

JACKSONVILLE BEACH

RESPONSIVE DESIGN IN THE PUBLIC REALM

DOWNTOWN ACTION, IMPLEMENTATION AND MANAGEMENT PLAN

PREPARED FOR THE CITY OF JACKSONVILLE BEACH

A COLLABORATION OF:

DIX.HITE + PARTNERS

PLANACTIVE STUDIO, LLC

KITTELSON & ASSOCIATES

DASHER HURST ARCHITECTS

REMIXED

AGENDA:

INTRODUCTION

[RECAP] WORKSHOP DECEMBER 5TH, 2016

WHAT WE HEARD

A NEW BRAND

FEATURE AREAS

LATHAM PLAZA

PIER ENTRY

DESIGN ELEMENTS

BIKE PARKING

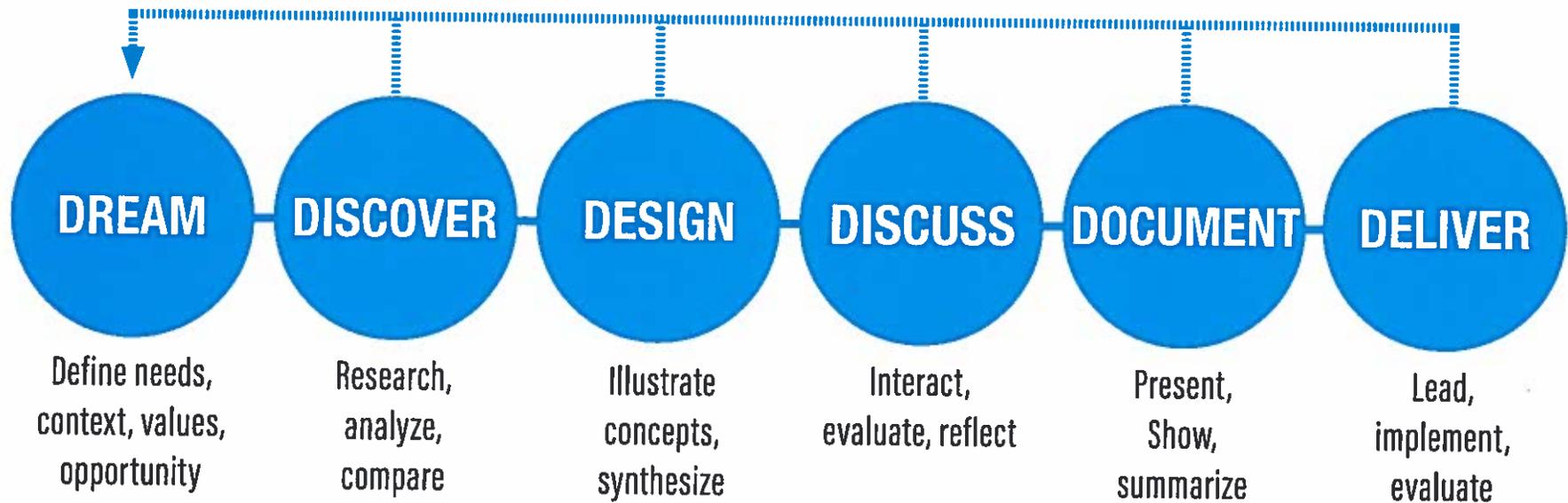
LIGHTING

WAYFINDING

SITE FURNISHINGS

ART MASTER PLAN

DESIGN PROCESS



Guiding Principles (2007 Downtown Vision Plan)



1. 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).



2. 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.



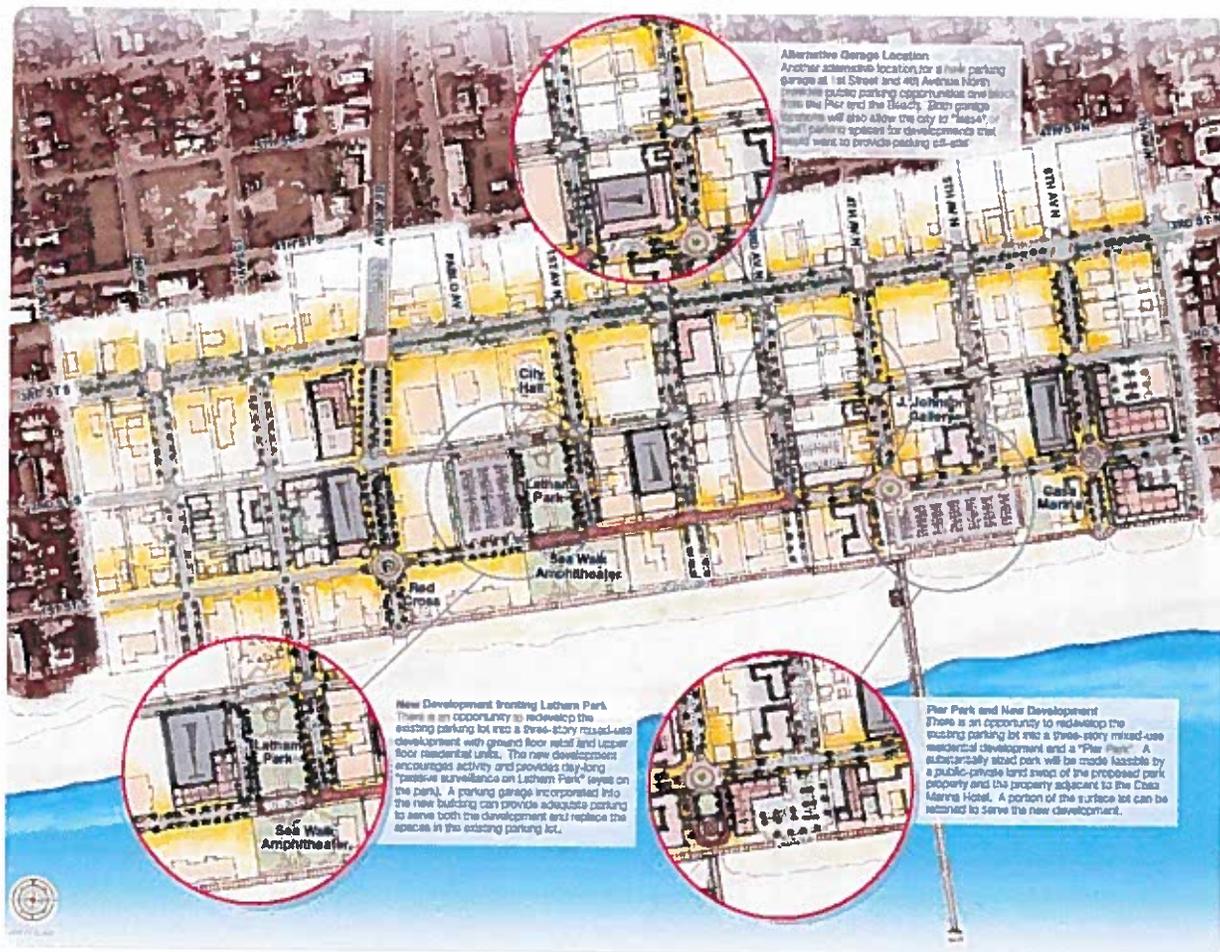
3. Mix it Up: Link together individual pieces of public amenities and investments within the Downtown. Allow a mix of various uses especially in the four core corridors.



4. 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.



5. Design Matters: Develop design guidelines to ensure that private development pattern and character support the vision plan.



FINALIZED 2007 VISION PLAN



STUDY AREA

- STUDY ELEMENTS:**
- WAYFINDING AND SIGNAGE
 - SITE FURNISHINGS
 - BICYCLE PARKING MASTER PLAN
 - LIGHTING
 - ART MASTER PLAN
 - BRANDING

FOCUS AREA: LATHAM PLAZA

FOCUS AREA: PIER ENTRY

A1A

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

2ND STREET N

BEACH BLVD

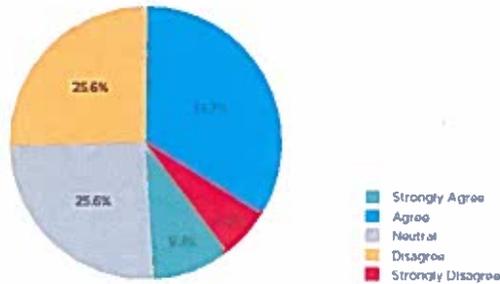
1ST STREET N

ATLANTIC OCEAN

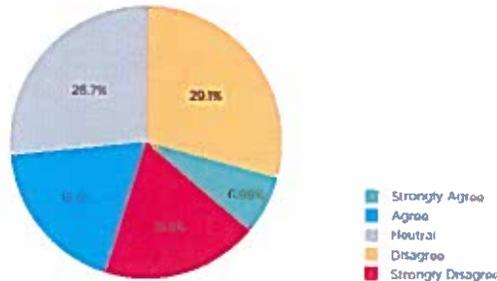


SURVEY RESULTS

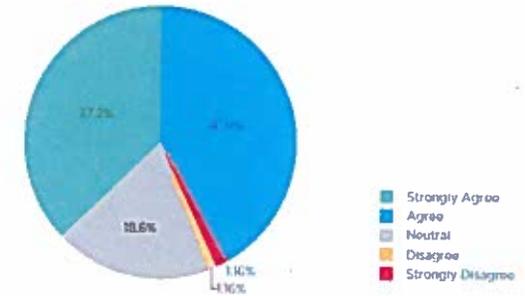
LATHAM PARK IS THE CENTER / HEART OF DOWNTOWN



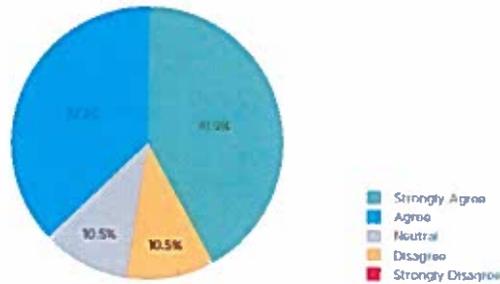
ACCESSING THE PIER IS PERFECT THE WAY IT IS



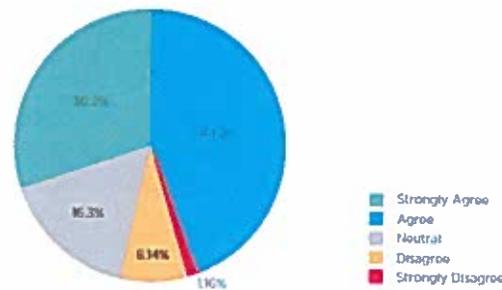
JACKSONVILLE BEACH NEEDS MORE BICYCLE PARKING



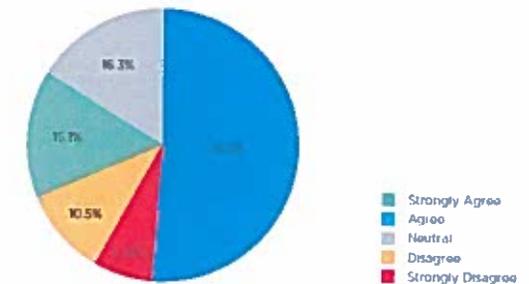
DOWNTOWN NEEDS MORE FAMILY-FRIENDLY ACTIVITIES



JACKSONVILLE BEACH NEEDS MORE PLACES TO SIT IN THE DOWNTOWN AREA



I FEEL SAFE WHILE DRIVING ON FIRST STREET



RED DOT / GREEN DOT EXERCISES

PARK PROGRAM



PUBLIC ART



SITE FURNITURE + LIGHTING



WAYFINDING + ENVIRONMENTAL GRAPHICS

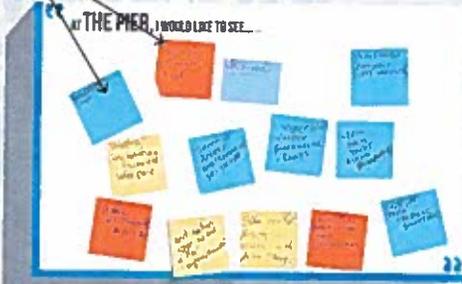


IDEA GENERATOR

"seating
family friendly
pedestrian
bike friendly"

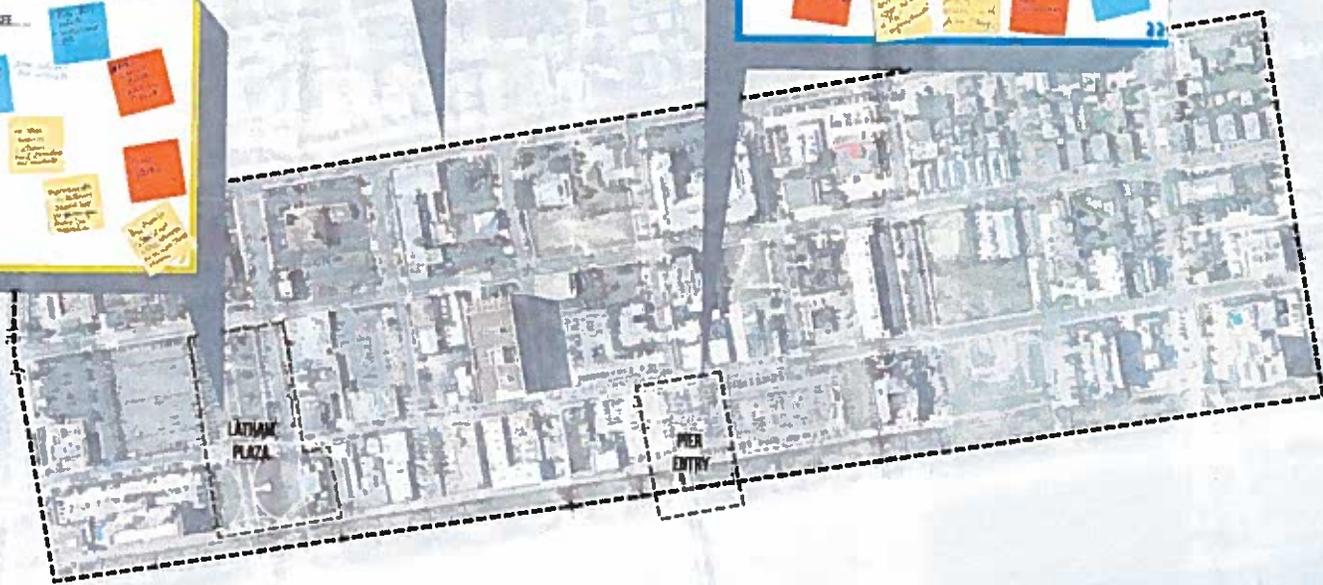


"security at night"



SHARE YOUR IDEAS! 

