



FIRST COAST COMMUTER RAIL TRANSIT-ORIENTED DEVELOPMENT (TOD) STUDY

COMMUNITY WORKSHOP 2: UNDERSTANDING TODAY TO PLAN FOR TOMORROW

AUGUST 8, 2023



Katrina Powell
Director,
Economic Development



Joshua Turner
Southeast Urban Design
Practice Leader

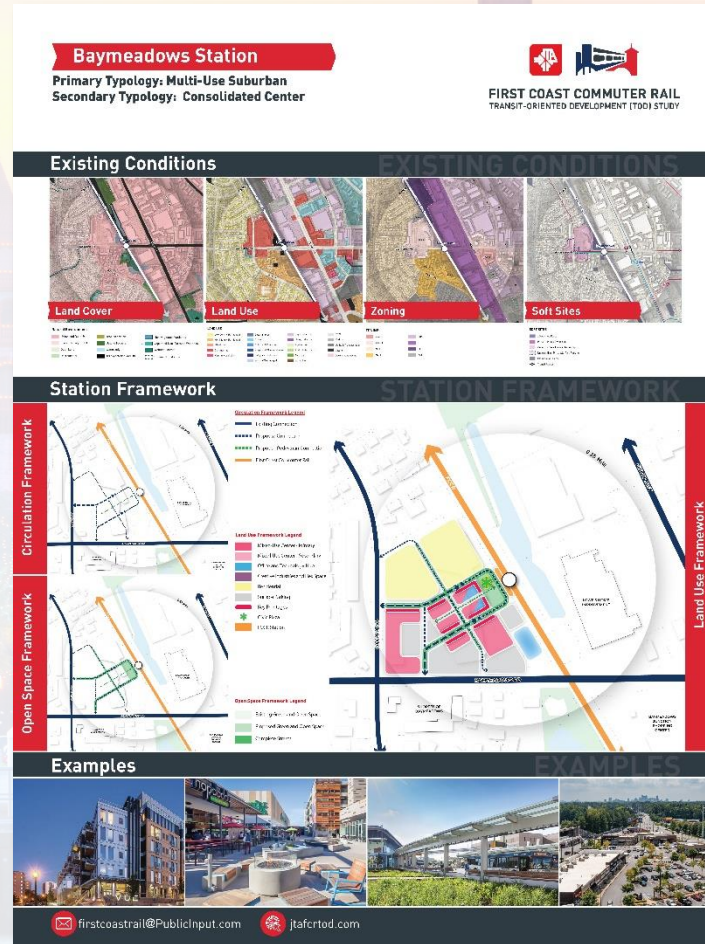


**PLEASE LET US KNOW YOUR THOUGHTS ABOUT THE
STATION AREA TOD FRAMEWORKS!**

***SCAN TO TAKE
THE SURVEY***



VISIT THE STATION AREA BOARDS!



 **WE WANT TO HEAR FROM YOU!**





First Coast Commuter Rail TOD Study

Corridor Overview

Station Area Frameworks

Next Steps



THIS EVENING'S DISCUSSION





FIRST COAST COMMUTER RAIL
TRANSIT-ORIENTED DEVELOPMENT (TOD) STUDY

FIRST COAST COMMUTER RAIL (FCCR) TRANSIT-ORIENTED DEVELOPMENT



Transit-Oriented Development (TOD):

- Compact, vibrant, walkable development;
- Centered around quality public transit;
- Includes a mix of uses including a variety of housing types, office, and retail;
- 5 -10-minute walk of a transit station;
- Generally denser than the development surrounding;
- Includes high-quality neighborhood amenities, such as parks, plazas, and complete streets.



As the first planned commuter rail corridor in Northeast Florida,
First Coast Commuter Rail would provide enhanced rail transit service for
employment, education, healthcare, and tourism for the region



Downtown Jacksonville

.....38.4 MILE
FLORIDA EAST COAST RAILWAY



St. Augustine



ABOUT THE PROJECT

Crane ITA



FIRST COAST COMMUTER RAIL TOD STUDY

***This Study Will Not Plan
Commuter Rail in the Corridor...***

but Rather Inform Future
Planning Efforts from an
**Economic Development
Perspective**



WHAT MAKES THIS STUDY DIFFERENT

Credit: 10



FIRST COAST COMMUTER RAIL TOD STUDY

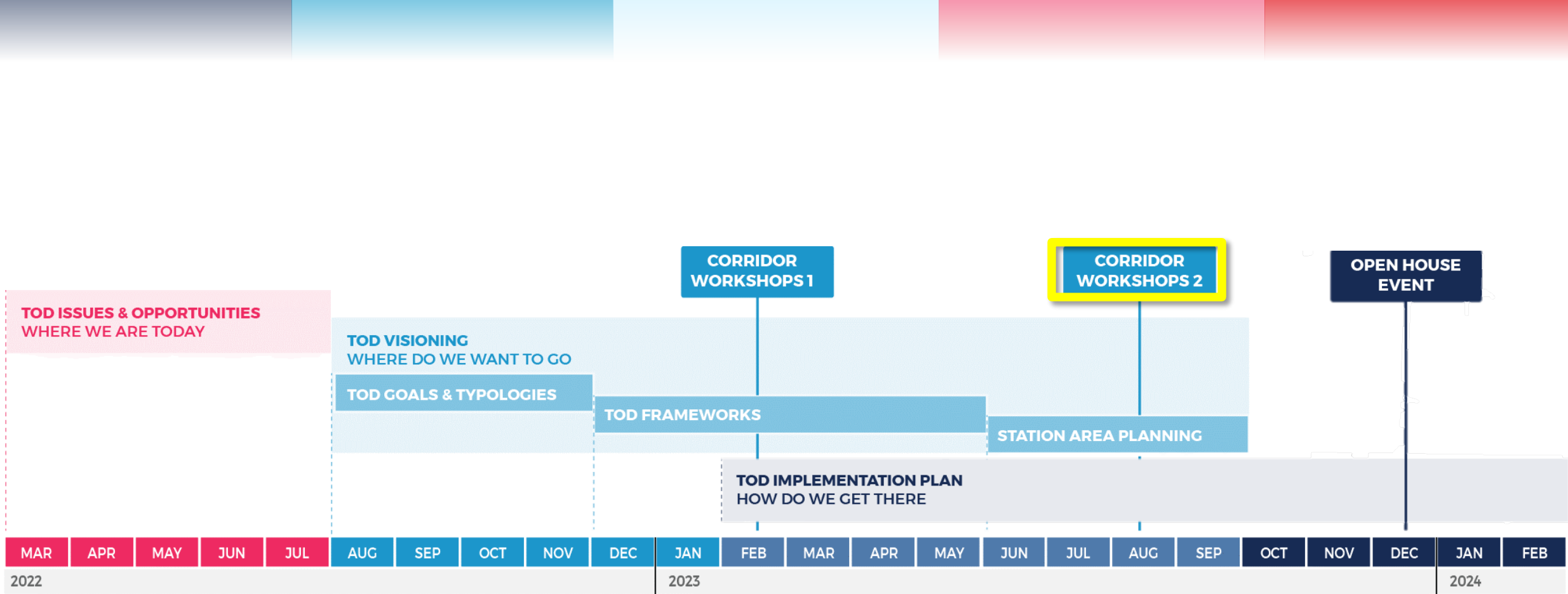
- **This Study Will Not Plan Commuter Rail in the Corridor** but Rather Inform Future Planning Efforts from an Economic Development Perspective
- **FTA Funded** Grant to Study TOD
- **Real-estate and Economic Development Focus** Within Station Areas
- **Multimodal Planning** to Connect Transit With Surrounding Areas
- Implementation of Strategies to **Leverage Public Investments In Transit** and Finance Development Opportunities

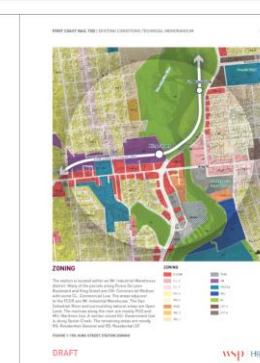
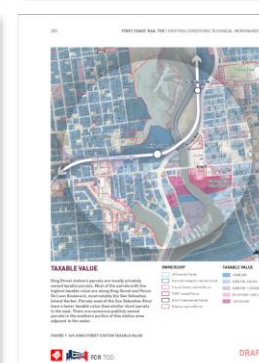
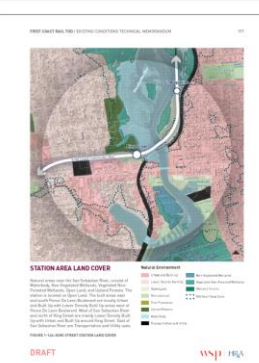
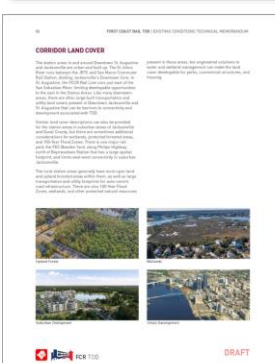
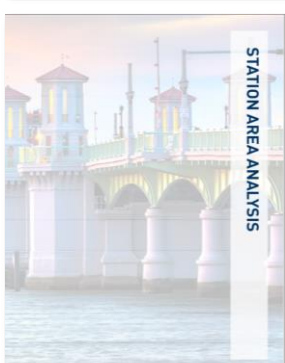
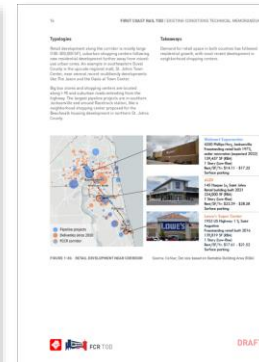
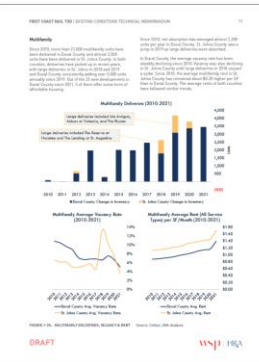
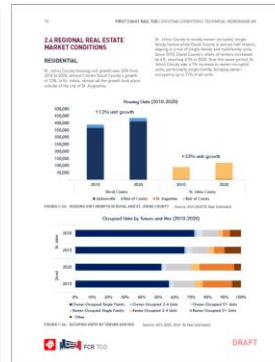
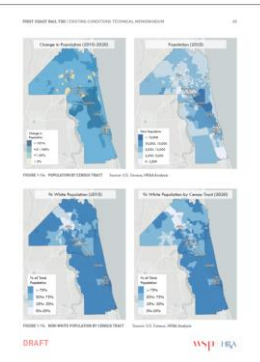
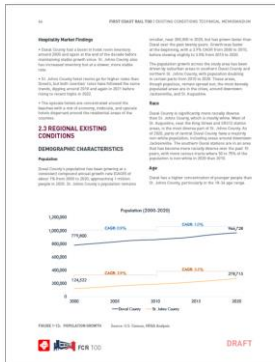


FIRST COAST COMMUTER RAIL TOD STUDY

- **Regional and Community Economic Development** and Revitalization
- **Increased Ridership** and Associated Revenue Gains for JTA
- **Improved Safety** for Pedestrians and Cyclists through Non-motorized Infrastructure
- Incorporation of **Public and Private Sector Engagement** and Investment
- **Congestion Relief** and Associated Environmental Benefits
- Larger Supply of **Affordable/Workforce Housing**
- **Economic Returns** to Surrounding Landowners and Businesses









