FIRST COAST COMMUTER RAIL
TRANSIT-ORIENTED DEVELOPMENT STUDY



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The purpose of this report is to present the analysis and results of the First Coast Commuter Rail Transit-Oriented Development (TOD) Study only. While the Study's focus was to identify TOD opportunities adjacent to potential commuter rail stations that resulted from multiple past commuter rail studies and current conditions, the resulting concepts could be applicable to any form of future rail system that may be adopted in the First Coast region.

In addition to this study, the Authority continues to explore opportunities to implement a regional rail system in Northeast Florida. The final type and operating structure of the system may be different from the original commuter rail feasibility studies and references in this study. However, all future work will continue to build on all previous rail studies and will utilize TOD opportunities identified through this effort to ensure the best fit to provide a successful rail system to all residents and stakeholders.

1. INTRODUCTION

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1.1 FIRST COAST COMMUTER RAIL & TOD

The Jacksonville Transportation Authority (JTA) was awarded a Federal Transit Administration (FTA) grant for a Pilot Program for Transit-Oriented Development (TOD) Planning (TOD Pilot Program) to assist the JTA and its partners begin to plan for sustainable growth in the region. Capitalizing on the existing rail corridor, the JTA will examine opportunities to maximize the true potential of the commuter rail system and shape growth by incorporating TOD. This TOD Study was conducted as a result of this grant and represents the JTA's efforts to evaluate the potential of TOD in select stations along the First Coast Commuter Rail (FCCR) corridor.

THE FCCR TOD STUDY

STUDY BACKGROUND

The Jacksonville Transportation Authority (JTA) proposed First Coast Commuter Rail (FCCR) project is the first of its kind in Northeast Florida. The 38.4-mile corridor would connect downtown Jacksonville to St. Augustine, providing new rail transit service for the employment, education, and health care needs of the community. The FCCR is one of many major proposed projects to mitigate traffic congestion in the region.

Transit-Oriented Development (TOD) is a planning and design process focused on integrating land use and transportation, by strategically maximizing residential, business, retail, and leisure spaces adjacent to public transportation infrastructure. TOD principles are intended to densify land uses around stations and enhance accessibility to transit while boosting economic development opportunities and creating more walkable and sustainable communities. This comprehensive TOD Planning Study (TOD Study) examines opportunities at select station areas along the FCCR corridor, to successfully implement TOD and enhance the overall viability of the transportation investment. The TOD Study's purpose is to evaluate the functionality of the proposed stations for TOD and identify specific opportunities and needs to attract context-sensitive and transit-centric private development, as well as build relationships between agencies, developers, and the surrounding communities.

The FCCR TOD Study will include transportation and market analysis, a vision for each station, station area plans, recommendations for implementation, infrastructure needs, and next steps to define economic investment and opportunity around station areas. A key objective of this study is to provide the steps needed to create a more sustainable and resilient multimodal transportation network for Northeast Florida.



FIGURE 1-1: DOWNTOWN JACKSONVILLE (UPPER) & ST. AUGUSTINE (LOWER)

STUDY VISION STATEMENT

The JTA envisions a fully optimized commuter rail system that will be a transformative catalyst for growth in northern Florida. TOD is a key component of such optimization and will be a major social and economic driver for attracting residents and employment to the region. Implementing TOD along the FCCR corridor will be made through the enhancement and concentration of transit-supportive land uses, densities, and public realm improvements around select station locations. The development of each station area will present a vision for density and land use mix appropriate for its context that creates an accessible and connected community guided by varying levels of development strategies based on estimated and desired growth.

Engaging the public and the private sector, and building on market and transportation analyses, the outcome of the TOD Study will present the full potential of transit investment in support of the following project goals:

- Enhance economic development and transit ridership;
- Facilitate multimodal connectivity and accessibility;
- Increase access to transit from non-motorized transportation;
- Enable mixed-used development;
- Identify infrastructure needs; and
- Facilitate both public and private sector involvement in the TOD planning process.



FIGURE 1-2: FCCR TOD STUDY PROJECT GOALS

CORRIDOR OVERVIEW

The FCCR Southeast Corridor is proposed to have as many as 15 commuter rail stations between Downtown Jacksonville and St. Augustine, crossing the county boundary between Duval and St Johns Counties, as depicted in Figure 1-3. Proposed commuter rail stations are located in a variety of urban and suburban environments, ranging from Downtown Jacksonville to emerging residential neighborhoods where commuter rail may provide a more convenient and efficient means of travel. The FCCR alignment is proposed to operate on existing rail infrastructure and rights-of-way (ROW) that exists between the two cities.

The northern terminus of the FCCR Southeast Corridor is the Jacksonville Regional Transportation Center (JRTC) just west of the downtown core in the LaVilla neighborhood. There are multiple local, regional, and interstate transportation services at this location, as well as investments in the development of the JRTC Station area to make it become a more transit-oriented and livable neighborhood in Downtown Jacksonville. The commuter rail alignment then crosses over the St. Johns River on the existing Florida East Coast (FEC) Strauss Trunnion Bascule Bridge into the Southbank and San Marco neighborhoods, two lively areas near downtown with strong existing commercial and employment hubs. Then the commuter rail alignment travels along the existing freight rail route just west of US 1, with stops at major commercial, retail, employment, or residential nodes. Prominent station locations include a stop at J. Turner Butler Boulevard, Baymeadows Road, the Avenues Mall and Avenues Walk.

As the commuter rail service travels through more suburban and rural areas between Jacksonville and St. Augustine, distances between stations can be over eight miles. Station areas in the more rural and undeveloped areas of St. Johns and Duval counties offer the opportunity for large-scale TOD opportunities, such as near CR 210.

Distances between commuter rail stations decrease as the FCCR service enters St. Augustine. There are three stations proposed within the urban fabric of its historic Downtown before ultimately terminating service just west of the Flagler Hospital and its associated clinics along SR 312.

STATION EVALUATION

The FCCR TOD Study area includes 15 potential station areas along the proposed rail corridor. Each station area was evaluated on natural and built environment, land use, zoning and ownership, and transit and multimodal connectivity to determine TOD opportunities and barriers. TOD station area plans are developed for station areas that have the characteristics needed for successful TOD.

At the time the project was authorized, this TOD Study initially envisioned the review of TOD opportunities at four proposed stations (JRTC, Avenues Walk, Racetrack Road, and King Street) along the FCCR corridor, with the potential of adding stations to meet overall accessibility needs along the FCCR corridor. Upon preliminary assessment, additional stations (Baymeadows Road, Palencia, and SR 312) were included as potential stations for detailed TOD analysis. Due to substantial redevelopment in the vicinity of the Racetrack Road Station area, a station initially proposed at Racetrack Road was eliminated from further consideration. A station at CR 210, based on its proximity to Racetrack Road and the availability of undeveloped parcels, was selected as an alternative for creating new TOD opportunities. Additionally, while this study was conducted, the owner of the identified parcel at the proposed King Street Station began planning efforts for the development of the site, thus this study did not advance the analysis of this station location. As a result, seven stations (JRTC, Baymeadows, Avenues Walk, CR 210, Palencia, King Street, and SR 312) were identified for TOD, and a detailed analysis was performed on six, as depicted in Figure 1-3.

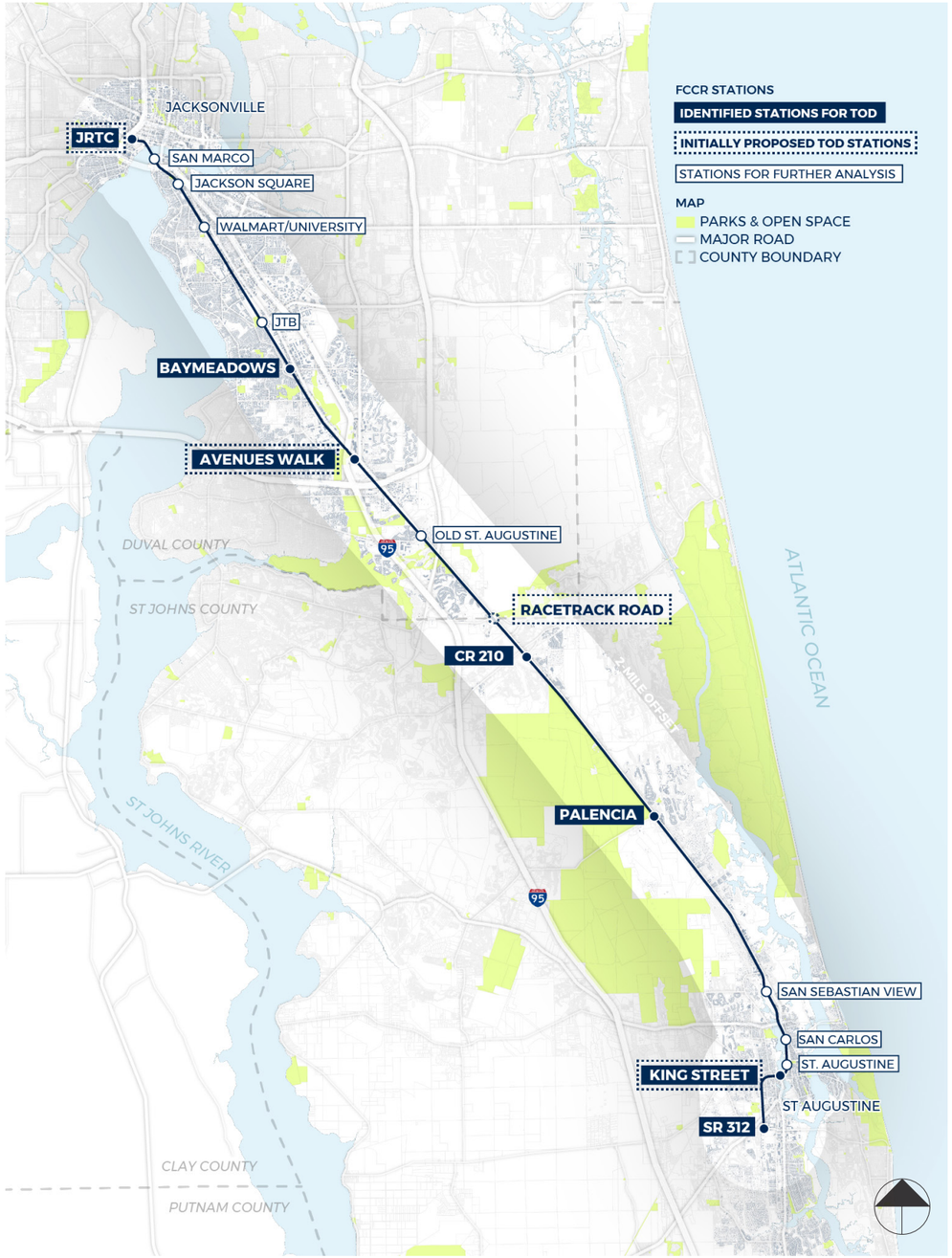


FIGURE 1-3: FCCR CORRIDOR MAP

TOD STUDY PROCESS

The TOD Study was conducted methodically and systematically to provide a holistic and comprehensive understanding of each of the proposed station areas, as depicted in Figure 1-4. It began with a review of the existing conditions of each of the sites as they pertain to the spatial attributes of the site, multimodal connectivity around it, and market demand. The next step in the study included an evaluation of all proposed stations along the corridor, and the selection of the stations most suitable for TOD. Once the stations were selected, a development framework was established for each of the selected stations, and a plan was developed to visualize and test TOD around the station area. The selection process and plan development were informed and guided by inputs and feedback received from the JTA, stakeholders, and the public throughout the engagement process. The last step of the study entailed the creation of a high-level implementation plan, which provides guides for the implementation of TOD as they relate to the regulations, infrastructure, financing, and equity.

The objectives that informed the TOD study process to catalyze developments near the proposed stations and increase future transit ridership around the FCCR stations are as follows:

- Develop visions and frameworks to transform existing and create new communities to be livable, walkable, and transit-friendly places
- Develop a holistic, corridor-wide TOD strategy while maintaining the unique character of each station area
- Support economic development by applying equitable TOD programs and policies
- Create new interagency coordination structures for TOD Implementation
- Define how a new high-quality transit service can connect jobs to employment centers and create new economic opportunities while supporting existing resources.

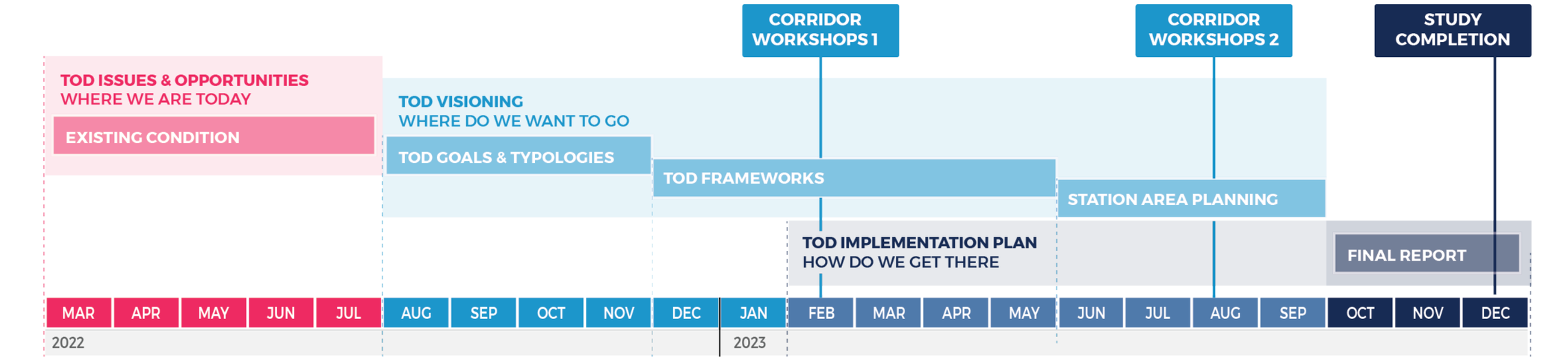


FIGURE 1-4: TOD STUDY PROCESS & TIMELINE

TRANSIT-ORIENTED DEVELOPMENT

TOD OVERVIEW

TOD aligns investment in vibrant, pedestrian-oriented, compact, mixed-use development, around quality public transportation stations and corridors. The concept leverages public investment in transit to drive private investment in order to enrich neighborhoods and drive regional growth. TOD often includes a mix of residential, office, and retail supported by neighborhood amenities to become dynamic places where people live, work, and play. TOD creates connected, focused, and mixed-use communities generally denser than the surrounding area, or generally includes higher densities of employment and residential options. The typical arrangements of TOD density is focused at the center of a one-quarter radius area, which is estimated to be around a five minute walk from transit. The characteristics of TOD include an emphasis on the public realm, public space, planning at the pedestrian scale, providing freedom of mobility choice, ensuring development is sensitive to community context, and reducing and/or incorporating shared parking requirements.

The form of TOD is highly dependent on context. Density and mix of uses depend not only on the type of transit, but also on the context of the surrounding areas, input from the community, and the value of the land. TOD is adaptive, and the look and feel should consider the desires of the existing community to ensure a good fit and to avoid displacement of current residents.

TOD PRINCIPLES

Planning and implementing successful TOD involves decisions that directly influence density, land uses, the public realm, multi-modal transportation, urban form, and overall character as a place. There are seven fundamental targets that define the characteristics of successful TOD. While these targets should be applied to create transit-supportive environments around station areas, TOD must be aligned with a neighborhood's character, the market strength for development, and the community's aspirations for TOD. These targets are reviewed in detail in Figure 1-5 and include:

- Medium to higher density development
- Mix of land uses
- Compact, high quality pedestrian environment
- Active and vibrant center
- Connected network of public spaces
- Multimodal connectivity
- Limited, managed parking

MEDIUM TO HIGHER DENSITY DEVELOPMENT

Density is about scale, with the goal of creating an active, walkable district that also is compatible with the character of the surrounding neighborhood. TOD has a higher net average density than the surrounding areas, with the highest densities adjacent to the transit station as well as the destinations the transit station serves. Higher densities increase ridership by providing access to more people and creating an active and vibrant place where people want to be.

NON-TOD



Dispersed, auto-oriented density doesn't leverage transit or provide supportive uses that generate ridership

TOD



Density is focused around the transit station and pares down as you move away from the station, increasing access to and activity around the station and generating ridership.

MIX OF LAND USES

Concentrating a mix of land uses in a TOD provides diversity and variety, allowing people the opportunity to live, work, and play in the same place and encouraging people to use active mobility options like walking to meet their needs regardless of how they arrive at a TOD. A transit-oriented environment efficiently utilizing the land and infrastructure, and has a mix of residential, commercial, restaurant, retail, gathering, and employment uses. The key is to locate the various compatible uses close together, making them easily accessible to each other in order to improve active mobility and transit uses.

NON-TOD



Single-use buildings without ground-floor activation, typically uncoordinated and not supported of each other

TOD

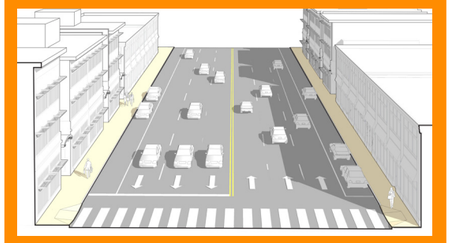


Mixed-use buildings with active ground floors that open up to the street and activate the sidewalk located next to transit.

COMPACT, HIGH QUALITY PEDESTRIAN ENVIRONMENT

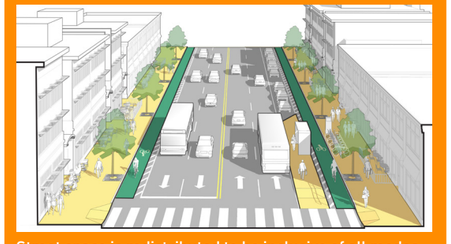
Transit trips start and end by walking. Vibrant communities, with or without transit, are convenient and comfortable places for pedestrians. The walkshed of a TOD can be enhanced and expanded by designing streets that are inviting and comfortable for people through streetscaping and Complete Streets. The incorporation of these principles like widened sidewalks, natural and on-street parking buffers, high quality lighting, wayfinding, and landscaping help create an inviting and comfortable walking environment.

NON-TOD



Streets are oriented around single-occupancy automobiles with minimal sidewalk space.

TOD



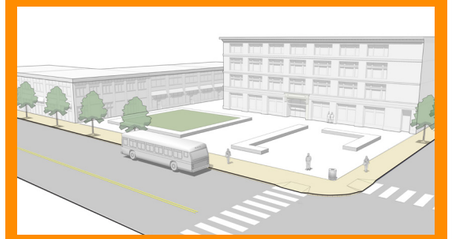
Street space is redistributed to be inclusive of all modes, ensuring pedestrians and cyclists have adequate space for an active public realm, and street lanes accommodate transit, automobiles, loading, and parking needs.

FIGURE 1-5: TOD PRINCIPLES

ACTIVE AND VIBRANT CENTER

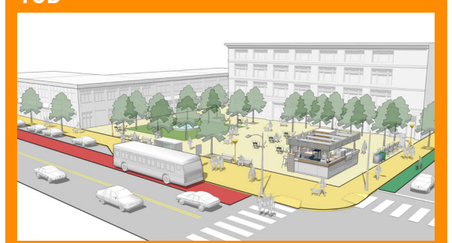
Transit is particularly successful in areas with defined centers, making an 18-hour place by offering multiple attractions and reasons for people to frequent the area through the day and into the night. Having a vibrant mix of uses near transit is important for placemaking, but it must also have a sense of community so that people can choose to gather there. A cohesive, active center can be created by planning comprehensive TOD districts rather than individual projects.

NON-TOD



Non-active uses limit activity, and the lack of landscaping discourages users from interacting with the space.

TOD

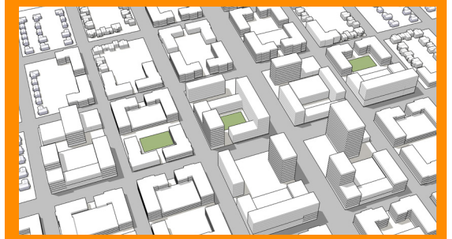


Active uses and improved landscaping bring life to the plaza, encouraging passers by and transit users to engage the space. The improvements establish the transit center as a local activity node and encourages transit use.

CONNECTED NETWORK OF PUBLIC SPACES

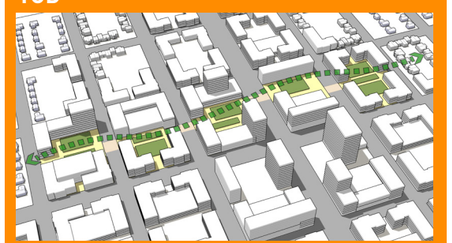
Public spaces and plazas at the immediate area around a station complement the clustered mix of uses around transit, beautifying an area. Public areas are also used in a multitude of ways, including civic, recreation, wellness, and gathering uses, all improving the user experience. These uses are just as vital to a healthy, dense, diverse community as the mix of land uses present around the station, and also enhance many of those land uses. Having a series of connected public spaces also facilitates easy mobility in, around, and to TOD and its associated high-quality pedestrian environment.

NON-TOD



Isolated public spaces with minimal connections to their surroundings.

TOD



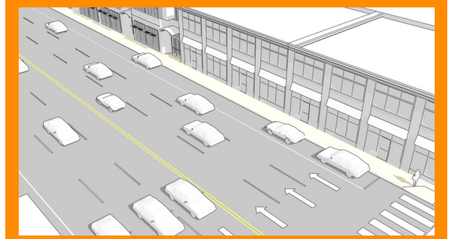
Connected spaces integrated into the streetscape and nearby developments that encourage active and passive recreation, providing human-scale connections through the area.

FIGURE 1-5: TOD PRINCIPLES (CONTINUED)

MULTIMODAL CONNECTIVITY

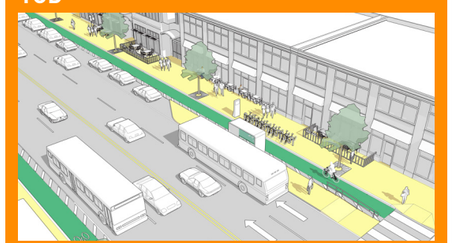
Successful TOD allows people to arrive at or depart from a destination without needing to drive. This requires multimodal connectivity at or near the TOD center in the form of transit, taxi, shared mobility, bicycle, or other forms of transportation that allow for easy and comfortable transfers to/from transit. Complete Streets design principles encourage the use of transit and improve mobility for all users of the street. Multimodal connectivity allows the catchment area of the TOD to expand by enhancing accessibility to a TOD without needing to drive and connecting the first-mile/last-mile. Areas of multimodal connectivity also help create an active area that leads to a vibrant center.

NON-TOD



Vehicles are prioritized over other modes, creating unsafe environments for non-motorized users.

TOD

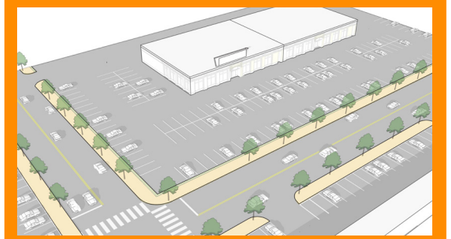


Street space is balanced to accommodate many mobility options, expanding and creating designated right of ways for pedestrians and cyclists, and facilitating transit service.

LIMITED, MANAGED PARKING

Parking is a persistent constraint for TOD. Abundant and inexpensive parking motivates people to drive rather than use transit. By creating a more limited parking supply and moving parking from surface parking lots to parking structures around TOD, residents, shoppers, and employees are encouraged to use transit and walk. Managed parking also can enhance building frontages, and activate publicly available spaces.

NON-TOD



Parking is placed at the edge around a development, creating large unwalkable lots and encouraging driving.

TOD



Buildings front the street, activating the sidewalk and providing direct entrances for pedestrians. Parking is managed across the development and tucked into the back to encourage access by other modes.

TOD BENEFITS

TOD is a method to maximize the potential of both premium transit, and the land around it. Nationally, the market for TOD is strong. The Center for Transit-Oriented Development indicates that 81% of millennials and 77% of Baby Boomers prefer to live in walkable, active communities; and further indicates that by 2030, 25% of people in the rental and housing market will be seeking housing near transit. TOD reduces the number of automobile trips made and lessens transportation costs, resulting in an increase in discretionary income, allowing people to have more money to spend in the community.

Communities can make significant progress towards improving their quality of life and meeting smart growth goals by linking transit and land use. TOD increases mobility choice and access to employment and services while reducing transportation costs, provides health benefits by making walking and biking more convenient and comfortable, and generates economic development activity around stations.

The key benefits of TOD include the following:

INCREASE TRANSIT RIDERSHIP

To secure funding, it is crucial to demonstrate that the new system will have enough ridership demand. Implementing TOD around the FCCR corridor can provide an environment that attracts more residents, workers, high quality jobs, and public and private investments to the station areas, increasing the potential ridership for the transit system. Implementing TOD along the proposed rail corridor will also help the project compete successfully for future funding for transit infrastructure implementation by meeting Federal Transit Administration (FTA) evaluation criteria.

SUPPLY ALTERNATIVE TRAVEL METHODS

TOD can provide alternative travel methods to reach new and familiar destinations. TOD also supports active mobility by providing a connected Complete Streets network. Residents will have reliable and direct access to other modes of transit, which will reduce automobile dependence, daily vehicle trips per household, ultimately improving the air quality for residents in and around Jacksonville's downtown by reducing CO^2 emissions per capita.

GENERATE ECONOMIC OPPORTUNITIES

TOD can result in economic programs and policies that promote increased opportunity for residents and businesses. TOD provides an environment that attracts an increased quantity and quality of retail to both improve quality of life for existing residents and potentially attract additional residential and commercial development. Equitable TOD strategies focus on providing the environment to support land use programs that will generate jobs for the workforce in this corridor. Working with local land owners, business owners, and developers, this plan identifies key opportunities to strengthen and complement existing industries, and proposes the land use programs in the station areas to accommodate them. TOD initially creates a number of local jobs during construction. Additionally, TOD can attract and retain younger workers, as younger workers seek to live and work in areas where there are amenities such as restaurants, cafes, entertainment options, and access to transit – all of which are elements of TOD. Implementing TOD that improves walkability and safety, enhances schools and parks, and retains affordable housing options and key services like childcare will attract both a younger and more experienced workforce.

FOSTER COLLECTIVE VISION

The communities along the FCCR corridor will benefit from the planning process, which brought together stakeholders from all interest areas, including residents, business owners, elected officials, economic development organizations, local staff, community agencies, developers, and others to form a common vision for the future TOD in the region. This process also educates and informs local stakeholders to be better prepared for the implementation of the future transit infrastructure. Kick-starting momentum, interest, and investment in the corridor will help create long-lasting partnerships between local agencies and private developers.

PROVIDE GREATER LIFESTYLE CHOICES

TOD can provide more transportation and housing choices, increase the flexibility for residents to shop, work, and entertain themselves close to their homes, provide options for active lifestyles for a convenient, affordable, and active community, and facilitate accessibility to all ages and income levels for the communities located along the FCCR corridor. TOD also promotes an active lifestyle by enhancing the environment for pedestrians and bicyclists. By improving community amenities and creating more destinations, TOD creates a sense of community and place that can cater to everyone.



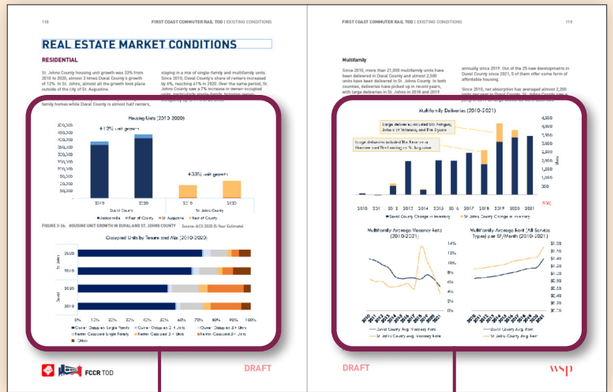
FIGURE 1-6: VISUALIZATION OF A TOD STATION AREA

HOW TO USE THIS STUDY

This report is based on an assessment of available data from various plans, Geographic Information Systems (GIS) resources, a review of existing plans, policies, and regulations in place, input from the Stakeholder Advisory Group, stakeholders, and public officials, input from participants at two community workshops, input from presentations at professional and community organizations, and a professional assessment from subject matter experts. The report serves as a tool for future planning and economic development. The JTA and partner agencies will utilize the analyses and considerations assembled through this TOD planning process to make informed real estate decisions concerning property and economic development around stations. This TOD Study provides the first holistic vision for future development around the FCCR corridor that will leverage transit investments. As a basis for comparison, TOD is evaluated for 7 select station areas to better understand what the reasonable capacity for TOD could be in an ideal market. The report is organized into 6 chapters, including this Chapter 1, and the additional five chapters are presented in the figure below:



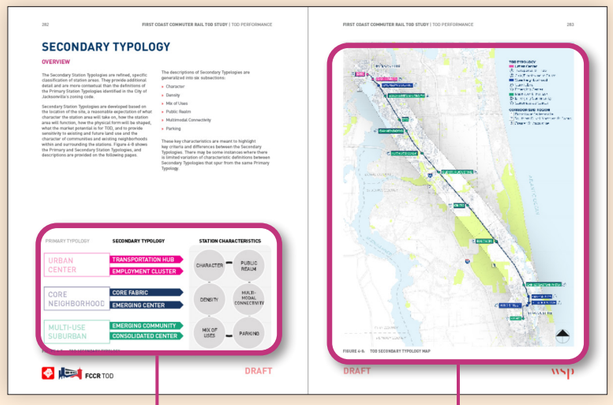
CHAPTER 2: COMMUNITY ENGAGEMENT



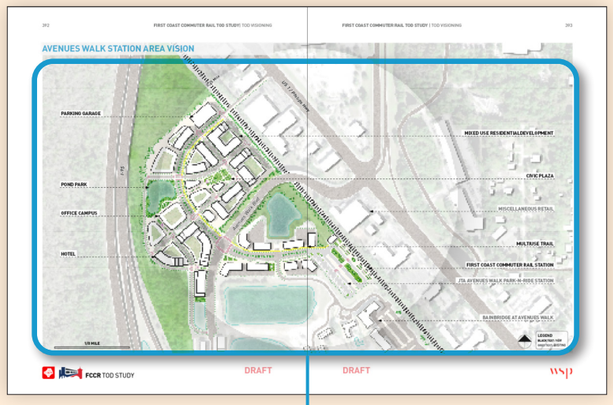
CHAPTER 3: EXISTING CONDITIONS



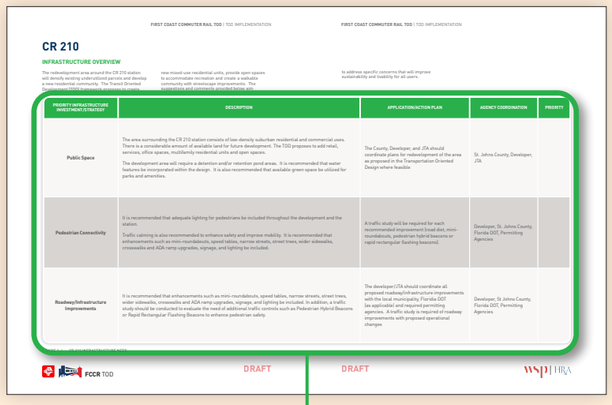
CHAPTER 3: STATION AREA ANALYSIS



CHAPTER 4: TOD PERFORMANCE



CHAPTER 5: TOD VISIONING



CHAPTER 6: TOD IMPLEMENTATION

FIGURE 1-7: DOCUMENT CHAPTERS

FCCR TOD

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2.1 COMMUNITY & STAKEHOLDER ENGAGEMENT OVERVIEW

Conversations surrounding the planning of commuter rail in Northeast Florida have circulated among stakeholders and throughout communities along Florida's first coast for over a decade. Transit-Oriented Development (TOD) concepts were introduced in prior commuter rail studies as potential rail station areas were identified for consideration along proposed rail corridors.

This First Coast Commuter Rail TOD Planning Study (TOD Study) advanced the dialogue about potential TOD opportunities at select station areas. This TOD Study provided the community with a distinct focus on the various forms of community placemaking involved in TOD, from site conditions and readiness to potential land use integration.

This chapter summarizes project activities undertaken to share TOD concepts for the specific station areas and describes the strategies implemented to engage stakeholders and community participants in a dialogue to guide future station area planning and design.

COMMUNITY & STAKEHOLDER ENGAGEMENT

OVERVIEW

Creating opportunities for community leaders and the public to be involved in transportation investment planning, development, and decision-making processes is critical to project success. Recognizing the importance of stakeholder interaction, the JTA implemented multiple community engagement activities to reach broad and diverse audiences along the 38-mile project corridor, from the City of St. Augustine, north to Downtown Jacksonville.

Early identification of key stakeholders, the formation of a Stakeholder Advisory Group, designing an online survey, and establishing a plan for conducting multiple community workshops, both virtual and in-person, were key components of the public outreach plan implemented for the TOD Study.

Following a review of the tools and techniques used to implement the public engagement component of the project, the results of the specific outreach activities are reviewed and summarized in this chapter.

PUBLIC INVOLVEMENT PLAN

At the outset of the TOD Study, a Public Involvement Plan was developed to document strategies to engage, educate, and empower stakeholders and the public in the planning process. It is critical that citizens understand the WHAT, WHY, and HOW of the project in order to provide informed feedback to the project team and agency leaders. The community engagement goals are presented in Figure 2-1.

An initial step in the development of the Public Involvement Plan was the identification of target audiences, such as residential communities, major businesses, civic organizations, and educational institutions, along the project corridor, as well as local and state government agencies having jurisdiction within or adjacent to the project corridor. Representatives of these organizations are included in a comprehensive Stakeholder List, updated throughout the project, and then used for public notification of project activities.

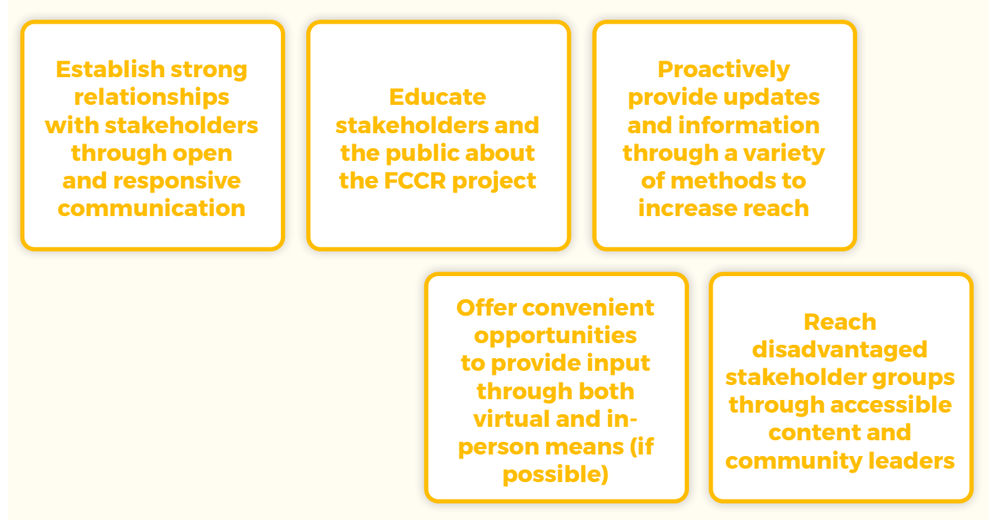


FIGURE 2-1: PUBLIC ENGAGEMENT GOALS

PROJECT WEBSITE

Creating an identity for the project through branding standards, including a project logo, helps the public to easily identify project-related information. A project logo depicting images of the connection between the two cities was developed. A project website, www.jtafcrtod.com, as shown in Figure 2-2, was also established to share project information and updates.

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

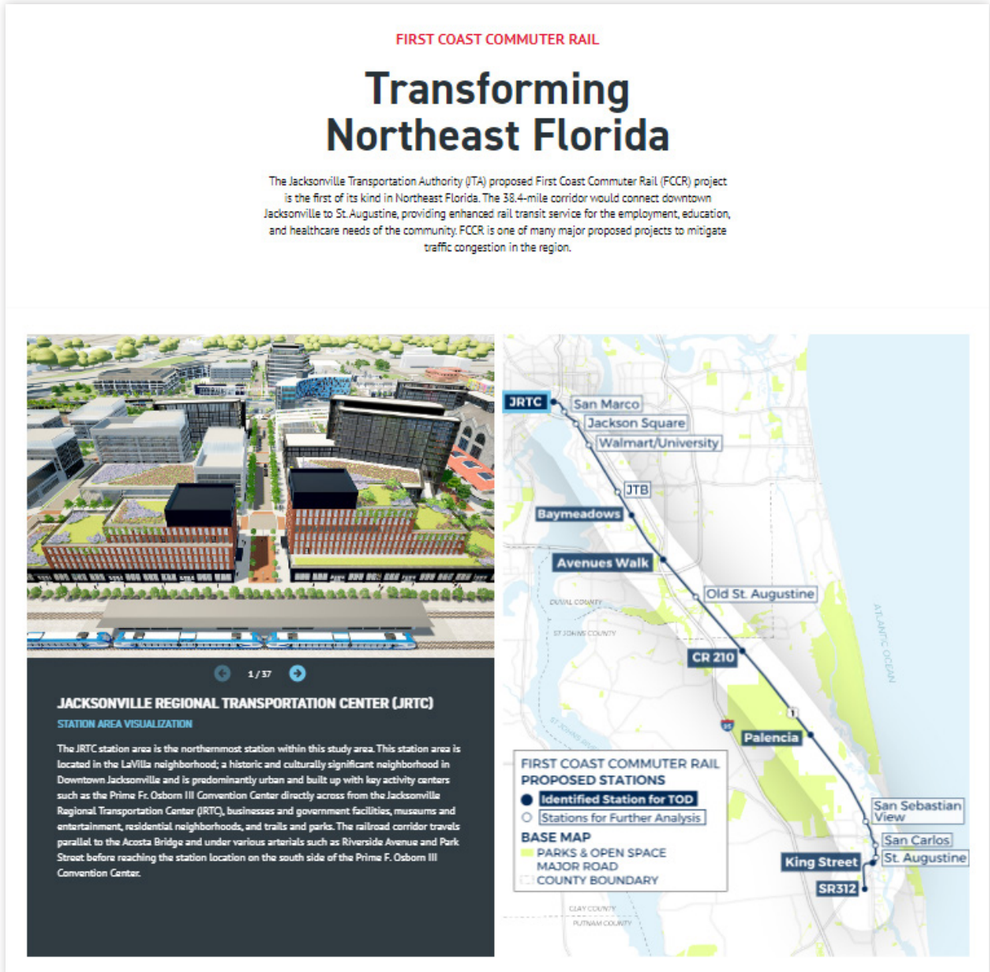


FIGURE 2-2: IMAGE OF PROJECT WEBSITE: WWW.JTAFCRTOD.COM

ONLINE PUBLIC ENGAGEMENT

An online public engagement platform, Publicinput.com, was used to gather and document public feedback on the project. An online public opinion survey, implemented through Publicinput.com, was developed to seek responses to questions related to decision-making factors to better inform the project team regarding station area development. The live interactive survey included opportunities for the public to provide comments regarding land use preferences around proposed stations, mobility options, and modal connectivity. Specific feedback obtained through the survey is summarized in subsequent sections of this chapter. Figure 2-3 depicts the public participation tracked through the online platform, from project launch in September 2021 through September 2023.

Of those who responded to the survey during this time period:

- 56% Commute to work at least three days per week
- 21% Work from home at least three days per week
- 20% Retired/Not Employed at the time
- 3% Others

Additional highlights of specific public feedback obtained during the community workshops are included in Sections 2.2 and 2.3.

Tracked PublicInput Survey Participation

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
1,673	434	228	1,355	1,401

Engagement statistics as recorded on the Publicinput.com platform from the Workshop 1 & 2 digital survey.

FIGURE 2-3: PUBLIC ENGAGEMENT PARTICIPATION (AS OF SEPTEMBER 2023)

COMMUNICATION TOOLS AND MEDIA

Email and online notification have been the primary tools for communication with agencies, community leaders, stakeholders, and the public. A stakeholder list comprised of more than 1,000 names and organizations, assembled through prior similar studies and JTA events, was used to distribute information regarding the community workshops and online survey opportunities. JTA's communications team also used social media platforms, such as LinkedIn and Twitter, to publicly notify community meetings.

Two sets of community workshops were conducted for the TOD Study. In order to encourage community participation, prior to each workshop, the JTA and project team members reached out to various groups and organizations through email, telephone calls, and social media posts. Additionally, news media coverage on local TV networks provided widespread notification of the TOD Study and upcoming community meetings.

STAKEHOLDER ADVISORY GROUP

At select phases of the TOD Study, representatives from various planning organizations, transportation industry, and government agencies, including public and private sector decision-makers, were invited to participate as part of a Stakeholder Advisory Group (SAG). This technical working group provided valuable insight into industry requirements and community infrastructure needs.

Introductory one-on-one interviews were conducted with SAG members prior to the launch of the community-wide workshops to obtain critical input regarding development challenges and opportunities surrounding the proposed transit station areas. Organizations represented on the SAG included:

- City of Jacksonville
- City of St. Augustine
- St. Johns County
- Florida Department of Transportation (FDOT)
- North Florida TPO
- Smart North Florida
- JaxPort
- Duval County Public Schools
- St. Johns County Schools
- Jax Chamber
- JAXUSA Partnership
- Jacksonville Housing Authority
- Jacksonville Sheriff's Office
- St. Johns County Sheriff's Office
- Florida East Coast Railroad (FEC)
- Northeast Florida Builders Association

One-on-one interviews were conducted throughout the TOD Study to gather feedback from SAG members and additional local and county government planners and agency personnel. An ongoing dialogue with stakeholders was essential to monitor familiarity with the project, further examine community priorities, and other general improvements to be considered as the proposed station areas are reviewed. Example interview questions included:

- How familiar are you with the project?
- What questions/concerns do you have regarding development around the proposed stations?
- What features or services are needed to make these stations successful?
- How likely are you to use this service?

A virtual meeting specifically for SAG members was held on June 29, 2022. This meeting was attended by 14 people. A presentation provided an update on project activities and the virtual platform provided a forum to gather important input from SAG members regarding the station area development concepts and future TOD opportunities.

The overall TOD Study timeline, including the community outreach, is shown in Figure 2-4.

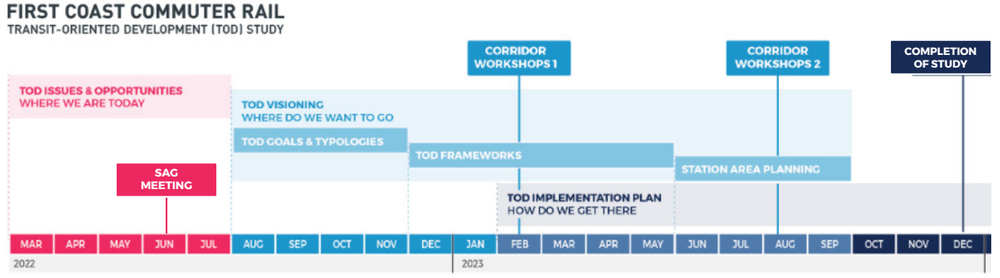


FIGURE 2-4: IMAGE OF PROJECT TIMELINE



2.2 COMMUNITY WORKSHOP 1

The first set of community workshops was conducted virtually In February 2023. The focus of the community workshops was to provide an overview of the TOD Study and highlight key findings from existing conditions analysis and review of transportation infrastructure surrounding proposed station areas. Since the corridor spans approximately 38 miles, one community workshop was held to address the stations in Duval County, and a second community workshop was held to address the proposed stations in St. Johns County.

The meetings were advertised via the contact list of 1,000 stakeholders, and two reminder emails were sent prior to the public meetings. Due to the virtual format, public comments were collected through the chat function and then addressed during the Question and Answer session at the end of the meeting

DUVAL COUNTY VIRTUAL MEETING

FEEDBACK SUMMARY

More than 120 people participated in the community workshop held on February 22, 2023, to discuss the proposed stations along the project corridor within Duval County. Using a PowerPoint presentation, the project team described project development components, including project background, purpose, a review of TOD concepts, and a discussion of the existing conditions surrounding the proposed station areas. The station areas discussed included JRTC, Baymeadows, and Avenues Walk Station areas. Select comments shared during the meeting are presented in Figure 2-5.

Select Comments Shared During the Virtual Meeting (February 22, 2023):

"When you spoke about transportation to the stations, you mentioned bike connections. I've been concerned about the rise of unprotected bike lanes in Jacksonville and would like to advocate for protected bike lanes going to the stations if thats possible. I always ask our politicians, "Would you let your child bike on that bike lane? If not, then it's not complete."

"How will this rail go through the San Marco area specifically between Hendricks Avenue and St. Augustine Road.? Any station planned in the San Marco area to add to an accumulation of people in one spot for a long period of time?"

FIGURE 2-5: VIRTUAL MEETING COMMENTS

ONLINE SURVEY SUMMARY

One of the survey questions asked participants to identify three words to describe their vision for TOD at the proposed station areas. Figure 2-6 illustrates an example of the keywords conveyed by survey respondents during the Duval County workshop for the corridor. Figure 2-7 depicts an image of the online interactive map that recorded participant responses to identifying the most needed development and land uses along the corridor and at the station areas.



FIGURE 2-6: THREE-WORD TOD VISION DESCRIPTION (DUVAL COUNTY)

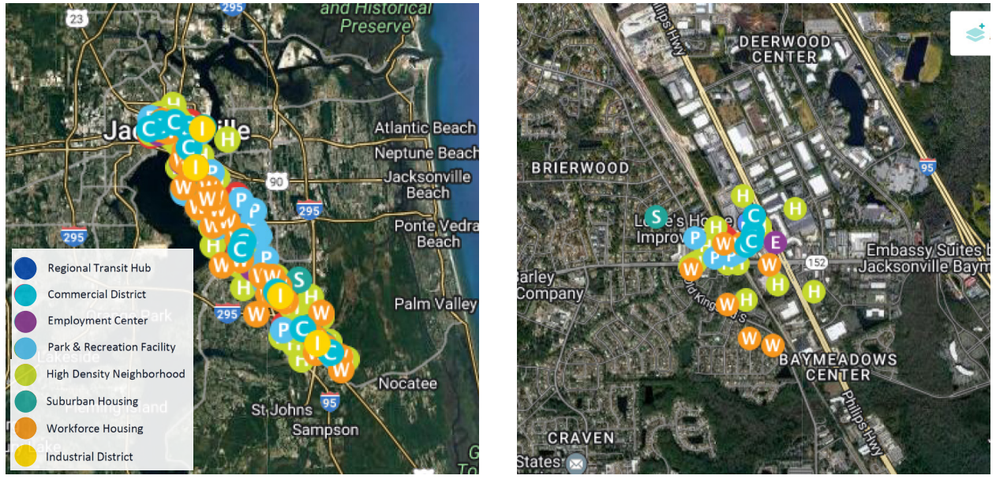


FIGURE 2-7: DESIRABLE DEVELOPMENT ALONG THE CORRIDOR (LEFT) & BAYMEADOWS STATION AREA (RIGHT)

ST. JOHNS COUNTY VIRTUAL MEETING

FEEDBACK SUMMARY

Approximately 55 people participated in the virtual community workshop on February 28, 2023 to discuss the proposed stations along the project corridor within St. Johns County. The project team reviewed project components through a PowerPoint presentation with a focus on proposed stations at CR 210, Palencia, King Street, and SR 312. Figure 2-8 presents several public comments captured as part of the meeting.

Select Comments Shared During the Virtual Meeting (February 28, 2023):

"Have you considered a complimentary circulator bus with multiple stops along the route with drop-offs at rail stops? That could be a good way to indicate future rail stops."

"I understand this is a commuter rail but is there potential expansion with Brightline/SunRail as an intercity rail?"

"As some of the previous comments, I would like to encourage a systems approach to support a broader public transportation system in Florida - linking to other public systems both public and private (Brightline). Also, it does not appear that there is a stop between Palencia and King Street. There are two master planned communities between the two stations that could benefit from the commuter rail."

FIGURE 2-8: VIRTUAL MEETING COMMENTS

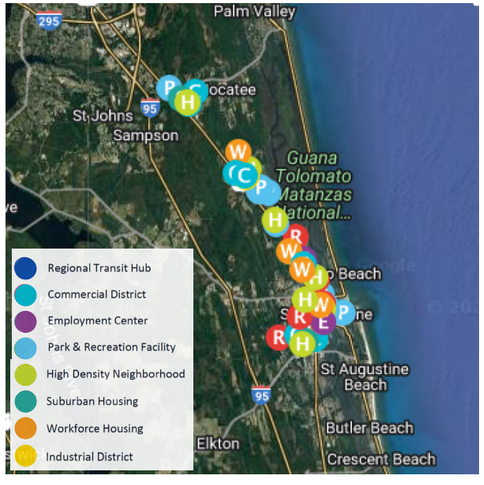
ONLINE SURVEY SUMMARY

The online survey accompanying the workshop presentation solicited feedback on the desirability of land use types and connectivity features. The results of the "three-word" vision for TOD conveyed during the St. Johns County workshop are depicted in Figure 2-9.

Figure 2-10 illustrates the participant responses to the most needed development and land uses along the corridor within St. Johns County, and conveys comments for the station areas.



FIGURE 2-9: THREE-WORD TOD VISION DESCRIPTION (ST. JOHNS COUNTY)



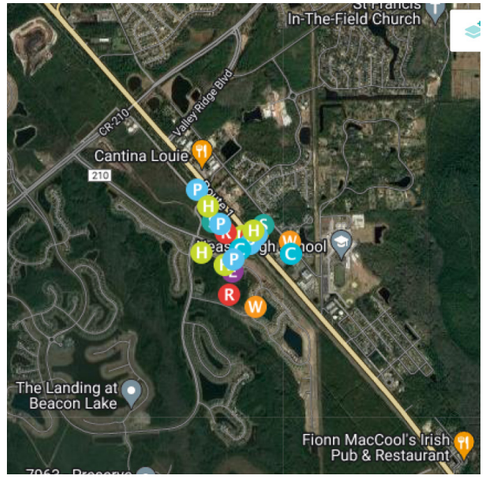


FIGURE 2-10: DESIRABLE DEVELOPMENT ALONG THE CORRIDOR (LEFT) AND FOR CR 210 STATION AREA (RIGHT)



2.3 COMMUNITY WORKSHOP 2

The second set of community workshops, one in each county, were held through an in-person format in August 2023. The focus of these workshops was to further examine TOD concepts in neighborhood planning around the FCCR proposed stations. Using the TOD typologies developed through other TOD planning and visioning activities conducted since the initial community workshops, these community meetings were designed to present specific TOD options for each station, then gather community feedback and ask, "Did we get this right?"

At each Community Workshop, project team members used a PowerPoint presentation to discuss the TOD station framework at each proposed location, which included station classification, potential modifications to traffic circulation and road network, open space options, and the mix of proposed land uses.

Media coverage of the upcoming community workshops during the days prior to the workshops was provided by local TV networks.

DUVAL COUNTY WORKSHOP

WORKSHOP SUMMARY

A Community Workshop was held on August 8, 2023, in the evening, at the JTA's Boardroom in the JRTC in Downtown Jacksonville. Invitation e-blasts and emails were sent to the stakeholder list beginning on July 26, then three additional notifications were sent up until the day before the workshop.

This workshop presented TOD opportunities at the JRTC, Baymeadows, and Avenues Walk proposed station areas along the FCCR corridor. Approximately 40 people attended the workshop, and twelve public comments were collected during the workshop. Figure 2-11 presents select public comments from the workshop. Several local TV news networks were all represented at the workshop. Following the presentation, members of the public had the opportunity to view maps of the proposed station areas and meet with the JTA personnel and the project team.

Select Questions & Comments from Workshop Participants (August 8, 2023):

"How does this TOD framework reduce traffic congestion at Baymeadows?"

"Why was Baymeadows selected versus JTB?"

"We're so excited for Real Transit. We have great opportunities here. Why not go for a light rail corridor for TOD opportunities? How does TOD vary in a Light Rail vs. Commuter Rail?"

"Is there a multi-family element to this?"

FIGURE 2-11: CORRIDOR WORKSHOP MEETING COMMENTS, AUGUST 8, 2023

ONLINE SURVEY SUMMARY

Workshop attendees were provided with a QR code to link to the online survey. Approximately 100 comments and opinions were provided through the online survey.

Many of the online survey comments addressed support for rail, commenting "Let's get it done!" However, many reference the need for the rail to serve a transportation hub and connect to the Emerald Trail and the area's major activity centers, where large numbers of people want or need to go, including the sports venues and the existing Amtrak station. Comments also reflect that the proposed rail needs to be accessible to those individuals who need it the most. While many support the rail corridor concept, others do not support the investment, citing historical investments that have not worked, and referencing that there are other transportation needs in the community and concerns about the induced sprawl that may occur.

Online Survey QR Code









FIGURE 2-12: COMMUNITY WORKSHOP, JRTC, AUGUST 8, 2023

ST. JOHNS COUNTY WORKSHOP

WORKSHOP SUMMARY

In a similar format as the Duval County Community Workshop, the project team presented TOD opportunities at select locations, CR 210, Palencia, and SR 312 proposed station areas at a Community Workshop held on August 9, 2023, in the Alcazar Room, Lightner Museum, City Hall, City of St. Augustine.

Additionally, members of the SAG convened for an informal discussion in the same location, in advance of the community workshop. SAG members were notified via e-blast and email beginning of this opportunity to gather with the project team and JTA representatives on July 21, 2023, and three additional times until the meeting on August 9, 2023. Eight stakeholders participated in the SAG discussion and nine comments were documented. Comments and questions include the following.

" How are you planning to use the Florida East Coast Railroad?"

"Are you tracking proposed development going on today?"

"Could we connect light Industrial to the transit?"

FIGURE 2-13: SAG MEETING COMMENTS, AUGUST 9, 2023

Approximately 25 people attended the Community Workshop in the evening on August 9, 2023. Twenty-one comments were documented during the presentation and question/answer session.

Audience members expressed overall support for the vision, indicating it was one of the best plans they have seen; specifically, green space, and the "village idea" at each station. However, some attendees voiced concerns about the number of people coming to the area, and developers with a vision to create a Miami in the historic and old railroad town. Comments and questions include the following.

An audience member shared – "There is a lack of places for people to go and this is such a fabulous opportunity to develop spaces."

An audience member expressed that bicycle trails can help, and they liked the idea of centralizing the neighborhood.

FIGURE 2-14: CORRIDOR WORKSHOP MEETING COMMENTS, AUGUST 9, 2023

ONLINE SURVEY SUMMARY

Workshop attendees were provided with a QR code to take the online survey which included the opportunity to comment on each proposed station plan presented. Over 40 comments and opinions were shared online.

Online survey comments generally support the TOD concepts if the rail corridor is advanced. Not all comments support the rail investment, stating that there are other needs in the region for transportation improvements. Many favored the CR 210 TOD vision plan as a general model for station areas. There were fewer supporters of a TOD opportunity at Palencia, even though there is available land since they are not optimistic about garnering support from adjacent residential areas.

Comments also questioned if the proposed rail corridor would reduce traffic congestion, especially for the US 1 corridor. Audience comments also pointed to the need for overall enhancement to public transportation in St. Johns County, which would require an expanded and functioning bus system to connect to a future rail corridor. Participants supported learning best practices from development and TOD across the country; noting locations such as Austin, San Diego, San Jose, Tampa, and Boulder, Colorado.



Online Survey Signage





FIGURE 2-15: COMMUNITY WORKSHOP, ST. AUGUSTINE CITY HALL, AUGUST 9, 2023

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3.1 REGIONAL TRANSPORTATION ANALYSIS

Since this study focuses on Transit-Oriented Development (TOD), transportation is a key component in the success of any future development in the region. As such, and to provide an in-depth understanding of the transportation conditions along the corridor and around the proposed station areas, the regional transportation analysis focuses on various transportation components including prior plans and studies, socioeconomic data, travel market demand, regional and station area multimodal connectivity, and emerging transportation technologies that may be applicable to select station areas. This review is complemented by the regional market analysis (Section 3.2) and the station area analysis (Section 3.3), and together they provide the context and assist in informing decision-making pertaining to TOD along the corridor.

PREVIOUS PLANS & STUDIES

1990

Long Range Rapid Transit Transportation Plan

1997

Long Range Corridor and Park and Ride Study -Phase II

1998

Recognized need for regional mobility solutions

2000

Commuter Rail Feasibility Study
Identified 3 service corridors
- North Corridor to Yulee
- Southeast Corridor to St Augustine
- Southwest Corridor to Green Cove Springs

2009

2010

Commuter Rail Feasibility Study - Phase II
Prioritized 3 service corridors - selected Southeast Corridor as top priority`

2013

Southeast Commuter Rail Service Corridor - Station Location Study
Defined site location methodology for potential rail stations

2015

Southeast Commuter Rail Corridor Project Alternative Study (Phase III)
Evaluated corridor to define readiness for more detailed study. Determined not yet ready to advance in FTA's PD process

2016

Southeast Commuter Rail Transit Concept and Alternative Review Study
Alternatives Analysis to define readiness for Project Development

Southeast Commuter Rail Cost Study
Comparison of cost estimates for capital, operating and maintenance scenarios

2019

Southeast Commuter Rail Pre PD&E Study - Pre. Environmental Study
FDOT ETDM screening for permitting agency review and initial NEPA analysis. Identified Categorical Exclusion as recommended class of action

2020

2021

I-95 Maintenance of Traffic Strategy
Proposes commuter rail as a multimodal mobility option, as mitigation during planned I-95 construction

FIGURE 3-1: PREVIOUS STUDIES TIMELINE

OVERVIEW

There have been numerous transportation plans and studies conducted over the years related to commuter rail that have led up to the JTA evaluation of TOD along the Florida East Coast (FEC) rail corridor. Each of these planning initiatives have built upon the work done previously to reach milestones and make important determinations. These planning studies and recommendations were reviewed and incorporated in this TOD Study for consistency. Some of the most significant studies and relevant efforts are referenced herein.

The information and proposed development or transportation plans referenced in this document present a moment in time - therefore, may have changed due to economic conditions or other circumstances.

EVOLUTION OF COMMUTER RAIL OPTIONS

An expansive network of existing rail corridors, anchored by the historic Jacksonville Union Station (once a hub of passenger rail in the southeastern United States (U.S.), now the Prime Osborn Convention Center), a new Jacksonville Regional Transportation Center (JRTC), combined with explosive growth, collectively present the ideal foundation for JTA to consider commuter rail as part of a multimodal approach to regional mobility solutions.

The JTA has explored the feasibility of commuter rail to serve the Northeast Florida region, for several decades, as transportation experts recognized more mobility options were necessary to meet the growing demand in Northeast Florida. The Long Range Corridor and Park and Ride Study, completed in February 1998, followed the JTA's 1997 Long Range Public Transportation Plan which focused on developing rail and/or busway corridors to address the growing region. Soon after, the JTA launched the Transportation Alternatives Study (TAS) in 1999. Subsequently, from 2000 through 2006, JTA continued to evaluate regional solutions with the Rapid Transit Corridor Studies, to provide more travel options, enhance connectivity, and address the growing population in Northeast Florida. The Alternatives Analysis of the rapid transit corridors, for the Rapid Transit System (RTS) ultimately centered on the examination of light rail transit (LRT) and bus rapid transit (BRT) as more cost-effective mobility options with the opportunity to transition to more premium services in the future.









FIGURE 3-2: PREVIOUS STUDIES

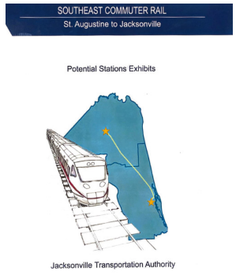
2009
Following the completion of the RTS Alternatives Analyses (AA) for the JTA's expansive multi-corridor recommended BRT system in 2006, the focus was on the potential to establish a commuter rail service in the region, as growth, specifically south of Jacksonville in St. Johns County, continued to surface as an issue in the transportation planning arena. The JTA's Commuter Rail Feasibility Study, completed in 2009, evaluated demographic and growth data along multiple rail corridors. With the initial nine rail corridors under consideration, the 2009 study reduced the study to six potential corridors. The study concluded commuter rail was feasible and identified three corridors to be considered for more detailed evaluation, the North Corridor (from Downtown Jacksonville to Yulee), the Southwest Corridor (from Green Cove Springs to Downtown Jacksonville) and the Southeast Corridor (from St. Augustine to Downtown Jacksonville).

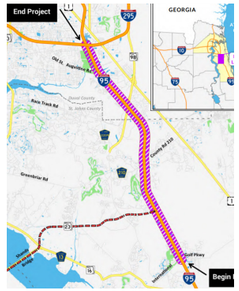
2010
As dialogue concerning the desire to address future regional connectivity needs continued, the JTA also developed a Regional Rail Master Plan in 2010 to document an updated, comprehensive snapshot of rail corridors and rail transportation providers for both freight and passenger service in Northeast Florida.

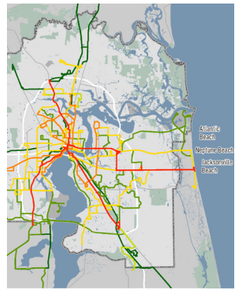
2013
The JTA committed to a more detailed study of passenger rail service when the Commuter Rail Feasibility Study – Phase II was initiated in 2013. Phase II updated existing data regarding growth, explored various operating scenarios among the three proposed commuter rail corridors, prioritized the corridors, and ultimately determined the Southeast Commuter Rail Corridor, from St. Augustine to Downtown Jacksonville, as the highest priority of the three initial corridors identified in the previous studies.

2015
The Southeast Corridor Commuter Rail Service - Station Location Study, conducted in 2015, documented characteristics and land use conditions at potential locations for two commuter service alternatives: the Commuter Rail Service along the FEC Corridor and the Commuter Bus Alternative along the US 1 corridor. Nineteen potential station sites were evaluated and classified according to a general footprint in size as Small (nine sites), Medium (five sites) and Large (five sites). The site analysis including review of land use, adjacent development, proximity to rail and other transportation facilities.

2016
The preferred Southeast Commuter Rail Corridor was advanced in 2016 through the Southeast Corridor Commuter Rail Service Study Project Alternatives Study, considered as Phase III in JTA's commuter rail study process. This study encompassed more detailed analysis of anticipated ridership, capital and operating costs, and input from the public and stakeholders. This study was prepared to determine the readiness of the Southeast Corridor to meet general project delivery requirements for entry into the Federal Transit Administration's (FTA's) New Starts Capital Investment Grant Program to secure future federal funding. FTA project rating criteria were considered as part of the alternatives evaluation process in the study. While the public raised concerns regarding safety and viability of commuter rail; many also stated the benefits to avoid the stress of traffic and cost of commuting. The study concluded that while there were no fatal flaws, based on projected growth patterns, ridership and cost estimates, the proposed commuter rail project was not yet ready for advancement into FTA's Project Development process. Lower cost regional services, such as express services and integration with JTA's First Coast Flyer BRT services should be considered.







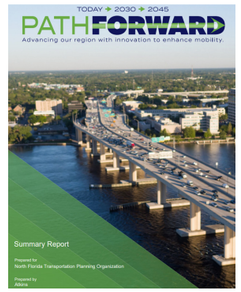


FIGURE 3-3: PREVIOUS STUDIES

2019
Recognizing the continual growth and increased demand along the Interstate 95 (I-95) and US-1 north-south corridors, and the need for regional multimodal mobility options, the JTA identified the First Coast Commuter Rail Project (FCCR), recommitting to exploring the potential implementation of a 38-mile commuter rail corridor along the existing FEC railway, from St. Augustine to Downtown Jacksonville. As a result, the JTA completed a Transit Concept and Alternatives Review (TCAR) for the Southeast Commuter Rail Corridor in 2019, to update key data along the corridor in compliance with the Florida Department of Transportation's (FDOT's) project readiness TCAR analysis process. The TCAR Alternatives Analysis methodologies establish project purpose and need for continued assessment. The TCAR Study examined travel times as a key contributing factor to variable commuting experiences. The TCAR Study provided a more detailed assessment of the rail infrastructure, land values as well as land use and right-of-way requirements, than conducted in prior studies.

In the TCAR Study, the JTA also introduced the concept specifying commuter rail as a necessary component of a future Maintenance of Traffic (MOT) strategy when the I-95 corridor would undergo a major reconstruction in 2023. The study examined four potential commuter rail stations, light maintenance facility locations, ridership and developed rough order of magnitude costs. The capital cost at the time was estimated to be $295,875,000 with an annual operating cost estimated at $25,640,000.

As a companion study, the JTA also commissioned a Southeast Commuter Rail Corridor Cost Study to provide a more focused review of preliminary capital, operating and maintenance costs associated with the development of the commuter rail corridor. Additionally, to share project information with agencies and stakeholders, a map book was developed to highlight land use and connectivity features at the candidate rail transit station locations along the corridor.

2020
Subsequent to the TCAR Study, the JTA advanced the evaluation of the Southeast Commuter Rail Corridor through the First Coast Commuter Rail Preliminary Environmental Study in 2020. This study entailed a preliminary environmental screening process, through the FDOT's Efficient Transportation Decision Making (ETDM) tool, to initiate more detailed review by permitting agencies. This study phase also initiated preliminary environmental study through examination of critical factors recognized by the National Environmental Policy Act (NEPA), essential to identifying any social, environmental, or cultural features that may be impacted, and necessary to meet eligibility for future state and federal funding. While the entire corridor was evaluated, the study focused on examining environmental conditions, land use and development activity around the four potential stations: JRTC , Racetrack Road , Avenues Walk and King Street.

The ETDM review recommended future environmental analysis, such as a wetland study, and a Natural Resource Evaluation (NRE) be conducted as the project development process advances. This study also highlighted the ongoing coordination by JTA with agencies and stakeholders, including the FDOT, St. Johns County, the cities of Jacksonville and St. Augustine, as well as FEC railway representatives. The environmental study concluded that a Class of Action (COA) of Categorical Exclusion would be recommended pending the findings of No or Minimal Impact. The JTA indicated that the proposed commuter project as currently envisioned along the existing FEC rail corridor, does not anticipate significant impacts to the natural or built environment based on the preliminary screening analysis and agency assessments.

2021
The most recent commuter rail planning effort leading up to this FCCR TOD Station Area Study was the development of the I-95 MOT Strategy in 2021. The proposed MOT strategy envisioned commuter rail as a mitigation approach to provide alternate transportation

PLAN/PROJECT NAME	YEAR	BRIEF DESCRIPTION
Mass Transit Blueprint for the Future/Long Range Corridor and Park and Ride Study- Phase II	1998	This document combined Short Range Transportation Enhancement Plan and a Long Range Rapid Transit Transportation Plan to "provide for a fast, efficient suburban oriented rapid transportation system."
Commuter Rail Feasibility Study	2009	Original study specific to commuter rail based on prior studies including the BRT System studies, and the region's LRTPs. Initially reviewed 9 existing rail corridors, reducing to evaluation of 6 corridors, then selected 3 to advance: - Southeast - Downtown Jacksonville to St. Augustine - Southwest - Downtown Jacksonville to Green Cove Springs - North - Downtown Jacksonville to Yulee
Commuter Rail Feasibility Study - Phase II	2013	Prioritized corridors for detailed study Top priority- Southeast
Southeast Corridor Commuter Transit Service - Station Locations Study	2015	Identifies a strategy for potential commuter rail and express bus stations sitting methodology. Includes general land use description and aerial photography images of potential sites along the corridor.
Southeast Corridor Commuter Rail Service Study - Project Alternatives Summary Report	2016	Phase III in commuter rail evaluation process. Defines readiness of Southeast Corridor for implementation by analyzing detailed growth, ridership, cost, and funding factors.
Southeast Commuter Rail St. Augustine to Jacksonville - Potential Station Exhibits	2019	11x17 map book of potential station exhibits to identify land use and connectivity to adjacent transportation facilities.
Southeast Commuter Rail TCAR Study	2019	Conducted Alternatives Analysis and reviewed project readiness for advancement into the FTA's Project Development (PD) phase. Proposed operating plan, ridership estimates and costs are presented.
Southeast Commuter Rail Cost Study	2019	Provides preliminary cost estimates for capital, operating and maintenance costs. Station-related costs not included.
Southeast Commuter Rail Pre PD&E Study: Preliminary Environmental Study	2020	Preliminary environmental screening through FDOT ETDM tool to document permitting agency reviews and initiated NEPA review process to advance project readiness for future funding.
I-95 Maintenance of Traf(c Strategy	2021	Presents a mitigation strategy to provide transportation service options during future multiple construction projects along the I-95 corridor to the south of Downtown Jacksonville.

TABLE 3-1: EVOLUTION OF COMMUTER RAIL STUDIES

facilities and services when multiple construction projects, from International Golf Parkway near St. Augustine in St. Johns County, north to Downtown Jacksonville, will commence along the I-95 corridor in 2023. A similar strategy was undertaken in South Florida as Tri-Rail commuter rail service emerged during I-95 construction in South Florida. Tri-Rail, operated by the South Florida Regional Transportation Authority (RTA), links Miami, Fort Lauderdale, and West Palm Beach, adjacent to the I-95 corridor, and has been in operation for more than 30 years.

Key milestones of the plans and studies demonstrating the evolution of the JTA's assessment of commuter rail as a future regional mobility option are illustrated in Figure 3-1through Figure 3-3 and outlined in Table 3-1.

RELATED REGIONAL MOBILITY PLANNING

The JTA has continued to document its priorities to advance regional mobility solutions. The JTA's most recent strategic plan, Mobility Optimization through Vision, and Excellence 2023-2027 (MOVE2027), emphasized the importance of enhancing connectivity with adjacent counties and placed a priority on regional collaboration. The strategic plan, updated in 2023, demonstrates JTA's commitment to providing more multimodal mobility options for the region over the next five years, building upon years of study and partnerships to connect Northeast Florida communities.

Simultaneous with the JTA's 2009 Commuter Rail Feasibility Study, the region was also conducting a multi-year effort to evaluate the need for a Regional Transportation Authority (RTA) in Northeast Florida. Connecting the region, especially with explosive growth south of Jacksonville, in St. Johns County, continued to surface among transportation priorities. Dialogue surrounding the formation of an RTA in the region, is evident as far back as 1987. The Regional Transportation Study Commission (RTSC), convened in 2010, expanded the conversations around regional connectivity and multimodal mobility options. The Northeast Florida Regional Transportation Commission (NEFRTC) commenced late in 2013, and continued to operate with planning functions, until it sunset in 2018, when a dedicated funding source could not be established to continue ongoing operations. During its operations, the NEFRTC produced Connecting Regionally for Success in 2017, a regional multimodal transportation plan, to document its collaborative activities to identify mobility needs, gaps in transportation services and facilities, and multimodal transportation priorities for Northeast Florida.

One of the committees formed to support the NEFRTC, the Regional Transit Working Group (RTWG), continues to meet regularly to address regional transit connectivity and resource sharing. The committee, through leadership of the JTA, also produced the Regional Transit Action Plan in 2016. The Action Plan defined numerous initiatives including support for future modes, such as commuter rail, to enhance connectivity and customer aligned services in the region.

Several of the region's long range transportation planning initiatives identify support for advancing regional premium transportation services, such as commuter rail. The region's Transportation Improvement Plan (TIP), the 2045 Long Range Transportation Plan (LRTP), developed through the North Florida Transportation Planning Organization (TPO), as well as the JTA's Transit Development Plan (TDP) incorporated JTA's commuter rail planning recommendations and corresponding public feedback



FIGURE 3-4: RELATED REGIONAL MOBILITY PLANS

in support of rail solutions to meet future demands. The 2045 LRTP lists commuter rail along the FEC corridor from St. Augustine, St. Johns County, to Downtown Jacksonville as one of the cost feasible transportation projects.

The Northeast Florida Coordinated Transportation Plan (2019) prepared by the JTA and regional transportation stakeholders, including the RTWG, recommended improved coordination on a regional scale, to encourage "seamless" transportation between counties and the area's transportation service providers.

St. Johns County has continued to experience significant growth and is home to some of the fastest growing communities in Florida. St. Johns County transportation planners have been strong partners with the JTA. The JTA has explored multiple options to coordinate transit services and in 2020 launched the St. Johns Express Select service. Currently operating with limited morning and evening peak trips to serve commuters between St. Johns County Government Complex, Durbin Park, and Duval County, the premium service will be critical in the future as the county continues to experience phenomenal growth.

Highlights of these studies and other related regionally focused transportation plans and studies are listed in Table 3-2.

PLAN/PROJECT NAME	YEAR	BRIEF DESCRIPTION
Regional Rail Master Plan	2010	Assessment of all rail corridors in the region and identified what role JTA could potentially have in rail future.
Commuter Rail Feasibility Study	2016	Collaboration with Regional Transit Working Group (RTWG) that identified regional coordination and regional connectivity as priorities.
Regional Multimodal Transportation Plan	2016	Connecting Regionally for Success. Collaboration with Regional Transportation Commission (NEFRTC). Evaluated need for prioritizing regional roads, transit, and trails.
Smart Region Master Plan	2017	In follow-up to Smart Cities initiatives, this regional plan identifies potential corridors and strategies for implementing technologies for connected vehicles and infrastructure.
Northeast Florida Coordinated Mobility Plan	2019	Updated every three years to assess and identify strategies for coordinated services for disabled, senior, and veteran populations. Developed with collaboration of RTWG and supports future commuter rail options.
JTA Transit Development Plan (TDP) Major Update	2019	Ten-year assessment and outlook; assessment of current and future needs, financial plan with annual updates to follow.
Long Range Transportation Plan 2045	2019	20-year horizon, latest adopted November 14, 2019. Identifies commuter rail along FEC corridor from St. Augustine to Downtown Jacksonville in the list of cost feasible transportation projects.
St. Johns County Transit Development Plan (TDP) 2021 Major Update	2021	2021 Major Update identifying existing and future transit planning and mobility options to support growth and development.

TABLE 3-2: RELATED REGIONAL PLANS AND STUDIES

CORRIDOR SOCIOECONOMIC ANALYSIS

OVERVIEW

The use of socioeconomic data in this section is driven by the need to understand the study area fully through demographics, multimodal connections, and projected growth. The data is sourced from the NERPM-AB (North Florida TPO's activity-based travel demand model), with a reference year of 2015 and projections extending to 2045. This socioeconomic data is necessary for gaining insights into and addressing regional growth trends and plays a pivotal role in updating the 2045 Long Range Transportation Plan (LRTP).

Within the FCCR study area, the examination of socioeconomic data at both the half-mile and one-mile radii surrounding each station is pivotal for making informed decisions pertaining to any future infrastructure, transportation, and urban development projects.

POPULATION PROJECTION

Corridor Population Characteristics

The southern terminus of the proposed project lies in the newly developed areas, such as SR 312, feature higher residential density. Historic urban core of St Augustine area includes many areas of conservation leading to lower residential density. Areas in North St. Johns up to CR 210 consist of master-planned communities that feature high residential density but are intermixed with conservation lands. In North St. Johns County and South Duval County, between CR 210 and JTB proposed station areas, the study corridor contains limited population density. The majority of the population is just west of the corridor and half mile buffer area. Population densities for the northern portion of the FCCR study area, contain higher densities at the station boundaries, except for the JRTC Station Area which has a very low population density.

Station Area Population Characteristics 2015 - 2045

The analysis of the study area with a half-mile buffer reveals a substantial average population growth rate of 70%, indicating a projected increase of 7,700 residents by 2045. This information is vital for gauging housing requirements, public services, and transportation infrastructure. Furthermore, identifying areas with over 100% growth, such as CR 210, Palencia, and San Sebastian View, underscores the urgency of focusing on these regions for strategic planning and development efforts. Population densities at proposed station areas are shown in Figure 3-5 and Table 3-3.

EMPLOYMENT PROJECTIONS

Corridor Employment Characteristics

The existing employment density in the urban core (northern stations) have limited existing employment density. Locations of notable density in this area are locations adjacent to the St. Johns River. Station areas between Walmart/University to Avenues Walk demonstrate a higher employment density along the US 1 corridor. Density declines in areas of single family residential. The surrounding rural lands around the station areas of Old St. Augustine to San Sebastian View contain very little employment density. There are pockets of industrial areas along the corridor that do feature some varying levels of employment.

Station areas overlapping with St. Augustine's urban core contain very low employment density. The SR 312 Station Area contains the only notable employment density in the southern portion of the study corridor.

Station Area Employment Characteristics 2015 - 2045

Concerning employment, the data indicates that the study area is poised to experience an increase of more than 14,700 jobs by 2045, representing a growth of approximately 50%. This employment growth data is indispensable for guiding workforce development strategies, promoting job opportunities, and ensuring that the labor market can support the evolving economic landscape. The areas showing over 100% projected employment growth, primarily centered at Old St. Augustine, CR 210, Palencia, San Carlos, and King Street, accentuate the importance of targeted job creation and development initiatives in these specific locations. Employment densities at proposed station areas are presented in Table 3-3.

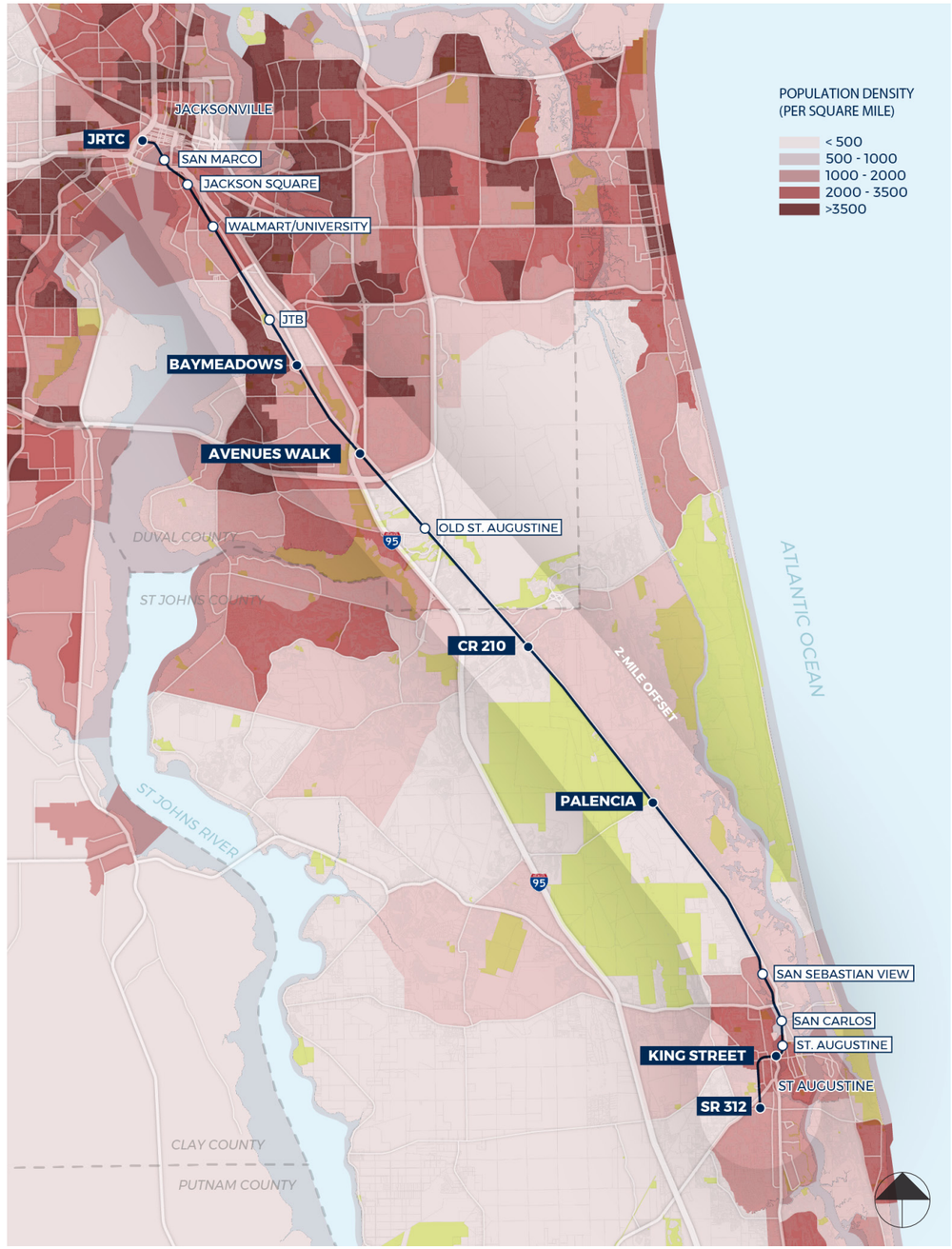


FIGURE 3-5: CORRIDOR POPULATION DENSITY MAP *Source: 2020 5-YEAR ACS*

STATION	2015		2045		CHANGE (2015 - 2045)		CHANGE % (2015 - 2045)	
	POP.	EMP.	POP.	EMP.	POP.	EMP.	POP.	Emp.
0.5-MILE BUFFER								
JRTC	132	4,317	167	5,589	36	1,273	27.2%	29.5%
San Marco	984	6,868	792	7,737	-192	870	-19.5%	12.7%
Jackson Square	1,794	1,710	2,469	2,343	675	634	37.7%	37.1%
Walmart/University	2,239	1,530	3,204	1,921	965	390	43.1%	25.5%
JTB	1,689	2,137	2,073	2,836	384	699	22.7%	32.7%
Baymeadows	1,538	3,485	2,081	3,964	543	479	35.3%	13.7%
Avenues Walk	271	1,427	533	1,817	261	390	96.4%	27.4%
Old St. Augustine	484	845	825	2,774	341	1,929	70.4%	228.2%
CR 210	332	286	1,162	822	830	536	249.8%	187.5%
Palencia	148	26	372	134	225	108	152.5%	420.3%
San Sebastian View	270	652	583	1,131	314	479	116.3%	73.4%
San Carlos	957	2,001	1,589	4,097	632	2,096	66.0%	104.7%
St. Augustine	2,173	2,505	3,538	4,948	1,365	2,443	62.8%	97.5%
King Street	1,708	1,249	2,732	2,612	1,024	1,362	60.0%	109.1%
SR312	1,067	1,194	1,453	2,215	386	1,021	36.2%	85.5%
Grand Total	15,785	30,231	23,574	44,939	7,789	14,709	49.3%	48.7%
1-MILE BUFFER								
JRTC	4,179	32,627	6,313	39,912	2,133	7,285	51.1%	22.3%
San Marco	8,141	40,601	14,137	49,446	5,995	8,845	73.6%	21.8%
Jackson Square	7,023	6,212	8,000	7,984	977	1,772	13.9%	28.5%
Walmart/University	9,539	6,439	12,555	8,393	3,017	1,954	31.6%	30.3%
JTB	7,743	10,372	9,810	12,655	2,067	2,284	26.7%	22.0%
Baymeadows	6,958	12,169	10,481	14,412	3,523	2,242	50.6%	18.4%
Avenues Walk	1,969	4,623	3,065	5,931	1,097	1,308	55.7%	28.3%
Old St. Augustine	1,517	3,899	2,891	12,336	1,374	8,436	90.6%	216.4%
CR 210	1,256	1,054	4,967	2,981	3,710	1,927	295.3%	182.8%
Palencia	600	108	1,492	535	892	427	148.8%	395.8%
San Sebastian View	1,939	1,782	3,569	3,064	1,630	1,282	84.1%	72.0%
San Carlos	4,309	4,744	7,038	9,601	2,729	4,857	63.3%	102.4%
St. Augustine	6,273	6,571	9,899	13,687	3,626	7,117	57.8%	108.3%
King Street	7,039	6,513	12,036	13,784	4,998	7,271	71.0%	111.6%
SR312	3,465	5,670	5,000	11,181	1,535	5,511	44.3%	97.2%
Grand Total	71,950	143,385	111,253	205,902	39,303	62,517	54.6%	43.6%

TABLE 3-3: POPULATION & EMPLOYMENT DATA BY STATION (NORTH TO SOUTH) *Source: NERPM-AB MODEL*

TRANSIT DEPENDENT POPULATION

Supplementary U.S. Census data was collected to provide a full understanding of the area's demographics, specifically focusing on gauging the portion of residents who potentially rely on public transit. The data, sourced from the 2020 American Community Survey (ACS) 5-year estimates and gathered at the Census Tract level, offers valuable insights into various demographic data, as presented in Table 3-4 below. Household Median Income, for instance, varies across all stations, spanning from approximately $40,000 to $93,000. The JRTC Station Area features the lowest income, while CR 210 Station Area boasts the highest.

Significantly, three stations, JRTC, San Marco and Jackson Square, record poverty rates exceeding 20%. Meanwhile, the average percentage of minority populations across all stations collectively centers around 32%, with Walmart/University leading the pack at 45.7%. Furthermore, within the study area, the average percentage of households without access to a car stands at 7%. Notably, JRTC, San Marco, Jackson Square, and Walmart/University exhibit relatively higher rates in this regard.

STATION	MINORITY%	0 CAR HOUSEHOLDS %	POVERTY%	HOUSEHOLD MEDIAN INCOME
JRTC	56.5%	27.0%	29.5%	$39,854
San Marco	38.6%	22.8%	22.9%	$50,404
Jackson Square	41.6%	16.5%	23.1%	$53,211
Walmart/University	45.7%	13.7%	19.3%	$50,627
JTB	40.8%	9.3%	13.5%	$52,058
Baymeadows	37.2%	5.4%	9.0%	$57,683
Avenues Walk	45.1%	3.4%	6.5%	$64,703
Old St. Augustine	38.1%	2.1%	10.1%	$87,299
CR 210	25.0%	1.7%	6.9%	$93,124
Palencia	15.7%	1.4%	10.5%	$72,937
San Sebastian View	19.3%	1.2%	10.6%	$69,758
San Carlos	27.3%	7.1%	16.7%	$55,464
St. Augustine	24.7%	8.7%	19.1%	$58,746
King Street	27.3%	8.5%	19.6%	$55,493
SR312	31.5%	5.2%	13.8%	$49,430
Grand Total	32.3%	7.0%	12.9%	$67,439

TABLE 3-4: TRANSIT DEPENDENT POPULATION BY STATION (NORTH TO SOUTH) *Source: 2020 ACS 5-YEAR ESTIMATE*

TRAVEL MARKET & DEMAND ANALYSIS

TRAVEL MARKET ANALYSIS

The analysis of the station area commuting patterns within the study area was conducted using data from the Longitudinal Employer-Household Dynamics (LEHD) dataset provided by the U.S. Census. This dataset is a result of combining previously collected survey and administrative data related to jobs, businesses, and workers, encompassing more than 95% of the employment landscape in the United States. Table 3-5 below includes the top 20 station to station travel markets.

TRAVEL DEMAND FORECAST REVIEW

A review of the travel demand forecasts from the NERPM 2045 Cost Feasible network was conducted. The core stations of JRTC, Avenues Walk, CR 210, and King Street account for 50 percent of the overall ridership. The inclusion of Baymeadows, Palencia and SR 312 stations provides a total ridership increase of 18 percent (Table 3-6).

Stations are more cost effective in locations where ridership demand is greatest. Currently, the average cost of a commuter rail station is approximately $6.4 million dollars. Based on the station cost and the estimated boarding activity, the station cost per trip was

RANKS	ORIGIN-DESTINATION (OD) NAME	OD TRIPS	DO TRIPS	TOTAL
1	Kin Street-St. Augustine	4,257	3,226	7,483
2	Jackson Square-San Marco	4,353	943	5,296
3	San Carlos-St. Augustine	2,975	2,095	5,070
4	King Street-San Carlos	2,264	2,374	4,638
5	Baymeadows-San Marco	2,911	545	3,456
6	San Marco-Walmart/University	164	3,270	3,434
7	SR312-St. Augustine	1,854	1,133	2,987
8	Kin Street-SR312	1,424	1,479	2,903
9	Baymeadows-JTB	1,219	1,584	2,803
10	JTB-San Marco	2,267	284	2,551
11	CR 210 -San Marco	2,109	10	2,119
12	San Sebastian View-St. Augustine	1,448	600	2,048
13	JRTC-San Marco	927	1,081	2,008
14	San Carlos-SR312	797	1,134	1,931
15	King Street-San Sebastian View	698	1,085	1,783
16	San Carlos-San Sebastian View	497	1,112	1,609
17	Baymeadows-Jackson Square	859	692	1,551
18	Old St. Augustine-San Marco	1,435	115	1,550
19	Jackson Square-JRTC	1,308	222	1,530
20	Walmart/University - Jackson Square	307	1,170	1,477

TABLE 3-5: TOP 20 STATION TO STATION TRAVEL MARKETS *Source: LEHD 2020*

estimated as an indicator of which stations were more or less cost effective. The results shown in Table 3-6 indicate that of the potential station locations considered for TOD, the JRTC Station is most cost effective at $10,458 per trip; whereas, the CR 210 Station is the least cost effective at $81,013 per trip.

Additional review of the forecasts were conducted to assess the mode of access for potential station locations (Table 3-7). Overall, walk access was the dominant mode of access at most stations. However, the JRTC Station had a high rate of transfer activity (89%). Transfer activity is highest when there is connectivity with the local transit network.

