



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.



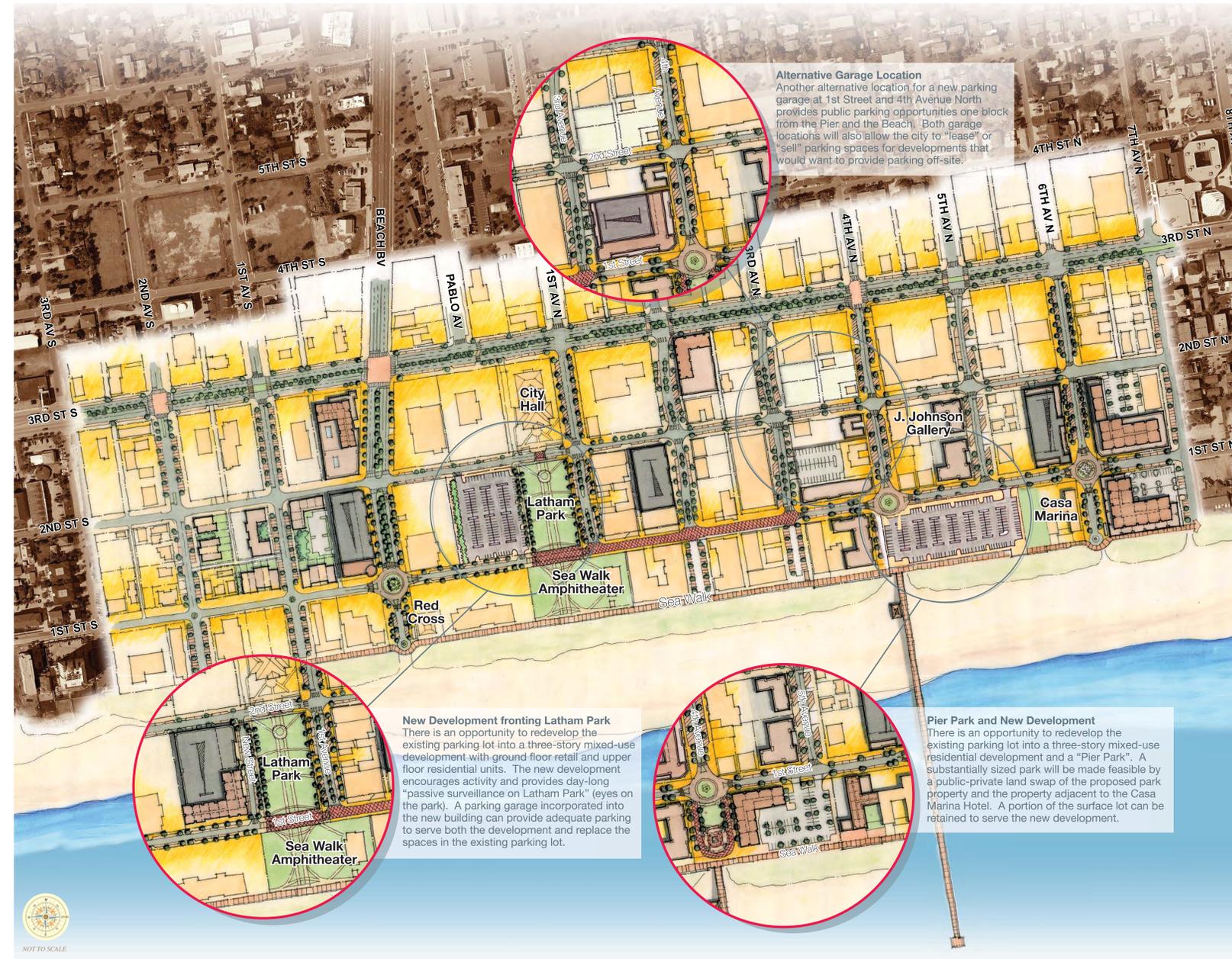
Be Family-Friendly

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 **Vision Plan** identified four corridors that are considered the premier entry ways into the Downtown. Each Corridor provides a terminus to the beach, identifies specific strategies that will implement the Vision Plan and classifies the timing of each strategy as follows: short term – immediately or within three years, mid-term, three to five years, and long term - more than five years.