FIRST COAST COMMUTER RAIL
TRANSIT-ORIENTED DEVELOPMENT (TOD) STUDY

CORRIDOR OVERVIEW





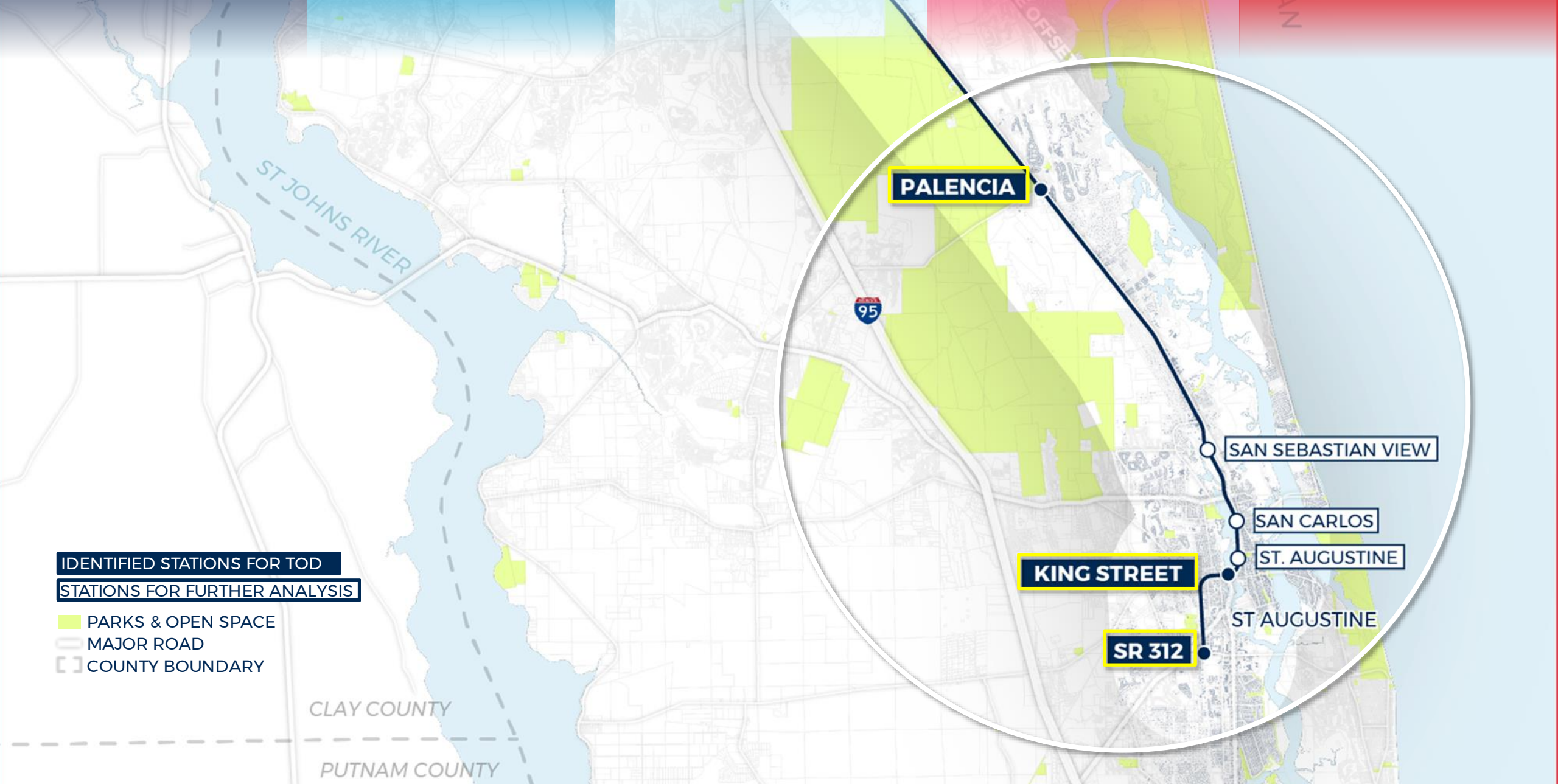
FCCR SUBMARKET 1: DOWNTOWN JACKSONVILLE





FCCR SUBMARKET 2: SOUTH DUVAL-NORTH ST. JOHNS





IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS

PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY

CLAY COUNTY

PUTNAM COUNTY



FIRST COAST COMMUTER RAIL
TRANSIT-ORIENTED DEVELOPMENT (TOD) STUDY

STATION AREA TOD FRAMEWORKS

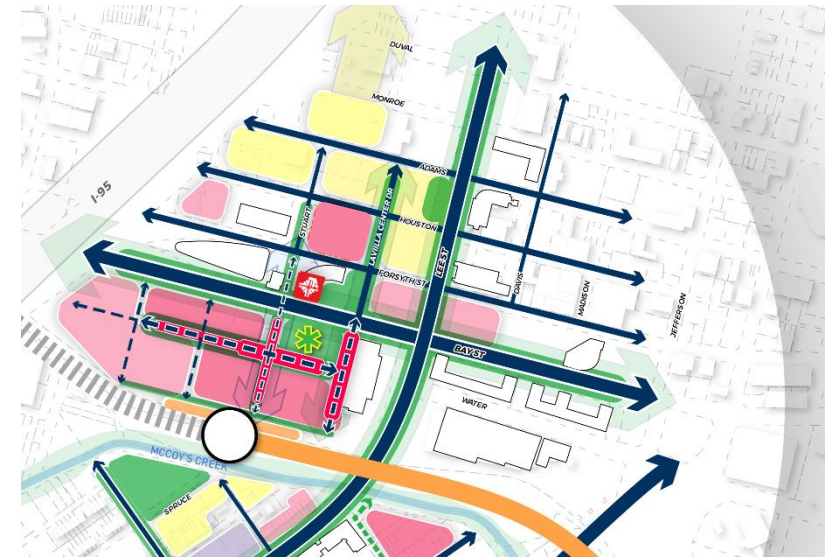




CIRCULATION



OPEN SPACE NETWORK



LAND USE



CIRCULATION: PEDESTRIAN & BICYCLE





CIRCULATION: COMPLETE STREETS





CIRCULATION: COMPLETE STREETS





OPEN SPACE NETWORK: GATHERING SPACES





OPEN SPACE NETWORK: SPORTS & RECREATION





OPEN SPACE NETWORK: PASSIVE RECREATION





OPEN SPACE NETWORK: LANDMARKS





LAND USE: MULTIFAMILY RESIDENTIAL





LAND USE: TOWNHOMES







LAND USE: OFFICE





LAND USE: RESTAURANTS & ENTERTAINMENT





LAND USE: MARKETPLACE





LAND USE: COMMUNITY FACILITIES





TOD TYPOLOGY

Urban Center

(A) Transportation Hub

(B) Civic/Employment Cluster

Core Neighborhood

(C) Core Fabric

(D) Emerging Center

Multi-Use Suburban

(E) Emerging Community

(F) Consolidated Center

CORRIDOR SUB-REGION

1 Downtown Jacksonville

2 Southern Duval-Northern St. Johns

3 Greater St. Augustine



DOWNTOWN JACKSONVILLE - JRTC





Downtown Jacksonville

URBAN CENTER TRANSPORTATION HUB

The Urban Center

- Most heavily urbanized areas
- Dense grid block structure street design
- High vertical development
- High residential and employment densities, and greater volume of pedestrian activity
- Modes of transportation should include multiple transit options

Transportation Hub

- Adjacent to multiple regional and local transit services
- Direct connection to institutions and services of regional significance



Jacksonville Regional Transportation Center



La Villa Lofts

URBAN CENTER TRANSPORTATION HUB

Key Existing Station Area Characteristics

- Downtown Jacksonville, close to multiple urban and regional destinations such as businesses and government facilities, museums and entertainment
- Dense mixed-use urban environment with growing residential development
- High connectivity with multiple transit options

URBAN CENTER TRANSPORTATION HUB

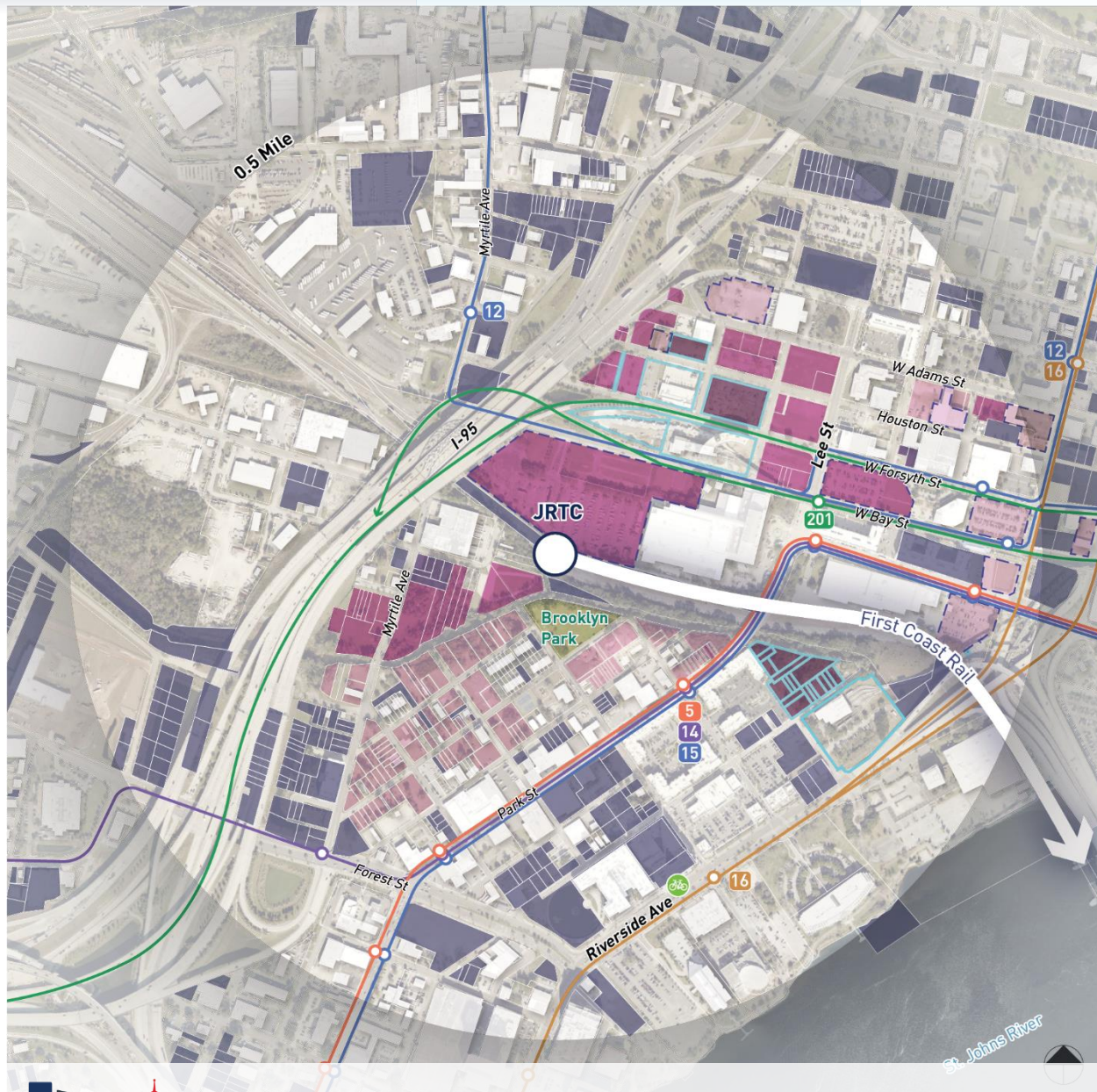
Key Proposed Framework Goals

- Increase density around station area
- Foster mixed-uses, vitality and growth by increasing number of residential units, office space, and public spaces
- Support transit infrastructure with complementing land uses

PUBLIC SURVEY: PREFERRED DEVELOPMENT TYPE



	Regional Transit Hub		High Density Neighborhood
	Commercial District		Suburban Housing
	Employment Center		Workforce Housing
	Park & Recreation Facility		