DAILY BOARDINGS	2045 CFP		
STATIONS	RIDERSHIP	% OF RIDERSHIP	STATION COST PER TRIP
JRTC	**612**	**20%**	**$ 10,458**
San Marco	127	4%	$ 50,394
Emerson	404	13%	$ 15,842
J.T. Butler Boulevard	85	3%	$ 75,294
Baymeadows	**332**	**11%**	**$ 19,277**
Avenues Walk	**267**	**9%**	**$ 23,970**
Old St. Augustine Road	130	4%	$ 49,231
CR 210	**79**	**3%**	**$ 81,013**
Palencia	**111**	**4%**	**$ 57,658**
Northeast Florida Regional Airport	192	6%	$ 33,333
St. Johns County Government Complex	36	1%	$ 177,778
King Street	**533**	**18%**	**$ 12,008**
SR 312	**95**	**3%**	**$ 67,368**
I-95	32	1%	$ 200,000
Total	**3035**	**100%**	

TABLE 3-6: DEMAND FORECAST BY STATION *Source: NERPM 2045 COST FEASIBLE NETWORK*

ACCESS MODE	PERCENT OF BOARDING					
	JRTC	AVENUES WALK	CR 210	PALENCIA	KING STREET	SR 312
Park N Ride	0%	0%	0%	0%	0%	0%
Drop Off	0%	11%	3%	4%	5%	1%
Transfer	89%	33%	0%	0%	1%	12%
Walk	11%	56%	97%	96%	94%	87%

TABLE 3-7: MODE OF ACCESS TO TOD STATIONS

REGIONAL ROADWAY CONNECTIVITY

CONGESTION ANALYSIS

To estimate future travel demand affecting the study area, the Northeast Regional Planning Model: Activity-Based v2.1 (MODEL) was used. The MODEL was validated to a 2015 dataset consisting of US Census and employment data, existing transportation network, travel characteristics, survey data, and traffic counts. For the development of the future year traffic volume estimates, the volumes from the MODEL's 2045 Adopted Cost Feasible transportation network (what the Northeast Florida Region has committed to funding for future transportation networks) were examined and compared against the most recent traffic counts obtained from FDOT Traffic Online, 2020.

The analysis was conducted by looking at a given roadways Volume-to-Capacity (V/C) ratio. A V/C ratio greater than or equal to 1.0 indicates a facility is at or over capacity. Traffic volumes on roadways within a half mile buffer around the station areas in the FEC corridor are forecast to exceed the available roadway capacity by 2045. Overall, approximately 70 percent of roadway miles within the proposed station areas will be over capacity by 2045. The study area roadways forecasted to be over capacity by 2045 are listed in Table 3-8 to Table 3-11 and illustrated in Figure 3-6. Other factors in the analysis include the following:

- Peak Season Weekday Average Daily Traffic (PSWADT)
- Model Output Conversion Factor (MOCF)
- Annual Average Daily Traffic (AADT)

The highest levels of congested roadways are located on the southern end of the corridor, particularly at the King Street and St. Augustine stations. Stations locations with the highest number of congested roadways include King Street (highest), Baymeadows (second highest), and then JRTC, San Marco, and SR 312 (third highest). The stations with the highest levels of V/C ratios (representing greater levels of congestion) include San Marco, JTB, San Carlos, St. Augustine, and King Street station areas. By 2045, the congested roadways throughout the corridor all show worsening conditions.

By 2045, the congestion is anticipated to continue to grow exponentially. The station areas identified to likely experience the highest levels of increased congestion with limited capacity include JRTC, San Marco, Old St. Augustine, St. Augustine, and King Street.

From a regional perspective, many of the facilities that are identified as having a V/C ratio of 1.0 or higher are also major regional roadways that are critical to regional travel. For example, I-95 experiences congestion exceeding its capacity throughout several station areas, including: JRTC, San Marco, Jackson Square, Walmart, and Avenues Walk. US 1/Philips Highway is congested from JTB south to Old St. Augustine. US 1/Dixie Highway is congested at CR 210 and Palencia station areas. Ponce De Leon Boulevard (US 1) is congested at San Sebastian View, St. Augustine, and King Street station locations.

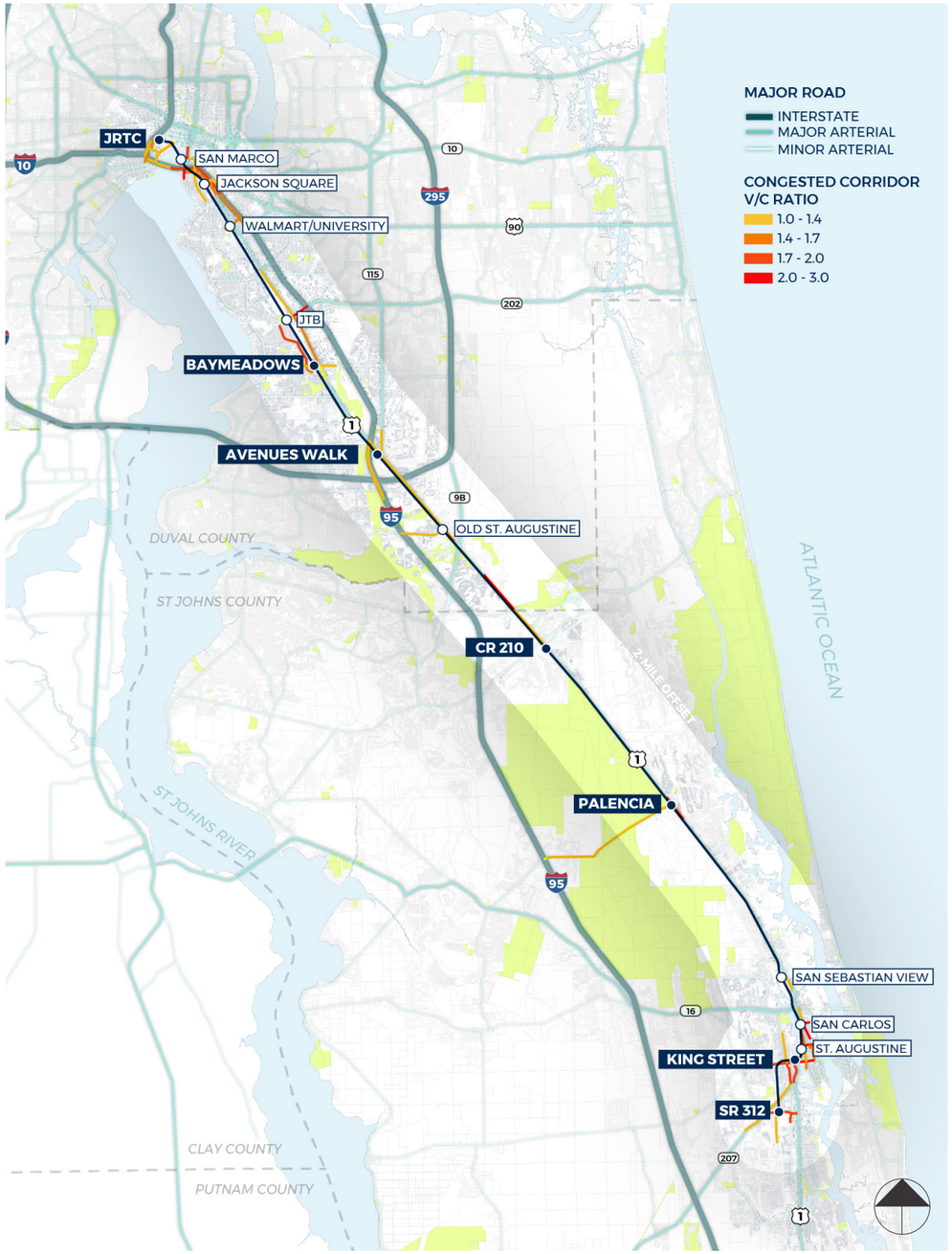


FIGURE 3-6: ROADWAY NETWORK AND CONGESTED CORRIDOR

STATION	ROADWAY	FROM	TO	V/C	PSWADT	MOCF	2045 AADT	2020 AADT
JRTC	Riverside Avenue	SR 13	Price Street	1.39	44,666	0.96	42,900	28,000
	I-95	I-10	Kings Road	1.23	245,641	0.94	230,900	201,000
	Forest Street	Margaret Street	Riverside Avenue	1.26	11,836	0.96	11,400	2,500
	College Street	I-95	Forest Street	1.49	13,277	0.96	12,700	3,000
	Myrtle Avenue	McCoys Creek Boulevard	Beaver Street	1.69	14,395	0.96	13,800	2,300
San Marco	I-95	Hendricks Road	I-10	1.94	234,206	0.94	220,200	166,000
	S Main Street	Riverplace Boulevard	Independent Drive	1.85	34,390	0.96	33,000	13,200
	Riverplace Boulevard	Prudential Drive	SR 13	1.12	13,918	0.96	13,400	N/A
	San Marco Boulevard	Lasalle Street	I-95	2.63	28,077	0.96	27,000	13,000
	Nira Street	San Marco Boulevard	Kings Avenue	1.45	11,852	0.96	11,400	N/A
Jackson Square	I-95	Atlantic Boulevard	Hendricks Road	1.39	215,251	0.94	202,300	166,000
	Kings Avenue	St. Augustine Road	I-95	1.43	40,299	0.96	38,700	24,000
	Atlantic Boulevard	Beach Boulevard	I-95	1.36	67,045	0.96	64,400	N/A
	Hendricks Avenue	River Oaks Road	Prudential Drive	1.27	33,650	0.96	32,300	24,000
Walmart/ University	Emerson Street	Grant Road	Philips Highway	1.16	31,308	0.96	30,100	16,000
	Emerson Street	Philips Highway	I-95	1.53	39,895	0.96	38,300	25,500
	I-95	Emerson Street	Atlantic Boulevard	1.54	188,730	0.94	177,400	124,000

V/C: Volume-to-Capacity Ratio
MOCF: Model Output Conversion Factor
PSWADT: Peak Season Weekday Average Daily Traffic
AADT: Annual Average Daily Traffic

TABLE 3-8: STATION AREA ROADWAYS -1

STATION	ROADWAY	FROM	TO	V/C	PSWADT	MOCF	2045 AADT	2020 AADT
JTB	Philips Highway	JT Butler Boulevard	University Boulevard	1.18	34,048	0.96	32,700	23,000
	JT Butler Boulevard	Philips Highway	I-95	2.37	62,174	0.96	59,700	44,500
Baymeadows	Baymeadows Road	Craven Road	Philips Highway	1.09	30,799	0.96	29,600	17,400
	Baymeadows Road	Philips Highway	Baymeadows Way	1.02	35,187	0.96	33,800	29,500
	Philips Highway	Freedoms Crossing Trl	Baymeadows Road	1	42,217	0.96	40,500	31,500
	Philips Highway	Baymeadows Road	JT Butler Boulevard	1.43	59,733	0.96	57,300	31,000
	Old Kings Road	Adams Walk Drive	Baymeadows Road	1.49	16,047	0.96	15,400	7,600
	Old Kings Road	Baymeadows Road	Ferrarra St	1.86	19,705	0.96	18,900	17,500
Avenues Walk	Philips Highway	SR 9A	I-95	1.09	48,822	0.96	46,900	33,500
	Southside Boulevard	Philips Highway	Deer Creek Club Road	1.05	28,248	0.96	27,100	25,000
	I-95	SR 9A	Philips Highway	1.09	196,868	0.94	185,100	124,000
Old St. Augustine	Dixie Highway	Gran Bay Parkway	Old St. Augustine Road	1.5	59,033	0.96	56,700	24,000
	Dixie Highway	Old St. Augustine Road	SR 9A	1.19	50,010	0.96	48,000	25,000
	Old St. Augustine Road	Dixie Highway	I-95	1.24	36,683	0.96	35,200	15,600
CR 210	Dixie Highway	CR 210	Racetrack Road	1.25	32,419	0.96	31,100	23,000
	Dixie Highway	Racetrack Road	Wells Creek Parkway	2.3	64,239	0.96	61,700	24,000

V/C: Volume-to-Capacity Ratio
MOCF: Model Output Conversion Factor
PSWADT: Peak Season Weekday Average Daily Traffic
AADT: Annual Average Daily Traffic

TABLE 3-9: STATION AREA ROADWAYS - 2

STATION	ROADWAY	FROM	TO	V/C	PSWADT	MOCF	2045 AADT	2020 AADT
Palencia	Dixie Highway	White Castle Road	International Golf Parkway	1.82	48,762	0.96	46,800	25,500
	Dixie Highway	International Golf Parkway	Shannon Road	1.81	47,804	0.96	45,900	25,500
	International Golf Parkway	Dixie Highway	I-95	1.38	19,380	0.96	18,600	13,000
San Sebastian View	Ponce De Leon Boulevard	San Marco Avenue	San Sebastian View	1.32	37,108	0.96	35,600	19,500
San Carlos	San Marco Avenue	May Street	Picolata Road	1.07	19,416	0.96	18,600	11,000
	May Street	Ponce De Leon Boulevard	Magnolia Avenue	2.01	39,833	0.96	38,200	14,900
St. Augustine	Castillo Drive	San Marco Avenue	Ponce De Leon Boulevard	2.3	23,201	0.96	22,300	2,300
	San Marco Avenue	Anastasia Boulevard	May Street	2.2	30,211	0.96	29,000	12,200
	Ponce De Leon Boulevard	Castillo Drive	May Street	1.85	51,622	0.96	49,600	38,000
	Cordova Street	King Street	Castillo Drive	1.65	15,935	0.96	15,300	3,700

V/C: Volume-to-Capacity Ratio
MOCF: Model Output Conversion Factor
PSWADT: Peak Season Weekday Average Daily Traffic
AADT: Annual Average Daily Traffic

TABLE 3-10: STATION AREA ROADWAYS - 3

STATION	ROADWAY	FROM	TO	V/C	PSWADT	MOCF	2045 AADT	2020 AADT
King Street	Ponce De Leon Boulevard	King Street	Castillo Drive	1.6	45,393	0.96	43,600	30,500
	Riberia St	King Street	Castillo Drive	1.22	12,545	0.96	12,000	2,300
		Bridge St	King Street	1.64	15,882	0.96	15,200	2,300
	Palmer St	King Street	Charles Usinas Memorial Highway	1.39	11,320	0.96	10,900	5,100
SR312	SR 207	Old Dixie Highway	SR 313	1.28	35,754	0.96	34,300	11,100
		SR 313	Industrial Park Road	1.15	48,915	0.96	47,000	34,000
	SR 312	SR 207	Dixie Highway	1.73	46,932	0.96	45,100	25,500
	Old Moultrie Road	Health Park Boulevard	n/o SR 312	1.93	13,669	0.96	13,100	7,600
	Dobbs Road	Industrial Park Road	SR 312	1.32	8,899	0.96	8,500	N/A

V/C: Volume-to-Capacity Ratio
MOCF: Model Output Conversion Factor
PSWADT: Peak Season Weekday Average Daily Traffic
AADT: Annual Average Daily Traffic

TABLE 3-11: STATION AREA ROADWAYS - 4

REGIONAL MULTIMODAL CONNECTIVITY

To ensure the establishment of multimodal links to the commuter rail stations, it is necessary to gain a comprehensive understanding of where these linkages are deficient. This section conducts an examination of the influence of first mile/last mile transportation options on TOD implementation and sustainability. A comprehensive analysis of multimodal gaps was undertaken to detect access and mobility obstacles, particularly in a mile buffer vicinity of the station areas.

MULTIMODAL NETWORK

The current infrastrucutre includes a comprehensive inventory of the existing multimodal transportation network situated within the FCCR study area. This comprehensive network encompasses various critical multimodal components, including the established bicycle pathways, the transit system, and the extensive recreational trail network and is shown in Figure 3-7.

EXISTING BIKE NETWORK

This dataset comprises a comprehensive collection of Bike Lane features, sourced from the Florida Department of Transportation Roads Characteristics inventory (RCI) dataset. Within this dataset, the Bike Lane feature class outlines and delineates designated bike lanes allocated for use on all non-limited access highways, including the segments situated on bridges.

EXISTING TRANSIT NETWORK

The following is a compilation of essential information regarding transportation networks and administration in the FCCR study area:

1. The City of Jacksonville has comprehensive transit service provided by the JTA. This includes an array of transit routes, including the JTA local transit routes, Express Select, the Skyway, St. Johns River Ferry, Readi-Ride, and on demand services for the elderly, low-income, and persons with disabilities, and transportation disadvantaged. Additional micro-transit services, including Beach Buggy and Go Tuk´n also partner with JTA to provide first mile/last mile connectivity to transit.

2. In St. Augustine, St. Augustine Beach, and surrounding areas, residents and visitors rely on the public transit services provided by the Sunshine Bus Company. This service area extends to the communities of Hastings, Flagler Estates, and East Palatka Region located in Putnam County.

EXISTING AND PROPOSED RECREATIONAL TRAIL NETWORK

This layer includes the existing recreational trails situated within the state of Florida, all of which are maintained in accordance with the Florida Greenways and Trails System Plan. An established recreational trail, for this study, is described as a surfaced or unsurfaced path designed for hiking, cycling, horseback riding, multi-purpose use, paddling, or motorized use (ATV, OHM, ROV) and is accessible to the general public.



FIGURE 3-7: REGIONAL MULTIMODAL CONNECTIVITY MAP

GAP ANALYSIS

A comprehensive gap analysis within the FCCR study area was conducted using the Geographic Information Systems (GIS) tool. The aim was to achieve a thorough understanding of the transportation and infrastructure requirements, extending to a one-mile radii buffer for each FCCR station.

The gap analysis goal is centered on pointing out any deficiencies or gaps in the existing and proposed transportation network. After the gaps were identified, the next step involved pinpointing and consolidating the prioritized recommendations, which are presented in Table 3-12.

The FCCR corridor spans the distance between the vibrant downtown of Jacksonville and the historic city of St. Augustine. While it is worth noting that the gaps in multimodal connections around these two city centers are relatively minor, it is imperative to emphasize that even minor gaps can exert a substantial influence on overall transportation efficiency and the quality of the user experience.

One particular area that demands focused attention and enhancement is the vicinity surrounding the Baymeadows and San Sebastian View Stations. In these areas, the coverage offered by the public transit system is limited. The introduction of planned bicycle and trail connections or the establishment of park and ride facilities in this region represents a significant opportunity to augment multimodal connectivity. These improvements are not only pivotal for the convenience of commuters but also play a pivotal role in promoting sustainable and efficient transportation solutions both within this specific subarea and for travel to and from it.

FCCR STATION	IDENTIFIED NETWORK GAPS			PRIORITY RECOMMENDATION
	BICYCLE	MULTI-USE/ RECREATIONAL	TRANSIT	
JRTC	Yes	Yes	No	High
San Marco	No	No	No	Low
Jackson Square	Yes	No	No	Medium
Walmart/University	Yes	Yes	No	High
JTB	Yes	Yes	No	High
Baymeadows	No	Yes	Yes	Low
Avenues Walk	No	No	Yes	Low
Old St. Augustine	No	Yes	Yes	Low
CR 210	No	Yes	Yes	Low
Palencia	No	Yes	Yes	Low
San Sebastian View	Yes	Yes	No	Medium
San Carlos	Yes	Yes	No	Medium
St. Augustine	Yes	Yes	No	Medium
King Street	Yes	Yes	No	Medium
SR312	Yes	Yes	No	Medium

TABLE 3-12: IDENTIFIED NETWORK GAPS

REGIONAL CONNECTIVITY

Regional connectivity is a critical component to a successful transit network. The proposed commuter rail service connects St. Augustine in the south to Jacksonville in the north. In order to adequately connect the region, east-west connectivity is needed. Specifically, the addition of the proposed JTB Station at J. Turner Butler Boulevard (SR 202) will provide that connectivity with the commuter rail service. The J. Turner Butler Boulevard corridor is ideal for creating a network by implementing premium or express transit because it can provide access to employment and major attractors such as St. Johns Town Center, University of North Florida, and the Mayo Clinic. In addition, J. Turner Butler Boulevard provides the greatest geographic coverage to the east when compared to Southside Boulevard (SR 115) or I-295 as the aforementioned corridors are primarily north-south corridors.

To maximize regional connectivity to commuter rail service, local and express bus services should be provided to the stations where feasible in urban and suburban environments. Connecting bus services should have the following characteristics:

- Local service must be frequent and reliable
- Bus routes should be direct without deviations, if possible
- Headways of 10 to 15 minutes in the peak hour and 20 minutes in the off-peak hours

In addition, shuttle services should be considered to improve connectivity. Shuttles services complement to fixed route transit, particularly to and from major attractors such as hospitals, commercial districts, employment centers, and schools.

An important component of regional multimodal connectivity is the provision of park-and-ride facilities. To maximize connectivity park-and-ride facilities should be implemented as follows:

- Population densities are too low to support frequent bus service
- Stations are at least 5 to 8 miles from the CBD
- Facilities are less costly to provide than special feeder bus service
- Stations are located near access points of limited access facilities
- Major corridors are congested

STATION AREA MULTIMODAL CONNECTIVITY

JRTC

ATTRACTORS & NEIGHBORHOOD ACCESS

The JRTC Station Area is the northernmost station within this study area. This station area is located in Downtown Jacksonville and is predominantly urban and built up with key activity centers such as the Prime F. Osborn III Convention Center directly across from the JRTC, businesses and government facilities, museums and entertainment, growing residential, and trails and parks. The railroad corridor travels parallel to the Acosta Bridge and under various arterials such as Riverside Avenue and Park Street before reaching the station location on the south side of the Prime F. Osborn III Convention Center.

There is currently a large surface parking lot at the convention center, and the convention center is located across W Bay Street from the existing JRTC facility. The rail line is along the southern portion of the LaVilla neighborhood, abutting the north side of the Brooklyn neighborhood where there is substantial residential, businesses, and access to facilities like the Riverwalk and Brooklyn Station shopping area.

This station area is a significant multimodal emphasis area with the development of the JRTC hub for local, regional and intercity modes; including BRT, fixed route bus, the Skyway, Greyhound and other intercity providers.

MAJOR CORRIDORS & CONNECTIONS

As illustrated in Figure 3-8, I-95 is one of two major corridors within the station area. I-95 connects west to I-10 towards Tallahassee, and northbound to Savanah, Georgia. I-95 supports significant regional trips with over 200,000 Annual Average Daily Traffic (AADT) volumes in 2020. The congestion on I-95 is currently over capacity, with a 1.23 V/C ratio.

Additional roadways that experience significant congestion over capacity tie into some of the major corridors within this station area. These include Riverside Avenue from SR 13 to Price Street, Forest Street from Margaret Street to Riverside Avenue, College Street from I-95 to Forest Street, and Myrtle Avenue from McCoys Creek Boulevard to Beaver Street.

TRANSIT

The JRTC Station is a hub for transit service, including connections to JTA's First Coast Flyer BRT, local service, regional transit, Greyhound buses, and the existing Skyway service.

JTA has significant local service route connections within the station area including Routes 1, 3, 4, 5, 8, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 25, 32, 33, 53, 200, 201 and 205. There are 22 transit stop locations within the study area. Stops are located at the JTA Myrtle Avenue Operations Campus, JRTC, and along Myrtle Avenue, Jefferson Street, Park Street, and Riverside Avenue. The stop with the highest ridership is Stop 5197 at Forsyth Street and Jefferson Street. The next highest level of ridership is at Stops 1038 (Park Street and Jackson Street), 1803 (Park Street and Jackson Street), and 5119 (Bay Street & Jefferson Street).

There are strong commuter connections within this station location with the First Coast Flyer BRT Green, Blue, and Red Lines having connections within this station area, as well as the Clay Express Select, St. Johns Express Select, and Nassau Express Select services.

The Skyway monorail provides complimentary, grade-separated service through Downtown Jacksonville. There are two Skyway stations located within the JRTC Station Area – the LaVilla Station and Jefferson Station. The JTA proposed Ultimate Urban Corridor (U²C) project plans to overhaul the existing Skyway system by removing the existing tracks and implementing automated vehicles to expand the current service into surrounding communities (see details about U²C in the next section Emerging Technology).



FIGURE 3-8: JRTC MULTIMODAL CONNECTIVITY MAP

SIDEWALKS

In this urban setting, the JRTC Station Area has a very strong sidewalk network. Effectively all blocks in the station area features some type of pedestrian connection. Additionally, the vast majority of intersections have enhanced pedestrian crossing features such as high visibility crosswalks.

Sidewalks are located along major arterials where there are existing local transit routes, with more connectivity on the north of the JRTC along West Bay Street and West Forsyth Street, and along Park Street. Additional sidewalk infrastructure is provided further north along West Adams Street and West Monroe Street. There are no sidewalks directly south of the Prime F. Osborn III Convention Center and FEC railway due to the upland forest and recreation uses associated with Brooklyn Park.

BIKE LANES & REGIONAL TRAILS

There is very limited bike infrastructure, and the existing facilities do not connect to the JRTC. The existing facilities are along Riverside Avenue and Water Street. These bicycle facilities do connect to the Acosta Bridge and it's dedicated lanes.

Bike lanes are located along the southern portion of the station area along Forest Street and Riverside Avenue, both significant thoroughfares through the Brooklyn neighborhood. There is no additional network of bike lanes within the station area that connects to the potential station location. There are, however, bike lanes that travel along the Acosta Bridge connecting into the San Marco Station Area. Future bike lanes are planned along Park Street, which would tie the bike lanes on Forest Street to the Prime F. Osborn III Convention Center and JRTC.

The Northbank Riverwalk is located in the southeast area of the station area along the St. Johns River. The Emerald Trail is currently under construction in Downtown Jacksonville and will travel through the LaVilla station area increasing multimodal access.

OPPORTUNITIES FOR CONNECTIVITY

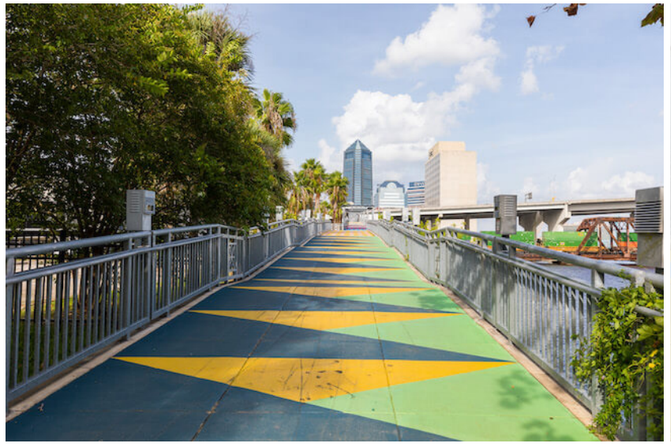
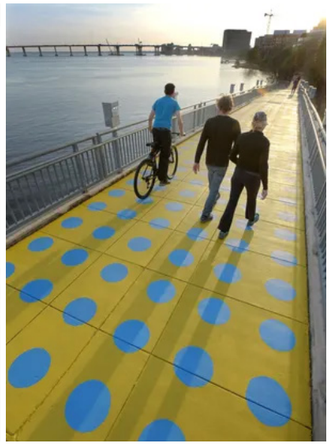
The JRTC Station offers significant connectivity to businesses and major regional attractions. There is already a robust intermodal hub that connects various modes of transportation, and there are higher levels of multimodal access and parking potential at this location to support a potential rail station. Projects are underway and planned that will fill in some of the multimodal gaps that exist today, and additional micro transit can help to fill first-mile/last-mile mobility gaps as well. The City of Jacksonville initiated a one-year pilot program in 2021 for E-scooters, E-bicycles, and dockless bicycles throughout downtown Jacksonville.

The Emerald Trail segment near JRTC will also significantly enhance the multimodal connectivity in this area, specifically, bicycle and pedestrian features.

There are significant opportunities to utilize future U²C plans and TOD visioning to support the first and last mile services necessary for regional commuter rail services. In addition to the future U²C stations, the TOD station area vision for this are includes greenspace, the Union Station Multi-use Trail, a First Coast Commuter Rail Station, Union Station Park, as well as various mixed-use developments and attractions to support the development. There are also recommendations identified within the U²C plans to extend Stuart Street for a multimodal connection between U²C, local and regional buses, bike facilities, and a commuter rail station. Complete Streets are also identified as a mechanism to support safe and effective connectivity within this area, incorporating greater pedestrian Right-of-Way (ROW), separated sidewalks and bike facilities.




JRTC Bus Terminal & Monorail Station

North Bank Riverwalk




Existing Park Street Sidewalks and Proposed Multi-Use Trail

FIGURE 3-9: JRTC MULTIMODAL CONNECTIVITY

SAN MARCO

ATTRACTORS & NEIGHBORHOOD ACCESS

The San Marco Station Area has several regional attractors including medical uses, lodging, and public spaces. This station area is anchored in the west by Baptist Medical Center, with a number of supporting medical facilities (MD Anderson, Jacksonville Orthopedics Institute) as well as the Ronald McDonald House. Large portions of the station area overlap within the St. Johns River, and there is extensive land dedicated to parking. The northeast station area bordering the river is comprised of a number of hotels.

MAJOR CORRIDORS & CONNECTIONS

I-95 provides connections west to I-10 towards Tallahassee. Connections south to St. Augustine are likewise provided via I-95. The Acosta Bridge provides connections north across the St. Johns River into the central business district. Main Street provides connections north across the St. Johns River into the central business district as well.

TRANSIT

JTA's Skyway follows the Acosta Bridge south into the San Marco Station Area, and parallels Mary Street. There are three Skyway Stations within the study area (Kings Avenue, Riverplace, and San Marco).

Additionally, transit routes within the station area include Beach/Town Center, First Coast Flyer/Southeast BRT, Mandarin Express, Philips Highway/Baymeadows/ Avenues Mall, San Jose, and St. Augustine/ San Jose. The stops within the station area experience very low ridership. The highest transit boarding location is San Marco Boulevard at Prudential Drive with a total of 23 total boardings at the two stops.

JTA local service routes within the station area include Routes 107, 1074, 8, 25, and 200. There are 13 stops within this station area with stops located along Museum Circle, Riverplace Boulevard, Palm Avenue, Children's Way, Le Baron Avenue, and San Marco Boulevard. The highest ridership stops are located near the FCCR on San Marco Boulevard at stops 1680 and 4201.

The St. Johns River Water Taxi provides private service along the St. Johns River and includes two stops. This service is predominately used during events at the sports complex which includes Vystar memorial Arena, Baseball Grounds of Jacksonville, and Everbank Stadium (NFL Jacksonville Jaguars).

SIDEWALKS

In this urban setting, the San Marco Station Area has a very strong sidewalk network along main thoroughfares such as San Marco Boulevard, Main Street, and Prudential Drive. All street blocks in the station area effectively features some type of pedestrian connection. Additionally, the vast majority of intersections have enhanced pedestrian crossing features such as high visibility crosswalks.

BIKE LANES & REGIONAL TRAILS

Additional bicycle infrastructure within this station area could better support its urban context. Main Street contains two blocks of sharrow markings. Prudential Drive has bi-directional 5-foot buffered bike lanes. San Marco Boulevard has a number of blocks of sharrow markings and connects to the Acosta Bridge's designated bike facility. Southbank Riverwalk Park provides bike connections along the riverbank in the northeast of the station area. A shared use path (the SUP) across the St. Johns River, along the Fuller Warren Bridge, recently opened to connect pedestrian and cyclists, across the river, between Riverside and San Marco (see Figure 3-10).

OPPORTUNITIES FOR CONNECTIVITY

Wherever possible, additional bicycle facilities should be incorporated into the station area. This is especially important to make connections south into residential areas. The elevated highway structures form a physical barrier between locations. Enhanced pedestrian facilities as well as activation of these spaces through concepts like pocket parks, could enhance user experience. At-grade railroad crossings could also be enhanced to improve pedestrian crossing facilities.



FIGURE 3-10: FULLER WARREN BRIDGE SHARED USE PATH



MULTIMODAL CONNECTIVITY

- JTA Bus Line
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-11: SAN MARCO MULTIMODAL CONNECTIVITY MAP

JACKSON SQUARE

ATTRACTORS & NEIGHBORHOOD ACCESS

The western station area is predominately residential with supporting uses. These include open spaces such as Jackson Square and Southside Park. Additionally, there are a number of schools and religious institutions within the Jackson Square Station Area. These neighborhoods are served by low volume roadways such as Hendricks Avenue and Atlantic Boulevard. The eastern station area contains a small pocket of single family residential. Access to this area is provided via Atlantic Boulevard. The remaining eastern station area is dominated by the footprint of I-95.

MAJOR CORRIDORS & CONNECTIONS

US 1/Philips Highway and I-95 provide southeast to northwest connection to St. Augustine and Jacksonville respectfully. These roadways parallel each other within the station area. The other two major corridors are Atlantic Boulevard, a four-lane arterial road that provides the only east and west connections in the station area; and Hendricks Avenue which provides additional connections into the San Marco Neighborhood. Hendricks Avenue is two-lanes, turning to four-lanes in the southern portion of the station area. The FEC railway bisects the station area southeast to northwest, crossing Atlantic Boulevard at-grade.

TRANSIT

The station area contains the routes of Philips Highway/ Baymeadows/Avenue Mall, Beach/Town Center, First Coast Flyer/Southeast BRT, Mandarin Express, San Jose, St. Augustine/ San Jose. No stop within this station area has more than 13 boardings in an average day.

JTA local services routes within the station area include Routes 27, 8, 17, and 25. There are 22 transit stops located within the station area, with stops along San Marco Boulevard, LaSalle Street, Hendricks Avenue, Atlantic Boulevard, Kings Avenue, and Philips Highway. The stops with the highest ridership are Stop 5037 on Lasalle Street and Naldo Avenue, Stop 1556 at Atlantic Boulevard and Perry Place, and Stop 1555 at Atlantic Boulevard and Kings Avenue; all in close proximity to the FEC railline.

SIDEWALKS

The station area has a strong sidewalk network on the arterial roadways (Atlantic Boulevard, US 1/Philips Highway, Hendricks Avenue, etc.) with five-foot concrete sidewalks. Residential neighborhoods generally contain an internal sidewalk connection to access the arterial roadways.

BIKE LANES & REGIONAL TRAILS

US 1/Philips Highway features 10-foot bi-directional buffered bike lanes. Hendricks Avenue contains 5-foot bi-directional bike lanes. Currently, there are no regional trails accessing this station area.

OPPORTUNITIES FOR CONNECTIVITY

I-95 prevents any east-west pedestrian connectivity from outside of the overpass at Atlantic Boulevard. The residential areas of the station area feature strong connectivity with a mix of bicycle and pedestrian facilities.



FIGURE 3-12: JACKSON SQUARE MULTIMODAL CONNECTIVITY MAP

WALMART / UNIVERSITY

ATTRACTORS & NEIGHBORHOOD ACCESS

The Walmart/University Station Area contains attractors such as the Jacksonville Ice and Sportsplex (Community First Igloo) as well as regional retail such as Walmart. The Pine Forest Swimming Pool is located within the southwest portion of the station area. The station area is dominated by higher capacity roadways, with pockets of single family detached housing. The remaining land uses are low density commercial development along the major roadway.

MAJOR CORRIDORS & CONNECTIONS

The only east-west connection through the station area is Emerson Street. US 1/Philips Highway and I-95 provide southeast to northwest connection to Jacksonville to the north and St. Augustine to the south. The other roadways in the study area serve as neighborhood access. The FEC railway bisects the station area southeast to northwest, crossing Emerson Street at-grade.

TRANSIT

On the far western edge of the station area is St. Augustine Road, which features the St. Augustine/San Jose route with limited boardings within the station area. US 1 features the Philips Highway/Baymeadows/ Avenues Mall and First Coast Flyer/Southeast BRT routes. The northbound and southbound stops at US 1/ Philips Highway and Clinton Avenue have higher levels of boardings. The weekday average for boardings is approximately 130 passengers.

Transit routes through this station area operate parallel to the FCCR railway along US 1/Philips Highway, but there are no east-west transit service routes within this station area. JTA local services within the station area include Routes 27 and 207. The highest ridership stop is Stop 1150 serving both Routes 27 and 297.

The First Coast Flyer BRT Blue Line operates within the station area, as well as the St. Johns Express Select.

SIDEWALKS

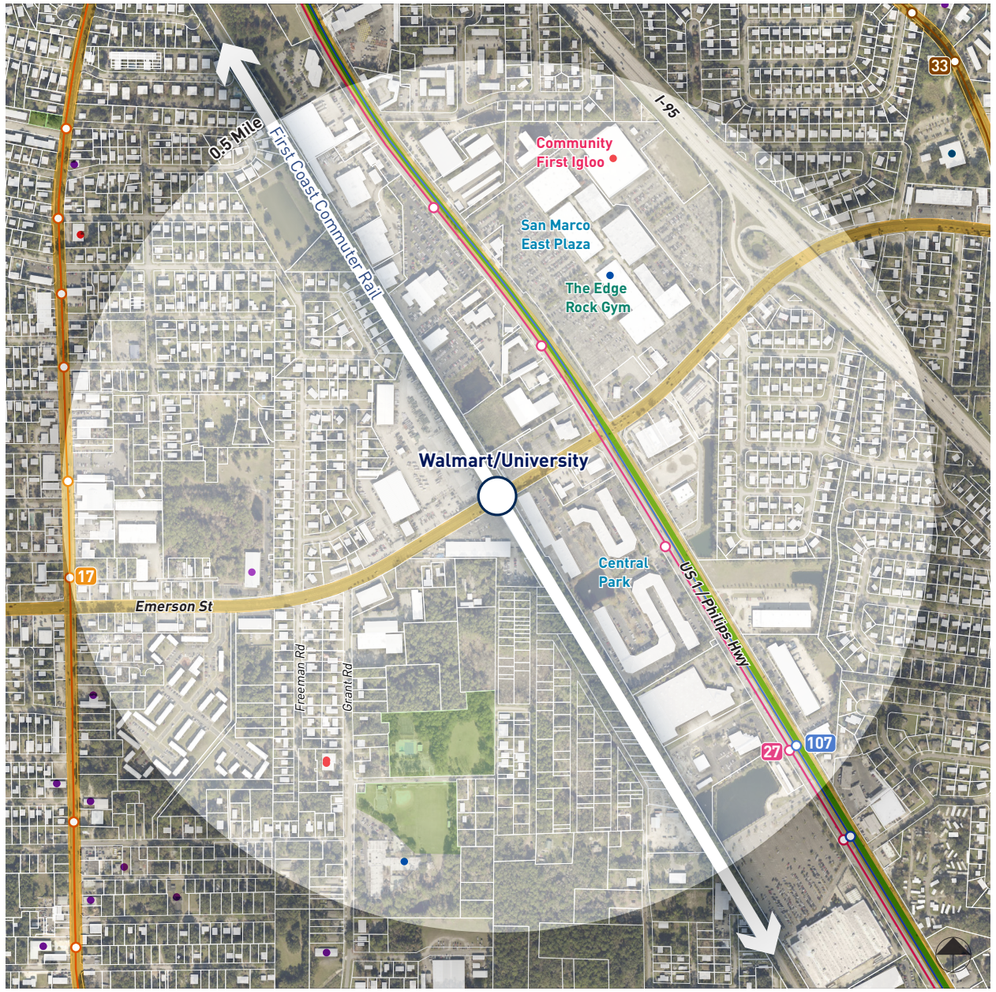
US 1/Philips Highway contains 5-foot sidewalks on both the northbound and southbound directions. Emerson Street has comparable sidewalk facilities to US 1/ Philips Highway. Residential areas in the western station area generally have some sidewalk connections to Emerson Street. Conversely, the eastern residential areas have a limited sidewalk network.

BIKE LANES & REGIONAL TRAILS

US 1/Philips Highway contains 5-foot bidirectional on-road bicycle lanes. There are no other dedicated bicycle facilities or trails within the station area.

OPPORTUNITIES FOR CONNECTIVITY

East-west connectivity could be improved within the station area. However, that would likely create additional at-grade crossings which may not be desirable. Additionally, the extension of bicycle facilities into neighborhoods would improve multimodal access within the station area. The substantial surrounding residential neighborhoods and major regional roads could generate ridership as an origin station, which would require defined parking to access a potential commuter rail station.



MULTIMODAL CONNECTIVITY

- JTA Bus Line
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-13: WALMART/UNIVERSITY MULTIMODAL CONNECTIVITY MAP

JTB

ATTRACTORS & NEIGHBORHOOD ACCESS

The JTB Station Area is divided by the FEC Bowden Switching Yard. This currently prevents any east-west connections within the station area. The western station area is predominately residential uses and is directly adjacent to the San Jose neighborhood. The western station area contains Baker Skinner Park which provides amenities such as sports fields, picnic areas, trails and play areas. The roadway network in the western station area predominately serves the surrounding neighborhood access and circulation. The eastern station area consists of heavy industrial uses associated with the switching yard. Additionally, the eastern section consists of single-story commercial uses fronting the major roadways.

MAJOR CORRIDORS & CONNECTIONS

US 1/Philips Highway and the FEC rail corridor divides the station area, traveling northwest to southeast and provides access to Jacksonville to the north and St. Augustine to the south. Access to I-95 can be reached from the station area via J. Turner Butler Boulevard to the east. In the western station area Old Kings Road S. provides north-south connections. Emerson Street is a four-lane arterial that provides east-west connectivity, with the FEC rail corridor crossing the arterial at-grade.

TRANSIT

The JTB Park-n-Ride is located within the station area. The park-and-ride serves routes and features approximately 66 daily boardings. Philips Highway/ Baymeadows/Avenue Mall, First Coast Flyer/Southeast BRT. The University Hub/Baymeadows route provides JTA service to the western station area. This route sees limited ridership in this station area.

Transit routes through this station area operate parallel to the FEC railway along Philips Highway and Powers Avenue, but there are no east-west transit routes within this station area. Routes 27 and 107 operate within this station area, as well as the First Coast Flyer BRT Blue Line. There are 11 stops, two of which are park-and-ride locations with significant ridership.

SIDEWALKS

The eastern station area only features sidewalks along J. Turner Butler Boulevard. In the southwestern station area, the residential areas do not provide a sidewalk network. The northwest and western portions of the station area have a strong sidewalk network leading to Old Kings Road S.

BIKE LANES & REGIONAL TRAILS

US 1/Philips Highway provides bi-directional 5-foot bike lanes. There are no bike lanes on J. Turner Butler Boulevard, however there is a 10-foot concrete path on the south side of the roadway.

OPPORTUNITIES FOR CONNECTIVITY

Currently, there is a significant connectivity gap within the JTB Station Area making east-west connections a challenge. The Bowden Switching Yard currently acts as a barrier to pedestrians and drivers alike. The western station area does provide walk-up transit opportunities for the surrounding residential areas. Conversely, the eastern station area provides access to light industrial and service sector jobs.



FIGURE 3-14: JTB MULTIMODAL CONNECTIVITY MAP

BAYMEADOWS

ATTRACTORS & NEIGHBORHOOD ACCESS

The Baymeadows Station Area contains single family residential with limited strip development in the western portion. East of the FEC Rail Corridor, the predominate land uses are low density strip development with large surface parking lots. US 1 and Baymeadows Road serve as the major roadways in the station area, with supporting local collectors.

MAJOR CORRIDORS & CONNECTIONS

The FEC rail corridor bisects the station area northwest to the southeast, with Baymeadows Road crossing over the rail corridor. US 1 is east of the FEC rail corridor and provides access to Downtown Jacksonville to the north and St. Augustine to the south. Baymeadows Road is a four-lane arterial that provides east-west connectivity connecting crossing US 1,and accessing I-95 further east outside of the station area. In general, station area access either originates or terminates from US 1 or Baymeadows Road.

TRANSIT

The Baymeadows Station Area is serviced by the routes of Philips Highway/Baymeadows/Avenue Mall, First Coast Flyer/Southeast BRT, Southside Boulevard/ Sunbeam, and University. Stops are located on US 1, Baymeadows Road, and Old King's Road S. Boardings within the station area are quite low. The highest ridership stops are found along US 1.

SIDEWALKS

The residential areas in the western station area feature a strong sidewalk network connecting housing to arterial roadways. The sidewalk network in the eastern station area lacks connectivity. Sidewalks along US 1 are either on one side of the roadway or feature large gaps. Baymeadows Road does have 7-foot sidewalks on both directions of the roadway.

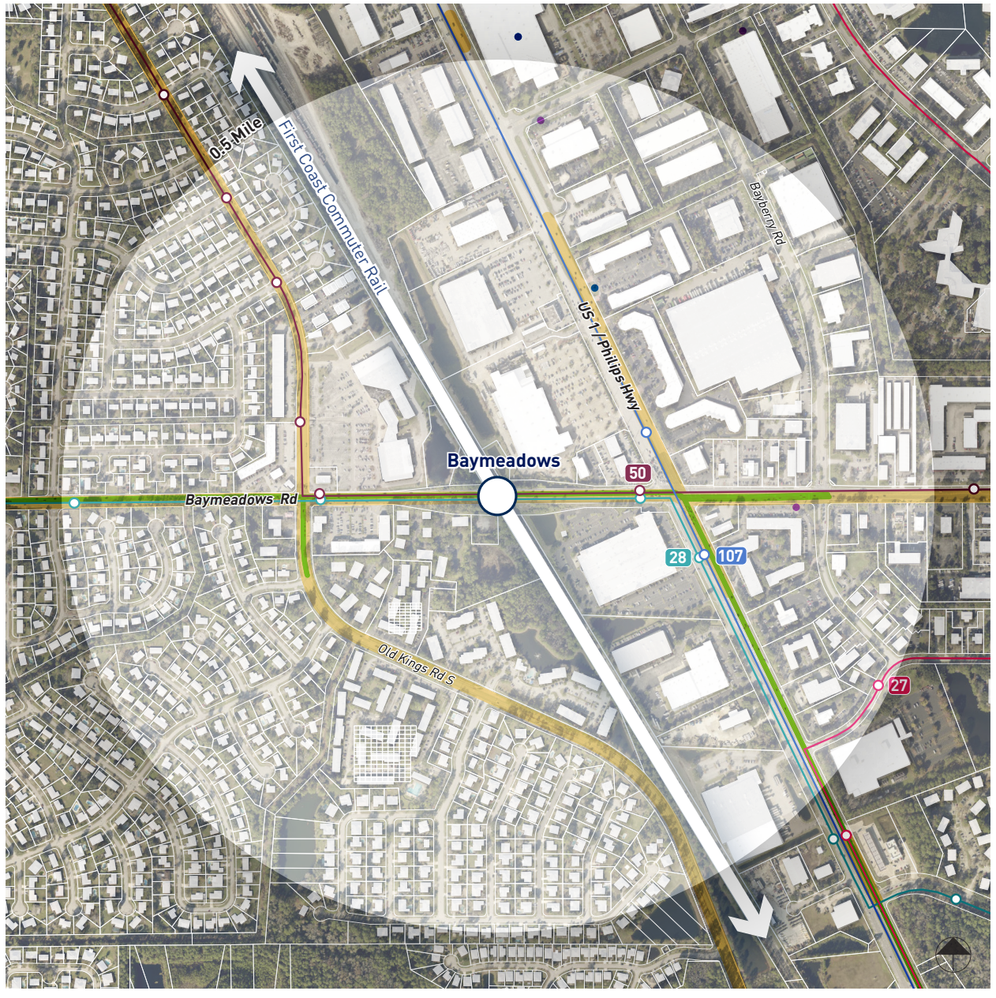
BIKE LANES & REGIONAL TRAILS

Baymeadows Road features bidirectional 5-foot buffered bike lanes. US 1, south of Baymeadows Road features bidirectional 5-foot buffered bike lanes. There are no regional trails or additional bicycle facilities within the station area.

OPPORTUNITIES FOR CONNECTIVITY

The FEC rail corridor crosses under the Baymeadows Road, and the grade separation would need to be addressed if a station were located at this location. However, there are various commercial strip developments between the FEC rail corridor and US 1 just south of Baymeadows Road which provide large surface lots to access a potential station location. These surface lots would help to support this station area as an origin station.

The pedestrian crossing infrastructure at major intersections is robust. There are extensive opportunities to connect the gaps in the sidewalk network within the eastern portion of the station area. Likewise, providing additional bicycle facilities along US 1 would enhance multimodal access within the station area.



MULTIMODAL CONNECTIVITY

- JTA Bus Line (NO.)
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-15: BAYMEADOWS MULTIMODAL CONNECTIVITY MAP

AVENUES WALK

ATTRACTORS & NEIGHBORHOOD ACCESS

The Avenues Walk Station Area contains several regional retail locations and is currently experiencing new development. The Avenues Mall attraction is located in the northeastern station area (east of US 1) and a Walmart Super Center is located in the central west portion of the station area (west of US 1). US 1 travels north to south through the station area and the US 1 frontage contains significant commercial strip development.

MAJOR CORRIDORS & CONNECTIONS

The FEC rail corridor bisects the station area northwest to southeast, traveling adjacent to the Avenues Walk Mobility Hub and Park-n-Ride Center, and crossing under Avenues Walk Boulevard. US 1 is parallel to the east of the rail corridor providing access to Jacksonville to the north and St. Augustine to the South. Avenues Walk Boulevard and Southside Boulevard provide additional access to the station area connecting the retail spaces to US 1. I-95 travels along the westernmost portion of the station area and connects to US 1 in the northern portion of the station area.

TRANSIT

The southwestern quadrant of the station area is home to the Avenues Walk Mobility Hub and Park-n-Ride Center. The park-n-ride serves the First Coast Flyer/ Southeast BRT, Townsend/Southside/Avenues Mall and Philips Highway/Baymeadows/Avenues Mall routes and provides approximately 100 boardings for the route. The mobility hub and park-n-ride lot offers spaces for regional commuters to park and connect to Downtown Jacksonville using the First Coast Flyer Blue Line, and also provides bike racks and a full customer service area.

SIDEWALKS

While there are sidewalks connecting to the Avenues Walk Mobility Hub, park-n-ride and the surrounding development located west of US 1 and the FEC railway, there is no sidewalk connectivity along Avenues Walk Boulevard where it crosses over the FEC railway to connect into US 1. The majority of US 1 within the station area does not have sidewalks, except at intermittent and unconnected locations in front of specific businesses. There are also no sidewalks along Southside Boulevard on the eastern side of the station area that connects to the Avenues Mall.

BIKE LANES & REGIONAL TRAILS

While there are bike racks available at the Avenues Walk Mobility Hub, there are no surrounding bike lanes along Avenues Walk west of the FEC railway, or on the eastern side of the station area along Southside Boulevard. The only bike lanes within the station are the bidirectional bike lanes along US 1.

OPPORTUNITIES FOR CONNECTIVITY

The Avenues Walk Station Area is predominantly an origin station area with heavily auto oriented infrastructure and large areas of surface parking lots. This station area would greatly benefit with greater multimodal connectivity by filling in gaps of the sidewalk and bike network, and an increased infrastructure to connect the mobility hub and network on the western station area to the Avenues Mall, located east of US 1. The construction of multi-use trails adjacent to major roadways would also greatly improve station area access. Likewise, the addition of pedestrian crossing facilities at major intersection would be encouraged upon construction of trails or sidewalk. Some of these networks can be integrated into the significant TOD opportunities surrounding the Avenues Walk Mobility Hub area. Enhancing multimodal infrastructure within the area could increase the mobility capabilities for fist and last mile trips accessing the regional shopping within this station area. While there is a grade separation between the FEC rail corridor and Avenues Walk Boulevard, the rail corridor also travels directly adjacent to the Avenues Walk Park-n-Ride Center providing significant connectivity to the transit services connecting to the station location. There is a new residential development adjacent to the Park-n-Ride Center and this connectivity allows people to walk up to the station.



MULTIMODAL CONNECTIVITY

- ROUTE Sunshine Bus Line
- NO. JTA Bus Line
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-16: AVENUES WALK MULTIMODAL CONNECTIVITY MAP

OLD ST. AUGUSTINE

ATTRACTORS & NEIGHBORHOOD ACCESS

The Old St. Augustine Station Area is predominately made up of single family detached housing as well as strip development serving local needs. Areas to the east feature larger single family lots with no existing sidewalk network. The northwest station area features newer housing stock, on smaller lots, with an extensive sidewalk network. The southwest station area and US 1 frontage contain various commercial strip development. The northeast quadrant contains a mix of multifamily residential, single family detached, and commercial uses. The Baptist Medical Center lies approximately one mile from the station center.

MAJOR CORRIDORS & CONNECTIONS

The FEC rail corridor bisects the station area northwest to southeast, crossing Old St Augustine Road at-grade at the intersection with US 1. US 1 travels parallel to the east of the FEC Rail corridor through the station area providing access to Jacksonville to the north and St. Augustine to the south. Access to I-95 can be reached from the station area via Old St. Augustine Road. SR 9B lies directly southeast of the station area.

TRANSIT

The station area contains JTA's Philips Highway/ Gran Bay route, and two stops are located along Old St. Augustine Road and the Flagler Center business complex. These stops currently have low ridership. Sunshine Bus Transit's Purple Route traverses the station area via US 1, but it does not currently have a transit stop within the station area.

SIDEWALKS

The northbound US 1 features either a 10-foot or 5-foot sidewalk. While the older eastern residential areas lack sidewalk infrastructure, there are newer areas to the northeast that have significant residential sidewalk connectivity. West of US 1 features bi-directional 8-foot sidewalks along Old St. Augustine Road. These sidewalks connect to the neighborhood in the northwest station area. There are also sidewalks located to the southwest of the station area along Flagler Center Boulevard and Kenan Drive to access various businesses and a charter school.

BIKE LANES & REGIONAL TRAILS

US 1, within the station area, features bi-directional 5-foot bike lanes. Likewise, Old St. Augustine Road features bi-directional 5-foot bike lanes.

OPPORTUNITIES FOR CONNECTIVITY

The Old St. Augustine Station offers a mix of uses from residential to commercial businesses. The station area would benefit from filling in some gaps to the sidewalk and bike lane network to enhance multimodal connectivity and access from these uses to a potential station area. While transit service does travel through this station area, there is no transit circulation throughout the station area and some level of transit connectivity would be needed to support a commuter service station. As a likely origin station, it would be important to identify available surface parking lots near to the station location to provide park-n-ride opportunities to commuters, alongside the multimodal network to connect between parking and a potential station location.



MULTIMODAL CONNECTIVITY

- ROUTE Sunshine Bus Line
- NO. JTA Bus Line
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-17: OLD ST. AUGUSTINE MULTIMODAL CONNECTIVITY MAP

CR 210

ATTRACTORS & NEIGHBORHOOD ACCESS

Within a half mile of the CR 210 Station Area lies four distinct land uses. In the northeast and southwest of the station area are two areas of single family housing and Nease High School on the further east. The remaining portions of the station area are comprised of undeveloped lands and the retail/commercial/light industrial uses along US 1/Dixie Highway with limited frontage.

MAJOR CORRIDORS & CONNECTIONS

The FEC rail corridor bisects the station area northwest to southeast, crossing Old County Road 210 at-grade near the intersection of US 1. The US 1 corridor and Old Dixie Highway travel parallel to the east of the FEC rail corridor to provide access to Jacksonville to the north and St. Augustine to the south. Old County Road 210 connects west of US 1 to County Road 210 and to I-95, which is outside of the immediate station area. County Road 210 and Valley Ridge Boulevard (outside of map) connects to US 1 from the east to Nocatee Parkway.

TRANSIT

The Sunshine Bus Purple Route traverses the station area via US 1. There is not currently a transit stop within the station area, nor is there any circulation route within the station area.

SIDEWALKS

The Twin Creeks residential areas feature a strong sidewalk network leading to Old County Road 210. There are sidewalk connections between Nease High School to the residential communities along Old Dixie Highway. But there is no pedestrian infrastructure immediately at the Old County Road 210 intersection with US 1.

BIKE LANES & REGIONAL TRAILS

There is no bike infrastructure near the FEC railway and Old County Road 210 intersection. The nearest bike lanes are north of the station area - County Road 210 features 5-foot bike lanes in both the eastbound and westbound directions. Bike lanes are proposed on the available 5-foot shoulders along the northbound and southbound US 1 based on the Northeast Florida Regional Multi-use Trail Master Plan to improve north-south connection.

OPPORTUNITIES FOR CONNECTIVITY

The station area north and west of US 1 and Old County Road 210 has the potential for bike and pedestrian connectivity with the existing sidewalk along Old County Road 210. However, the pedestrian access is not connected to US 1. Additional safety treatments will need to be incorporated into the infrastructure along Old County Road 210 to make it easier and safer for pedestrians to cross Old County Road 210.

There are no pedestrian features for the intersection of US 1 and Old County Road 210, nor are there any pedestrian or bike infrastructure along US 1. This bike and pedestrian connectivity would be particularly critical given the lack of transit connecting to and throughout this station location. As a likely origin station, CR 210 Station Area would need to incorporate surface parking for commuters to access a potential commuter rail station in order to support this station location.



FIGURE 3-18: CR 210 MULTIMODAL CONNECTIVITY MAP

PALENCIA

ATTRACTORS & NEIGHBORHOOD ACCESS

Within a half mile of the Palencia Station Area lies four distinct land uses. Fronting both US 1 and the rail corridor is strip mall development featuring neighborhood and commercial uses. To the east of this development is multi-family housing and Palencia Elementary, both of which are accessible via Palencia Village Drive. The western station area includes undeveloped lands and heavy industrial land uses.

MAJOR CORRIDORS & CONNECTIONS

The FEC rail corridor bisects the station area northwest to southeast, crossing International Golf Parkway at-grade. US 1 is parallel to the FEC rail corridor through the station area and provides access to Jacksonville to the north and St. Augustine to the South. Additional regional roadway access to I-95 to the west (outside of the station area) is provided via International Golf Parkway.

TRANSIT

The Sunshine Bus Purple Route traverses the station area via US 1, however there is no transit stop currently located within this station area, nor is there any internal circulation within the station area.

SIDEWALKS

The residential areas of the station area feature a connected sidewalk network connecting to US 1 and providing internal circulation within the commercial strip malls to the east.

BIKE LANES & REGIONAL TRAILS

A small segment of bike lanes exists on International Golf Parkway. There are no bicycle facilities or trails for a majority of US 1, but there are some north of International Golf Parkway approaching the intersection. The SR 207 to Ponte Vedra Trail is proposed in the Northeast Florida Regional Multi-use Trail Master Plan, which would travel north-south connecting Palatka to the St. Augustine Trail to Nocatee Trail to the East Coast Greenway.

OPPORTUNITIES FOR CONNECTIVITY

The residential areas of the station area feature a connected sidewalk network leading to US 1, with more mix of uses to connect to on the eastern side of US 1. There are currently no pedestrian safety features at the intersection of US 1 and Palencia Village Drive/ International Golf Parkway. Additional multimodal infrastructure would be needed in order to facilitate safe station area access, particularly since there is no transit connectivity within this station area. As a likely origin station, the Palencia Station Area would require some large surface lots to support auto-oriented commuter trips accessing a commuter rail service.



MULTIMODAL CONNECTIVITY

- ROUTE Sunshine Bus Line
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-19: PALENCIA MULTIMODAL CONNECTIVITY MAP

SAN SEBASTIAN VIEW

ATTRACTORS & NEIGHBORHOOD ACCESS

The FEC railway runs parallel to US 1 through the San Sebastian View Station Area, crossing at-grade across San Sebastian View. The majority of uses are commercial and Planned Unit Development (PUD), with significant apartments to the south as well as vacant parcels throughout the station area. The central station area has governmental service destinations such as the St. Johns County Health Department at San Sebastian View, and St. Johns County Government buildings on the northern end of the station area.

MAJOR CORRIDORS & CONNECTIONS

The FEC rail corridor travels north-south through the station area, crossing San Sebastian View at-grade. US 1 is the main north-south roadway connection through the station area parallel to the FEC rail corridor. The highway is a four-lane divided highway with only a few east-west road connections through the station area. The most significant east-west roadway connection is the San Sebastian View, which is a four-lane divided roadway that reduces to a two-lane undivided street to the north where there are government offices.

TRANSIT

There are three Sunshine Bus Company transit routes that operate through the station area, including the Red Line, Teal Line, and the Connector. All three routes operate along US 1 and San Sebastian View. There is a bus stop located just north of the station area north of Lewis Speedway at the St. Johns County Sheriff's Office and County Jail.

SIDEWALKS

Sidewalks are not provided on either side of US 1 within the station area. Sidewalks are located on the southbound side of US 1 where there are apartments. Sidewalks are also provided on both sides of San Sebastian View where there is access to various government facilities.

BIKE LANES & REGIONAL TRAILS

Bike lanes are only located along San Sebastian View, which is where the FEC railway crosses at-grade.

OPPORTUNITIES FOR CONNECTIVITY

This station location does offer connections to critical government services. US 1 offers a major north-south route for regional connectivity, however there is a lack of east-west connectivity throughout the entire station area. San Sebastian View does provide multimodal connectivity close to the potential station location where the FEC rail corridor crosses at-grade.

While there is transit connectivity to the government center north of the FEC rail crossing, there is significant bike and pedestrian infrastructure needed to provide additional multimodal options, as well as surface parking area for drivers accessing the station area that would be needed for this potential origin station area.



MULTIMODAL CONNECTIVITY

- ROUTE Sunshine Bus Line
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-20: SAN SEBASTIAN VIEW MULTIMODAL CONNECTIVITY MAP

SAN CARLOS

ATTRACTORS & NEIGHBORHOOD ACCESS

The San Carlos Station Area encompasses the northern portion of the St. Augustine Historic District. Ponce De Leon Boulevard travels alongside the FEC rail corridor through this station area, with open lands and the San Sebastian River directly to the west of the FEC rail corridor and a mix of hotels, commercial and residential uses to the east of Ponce De Leon Boulevard. There are also various cultural, education and religious institutions on the eastern most portion of the station area. The eastern half of this station area is predominantly urban and built up as well as lower density built up.

The center station area connection is located where Ponce De Leon Boulevard, San Carlos Avenue, San Marco Avenue and May Street converge. Just north of San Carlos Avenue is the Davenport Park as well as the main branch of the St Johns County Public Library System.

MAJOR CORRIDORS & CONNECTIONS

The FEC rail corridor bisects the station area north to south, parallel to Ponce De Leon Boulevard (US 1). Ponce De Leon Boulevard and San Marco Avenue (SR A1A) are the main north-south roadway corridors within the San Carlos Station Area. San Carlos Avenue and May Street also provide east-west connectivity to the center of the station area. There is a grid network of smaller streets between Ponce De Leon Boulevard and San Marco Avenue that connect neighborhoods, commercial uses and hotels. Both Ponce De Leon and King Street experience significant congestion. Both Ponce De Leon Boulevard, San Marco Avenue and May Street all experience high levels of congestion through the station area.

TRANSIT

There are several north-south transit routes that travel through the station area including the Sunshine Bus Purple, Teal and Connector Routes along Ponce De Leon Boulevard. The Red Line travels north-south between San Marco Avenue. There are seven bus stops located along Ponce De Leon Boulevard.

The St. Augustine Old Town Trolley has four stops within this station area, including Stop 1 at the Old Jail on San Marco Avenue, Stop 22 at Ponce De Leon's Fountain of Youth on Magnolia Avenue, Stop 21 at the Old Senator Tree and Howard Johnson Hotel on San Marco Avenue, and Stop 20 at the Mission of Nombre de Dios on A1A.

SIDEWALKS

Major corridors like Ponce De Leon Boulevard and San Marco Avenue have sidewalks on both sides of the roadway. Many of the east-west streets south of San Carlos Avenue lack sidewalk connectivity, while streets north of San Carlos Avenue have greater sidewalk connectivity.

BIKE LANES & REGIONAL TRAILS

There are no dedicated bike lanes or trails within the station area. San Marco Avenue to May Street is identified as a "bicycle friendly" road. The East Coast Greenway Trail is identified as an unfunded plan along San Marco Avenue.

OPPORTUNITIES FOR CONNECTIVITY

There is ample regional and local roadway connectivity to the east of the FEC railway within this station area, as well as transit routes and stops close to the central station area. While there are north-south transit routes along Ponce De Leon Boulevard, the station area could be enhanced by east-west transit connectivity and first-mile/last-mile options, particularly to connect to services within the Historic District. There are also gaps in east-west sidewalk connectivity for pedestrians, and additional space for micromobility such as bicycles and scooters could provide greater multimodal connectivity within the station area.



FIGURE 3-21: US 1/SAN CARLOS MULTIMODAL CONNECTIVITY MAP

ST. AUGUSTINE

ATTRACTORS & NEIGHBORHOOD ACCESS

The St. Augustine Station Area has a range of land uses with significant low density residential, and varying levels of commercial, mixed-use and multi-family residential, and a small mix of government, cultural and education, and religious institutions. There are several destinations for tourists and residents within this station area including historic destinations and museums, Flagler College, St Johns Community Campus, Francis Field, and various churches and organizations. There are several parks located throughout this station area including the Zora Neale Hurston Memorial Park at King Street, Swing Park south of West Castillo Drive and the Francis Field.

MAJOR CORRIDORS & CONNECTIONS

The St. Augustine Station Area has the San Sebastian River directly to the west of the FEC rail corridor, which travels north-south parallel to Ponce De Leon Boulevard (US 1). The eastern side of the station area encompasses a large portion of the Historic Downtown St. Augustine.

TRANSIT

There are several north-south transit routes that travel through the station area including the Sunshine Bus Purple, Teal and Connector Routes that travel along Ponce De Leon Boulevard. The Blue transit route travels east-west along King Street to the south. The Red Line travels north-south between San Marco Avenue and Ponce De Leon Boulevard, as well as east-west along Orange Street and King Street. The Old Town Trolley Tours of St. Augustine offers hop-on and hop-off circulation throughout the historic downtown area to reach key destinations.

SIDEWALKS

The St. Augustine Station Area has a robust interconnected sidewalk network throughout providing significant pedestrian access to the residential streets and accessibility to the destinations throughout the Historic District. Sidewalks are predominantly provided on both sides of the streets throughout. Ponce De Leon Boulevard has sidewalks on the northbound side, opposite to where the FEC rail corridor travels in parallel to the west. Additional safety features such as high-visibility crosswalks are proposed as part of the St. Augustine 2040 Mobility Plan.

BIKE LANES & REGIONAL TRAILS

While there is a robust, interconnected sidewalk network through this station area, there are currently no separated bike lanes. There are, however, bike racks located at some of the active uses within the station area. The City of St. Augustine does propose protected bike lanes along Ponce De Leon Boulevard and SR A1A. A citywide bikeshare program was recently launched with hub locations located in the Historic District, West King Street, San Marco Avenue, Lincolnville and Davis Shores. Currently, there are no trails through the St. Augustine Station Area, however there are plans for future regional trails proposed as part of the SUN Trail network and East Coast Greenway along King Street and San Marco Avenue. The Palatka to St. Augustine Trail is identified in the future along King Street and is partially funded for pre-construction. The East Coast Greenway is also identified as an unfunded gap along San Marco Avenue.

OPPORTUNITIES FOR CONNECTIVITY

The St. Augustine Station Area has a strong roadway grid network to enhance connectivity, however many streets are narrow and main corridors experience high levels of congestion. As a significant destination for tourists and residents alike, the St. Augustine Station Area provides ample commuter transit connectivity, circulation and pedestrian walkability. Constraints within the station area include bike lanes and scooter infrastructure given the narrow roadways throughout the historic downtown area but a new bikeshare program is underway and there are plans to develop some protected bike paths. There are transit and trolley routes available to provide additional connectivity as well as first and last mile travel throughout the area.

St. Augustine also embraces enhanced mobility and innovative approaches. The City of St. Augustine's 2040 Mobility Plan emphasizes a "park once" approach to provide more options to allow visitors to move around and reduce the number of vehicles circulating downtown. The City also identified "multimodal ways" to serve as corridors for automated transit shuttles, golf carts, electric vehicles and trolleys; as well as scooters, electric bikes personal electric mobility devices, and Segways along portions of King Street, Anastasia Way and San Marco Avenue. These corridors are envisioned to provide key connections between parking locations, planned TOD and the Historic District.



MULTIMODAL CONNECTIVITY

- ROUTE Sunshine Bus Line
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk
- Proposed Smart Mobility Way
- Trolley Stop

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-22: ST. AUGUSTINE MULTIMODAL CONNECTIVITY MAP

KING STREET

ATTRACTORS & NEIGHBORHOOD ACCESS

The King Street Station Area is geographically divided by the San Sebastian River traveling north-south through the station area. The Moultrie Junction neighborhood is located to the west of the station with access to suburban neighborhoods. To the east, King Street connects to Downtown St. Augustine. Ponce De Leon Boulevard travels north-south parallel to the FEC rail corridor through the station area offering access to the Historic District of St. Augustine.

The station area is divided in uses by the FEC corridor and the San Sebastian River. West of the FEC has the San Sebastian River, non-forested wetlands and upland forest. The southern and eastern side of the FEC corridor is substantially Urban and Built Up and Lower Density Built Up.

Within the half-mile station area, there are industrial warehouse, low density commercial, and light industrial zoning directly abutting the rail corridor. There are vacant and utility/transportation uses along the FEC rail corridor within this station area. Smaller portions are government owned. Along the outer portion of the station area there is significant low density residential uses; and in smaller quantities there are cultural and education, commercial, and multi-family residential land uses.

Parks located within the station area include the Gary Lee Park on King Street, the Zora Neale Hurston Memorial Park at King Street and Ponce De Leon Boulevard and the Railway Park on Ponce De Leon Boulevard.

MAJOR CORRIDORS & CONNECTIONS

King Street and Ponce De Leon Boulevard (US 1) are the main roadway corridors through this station area and the center of the station area is located close to their intersection. King Street is located south of the FEC corridor and is a two-lane undivided narrow roadway with sidewalks and businesses directly abutting the roadway. Ponce De Leon Boulevard travels north-south, parallel to the FEC corridor on its eastern side. It is a four-lane divided roadway with a bike path on the northbound side of the roadway. Both roads experience significant congestion.

TRANSIT

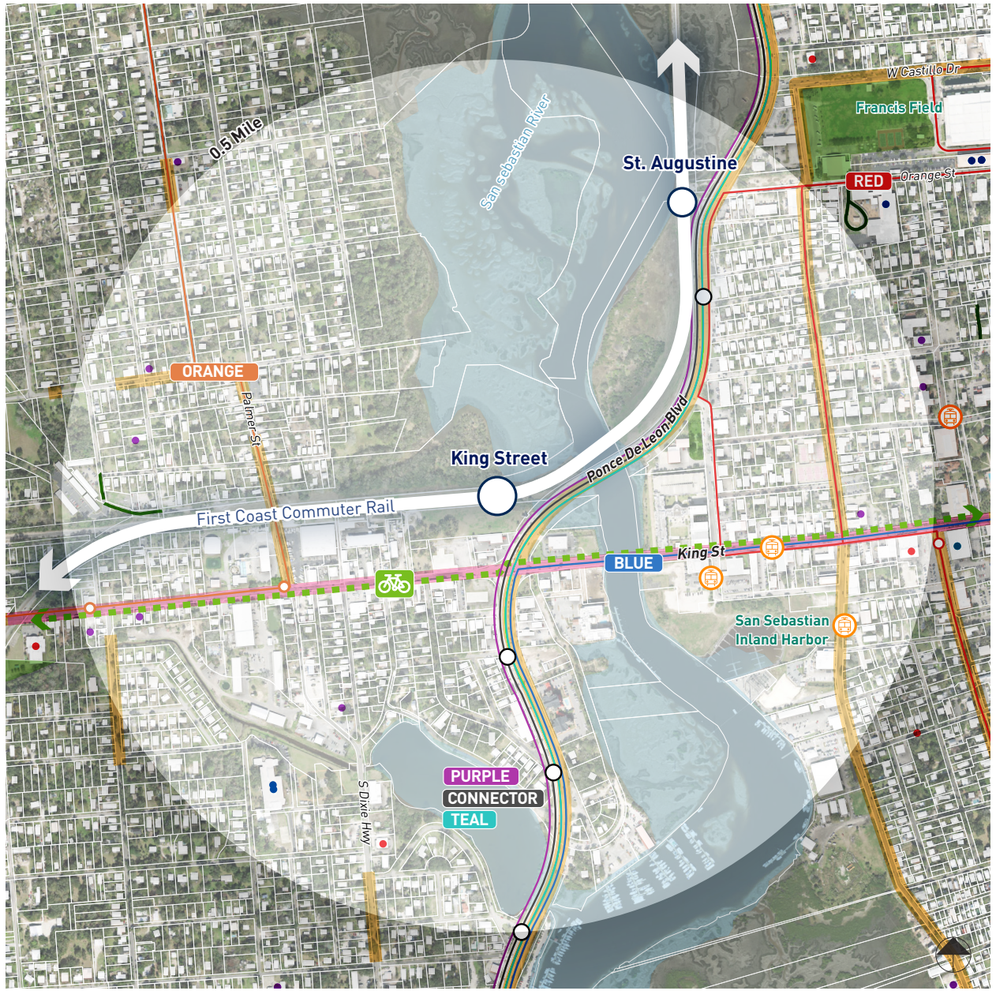
Transit within the station area is provided by the Sunshine Bus Company. The Purple Line, Connector and Teal Line all provide north-south transit options through the center of the station area along Ponce De Leon Boulevard. The Purple line offers service from St. Augustine to Jacksonville. The Connector connects south of SR 206 to Palencia including St. Augustine South, Kings Estate Road, Vilano Beach, St. Johns County Government Center and Courthouse, and the Northeast Florida Regional Airport. The Teal Line connects portions of Ponce De Leon Boulevard to SR 207, Elkton, Hastings, and Flagler Estates.

The Orange Line travels through the western portion of the study area along Palmer Street and King Street and connects this area to US 1/SR 312 and SR A1A/SR 312. The Red Line travels through the eastern portion of the station area along Orange Street and King Street. Neither of these transit routes reach the central portion of King Street near Ponce De Leon Boulevard or the central vicinity of the King Street station location. The frequency of each route varies by time of day, ranging from 75 minutes to 135 minutes. There are six transit stops within the King Street Station Area, all located along Ponce De Leon Boulevard on the northern and southern end of the station area radius.

The Old Town Trolley Tours of St. Augustine offers hop-on and hop-off circulation throughout the historic downtown area to reach key destinations. There are two stops within the station area located along Kings Street, which offers connectivity outside of the station area throughout the downtown area to reach major attractions. In July 2023 City of St. Augustine started the STAR Circulator - a downtown circulator (free) operated by the Old Town Trolley.

SIDEWALKS

There are narrow sidewalks abutting both sides of King Street. Ponce De Leon Boulevard has a sidewalk along the eastern side of the roadway north of King Street, opposite to the parallel FEC rail corridor. There are sidewalks on both sides of Ponce De Leon Boulevard south of King Street. The residential streets on the eastern portion of the station area are interconnected with sidewalk on both sides of the streets, however side streets to King Street west of Ponce De Leon Boulevard have more significant sidewalk gaps.



MULTIMODAL CONNECTIVITY

- ROUTE Sunshine Bus Line
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk
- Proposed Smart Mobility Way
- Trolley Stop

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-23: KING STREET MULTIMODAL CONNECTIVITY MAP

BIKE LANES & REGIONAL TRAILS

There are currently no separated bike lanes within this station area. The City of St. Augustine does propose protected bike lanes along Ponce De Leon Boulevard and SR A1A.

Currently, there are no trails through the station area, however there are plans for future regional trails proposed as part of the SUN Trail network and East Coast Greenway along King Street and San Marco Avenue. The Palatka to St. Augustine Trail is identified in the future along King Street and is partially funded for pre-construction. The East Coast Greenway is also identified as an unfunded gap along San Marco Avenue.

OPPORTUNITIES FOR CONNECTIVITY

The majority of connectivity is located along the southern and eastern side of the FEC corridor. As a destination station, it will be important to invest in additional circulation and first/last mile options from the potential commuter rail station to other mobility connections. There is supportive corridor and multimodal connectivity, though there could be greater infrastructure investments for bicycle and pedestrian assets. There is transit provided within the station area, however additional stops would be needed closer in proximity to the station location identified. Congestion and limited right-of-way make it challenging to provide greater capacity throughout this station area, increasing the need for multimodal and micromobility investments, however several plans envision such improvements to support mobility throughout the downtown area.

The City of St. Augustine's 2040 Mobility Plan emphasizes a "park once" approach to provide more options to allow visitors to move around without reliance on an automobile. The City also identified opportunities to further improve connectivity through "multimodal ways" to serve as corridors for automated transit shuttles, golf carts, electric vehicles and trolleys; as well as scooters, electric bikes personal electric mobility devices, and segways along portions of King Street, Anastasia Way and San Marco Avenue. These corridors are envisioned to provide key connections between parking locations, planned TOD and the Historic District.

City of St. Augustine Mobility Plan

The City of St. Augustine 2040 Mobility Plan recognizes the need to provide mobility and circulation amidst constrained corridors with limited to no ROW. The plan identifies four elements, including:

- Streets Plan: Combines complete streets and low-speed shared streets along Masters Drive, Old Moultrie Road and throughout the Historic District
- Walking and Bicycling Plan: Establishes a network of protected bike lanes and trails; with proposed bike lanes along Ponce De Leon Boulevard and SR A1A, and proposed trails along King Street, Anastasia Boulevard, San Marco Avenue, and the Vilano Causeway
- Multimodal Ways Plan: Integrate sidewalks utilizing pavement markings to narrow travel lane widths easily
- Transit Circulation Plan: Support microtransit circulation (autonomous transit shuttles, golf carts, neighborhood electric vehicles, etc) to provide space for micromobility opportunities such as segways, scooters, electric bikes, etc. (see Figure 3-24)





Sunshine Bus (left) & St. Augustine Old Town Trolley (right)





St. Augustine Bike Share Hub (left) & Proposed Smart Mobility Way (right)





Existing Sidewalks on Ponce De Leon Boulevard and King Street

FIGURE 3-24: KING STREET MULTIMODAL CONNECTIVITY

SR 312

ATTRACTORS & NEIGHBORHOOD ACCESS

Within a half mile of the SR 312 Station Area, the existing land uses are predominantly suburban strip development with some commercial/industrial. There are significant PUD uses as well as varied commercial uses. PUD is the greatest land use within the area, located on the east and west side of the FCCR. Secondary to PUD is Industrial Warehouse, Commercial Intensive, and Commercial Warehouse uses.

MAJOR CORRIDORS & CONNECTIONS

SR 312 is a major east-west connection through the station area, with a grade separation to cross over the FEC rail corridor to connect the historic Downtown St. Augustine to the east and SR 207 to the west. North-south connections through the station area include SR 207 west of the FEC corridor, and Old Moultrie Road located east of the FEC corridor. In the northern portion of the station area, the FEC rail corridor has an at-grade crossing across SR 207.

TRANSIT

The Sunshine Bus Company operates public transit in St. Johns County. Within this station area, the Orange Line, Teal Line, and Blue Line travel through this station area. The Orange Line connects West St. Augustine, US 1/SR 312 and SR A1A/SR 312 areas. The Teal Line connects portions of US 1 and SR 312 (where the route begins and ends) in St. Augustine with areas along SR 207, Elkton, Hastings and Flagler Estates. The Blue Line connects US 1 and SR 312 to portions of Downtown St. Augustine. Several of the transit routes connect to the intersection just north of US 1 and SR 312 at the Seabridge Square shopping plaza.

While there are no designated park-and-ride locations identified, there are several large surface parking lots within this station area.

SIDEWALKS

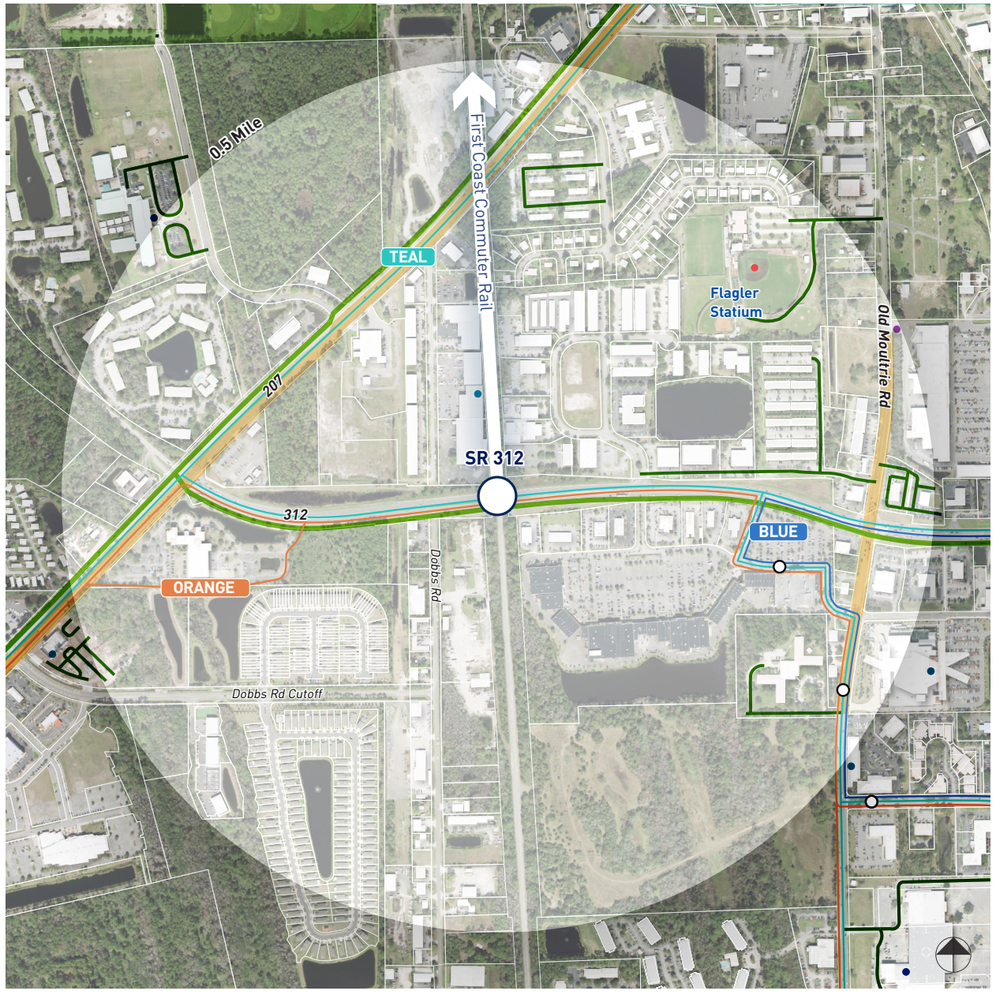
There is not a significant sidewalk network within this station area. There are sidewalks located along Old Moultrie Road on the eastern side of the station area and along SR 207 on the western side of the station area. There are no planned sidewalks identified within the station area boundaries.

BIKE LANES & REGIONAL TRAILS

There are no regional trails located within this station area. Bike lanes are located along SR 312 and SR 207.

OPPORTUNITIES FOR CONNECTIVITY

There is very little multimodal connectivity for pedestrians, bikes and micromobility within this station area, however there are areas for a potential park-n-ride. The grade separation along SR 312 would be challenging to enhance that connectivity to a potential station area. The SR 312 Station Area does have characteristics of an origin station and opportunities exist for formal and informal park-n-rides, and the station location is in close proximity to several transit routes.



MULTIMODAL CONNECTIVITY

- ROUTE Sunshine Bus Line
- Existing Bike Lane
- Proposed Trail
- Existing Trail
- Existing Sidewalk

ACTIVITY CENTER

- Commercial/Civic Center
- Religious Use/Church
- Government/Hospital
- School/College

FIGURE 3-25: SR 312 MULTIMODAL CONNECTIVITY MAP

EMERGING TECHNOLOGIES

OVERVIEW

With the focus on advancing TOD and multimodal access along existing and new premium transit services, there is an opportunity to integrate automated and connected vehicle (AV/CV) technology into local access and circulation modes to and from station areas. This discussion includes an overview assessment of how application of AV/CV technology can shape the type and form of development around station areas and impact the configuration of roadway and parking facilities serving station areas.

WHAT IS AV/CV TECHNOLOGY

In today's world, there are rapid advances in CV technology, where electronic technology is applied to provide communication between vehicles and roadside systems to provide for more efficient and safer vehicle operation. This has started with basic automation of safety features in cars and other vehicles such as blind spot monitoring, collision warning systems, and lane keeping applications. The Society of Automotive Engineers (SAE) developed a five-level system of the degree of automation integrated into vehicle operation, as shown in Figure 3-26. Moving from Level 1 to Level 5 requires an increased application of automation and removing driver actions in operating the vehicle. A Level 5 is fully automated with no driver. For station areas, and urban areas in general, CV technology integration into vehicles and facilities is already occurring and will grow over time, as will AV operations of vehicles and services.

Smart Mobility Initiatives and Opportunities

The range of CV and eventual AV technology application spans all motor vehicle modes. For transit, this includes various Transportation Network Companies (TNCs), such as Uber and Lyft, to fixed-route and demand-response bus and van service. For station areas, first-mile and last-mile service through scheduled local shuttle or Mobility on Demand (MoD) service might be particularly applicable for AV integration given the short distances involved and thus more confined interaction with other vehicles and roadside infrastructure.

BENEFITS AND OPPORTUNITIES OF AV INTEGRATION AT STATION AREAS

AV's can shape TOD patterns in station areas by requiring less roadway space (narrower lanes, absence of medians), more compact parking patterns (as AVs can more easily maneuver into tighter spaces), and provision for passenger loading areas built into new development. AVs can also increase capacity for a roadway due to the closer vehicle spacing allowed with the enhanced safety features. This could eliminate the need for future roadway widening to increase capacity in the transitional way. As the JTA continues to develop its AV/CV program, through the initial phases of the Ultimate Urban Circulator (U²C) program, various strategies to integrate AV/CVs into TOD will be reviewed for implementation.

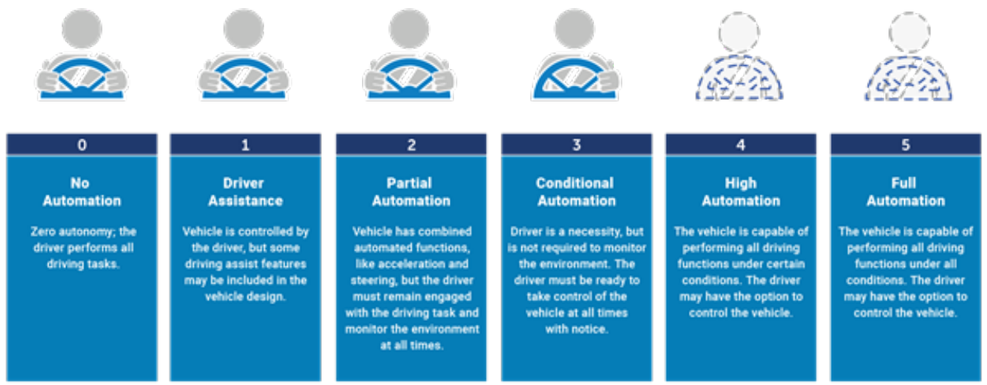


FIGURE 3-26: SOCIETY OF AUTOMOTIVE ENGINEERS (SAE) AUTOMATION LEVELS

CONSIDERATIONS FOR AV STATION INTEGRATION

Dedicated Lanes

AVs in the foreseeable future will need to operate in dedicated lanes if on the surface street system serving station areas, given the predominance of general traffic having limited or no CV features. This might require lane repurposing on a street to provide a lane for exclusive AV operation over time. Such lane repurposing would be most effective for shorter distance connections (first-and-last-mile services) for different mobility options.

Roadway Space Allocation

With the advent of AVs, there will be an opportunity over time to develop more "complete street" treatments in station areas. This is because narrower lane widths, with no or limited median separation will be possible with AV operation, allowing more space for bike lanes, sidewalks, landscaping, and other amenities. At first, narrower traffic lanes may only be possible in dedicated AV lanes, but as AVs are adopted on a wide scale, all roadways may be designed with narrower lanes.

Access/Accessibility

At stations, access for AVs should be separated from other traffic to avoid vehicle conflicts. This includes dedicated driveways and unloading/loading areas for AV traffic, away from bus bays, kiss-n-ride, and park-n-ride areas. At signalized intersections, roadside units capable of CV interface with the signal operation will be important as the level of AV application increases, particularly for buses which could benefit from transit signal priority (TSP).

Pick-up/Drop-off Areas

AVs eliminate the need for passengers to be with the vehicle when it parks, enabling passengers to be dropped off, instead of having to exit the vehicle wherever parking is available. Users will want to be dropped off and picked up as close to their destinations within station areas as possible. Thus, AVs will shift the priority to drop-off areas at specific developments, and thus a given treatment in the design of TOD areas. Space previously used for onsite parking could be transformed into drop-off areas.

Drop-off areas can have different shapes and sizes and can be incorporated into TOD in different ways. This could include pull-offs, cul-de-sacs, and local service roads, but in all cases drop-off areas need to be separated from general traffic lanes to ensure the safety of entering and exiting vehicles. With a clustered development pattern, a drop-off area could be shared with different developments. Regardless of the design of the drop-off/pick up roadway space, enhanced passenger waiting areas could be integrated into new development, as riders will want safe and comfortable spaces to wait for their vehicles. The design of these areas could borrow design guidelines from existing best practices of bus stop design including the need for shade and covered spaces to sit.

Parking

Without the need for a human driver to park a vehicle, the application of AVs will lead to a significant change in the location and design of parking in station areas. As AVs can drop passengers off at a destination and drive elsewhere to park, parking will not need to be provided on-site for every business, office, or residence. As a result, in station areas, parking could be consolidated outside of the core area. Larger-scale, AV-only parking garages or lots could be located on the periphery where land values are less premium. This would also further TOD and densification of development in the core of a station area. Additionally, it is probable that on-street parking will not be needed as passengers will no longer require parking at or near their destination. The space once utilized for parking could then be repurposed to accommodate drop-off lanes, bike lanes, sidewalks, or even AV/CV corridors.

The shift from on-site to periphery parking at TODs will not occur all at once, as human-driven vehicles will need to be accommodated on-site or nearby until the entire vehicle fleet is automated. In this interim period, automated and human-driven vehicles may need separated parking facilities to ensure AV efficiencies can be realized. AVs are expected to be able to park closer together, as vehicle doors will not need to be opened after the car parks itself. Thus, efficiencies in terms of the size and number of parking facilities can be achieved within a particular parking structure or lot footprint.

AVs are also expected to significantly reduce the amount of parking required to meet the demand for parking in TOD areas. This could be accomplished in two ways: 1) make more efficient use of existing parking and 2) reduce the demand for parking. Vehicle to Infrastructure (V2I) communication could enable a

more efficient use of parking supply by notifying AVs where the nearest available parking is located. Such communication is possible today through existing CV technology without a fully automated vehicle. If AVs are owned by a shared entity, such as TNC operators, vehicles may not need to park after dropping off a passenger, rather the shared AV would move on to serve another user. It is also possible that a privately-owned AV will not be required to park in a public space but could return to the owner's residence.