"better music
more events
bike paths
landscaping
benches"



SYNTHESIS + STRATEGIES



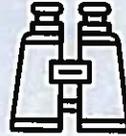
- LOCATE **CATALYST SITES**
- STRENGTHEN **EAST-WEST CONNECTIONS**
- STRENGTHEN **NORTH-SOUTH CONNECTIONS**

The background image is a faded, light blue-tinted photograph of a beach scene. In the foreground, there are tall, thin grasses or reeds. In the middle ground, a white tent is set up on the sand, with several people sitting underneath it. The ocean and a clear sky are visible in the background.

A NEW BRAND

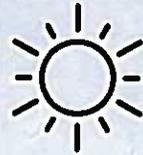
QUICK REVIEW

R



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

BUILDING UPON
A CITY'S ICON

R

JAX

BEACH

R





R

Love Life.
LOVE LIVING.



JAX
BEACH



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.

JAXBEACHLIVING

JAXBEACHLIVING

...e Meetings.
...VE 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.

JAXBEACHLIVING

JAXBEACHLIVING

...e Playing.
...VE 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.

JAXBEACHLIVING

JAXBEACHLIVING

R



- MUNICIPAL LOGO -



William C. Mann, AICP
Planning & Development Director
o (904) 247-6268
f (904) 247-6107
planning@jacksonvillebeach.com

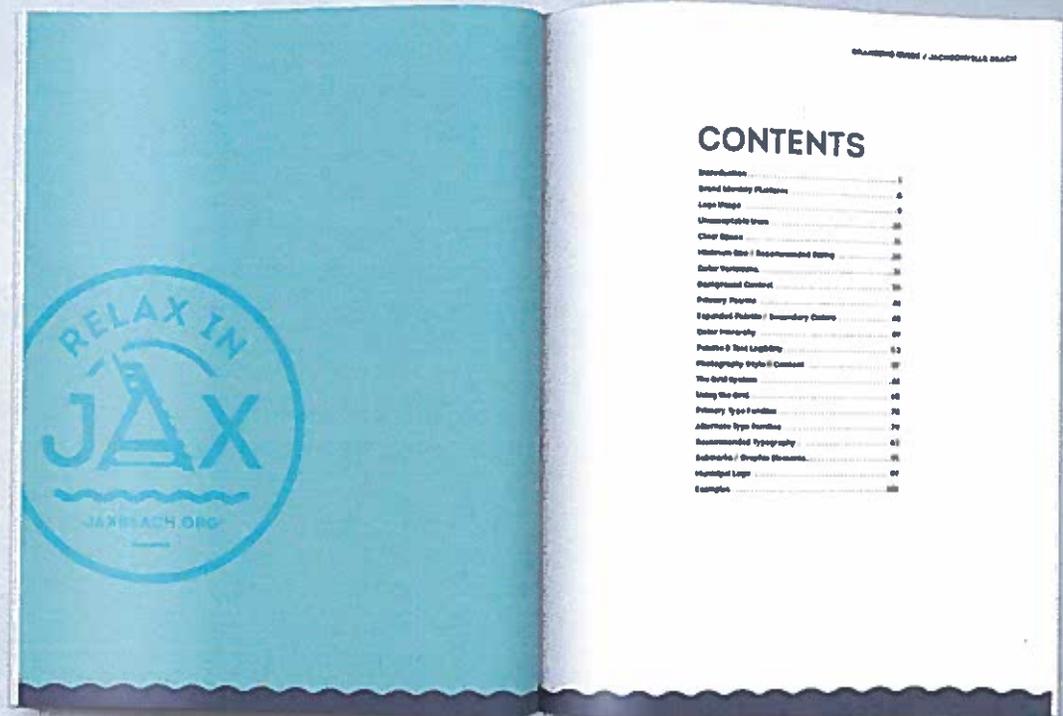
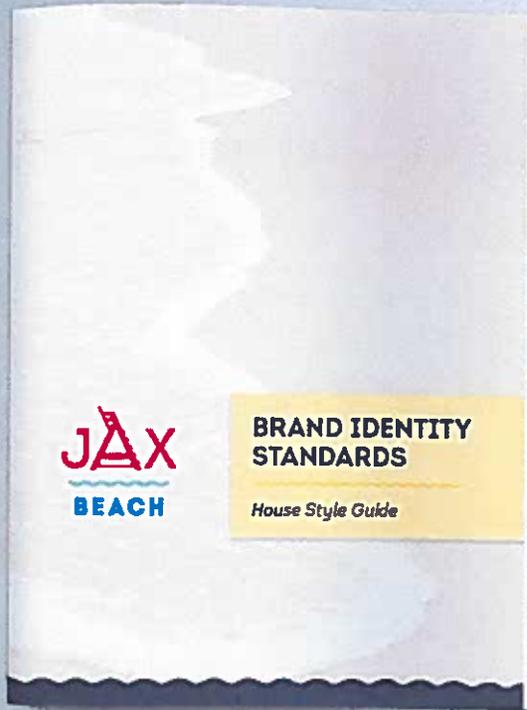
City of Jacksonville Beach 11 North Third Street
Jacksonville Beach, FL 32250

City of Jacksonville Beach
11 North Third Street
Jacksonville Beach, Florida 32250
(904) 247-6268

R

FORMALIZING APPLICATION

R



CONTENTS

Introduction	1
Brand Identity Platform	4
Logo Usage	9
Typography Usage	28
Color Usage	35
Minimum Size / Recommended Ratio	38
Color Variations	38
Background Content	39
Primary Photos	40
Expanded Photos / Secondary Colors	40
Color Hierarchy	49
Palette & Font Legibility	53
Photography Style & Content	59
The Grid System	64
Using the Grid	64
Primary Type Families	74
Alternate Type Families	74
Recommended Typography	81
Submarks / Graphic Elements	85
Numbered Lists	87
Examples	100

LOGO USAGE

The Jacksonville Beach signature is the most fundamental part of our brand, and it represents our entire city, externally and internally. Relax on, fun and family-friendly, the logo adds color and vibrancy to our identity. Maintaining consistency across all communication platforms is a visual way to begin with the primary logo configuration. The logo has been specially drawn and spaced and must never be redrawn or changed. The logo should never be stretched or positioned in any way other than designated by this guide.

THE PRIMARY & PREFERRED CONFIGURATION OF THE LOGO
The primary and preferred configuration of the logo is the full-color, center-stacked version.



THE PREFERRED FULL LOGO SEAL WITH TAGLINE / PORTIONING
Another preferred configuration of the logo is a seal containing the tagline / positioning in place. This is generally subordinated and used in conjunction with the primary logo. However, some exceptions apply for marketing and advertising purposes.



BRAND IDENTITY PLATFORM

VISION STATEMENT

To be a world-class lifestyle destination and experience for our residents and visitors.

MISSION STATEMENT

It is our mission to provide a safe, inclusive and eclectic environment that caters to our residents and visitors.

VOICE

Spurring. Relating. Fun. Engaging. Evolving.

POSITIONING STATEMENT / TAG LINE

Relax in JAX

VALUES

INTRODUCTION

This guide details the visual elements that support the Jacksonville Beach brand. The logo and visual elements exhibit the welcoming, outgoing and vibrant nature of the brand. It also explains how — when used correctly and consistently — these elements speak for Jacksonville Beach in an articulate and compelling way. Also to note: the design of Jacksonville Beach's brand elements are not arbitrary, and their collective impact is not subjective. Jacksonville Beach logo, typography, color palette, and usage requirements are and reinforce the very essence of Jacksonville Beach. By following this, you help define Jacksonville Beach for our community, visitors, and remember us. In some cases, this guide provides explicit instructions on the beach identity. Equally important, you help them recognize us to use — and how not to use — various elements. Overall, this guide offers a framework for creating and evaluating creative decisions that are designed to help us promote our logo and our image in all communications materials we need to produce.

RESPECTING
THE BRAND

R

BACKGROUND CONTROL (CONTINUED)

IMAGES

On the rare occasion when the logo needs to appear over a photograph or illustration, special care must be taken to ensure visibility of the signature elements. In these cases, the logo should be reproduced in black or in high contrast whenever possible. There should be sufficient contrast between all elements to ensure visibility is the goal here. Often, altering the position of a photograph or reworking the area where the signature resides will help you achieve that goal.



LEAR SPACE

Space in the space or "breathing room" maintained around our logoing that our logo is free of competing imagery or text gives users impact. It also defines the minimum distance from the edge of a printed piece. The minimum clear space is equal to the height of the "X" in the logo. Please note that the green and grey around each logo represents the minimum space required. Space surrounding the logo the better.



Clear Space

UNACCEPTABLE USES (CONTINUED)



ACCEPTABLE USES

Effective when used properly, preserving the logo's integrity in any way will only lead to confusion. Examples of ways in which they may not be used.



CREATING COHESION

R

BACKGROUND CONTROL

COLORS

Although it is generally preferable to place the logo on a black or white background, there are times when it will need to appear over a color. In those cases, be certain that the signature elements are as visible as possible. The exhibits below show which logos are as visible as possible to enhance visibility. Note that although the Beach logo may be visible on many mid-range backgrounds, it is preferred that white be used in these cases, except where the grey, orange or green is a CMYK build.



COLOR VARIATIONS

Full-color primary (PANTONE) version whenever possible. Secondary version requires fewer inks or a special process. It may be more legible on dark backgrounds.

POSITIVE LOGOS



NEGATIVE LOGOS



MINIMUM SIZE / RECOMMENDED SIZING

Logos should be clearly visible and reproduced consistently for this reason. Minimum sizes have been established. The size depends on the configuration of the logo. Logos should not have a maximum reproduction size.

MINIMUM SIZE



Logos should be clearly visible and reproduced consistently for this reason. Minimum sizes have been established. The size depends on the configuration of the logo. Logos should not have a maximum reproduction size.

LOGO USAGE (CONTINUED)

There are instances where alternate configurations of the logo are acceptable. The following are acceptable alternate configurations of our logo.



ALTERNATE VERSIONS

Logos may be used with or without the tagline.



Logos should be clearly visible and reproduced consistently for this reason. Minimum sizes have been established. The size depends on the configuration of the logo. Logos should not have a maximum reproduction size.

RELAX IN JAX

MATCHING TONE & COLOR

R

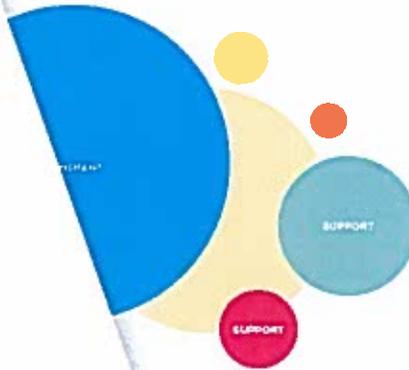
EXPANDED PALETTE / SECONDARY COLORS

Our expanded color palette offers flexibility in all brand communications. The palette has been purposely designed to help you easily pick successful combinations. To make full use of the palette, the colors can be used as tones. (Read more about using color in the following section, Color Hierarchy.)



COLOR HIERARCHY

Consistent color use in basic elements, text and images are essential to obtain the right effect for the brand's identity. Forming the base for the color palette are the principle colors - Jacksonville Beach Blue (Pure Cyan), Green (PMS 3379) and Red (PMS 213). The other colors are for accentuating contrast and supporting the primary palette.



The palette should be weighted. In most instances, the most weight would be the blue, with the support colors. The darker yellow and orange act as accents. The darker red can be used for large areas of lighter tones.

PRIMARY PALETTE

Our primary colors are fun and vibrant. They represent the Jacksonville Beach brand at its core. The brand colors are specified using the Pantone Matching System (PMS). The values below also include colors safe for print, broadcast and online. The exact versions of these PMS colors are the reference colors for both printed and unprinted applications.

CHART GUIDE

PRINCIPLE COLOR



SUPPORT



ACCENT



PMS 3379



PMS 213



ACCENT



PRIMARY TYPE FAMILY

Intro and Stempel Schneider have been selected as Jacksonville's default brand typography, and should be used for all marketing materials.

Intro

- Intro Thin
- Intro Thin Bold
- Intro Light
- Intro Book
- Intro Book Italic
- Intro Regular
- Intro Regular Italic
- Intro Bold
- Intro Bold Italic
- Intro Black
- Intro Black Italic

Stempel Schneider

- Stempel Schneider Light
- Stempel Schneider Light Italic
- Stempel Schneider Roman
- Stempel Schneider Roman Italic
- Stempel Schneider Medium
- Stempel Schneider Medium Italic
- Stempel Schneider Bold
- Stempel Schneider Bold Italic
- Stempel Schneider Black
- Stempel Schneider Black Italic

PHOTOGRAPHY STYLE & CONTENT

Sometimes we will need images to complete the communication or to tell other side of the story. Photography is a powerful and dynamic tool, values and ethics are reflected in the images we use. They should capture the dynamics of our city. Photography should convey a fun, relaxing concept. Look beyond the straightforward and strive to find inspiration of perspective. Consider detail or dynamic angles to impact and create effective communications. They should be interesting, convey emotion, atmosphere and engage the viewer. Images can be reproduced in full color, single color (monochrome), grayscale as well as black and white.

Images that are relevant and add value. The photography should be positive and fun. Ensure the content does not offend nor discriminate, as well as racial and/or gender stereotyping.

All printed materials should be reproduced at minimum 300 dpi at all times.



PALETTE & TEXT LEGIBILITY

When choosing color, it is important to consider the best options from the palette that will project the information clearly, effectively and complement any chosen layout. There must always be good contrast between text and the background color. Dark colors on a white or very pale background are the most legible. Lighter type should only be used on a dark background or a background that provides enough contrast for proper legibility.

- white text on a medium background
- PURE CYAN
- dark text on a light background
- PURE CYAN on 30%
- light text on a medium background
- PURE 33%
- dark text on a light background
- PURE 61%
- white text on a dark background
- PURE 82%

STRUCTURAL HIERARCHY

RECOMMENDED TYPOGRAPHY (CONTINUED)

Intro Light Italic
12 pt / 34 pt
Serifing Case
12 pt
0.25" Spacing Above

Call out text. Ferit eos consequa aulipsum
digenia sequid eos solupta turera dolor poreum
Id qui blab imn consequi totarem deniend
unbarruptae odi odit praesse uolupid qui
reptencis dolupta tqquam. secaes aspis di
ipsam. volent eur?