- Strong JTA and Downtown Investment Authority (DIA) leadership and vision
- Concentration of JTA, publicly-owned assets and vacant parcels
- Jacksonville Regional Transportation Center at LaVilla (JRTC), multifamily development and planned LaVilla townhomes
- Significant transit-centric redevelopment potential
- Leverage recent investments in LaVilla to encourage early-wins for TOD

SOFT SITES

-  JTA-owned Parcel
-  Parcel - Public Ownership
-  Vacant Parcel - Private Ownership
-  Underutilized Parcel/Surface Parking
-  Other Vacant Parcel







A - Introduce traffic calming measures on Bay / Park / Lee Streets to promote pedestrian safety and circulation

B - Emphasize Stuart Street as major north-south corridor for connection and circulation between Greyhound, JRTC, and future Commuter Rail

C - Extend the LaVilla Street grid onto Convention Center site to create new blocks

LEGEND

- Existing Connection
- - - Proposed Connection
- - - Pedestrian Connection
- First Coast Commuter Rail



D - Incorporate Complete Streets principles throughout station area

E - Locate major public open space and transit plaza across from JRTC

F - Explore strategies to connect to the planned revitalization of McCoy's Creek

G - Integrate Lift Ev'ry Voice and Sing Park with the LaVilla townhome development and complete street network

LEGEND

- Proposed Green and Open Space
- Complete Streets



Credit: Hargreaves Jones

Civic Plaza | Denver Union Station (Denver, CO)



Credit: SWA Group

Pedestrian Greenway and Linear Park (El Paso, TX)



H - Create new high density mixed-use office center and multifamily residential neighborhood on Convention Center site

I - Reimagine Union Station as major regional destination anchor and JRTC compliment

J - Create new blocks of mixed-use residential development on JTA and other publicly-owned parcels

K - Include surface parking and undeveloped office parcels for future station area TOD vision

LEGEND

 Mixed-Use - Primary	 First Coast Commuter Rail
 Mixed-Use-Secondary	 Key Frontages
 Residential	 Civic Plaza
 Light Industrial	



Credit: Tavistock

Office and Retail Mixed-Use Center | Lake Nona (Orlando, FL)



Credit: Davis Partnership

Mixed-Use Center | Train Denver Development (Denver, CO)



EXAMPLES: MIXED-USE DEVELOPMENT





Mid-Rise Mixed-Use Residential | Brighton Boulevard Development
(Denver, CO)









Mixed-Use Development with Active Commercial Corridor | Legacy West
(Dallas, TX)

DISCUSSION QUESTIONS

- What are your thoughts about the proposed land use mix?
- Do you agree with the proposed density?
- Which programs would you like to see in the new development?
- Would you like to see more open spaces and plazas near in the new development?

LEGEND

	Mixed-Use - Primary		First Coast Commuter Rail
	Mixed-Use-Secondary		Key Frontages
	Residential		Civic Plaza
	Light Industrial		



TOD TYPOLOGY

- Urban Center
- (A) Transportation Hub
- (B) Civic/Employment Cluster
- Core Neighborhood
- (C) Core Fabric
- (D) Emeraina Center
- Multi-Use Suburban
- (E) Emerging Community
- Consolidated Center

CORRIDOR SUB-REGION

- 1 Downtown Jacksonville
- 2 Southern Duval-Northern St. Johns
- 3 Greater St. Augustine



SOUTH DUVAL-NORTH ST. JOHNS: BAYMEADOWS





Halcyon (Alpharetta, GA)

MULTI-USE SUBURBAN CONSOLIDATED CENTER

Multi-Use Suburban

- Non-downtown areas
- No consistent street pattern
- Low-density vertical development
- Low densities of residential and commercial uses
- Uses adjacent to one another (not mixed)
- Auto-centric mobility

Consolidated Center

- High concentration of employment, commercial and retail uses in proximity to one another
- Access to local public transit
- Access to services of local significance



Baymeadows Road and Philips Highway Intersection



Indigo Isles Community

MULTI-USE SUBURBAN CONSOLIDATED CENTER

Key Existing Station Area Characteristics

- Multiple low density suburban communities
- Land uses are low density strip development with large surface parking lots
- Multiple employment options include commercial, business, and light industry along Philips Highway

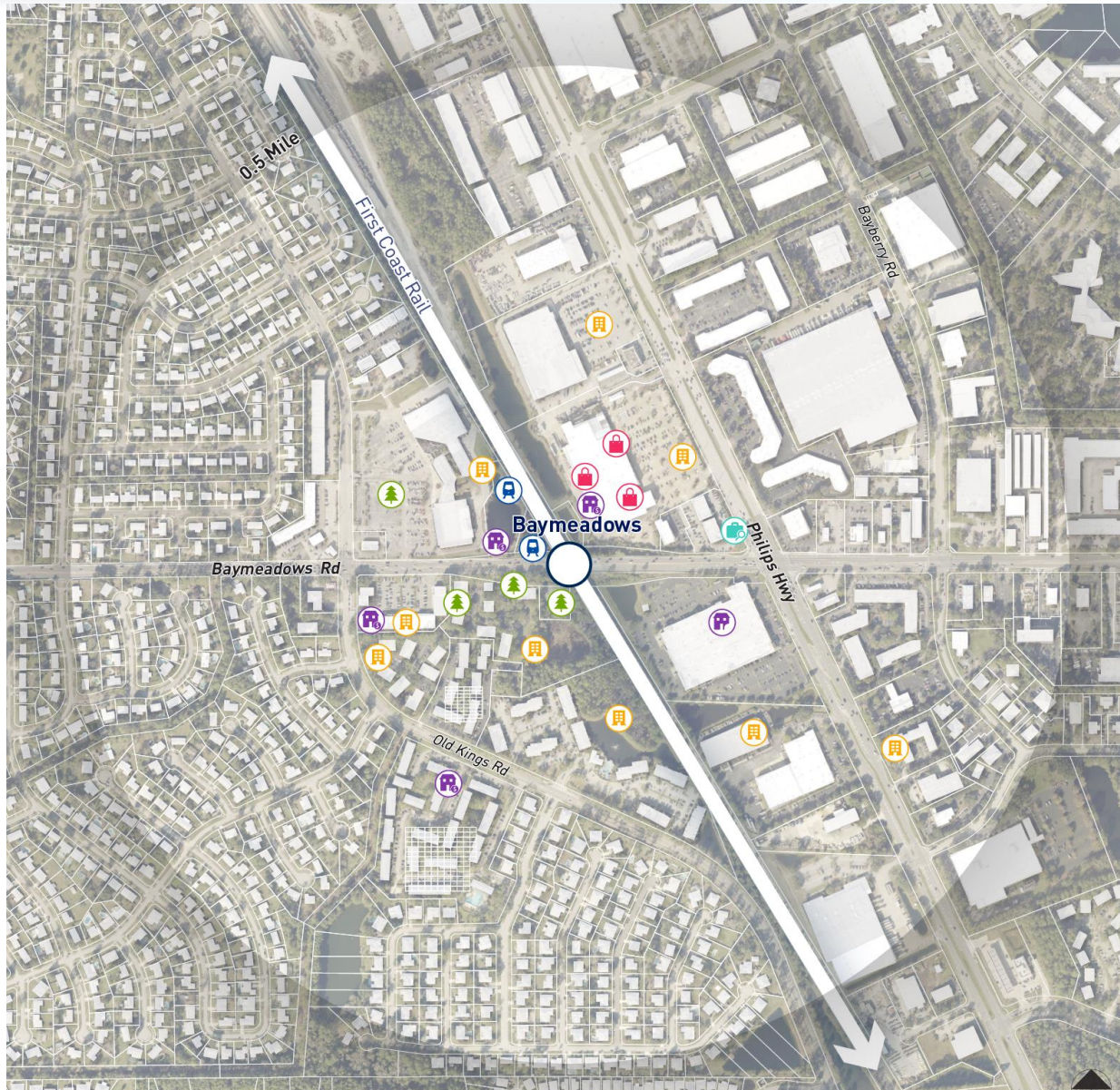
MULTI-USE SUBURBAN CONSOLIDATED CENTER

Key Proposed Framework Goals

- Increase density with multifamily residential development
- Increase retail alternatives and open spaces
- Provide land uses and amenities in support of enhancing existing communities

PUBLIC SURVEY: PREFERRED DEVELOPMENT TYPE

	Regional Transit Hub		High Density Neighborhood
	Commercial District		Suburban Housing
	Employment Center		Workforce Housing
	Park & Recreation Facility		



BAYMEADOWS: FRAMEWORK GOALS





- Soft sites are privately owned
- Identified sites have commercial uses and are considered underutilized as they have large surface parking area and single-story buildings

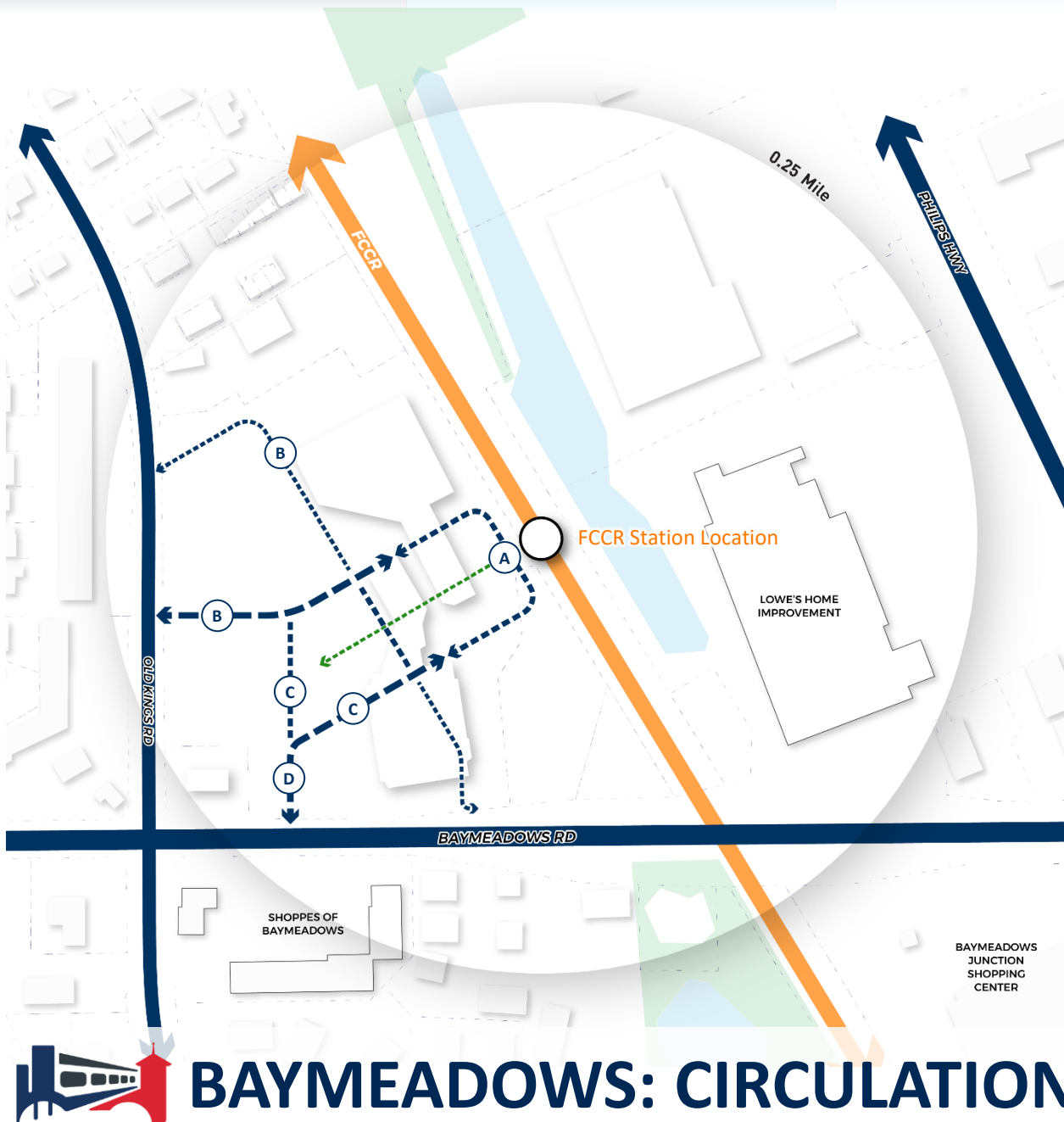
SOFT SITES

- JTA-owned Parcel
- Parcel - Public Ownership
- Vacant Parcel - Private Ownership
- Underutilized Parcel/Surface Parking
- Other Vacant Parcel



