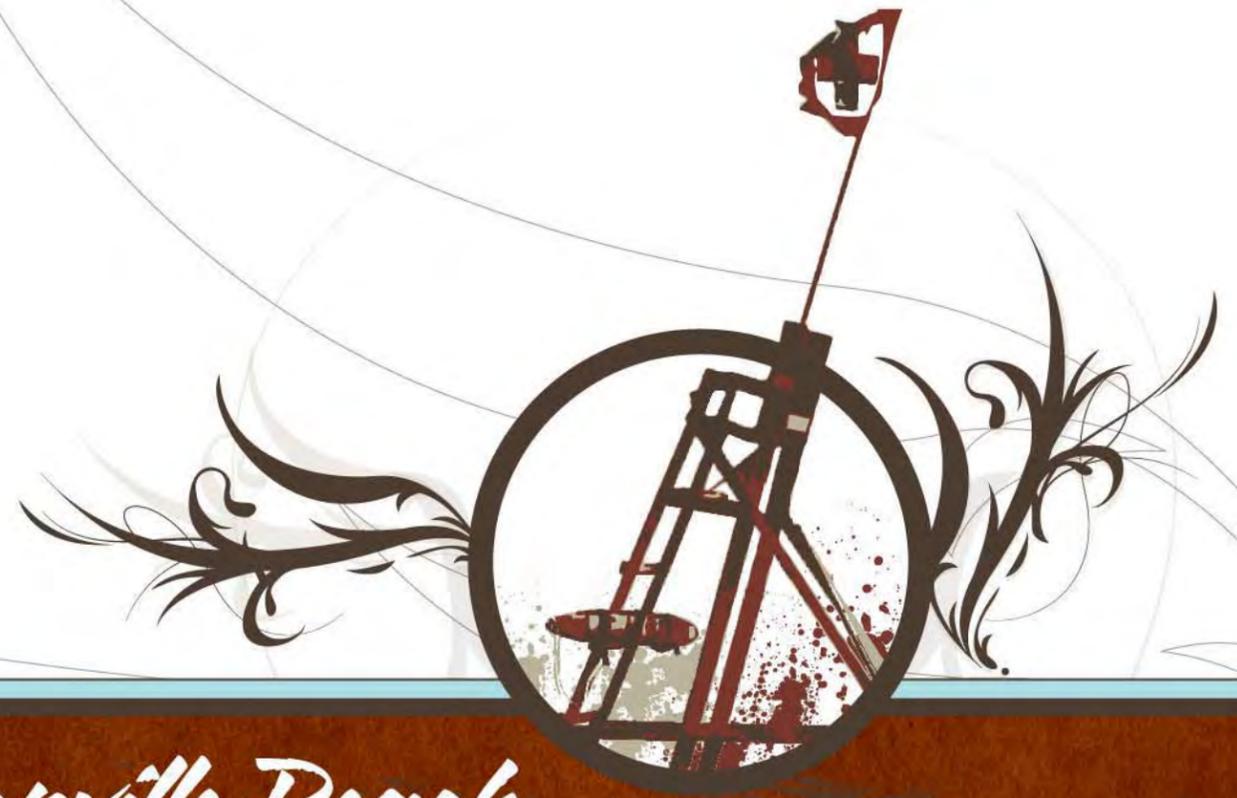


DECEMBER 23, 2009



*Downtown Jacksonville Beach*  
STREETScape DESIGN MASTER PLAN



### 3 . DESIGN

## MASTER DESIGN PLAN - FORM and FUNCTION

#### BEACH BOULEVARD

The median is widened and travel lanes are reduced in number and width, allowing more generous landscape and pedestrian space as well as parallel parking on the south side on the street.

#### CROSSWALKS

All crosswalks at A1A have been pulled east off of the F.D.O.T. right-of way. Crosswalks are constructed of concrete pavers.

#### LIFEGUARD STATION

Parking is reconfigured to allow accessible parking near a new accessible ramp to the Life Guard Station. It is recommended that all parking in this area be designated as permit parking only for handicapped users and city vehicles to ensure access by emergency vehicles.

#### LANDSCAPE

Existing median landscape is supplemented with additional Sabal Palms and native grasses. Evergreen trees are added on the north side to visually buffer the existing CVS parking lot and the Pump Station. Date Palms add height and formality in contrast to the naturalistic median plantings.

#### PAVING

Decorative Concrete sidewalks with concrete paver accent panels

#### LIGHTING

Cobra head fixture on concrete pole with decorative bracket and banner arms

#### SITE FURNISHINGS

Trash Receptacles, bike racks

#### SIGNS and WAYFINDING

Large lifeguard chair gateway feature in central median at A1A.