Intro Bold
8 pt / 30 pt
Title Case
0 track

Intro Regular Italic
8 pt / 30 pt
Serifing Case
0 track

Copycat Copy: Postscripta retere, non non
est temp or fiamen fuallo maequidiam

COMMENDED TYPOGRAPHY (CONTINUED)

Lead-In Header

Lead-in body copy.
orem ipsum dolor sit amet,
nsectetur adipiscing
sed do eiusmod tempor
didunt ut labore et dolore
na aliqua.

RECOMMENDED TYPOGRAPHY

The Beach's typographic identity is visible across every
medium, including print, electronic and environmental
communications in a consistent tone. Type selections
are chosen to best represent the values of Jacksonville Beach.
Suggestions are included to help
designers achieve coordinated and consistent material.
The primary font for a given function, and are
also the suggested alternate font.

HEADLINE TREATMENT

THE SUBHEAD

Body Copy: Consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua.
The Sub-head

APPLYING THE GRID (CONTINUED)

An example of a single-page layout using the
grid system.



USING THE GRID (CONTINUED)

Below is an example of a single-page spread using the 4-column grid system.



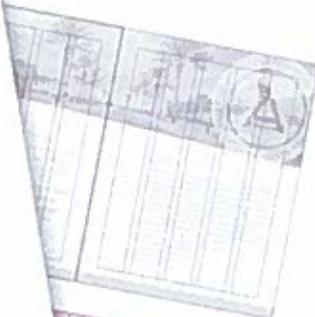
USING THE GRID (CONTINUED)

Below is an example of a double-page spread using the 4-column grid system.



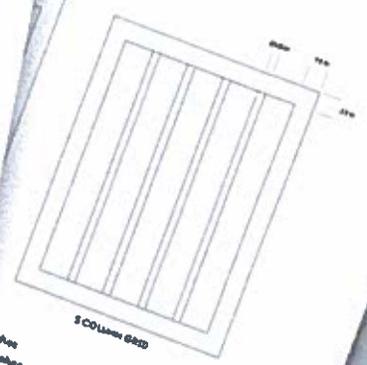
USING THE GRID

Below is an example of a double-page spread using the 3-column grid system.



GRID SYSTEM

Below here will help you establish the right size and placement of elements—imagery, type and photography—which are bounded to be versatile. They require placement of certain elements off the grid. Our grid is flexible. It's there to guide you and placement and to help you are all consequences.



GRAPHICAL ELEMENTS

R

THE MUNICIPAL LOGO VERSUS THE OFFICIAL CITY SEAL

There are restrictions on using the municipal logo as opposed to the official city seal. Government-related documents should have the classic official seal. There are instances where the municipal logo is appropriate. Be sure to inquire as to which is appropriate when creating projects for the city.

- MUNICIPAL LOGO -

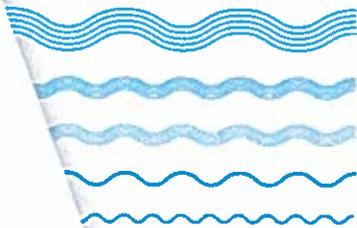


- OFFICIAL CITY SEAL -



SUBMARKS / GRAPHIC ELEMENTS (CONTINUED)

- GRAPHIC ELEMENTS -



SUBMARKS / GRAPHIC ELEMENTS

The submarks and graphic elements are derived from various references of the logo. The purpose of which is to create added visual interest, while reinforcing the brand through subtle design elements. The use of elements should never dominate over the key messaging. Patterns are to never be used in a particular document's overall layout. Icons may appear once on a cover as a simple design element, or integrated into areas of negative space. For example, an icon may be used to add interest to a table for page numbering systems. The submarks and graphic elements should never be modified or represented.

- SUBMARKS -



THE REALLY
GOOD STUFF

R

LETTERHEAD & BUSINESS CARDS



VEHICLE & APPAREL



ADS & SOCIAL MEDIA



ROCHURES & POSTCARDS



WAYFINDING & SIGNAGE (CONTINUED)



INFORMATIONAL SIGN



PIER MONUMENT

WAYFINDING & SIGNAGE



IN-GROUND

WAYFINDING & SIGNAGE (CONTINUED)



FENCE SIGNAGE

SEE IT ONLINE AT
R3MX.COM/JAXBSM

R



R



KEY AREAS

LATHAM PLAZA
PIER ENTRY

LATHAM PLAZA

PRELIMINARY FRAMEWORK + PROGRAM

ARCHITECTURAL ELEMENT	SEASONAL CONCESSIONS SHADED SEATING
FLEXIBLE PLAZA	INTERACTIVE PLAY 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



MASTER PLAN



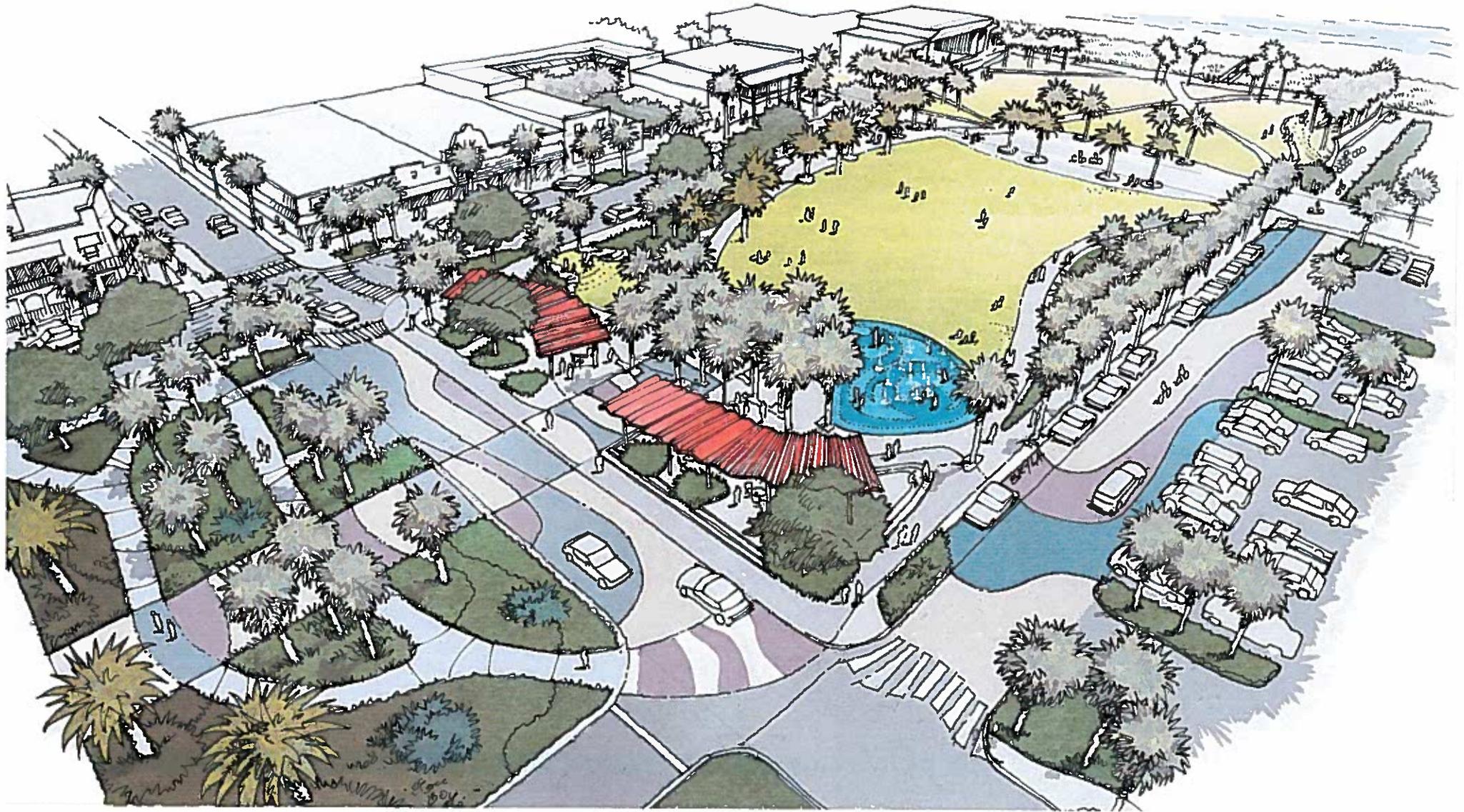
- ① EXISTING SURFER ART
- ② INTERACTIVE WATER FEATURE
- ③ SHADE CANOPY
- ④ FLEXIBLE SEATING
- ⑤ GAMES UNDER PALM GROVES
- ⑥ CHILDREN'S PLAY AREA
- ⑦ FLEXIBLE LAWN
- ⑧ SEAWALK PAVILION
- ⑨ TERRACED SEAT LAWN
- ⑩ BIKE PARKING
- ⑪ PALM GROVE WITH HAMMOCKS
- ⑫ PUBLIC ART
- ⑬ CORNER BULB OUT FOR SAFER PEDESTRIAN CROSSINGS
- ⑭ DECORATIVE STREET PAVING
- ⑮ ENHANCED "BEACH" LANDSCAPE
- ⑯ RECONFIGURE ON-STREET PARKING

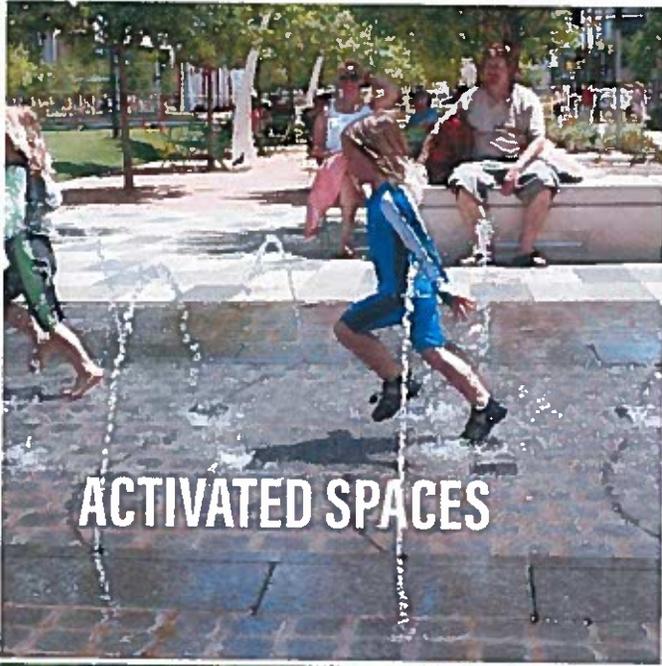
EVENT OVERLAY - PROPOSED TENT LAYOUT



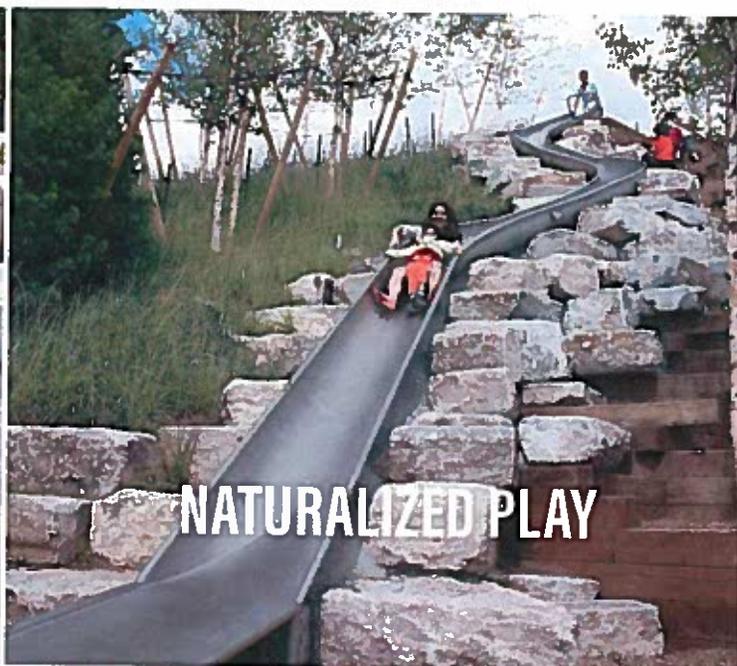
Power and sound connections are integrated into the surrounding site walls allowing them to be utilized for events but disguised on an every day basis. Example shown: Georgia Street in Downtown Indianapolis.