BAYMEADOWS: STATION AREA OPPORTUNITY





A - Introduce street loop connecting FCCR Station, Parking and Old Kings Road

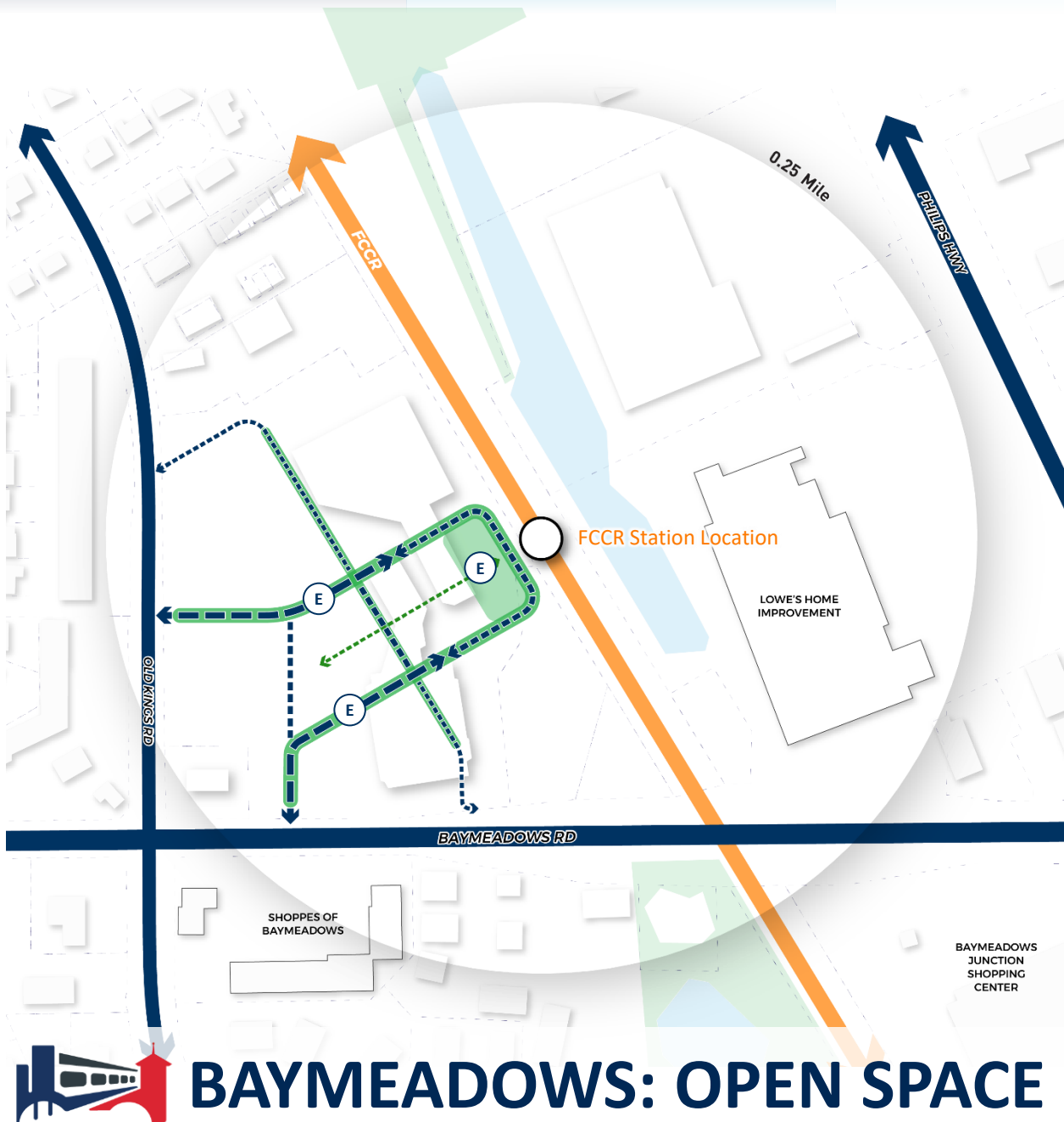
B - New street utilizing existing Old Kings Road curb cuts

C - Introduce secondary streets for internal circulation

D - New street utilizing existing Baymeadows Road curb cut

LEGEND

- Existing Connection
- Proposed Connection
- Pedestrian Connection
- First Coast Commuter Rail



E - Create a Multiuse Green-loop to connect Old Kings Road and Baymeadows Road through FCCR Station

F - Transit plaza connecting the community and FCCR Station

LEGEND

- Proposed Green and Open Space
- Complete Streets

BAYMEADOWS: OPEN SPACE NETWORK





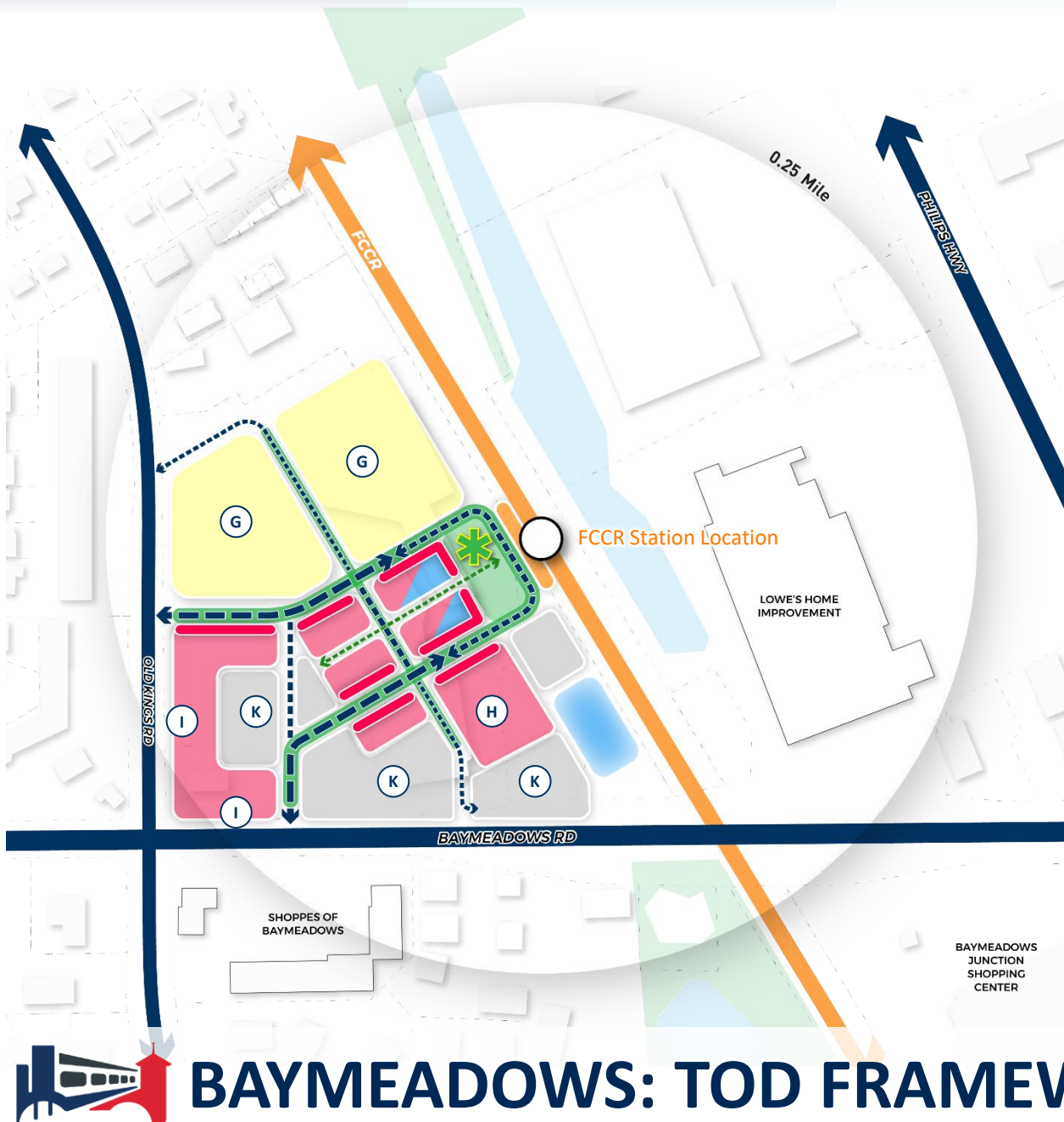
Transit Station Green Space | Julia Carson Transit Center (Indianapolis, IN)



Residential Green Loop | Mariposa Greenway (San Francisco, CA)



Commercial Plaza | Runway at Playa Vista (Los Angeles, CA)



G - Introduce Multifamily Residential with four to five (4-5) Stories, approximately 275-400 units, Structured Parking, Surface Parking possible with less units/lot coverage

H - Grocery Store: Approximately 40,000 square feet (Whole Foods/Publix)

I - Wrap exterior of site with Retail/Restaurants Pad Sites by orienting frontages along Old Kings and Baymeadows Roads

K - Add Surface Parking for Retail/Restaurants

LEGEND

 Mixed-Use - Primary	 First Coast Commuter Rail
 Mixed-Use-Secondary	 Key Frontages
 Residential	 Civic Plaza
 Office	 Surface Parking



Mixed-Use Commercial Center | Mellody Farm (Vernon Hills, IL)

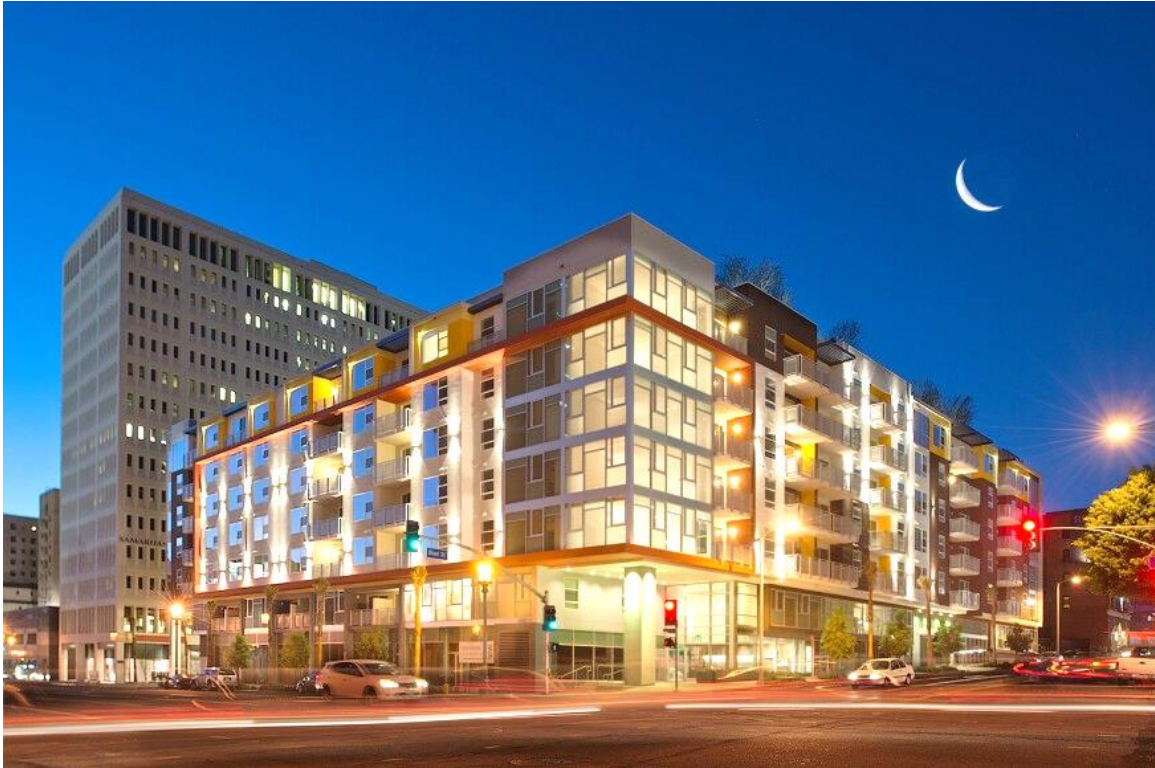


Mixed-Use Commercial Center | Peachtree Station (Chamblee, GA)