Signage and Signalization

AVs and CVs will be able over time to declutter roadways by reducing the need for traffic signs and traffic signals in station areas. In the future, information previously given to drivers (through traffic signs, speed limits, road signs, and stop signs) can be transmitted to the vehicle through V2I sensors. AVs can then adjust their speed, direction, or route according to the information provided by the V2I signs. Even lane striping could eventually be phased out once vehicles can sense where other vehicles are on the road. V2I and V2V (Vehicle to Vehicle) technology could also contribute to the replacement of some traffic signals over time.

Pedestrian/Bicycle Interface

While AVs have the potential to improve the function of roadway systems, one view is that AVs have the potential to make pedestrian and bike travel in an integrated operating environment more complicated. This is because over time greater use of AVs could allow for reduced need for traffic signs and even signals in certain location, which typically are provided to enhance vehicle, pedestrian, and bicycle safety. However, AVs will have comprehensive collision warning systems in place to mitigate conflicts among modes. On the other hand, because AVs require less urban space than traditional vehicles the technology offers the opportunity for the development of high quality, segregated pedestrian/bicycle infrastructure.

AVs will likely require regular drop-off and pick-up zones along most corridors. Depending on their design and location, these areas could fragment pedestrian/bicycle networks and make travel via these modes more complicated. Properly designed streetscapes in station areas that provide for safe entry and exit drop-off and pickup movements with properly signed and striped transition areas for pedestrian and bicyclists will be needed. One advantage of direct drop-off and pick-up areas will be that pedestrians will not have to travel as far with less exposure to other modes to get to their final destination.

TYPES OF STATION FUNCTIONALITY

Accommodations for AVs at transit stations and surrounding TOD will vary based on the designated function of a transit station. If a station primarily generates trips destined to another area it is an origin station. If a station primarily accepts trips from elsewhere, with substantial transfers required to serve final destinations, it is a destination station.

At origin stations, outside of the walk-up rider potential from TOD near a station, there is a dependence on providing for park-n-ride and feeder bus access to stations. This will require greater provision for longer sections of exclusive lanes for AVs accessing the station to the extent possible and designated smaller scale footprints at stations to accommodate park-n-ride demand. Auto, bus and TNC drop-off facilities will also need to be expanded and segregated.

At destination stations, while there is always some potential for TOD, there is an increased reliance on providing transfer opportunities to allow riders to get off the train and get on another mode to get to their final destination. In this case, outside of walking to a destination, transfers to a neighborhood circulator, JTA fixed-route bus, or TNC service needs to be provided. In this scenario, because of the shorter trip length to make the final leg of a trip (longer regional bus trips being the exception), a more localized application of dedicated lanes for AVs would be desirable. A good example of a destination station in the proposed FCCR corridor would be at a San Marco Station, where beyond walking, local bus or TNC transfers would be required to serve the nearby high employment in the Southbank area.

For either an origin or destination station, providing separated direct access and circulation provisions for AVs as opposed to general traffic will be important in design.

LEVERAGING EXISTING INVESTMENTS AND OPPORTUNITIES

Throughout the FEC rail corridor, there have already been plans and investments that integrate innovative and emerging transportation technologies to solve mobility issues. These areas and districts are prime locations to leverage the efforts underway to support station area connectivity and fill in multimodal gaps in the transportation system.

Ultimate Urban Circulator (U²C) and Bay Street Innovation Corridor

The U²C project converts the existing Skyway automated people mover from its existing tracks to an automated vehicle system, expanding the existing service 10 miles to connect into nearby neighborhoods and communities. The U²C offers connectivity throughout the Downtown Jacksonville and San Marco station locations identified along the FEC corridor. The project serves 10 distinct core neighborhoods with the West Corridor, Southwest Corridor, North Corridor, Downtown, East Corridor, and South Bank/San Marco Corridor. The West Corridor, Southwest Corridor, and Downtown are all within the Downtown Jacksonville station area. The South Bank/San Marco Corridor is within the area of the San Marco Station Area.

The first phase of the U²C expansion involves automated vehicles along the Bay Street Innovation Corridor (BSIC) to connect to Market Street, the Shipyards, and the Sports Complex. The BSIC integrates smart technologies such as intersections that are smart and connected with dynamic signals, pedestrian sensors, flood warning sensors and power consumption reduction, and an integrated data exchange system.

Smart North Florida

Smart North Florida is a non-profit organization that came from the North Florida TPO Intelligent Transportation System (ITS) program for Clay, Duval and St. Johns Counties. The organization is a coalition of several member agencies and councils that focuses its resources on regional collaboration, data coordination and smart technology to foster economic competitiveness, sustainability and quality of life. Coalition members include:

- JEA
- Baptist Hospital
- Cecil Spaceport
- City of Bunnell
- City of Green Cove Springs
- City of Jacksonville
- City of Keystone Heights
- City of Neptune Beach
- City of St. Augustine
- Clay County
- Clay County Council on Aging
- Clay County Tourist Development Council
- FDOT
- FEC Railroad
- Florida Highway Patrol
- Florida Power and Light
- Health Planning Council of Northeast Florida
- Jacksonville Aviation Authority
- Jacksonville Chamber of Commerce (JAXUSA)
- Jacksonville Port Authority
- Jacksonville Sherriff's Office
- JTA
- Jacksonville University
- Mayo Clinic
- Nassau County Chamber of Commerce
- Nassau County Commission
- Nassau County Ocean, Highway and Port Authority
- Nassau County Public Works
- Norfolk Southern Railroad
- North Florida Transportation Planning Organization
- Northeast Florida Regional Planning Council
- St. Johns County
- St. Johns County Tourism Development Council
- St. Johns County Utility Services
- Sunshine Bus Company
- U.S. Marine Corps Blount Island Command
- U.S. Naval Air Station Jacksonville
- U.S. Naval Station Mayport
- University of North Florida

Current projects underway include:

- Predicting Potholes
- Narrowing the Eastside Digital Divide
- SMART St. Augustine
- Data Exchange

SMART City of St. Augustine Master Plan

The SMART City of St. Augustine Master Plan is a signature element of the SMART North Florida Plan to utilize emerging technology to improve mobility, water, energy, and health. The City of St. Augustine is working with the Florida Department of Transportation and the North Florida TPO to deploy smart technology to preserve the historic quality of the district while addressing congestion, safety, and environmental sustainability. The SMART City of St. Augustine Master Plan incorporates tools and innovations to incorporate smart parking, enhanced roadside sensors, transponders for automated vehicles and "for hire" vehicles throughout the district.

Specific elements within the plan include:

- Automated vehicle shuttles to circulate from parking to destinations throughout the historic district
- For-Hire Vehicle Management System to facilitate access and routes with taxis, trolleys, rental scooters or scoot coupes, bike rentals, tour buses etc.
- Smart and connected signals for increased safety and operations
- Bicycle and pedestrian sensors
- Dynamic message boards and messaging
- Public safety and surveillance sensors
- Truck parking management system
- Smart kiosks to provide information to visitors with information and wireless broadband hot spots
- Smart lighting and waste management to optimize resources

Figure 3-27 and Figure 3-28 provide images of the St. Augustine SMART Master Plan.

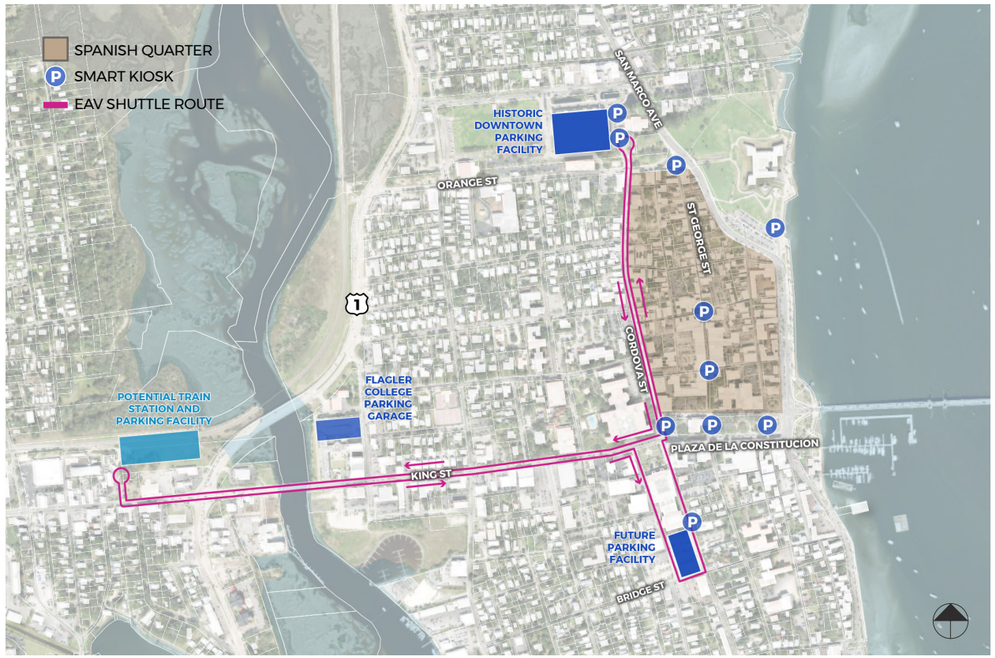


FIGURE 3-27: CITY OF ST. AUGUSTINE SMART MASTER PLAN EAV SHUTTLE ROUTES AND SMART KIOSKS

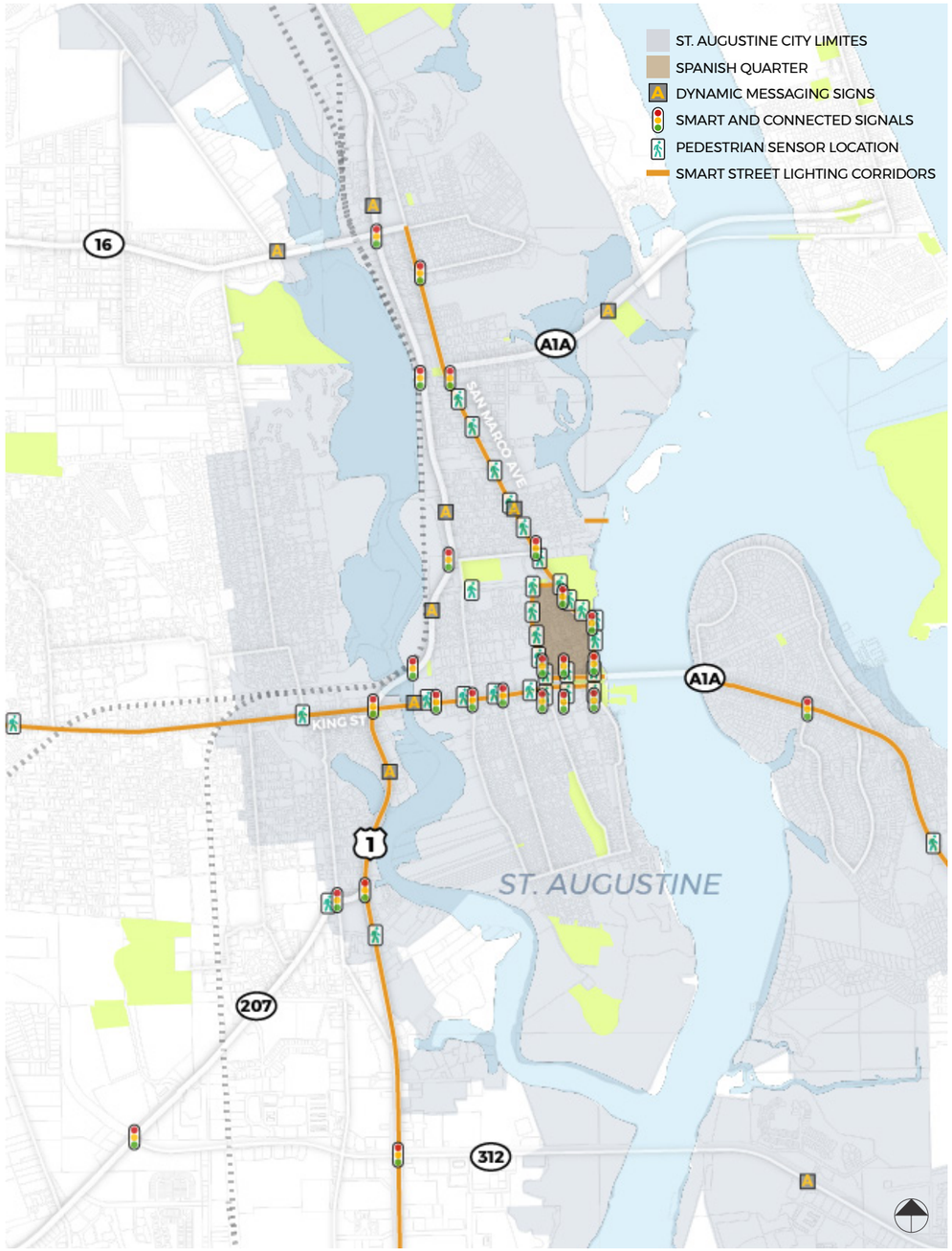


FIGURE 3-28: CITY OF ST. AUGUSTINE SMART MASTER PLAN



3.2 REGIONAL MARKET ANALYSIS

This TOD Study included Market Analyses to test TOD scenarios at different stations and to provide context for scenario planning for the FCCR. The Market Analyses included a demographic and real estate market scan of the submarkets along the FCCR to understand current market trends for residential, office, retail, industrial, and hospitality uses within the FCCR's service area and station areas. To understand larger geographic context and unique features, the analysis also reviewed demographic characteristics, economic conditions, and real estate market in the context of the larger counties of Duval and St. Johns.

REGIONAL MARKET OVERVIEW

OVERVIEW

To reflect shared demographic and real estate characteristics among select station areas, quantify the potential demand around the selected stations, and understand market strengths and constraints for residential, office, retail, industrial, and hospitality users; three submarkets were identified along the FCCR corridor:

1. Downtown Jacksonville, including the JRTC station;

2. Southern Duval – Northern St Johns , including the Baymeadows, Avenues Walk, and CR 210 stations;

3. Greater St. Augustine, including Palencia, King Street, and SR 312 stations.

The submarkets, illustrated in Figure 3-29, extend a 2-mile radius around the corridor for the station areas identified. Submarket 1 captures Jacksonville's central business district (CBD). Submarket 2 follows along U.S Highway 1 and captures the southside of Jacksonville, parts of the J. Turner Butler Boulevard corridor, down to the northern border of St. Johns County on CR 210. This area is characterized by high population growth and strong development pipelines, especially for multifamily. Submarket 3 captures the Palencia planned community and points south, including the City of St. Augustine. Mostly tourism-driven, Submarket 3 has some recent developments but fewer pipeline projects than Submarkets 1 and 2.

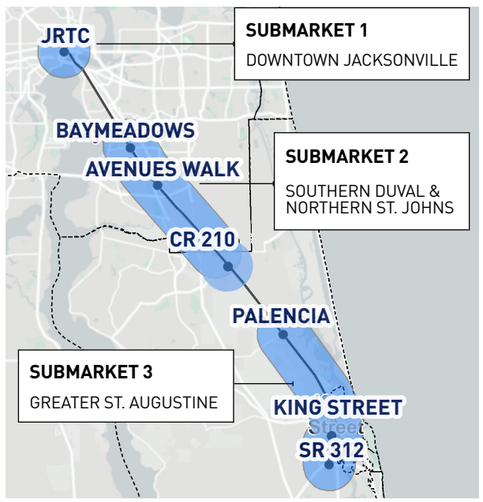


FIGURE 3-29: FCCR STUDY AREA AND IDENTIFIED SUBMARKETS

KEY DEMOGRAPHIC AND MARKET FINDING

Demographic Characteristics & Economic Conditions

- Population increases along the corridor have been driven by growth in southern Duval County and northern St. Johns County. St. Johns' population has than doubling in the last twenty years going from around 125,000 to close to 280,000 with an average annual growth rate 3.5% in the last ten years.
- Northern St. Johns County is the wealthiest area along the corridor, containing many census tracts where median household income is over $100,000. Downtown Jacksonville and Southern Duval County have more economic diversity, but in general are less wealthy than St. Johns County households. In 2020, the median household income in Duval County was $56,800 compared to $83,800 in St. Johns.
- Duval County is significantly more racially diverse than St. Johns County, the 49% of the population was non-white in 2020 compared to only 18% in St. Johns. Both counties have become increasingly diverse since 2010.
- Regional growth has been fueled by job growth, with employment growing by 2%, about 9,000 jobs, in Duval County and by 4.2%, about 5,000 jobs, in St. Johns County annually since 2012.
- While healthcare and financial services are responsible for Duval County's economic growth, transportation and warehousing jobs have been a faster growing sector since 2010, increasing 74% or 19,500 jobs. Service jobs, especially in the retail and accommodation and food services industries, are driving the job growth in St. Johns County, having increased 77%, almost 7,000 jobs, since 2010.

Real Estate Market Conditions

Residential Market Findings

- Duval County has increased its share of renters to almost half off all occupied households while St. Johns County remains an owner-occupied area. Since 2010, the share of renters in Duval County has increased to 43% of occupied households in 2020 from 37%. St. Johns County remains an owner-occupied area; in 2020, 81% of households were owner occupied, up from 77% in 2010.
- Multifamily deliveries have been driven by large, new, suburban development in eastern Duval County and high-rise buildings in Downtown Jacksonville. Since 2010, over 21,000 units have been delivered in Duval and 2,500 in St. Johns.
- Most multifamily units delivered in the last 10 years in Duval are rentals, with no growth in for sale units. Meanwhile in St. Johns, the share of owner-occupied multifamily units has almost doubled.

Office Market Findings

- As a major city, Jacksonville's economy drives demand for jobs in the region. By number of employees, the largest industries are healthcare, retail, finance and insurance, and hospitality.
- Growth in office using jobs such as health care, government, finance and insurance in Duval and healthcare and other services in St. Johns have led to office development in both counties.
- While there is a concentration of office inventory in downtown Jacksonville, there are many office parks and buildings in Duval County's suburban neighborhoods, particularly to the south along highway I-95.
- Suburban office development has been driven primarily by larger, build-to-suit, standalone office buildings in southern Duval and in St. Johns.

Retail Market Findings

- Large suburban shopping centers have been following new residential development further away from mixed-use urban cores, where land is cheaper, available, and along highways.
- Since 2017, deliveries have decreased in Duval County while they have increased in St. Johns County, mainly driven by retail development along Racetrack Road.

Industrial Market Findings

- Duval County has a very robust, logistics industrial market with large floorplates and large pieces of land, that has been enabled by proximity to the Port of Jacksonville.
- Industrial development has been heavily concentrated in Duval County but has also been growing in St. Johns County for the last several years. Jobs added in this sector clearly reflect this trend.
- Although larger industrial parks have been developed in northern Duval County, industrial development proximate to commuter rail stations will need to be a carefully considered policy decision to ensure that opportunities for higher density transit-oriented uses are preserved.

Hospitality Market Findings

- Duval County had a boom in hotel room inventory around 2000 and again at the end of the decade before maintaining stable growth since. St. Johns County also has increased inventory but at a slower, more stable rate.
- St. Johns County hotel rooms go for higher rates than Duval's, but both counties' rates have followed the same trends, dipping around 2010 and again in 2021 before rising to recent highs in 2022.
- The upscale hotels are concentrated around the beaches with a mix of economy, midscale, and upscale hotels dispersed around the residential areas of the counties.

REGIONAL MARKET CONDITIONS

DEMOGRAPHIC CHARACTERISTICS

Population

Duval County's population has been growing at a consistent compound annual growth rate (CAGR) of about 1% from 2000 to 2020, approaching 1 million people in 2020. St. Johns County's population remains smaller, near 300,000 in 2020, but has grown faster than Duval over the past twenty years. Growth was faster at the beginning, with a 3.9% CAGR from 2000 to 2010, before slowing slightly to 3.5% from 2010 to 2020.

The population growth across the study area has been driven by suburban areas in southern Duval County and northern St. Johns County, with population doubling in certain parts from 2010 to 2020. These areas, though populous, remain spread out; the most densely populated areas are in the cities, around Downtown Jacksonville, and St. Augustine.

Race

Duval County is significantly more racially diverse than St. Johns County, which is mostly white. West of St. Augustine, near the King Street and SR312 station areas, is the most diverse part of St. Johns County. As of 2020, parts of central Duval County have a majority non-white population, including areas around Downtown Jacksonville. The southern Duval stations are in an area that has become more racially diverse over the past 10 years, with more census tracts where 50 to 75% of the population is non-white in 2020 than 2010.

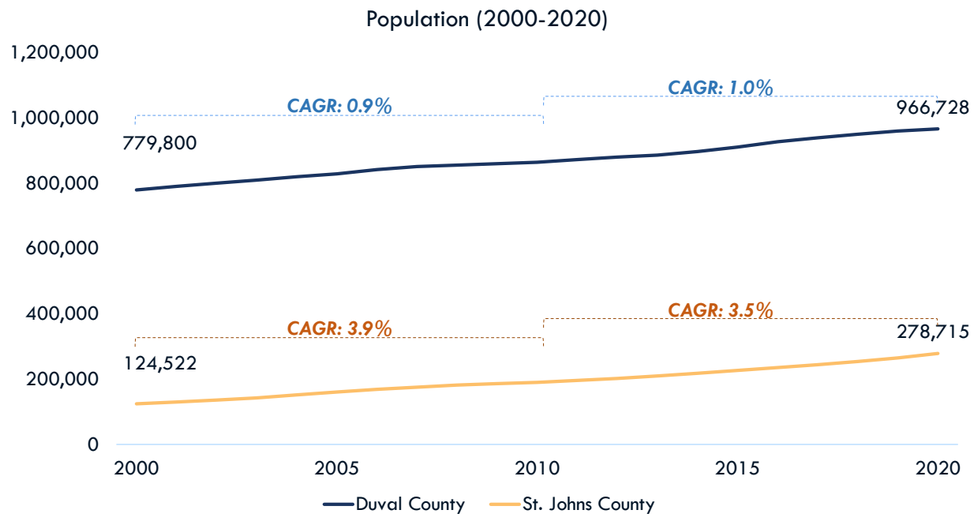
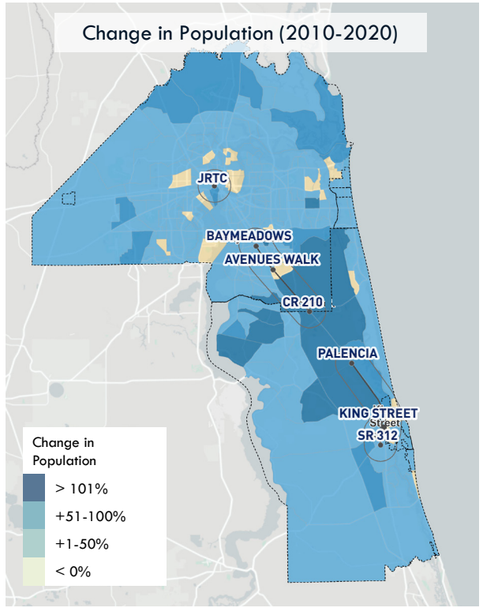


FIGURE 3-30: POPULATION GROWTH Source: U.S. Census



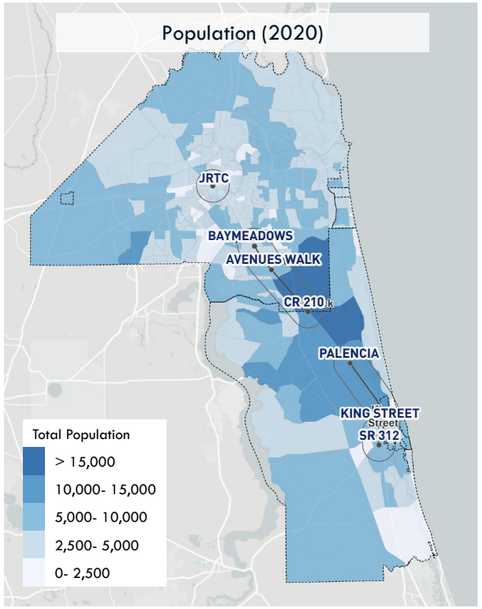
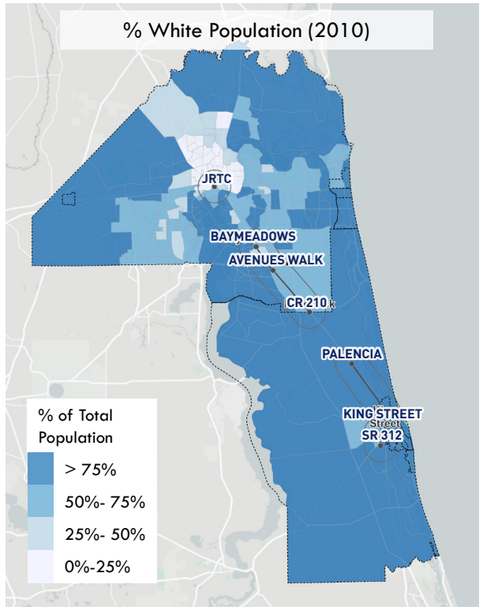


FIGURE 3-31: POPULATION BY CENSUS TRACT Source: U.S. Census



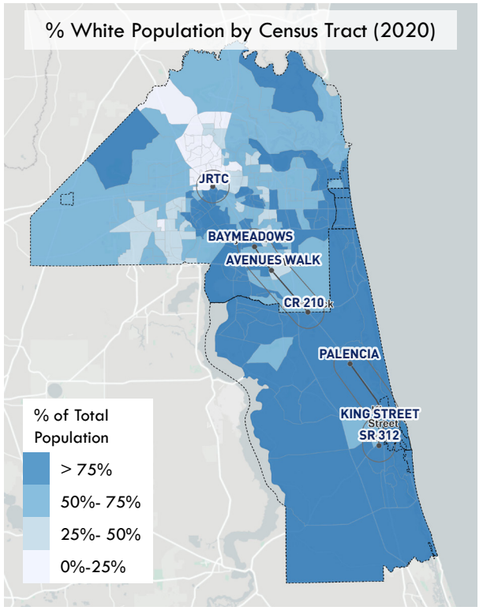


FIGURE 3-32: NON-WHITE POPULATION BY CENSUS TRACT Source: U.S. Census

Age

Duval has a higher concentration of younger people than St. Johns County, particularly in the 18-34 age range. There hasn't been much change in age distribution over the past 10 years other than the concentration of people 65 and above increasing slightly in both counties. Up 5% in St. Johns to 20% of the population and up 3% in Duval to 14%, as illustrated in Figure 3-33.

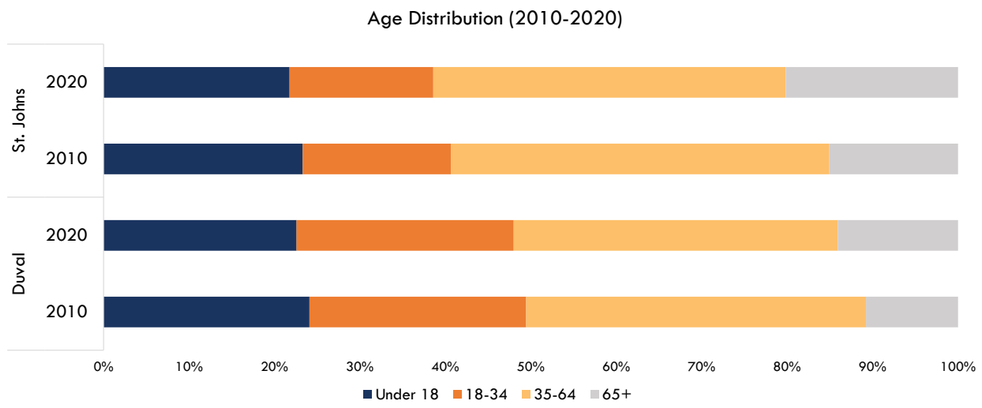


FIGURE 3-33: AGE GROUP DISTRIBUTION Source: American Community Survey 2020, 2010 (5-Year Estimate)

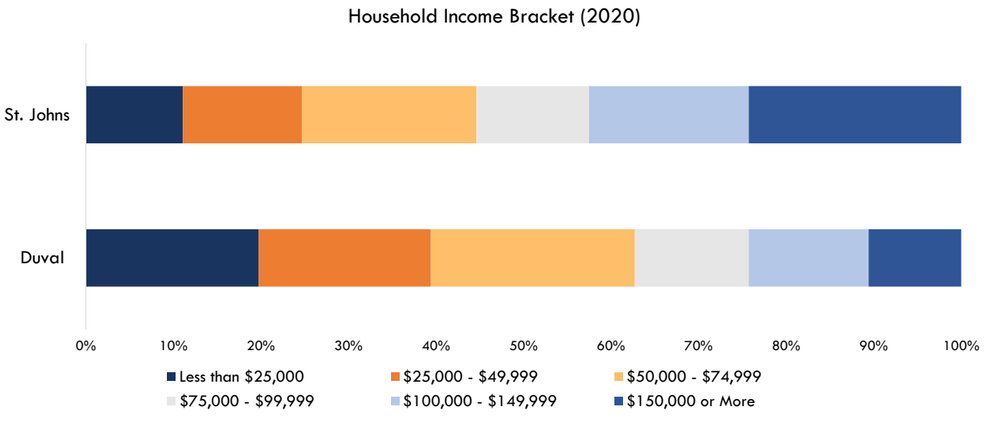


FIGURE 3-34: MEDIAN HOUSEHOLD INCOME BRACKET DISTRIBUTION Source: ACS 2020, 2010 (5-Year Estimate)

Income

Northern St. Johns County is the wealthiest area along the corridor, with median income over $100,000 in most census tracts. St. Augustine is the exception in the larger St. Johns County; in 2020, the median households income in St. Augustine was $60,000 versus $83,800 in St. Johns County overall. St. Augustine also has the highest poverty rates along the corridor, concentrated in the younger population. In 2020, 21% of the population ages 18 to 64 was living in poverty versus 12% across Duval and St. Johns County and 12.5% in the state of Florida. This is likely due to the greater percentage of people working in the hospitality and service industries in this area, which are mostly seasonal, typically have lower wages, and may have been affected by the COVID-19 Pandemic.

From 2010 to 2020, the median household income increased across the corridor, but the location of wealthy areas stayed mostly the same. Northeastern St. Johns, near the coast, remained one of the wealthiest areas, joined by parts of northwestern St. Johns County in 2020.

Looking at the distribution of income levels within each County, in 2020, St. Johns County had nearly 20% more high-income residents than Duval County earning $100,000 or more. Duval County had 9% more households making less than $25,000 than St. Johns County. The middle-income brackets have fairly equal distribution in each County.

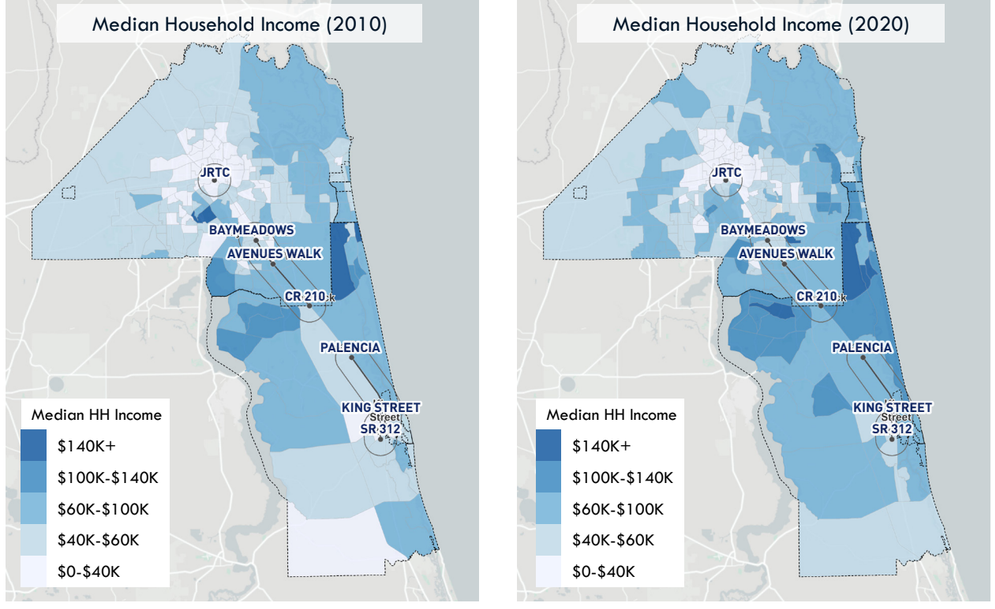


FIGURE 3-35: MEDIAN HOUSEHOLD INCOME BY CENSUS TRACT Source: ACS 2020, 2010 (5-Year Estimate)

ECONOMIC CONDITIONS

Jobs

Regional growth has been fueled by job growth, with employment growing by 2% in Duval County (~9,000 jobs) and by 4.2% in St. Johns County (~5,000) annually since 2012. Since 2010, both counties combined have added 130,000 jobs with 63% coming from Duval and 37% from St. Johns. As of January 2022, the number of jobs in both counties has fully recovered since the pandemic-driven decline in early 2020, as shown in Figure 3-36.

The area continues to attract companies for headquarters, including Fortune 500 companies like CSX and FIS in Downtown Jacksonville. While healthcare and financial services are responsible for Duval County's economic growth, the two deep-water ports, Jaxport and the Port of Fernandia, an international airport, and three railroads, Duval County's geographic location has positioned the transportation and warehouse industry for strong growth as well; transportation and warehouse jobs have increased 74%, 19,546 jobs, since 2010.

In 2022, the Largest Employers in the Jacksonville area are 1. Baptist Health (12,400 jobs), 2. Bank of America (7,700), 3. Mayo Clinic (6,400), 4. Southeastern Grocers (5,700), 5. Florida Blue (5,700).

Service jobs, including in retail and hospitality, are driving the job growth in St. Johns County, having added close to 7,000 jobs since 2010.

According to 2019 Longitudinal Employer-Household Dynamics (LEHD) data that draws upon the U.S. Census, almost 75% of Duval County workers live and work in the county. St. Johns County is more commuter-based, as 37% of working age residents live and work in the county.

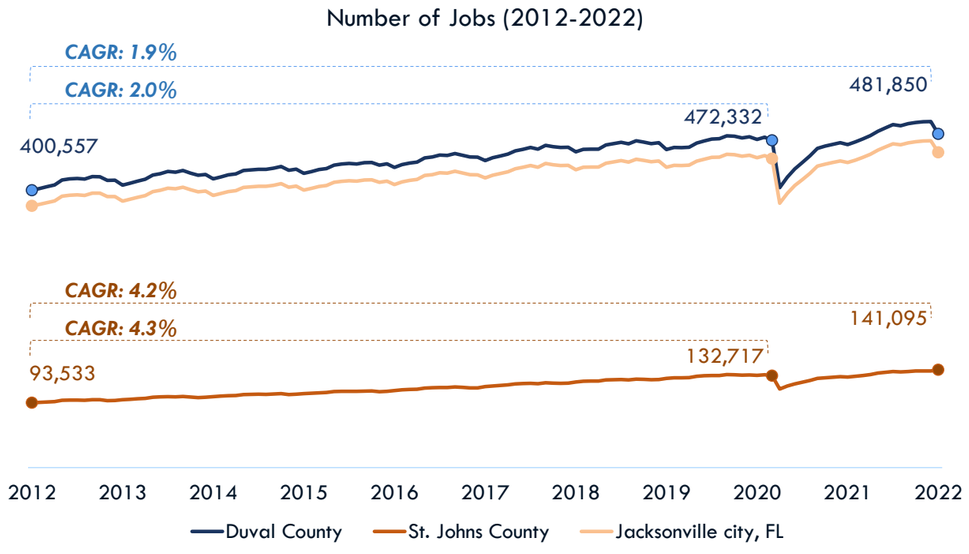


FIGURE 3-36: JOB GROWTH Source: U.S. Bureau of Labor Satistics (Jan 2012 - Jan 2922 Employment Data)

	INDUSTRY	2020	% DISTRIB.	% CHANGE SINCE 2010	# CHANGE SINCE 2010
DUVAL COUNTY	Health Care and Social Assistance	77,360	13%	30%	17,736
	Government	70,381	12%	(5%)	(3,497)
	Retail Trade	54,403	9%	8%	4,115
	Finance and Insurance	50,058	9%	16%	6,864
	Transportation and Warehousing	45,904	8%	74%	19,546
	Administrative Support & Waste Management & Remediation Services	42,633	7%	8%	3,226
	Accommodation and Food Services	40,963	7%	8%	3,185
	Construction	37,873	7%	53%	13,168
	Professional, Scientific, and Technical Services	37,170	6%	24%	7,128
	Other Services (except Public Administration)	30,315	5%	12%	3,240
	Manufacturing	25,218	4%	11%	2,594
	Wholesale Trade	20,276	4%	0%	29
	Real Estate and Rental and Leasing	9,817	2%	24%	1,906
	Educational Services	9,057	2%	9%	750
	Arts, Entertainment, and Recreation	7,307	1%	18%	1,137
	Information	7,113	1%	(19%)	(1,633)
	Management of Companies and Enterprises	6,161	1%	14%	734
	Agriculture, Forestry, Fishing and Hunting	829	0%	129%	467
	Utilities	228	0%	16%	32
	Unclassified Industry	154	0%	855%	138
	Mining, Quarrying, and Oil and Gas Extraction	128	0%	44%	39
ST. JOHNS COUNTY	Retail Trade	12,173	13%	44%	3,697
	Accommodation and Food Services	12,161	13%	33%	3,048
	Government	10,916	12%	23%	2,057
	Health Care and Social Assistance	10,113	11%	40%	2,869
	Other Services (except Public Administration)	7,168	8%	41%	2,099
	Construction	6,028	7%	77%	2,622
	Professional, Scientific, and Technical Services	5,225	6%	76%	2,250
	Administrative Support & Waste Management & Remediation Services	4,878	5%	66%	1,936
	Manufacturing	4,269	5%	90%	2,017
	Educational Services	3,076	3%	70%	1,271
	Finance and Insurance	2,836	3%	43%	849
	Wholesale Trade	2,713	3%	22%	496
	Arts, Entertainment, and Recreation	2,675	3%	13%	298
	Real Estate and Rental and Leasing	2,379	3%	79%	1,054
	Transportation and Warehousing	2,220	2%	91%	1,055
	Agriculture, Forestry, Fishing and Hunting	660	1%	(12%)	(89)
	Information	624	1%	22%	112
	Management of Companies and Enterprises	440	0%	408%	353
	Unclassified Industry	103	0%	2718%	100
	Utilities	95	0%	2%	2
	Mining, Quarrying, and Oil and Gas Extraction	16	0%	10%	1

TABLE 3-13: JOBS BY INDUSTRY Source: Emsi Burning Glass (U.S. Bureau of Labor Satistics)

REAL ESTATE MARKET CONDITIONS

RESIDENTIAL

St. Johns County housing unit growth was 33% from 2010 to 2020, almost 3 times Duval County's growth of 12%, as shown in Figure 3-37. In St. Johns, almost all the growth took place outside of the city of St. Augustine.

St. Johns County is mostly owner-occupied, single-family homes while Duval County is almost half renters, staying in a mix of single-family and multifamily units. Since 2010, Duval County's share of renters increased by 6%, reaching 41% in 2020. Over the same period, St. Johns County saw a 7% increase in owner-occupied units, particularly single-family, bringing owner-occupancy up to 77% of all units.

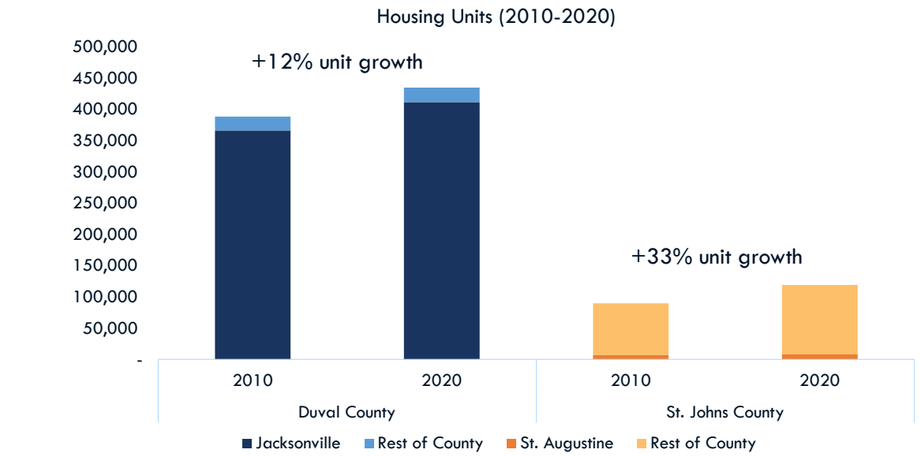


FIGURE 3-37: HOUSING UNIT GROWTH IN DUVAL AND ST. JOHNS COUNTY Source: ACS 2020 (5-Year Estimate)

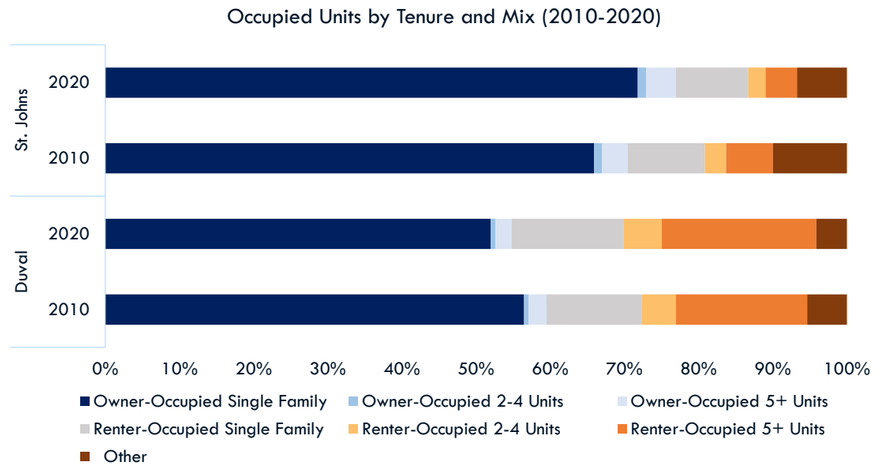
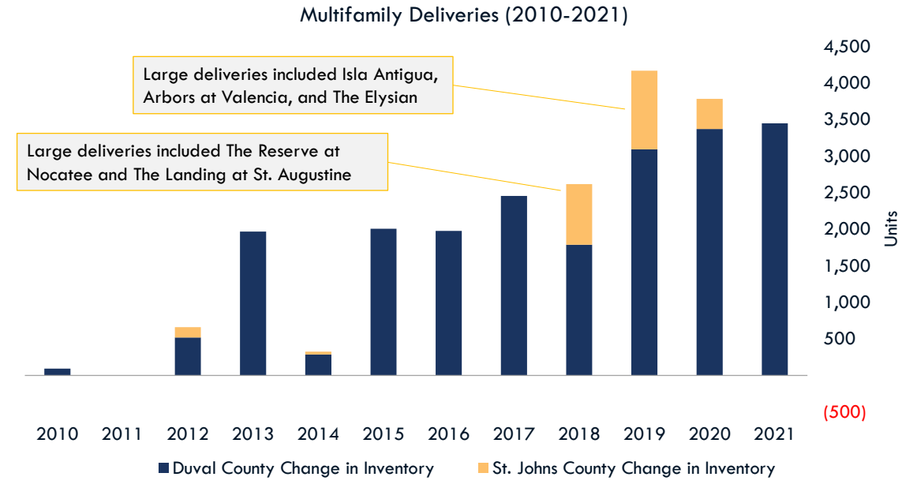


FIGURE 3-38: OCCUPIED UNITS BY TENURE AND MIX Source: ACS 2020, 2010 (5-Year Estimate)

Multifamily

Since 2010, more than 21,000 multifamily units have been delivered in Duval County and almost 2,500 units have been delivered in St. Johns County. In both counties, deliveries have picked up in recent years, with large deliveries in St. Johns in 2018 and 2019 and Duval County consistently adding over 3,000 units annually since 2019. Out of the 25 new developments in Duval County since 2021, 5 of them offer some form of affordable housing.

Since 2010, net absorption has averaged almost 2,200 units per year in Duval County. St. Johns County saw a jump in 2019 as large deliveries were absorbed.



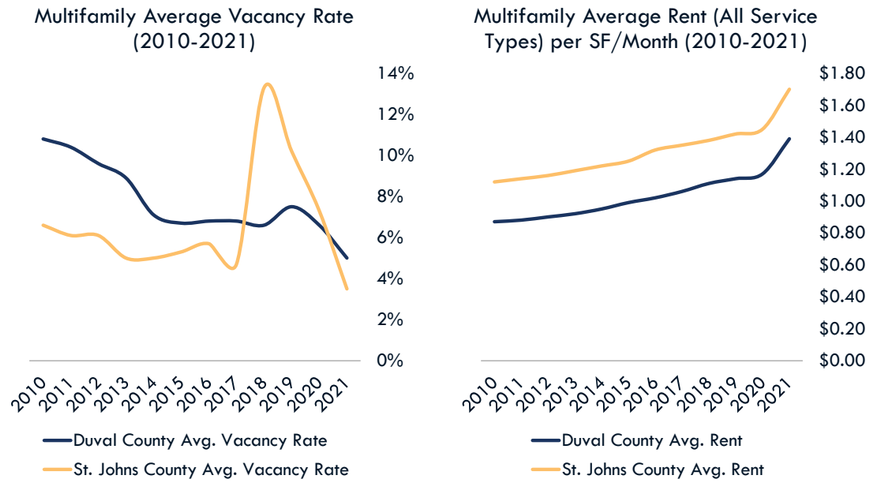


FIGURE 3-39: MULTIFAMILY DELIVERIES, VACANCY & RENT Source: CoStar

In Duval County, the average vacancy rate has been steadily declining since 2010. Vacancy was also declining in St. Johns County until large deliveries in 2018 caused a spike. Since 2010, the average multifamily rent in St. Johns County has remained about $0.20 higher per SF than in Duval County. The average rents of both counties have followed similar trends.

Typologies

Downtown Jacksonville, Southern Duval County, and Greater St. Augustine all have distinct types of multifamily development reflecting the different demographics of the areas.

Downtown Jacksonville's existing inventory is mostly mid-rise, four to fourteen stories, apartment buildings. These apartments tend to have surface and/or garage parking with amenities and are more likely to be mixed-use. The current pipeline is in line with existing inventory, mid-rise, although a high-rise 38 story building, Seaglass Tower at The Shipyards, is under construction.

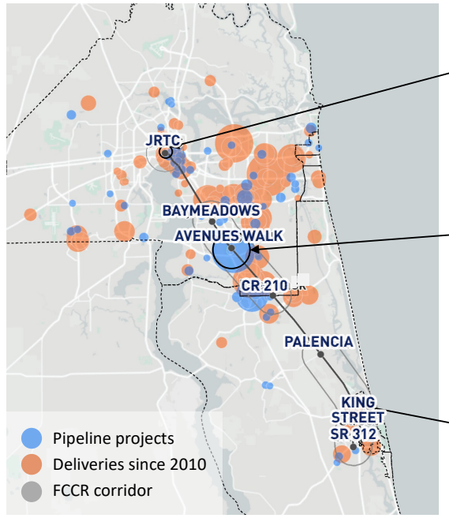
The recent deliveries in southern Duval and northern St. Johns have been three to four story, garden style apartment communities on large pieces of land with surface parking. Most recent development in this submarket has taken place in between the Avenues Walk Station Area and CR 210 Station. The typology of the current pipeline is similar to existing inventory, but spreads closer to the Avenues Walk and CR 210 Stations, like the Bainbridge Avenues Walk luxury, market-rate apartment complex expected for 2022 and Linden House, a 295 market-rate unit mid-rise complex under construction near Race Track Road, expected for 2023.

Eastern Duval County, in the Southside part of Jacksonville, has seen significant development in recent years. These apartment buildings have been larger than those around the proposed corridor, like the mid-rise complex, Point at Tamaya, built in 2017 that delivered 380 market-rate units or the mid-rise Fusion Apartments that delivered 384 market-rate units in 2020.

Greater St. Augustine is more likely to see one to three story townhomes and garden style apartment complexes like Brisa at St. Augustine, a three story garden style development with 256 units built in 2020. There also has been oceanfront development catering to vacation homes, like Sea View Cottages built in 2018. The multifamily pipeline is fairly small in Greater St. Augustine, but there are a few garden style apartments proposed around the city of St. Augustine, including San Marco Heights, an three story, 132-affordable unit development under construction for 2022.

Takeaways

Duval County, becoming increasingly renter-occupied, has seen mostly high-rise, rental multifamily deliveries over the past 10 years. St. Johns remains mostly owner-occupied; recent multifamily deliveries are mostly larger, suburban, garden-style apartments.





The Brooklyn Riverside
100 Magnolia St, Jacksonville
Apartment community built 2015
310 Market-Rate Units
4 Stories (Mid-Rise)
Rent/SF/Mo: $2.06
Surface parking and garage



Bainbridge Avenues Walk
10502 Avenues Walk Blvd, Jacksonville
Luxury apartment complex under construction (expected 2022)
372 Market-Rate Units
4 Stories (Mid-Rise)
Surface parking



The Landing at St. Augustine
100 Lasa Dr, St. Augustine
Apartment complex built 2018
585 Market-Rate Units
3 Stories (Garden Style)
Rent/SF/Mo: $1.74
Surface Parking

FIGURE 3-40: MULTIFAMILY DEVELOPMENT NEAR CORRIDOR Source: CoStar, Dot size based on Rentable Building Area (RBA)

OFFICE

Background: Regional Employment and Economic Conditions

Jacksonville's economy is the main driver of job demand in the region, with finance and healthcare driving most office-using jobs. St. Johns' economy is mostly driven by non-office-using industries like retail and accommodations.

Since 2010, almost 1,700,000 of office square footage have been delivered in Duval County and almost 770,000 SF have been delivered in St. Johns County. Deliveries have varied year to year but remained strong during the pandemic, supported larger developments like the PGA Tour Global Headquarter in 2021 in St. Johns County and the Jacksonville University Health and Science Building in 2020 in Jacksonville.

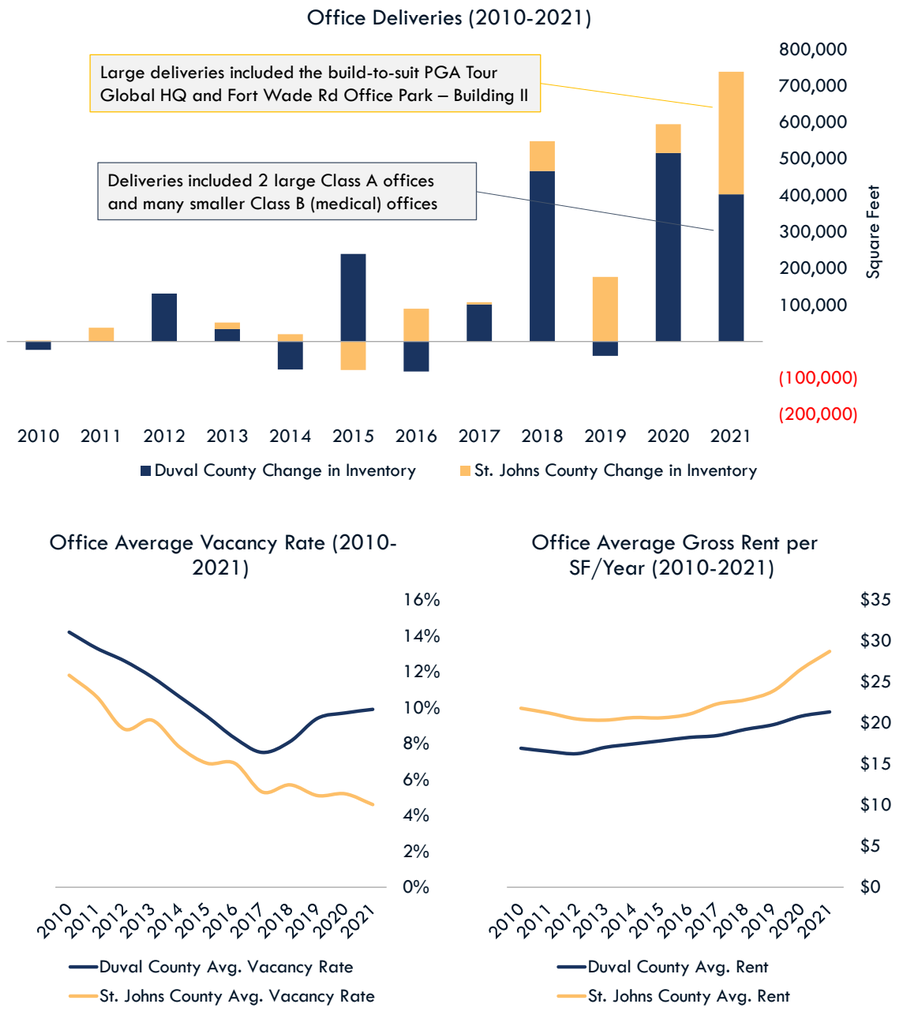


FIGURE 3-41: OFFICE DELIVERIES, VACANCY & RENT Source: CoStar

Since 2010, net absorption has averaged over 370,000 SF per year in Duval County and almost 90K SF per year in St. Johns County. Net absorption in both counties has mirrored deliveries.

In Duval County, the average vacancy rate has been steadily declining since 2010 but rose after deliveries increased in 2018, whereas vacancy in St. Johns County has continued to decline since 2010. The average rent in Duval County has risen slowly since 2010, while the average rent in St. Johns County increased more quickly following recent deliveries of new residential units and low vacancy.

Typologies

As a major city, Jacksonville's economy drives demand for jobs in the region. The largest industries (by number of employees) are healthcare, retail, finance and insurance, and hospitality.

Downtown Jacksonville's recent deliveries have been a mix of Class A and Class B buildings. The largest recent delivery was Springs at Flagler Center Apartments, a Class B building in the Butler/ Baymeadows area, followed by a medical office space, the Jacksonville University Health and Science Building. The pipeline largely consists of built-to-suit, Class A office, like the FIS Headquarters representing the finance industry's growing presence, the largest project recently completed in Downtown Brooklyn neighborhood for the FIS Headquarters (Fidelity National Information Services Inc at 200,000 RBA.

While there is a concentration of office inventory in Downtown Jacksonville, there are many office parks and office buildings in Duval's suburban neighborhoods, particularly to the south along I-95. Suburban office development has been mainly driven by larger build to suit office buildings in suburban Duval and St Johns.

The Greater St. Augustine area is made up of smaller offices, mostly medical, with tourism driving most of the jobs in the area. Pipeline projects are similar to existing inventory, all class B and mostly medical.

Takeaways

Increased job demand is driving office demand in Duval County, while office space in St. Johns is driven mostly by increased population and demand for services.

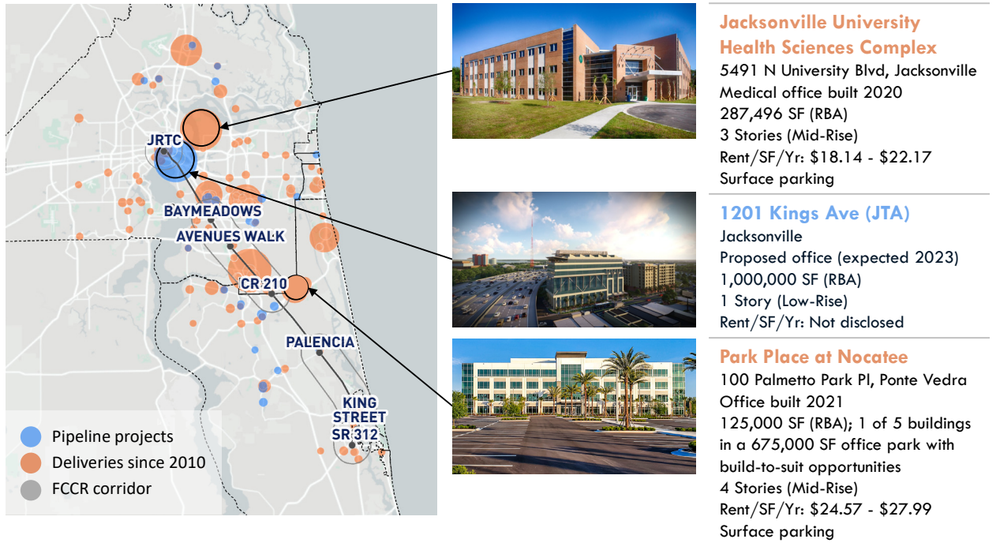


FIGURE 3-42: OFFICE DEVELOPMENT NEAR CORRIDOR Source: CoStar, Dot size based on Rentable Building Area (RBA)

RETAIL

Since 2010, over 4,100,00 of retail square footage has been delivered in Duval County and over 3,500,000 SF has been delivered in St. Johns County. However, since 2017, deliveries have decreased in Duval County while they have increased in St. Johns County, driven by shopping mall projects like the Pavilion at Durbin Park that included deliveries like Walmart and Home Depot.

Since 2010, net absorption has averaged over 570,000 SF per year in Duval County and over 300,000 SF per year in St. Johns County. Net absorption fell in 2020, following the start of the pandemic, but rebounded strongly in 2021.

The average vacancy rates in both counties spiked during 2020 because of the pandemic but have otherwise decreased steadily since 2010. The average rent in Duval County has risen slowly since 2015, while the average rent in St. Johns County fell in 2019 before recovering to reach over $22 per SF/Year in 2021.

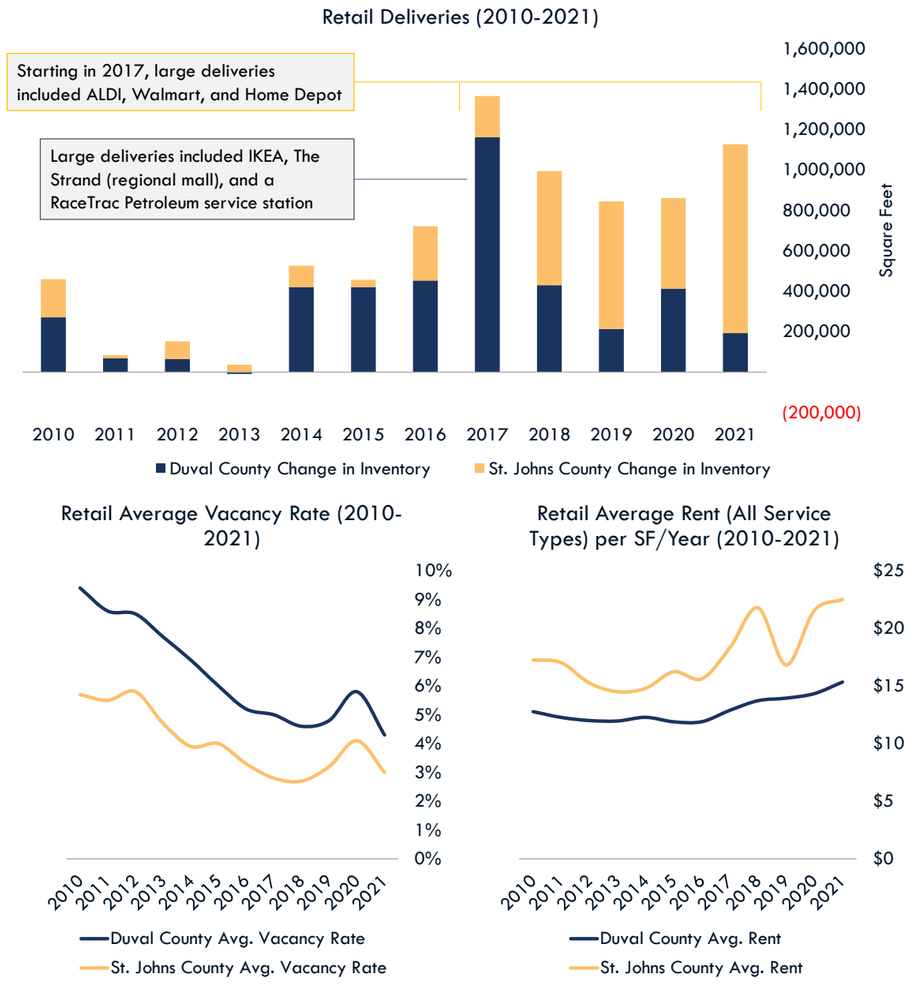


FIGURE 3-43: RETAIL DELIVERIES, VACANCY & RENT Source: CoStar

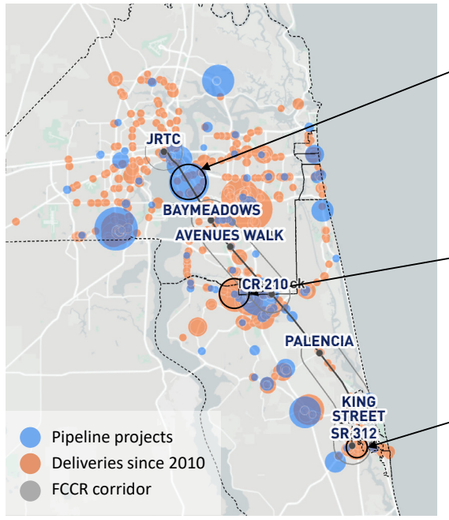
Typologies

Retail development along the corridor is mostly large (100-300,000 SF), suburban shopping centers following new residential development further away from mixed-use urban cores. An example in southeastern Duval County is the upscale regional mall, St. Johns Town Center, near several recent multifamily developments like The Jaxon and the Oasis at Town Center.

Big box stores and shopping centers are located along I-95 and suburban roads extending from the highway. The largest pipeline projects are in southern Jacksonville and around CR 210 Station, such as The Pavilllion at Durbin Park, and a recently built neighborhood shopping center proposed for the Beachwalk housing development in northern St. Johns County.

Takeaways

Demand for retail space in both counties has followed residential growth, with most recent development in neighborhood shopping centers.





Walmart Supercenter
4250 Phillips Hwy, Jacksonville
Freestanding retail built 1973, under renovation (expected 2022)
159,457 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $14.11 - $17.25
Surface parking



ALDI
145 Harper Ln, Saint Johns
Retail building built 2021
224,000 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $23.39 - $28.58
Surface parking



Lowe's Super Center
1955 US Highway 1 S, Saint Augustine
Freestanding retail built 2016
139,819 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $17.61 - $21.52
Surface parking

FIGURE 3-44: RETAIL DEVELOPMENT NEAR CORRIDOR Source: CoStar, Dot size based on Rentable Building Area (RBA)

INDUSTRIAL

Nearly 20,000 transportation and warehousing jobs have been added to Duval County from 2010 to 2020, spurring demand for industrial space.

Industrial development has been heavily concentrated in Duval County. Since 2010, deliveries have averaged just over 1,300,00 SF per year in Duval County and nearly 50,000 SF per year in St. Johns County. Duval had a spike in 2019 driven by large projects like Wayfair and BMW.

Since 2010, net absorption has averaged over 2M SF per year in Duval County and only 100K SF per year in St. Johns County. Net absorption fell in 2020, following the start of the pandemic, but rebounded strongly in 2021.

The average vacancy rates in both counties have declined significantly since 2010. Rates rose during 2020 as a result of the pandemic, after which rates fell to virtually zero in 2021 as the industrial market recovered. The average rent in Duval County has risen slowly since 2010, while the average rent in St. Johns County has risen more quickly since 2014 with a sharp increase since 2019.

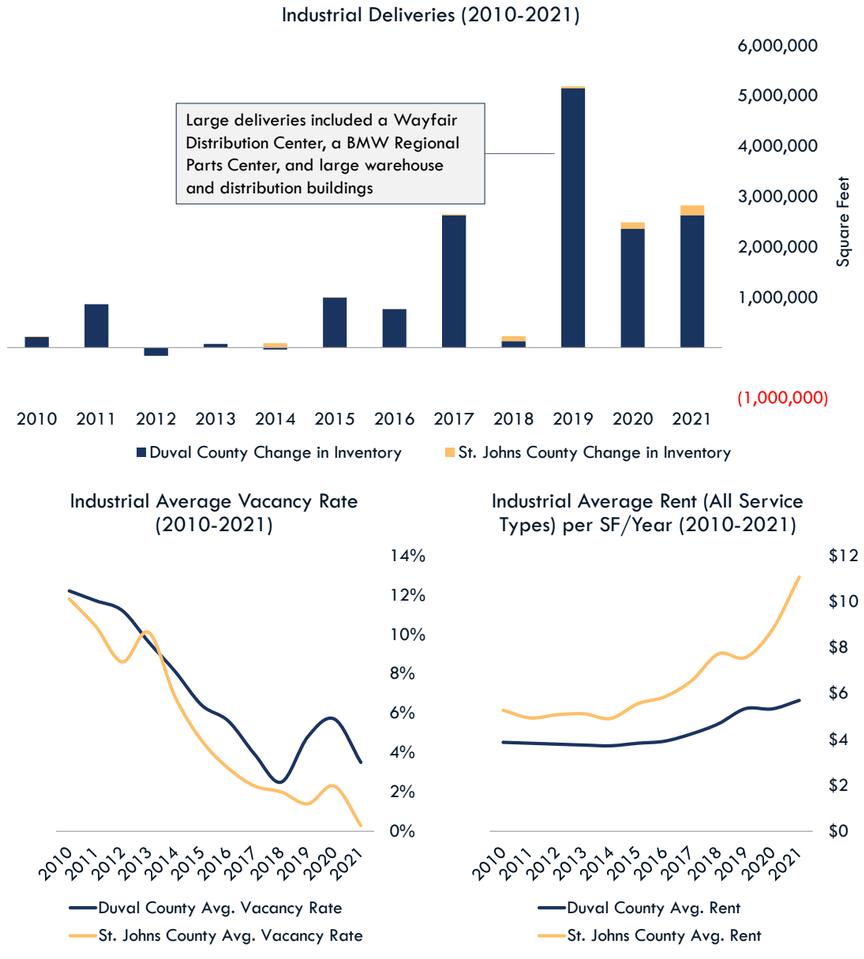


FIGURE 3-45: INDUSTRIAL DELIVERIES, VACANCY & RENT Source: CoStar

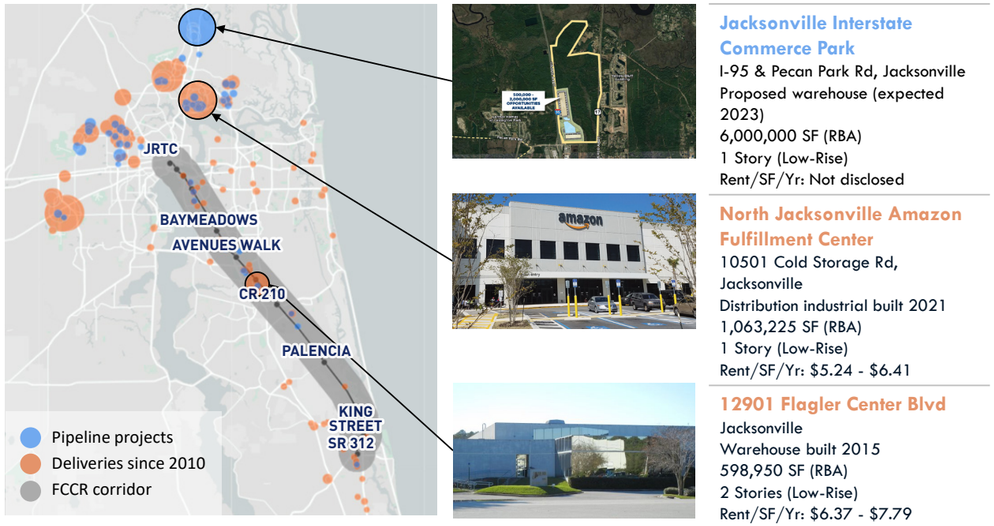
Typologies

Industrial development, concentrated in northern and western Duval County, tends to be a robust, tight market with large floorplate, lower employment uses, driven by the ports in the area and the prevalence of the shipping and logistics industries.

There is also development of smaller industrial properties in southern Duval and south and west of St. Augustine.

Takeaways

The strategic location of Duval County near transportation hubs like ports, airports, and railways has supported the need for industrial space by the shipping and logistics industries, primarily in northern Duval County.



Jacksonville Interstate Commerce Park
I-95 & Pecan Park Rd, Jacksonville
Proposed warehouse (expected 2023)
6,000,000 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: Not disclosed

North Jacksonville Amazon Fulfillment Center
10501 Cold Storage Rd, Jacksonville
Distribution industrial built 2021
1,063,225 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $5.24 - $6.41

12901 Flagler Center Blvd
Jacksonville
Warehouse built 2015
598,950 SF (RBA)
2 Stories (Low-Rise)
Rent/SF/Yr: $6.37 - $7.79

FIGURE 3-46: INDUSTRIAL DEVELOPMENT NEAR CORRIDOR Source: CoStar, Dot size based on Rentable Building Area (RBA)

HOSPITALITY

Duval County had a boom in hotel room inventory around 2000 and again at the end of the decade before maintaining stable growth since. St. Johns County also has increased inventory but at a slower, more stable rate.

Occupancy rates averaged at 65% in Duval County and 62% in St. Johns. Rates moved relatively in line with each other over since 2000, dipping around 2010 and consistently rising until the 2020 pandemic.

St. Johns County hotel rooms go for higher rates than Duval's, but both counties' rates have followed the same trends, dipping around 2010 and again in 2021 before rising to recent highs in 2022.

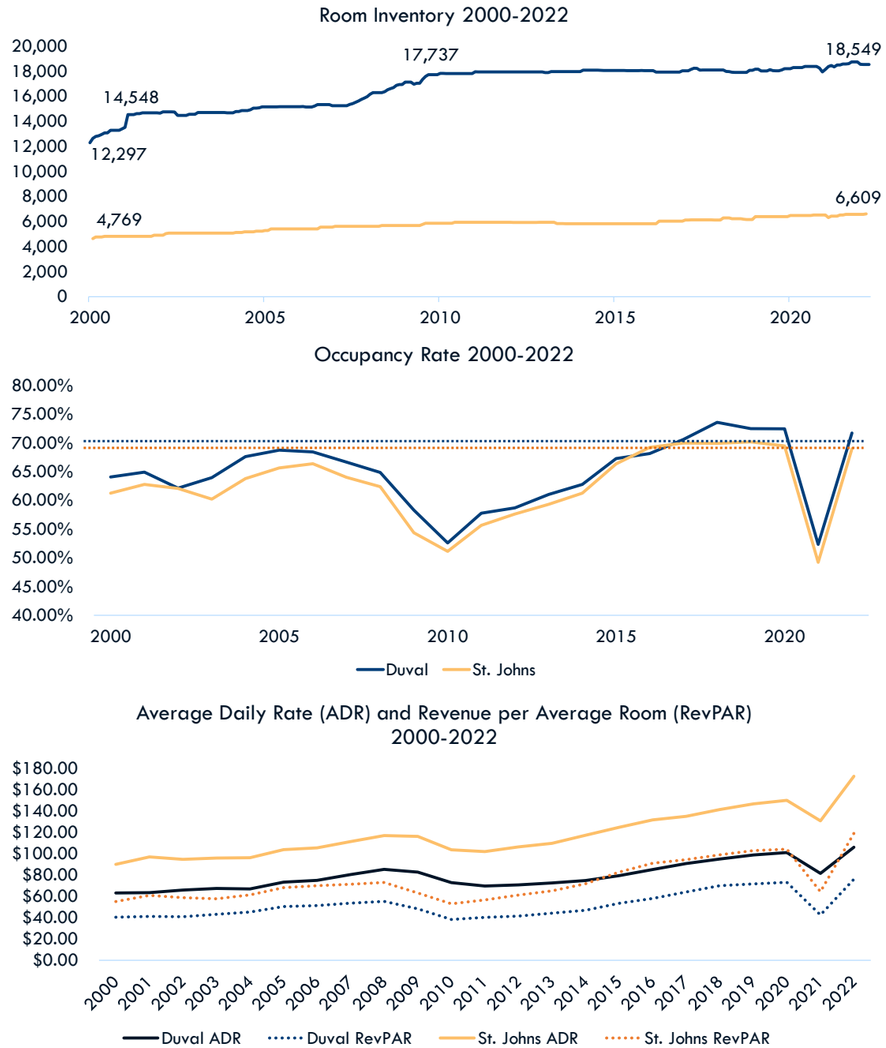


FIGURE 3-47: ROOM INVENTORY, OCCUPANCY & RATE Source: CoStar

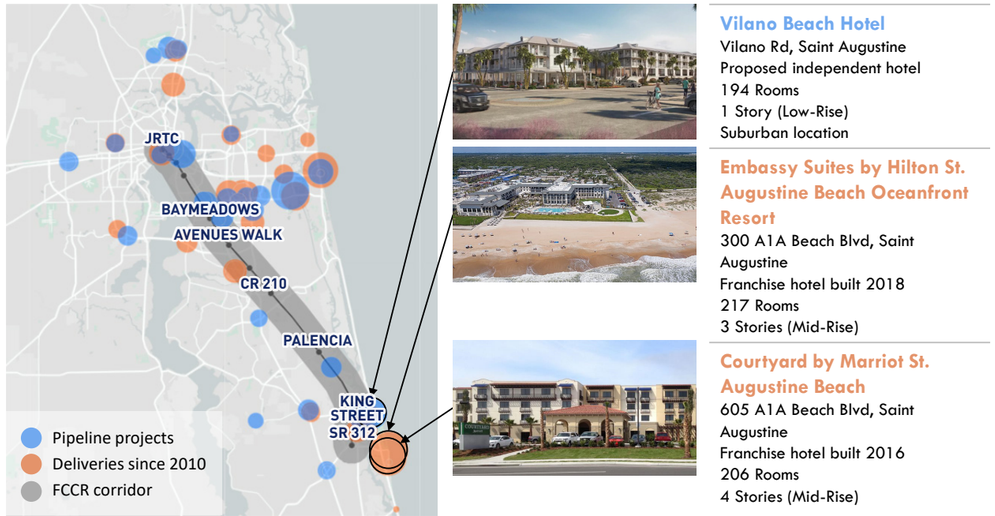
Typology

Other than one upscale hotel in Downtown Jacksonville, two in southern Duval around the St. Johns Town Center developments, and hotels along the beach, the existing hotels in Duval County are a mix of midscale and economy dispersed in residential areas or near the airport. The pipeline shows future development in the same areas as existing inventory, adding most to the central business district and the Baymeadows area.

The suburban hotels in St. Johns County are like those in Duval County, a mix of midscale and economy dispersed around retail and residential developments. The City of St. Augustine, as tourist destination, has the highest concentration of hotels in the county and includes a mix of upscale franchise and independent hotels.

Takeaways

In both counties, hotel room inventory has had stable growth. The upscale hotels are concentrated around the beaches with a mix of economy, midscale, and upscale hotels dispersed around the residential areas of the counties. However, St. Johns, driven by the tourism of St. Augustine, has a higher portion of upscale hotels with average rates higher than those in Duval.



Vilano Beach Hotel
Vilano Rd, Saint Augustine
Proposed independent hotel
194 Rooms
1 Story (Low-Rise)
Suburban location

Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort
300 A1A Beach Blvd, Saint Augustine
Franchise hotel built 2018
217 Rooms
3 Stories (Mid-Rise)

Courtyard by Marriot St. Augustine Beach
605 A1A Beach Blvd, Saint Augustine
Franchise hotel built 2016
206 Rooms
4 Stories (Mid-Rise)

FIGURE 3-48: HOSPITALITY DEVELOPMENT NEAR CORRIDOR Source: CoStar, Dot size based on Rentable Building Area (RBA)

REAL ESTATE DEMAND ANALYSIS

RESIDENTIAL DEMAND

A demand analysis was conducted to estimate market potential for new market-rate and affordable multifamily rental units in each of the three submarkets – Downtown Jacksonville, Southern Duval-Northern St Johns, and Greater St. Augustine (see previous Section) – as well as the region comprised of Duval and St. Johns counties. Market potential was also estimated for new office, retail, and industrial square footage in each of the three submarkets and the region, discussed later in this sections.

This residential demand analysis only includes multifamily rental units because, based on the prior market analysis, it is assumed that rental properties, rather than condominiums or other ownership properties, are driving multifamily demand in the region and in the FCCR corridor.

This analysis also examined growth trends and migration patterns as well as historic rental absorption to estimate demand for new residential uses in the submarkets and the region. The methodology consists of six steps:

Step 1. Rents and unit size: Estimate average market-rate and affordable rents[1] and the average unit size.

Step 2. Household segmentation: Estimate the number of renter households that are income eligible for prevailing market rate or affordable units.

Step 3. Annual turnover: Estimate the average annual turnover rate[2] for income eligible renter households from Step 2.

Step 4. Preference for urban living: Using survey data[3], estimate the likely share of households from Step 3 that are seeking proposed product types (multifamily rental housing in relatively dense, walkable neighborhoods).

Step 5. Demand escalation: Using historic and projected[4,5], population growth rates, escalate the 2022 annual demand from Step 4 to develop 20-year demand estimates (2023 to 2042).

Step 6. Demand capture: Apply estimated, reasonable capture rates of households "in the market" for multifamily rental housing to the 20-year demand estimates.

1 For rents (Step 1) and household segmentation (Step 2):

The estimated average monthly market-rate rent of $2.10 PSF is based on prevailing market rents for new construction (i.e., multifamily properties delivered since 2010) for each station and the region, sourced from CoStar and the study team's interviews with locally and regionally active developers.

The study team estimated an average monthly affordable rent of $1.31 PSF based on the rent that would be affordable to a four-person household earning 60% of the 2022 Area Median Income (AMI) in Duval and St. Johns counties, i.e., $50,160 as calculated by the U.S. Department of Housing and Urban Development (HUD). For a list of AMIs, see: "Florida Housing Income Limits, 2022" via the Florida Housing Data Clearinghouse. http://flhousingdata.shimberg.ufl.edu/income-and-rent-limits/results?nid=1

60% AMI was used as the cutoff for unit affordability because 1) this is an income level needed to qualify for commonly used affordable housing funding and financing sources that support development feasibility, such as the Low-Income Housing Tax Credit (LIHTC), and 2) in order to support units at a deeper level of affordability where there is greater need, i.e., for households earning $15,000 to $50,000.

2 Turnover refers to existing tenants (households) moving out of a unit and into a different unit. Turnover rate refers to the share of total tenants (households) who move units each year. Turnover data comes from American Community Survey 5-Year estimates (2016-2020).

3 "America in 2015: A ULI Survey of Views on Housing, Transportation, and Community." Urban Land Institute. http://uli.org/wp-content/uploads/ULI-Documents/America-in-2015.pdf

4 "Duval County." Florida Legislature, Office of Economic and Demographic Research. May 2022. http://edr.state.fl.us/content/area-profiles/county/duval.pdf

5 "St. Johns County." Florida Legislature, Office of Economic and Demographic Research. May 2022. http://edr.state.fl.us/content/area-profiles/county/stjohns.pdf

The analysis included market-rate housing, middle income[6] housing, and affordable housing (likely requiring subsidies) in the demand estimates because affordability is an important goal of equitable transit-oriented development (ETOD). Production of affordable housing near transit helps ensure that households of all income levels can use that transit and benefit from increased access to live, work, and play opportunities.

Below are additional details for rents and unit size (Step 1) :

- **Market-rate rents**: At an average market-rate rent of $2.10 PSF for new multifamily construction in the submarkets and the region, a renter household would need a minimum income of $80,000 to afford a market-rate unit. As shown in Table 3-14, this minimum income also assumes an average unit size of 956 SF and a household allocating no more than 30% of their income to housing [7].
- **Affordable**: At an average affordable rent of $1.31 PSF for the submarkets and the region, a renter household can earn up to $50,160 to afford an affordable unit. As shown in Table 3-15, this maximum income also assumes an average unit size of 956 SF and a household allocating no more than 30% of their income to housing, plus the goal of supporting unit affordability up to 60% AMI.
- **Middle Income**: The calculations in Table 3-14 and Table 3-15 also inform middle income housing. The minimum eligible household income of $80,000 for a market-rate unit and the minimum eligible household income of $50,160 for an affordable unit serve as the upper and lower bounds for defining a "middle income" household in the region. In other words, for the purposes of demand analysis, a middle income household is one earning between $50,160 and $80,000 who will 1) search for housing at intermediate rents, 2) settle for renting a market-rate unit and allocating more than 30% of their income to housing, making them cost-burdened, or 3) settle for renting an affordable unit.

Based on these assumptions and the inputs shown in Table 3-14 and Table 3-15, average annual turnover for rental housing considers current and new residents. However, the rental demand considers that not all households moving each year are 1) new households and/or 2) moving into newly constructed units (in fact, only a small portion typically move into newly constructed units). Therefore, capture rates that take the previous analysis into consideration were applied, and it could be acknowledged that the FCCR can create a more transit-connected urban environment that attracts new residents.

Income Eligibility

Market-Rate	All Units
Average Mo. Rent PSF	$2.10
Average Unit Size	956 SF
Average Rent per Unit	$2,009
Annual Housing Cost	$24,102
Housing Allocation	30%
Minimum Eligible Household Income	**$80,000**

TABLE 3-14: MINIMUM ELIGIBLE HOUSEHOLD INCOME CALCULATION - MARKET RATE RENTAL UNITS

Source: CoStar

Income Eligibility

Affordable	All Units
Average Mo. Rent PSF	$1.31
Average Unit Size	956 SF
Average Rent per Unit	$1,254
Annual Housing Cost	$15,048
Housing Allocation	30%
Maximum Eligible Household Income	**$50,160**

TABLE 3-15: MAXIMUM ELIGIBLE HOUSEHOLD INCOME CALCULATION - AFFORDABLE RENTAL UNITS

Source: CoStar; Florida Legislature, Office of Economic and Demographic Research; U.S. Department of Housing and Urban Development (HUD)

6 Middle income housing refers to housing with rents greater than affordable housing options but lower than newly constructed market-rate housing options. The following paragraphs explain how the study team defined this housing vis-à-vis market-rate and affordable housing.

7 A household that spends more than 30% of its income on housing costs is considered cost-burdened and may have difficulty affording necessities. See: "Rental Burdens: Rethinking Affordability Measures." U.S. Department of Housing and Urban Development. 2014. https://www.huduser.gov/portal/pdredge/pdr_edge_featd_article_092214.html

For each submarket and the region, Table 3-16 shows the calculations leading to the cumulative rental demand over the next 20 years as well as the average annual rental demand. Applying appropriate capture rates[8] to the average annual rental demand, the average annual captures are as follows:

Market-Rate Multifamily Rental

- Downtown Jacksonville (Submarket 1): 67 to 82 units
- Southern Duval-Northern St. Johns (Submarket 2): 152 to 185 units
- Greater St. Augustine (Submarket 3): 56 to 68 units
- Region: 1,338 to 1,635 units

Middle Income Multifamily Rental

- Downtown Jacksonville (Submarket 1): 55 to 67 units
- Southern Duval-Northern St. Johns (Submarket 2): 94 to 115 units
- Greater St. Augustine (Submarket 3): 30 to 37 units
- Region: 826 to 1,009 units

Affordable Multifamily Rental

- Downtown Jacksonville (Submarket 1): 101 to 124 units
- Southern Duval-Northern St. Johns (Submarket 2): 136 to 166 units
- Greater St. Augustine (Submarket 3): 48 to 58 units
- Region: 1,122 to 1,371 units

Lastly, Table 3-17 adds together the market-rate, middle income, and affordable demand results into aggregate demand results. The low scenario adds the three demands at an 18% capture rate, whereas the high scenario adds the three demands at a 22% capture rate. For example, for Downtown Jacksonville (Submarket 1), the low scenario of 224 units equals 67 market-rate units plus 55 middle income units plus 101 affordable units[9].

8 The capture rate for affordable housing can be higher than for market-rate housing, with the rationale that any new affordable units built will be absorbed because a greater number of households are income eligible for these units.

9 The average annual net absorptions for the last decade (2011-2022 YTD), calculated using CoStar data, serve as references for the aggregate demand results: 205 units (Submarket 1), 127 units (Submarket 2), 61 units (Submarket 3), and 1,910 units (the region).

Market-Rate Multifamily Demand Calculations	1. Downtown Jacksonville	2. Southern Duval-Northern St. Johns	3. Greater St. Augustine	Region
Income Eligible Households (2022)	4,020 HH	16,270 HH	8,680 HH	199,140 HH
Renter Estimate	65%	43%	35%	35%
Renter Market	2,622 HH	7,062 HH	3,021 HH	69,035 HH
Turnover Rate for Renters	23%	19%	17%	17%
Preference for Urban Multifamily Housing	55%	54%	53%	54%
Total Rental Demand (2022)	**329 Units**	**736 Units**	**272 Units**	**6,489 Units**
CAGR (2023-2042)	1.16%	1.20%	1.18%	1.21%
Cumulative Rental Demand (2023-2042)	**7,490 Units**	**16,840 Units**	**6,200 Units**	**148,620 Units**
Average Annual Rental Demand (2023-2042)	**375 Units**	**842 Units**	**310 Units**	**7,431 Units**

Middle Income Multifamily Demand Calculations	1. Downtown Jacksonville	2. Southern Duval-Northern St. Johns	3. Greater St. Augustine	Region
Income Eligible Households (2022)	3,110 HH	8,680 HH	4,370 HH	106,160 HH
Renter Estimate	66%	47%	36%	37%
Renter Market	2,059 HH	4,046 HH	1,557 HH	39,133 HH
Turnover Rate for Renters	24%	20%	17%	18%
Preference for Urban Multifamily Housing	55%	56%	54%	56%
Total Rental Demand (2022)	**268 Units**	**457 Units**	**148 Units**	**4,006 Units**
CAGR (2023-2042)	1.15%	1.20%	1.20%	1.21%
Cumulative Rental Demand (2023-2042)	**6,090 Units**	**10,450 Units**	**3,380 Units**	**91,740 Units**
Average Annual Rental Demand (2023-2042)	**305 Units**	**523 Units**	**169 Units**	**4,587 Units**

Affordable Multifamily Demand Calculations	1. Downtown Jacksonville	2. Southern Duval-Northern St. Johns	3. Greater St. Augustine	Region
Income Eligible Households based on 60% AMI (2022)	6,780 HH	11,360 HH	6,730 HH	147,700 HH
Renter Estimate	64%	48%	36%	36%
Renter Market	4,361 HH	5,507 HH	2,392 HH	53,700 HH
Turnover Rate for Renters	21%	21%	18%	18%
Preference for Urban Multifamily Housing	55%	58%	55%	57%
Total Rental Demand (2022)	**495 Units**	**660 Units**	**233 Units**	**5,442 Units**
CAGR (2023-2042)	1.16%	1.20%	1.18%	1.21%
Cumulative Rental Demand (2023-2042)	**11,260 Units**	**15,100 Units**	**5,310 Units**	**124,650 Units**
Average Annual Rental Demand (2023-2042)	**563 Units**	**755 Units**	**266 Units**	**6,233 Units**

TABLE 3-16: MARKET RATE, MIDDLE INCOME, AND AFFORDABLE MULTIFAMILY DEMAND RESULTS
Source: American Community Survey (ACS) data via Esri Business Analyst; CoStar; Urban Land Institute

Aggregate: Average Annual Combined Market-Rate, Middle Income, and Affordable Capture	1. Downtown Jacksonville	2. Southern Duval-Northern St. Johns	3. Greater St. Augustine	Region
Low Scenario	**224 Units**	**382 Units**	**134 Units**	**3,285 Units**
% Affordable	*45%*	*36%*	*36%*	*34%*
% of Regional Absorption	*7%*	*12%*	*4%*	*100%*
High Scenario	**273 Units**	**466 Units**	**164 Units**	**4,015 Units**
% Affordable	*45%*	*36%*	*36%*	*34%*
% of Regional Absorption	*7%*	*12%*	*4%*	*100%*

TABLE 3-17: AGGREGATE MULTIFAMILY DEMAND RESULTS

OFFICE DEMAND

A demand analysis was conducted to understand the market potential for new office space in the submarkets and the region. The analysis relied on past industry trends as indicators of future growth and assumed a standard square footage per employee in different industries to project office space demand.

The office demand analysis methodology consists of the following steps:

Step 1. Job growth: Using historic and projected employment data for the region, the analysis estimates projected job growth in each submarket.

Step 2. Office-using jobs: Defines which and how many industries' jobs use office space.

Step 3. Office space: Project the demand for new office space (adjusted for vacancy), using the average gross square feet (GSF) assigned per employee and the projected office-using job growth. [10]

Step 4. Submarket capture: To estimate a reasonable capture rate for each submarket, the analysis considers the average of the submarkets' office absorption over the last 10 years and current share of regional office pipeline development. Using a blend of the two rates incorporates both past and future trends into the projections.

According to EMSI, the region is projected to add a total of 147,800 new jobs across all industries from 2023 to 2042. As shown in Figure 3-49, employment will grow the most in Health Care and Social Assistance, Accommodation and Food Services, Transportation and Warehousing, and Professional, Scientific, and Technical Services.

Office-using industries will also continue to grow in the region, especially Health Care and Social Assistance. This growth will potentially generate demand for office space. From 2023 to 2042, the region is forecasted to add 60,640 jobs in the office-using industries shown in Figure 3-49.

Based on estimated averages of 225 net square feet (NSF) of office space per Health Care and Social Assistance employee and 250 NSF of office space per employee in other the industries shown in Figure 3-49 (bottom), the additional jobs will create an estimated demand for 16,871,800 SF of office space in Duval County and St. Johns County by 2042.

To estimate a reasonable capture rate for the FCCR corridor, the analysis considers the corridors' average absorption rate of office space over the past 10 years and current share of office pipeline development. The submarkets' capture rate ranges from 30% to 40% of the region, which accounts for fluctuation in office trends. Of the three submarkets, Downtown Jacksonville shows the highest fluctuation within this range given the highest concentration of jobs in the area.

