

Six main themes illustrate the shared vision for the Southwest Jacksonville community. The themes reflect an understanding of the existing conditions within the Southwest Planning District and the social, economic, and environmental trends shaping its future. They also synthesize the concerns and goals of the many residents, business leaders, elected officials, and community stakeholders who participated throughout the planning process.

- 1. Strengthen existing neighborhoods and create new neighborhoods.***
- 2. Protect rural character and open spaces in the western areas of the planning district.***
- 3. Focus on creating centers.***
- 4. Establish minimum standards for quality water, sewer, and storm water services in all neighborhoods.***
- 5. Connect centers with greenways, open spaces, parks, and transportation improvements.***
- 6. Maintain safe airfield operations around the Cecil Commerce Center, Herlong Field, and NAS Jacksonville facilities.***

These themes frame all of the recommendations that follow in this Vision Plan and will continue to guide the growth and development of Southwest Jacksonville in the years ahead. The following section pairs each theme with a series of issues, policies, and implementation options. The issues represent areas of concern identified through an analysis of existing conditions, trends, and public input. The policies suggest a general direction of action, while implementation options serve as a “menu” of concrete steps to address stated concerns.

Shared Vision

Since the Southwest Planning District is so large and diverse, the Vision Plan divides the area into three distinct zones shown in the map.

To the east shown in red is a zone that reflects the **Traditional Building Area**. These neighborhoods were built before 1950 and generally follow a traditional style of houses mixed with neighborhood-scale commercial areas on a grid of connected streets.

Slightly west, Southwest Jacksonville transitions to a **Suburban Area** shown in blue. With its lower-density pockets of contemporary housing and free-standing retail nodes, the prevailing pattern of development in this zone is auto-oriented.

In its farthest western portions, the district embraces a **Rural/Conservation Area** shown in green, which contains agricultural activities, some industrial/warehousing uses, conservation and recreational lands, and large-lot residential development. This zone also includes a pattern of rural village development typified by the Maxville community.

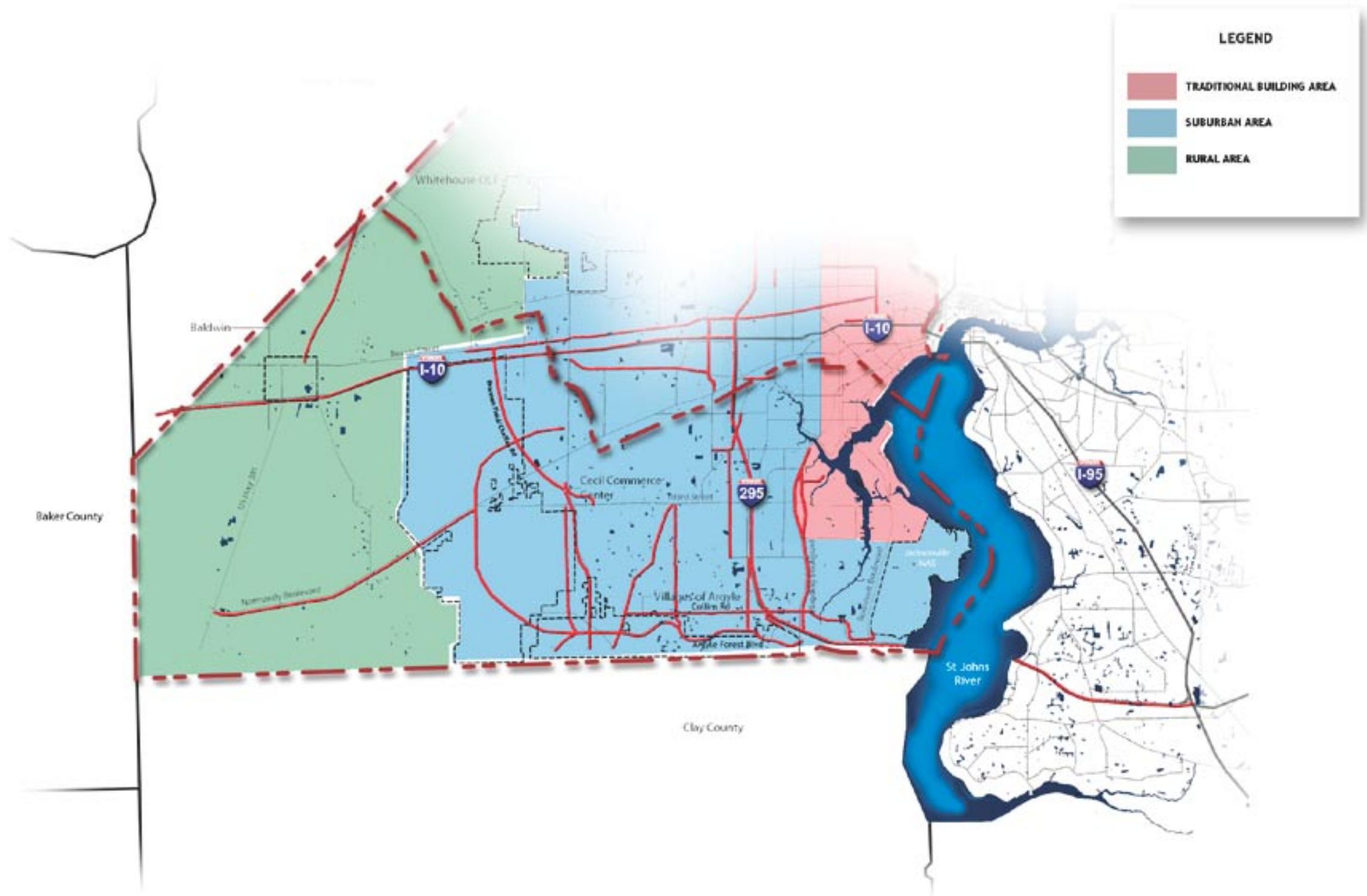
The rest of this section links various implementation options to the three areas of the district. Some options illustrate sound design or planning concepts that are applicable for all three areas. Many of the options, however, focus specifically on the mature neighborhoods within the Traditional Building Area, while other strategies deal with the protection of rural character and open spaces in the Rural/

Conservation Area or a smoother transition of land uses in the Suburban Area.

This organization by traditional, suburban and rural area is the most critical concept of the Vision Plan. One of the biggest failings of modern community is the relative sameness and lack of unique features in the design of plans, buildings, and landscapes. Southwest Jacksonville is blessed with a rich palette of land uses from intown neighborhoods to family-oriented neighborhoods to a country-side of forests, ranches, and trails. The purpose of this Vision Plan is to celebrate this diversity of place and preserve it for the future.

Traditional
Suburban
Rural

Traditional Building, Suburban, Rural/Conservation Map



*Traditional
Suburban
Rural*