EXAMPLES: MIXED-COMMERCIAL DEVELOPMENT

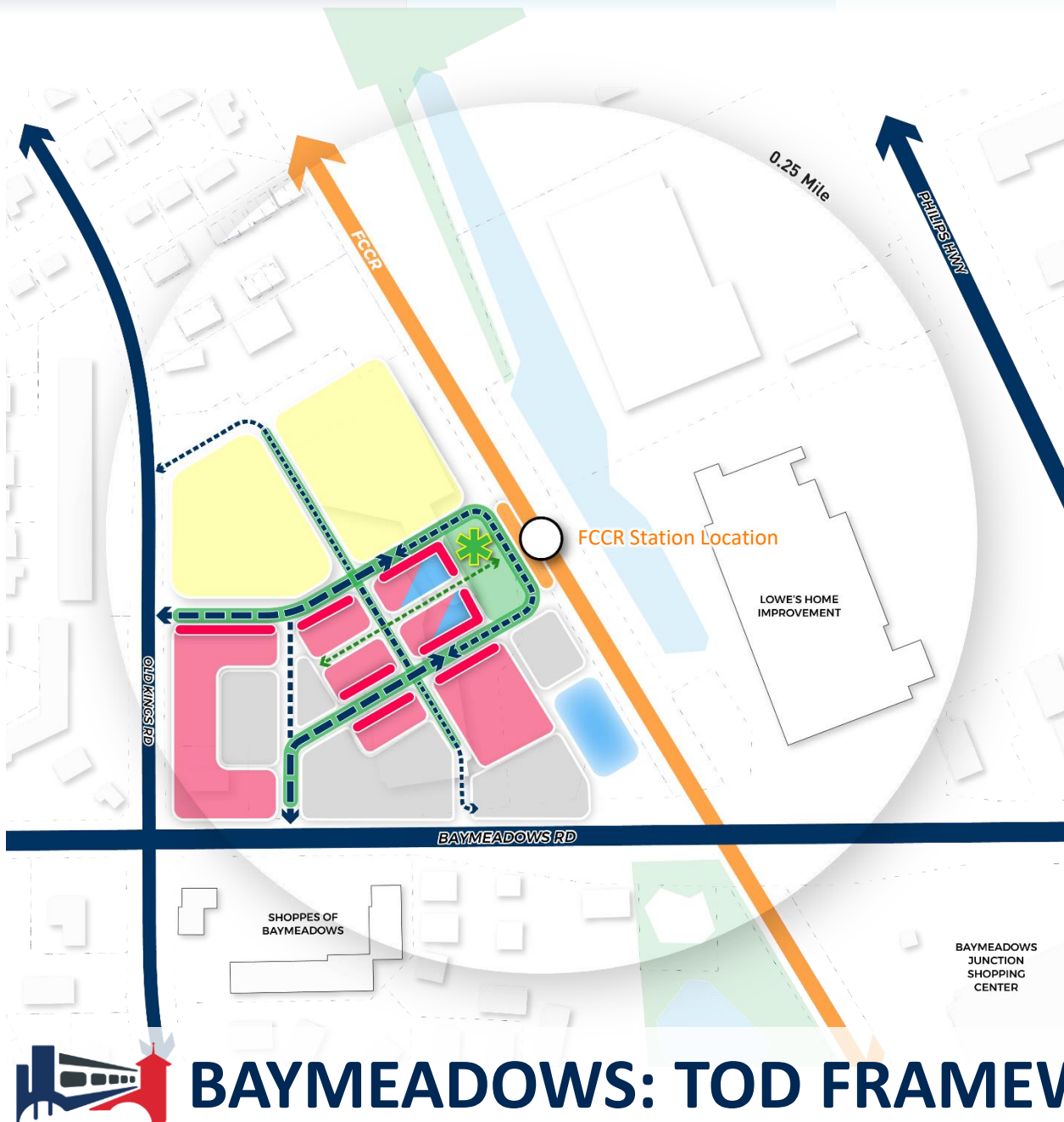




Residential Development | 1111 Wilshire (Los Angeles, CA)



Residential Development | The Station on Washington (Minneapolis, MN)



DISCUSSION QUESTIONS

- What are your thoughts about the proposed land use mix?
- What are your thoughts about the redevelopment of the existing commercial buildings?
- Would you be opposed to structured parking instead of surface parking?
- What are your thoughts about the access to and from the station?

LEGEND

 Mixed-Use - Primary	 First Coast Commuter Rail
 Mixed-Use-Secondary	 Key Frontages
 Residential	 Civic Plaza
 Office	 Surface Parking





SOUTH DUVAL-NORTH ST. JOHNS: AVENUES WALK





Avenues Walk Park-N-Ride



Bainbridge Development

MULTI-USE SUBURBAN CONSOLIDATED CENTER

Key Existing Station Area Characteristic

- Good connectivity supported by the Park-n-Ride and proximity to regional commercial center
- Growing residential development
- Regional commercial and retail center

MULTI-USE SUBURBAN CONSOLIDATED CENTER

Key Proposed Framework Goals

- Increase density with transit-centric multifamily residential and office development
- Activate streetscape and improve multimodal connectivity
- Support transit infrastructure with complementing land uses

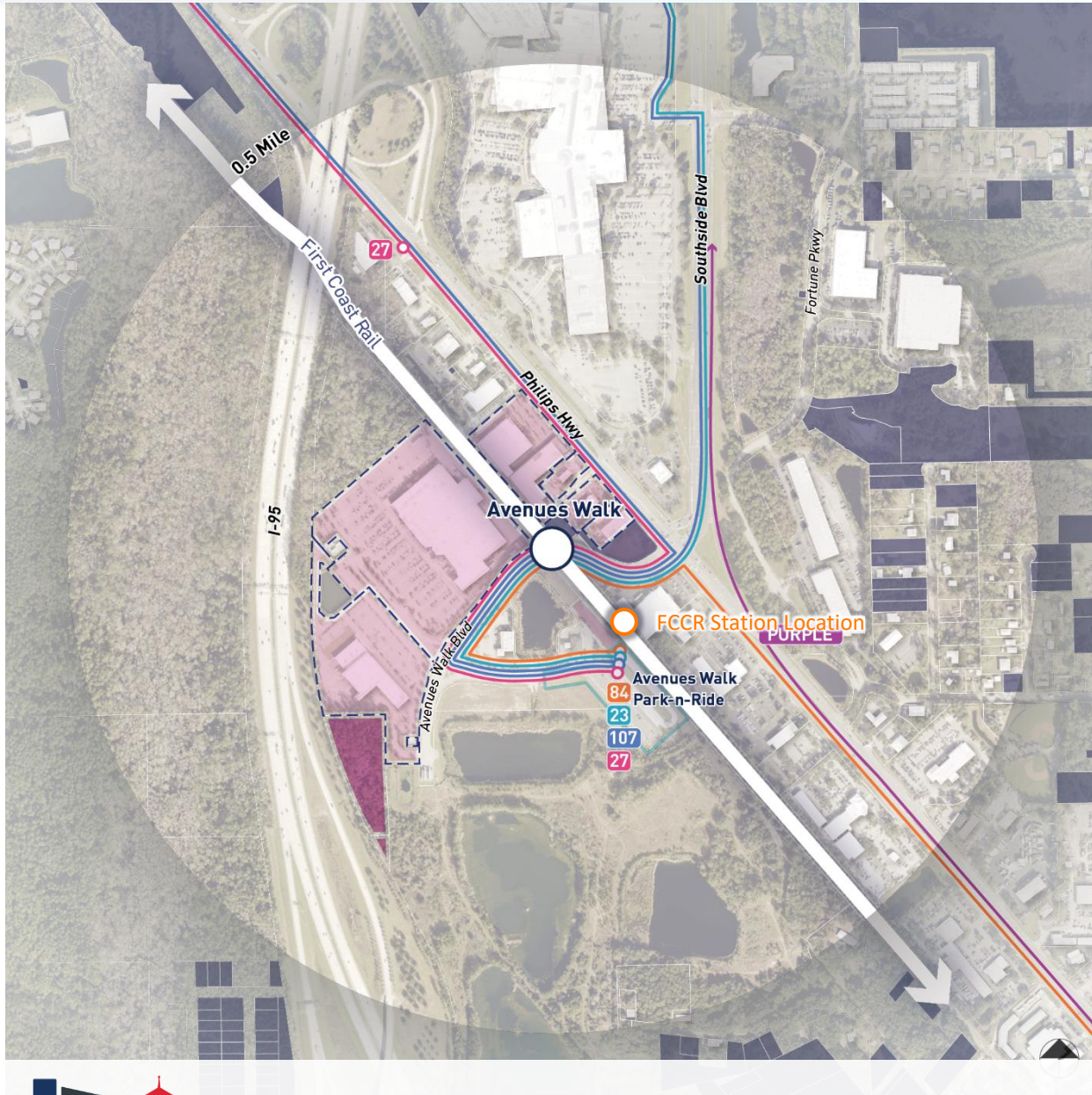
PUBLIC SURVEY: PREFERRED DEVELOPMENT TYPE

- | | |
|--|---|
|  Regional Transit Hub |  High Density Neighborhood |
|  Commercial District |  Suburban Housing |
|  Employment Center |  Workforce Housing |
|  Park & Recreation Facility | |








AVENUES WALK: FRAMEWORK GOALS





- Most identified parcels are privately owned
- Underutilized parcels to be densified include the Walmart site, and the commercial center to the south-west of Walmart
- Station area to be constructed adjacent to the existing Park-n-Ride Station

SOFT SITES

-  JTA-owned Parcel
-  Parcel - Public Ownership
-  Vacant Parcel - Private Ownership
-  Underutilized Parcel/Surface Parking
-  Other Vacant Parcel