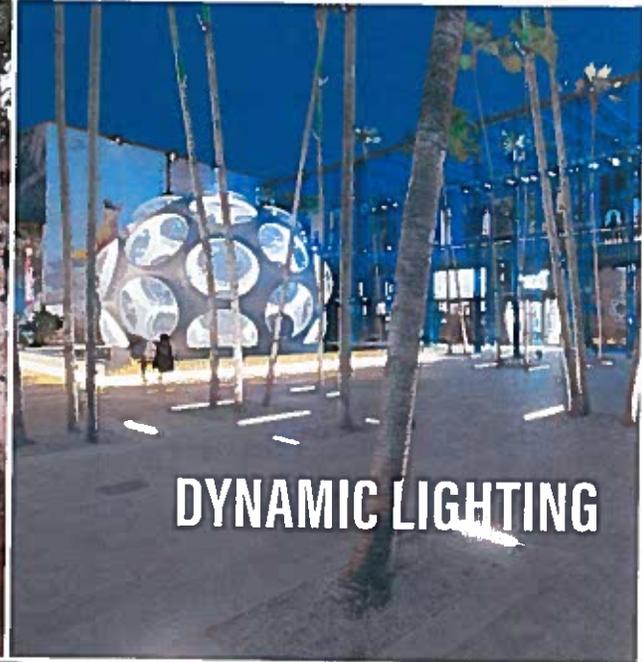




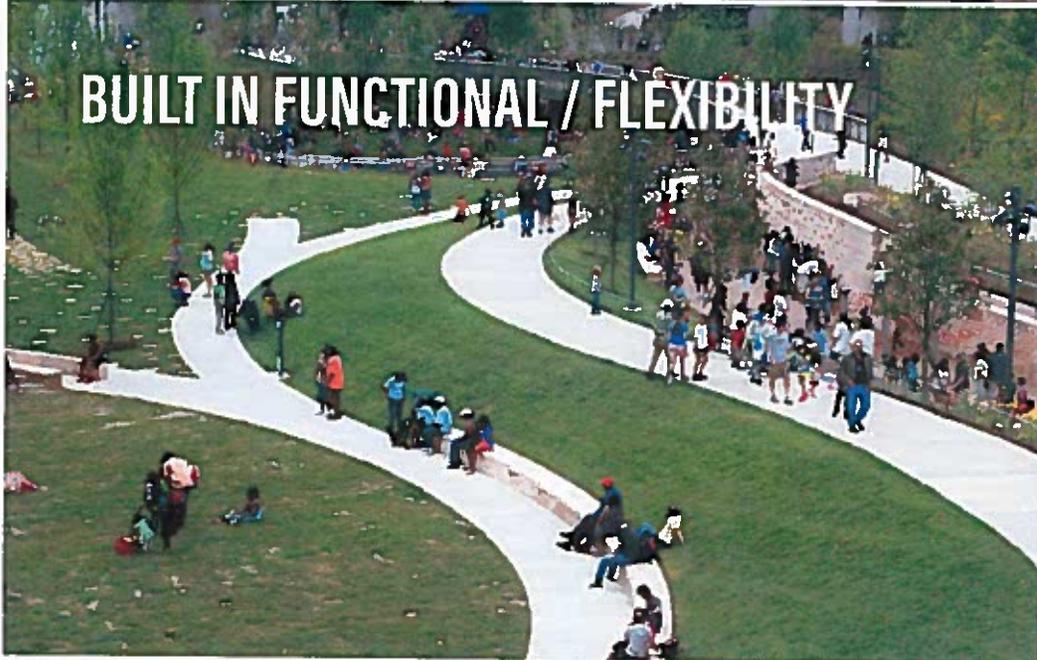
ACTIVATED SPACES



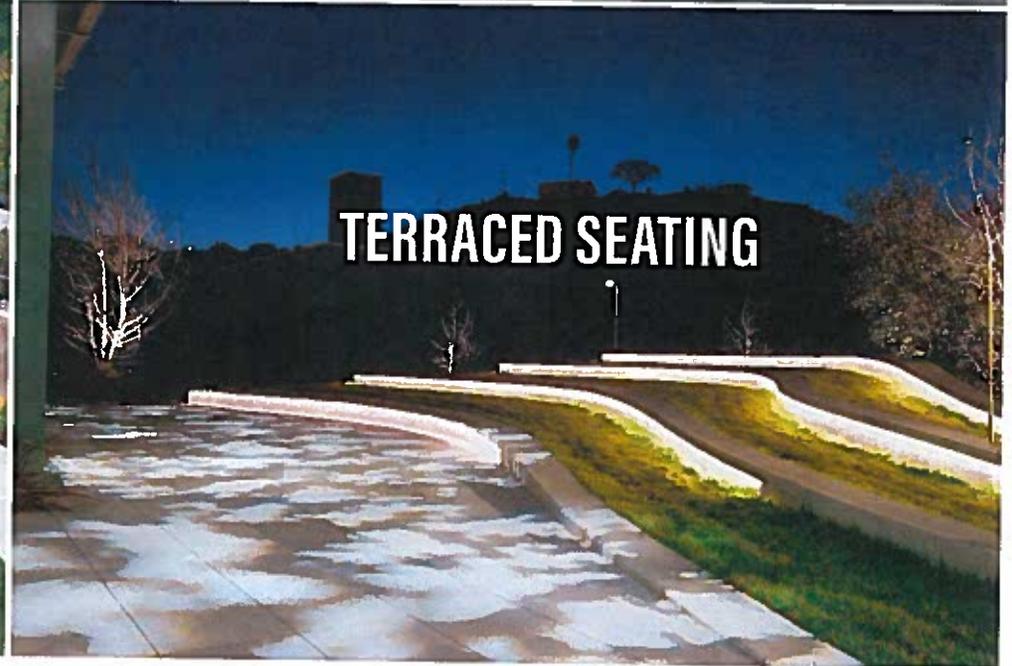
NATURALIZED PLAY



DYNAMIC LIGHTING



BUILT IN FUNCTIONAL / FLEXIBILITY

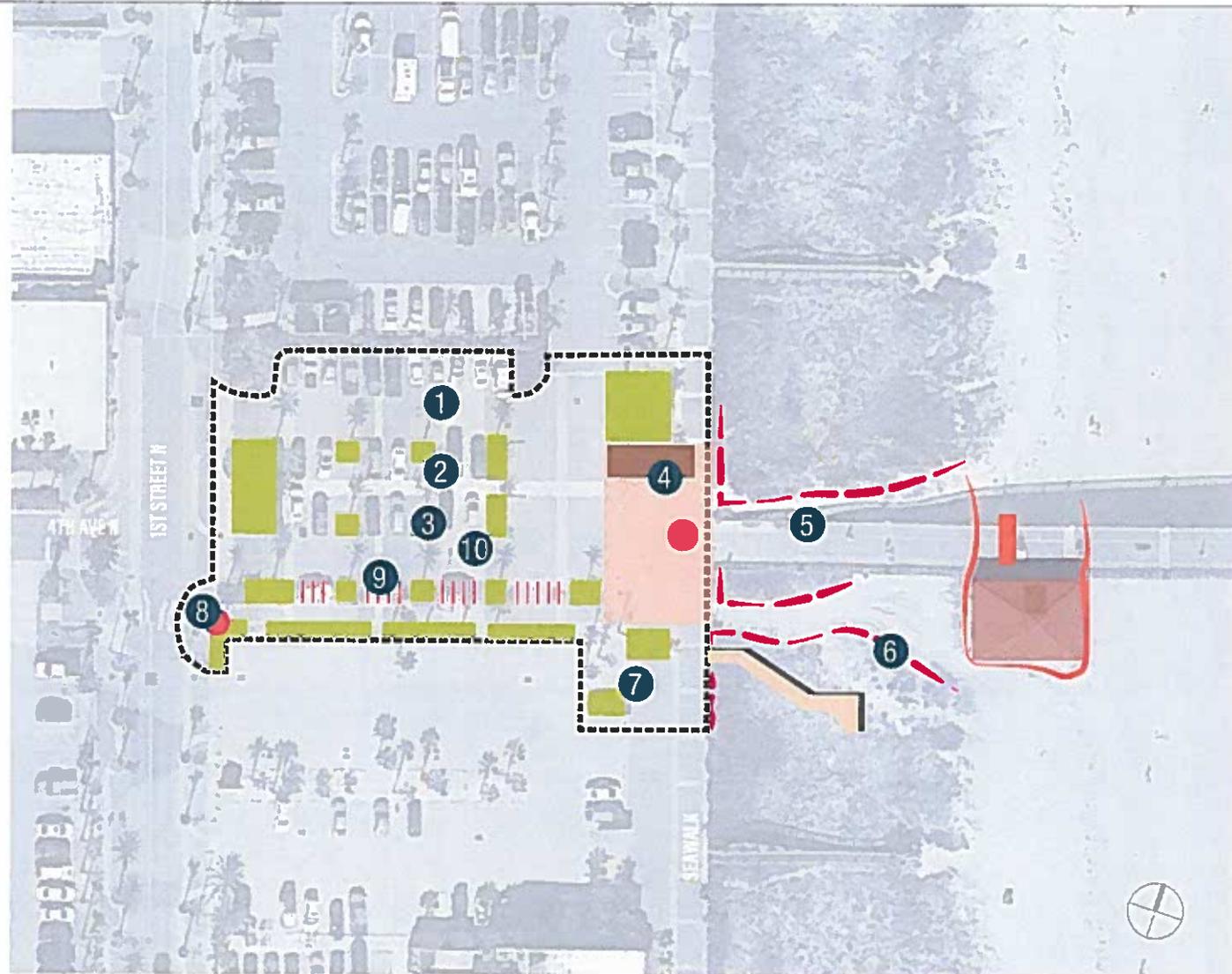


TERRACED SEATING

THE PIER

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 (3 CAR SPACES)
- ⑩ ICON ART



MASTER PLAN

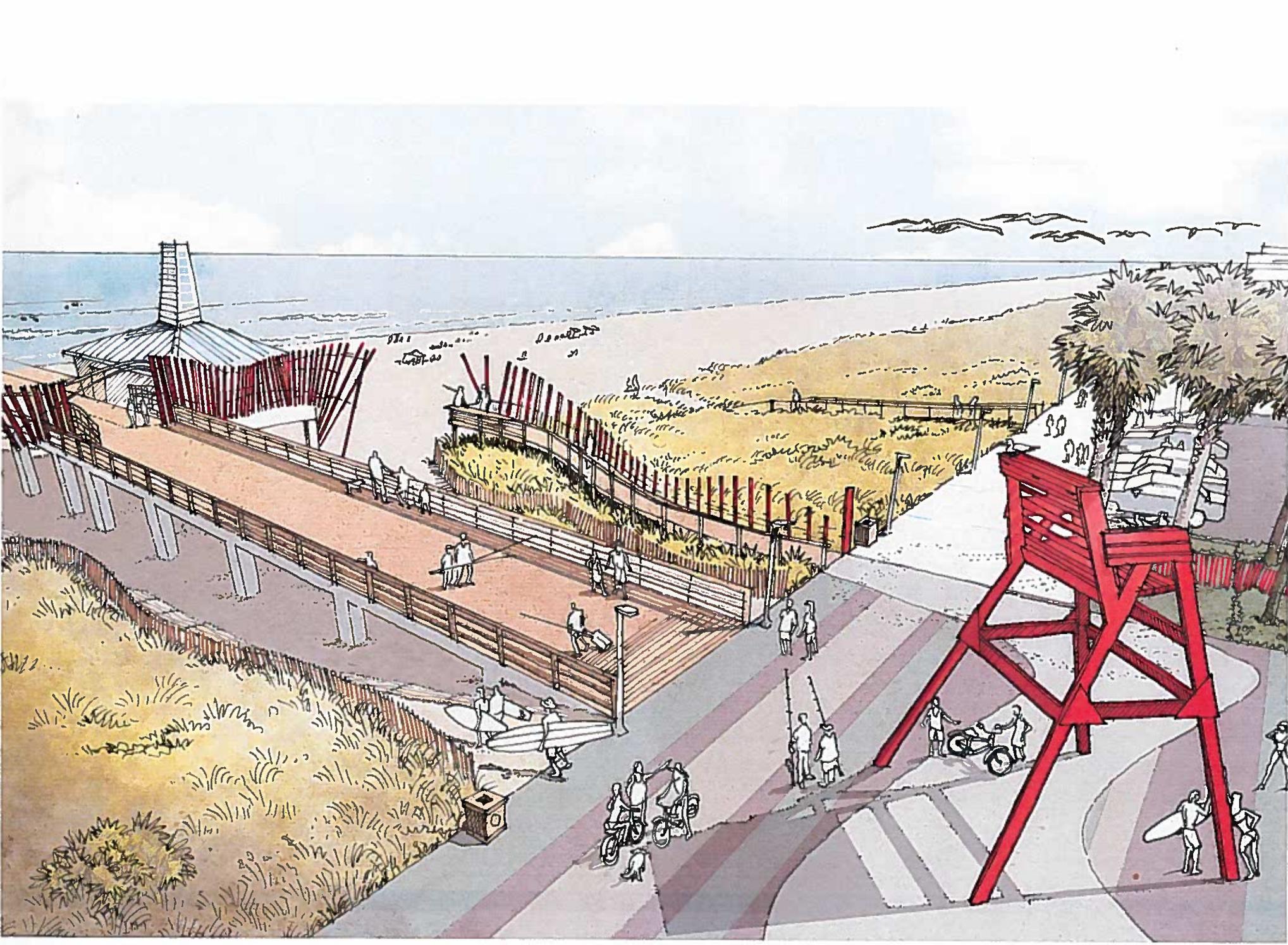
1ST STREET N

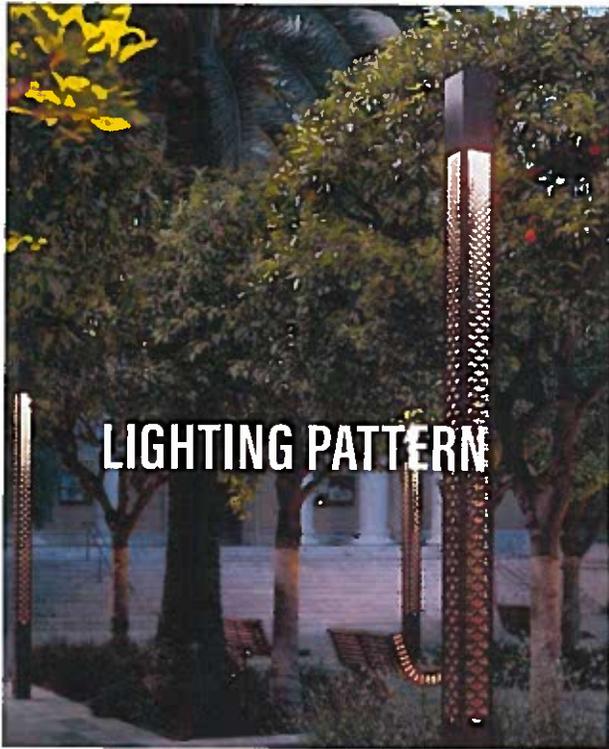
4TH AVE N

SEAWALK

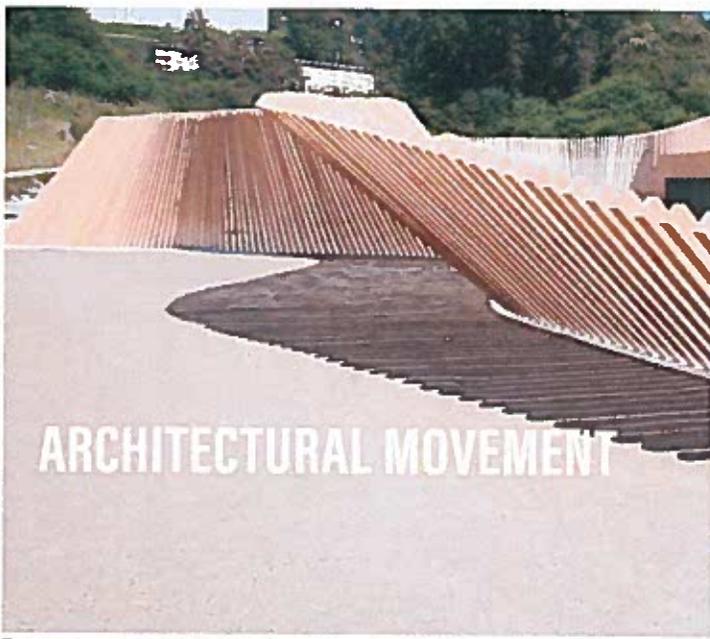
- 1 'THE GROOVE' ICONIC GATEWAY
- 2 ELEVATED OVERLOOK
- 3 ARTFUL ENTRY COLUMNS
- 4 PUBLIC ART OPPORTUNITY
- 5 ADDITIONAL BIKE PARKING
- 6 RELOCATED VETERANS MEMORIAL
- 7 RELOCATED SURFER ART
- 8 ARTFUL SNOW FENCING
- 9 SHADED SEATING



