



JACKSONVILLE BEACH

RESPONSIVE DESIGN IN THE PUBLIC REALM

ANALYSIS AND FRAMEWORK PRESENTATION

A scenic view of a beach with dunes in the foreground, a pier in the distance, and people relaxing on the sand. The text is overlaid on the image.

GIVE US YOUR INSIGHT!

Visit jaxbeachliving.net to complete our survey!

AGENDA

INTRODUCTION:

WHAT MAKES A GREAT PUBLIC SPACE?

DREAM:

THE VISION CONTINUED

THE NEXT STEPS

DISCOVERY:

INVENTORY AND ANALYSIS

DESIGN:

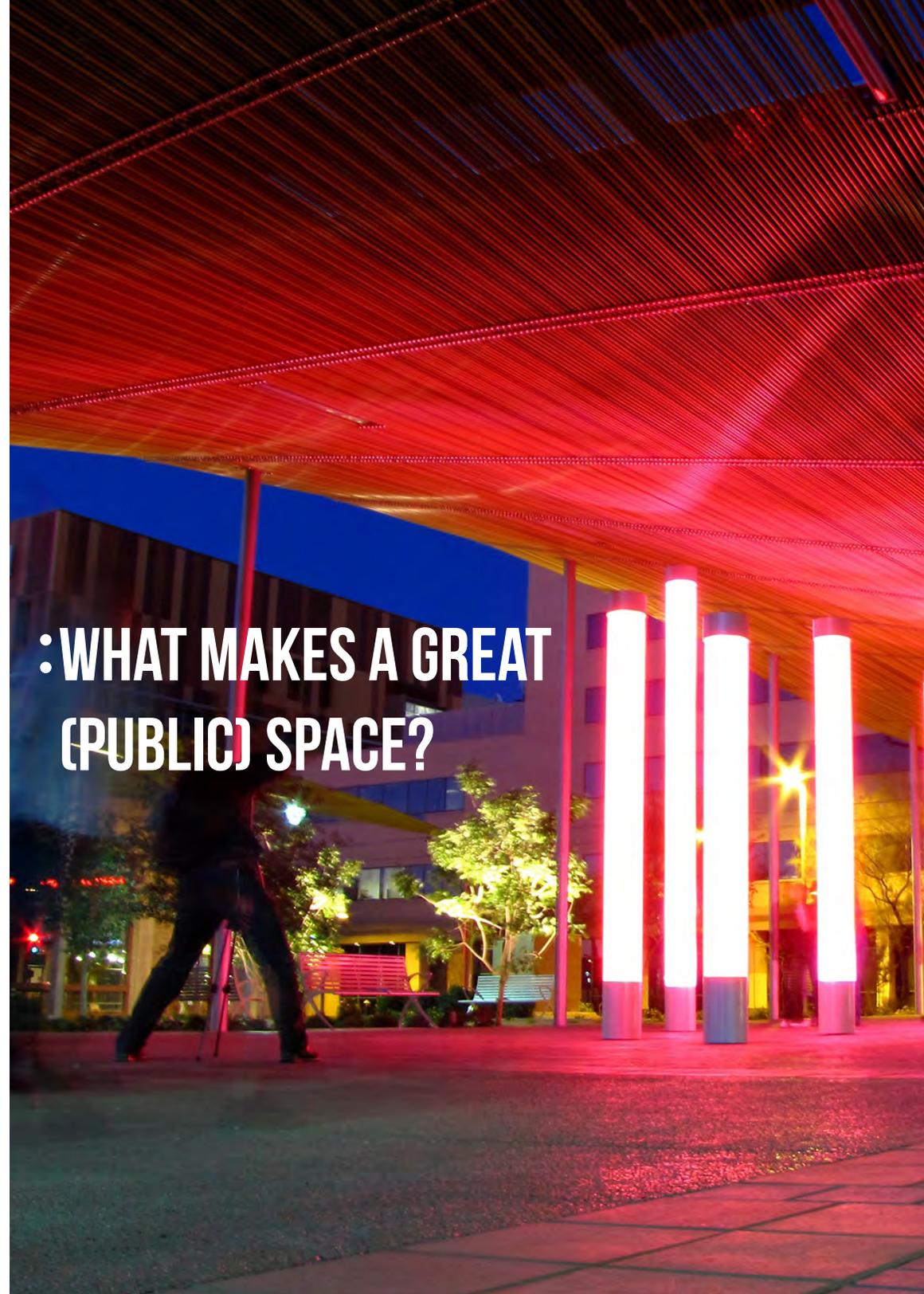
SYNTHESIS AND STRATEGIES

FRAMEWORKS

BRANDING

Great public spaces are where celebrations are held, social and economic exchanges take place, friends run into each other, and cultures mix. They are the “front porches” of our public institutions – libraries, field houses, neighborhood schools, activity centers – where we interact with each other. When the spaces work well, they serve as a stage for our public lives.

:WHAT MAKES A GREAT (PUBLIC) SPACE?

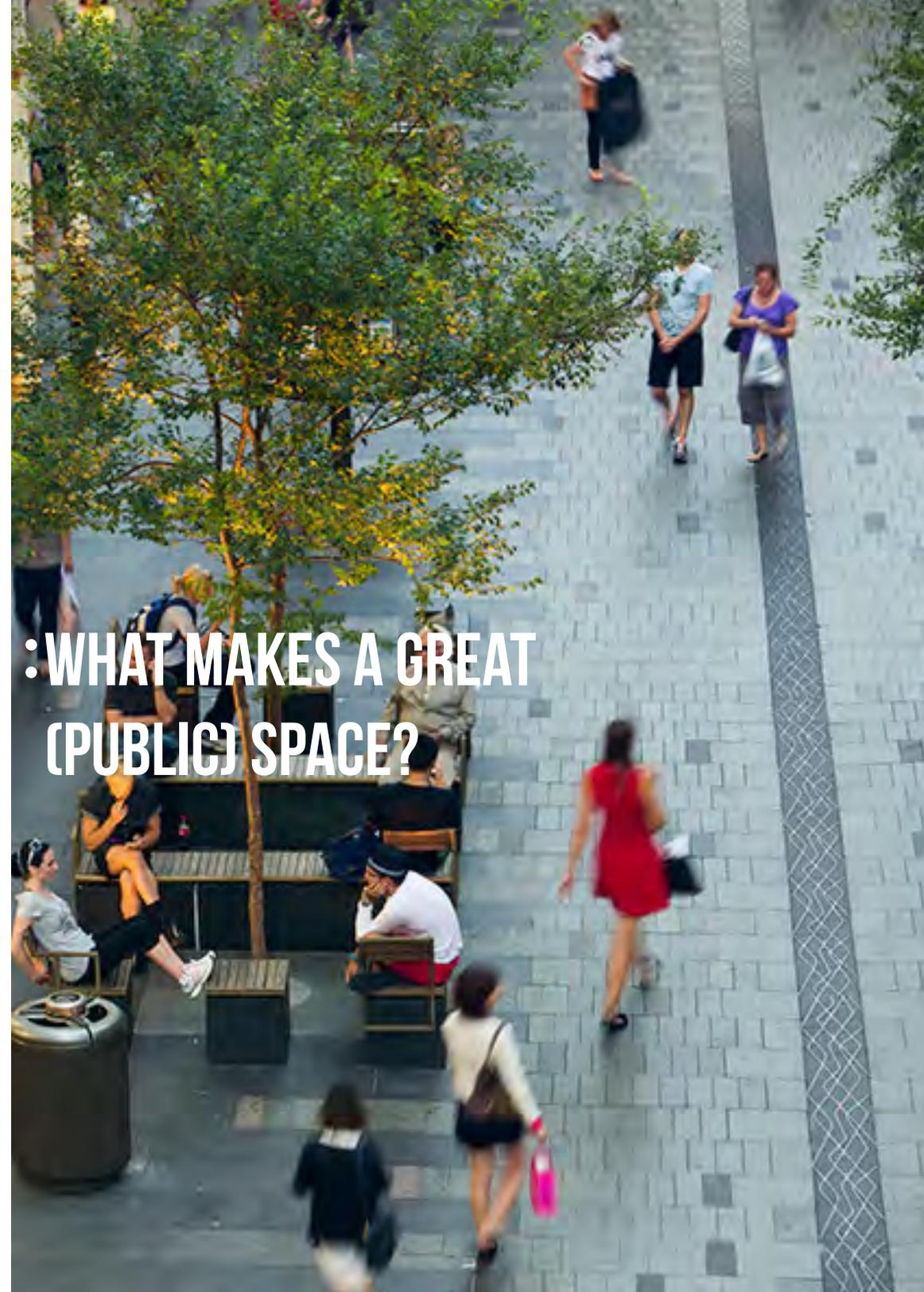


ACCESSIBLE

- IS THERE A GOOD CONNECTION BETWEEN THE SPACE AND THE ADJACENT BUILDINGS, OR IS IT SURROUNDED BY BLANK WALLS? DO OCCUPANTS OF ADJACENT BUILDINGS USE THE SPACE?
- DOES THE SPACE FUNCTION FOR PEOPLE WITH SPECIAL NEEDS?

ACTIVITY

- THE SPACE IS USED THROUGHOUT THE DAY.
- THE ULTIMATE SUCCESS OF A SPACE IS HOW WELL IT IS MANAGED.



