

6.0 SUMMARY OF CORRIDOR OPPORTUNITIES

A major thrust of the context analysis is to determine the location of potential development and enhancement “nodes”. The nodes are the locations for higher intensity mixed use activity centers that are pedestrian friendly and built to high quality design standards to create a “sense of place”. The basic revitalization concept is that the City and JIA/CRA can focus resources of creating and improving these nodal developments and areas in key locations and that these projects will serve as catalyst to improve the quality of surrounding areas along the corridor.

The marketplace analysis viewed current uses and planned developments surrounding Dunn Avenue and Main Street and identified several “nodes” that appear to present the greatest opportunity for future development. Preliminary analyses of the development opportunities, which may be supported at each node, were identified and to be more thoroughly evaluated in the next (Conceptual Approaches) phase of this study.

Some nodes will serve the needs of the surrounding neighborhoods and serve a small market while some nodes are larger and serve a community or regional market. Some nodes such as the Oceanway Village “Enhancement” Node and Highland Village “Enhancement” Node have a historic or long established economic basis and an existing complex fabric of mixed uses which can be enhanced and refined to create a strong “sense of place”. Other nodes lack an existing mixed use fabric, but provide well located development sites in terms of transportation and market that create opportunities for mixed use development projects.

Multi District Opportunities

- Nodal development opportunities appear to exist in every corridor district excepting the San Mateo District. (refer to districts below)
- It is important to create streetscape themes that provide unifying elements for the corridor segments, but these themes will be more intensely articulated to create pedestrian environments within the “nodes” and include the following:
 - A unique wayfinding system,
 - Underground or relocate overhead utilities with new projects,
 - Add landscaped medians and landscape existing medians, and edges,
 - Provide appropriate street and pedestrian scaled lighting,
 - Create “consent of landscape use agreements” at key locations,
 - Create wider sidewalks,
 - Provide sidewalks connecting to neighborhoods where they do not exist (19 opportunities on Main Street and numerous on Dunn),
 - Improve transit service and facilities along Dunn Ave and Busch Drive and provide service on Main Street.
 - Use design element to clearly identify pedestrian cross walks,
 - Provide bicycle lane(s) to connect adjacent Districts (none exist).
 - Provide new signal mast arms.
 - Reduce curb cuts

- Take every advantage of the proposed FDOT Main Street widening project to enhance redevelopment:
 - Upgrade the “Streetscape”, and buffer the CSX rail road.
 - Evaluate FDOT “whole takings” for redevelopment opportunities.
 - Develop and implement an access management plan using medians, median openings, traffic signals, control of driveways and intersections to address the lack of capacity and concurrency issues.
- Design of properties located west of the CSX rail line at rail and Main Street crossings should create as much relationship and connectivity to the corridor as possible.
- The powers and funding of the JIA/CRA are important to support Redevelopment Projects.
- The Dunn Avenue right of way is appropriately sized to allow improvements to safety and aesthetics for the Corridor by providing landscaped medians and improvements to access management.
- Development of the River City Market Place creates ancillary opportunities on Main Street, but potential impacts on the Highland Shopping Center.
 - It is a multi-phase mixed use, retail, industrial, entertainment and residential development within the Jacksonville International Airport Community Redevelopment Area including 1.13 million square feet of retail space, 133,000 square feet of light industrial space, 300 hotel rooms, 900 residential units on a 464 acre tract of commercially zoned property located at I-95 and Duval Road.
 - The time frame for completion of the development is 2004 through year end 2011.
- The “potential” development of the Trednick property into a Master Planned Community could expedite (re)development along the Main Street Corridor, especially at Pecan Park road.

Garden City District Opportunities

- **Garden City Village “Development” Node:** Evaluate the redevelopment of the shopping center in the Lem Turner southwest quadrant to create a more economically viable node of higher intensity mixed use development.
 - It appears to have highly underutilized parking which lends itself to re-development. In addition, the location of this commercial node will make it increasingly difficult to compete with planned retail which is located on the homeward bound side of the road for households to the north.
 - The greatest opportunity for the southwest corner of this intersection appears to be for a small mixed-use opportunity with the large majority of development consisting of high-density development.
- Create a corridor and nodal gateway at the intersection.
- Explore land assemblage for a large development site in the south east quadrant if a method could be found to utilize the park/active recreation site by providing improved facilities at a suitable alternate location.

- The greatest opportunity for development would include small, local serving retail, which would cater to the prospective households in the surrounding area.
- Evaluate the existing grid and network of residential streets in this area to provide an opportunity for additional residential development in this area.
- Create concepts and incentives to encourage the assemble of the small and generally blighted commercially zoned parcels and reduce the number of vehicle access points on the corridor.