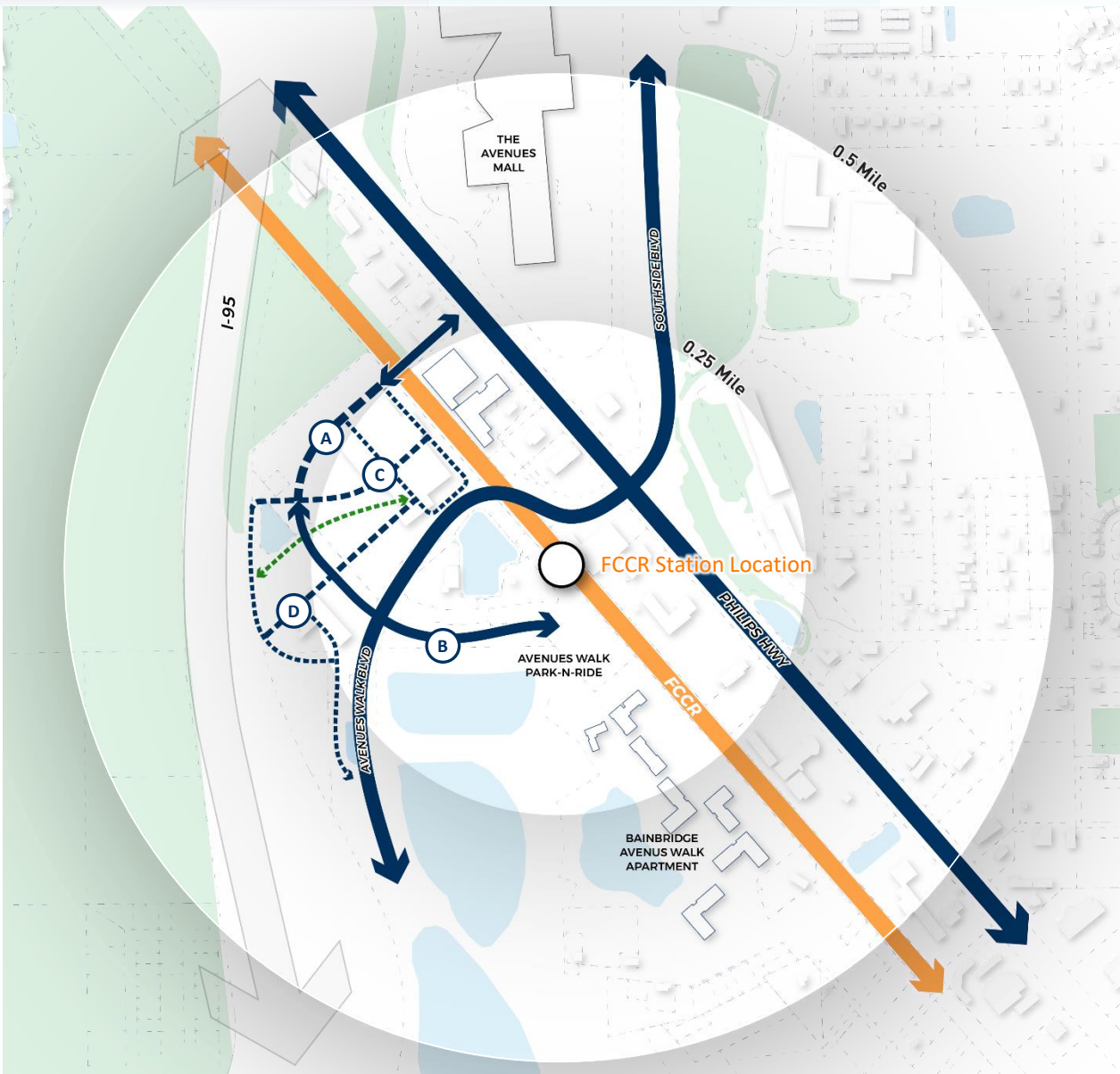
AVENUES WALK: SOFT SITES





AVENUES WALK: STATION AREA OPPORTUNITY





A - Extend Shops Lane to Mussels Acres Road to provide connections between Avenues Walk Station and Philips Highway

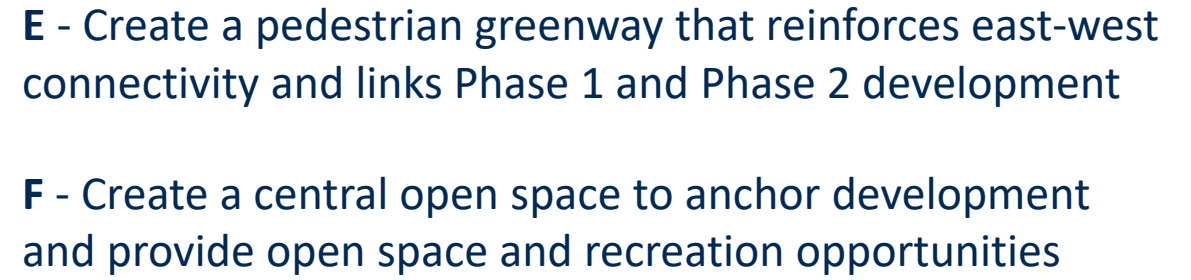
B - Create a multi-use trail along Shops Lane to optimize pedestrian and bicycle connectivity between Avenues Walk Station and new development

C - Establish a grid of streets to create blocks optimized for development

D - Include complete streets elements throughout the new street grid

LEGEND

- Existing Connection
- Proposed Connection
- Pedestrian Connection
- First Coast Commuter Rail



 Proposed Green and Open Space
 Complete Streets



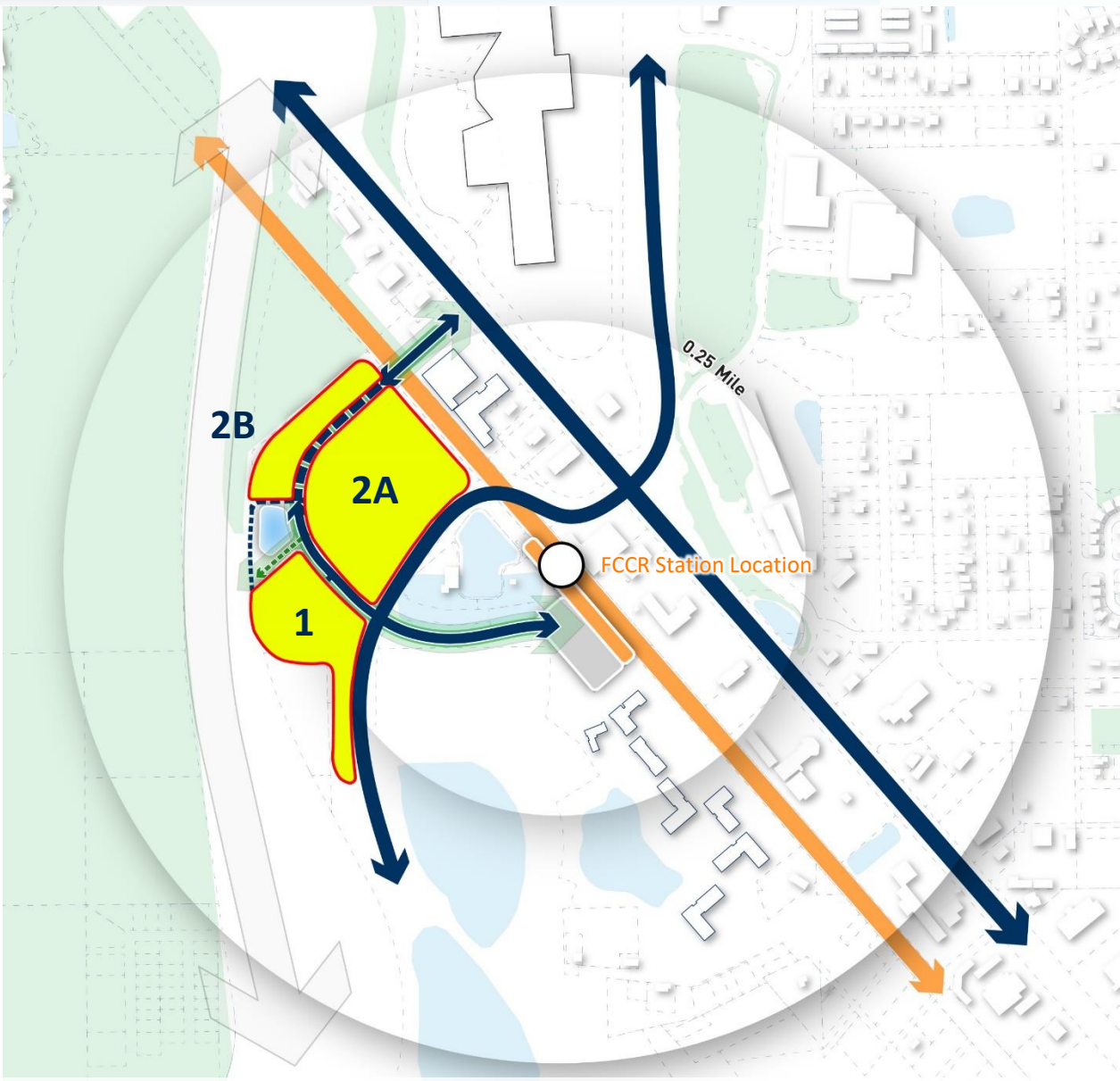
Central Space Commercial Space | Wheeler District (Oklahoma City, OK)












Commercial Plaza | Century Square (College Station , TX)



Commercial Center Public Plaza | Midtown Carmel (Indianapolis, IN)



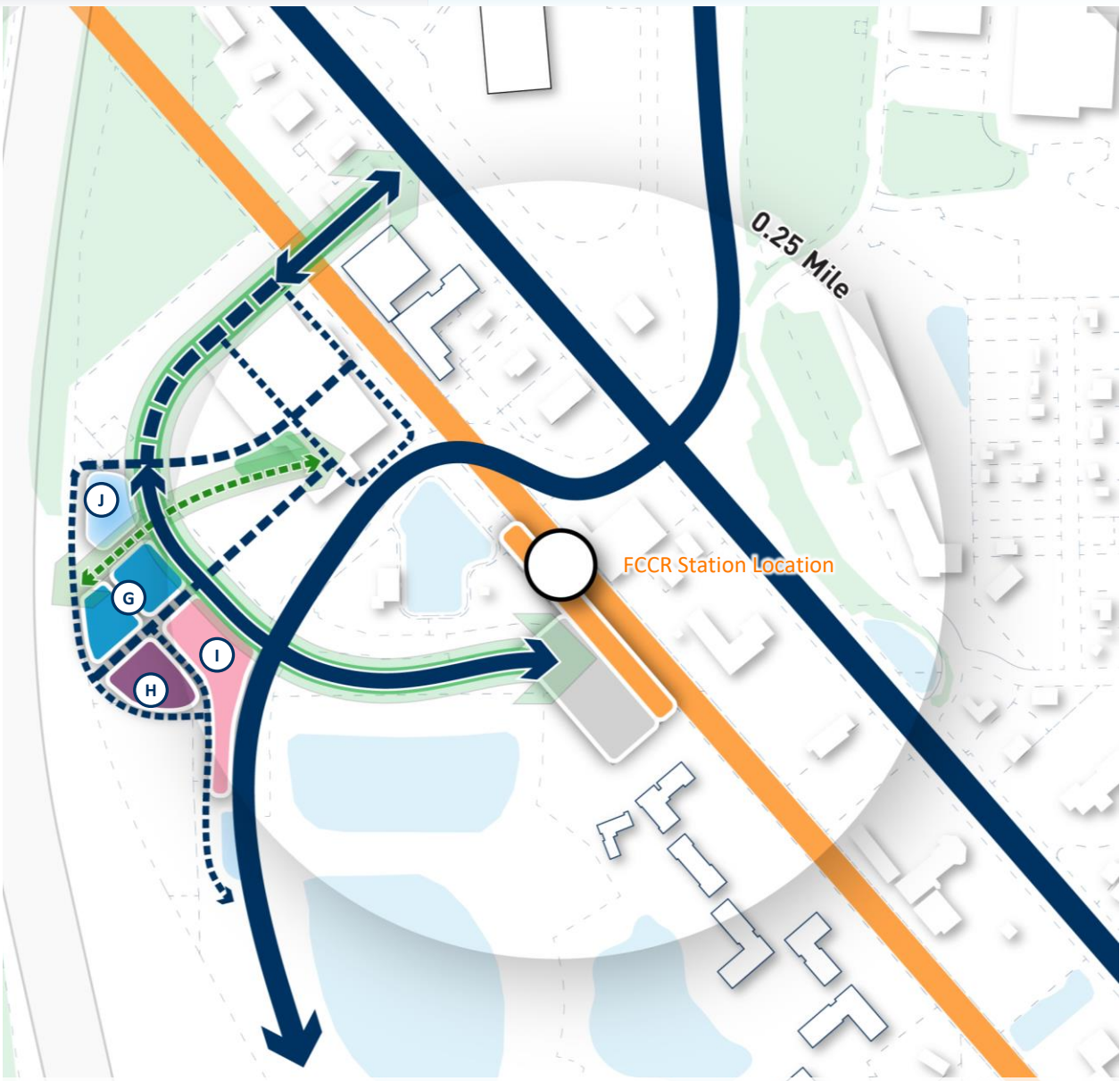
LEGEND

	Mixed-Use - Primary		First Coast Commuter Rail
	Mixed-Use-Secondary		Key Frontages
	Residential		Civic Plaza
	Office		Surface Parking
	Hotel/Conference		