**:WHAT MAKES A GREAT
(PUBLIC) SPACE?**

COMFORTABLE

- DOES THE PLACE MAKE A GOOD FIRST IMPRESSION?
- ARE THERE ENOUGH PLACES TO SIT? ARE SEATS CONVENIENTLY LOCATED? DO PEOPLE HAVE IS A CHOICE OF PLACES TO SIT, EITHER IN THE SUN OR SHADE?

SOCIABLE

- DOES A MIX OF AGES AND ETHNIC GROUPS THAT GENERALLY REFLECT THE COMMUNITY AT LARGE?
- DO PEOPLE TEND TO PICK UP LITTER WHEN THEY SEE IT?



WHAT MAKES A GREAT
(PUBLIC) SPACE?

WHAT MAKES A GREAT (PUBLIC) STREET?

- HAS A MEMORABLE CHARACTER
- PROVIDES ORIENTATION TO USERS & CONNECTS TO THE LARGER PATTERN OF WAYS
- BALANCES NEEDS OF DRIVING, TRANSIT, WALKING, CYCLING, SERVICING, PARKING, DROP-OFFS, ETC.
- IS LINED WITH VARIETY OF INTERESTING ACTIVITIES AND USES
- ENCOURAGES HUMAN CONTACT & SOCIAL ACTIVITIES
- CAPITALIZES ON NATURAL FEATURES



UTILIZING SUCCESS



CARRYING THE VISION FORWARD



DREAM

THE VISION CONTINUED

2007 VISION PLAN



Why a Vision Plan?

The City of Jacksonville Beach is embarking on an exciting new phase in city building. The City has completed a number of strategic public investments – Latham Park, Amphitheatre, improved Board Walk and Pavilion, streetscape and the allocation of free public parking for the beach in the last decade. As a result of these efforts, the Downtown Central Business District (CBD) is now positioning itself for new investment opportunities. The citizens, elected officials and staff have developed a vision plan that will prepare for and guide redevelopment in the Central Business District. The purpose of the Vision Plan is to provide the citizenry a thoughtful approach to how new development would not only maintain, but improve the quality of life for Downtown Jacksonville Beach.

This poster illustrates and summarizes the Vision for Downtown Jacksonville Beach. *The Vision Plan is guided by the five guiding principles that were created from the values identified by the citizens of Jacksonville Beach.* Detailed land use, transportation and urban design strategies are the key elements included in this vision and are described herein.

The Process

The process in creating the Vision Plan relied on a strong community involvement process which provided a variety of opportunities for public input through stakeholder interviews, a walking audit of the Downtown and a three-day charrette with two formal presentations and two and half days of open house working sessions to the public.

The Vision Plan was formalized during the charrette from June 5 to June 7, 2007. During these three days, the values and priorities of the community were established, issues were identified and voted on, and the community provided solutions, desires and expectations. Almost 100 citizens, public official and staff members participated in the charrette effort. Each person provided valuable input in creating the Vision Plan.

Next Steps

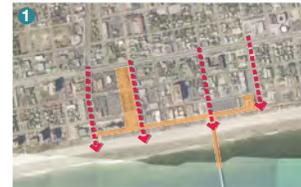
The Downtown Vision Plan is intended as a road map for future public policy decisions and private development and redevelopment. Its implementation will undeniably entail a long-term and incremental process. Important to its realization is to ensure that the plan is understood and supported by the private development community. The next step of the process is the development of a set of land development guidelines that directly supports and implements the vision developed for Downtown Jacksonville Beach.

Community Core Values

- Safety
- Walkability
- Open Space/views to ocean/beach access
- Gathering Place
- Family Friendly
- Small Community Feel
- Entertainment
- Mix of Uses

Guiding Principles

The following **five principles** provided the necessary framework that was used to develop the **Vision Plan**.



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, 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.



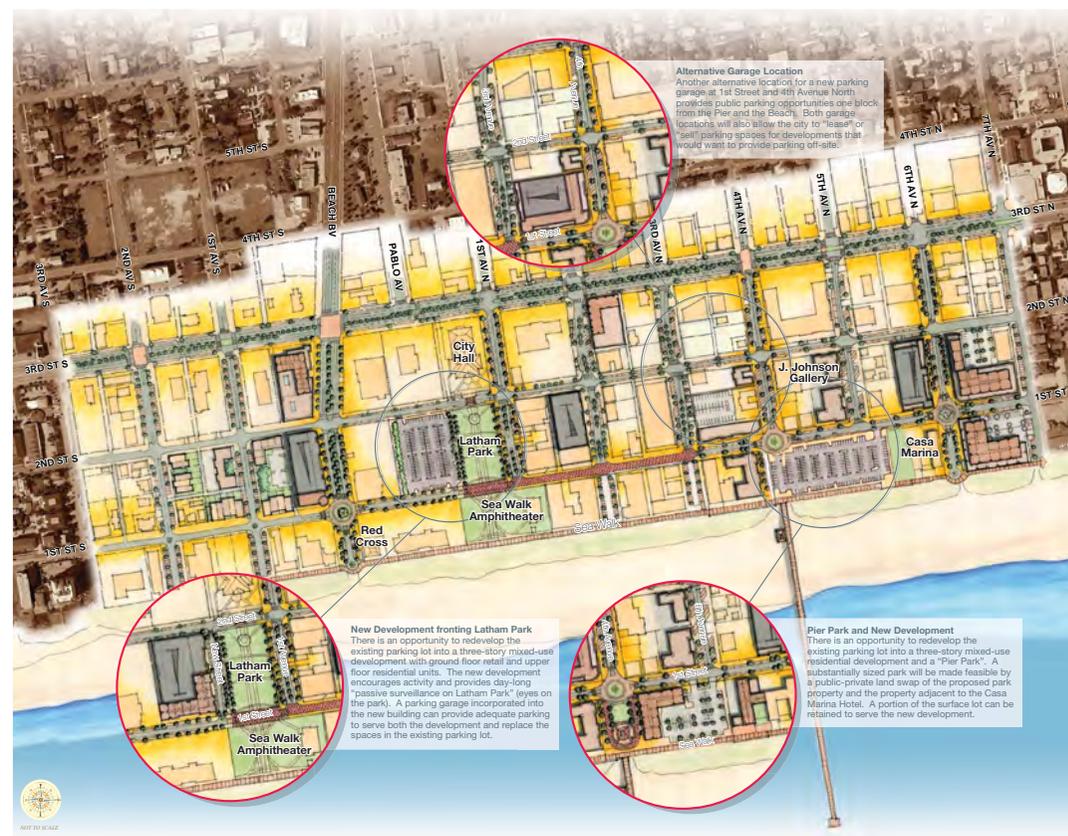
Be Family-Friendly

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.



South Edge of Latham Park



Existing (left): Fence and planting around park edge restrict park access and creates security problems.
Proposed (below): New street and development frames the park and provides "passive surveillance"