Pine Estates District Opportunities

- **Pine Estates Village “Development” Node:** Evaluate the physical and economic potential of the large vacant parcels located near Biscayne Boulevard on the east side of Dunn Avenue to create nodal development.
 - This node appears to have the greatest opportunity for land assemblage, due to undeveloped agricultural land on the east side of the road and failing retail on the west side of the road.
 - The planned library expansion and school on the west side of the road present an excellent opportunity to develop this node with a base of civic uses, including governmental and private office and limited retail uses.
- Reduce the spread of strip commercial development by encouraging nodal development and alternate uses such as office and apartments.
- Focus on maintaining the impressive existing tree canopy and the less intense character of the district.

Highlands District Opportunities

- **Highlands Village “Enhancement” Node:** Create a unique shopping district image with a more pedestrian friendly environment and reinforce the mix of uses to create a “sense of place”
 - Expand pedestrian opportunities with widened walks and clearly delineated crosswalks on Dunn Avenue.
 - Improve business, civic and neighborhood connectivity with an integrated sidewalk system.
 - Reduce the visual clutter from signs and overhead utility lines.
 - Add a main street project to the highlands shopping center site.
- Create an access management plan: Remove “suicide lane” and provide medians to establish a tree canopy and reduce turning movements and access points using shared access.
- Support funding for the construction of the Regency Drive Extension and the Harts Road Extension.

Busch District Opportunities

- **Busch Village “Development” Node:** Evaluate the economic and physical potential of the large vacant parcels located in the northeast quadrant of Main Street and Busch Drive to create nodal mixed use development.
 - This node is situated among the employment core within the area. As such it appears to present an opportunity for commercial development which could be supportive of the day time employees.
- Development of the site owned by Busch located at the north east quadrant of the I-95 interchange presents an opportunity to create a high quality office and motel/hotel project.
- Create a District/Corridor Gateway at Main and Dunn.
- Improve the streetscape aesthetics and the areas pedestrian characteristics.
 - Plant existing medians with tree canopy.
 - Develop an interconnected sidewalk system which links the commercial uses along Busch Drive with the commercial/office uses along Balmoral Drive, as well as other uses within the Corridor.

San Mateo District Opportunities

- Encourage Busch to develop a business park on the sod field site and assist in obtaining CSX approval to access Main Street.
- Creation of a grade separation project constructed on Main Street at Eastport Road to eliminate the existing conflict between area motorists and trains should also be designed to reduce the negative impacts upon the San Mateo area and create gateway features.
- Determine incentives to cause the rehabilitation or redevelopment of older commercial uses with building and site condition problems located along the east side of Main Street.

Oceanway District Opportunities

- **Oceanway Village “Enhancement” Node:** Reinforce the Oceanway Town Center Vision Plan and this historic location as a node of higher intensity mixed use development.
 - Create stronger historic look architecture and emphasize the pedestrian.
 - Some parcel assembly may be required to provide larger properties east of this intersection with more significant frontage and access to Main Street or New Berlin.
 - Opportunities exist for more regional-serving uses because of 9A, including regional retailers, with egress and ingress being significant design issues.
 - Improve water and sewer service with new service lines along Main Street.

- **Market Village “Development” Node:** Evaluate the physical and economic potential for creation of a higher intensity nodal development at the intersection location of the future east-west connector (I-95 to New Berlin) and Main Street.
 - If the connection to New Berlin is made, the node is well positioned for a small-scale mixed-use center, which can serve as complimentary to the larger planned regional uses at the River City Market Place.
 - If land surrounding this intersection is assembled, there appears to be an opportunity for a 300,000 square foot mixed-use development, including residential product. This could potentially include up to 300 one and two-story homes, attached and detached as well as small, local serving office and retail.
- Create gateway features as follows:
 - At 9A to introduce Oceanway to the larger regional market.
 - At entrance to River city Market Place
 - At New Berlin
 - At Oceanway
- Encourage the reuse or redevelopment of the Bacardi site.

