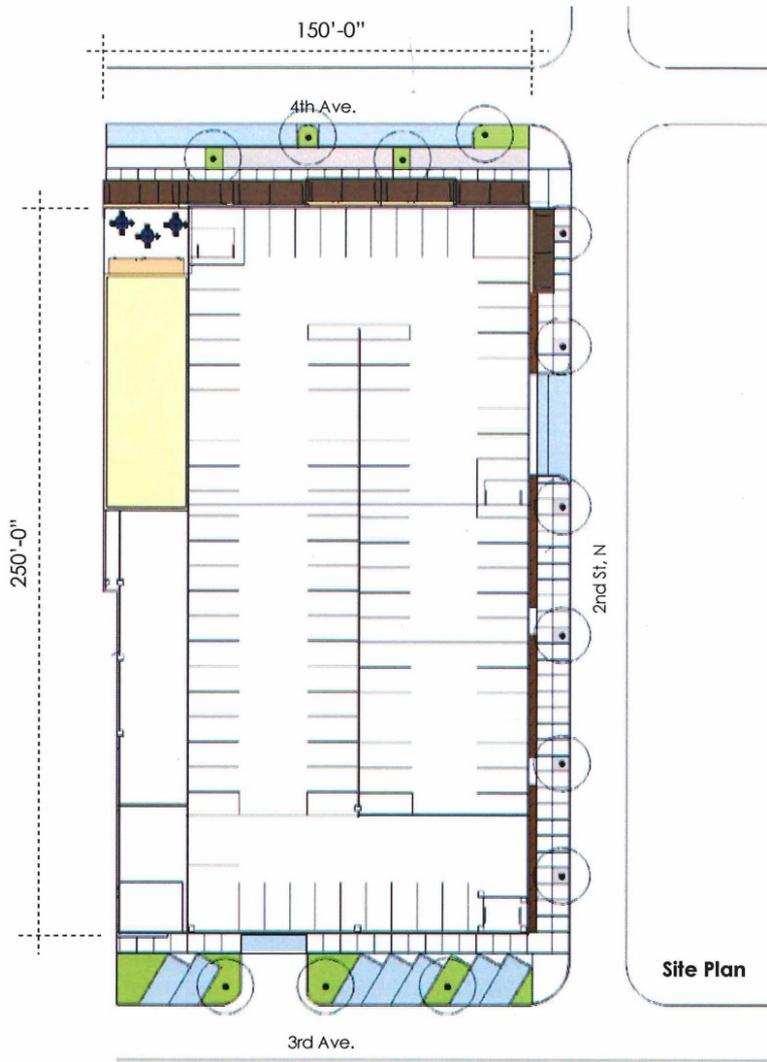
Exploded Axonometric View of Garage Levels

Parking Garage Study - Diagram of Parking Garage (Option B)

Jacksonville Beach Parking Study
 Jacksonville Beach, FL
 September 3rd, 2009
 20691.0

2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category



Design Program

Commercial Area	11,520 SF
Parking Spaces for Commercial Use	46 sp
Parking Spaces for General Use	229 sp
Accessible Spaces	7 sp
Total Parking Spaces	282 sp

Preliminary Opinion on Development Cost

Structural and MEP (\$17k-22k/space)	\$4.8 - 6.2 million
Commercial Core and Shell (\$90-110/SF)	\$1.0 - 1.3 million
Garage Facade Treatments (\$25-35/SF)	\$250,000 - 350,000
Preliminary Cost Range	\$6.05 - 7.85 million

GLATTING JACKSON KERCHER ANGLIN
we plan and design livable communities

NOTE: The cost estimates were developed in 2009.