This regional demand could align with approximately 253,000 to 337,000 SF of office space in the submarkets over the next 20 years. Table 3-18 shows the net new supportable office space in the submarkets and the region. Based on current trends, speculative office development would be limited and most new development would be build-to-suit or anchored by companies looking to expand or position themselves in the region.

10 All numbers are not adjusted to account for the current office pipeline in the submarkets and the region. Future pipeline and churn will also meet a share of demand.

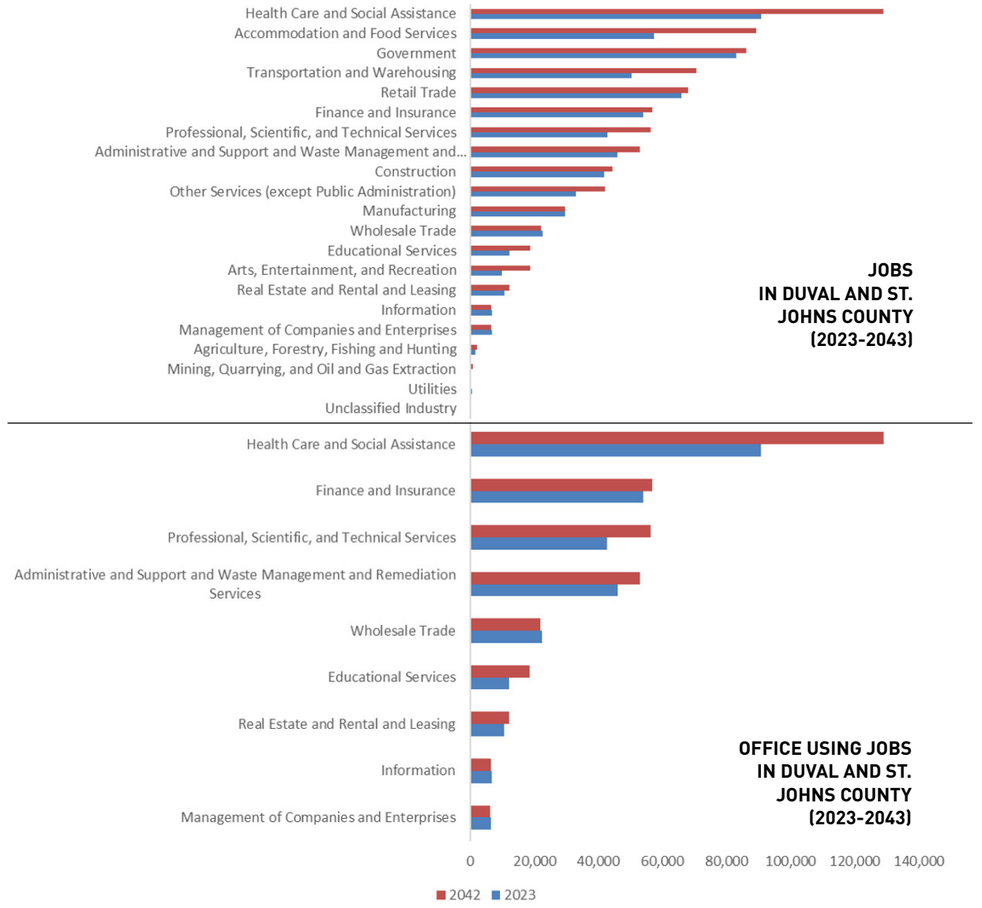


FIGURE 3-49: PROJECTED JOB GROWTH (2023-2042) Source: : Emsi

Note: Data excludes self-employed workers. Data for 2022-2033 is based on Emsi projections. Data beyond 2033 is based on projections derived from Emsi employment data for 2005-2021.

Average of 10-Year Absorption Rate and Current Pipeline Share	Submarket 1	Submarket 2	Submarket 3	Total Submarkets
Low Case				
Potential Study Area Capture Rate	19.3%	11.0%	0.6%	30.0%
Supportable SF in Study Areas - 20	**3,264,000 SF**	**1,864,000 SF**	**103,000 SF**	**5,062,000 SF**
Supportable SF in Study Areas - Annual	163,000 SF	93,000 SF	5,000 SF	253,000 SF
High Case				
Potential Study Area Capture Rate	25.3%	12.5%	2.1%	40.0%
Supportable SF in Study Areas - 20	**4,277,000 SF**	**2,117,000 SF**	**356,000 SF**	**6,749,000 SF**
Supportable SF in Study Areas - Annual	214,000 SF	106,000 SF	18,000 SF	337,000 SF

TABLE 3-18: NET NEW SUPPORTABLE OFFICE SPACE (2023-2042) Source: : Study team analysis

RETAIL DEMAND

A retail demand analysis was conducted to understand the market potential for new retail space in the submarkets and the region. The analysis focuses on two types of retail demand: multifamily-driven demand and tourism-driven demand. Retail driven by multifamily also includes retail that will serve the "9-to-5" population of office workers in the area.

The retail demand analysis methodology consists of the following steps:

Step 1. Multifamily-Driven: Per the results of the residential demand analysis, the region is projected to add a total of 148,620 market-rate units, 91,740 middle income units, and124,650 affordable units from 2023 to 2042 (see Table 3-16). This growth will potentially generate demand for retail space in mixed-use developments near transit stations. Using the average size of a multifamily household across Duval and St. Johns counties from the 2020 U.S. Census, the projected new units are converted to projected new residents. The retail demand is calculated by multiplying the projected residents by the retail space per capita estimate, described below.

- Retail space per multifamily unit: The analysis estimates the retail demand per capita in the region by taking the existing retail square footage increase from 2010 to mid-year 2022 for Duval and St. Johns counties divided by the multifamily unit growth over the same period, coming to 79.1 SF of retail space per unit; applying average 4.2% decline in retail SF per unit to the projection, the final retail space per multifamily unit is 72.4 SF [11]. To focus on TOD-driven retail demand rather than destination or specialized retail, power centers, super regional shopping centers, and regional malls were excluded from the existing retail inventory [12]. The included retail typologies are [13]:

  i. Strip Centers, are attached rows of stores or service outlets managed as a coherent retail entity whose tenants provide a narrow mix of goods and personal services to a very limited trade area.

  ii. Community Centers, also known as large neighborhood centers, include general merchandise or convenience-oriented offerings with a wider range of apparel and other soft goods offerings than a neighborhood center. Typical anchors include discount stores or supermarkets.

  iii. Neighborhood Centers include convenience-oriented retail and are typically anchored by supermarkets.

- Though these typologies characterize neighborhood retail development, retail typologies closer to the station areas are likely to be even narrower, mainly strip centers and neighborhood centers.

Step 2. Tourism-Driven: The City of St. Augustine, included in submarket 3, is a tourist attraction in the region, with three out of four visitors to St. Johns County staying in St. Augustine [14]. Additional retail demand from these visitors is incorporated by taking the projected population growth from Florida Legislature's Office of Economic and Demographic Research and applying a visitor spending per capita estimate for St. Johns County, ranging from $5,000 to $10,000 per capita [15]. According to the St. Johns County Tourist Development Council (TDC), the analysis assumes that the average visitor spends 50% of their daily spending on retail. Assuming an average of $500 in sales for every 1 SF of retail space [16], the analysis projects tourism-driven retail demand.

11 Change in specified retail inventory in Duval and St. Johns counties from 2010 to midyear 2022 was 2,067,514 SF (CoStar). Multifamily units increased by 26,142 over the same period (CoStar).

12 Though regional malls follow residential development, they are significantly larger developments than strip, community and neighborhood centers (Regional malls built since 2010 average 43,000 SF versus community and neighborhood centers averaging around 17,000 and strip centers even smaller) and are usually anchored by department stores serving a wider trade area than convenience-oriented retail.

13 Typologies defined by CoStar and ICSC Research. See: https://www.icsc.com/uploads/research/general/US_CENTER_CLASSIFICATION.pdf

14 St. Johns County TDC Visitor Tracking Report 2020." Downs & St. Germain Research for St. Johns Tourist Development Council. https://s3.us-east-1.amazonaws.com/st-augustine-2019/images/SAPVB-doc-images/St.-Johns-County-January-March-2020-Visitor-Tracking-Report-FINAL.pdf?v=1620061130

15 Visitor spending per capita is estimated to be $5,000 to $10,000 in St. Johns County; "Florida's Tourism Economy Experiences Another Record Year in 2019 But Shifts Into a Lower Gear of Growth." Rockport Analytics for VisitFlorida. https://www.visitflorida.org/media/30679/florida-visitor-economic-large-impact-study.pdf

16 Assumption based on Maxim Annual Store Productivity Survey (2019).

This regional demand from residential, office, and tourism growth could align with 1,478,000 to 1,900,500 SF of retail space in the submarkets over the next 20 years. Retail in Downtown Jacksonville and Southern Duval-Northern St. Johns is expected to be driven by the growth of multifamily units, while Greater St. Augustine's retail demand will also be supplemented by addition tourist driven retail demand that will not be met by the same retail serving residential demand. While tourists will also visit Downtown Jacksonville and Southern Duval and Northern St. Johns County, the same retail serving the residential demand is likely to serve the tourist demand given the largely residential and office concentration in the submarkets. Table 3-19 shows the net new supportable retail space in the submarkets and the region.

	1. Downtown Jacksonville	2. Southern Duval/ Northern St. Johns	3. Greater St. Augustine	Total Submarkets
Multifamily Driven Retail Demand				
Potential Study Area Capture Rate				
Supportable SF in Study Areas - 20 Years	323,900- 395,800 SF	552,600- 675,400 SF	194,100- 237,200 SF	1,070,500- 1,308,400 SF
Supportable SF in Study Areas - Annual	16,200- 19,800 SF	27,600- 33,800 SF	9,700- 11,900 SF	53,500- 65,400 SF
Potential Study Area Capture Rate	**6.8%**	**11.6%**	**4.1%**	**22.5%**
Additional Tourism Driven Retail Demand				
Supportable SF in Study Areas - 20 Years			121,000- 241,900 SF	121,000- 241,900 SF
Supportable SF in Study Areas - Annual			6,000- 12,100 SF	6,000- 12,000 SF
Total Supportable SF in Study Areas - 20 Years	323,900- 395,800 SF	552,600- 675,400 SF	315,100- 479,200 SF	1,478,000- 1,900,500 SF
Total Supportable SF in Study Areas - Annual	16,200- 19,800 SF	27,600- 33,800 SF	6,000- 12,100 SF	73,900- 85,000 SF
Potential Study Area Capture Rate (inc. tourism driven retail)	**6.6- 6.5%**	**11.3- 11.1%**	**6.5- 7.9%**	**24.4- 25.6%**

TABLE 3-19: NET NEW SUPPORTABLE RETAIL SPACE (2023-2042)

Source: Analysis

INDUSTRIAL DEMAND

The industrial demand analysis examined the market potential for new industrial space in the submarkets and the region. As with the office demand analysis, the industrial demand analysis relied on past industry trends as indicators of future growth and assumed a standard square footage per employee in relevant industries to project industrial space demand.

The industrial demand analysis methodology consists of the following steps and is very similar to the office demand analysis methodology:

Step 1. Job growth: Using historic and projected employment data for the region, estimate projected job growth for Transportation and Warehousing [17] in each submarket.

Step 2. Industrial space: Project the demand for new industrial space (adjusted for vacancy), using the average gross square feet (GSF) assigned per employee and the projected Transportation and Warehousing job growth. [18]

Step 3. Submarket capture: To estimate a reasonable capture rate for each submarket, the analysis considers the average of the submarkets' office absorption over the last 10 years and current share of regional office pipeline development. Using a blend of the two rates incorporates both past and future trends into the projections.

As shown in the office demand analysis, the region is projected to add a total of 20,000 new Transportation and Warehousing jobs from 2023 to 2042. This growth will potentially generate demand for industrial space. Based on an estimated 1,000 GSF of industrial space per employee, the additional regional jobs will create an estimated demand for 20,815,000 SF of industrial space in the region by 2042.

This regional demand could align with approximately 872,000 SF of industrial space in the submarkets over the next 20 years. While industrial development in the region is expected to be strong due to the strong Transportation and Warehousing industry, development is mostly not taking place near the station areas. For TOD strategy, land-density-using development dense industrial development using a lot of land should generally not be encouraged. Table 3-20 shows the net new supportable industrial space in the submarkets and the region.

Average of 10-Year Absorption Rate and Current Pipeline Share	Submarket 1	Submarket 2	Submarket 3	Total Submarkets
Potential Study Area Capture Rate	0.2%	3.7%	0.1%	4.2%
Supportable SF in Study Areas - 20 Years	**40,400 SF**	**767,300 SF**	**28,600 SF**	**871,700 SF**
Supportable SF in Study Areas - Annual	2,000 SF	36,500 SF	1,500 SF	41,500 SF

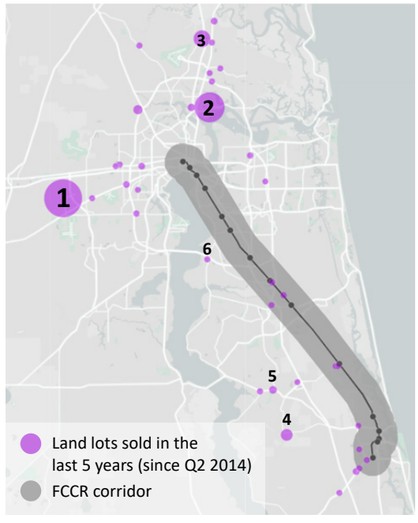
TABLE 3-20: NET NEW SUPPORTABLE INDUSTRIAL SPACE (2023-2042) Source: Analysis by the study team

17 The study team identified transportation and warehousing as the drivers of the industrial market in the region. Other industrial sectors such as manufacturing and wholesale trade are projected to remain largely flat or decline over the projected period (Emsi).

18 All numbers are not adjusted to account for the current office pipeline in the submarkets and the region. Future pipeline and churn will also meet a share of demand.

Land Sales

Large vacant land lots (5 acres or more) sold in the last 5 years are for industrial or commercial uses, with price per acre varying widely. Sales occurred in outer Jacksonville, around CR 210 Station, and west of St. Augustine.



1. New World Avenue – Parcel F
Jacksonville
Sold 12/3/20
Industrial
332.20 Acres
Sale price not disclosed

2. Imeson Industrial Park
Imeson Park Blvd, Jacksonville
Sold 10/29/18
Industrial
250.00 Acres
Sale price: $1,416,286
Sale price/Acre: $5,665.14

3. PUD Land Development
671 Pecan Park Rd, Jacksonville
Sold 8/20/21
Commercial
112.77 Acres
Sale price: $4,912,261
Sale price/Acre: $43,559.99

4. 4925 County Road 208
Saint Augustine
Sold 9/5/17
Commercial
61.50 Acres
Sale price: $560,000
Sale price/Acre: $9,105.69

5. 6285 State 16 Road
Saint Augustine
Sold 11/26/19
Commercial
19.68 Acres
Sale price: $1,055,000
Sale price/Acre: $53,607.72

6. San Jose Boulevard
Jacksonville
Sold 12/18/19
Commercial
3.50 Acres
Sale price: $350,000
Sale price/Acre: $100,000

FIGURE 3-50: RECENT LAND SALE Source: CoStar, Dot size based on size of land lots (acreage)

FUNDING MECHANISMS ASSESSMENT

Based on national precedents and assessment of Federal, State, and local policy, the following funding mechanisms (Table 3-21 and Table 3-22) have been identified as tools and strategies for attracting and supporting TOD and transit infrastructure for the FCCR. These mechanisms can be mixed and matched to achieve TOD and transit goals, both corridor-wide or at the individual station level. Chapter 6, TOD Implementation, will elaborate further on how these tools can be used, including eligibility and applicability and the type of revenue generated.

MECHANISM	DEFINITION	CORRIDOR-LEVEL IMPACTS	STATION-LEVEL IMPACTS
Density Bonus Programs [1]	Additional density permitted to developers by local governments in exchange for developers building more housing or provide community benefits beyond normal zoning.		
Ground Lease Developer Agreements	A leasing arrangement where a developer rents land from a property owner. The developer pays rent and may have the right to develop or improve the leased property during the lease period.		
Development Impact Fees/ Mobility Feeds	Charges imposed on developers by local governments to help cover the costs of increased public services and infrastructure needed due to new development.		
Special Assessments and Taxing Districts	Additional taxes or fees imposed on properties in a specific area to fund improvements or services that directly benefit those properties. Taxing districts have separate tax rates for specific projects or services.		
Tax Increment Financing (TIF) [2]	A financing tool where local governments use the increased property tax revenue generated by a development project to fund public infrastructure or other community benefits in the designated district.		

[1] City of Jacksonville does not currently have active density bonuses available, but it is under discussion as part of an affordable housing plan. St. Johns County and City of St Augustine both have workforce housing density bonuses available.

[2] There are currently 90 active special districts across Duval and St. Johns County, as of November 1, 2023, 77 of which have bonding authority.

TABLE 3-21: AVAILABLE FUNDING MECHANISMS

MECHANISM	DEFINITION	CORRIDOR-LEVEL IMPACTS	STATION-LEVEL IMPACTS
Pilot Program for TOD Planning (grants)	Federal money supporting TOD planning		
Metropolitan & Statewide Planning and Nonmetropolitan Transportation Planning - 5303, 5304, 5305 (grants)	Federal grants supporting transportation planning		
Capital Investment Program (grants)	Federal program supporting projects that enhance public transit services, including the construction of new transit facilities and the purchase of equipment		
Transportation Infrastructure and Finance Act (TIFIA) Loan Program	Federal program providing loans, loan guarantees, and lines of credit to finance surface transportation projects. It aims to leverage private and other non-federal investments in transportation infrastructure.		
Bonds	Debt can be issued off transit related revenue streams, including TIFIA loans.		
Advertising	In the context of transportation financing, advertising revenues may be generated from the sale of advertising space on transit vehicles, stations, or other transportation assets to generate additional funds for the system.		

TABLE 3-22: AVAILABLE FUNDING MECHANISMS - CONTINUED



3.3 STATION AREA ANALYSIS

This section presents an analysis of parcels within a ½-mile radius of potential station locations throughout the corridor, as well as a high-level analysis of the corridor as a whole. It provides a comprehensive review of the context within which the stations are planned and establishes the foundation for selecting the stations most suitable for TOD, and future development of TOD plans. The analysis begins with a review of the land cover and land uses at a corridor scale to gain an understanding of which areas are most suitable for construction and reveal any land use patterns. It continues with a detailed review of land cover, land uses, key places, zoning, and taxable value at a half-mile station area scale, and concludes with the identification of potential soft sites, i.e., parcels most suitable for development.

SOUTHEAST CORRIDOR

CORRIDOR OVERVIEW

The 40-mile Southeast Corridor of the First Coast Commuter Rail (FCCR) Line is proposed to have 15 commuter rail stations between Downtown Jacksonville and St. Augustine and crosses the county boundary between Duval and St Johns County. The FCCR alignment is proposed on existing rail infrastructure and ROW that exists between the two cities.

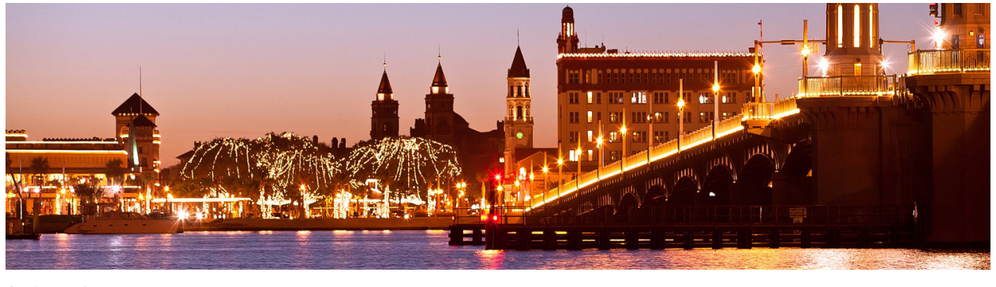
The northern terminus of the FCCR Corridor is the JRTC just west of the Downtown Core in the LaVilla neighborhood. There are multiple local, regional, and interstate transportation services at this location, as well as investments in the development of the station area to make it become a more transit-oriented and livable neighborhood in Downtown Jacksonville. The commuter rail then crosses over the St. Johns River on the existing FEC Strauss Trunnion Bascule Bridge into the Southbank and San Marco neighborhoods, two lively areas near downtown with strong existing commercial and employment hubs. Then the service travels along the existing freight rail route just west of US 1/Philips Highway, with stops at major commercial, retail, employment, or residential nodes. Prominent existing station locations include a stop at Baymeadows Road, The Avenues and Avenues Walk, and J. Turner Butler Boulevard.

As the commuter rail service travels through more suburban and rural areas between Jacksonville and St. Augustine, distances between stations can be over eight miles. Station areas in the more rural and undeveloped areas of St Johns and Duval counties offer opportunity for large-scale TOD opportunities. Key locations include the redevelopment around Old County Road 210 or enhancing the neighborhoods near Baptist South - Jacksonville.

Commuter rail station distances begin to decrease as the FCCR service enters St. Augustine. There are three stations within the urban fabric of its historic Downtown and nearby Flagler College before ultimately terminating service just west of the Flagler Hospital and its associated clinics along SR 312.



Jacksonville



St. Augustine

FIGURE 3-51: CORRIDOR MAJOR CITIES

La Villa Townhomes



FIGURE 3-52: SOUTHEAST CORRIDOR

CORRIDOR LAND COVER

The station areas in and around Downtown St. Augustine and Jacksonville are urban and built up. The St Johns River runs between the JRTC and San Marco Commuter Rail Station, dividing Jacksonville's Downtown Core. In St. Augustine, the FCCR Rail Line runs just east of the San Sebastian River, limiting developable opportunities to the east in the station areas. Like many downtown areas, there are often large built transportation and utility land covers present in Downtown Jacksonville and St. Augustine that can be barriers to connectivity and development associated with TOD.

Similar land cover descriptions can also be provided for the station areas in suburban areas of Jacksonville and Duval County, but there are sometimes additional considerations for wetlands, protected forested areas, and 100-Year Flood Zones. There is one major rail yard, the FEC Bowden Yard, along US 1/Philips Highway north of Baymeadows Station that has a large spatial footprint, and limits east-west connectivity in suburban Jacksonville.

The rural station areas generally have more open land and upland forested areas within them, as well as large transportation and utility footprints for auto-centric road infrastructure. There are also 100-Year Flood Zones, wetlands, and other protected natural resources present in these areas, but engineered solutions to water and wetland management can make the land cover developable for parks, commercial structures, and housing.



Upland Forest



Wetlands



Suburban Dvelopment



Urban Development

FIGURE 3-53: CORRIDOR TYPICAL LAND COVERS



FIGURE 3-54: SOUTHEAST CORRIDOR LAND COVER

CORRIDOR LAND USE

The termini of the Southeast FCCR Corridor goes through Downtown St. Augustine and Downtown Jacksonville's central business districts. Beyond the downtown areas, the remaining station areas are typically placed near commercial, employment, and Mixed-use nodes or at the intersections of major roadways in Duval and St Johns County. In most of these station areas, higher density land use and zoning is present adjacent to the station, while industrial and lower-density residential land uses are in the peripheries.

Station areas are typically located where there is already an existing or planned Commercial or Mixed-use hub. US 1, a major roadway south of Jacksonville with ample amounts of developed land along the roadway offer a host of these commercial hubs like Jackson Square, J. Turner Butler Boulevard (JTB) Intersection, Avenues Walk, and Palencia.

Some station areas have publicly owned land in close proximity to a station, which can be easy wins for TOD. Existing park-n-rides along US 1/Philips Highway like Avenues Walk and JTB can be redeveloped to support transit operations. In St Johns County, The San Sebastian View Station Area has multiple County-owned parcels that can be re-imagined to better support County Operations, new residential units, and increase employment and community resources near regional transit.



Office Parks



Recreation/Community Amenity



Residential Complexes



Shopping Centers

FIGURE 3-55: CORRIDOR TYPICAL LAND USES

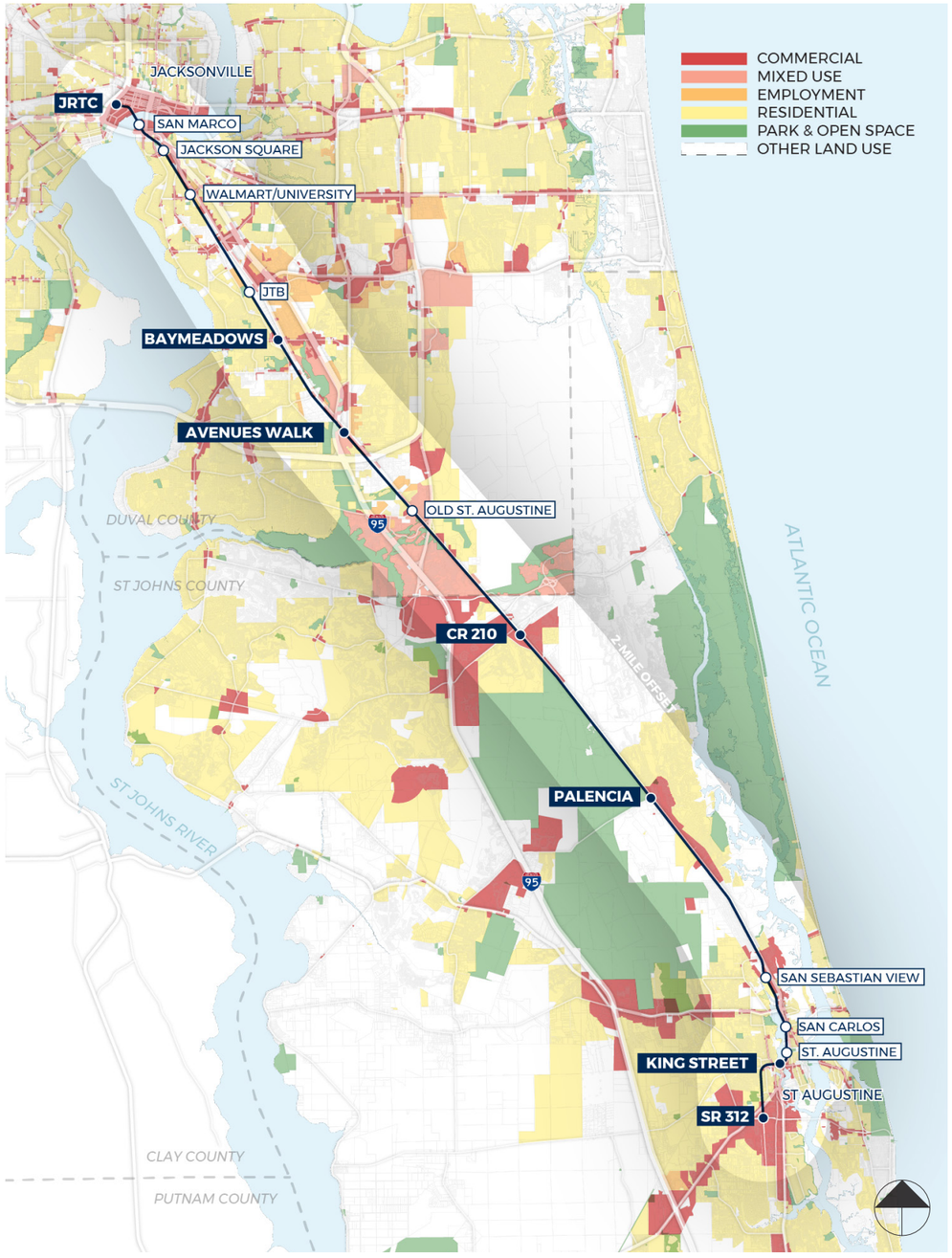


FIGURE 3-56: SOUTHEAST CORRIDOR LAND USE

ANALYSIS METHODOLOGY

The station area analysis is based on a general review and mapping of key parameters that are needed for evaluating the suitability for TOD. The parameters were summarized and visualized within a half-mile buffer of all potential 15 FCCR Station locations in the corridor and include the following:

STATION AREA OVERVIEW

A high-level summary of the built and natural characteristics of a station area, and how zoning and land uses shape the station area and its character. In certain stations areas this sub-section also describes some of the overall connectivity around a station.

STATION AREA LAND COVER

A review of the built and natural land features of a station area. This sub-section points out built and natural barriers including 100-Year Flood Zones, utility and transportation areas, wetlands, forests, and farmland. It also assists in identifying any potential natural or built barriers to TOD.

STATION AREA CHARACTER

A description of the general context, connectivity, and utilization of a station area. Historic significance and background are often brought up in this sub-section to assist in describing the station area character. This sub-section also discusses the physical layout and scale of a station area, and how suitable it is for TOD based on existing conditions.

LAND USE AND KEY PLACES

This sub-section describes the existing types of uses around each station and their general locations and proximity to the commuter rail line. Analysis in this sub-section finds the primary land uses around the station area as well as missing types of land uses to assist in determining station typologies and general functions of station areas for needed for the planning purposes.

TAXABLE VALUE

A visualization of the value of taxable parcels within a station area. This sub-section also highlights public versus private ownership of parcels within a station area. It can be utilized during station area planning to assist in determining sites for TOD and redevelopment.

ZONING

A visualization of zoning boundaries present within a half mile of a commuter rail station. This sub-section can be utilized to identify any potential rezoning opportunities, and whether existing zoning is supportive of TOD.

TOD OPPORTUNITIES AND SOFT SITES

This sub-section identifies general zones and opportunities for TOD at each station area. It assists in highlighting which stations or sub areas within station areas are most suitable or provide the most opportunity for TOD. Considerations in this sub-section include existing site conditions, local planning efforts, plans in place, market strength, and physical suitability. Further details on these considerations are provided in Chapter 4.2, TOD Readiness & Desirability.

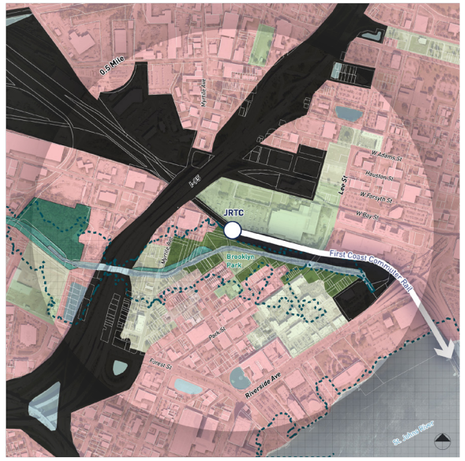


FIGURE 3-57: STATION AREA ANALYSIS 1: LAND COVER

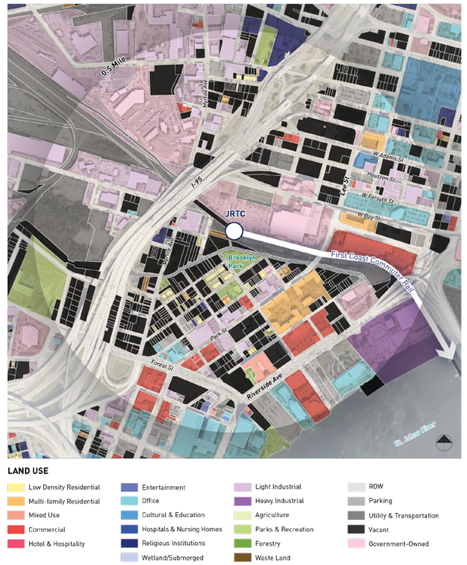


FIGURE 3-58: STATION AREA ANALYSIS 2: LAND USE

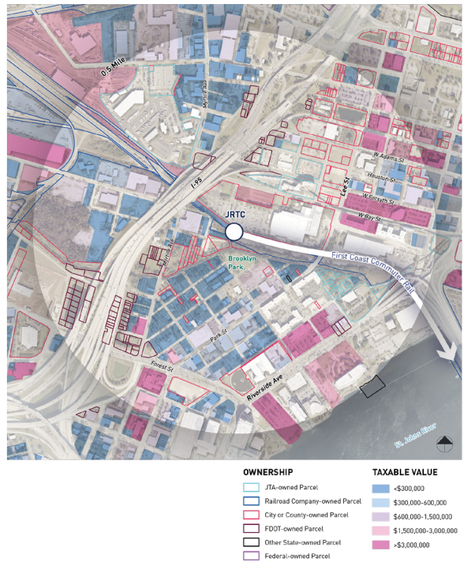


FIGURE 3-59: STATION AREA ANALYSIS 3: TAXABLE VALUE

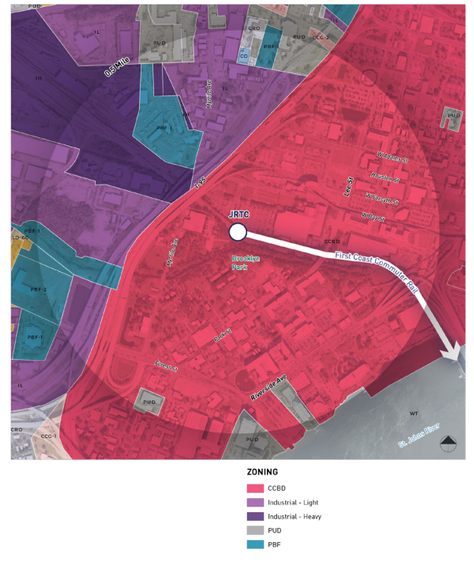


FIGURE 3-60: STATION AREA ANALYSIS 4: ZONING

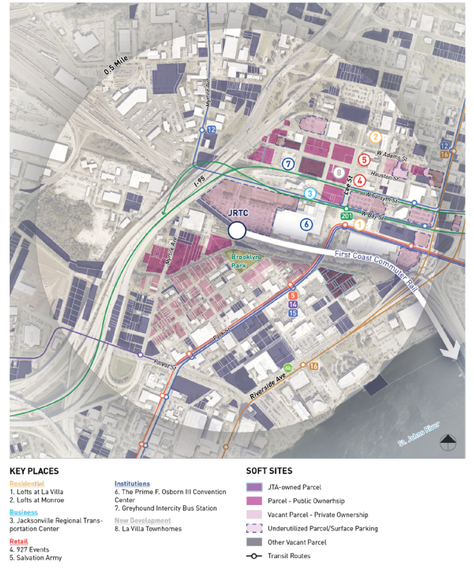


FIGURE 3-61: STATION AREA ANALYSIS 5: SOFT SITES

STATION AREA ASSESSMENT

JRTC STATION

STATION AREA OVERVIEW

The JRTC Station Area is the northern terminus of the FCCR Line between Downtown Jacksonville and St. Augustine and is located in the southern portion of the LaVilla neighborhood; a historic and culturally significant neighborhood representing one of the oldest urbanized, African American districts in Florida. JTA's opening of the JRTC, and with it JTA's new headquarters, places LaVilla in the center of Jacksonville's vision for a regional transportation network. Aside from the Prime Osborn Convention Center, attached to the historic Jacksonville Terminal, and Greyhound Bus Terminal, vacant land created by unsuccessful urban renewal initiatives of the early 1990's dominates the station area and surround the JRTC. Contributing to the auto-centric character of the area, Bay Street and Forsyth Street facilitate high volumes of vehicular traffic between downtown and I-95. In recent years, with momentum generated by the construction of the JRTC, and under the guidance and support from the Downtown Investment Authority (DIA), more than 450 affordable and workforce multifamily residential units have been constructed along with the planned LaVilla Townhomes. Additionally, the Emerald Trail, a 30-mile signature outdoor destination, currently under construction, crosses immediately adjacent to the JRTC Station Area.



FIGURE 3-62: JRTC STATION



STATION AREA LAND COVER

This station area is within a built out urban area west of downtown Jacksonville. There are some existing recreational and open land cover adjacent to the station area, as well as the presence of a 100-Year Flood Zone. There is a large presence of transportation and utility land cover within the station area, most noticeably I-95 northwest of the station serving as a built barrier to connectivity. One waterbody, McCoy Creek, runs through the station area.

Natural Environment

- Urban and Built Up
- Open Land
- Recreational
- Upland Forests
- Waterbody
- Transportation and Utility
- 100-Year Flood Zone

FIGURE 3-63: JRTC STATION LAND COVER

STATION AREA CHARACTER

The JRTC Station Area is located in an area known as LaVilla, near Jacksonville convention center, surrounded by a collection of vacant and underutilized land. The LaVilla neighborhood had experienced a general decline since the 1950s due to infrastructure projects like I-95 splitting and binding the neighborhood to the west, and was known for its vacant buildings and empty lots since the early 1990's. While empty and overgrown lots are still present and there are built constraints to connectivity and community ongoing created by construction of the interstate, the opening of the JRTC ushers in a new era for the once thriving African American neighborhood of LaVilla. With the opening of the JRTC, future U²C and commuter rail service, combined with the former Jacksonville Terminal and the new Greyhound Intercity Bus Terminal, the station area's character is defined by both the legacy and the future of transportation in Jacksonville. There are plans to introduce new multifamily and workforce housing, and townhomes within the station area, signaling a return of residents and activity to LaVilla that leverage proximity to employment, retail and recreation offered throughout downtown and adjacent neighborhoods.

LAND USE AND KEY PLACES

Under existing conditions, the station area adjacent to the Prime F. Osborn III Convention Center and JRTC is underutilized or vacant land with some presence of Parks and Recreation areas like Brooklyn Park and Lift Ev'ry Voice and Sing Park. Most of LaVilla's remaining, culturally significant places are north of the station area, but there are multiple institutions nearby including the Federal Reserve Bank of Atlanta. There are planned and already completed transit-centric, multifamily residential developments like the Lofts at Jefferson Station and the Lofts at LaVilla west of the station, which provide workforce housing for the neighborhood. North of the station, office and light industrial land uses including Sally Industries Dark Ride and Animatronic Manufacturing company, are prevalent.

Beyond the station area core and to the east of I-95, land uses are more mixed use and professionally oriented. An example of that is the Brooklyn Neighborhood, anchored by the Brooklyn Riverside Apartments and the Brooklyn Station Retail Center. Because of the station area's proximity to downtown, there has been redevelopment interest of converting vacant or industrial land use sites into more commercial and mixed-use spaces. West of I-95, land uses are generally Light Industrial, Government-Owned, or Vacant.



Prime F. Osborn III Convention Center



Retention Pond and Park at Lee and Duval St.



Jacksonville Regional Transportation Center

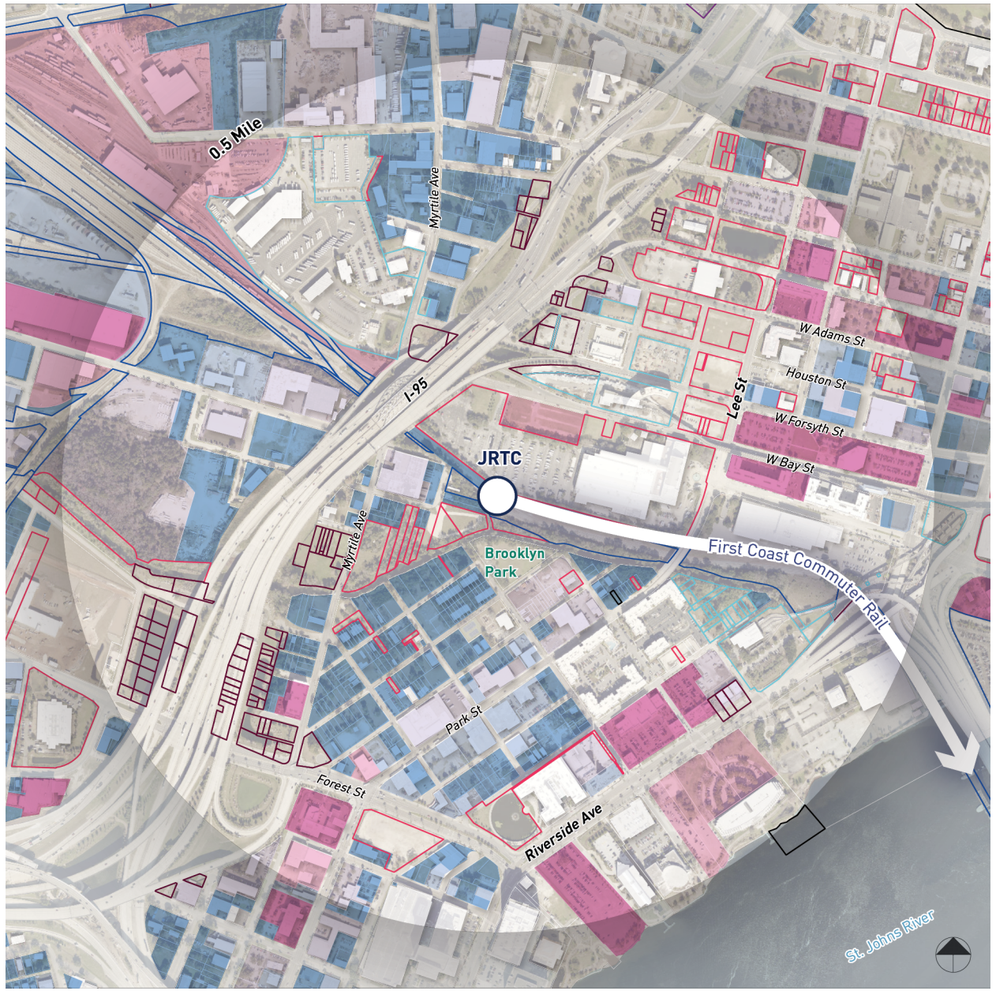
FIGURE 3-64: JRTC STATION AREA CHARACTER



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-65: JRTC STATION LAND USE



TAXABLE VALUE

This station area is located within the Commercial Central Business District (CCBD), and there are numerous publicly owned parcels throughout the LaVilla and Brooklyn neighborhoods, especially adjacent to the FCCR rail line or I-95. There are two clusters of JTA-owned parcels present that can be utilized for transit operations or TOD. Most of the highest taxable value parcels are east of the rail station between Downtown Jacksonville, or along the St. Johns River.

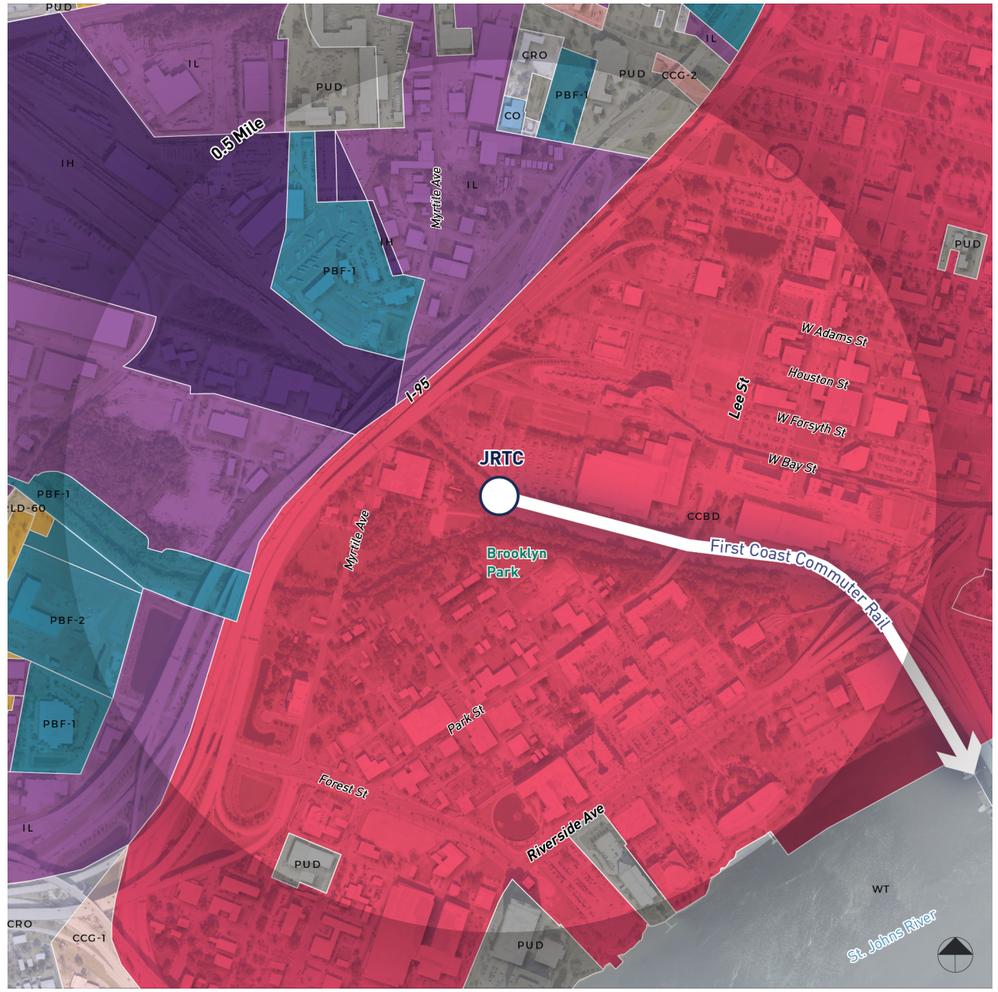
OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-66: JRTC STATION TAXABLE VALUE



ZONING

The station area east of I-95 is within the City of Jacksonville's CCBD, allowing for dense redevelopment opportunities between Downtown and the JRTC. There are some instances of Planned Unit Developments (PUDs) in the Brooklyn neighborhood along the St. Johns River. West of I-95, Industrial-Light (IL) and Industrial-Heavy (IH)zoned areas are present, with some presence of Public Building and Facilities (PBF) zoned boundaries.

ZONING

- CCBD
- Industrial - Light
- Industrial - Heavy
- PUD
- PBF

FIGURE 3-67: JRTC STATION ZONING

TOD OPPORTUNITY AND SOFT SITES

With the opening of the JRTC, and the re-introduction of multifamily housing and townhomes within the station area, the LaVilla neighborhood is already being transformed into a vibrant area west of the Downtown Jacksonville Core. The station area can further leverage publicly owned vacant land, access to multiple transit choices, and proximity to downtown to expand housing, retail, and employment options within a vibrant and connected urban neighborhood. The station area has significant transit-centric redevelopment potential, including JTA-owned parcels adjacent to the JRTC and Brooklyn neighborhood, the City-owned Prime Osborn Convention Center's surface parking, and land made available by the possible relocation of the convention center.

Additionally, the 2019 LaVilla Development Strategy highlights the potential of the neighborhood to provide the "missing middle" housing type between high-rise housing options downtown and detached single family homes offered outside the urban core. Near-term TOD opportunities within the JRTC Station Area include redevelopment of these publicly owned soft sites to create "early-wins" for TOD and build momentum and excitement for redevelopment potential in LaVilla. The redevelopment of the abundant soft sites within the station area should strive to concentrate higher densities and a mix of uses clustered around the JRTC building . Additionally, new TOD development should integrate plazas, small parks, and wayfinding to create a cohesive and accessible neighborhood that promotes transit ridership, links to the Brooklyn neighborhood, and encourages increased economic development.



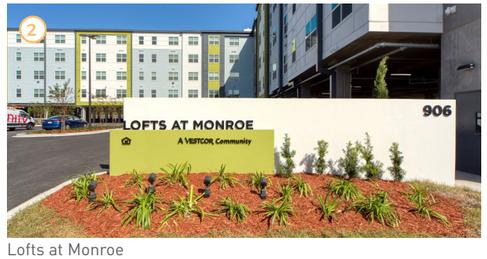
Jacksonville Regional Transportation Center



Greyhound Bus Station



La Villa Townhomes



Lofts at Monroe

FIGURE 3-68: JRTC KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Residential
1. Lofts at La Villa
2. Lofts at Monroe

Business
3. Jacksonville Regional Transportation Center

Retail
4. 927 Events
5. Salvation Army

Institutions
6. The Prime F. Osborn III Convention Center
7. Greyhound Intercity Bus Station

New Development
8. La Villa Townhomes

SOFT SITES

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

FIGURE 3-69: JRTC SOFT SITES

SAN MARCO STATION

STATION AREA OVERVIEW

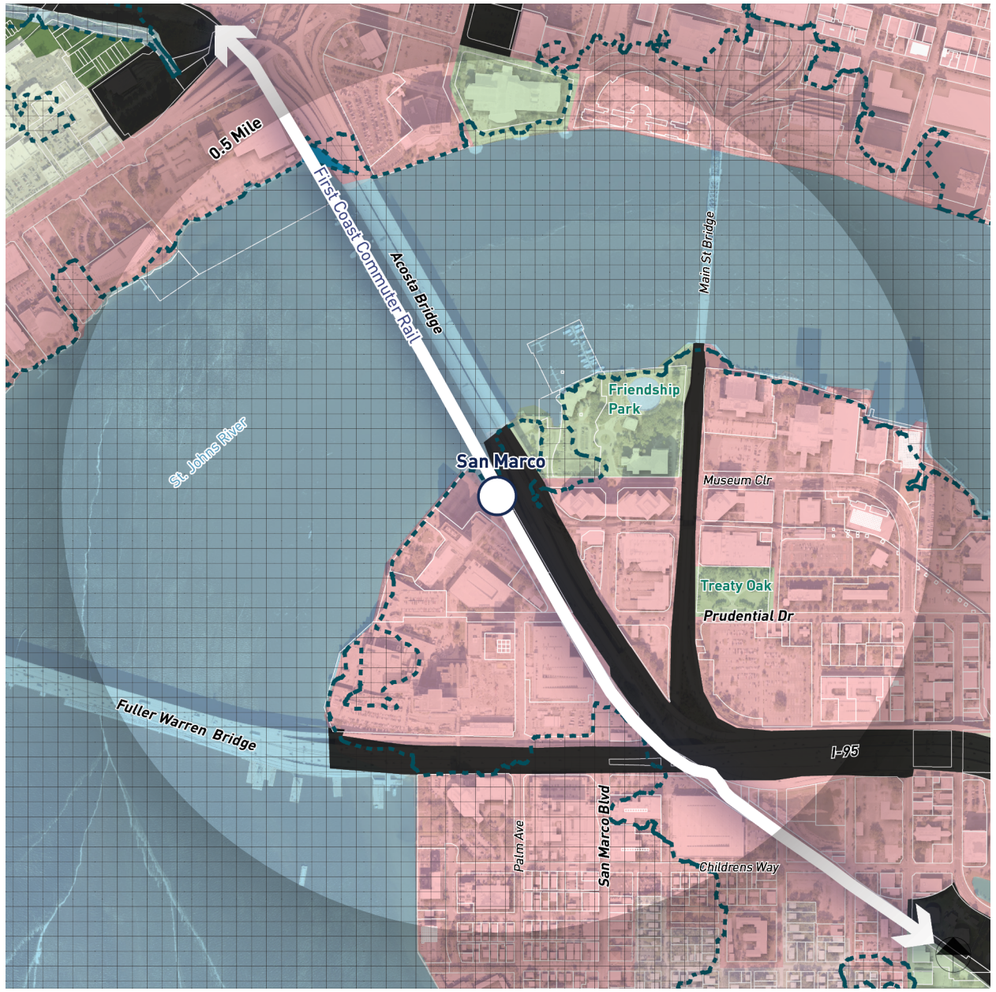
The San Marco Station is the first station south of JRTC, and south of the St. Johns River in the Southbank District – the southern part of Downtown Jacksonville. Two major bridges, the Acosta Bridge and Main Street Bridge, span the St. Johns River and have significant impacts on the station area's land cover, overall urban form, and connectivity because of associated infrastructure connecting with the local street grid and I-95.

San Marco Station is an existing major employment center for the region with skyscrapers along the waterfront housing financial, insurance and a significant number of health institutions. There is also a range of housing options found within the Southbank; dense multifamily high-rises line the waterfront in Southbank while blocks of single-family homes are prevalent further south and away from the waterfront.

The closest typical land uses to the station are primarily office, with a focus on healthcare with Baptist Hospital, MD Anderson Cancer Center, and the Ronald McDonald House. Pedestrian amenities and bicycle facilities are present in existing streetscape however, blocks are large and are isolated from each other, constraining connectivity between transit, major employment areas and open space destinations such as Friendship Park, the Southbank Riverwalk, and Treaty Oak Park. A new multi-use path, adjacent to I-95, spans across the St. Johns River, connecting Riverside and the San Marco areas.



FIGURE 3-70: SAN MARCO STATION



STATION AREA LAND COVER

San Marco Station is along the St. Johns Riverbank, and its land cover on the Southbank is mostly classified as Urban and Built up. There are two parks present in the station area, including Friendship Park and Treaty Oak Park. Despite the station's proximity to the river, there are limited instances of 100-year flood zones present. The main barriers to TOD will likely be the built transportation and utility infrastructure in that partitions the northern limits of the Southbank.

Natural Environment

- Urban and Built Up
- Open Land
- Recreational
- Upland Forests
- Waterbody
- Transportation and Utility
- 100-Year Flood Zone

FIGURE 3-71: SAN MARCO STATION LAND COVER

STATION AREA CHARACTER

The San Marco Station Area is an area defined by professional services and is considered an extension of Downtown Jacksonville. High-rise office towers, like Prudential Plaza and the Aetna Building, provide a dense urban scale similar to the Northbank's central business district. To the east, Riverplace Boulevard, the station area's primary east-west thoroughfare, hosts a diversity of uses including hotel, entertainment, and employment, making the eastern portion of this station area a place to work, live, dine, and play. Along the St. Johns River waterfront, a range of destinations draw visitors from around the urban core, including the Southbank Riverwalk, Friendship Park, and the Museum of Science and History.

Within the northern portion of the station area, the neighborhood character transitions from office buildings and infrastructure to an active waterfront public realm. Streetscape investments throughout the station area have improved bicycle and pedestrian mobility and reinforced the area's walkable and urban characteristics. However, the three bridges that traverse the station area are physical and visual barriers and contribute to the area's isolated character.

LAND USE & KEY PLACES

The San Marco Station Area land uses west of the Acosta Bridge are classified as Office, Hospitals and Nursing Homes, and parking. These land uses are associated with the Baptist Hospital Medical Campus, and the hospital's building density contributes to the area's downtown Character. East of the Acosta Bridge, land uses are more mixed, including Hotel and Hospitality, Multi-family Residential, Office, Parks and Recreation, and Entertainment. Southbank Riverwalk and The Chart House restaurant are among numerous destinations that serve adjacent employment centers like Riverplace Tower and 1300 Riverplace. With the addition of multifamily residential high-rises, like The Strand and The Peninsula, the station area has become an established waterfront neighborhood within Downtown Jacksonville. There are multiple vacant and underutilized parking parcels present, generally adjacent to major roadway infrastructure that may provide opportunity for redevelopment, improved connections, and street activation south of the waterfront.



Prudential Drive



San Marco Skyway Station



San Marco Boulevard

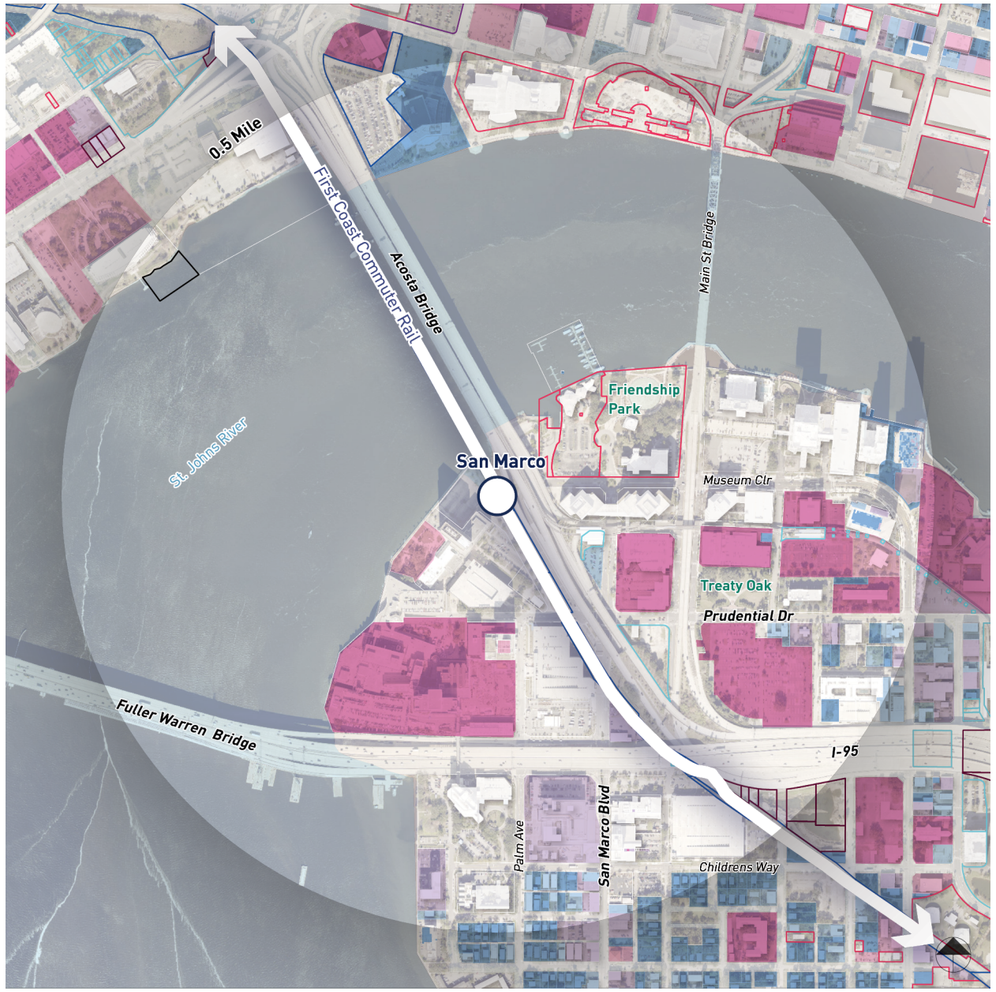
FIGURE 3-72: SAN MARCO STATION AREA CHARACTER



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-73: SAN MARCO STATION LAND USE



TAXABLE VALUE

This station falls within the Southbank overlay, and the CCBD zoning designation is flexible in terms of use and bulk regulations. Most of the taxable parcels north of the Fuller Warren Bridge have a taxable value beyond $3,000,000, especially the high rises near or along the waterfront. More inland, parcel size and taxable value decreases. Most of the land is privately owned except for a handful of JTA-owned or FDOT owned parcels adjacent to roadway infrastructure.

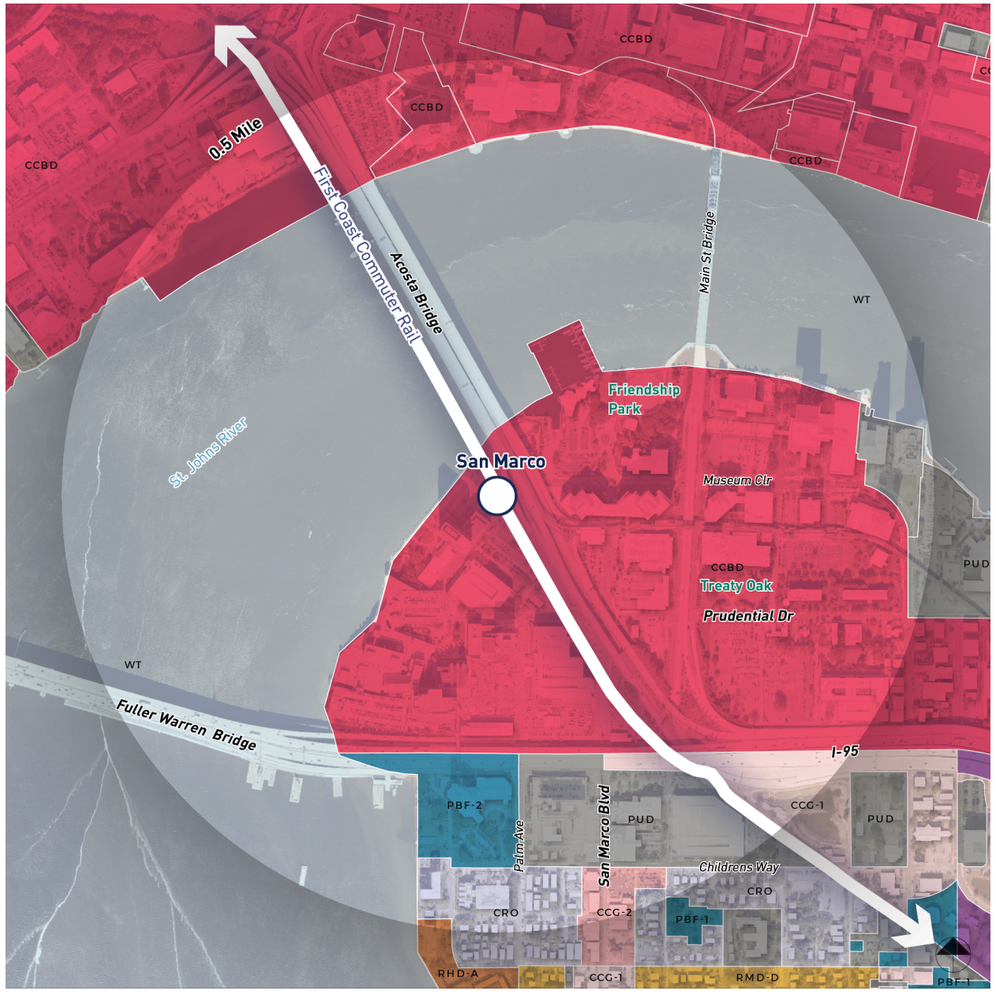
OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-74: SAN MARCO STATION AREA TAXABLE VALUE



ZONING

Like JRTC Station, the San Marco Station Area is primarily within the City of Jacksonville's CCBD. Building heights and bulk are generally greater within the Southbank portion of the CCBD. South of I-95, land is zoned for PUD, PBF, Commercial, Residential and Office (CRO), and Commercial Community/General-1 (CCG-1). While these zoning classifications offer dense zoning, the Southbank neighborhood north of I-95 have greater building heights and density than the San Marco neighborhood to the south.

ZONING

- CCBD
- CCG
- CRO
- PUD
- PBF

FIGURE 3-75: SAN MARCO STATION LAND USE

TOD OPPORTUNITY AND SOFT SITES

Although the eastern part of the station area has a proven track record with large scale developments along the St. Johns River waterfront like The Strand and The Peninsula, the western area around Baptist Hospital has received less development interest potentially because its connectivity constraints due to bridge and interstate infrastructure. The successful high-rise residential projects and revitalization of Friendship Park to become an iconic campus for science, culture and innovation that leverages proximity to transit, can grow confidence in the area's ability to realize high-caliber, transit-centric residential and commercial development in the entire station area.

Other opportunities include strategic TOD that complements existing employment and residential uses that also leverages proximity to transit and waterfront amenities could further elevate the neighborhood's standing within Jacksonville as a premiere neighborhood to live and work. The station area has multiple, large, privately owned parcels and parking areas that could be prime soft sites for TOD. Two waterfront parcels associated with the Baptist Health Southbank Tower complex can also be repositioned with complementary, infill TOD that takes advantage of the waterfront location and proximity to transit. These include multiple parking areas near the interstate and employment centers.



Friendship Park



Southbank Tower - Baptist Health

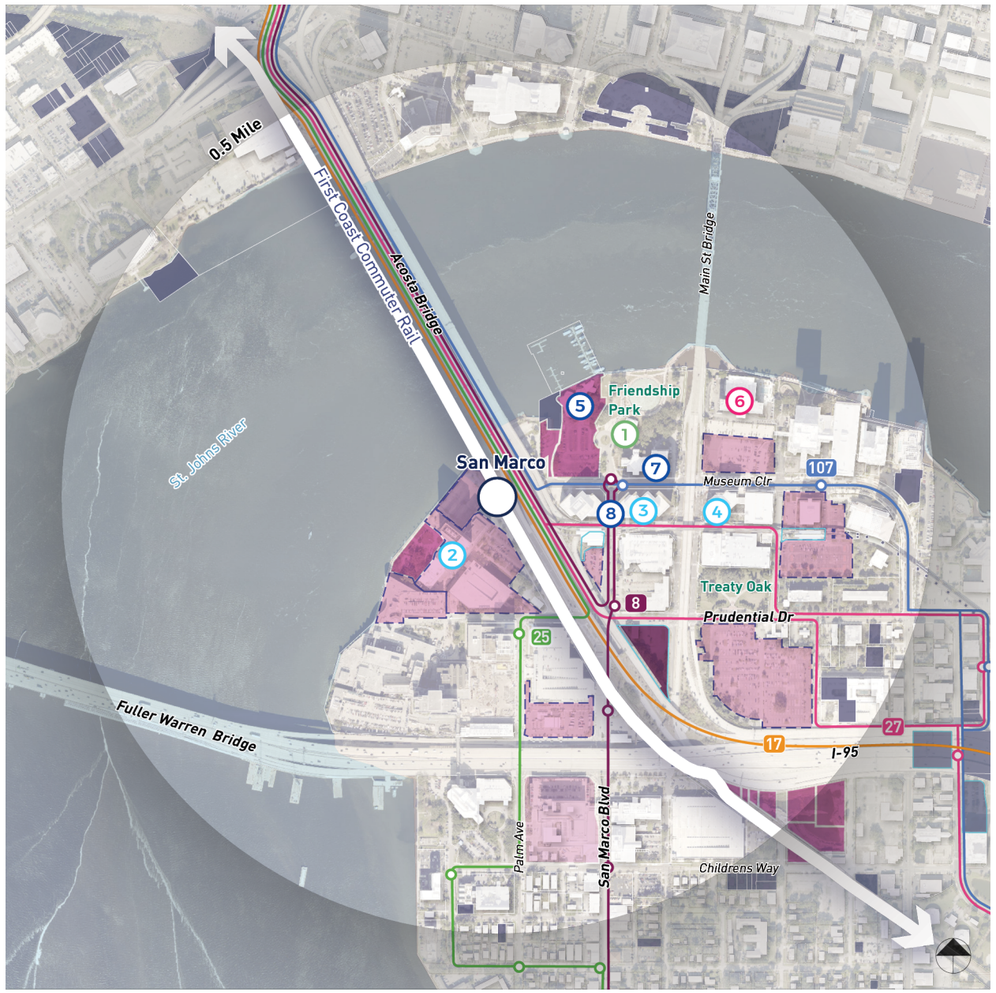


Two Prudential Plaza



Museum of Science and History

FIGURE 3-76: SAN MARCO STATION AREA KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Public Spaces
1. Friendship Fountain & Park

Business
2. Southbank Tower - Baptist Health
3. Two Prudential Plaza
4. 1200 Riverplace

Retail & Restaurants
5. River City Brewing Company

Hotel
6. Double Tree

Institutions
7. The Museum of Science and History (MOSH)
8. U.S Army Corps of Engineers Jacksonville District

SOFT SITES

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

FIGURE 3-77: SAN MARCO STATION SOFT SITES

JACKSON SQUARE STATION

STATION AREA OVERVIEW

Jackson Square Station is the second stop away from Jacksonville City Center. The station will connect to Atlantic Boulevard, a major east-west thruway in San Marco, and is a quarter mile east of San Marco Square, a geographic and commercial hub in the area. The built landscape around Jackson Square is generally an urban environment, especially along commercial spines like Atlantic Boulevard, Hendricks Avenue, and Kings Avenue. Building layouts beyond the main roads are generally auto-oriented, lower density residential neighborhoods, or community cultural and education centers.

Landon Middle School and Fletcher Park, two public destinations in the area just west of the rail station reinforce the station area's residential neighborhood feel. Under existing conditions, most parcels within the station area have building heights around two stories, and have space within them for accessory open space, surface parking, or driveways. Density and connectivity are also limited east of the station area because the area is partitioned by the elevated I-95 interstate and a large interchange.

Beyond the rail line and raised interstate, the area is generally walkable and has ample amounts public open space. The station area has had notable development interest in recent years because its proximity to Downtown, and as the San Marco neighborhood continues to be revitalized, resulting in a limited supply and vacant developable sites. Near I-95, there are some additional vacant or underutilized parcels that can serve as future opportunities for TOD.



FIGURE 3-78: JACKSON SQUARE STATION



STATION AREA LAND COVER

This station is generally built out with higher density development present to the north and east along the St. Johns River, where there are also some presences of 100-year flood zones. Urban density is partitioned in the eastern area by the I-95, US 1, and Atlantic Boulevard convergence transportation and utility landcover. Most of the recreational area present in this station area is generally present around the periphery.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-79: JACKSON SQUARE STATION LAND COVER

STATION AREA CHARACTER

The San Marco neighborhood was established in the 1920s as a planned Italian Renaissance neighborhood. San Marco Square and Balis Park make up the neighborhood core in the west, and is a pedestrian scaled, mixed-use neighborhood destination with open space, essential retail, entertainment, restaurants, and boutiques. San Marco Square has preserved its character, giving the western limits of the station area a distinct identity. There are several parks and a school within the station area that have also preserved East San Marco's neighborhood's identity. This area has experienced some private development interest recently because of its proximity to San Marco Square and Downtown. Small businesses like Southern Grounds & Co. have activated main roads to become retail corridors, extending the core retail area beyond San Marco Square.

To the east, raised highway infrastructure has limited a similar experience, fracturing residential areas south of Downtown. Auto-oriented commercial and office settings line the built infrastructure, further preventing a cohesive station area east and west of the rail line.

LAND USE AND KEY PLACES

In recent years, development and land uses in this station area have transitioned from low density, auto-centric land uses to an urban setting. This station now has ample amounts of commercial, Hotel and Hospitality, and Mixed-use zoning along Atlantic Boulevard, Hendricks Avenue, and San Marco Boulevard to the east. San Marco Square, an established Mixed Use commercial area around Balis Park is the core of the San Marco neighborhood and is a quarter mile from Jackson Square Station. There are several key attractions in that area, including San Marco Theater, and a host of restaurant choices.

Land uses beyond the commercial spine are Office and Cultural and Education, and transition towards Residential, especially to the south. New residential developments like The Barlow, Exchange and San Marco Promenade have transformed some of the underutilized land uses near Atlantic Boulevard or I-95 into higher density residential nodes. There are some vacant parcels around the central commercial area already under construction or have proposed new developments including a Publix grocery store to support neighborhood growth.



Atlantic Boulevard Intersection with Railroad



Fletcher Park



San Marco Boulevard Balis Park

FIGURE 3-80: JACKSON SQUARE STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-81: JACKSON SQUARE STATION LAND USE



TAXABLE VALUE

Most of the parcels within this station area are privately owned other than a few publicly owned parcels north of the Jackson Square Station. As parcels get closer to the St. Johns River, there is an increase in the taxable value of the property. This trend also applies for parcels clustered around San Marco Square, along Hendricks Avenue, and San Marco Boulevard.

OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-82: JACKSON SQUARE STATION AREA TAXABLE VALUE



ZONING

Commercial corridors have mixes of CCG, CRO, Commercial Office (CO), and Residential Medium Density (RMD) zoning, which will develop a dense urban environment near the station. Less-dense Residential Low Density (RLD) zoning is present between commercial spines, mainly along the St. Johns River and east of I-95. PUD zoning present in vacant or underutilized areas, which can connect the urban fabric around the station. Philips Highway area is zoned CCG-2, PUD, and CO, which will densify the area southeast of the station along I-95.

ZONING

- CCBD
- CCG-2
- CCG-1
- RLD
- RMD
- CRO
- CO
- PBF
- IL
- PUD

FIGURE 3-83: JACKSON SQUARE STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

San Marco Square, an established commercial area, and the core of the San Marco neighborhood, is a quarter of a mile from Jackson Square Station. There are already multiple proposed and existing businesses and developments in previously vacant parcels along Atlantic Boulevard that can extend the commercial corridor to the east and potentially connect East San Marco east underneath the highway. There are limited, privately owned soft sites around Jackson Square Station. Some of the soft site parcels could be assembled to provide opportunity for larger TOD. Publix Supermarket in the East San Marco Shopping Center along Atlantic Boulevard is planned to be built at the soft site parcel assemblage that once was Southside Baptist Church.

There are also new proposed residential developments within the southeast portion of the station area, including San Marco Promenade and The Exchange Apartments. Developments like these will increase residential and commercial density in the station area, and build confidence for TOD near Jackson Square Station, especially west of the interstate. Additional soft sites and underutilized parcels can provide contextually sensitive infill development that would support the neighborhood's character and leverage the arrival of commuter rail transit service.



The San Marco Promenade Apartment



The Exchange Apartment



The Terraces at San Marco Luxury Townhomes Under Construction



East San Marco Development Under Construction

FIGURE 3-84: JACKSON SQUARE STATION RECENT DEVELOPMENTS



KEY PLACES

Public Spaces
1. Fletcher Park
2. Southside Park
3. Brown Whatley Memorial Park
4. Balis Park
5. Alexandria Oaks Park

Retail & Restaurants
6. San Marco Blvd Main Street
7. San Marco Theater

Hotel
8. Magnuson Hotel Jacksonville
9. Scottish Inns Jacksonville, FL

Institutions
10. Julia Landon College Preparatory and Leadership Development School
11. San Marco Library
12. Southside Baptist Church
13. San Marco Church

New Development
14. San Marco Promenade Apartments
15. The Exchange Apartments
16. The Terraces at San Marco Luxury Townhomes
17. East San Marco Development

SOFT SITES

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

FIGURE 3-85: JACKSON SQUARE STATION SOFT SITES

WALMART/ UNIVERSITY STATION

STATION AREA OVERVIEW

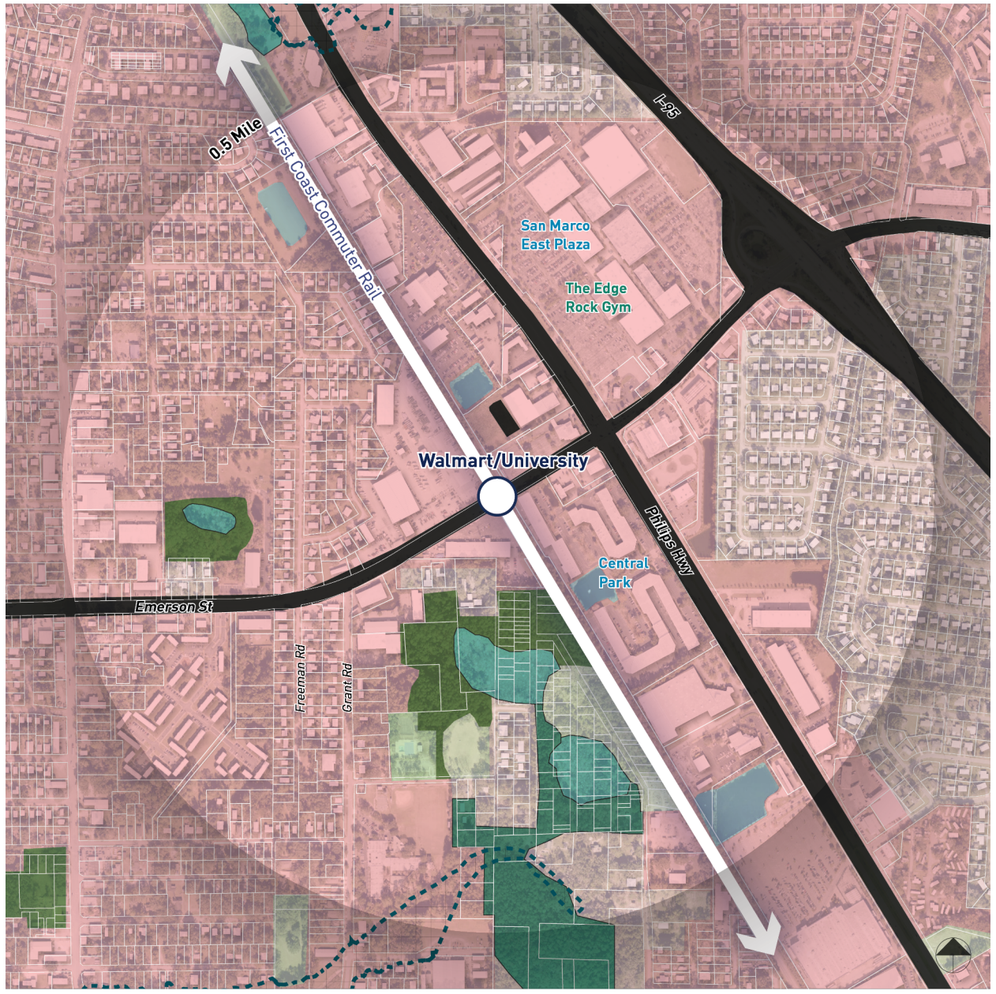
Walmart/University Station is located near the intersection of US 1/Philips Highway and Emerson Street, just north of Jacksonville's Pine Forest neighborhood. This station area is less urban than Jacksonville Square Station, but has regional significance as an employment, industrial, and retail center. San Marco East Plaza, the Walmart Supercenter and other large parcels along Philips Highway offer essential retail, employment, and community attractions, but single-use land uses and large parking lots built to the street reinforce automobile dependency in this area.

There are multiple established residential and community areas within this station area like South Riverside, Englewood, and Pine Forest. Pine Forest, one Jacksonville's oldest black neighborhoods is directly west of the commuter rail corridor and has a community center, school, park, and swimming pool. These neighborhoods generally have a disconnected street system with multiple cul-de-sacs and mature street tree canopy coverage, a major distinction between the residential and industrialized portions of the station area.

There has been limited recent development interest in this station area compared to Jackson Square Station to the north. There are several soft sites and underutilized parcels available, mostly west of Philips Highway and along Emerson Street.



FIGURE 3-86: WALMART/UNIVERSITY STATION



STATION AREA LAND COVER

This station is generally built out with most of the developed landcover along Philips Highway and Emerson Street. Less built-up land is present in the Pine Forest, South Riverside, and Englewood residential neighborhoods that make up the remainder of the station area. There is a presence of forested lands, wetlands, and a 100-year flood zone directly south of Walmart University Station in the Pine Forest neighborhood. Retention ponds and other small water bodies are also scattered throughout the station area.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-87: WALMART/UNIVERSITY STATION LAND COVER

STATION AREA CHARACTER

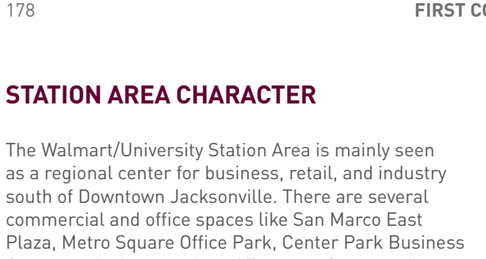
The Walmart/University Station Area is mainly seen as a regional center for business, retail, and industry south of Downtown Jacksonville. There are several commercial and office spaces like San Marco East Plaza, Metro Square Office Park, Center Park Business Center at the intersection of Emerson Street and Philips Highway that have regional importance to entertainment, essential and retail shopping, and offer various types of employment opportunities. Local restaurants and destinations like Village Bread Café or The Edge Rock Gym are present in this industrialized area and can serve as cultural hubs that attract visitors from other parts of Jacksonville, and even future retail interest. These commercial areas are generally automobile oriented, with limited presences of pedestrian activity although sidewalk and crosswalk infrastructure are present.

Beyond the regional center and its associated sprawl, established residential and natural areas with mature tree canopy coverage like the Pine Forest and South Riverside neighborhoods are present. These neighborhoods have experienced minimal revitalization compared to the San Marco neighborhood to the north. There are limited presences of dense or Mixed-use housing in any residential sections of this station area other than Sable Palms Apartments west of the station.

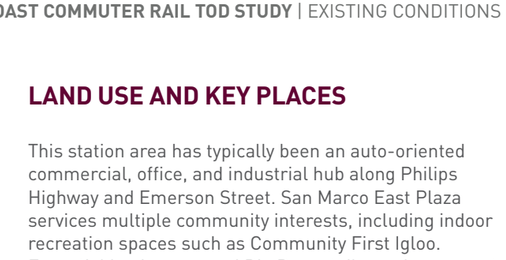
LAND USE AND KEY PLACES

This station area has typically been an auto-oriented commercial, office, and industrial hub along Philips Highway and Emerson Street. San Marco East Plaza services multiple community interests, including indoor recreation spaces such as Community First Igloo. Essential businesses and Big Box retail are also present along Philips Highway, including an Aldi along Emerson Street, and the Walmart Supercenter to the south. Large surface parking lots complement the commercial, office, and industrial sites along these main streets, and buildings are set back within these parcels.

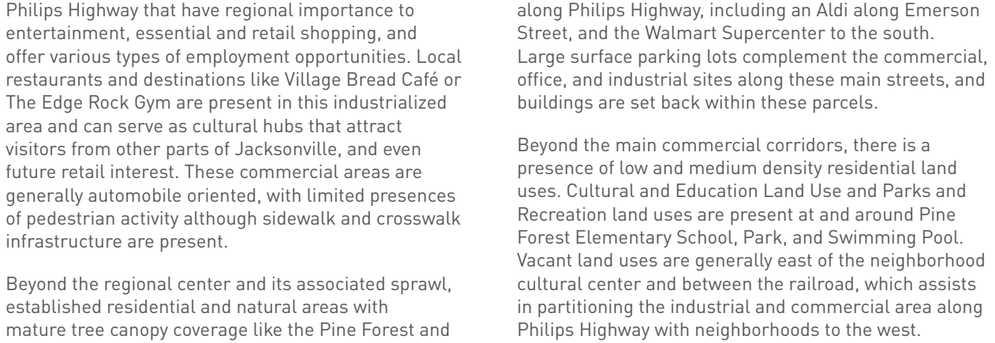
Beyond the main commercial corridors, there is a presence of low and medium density residential land uses. Cultural and Education Land Use and Parks and Recreation land uses are present at and around Pine Forest Elementary School, Park, and Swimming Pool. Vacant land uses are generally east of the neighborhood cultural center and between the railroad, which assists in partitioning the industrial and commercial area along Philips Highway with neighborhoods to the west.



Surface Parking near Station Area



Metro Square Business Park



Emerson Street at Station Area

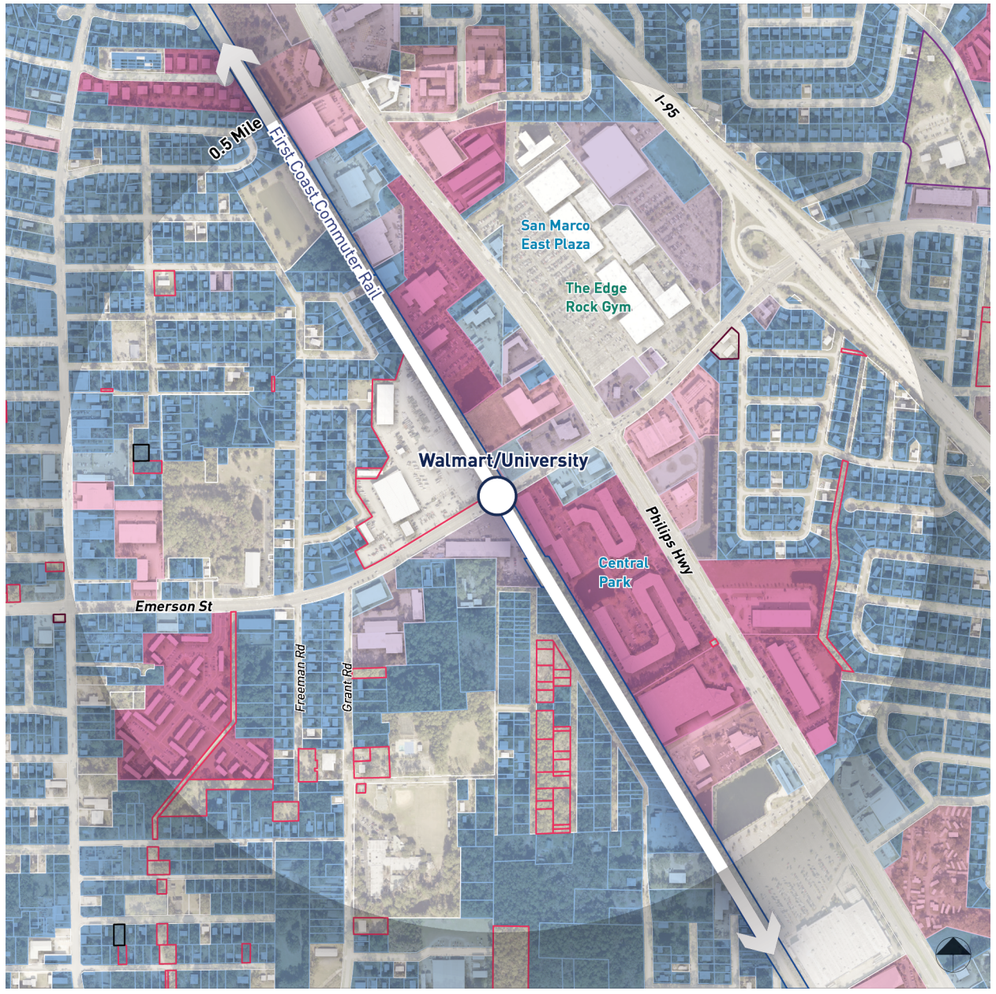
FIGURE 3-88: WALMART/UNIVERSITY STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-89: WALMART/UNIVERSITY STATION LAND USE



TAXABLE VALUE

Properties with the highest taxable values like the site of Midway Office Park are generally adjacent to Philips Highway. Most of the remaining parcels are smaller and have taxable values of less than $300,000. There are numerous publicly owned parcels within the South Riverside and Pine Forest neighborhoods, which may be associated with wetland habitat preservation.

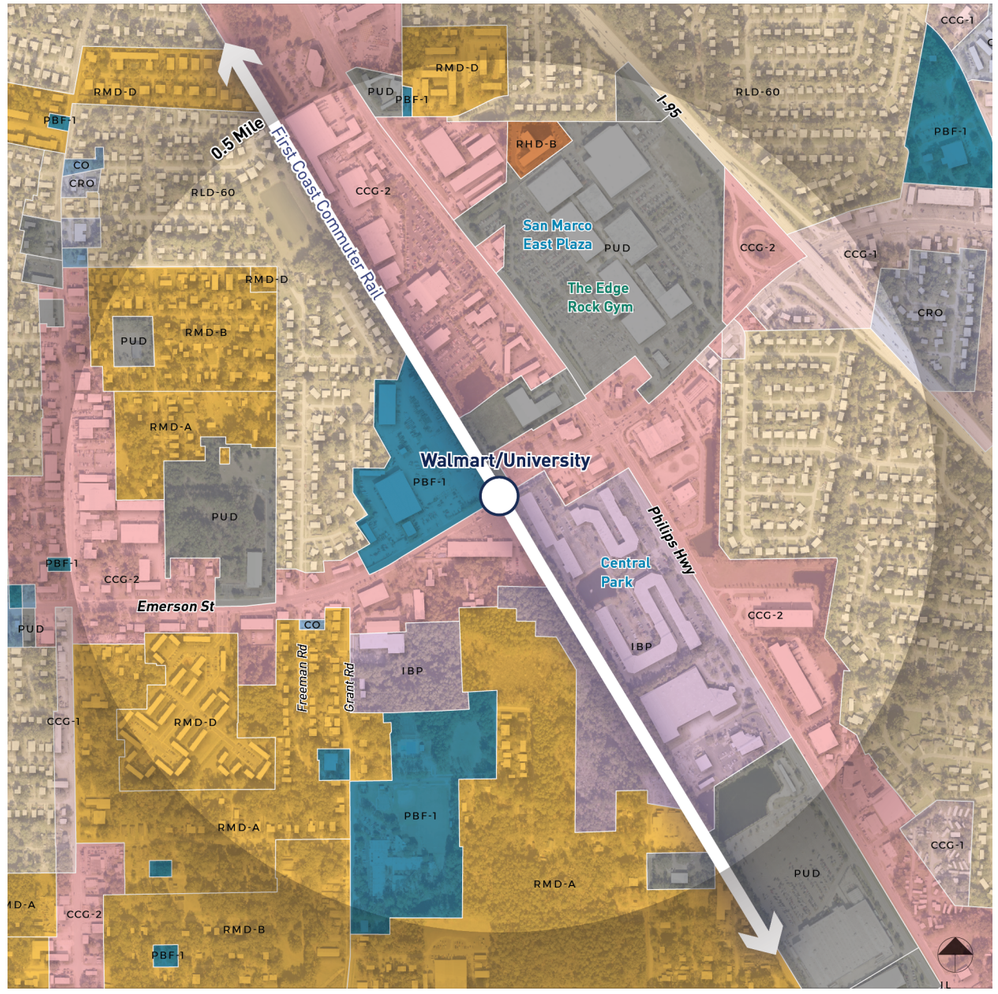
OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-90: WALMART/UNIVERSITY STATION AREA TAXABLE VALUE



ZONING

Zoning along Philips Highway is primarily PUD, Industrial Business Park (IBP), and CCG-2, providing opportunities to increase density along the station's north-south corridor. The multiple PUD's can be a catalysts for future development. Mixed use zoning along Emerson Street like CCG-2 provides opportunity for development to the west. PBF is present in the Pine Forest with community amenities. RMD-A and IBP make up the rest of the Pine Forest Area south of Emerson Street. Between Philips Highway and I-95, RLD-60 is present, which is the lowest density in the area.

ZONING

- IBP
- CCG-2
- CCG-1
- RLD
- RMD
- CRO
- CO
- PBF
- IL
- PUD

FIGURE 3-91: WALMART/UNIVERSITY STATION LAND USE

TOD OPPORTUNITIES AND SOFT SITES

There are multiple TOD opportunities and soft sites present within this station area, most notably along Philips Highway and in the Pine Forest neighborhood. Repurposing existing surface parking lots at shopping centers, business parks, and automobile dealerships to TOD can increase density where there is currently a limited presence of dense residential or Mixed-use space. Other vacant lots or underutilized parking areas within parcels can transform into urban infill housing and commercial uses that are transit-centric, and near the commuter rail corridor and employment centers.

There are two TOD sites along Emerson Street, the existing JEA Utility site northwest of the proposed station, and the forest north of Southside Church of God-Christ. These two sites can increase density and connect the St. Augustine Road and US 1/Philips Highway commercial corridors. In the Pine Forest neighborhood, there are clusters of privately owned small vacant parcels, as well as a block of parcels publicly owned. Context-sensitive development where wetlands are present may require some significant engineering but can transform that area into park or gathering space.