Interpretive and event banners on lightpoles

Themed street sign blades

 ENTRY ICON

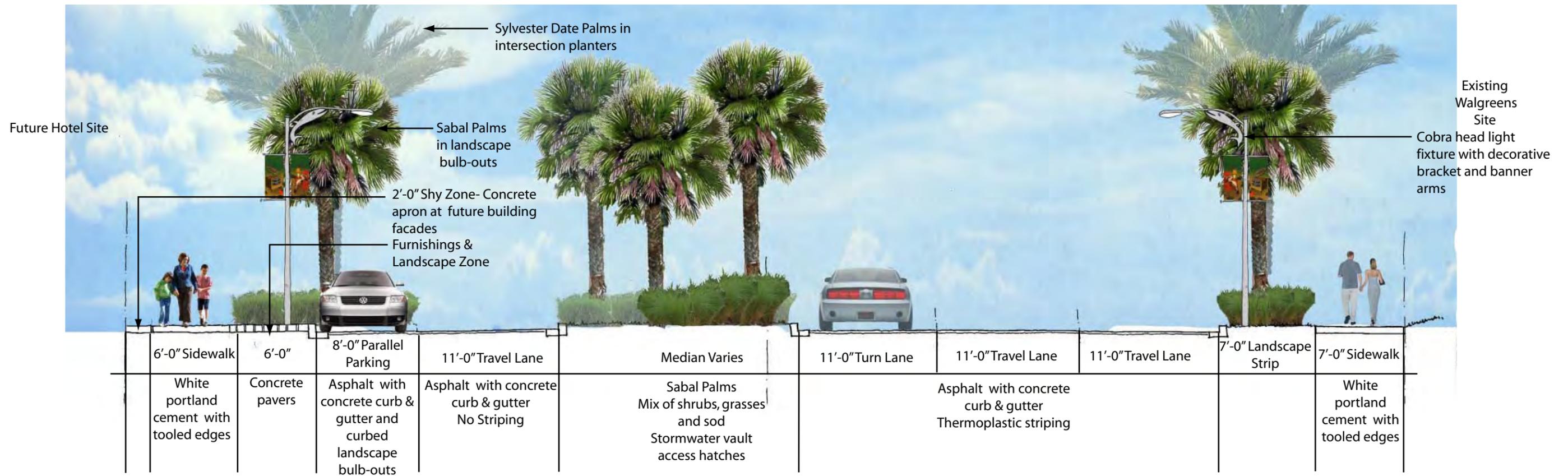
 TRASH RECEPTACLE

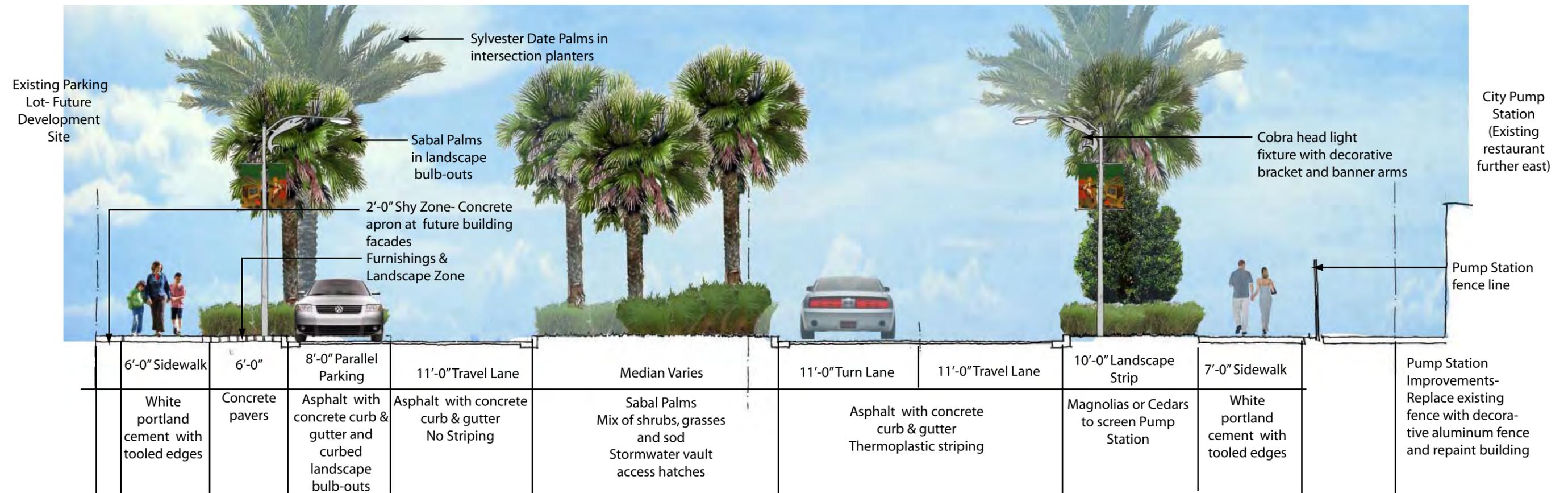






BEACH BOULEVARD SECTIONS

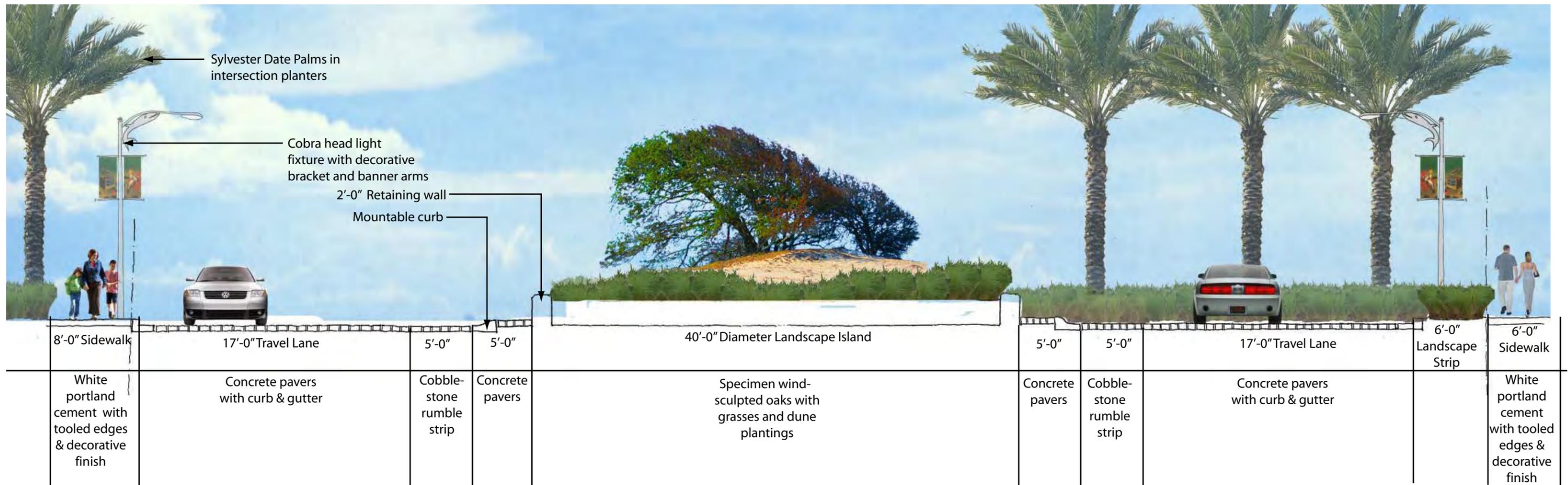






BEACH BOULEVARD ROUNDABOUT

The large roundabout at Beach Boulevard uses multiple paving colors to reduce the perceived travel lane width. The size of the central island requires a large scale feature. A specimen wind sculpted tree or group of trees is proposed here to create a dramatic gateway to 1st Street.





### PAVING

Decorative Concrete sidewalks  
Concrete paver vehicular space with multiple colors and textures to visually reduce the travel lane width.

### CROSSWALKS

Concrete pavers

### LIGHTING

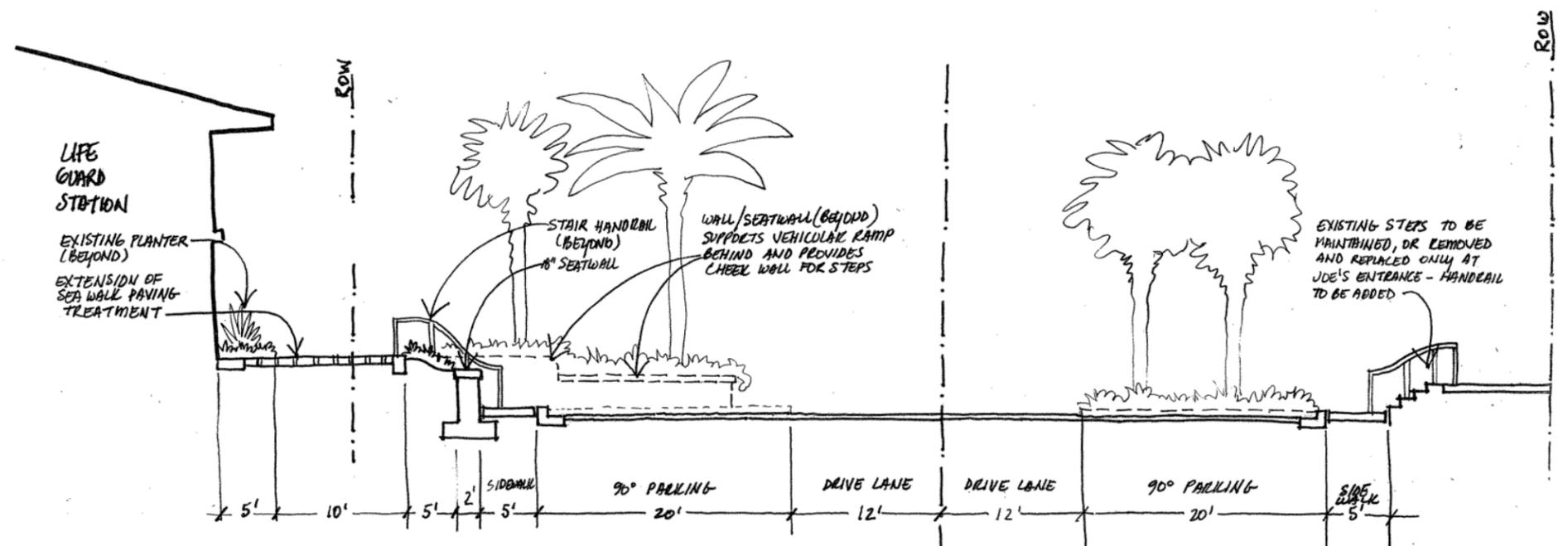
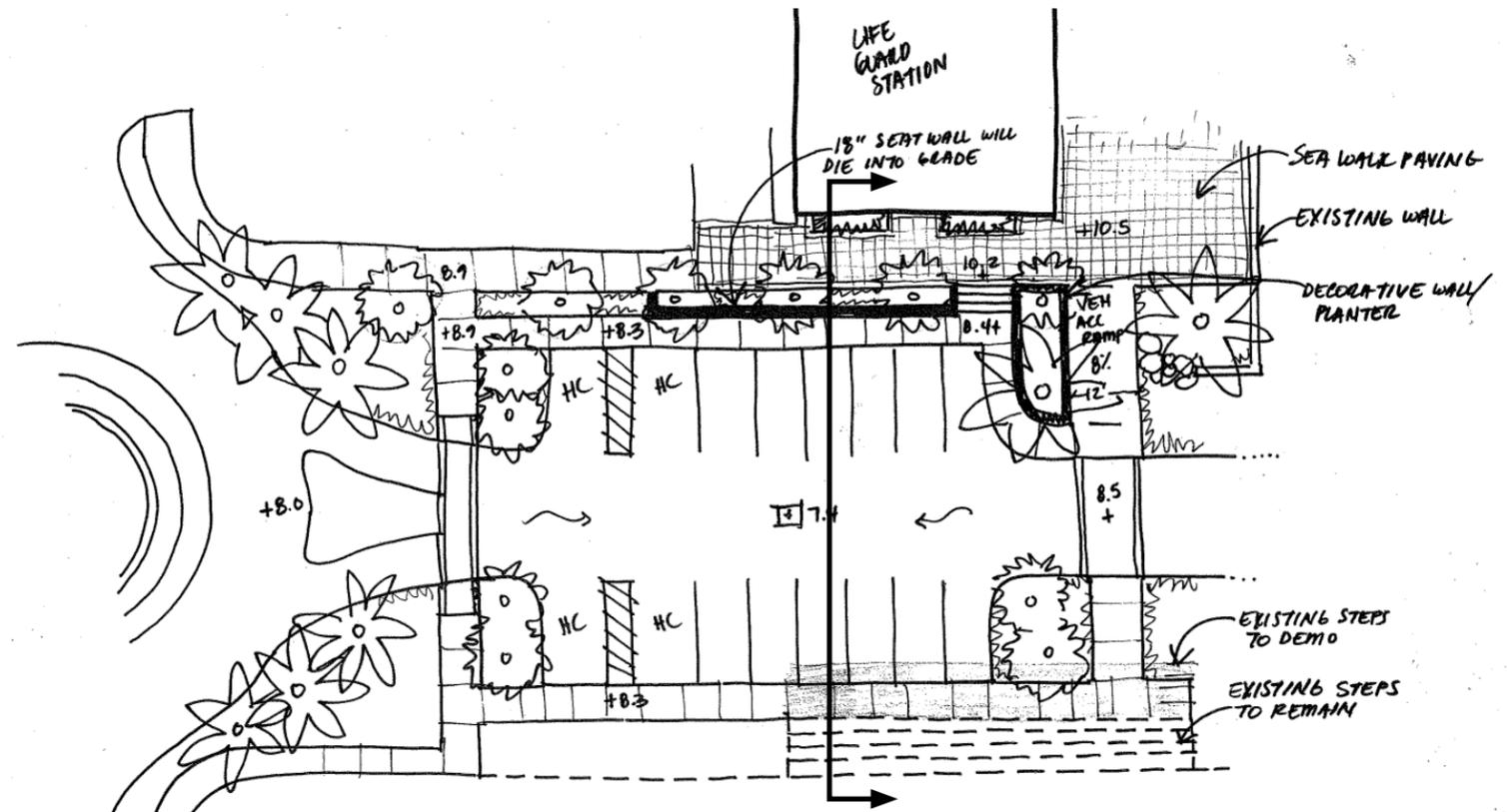
Cobra head fixture on concrete pole with decorative bracket and banner arms