AVENUES WALK: PHASING














G - 250,000 square feet of class A Office space within two 4-5 story buildings (Phase 1)

H - 150-300 rooms Hotel, 50,000 square feet Conference Center, Structured Parking (Phase 1)

I - Mixed-use Multifamily Residential building with Structured Parking shared with office use (Phase 1)

J - Enlarge and reshape existing retention pond to expand and enhance open space and public realm

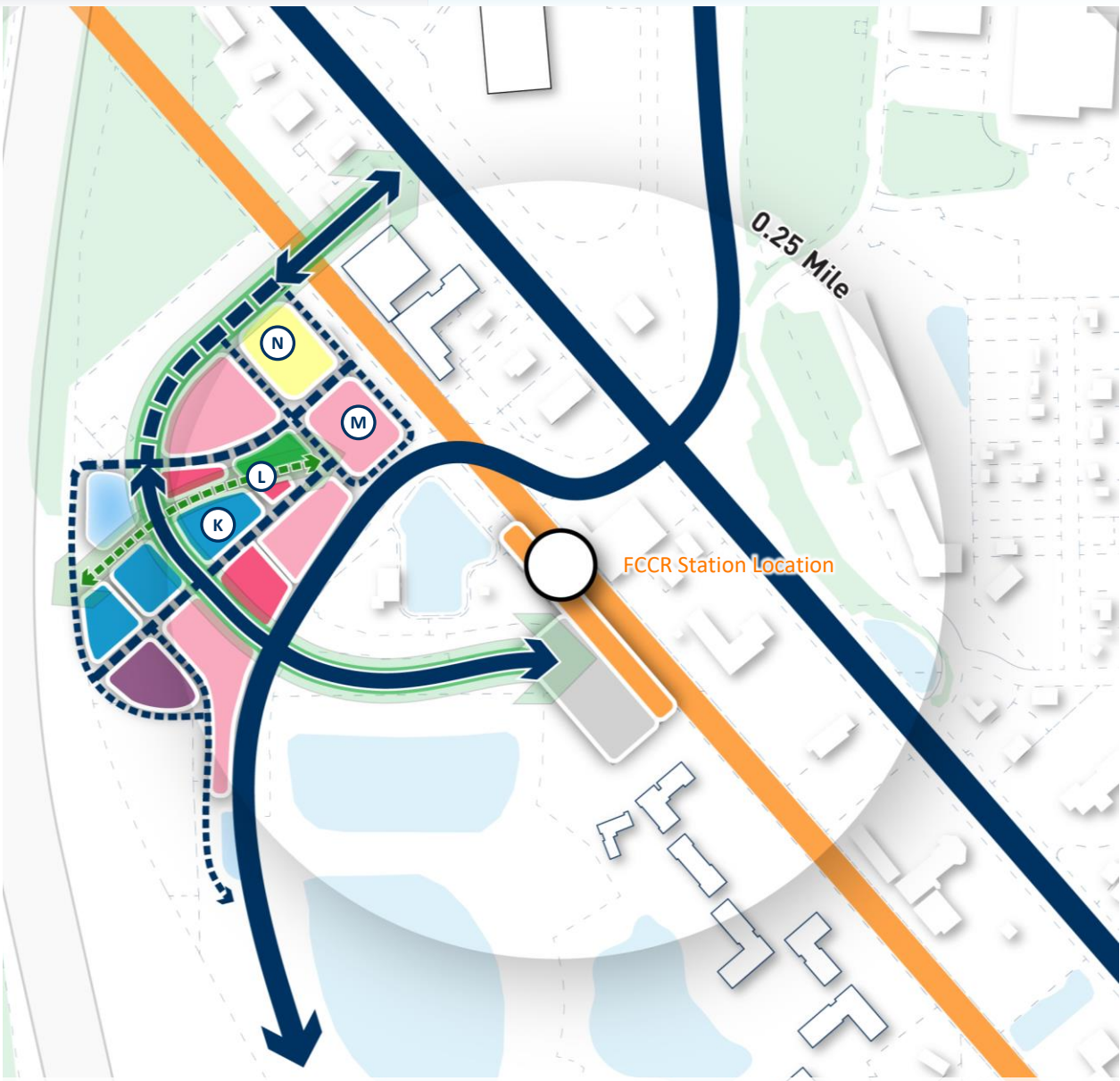
LEGEND

	Mixed-Use - Primary		First Coast Commuter Rail
	Mixed-Use-Secondary		Key Frontages
	Residential		Civic Plaza
	Office		Surface Parking
	Hotel/Conference		



AVENUES WALK: TOD FRAMEWORK PHASE 1














K - 40,000 square feet Flex Office space within two-story building (Phase 2a)

L - Restaurant and Retail pavilions (Phase 2a)

M - Mixed-use Multifamily Residential building with large, shared Parking Structure (Phase 2a)

N - Multifamily Residential building with large, shared Parking Structure (Phase 2a)

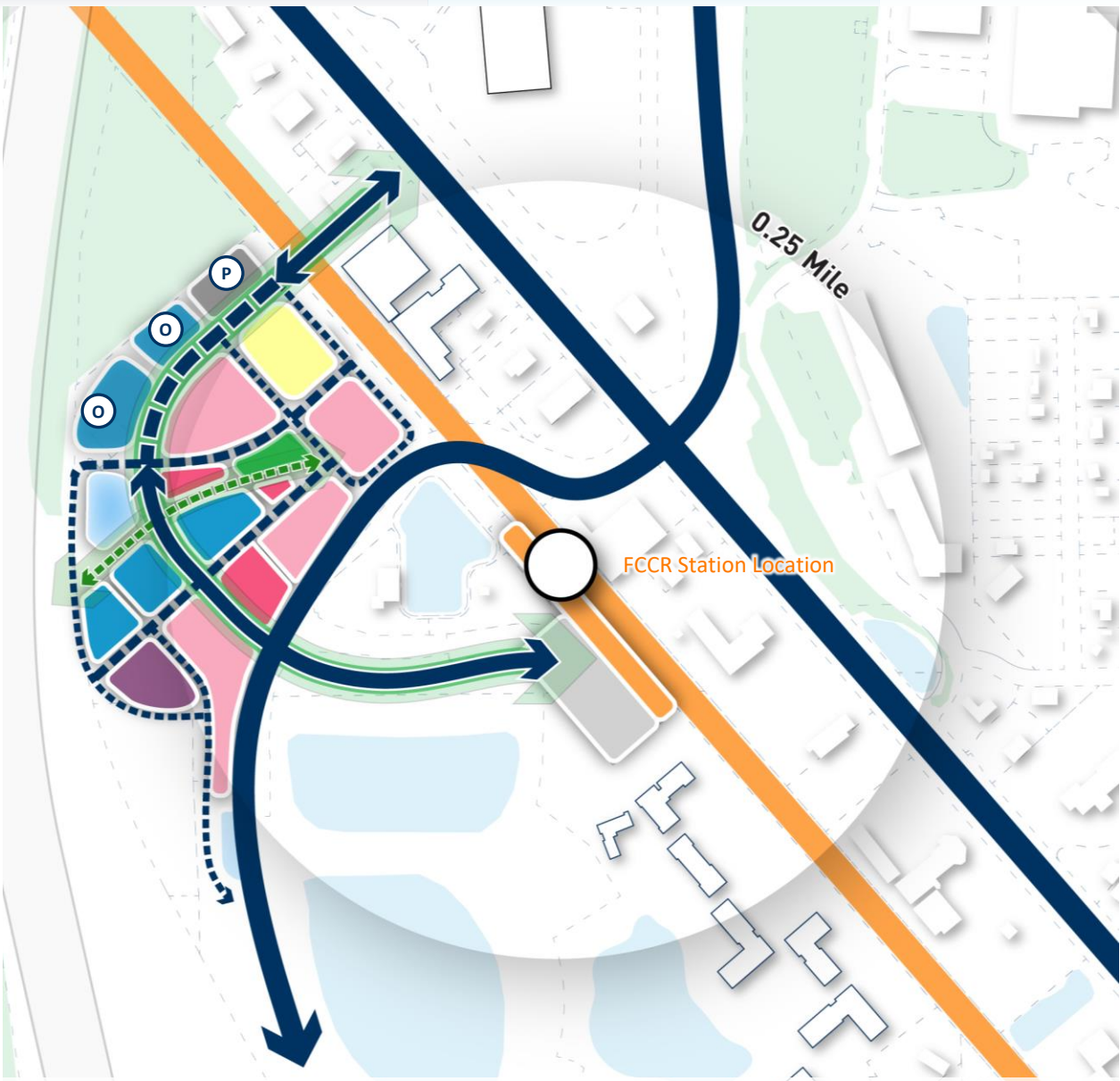
LEGEND

	Mixed-Use - Primary		First Coast Commuter Rail
	Mixed-Use-Secondary		Key Frontages
	Residential		Civic Plaza
	Office		Surface Parking
	Hotel/Conference		



AVENUES WALK: TOD FRAMEWORK PHASE 2A














O - 300,000 square feet of Class A Office space within two, 3-7 story buildings (Phase 2b)

P - 500 space Parking Structure (Phase 2b)