San Marco East Plaza



Central Business Park

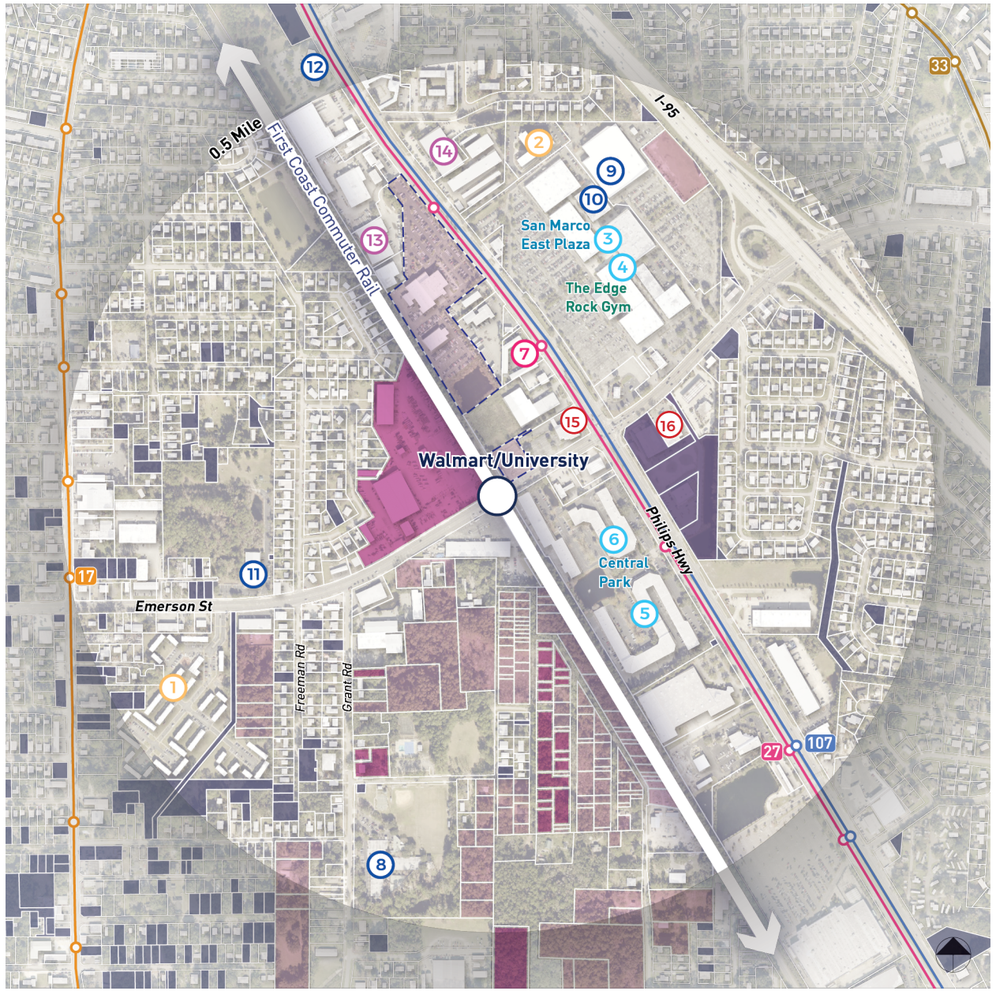


Aldi Grocery Store



Retail Store at Emerson Street

FIGURE 3-92: WALMART/UNIVERSITY STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Residential
1. Sable Palms Apartments
2. Philips Pointe Apartments

Business
3. San Marco East Plaza
4. Metro Square Office Park
5. First Coast CPR Jax
6. Central Business Park

Hotel
7. Emerson Inn

Institutions
8. Pine Forest Elementary School
9. Jacksonville Ice and Sports Complex
10. Excel Church
11. Southside Church of God-Christ
12. Mac Papers + Packaging Corporate HQ

Industrial
13. Surface Crafters
14. Coastal Construction Product

Retail & Restaurants
15. Aldi Grocery Store
16. Retail Center at Emerson Street

SOFT SITES

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

FIGURE 3-93: WALMART/UNIVERSITY STATION KEY PLACES AND RECENT DEVELOPMENTS

JTB STATION

STATION AREA OVERVIEW

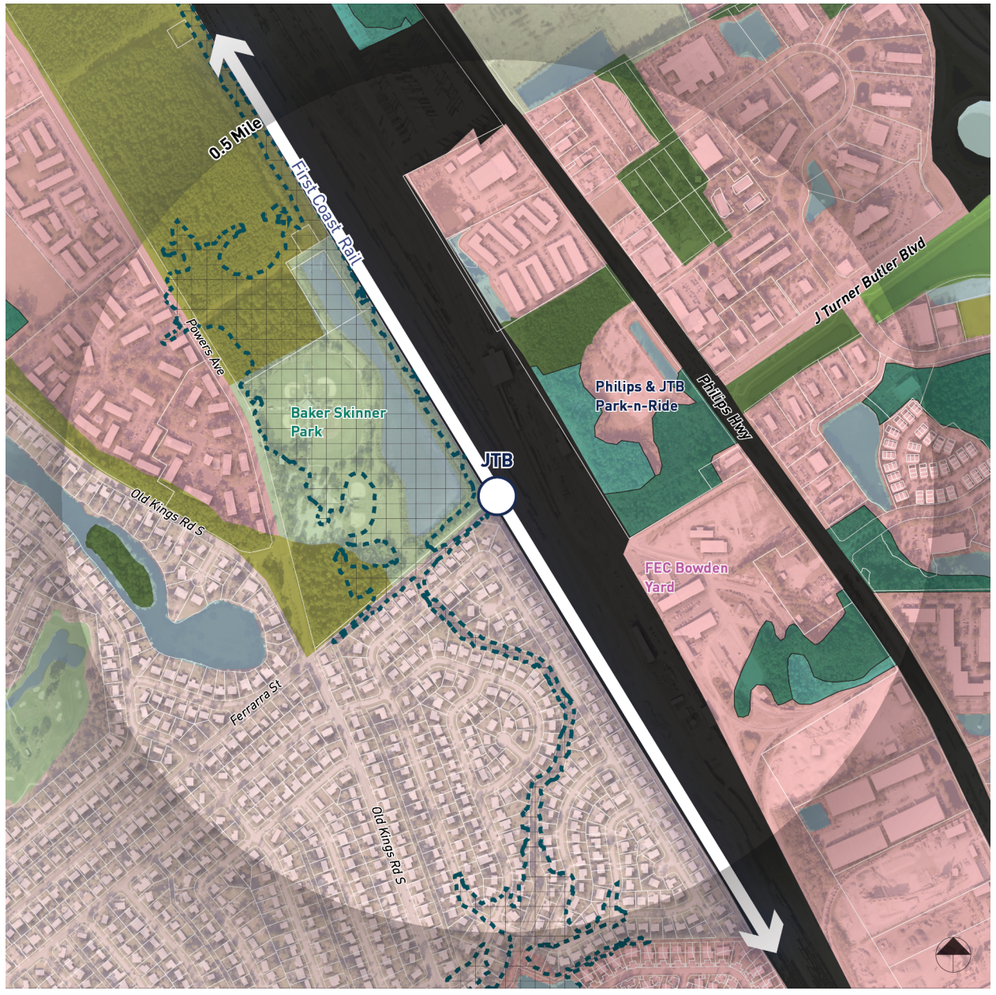
JTB Station is near the intersection of J. Turner Butler Boulevard (SR 202) and US 1/Philips Highway, and adjacent to the FEC Bowden Rail Yard, a major infrastructure barrier that divides the station's landscape. The east side's station area character along Philips Highway is generally suburban and auto-centric, with office, commercial, and industrial developments filling most developable land cover. This area has general office, retail, residential, and hospitality development interest because of the nearby I-95 interchange at J Turner Butler Boulevard, approximately 1/2 mile to the east.

The west side of the station area can be characterized as a collection of low-density, established residential neighborhoods with an interconnected street grid. Overall, the station area is generally built out in areas except where there is 100-Year Floodplains, Wetlands, or rail infrastructure present.

There are multiple soft sites for TOD at JTB Station on either side of the rail yard, including a forested area north of Baker Skinner Park, as well as the Philips and JTB Park-n-Ride. Both soft sites will require consideration on connectivity to the commuter rail station, but can serve as catalysts for TOD, potentially increasing the density and development interest in both of JTB Station's two distinct sub-areas.



FIGURE 3-94: JTB STATION



STATION AREA LAND COVER

JTB Station's land cover is mostly higher density Urban and Built Up to the east, and lower density Built Up residential in the west. The station area is partitioned by Transportation and Utility land along the railyard and railway line. There is a presence of a 100-Year Flood Zone west of the railyard along Christopher Creek and Baker Skinner Park. To the east of the railyard, multiple wetland areas are present within some of the larger parcels. Overall, the presence of wetlands, 100-Year Flood Zones and other water bodies may limit some development opportunities within this station area.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-95: JTB STATION LAND COVER

STATION AREA CHARACTER

This station area has two distinct sections which are split by FEC Bowden Yard, a major built Utility and Transportation barrier: a low density suburb and a commercial and industrial core.

The built-out western half of the station area is an established low-density residential suburb consisting of interconnected neighborhoods and a park with ballfields and a playground. There are more dense housing complexes present in the northwest quadrant, including Pinebrook Apartments and Heron Walk Apartments. The developed eastern half of this station area is along Philips Highway, an auto-centric arterial boulevard running parallel to I-95. Setback shopping centers like Galleria Marketplace, fast food restaurants, office parks, and gas stations line the roadways, limiting the pedestrian connectivity. There are some instances of denser residential and office developments east of Philips Highway like Deerfoot Point, the SouthState Bank Building, and Cypress Plaza Business Park. Most built developments have retention ponds or natural areas within their parcels, limiting the overall density and connectivity throughout this station area.

LAND USE AND KEY PLACES

Residential land uses in the Southpoint neighborhood dominate the station area to the west, and Baker Skinner Park, a government owned property complements these residential land uses supporting the area's suburban feel. North of the park, there is Forestry and Vacant parcels that can potentially be redeveloped to increase density in Southpoint's low-density residential area. This suburban area's eastern boundary is the FEC Bowden Rail Yard, a large Utility and Transportation area, as well as some associated industrial land uses. This rail yard segregates the residential community and the Commercial, Industrial, Waste Land and Office land uses along US 1/Philips Highway because there are no existing east-west roadway crossing in this station area. East of the rail yard, there is a large vacant parcel used as JTA's Philips & JTB Park-N-Ride along Philips Highway that can be a catalyst for redevelopment along Philips Highway. There is also a node of Hotel and Hospitality land uses along Philips Highway near the J Turner Butler Boulevard interchange with I-95.

A commonality throughout the entire station area and Southpoint in general is the low density, auto-oriented layout of the existing residential, commercial, and industrial land uses.



Gates of Southpoint Commercial Center

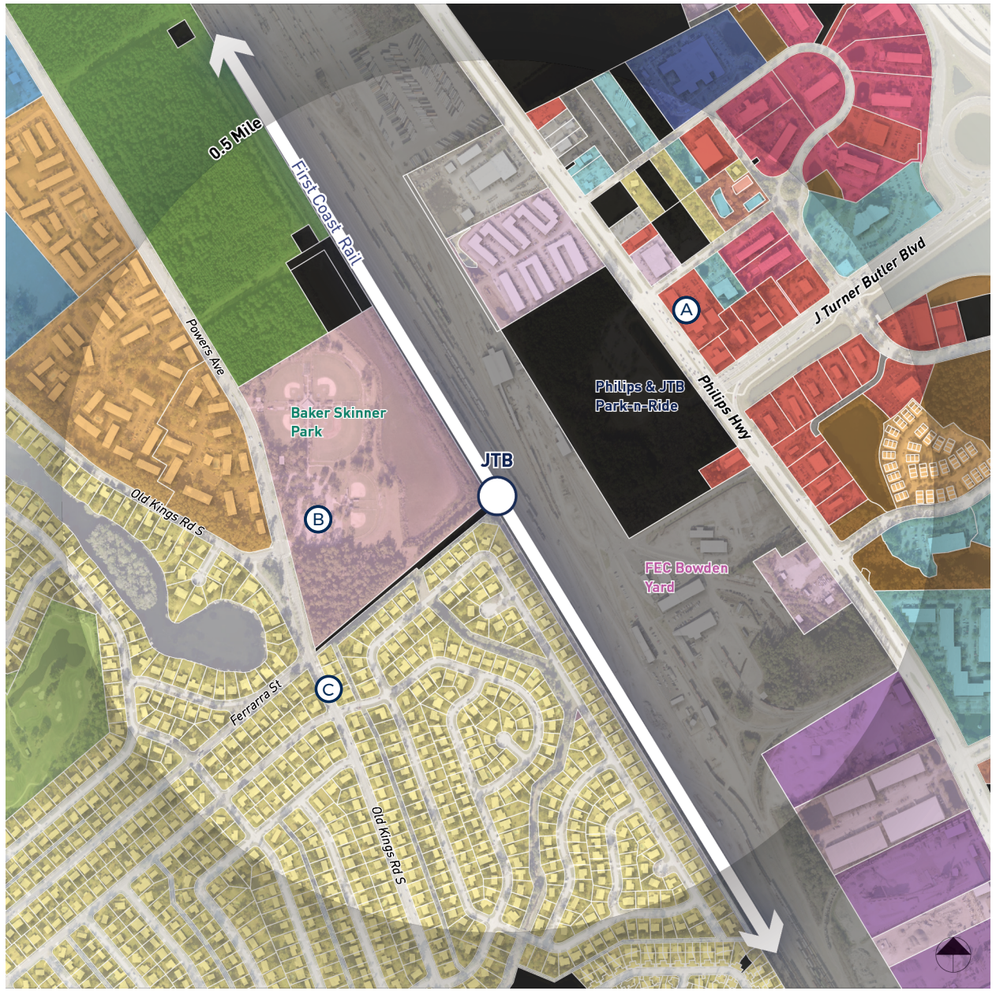


Baker Skinner Park



Old Kings Road

FIGURE 3-96: JTB STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-97: JTB STATION LAND USE



TAXABLE VALUE

Like other station areas along the FCCR corridor, properties with the highest taxable values are clustered around Philips Highway. Auto-oriented businesses along J Turner Butler Boulevard also have high taxable value. Residential parcels within the Southpoint neighborhood have taxable values of less than $300,000. Most of the parcels adjacent to JTB Station are either owned by the railroad or by the JTA, city, or county. The Philips & JTB Park-n-Ride site is owned by the JTA and can be a catalyst for TOD and east-west connectivity.

OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-98: JTB STATION AREA TAXABLE VALUE



ZONING

The FEC Bowden Rail Yard is zoned as IH, with IL zoned areas around the yard. These land uses partition the station area's residentially zoned areas (RLD, RMD, RR) to the west and the more commercial PUD, CCG-1 and CCG 2, and IBP zoned areas to the east along Philips Highway. These zoning areas near J. Turner Butler Boulevard can be redeveloped to increase density east of the FEC rail line. Other notable land uses include the large Baker Skinner Park to the west with PBF-1 zoning.

ZONING

- IBP
- CCG-2
- CCG-1
- RLD
- RMD
- RR
- CO
- PBF
- IL
- IH
- PUD

FIGURE 3-99: JTB STATION LAND USE

TOD OPPORTUNITIES AND SOFT SITES

The primary TOD opportunity at JTB Station is the existing Philips & JTB Park and Ride station, a publicly owned parcel. There is currently a parking lot, some bus stop amenities, and a retention pond. Most of the parcel's footprint is considered a wetland area and will require an engineered solution to accommodate TOD and spur further development interest along Philips Highway. Other TOD opportunities present include strategic infill TOD adjacent to the rail yard that can transform the Philips Highway corridor near JTB Station into a more pedestrian-scaled environment with a distinct neighborhood character.

The primary barrier to TOD at this station area is the FEC Bowden Rail Yard, which serves as a barrier between the station's existing residential communities and the commercial nodes. Other barriers to TOD and increased development density present at JTB Station include an established low-density neighborhood in the west, and a network of retention ponds, wetlands, and streams. Some of these spaces can be redeveloped as pocket parks, and can bolster commercial, residential, or Mixed-use activity to enhance the station area's open space network.



US 1/Philips Highway & JTB Park-n-Ride



South State Bank Office Building



Woodspring Jacksonville South on Bentley Road



Philips Highway Commerce Park

FIGURE 3-100: JTB STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Residential
1. Pinebrook Apartments
2. Pointe Sienna Apartment
3. Deerfoot Point Community

Retail & Restaurants
4. Sonic Drive In
5. Golden Oaks at Butler Point
6. Gates of South Point

Business
7. South State Bank
8. Cypress Plaza Business Park

Hotel
9. Extended Stay America
10. Red Roof PLUS+
11. Hampton Inn Jacksonville South
12. Baymont/La Quinta Inn & Suites by Wyndham

Institutions
13. San Jose Athletic Association
14. Ignite Church Revival Center
15. Paramount Church
16. Life Care Center of Jacksonville

Industrial
17. FEC Bowden yard
18. Beard Equipment Company
19. Phillips Highway Commerce Park

New Developments
20. Woodspring Jacksonville South

SOFT SITES

- JTA-owned Parcel
- Parcel - Public Ownerhsip
- Vacant Parcel - Private Ownership
- Underutilized Parcel/Surface Parking/Rail Yard
- Other Vacant Parcel
- Transit Routes

FIGURE 3-101: JTB STATION KEY PLACES AND SOFT SITES

BAYMEADOWS STATION

STATION AREA OVERVIEW

Baymeadows Station is the first station south of the FEC Bowden Rail Yard, and Baymeadows Road itself is the first east-west crossing of the future commuter rail line south of University Boulevard, approximately 3.5 miles to the north. Baymeadows Road provides essential east-west connections over the existing rail line, linking established residential communities like Brierwood and Craven in the west to the heavily commercialized landscape to the east along US 1/Philips Highway and I-95. The station area generally is set in a suburban context, with most developments, shopping centers, and residential neighborhoods and its associated arterial roadways being primarily auto oriented. The station area's density is focused near the center of Baymeadows Road and Philips Highway, with clusters of big box retail, shopping malls, industrial parks, and office buildings present. Like other parts of the Philips Highway corridor, suburban business parks, industrial offices and warehouses, and large retailers line the roadway, and offer ample amounts of personal vehicle parking. Within the station area, shopping centers at Old Kings Road South and Baymeadows Road provide plenty of essential grocery, restaurant, and retail services, but are generally isolated within the suburban fabric. Underutilized parking lots, vacant parcels, and wetland areas near the rail line can activate the station area as regional hub and enhance east-west connectivity through placemaking, streetscaping, and infill mixed-use developments.

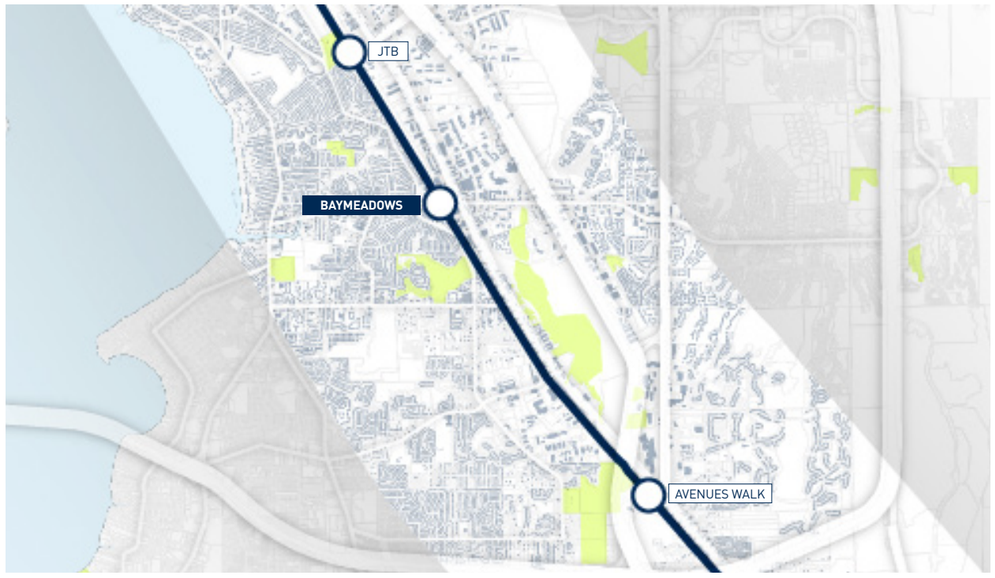
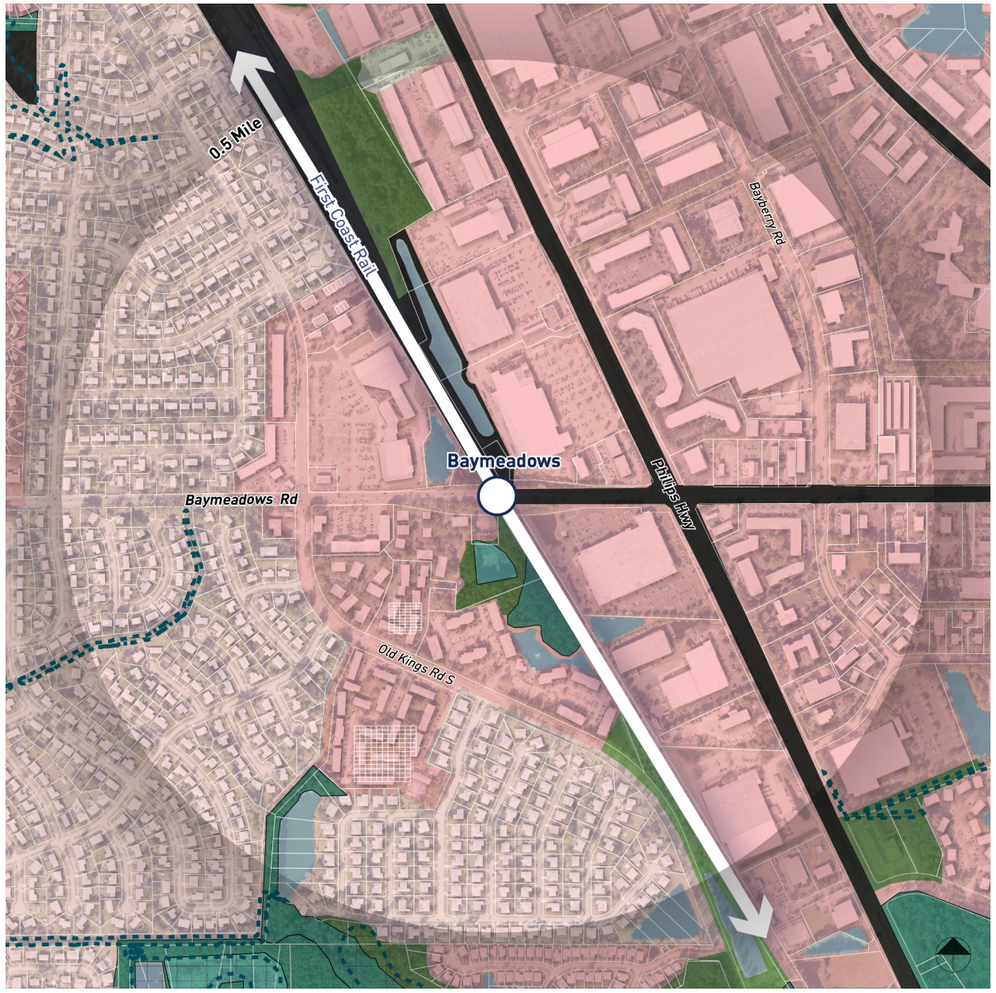


FIGURE 3-102: BAYMEADOWS STATION



STATION AREA LAND COVER

This station's land cover is mostly Urban and Built Up around the intersection of Baymeadows Road and Philips Highway where there is a significant commercial, business, and industrial land use presence. To the west, especially west of Old Kings Road S., land cover is Lower Density Built Up, and primarily residential. This station area is generally not in a 100-Year Flood Zone, but there is a considerable presence of wetlands, forested areas, and water bodies adjacent to the existing rail line

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-103: BAYMEADOWS STATION LAND COVER

STATION AREA CHARACTER

The Baymeadows Road area is already a commercial, business, and industrial center in southern Jacksonville along Philips Highway. Business parks and industrial centers like the Baycenter Business Park are already established in the east of the station area, and planned neighborhoods like the Brierwood and Craven communities exist west of the rail line. There is an abundance of local restaurants, grocery stores and retail shops to support the residential, commercial, and professional areas in the station area's core. The presence of cultural restaurants and businesses in this area also distinguishes Baymeadows Station Area as one of the cultural hubs in Jacksonville outside of the City Center providing a variety of services, international cuisines, shopping, and more

To transform this area as a distinct regional multiuse hub along the commuter rail corridor, connectivity between the commercial, professional, and residential areas is needed. The shopping centers and business parks are generally isolated from residential portions of this station area, and developments have been designed to be set back from the road. Streetscapes are also generally auto-oriented, further limiting the pedestrian experience traveling between residential and commercial destinations.

LAND USE AND KEY PLACES

Baymeadows Station Area is a cluster of Commercial, Light Industrial, and Office uses around the intersection of Philips Highway and Baymeadows Road. Big Box retail like Lowes Home Improvement and BJ's dominate the commercial landscape along Philips Highway, and most of the existing developments have large surface parking lots between buildings and the major roadways, especially in the east at this station area.

The western portion of the station area is primarily the Craven and Brierwood neighborhoods, and its associated low-density residential land uses. The denser, commercial land uses are present around the junction of the rail line, Old Kings Road S, and Baymeadows Road are suburban shopping centers like the Shoppes at Baymeadows and Brierwood Village Plaza. These areas provide the nearby neighborhoods with essential retail and locally owned restaurants. Multi-family Residential apartments like Indigo Isles and Shadow Bay Apartments, as well as Mixed-use commercial centers like Baymeadows Junction are also present nearby, providing the area with consistent residential and retail traffic. The vacant parcels present adjacent to these denser areas can developed to provide public spaces and multiple uses to transform the Baymeadows Station Area into a regional multiuse hub.



Brierwood Village Plaza



Big Box Stores near the Station Area



Baymeadows Road and Baymeadows Junction Commercial Area

FIGURE 3-104: BAYMEADOWS STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-105: BAYMEADOWS STATION LAND USE



TAXABLE VALUE

Baymeadows Station Area's parcels have high taxable values in commercial, office, and industrially zoned boundaries. Parcels sizes of these areas are large, and automobile scaled, consistent with the suburban fabric of this station area. To the west, smaller residential parcels have taxable values below $300,000. Most parcels in this station area are privately owned.

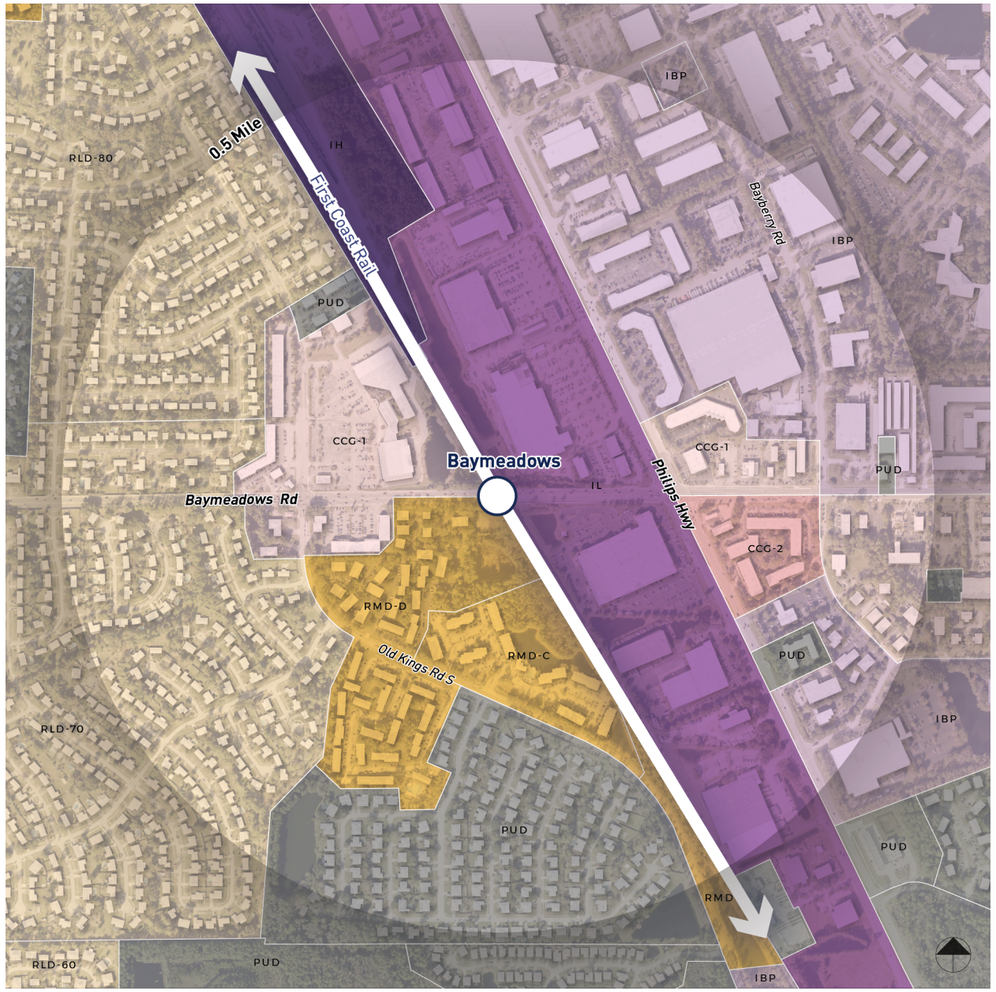
OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-106: BAYMEADOWS STATION AREA TAXABLE VALUE



ZONING

The western limits of the station area is primarily zoned as RLD-70, with residential densities increasing to RMD closer to the intersection of Baymeadows Road and the rail line. The corridor between the rail line and Philips Highway is zoned as IL. CCG-1 and -2, PUD, and IBP comprise the remainder of the station area, with most of the commercial presence along Philips Highway in the form of shopping centers, big-box retail, and office and industrial buildings.

ZONING

- CCG-2
- CCG-1
- RLD
- RMD
- IBP
- IL
- IH
- PUD

FIGURE 3-107: BAYMEADOWS STATION LAND USE

TOD OPPORTUNITIES AND SOFT SITES

Most of the soft sites and TOD opportunities within the Baymeadows Station Area are along the rail line. For the publicly owned parcels adjacent to the rail lines, site-specific engineering may be required to make them functional for built developments. There is also an opportunity to convert these parcels into pocket parks or outdoor gathering spaces with design considerations that can improve the east-west connectivity within the station area along Baymeadows Road, a significant east-west road over the rail line, and the first available crossing south of the FEC Bowden Rail Yard.

There are also several large surface parking lots associated with strip malls and big box retailers that are considered underutilized in this station area. These parcel segments may provide an opportunity for densification, with infill developments providing complementary mixed-use residential or entertainment land use types. Infill developments can also reduce the amount of setback buildings present, which can activate the streetscapes to connect the various mix of existing land uses already present in this station area.



Baymeadows Commercial Corridor near Baymeadows Way



Indigo Isles Apartment Complex

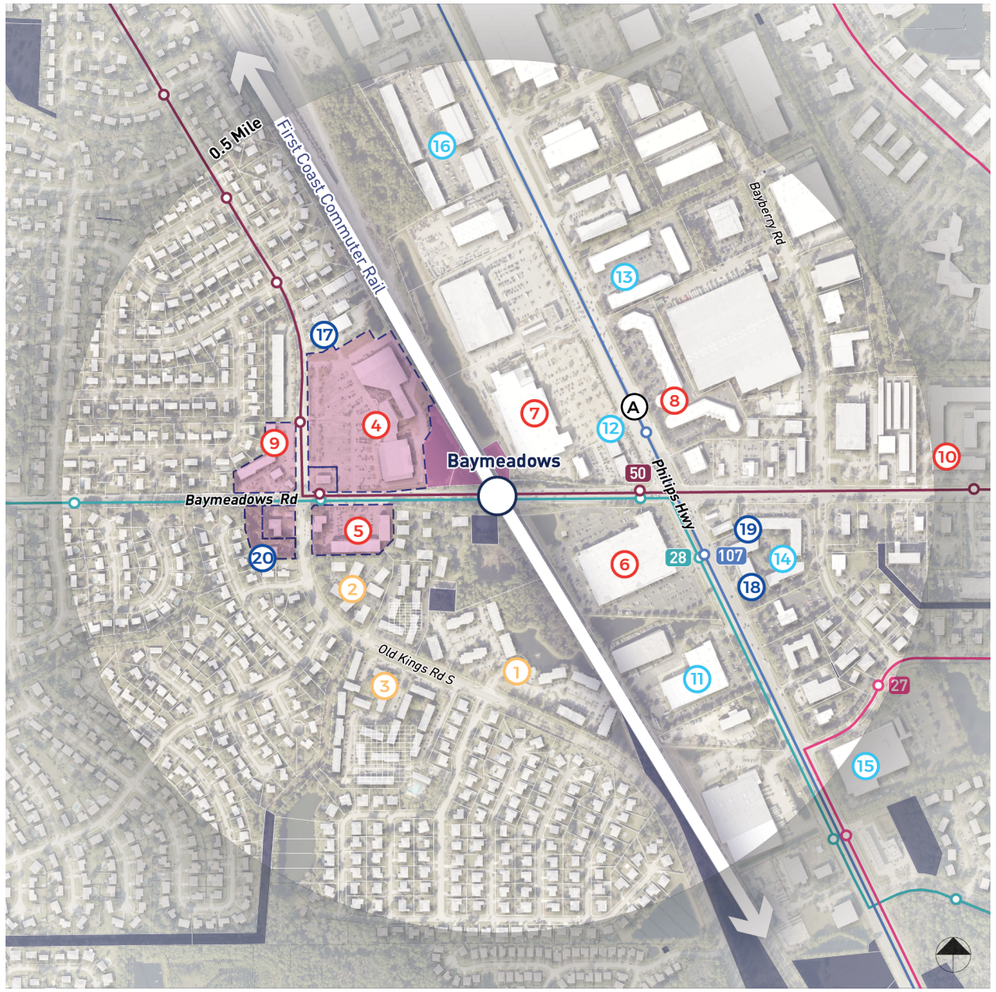


Shoppes of Baymeadows Plaza



Baymeadows Junction Shopping Center

FIGURE 3-108: BAYMEADOWS STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Residential
1. Indigo Isles – apartment complex
2. Shadow Bay Apartments
3. Preserve At San Jose

Retail & Restaurants
4. Brierwood Village Plaza
5. Shoppes of Baymeadows
6. Baymeadows Junction Shopping Center
7. Lowe's Home Improvement
8. The Spectrum
9. La Samana
10. COMMERCE Center

Business
11. Baymeadows Business Center
12. Baymeadows Square
13. Perimeter Center
14. Centurion Square
15. Tirepoint Datacenter
16. Baycenter Business Park

Institutions
17. A Bright Beginning Childcare
18. East Coast Church
19. Baysmeadows Children Academy
20. Exotic Bird Hospital

SOFT SITES

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

FIGURE 3-109: BAYMEADOWS STATION KEY PLACES AND SOFT SITES

AVENUES WALK STATION

STATION AREA OVERVIEW

Avenues Walk Station is south of the US 1/Philips Highway interchange at I-95. This station area already has multiple major commercial hubs, including the Avenues Mall and the Walmart Supercenter, both which are easy to access from the interstate and Philips Highway via car. The transportation infrastructure, paired with vacant, wasteland, and natural areas generally make the Built Out Urban areas feel fragmented. The same underdeveloped areas that fragment the built landscape also provide significant opportunity for TOD, especially south of the commuter rail station, where multiple parcels can be assembled into cohesive planned development.

There is already a growing transit identity within this station area because of the JTA Avenues Walk Park-n-Ride, which serves as the southern terminus for the First Coast Flyer BRT Blue Route, connecting south Duval County to Downtown Jacksonville. Residential TOD is already under construction near the park n ride, improving the mix of uses along Avenues Walk Boulevard. Future developments within PUD zoned districts adjacent to the park n ride should increase the diversity of land uses, which can transform this auto-centric suburban commercial hub into a regional destination in South Jacksonville to live, work, and play.



FIGURE 3-110: AVENUES WALK STATION



STATION AREA LAND COVER

The Avenue Walk Station Area site is Urban and Built Up area and Open land area between two Transportation and Utility corridors. Most of the land cover to the north of this station area is urban while the southern quadrant has more open land and some fragmented wetlands with a pond directly south of the intersection of the commuter rail line's intersection with Avenue's Walk Boulevard. Most of the wetlands present near this station area are on the periphery of the station area beyond the two Transportation and Utility corridors, mainly west of I-95.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-111: AVENUES WALK STATION LAND COVER

STATION AREA CHARACTER

Avenues Walk and the station area is primarily an automobile dependent commercial hub near the intersection of I-95 and US 1/Philips Highway. Major shopping centers and destinations like Walmart Supercenter, Main Event Jacksonville, and the Avenues Mall make this a regional commercial center in South Jacksonville, but the road infrastructure and development designs fracture connectivity opportunities between developments.

The introduction of the Avenues Walk Park-n-Ride west of the rail line has led to increased development considerations in recent years of vacant and underutilized parcels. Most of the pedestrian-scaled streetscaping and developments are already near the existing park-n-ride, providing this area with potential transit-centric characteristics in suburban south Jacksonville that will mature as commuter rail is realized. Most of the population and employment growth associated with the commuter rail station here can occur south of Avenues Walk Boulevard, the less developed portion of this station area.

LAND USE AND KEY PLACES

Avenue's Walk Station Area is a heavily commercialized area along the Philips Highway Corridor. The Walmart Supercenter anchors the existing commercial area, and that big box store along with the other businesses have large surface parking lots surrounding them. The Avenues, a major indoor commercial shopping mall with associated surface parking, is present to the north of this station area across Philips Highway and Southside Boulevard..

The JTA already has an existing transportation land use parcel within this station area, the Avenue's Walk Park-n-Ride. There are multiple vacant lots in the southern hemisphere of this station area that can potentially be developed to increase residential, office, and commercial density in this area adjacent to the future commuter rail station. There is already development interest here like the Bainbridge Avenues Walk apartment complexes that are currently under construction. Some waste lands are also scattered throughout this station area adjacent to major roads, and may require creative TOD strategies to improve density, beautification, and place-making near Avenue's Walk Station.



Big Box Store near Station Area



The Avenues Mall



Station Area Entrance and to Park-n-Ride Station

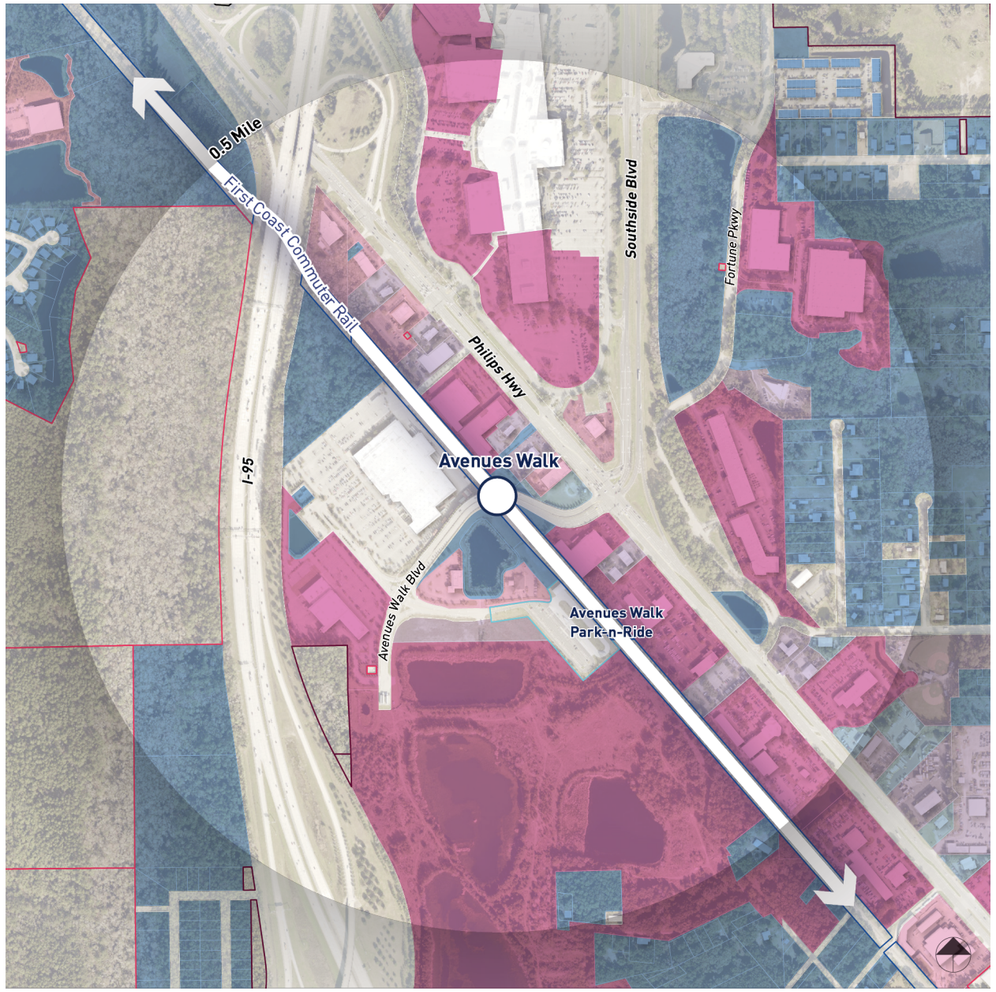
FIGURE 3-112: AVENUES WALK STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-113: AVENUES WALK STATION LAND USE



TAXABLE VALUE

The parcels with the highest taxable values at Avenues Walk Station are commercial, office, and industrial sites along Philips Highway. The large parcel south of Avenues Walk Boulevard and the JTA's Avenues Walk Park-n-Ride has a taxable value above $3,000,000. TOD within that parcel can further increase taxable revenue. Residential parcels beyond Philips Highway have lower taxable values and have smaller spatial footprints.

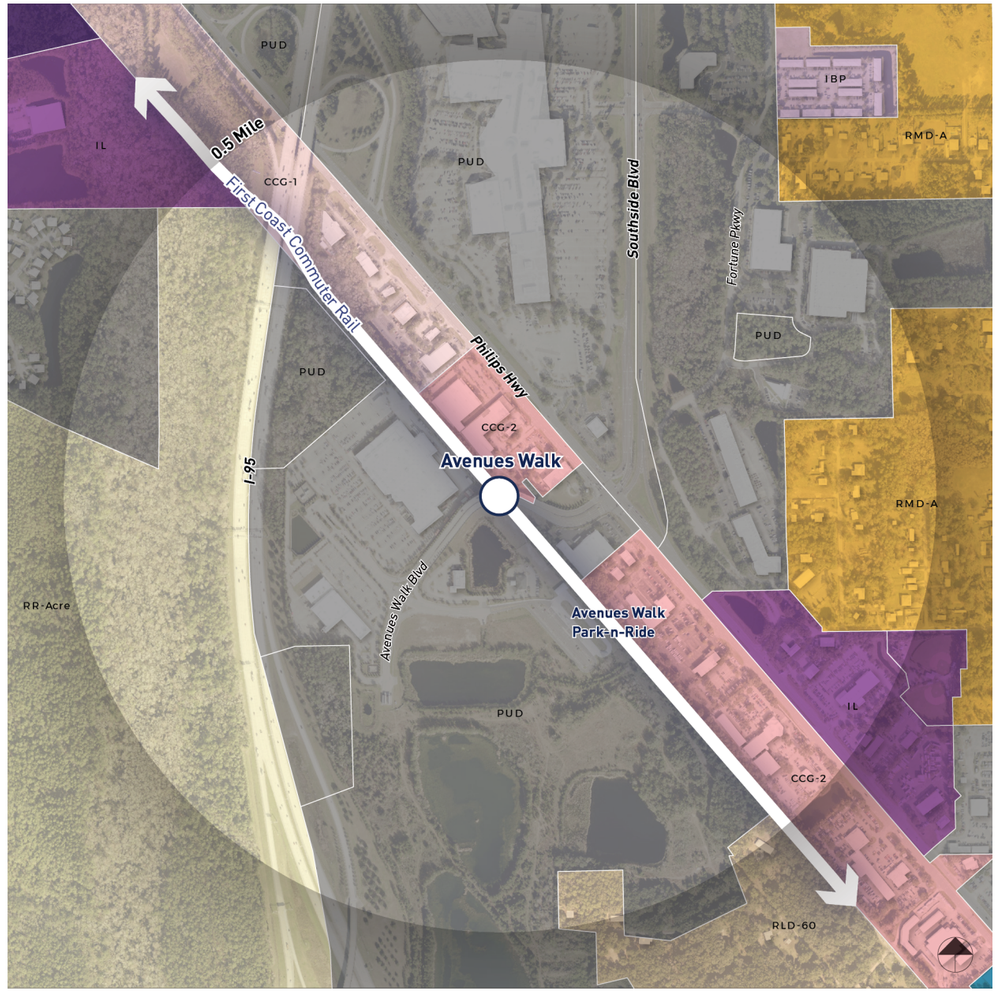
OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-114: AVENUES WALK STATION TAXABLE VALUE



ZONING

Land adjacent to the FCCR line to the west, including the vacant land south of Avenues Walk Boulevard, is zoned as PUD. The land to the east and adjacent along Philips Highway is more varied in zoning districts, including IL, CCG-1 and -2, as well as some medium density residential (RMD) zoning. Beyond I-95 to the east, land is zoned as Residential Rural Acre (RR-Acre), a contrast to the denser zoning districts in the rest of the station area.

ZONING

- CCG-2
- CCG-1
- RLD
- RMD
- RR
- IBP
- IL
- IH
- PUD

FIGURE 3-115: AVENUES WALK STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

There are multiple, large vacant and underutilized parcels that are strong candidates for transit-centric development. The vacant land south of the station area is zoned as PUD and privately owned. Some development interest has resulted in apartment complexes near the existing JTA Avenues Walk Park-n-Ride, growing developer confidence around this station area. The remaining vacant land south of the park n ride can be transformed into cohesive TOD that leverages the arrival of commuter rail. Creative considerations for water bodies and wetlands will be required, potentially providing opportunities for natural or civic space near developments.

There is also opportunity to increase density and improve connectivity along Philips Highway by reduction of the amount of surface parking lots and setback commercial centers that lack frontage along the street. New construction and renovations within these parcels can improve density around Avenues Walk Station with infill development lining the streets, activating the streetscape for a more pedestrian-scaled environment in South Jacksonville.



Avenues Walk Park-n-Ride Center



Bainbridge Avenues Walk Apartment

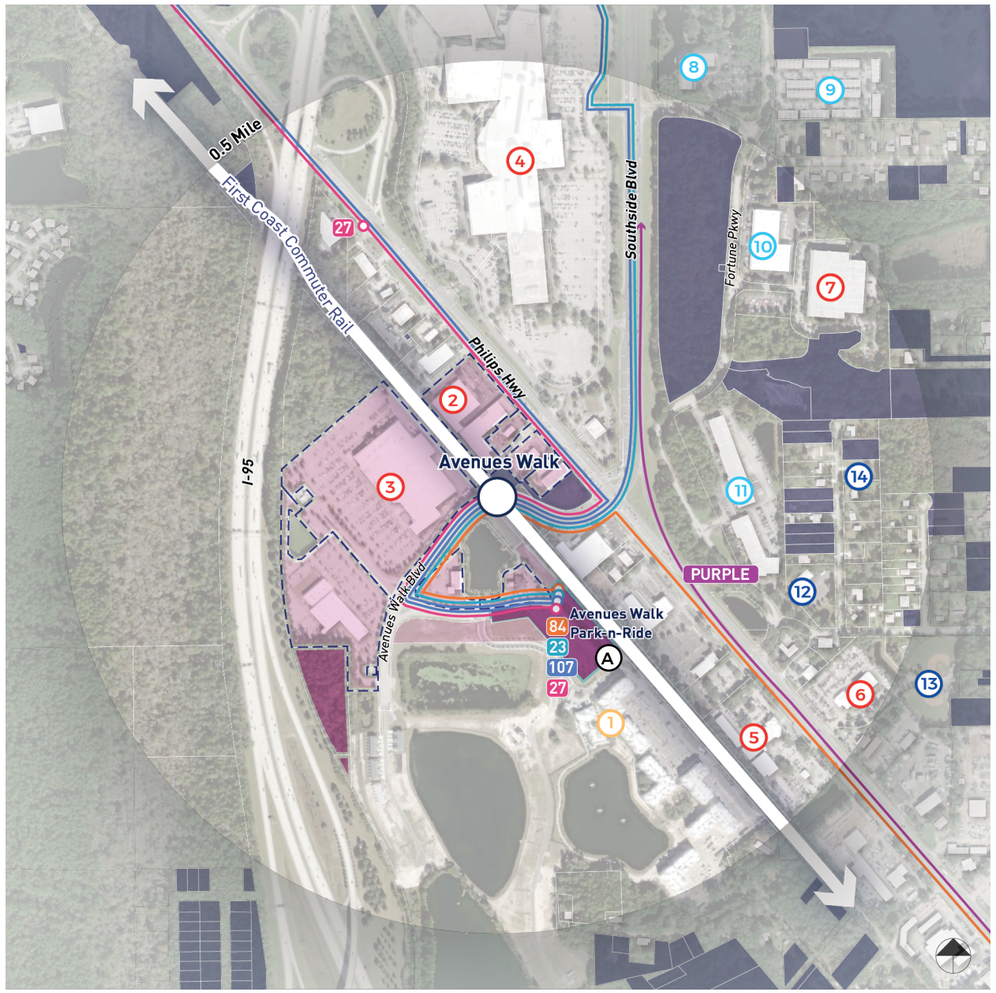


Offices on Fortune Parkway



The Avenues Mall

FIGURE 3-116: AVENUES WALK STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Residential
1. Bainbridge Avenues Walk (new development under construction)

Retail & Restaurants
2. Main Event Entertainment
3. Walmart Supercenter
4. The Avenues Mall
5. Auto Nation Ford
6. Hodges Mazda
7. The Parts House

Business
8. Gran Park
9. Avenues Professional Park
10. Furtune Parkway 10255
11. Furtune Parkway 10475

Institutions
12. Covenant Christian Church
13. FCA Blueclaws Baseball Club
14. Hidden Seed Kingdom Development Center

SOFT SITES

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

FIGURE 3-117: AVENUES WALK STATION KEY PLACES AND SOFT SITES

OLD ST AUGUSTINE STATION

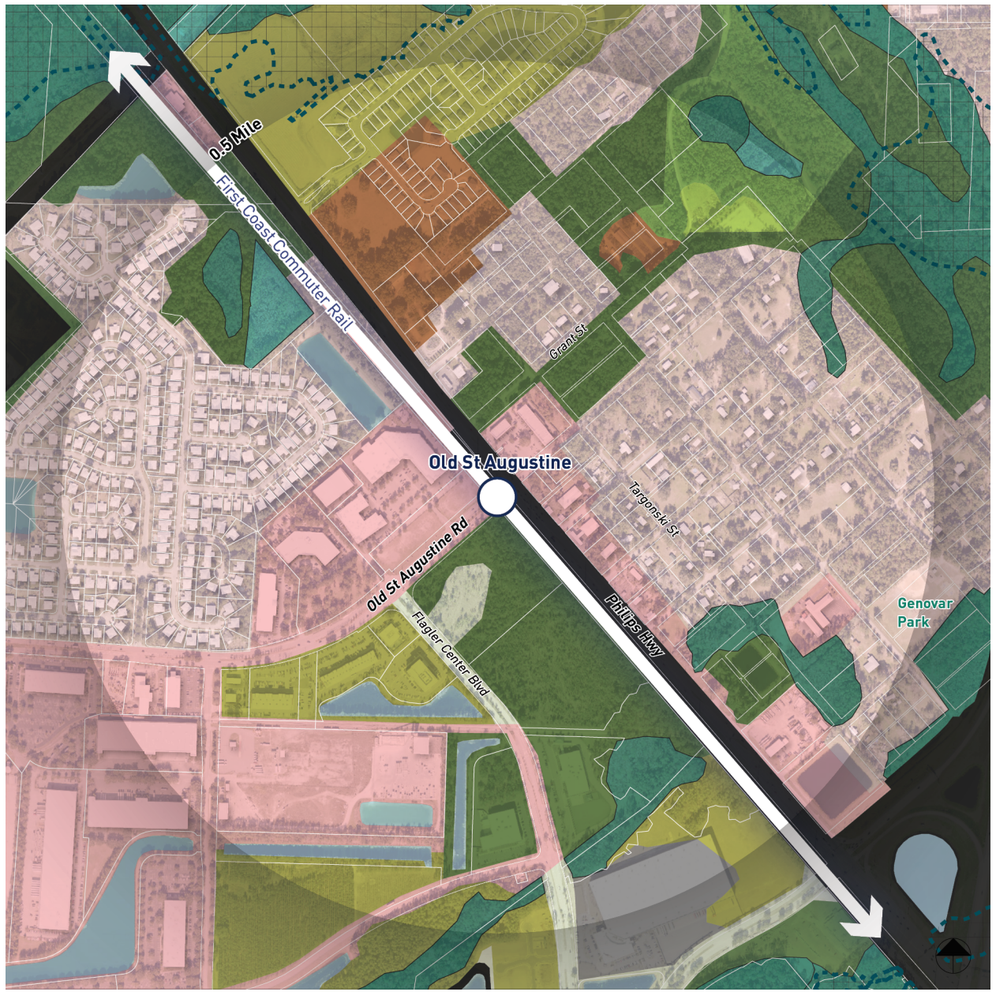
STATION AREA OVERVIEW

Old St Augustine Station is considered one of the intermediate stops between Jacksonville and St. Augustine and is the second most southern station within Jacksonville City Limits. This station area has existing residential, commercial employment, medical, and industrial land uses, and has seen development interest in recent years as the hospital and business centers west of the station area grow as employment centers. Most of the station area is generally car-centric, but newer developments and their associated streetscaping application have made the station core around Flagler Center Boulevard and Old St Augustine Road more walkable. Creative placemaking and land use strategies will need to be applied for some of the existing surface parking lots and other underutilized portions of parcels around the office and industrial areas south of Old St Augustine Road.

Most of development and growth has occurred west of US 1/Philips Highway corridor, leaving the historical Bayard Community, once a planned development that served as the intermediate point for travelers between Jacksonville and St. Augustine, to be less developed than the eastern portion of the station area. This area east of Philips Highway has an existing urban-scaled street grid, and vacant or underutilized parcels can be reimagined to become context-sensitive neighborhood scaled developments. The historic nature of the Bayard neighborhood and its mature tree canopy can become a design theme for TOD in this area, potentially making this area an attractive residential destination as commuter rail service comes online.



FIGURE 3-118: OLD ST AUGUSTINE STATION



STATION AREA LAND COVER

Land cover is generally Urban and Built Up along Philips Highway, and Lower Density Built up in the Bayard and Hatton Chase neighborhoods. The land cover in the northern and southern quadrants of this station area are less built up, and have presences of Tree Plantation, Upland Forest, and Farms. Water bodies and wetlands have been identified throughout Old St. Augustine's Station area near most types of landcovers, potentially limiting development potential or development density of commuter rail TOD.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Farms
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-119: OLD ST AUGUSTINE LAND COVER

STATION AREA CHARACTER

Old St. Augustine Station has become a bustling neighborhood center just north of the Philips Highway interchange with Florida State Road 9B. Density throughout this station area has increased in recent years, especially in the west and southwest areas where new commercial, employment, and residential centers are being established around land that was once used for industrial and education purposes. In addition to these new developments, the Baptist South Jacksonville Hospital just west of the station area serves as an anchor for commercial, employment, and healthcare needs in this area.

There is still a presence of less dense, established areas within the Old St. Augustine Station Area, especially on the west side of the FCCR. Bayard, a historical community that once serves as an intermediate location between St. Augustine and Jacksonville for tourists and industry around 1900, has a rustic feel with dense tree canopies and southern live oak trees. Beyond the gridded Bayard neighborhood road network, forest and agricultural land further reinforces the historic feel of the eastern portion of the station area.

LAND USE AND KEY PLACES

Old St. Augustine's Station Area has a commercial, office, and industrial core, and is surrounded by less dense, residential land uses. The Bayard neighborhood on the east side of Philips Highway is a planned development dating back to 1884 and has low residential density and numerous vacant parcels within its urban-scaled street grid. More recently developed residential neighborhoods and places present include the Hatton Chase neighborhood and Springs at Flagler Center Apartments, which are both west of Philips Highway. These residential areas are supported by commercial areas like Durbin Crossing, Shoppes of Bayard, and other recently constructed shopping centers at the intersection of Old St. Augustine Road and Philips Highway. There are numerous commercial services and attractions like local restaurants that reinforce a cohesive suburban neighborhood fabric.

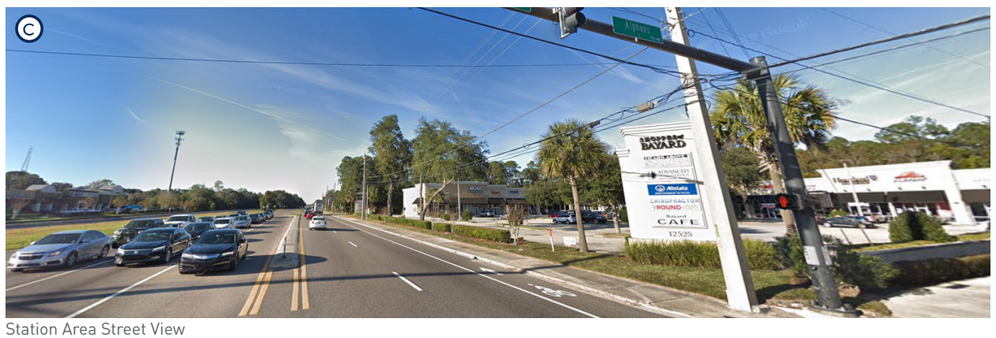
Most of the less developed and low-density areas remaining in this station area are along Flagler Center Boulevard south of Old St. Augustine's Road. This area has seen recent growth with new residential developments and office parks filling in once vacant or forested parcels that were adjacent to Light Industrial land uses.



Bayard Boulevard



Springs at Flagler Apartment Complex



Station Area Street View

FIGURE 3-120: OLD ST AUGUSTINE STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-121: OLD ST AUGUSTINE STATION LAND USE



TAXABLE VALUE

Most taxable parcels within the Old St. Augustine Station Area are residential plots within the Bayard and Hatton Chase neighborhoods, have taxable values below $300,000. The more valuable taxable parcels are commercial, dense residential, and various professional zoned areas adjacent to Old St. Augustine Road. Increased taxable values are clustered in the west between Philips Highway and Baptist South, Jacksonville.

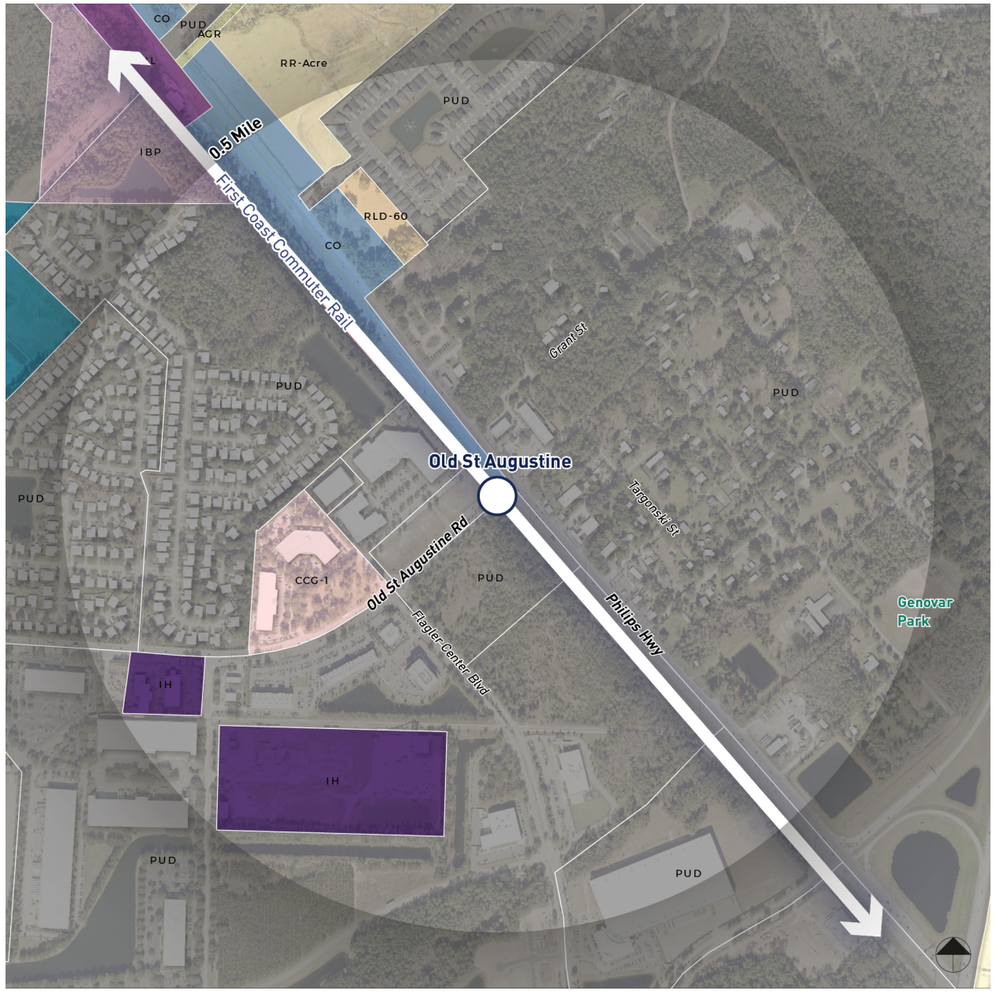
OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-122: OLD ST AUGUSTINE STATION TAXABLE VALUE



ZONING

Most of the land zoned around this station is PUD. These zoned areas along Old St Augustine Road have become apartment complexes like Springs at Flagler Center, or commercial shopping areas. The established residential neighborhoods are also within PUD zoning districts. Beyond the mixed-use core, some IH, IBP, and CO zoning districts are present. More rural-oriented zoning of Agriculture (AGR) and RR-Acre is present in the northern limits of the Old St Augustine Station Area.

ZONING

- CCG-1
- RLD
- RR
- CO
- PBF
- IBP
- IL
- IH
- PUD

FIGURE 3-123: OLD ST AUGUSTINE STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

This station area has an ample amount of privately owned soft sites for TOD for the FCCR. Some of the larger parcels along the rail line to the west provide an opportunity for a master planned development while the remaining parcels can provide infill development for the remainder of the station area. There has already been significant development interest within the station area, especially in the west like the Springs at Flagler Center and Gemlux Stainless Steel, transforming vacant areas into residential and employment centers. The remaining western limits of the station area are built out, but surface parking lots radiating out from isolated office towers limit development density and connectivity to the hospital area.

To the east in the Bayard community, many of the smaller privately owned parcels provide opportunities for contextually sensitive infill development or can be assembled to increase development density. The historic feel of the Bayard neighborhood can serve as a design theme in TOD placemaking for new developments.



Fountainhead Apartment (Under Construction)



Flagler Center



JA-RU Toys



Duval Charter School at Flagler Center

FIGURE 3-124: OLD ST AUGUSTINE STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Public Spaces
1. Genovar Park

Residential
2. Fountainhead (under construction)
3. Springs at Flagler Center
4. Flagler Point
5. Copperleaf

Retail & Restaurants
6. Durbin Crossing Shopping Center
7. Shoppes of Bayard
8. Flagler Center

Business
9. England-Thims and Miller, Inc
10. JA-RU Toys
11. Gemlux Stainless Steel

Institutions
12. MissionWay Church
13. Duval Charter School at Flagler Center
14. Baptist Primary Care
15. Ark Animal Hospital
16. Julington Baptist church

Industrial
17. Saddle Creek Logistics Services
18. Williams Plant Nursery
19. Bowing Oaks Plantation
20. Flager Center 500

SOFT SITES

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

FIGURE 3-125: OLD ST AUGUSTINE STATION KEY PLACES AND SOFT SITES

CR 210 STATION

STATION AREA OVERVIEW

CR 210 Station is at the border of St. Johns and Duval Counties near the Philips Highway (US 1) interchange with Valley Ridge Boulevard and Nocatee Parkway. The existing station area is considered rural with some low to medium-density residential developments. Beyond these existing developments, most of the station area has a natural land cover with regular presences of wetlands and 100-year flood zones within parcels.

There is an entrance to the master-planned Creekside at Twin Creeks residential community west along Old County Road 210 that provides low-density housing, amenities, and parks. Along the east side of US 1, there are recently constructed automobile dependent strip malls, with single family homes, apartments and Nease High School located further east. There is limited application for active forms of transportation in this station area even though some of the newer roads in residential community are streetscaped and provide bicycle lanes.

St. Johns County recently approved rezoning along the South Side of Race Track Road west of the FCCR rail line for private developers to transform an abandoned greyhound racetrack and gambling site as well as some natural land into a major mixed-use development.

The newly proposed retail and residential development will include sites for essential services like banking and a grocery store along the roadway and four-story multi-family developments and associated amenities like pools, parks, and trails, reimagining this rural area to become a vibrant place to live and play between St. Augustine and Jacksonville.



FIGURE 3-126: CR 210 STATION



STATION AREA LAND COVER

Most of this station area's Built Up land cover is on the east side of US 1. Between the Old County Road 210 and US 1, the land cover is a mix between Wetland Forests, Tree Plantations, and Non-Vegetated Wetlands. Some of the existing parcels within the station area have a presence of 100-Year Flood Zones. The ongoing development along Twin Creeks Drive are mostly within these areas.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-127: CR 210 STATION LAND COVER

STATION AREA CHARACTER

Under existing conditions, CR 210 Station is a rural area between Jacksonville and St. Augustine with some planned residential communities and the Nease High School. This station area is primarily forested and occupied with commercial/light industries of construction supplies. West of the FCCR rail line, land has remained generally undeveloped other than the development along Twin Creeks Drive.

In 2017, St. Johns County approved the amendment of the Twin Creeks Development of Regional Impact for the development of Creekside, which drastically changes the CR 210 Station Area character. With the PUD zoning, Creekside at Twin Creeks includes 256-acre neighborhood of 591 single family homes. About one-third of the property is preserved as wetlands, with natural preserves, ponds, parks, playgrounds, recreation and walkways connecting the community center. This major development, paired with existing less-dense master-planned communities like Beacon Lake and Beachwalk to the west is transforming this rural crossroads into a suburban hub that provide retail, housing, and recreational opportunities between Jacksonville and St. Augustine.

LAND USE AND KEY PLACES

CR 210 Station has some presence of Low and Multi-family Residential land uses surrounding the under or undeveloped land along US 1. Vacant, Utility, Light Industrial parcels anchor the station area, and a new strip mall, Shoppes of St Johns and Panther Plaza is being developed along the east side of US 1. Further east is Nease High School which is accessed through Ray Road. As of 2023, a new commercial development, Shoppes of Valley Ridge, broke ground on a former vacant parcel across the intersection of US 1 with Alternate County Road 210.

The land north of Old County Road 210 and west of US 1 remains undeveloped and the uses are Agriculture, Vacant and Institution (owned by St Johns County School Board), which are within the PUD zoning, providing mixed-use opportunity for TOD associated with the FCCR. As of December 2023, a new multifamily residential project, Momentum Twin Creek, was approved for development on this parcel as part of the Twin Creeks Development.

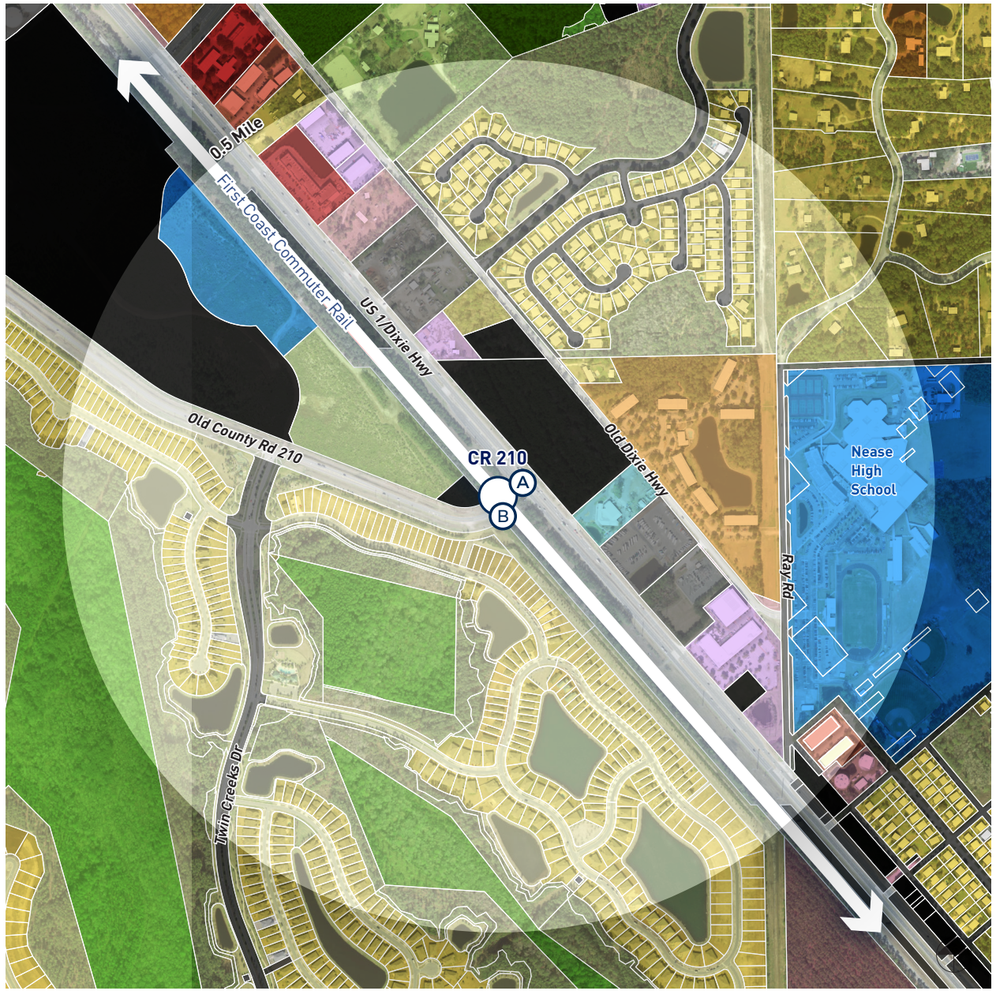


CR 210 and Philips Highway Intersection



CR 210 and Rail Crossing

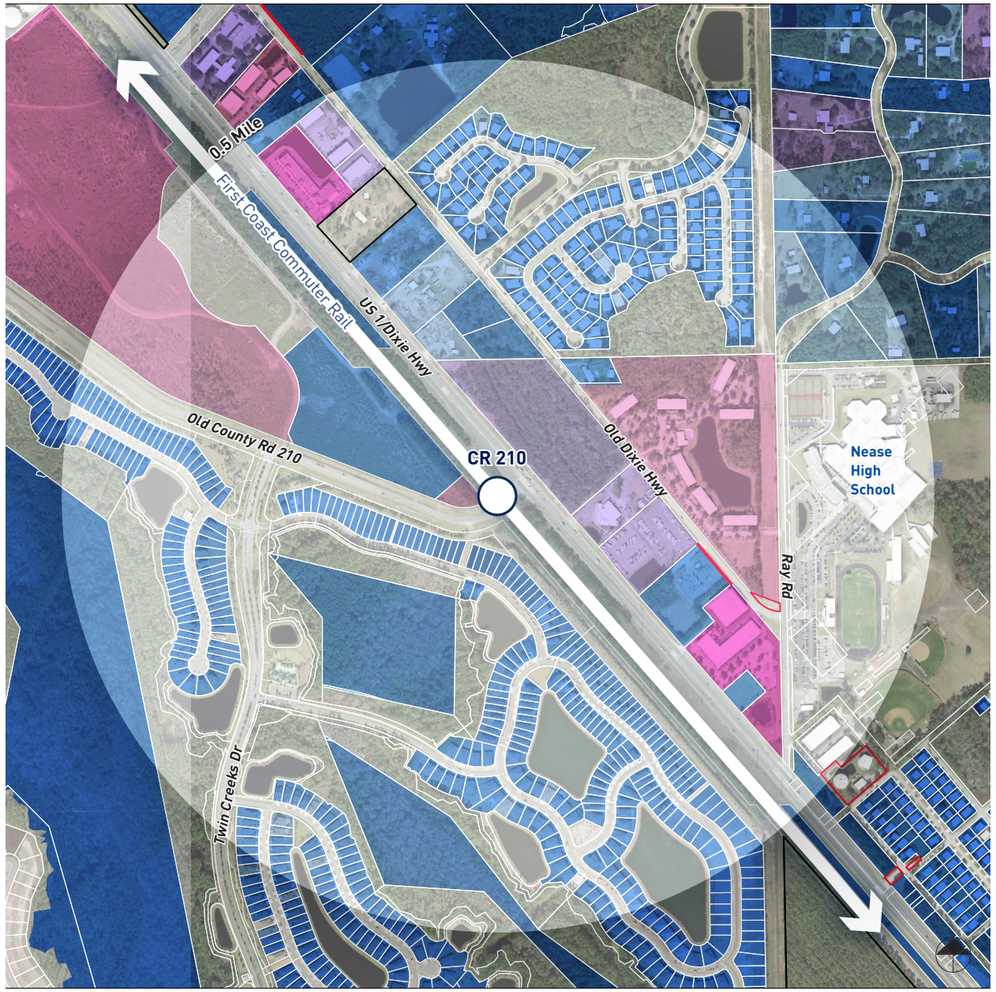
FIGURE 3-128: CR210 STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-129: CR 210 STATION LAND USE



TAXABLE VALUE

CR 210 Station has a limited number of taxable parcels surrounding the station area. Most parcels under existing conditions are residential lots with taxable values below $300,000. The vacant land east of US 1 and north of Old County Road 210 will drastically change the taxable value of land in this rural area near the Duval and St Johns County line.

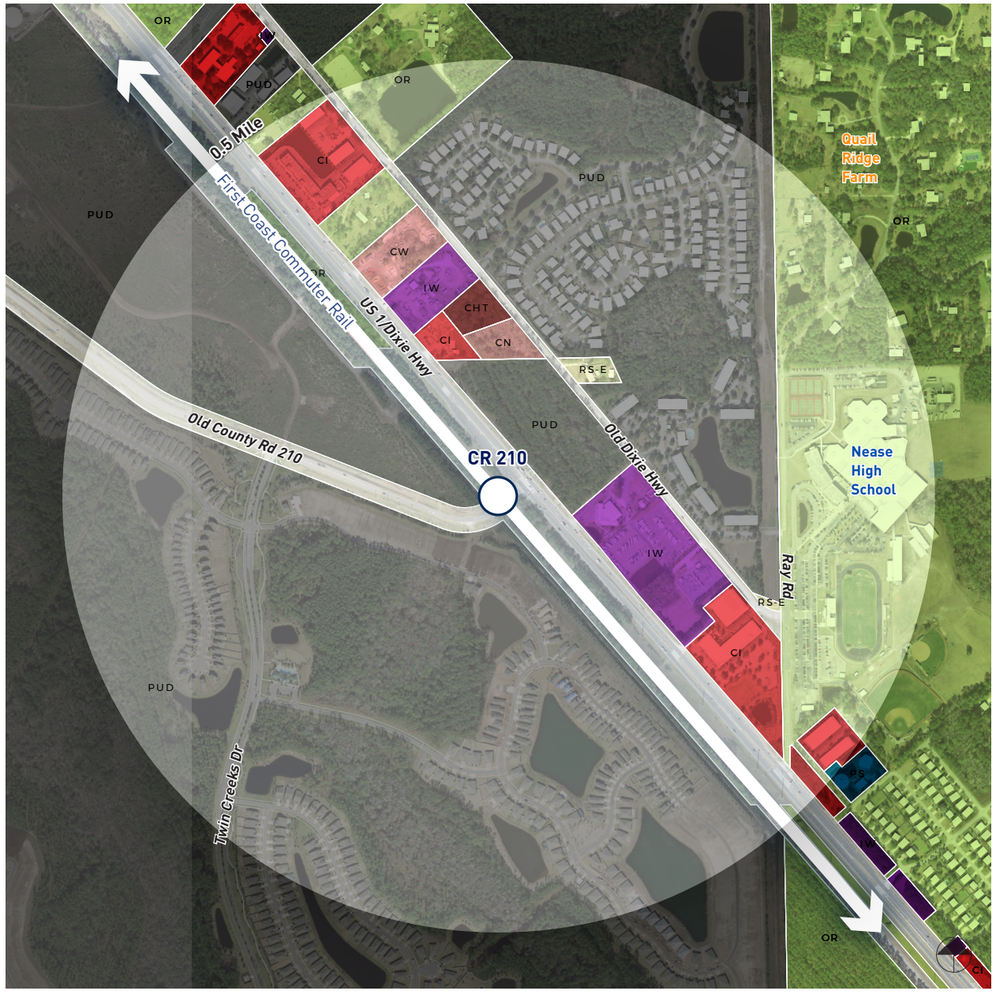
OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-130: CR 210 STATION TAXABLE VALUE



ZONING

Most of the zoning districts are PUD around Old County Road 210 which includes the Twin Creeks Development. There is a strip of Industrial and Warehousing (IW) and Commercial Intensive(CI) zoning on the east of US 1 between PUD designated districts. Quail Ridge Farm and the Nease High School on the further east are zoned as Open Rural (OR).

ZONING

- CI/CM
- CG/CN/CW
- CHT
- RS-E
- PUD
- IW
- PS/GU
- OR

FIGURE 3-131: CR 210 STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

CR 210 Station Area has multiple TOD opportunities along US 1 and Old County Road 210. There has already been development interest in the area with the recently developed Creekside at Twin Creeks on the south side Old County Road 210. This development, has provided 591 single-family homes to the station area, with recreational facilities including ponds, parks, playground and walkways.

Beyond the Creekside development, there are other large parcels zoned as PUD within the station area that can be transformed into major developments. With the recent commercial development like the Shoppes of St Johns, the commercial/light industrial strip between US 1 and Old Dixie Highway also has the potential for densification. Development opportunities within the station area can include denser mixed-use centers with institutional, recreational, employment, and residential components connected by a series of trails and pocket parks.

TOD opportunity and connectivity of the station area may be limited by some of the existing built infrastructure and auto-oriented roadways, wetlands, and floodplains. US 1 and the FCCR rail line may present some east-west connectivity barriers.



Creekside at Twin Creeks



Oaks at St. Johns Apartments



The Shoppes at St. Johns



Nease High School

FIGURE 3-132: CR 210 STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Residential
1. Creekside at Twin Creeks Community
2. Beacon Lake Community
3. Oaks at St. John Apartment
4. Walden Chase
5. Quail Ridge Farms
6. Florentine

Retail & Restaurants
7. Panther Plaza
8. The Shoppes at St. Johns

Institutions
9. Nease High School

Ongoing Developments
10. Shoppes of Valley Ridge
11. Momentum Twin Creek

SOFT SITES

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

FIGURE 3-133: CR 210 STATION KEY PLACES AND SOFT SITES

PALENCIA STATION

STATION AREA OVERVIEW

Palencia Station is located west of the master-planned Palencia Community, a suburban development filled with amenities like a golf course, public school, trails, pools, and sports courts, all which provides the foundation to generate a cohesive neighborhood fabric in what used to be a more natural environment. Palencia Station is near the main entrance to the Palencia community, which is at the intersection of US 1 and International Golf Parkway. Beyond residential uses, recreational and community amenities present at Palencia, including multiple shopping centers, restaurants, bars, and other neighborhood services.

The station area west of Palencia Station is either undeveloped vacant land or underdeveloped parcels along International Golf Parkway. The primary reason this land has not been developed is the conservation efforts led by the St. Johns River Water Management District's creation of the Twelve Mile Swamp Conservation Area, other natural wetlands and 100-Year Flood Zones. A portion of the Twelve Mile Swamp Conservation Area is under a long-term timber lease until 2025 and may be a potential site for TOD adjacent to the FCCR line.



FIGURE 3-134: PALENCIA STATION



STATION AREA LAND COVER

Palencia Station's Built Up areas are limited or surrounded by natural areas, water bodies, and 100-Year Flood Zones, common features of this station area's landscape. The Urban and Built Up portion of Palencia runs adjacent to US 1 while the Lower Density Built Up and wetland areas are along the eastern limits of this station area. Most of the western side of Palencia Station's land cover is considered a Tree Plantation and has some Built Up land covers at the intersection of US 1 and International Golf Parkway.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Crop and Pasture Land
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-135: PALENCIA STATION LAND COVER

STATION AREA CHARACTER

The existing station area character east of the FCCR line is set by the Palencia development, a master-planned community north of St. Augustine. This master-planned development's design was inspired by planned neighborhoods like historic San Marco in Jacksonville with renaissance architecture at its shopping center and residential areas, along with tree lined streets. Palencia is known for its recreational activities within its manicured community such as its pools, trails, parks, and golf course. There are two main shopping areas flanking either side of the main entrance of Palencia, each side containing essential retail, restaurants, bars, and gas stations that service the residential communities to the east.

To the west of the rail line, there are limited station area character opportunities beyond the Twelve Mile Swamp Conservation Area since most parcels are vacant or underutilized. The conservation area itself is a regional attraction that hosts a network of trails within a series of swamps and forests. There are also some enduring industrial land uses near the intersection of International Golf Parkway and US 1 that may suppress potential TOD west of US 1.

LAND USE AND KEY PLACES

Commercial and Industrial land uses make up the core of the station area, while Vacant, Government-Owned, and Wetland/Submerged land uses make up the station area's outer limits. The Shoppes at Palencia Commons line US 1, and Multi-family Residential developments fill in the area just east of the shopping center. Although the commercial area is along Philips Highway, most stores like the Publix Supermarket, restaurants, and essential retail are set back away from the limited access highway. Low Density residential land uses are present beyond the shopping center and its associated Multi-family housing developments.

The western portion of the station area has experienced limited development, and most of the land uses are categorized as Vacant or Government-Owned. Twelve Mile Swamp Conservation Area makes up approximately a quarter of the land use within the half mile station area to the northwest. Most of the vacant parcels are nestled between two industrial and office clusters on the south side of International Golf Parkway.



Palencia Community Market Street



International Golf Parkway and US 1



Palencia Community Entrance and Commercial Center

FIGURE 3-136: PALENCIA STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-137: PALENCIA STATION LAND USE



TAXABLE VALUE

The highest taxable valued land at Palencia Station is the Shoppes at Palencia Commons. Some taxable land valued up to $1,500,000 exists near the intersection of International Golf Parkway and US 1. There is a large amount of untaxable land present within this station area, including the Twelve Mile Swamp Conservation Area and natural areas within the Palencia community.

OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-138: PALENCIA STATION TAXABLE VALUE



ZONING

Most of the station area is zoned as PUD, including Palencia, a master-planned community and shopping area. The area in the northwest of the intersection of International Golf Parkway and US 1 is zoned as OR but is conservation land owned by the St. Johns River Water Management Area or by St. Johns County. Most of the remaining station area land cover is zoned as IW or Heavy Industrial (HI).

ZONING

- CI
- CM
- OR
- IW
- HI
- PUD

FIGURE 3-139: PALENCIA STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

Most of the TOD opportunity and soft sites are present south of International Golf Parkway. These parcels are privately owned and can be assembled to serve as potential opportunities for expansion of the Palencia community if it is possible to limit impacts to sensitive wetland environments and 100-Year Flood Zones. North of International Golf Parkway, a 22,000-acre portion of the Twelve Mile Swamp Conservation Area is under a long-term timber lease and may be a potential site for TOD adjacent to the FCCR line when the lease expires in 2025. The remaining recreational trails and park area could serve as a focal point for future TOD west of US 1. Within the existing Palencia community to the east, there are some minor instances of underutilized or undeveloped parcels that can increase density near the main entrance along Palencia Village Drive. The areas with the biggest potential development upside to increase residential or commercial density east of US 1 are separate of Palencia and are north and south of Palencia Village Drive.

TOD throughout the station area should look to activate the streetscape with the goal to reduce the Palencia Station Area's reliance and design considerations of vehicles. Existing conditions limit connectivity between commercial and residential areas, east and west of US 1, and along International Golf Parkway.



Palencia Park



Palencia Commons Shopping Center

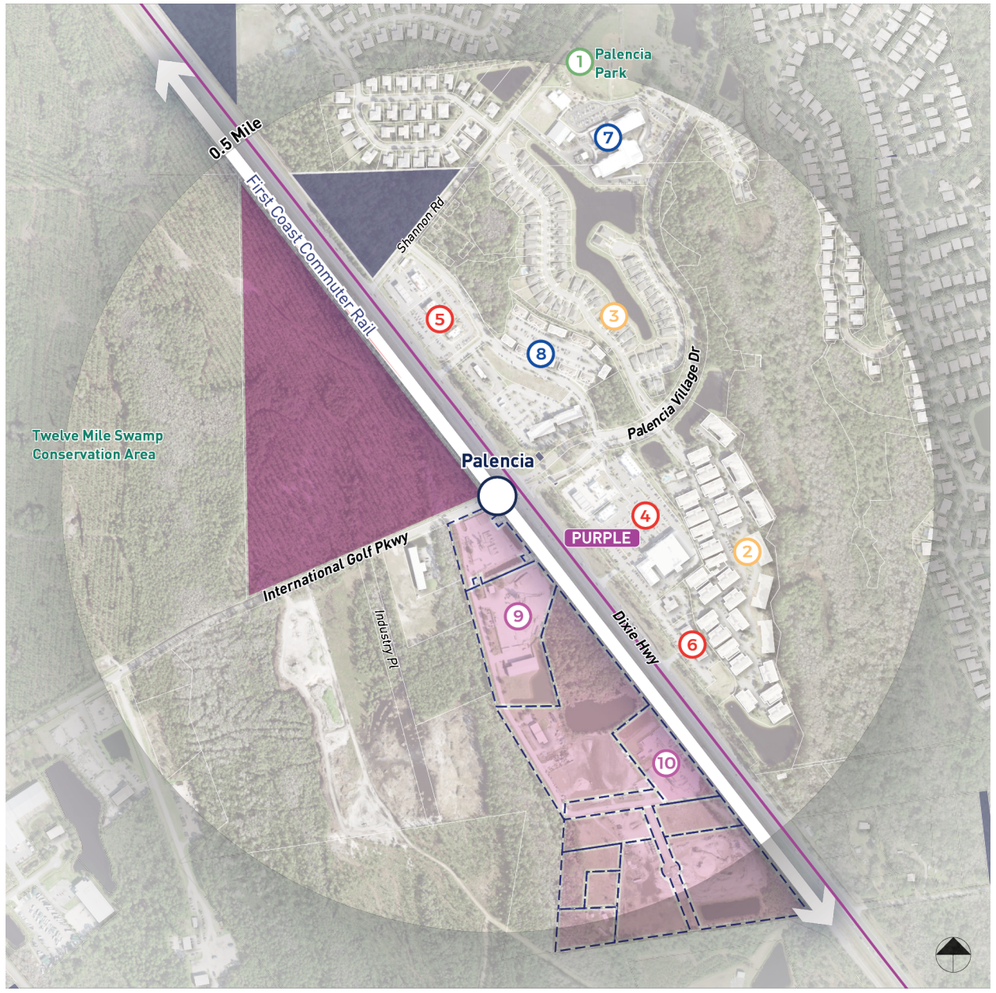


Gateway Village Center at Palencia



Plaza Palencia

FIGURE 3-140: PALENCIA STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Public Spaces
1. Palencia Park

Residential
2. Avila Community
3. Village Lakes Community

Retail & Restaurants
4. Palencia Commons Shopping Center
5. Gateway Villiage Center at Palencia
6. Plaza Palencia

Institutions
7. Palencia Elementary school
8. Resurrection Anglican Church

Industrial
9. Cemex - St. Augustine Ready Mix
10. Preferred Materials Inc.

SOFT SITES

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

FIGURE 3-141: PALENCIA STATION KEY PLACES AND SOFT SITES

SAN SEBASTIAN VIEW STATION

STATION AREA OVERVIEW

San Sebastian View Station is in St. Johns County and will serve as the gateway station in St. Augustine because of its location along the city's northern limits. The station area's land cover is a mix of undisturbed natural area and Built Up areas between water bodies and wetlands. US 1 partitions the dry land in this station area, and serves as the primary north-south route, as well as a primary access point to residential, recreational, and commercial destinations that currently existing within the station area. The county government buildings and services are clustered in the northwest portion of this station area along San Sebastian View.

There are numerous private and public TOD opportunities within this station area, especially in the northeast and southwest that can transform this suburban auto-centric area into a vibrant mixed-use gateway area, growing St. Augustine to the north. Existing zoning districts promote more density in this area, but design considerations will have to factor in proximity to water bodies, wetlands, and being near 100-Year Flood Zones. Activating flood zones and wetlands on the east and west peripheries of this station by solutions like pocket parks, trails, natural areas, or boardwalks like Fort Mose State Historic Park can further advance this station area's growth and character as an active mixed-use regional center with waterfront attractions. TOD should also look to accomplish on reducing the street-scale of this area, making this area more inviting for active mobility options.