### LANDSCAPE

Icon specimen wind sculpted oak or pine  
Dune grasses, dune flowering plants

### RETAINING WALL

Shell tabby or rough stucco finish



LIFEGUARD STATION PROPOSED BEACH PARKING PLAN AND SECTION



1ST STREET - THE FESTIVAL STREET

OPTION A- CURB and GUTTER

This option proposes a fairly traditional Streetscape improvement with a few modifications.

Pavers are relegated to the street. This places the accent decoration on a space that is often open and highly visible-the street. The pedestrian areas are decorative white concrete. Concrete paving is smooth and negotiable for parents with strollers and people in wheelchairs. Further, the idea behind this arrangement is that people and their activities provide the decoration of the pedestrian zone.

The design creates on-street parking on alternate sides of the street. These spaces are subtly marked and blend in with the flow of the paving pattern. The stall markings are the only dividing traffic markings on the street.

Festival paving is continued to the Beach Boulevard Roundabout to reinforce the roundabout as a gateway and to encourage redevelopment on the site of the existing public parking lot.

At Latham Park, the existing flush condition is maintained and expanded to create a large bridge between Latham Park and the Amphitheatre.







1ST STREET - THE FESTIVAL STREET

OPTION A- CURB and GUTTER

The blocks shown here are particularly tight due to encroachment of building arcades into the right-of-way. The plan shown here provides parallel parking on the east side of the street, but the curbs and arcade columns make this a a bit of a squeeze. An alternate alignment that removes the parking spaces and expands the pedestrian zone is provided in the sections following the plan sheets.

An update to the 2nd Avenue North beach parking lot is proposed to match the 3rd Avenue design currently under way by Haskell. It is proposed that the historic wave pattern at the Sea Walk be incorporated into the new paver pattern at these nodes.

-  TRASH RECEPTACLE
-  BENCH





↑ PARKING SHOWN USES DESIGN CURRENTLY IN DEVELOPMENT BY HASKELL



1ST STREET-  
THE FESTIVAL STREET

OPTION A- CURB and GUTTER

PIER PARK

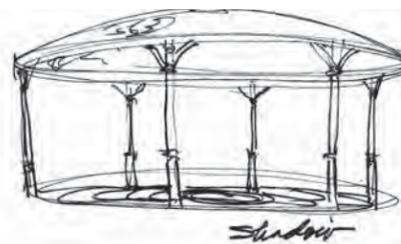
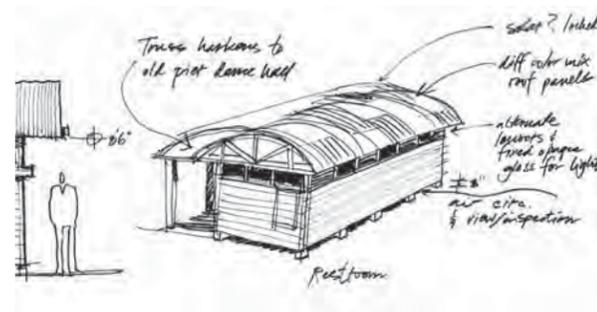
The park creates a terminal vista to the Pier Corridor. This park design assumes that there will be future development bordering the park with deep arcades. It has been suggested that an alternate be designed that maintains the Pier parking lot on the North. This will be part of a future Schematic Design exercise if Option A is selected for refinement.

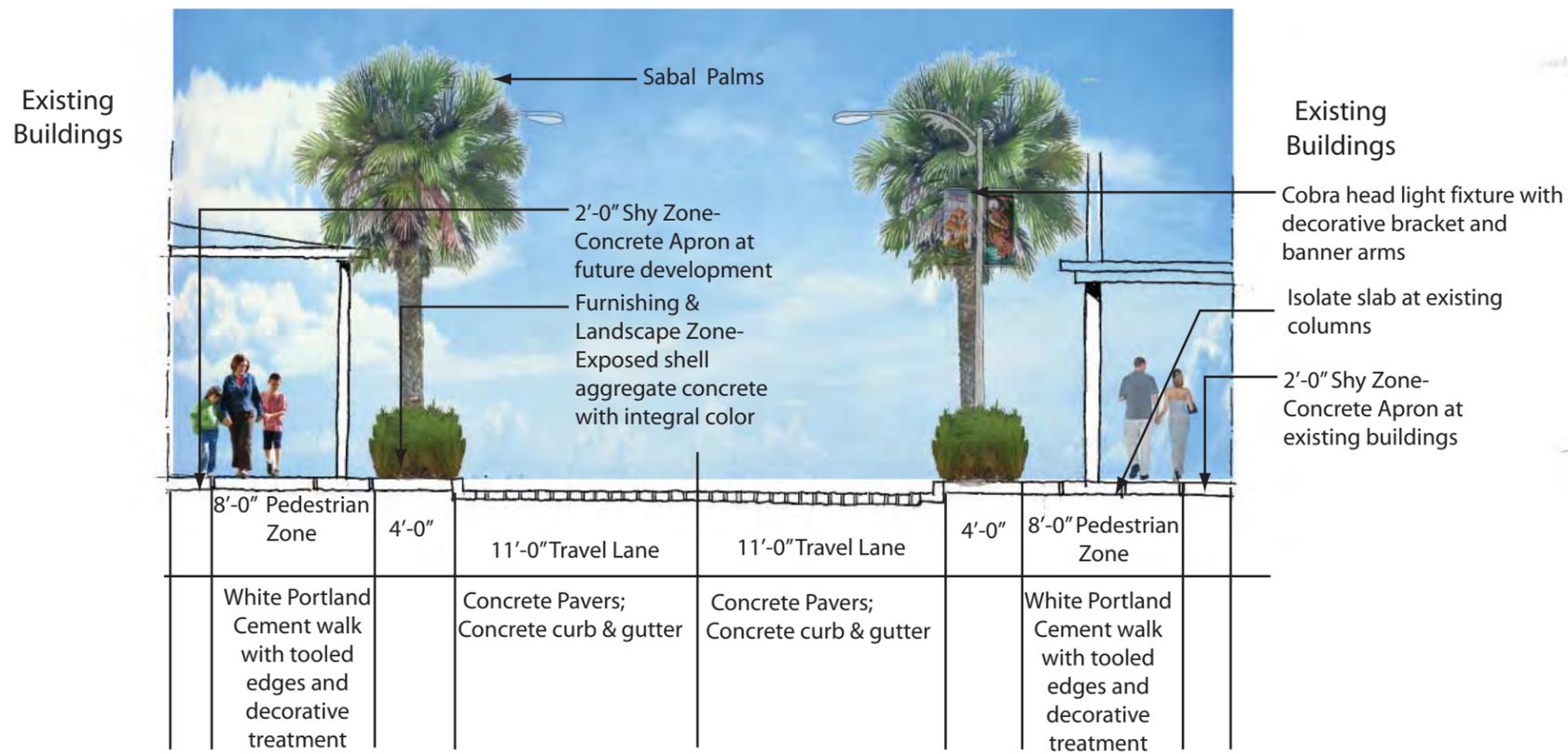
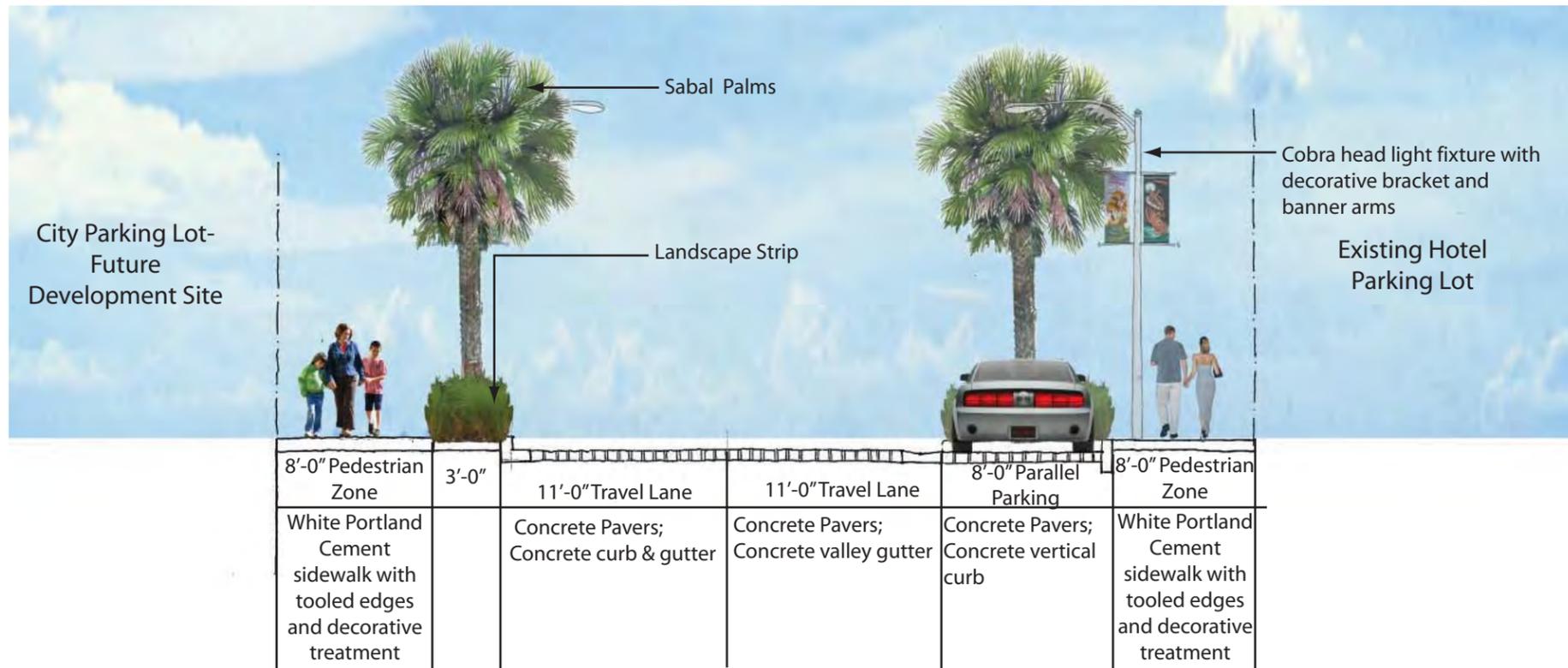
The structure shown houses a concession providing food and beverages to Pier visitors. Alternately, it could be designed as an open trellis structure.