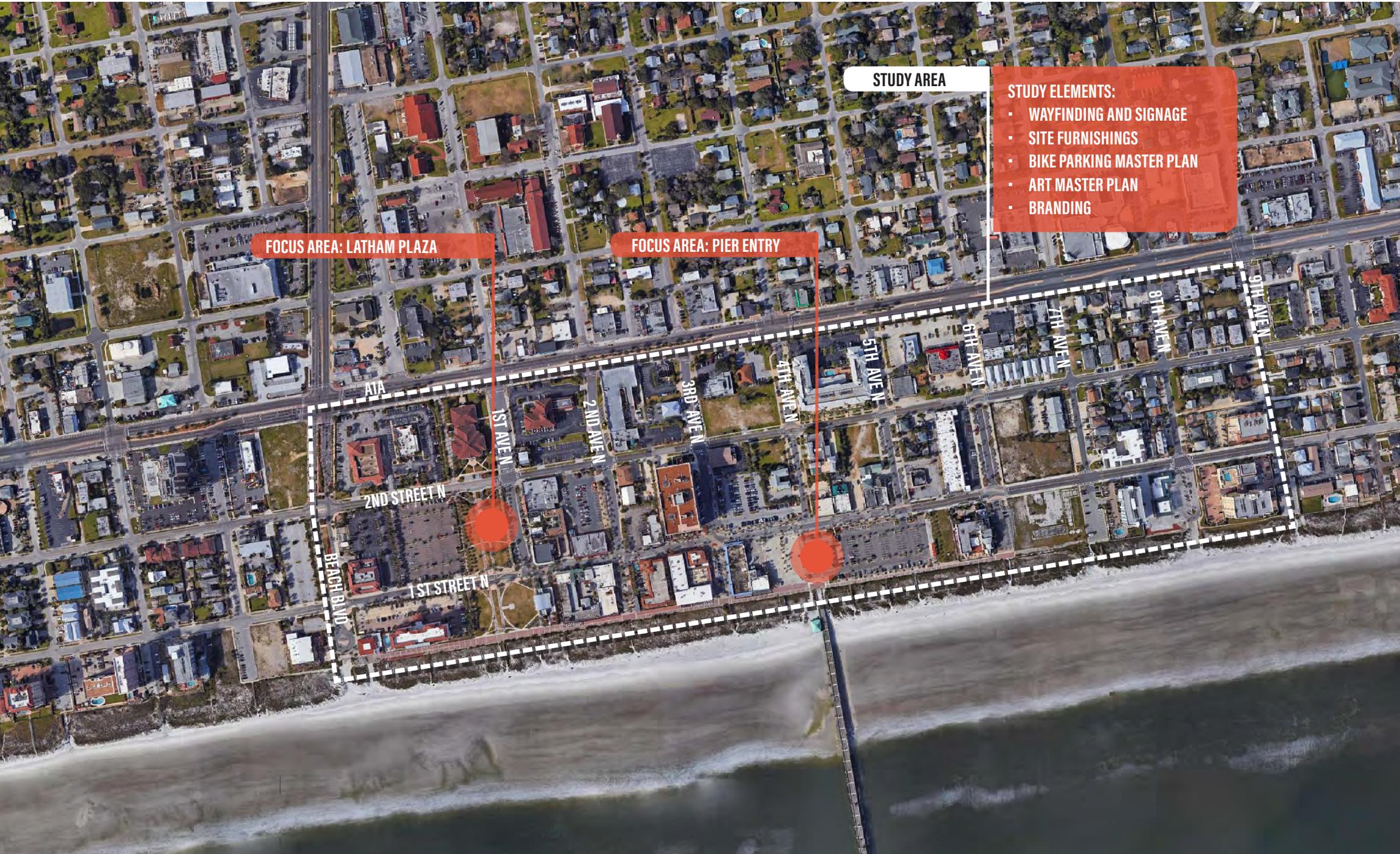
Pier Landing



Existing (left): Pier is terminated by a parking lot.
Proposed (below): New "Pier Park" provides a gathering space and terminates the view to the Beach along 4th Avenue North.



THE NEXT STEPS



STUDY AREA

STUDY ELEMENTS:

- WAYFINDING AND SIGNAGE
- SITE FURNISHINGS
- BIKE PARKING MASTER PLAN
- ART MASTER PLAN
- BRANDING

FOCUS AREA: LATHAM PLAZA

FOCUS AREA: PIER ENTRY

ATA

2ND STREET N

1ST STREET N

BENCH BLVD

1ST AVE N

2ND AVE N

3RD AVE N

4TH AVE N

5TH AVE N

6TH AVE N

7TH AVE N

8TH AVE N

9TH AVE N



DISCOVERY

INVENTORY AND ANALYSIS

ACTIVE RETAIL/RESTAURANTS/SHOPS

3.4 ACRES

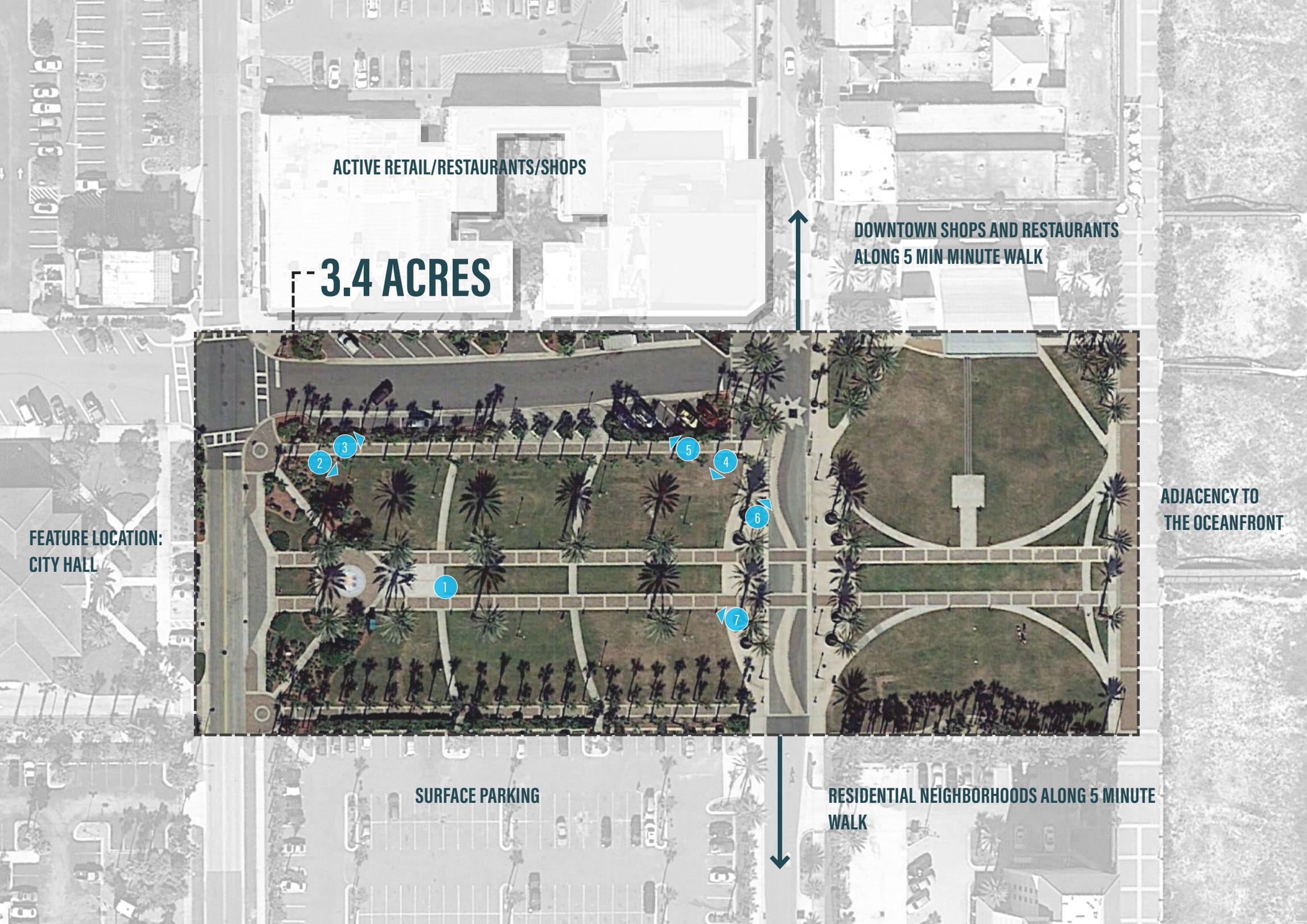
DOWNTOWN SHOPS AND RESTAURANTS
ALONG 5 MINUTE WALK

FEATURE LOCATION:
CITY HALL

ADJACENCY TO
THE OCEANFRONT

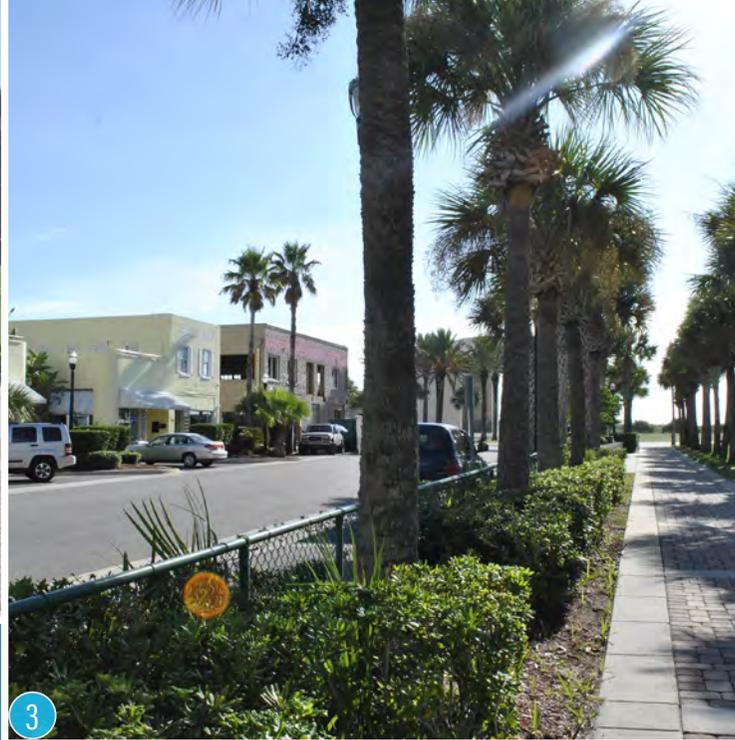
SURFACE PARKING

RESIDENTIAL NEIGHBORHOODS ALONG 5 MINUTE
WALK





1

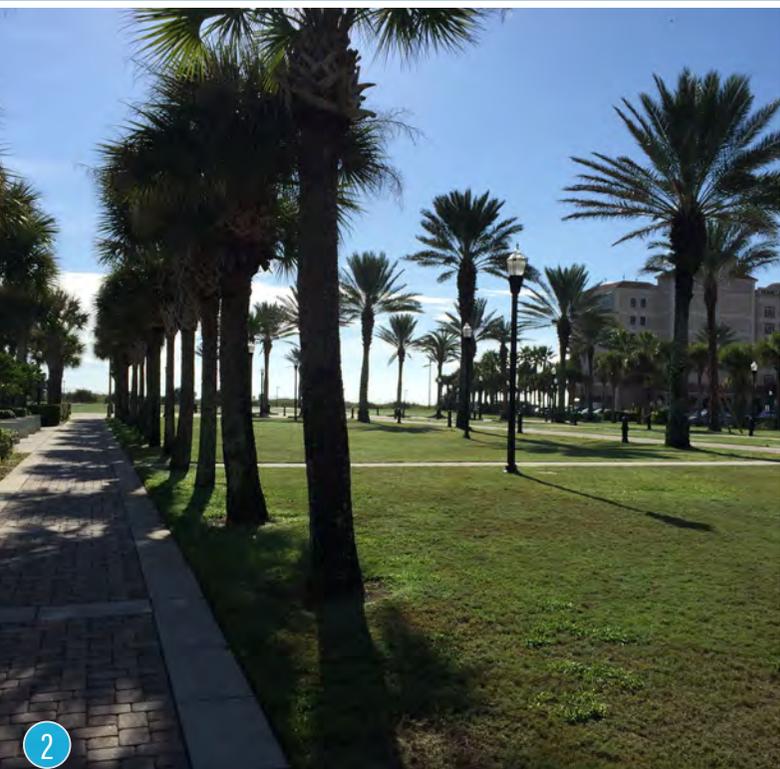


3



5

FOCUS AREA: LATHAM PLAZA



2



4



6



7

SHOPS/ RESTAURANTS/
RESIDENCES ALONG 5
MINUTE WALK

PARKING

RESTAURANTS /
RETAIL

BEACH



PIER

SHOPS AND RESTAURANTS
ALONG 5 MINUTE WALK

PARKING

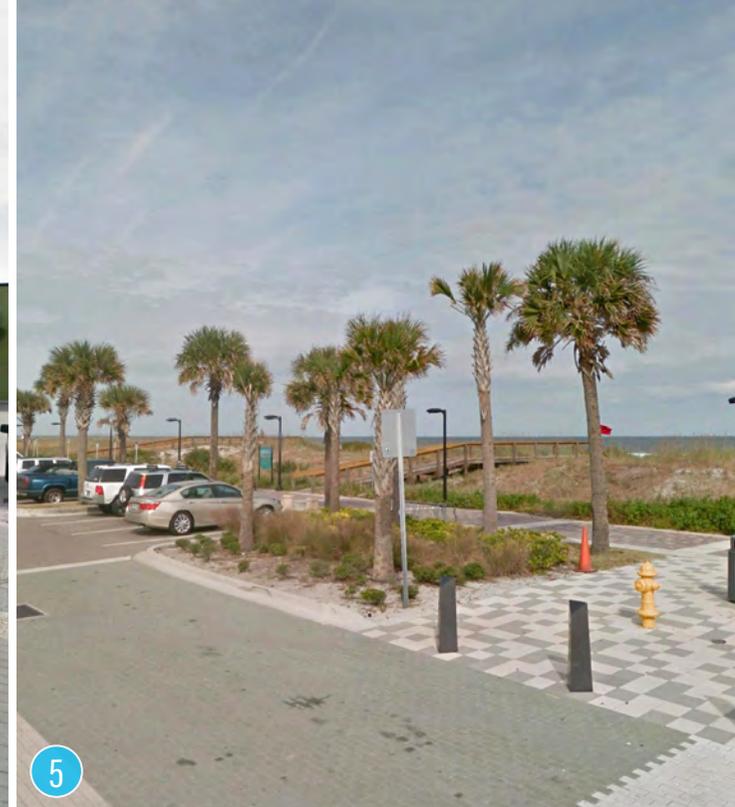
PARKING



1



3

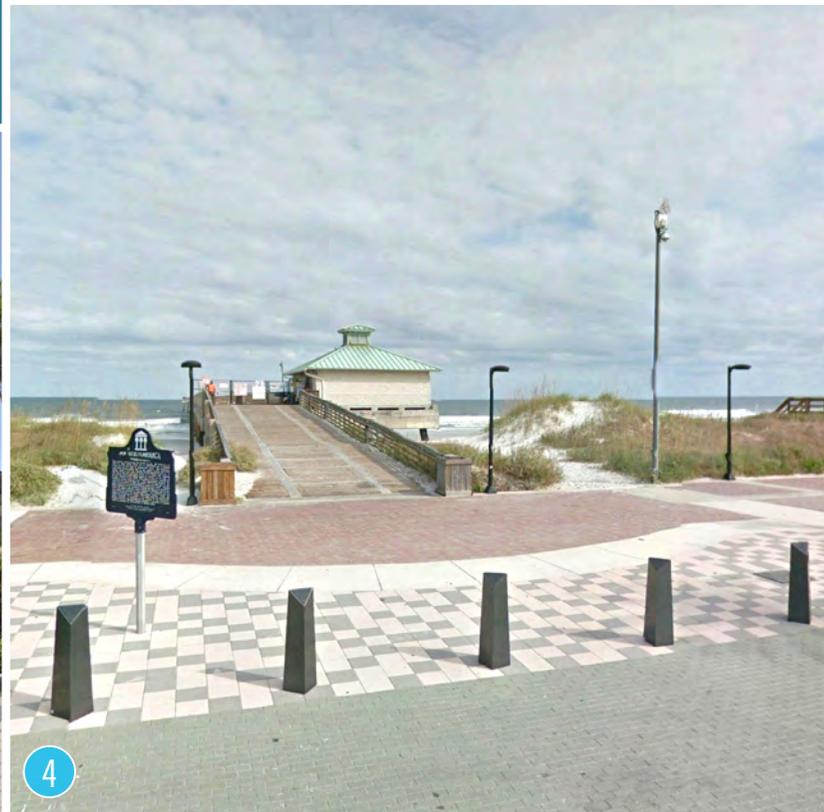


5

**FOCUS AREA:
PIER ENTRY**



2



4

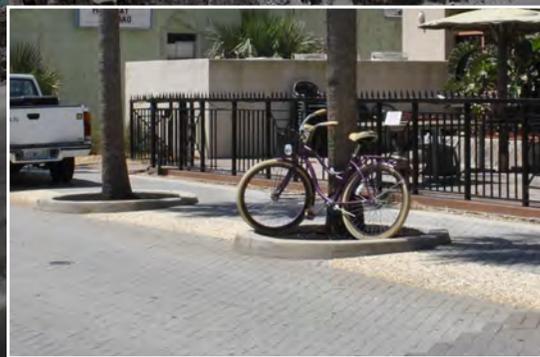
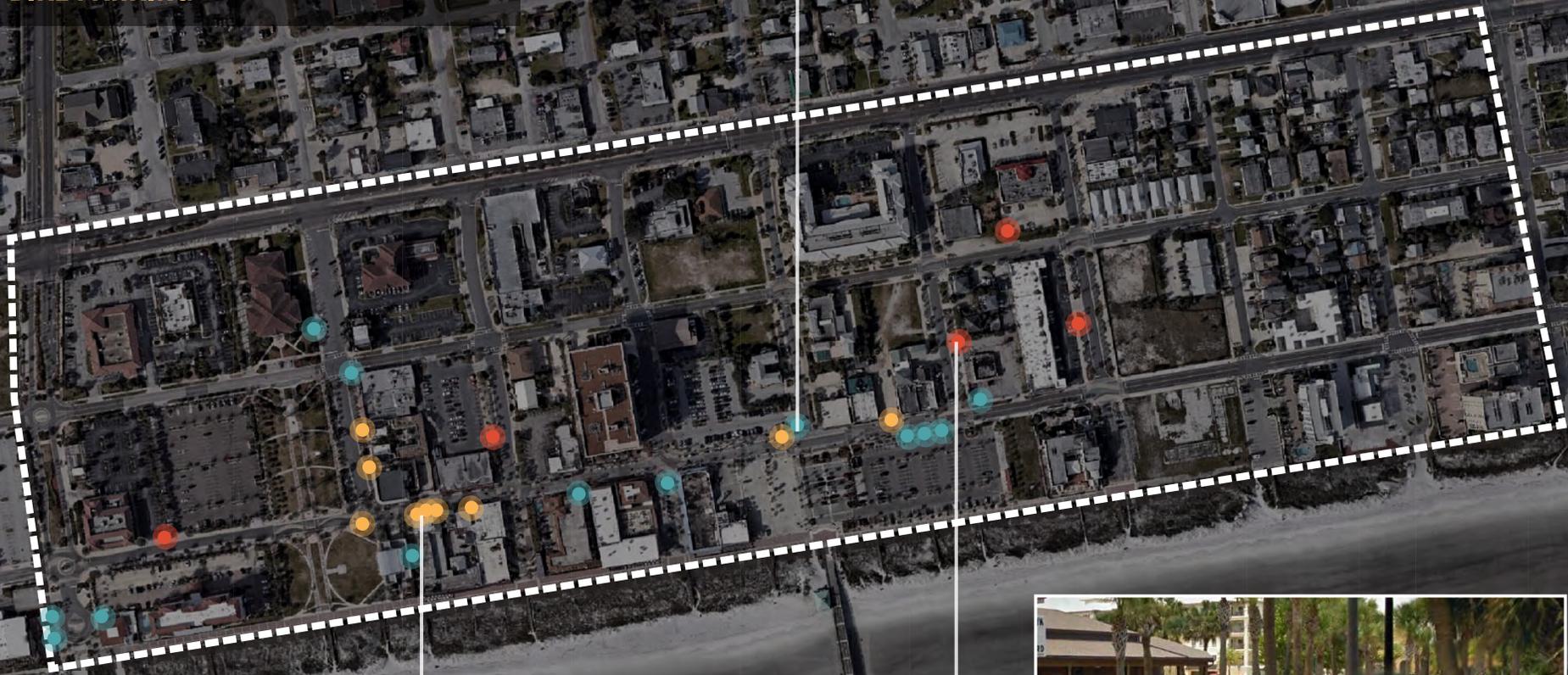


6

STUDY ELEMENT: BICYCLE PARKING

NOTE: OBSERVATIONS WERE MADE DURING VARIOUS SITE VISITS DURING BUSINESS HOURS, PEAK TIMES AND SPECIAL EVENTS.
AN ADDITIONAL SURVEY WAS CONDUCTED IN GOOGLE EARTH.

