

GROWTH PROJECTIONS AND INFRASTRUCTURE

A. Introduction

The degree of success in implementing several key components of the Vision Plan will positively influence both the rate and the type of population and employment growth over the next twenty years. The City’s goal of changing the economic paradigm and increasing higher-wage employment, especially office employment in the Tradeport Center, is intricately tied to the success in establishing one or more Master Planned Communities (MPCs) and the North Jacksonville Town Center.

The ability to change perceptions, improve the North Jacksonville image, and attract quality retail and services is also dependent on the success of the MPCs and the Town Center, as well as successful implementation of a significant number of the following projects:

- Improved access and marketing of the natural assets of North Jacksonville including some Eco-Center Projects.
- Dunn Avenue Village Center Redevelopment
- River Port Village Center
- The Corridor Redevelopment Programs
- The Low Country Village Center
- The Heckscher Islands Scenic Parkway Programs
- Heckscher Islands River Village Center
- Dinsmore Village Center

The result of the successful implementation of these projects is a different land use pattern, with higher densities than what would be achieved in the Trend Buildout Analysis found in the Vision Plan. These different land use patterns translate to higher wage employment and higher total number of dwelling units than the Trend Analysis.

B. 20 Year Growth Projections

There are two North Jacksonville growth scenarios for the twenty year horizon:

- The Conservative Outlook is based on the First Coast MPO growth projections for North Jacksonville, modified to fit into the development pattern of the Vision plan, with no increase in the total numbers of employment or population.
- The Vision Outlook is the expected increase in rate and quality of growth spurred by success in establishing at least two large scale MPCs, the significant build out of the Town Center District, and development of a number of the other place making projects.

	Existing (2003)	Conservative 2025	Vision 2025	Buildout
Single Family Dwelling Units	12,827	27,336	34,411	53,049
Multi-Family Dwelling Units	5,618	11,774	12,874	23,782
Total Dwelling Units	18,444	39,109	47,285	76,831
Single Family Population	33,550	71,805	88,353	137,927
Multi-Family Populations	10,608	22,245	24,321	44,924
Total Population	44,157	94,049	112,674	182,851
Industrial Employment	5,210	14,794	14,994	31,112
Commercial Employment	5,705	10,437	11,037	30,162
Office/Service Employment	6,680	19,827	21,241	35,948
Total Employment	18,455	45,058	47,272	97,222
Industrial Square Footage	3,907,500	11,095,500	11,245,500	23,334,141
Commercial Square Footage	2,282,000	4,174,800	4,414,800	12,064,957
Office/Service Square Footage	1,870,400	5,551,560	5,947,480	10,065,556

Source: Population and employment data for the Existing, Conservative and Vision scenarios are based on projections from the First Coast Metropolitan Planning Organization Traffic Analysis Zone data. The buildout Scenario is based on an available land analysis for North Jacksonville.

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Conservative Outlook

The conservative outlook redistributes anticipated population and employment growth to reflect the Vision Plan, but without assuming any increases based on the success of the plan. Under this scenario, the ability to attract quality retail and to change the economic paradigm is limited.

Over the next twenty years, the Low Country Village Center and the River Port Center are very likely the only place-making centers that are successfully completed. Initial phases of the Town Center may be under way, but retail development within the Town Center will compete with other retail development both within and outside of North Jacksonville. Higher-waged office employment will be tied to the success of the MPCs.

Vision Outlook

Accelerated population and employment growth in the vision outlook scenario is based on the successful completion of at least two large-scale MPCs. The success of these MPCs in providing a variety of housing alternatives, including executive housing, has an influence on the type of employment growth and the success of the Town Center.

Buildout Analysis

The buildout analysis is a theoretical scenario that anticipates full implementation of all aspects of the vision plan. The buildout projections assume complete development of all available land within the planning area utilizing existing and historical examples for density and population. This scenario is well beyond the 20 year planning horizon and is provided as an analytical tool only.

C. 20 Year Infrastructure Projections

Schools

Currently, the North Jacksonville planning area contains eight elementary schools, one middle school and one high school. The following indicates the additional schools that will be needed through implantation of the vision plan over the next twenty years.

	<u>Existing</u>	<u>Conservative Outlook</u>	<u>Vision Outlook</u>	<u>Buildout</u>
Elementary	8	4	7	16
Middle	1	3	3	6
High	1	2	3	5

Based on the following Duval County Public Schools size design criteria:

- Elementary: 788
- Middle: 1,200
- High: 1,800

Parks

It is anticipated that the Timucuan Preserve, the Jacksonville Greenway System and other surrounding public resources will satisfy the adopted level of service for resource-based park land for not only North Jacksonville but a portion of the surrounding region as well. In accordance with City of Jacksonville 2010 Comprehensive Policy Plan, Recreation and Open Space Element Policy 1.1.1, the adopted level of service for regional parks is 2.5 acres per thousand population. With a total population of approximately 94,000 people in the Conservation Outlook and 113,000 in the Vision Outlook it is anticipated that the North Jacksonville will need regional parks totaling of 235 acres for the Vision Outlook or 282 acres for the Vision Outlook. While the needs for active recreation may be met within some of the existing publicly-owned park land, consideration should be given to finding appropriate sites for more neighborhood parks within the existing and planned residential population centers.