Example of a boulevard with on-street parking and improved streetscape (photo courtesy of Steve Price)



Parking garage tucked behind liner residential and commercial uses



Roundabout at 4th Avenue North Pier Corridor functions as a landmark and traffic calming device



A concentration of retail uses along 6th Street can create a "shopping district"



Typical Roundabout Configuration



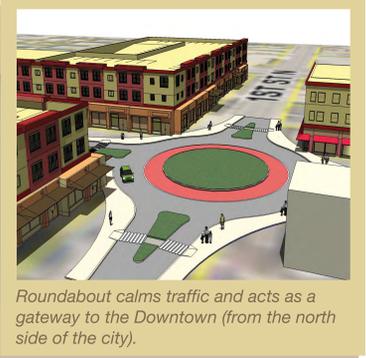
Example of a Mini-Circle



Two-way street along Latham Park fronted by ground floor retail uses



New residential-based mixed use development flank either side of the "Pier Park"



Roundabout calms traffic and acts as a gateway to the Downtown (from the north side of the city).



Gateway Corridor

	Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
1 Improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture) along Beach Boulevard.	●		
2 Reduce Beach Boulevard from four lanes to two lanes, widen median, and add on-street parking between 2nd Street and 1st Street.	●		
3 Introduce roundabout as a southern gateway to Downtown and as a traffic calming feature on 1st Street.	●		
4 Organize parking between 1st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	●		
5 Encourage new development to have a mix of uses and to front and address Beach Boulevard.	●		
6 Encourage the development of a joint-use parking garage serving existing and new commercial uses. The parking garage will have ground floor commercial uses along Beach Boulevard.		●	●
7 Incorporate public bathrooms and shower facilities at turn-around next to the Red Cross building.		●	

Civic Corridor

8 Enhance pedestrian level lighting in Latham Park.		●	
9 Develop new two-way street with parallel on-street parking along south side of Latham Park.		●	●
10 Redevelop existing parking lot as a mixed-use project. The two to three-level building will include a garage that will provide parking spaces to replace existing surface parking spaces and the needs of the new development. The new structure will have ground floor commercial uses fronting Latham Park and two to three levels of residential and/or office uses.		●	●
11 Redevelop existing surface lot as a new public parking garage that will support the parking needs of existing retail/restaurant uses as well as beach visitors.			●

Pier Corridor

12 Organize on-street parking on 6th Avenue North and improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	●		
13 Develop a new pier park programmed with activities of children and families. The park can include a spray fountain/splash fountain that can serve as a place to cool-off and as a public park amenity. Incorporate a driveway to for beach users to drop-off/pick-up as park of the park design. (A potential land swap between the City and private property owners would allow for a substantial sized Pier Park.)		●	●
14 New residential and commercial development can frame either side of the new pier park and the view toward the beach and the fishing pier.		●	●
15 Relocate restroom facilities that are near Casa Marina		●	●
16 Retain a portion of the existing surface parking lot to serve the new residential development.		●	●
17 Encourage infill residential-based mixed-use development along 4th Avenue North.	●	●	●
18 Develop a public parking garage to serve beach users and area retail uses. (Explore the feasibility of alternative location for this parking garage.) The potential new parking garage can also lease or "sell" parking spaces to relieve on-site parking needs of new developments.		●	●
19 Introduce a roundabout at 1st Street as a landmark element and to calm traffic along 1st Street.	●		