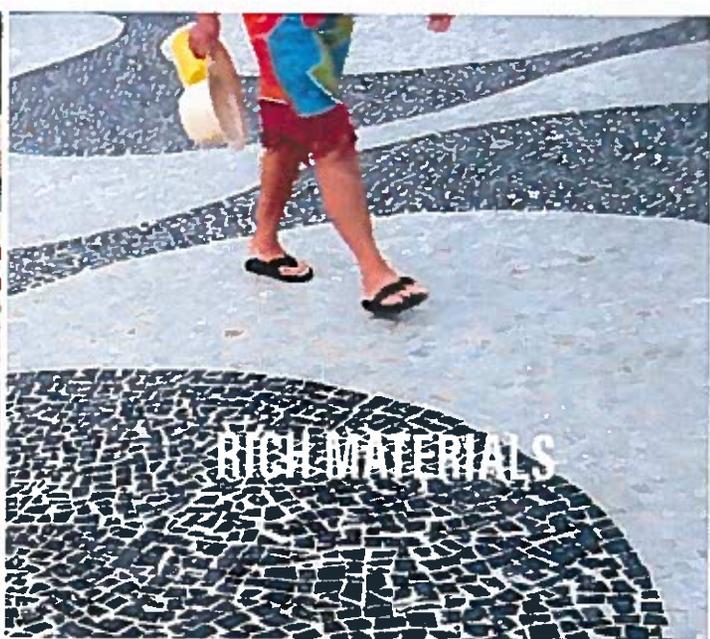




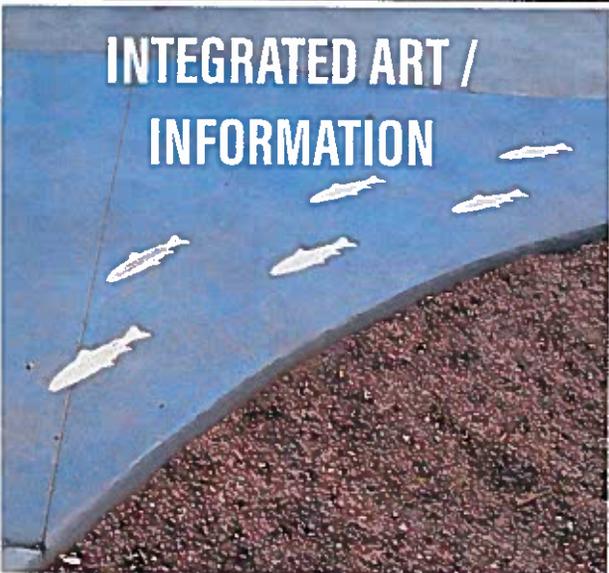
LIGHTING PATTERN



ARCHITECTURAL MOVEMENT



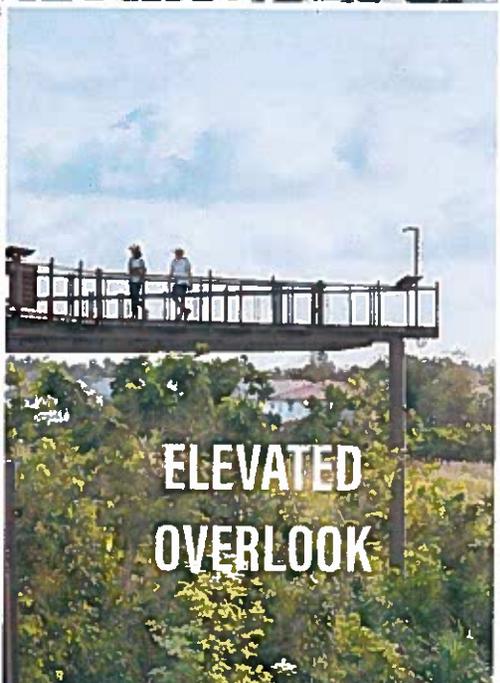
RICH MATERIALS



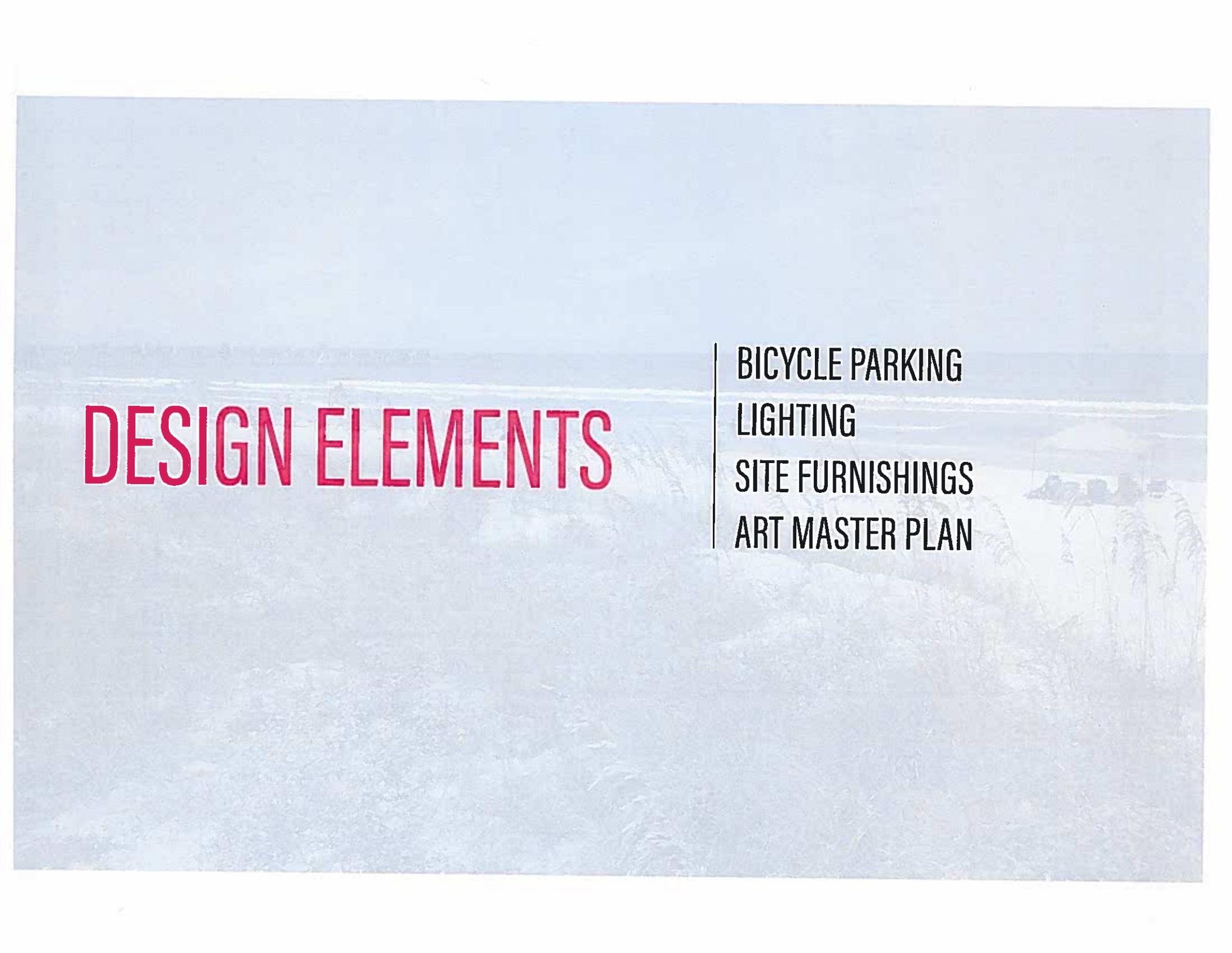
**INTEGRATED ART /
INFORMATION**



ENHANCED BIKE PARKING



**ELEVATED
OVERLOOK**

The background is a faded, light blue-tinted photograph of a coastal landscape. In the foreground, there is a path or road that curves through tall grasses. In the middle ground, a building with a dark roof is visible, possibly a house or a small structure. The background shows a wide expanse of water, likely the ocean, meeting a hazy sky at the horizon.