As at the parking areas at 2nd and 4th Avenues, the use of the historic wave pattern in the paving at the Sea Walk is proposed.

North of 4th Avenue, the street returns to standard asphalt. Traffic markings are limited to designation of parking bays.

The travel lanes of the roundabout at 6th Avenue North are also shown as asphalt, but could be pavers.

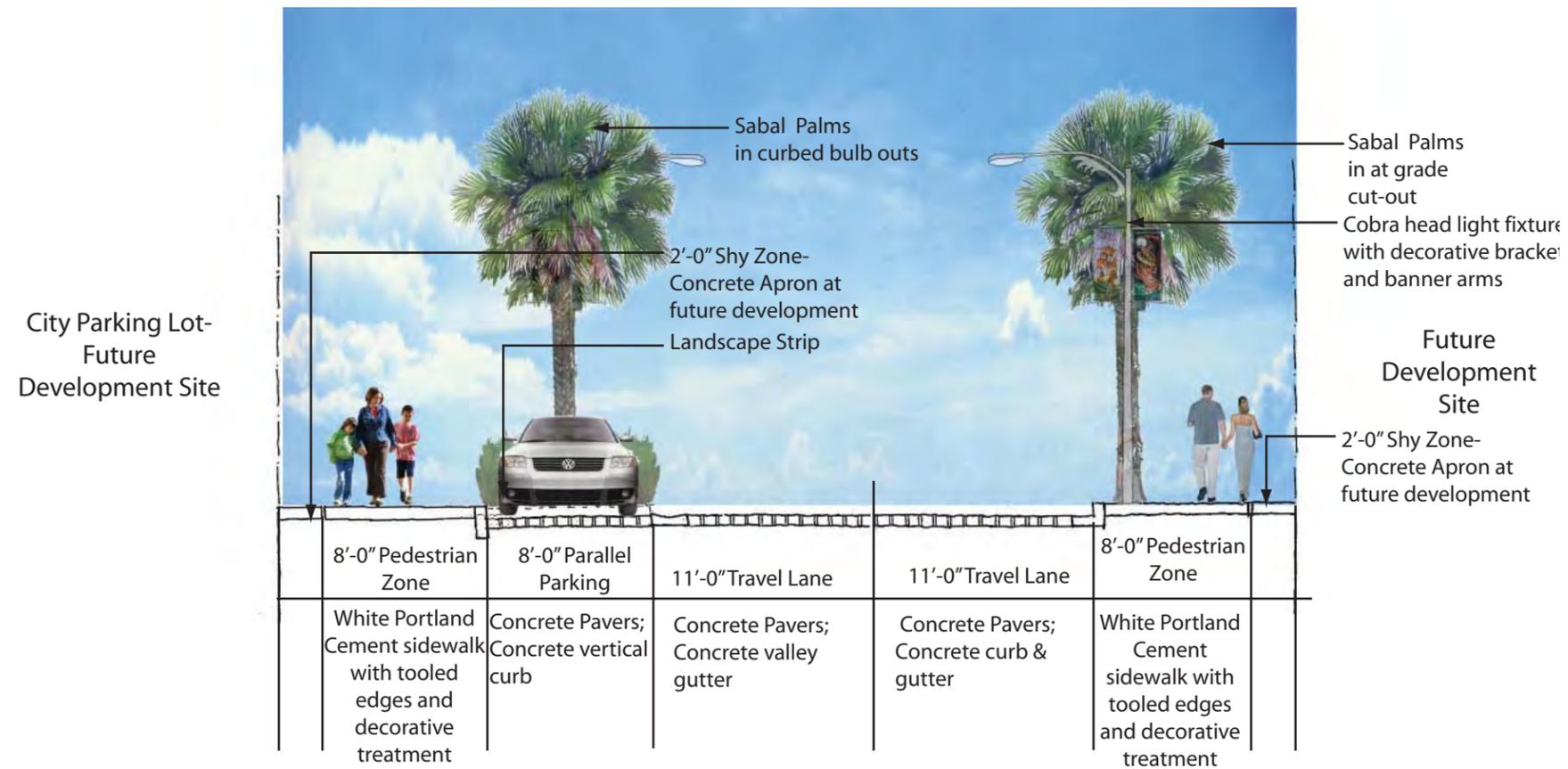






1st STREET - THE FESTIVAL STREET

OPTION A- CURB and GUTTER





### 1ST STREET - THE FESTIVAL STREET

#### OPTION B- SHARED SPACE CONCEPT

By developing the Festival Street as a shared space, the City of Jacksonville Beach can provide a destination unlike any other in the area. This option maximizes " Infusion" by making The Festival Street a true extension of the Sea Walk.

This option contains the Festival Street treatment between Latham Park and the Pier Park. This reinforces the cue to drivers that they have entered into a special place once they move into the flush paving shared space

Although the Shared Space concept relies on the physical environment to dictate behavior by drivers and pedestrians, there may be need for some initial signage to reinforce this until the public becomes used to the idea.