Duval Station District Opportunities

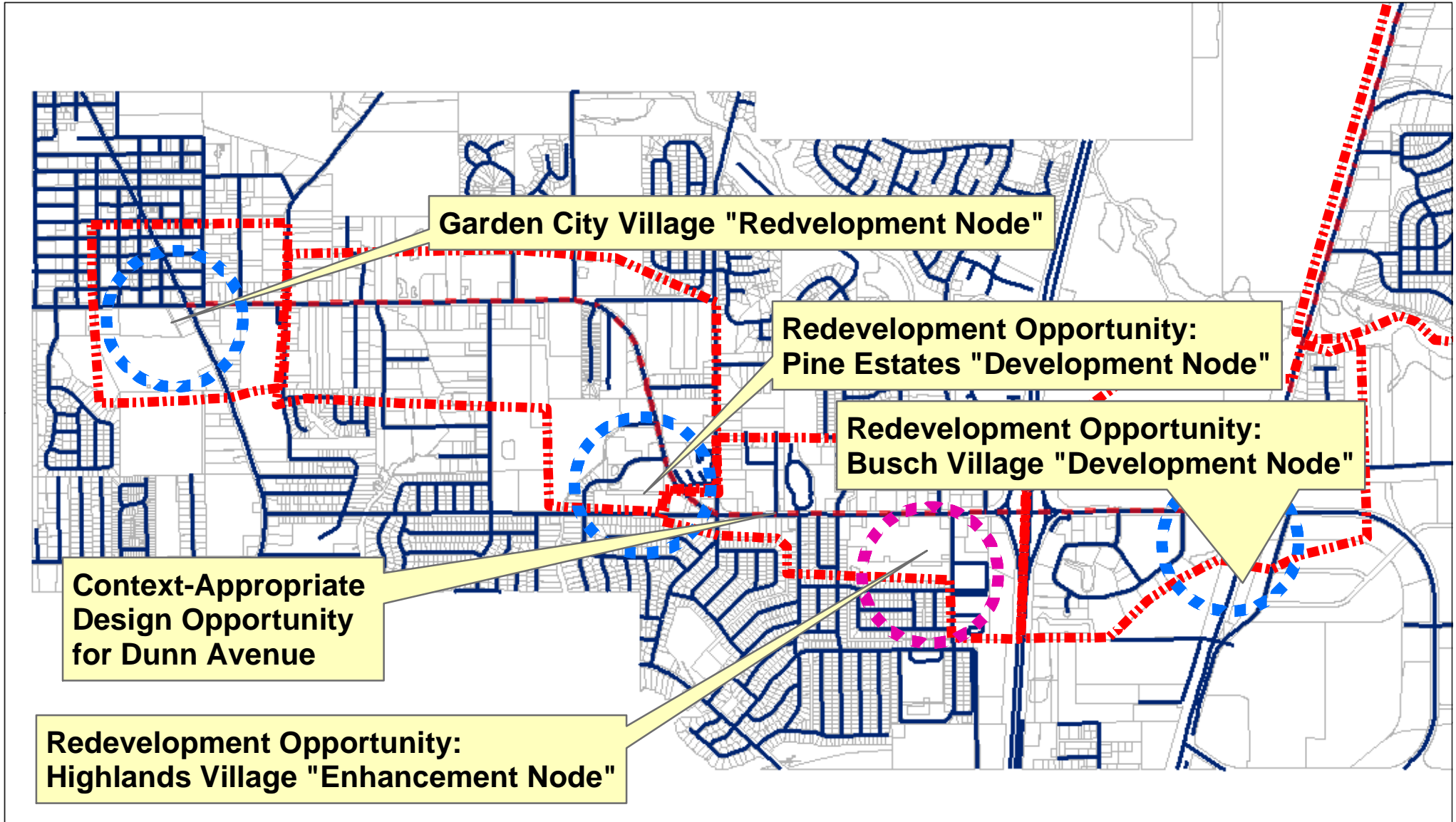
- **Duval Station Village “Development” Node:** Evaluate the physical and economic potential for creation of a higher intensity nodal development at the location of the new Duval Road and Duval Station intersection and create a gateway to the River City Market Place.
 - The developer driven relocation of Duval Station Road to the north allows the developer to construct the road and create road frontage for small shopping center sites. These projects should be design in accordance with “best practices”.
 - Surrounding development should enhance the mix of uses and streetscape improvements should help to create the pedestrian environment.

Pecan Park District Opportunities

- **Pecan Park Village “Development” Node:** Evaluate the potential for a nodal development opportunity at Pecan Park Road and Main Street which could be expedited if the development of The Trednick property to a Master Planned Community occurs. The greatest long-term opportunity appears to be for:
 - Multifamily units at the Northwest corner of the intersection, and
 - A small mixed-use center (which could include office and retail) at the Southwest corner of the intersection, which would be positioned to capture “homeward bound” residents on their way home from work.

Dunn Avenue/Main Street Corridor Revitalization Plan

Identified Nodes of Opportunity



0 800 1,600 3,200 4,800 6,400 Feet



Dunn Avenue/Main Street Corridor Revitalization Plan

Identified Nodes of Opportunity