DESIGN ELEMENTS

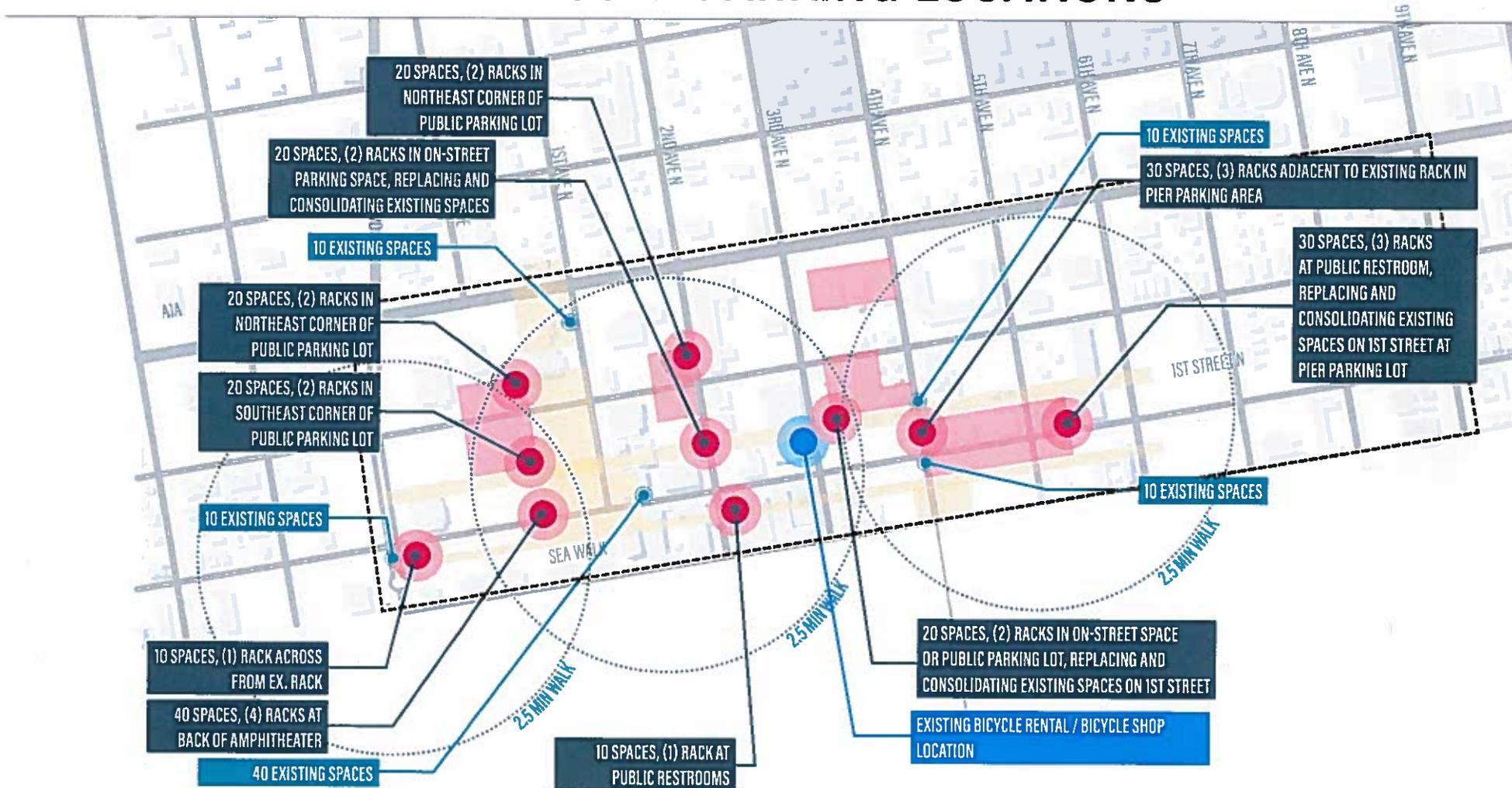
BICYCLE PARKING

LIGHTING

SITE FURNISHINGS

ART MASTER PLAN

BICYCLE PARKING: PROPOSED PARKING LOCATIONS





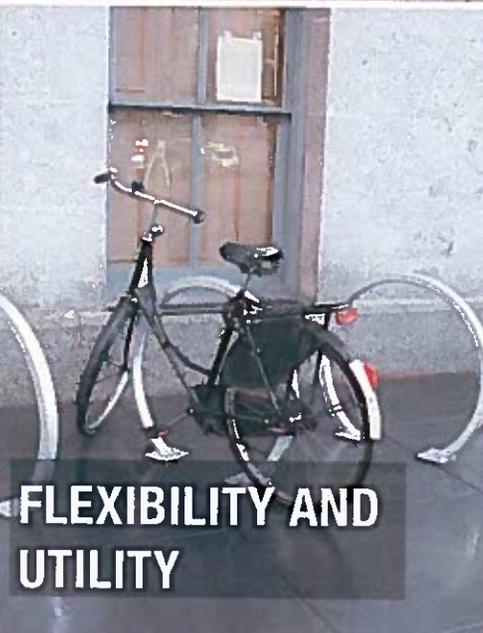
BIKE SHARING



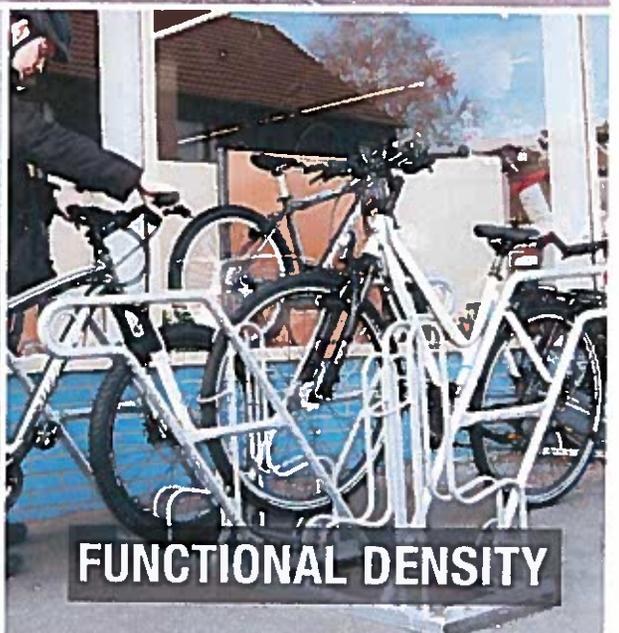
BIKE FIXING STATIONS



PARALLEL PARKING FOR BIKES



FLEXIBILITY AND UTILITY



FUNCTIONAL DENSITY

EXISTING AND PROPOSED SPACES AND RACKS

EXISTING PUBLIC BICYCLE PARKING TO REMAIN

80 SPACES

EXISTING PUBLIC BICYCLE PARKING TO BE REPLACED, CONSOLIDATED, AND RELOCATED

70 SPACES

PROPOSED BICYCLE RACKS NEEDED

7 RACKS

PROPOSED PUBLIC BICYCLE PARKING

150 SPACES

PROPOSED BICYCLE RACKS NEEDED

15 RACKS

TOTAL BICYCLE SPACES OVER 5 YEARS

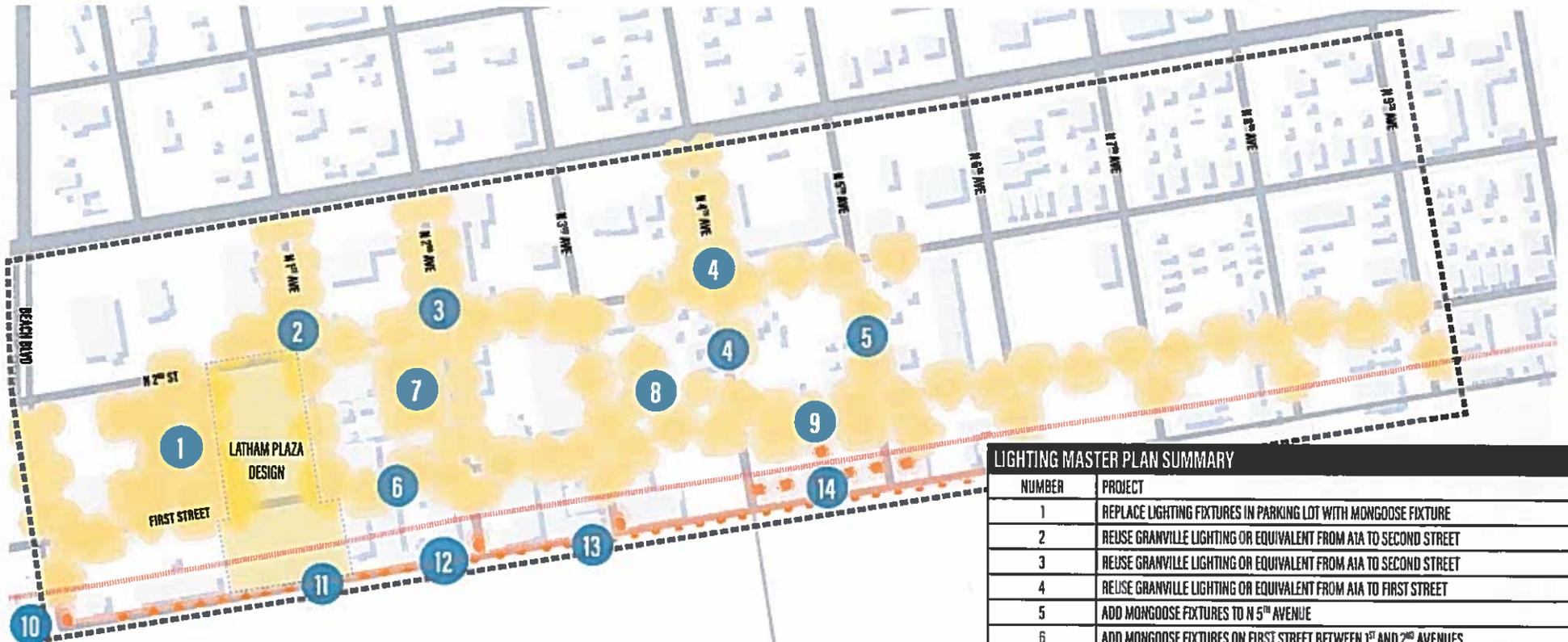
300 SPACES*

*THIS COULD ALSO INCLUDE BICYCLE SHARING SPACES AND RACKS

LIGHTING: CURRENT PHOTOMETRICS



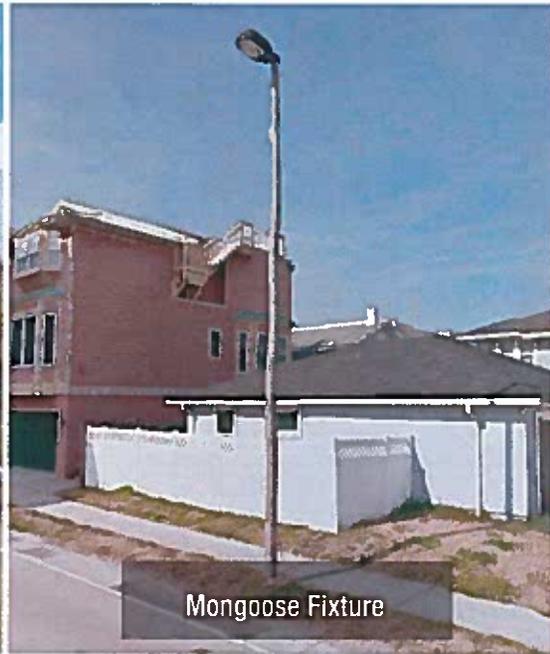
LIGHTING: PROPOSED PHOTOMETRICS



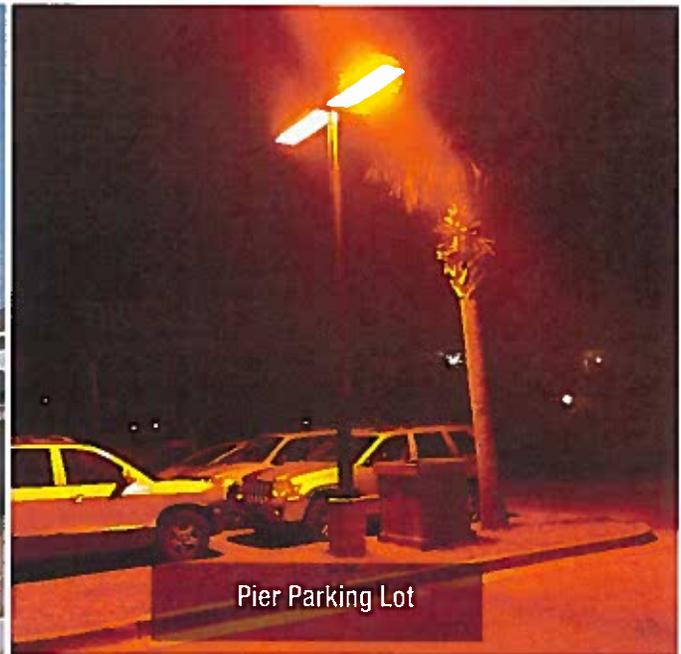
LIGHTING MASTER PLAN SUMMARY	
NUMBER	PROJECT
1	REPLACE LIGHTING FIXTURES IN PARKING LOT WITH MONGOOSE FIXTURE
2	REUSE GRANVILLE LIGHTING OR EQUIVALENT FROM A1A TO SECOND STREET
3	REUSE GRANVILLE LIGHTING OR EQUIVALENT FROM A1A TO SECOND STREET
4	REUSE GRANVILLE LIGHTING OR EQUIVALENT FROM A1A TO FIRST STREET
5	ADD MONGOOSE FIXTURES TO N 5 TH AVENUE
6	ADD MONGOOSE FIXTURES ON FIRST STREET BETWEEN 1 ST AND 2 ND AVENUES
7	REPLACE LIGHTING FIXTURES IN PARKING LOT WITH MONGOOSE FIXTURES
8	REPLACE LIGHTING FIXTURES IN PARKING LOT WITH MONGOOSE FIXTURES
9	THE WEST PORTION OF THE PIER PARKING LOT CAN BE LIT WITH MONGOOSE FIXTURES
10	ADD CREE FIXTURE OR EQUIVALENT AT THE ENDZONE OF BEACH BOULEVARD
11	ADD LED LIGHTING AS PART OF A NEW RAILING ALONG BOARDWALK
12	ADD CREE FIXTURE OR EQUIVALENT AT THE ENDZONE OF 2ND AVENUE AND REMOVE GRANVILLE FIXTURES WITH THE 300'-0" SEA TURTLE HABITAT SETBACK
13	ADD CREE FIXTURE OR EQUIVALENT AT THE ENDZONE OF BEACH BOULEVARD
14	ADD CREE FIXTURES FOR GREATER COVERAGE OF LIGHTING IN PIER PARKING LOT



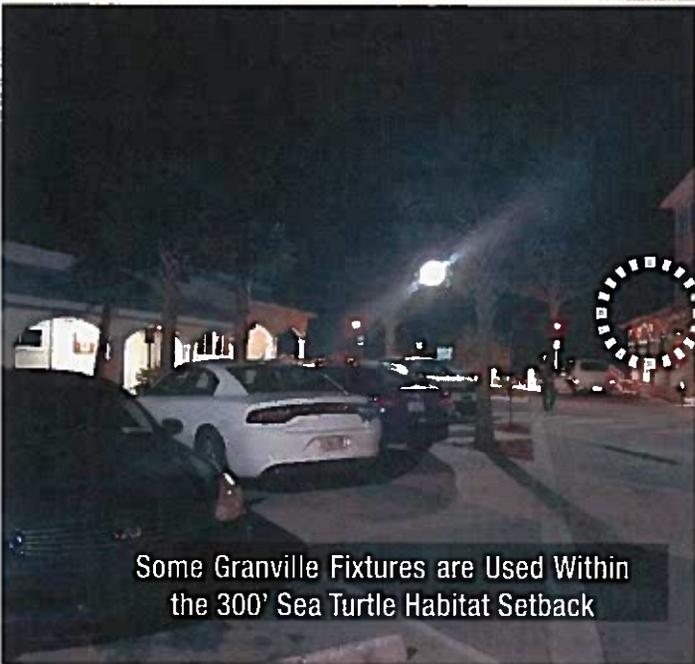
Granville Fixture



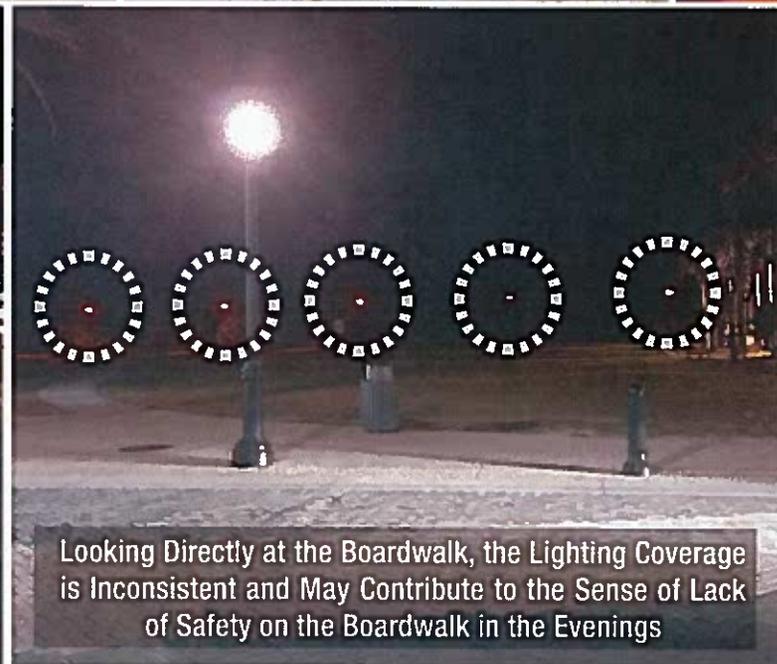
Mongoose Fixture



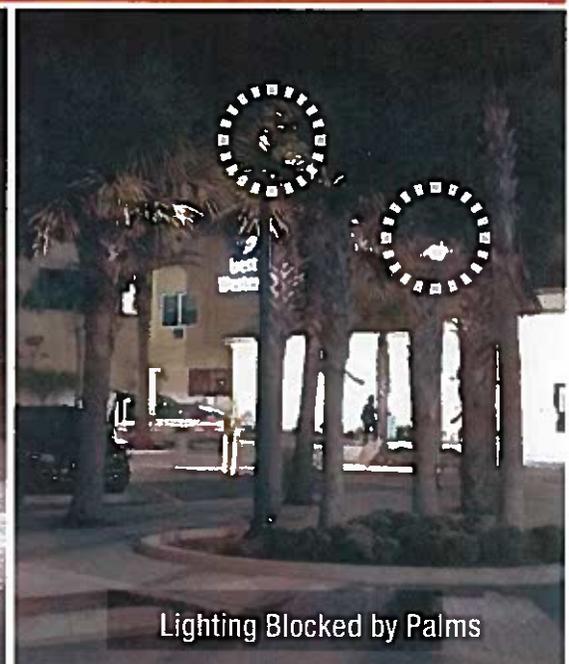
Pier Parking Lot



Some Granville Fixtures are Used Within the 300' Sea Turtle Habitat Setback



Looking Directly at the Boardwalk, the Lighting Coverage is Inconsistent and May Contribute to the Sense of Lack of Safety on the Boardwalk in the Evenings



Lighting Blocked by Palms



POOR

Poorly directed parking lot lighting can cause problems on sea turtle nesting beaches.



BETTER

Fixtures with 90 degree cut off angles can reduce the amount of stray light reaching the beach.