FIGURE 3-142: SAN SEBASTIAN STATION



STATION AREA LAND COVER

This station area's land cover is within a half-mile strip of land between the San Sebastian River and Robinson Creek. Most of the Built Up areas present in the station area are along the water, while some of the Open Land, Upland Forest, and Tree Plantation categorized land covers run along the US 1 spine. Some of the Tree Plantation land has been partially developed. Most of the dry land is not within the 100-Year Flood zone although waters flank the eastern and western sides of the FCCR line.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Mixed Rangeland
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-143: SAN SEBASTIAN STATION LAND COVER

STATION AREA CHARACTER

San Sebastian View's potential station area character is limited by the emptiness of some major undisturbed parcels along US 1 and the FCCR line. Under existing conditions, this area is a growing residential destination in historic and natural area in north St. Augustine, and a key location for St. Johns County government services and operations. Fort Mose Historic State Park and Museum in the southeast limits of this station area was constructed on land that was once a settlement for freed enslaved persons, and is also a natural area along a birding Trail on the banks of Robinson Creek

There are some established, low density residential communities like Madeira, along with this network of parks, museums, and recreational activities that can serve as foundations to grow the area's character from a sleepy residential and government center into a regional cultural hub, celebrating the area's natural, historical, and civic significance. Although pedestrian infrastructure is present, the scale in this area is too large to become a pedestrian friendly destination until streetscaping strategies or trails near water bodies are brought online to safely connect this station area.

LAND USE AND KEY PLACES

This station area on the outskirts of St. Augustine has a variety of land uses and ample amounts of Vacant and open space. Multiple St. Johns County Government buildings that house essential government services like the County Tax Collector, Health Department, and Sheriff's Office occupy the Government-Owned land uses along San Sebastian View. Most of the development density is in the southern portion of this station area, where Multi-Family Residential complexes like The Landing at St. Augustine has recently transformed natural forested areas. Local shops and a small shopping center with a Winn Dixie supermarket make up the main commercial area along US 1 in the southern limits of this station area. There is also a presence of a smaller scale urban fabric between this commercial area and Fort Mose State Historic Park and Museum along Robinson Creek.

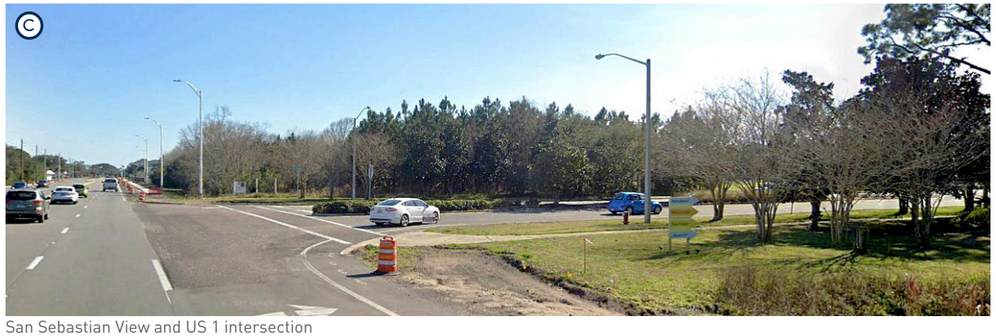
Wetland and agricultural land uses make up the remainder of the station area, limiting development density beyond the US 1 spine, which runs parallel to the FCCR line.



St Johns County Health Department



The Landing at St Augustine



San Sebastian View and US 1 intersection

FIGURE 3-144: SAN SEBASTIAN VIEW STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-145: SAN SEBASTIAN VIEW STATION LAND USE



TAXABLE VALUE

This station has multiple St Johns County owned parcels surrounding the core station area along San Sebastian View. Beyond the station core, there are several recently developed parcels or clusters of parcels along Ponce De Leon Boulevard with a taxable value ranging from $1,500,000 to greater than $3,000,000. Most of the small, low-density residential parcels have taxable values below $300,000.

OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-146: SAN SEBASTIAN VIEW STATION TAXABLE VALUE



ZONING

Most of the developable land in this area is along US 1 and is zoned as PUD and Commercial and Mixed Use (CM-2). There is a noticeable presence of Public Service (PS) zoned land between San Sebastian View and the rail line in the northwest quadrant of the station area. There is some low-density Residential, Single Family (RS) and Residential, General (RG) zoned areas southeast of the San Sebastian View Station.

ZONING

- CI/CM
- CL
- CHT
- RS-2
- RS-1
- RG
- PUD
- IW
- PS/GU
- OL
- OR

FIGURE 3-147: SAN SEBASTIAN VIEW STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

This station area has a range of publicly and privately soft sites around San Sebastian Station, priming this area for 'early wins' for TOD. The recently completed The Landing at St. Augustine development indicates that the market for redevelopment and development is growing in the area. Development around this station can transform this once dormant landscape into an iconic gateway into St. Augustine, with pedestrian-scaled mixed-use and commercial developments lining US 1. Most of the new development density with the rail line will likely be along of the north-south US 1 roadway because wetland, and waterbodies may limit construction along these natural boundaries. There may be some opportunity for placemaking by activating these natural water landscapes through the design of boardwalks, trail areas, or other engineered solutions.

The government district in the northwest portion of the station has an opportunity to be densified to provide more services and recreation opportunities in forested areas.



Fort Mose State Park



The Landing at St. Augustine

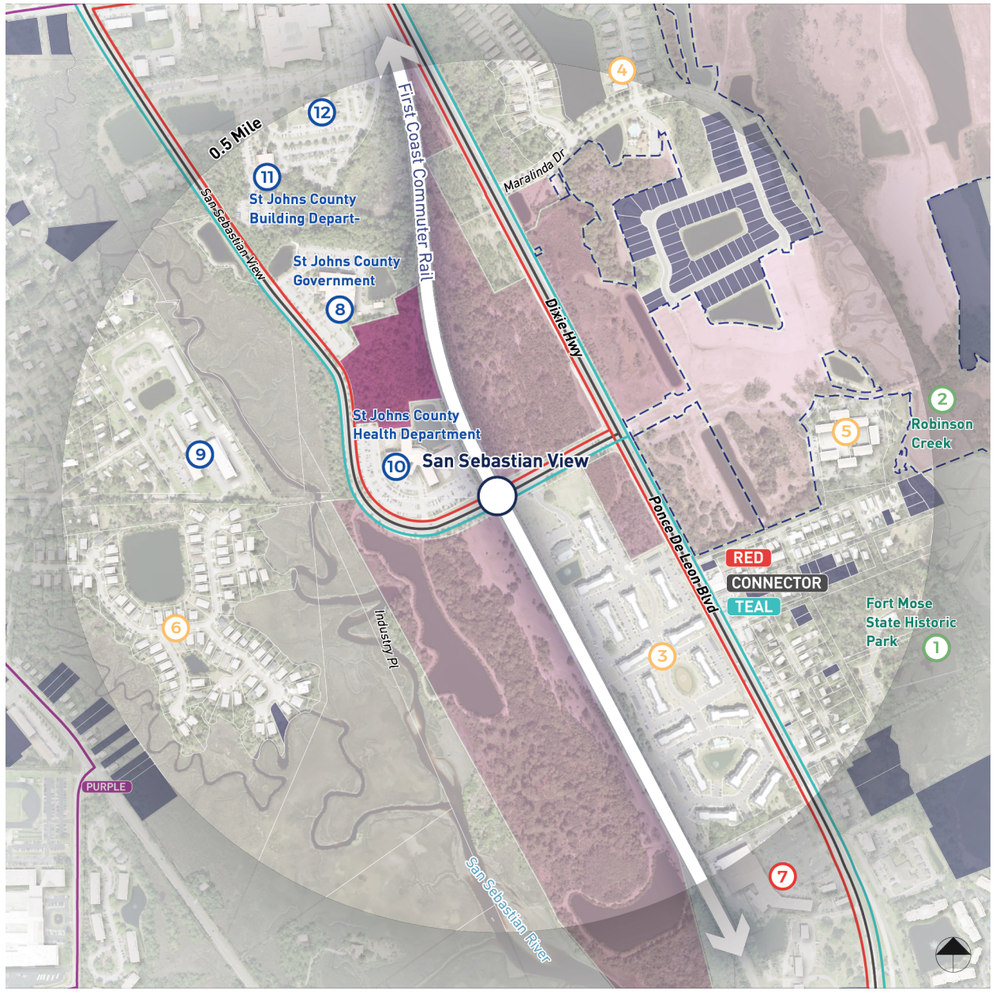


Tennis Village at the Ponce



St. Johns County Administration Complex

FIGURE 3-148: SAN SEBASTIAN VIEW STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Public Spaces
1. Fort Mose Historic Park
2. Robinson Creek

Residential
3. The Landing at St. Augustine
4. Madeira Homes
5. Tennis Village at the Ponce
6.Old Sebastian Point

Retail & Restaurants
7. Shoppes of Northtowne

Institutions
8. St. Johns County Administration
9. FDOT Maintenance office
10. St. Johns County Health & Service Center
11. St Johns County Building Department
12. St. Johns County Tax Collector

SOFT SITES

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

FIGURE 3-149: SAN SEBASTIAN VIEW STATION KEY PLACES AND SOFT SITES

SAN CARLOS

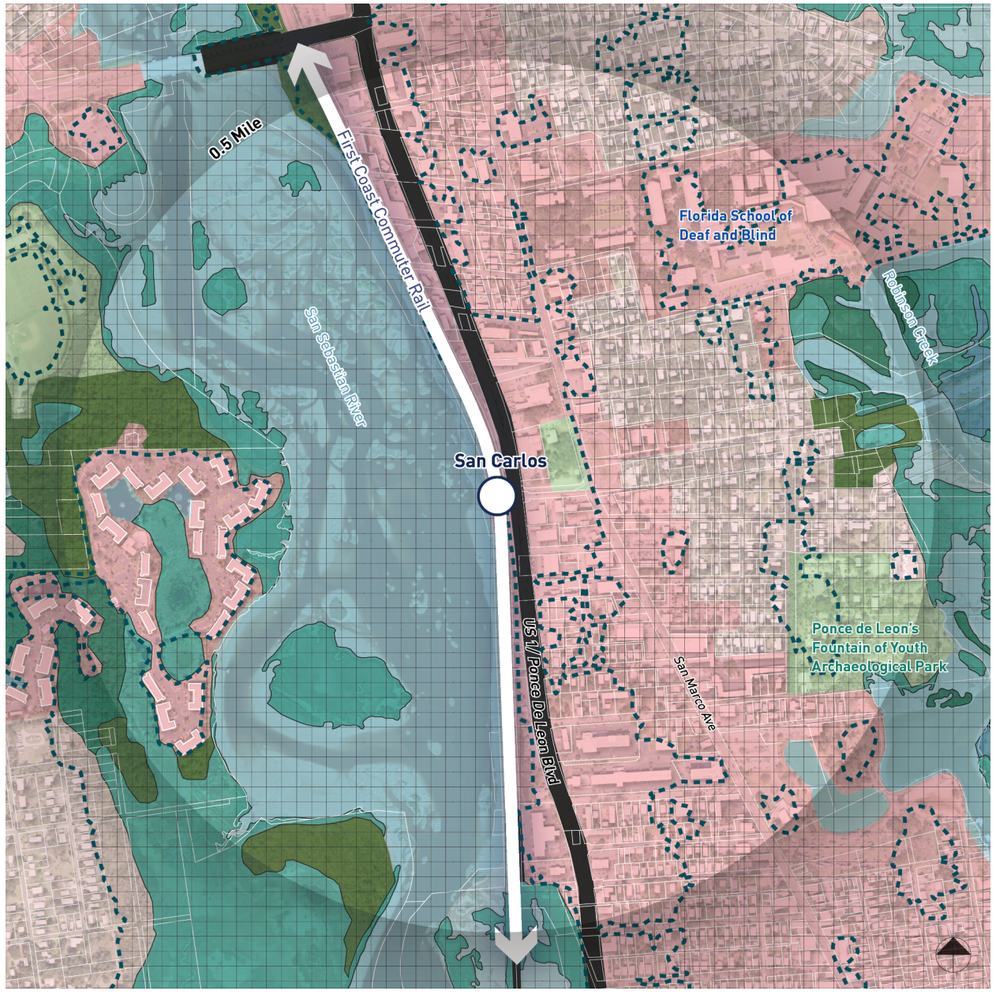
STATION AREA OVERVIEW

San Carlos Station is within the urban fabric of St. Augustine and grazes the northern limits of the City's Historic Downtown. This station will serve popular tourist and commercial attractions like Ponce de Leon's Fountain of Youth, Old Town St. Augustine, and the Old Jail Museum. The street grid is generally pedestrian scaled, and streets are typically landscaped, and some even provide a scenic oak canopy. Most of the development density is between Ponce de Leon Boulevard (also known as US 1), and San Marco Avenue, the station area's two main north-south corridors, with less dense residential areas present inland to the west.

There are limited development potential here because the station area is bound to the west by the San Sebastian River, has scarce vacant or underutilized sites, and there are numerous historical districts. School and park land uses also make up a portion of this station area to the east, further binding the potentially developable land into a quarter-mile wide strip of land.



FIGURE 3-150: SAN CARLOS STATION



STATION AREA LAND COVER

Land cover on the western side and eastern limits of this station area includes Waterbody, Vegetated Non-Forested Wetlands, Wetland Forests, and Upland Forests associated with San Sebastian River and Robinson Creek. Land cover east of the rail line is primarily Urban and Built Up. Farther east, Lower Density Built Up areas are more common and two large Recreational areas are present. Much of the station area is located within the 100-Year Flood zone with some Built Up areas occurring at higher elevations outside of the 100-Year Flood zone.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-151: SAN CARLOS STATION LAND COVER

STATION AREA CHARACTER

The area east of San Carlos Station is home to many historic attractions around St. Augustine's Historic District, a popular tourist hub showcasing Spanish-Colonial landmarks dating back to the 17th century. Attractions like Spanish-southern restaurants, shopping, and reconstructed settlements are packed into the urban-scaled streetscape, making this area a popular destination and a major economic generator for the City of St. Augustine. Beyond the core commercial tourist area, there are some established residential streets with mature street trees, educational facilities, pocket parks, and sidewalks making this area a desirable place to live.

The most auto-oriented portion of this station area is around Ponce De Leon Boulevard (US 1), a major north-south throughway running parallel to the FCCR line. Urban design strategies to create a more pedestrian-scaled environment and infill development may be required to link the commuter rail line and the rest of the urban community.

LAND USE AND KEY PLACES

This station has a variety of land uses east of the FCCR line, with most of the dense land uses closest to the San Sebastian River. There are several attractions near the waterfront for tourists and recreational activities, including the Old Jail Museum, Ponce de Leon's Fountain of Youth, Mission Nombre de Dios Museum, St Augustine, Ponte Vedra and the Beaches Visitors and Convention Bureau, St Augustine History Museum, and Oldest Store Museum Experience, as well as hotels, restaurants, and stores. The commercial corridors between US 1 and San Marco Avenue are pedestrian scaled and include some mixed uses of Office, Government-Owned and Vacant spaces, including the main branch of the St Johns County Public Library.

Some Low Density Residential areas exist between US 1 and San Marco Avenue, but most of these less dense areas are present east of San Marco Avenue. School land uses are also present within this station area with schools such as the St Augustine Public Montessori east of the station, and the Florida School of the Deaf and Blind (FSDB) campus occupying the northeastern limits of San Carlos Station Area. There are nine religious institutions dispersed around the developable land east of US 1 with a concentration of six churches near Old Mission Avenue.



Devenport Park



St Johns Public Library

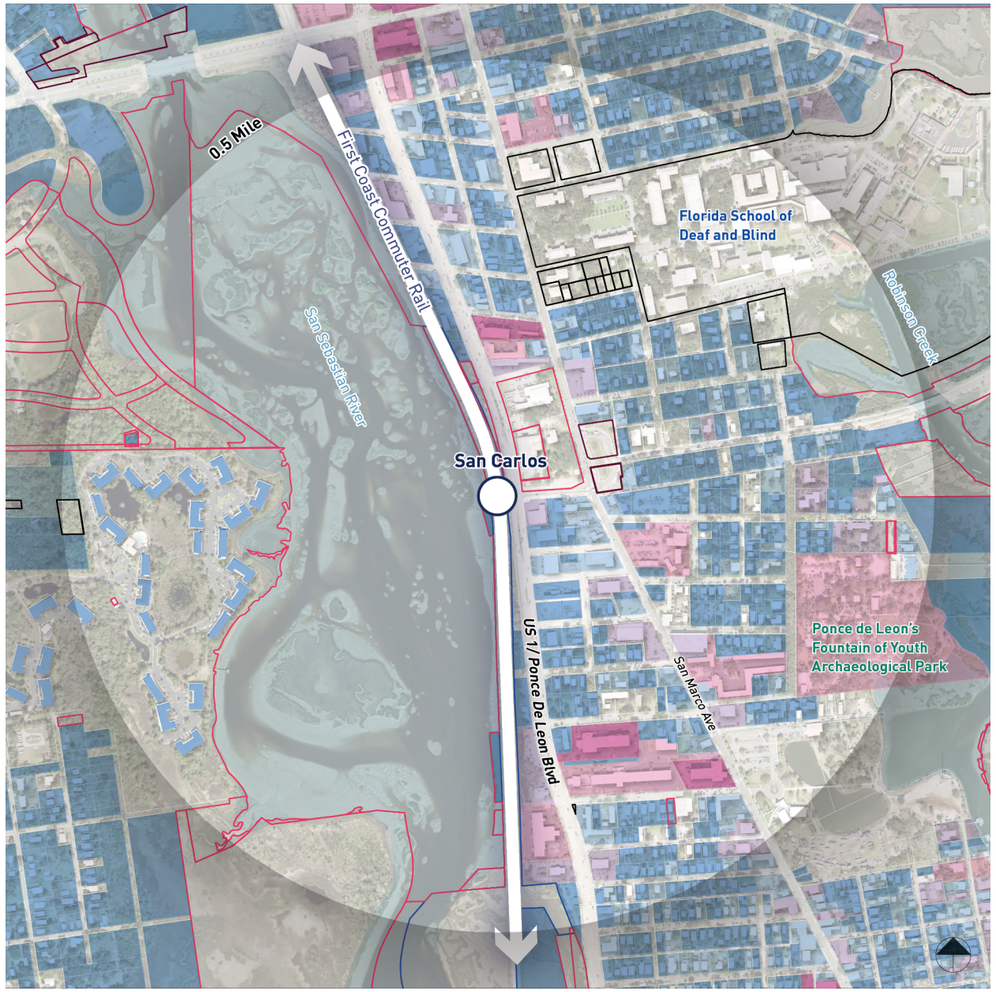


San Carlos and US 1 intersection

FIGURE 3-152: SAN CARLOS STATION AREA CHARACTER IMAGES



FIGURE 3-153: SAN CARLOS STATION LAND USE



TAXABLE VALUE

Publicly owned, non-taxable parcels are clustered north of the San Carlos Station Area while taxable parcels are present in the south. The taxable parcels with higher values are present along commercial spines like US 1 and San Marco Avenue, while residential parcels with lower taxable value are found between those corridors. Hotel and Entertainment land use parcels have the highest taxable value within this station area. There are a limited number of taxable parcels west of the San Sebastian River.

OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-154: SAN CARLOS STATION TAXABLE VALUE



ZONING

The parcels located between US 1 and San Marco Avenue are generally zoned as CM, with residential zoning on the south and east side of the station area. The St Johns County Public Library and FSDB are zoned as Government Use (GU). The areas adjacent to the San Sebastian River and Robinson Creek are zoned as Open Lands (OL). The block by the station is zoned as GU owned by City of St Augustine

ZONING

- CI/CM
- CG/CN/CW
- CL-2
- CL-1
- RS-3
- RS-2
- RS-1
- RG-2
- RG-1
- PUD
- IW
- PS/GU
- OL
- OR
- CHT

FIGURE 3-155: SAN CARLOS STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

The San Carlos Station Area has limited opportunity for TOD because most of the private and public parcels present are already built-out although there is some development desire along the San Sebastian River. In addition to the limited physical suitability for TOD, there are also numerous Historic Areas like the Nelmar Terrace and North City Historic Districts present within the developable area of this station area. There are some instances where parcels can be assembled, or contextually sensitive and community supportive infill TOD can be considered, especially if it aligns with the historic preservation, zoning, height limitations, and overall development vision of the City of St. Augustine.



Ponce de Leon's Foundation of Youth Archeological Park



St Augustine Oak Canopy



Best Western Historical Inn



Florida School of Deaf and Blind

FIGURE 3-156: SAN CARLOS STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Public Spaces
1. Davenport Park
2. Ponce de Leon's Fountain of Youth Archaeological Park
3. Mark Lance Armory
4. St. Augustine History Museum
5. Old Jail
6. Nelmar Terrace Park
7. St Augustine Oak Canopy

Hotel
8. Holiday Inn
9. Villa 1565 Hotel Historic St. Augustine
10. Best Western Historical Inn
11. Hampton Inn St. Augustine-Historic District
12. Merida Inn and Suites
13. Days Inn by Wyndham

Institutions
14. Florida National Guard
15. Main Branch, St. Johns County Public Library System
16. Florida School of the Deaf and Blind
17. Church of the Nazarene

SOFT SITES

- JTA-owned Parcel
- Parcel - Public Ownerhsip
- Vacant Parcel - Private Ownership
- Underutilized Parcel/Surface Parking
- Other Vacant Parcel
- Historic Area
- Transit Routes

FIGURE 3-157: SAN CARLOS STATION KEY PLACES AND SOFT SITES

ST. AUGUSTINE STATION

STATION AREA OVERVIEW

St. Augustine Station is along the western limits of the St. Augustine Downtown Historic District just west of North Ponce de Leon Boulevard, the city's main north-south throughway. Most of the land cover is already developed other than some of the banks of the San Sebastian River. Overall, this station area is generally walkable, and is one of the most established destinations for commercial, educational, and residential opportunities on the commuter rail line.

This station will provide good access to the tourist district along the eastern limits of Downtown through Saragrossa and Carrera Streets. The western portion of Downtown's Historic District is mainly an established residential community, a contrast to the more urban and compact Old Town St. Augustine, which has Spanish-colonial and Spanish Renaissance architecture and cobblestone streets. Multiple educational facilities are also present within this station area. Flagler College, a private liberal arts college housed in and around the Ponce de Leon Hotel, is part of the station area's urban fabric. St. Augustine Station also will provide access to some of the City's major civic space and gathering areas, including Francis Field and Ponto Central-St. Augustine Center. A major drawback of this station is the large amount of structured and surface parking options associated with some of the educational, civic, and tourist destinations in Downtown.



FIGURE 3-158: ST. AUGUSTINE STATION



STATION AREA LAND COVER

The eastern side of the station area is mostly built within the urban fabric of St. Augustine. Land cover includes Urban and Built Up areas with Francis Field identified as Recreational. In natural areas along the San Sebastian River, land cover consists of Waterbody, Vegetated Non-Forested Wetlands, Open Land, and Upland Forests. The station is located on Open Land. Low Density Built Up land cover is present west of the San Sebastian River. A majority of the Built Up areas east and west of the San Sebastian River are outside of the 100-Year Flood Zone.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-159: ST. AUGUSTINE STATION LAND COVER

STATION AREA CHARACTER

This station area embodies the City of St. Augustine's distinctive historical character, which makes the city a popular tourist attraction in Florida. Aviles Street, the core of the Historic District, is among the oldest streets in the U.S.. Historic sites, reconstructed settlements, Spanish-influenced architecture, and cuisines line the narrow, cobble-stoned streets in the west, making this part of St. Augustine one of the must-see historic attractions. Low-density residential streets fill in the area between the San Sebastian River and the core commercial and historical tourist attractions. These gridded streets are generally walkable and have places of worship and schools in the area, also embracing a classic suburban setting adjacent to a more compact downtown.

There are some noticeable gaps and barriers within this station area's urban fabric. Ponce de Leon Boulevard is an auto-centric throughway for Downtown St. Augustine along the San Sebastian River. This road, combined with the FCCR line has limited development facing the San Sebastian River. There are also multiple parking decks and surface parking lots that reduce community cohesiveness and do not fit within the historic character of the remainder of this historic district.

LAND USE AND KEY PLACES

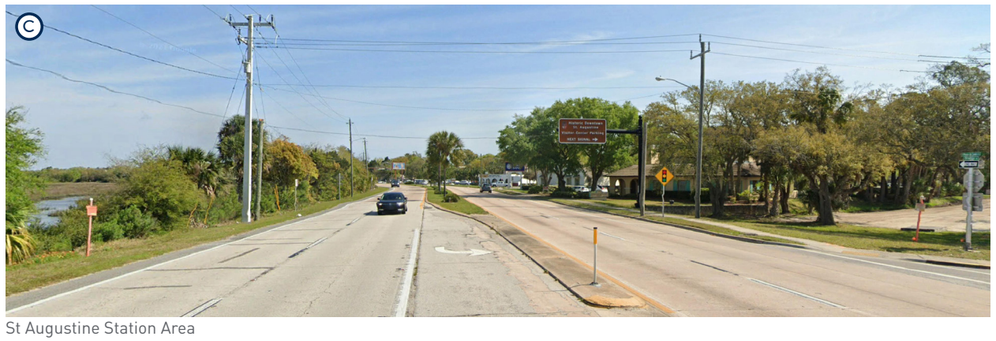
The portion of the station area within Downtown St. Augustine encompasses a mixture of land uses including Office, Government-Owned, Commercial, Religious Institutions, Mixed Use, Low-Density Residential, and Multi-family Residential to accommodate residents, as well as Hotel & Hospitality and Cultural & Education land uses to support tourists.; however, most of the built areas in this station are identified as Low Density Residential. The station is located within railroad ROW adjacent to the San Sebastian River. The natural areas to the west of the station and San Sebastian River are Government-Owned. The station is located near Orange Street and is a short, walkable distance from St. Augustine attractions near the waterfront for tourists, including the St. Augustine and St. John County Visitor Center, Francis Field where the St. Augustine Celtic Music and Heritage Festival is held, Potter's Wax Museum, Huguenot Cemetery, and Old City Gate. Also, along Orange Street are St John County School District administrative buildings and Ketterlinus Elementary School. West of the San Sebastian River and natural areas is mostly Low Density Residential land use with Vacant areas, Multi-family Residential, and the Loving Care Living Facility senior care facility.



St Augustine Francis Fields



Ketterlinus Elementary School



St Augustine Station Area

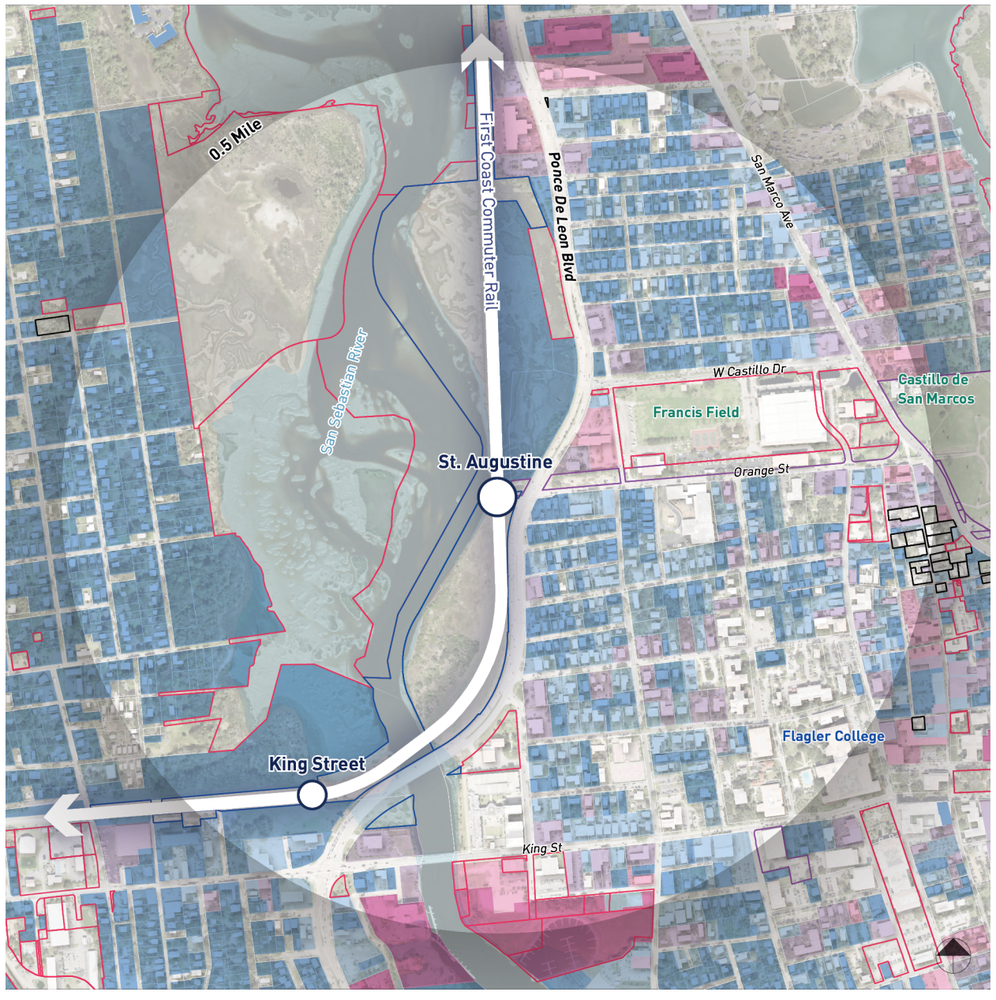
FIGURE 3-160: ST. AUGUSTINE STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-161: ST. AUGUSTINE STATION LAND USE



TAXABLE VALUE

Parcels within historic Downtown St. Augustine have higher taxable value than other areas in St Johns County, especially around the main tourist and commercial areas. Most of the non-taxable parcel clusters are present around Flagler College and the St. Augustine Historic District. Taxable parcel values closer to the FCCR are lower than similar sized parcels to the east near the Matanzas River.

OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-162: KING STREET STATION TAXABLE VALUE



ZONING

Much of the station area east of Ponce De Leon Boulevard is Residential-General (RG) and Residential-Single Family (RS). The station is zoned as OL. There are areas zoned as Commercial-Low (CL) and CM along Ponce De Leon Boulevard and King Street. Francis Field is GU. San Sebastian River and the surrounding natural areas are zoned as OL. On the west side of San Sebastian River, along King Street is IW and most of the remaining built area is residential zoning (RG and RS).

ZONING

- CI/CM
- CL-2
- CL-1
- RS-2
- RS-1
- RGO
- RG-2
- RG-1
- PUD
- IW
- PS/GU
- OL
- HP-5
- HP-4
- HP-3
- HP-2

FIGURE 3-163: KING STREET STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

Most of the soft sites for TOD opportunity are along the banks of the San Sebastian River, Francis Field, and some surrounding parcels. There is a mix of public and private ownership of the parcels along the river west of Ponce De Leon Boulevard. Some of the public lands like Francis Field can be re-imagined or densified to provide more inviting civic space. The land along the San Sebastian River may also have an opportunity to be redeveloped as a waterfront civic and recreational space with water-oriented mixed-use TOD.

There is limited TOD opportunity inland because most of the developed land in this station area is part of the Model Land Company Historic District, a National Register Historic District. New developments within Downtown St. Augustine Historic Districts will require context-sensitive and community supportive infill developments. There are small opportunities for TOD in the area, which can transform parking and transportation land uses into pocket parks and memorials that enhance the city's already historic character.



St. Augustine Historic Downtown



Castillo de San Marcos National Monument



Governer's House Cultural Center and Museum



Flagler College

FIGURE 3-164: ST. AUGUSTINE STATION KEY PLACES



KEY PLACES

Public Spaces
1. St. Augustine Historic Downtown
2. St. Augustine Civic Center
3. Colonial Quarter
4. Castillo de San Marcos National Monument
5. Huguenot Cemetery
6. Francis Field

Hotel
7. Renaissance St. Augustine Historic Downtown
8. Village Inn
9. The Ponce St. Augustine Hotel
10. St George Inn
11. Villa Victor, Ascend Hotel Collection
12. Carriage Way Bed & Breakfast

Institutions
13. Ketterlinus Elementary School
14. Grace United Methodist Church
15. St. Augustine Police Department
16. Flagler College
17. Governer's House Cultural Center and Museum
18. Ashlar lodge No.98

SOFT SITES

- JTA-owned Parcel
- Parcel - Public Ownerhsip
- Vacant Parcel - Private Ownership
- Underutilized Parcel/Surface Parking
- Other Vacant Parcel
- Historic Area
- Transit Routes

FIGURE 3-165: ST. AUGUSTINE STATION KEY PLACES AND SOFT SITES

KING STREET STATION

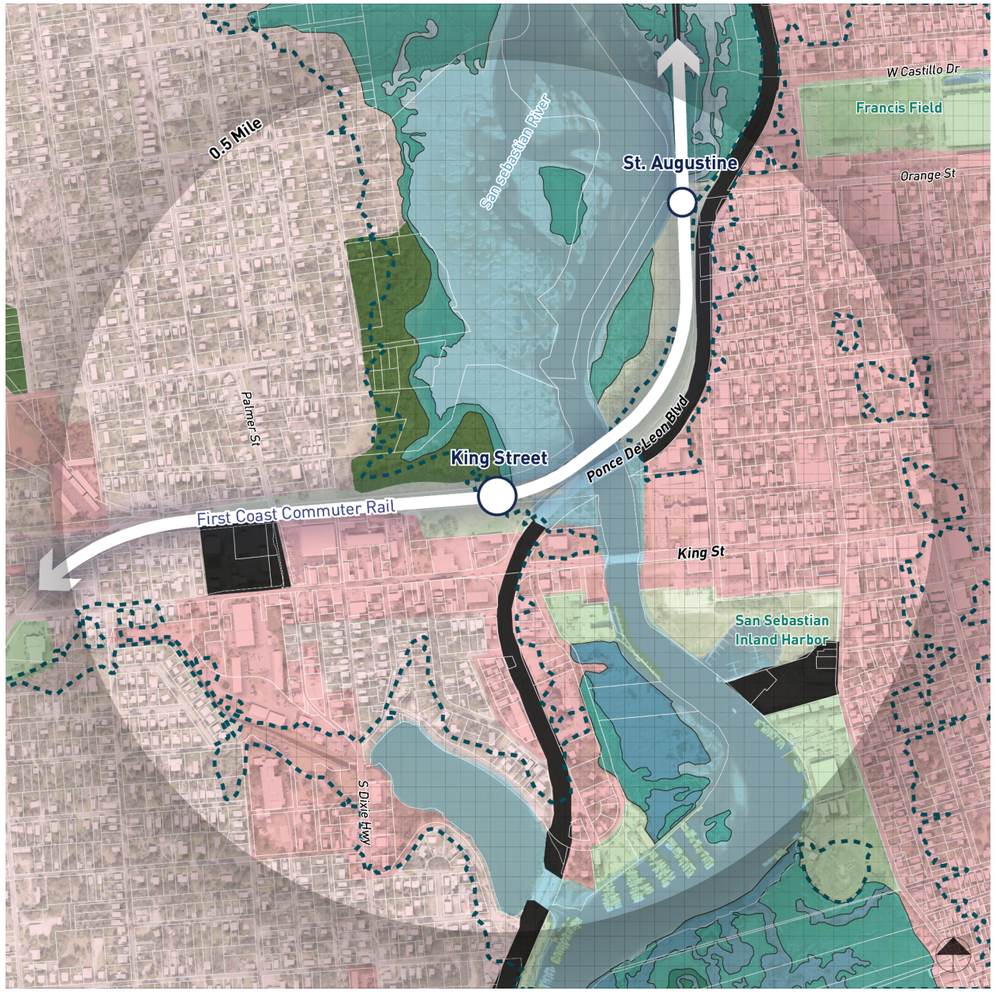
STATION AREA OVERVIEW

King Street Station in the West King Neighborhood is just west of the San Sebastian River that runs along the western limits of downtown St. Augustine. There are two bridges that connect this station area to the rest of downtown, making this area a western gateway into the downtown core. Here, the street grid is just as tight as the Urban and Built Up land cover found on the other side of the river, and most of the land is privately owned. Land use and density present in this station area is typical of urban-scaled neighborhoods with 1-3 story buildings within the commercial corridor along the King Street and S Ponce De Leon Boulevard. The core of the emerging West King neighborhood is an emerging design district known for its history and influx of creative businesses.

Low density residential neighborhoods and government owned land uses surround the remainder of the area. Vacant and underutilized parcels are prevalent throughout the station area along King Street and residential neighborhoods. The station itself is on vacant land along the river in the western limits of the West King Neighborhood, enabling opportunities for TOD.



FIGURE 3-166: KING STREET STATION



STATION AREA LAND COVER

Natural areas near the San Sebastian River, consist of Waterbody, Non-Vegetated Wetlands, Vegetated Non-Forested Wetlands, Open Land, and Upland Forests. The station is located on Open Land. The built areas east and south Ponce De Leon Boulevard are mostly Urban and Built Up with Lower Density Built Up areas west of Ponce De Leon Boulevard. West of San Sebastian River and north of King Street are mainly Lower Density Built Up with Urban and Built Up around King Street. East of San Sebastian River are Transportation and Utility uses.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Open Land
- Recreational
- Tree Plantation
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-167: KING STREET STATION LAND COVER

STATION AREA CHARACTER

The King Street Station Area has experienced some renewal in recent years because of its proximity to downtown and its historic, urban neighborhood qualities. The neighborhood's creative character has produced businesses like Beuna Onda Café, and Bog Brewing Company, as well as some local retail opportunities. Most existing businesses are limited to a small cluster around Ponce De Leon Boulevard and King Street commercial cores. Residential areas, as well as nearby Flagler College, support these commercial clusters, but there are still some underutilized parcels and buildings that can enhance the West King neighborhood's creative character. Ponce De Leon Boulevard, the main north-south throughway, has experienced less retail interest. Parcels along that road, also designated as US 1, are generally larger and businesses and services are generally more auto oriented.

Beyond the two commercial cores, the urban-scaled blocks make the residential areas attractive places to live and play near downtown St. Augustine. There is also a good mix of uses in the area that enhances the community feel of the West King neighborhood.

LAND USE AND KEY PLACES

The station is located on Vacant land just west of Ponce De Leon Boulevard. Much of the areas mapped as Vacant are adjacent to the Government-Owned and Wetlands/Submerged land uses that are natural areas associated with the San Sebastian River. The area south of King Street includes a variety of land uses, such as Commercial, Low Density Residential, Multi-Family Residential, Religious Institutions, Hotel & Hospitality, Office, Light Industrial, ROW, Utility and Transportation, and Government-Owned. There is also a Mixed Use corridor on the south side of King Street. North of King Street is also a mixture of land uses but the area is primarily a Low Density Residential neighborhood. The marinas along the river in the southeast section of the station area make up most of the Commercial area. Schools such as Gaines Alternative School, and Moultrie Montessori School are in the southernmost limits station area. There are many restaurants and stores around Ponce De Leon Boulevard and King Street, the commercial spines of the West King neighborhood. Also within the station area is the St. Augustine Fire Department and Saint Augustine Distillery.



Ponce de Leon Boulevard Intersection with West King Street



Commerce along King Street



Proposed Station Area

FIGURE 3-168: KING STREET STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-169: KING STREET STATION LAND USE



TAXABLE VALUE

King Street Station's parcels are mostly privately owned taxable parcels. Most of the parcels with the highest taxable value are along King Street and Ponce De Leon Boulevard, most notably the San Sebastian Inland Harbor. Parcels west of the San Sebastian River have a lower taxable value than similar sized parcels to the east. There are numerous publicly owned parcels in the southern portion of this station area adjacent to the water.

OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-170: KING STREET STATION TAXABLE VALUE



ZONING

The station is located within an IW district. Many of the parcels along Ponce De Leon Boulevard and King Street are CM with some low density commercial (CL). The areas adjacent to the FCCR are IW. The San Sebastian River and surrounding natural areas are Open Land. The marinas along the river are mostly PUD and Maritime Use (MU). A section zoned GU is along Oyster Creek. The remaining areas are mostly residential zoning (RG and RS).

ZONING

- CI/CM
- CL-2
- CL-1
- RS-2
- RS-1
- RGO
- RG-2
- RG-1
- PUD
- IW
- PS/GU
- MU
- OL
- HP-5
- HP-4

FIGURE 3-171: KING STREET STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

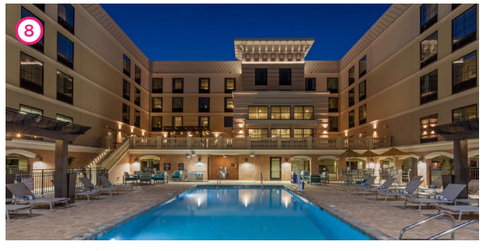
The King Street Station Area contains significant opportunities for TOD that can bring increased housing or Mixed Use development options, as well as essential businesses and services, stabilizing the West King neighborhood with community-supportive economic revitalization. TOD can be tailored to align with this urban neighborhood, possibly renovating and revitalizing some existing urban or industrial buildings along the King Street or Ponce De Leon Boulevard Corridor. There are also a number of privately-owned vacant and underutilized parcels clustered around the FCCR Station Area and along the San Sebastian River. Strategic redevelopment of these soft sites could provide great early wins for TOD here, strengthening the development market throughout this neighborhood. There is also an opportunity to activate some of the land along the waterfront as park areas, creating civic and meeting space in an area that does not have any existing parks within the urban neighborhood fabric beyond Zora Neale Hurston Memorial Park.



San Sebastian Inland Harbor



Proposed San Sebastian Inland Harbor Development



Homewood Suites by Hilton



First United Methodist Church

FIGURE 3-172: KING STREET STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Public Spaces
1. San Sebastian Inland Harbor

Retail & Restaurants
2. San Sebastian Winery
3. Broudy's Fine Wine & Spirits
4. The Cheese Wheel & Sandwich Board
5. Bog Brewing Company
6. Buena Onda Cafe

Hotel
7. Sebastian Hotel
8. Homewood Suites, Hilton St Augustine San Sebastian

Institutions
9. Flagler College
10. Proctor Library
11. Zora Neale Hurston Memorial Park
12. St. Augustine Fire Department
13. First United Methodist Church
14. Memorial Presbyterian Church
15. St. Augustine Police Department

SOFT SITES

- JTA-owned Parcel
- Parcel - Public Ownerhsip
- Vacant Parcel - Private Ownership
- Underutilized Parcel/Surface Parking
- Other Vacant Parcel
- Historic Area
- Transit Routes

FIGURE 3-173: KING STREET STATION KEY PLACES AND SOFT SITES

SR 312

STATION AREA OVERVIEW

SR 312 Station is the southernmost station of the FCCR corridor. The station itself is proposed to be around the SR 312 bridge over the existing rail line in a suburban, light industrial area. The station area street network is fragmented and car-oriented with limited active mobility infrastructure present, making connectivity for pedestrians and bicyclists difficult here under present conditions. Land cover is generally Urban and Built Up with some presence of more natural areas along the periphery of the station area. Some of the previously natural southern portions of the station area have experienced some residential development interest, transforming vacant land into low-density housing subdivisions.

SR 312 Station has some regional significance because of its one-mile proximity to the nearby Veterans Administration (VA) hospital to the east, and existing office parks, industry, and shopping centers, providing a range of employment and shopping opportunities. This station area has significant transit-centric redevelopment potential if vacant or underutilized land is leveraged to improve access to transit and essential destinations around SR 312. Dense residential housing, infill developments, pocket parks and trails can transform this suburban area into a vibrant and connected urban neighborhood, complementing some of the existing private investment in this area.



FIGURE 3-174: SR 312 STATION



STATION AREA LAND COVER

The station is on Transportation and Utility land surrounded by Urban and Built Up areas. Recreational land cover is to the northeast of the station area. Waterbody, Wetland Forests, and Upland Forests are present in the western and southern portions of the station area. Areas of Mixed Range and Disturbed Lands are in the southeast quadrant among areas of Upland Forests and Wetland Forests land. Recently approximately 60 acres of Upland Forests west of Dobbs Road and south of SR 312 were developed.

Natural Environment

- Urban and Built Up
- Lower Density Built Up
- Mixed Rangeland
- Disturbed Lands
- Open Land
- Recreational
- Upland Forests
- Waterbody
- Transportation and Utility
- Non-Vegetated Wetlands
- Vegetated Non-Forested Wetlands
- Wetland Forests
- 100-Year Flood Zone

FIGURE 3-175: SR 312 STATION LAND COVER

STATION AREA CHARACTER

SR 312 Station's existing station area character is generally limited to a suburban auto-centric area south of St. Augustine near industrial, office, commercial, and medical services. The area north of SR 312 is an established industrial area with surrounding housing, office, and commercial space. Some of the land use is owned by Flagler College and is used for their athletic facilities, further jumbling the set character of the area.

South of SR 312, there has been some recent residential development construction to complement existing office, industrial, and commercial land uses. New and old developments are car-centric and not connected by a network of trails or a street grid, limiting the ease of navigation and connectivity of this station area. The existing FCCR rail line divides this station area in half, further limiting the connectivity between the east and west. Creative connectivity and placemaking solutions will be necessary at this station to develop a more unified station character.

LAND USE AND KEY PLACES

The station area contains a variety of land uses, including Low Density Residential, Multi-family Residential, Commercial, Office, Religious Institutions, Hospitals and Nursing Homes, Cultural and Educational, Entertainment, Light Industrial, Heavy Industrial, Government-Owned, ROW, Utility & Transportation, Vacant, and Agriculture. An industrial corridor exists along the FCCR line spanning from north to south of the station area. Land uses along SR 312 are mainly Commercial and Office, with some areas of Multi-family Residential and Government-Owned land on the western limits of the station area. The Vacant land within the station area is mostly on the west side of the FCCR line. The undeveloped parcel south of the Cobblestone Village shopping center is categorized as Agriculture, but the remaining fields are not actively farmed.

The station is located on Utility and Transportation land and is next to the Cobblestone Village shopping center. This shopping center and areas adjacent to SR 312 host a variety of restaurants and shops. The Ponce Therapy Care Center east of the shopping center offers short and long-term and care. The St. Augustine Record (local newspaper) and Saint Augustine Annex Post Office are located near the SR 312 and SR 207 intersection.



SR 312 business park

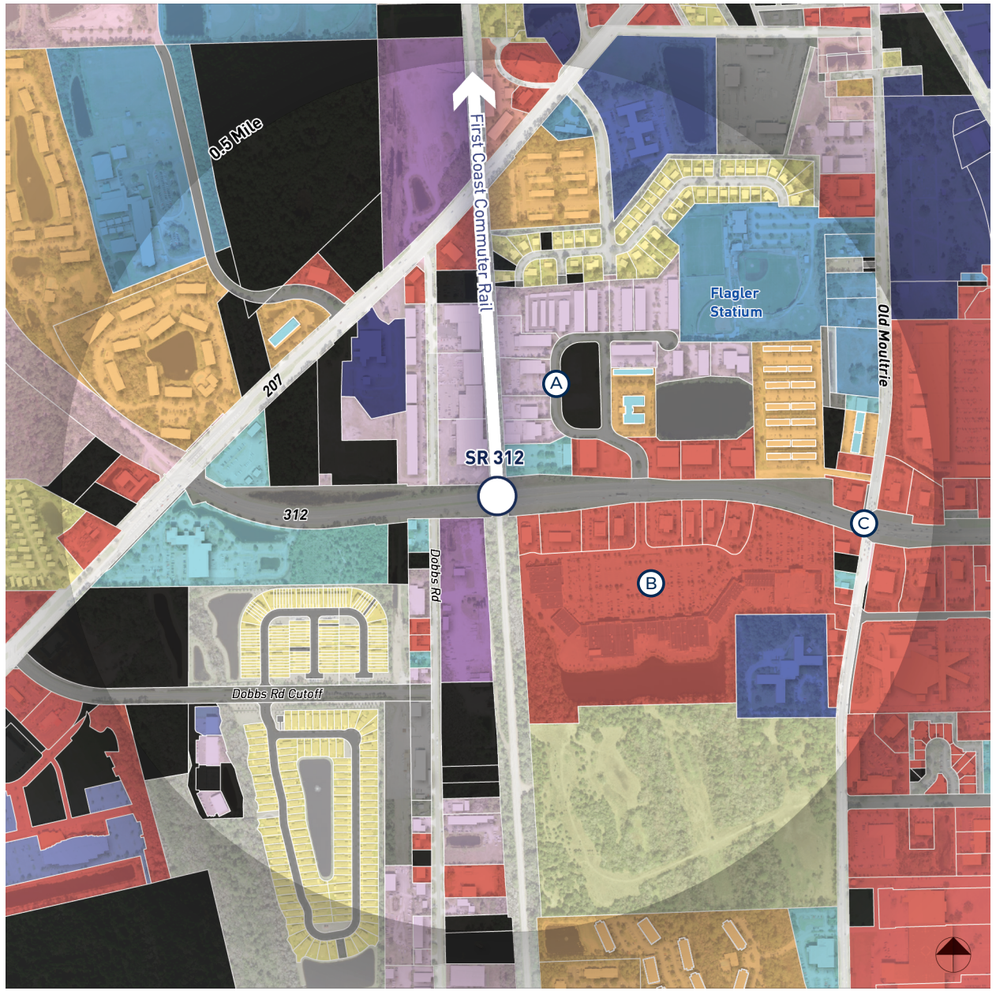


Cobblestone Village - St. Augustine



SR 312 and Old Moultrie Road intersection

FIGURE 3-176: SR 312 STATION AREA CHARACTER IMAGES



LAND USE

- Low Density Residential
- Multi-family Residential
- Mixed Use
- Commercial
- Hotel & Hospitality
- Entertainment
- Office
- Cultural & Education
- Hospitals & Nursing Homes
- Religious Institutions
- Wetland/Submerged
- Light Industrial
- Heavy Industrial
- Agriculture
- Parks & Recreation
- Forestry
- Waste Land
- ROW
- Parking
- Utility & Transportation
- Vacant
- Government-Owned

FIGURE 3-177: SR 312 STATION LAND USE



TAXABLE VALUE

SR 312 Station taxable parcels have a large spatial footprint and have taxable values above $300,000. These parcels are automobile-oriented and have underutilized parking areas surrounding the structured areas that can potentially increase a parcel's taxable value if redeveloped. There is some presence of residential parcels in this station area with taxable values below $300,000, but these areas are not easily connected to the rest of the street network.

OWNERSHIP

- JTA-owned Parcel
- Railroad Company-owned Parcel
- City or County-owned Parcel
- FDOT-owned Parcel
- Other State-owned Parcel
- Federal-owned Parcel

TAXABLE VALUE

- <$300,000
- $300,000-600,000
- $600,000-1,500,000
- $1,500,000-3,000,000
- >$3,000,000

FIGURE 3-178: SR 312 STATION TAXABLE VALUE



ZONING

Parcels immediately to the west of the FCCR station and line are mostly IW. Zoning west of the FCCR line include Commercial-Intensive (CI), Commercial-General (CG), and PUD along SR 312 and 207. A PUD is in the southwest portion of the station area and to the east of the FCCR line. Other zoning east of the FCCR line include RG, RS, OR, CI, CG, and Commercial-Neighborhood (CN) in the north quadrant and eastern edge of the station area.

ZONING

- CI/CM
- CG/CN/CW
- RS-3
- RS-2
- RS-1/RMH
- RG-2
- RG-1
- PUD
- IW
- PS/GU
- OR

FIGURE 3-179: SR 312 STATION ZONING

TOD OPPORTUNITIES AND SOFT SITES

There is a lot of growth potential for transit-centric redevelopment at this southern terminus of the FCCR corridor because of the abundant number of soft sites. There are multiple underutilized parcels next to commercial shopping centers, essential services, and medical areas. TOD should look to connect the commuter rail station to locations like the VA Hospital and Cobblestone Shopping Center, as well as integrate trails, pocket parks, and wayfinding to create a more cohesive and accessible neighborhood that promotes transit ridership. Dense residential developments may complement some of the existing commercial, medical, and employment land uses present around the intersection of SR 312 and SR 207.

Like other suburban station areas along the FCCR, TOD should look to reduce the street scale through streetscaping opportunities, reduction of surface parking lots through infill development so the area becomes more urban, walkable destination.

Stone Climbing Gym



Ashby Landing 2018



St Augustine Endoscopy Center



Flagler College Stadium

FIGURE 3-180: SR 312 STATION KEY PLACES AND RECENT DEVELOPMENTS



KEY PLACES

Residential
1. Whispering Pines Apartments
2. Ashby Landing

Retail & Restaurants
3. Cobblestone Village Shopping Mall
4. Riverside Center Shopping Mall
5. Pet smart, Seabridge Square

Business
6. Towne Center for Dermatology
7. 312 Business Park
8. St. Augustine Health and Rehab

Institutions
9. Osceola Elementary School
10. Colonial Church STA
11. The Ponce Therapy Care Center
12. St. Augustine Endoscopy Center (newly opened)
13. Medical Office Buillding
14. San Lorenzo Cemetery
15. Flagler Stadium

Industrial
16. Dobbs Road Industrial Park
17. USPS Midtown Annex

SOFT SITES

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

FIGURE 3-181: SR 312 STATION KEY PLACES AND SOFT SITES

4. TOD PERFORMANCE

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4.1 TOD TYPOLOGIES

This chapter provides a holistic Transit-Oriented Development (TOD) analysis for the First Coast Commuter Rail (FCCR) Corridor, and the stations located therein. It begins with a corridor overview, followed by an identification of the Primary and Secondary Typologies for the station areas found within the FCCR corridor and each typologies key characteristics: Character, Density, Mix of Uses, Public Realm, Multimodal Connectivity, and Parking. The subsequent section in the chapter will provide a station-specific analysis scoring TOD Desirability and Readiness based on Local Leadership, Market Strength, Physical Suitability, and Plans in Place. The scoring and analysis of each commuter rail station area identifies which locations are most suitable for TOD. The chapter concludes with summary of corridor goals, measures and targets and their applicability to each of the selected TOD stations.

TOD TYPOLOGIES OVERVIEW

TOD OVERVIEW

Transit-Oriented Development (TOD) can generate ridership demand and creates destinations when supported by enhanced transit system, land use regulations, economic development incentives, workforce training, and through partnerships with private developers. TOD focuses on land use elements that create density and generate higher ridership. TOD at station areas along the FCCR corridor aligns with JTA's vision to promote smart, sustainable growth, regional economic development, and readies the region to be accommodate population, employment, and tourism growth. This TOD Study demonstrates that the FCCR investment can enhance transit options, but also serve to support broader social and economic goals by promoting TOD.

Each station area may face unique challenges and opportunities while many of them share similar characteristics. Grouping stations by their similar characteristics into Sub Districts/Markets, Primary and Secondary Typologies will help planners and citizens to quickly comprehend key planning considerations when developing strategies to position station area roles and functions within a larger system and meet community needs.

TYPOLOGY OVERVIEW

As station areas vary significantly in function, character, physical form, and market potential, and are driven by several factors that vary throughout a corridor, planning goals and future development objectives for station areas should be flexible to accommodate the differences in situations at various station areas. Station TOD Typologies are a way to think about the function, character, physical form, suggested density, and market potential of station areas in the larger context of the FCCR Southeast Corridor and provides a way to group station areas that share similar attributes.

In this study, station areas are grouped by Primary and Secondary TOD Typologies. Primary Typologies, which are based on the City of Jacksonville zoning code, are general descriptions of all transit station areas based on density, land uses, and infrastructure planned or in place. Secondary Typologies are based on location, spatial characteristics, and market potential.

The TOD Typology for each station is shown on the map in Figure 4-2. For the purpose of this project, Secondary Typologies, shown in Figure 4-1, were defined to plan the role each station area will take on within the FCCR corridor based features like on Station Area Character, Density, Mix of Uses, Public Realm, Multimodal Connectivity, and presence of parking. Recognizing that all station areas are unique, the descriptions of Secondary Typologies are generalized to highlight key criteria and differences.

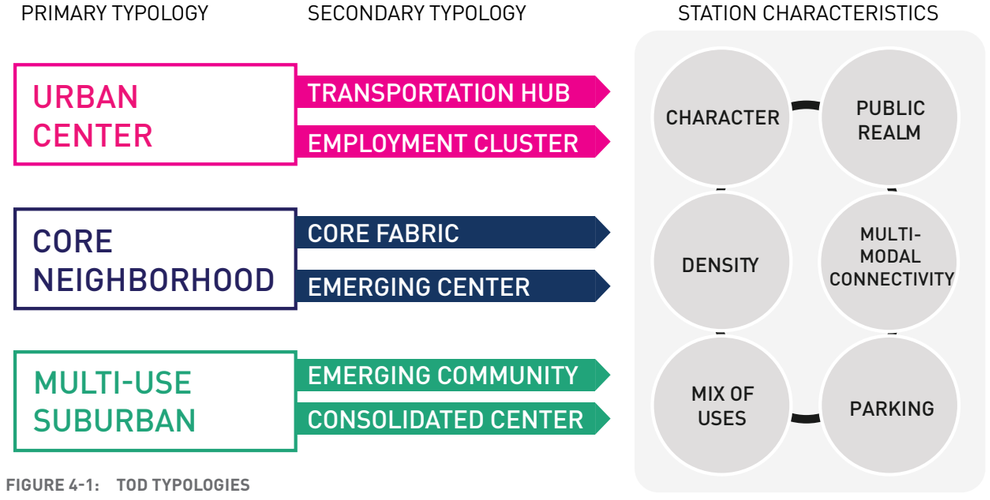


FIGURE 4-1: TOD TYPOLOGIES

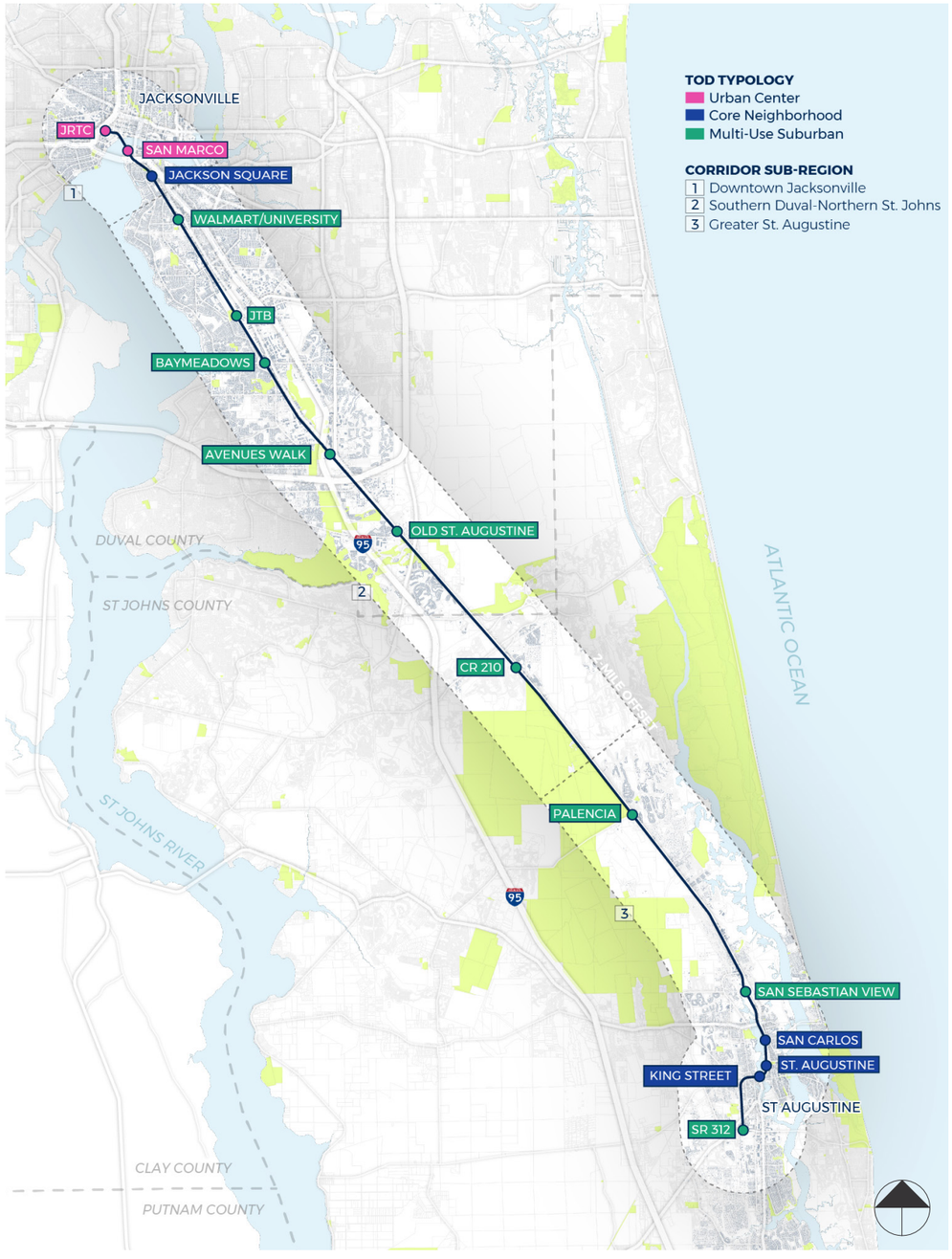


FIGURE 4-2: TOD PRIMARY TYPOLOGY MAP

PRIMARY TYPOLOGY

OVERVIEW

The Primary Station Typologies for the FCCR between the City of Jacksonville and St. Augustine are based on the City of Jacksonville zoning code. They are high-level descriptions and are meant to provide density and development goals based on the location of the site and the characteristics of the surrounding community and abutting neighborhoods. The plan identifies that station areas a half-mile radius that will service as an aspirational area for TOD development and infrastructure improvements. Goals for each list Primary Station Typology are found in the sections below:

- Urban Center
- Core Neighborhood
- Multi-use Suburban

These Primary Typologies capture all premium transit station area planning efforts in the region. Within these general Primary Station Typologies, Secondary Typologies specific to commuter rail were identified for the purpose of this project. Figure 4-3 shows the three Primary station Typologies and their location along the FCCR, and an identification and explanation of the Primary and Secondary Typologies is provided in the following pages.

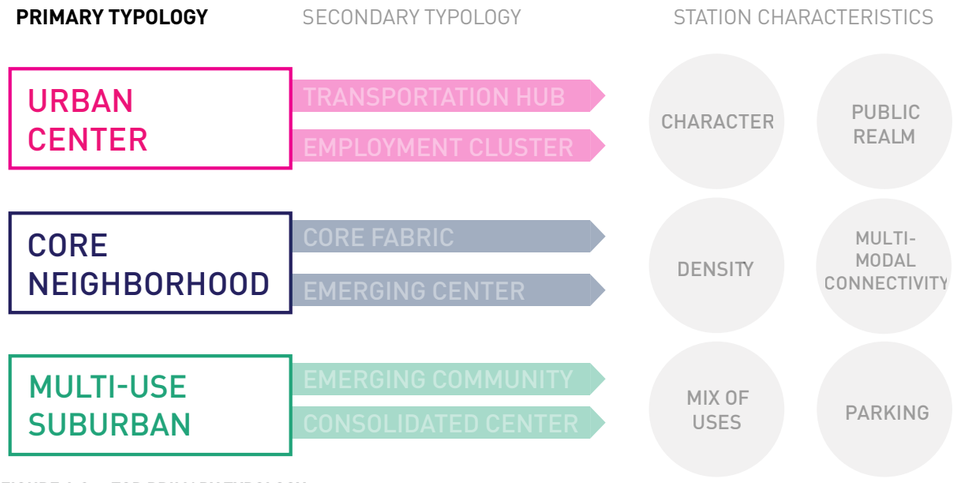


FIGURE 4-3: TOD PRIMARY TYPOLOGY

URBAN CENTER

Zoning Code Definition: The Urban Center Typology is in the most heavily urbanized areas, and its infrastructure shall include a dense grid block structure street design and high vertical development to support a high diversity of uses, high residential and employment densities, and greater volume of pedestrian activity. Modes of transportation should include a premium transit service, such as Bus Rapid Transit (BRT), rail, and/or the Skyway/Ultimate Urban Circulator (U^2C), or a mix of local or express bus services, and alternative mobility solutions, including personal and shared automobiles.

Alongside these premium transit services, non-motorized, active transportation (walking and bicycling) should be integrated with the essential infrastructure in place to support the use and accomplish the Complete Streets component of a comprehensive transportation network. A progressive parking requirement shall enforce integrated structured parking, uncouple structured parking, and on-street parking, with no minimum parking requirement.

The minimum residential density goals for the Urban Center Typology are 50 Dwelling Unit (DU)/Acre in the TOD-1 zone and 20 DU/Acre in the TOD-2 zone to support a mix of housing types. Uses include mid- and high-rise condominium residential use and multifamily residential use, large retail and office uses, and Mixed-use buildings.



FIGURE 4-4: URBAN CENTER TYPOLOGY EXAMPLE

CORE NEIGHBORHOOD

Zoning Code Definition: The Core Neighborhood Primary Typology is located within the neighborhoods adjacent to the CBD. These neighborhoods are primarily residential and support the commercial nature of the CBD. Due to the proximity to the urban core, buildings range from mid to high-rise, and the street network is less dense than the urban core, comprised of a grid and alley network, usually with a "Main Street" urban design. The infrastructure supports a moderate mix of uses and a medium to high volume of pedestrian activity. Modes of transportation shall include a premium transit service, such as BRT, rail, and/or the Skyway/U²C, and a mix of local or express services and alternative mobility solutions which favor low-speed options to compliment active modes, like walking and bicycling.

Parking design requirements shall be consistent to the Urban Center - Typology with integrated structured parking, uncoupled structured parking, and on-street parking, with no minimum parking requirement. The minimum residential density goals for the Core Neighborhood Typology are 30 DU/Acre in the TOD-1 zone and 15 DU/Acre in the TOD-2 zone to support a mix of housing types. Uses include townhouse residential use, low- and mid-rise condominium residential use and multifamily residential use, retail and office use, and Mixed-use buildings.



FIGURE 4-5: CORE NEIGHBORHOOD TYPOLOGY EXAMPLE

MULTI-USE SUBURBAN

Zoning Code Definition: The Multi-Use Suburban Neighborhood Typology is located at commercial/ retail nodes that support surrounding residential developments outside of the Urban Core. These sites are comprised of low-rise buildings, with suburban block patterns abutting a suburban "Main Street" urban design. The suburban scale of these areas supports both medium-low residential and employment density, as well as moderate pedestrian activity. Modes of transportation should include a mix of BRT and local and express bus, rail, walking and biking. Rear surface and on-street parking designs shall be required to ensure streetscapes can fully accommodate non-motorized modes, with no minimum parking requirement. Also, pedestrian and bicycle infrastructure should provide good connectivity to encourage these active uses. The minimum residential density goals for the Suburban Neighborhood Typology are 20 DU/Acre in the TOD-1 zone and 15 DU/Acre in the TOD-2 zone to provide adequate housing to support commercial uses. Uses include small lot single-family residential use, single-family residential use with an accessory dwelling unit, townhouse residential use, low-rise condominium residential use and multifamily residential use, neighborhood retail and office use, and mixed-use buildings.



FIGURE 4-6: MULTI-USE SUBURBAN TYPOLOGY EXAMPLE

SECONDARY TYPOLOGY

OVERVIEW

The Secondary Station Typologies are refined, specific classification of station areas. They provide additional detail and are more contextual than the definitions of the Primary Station Typologies identified in the City of Jacksonville's zoning code.

Secondary Station Typologies are developed based on the location of the site, a reasonable expectation of what character the station area will take on, how the station area will function, how the physical form will be shaped, what the market potential is for TOD, and to provide sensitivity to existing and future land use and the character of communities and existing neighborhoods within and surrounding the stations. Figure 4-7 and Figure 4-8 show the Primary and Secondary Station Typologies, and descriptions are provided on the following pages.

The descriptions of Secondary Typologies are generalized into six subsections:

- Character
- Density
- Mix of Uses
- Public Realm
- Multimodal Connectivity
- Parking

These key characteristics are meant to highlight key criteria and differences between the Secondary Typologies. There may be some instances where there is limited variation of characteristic definitions between Secondary Typologies that spur from the same Primary Typology.

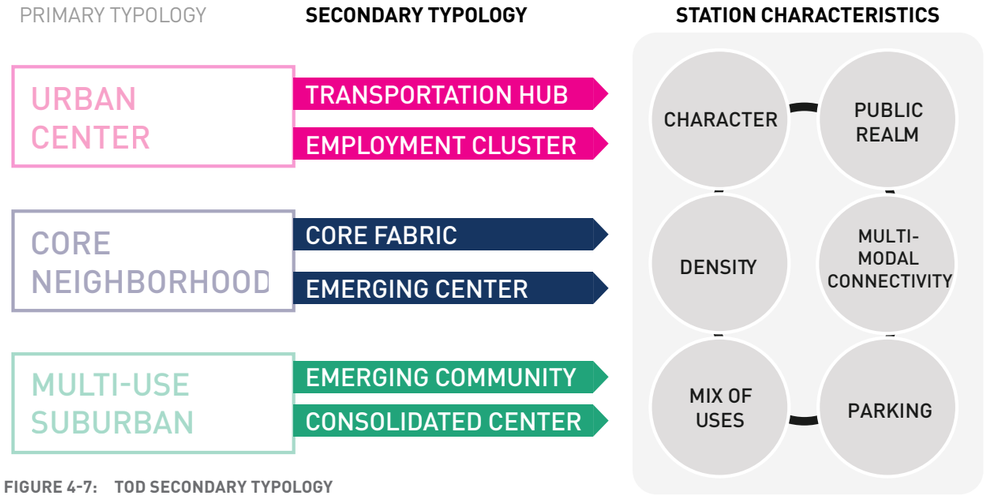
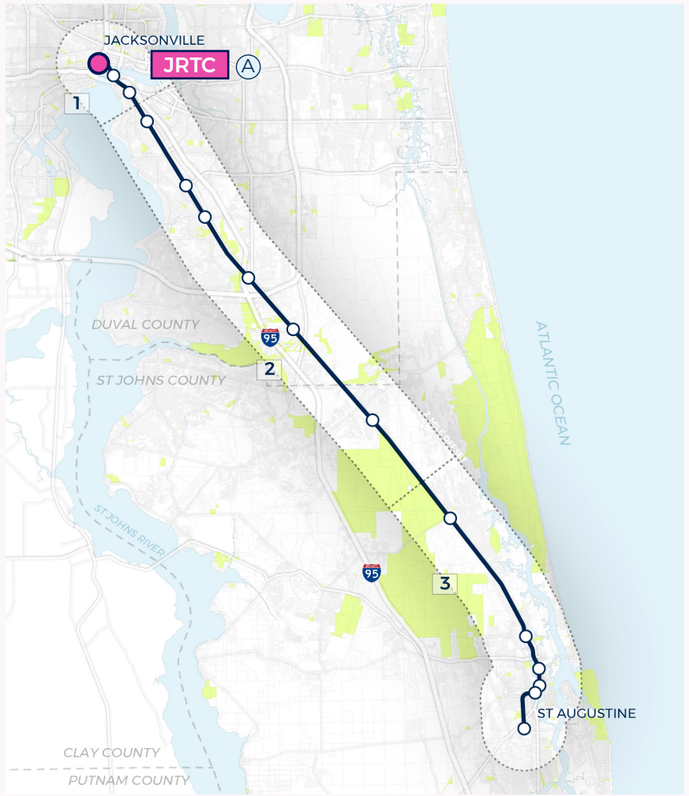


FIGURE 4-7: TOD SECONDARY TYPOLOGY



FIGURE 4-8: TOD SECONDARY TYPOLOGY MAP

A. TRANSPORTATION HUB



TYPOLOGY

» Urban Center

SECONDARY TYPOLOGY

» Transportation Hub

FCCR STATIONS

» JRTC

SUB-MARKET

» 1



Greyhound Bus Station



Lofts at Monroe

FIGURE 4-9: SECONDARY TYPOLOGY - TRANSPORTATION HUB

KEY CHARACTERISTICS

CHARACTER

The Transportation Hub Secondary Typology serves as the central multimodal hub, and often, a destination anchor for cities and regions. In Jacksonville, the JRTC Station Area can leverage the planned FCCR northern terminus, as well as a concentration of Jacksonville's range of local and regional transportation offerings by programming the surrounding area with a mix of medium- to high-density transit-centric uses. JRTC provides the most multimodal transportation services for the region. The core of a Transportation Hub station area is surrounded by an exciting mix of uses that link to a major destination, or downtown urban environment.

DENSITY

The Transportation Hub Secondary Typology has high residential and employment densities, a typical element of the Urban Center Primary Typology because of the proximity to regional transportation options. For the FCCR, the JRTC Station Area should be surrounded by blocks of moderate to high densities with active ground floors to fully leverage the investment in FCCR and other modes of transportation located at the JRTC. Moving outwards from the JRTC FCCR Station, building heights should decrease to blend with less dense blocks and primarily residential neighborhoods surrounding the station.

MIX OF USES

Transportation Hub Secondary Typologies often integrate characteristics of mixed-use centers and multifamily neighborhoods that leverages the regional influence and utilization of transit. This Secondary Typology offers a concentration of a variety of uses, including retail, civic, restaurants, office, and residential within a dense, transit-centric setting.

For the FCCR Transportation Hub Secondary Typology, the JRTC Station Area offers an opportunity to provide a vibrant cluster of office, residential, retail and entertainment uses integrated with a range of premium transit services adjacent to JRTC and Jacksonville Terminal like the FCCR, U²C, JTA Bus transit, and regional and national bus networks.

PUBLIC REALM

The Transportation Hub Secondary Typology offers a well-connected sidewalk and bicycle network that radiates from transit to support high, steady foot traffic volumes from transit users. Roads have Complete Streets design principles including crosswalks, enhanced lighting, wayfinding, bike lanes and pedestrian-scaled landscaping. The neighborhoods adjacent to Transportation Hubs are accessible through multi-use paths, linked green spaces, pocket parks and existing parks. In Jacksonville, the JRTC Station Area should link the surrounding neighborhoods like Brooklyn and Downtown Jacksonville to its transit hub through Complete Streets design principles as well as the Lift Ev'ry Voice and Sing Park.

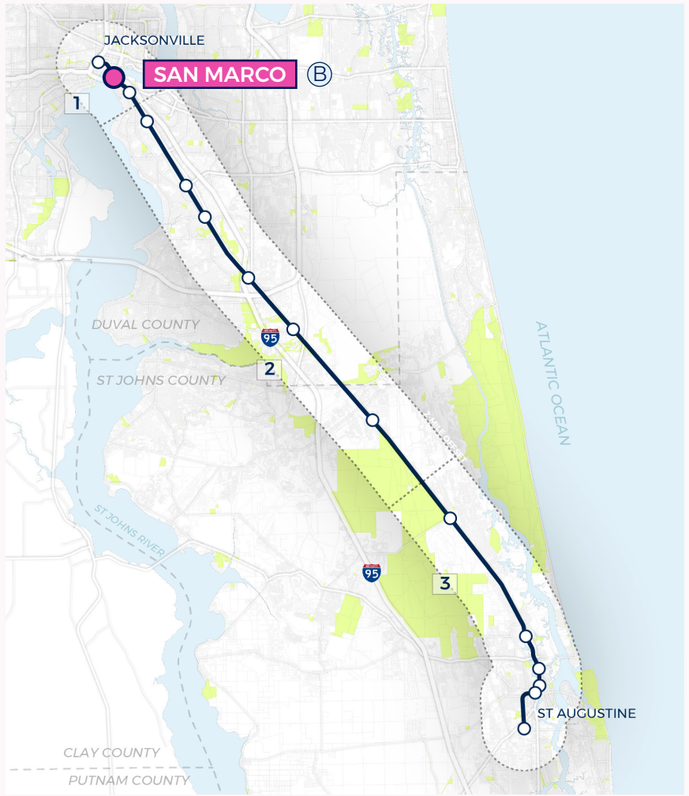
MULTIMODAL CONNECTIVITY

Transportation Hub Secondary Typologies are the multimodal focal point of regions, where most available modes of transportation converge. Transportation Hubs often have the greatest availability of multimodal connectivity of any of the Secondary Typologies and emphasizes first mile/ last-mile connectivity between transit and destinations in the surrounding areas. For the FCCR, it is suggested that all streets, paths, and plazas within the JRTC Station Area radiate from access points of the transit modes offered to generate multimodal connections between commuter rail, U²C, local and regional buses, and bike, as well as the LaVilla neighborhood.

PARKING

To reinforce transit-centric characteristics and TOD, parking is at a premium within Transportation Hub Secondary Typologies. Developments prioritize green spaces or gathering spaces over surface parking, and parking requirements enforce either utilizing uncoupled structured parking or no minimum parking requirements. Additionally, some instances of on street parking opportunities can be present within the street grid if they are considered a component of a Complete Streets design. Underutilized land containing surface parking surrounding the JRTC can be reimagined as blocks of mixed-use, multifamily residential development that integrate parking structures within the block and wrapped with active, ground floor uses.

B. EMPLOYMENT CLUSTER



TYPOLOGY

» Urban Center

SECONDARY TYPOLOGY

» Employment Cluster

FCCR STATIONS

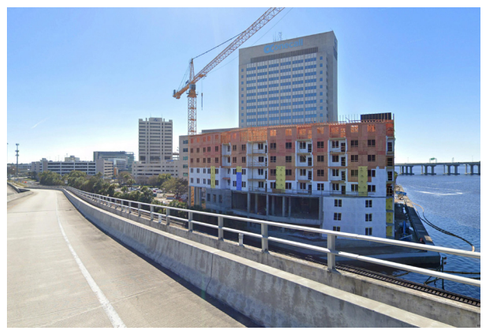
» San Marco

SUB-MARKET

» 1



Medical Complex - San Marco



New Development in San Marco

FIGURE 4-10: SECONDARY TYPOLOGY - EMPLOYMENT CLUSTER

KEY CHARACTERISTICS

CHARACTER

The Employment Cluster Secondary Typology is defined in this plan as a region's employment and government center. For the FCCR, San Marco Station and its surrounding half-mile station area provides a concentration of some of the tallest buildings in Jacksonville because of its proximity to the waterfront. Streets in this Secondary Typology are usually narrow due to wide sidewalks on each side and on-street parking. Road patterns are in an urban grid, and often most of the spatial footprint around premium transit stations are entirely built out by multi-story buildings, urban parks, and plazas. Of the Urban Center Secondary Typologies, Civic/Employment Secondary Typologies are the most intensely urbanized areas.

DENSITY

Some of the highest employment densities are present in the Employment Cluster Secondary Typology. Concentrations of skyscrapers and major governmental buildings will surround the FCCR station, allowing for efficient regional connectivity to and from these employment and civic destinations. San Marco Station resides within the medical complex along the established waterfront area with several opportunity for redevelopment. For the FCCR, the station provides a dense urban scale with high-rise office towers and that include multifamily units. The station area also caters towards a diversity of uses that enable the area to be a place for those to live, work, and explore.

MIX OF USES

Employment Cluster Secondary Typologies are traditionally the office and governmental centers of regions. Ground floors are activated with commercial uses, including dining and retail to complement the offices in the higher building floors. Hospitality and parking complement and support the concentration of office and governmental uses. The peripheral areas of San Marco Station offer nearby opportunities to complement the FCCR as it provides a concentration of residential, retail, entertainment, and hospitality. Overall, there are limited residential uses in the Civic/Employment Typologies compared to the other Transportation Hub Secondary Typology.

PUBLIC REALM

Employment Cluster Secondary Typologies offer a robust public realm that includes wide sidewalks and multi-use paths, parks, plazas, marked pedestrian crossings, and wayfinding. Public spaces throughout the urban landscape are connected by sidewalk networks, public gathering places, and green spaces. Along the FCCR, Urban Complete Streets design principles will be present in portions of the Civic/Employment Station Area. This includes on-street parking buffers and streetscaping. The Civic/Employment Secondary Typology should offer pedestrian amenities and streetscaping that are especially prevalent near parks and other open spaces like the waterfront at San Marco Station because these areas will have some of the greatest foot traffic volumes.

MULTIMODAL CONNECTIVITY

Employment Cluster Secondary Typologies offer multiple modes transportation opportunities that connect people locally and regionally. First-mile/last mile connectivity should be considered and is often supported by a high concentration of existing and planned pedestrian and bicycle facilities and amenities. Within the Employment Cluster Station Area, existing and planned transit services will be integrated with the FCCR. At San Marco, the bus network is a key mode providing frequent service to nearby employment, residential, and essential services, such as the network of medical facilities,.

PARKING

Parking is at a premium in the Employment Cluster Secondary Typology because of the intensity and demand on real estate. Parking is usually provided with mostly on-street and structured parking with some instances surface parking in the station area fringe, a similar goal of the Transportation Hub Secondary Typology. Complete Streets design principles recommend on-street parking which can help offset parking demand while improving the pedestrian experience. In the San Marco Station area, underutilized parking parcels are prevalent and adjacent to major roadway infrastructure. New parking opportunities should be designed to limit effects on the urban fabric, with interior-block structured parking that is wrapped with commercial and/or residential uses and includes an activated ground floor. Structures within the block and wrapped with active, ground floor uses.

C. CORE FABRIC



TYPOLOGY

» Core Neighborhood

SECONDARY TYPOLOGY

» Core Fabric

FCCR STATIONS

» Jackson Square

» St. Augustine

SUB-MARKET

» 1

» 3



Balis Park - Jackson Square



St. George Street - St. Augustine

FIGURE 4-11: SECONDARY TYPOLOGY - CORE FABRIC

KEY CHARACTERISTICS

CHARACTER

The Core Fabric Secondary Typology can be characterized as urban neighborhood nodes with active, retail storefronts surrounded by walkable residential areas. The FCCR station areas assigned to this Secondary Typology, Jackson Square, and St. Augustine Station are within established historic districts in St Augustine and Jacksonville. The character of TOD will be strategic, small-scaled, contextually sensitive mixed-use developments with active ground floor storefronts and streetscapes to enhance the already distinct identities of these districts. The character of the blocks in the peripheries of these FCCR stations and commercial corridors will be medium to low-scale residential. This Secondary Typology typically has stations with some of the most distinct character of all proposed stations along the FCCR Southeast Corridor.

DENSITY

Most of the station area density is clustered around the commuter rail station and along core roads for this Secondary Typology. Residential density is realized with single-family homes, and infill townhome and small apartment developments within adjacent blocks. The less dense segments of this station area house typical complementary medium-low residential and employment uses. Height and building intensity of developments should blend seamlessly and complement the unique building architecture in San Marco and Downtown St. Augustine. These FCCR station areas should locate infill 2-3 story developments on vacant or underutilized parcels to support a contextual, transit-centric neighborhood.

MIX OF USES

Commercial, office, and mixed-use residential developments are usually bunched around premium transit, and along existing commercial streets in this Secondary Typology. Community retail uses like restaurants, bars, boutiques, grocery stores, and pharmacies address neighborhood needs along the main streets. Lower-density residential, educational, and professional uses make up the land uses in the surrounding blocks. Along the FCCR, commercial and residential infill developments can close underutilized parcels within blocks adjacent to FCCR stations. This Secondary Typology has some of the most varieties of land uses of all Secondary Station Area Typologies, along with the Emerging Center Secondary Typology.

PUBLIC REALM

The commercial and mixed-use corridors of this Core Fabric Secondary Typology often incorporate Complete Streets design principles, including sidewalks, bike lanes and safe intersection crosswalks, to optimize the public realm. Activated storefronts, streetscaping, enhanced lighting, and plazas reinforce a walkable and active "Main Street" environment. Pocket parks are often integrated with this Secondary Typology's pedestrian network, increasing green space access for residents. FCCR Station Areas of Secondary Typology should utilize Complete Streets design principles around stations to link transit and TOD with commercial corridors, open spaces, and residential areas. San Marco and St. Augustine already have active public realms, and station area plans should increase the reach and presence of those neighborhood's public realms.

MULTIMODAL CONNECTIVITY

Core Fabric Secondary Typologies locate premium transit options in a central, visible area. Sidewalks, bike lanes, and other micromobility space line the main station area corridors to link station area destinations. Local and express bus routes also provide service along core streets and into adjacent neighborhoods, providing additional transit service within these neighborhoods. While FCCR Station access points may not be located in the neighborhood core, access to transit improvements like sidewalks, crosswalks, and bicycle lanes provide direct, well-lit routes to and from transit. Sidewalks and paths along connecting streets should link transit service to destinations, commercial services, cultural and residential areas.

PARKING

Often, Core Fabric Neighborhood Typologies utilize no minimum parking requirements to maintain neighborhood character while also promoting use of transit. Parking can be provided in interior block, surface parking lots adjacent to core streets or through on-street parking to generate a buffer between traffic and the pedestrian network. Parking for FCCR Station Areas assigned for this Secondary Typology generally locate parking behind buildings, or along side streets to maintain the neighborhood's cohesiveness, and preserve existing character. Parking is more distributed over the entire station in this Secondary Typology than the parking clusters present in the Emerging Center Secondary Typology.

D. EMERGING CENTER



TYPOLOGY

» Core Neighborhood

SECONDARY TYPOLOGY

» Emerging Center

FCCR STATIONS

» San Carlos

» King Street

SUB-MARKET

» 3



King Street - St. Augustine



San Carlos and US 1 Intersection

FIGURE 4-12: SECONDARY TYPOLOGY - EMERGING CENTER

KEY CHARACTERISTICS

CHARACTER

The Emerging Center Secondary Typology is defined as a creative, lively, transit-centric, city district for living, innovation, creating and entertainment. Stations areas are likely present near a central business district and have a distinct neighborhood identity. This Secondary Typology consists of a range of land uses in dense, urban settings that includes a concentration of residential, office, retail, cultural, and commercial uses. For the FCCR corridor, this lively Station Area Secondary Typology will be at the San Carlos and King Street stations, where transit connectivity and a historic downtown location are leveraged to create an exciting core of high-intensity, mixed-use development.

DENSITY

Density in the Emerging Center have similar development density of Core Fabric neighborhoods. Most of the development density is clustered around core roads with less dense, urban-scaled residential neighborhoods making up the remainder of the station area. Emerging Center Secondary Typology Station Areas have the potential to expand and integrate with the downtown area via blocks that contain a variety of mid to high-rise towers. Towers containing residential, office and hospitality uses will be located adjacent to the station, with building heights tapering off to blend the density of the station area with less dense blocks.

MIX OF USES

The Emerging Center provides a range of medium- to high-density land uses that creates a transit-centric and highly diversified population. Along key streets, ground floors are lined with destinations like restaurants, essential services, retail, and entertainment that can promote an 18-hour active environment. Along the FCCR, the blocks closest to the US1/San Carlos and King Stations have the most diverse mix of uses. Mixed-use blocks of apartments, offices, and hotels with active ground floors complement the emerging bar and restaurant scene. Residential and employment areas fill in the rest of the station area, creating an active urban neighborhood. Like the Core Fabric Secondary Typology, this Secondary Typology has some of the most varieties of land uses of all Secondary Station Area Typologies.

PUBLIC REALM

The Emerging Center Secondary Typology offers pedestrian-scaled city blocks and building frontages and feature wide sidewalks to promote connectivity and facilitate street activation. Complete Streets design principles found throughout these station areas optimize the experience for pedestrian and cyclists while traffic calming strategies, crosswalks, and mid-block crossings increase pedestrian safety and circulation. For the FCCR, a hierarchy of open spaces should be programmed throughout the Station Area, encouraging connections throughout and beyond parts of the urban area. These Station Areas should also offer pedestrian amenities and streetscaping to support a variety of dense uses that make the area an activated regional destination.

MULTIMODAL CONNECTIVITY

An Emerging Center Secondary Typology has plentiful intermodal premium transit opportunities. Ample pedestrian and bicycle amenities should be considered and should link with transit so users can move safely to and from the station area, especially near downtown areas where road Right-of-Way (ROW) may be at a premium. In St. Augustine, street network redesign along King Street and San Marco Avenue may be necessary to incorporate additional micromobility infrastructure FCCR service and station area planning should link with local bus and other mobility opportunities to provide a robust network of intermodal opportunities to adjacent neighborhoods and other local and regional areas.

PARKING

As an Emerging Center, parking should be limited to promote transit use and to maximize commercial, employment, and residential densities. Station Areas should implement progressive parking requirements that will require integrated structured parking or uncoupled structured parking, in addition to on-street parking, as to not detract from creating a cohesive, transit-centric urban landscape and identity. Surface parking should be limited.

E. EMERGING COMMUNITY



TYPOLOGY

» Multi-Use Suburban

SECONDARY TYPOLOGY

» Emerging Community

FCCR STATIONS

» Old St. Augustine
» CR 210
» Palencia
» San Sebastian View

SUB-MARKET

» 2
» 3



Market Street. - Palencia



The Landing Development - San Sebastian View

FIGURE 4-13: SECONDARY TYPOLOGY - EMERGING COMMUNITY

KEY CHARACTERISTICS

CHARACTER

The Emerging Communities Secondary Typology is characterized as a neighborhood multifamily, office, and commercial TOD core built around premium transit. Beyond the station core, less-intense residential and mixed-use areas occupy the surrounding neighborhood. These areas are currently undergoing or show significant potential to transform from auto-oriented, professional, office, or industrial centers to vibrant mixed-use communities with essential services and recreational amenities provided by the conversion of underutilized parcels. Old St. Augustine, CR 210, Palencia, and San Sebastian View Station Areas have the potential to transform vacant and underutilized parcels into pedestrian-scaled environmentally sensitive developments connected by urban scaled street networks.

DENSITY

Emerging Communities Secondary Station Area Typology building density is greatest in the blocks adjacent to the transit station and along core streets. Increased density is realized through strategic and contextually sensitive 2-3 story infill mixed-use and residential development around existing commercial and professional community nodes.

Most of the development density will be along Philips Highway and major cross streets. Urban design principles will be applied to transform traditionally car-centric corridors into pedestrian scaled hubs. Some traditionally less dense developments can be redeveloped to activate what was once surface parking.