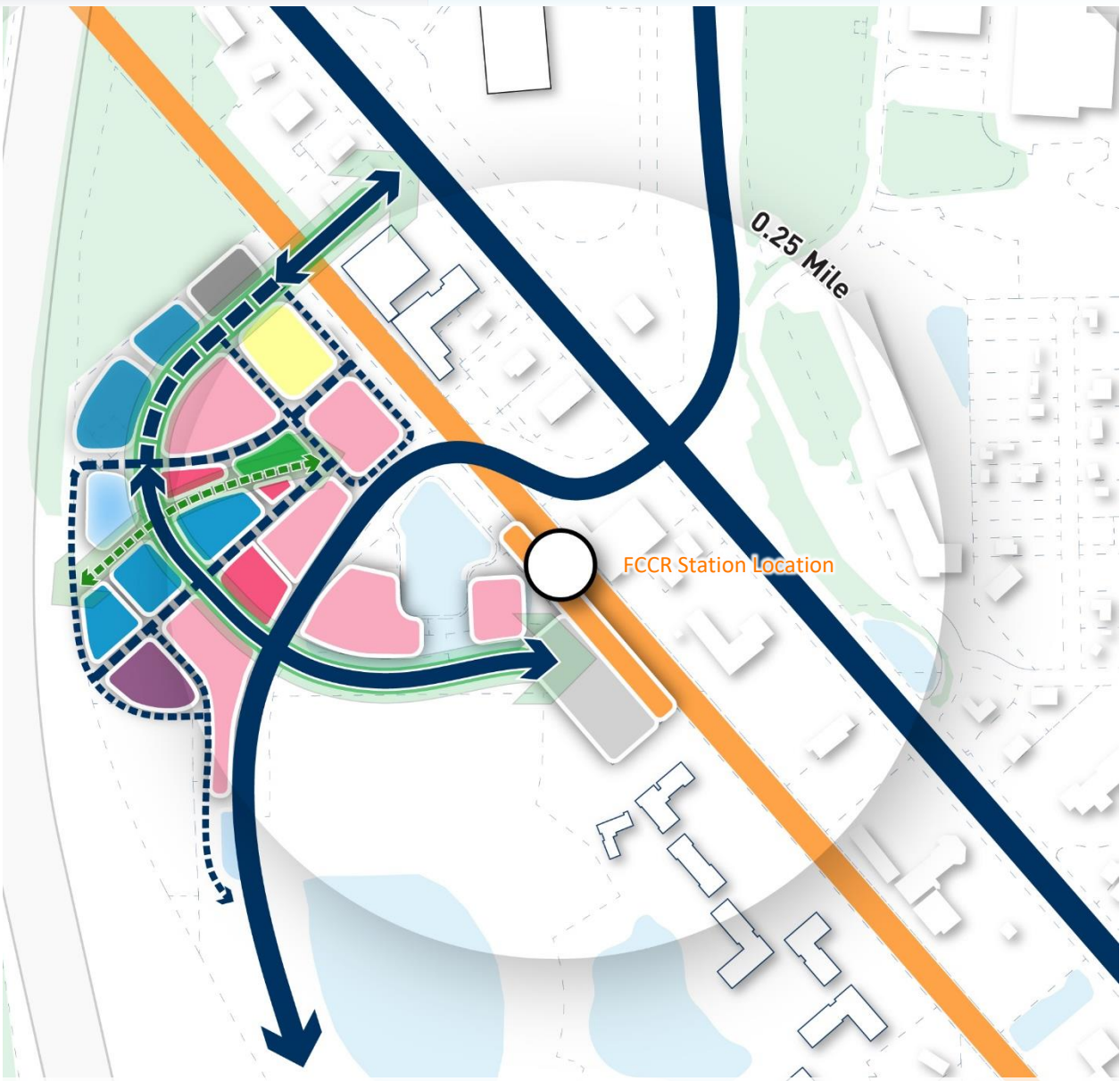
LEGEND

	Mixed-Use - Primary		First Coast Commuter Rail
	Mixed-Use-Secondary		Key Frontages
	Residential		Civic Plaza
	Office		Surface Parking
	Hotel/Conference		












AVENUES WALK: TOD FRAMEWORK PHASE 2B





LEGEND

- | | |
|---|--|
|  Mixed-Use - Primary |  First Coast Commuter Rail |
|  Mixed-Use-Secondary |  Key Frontages |
|  Residential |  Civic Plaza |
|  Office |  Surface Parking |
|  Hotel/Conference | |



AVENUES WALK: TOD FRAMEWORK PHASE 2B





Mixed-Use Development, with Office, Retail, Residential & Parking Facilities | Halycon (Alaphretta, GA)



EXAMPLES: MIXED-USE DEVELOPMENTS

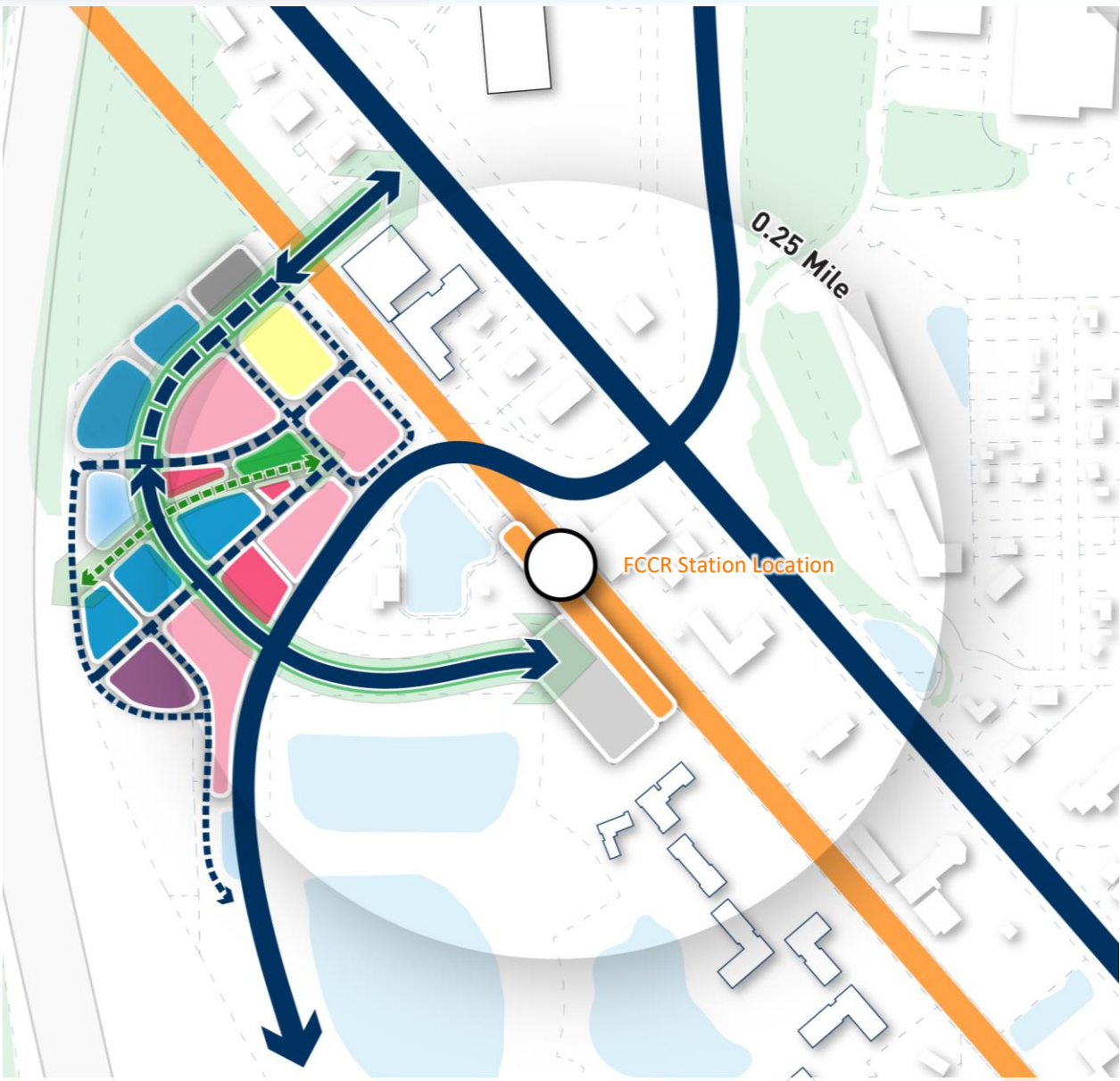




Mixed-Use Residential Development | Domain (West Hollywood ,CA)












Mixed-Use Residential Development | Berkshire Terminus (Atlanta, GA)



DISCUSSION QUESTIONS

- What are your thoughts about the phasing strategy?
- What are your thoughts about the redevelopment of the existing commercial buildings?
- Do you agree with the amount of office spaces added and the proposed hotel?

LEGEND

	Mixed-Use - Primary		First Coast Commuter Rail
	Mixed-Use-Secondary		Key Frontages
	Residential		Civic Plaza
	Office		Surface Parking
	Hotel/Conference		



AVENUES WALK: TOD FRAMEWORK PHASE 2B





FIRST COAST COMMUTER RAIL
TRANSIT-ORIENTED DEVELOPMENT (TOD) STUDY

NEXT STEPS



EXISTING CONDITIONS

- Market Analysis
- Transportation Analysis
- Station Area & Urban Design Analysis

FRAMEWORK

- TOD Desirability & Readiness
- TOD Goals
- TOD Typologies
- Scenario Planning
- TOD Frameworks

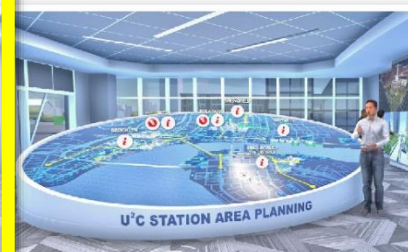
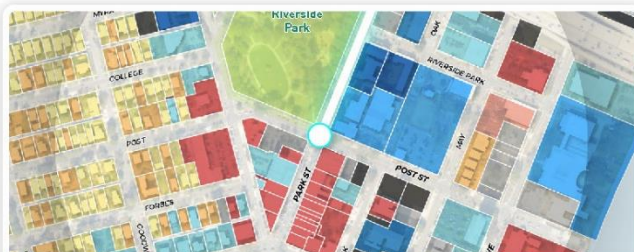
VISIONING & IMPLEMENTATION

- Station Area Planning
- Funding / Financing Mechanisms
- TOD Market Timing
- Infrastructure Recommendations
- Advanced Visualization

ENGAGEMENT

- Workshop 1
- **Workshop 2**
- Open House

FINAL REPORT



MAY - NOV 2023

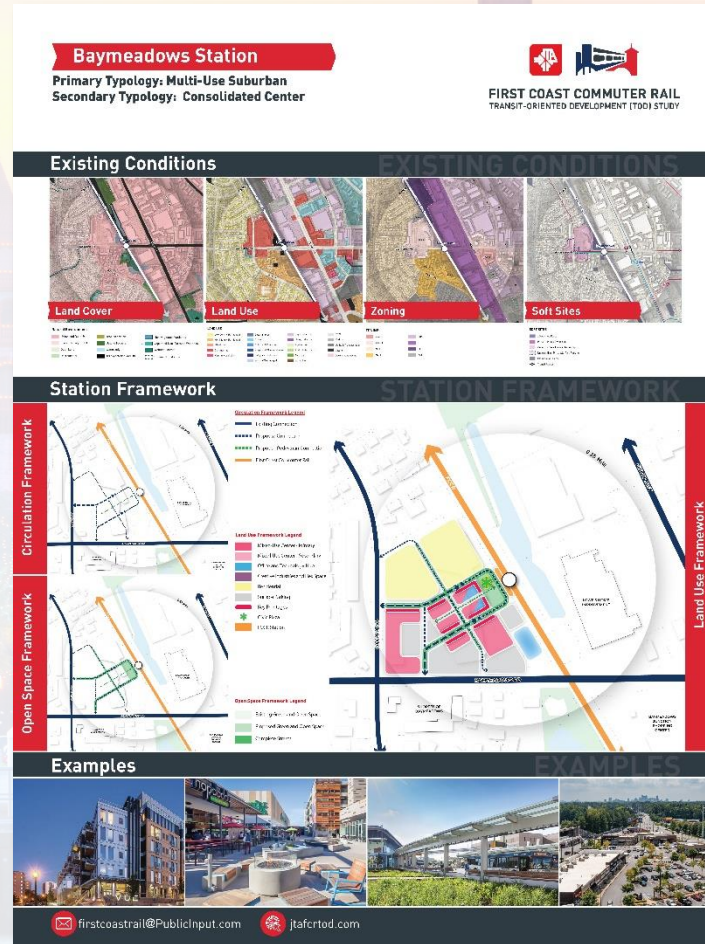
DEC 2023

**PLEASE LET US KNOW YOUR THOUGHTS ABOUT THE
STATION AREA TOD FRAMEWORKS!**

***SCAN TO TAKE
THE SURVEY***



VISIT THE STATION AREA BOARDS!



 **WE WANT TO HEAR FROM YOU!**





FIRST COAST COMMUTER RAIL
TRANSIT-ORIENTED DEVELOPMENT (TOD) STUDY

THANK YOU!