#### OPTION B - SHARED SPACE

##### CROSSWALKS

Concrete pavers and concrete

##### LANDSCAPE

Sabal Palms, Sylvester palms, Magnolias, Cedar, Hollies  
Native grasses and shrubs to give varied texture with low maintenance

##### PAVING

Decorative Finish Concrete sidewalks  
Concrete Pavers or asphalt in vehicular areas

##### LIGHTING

South-Mongoose Fixture on Concrete Pole  
North- Cobra head fixture on concrete pole with decorative bracket and banner arms

##### SITE FURNISHINGS

Trash Receptacles, benches, bike racks, newspaper kiosks  
Landscape Pots

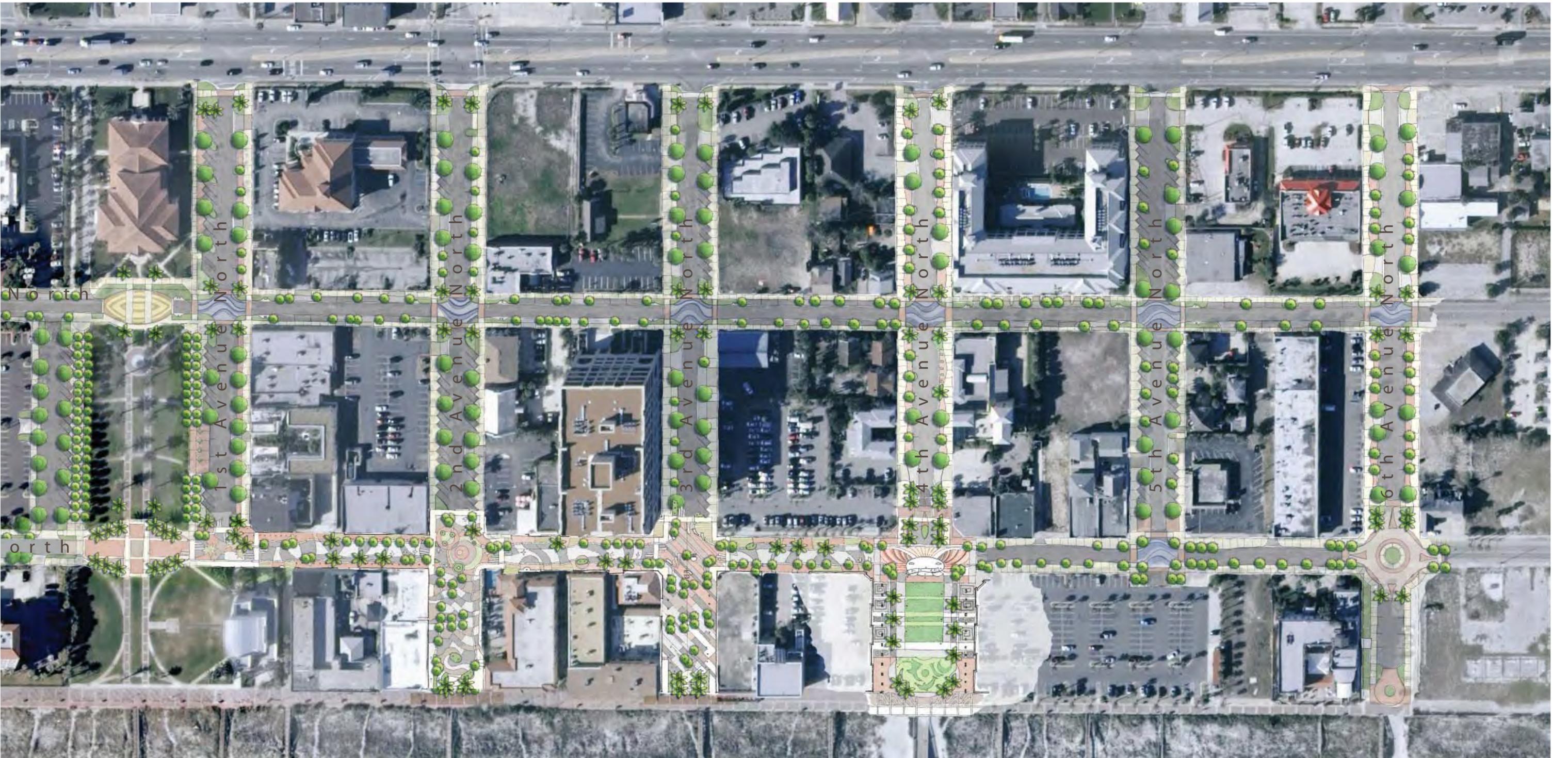
##### SIGNS AND WAYFINDING

Interpretive and event banners on lightpoles  
Themed street sign blades  
Large banner sign opportunity at Pier Park





DOWNTOWN MASTER PLAN FRAMEWORK WITH 1ST STREET OPTION B





### 1ST STREET - THE FESTIVAL STREET

#### OPTION B- SHARED SPACE CONCEPT

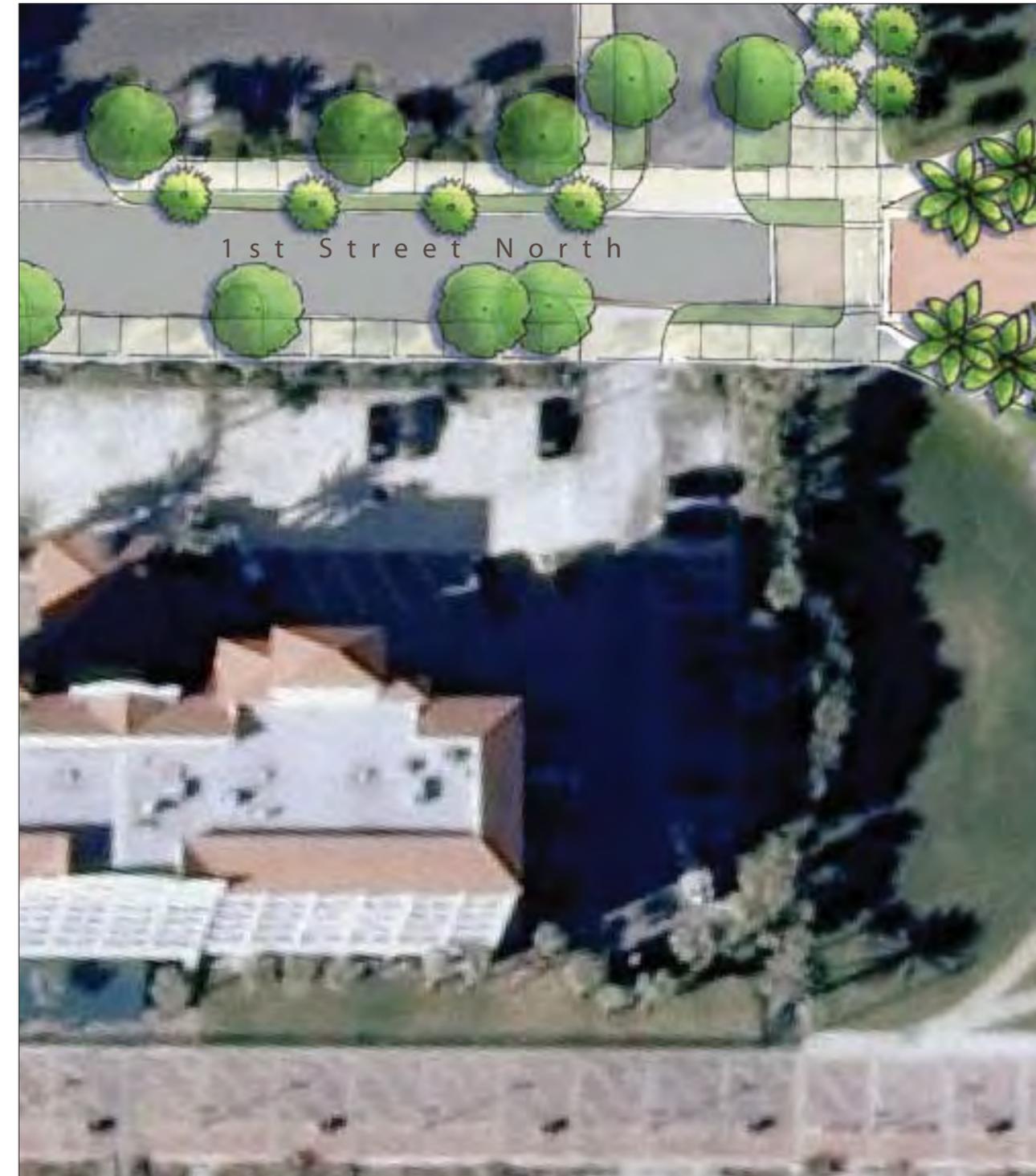
The roadway transitions to the current elevation of the curbed pedestrian space at the Latham Park Plaza from the south and at the Avenues intersections from the west.

The paving pattern contains subtle markings that direct drivers through the space. Vertical elements such as trees planters and seatwalls reinforce the travel lanes.

Detectable warning paving lines the flush spaces with vehicular access. Palm trees installed within the paver field act as bollards, protecting building columns and delineate parking spaces.

Parking spaces are not striped- the paving patterns and tree locations are the only markings except for required markings of accessible spaces.

This creates a highly flexible, attractive plaza space. This is particularly effective in the parking areas at the terminus of 2nd and 3rd Avenues. During events, these spaces function as sites for vendor tents, small musical venues or expansive outdoor dining areas. This will require redesign of the 3rd Avenue parking lot currently in design development by Haskell.







1ST STREET - THE FESTIVAL STREET

OPTION B- SHARED SPACE CONCEPT

In this concept the roundabout at the Pier Corridor is replaced by a flexible plaza space. This allows the Pier Park to expand to the west, incorporating the intersection for the site of a raised stage. The traffic calming and gateway functions of the roundabout are provided by this feature.

PIER PARK

The park is a large plaza space framed by future development on the north and south. The expanse of paving is broken by a field of artificial turf shaded by sail-like tensile fabric structures. Vehicular access is maintained around the perimeter of the park for emergency vehicle access and for drop-off and unloading space for visitors to the Pier.