MIX OF USES

The most variety of land uses in this Secondary Typology are present around the core intersection in auto-centric shopping and employment centers. Other, less dense employment, entertainment, and commercial developments are present along core streets. Mixed-use developments with activated ground floors and gathering places fill out the remainder of the station area to support a livable neighborhood. Old St. Augustine and Palencia have become bustling areas with commercial, employment, and industrial uses with significant development interest and potential to support TOD in the nearby area. The CR 210 Station Area is slated to host a major development that is a vibrant mixed-use commercial and residential center.

PUBLIC REALM

Complete Streets design principles increase active mobility options between transit and neighborhood destinations in the Emerging Communities Secondary Typology. Pocket parks, civic space, and transit plazas can be used to increase dedicated pedestrian space and integrate premium transit stations to neighborhood cores. Building design, frontages and parcel layouts should be pedestrian-scaled along core streets to reinforce active mobility corridors. For the FCCR, the Emerging Communities Station Areas future developments may provide an opportunity to utilize the pedestrian network to link destinations like the San Sebastian River to transit to other developed areas.

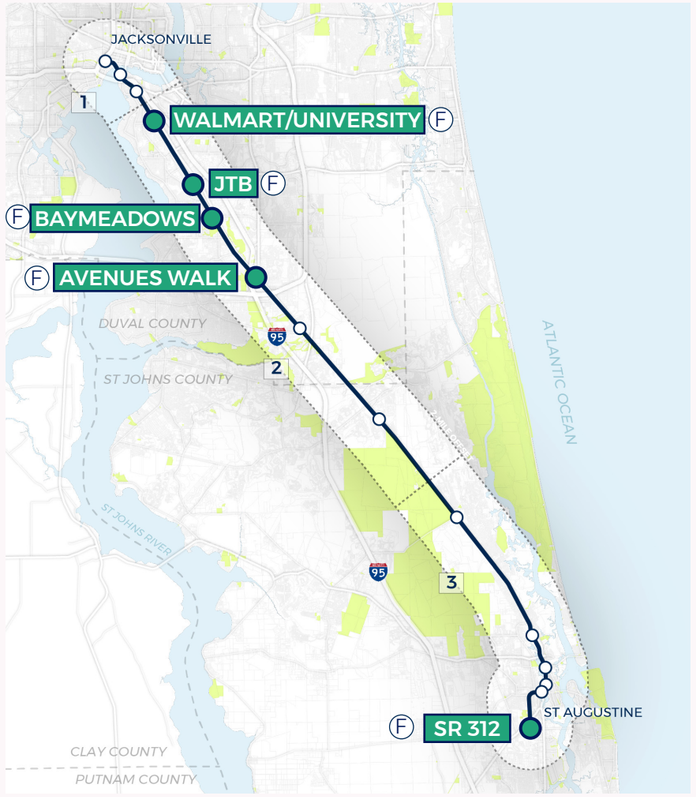
MULTIMODAL CONNECTIVITY

Emerging Communities Station Areas offer a central, premium transit station that is supported by pedestrian infrastructure along the existing street network to reinforce linking transit to neighborhood destinations. The station area is also connected by local or express bus routes that provide frequent service along core streets, feeding the premium transit station. Along the FCCR Southeast Corridor, station areas are along core streets and can utilize publicly owned land on which the stations are built upon to improve the area's connectivity and density. Improving micromobility and transit infrastructure in the Emerging Center Secondary Typology station areas can steer modal priority away from personal vehicles

PARKING

Parking is provided in integrated structured parking, uncoupled structured parking, and on-street parking in the Emerging Communities Secondary Typology Station Areas to maximize development and open space opportunity. Station Areas will implement progressive parking requirements that will prioritize a mix of mobility options. When surface parking is designed as part of a development, it can be behind structures and away from core streets to generate activated building frontages.

F. CONSOLIDATED CENTER



TYPOLOGY

» Multi-Use Suburban

SECONDARY TYPOLOGY

» Consolidated Center

FCCR STATIONS

» Walmart/University
» JTB
» Baymeadows
» Avenues Walk
» SR 312

SUB-MARKET

» 2
» 3



Emerson Street - Walmart / University



SR 312

FIGURE 4-14: SECONDARY TYPOLOGY - CONSOLIDATED CENTER

KEY CHARACTERISTICS

CHARACTER

The Consolidated Center Secondary Typology is defined by a concentration of employment and its supporting commercial, residential, and hospitality land uses in a suburban setting. Along the FCCR Southeast Corridor, multiple Station Areas such as Walmart/University, JTB, Baymeadows, Avenues Walk, and SR 312 draw patrons from across the region because of their commercial and employment opportunities. These station areas have a dense, suburban-scaled assemblage of retail and industrial developments along its core streets surrounded by established residential neighborhoods..

DENSITY

Density in the Consolidated Center Secondary Typology Station Area is typically a cluster of medium-rise professional buildings with less dense supporting developments surrounding the employment center. Most medium- to high-intensity employment density is present along core streets such as Philips Highway and near commuter rail stations. Along the FCCR, Walmart/University Station Area is comprised of dense employment and commercial developments while less dense residential, cultural, and residential uses extend beyond the core employment area. Adaptive reuse of parking lots within existing parcels increases employment density and enhances the station area's urban form.

MIX OF USES

In Consolidated Center Secondary Typologies, there is significant commercial opportunities, including dinning, retail, essential office services, and entertainment nearby the transit hub. JTB Station Area is split by the FEC Bowden Yard with western residential area and an eastern commercial, office, and industrial core. SR312 Station is a suburban area nearby to low density residential and multifamily residential that are divided from the commercial, office, industrial, and agricultural uses. The most variety of the land uses will be along the station area's core street network.

PUBLIC REALM

Complete Streets design principles in the Consolidated Center Secondary Typology easily links the key commercial corridors to transit and recreational areas. Core streets should have wide sidewalks, crosswalks, bicycle infrastructure, green spaces, and plazas, and other streetscaping to prioritize pedestrian safety over vehicle movements. Commercial areas often utilize the sidewalks and plazas to expand retail and dining outdoors. Nearby the FCCR, the vacant parcels and underutilized land surrounding commercial parcels have significant potential to develop the public realm around the areas to become a pedestrian-scaled street grid to link rail divided, or dead-end roads.

MULTIMODAL CONNECTIVITY

At Consolidated Center Station Areas, stations are in a central, visible location to encourage employees and other station area users in the area to utilize transit. The sidewalk network around the station prioritizes pedestrian travel to employment and commercial areas over vehicles, promoting a transit-centric employment campus. Local and regional bus service provide frequent and reliable service along core streets, connecting this regional destination and premium transit station to adjacent residential neighborhoods. Around the Station Areas, the pedestrian networks should widen the reach of this area's pedestrian identity beyond its central employment and commercial hub.

PARKING

The Consolidated Center Secondary Typology aims to place parking at a premium, limiting parking to uncoupled structured parking, and on-street parking, with no minimum parking requirements. Future parking strategies include transforming underutilized and vacant surface parking lots to enhance connectivity through multimodal connections and mixed-use development. Station Areas such as Avenues Walk, utilize parking spaces to support transit with Park and Ride facilities to support travel and access. For the FCCR, the current abundance of parking in the core station area provides opportunity to improve density, connectivity, and beautify the area with streetscaping.

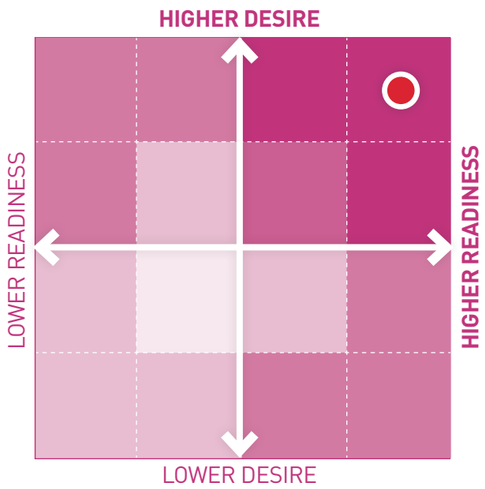


4.2 TOD READINESS & DESIRABILITY

The TOD desirability and readiness assessment is a tool to summarize the evaluation of each of the station's suitability for TOD. It is based on findings from the existing conditions chapter and inputs received in the community engagement process. In this assessment, each station area along the corridor is scored based on its existing conditions, local leadership, market strength, physical suitability, and plans in place. The stations with the highest scores were selected for further study and the development of TOD visioning plans

JRTC DESIRABILITY & READINESS

The JRTC Station has the highest level of TOD desirability and readiness among all of the stations along the FCCR corridor. The JRTC Station, located within the DIA Northbank Downtown CRA boundary, is uniquely positioned in the historic LaVilla neighborhood, which is in redevelopment under the strong leadership of the DIA and the City of Jacksonville. The station scores high for physical suitability, with the proximity of vacant land, and new townhomes, within walking distance of the station, which are under construction; as is the Lift Ev'ry Voice and Sing Park, scheduled to open in the summer of 2024. The park and the area's rich cultural history include the adjacent Prime Osborn Convention Center, also known as Jacksonville Union Terminal, which once served as a rail hub of the southeast. The JRTC Station is situated in a centralized location maximizing accessibility and connectivity to JTA services and other micro-mobility options. The current plans for the iconic Emerald Trail, the LaVilla Neighborhood Strategy, and the JTA's Ultimate Urban Circulator Program support future housing, retail, and commercial development, providing desirable amenities and further enhancing the viability of the JRTC Station.



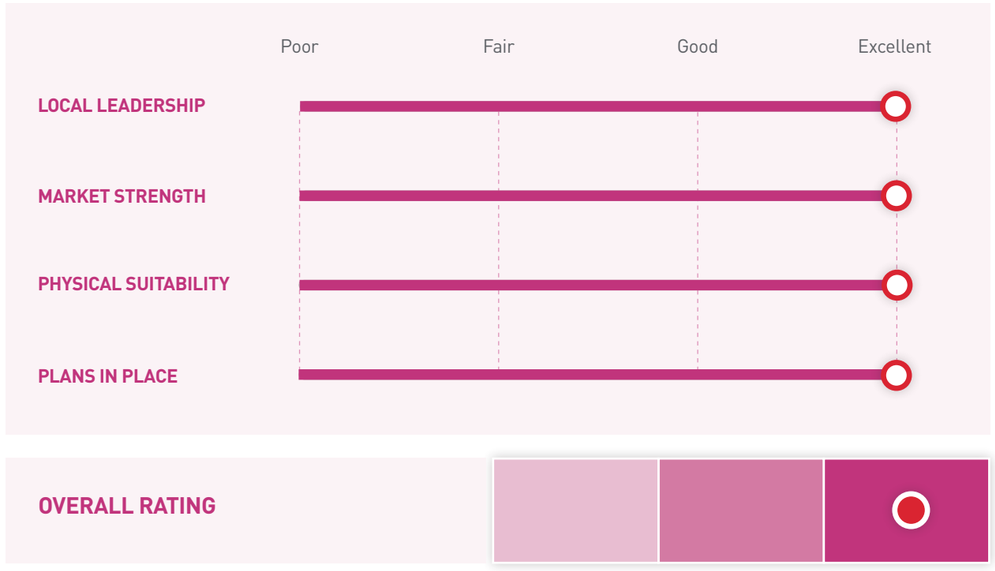


FIGURE 4-15: JRTC STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• JRTC Station falls within the DIA's Northbank Downtown CRA boundary. The DIA provides strong leadership and influence with the revitalization of downtown and supports the foundational principles of TOD • The location of JRTC and adjacent JTA owned assets make JTA the predominate stakeholder for this station and LaVilla • Emerald Trail leadership through Groundworks Jacksonville; Lift Ev'ry Voice and Sing Park under construction	
MARKET STRENGTH	• Located in the employment center of downtown Jacksonville, this area benefits from the strong job growth that has taken place in Duval County. • Nearby development in recent years has consolidated the area, as an attractive area to keep supporting development • Other large company headquarters, like Fidelity, are expected to be delivered in the next few years, bringing even more jobs and potential commuters to the area	• Neighborhood is emerging but is not yet established as a highly desired and active submarket • Recent multifamily development has been strong, but the current pipeline is limited
PHYSICAL SUITABILITY	• Several publicly-owned sites located within the station area, including prime sites owned by JTA. • Surface parking and convention center structure present development opportunity • Existing street grid provides TOD supportive connectivity network and access to Emerald Trail network of paths	• Significant infrastructure improvements needed to support TOD
PLANS IN PLACE	• Future Land Use Element (2022); 2030 City of Jacksonville Comprehensive Plan; City of Jacksonville / DIA Downtown Design Guidelines and Context Sensitive Design Standards apply. DIA Northbank CRA. 2019 LaVilla Neighborhood Strategy. JTA's U²C Program involves JRTC Skyway infrastructure redevelopment. Groundwork Jacksonville developing Emerald Trail, with segment through LaVilla	

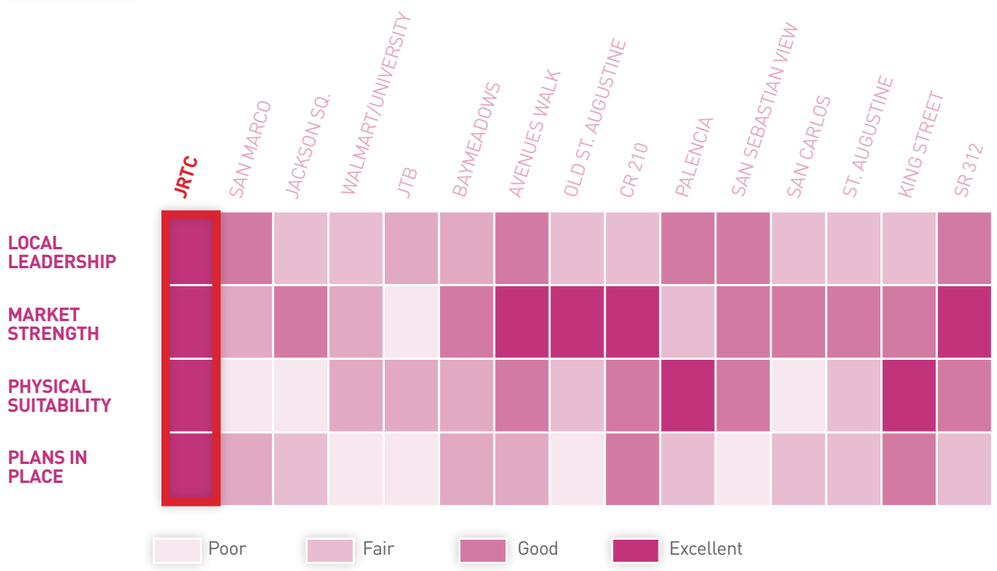
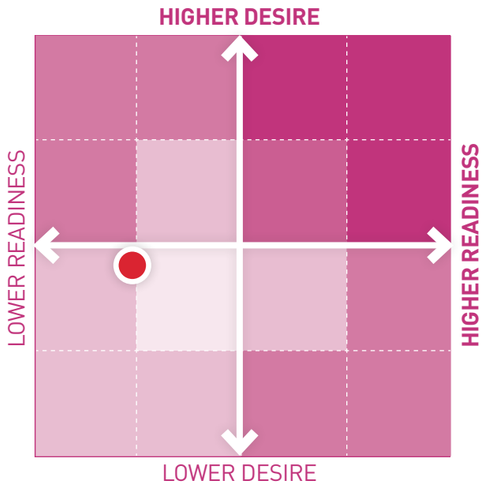


FIGURE 4-16: TOD DESIRABILITY AND READINESS SCORES BY STATION

SAN MARCO DESIRABILITY & READINESS

The San Marco Station is situated in the heart of the City's medical district, with multiple hospitals and community service facilities integrated into the local street network with building connections via elevated walkways. Located immediately outside of the urban core, near the nexus of two major interstates, the San Marco Station lies within proximity to Jacksonville's Riverwalk and the DIA's Southbank Community Redevelopment Area (CRA), making it a highly accessible station in the middle of an employment district. Strong local leadership has led to the development of the nearby Artea TOD and the ongoing expansion of adjacent medical and office buildings. While physical suitability is limited for TOD development due to the proximity to the river and expansive building growth in the area, the recent opening of the pedestrian walkway, alongside I-95, crossing over the St. John's River, maximizes the area's overall accessibility and connectivity to riverfront amenities and the East San Marco and Riverside residential neighborhoods and shopping districts. Convenient access to the Skyway downtown people mover, and a variety of local bus and micro-mobility options, provide a foundation for small-scale TOD opportunities.



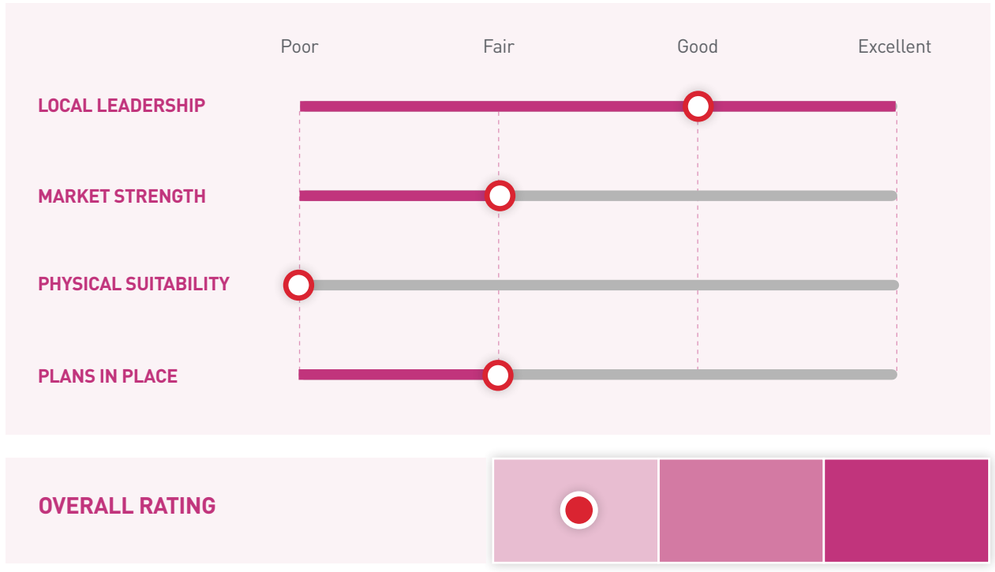


FIGURE 4-17: SAN MARCO STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Station is located in the heart of medical complex, Baptist Hospital/ MD Anderson/Nemours leadership involved in community/development discussions • TOD/Artea under construction. Corner Lot Development Group engaged in city revitalization • Proximity to DIA Southbank CRA & Riverwalk. Recent East San Marco retail center by Regency Centers • Station located in City Council District 5	• Coordination with San Marco Preservation Society (smpsjax.com) focused on preserving historical significance in San Marco area will be required
MARKET STRENGTH	• Currently an employment center with office space and nearby Baptist Medical Center; • A mixed use development in the pipeline and a proposed new JTA headquarters near the station • Future mixed-use development builds on development over the past few years	• Recent multifamily development has been strong, but the pipeline might be limited if the area gets saturated by the upcoming development
PHYSICAL SUITABILITY	• Potential soft sites are limited to surface parking lots for MOSH and Friendship Park • Proximity to I-95 and new pedestrian path over the river connecting San Marco and Riverside	• I-95, the Acosta Bridge approach and the 701 San Marco Boulevard office complex act as physical and visual barriers • Redevelopment of this land should consider strategies to replace parking
PLANS IN PLACE	• References to TOD and access to transit in City of Jacksonville Future Land Use Element (2022), 2030 City of Jacksonville Comprehensive Plan. Existing transit corridor. City of Jacksonville received a Consolidated Rail Infrastructure and Safety Improvement (CRISI) grant to improve active at-grade rail crossing • New development in East San Marco • 2030 City of Jacksonville Mobility Plan • I-95 Improvements: SR 202 (JTB) to Atlantic Boulevard	

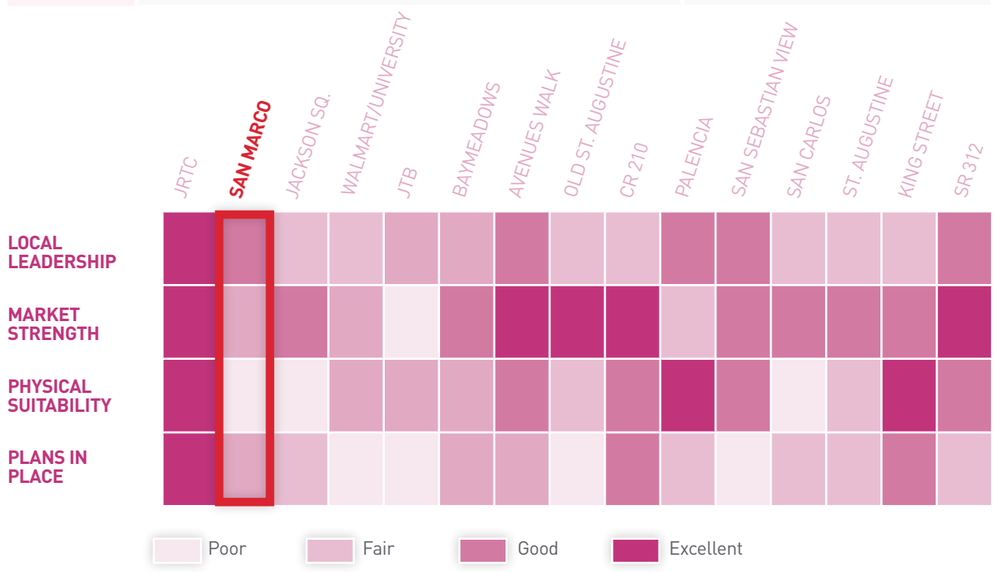
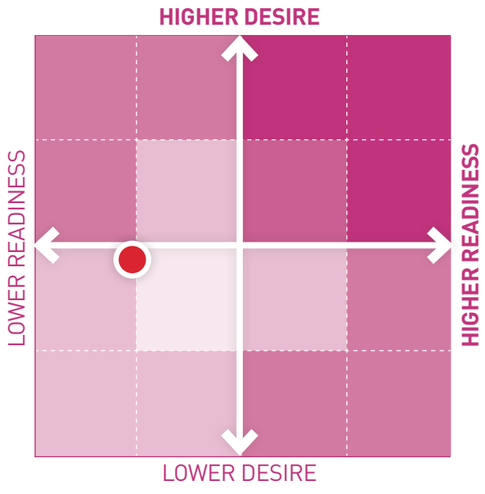


FIGURE 4-18: TOD DESIRABILITY AND READINESS SCORES BY STATION

JACKSON SQUARE DESIRABILITY & READINESS

The Jackson Square Station is conveniently located among low-density residential, expanding retail centers, and new multifamily developments. While the physical suitability is low for TOD potential, with limited available parcels, the Jackson Square Station is situated along a popular east-west arterial roadway, in an area with abundant transit service options and a strong sidewalk network. These mobility features offer potential FCCR passengers multiple options for first-mile/last-mile connectivity improving the station's readiness and viability for small-scale TOD opportunities. The market strength is good with plans in place for additional multifamily housing and urban lofts nearby along US 1. The proximity to the US 1 and I-95 corridors improves Jackson Square Station's accessibility and convenience for receiving deliveries supporting amenities for commuters and the surrounding community.



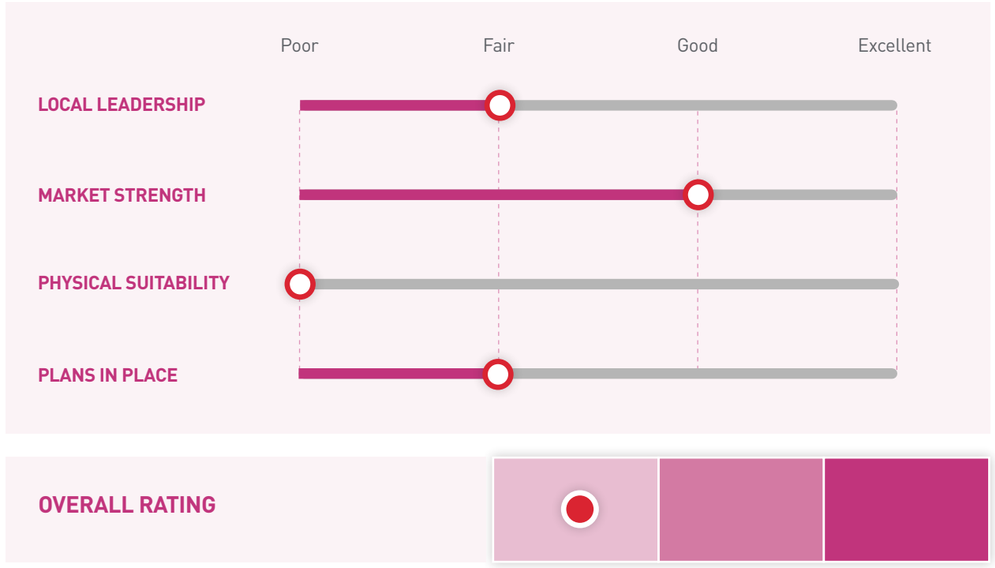


FIGURE 4-19: JACKSON SQUARE STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Proximity to DIA Southbank CRA. Recent retail center in East San Marco, by Regency Centers. • Vestcor plans Lofts nearby along US 1. •Station located in City Council District 5.	
MARKET STRENGTH	• Strong momentum for multifamily development with three newly delivered multifamily developments within a few blocks of the station with three more currently in the pipeline.	• Most parcels for redevelopment are privately owned
PHYSICAL SUITABILITY	• Street grid in this station area is at a pedestrian-scale • Limited number of vacant parcels near potential station locations	• I-95 acts as a barrier near the station area. • Some of the station area is an established low density residential neighborhood with limited infill TOD opportunities
PLANS IN PLACE	• TOD references in Future Land Use Element (2022), 2030 City of Jacksonville Comprehensive Plan. • Potential TOD, prior to 2008, under consideration, was designated as a PUD. • I-95 Improvements: FPN#432259-2: SR 202 (JTB) to Atlantic Boulevard	

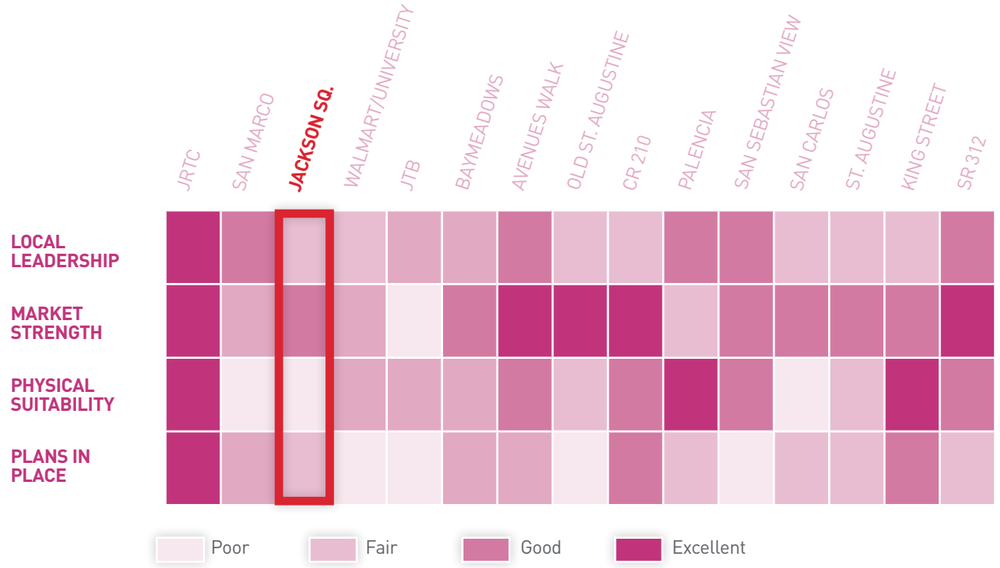
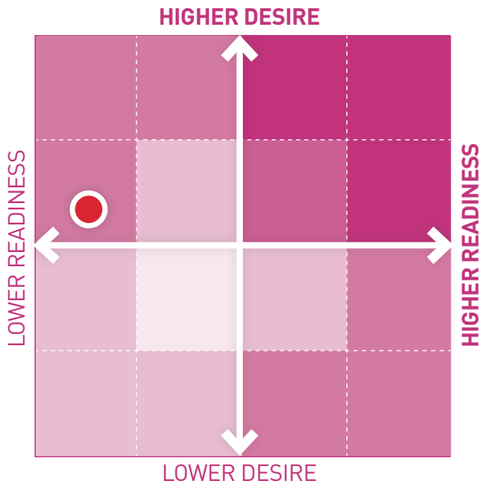


FIGURE 4-20: TOD DESIRABILITY AND READINESS SCORES BY STATION

WALMART/UNIVERSITY DESIRABILITY & READINESS

The Walmart/University Station is located within an industrial and commercial district, connected to the higher capacity roadways, US 1, and I-95 corridors, via Emerson Street. The potential for TOD is enabled due to its physical location near residential neighborhoods to the west and unique opportunities for redevelopment of nearby aging shopping centers and surface parking lots. Significant employment opportunities to the north, south, and east, as well as easy access to community attractions such as the Community First Igloo, formerly the Jacksonville Ice and Sportsplex indoor ice skating and sports facility, provide an opportunity to create an accessible, centralized mobility hub. Market strength is fair as the Walmart/University Station is accessible to frequent transit service along the US 1 corridor, serving the Walmart Supercenter, and other adjacent retail and commercial land uses, however, the bicycle and sidewalk infrastructure would need to be a part of the TOD to improve overall safety and accessibility to the future station.



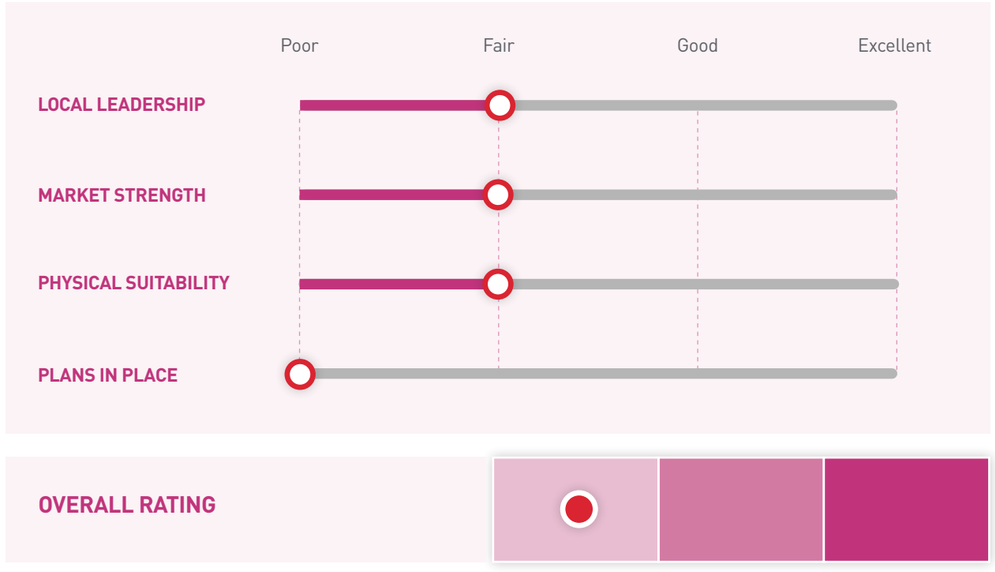


FIGURE 4-21: WALMART/UNIVERSITY STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Station located in City Council District 5.	
MARKET STRENGTH	• High concentration of retail, with supermarkets and a large Walmart near the station	• Current pipeline only includes small industrial developments, detracting from TOD potential
PHYSICAL SUITABILITY	• Two potential TOD sites along Emerson Street to increase density, the JEA Utility site and the forest north of Southside Church of God-Christ • Potential to redevelop existing surface parking lots at the shopping centers, business parks, and automobile dealerships	• Clusters of privately owned small vacant parcels • Adjacent wetlands may require some significant engineering investment but can be leveraged to become a recreational amenity
PLANS IN PLACE	• TOD referenced in Future Land Use element (2022), 2030 City of Jacksonville Comprehensive Plan; • I-95 Improvements: FPN#432259-2: SR 202 (JTB) to Atlantic Boulevard	

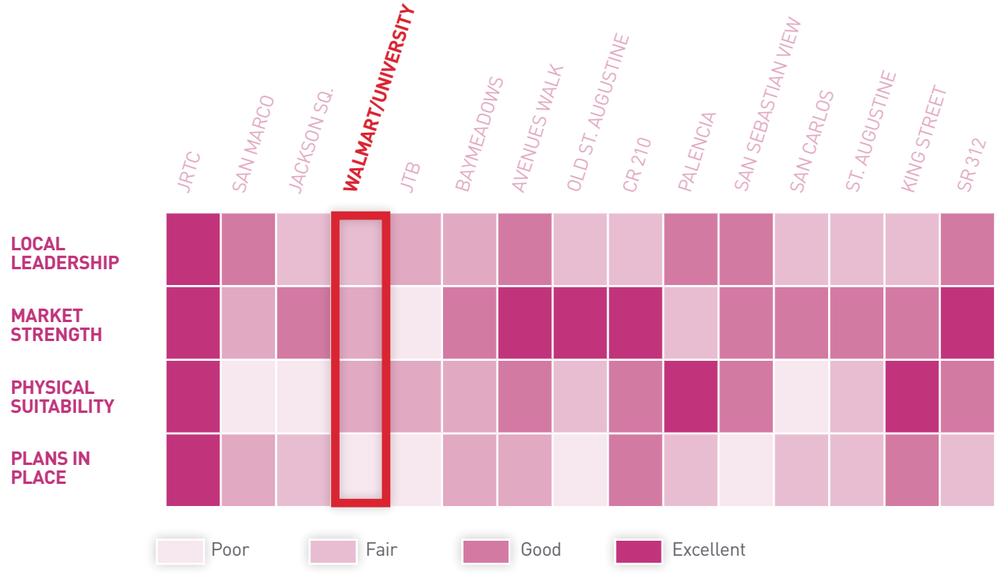
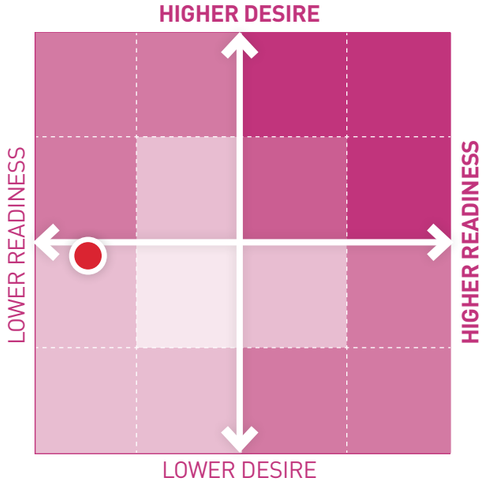


FIGURE 4-22: TOD DESIRABILITY AND READINESS SCORES BY STATION

JTB DESIRABILITY & READINESS

While the JTA Station scores lower than a majority of the stations concerning TOD readiness and desirability the potential to enhance overall connectivity in the area is significant. Located adjacent to the Bowden rail switching yards, the station is situated immediately west of the western terminus of J. Turner Butler (JTB) Boulevard (SR 202), a major east-west limited access roadway, connecting I-95 and the Jacksonville Beaches. To the west of the station are multiple neighborhoods and community park and an athletic complex which would have easy walk-up access to the station. The JTA's JTB Park-n-Ride, located east of the station, provides access to multiple transit routes and other mobility services, supporting potential commuters traveling to/ from downtown Jacksonville or east/west to the multiple activity centers along JTB Boulevard. The park-n-ride facility's expansive surface parking area offers a potential opportunity for TOD with consideration of optimal connectivity to the JTB station over the existing rail lines. Areas to the east are diverse in employment opportunities, from light industrial to retail and service industry, as well as community support services.



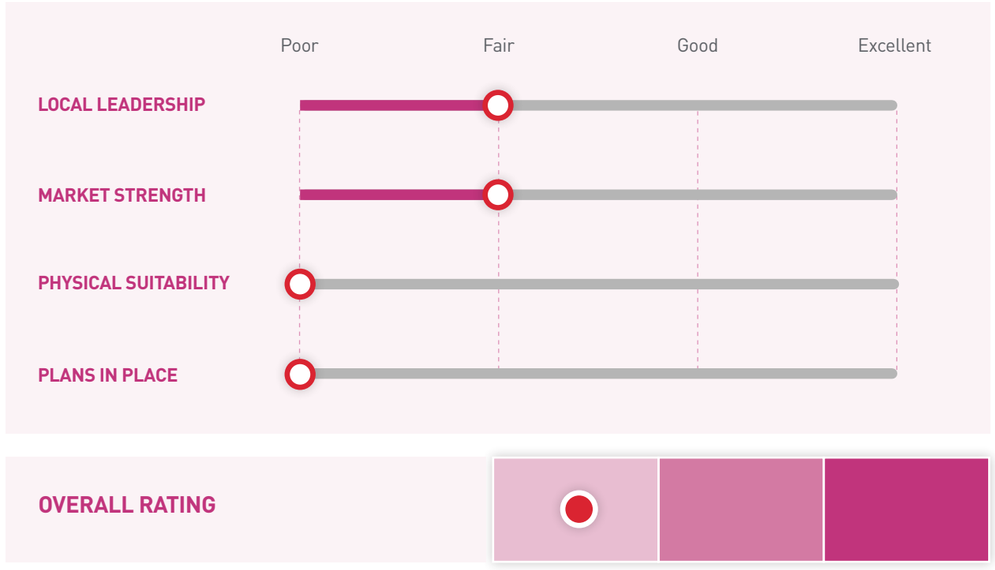


FIGURE 4-23: JTB STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Southside/Deerwood Improvement Association • Station located adjacent to City Council Districts 4,5 and 11	
MARKET STRENGTH	• Strong track record of multifamily development, with many large buildings delivered in the past 10 years • Pipeline for medical office which may attract commuters • Strong pipeline for hotel development	• Large multifamily developments are separated from the station area by SR-9 • No existing hotels in the area, so absorption for future hotels is uncertain
PHYSICAL SUITABILITY	• Existing JTB Park-n-Ride Station is located on a large, publicly owned parcel, which can be substantially developed	• The FEC Bowden Rail Yard is a primary barrier between the station's existing residential communities, commercial nodes, and Park-n-Ride • No available parcels for development adjacent to the station west of the rail line
PLANS IN PLACE	• Planned improvements for the intersection of US 1 and J. Turner Butler Boulevard are in development • TOD references in Future Land Use Element (2022), 2030 City of Jacksonville Comprehensive Plan • I-95 Improvements: FPN#432259-2: SR 202 (JTB) to Atlantic Boulevard	

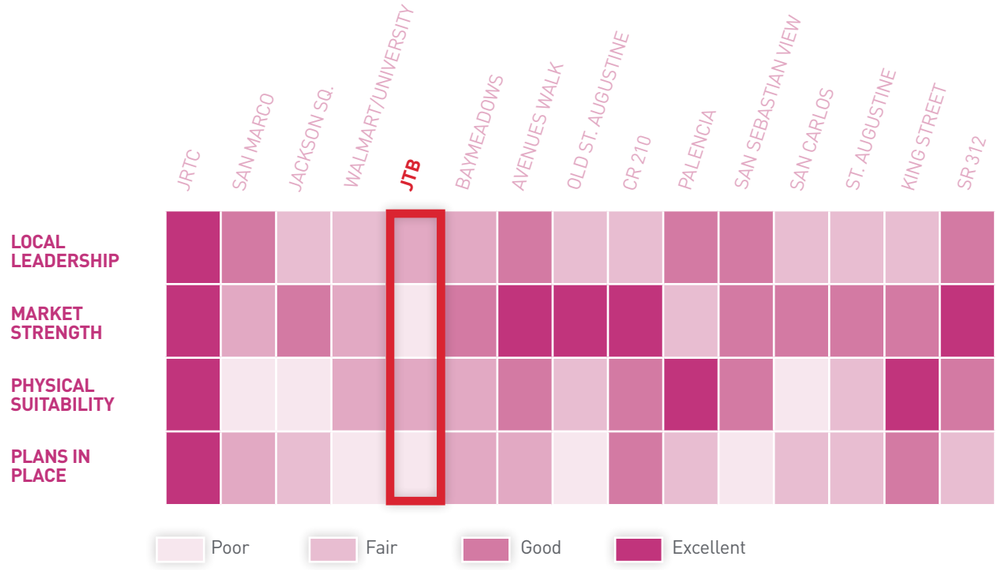
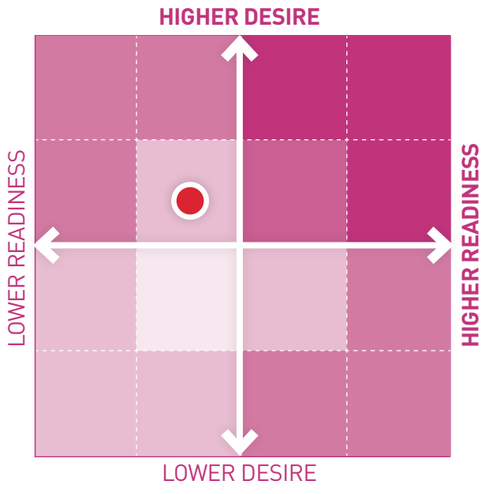


FIGURE 4-24: TOD DESIRABILITY AND READINESS SCORES BY STATION

BAYMEADOWS DESIRABILITY & READINESS

The market strength for the Baymeadows Station is good due to its location near a high concentration of single-family and multifamily neighborhoods that enjoy convenient access to numerous restaurants, retail, and major home improvement options, as well as connectivity to nearby US 1 and I-95 corridors. Baymeadows Road, also designated as SR 152, has undergone numerous types of improvements and facility enhancements over the years with accessibility and connectivity garnered as high priorities along this major east-west arterial in Jacksonville's southside area. The road traverses residential areas to the west of the rail corridor to primarily retail, office, and light industrial to the east. Limited vacant parcels located near the Baymeadows Station offer potential for small-scale TOD with convenient access to the adjacent communities, retail, and office parks.



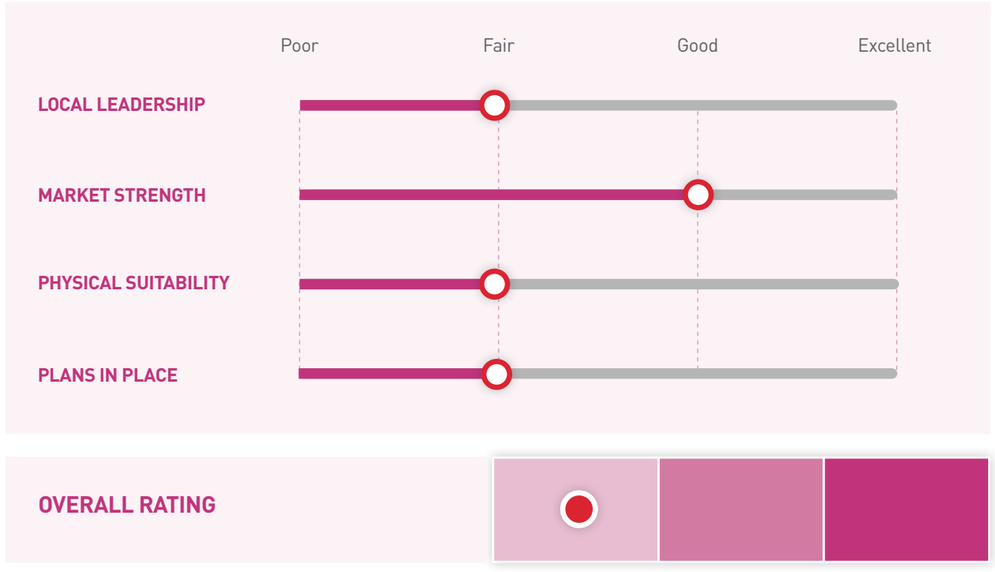


FIGURE 4-25: BAYMEADOWS STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Baymeadows Community Improvement District (BCID) created by City Council. • Station is located adjacent to City Council Districts 5 and 11	
MARKET STRENGTH	• High concentration of multifamily, retail, and office deliveries since 2010 that have been well absorbed	• Most of the land in proximity of the potential corridor is already developed or under development • Available lots are small, which may require land assemblage to enable redevelopment opportunities
PHYSICAL SUITABILITY	• Several large parcels associated with existing retail suitable for TOD • Proximity to employment and residential clusters	• No large-scale vacant or undeveloped parcels near the proposed station area. Parcels are privately owned and contain surface parking and large-scale retail businesses which will require a more complex redevelopment process
PLANS IN PLACE	• 2030 City of Jacksonville Comprehensive Plan; connecting to I-95 corridor	• No comprehensive plan or vision exists for the station area

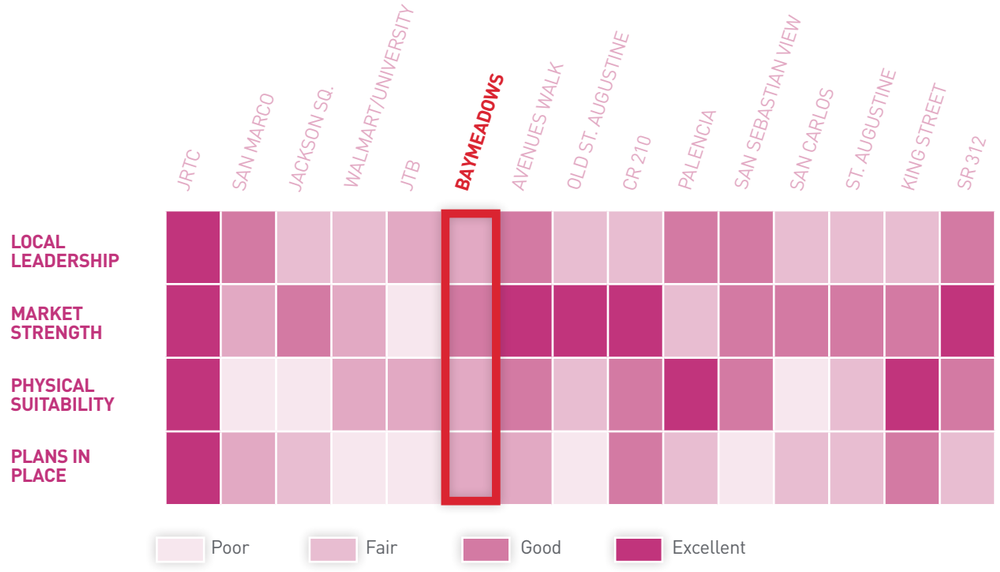
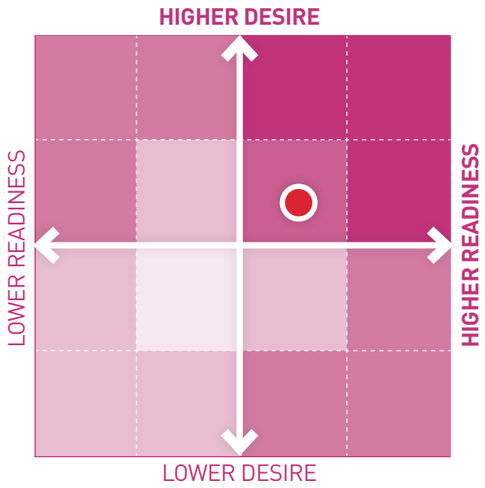


FIGURE 4-26: TOD DESIRABILITY AND READINESS SCORES BY STATION

AVENUES WALK DESIRABILITY & READINESS

Avenues Walk Station scores higher for TOD readiness and desirability, than a majority of stations along the rail corridor, due to its proximity to the Avenues Walk Park-n-Ride Facility which offers significant transit connectivity and is close to the US 1 and Southside Boulevard corridors. The proposed station is also adjacent to multiple new multifamily residential complexes with convenient walk-up access to the Avenues Walk Station. This existing connectivity and accessibility support the Avenues Walk Station's readiness for expansion to incorporate additional TOD elements. Nearby shopping areas extend the reach of potential commuter rail customers desiring connectivity to employment and other activity centers.



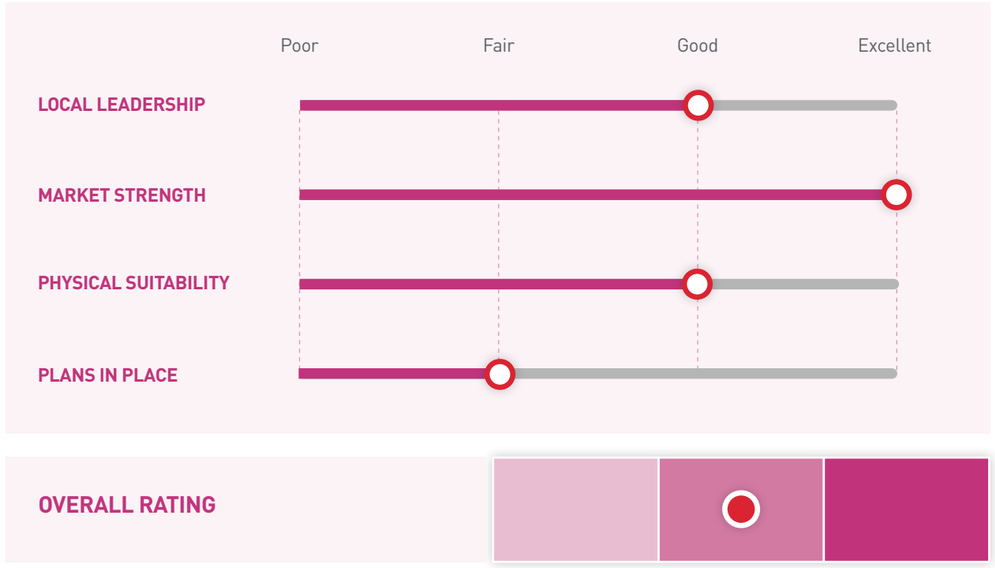


FIGURE 4-27: AVENUES WALK STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Growing transit identity within this station area because of JTA Avenues Walk Park n Ride, serving as the southern terminus for the First Coast Flyer BRT Blue Line • Southside/Deerwood Improvement District • Station located adjacent to City Council District 6 and 11	
MARKET STRENGTH	• Strong multifamily pipeline directly near the station	• Large multifamily developments coming online in the next 2-5 years could limit potential for additional development • Most soft sites are under development, limiting opportunities in the shorter term
PHYSICAL SUITABILITY	• Several large sale vacant or underutilized parcels are suitable for TOD near the proposed station area • Existing, JTA owned, Park-n-Ride strengthens multimodal connectivity around potential future station area	• Large-scale parcels most suitable for TOD contain existing retail and will require a more complex redevelopment process • Large-scale parcels most suitable for TOD are not immediately adjacent to Park-n-Ride and potential station area
PLANS IN PLACE	• TOD references in Future land Use Element (2022), City of Jacksonville 2030 Comprehensive Plan; • JTA Facilities Master Plan Phase I (March 2020) • JTA Mobility Hub Analysis (August 2020) • I-95 Improvements FPN# 424026-5 Duval County Line north to I-295	• No comprehensive plan or vision exists for the station area

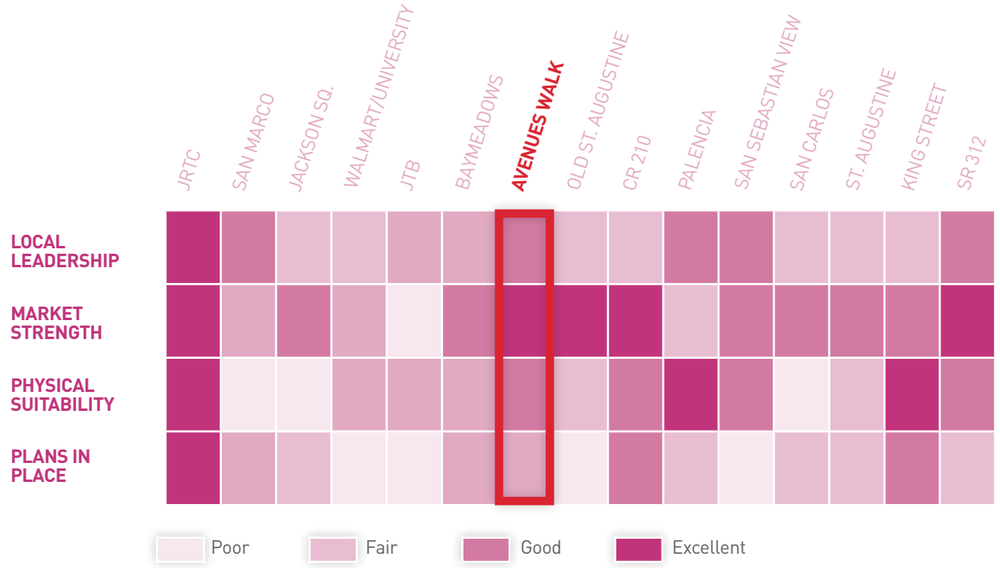


FIGURE 4-28: TOD DESIRABILITY AND READINESS SCORES BY STATION

OLD ST. AUGUSTINE DESIRABILITY & READINESS

Located in a popular growing suburban area, the Old St. Augustine Station is located near new multifamily and luxury apartment neighborhoods, single-family neighborhoods, and commercial and retail centers. Regarding physical suitability for TOD, the station provides convenient access to a major hospital and expansive business parks, all located between the I-95 and US 1 corridors. Although there are substantial master-planned communities and new developments in the area, with a mix of historic Bayard properties, the Old St Augustine Station provides the desirability and readiness to develop TOD with amenities supporting these land uses, utilizing limited vacant land or redevelopment of nearby existing parcels.

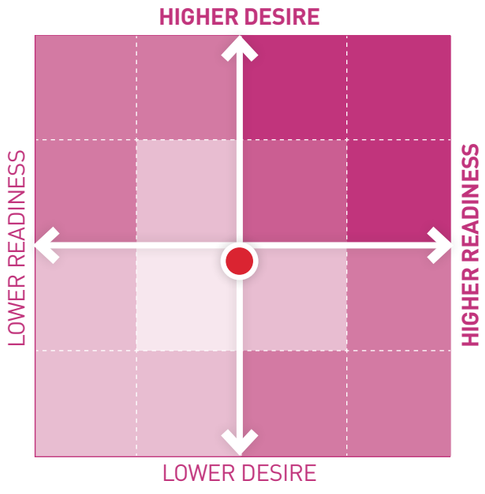




FIGURE 4-29: OLD ST. AUGUSTINE STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Flagler Business Park Development • Baptist Medical Center South Medical Complex • Station located adjacent to City Council District 6 and 11	• Residents could be local push-back to infill TOD development within the station area
MARKET STRENGTH	• The existing JTB Park-n-Ride Station is located on a large, publicly owned parcel, which can be substantially developed	• Significant multifamily and retail development over the past 10 years may limit future development potential
PHYSICAL SUITABILITY	• To the east in the Bayard community, many of the smaller privately owned parcels provide opportunities for contextually sensitive infill development or can be assembled to increase development density	• The western limits of the station area are built out with limited and not suitable parcels for TOD east of the rail line
PLANS IN PLACE	• I-95 Widening Improvements • Flagler Business Park Development • TOD references in Future Land Use Element (2022), City of Jacksonville 2030 Comprehensive Plan	• No comprehensive plan or vision exists for the station area.

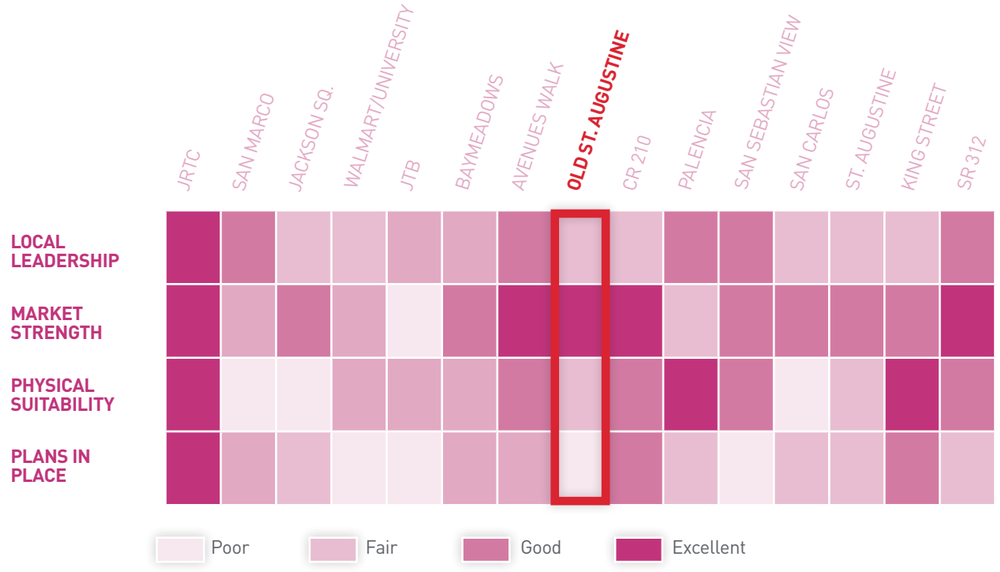
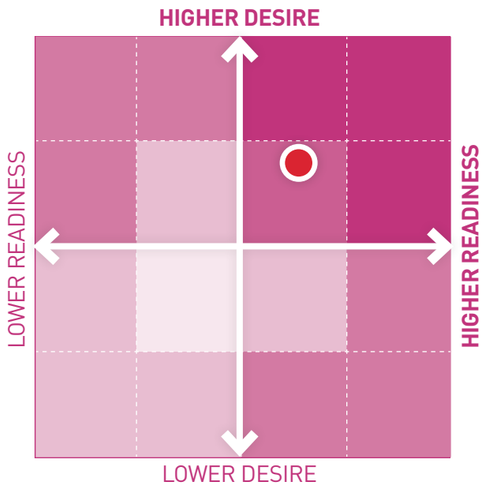


FIGURE 4-30: TOD DESIRABILITY AND READINESS SCORES BY STATION

CR 210 DESIRABILITY & READINESS

The CR 210 Station offers some of the best opportunities for readiness for TOD implementation along the rail corridor. This station is located in a very popular area due to its proximity to the sizable Nocatee master-planned community which continues to develop east of the US 1 corridor. Market strength is high due to a continuous stream of development proposals, with some vacant parcels and undeveloped land near the proposed station area. Several new large-scale developments to the west along CR 210 have prompted recent roadway improvements with additional improvements under consideration in plans for the area. These conditions provide optimal opportunity for TOD with convenient access for commuters desiring to go to Jacksonville or St. Augustine, and points in between.



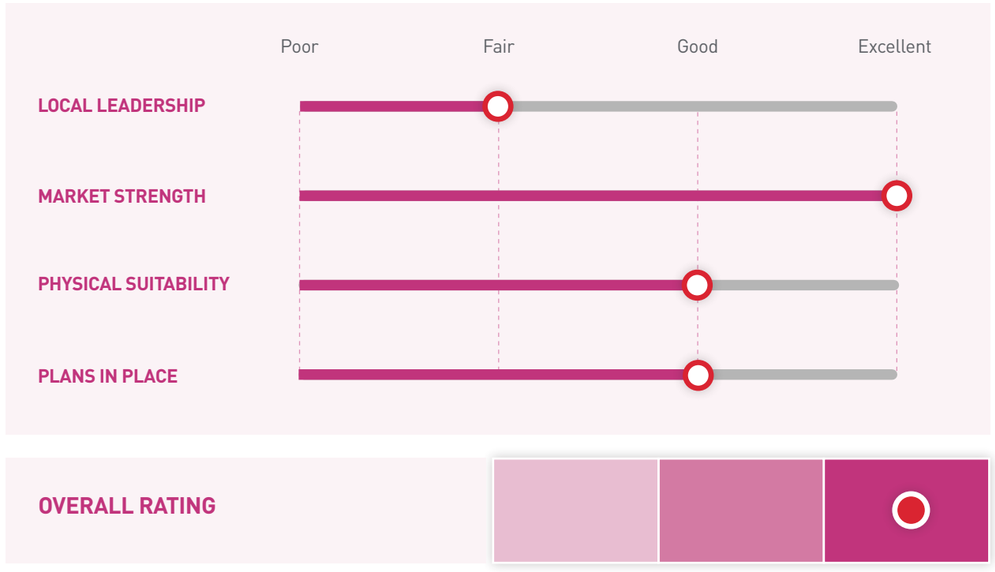


FIGURE 4-31: CR 210 STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Located in St. Johns County, adjacent to St. Johns County Commission Districts 4 and 5 • Nocatee Town Center planned community (east) master developer – The PARC Group; • Nease High School (east)	• Existing master-planned community could be local push-back to higher density TOD development within the station area.
MARKET STRENGTH	• There has already been significant development interest in the area with the proposed Creekside at Twin Creeks development on the south side of CR 210 ; expansion of existing retail and restaurants • Ongoing development east of US 1 will construct a retail and dining center • With increase population in the area, there is a strong pipeline for multifamily and neighborhood retail developments in the area, which is currently limited to small retail and office buildings	• The area is relatively unproven, with existing development limited to a few small office and retail buildings
PHYSICAL SUITABILITY	• Large undeveloped parcels, suitable for TOD and adjacent to the rail line provide good access for future commuter rail station	• Existing commercial development east of the rail line will need to be incorporated in future TOD plans
PLANS IN PLACE	• St. Johns County 2025 Comprehensive Plan; PUDs; • Recent expansion of CR 210 to the west to connect to new residential and retail complexes (west) • Beachwalk, and Twin Creek Community addition of workforce housing • Nocatee master-planned community (fastest-growing, #1ranking in FL) • Walden Chase PUD (east)	• Retail and restaurants located along US 1

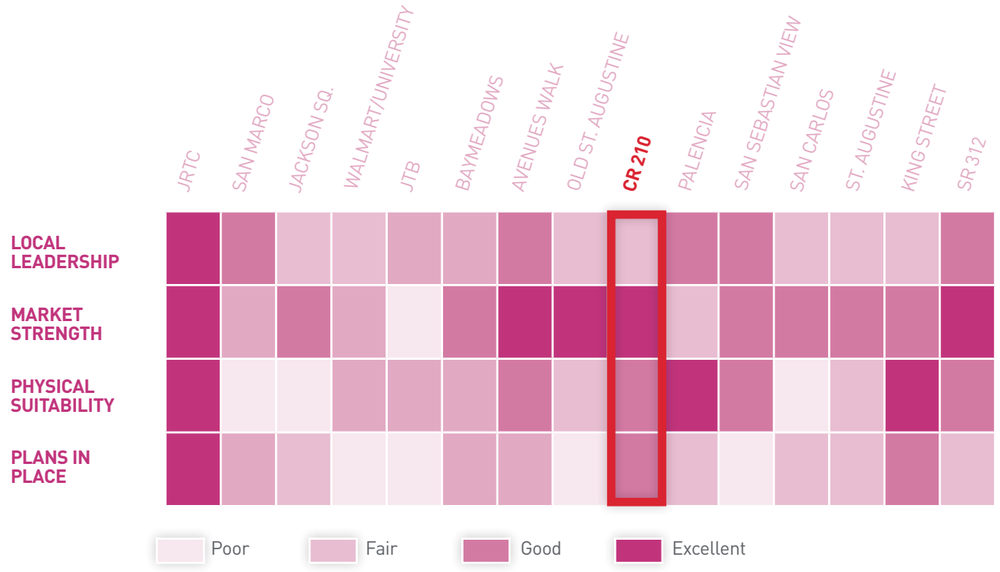
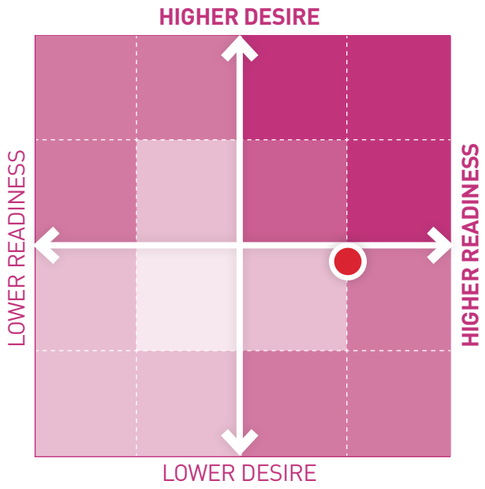


FIGURE 4-32: TOD DESIRABILITY AND READINESS SCORES BY STATION

PALENCIA DESIRABILITY & READINESS

The Palencia Station offers one of the highest opportunities for TOD in terms of physical suitability, due to proximity to the Palencia master-planned residential golf course community, and to underutilized or undeveloped parcels with convenient access to the commuter rail corridor. The east side of the rail corridor encompasses the Palencia community which offers multifamily and single-family residential options, along with retail, schools, and community facilities. The desirability of this station location is also attributed to its location in St. Johns County, along the US 1 corridor ,providing beneficial connectivity for local employment opportunities, but also for commuters traveling north to Jacksonville or points south for employment, education, or life's daily activities.



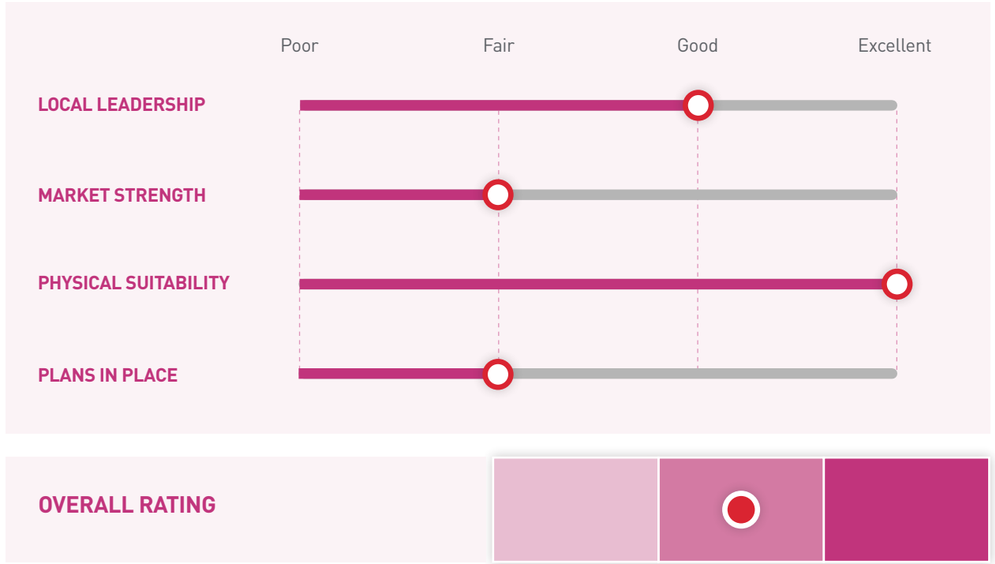


FIGURE 4-33: PALENCIA STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Located in St. Johns County, station is adjacent to St. Johns County Commission District 5 • Palencia Community – a low-density residential, golf course, and retail center located near US 1, built by developer, Hines	• There could be local push-back to higher density TOD development within the station area. • Nearby industrial complexes IGP Commerce Center and St. Marks Industrial Complex
MARKET STRENGTH	• A large percentage of residents commute to Jacksonville, benefiting demand for commuter infrastructure • Numerous retail and dining options with easy access for residents in Palencia	• Mostly single-family homes and large concentration of homeowners over renters may limit multifamily absorption • Large industrial projects near the station area compete with TOD opportunities
PHYSICAL SUITABILITY	• Undeveloped and underutilized large parcels along International Golf Parkway provide good access to potential future commuter rail station	• Vehicular access through the existing Industry Place Road may cause congestion at the rail crossing/turn to International Golf Parkway
PLANS IN PLACE	• St. Johns County 2025 Comprehensive Plan • Palencia, Marshall Creek, and Kensington PUDs. • I-95 Widening • International Golf Parkway - planned widening; identified as Constrained Roadway • IGP Commerce Center proposed along International Golf Parkway	• Rezoning St. Marks Industrial – Open Rural to Heavy Industrial requested

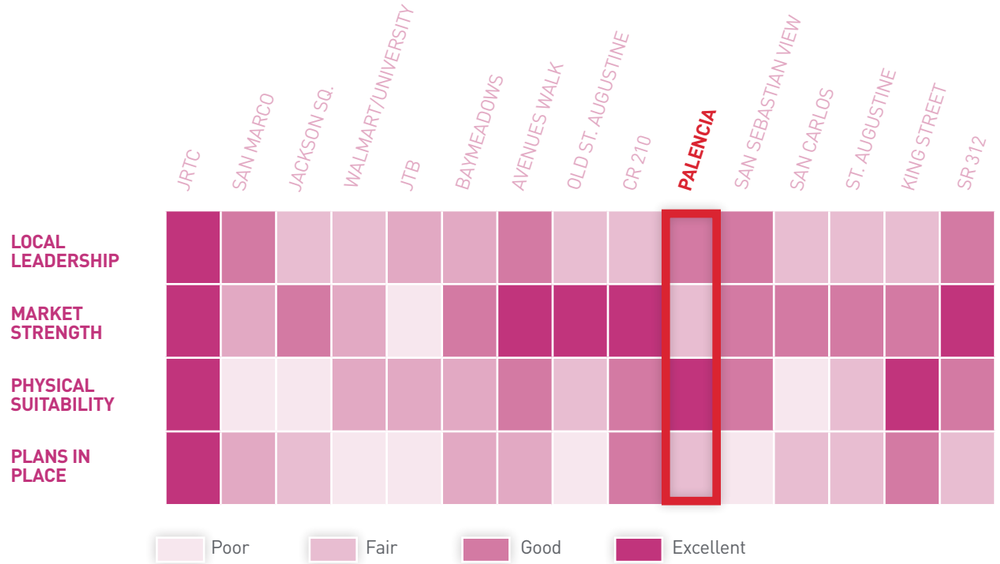
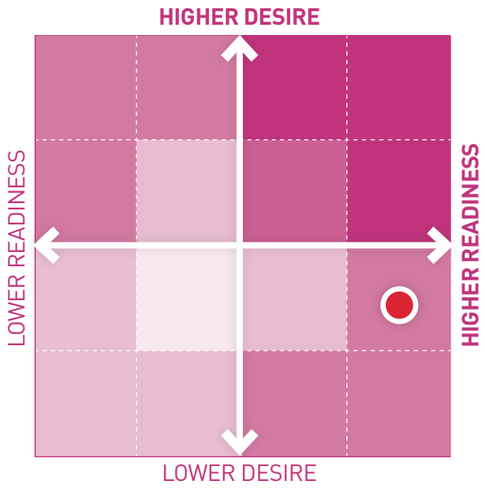


FIGURE 4-34: TOD DESIRABILITY AND READINESS SCORES BY STATION

SAN SEBASTIAN VIEW DESIRABILITY & READINESS

The San Sebastian Station's high scores in TOD desirability and readiness are attributed to its location in an area of St. Johns County that has experienced recent growth in multifamily residential and commercial development but is also home to the nearby expansive county government complex. Market strength is high due to its proximity to vacant and undeveloped parcels, opportunities to densify parcels within the government complex, and applicable zoning already in place. The station's convenient access to the rail corridor and US 1 offers multiple opportunities for connectivity to transit for commuters traveling to this area from Jacksonville or St. Augustine.



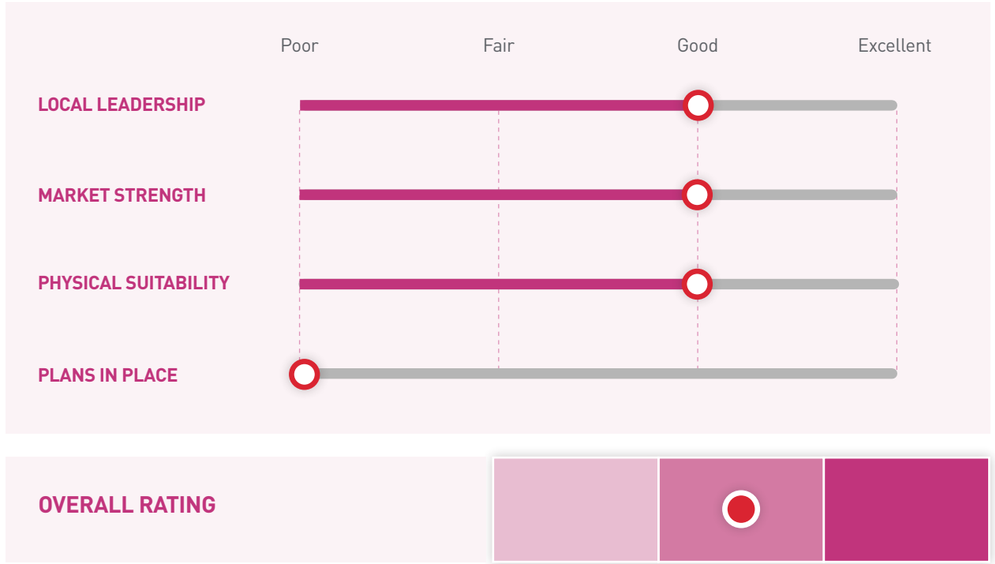


FIGURE 4-35: SAN SEBASTIAN VIEW STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• Government district in the northwest portion of the station • Nearby St. Johns County Government Complex and Northrop Gruman (2nd and 3rd largest employers in the county, 1300 & 1100 employees, respectively) • St. Johns County Chamber of Commerce, St. Johns County Commission • Northeast Florida Regional Airport	• Potential push-back against increased density from residents of recently constructed adjacent communities
MARKET STRENGTH	• Developing neighborhood; Many multifamily deliveries in the area provide a ridership base for a potential station	• Recent multifamily development has been strong, but the pipeline might be limited if the area gets saturated by the upcoming development • Available lots are small, which may require land assemblage to enable redevelopment opportunities
PHYSICAL SUITABILITY	• Undeveloped parcels suitable for TOD northeast and southwest of the proposed station location • Northeast Florida Regional Airport located along US 1 north of proposed station area	• Proximity to government buildings may pose limitations on dense development
PLANS IN PLACE	• St. Johns County 2025 Comprehensive Plan and St. Johns County Transit Development Plan 2021 Update are planning references. • JTA collaboration for regional services such as Express Select, which services the government complex. • City of St. Augustine Mobility Plan (February 2022) supports regional mobility strategies with references advocating regional rail and supporting connectivity services	• Station lies just outside of City of St. Augustine city limits

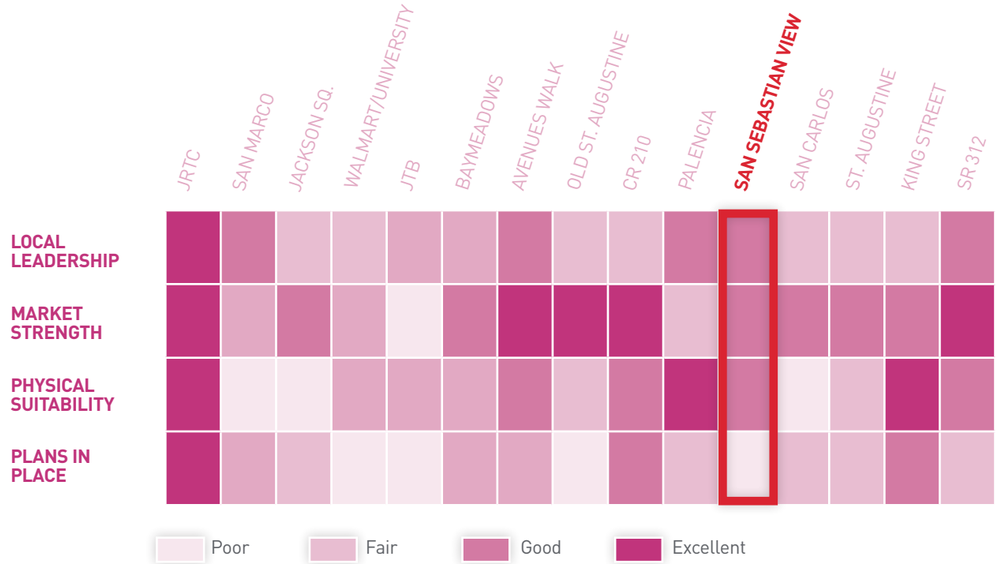
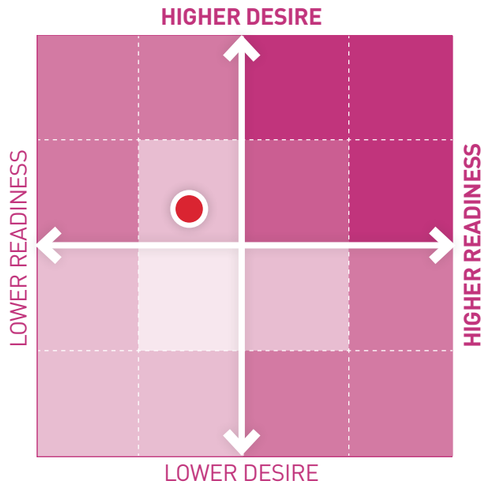


FIGURE 4-36: TOD DESIRABILITY AND READINESS SCORES BY STATION

SAN CARLOS DESIRABILITY & READINESS

Market strength is good for the San Carlos Station since it is located near multiple hotels and other visitor attractions, with the opportunity to serve as a mobility hub to connect to local transit options, with convenient access to the rail corridor for both visitors and commuters. Situated on the fringe of the St. Augustine historic district the San Carlos Station's physical suitability is limited for TOD due to its proximity to the river to the west, the US 1 corridor, and adjacent historic properties.



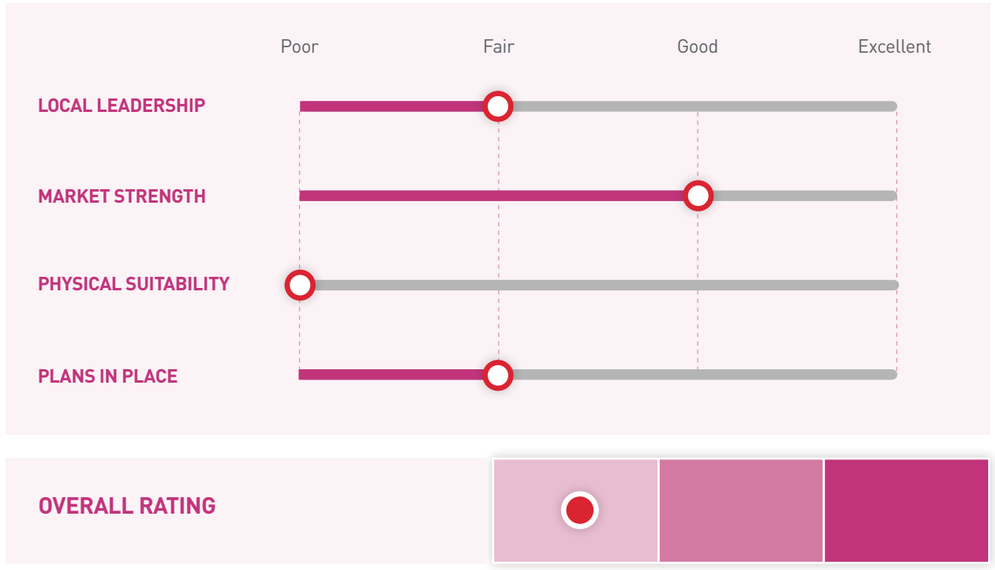


FIGURE 4-37: SAN CARLOS STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• St .Johns County Chamber of Commerce • Northeast Florida Regional Airport • St. Johns County Commission • Florida School for the Deaf and Blind (located to the east of the station location)	• Numerous Historic Areas like the Nelmar Terrace and North City Historic Districts There could be local push-back to higher density TOD development within the station area
MARKET STRENGTH	• Many multifamily deliveries in the area provide a ridership base for a potential station	• Available lots are small, which may require land assemblage to enable redevelopment opportunities
PHYSICAL SUITABILITY	•There are instances where parcels can be assembled, or contextually sensitive and community supportive infill TOD can be considered	• The station area is bound to the west by the San Sebastian River and has scarce vacant or underutilized sites parcels • School and park land uses also make up a portion of this station area to the east, further confining the potentially developable land into a quarter-mile wide strip of land
PLANS IN PLACE	•City of St. Augustine (COA) Mobility Plan (Feb 2022) provides guidance to support multimodal and regional mobility solutions with references to regional rail, transit and micro transit services. •City of St. Augustine Comprehensive Plan 2040 and St Johns County 2025 Comprehensive Plan provide additional guidance for advancing development strategies.	• Historic preservation, zoning, height limitation and overall development vision of the City of St. Augustine

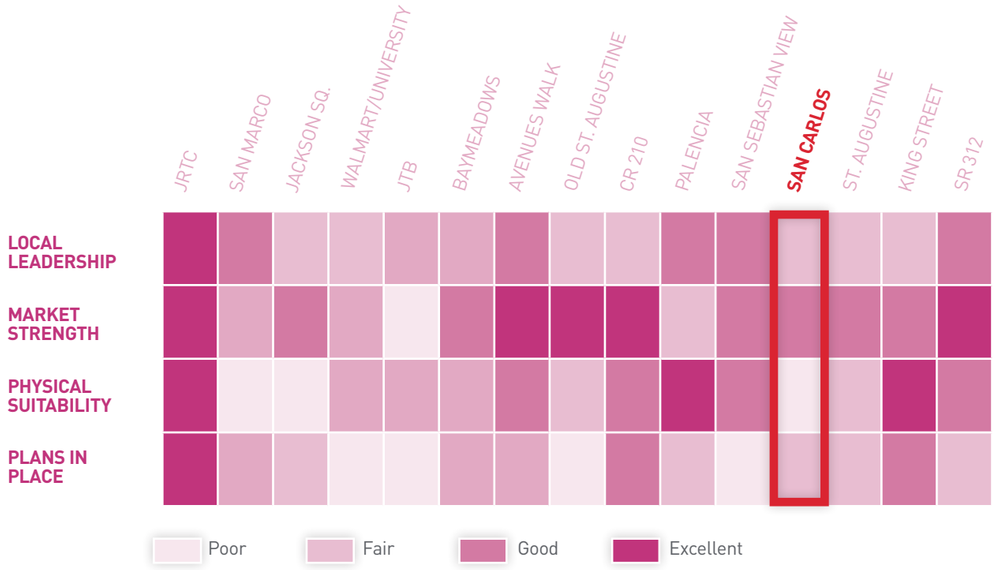
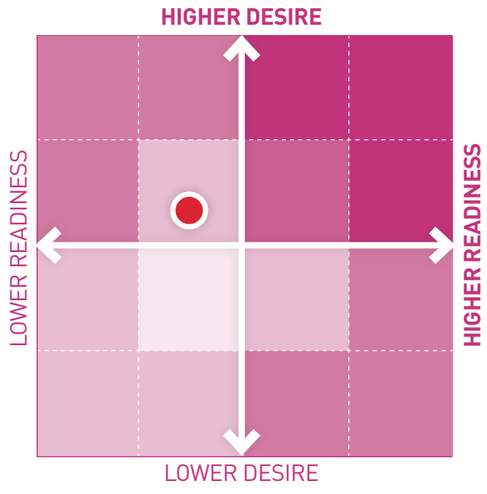


FIGURE 4-38: TOD DESIRABILITY AND READINESS SCORES BY STATION

ST. AUGUSTINE DESIRABILITY & READINESS

With optimal access to the historic district and numerous attractions, the St. Augustine Station has limited TOD options since most of the adjacent land is developed and is subject to extensive building requirements. Leveraging nearby parcels for redevelopment results in good market potential but the physical location is challenging for TOD. Convenient rail access is provided for residents living well outside of the historic district to connect to employment opportunities in the city. Likewise having connectivity to the rail supports the viability for visitors to access the abundance of historic attractions in the area.



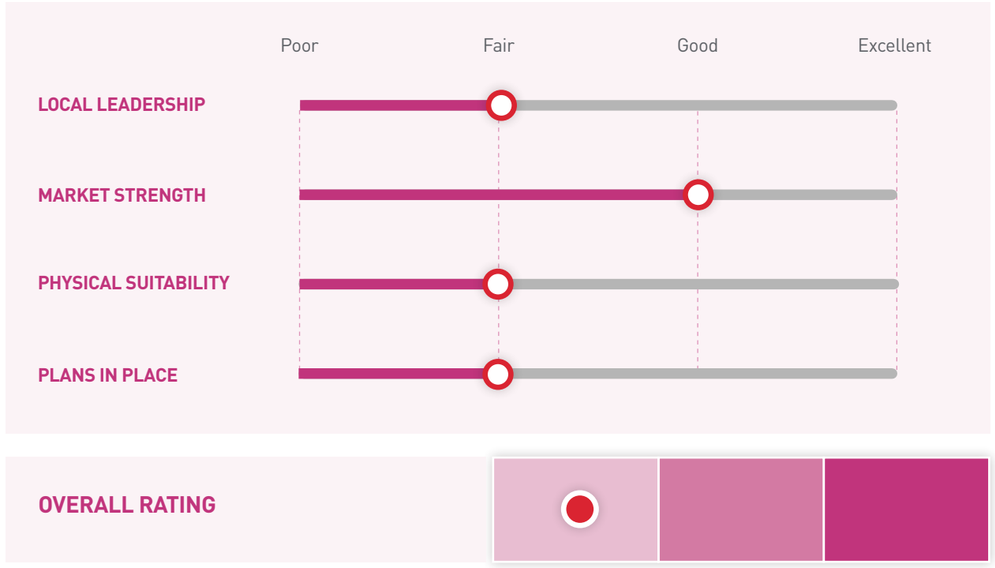


FIGURE 4-39: ST. AUGUSTINE STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• St. Johns County Chamber of Commerce and City of St. Augustine advancing innovative mobility and parking strategies • St. Johns County Commission, St. Johns County Tourist Development Council	• Adjacency to historic preservation district could be local push-back to higher density TOD development within the station area
MARKET STRENGTH	• Many multifamily deliveries in the area provide a ridership base for a potential station. • Northrup Gruman to the north, Regional Airport accessibility; Flagler College	• Available lots are small, which may require land assemblage to enable redevelopment opportunities
PHYSICAL SUITABILITY	• Adjacent parcels east of the rail line are suitable for TOD and benefit from existing good vehicular and pedestrian access and infrastructure • Proximity to Flagler College and other educational institutions, such as University of St. Augustine	• No developable vacant parcels around the station area • Most parcels around the station are within the 100-year flood zone
PLANS IN PLACE	• City of St. Augustine Mobility Plan (Feb 2022) outlines strategies to advance multimodal solutions and connectivity to historic district and Flagler College • SMART St. Augustine Master Plan; City of St. Augustine 2040 Comprehensive Plan, St. Johns County Transit Development Plan 2021 Update	• New developments within Downtown St. Augustine Historic Districts will require context-sensitive and community supportive infill developments.

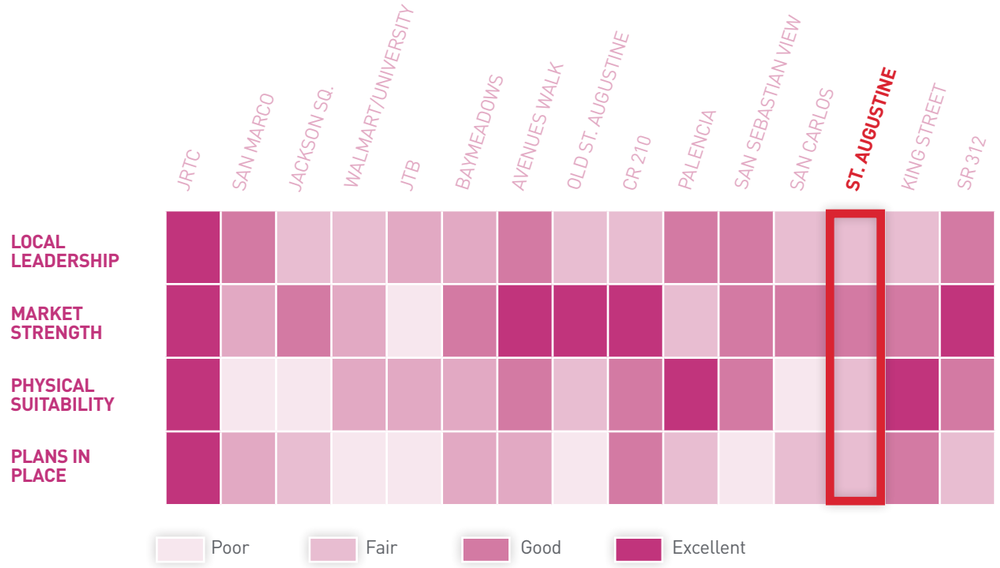
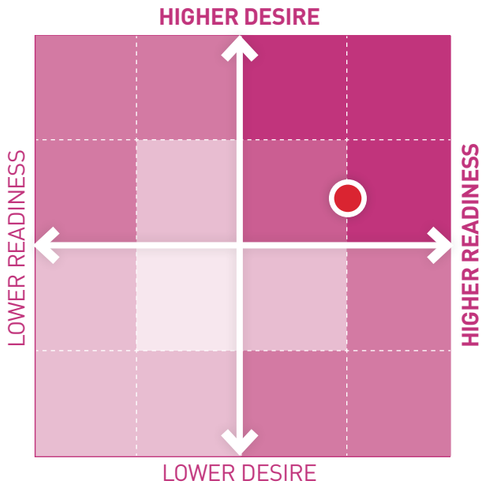


FIGURE 4-40: TOD DESIRABILITY AND READINESS SCORES BY STATION

KING STREET DESIRABILITY & READINESS

The King Street Station scores among the highest for stations along the rail corridor in terms of desirability and readiness for creating TOD. Easily accessible to the historic district, the King Street Station provides residents and visitors with connectivity to the primary historic attractions, education, retail, local transit, as well as employment. With some limitations due to proximity to the river and busy road crossings, the vacant and underutilized parcels, as well as residential properties located near the station, support TOD potential. Public and private partners have collaborated on plans to maximize the use of the property and enhance the accessibility to this station area, further supporting its readiness for TOD.