BIKE PARKING PROVIDED + HIGHLY USED
BIKE PARKING PROVIDED + LESS USED
IMPROVISED BIKE PARKING



STUDY ELEMENT: WAYFINDING AND SIGNAGE

REGULATORY SIGNAGE

DECORATIVE WAYFINDING/ENVIRONMENTAL SIGNAGE

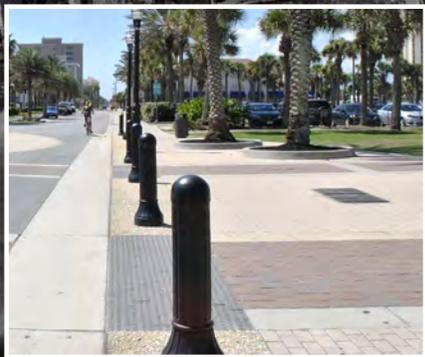


STUDY ELEMENT: SITE FURNISHINGS

SEATING

TRASH RECEPTACLE

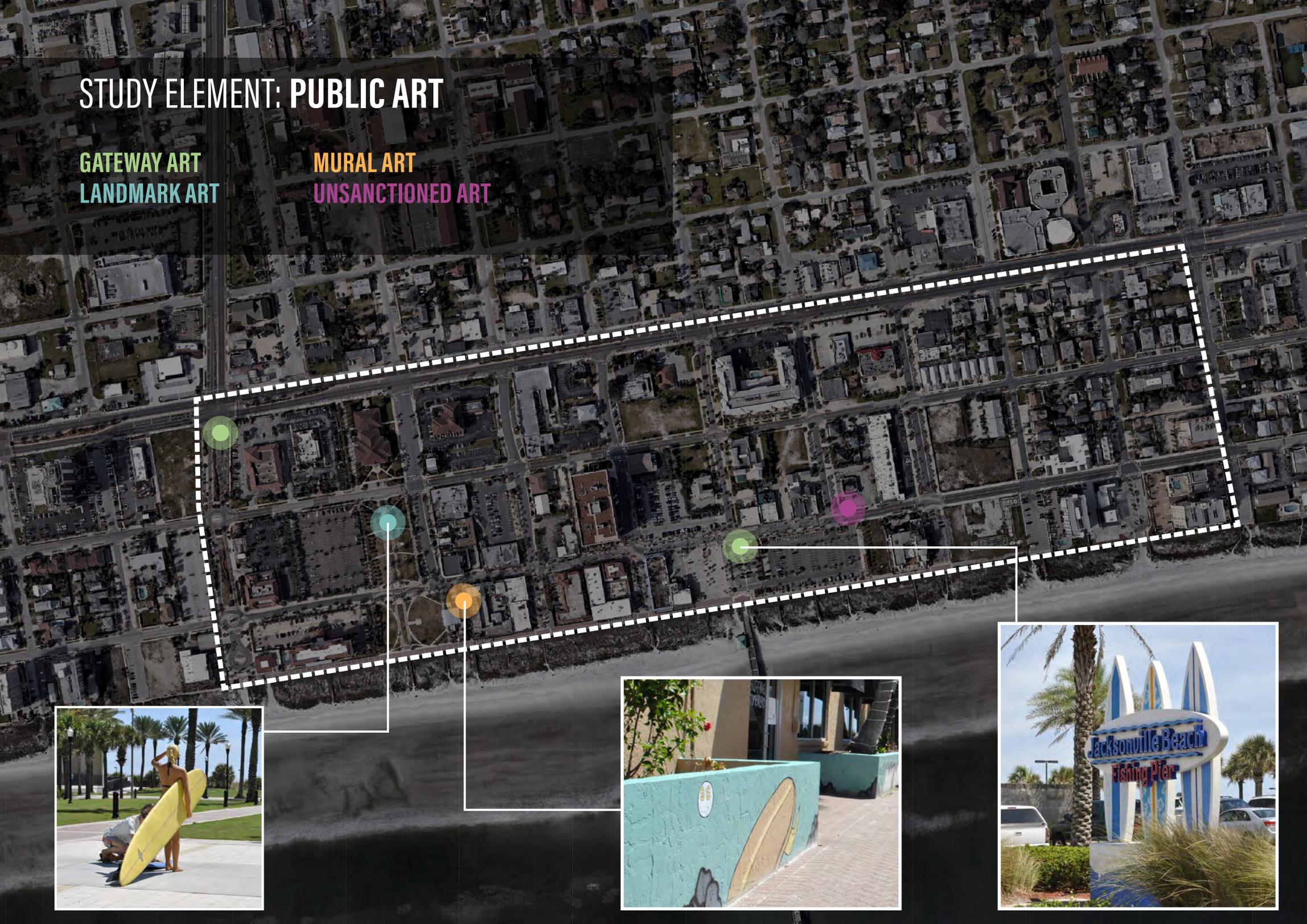
BOLLARD AREA



STUDY ELEMENT: PUBLIC ART

GATEWAY ART
LANDMARK ART

MURAL ART
UNSANCTIONED ART



STUDY ELEMENT: LIGHTING

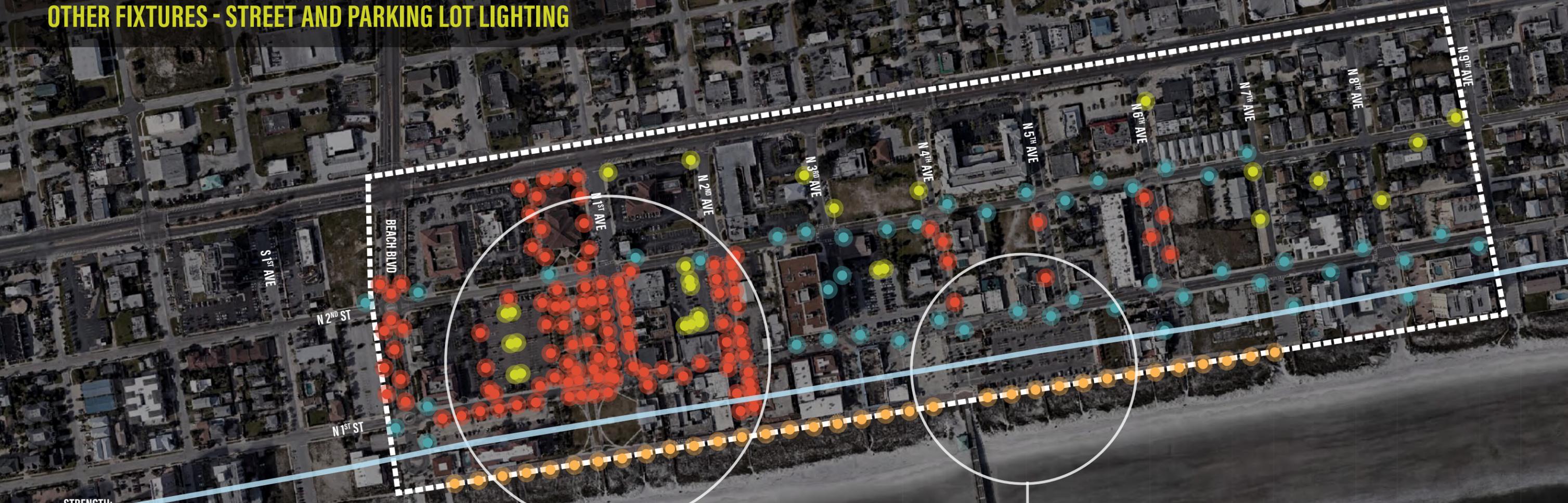
NOTE: OBSERVATIONS WERE MADE DURING VARIOUS SITE VISITS DURING BUSINESS HOURS, PEAK TIMES AND SPECIAL EVENTS.