PIER PARK CONCEPT



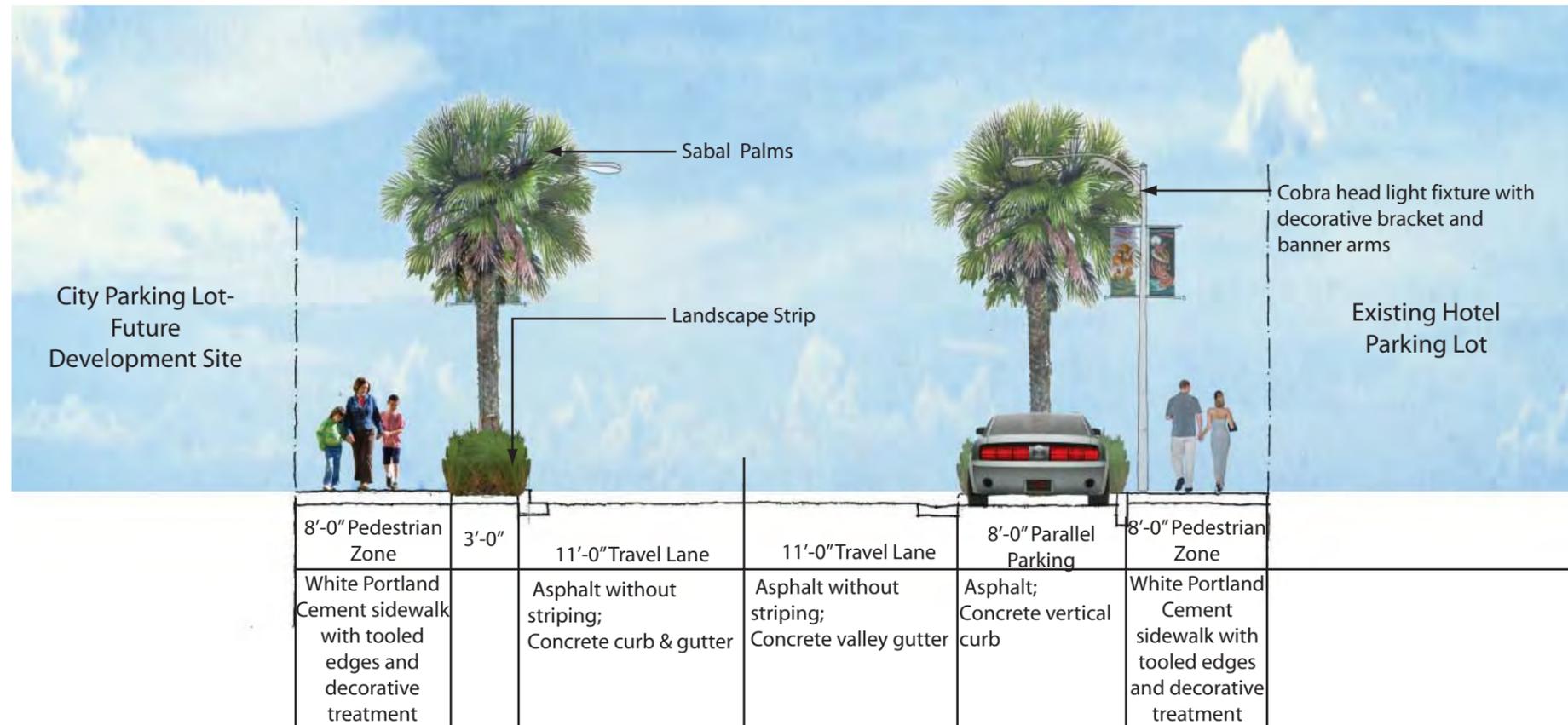




1ST STREET - THE FESTIVAL STREET

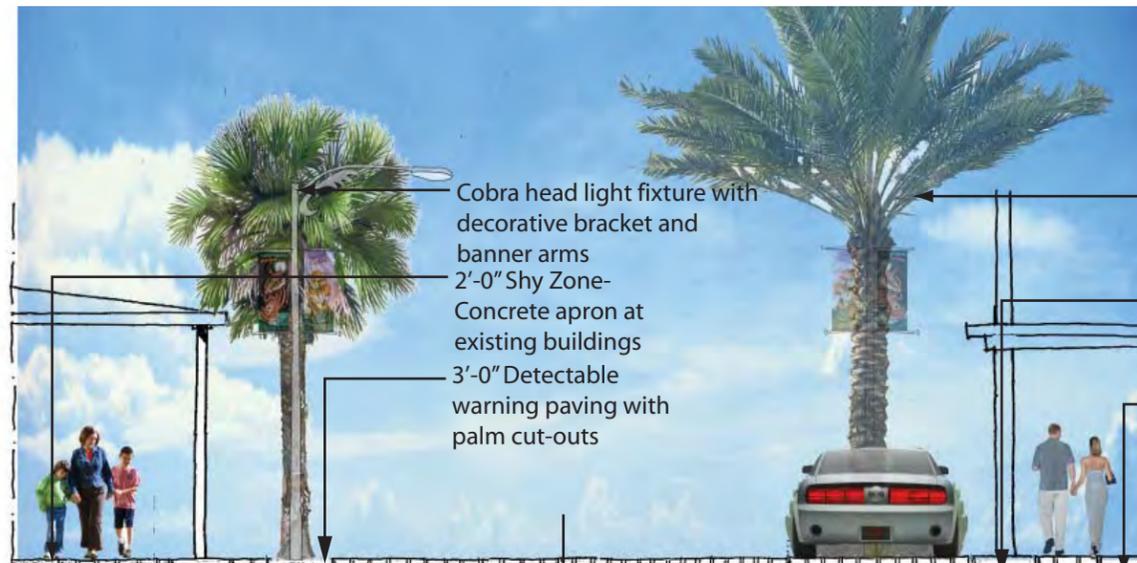
OPTION B - SHARED SPACE CONCEPT

Drainage note: For flush condition segments, central grate in the street will be tied to existing storm system. For segments that maintain curb and gutter, new curb inlets will tie into existing system.





Existing Buildings



Existing Buildings

Mixed Sabal Palms and Sylvester Date Palms

3'-0" Detectable warning paving between arcade columns at parking

2'-0" Shy Zone- Concrete Apron at future development

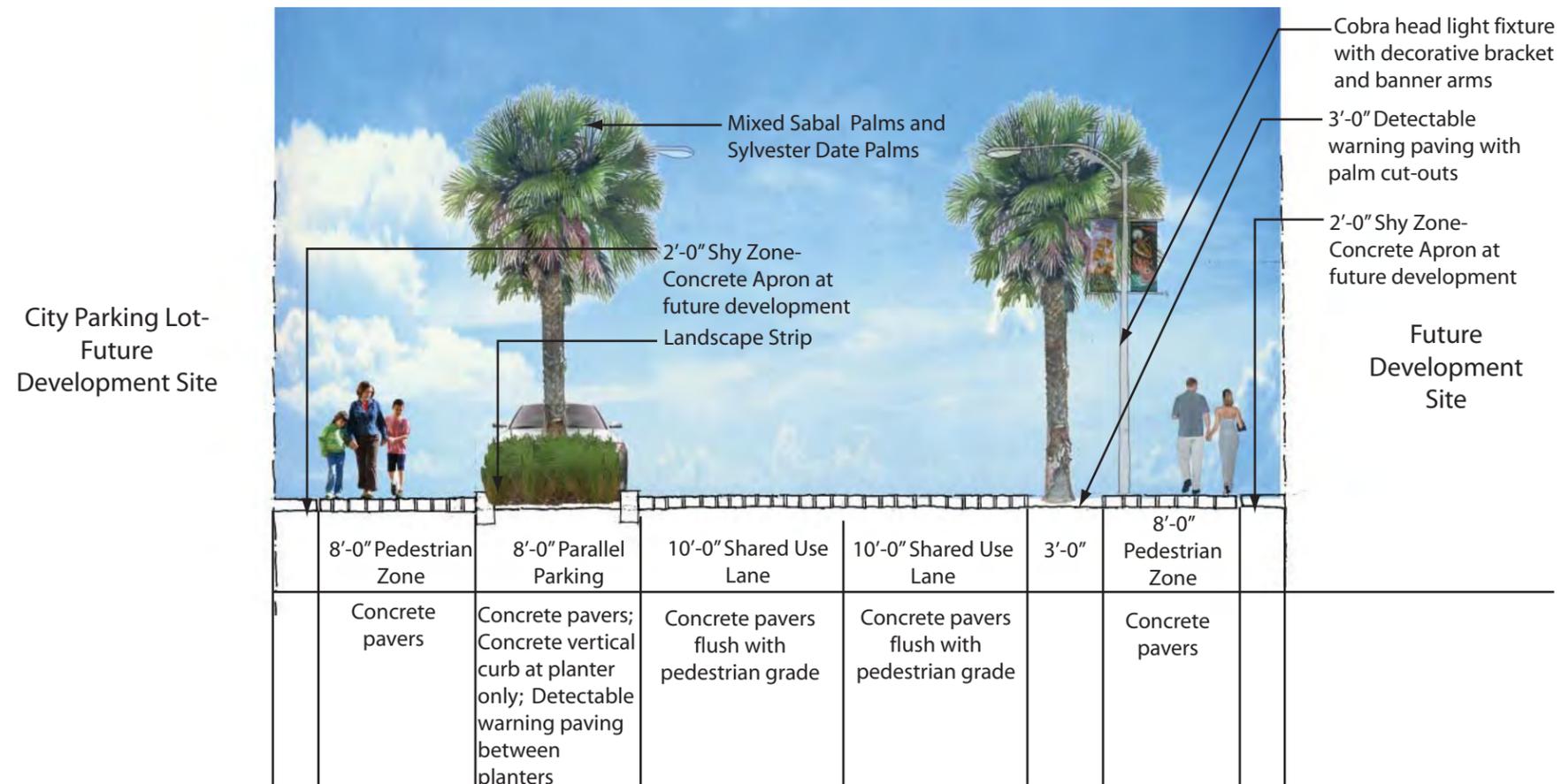
	Pedestrian Zone Varies	3'-0"	10'-0" Shared Use Lane	10'-0" Shared Use Lane	8'-0" Parallel Parking	Pedestrian Zone Varies
	Concrete pavers		Concrete pavers flush with pedestrian grade	Concrete pavers flush with pedestrian grade	Concrete pavers; Concrete vertical curb at planters only;	Concrete pavers