Retail Corridor

20 Encourage the expansion of Casa Marina in a form, scale, and character that is respectful of the historic hotel.	●	●	
21 Develop a joint-use parking garage to serve the Casa Marina expansion. The parking garage will be lined with ground floor retail uses along 6th Avenue North and 1st Street.		●	
22 Introduce a roundabout at 1st Street as a northern gateway to downtown and to calm traffic along 1st Street.	●		
23 Encourage a concentration of retail shops along 6th Avenue North as part of new development.		●	●
24 Encourage residential-based mixed-use development on the north side of 6th Avenue North.		●	●
25 Organize on-street parking on 6th Avenue North and improve streetscape (provide continuous sidewalks, new bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	●		
26 Organize on-street parking between 1st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	●		

North-South Streets

27 Introduce on-street parking spaces along either side of 3rd Street. Add bulb-outs at intersections and mid-blocks to create more opportunities for street trees and shorten pedestrian crossing distances. Explore the feasibility of 3rd Street streetscape changes as part of the upcoming Florida Department of Transportation (FDOT) pavement resurfacing work.		●	
28 Reduce median cuts along 3rd Street.		●	
29 Relocate traffic signal from 2nd Avenue North to 4th Avenue North		●	
30 Introduce new crosswalks along 3rd Street.		●	
31 Introduce parallel on-street parking along 2nd Street between Beach Boulevard and 7th Avenue North.	●		
32 Provide narrower travel lanes and introduce parallel on-street parking along 1st Street between Beach Boulevard and Latham Park and between 3rd Avenue North and 7th Avenue North.	●		
33 Develop 1st Street as a "festival street" between 2nd Avenue North and 3rd Avenue North by varying the texture and color of roadway finish.	●		
34 Enhance existing speed table between Latham Park and Sea Walk Pavilion.	●		
35 Introduce traffic circles west of Beach Boulevard as traffic calming devices and neighborhood features.	●		
36 Improve streetscapes (provide continuous sidewalks, street trees, pedestrian lighting, wayfinding and other street furniture) and crosswalks along all north-south streets. Introduce street trees along median.	●		

The Four Corridors to the Beach



Red Cross

Gateway Corridor

Beach Boulevard is the southern gateway to the CBD's core. Because of its regional transportation significance, the Boulevard is also an important commercial corridor, offering great visual and physical access to beach. The historic Red Cross lifeguard center terminates the corridor vista to the beach.



City Hall, Latham Plaza and Amphitheater

Civic Corridor

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



The Pier

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 treasured public amenities call for additional care and attention to this corridor's streetscape treatments 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.

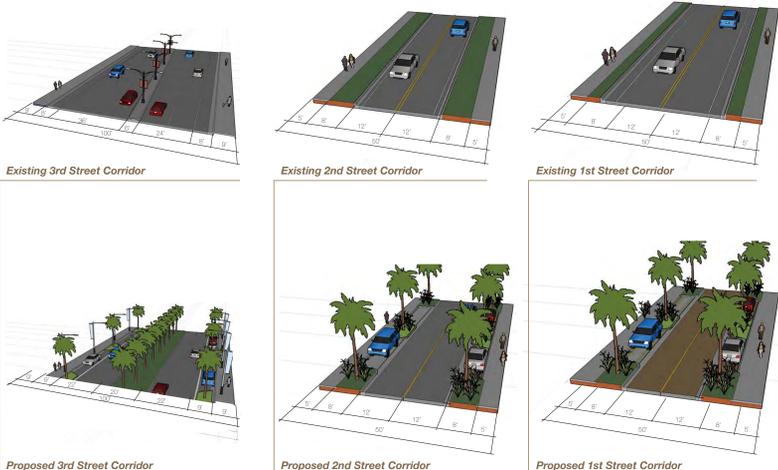


Casa Marina Hotel

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 boardwalk. Properties along the Corridor are mostly underutilized and vacant. The opportunity exists to create a new retail shopping experience along this corridor that would complement the beach activities. New residential-based development will also encourage more year-round and day-time activity in the CBD.

Existing and Proposed Cross Sections



Existing 3rd Street Corridor

Existing 2nd Street Corridor

Existing 1st Street Corridor

Proposed 3rd Street Corridor

Proposed 2nd Street Corridor

Proposed 1st Street Corridor