MONGOOSE FIXTURES - STREET LIGHTING

GRANVILLE FIXTURES - PEDESTRIAN AND STREET LIGHTING

BOARDWALK FIXTURES - SEA TURTLE FRIENDLY

OTHER FIXTURES - STREET AND PARKING LOT LIGHTING



STRENGTH:

- MONGOOSE FIXTURES ARE GOOD FOR OVERALL VEHICULAR LIGHTING
- BOARDWALK LIGHTING IS APPROPRIATE FOR SEA TURTLE HABITATS

WEAKNESS:

- AMPHITHEATER BOLLARD LIGHTING IS BROKEN/OUT
- GRANVILLE "ACORN" FIXTURE SPREADS LIGHT UP AND AWAY FROM SIDEWALK
- LIGHTING FIXTURES AND TYPE ARE INCONSISTENT (BAD FOR MAINTENANCE)
- LIGHTING TYPES VARY - CREATES LESS UNIFORMITY

OPPORTUNITIES:

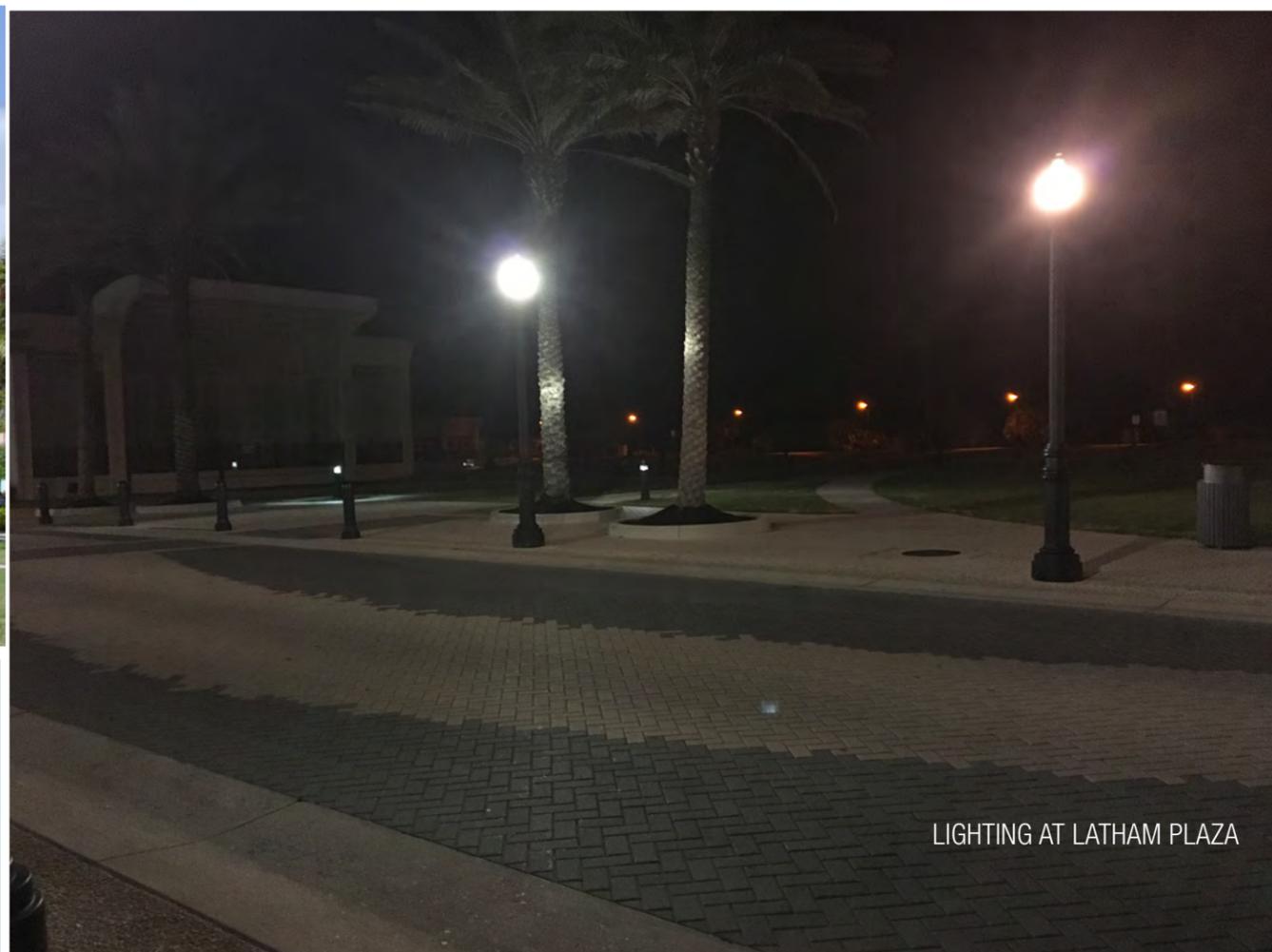
- GRANVILLE FIXTURE OFFERS MANY CUT-OFF AND REFLECTIVE HOODS TO BETTER FOCUS EXISTING FIXTURES

THREATS:

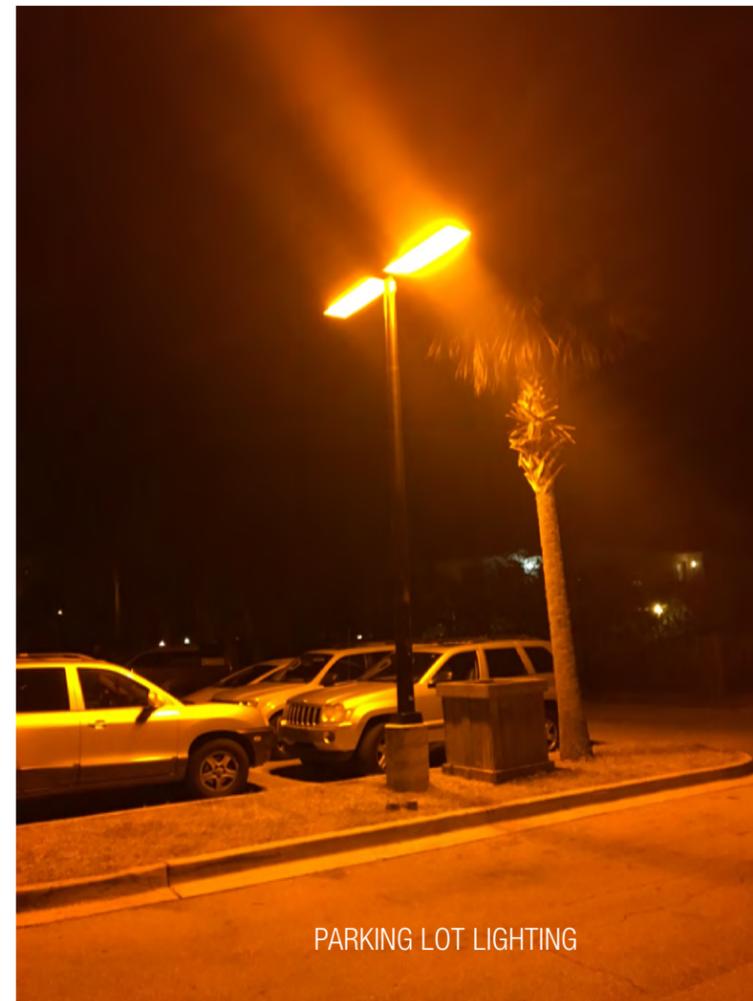
- SOME PRIVATE FIXTURES ARE NOT APPROPRIATE FOR SEA TURTLE HABITAT AREAS (WITHIN 300' OF TURTLE NESTS)
- PARKING LOT FIXTURES ARE HIGH WATTAGE AND CREATE DEEP SHADOWS