1ST STREET - THE FESTIVAL STREET

OPTION B - SHARED SPACE CONCEPT

Drainage note: For flush condition segments, central grate in the street will be tied to existing storm system. For segments that maintain curb and gutter, new curb inlets will tie into existing system.





### 4TH AVENUE NORTH THE PIER CORRIDOR

The Pier Corridor redesign removes the existing landscape medians and straightens the street. Parallel parking is provided on both sides of the street to maximize furnishing zones and pedestrian space.

#### WEST BLOCK

The sidewalk adjacent to the existing multi-family residential building on the north side is narrowed to allow a landscaped buffer at the building. On the south side, the generous furnishing zone and pedestrian area will respond to future redevelopment of adjacent parcels. This area is currently being considered as the location of a parking garage with retail liners.

#### EAST BLOCK

Passenger drop-off zone is provided at the J. Johnson Gallery. Roundabout construction will require relocation of the driveway to the public parking lot to the south.

#### PIER PARK

The Pier Park will be discussed in conjunction with the design options for the Festival Street

-  ENTRY ICON
-  TRASH RECEPTACLE
-  BENCH

#### CROSSWALKS

Concrete pavers

#### LANDSCAPE

Sabal Palms and Sylvester Date Palms  
Native grasses and shrubs to give varied texture with low maintenance

#### PAVING

Decorative Concrete sidewalks with concrete paver accent panels





### LIGHTING

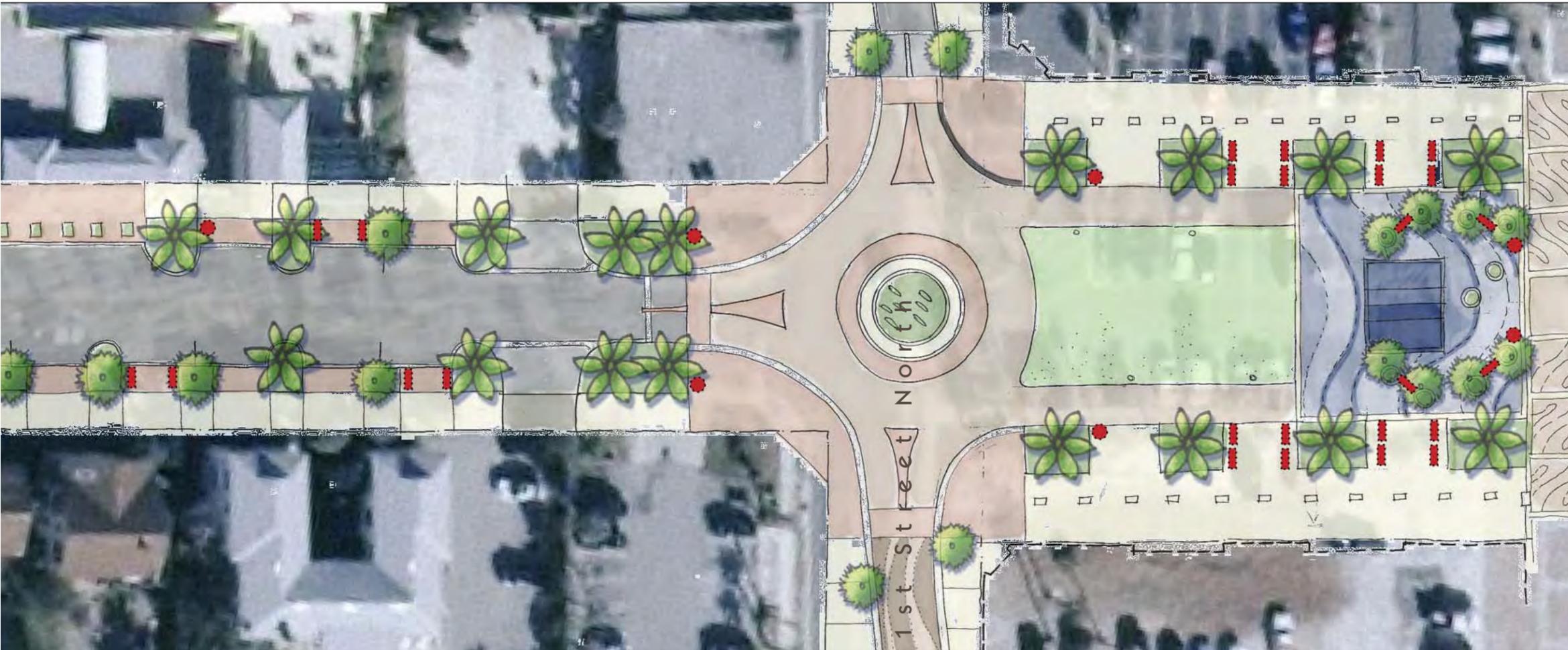
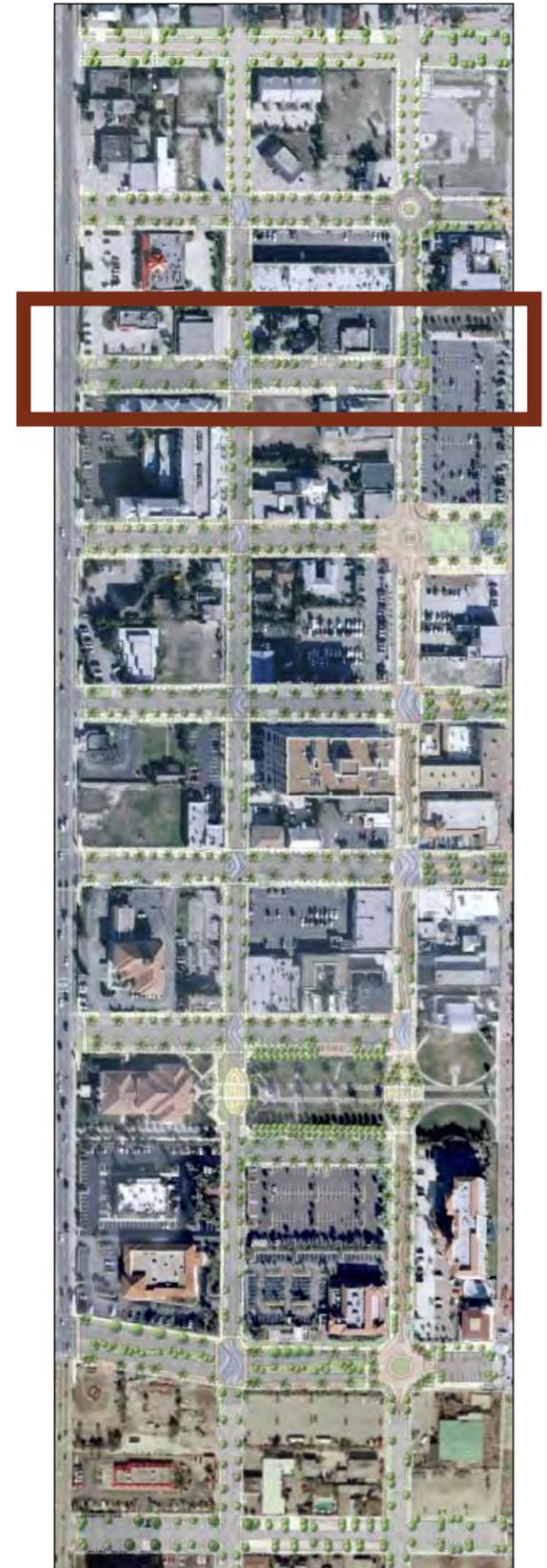
Cobra head fixture on concrete pole with decorative bracket and banner arms