MUCH BETTER

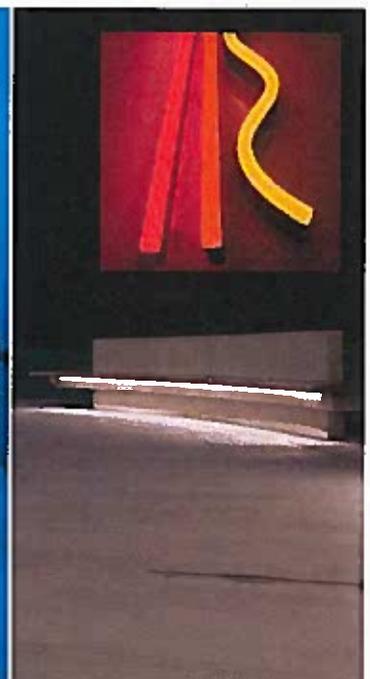
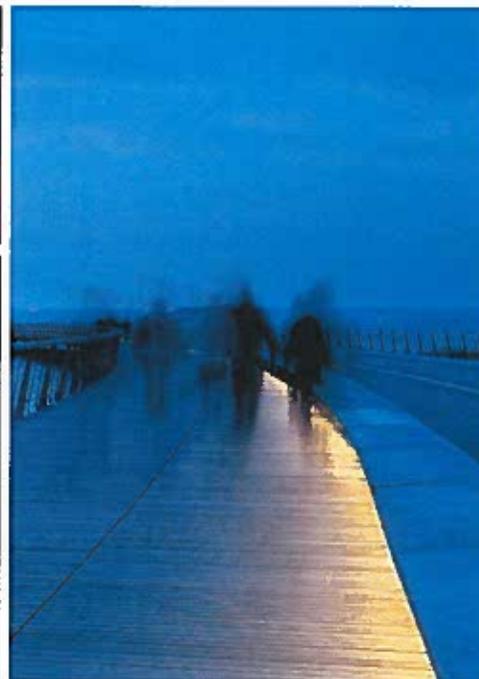
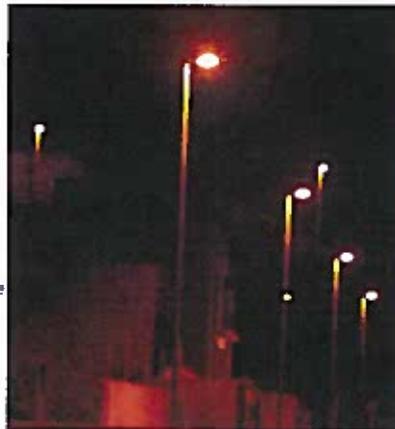
Fully hooded fixtures can direct light accurately and reduce stray light even more.



BEST

Low-mounted, shrouded bollard fixtures are the best way to light parking lots near nesting beaches.

Courtesy of B.E. Whittington and P.E. Moran. FAIM Technical Report TR-2



DESIGN ELEMENTS : WAYFINDING

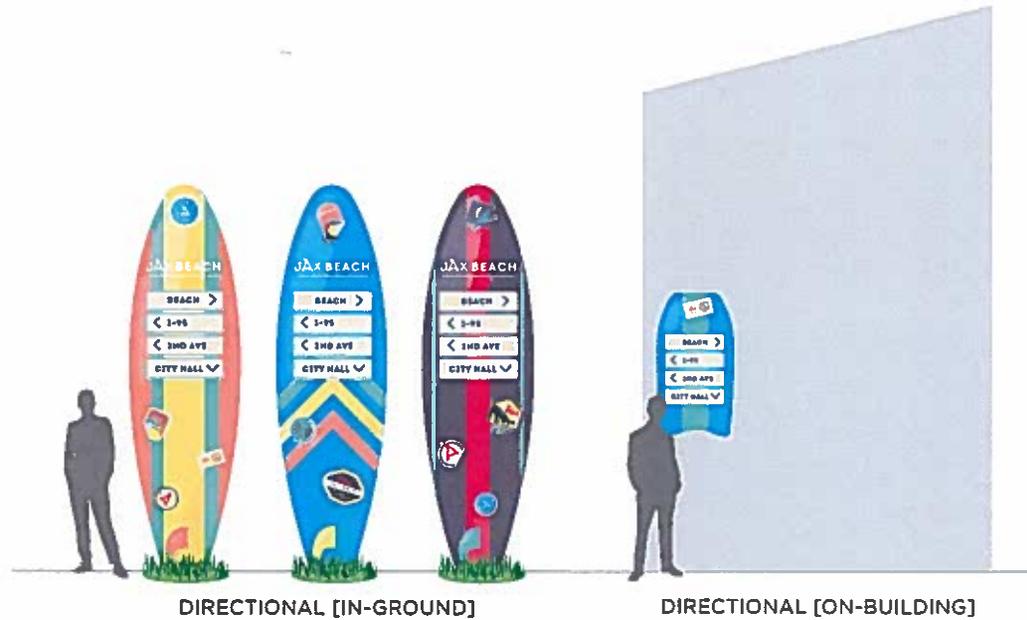


INFORMATIONAL SIGN

PIER MONUMENT

PIER ENTRY FENCE SIGNAGE

DESIGN ELEMENTS : WAYFINDING



DESIGN ELEMENTS : BOLLARDS

BOLLARDS

ISSUE:

Bollards installed along the street edges at Latham Plaza do not match the bollards installed as part of the 1st Street (Destination Street) implements.

RESPONSE:

When utilized, proposed bollards should match the intent and character of the destination street bollards. In key destinations, seat pods can be utilized as bollards.



SUGGESTED ITEM:

MODEL: LANDSCAPE FORMS

SENTINEL BOLLARD

MITRE OR MITRE W /LIGHT (WHERE NEEDED)

COLOR: SILVER METALLIC

DESIGN ELEMENTS: TRASH RECEPTACLES



SUGGESTED ITEM:

MODEL: LANDSCAPE FORMS
GRETCHEN LITTER
SIDE OPEN, 25 GAL, 42"
HT, 23" DIA

COLORS: SILVER METALLIC
WITH IPE WOOD

DESIGN ELEMENTS: SEATING



Key destinations, such as the entry to the Pier, require opportunities for seating.



At street nodes, edges of planters could incorporate seating edges to prevent cut-through traffic.



Tree planters at Latham Plaza provide opportunities to implement seating while protecting plant material.



Seat pods are comfortable for short term seating and can act as bollards or points of delineation.



Round benches provide seating opportunities while discouraging the ability to lay down.



At key destinations, various types of seating is required. In this instance edges are utilized for seating.



MODEL: ESCOFET EXTASI
CAST STONE,
FREE-STANDING



LOW WALL
WHITE CONCRETE WITH EXPOSED
AGGREGATE FINISH
18" HT MAX

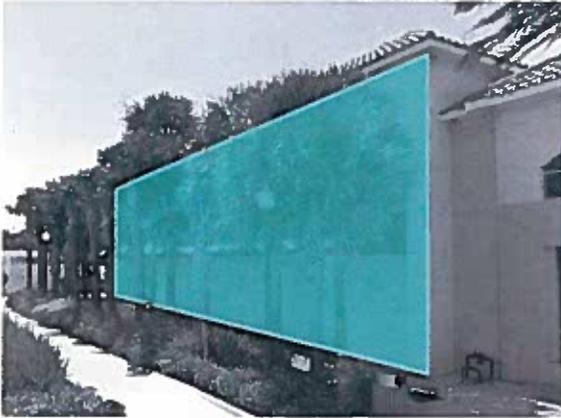


LOW WALL
WHITE CONCRETE WITH EXPOSED
AGGREGATE FINISH
IPE WOOD TOP
18" HT

ART MASTER PLAN



PUBLIC ART: WAVES



1 BEACH BLVD AND 1ST STREET :
THRESHOLD TO DOWNTOWN.



2 SIDE AND BACK FACING SURFACES ON
2ND STREET.



3 4TH AVENUE NORTH WALL TO
REINFORCE FUTURE PIER GATEWAY.



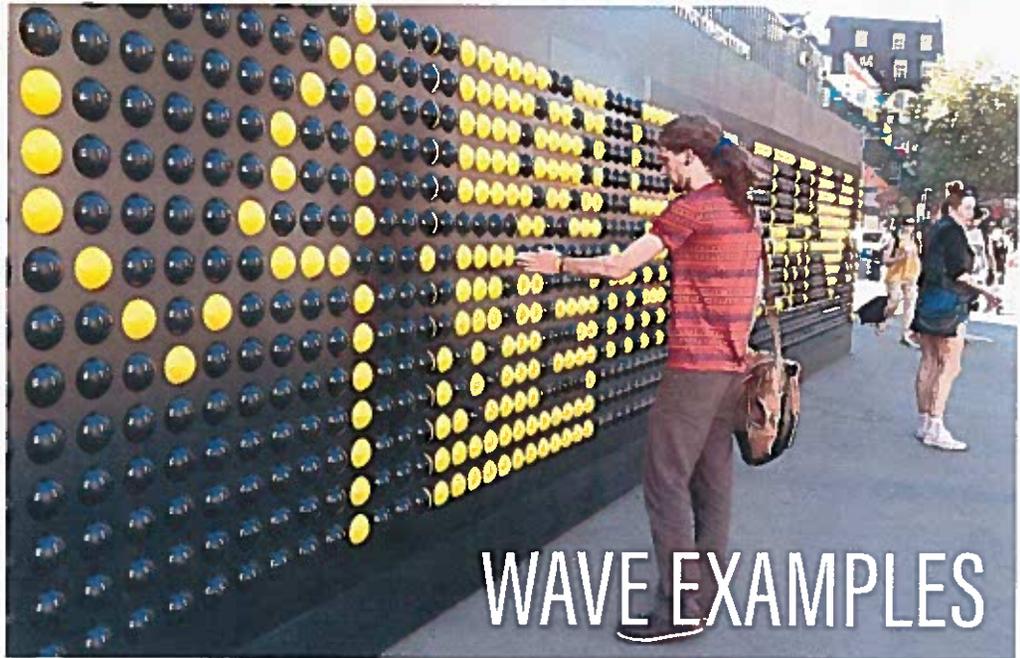
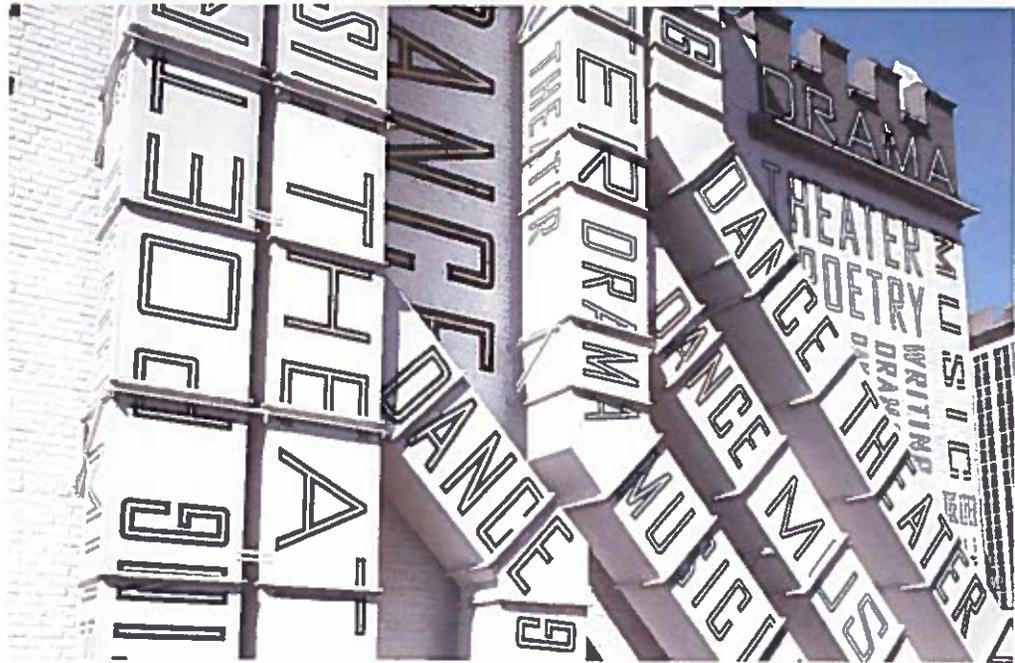
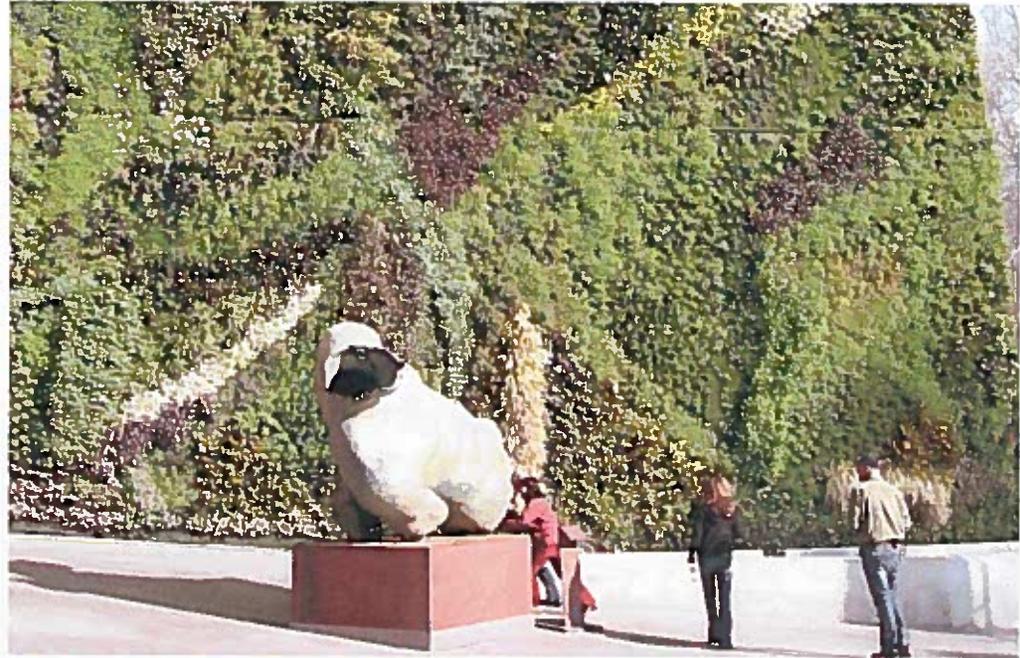
4 6TH AVENUE AND A1A