GRANVILLE FIXTURE



LIGHTING AT LATHAM PLAZA



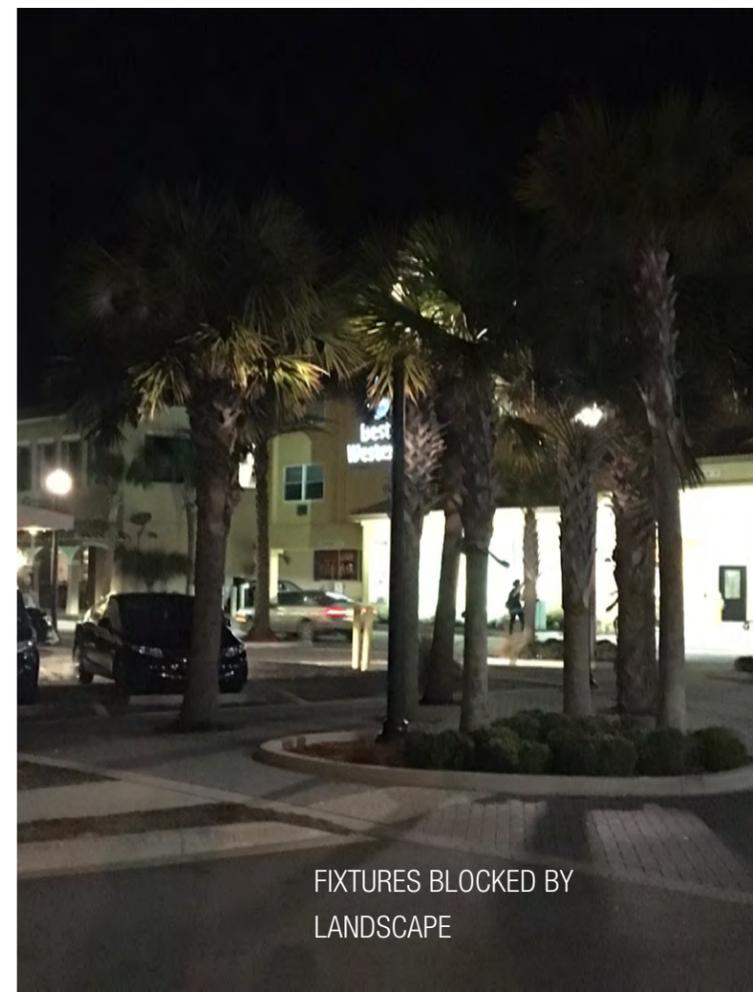
PARKING LOT LIGHTING



BOARDWALK LIGHTING



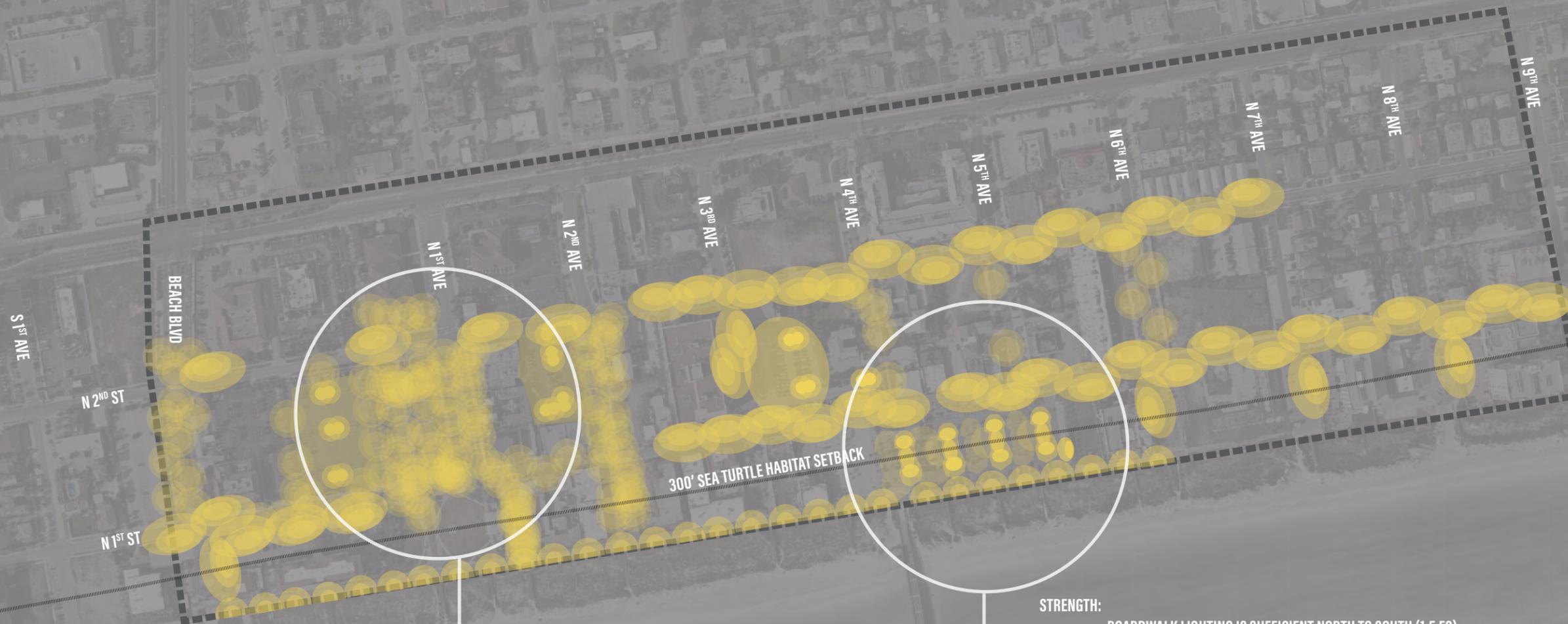
STREET END LIGHTING



FIXTURES BLOCKED BY LANDSCAPE

STUDY ELEMENT: LIGHTING

NOTE: OBSERVATIONS WERE MADE DURING VARIOUS SITE VISITS DURING BUSINESS HOURS, PEAK TIMES AND SPECIAL EVENTS.



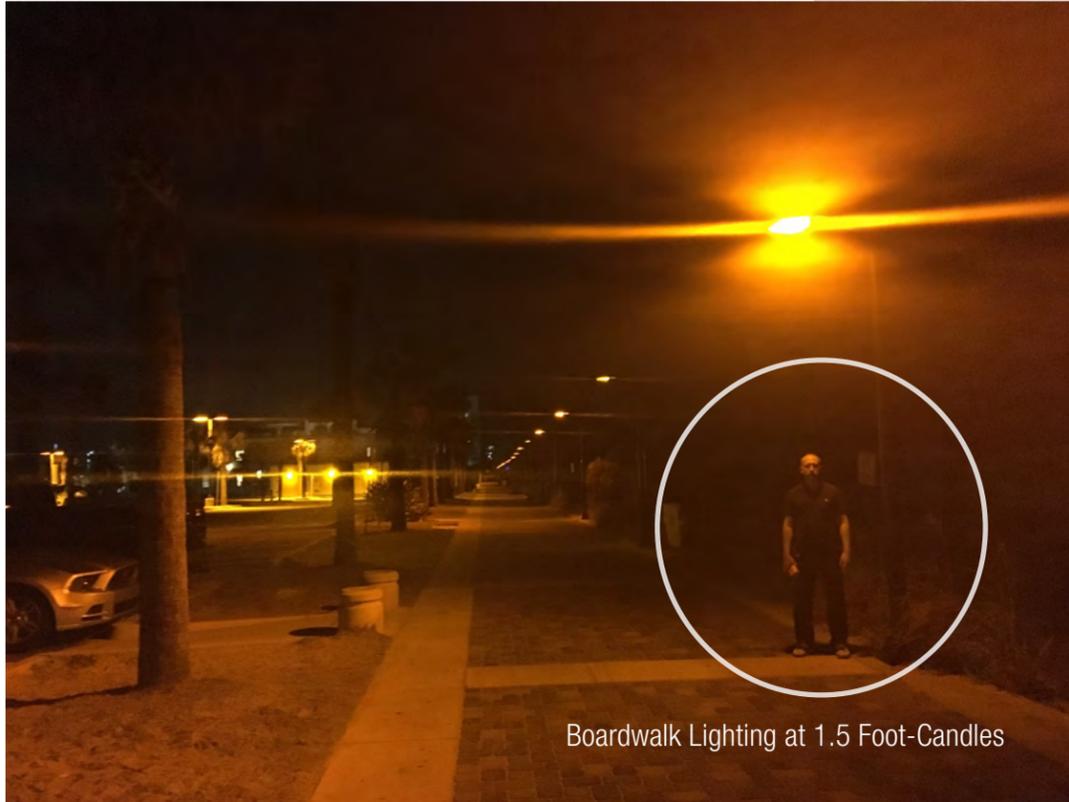
300' SEA TURTLE HABITAT SETBACK

STRENGTH:

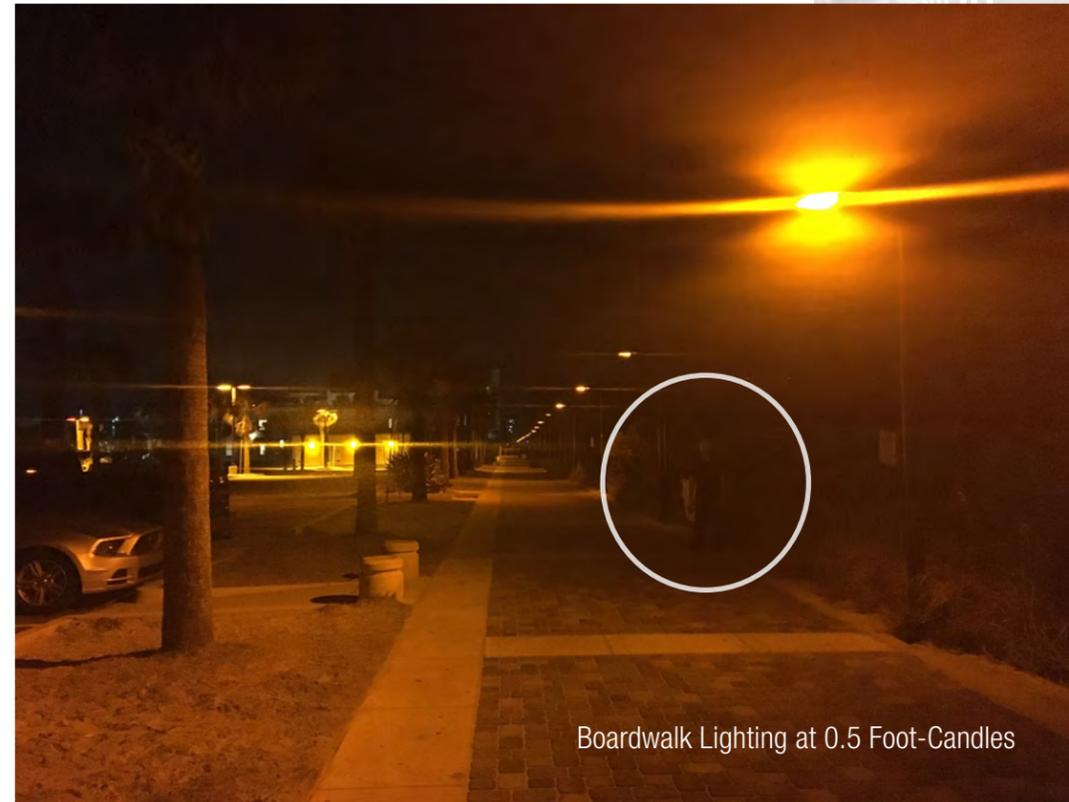
- BOARDWALK LIGHTING IS SUFFICIENT NORTH TO SOUTH (1.5 FC)
- STREET LIGHTING IS MORE THAN SUFFICIENT (1.5 FC)

WEAKNESS:

- LIGHTING IS MISPLACED FOR FLEXIBLE EVENT SPACE
- AMPHITHEATER LIGHTING IS BROKEN/OUT
- PUBLIC LOTS AND STREET ENDS ARE SPOTTY - RANGES FROM +20 AT LIGHT SOURCE TO 0.05 AT PARKING AISLES WITH NO LIGHTS)
- GAP OF ADEQUATE LIGHTING BETWEEN 1ST STREET AND BOARDWALK
- NOT ENOUGH LIGHTING ON STREETS WITH ONLY GRANVILLE FIXTURES
- NOT ENOUGH OVERLAP IN SOME PEDESTRIAN AREAS



Boardwalk Lighting at 1.5 Foot-Candles



Boardwalk Lighting at 0.5 Foot-Candles

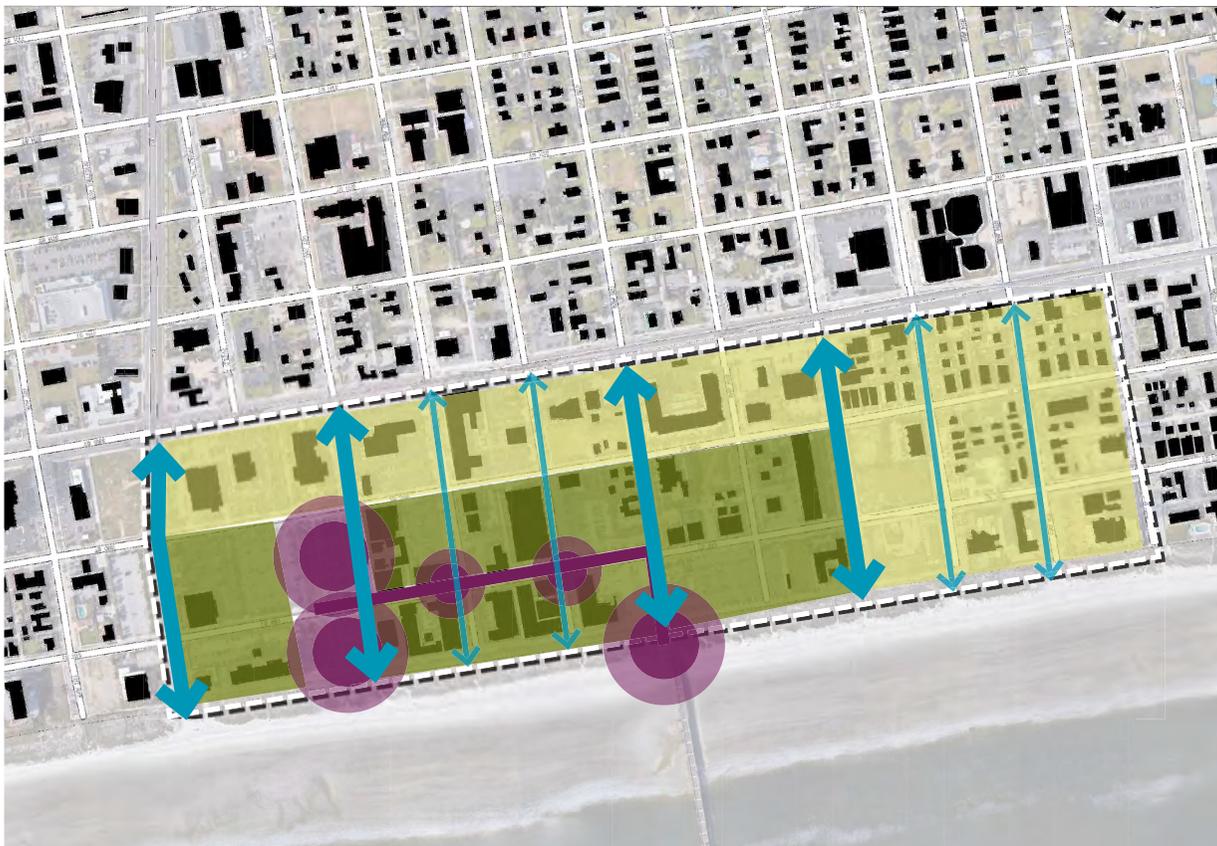
RECOMMEND FOOT CANDLES

STREETS (FDOT): 1.0
 SIDEWALKS (CPTED): 0.20 - 0.5



SYNTHESIS AND STRATEGIES

The principles established in the 2007 Downtown Master Plan still guide the overall development in the area. At a smaller scale, the following strategies help to establish frameworks for efficient development and focus efforts on specific design opportunities, priorities and criteria for levels of maintenance :



FOCUS ON REDEVELOPMENT OPPORTUNITIES:

- Locate “catalyst” sites at areas of high energy and social interaction, and invest in the public infrastructure to get the greatest return on private re-investment.
- Connect the City through the east/west streets to the Ocean through the implementation of improved pedestrian and bicycle facilities and the integration of art.

ENCOURAGE COOPERATION AND COORDINATION:

- Form relationships between the merchants, residents, and City to:
 - Activate Latham Plaza for minimum number of days per year.
 - Create realistic goals for maintenance and operations, trash collection, and loading deliveries between the local businesses and the City.
 - Create standardization of site furnishings, landscape and lighting.

BALANCE COST AND MAINTENANCE:

- Prioritize the feature areas of high civic, social and interactive spaces that will require higher levels of maintenance.
- Streets and corridors cost/maintenance will vary due to size and proximity.
- Identify larger areas for low cost/maintenance.



J. Johnson
Gallery

Casa
Marina

1ST ST N

DESIGN

LATHAM PLAZA

Being the heart of downtown, the plaza is redesigned to maximize its attraction and appeal to families and patrons throughout the week while still accommodating large events.

PROGRAM

ARCHITECTURAL ELEMENT | SEASONAL CONCESSIONS
SHADED SEATING

FLEXIBLE PLAZA | INTERACTIVE PLAY ELEMENTS
MOVABLE SEATING
BOCCE
DINING TERRACE

FLEXIBLE LAWN | PERFORMANCE SPACE
FARMER'S MARKET
FESTIVALS
CAR SHOWS

EDGE | TREE CANOPY
BUFFERS
FRAMED VIEWS
LANDSCAPE
RAIN GARDENS
BIKE PARKING

WATER INTERACTION | SPLASH PAD
FOUNTAIN

FRAMEWORK 1

KEY:

- ARCHITECTURAL ELEMENT
- FLEXIBLE PLAZA
- FLEXIBLE LAWN
- EDGE
- WATER INTERACTION



FRAMEWORK 2

KEY:

- ARCHITECTURAL ELEMENT
- FLEXIBLE PLAZA
- FLEXIBLE LAWN
- EDGE
- WATER INTERACTION



THE PIER

The Pier, currently the city's main waterfront connection, the pier is reconfigured to create a more artful, civic entry statement that fully embodies the new brand / identity.



KEY:

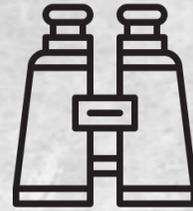
- 1 ENHANCED PLANTING
- 2 RELOCATED VETERAN'S MEMORIAL
- 3 ENHANCED PLAZA
- 4 SNOW FENCING
- 5 ENHANCED GATE
- 6 ART WRAP ON BUILDING
- 7 "DAWN PATROL" ELEVATED BOARDWALK
- 8 RELOCATED PIER SIGN
- 9 ADDITIONAL BIKE PARKING (4 CAR SPACES)
- 10 ICON ART





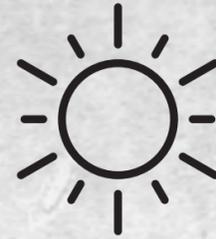
BRANDING

BUILDING UPON
A CITY'S ICON



OVERVIEW

- Create a distinctive visual brand language
- Appeal to our target audiences
- A laid-back yet vibrant community
- Welcoming environment for residents
- Attract visitors seeking a welcoming, family-friendly town



LOOK & FEEL

- Merging the essences of being warm, unifying and fun
- A very structured organization, incorporating organic and/or architectural visual references and textures
- Emote relaxation, vibrancy and being open
- A bright, vivid and exciting color palette
- Derivative of contemporary design, with the intent to reflect a focus on the outgoing and relaxed nature of the community

JAX



BEACH





Love Life.
LOVE LIVING.



To live is to connect with what makes life worth living. We smile. We learn. And, we love. And, we do it all along 22 miles of white sand beaches.

JAX
BEACH



f JAXBEACHLIVING } JAXBEACHLIVING

Love Meetings.
LOVE LIVING.



To live is to connect with what makes life worth living. We smile. We learn. And, we love. And, we do it all along 22 miles of white sand beaches.

f JAXBEACHLIVING } JAXBEACHLIVING

Love Playing.
LOVE LIVING.



To live is to connect with what makes life worth living. We smile. We learn. And, we love. And, we do it all along 22 miles of white sand beaches.

f JAXBEACHLIVING } JAXBEACHLIVING



- MUNICIPAL LOGO -



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WELCOMING,
RELAXING
& FUN



A scenic view of a beach with dunes, a pier, and people in the background. The foreground is dominated by tall, dry grasses. In the middle ground, there's a sandy beach with a few people and a small canopy. The background shows the ocean and a long pier extending into the water under a clear sky.

Visit jaxbeachliving.net to complete our survey!

THANK YOU!