2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

C.1 PUBLIC SAFETY: Managing the Nighttime Economy

- a. Train the downtown community policing team on code enforcement and ensure there is a positive police presence
- b. Assist businesses with crime prevention to include better environmental design
- c. Continue police patrols in areas where illegal activities, such as drug or marijuana use, are occurring
- d. Develop programs for alcohol employees and partner with businesses to provide consistent training and procedures, including uniforms, not over serving patrons, etc.
- e. Change the alcohol ordinance to prohibit restaurants from removing tables and chairs to become nightclubs
- f. Consider modifications to the regulations governing the hours of operation for restaurants with 4-COP-SRX beverage licenses



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

D.1 COMMERCIAL SPACES: Incentives for Non- Alcohol Businesses

- a. Economic development incentives such as remodeling/tenant/facade improvement loans or grants, short-term rental assistance, etc. for retail, food service or office-based businesses
- b. Grease interceptor rebate program available for all food service establishments in Downtown

D.2 COMMERCIAL SPACES: Business Development

- a. Continue working with the Retail Strategies consultants, the business community, and property owners to identify and recruit a mix of restaurants and retail establishments that provide service for a variety of age groups
- b. Attract visitors during the off-peak seasons through events such as the Celtic Festival, Deck the Chairs, Red Bull Surf Expo, Art Walk, Car Cruise, and two-day festivals

2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

D.3 COMMERCIAL SPACES: Downtown Branding and Marketing

- a. Implement new wayfinding sign program using the surfboard theme to rebrand and market downtown
- b. Explore visitor center concept possibly to be located at the Beaches Historical Park



D.4 COMMERCIAL SPACES: Public Welfare and Safety

- a. Assist the homeless population by working with the HOPE team, Mission House, etc.



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

D.5 COMMERCIAL SPACES: Zoning Regulations

- a. Review outdoor bar and restaurant space limits; and consider allowing outdoor entertainment in the Jacksonville Beach Land Development Code



- b. Review the off-street parking requirement for restaurants and consider a 50% reduction to encourage restaurant (as opposed to bar) development



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

E.1 ENTERTAINMENT AND EVENTS

- a. Schedule more city events in non-peak season rather than in the summer months
- b. Encourage more alcohol-free events that attract persons of all ages, such a farmer's market, car shows, art walks, Celtic Festival, Deck the Chairs, food truck rallies, etc.
- c. Add more outdoor movies



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

F.1 QUALITY OF LIFE: Cleanliness

- Pressure wash pavers in the Downtown streets, the SeaWalk, and dumpster areas to remove gum, oil stains, etc.
- Develop program for property and business owners to assist in keeping Downtown clean by picking up trash, cigarette butts, etc. on a daily basis
- Cleanliness Campaign – “Leave Only Your Footprints Behind!”
- Review the beach clean-up contract to improve its effectiveness. Enhance service between Beach Blvd and 6th Ave North on weekends and holidays.



2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

F.2 Begin working to implement the action steps outlined above which as a whole will have a dramatic impact on improving the quality of life in Jacksonville Beach

Responsible Entities

- Mayor and City Council
- City Manager
- Community Redevelopment Agency
- Police
- Public Works
- Parks & Recreation
- Planning & Development
- Business & Property Owners
- Florida Department of Transportation
- Visit Jacksonville
- Jacksonville Transportation Authority

2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

PROJECTS CARRIED OVER FROM 2007 VISION PLAN FOR DOWNTOWN JACKSONVILLE BEACH



1. Continue implementation of Phase III of the Downtown Vision Plan Infrastructure Improvement Program east of South 3rd Street from Beach Boulevard to 13th Avenue South
2. Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North

2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

PROJECTS CARRIED OVER FROM 2007 VISION PLAN FOR DOWNTOWN JACKSONVILLE BEACH



- a. North 2nd Street reconstruction per the Downtown Vision Streetscape Master Plan
- b. Continue monitoring and evaluating existing regulatory measures; and propose revisions as needed to promote business retention and development; and the preservation of residential areas

2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

LONG-TERM POTENTIAL FOR PUBLIC-PRIVATE PARTNERSHIPS

1. **New Pablo Avenue Mixed Use Commercial Development:** Consider constructing a new roadway on the south side of Latham Plaza and, in cooperation with a private developer, build a mixed use project including a boutique hotel, retail commercial space, and parking structure on the Latham Plaza parking lot site



Concept Rendering by Glattig Jackson, 2007

2015 DOWNTOWN ACTION PLAN

Plan Proposals by Category

LONG-TERM POTENTIAL FOR PUBLIC-PRIVATE PARTNERSHIPS

2. Pier Parking Lot Restaurant and Retail Development: In conjunction with or following the construction of a new public off-street parking facility, consider developing a restaurant and/or retail project on a portion of the Fishing Pier parking lot