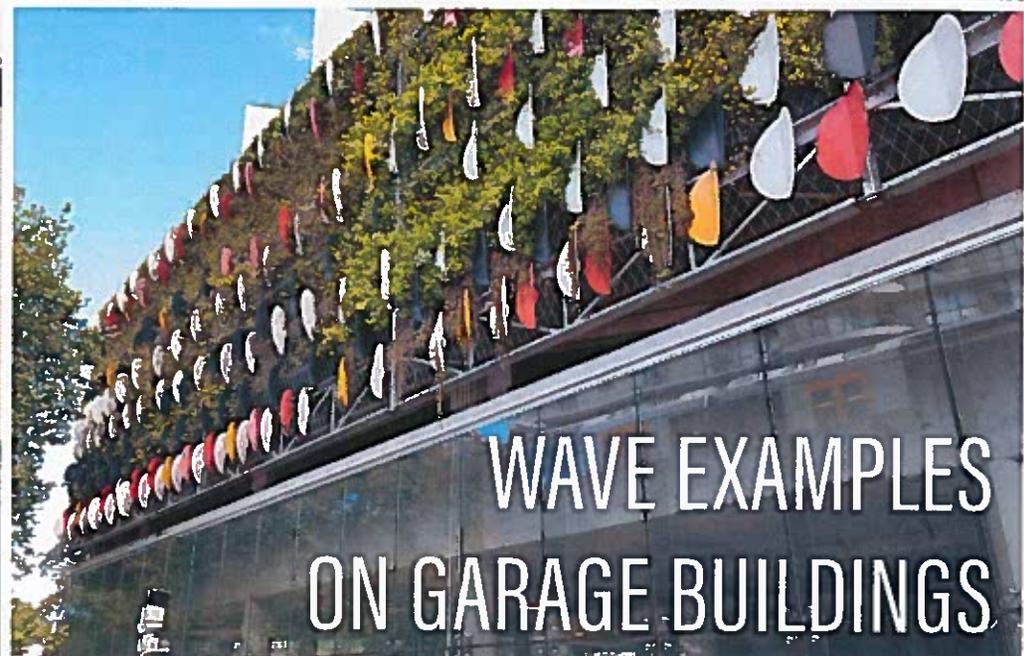
5 2ND STREET GATEWAY TO DOWNTOWN



6 PIER BUILDING



WAVE EXAMPLES

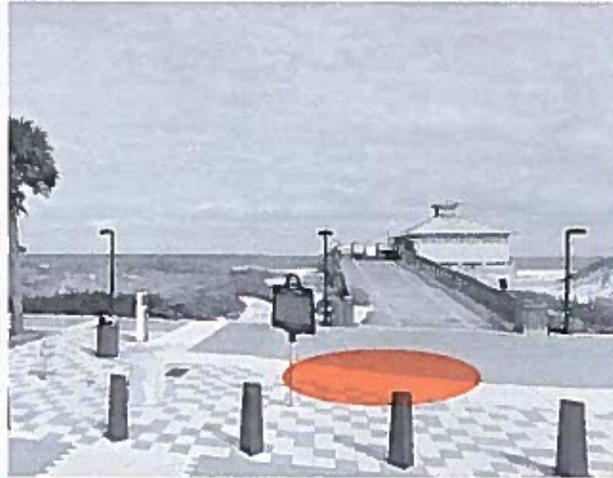


WAVE EXAMPLES
ON GARAGE BUILDINGS

PUBLIC ART: BREAKPOINTS



1 LANDMARK ICON AT LATHAM PLAZA



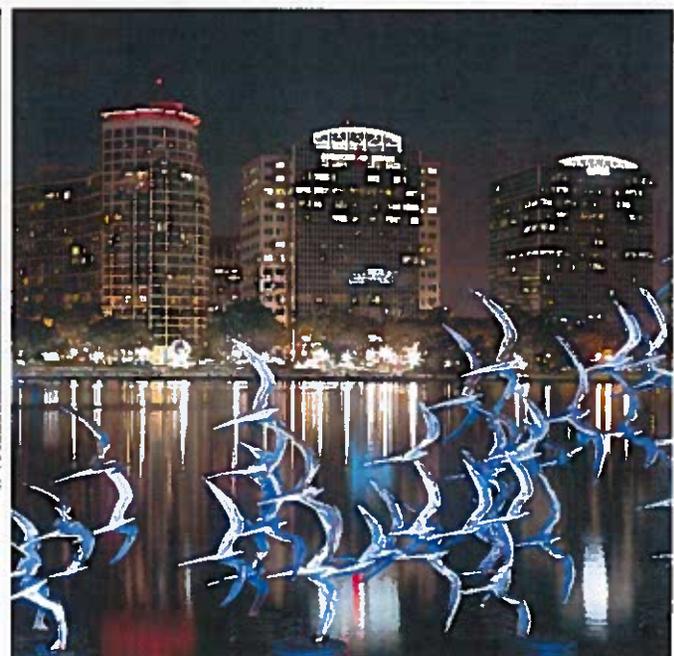
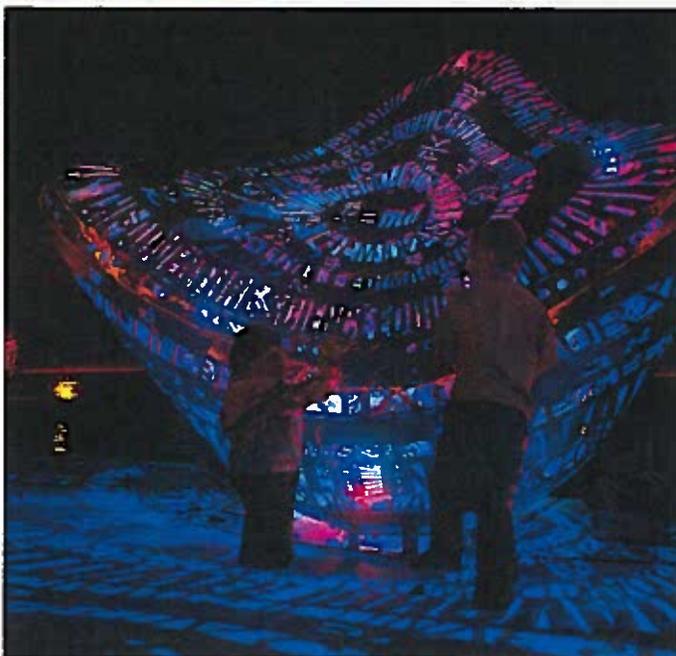
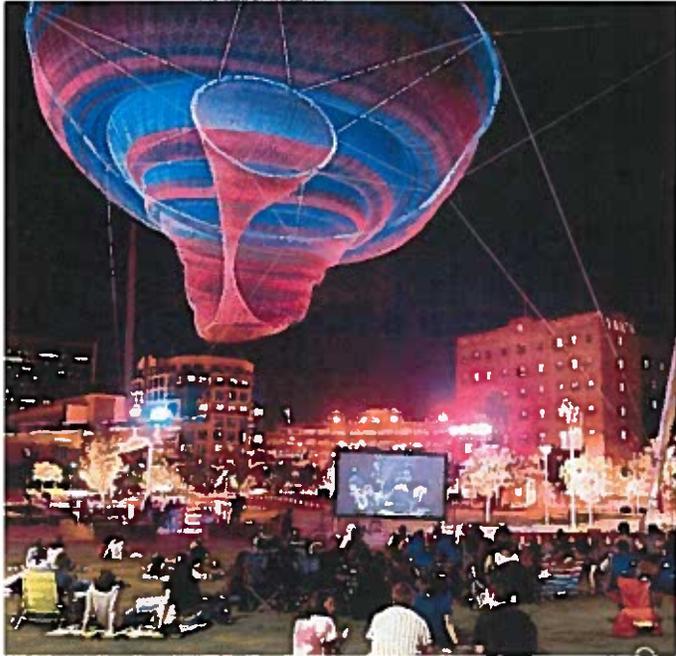
2 TERMINUS AT THE PIER



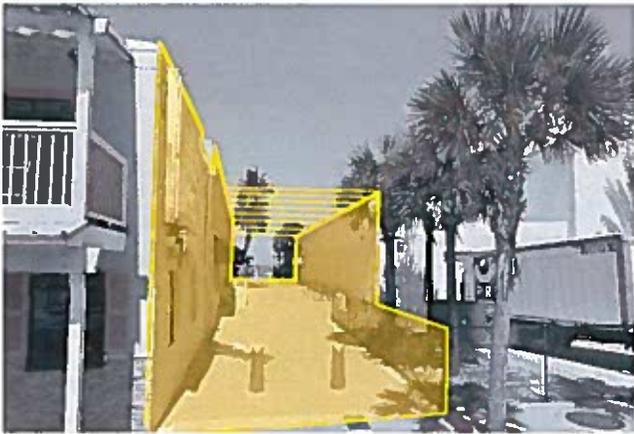
3 GATEWAY INTO DOWNTOWN



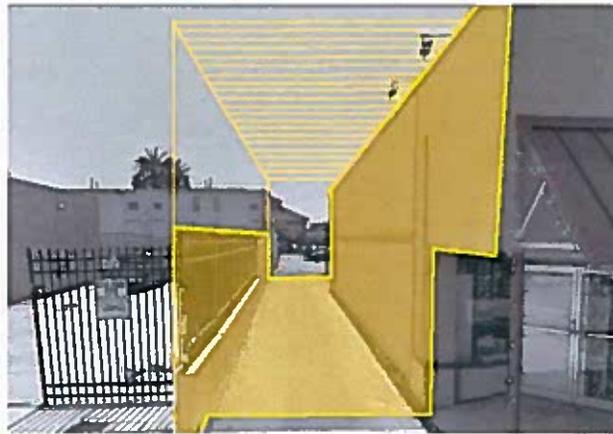
4 TERMINUS TO STREETS



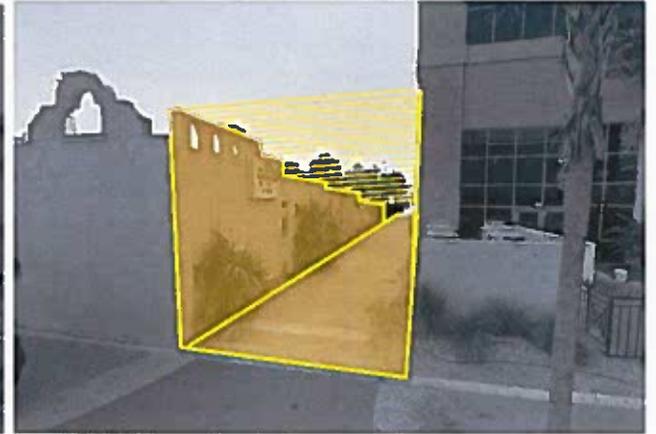
PUBLIC ART: REEF CORRIDOR



1 AMPHITHEATER ALLEY



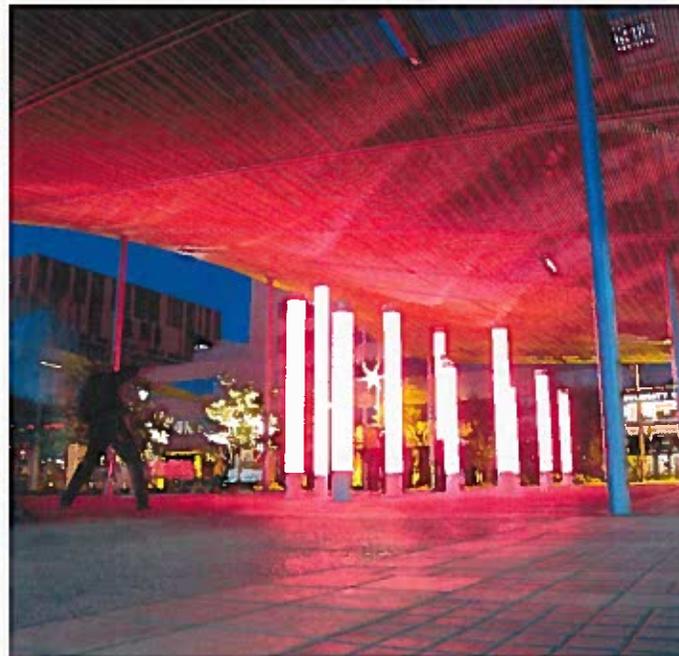
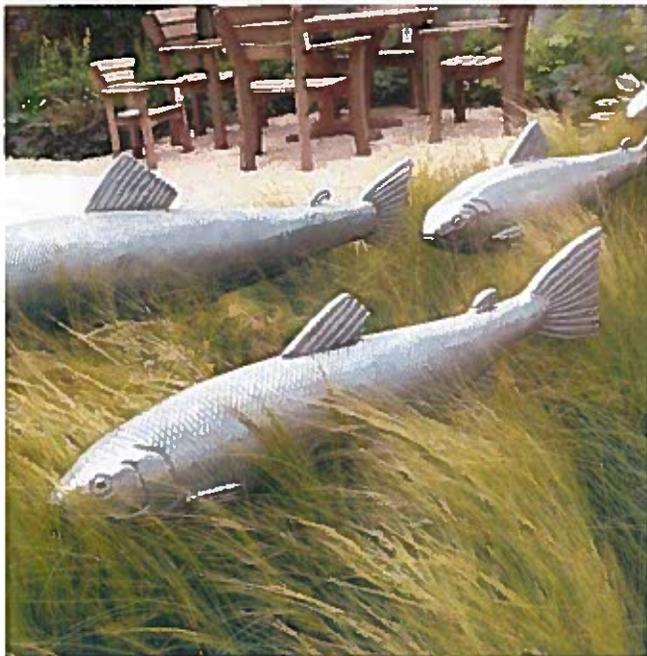
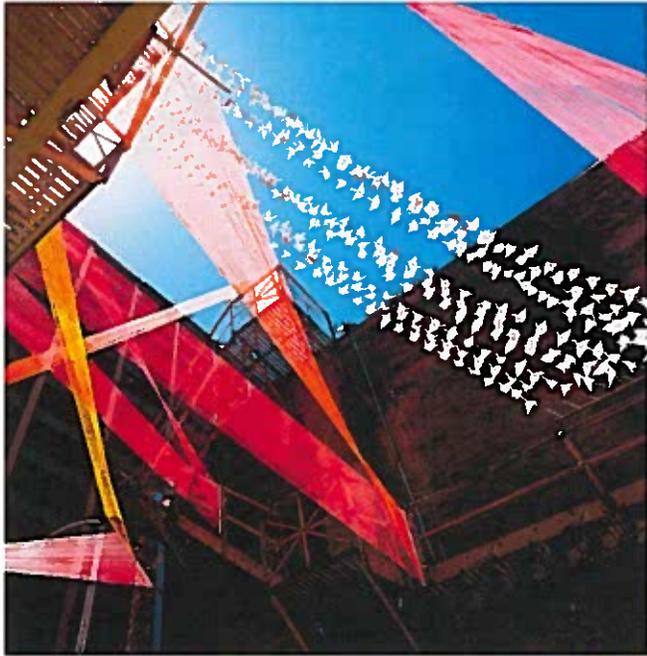
2 CONNECTIONS TO PARKING LOTS



3 2ND AVENUE NORTH: ART CORRIDOR TO ENGAGE PEDESTRIANS AND INTERACT WITH EXISTING SITE FEATURES



4 SEAWALK



PUBLIC ART: TIDAL EXHIBITS



A grayscale photograph of a beach scene. In the foreground, there are dunes covered in tall, feathery grasses. In the middle ground, a sandy beach leads to the ocean. A gazebo is visible on the right side of the beach. The sky is overcast and hazy. The text "THANK YOU!" is overlaid in the center of the image.

THANK YOU!