### SITE FURNISHINGS

Trash Receptacles, bike racks, benches, newspaper kiosks

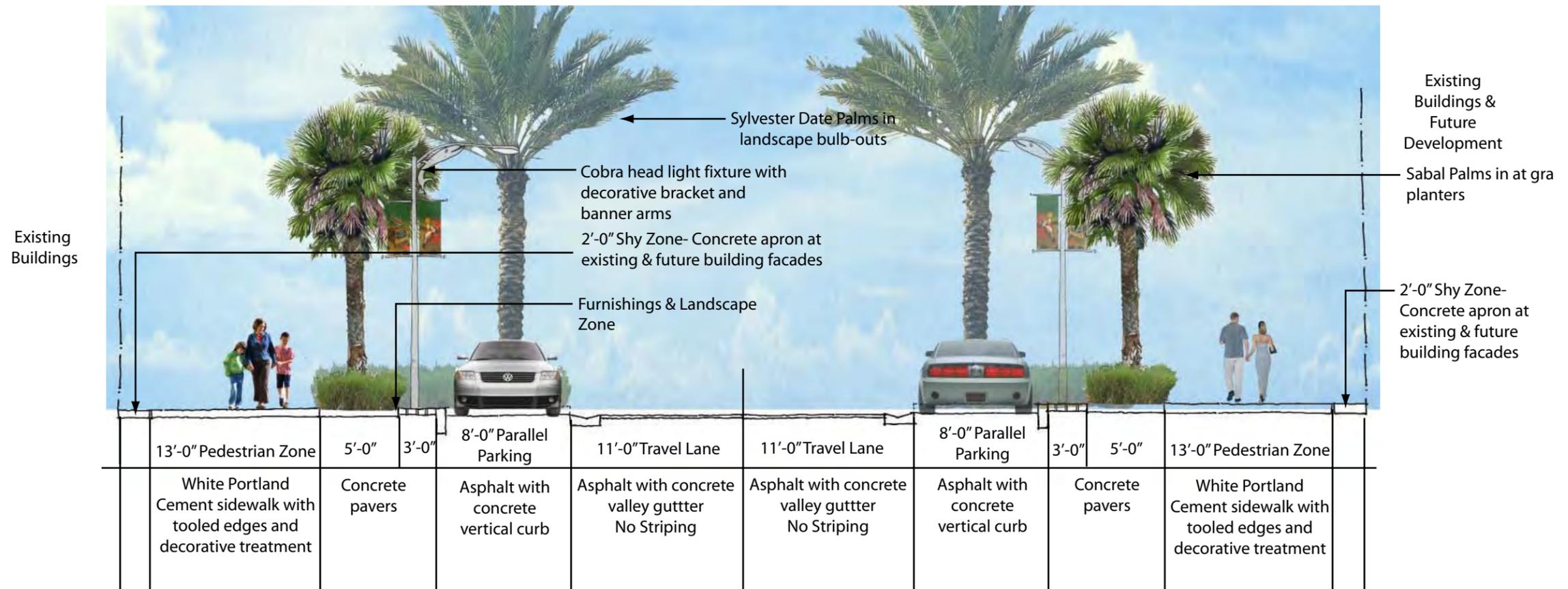
### SIGNS AND WAYFINDING

Minor gateway element at A1A bulb-outs- Surfboard or small lifeguard chair feature  
Interpretive and event banners on lightpoles  
Themed street sign blades





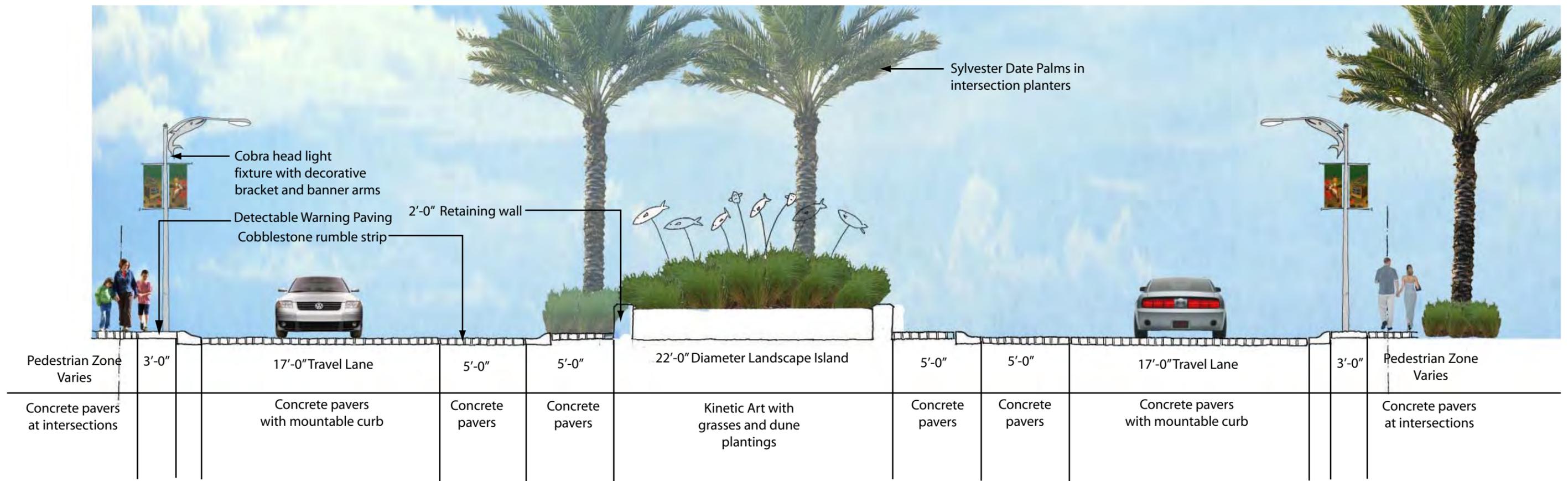
4TH AVENUE NORTH - THE PIER CORRIDOR SECTION





## 4TH AVENUE NORTH - THE PIER CORRIDOR ROUNDABOUT

The Pier Corridor Roundabout is smaller in scale than the roundabout at Beach Boulevard. The narrower travel lanes and smaller central island allow a more pedestrian-scaled icon feature- like the kinetic sculpture shown here.





### IMPLEMENTATION PLAN

The Implementation Plan was developed to evaluate the master plan on the basis of community needs, immediate positive economic impact, and desires of city government. Development Area 1 may be broken into sub-areas for budgeting purposes if needed. As expressed at the beginning of this document, there may be additional sub-areas defined that make minor aesthetic improvements to the lower priority streets in the interim condition before full build-out.

### WHAT HAPPENS NEXT?

The next stage of work for these areas will be a Schematic Design package- a further refinement of the Master Design Plan- for Beach Boulevard (Gateway Corridor), 1st Avenue North (Civic Corridor), 4th Avenue North (Pier Corridor) and 6th Avenue North. However, the Discovery Process has told us that 1st Street (The Festival Street) should be a top implementation priority, and should be added to the scope of work for this phase.

The Schematic Design package will incorporate city comments on the Master Plan's function and aesthetics, and any additional programmatic requirements. This will include detailed design of paving patterns, vertical elements, landscape planting including tree plans and shrub massing, selection of site furnishings, lighting locations and fixtures, and conceptual irrigation. These design refinements will respond to the budget set by the City for each Development Area.

### IMPLEMENTATION PLAN

- DEVELOPMENT AREA 1-**
  - A FESTIVAL STREET-**  
1st Street North from Beach Blvd. to 4th Ave. North ;  
Includes beach parking lots at 2nd Ave. North and 3rd Ave. North, and Pier Park at 4th Ave. North
  - B GATEWAY CORRIDOR-**  
Beach Blvd from A1A to Lifeguard Station parking lot
  - C PIER CORRIDOR -**  
4th Avenue North from A1A to Pier Park
- DEVELOPMENT AREA 2-**  
2nd Street from Beach Blvd to 4th Ave. North;  
New Street on South Side of Latham Plaza;
- DEVELOPMENT AREA 3-**  
**CIVIC CORRIDOR-**  
1st Avenue North from A1A to 1st Street North
- DEVELOPMENT AREA 4-**  
**PARKING STREETS- "B" STREETS-**  
2nd Avenue North from A1A to 1st Street North;  
3rd Avenue North from A1A to 1st Street North;  
5th Avenue North from A1A to 1st Street North;  
2nd Street from 4th Ave. North to 6th Ave. North;
- DEVELOPMENT AREA 5-**  
**RETAIL CORRIDOR and 1st Street Extension-**  
6th Avenue North from A1A to beach parking lot;  
1st Street North from 4th Ave. North to 7th Ave. North;
- DEVELOPMENT AREA 6-**  
**NEIGHBORHOOD STREETS-**  
2nd Avenue South from A1A to beach parking lot;  
1st Avenue South from A1A to beach parking lot;  
2nd Street South from 2nd Ave. South to Beach Blvd.;  
1st Street South from 2nd Ave. South to Beach Blvd.;





Note: 7th Avenue North improvements shown only to provide context and possible future neighborhood improvements. 7th Avenue is not included in current limits of work or cost estimates.

