

Appendix A

“Placemaking” Private Realm Design Standards

Introduction

The City of Jacksonville’ Dunn Avenue and Main Street Corridor Revitalization Plan is based upon coordination between the “public realm” streetscape and “private realm” “placemaking” projects. The location for “placemaking” projects is identified in the Corridor Revitalization Plan as nodal sites. Within Districts that contain these nodal sites there is expectation for a more urban (more pedestrian and intense) form of (re)development than may occur in the suburban (less pedestrian and intensive) stretches of the corridor.

Although, the City Comprehensive Plan and Land Development Code set certain density development parameters and minimum levels of design compliance, they do not specifically address “City Form” from the standpoint of what is considered to be “best” design practices. The following guidelines and standards are a tool to assist in conveying ideas, and design alternatives and practices that should be strongly considered during the design and development of projects within the designated urban districts along the corridor.

The purpose, intent and objective of these “placemaking” design guidelines and standards is to assist property owners, developers, and designers in the on-going (re)development of the following urban districts or sections of districts:

- **District # 1 - Garden City District:** All of the District
- **District # 3 - Highlands District:** All of the District
- **District # 6 - Oceanway District:** All of the District
- **District # 7 - Duval Station District:** A section within 500 feet of Duvall Road
- **District # 8 - Pecan Park District:** A section within 500 feet of Pecan Park Road

Within the remaining lower intensity, suburban and less pedestrian districts, the City may apply the architectural, exterior pedestrian and signage standards.

Design Principles

Create Urban Districts: Establish Urban Places between Suburban Stretches Along the Corridor: Because these “places” are more urban and pedestrian oriented, they require a much higher level of design. Within these urban districts individual projects may be of dramatically different size and scales.

- At one end of the scale they may be the recommended catalyst “placemaking” projects of a size to require creation of, and orientation toward an internal main street and accommodation of a mix of uses.
- They also may be as small as individual single use buildings on a single parcel of land, or something in between (small attached building projects) , and have an orientation toward Dunn Avenue, Main Street, Busch Drive or an intersecting street such as Lem Turner Road or New Berlin Road.

In the case of the small buildings/projects, incremental redevelopment over time will transform the entire district into a more pedestrian and urban environment and support the nodal “placemaking” projects.

Vision Plan “Best Practices” are a basis for Guidelines and Standards: The North Jacksonville Vision and Master Plan contains a section titled “Best Practices” which also establishes the foundation for the urban design principles and standards provided herein.

Establish a Design Concept for Nodal Projects to Evolve Over Time: The real estate value that is inherent in the main street (grid like) project is that it can be built for today’s market but be designed to intensify as the market strengthens over time.

- Projects may be built in phases and start with a project sized to stand along in the market using a grid like or “main-street” design for a flexible and expandable approach to phased development that creates real estate value for subsequent phases.
- The focus on the market is important especially in the first phase project, but more important to creation of long term real estate value is the focus on creating authentic look and feel in architecture and materials, and a great civic space that people will love.
- Design for the initial phases, but also for build-out so as to use surface parking in initial phases that can be converted to more intense uses over time by converting to structured parking.

Encourage a “Placemaking” Mix of Uses for Nodal Projects and Areas: The development program for catalyst projects should encourage balance the mix of uses to achieve a complimentary mix of life support (at least three types of uses) not life style uses, as follow:

- A successful “placemaking” mix is continually evolving and becoming less dependant on retail and more reliant on restaurants, entertainment, civic and residential uses.
- Establish the most appropriate anchor tenants for the size of the project which may include: restaurants, national retailers where possible, cinemas, civic uses and compatible big box retailers for larger sites.
- Promote office uses to drive daytime and after work business for restaurants and retail. A corporate office can anchor a project.
- Promote residential uses to create a captive market with life and activity at all hours by creating strong connections to existing neighborhoods and promote the following types as market conditions allow: Over retail living spaces, Apartment buildings, Townhouses, Condominiums, Lofts, and Live/work spaces.
- Promote civic uses, public open space and commercial anchor tenants that are carefully located within the Centers to enhance the live, work, play and shop experiences and to create daily return visitation, enhance property values, and increase convenience by providing multiple daily needs in a pedestrian environment.
 - o A variety of parks, plazas and greens should be distributed through out the centers that are integrated into the pedestrian flow. A main square should be sized for each type of project and be designed as a gathering place for residents and shoppers, both day and evenings. The square will include places for strolling, sitting, music concerts, art shows and other promotional or cultural and holiday events, and have a major focal element.
 - o Public/Civic and semi-public facilities such as libraries, cultural facilities, community meeting places, postal facilities, and government administrative buildings should be sited within the centers to raise property values and to serve as anchors and inducements for spin-off private investments.