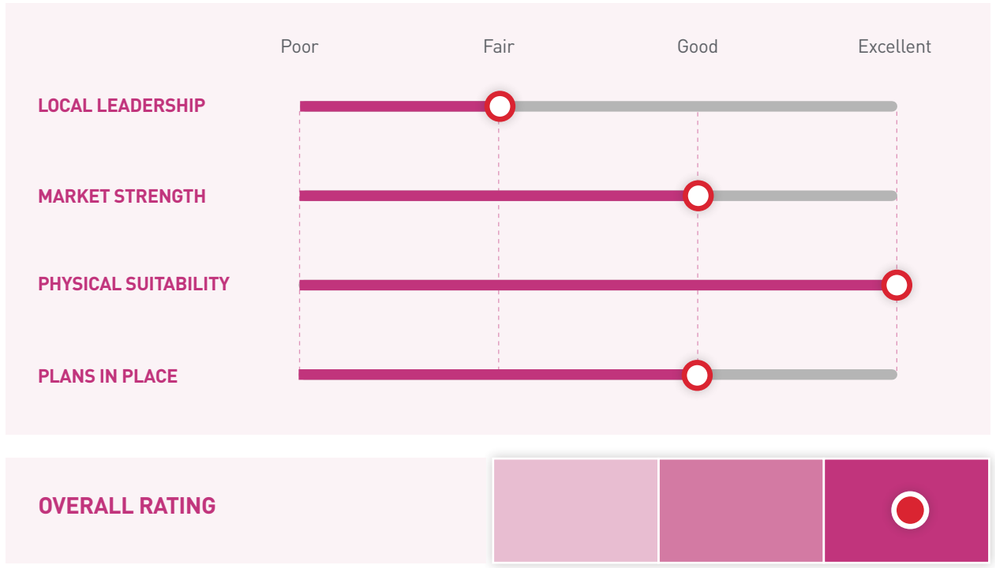


FIGURE 4-41: KING STREET STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• City of St. Augustine and St. Johns County Chamber of Commerce provide local leadership and collaboration with the development community • Site is adjacent to Flagler College; with nearby tourist destinations. • St. Johns County Regional Airport and Northrup Gruman located to the north along US 1 • St. Johns County Commission District 5 • FDOT owns ROW	• Potential push-back to higher density development within the station area from local community
MARKET STRENGTH	•Located near the historic center of St. Augustine, this station will likely attract demand from tourists, sustaining retail and hospitality demand. •Strong hospitality development pipeline despite several recent deliveries •Recently adopted Mobility Oriented Development (MOD) zoning ordinance can incentivize development in the area	• No nearby residential development given the tourist nature of the area
PHYSICAL SUITABILITY	• Vacant and underutilized parcels are prevalent throughout the proposed station area along King Street and the nearby residential neighborhoods • Potential station location is situated on a large vacant parcel along the river in the western limits of the West King Neighborhood, enabling some easy early wins for TOD	• TOD on the proposed parcel will necessitate pedestrian and cyclist access improvement along King Street
PLANS IN PLACE	• City of St. Augustine Mobility Plan and EAV Plan for shuttles; proposed park and ride facility; • City of St. Augustine Comprehensive Plan 2040 • St. Johns County 2025 Comprehensive Plan • FDOT Bridge Replacement Project	

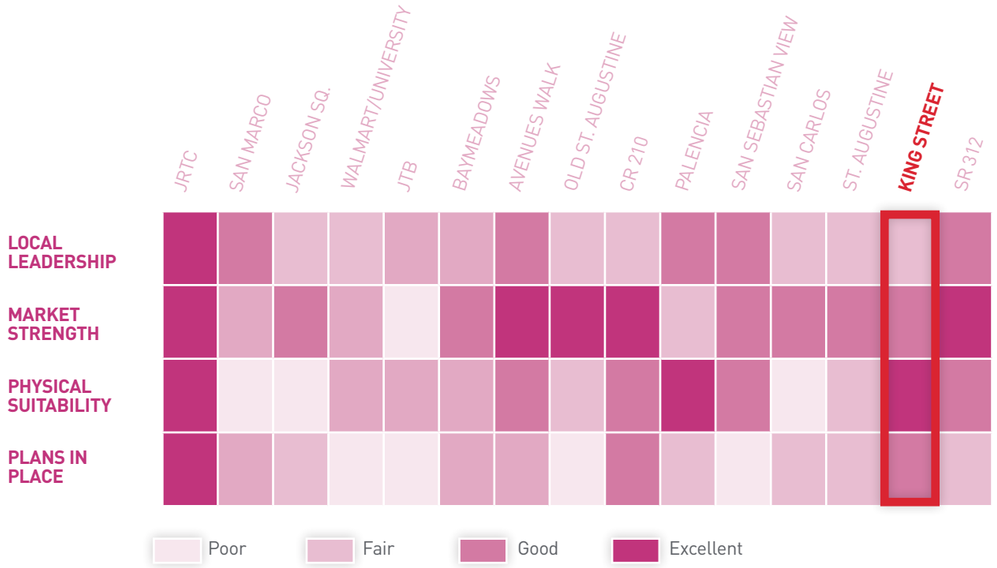
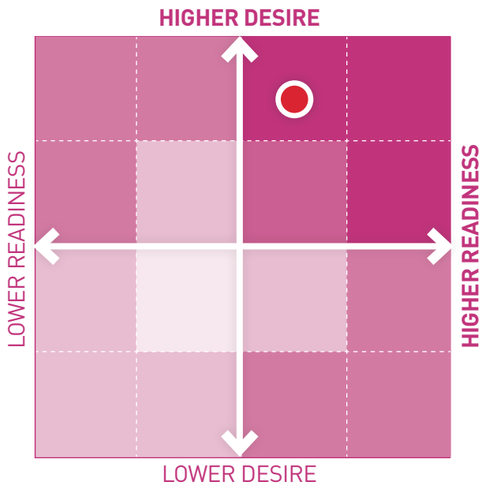


FIGURE 4-42: TOD DESIRABILITY AND READINESS SCORES BY STATION

SR 312 DESIRABILITY & READINESS

Similar to many areas in St. Johns County, the SR 312 Station is situated in an area experiencing revitalization and growth in multiple market sectors including residential, health services, and recreation. This location scores high for TOD desirability and readiness as it offers opportunities for connectivity to the historic district as well as to education, and employment in various light industrial properties and older commercial business parks. Leveraging nearby vacant parcels and underutilized parcels provides opportunities to develop TOD to support connectivity to essential services for adjacent land uses. Market strength is high for the SR 312 Station due to the recent construction of multifamily development and support for commuters desiring to access work in the historic district and surrounding area.



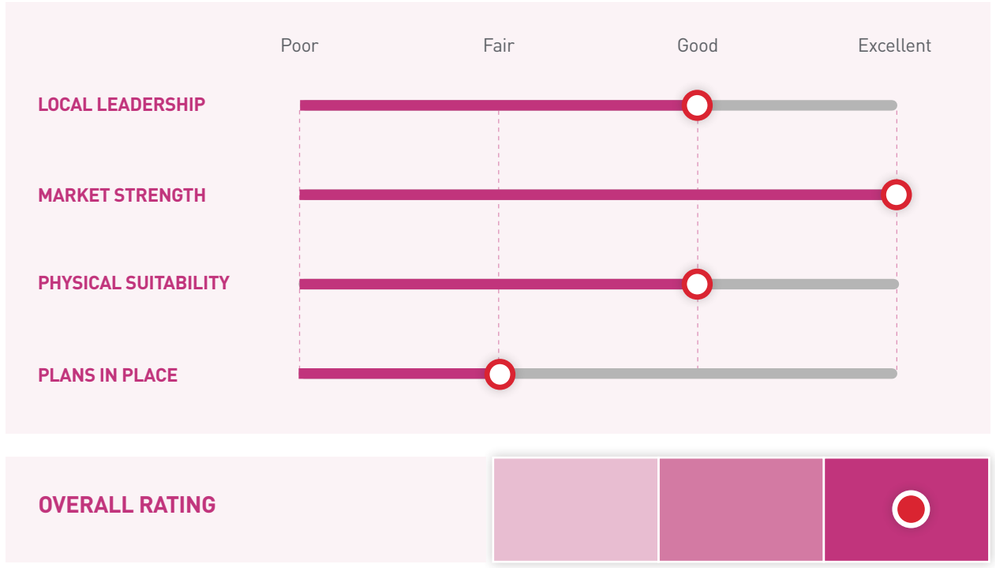


FIGURE 4-43: SR 312 STATION TOD DESIRABILITY AND READINESS SCORECARD

	STRENGTHS & OPPORTUNITIES	WEAKNESSES & CHALLENGES
LOCAL LEADERSHIP	• City of St. Augustine and St. Johns County Chamber of Commerce provide local leadership • Adjacent to St. Johns County Commission Districts 3 and 5.	
MARKET STRENGTH	• Recent delivery of large, luxury multifamily developments and a strong pipeline of neighborhood retail. • Proximity to the historic center of St. Augustine could attract demand from employees in the tourism industry .	• Existing industrial and big-box retail development in the station area is competition for space that could be used for TOD • Some smaller soft sites may need to be assembled to be developable, limiting near term development potential to a few bigger parcels • Recent multifamily deliveries may have captured most of existing multifamily demand, demonstrated by the limited pipeline
PHYSICAL SUITABILITY	• Multiple underutilized parcels next to commercial shopping centers, essential services, and light industrial facilities	• SR 312 is a barrier to the development of vacant parcels to the north of the proposed station area • Electrical grid easement limits development to the west of the proposed station area
PLANS IN PLACE	• PUD zoning allows mixed use and higher density development • City of St. Augustine Mobility Plan • City of St. Augustine Comprehensive Plan 2040 • St. Johns County 2025 Comprehensive Plan	

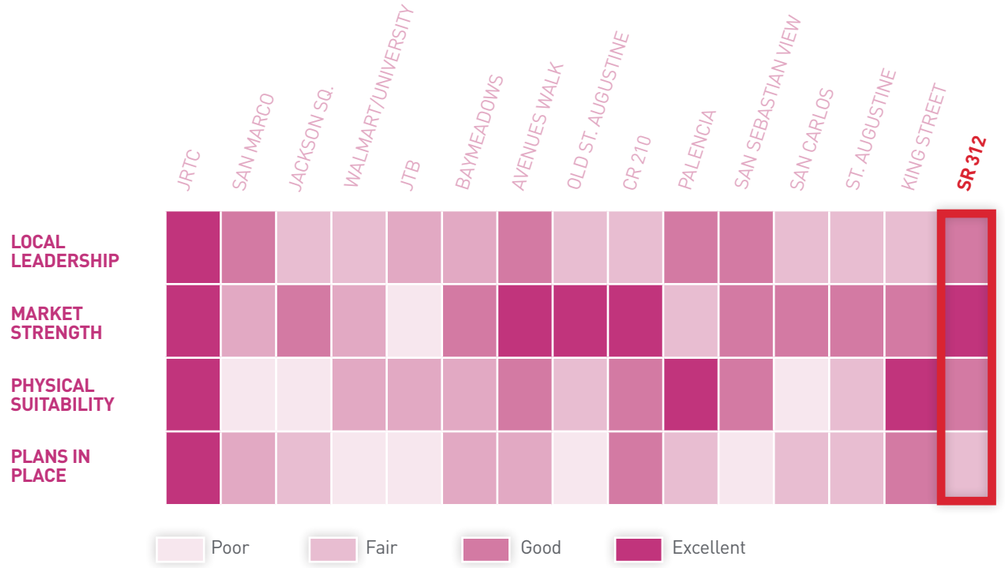


FIGURE 4-44: TOD DESIRABILITY AND READINESS SCORES BY STATION



4.3 TOD GOALS & TARGETS

The TOD goals are based on existing plans, policies, best practices, alignment with ongoing and future planning efforts, and current community needs and desires. Alongside the goals, this section lists performance measures and targets, as well as an assessment of their applicability to each of the select TOD stations. It guides the evaluation of each of the select station area plans and can be used as a tool to assess future TOD along the corridor.

TOD GOALS AND STATION APPLICABILITY

The TOD goals below establish a basis for evaluating FCCR station area planning/design and policy alternatives and facilitating the decision-making process. They are meant to align with the goals of JTA and its relevant stakeholders, as explained in the JTA's Joint Use and TOD Policies and Guidelines (September 2018). Accompanying each goal is a set of select key recommended performance measures for urban design and land use metrics (both quantitative and qualitative), which the JTA can easily communicate to the public. Based on goals and measures for TOD, targets provide general guidance for a mix of land use, density, open space, parking, etc. Importantly, as the context of each proposed station location varies significantly and as most goals are shared among the stations, Table 4-1 indicates the level of applicability of each of the goals and intents to each of the station area. The design of TOD goals, measures, and targets is based on market analysis, JTA priorities, case studies and precedents, and nationally recognized TOD principles and standards. Table 4-2 lists the TOD Typology for the selected stations along the FCCR corridor. Overarching Equitable TOD goals are presented in Chapter 6, TOD Implementation.

		PRIMARY	SECONDARY
DUVAL	JRTC	Urban Center	Transportation Hub
	BAYMEADOWS	Multi-Use Suburban	Consolidated Center
	AVENUES WALK	Multi-Use Suburban	Consolidated Center
	CR 210	Multi-Use Suburban	Emerging Community
ST JOHNS	PALENCIA	Multi-Use Suburban	Emerging Community
	KING STREET	Core Neighborhood	Emerging Center
	SR 312	Multi-Use Suburban	Consolidated Center

TABLE 4-2: TOD TYPOLOGY

GOALS		PERFORMANCE MEASURES	TARGETS	STATION APPLICABILITY						
				STATION - DUVAL COUNTY			STATION - ST JOHNS COUNTY			
				JRTC	BAY-MEADOWS	AVENUES WALK	CR 210	PALENCIA	KING STREET	SR 312
1	**Encourage Development Near Transit**									
Intents	Foster mixed-uses, vitality and growth of population growth and economic development	Amount of development projects within a ½ mile walking distance from a transit station	Create opportunities and increase funding for joint development within a ½ mile of transit stations							
	Ensure compact and dense development around transit stations as an alternative to urban sprawl									
	Coordinate land uses with transportation facilities to support transit accessibility and TOD development									
2	**Create Affordable Housing Opportunities**									
Intents	Increase supply of affordable housing for diversity of household income levels	Deeper levels of affordability for low-, moderate-, and middle income households should be achieved in joint development projects, following HUD AMI data. Determine the share of units under the following income categories: 1) Extremely low income: 0% to 30% of AMI; 2) Very low income: 30% to 50% of AMI; 3) Low income: 50% to 80% of AMI; 4) Moderate income: 80% to120% of AMI	Gains or no net loss of households in the corridors							
	Ensure depth of affordability meets the needs of subdistrict residents									

Low Applicability | Fair Applicability | Good Applicability | Maximum Applicability

TABLE 4-1: TOD GOALS BY STATION

GOALS		PERFORMANCE MEASURES	TARGETS	STATION APPLICABILITY						
				STATION - DUVAL COUNTY			STATION - ST JOHNS COUNTY			
				JRTC	BAY-MEADOWS	AVENUES WALK	CR 210	PALENCIA	KING STREET	SR 312
3	**Create Amenities and Public Realm Improvements**									
Intents	Incorporate amenities near transit to enhance rider experience and improve transit perception	Amount of amenities, such as, but not limited to, parks, plazas, cyclists, and pedestrian infrastructure	High quality, unobstructed pedestrian footpaths and bicycle lanes, landscaping elements, and accessibility present within a ½ mile of all stations; Development of large surface parking lots is discouraged							
	Improve public and open space near transit									
	Provide recreation amenities		High quality, public green spaces within a ½ mile of all stations							
4	**Increase Public Transit Ridership and Promote Transportation Mode Shift**									
Intents	Reduce overall car ownership and vehicle miles traveled	Estimated riders generated from TOD and Parking ratios of residential, office, and retail projects produced at station areas	Increased ridership from TOD within a ½ mile of stations							
	Increase use of first mile/last mile options									
	Support transportation infrastructure with complementing land uses									
5	**Promote Joint Development and Create Resources to Implement TOD**									
Intents	Share public and private resources to promote more mixed-use projects	Number of mixed-use TOD projects realized through joint development, as defined in the JTA's Joint Use and TOD Policies and Guidelines (2018)	Increased total private and public investment for mixed-use projects within a ½ mile of stations							
	Pilot new value capture tools to support transit and TOD	Within each mixed-use project, the relative share of uses (%) and SF delivered annually	Successful value capture tools in widespread use within a ½ mile of stations							
	Improve inter-agency and government-public coordination to support transit and TOD	Amount of private dollars invested for each dollar of public investment	Shared TOD/joint-use framework refined and applied across the corridor							

Low Applicability Fair Applicability Good Applicability Maximum Applicability

TABLE 4-3: TOD GOALS BY STATION - CONTINUED

GOALS		PERFORMANCE MEASURES	TARGETS	STATION APPLICABILITY						
				STATION - DUVAL COUNTY			STATION - ST JOHNS COUNTY			
				JRTC	BAY-MEADOWS	AVENUES WALK	CR 210	PALENCIA	KING STREET	SR 312
6	**Protect Natural Resources and Promote Environmentally Conscious Development**									
Intents	Increase sustainable development by promoting sustainability-certified buildings near transit (e.g. LEED, Passive House, etc.)	Amount of new or converted buildings with sustainability certification Overall carbon emissions of new development SF of natural and vulnerable land preserved in new development	Net zero or net positive buildings							
	Avoid and minimize development within floodplain zones and wetlands									
	Protect native habitat and ecologically sensitive areas									
	Protect agricultural and silvicultural land									
7	**Promote Safety and Accessibility**									
Intents	Incorporate design elements that increase safety for drivers, cyclists, and pedestrians	Amount of vehicular, pedestrian, cyclist, and crashes and transit ridership	Reduce number of crashes along the corridor, increase public transit ridership							
	Improve multimodal connectivity and supportive infrastructure									

Low Applicability Fair Applicability Good Applicability Maximum Applicability

TABLE 4-4: TOD GOALS BY STATION - CONTINUED

5. TOD VISIONING

5.1 TOD GROWTH TRENDS 339

STATION AREA GROWTH SCENARIOS 340

5.2 STATION AREA PLANNING 345

JRTC STATION 346

BAYMEADOWS STATION 364

AVENUES WALK STATION 384

CR 210 STATION 402

PALENCIA STATION 422

KING STREET STATION 442

SR 312 STATION 450



5.1 TOD GROWTH TRENDS

The analysis in this section presents a 20-year projection of the anticipated real estate demand within each station area and as applicable to each sub-region and defined station typology. It captures the current growth trend (baseline scenario) and provides two additional benchmarks, including adopting TOD (low and high scenario). Each scenario provides a market demand estimate for housing, retail, and office spaces, and serves as a guide to the development potential in each station area. The scenarios are not meant to act as goals or strict targets for development, but rather, to present the development potential of the identified soft sites around each station area and show the potential impact of implementing TOD. The analysis methodology is explained in the following section.

STATION AREA GROWTH SCENARIOS

The development capacity was assessed at each station area according to land use by considering:

1. Available soft sites within a 0.5-mile radius of the station

2. Development density

3. Potential capture rate of the 20+ year projected demand for the submarket

The available soft sites around the station area were determined as presented in Chapter 3 - Existing Conditions. Development sites were selected from the soft sites for each station area. The available area (square footage) at each site was calculated, for both vertical and horizontal development, and distributed into multifamily, office and retail, according to three primary TOD typologies focused on for this study.

Based on the analysis of the existing zoning, an average permitted lot coverage at each site was assumed; however, to leave room for potential TOD overlays or other zoning changes, a capacity analysis was conducted on a gross square footage basis. Specifically, the available development area in gross square feet was discounted with a percentage of development area suitable for TOD development to account for any site limitations to calculate horizontal development capacity. The further reduction in soft site suitability varies based on the station area to conservatively account for limitations, like required site assemblage for smaller parcels.

The vertical development capacity was calculated at each site by assessing the comparable existing developments in the area to understand the implied Floor Area Ratio (FAR) possible at the site. For example, existing new residential and office development, the two TOD typologies being analyzed at the JRTC Station, average around four stories. With the assumption of 95% lot coverage, the implied FAR of development around the JRTC Station would be 3.8.

Once the total vertical development capacity for each station area was determined, it was allocated between TOD land uses, multifamily, office, and retail. For these station areas, it was assumed that retail space would be ground floor retail in otherwise multifamily or office buildings. Depending on the character of each station area, a share of buildings that would have ground floor retail was assumed. With this information, the average FAR for ground floor vs. for upper floors to was calculated to understand specifically how much capacity was available for ground floor retail vs. other uses. For example, it is assumed that 30% of buildings at the JRTC Station would have ground floor retail. Around the JRTC Station, the average ground floor FAR came to 0.29 and average for the four upper floors came to 3.52.

With these two options of vertical capacity, the development potential was estimated for three demand scenarios: a baseline scenario assuming existing market conditions, a low TOD scenario that assumes increased submarket demand capture based on a TOD strategy, and a high TOD scenario that assumes the highest demand capture, driven by a more comprehensive TOD strategy. Submarket demand projects development demand over the next 20 years, so these programs would assume the same time horizon that would be paced based on type of TOD strategy.

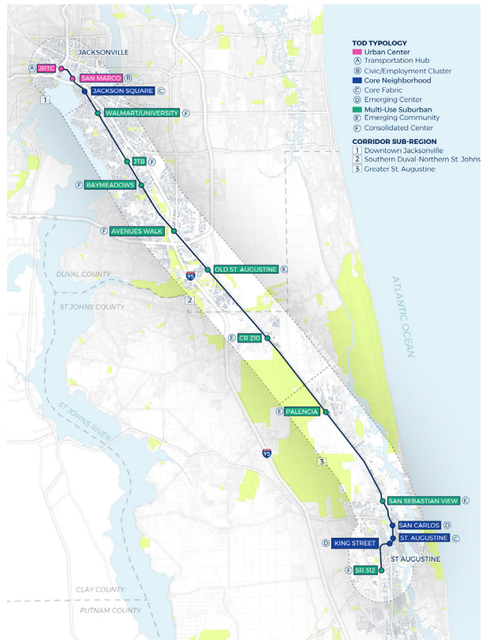


FIGURE 5-1: PROPOSED STATION AREA & TYPOLOGY

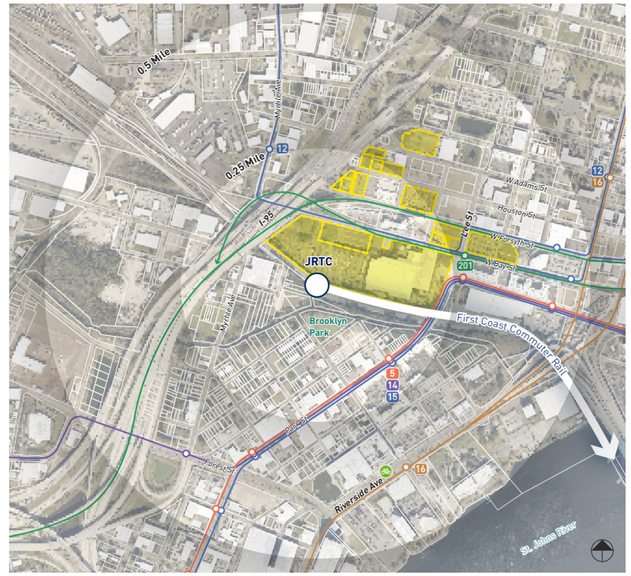


FIGURE 5-2: JRTC STATION AREA SELECTED DEVELOPMENT SITES

	PRIMARY	SECONDARY	DEVELOPMENT AREA[1]	SUITABLE DEVELOPMENT AREA[2]	TOD TYPOLOGIES[3]
JRTC	Urban Center	Transportation Hub	920,000 GSF	640,000 GSF	Residential, Office, and Retail
BAYMEADOWS	Multi-Use Suburban	Consolidated Centers	725,000 GSF	580,000 GSF	Residential and Retail
AVENUES WALK	Multi-Use Suburban	Consolidated Centers	1,270,000 GSF	1,020,000 GSF	Residential, Office and Retail
CR 210	Multi-Use Suburban	Emerging Communities	3,065,000 GSF	1,840,000 GSF	Residential and Retail
PALENCIA	Multi-Use Suburban	Emerging Communities	2,320,000 GSF	1,390,000 GSF	Residential and Retail
KING STREET	Core Neighborhood	Emerging Centers	850,000 GSF	680,000 GSF	Residential and Retail
SR 312	Multi-Use Suburban	Consolidated Center	760,000 GSF	530,000 GSF	Residential and Office[4]
			9,810,000 GSF	**5,800,000 NSF**	

[1] Initial calculations of parcel areas

[2] Based on market scan

[3] Based on Primary and Secondary Station Type

[4] This site has also contains light industrial, which could be consolidated as a cluster with street level retail and multifamily through near the station

TABLE 5-1: STATION DEVELOPMENT AREA DESCRIPTION

1. BASELINE SCENARIO

In a baseline scenario, the vertical development capacity is allocated between multifamily, office, and retail in line with existing market conditions in the station area, as shown in Table 5-2.

	Multifamily Units	Office GSF	Retail GSF	Total GSF	Implied FAR
JRTC	1,400	910,000	180,000	2,450,000	3.8
BAYMEADOWS	700	170,000	150,000	990,000	1.7
AVENUES WALK	1,200	290,000	260,000	1,720,000	1.7
CR 210	2,400	260,000	140,000	2,760,000	1.5
PALENCIA	1,400	70,000	100,000	1,560,000	1.1
KING STREET	600	70,000	120,000	810,000	1.2
SR 312	700	80,000	40,000	800,000	1.5
	8,400 Units	1,850,000	990,000	11,090,000	

	Multifamily		Office		Retail	
	Low	High	Low	High	Low	High
JRTC	30 - 35%	25 - 30%	25 - 30%	20 - 25%	55 - 60%	45 - 50%
BAYMEADOWS	20 - 25%	15 - 20%	5 - 10%	5 - 10%	25 - 30%	20 - 25%
AVENUES WALK	35 - 40%	30 - 35%	15 - 20%	10 - 15%	45 - 50%	35 - 40%
CR 210	75 - 80%	60 - 65%	10 - 15%	10 - 15%	25 - 30%	20 - 25%
PALENCIA	30 - 35%	25 - 30%	65 - 70%	15 - 20%	50 - 55%	40 - 45%
KING STREET	15 - 20%	10 - 15%	65 - 70%	15 - 20%	60 - 65%	50 - 55%
SR 312	15 - 20%	10 - 15%	75 - 80%	20 - 25%	20 - 25%	15 - 20%

TABLE 5-2: BASELINE DEVELOPMENT PROGRAM AND CAPTURE RATE OF LOW AND HIGH DEMAND PROJECT FOR THE SUB MARKET

2. LOW TOD SCENARIO

This scenario captures how transit increases a station areas' demand for real estate. Based on the market typology of the stations, the development capacity was increased for the determined "TOD typologies" by increasing density of the developable sites, therefore increasing FAR. This scenario is depicted in Table 5-3

	Multifamily Units	Office GSF	Retail GSF	Total GSF	Implied FAR
JRTC	1,500	1,050,000	200,000	2,760,000	4.3
BAYMEADOWS	700	180,000	150,000	1,070,000	1.9
AVENUES WALK	1,300	290,000	260,000	1,850,000	1.8
CR 210	2,600	260,000	140,000	3,020,000	1.6
PALENCIA	1,500	70,000	100,000	1,710,000	1.2
KING STREET	700	70,000	120,000	880,000	1.3
SR 312	800	170,000	40,000	970,000	1.8
	9,100 Units	2,090,000	1,010,000	12,260,000	

	Multifamily		Office		Retail	
	Low	High	Low	High	Low	High
JRTC	30 - 35%	25 - 30%	25 - 30%	20 - 25%	55 - 60%	45 - 50%
BAYMEADOWS	20 - 25%	15 - 20%	10 - 15%	5 -10%	25 - 30%	20 - 25%
AVENUES WALK	35 - 40%	30 - 35%	15 - 20%	10 - 15%	45 - 50%	35 - 40%
CR 210	80 - 85%	65 - 70%	10 - 15%	10 - 15%	25 - 30%	20 - 25%
PALENCIA	30 - 35%	25 - 30%	65 - 70%	15 - 20%	50 - 55%	40 - 45%
KING STREET	15 - 20%	10 - 15%	65 - 70%	15 - 20%	60 - 65%	50 - 55%
SR 312	15 - 20%	10 - 15%	100%+*	45 - 50%	20 - 25%	15 - 20%

TABLE 5-3: LOW TOD DEVELOPMENT PROGRAM AND CAPTURE RATE OF LOW AND HIGH DEMAND PROJECT FOR THE SUB MARKET

3. HIGH TOD SCENARIO

This scenario captures how a comprehensive TOD strategy would increase demand capacity for determined TOD typologies. The increase is reflected in a higher achievable density that leads to capturing a higher percentage of the real estate demand of the submarket of each station as summarized in Table 5-4.

	Multifamily Units	Office GSF	Retail GSF	Total GSF	Implied FAR
JRTC	1,700	1,190,000	220,000	3,070,000	4.8
BAYMEADOWS	800	190,000	150,000	1,160,000	2.0
AVENUES WALK	1,400	290,000	260,000	1,990,000	2.0
CR 210	2,900	260,000	140,000	3,280,000	1.8
PALENCIA	1,700	70,000	100,000	1,870,000	1.3
KING STREET	800	70,000	120,000	950,000	1.4
SR 312	800	260,000	40,000	1,140,000	2.1
	10,100 Units	2,330,000	1,030,000	13,460,000	

	Multifamily		Office		Retail	
	Low	High	Low	High	Low	High
JRTC	35 - 40%	30 - 35%	35 - 40%	25 - 30%	65 - 70%	55 - 60%
BAYMEADOWS	25 - 30%	20 - 25%	10 - 15%	5 - 10%	25 - 30%	20 - 25%
AVENUES WALK	40 - 45%	35 - 40%	15 - 20%	10 - 15%	45 - 50%	35 - 40%
CR 210	90 - 95%	75 - 80%	10 - 15%	10 - 15%	25 - 30%	20 - 25%
PALENCIA	35 - 40%	30 - 35%	65 - 70%	15 - 20%	50 - 55%	40 - 45%
KING STREET	15 - 20%	10 - 15%	65 - 70%	15 - 20%	60 - 65%	50 - 55%
SR 312	15 - 20%	10 - 15%	100%+	70 - 75%	20 - 25%	15 - 20%

TABLE 5-4: HIGH TOD DEVELOPMENT PROGRAM AND CAPTURE RATE OF LOW AND HIGH DEMAND PROJECT FOR THE SUB MARKET



5.2 STATION AREA PLANNING

The station area plans visualize an aspirational development vision around each of the select TOD stations. The stations identified most suitable for TOD include the following:

- JRTC Station
- Baymeadows Station
- Avenues Walk Station
- CR 210 Station
- Palencia Station
- King Street Station
- SR 312 Station

The plans are informed by a series of site and market analyses and syntheses and incorporate feedback received from public engagement, stakeholders, and the JTA. Building on these inputs, the study team created a station area development framework for each of the stations. The framework visualizes the approach toward land uses, connectivity, and open spaces, and is then developed into a station area plan. Each plan further details the framework to manifest the intent for the specific station areas and adapts key TOD principles to fit the site conditions.

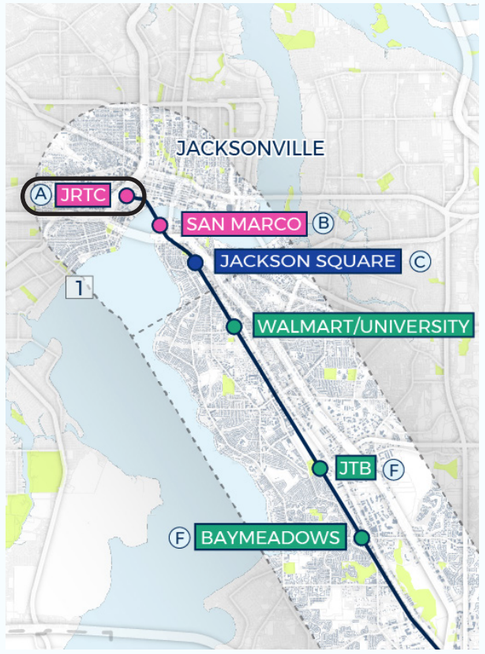
All station area plans presented in this section assume the base scenario, as presented in the growth trend analysis, with the addition of a FCCR station at the site. The scenarios vary in density without major change to the building footprint (except for the SR 312 Station). As such, the differences between the low and high growth scenarios are clearly visible. At the SR 312 Station, the block structure is the same in all scenarios, however, the building footprint changes to demonstrate how different ratios between uses can be accommodated while maintaining a relatively low building height.

It is important to note that each station area plan considered multiple factors in the design process and was not guided solely by the growth scenario projections of density and land use mix. These projections are meant to be used primarily as a reference and to demonstrate the impact of implementing TOD principles in the design process.

JRTC STATION



TOD SUMMARY



DEVELOPMENT STRATEGY

» Create a new Mixed-use Center and Multifamily Residential neighborhood that leverages the regional reach of the JRTC multi-modal transportation hub and reimagines the Prime Osborn Convention Center site.

KEY TOD STRATEGIES

» **Make Connections:** Encourage safe trips by foot and bicycle between transit, open spaces and the neighborhood with optimized crosswalks, enhanced lighting, a network of bicycle lanes and trails, and robust wayfinding.

» **Create Great Spaces:** Create a 'Front Yard' for LaVilla that weaves together transportation and the neighborhood.

» **Specify a Mix of Uses:** Create a new neighborhood of Mixed-use Residential development, anchored by a cluster of entertainment, restaurant and retail uses, around the JRTC.

» **Focus Density:** Focus moderate to high development densities on the Prime Osborn Convention Center site. North of JRTC, gracefully transition the use and density of development to the lower-density neighborhood context.

» **Identify Opportunities:** Repurpose the Prime Osborn Convention Center with a new neighborhood of Mixed-use Residential development.

TOD STATION TYPOLOGY

» URBAN CENTER
» Ⓐ Transportation Hub
» 1 Sub Region: 1

TOD VISIONING

Building directly on the success of the JRTC, the JRTC Station Area is positioned as a regional transit hub that will integrate the FCCR with other modes of transportation including JTA buses, the First Coast Flyer, the Skyway, regional shuttle services, rideshare, and paratransit. As the terminus of the FCCR, the JRTC Station is also a major opportunity to re-envision the Prime Osborn III Convention Center site. Once known as Jacksonville Terminal/Union Station, the proposed plan will maximize connectivity and mobility within the station area to best leverage transit investments. The vision for TOD has been conceived to directly leverage the JRTC's centrality and existing assets such as Union Station to establish a major mixed-use center and transit-oriented neighborhood with a vibrant public space network, active commercial areas, and extensive multimodal connections to Jacksonville and the Northeast Florida region. There is strong support for the TOD vision and bold leadership from both the JTA and the Downtown Investment Authority (DIA). Opportunity for TOD is extensive due to the concentration of agency and other publicly owned assets, and ongoing nearby residential developments which augment private investments throughout the LaVilla neighborhood and deliver "early wins" for TOD.

TOD FRAMEWORK

OVERVIEW

The framework for the JRTC Station consists of strategies for Connectivity, Open Space, and Land Use within the station area that will best serve the intended vision as a Mixed-use Center and transit-oriented neighborhood. The current zoning is supportive of high density development and the framework strategies collectively center around an expansion of the street grid and Complete Streets elements across the neighborhood, traffic calming and improved streetscapes that enhance and promote mobility, transit plazas and public spaces that seamlessly integrate the JRTC with the LaVilla neighborhood and increased density and mixing-of-uses that will build a community around transit alternatives and mobility options. The JRTC Station Area framework is unique in that each strategy employed is intended to weave future TOD with FCCR and establish a regional destination to live, work, and play. The proposed plan supports the creation of a Heritage trail, murals, artwork, and gateway signage as envisioned by the newly formed LaVilla Heritage Trail and Gateway Committee.



FIGURE 5-3: JRTC STATION STUDY AREA AND PROPOSED DEVELOPMENT PARCELS

CIRCULATION & CONNECTIVITY

Connectivity plays a critical role within the JRTC Station area in terms of increasing safety and maximizing mobility and circulation. The first strategy focuses on Bay Street and Lee/Park Streets as integral elements of connectivity within the area. By introducing traffic calming measures such as street trees, improved sidewalks, enhanced crossings, and other multimodal improvements, the plan will increase circulation throughout the station area, improve mobility, and increase pedestrian safety north-south to Hogan's Creek and Brooklyn, and east-west into Downtown Jacksonville. Improvements include bike lanes, enhanced lighting, multi-use trails, and robust wayfinding connecting the proposed FCCR station area to transportation options, open space networks, and adjacent neighborhoods.

Lee Street, located along the eastern edge of the proposed TOD area, serves as a segment of the future Emerald Trail, a network of approximately 30 miles of trails, greenways, and parks that encircle the urban core. South of Bay Street, a new street grid is introduced on the Prime F. Osborn III Convention Center site to establish new blocks for mixed-use, transit-oriented development. Stuart Street will function as a primary north-south connector linking the future FCCR station and new development with the JRTC and the greater LaVilla neighborhood. Pedestrian improvements on both Stuart Street and Johnson Street will increase circulation through the station area and provide increased connections to all modes of transportation.

OPEN SPACE & PUBLIC REALM

The street network in the JRTC Station Area is an important element of the open space framework and constitutes most of the public space in the area. Complete Streets principles are applied to the entire street network within the station area and include pedestrian improvements and bicycle amenities that will enhance walkability, improve quality of life, and increase safety for all non-motorized modes. The Complete Streets strategy will optimize connectivity to existing and new open space networks, including clearer connections to the McCoy's Creek revitalization area and Brooklyn Park via the planned Park Street cycle track. The Complete Streets network will integrate key public spaces within LaVilla, such as the planned improvements for Lift Ev'ry Voice and Sing Park, with new open spaces proposed as part of the station area TOD vision.

Beyond the streets, new public spaces, squares, and pocket parks are key strategies for building a new community within the JRTC Station Area. JRTC Plaza is the central feature of the station area. An entertainment and restaurant pavilion activates the space and serves as the threshold between transportation and new development. Station Square is a new park located between Union Station and the proposed FCCR passenger boarding platforms. This formal space celebrates Union Station and offers respite for transit riders, residents, workers, and visitors.

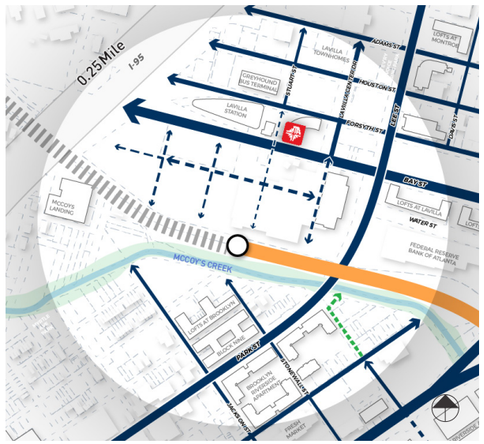


FIGURE 5-4: JRTC STATION CIRCULATION

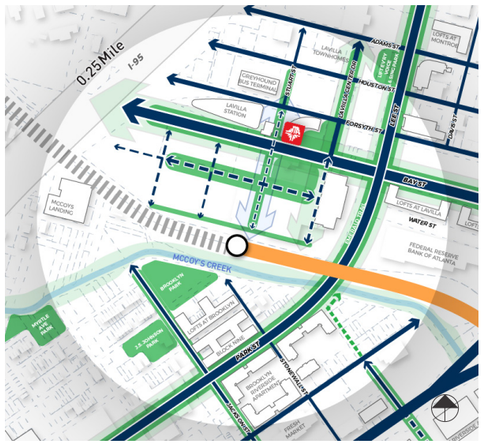


FIGURE 5-5: JRTC STATION OPEN SPACE

LAND USE

The land use framework for the JRTC Station Area provides a mix and intensity of uses that will support the new neighborhood and LaVilla, serve transit riders, and position the station area as a major regional destination. The goal is to create a transit-centric, multi-family neighborhood with active green roofs and terraces that will support ground-floor restaurants and shops along with other critical neighborhood and community services. Land uses are ultimately intended to support a transit-centric living district that is anchored around public spaces and Complete Streets.

Land use strategies for the station area include the creation of a mixed-use center and multi-family residential neighborhood on the Prime Osborn Convention Center site, along with the repositioning of the Union Station as a major regional destination anchor and complement to the JRTC. New primary and secondary mixed-uses are planned for the areas south of Bay Street with key frontages along Stuart Street and the new east-west street aligning with Union Station. The new mixed-use blocks are intended for JTA and other publicly owned parcels of land, as well as surface parking areas and undeveloped office parcels immediately adjacent to the JRTC Station. Additionally, all frontage around the JRTC and the new JRTC Plaza are recommended for active and vibrant retailing and commercial. The proposed plan complements the townhome development along Park Street and Art Gateway immediately outside of the TOD Study area.

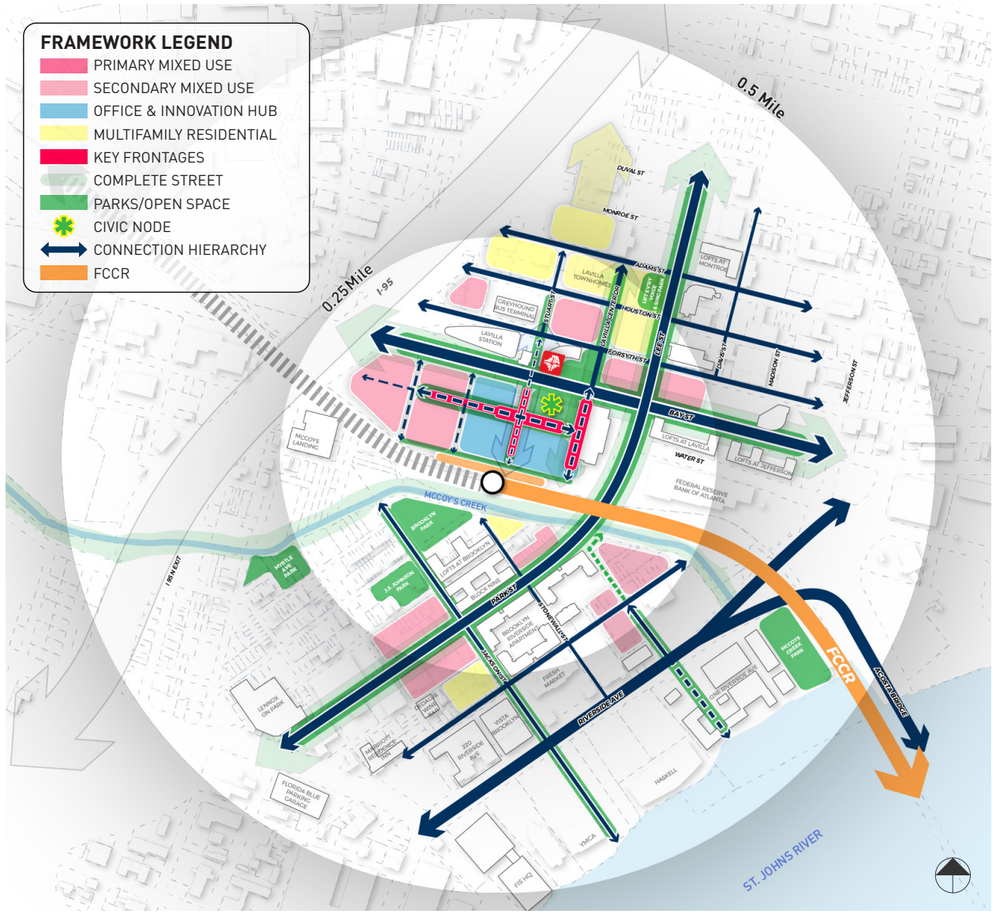


FIGURE 5-6: JRTC STATION LAND USE

TOD FRAMEWORK PRECEDENTS

The images below are examples of projects where TOD design principals relevant to the potential future JRTC FCCR Station Areas were implemented. Among these principles are increased density, integration of different uses, and planning of extensive public realms to allow for pedestrian activity, all in the vicinity of transportation stations. In the case of mixed-use development, commercial activity is typically located on the ground floors, with office and residential on the higher floors. The public realm supports various activity types, creating an overall dynamic urban environment. Figure 5-7 is an example of a mixed-use center with residential, retail and entertainment blocks. Similarly, Figure 5-8 is an example of a mixed-use neighborhood where a continuous commercial ground floor supports pedestrian activity. Figure 5-9 is an example of affordable housing that was developed based on TOD financial models, and Figure 5-10 is an example of how the public realm around the station is used by the surrounding community and not only by transit users.

MIXED-USE OFFICE CAMPUS



Mixed-use Office, Retail and Restaurant Center: Lake Nona (Orlando, FL)



Mixed-use Commercial Pavilion: Legacy West (Dallas, TX)

FIGURE 5-7: JRTC STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE CENTER

MIXED-USE NEIGHBORHOOD



Multifamily Residential Block: Lake Nona (Orlando, FL)



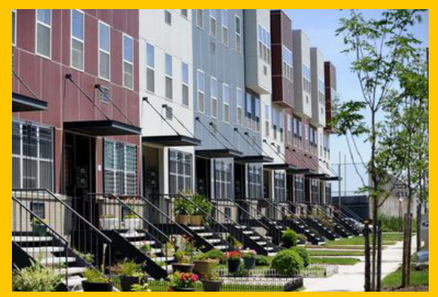
Multifamily Residential Block with Activated Ground Floor:Brighton Boulevard (Denver, CO)

FIGURE 5-8: JRTC STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE NEIGHBORHOOD

AFFORDABLE HOUSING & WORKFORCE TOWNHOMES



Senior Multifamily Building: The Residences at Equality Park (Fort Lauderdale, FL)



Row of Workforce Townhomes: Spring Creek Nehemiah (East New York, NY)

FIGURE 5-9: JRTC STATION AREA FRAMEWORK PRECEDENTS - AFFORDABLE HOUSING & WORKFORCE TOWNHOMES

PUBLIC REALM



Civic Plaza: Denver Union Station (Denver, CO)



Pedestrian Greenway and Linear Park: (El Paso, TX)

FIGURE 5-10: JRTC STATION AREA FRAMEWORK PRECEDENTS - PUBLIC REALM

JRTC STATION AREA VISION



DESIGN STRATEGY

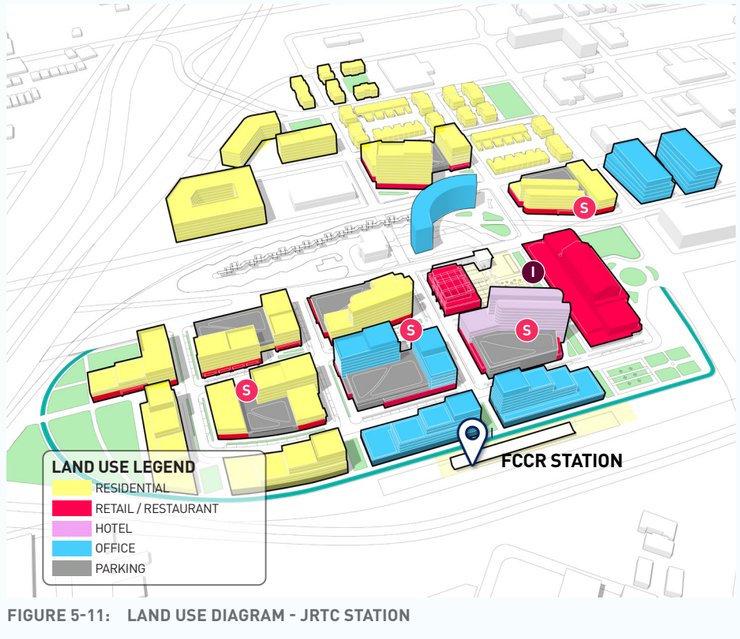


FIGURE 5-11: LAND USE DIAGRAM - JRTC STATION

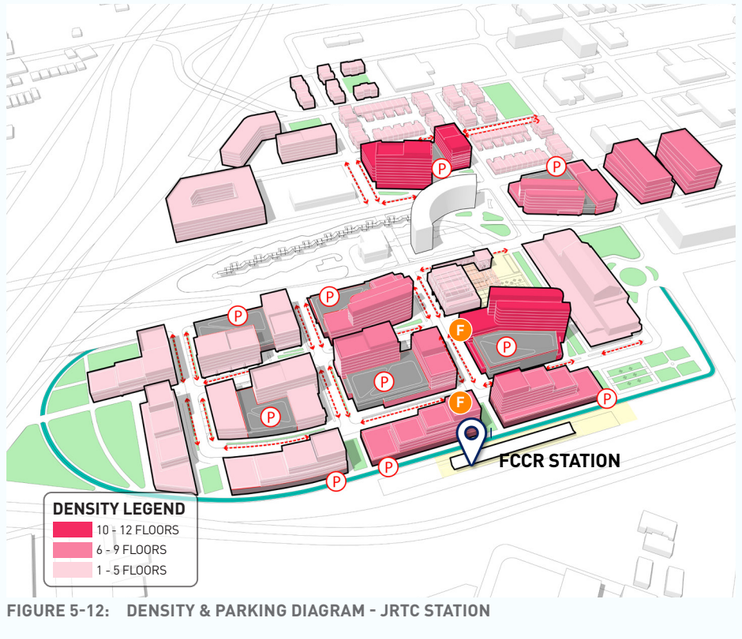


FIGURE 5-12: DENSITY & PARKING DIAGRAM - JRTC STATION

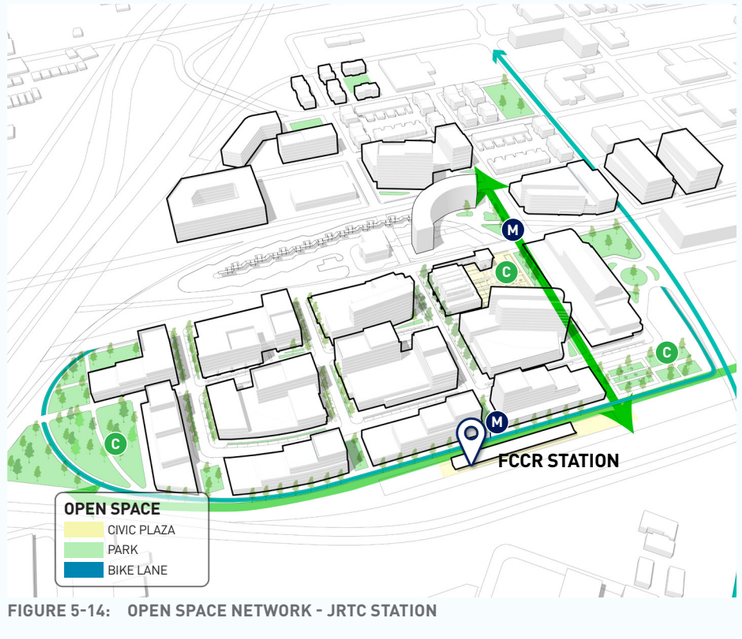


FIGURE 5-14: OPEN SPACE NETWORK - JRTC STATION

	KEY TOD STRATEGIES
MAKE CONNECTION (M)	Encourage safe trips by foot and bicycle between transit, open spaces and the neighborhood with optimized crosswalks, enhanced lighting, a network of bicycle lanes and trails, and robust wayfinding.
CREATE GREAT SPACE (C)	Create a 'Front Yard' for LaVilla that weaves together transportation and the neighborhood.
SPECIFY A MIX OF USES (S)	Create a new neighborhood of Mixed-use Residential development, anchored by a cluster of entertainment, restaurant and retail uses, around the JRTC.
FOCUS DENSITY (F)	Focus moderate to high development densities on the Prime Osborn site. North of JRTC, gracefully transition the use and density of development to the lower-density neighborhood context.
IDENTIFY OPPORTUNITIES (I)	Repurpose the Prime Osborn Convention Center with a new neighborhood of Mixed-use Residential development.

FIGURE 5-13: JRTC TOD DESIGN STRATEGIES



FIGURE 5-15: JRTC CIVIC PLAZA

COMPLETE STREET STRATEGY

The following sections illustrate Complete Streets strategies recommended for the JRTC Station area. Complete Streets is a policy and design approach that promotes an all-inclusive street supporting safe, convenient access and mobility for travelers on all modes of transport. This includes pedestrians and users of vehicles, bicycles, motorists and public transport, of all ages and abilities. Complete Streets are comprised of various design elements by which different travel modes can be safely and efficiently integrated. Each of the sections below highlights different street components compliant with this approach and suited specifically for this station area. Figure 5-16 presents the integration of pedestrian travel routes with public spaces, Figure 5-17 shows road diet for safe sidewalks that are separated from moving vehicle by parking space and multi-use trail dedicated to non-motorized travel mode, and Figure 5-18 presents an example of narrower residential street with shared travel lanes.

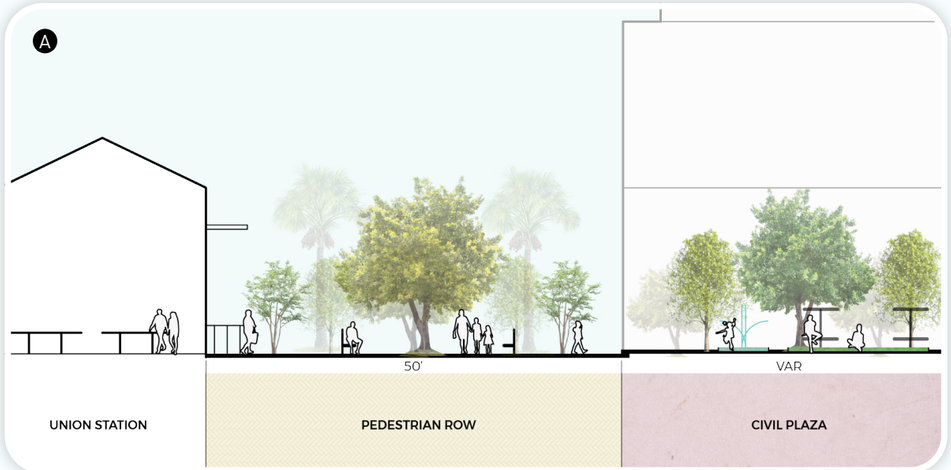


FIGURE 5-16: SECTION A - UNION STATION AND JRTC PLAZA

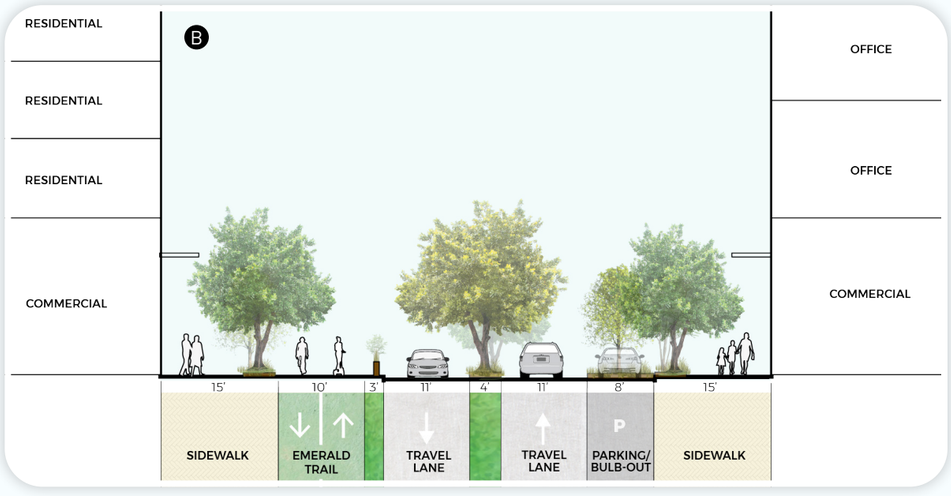


FIGURE 5-17: SECTION B -LEE STREET

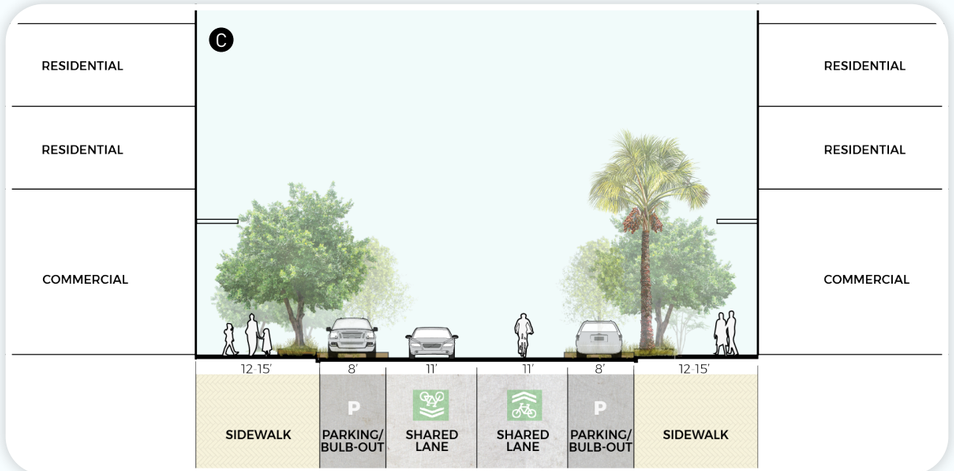


FIGURE 5-18: SECTION C - NEW RESIDENTIAL STREET

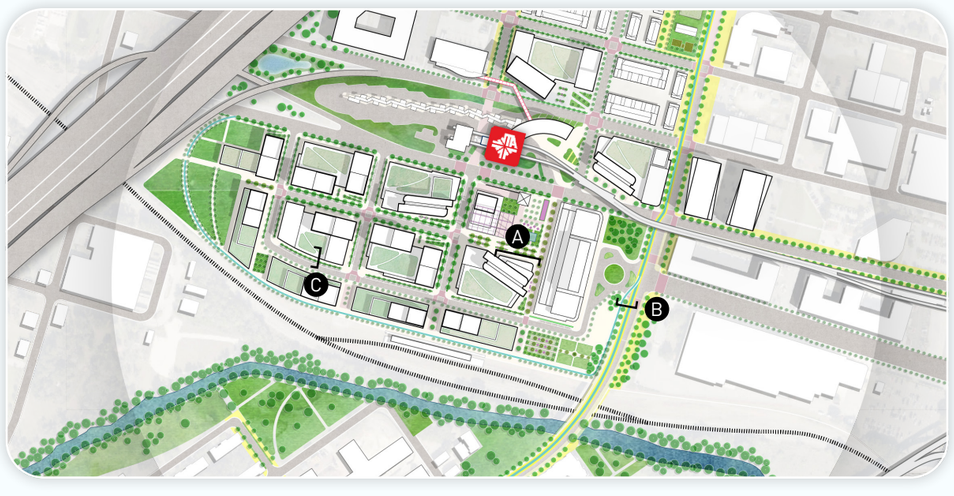
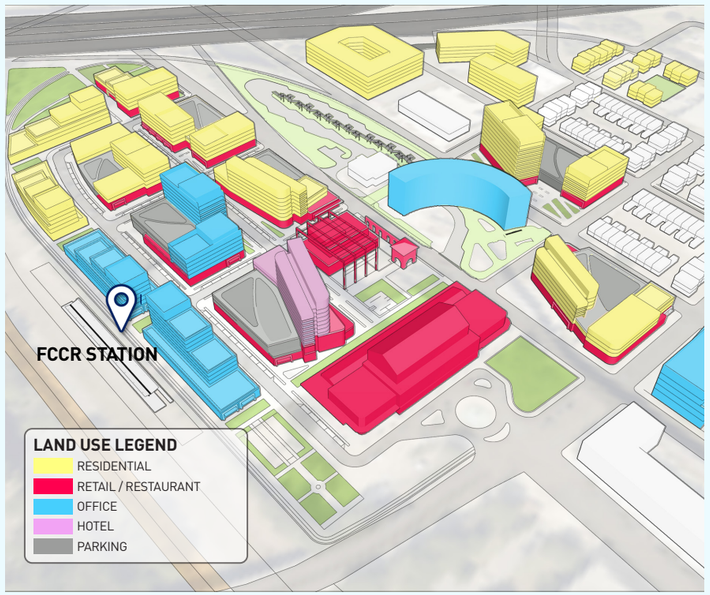


FIGURE 5-19: JRTC TYPICAL SECTION KEY PLAN

JRTC STATION ILLUSTRATIVE DEVELOPMENT VIEW

TOD SCENARIO SUMMARY



JRTC BASELINE SCENARIO

PLAN AREA

640,000 SQ FT PLAN GFA: **1,928,000** SQ FT FAR: **3.0**

BUILT FLOOR AREA

GROSS (SQ FT)

- RESIDENTIAL: **911,000**
- RETAIL: **295,000**
- OFFICE: **414,000**
- HOTEL: **120,000**
- PARKING: **188,000**

NET (SQ FT)

- RESIDENTIAL: **774,000**
- RETAIL: **221,000**
- OFFICE: **310,000**
- HOTEL: **102,000**
- PARKING: **188,000**

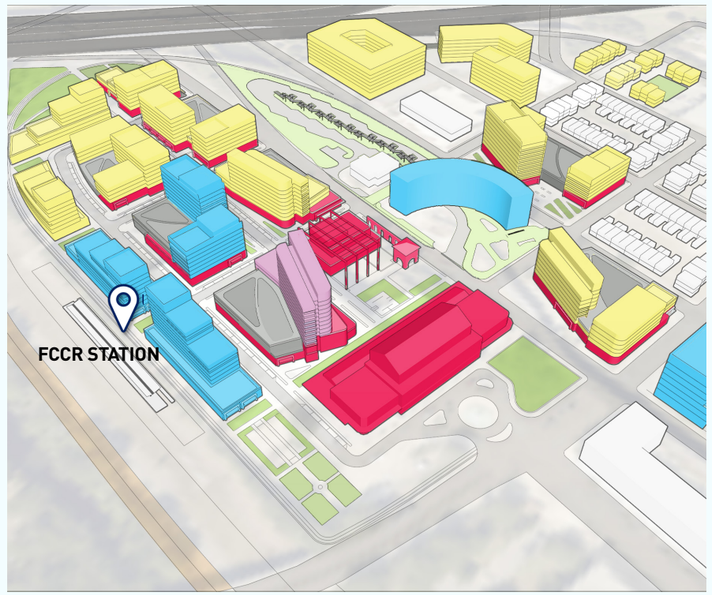
UNITS

RESIDENTIAL
APARTMENT: **705**
TOWNHOME: **27**
HOTEL KEYS: **128**
AVG.EFFICIENCY: **85%**

PARKING
SPOTS: **470**
AVG. SPOTS: **0.64**

BUILDING
MAX. HEIGHTS: **130** FT
BUILDINGS: **21**
LOTS: **16**

TABLE 5-6: JRTC STATION BASELINE SCENARIO



JRTC LOW TOD SCENARIO

PLAN AREA

640,000 SQ FT PLAN GFA: **2,409,000** SQ FT FAR: **3.8**

BUILT FLOOR AREA

GROSS (SQ FT)

- RESIDENTIAL: **1,213,000**
- RETAIL: **295,000**
- OFFICE: **543,000**
- HOTEL: **170,000**
- PARKING: **188,000**

NET (SQ FT)

- RESIDENTIAL: **1,031,000**
- RETAIL: **221,000**
- OFFICE: **407,000**
- HOTEL: **145,000**
- PARKING: **188,000**

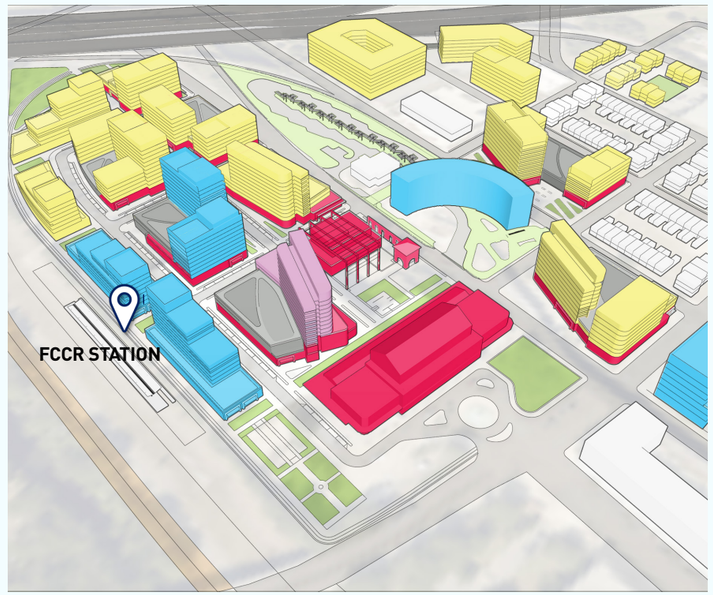
UNITS

RESIDENTIAL
APARTMENT: **962**
TOWNHOME: **27**
HOTEL KEYS: **180**
AVG.EFFICIENCY: **85%**

PARKING
SPOTS: **470**
AVG. SPOTS: **0.48**

BUILDING
MAX. HEIGHTS: **150** FT
BUILDINGS: **21**
LOTS: **16**

TABLE 5-5: JRTC STATION LOW TOD SCENARIO



JRTC HIGH TOD SCENARIO

PLAN AREA

640,000 SQ FT PLAN GFA: **2,615,000** SQ FT FAR: **4.1**

BUILT FLOOR AREA

GROSS (SQ FT)

- RESIDENTIAL: **1,386,000**
- RETAIL: **295,000**
- OFFICE: **576,000**
- HOTEL: **170,000**
- PARKING: **188,000**

NET (SQ FT)

- RESIDENTIAL: **1,178,000**
- RETAIL: **221000**
- OFFICE: **432,000**
- HOTEL: **145,000**
- PARKING: **188,000**

UNITS

RESIDENTIAL
APARTMENT: **1,109**
TOWNHOME: **27**
HOTEL KEYS: **180**
AVG.EFFICIENCY: **85%**

PARKING
SPOTS: **470**
AVG. SPOTS: **0.41**

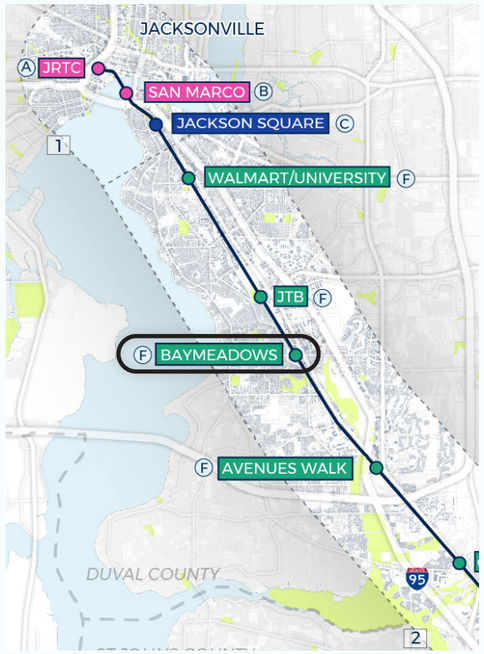
BUILDING
MAX. HEIGHTS: **150** FT
BUILDINGS: **21**
LOTS: **16**

TABLE 5-7: JRTC STATION HIGH TOD SCENARIO

BAYMEADOWS STATION



TOD SUMMARY



DEVELOPMENT STRATEGY

» Create a Mixed-Use Retail & Entertainment Center that provides an open-air shopping and dining experience featuring outdoor gathering places with easy multimodal access to FCCR rail corridor.

KEY TOD STRATEGIES

» **Make Connections:** Introduce an interconnected new street grid optimized for pedestrian safety, to provide convenient access from the surrounding area to the FCCR Station and the proposed retail, and office uses, and to encourage pedestrian movement within the new development.

» **Create Great Spaces:** Create a pedestrian promenade and a landscaped loop road that links the transit plaza and the proposed parks with the surrounding land uses.

» **Specify a Mix of Uses:** Provide a new open-air retail, dining, and entertainment destination, featuring live/work spaces to create a service-focused, mixed-use community.

» **Focus Density:** Position higher-density mixed-use residential development north of the retail core; keep the commercial center moderate-low density to maintain the existing suburban context character.

» **Identify Opportunities:** Leverage the central location of the existing underutilized commercial parcel to increase densities and diversify retail and services.

TOD STATION TYPOLOGY

» MULTI-USE SUBURBAN

» (F) Consolidated Center

» 2 Sub Region: 2

TOD VISIONING

Land uses along Baymeadows Road include a variety of employment opportunities east of Philips Highway and a large concentration of suburban communities west of it. As such, the proposed station at Baymeadows will be serving both origins and destinations; commuters who arrive to work in one of the businesses and residents who work in other locations along the corridor. The development of the Baymeadows Station area is envisioned to address the needs of both the local community and the daily commuters who work nearby.

Through the proposed land uses, building height, and street grid, the plan aspires to create a local retail and entertainment center for the residential community adjacent to it and a mid-day/after-work destination for employees in one of the businesses across Philips Highway. The proposed retail uses in the immediate station area will augment the existing retail east of Philips Highway and by this, reinforce Baymeadows as a community retail destination

TOD FRAMEWORK

OVERVIEW

The plan for the Baymeadows Station area assumes a redevelopment of the existing commercial Brierwood Village Plaza. The plan utilizes the existing large surface parking lot for the construction of new retail and office uses, as well as a densification of the existing retail uses to accommodate mixed-used residential development. The proposed development is nestled between Baymeadows Road, Old Kings Road S., and the FCCR tracks. The southern parcels include 1-3 stories of retail and office uses, and a grocery store served by surface parking. The low-scale retail and office buildings maintain the existing building height and typology of the surrounding environment and the surface parking intends to create quick and convenient access to retail services. The surface parking lots are assumed to comply with sustainable design standards, using permeable pavement, and vegetation, among other strategies. The parcels to the north include mixed-use residential buildings with structured parking garage, ground-floor retail, and 4-5 floors of apartments. Current zoning isn't supportive of the proposed framework. Zoning amendment or rezoning will be required.

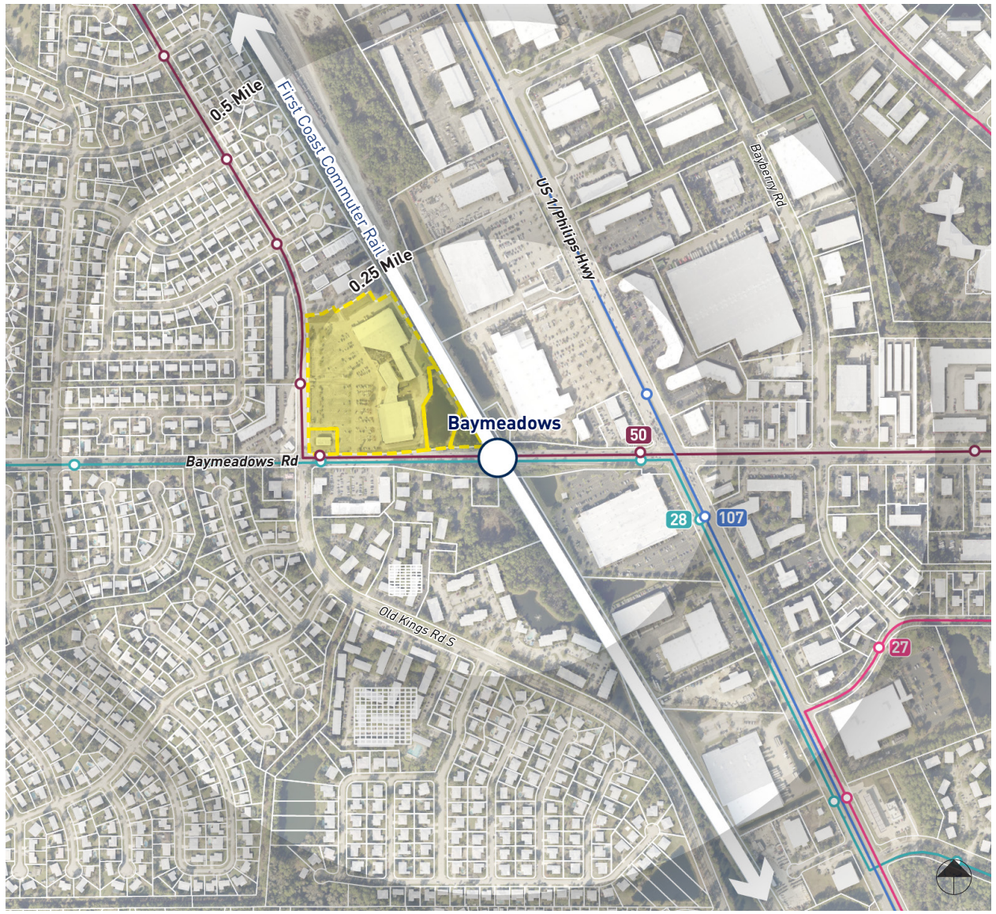


FIGURE 5-20: BAYMEADOWS STATION STUDY AREA AERIAL AND PROPOSED DEVELOPMENT PARCELS

CIRCULATION & CONNECTIVITY

The connectivity framework for Baymeadows Station is centered primarily around vehicles and pedestrians, and accounts for a potential secondary bike connection, utilizing the existing bike lane on Baymeadows Road. All new streets are planned according to Complete Streets standards to accommodate pedestrians, cyclists, and drivers, and provide all the necessary infrastructure to enhance safety and convenience. The main vehicular entrances to the development are from Baymeadows Road and Old Kings Road S. These access points lead to the main circulation path that surrounds the central retail and office and passes through the station's drop off/pick up plaza. The pedestrian circulation follows this path, such that coming from the station, there are two pedestrian pathways on the north and south, leading to each of the development's main entrances/exists. In addition, a pedestrian-only path provides a direct connection to the retail buildings at the intersection of Baymeadows Road and Old Kings Road S, as it passes through the 2-story retail/office buildings in the center of the development. Bike access is assumed at the entrance from Baymeadows Road connecting the existing bike lane directly to the station area.

OPEN SPACE & PUBLIC REALM

Open spaces in the Baymeadows Station area are comprised primarily of small-scale parks and widened sidewalks along the main circulation paths. The open space strategies are intended to reinforce walkability within the station area and provide short-term gathering spaces for visitors and residents. The widened sidewalk includes large trees and tree beds to increase shade coverage and connect to both entrances on Baymeadows Road and Old Kings Road S.

The small triangular park along the road that connects both entrances forms an internal pedestrian and cyclist loop and defines the development's low-scale commercial core. This park is connected by a pedestrian-only pathway (or promenade) connection to the park at the entrance/exit from the FCCR station, and together they create the public realm spine of the development. The pedestrian-only street, as well as the widened streets in the development, are envisioned to host an array of activities, such as outdoor dining, outdoor retail, food trucks, and more.

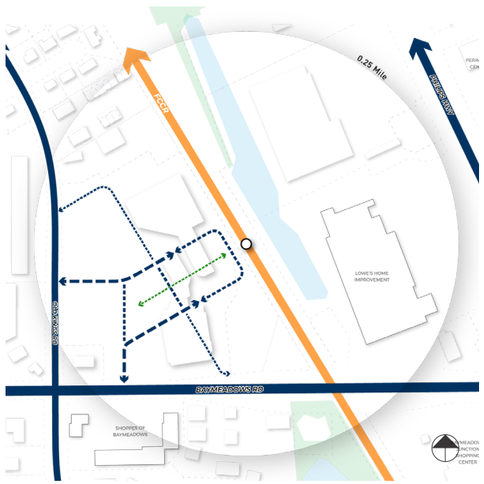


FIGURE 5-21: BAYMEADOWS STATION CIRCULATION

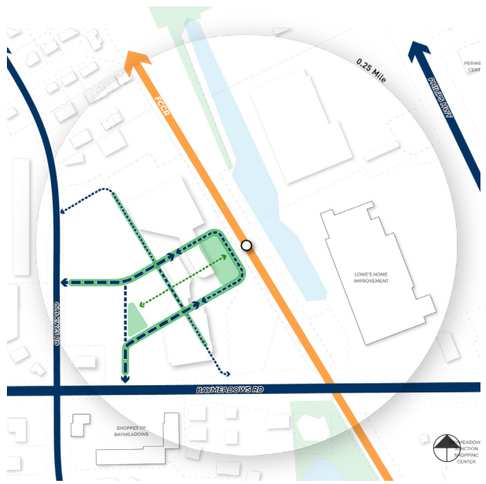


FIGURE 5-22: BAYMEADOWS STATION OPEN SPACE

LAND USE

The proposed land uses for Baymeadows Station emphasize the importance of the existing commercial center as a local destination and expand on it. As such, commercial uses are along all new streets in the development core and along Baymeadows Road, and a new grocery store is envisioned at the entrance from Baymeadows Road. Limited office uses are placed on top of the retail uses at the core of the development and on the building to the southeast of it. These uses complement the type of services available within the station area for riders and residents and further activate the station's public realm. The two mixed-use residential buildings on the northern edge of the development frame the core and add the required density to create a vibrant destination during all times of the day. These buildings include structured parking which can supplement further parking needs of FCCR customers in addition to the shared surface parking east of the grocery store

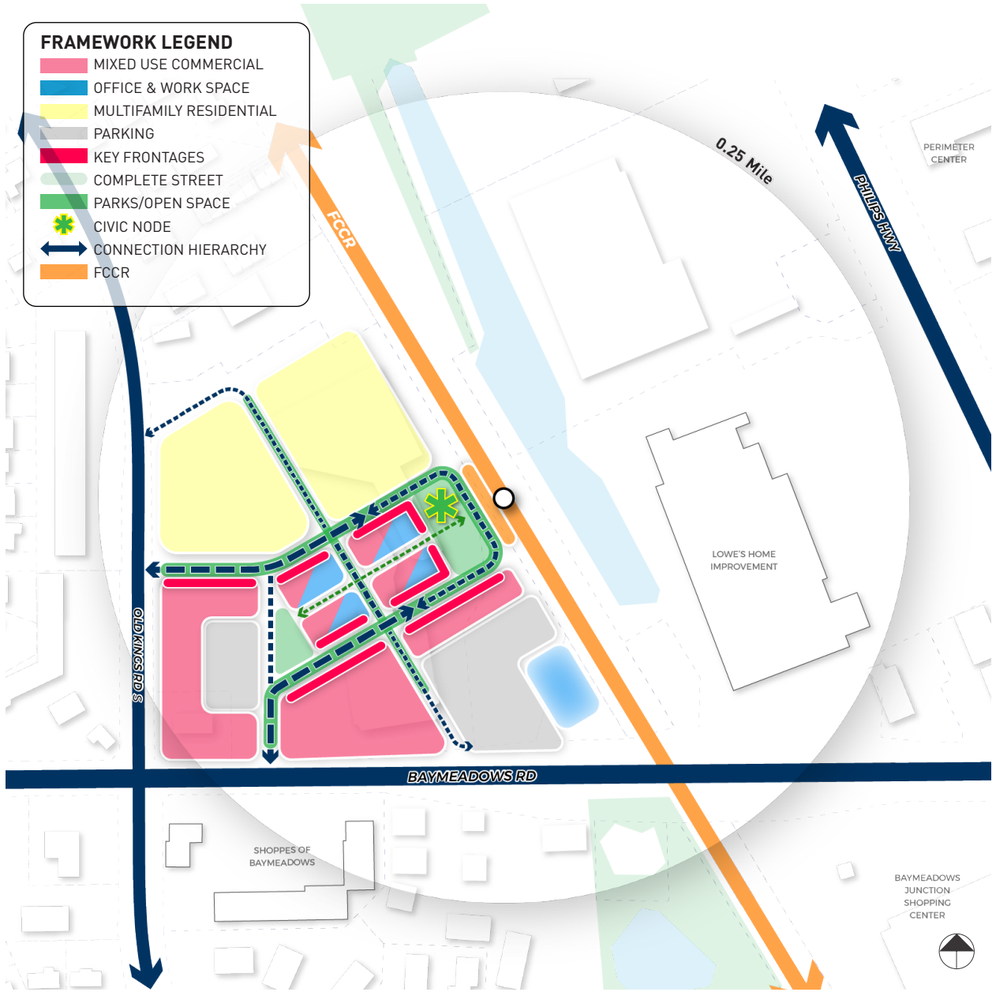


FIGURE 5-23: BAYMEADOWS STATION LAND USE

TOD FRAMEWORK PRECEDENTS

The images in Figure 5-24 through Figure 5-27 depict examples of projects where TOD design principles relevant to the Baymeadows Station were implemented. Among these principles are increased density, integration of different uses, and planning of extensive public realms to allow for pedestrian activity, all in the vicinity of transportation stations. In the case of mixed-use development, commercial activity is typically located on the ground floors, with office and residential on the higher floors. The public realm supports various activity types, creating an overall dynamic urban environment. The Baymeadows Station reflects TOD principles suitable for the Multi-use Suburban, Consolidated Center typologies. Figure 5-24 is an example of a mixed-use commercial center highlighting a commercial pavilion with retail and entertainment. Figure 5-25 is an example of a mixed-use commercial center with an activated ground floor and surface parking. Figure 5-26 illustrates an example of affordable housing and workforce residential uses with ground-floor retail, while Figure 5-27 shows how the public realm around the station also incorporates civic gathering places and pedestrian-focused amenities.

COMMERCIAL PAVILIONS



Mixed-use Commercial Center: Mellody Farm (Vernon Hills, IL)



Mixed-use Commercial Center: Verrado Marketplace (Buckeye, AZ)

FIGURE 5-24: BAYMEADOWS STATION AREA FRAMEWORK PRECEDENTS - COMMERCIAL PAVILIONS

MIXED-USE COMMERCIAL CENTER



Mixed-use Commercial Center: Mellody Farm (Vernon Hills, IL)



Mixed-use Commercial Center: Mellody Farm (Vernon Hills, IL)

FIGURE 5-25: BAYMEADOWS STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE CENTER

MIXED-USE RESIDENTIAL



Multifamily Residential Block with Activated Ground Floor: Novel Midtown Tampa (Tampa, FL)



Multifamily Residential Block: Novel Riverwalk (Tampa, FL)

FIGURE 5-26: BAYMEADOWS STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE RESIDENTIAL

PUBLIC REALM



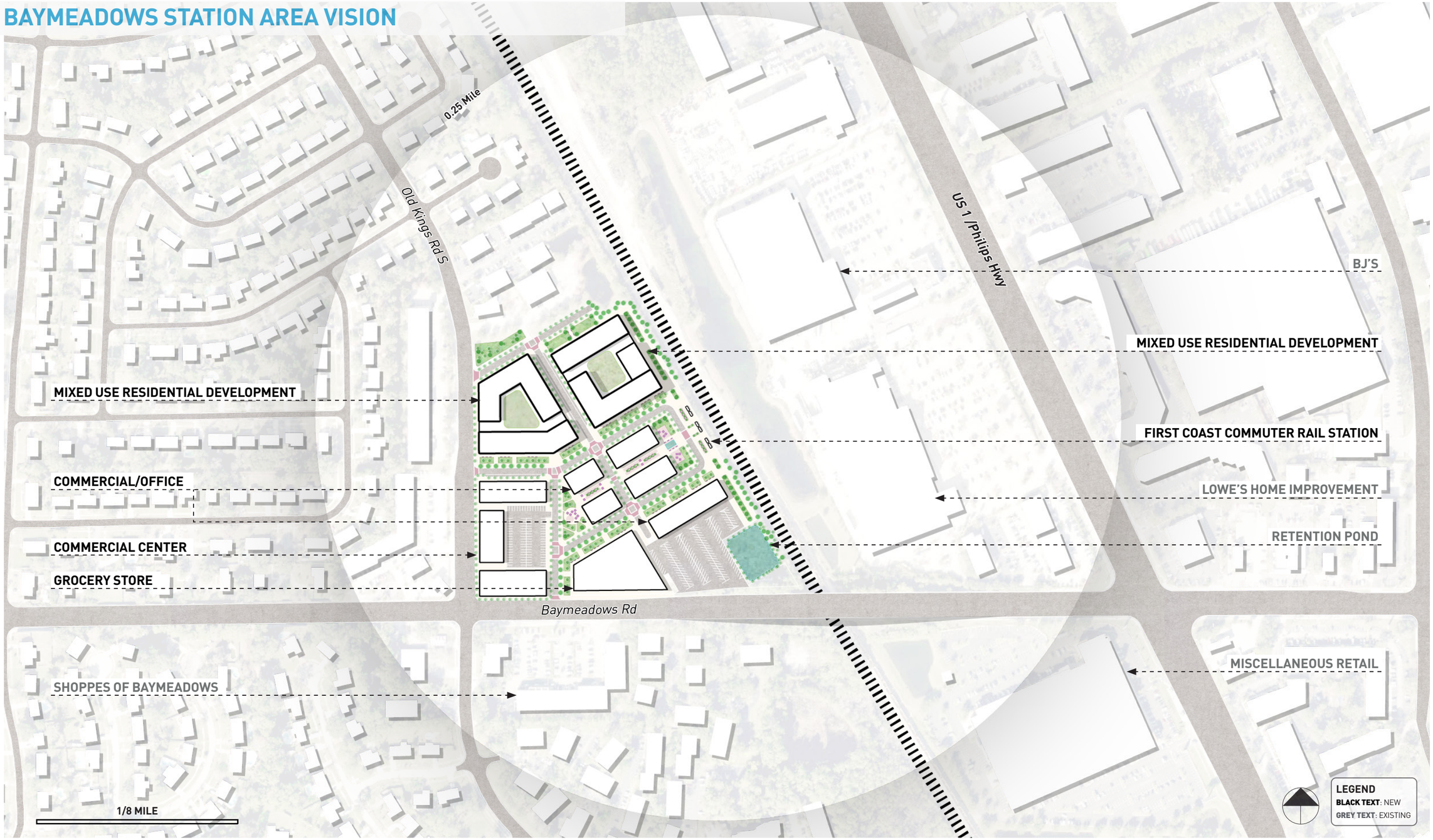
Commercial Promenade: CF Shops at Don Mills (Toronto, Canada)



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

FIGURE 5-27: BAYMEADOWS STATION AREA FRAMEWORK PRECEDENTS - PUBLIC REALM

BAYMEADOWS STATION AREA VISION



BAYMEADOWS STATION AREA VISION (ENLARGED)

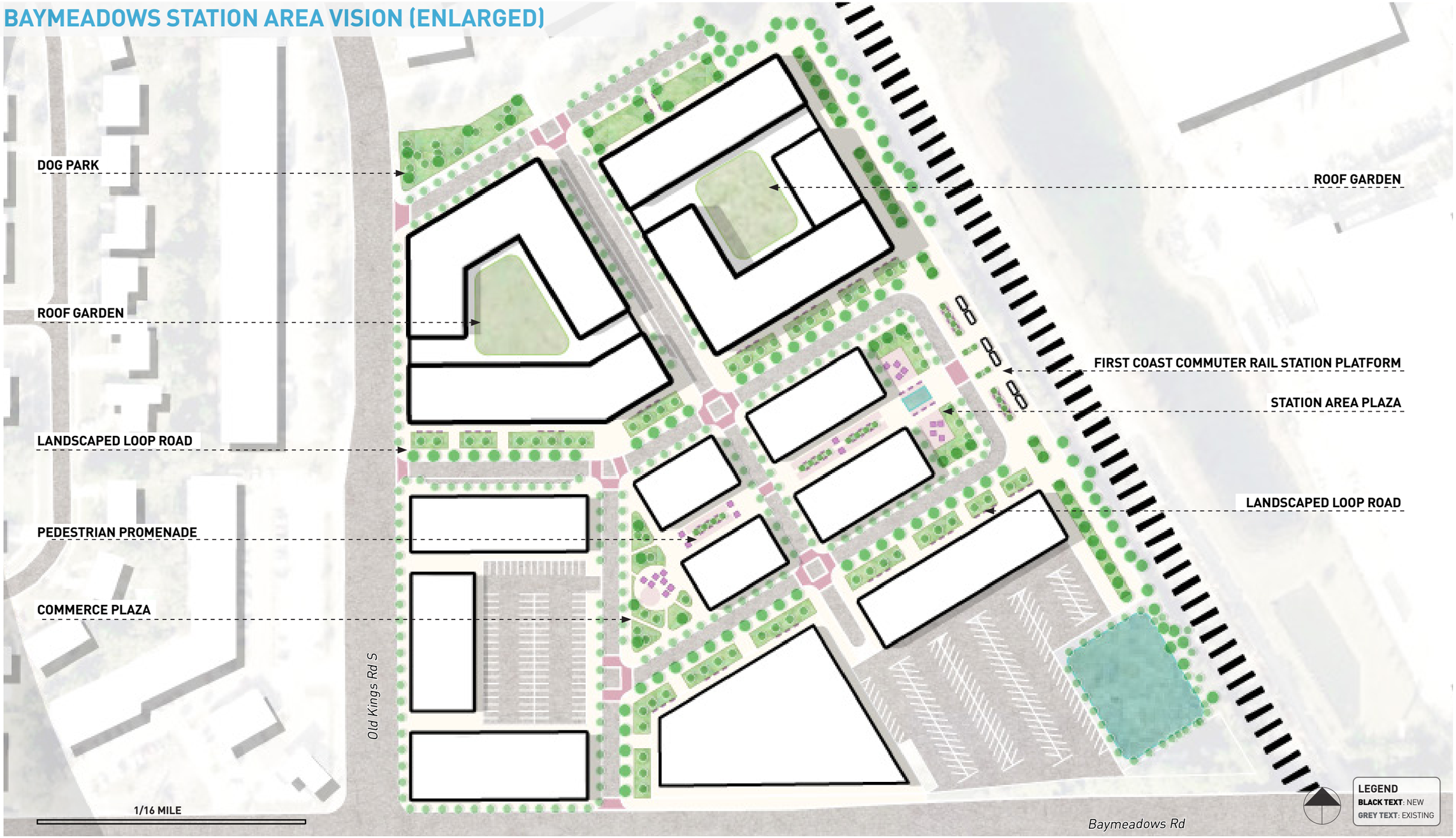


FIGURE 5-28: BAYMEADOWS STATION ILLUSTRATIVE PLAN - ZOOM IN

DESIGN STRATEGY

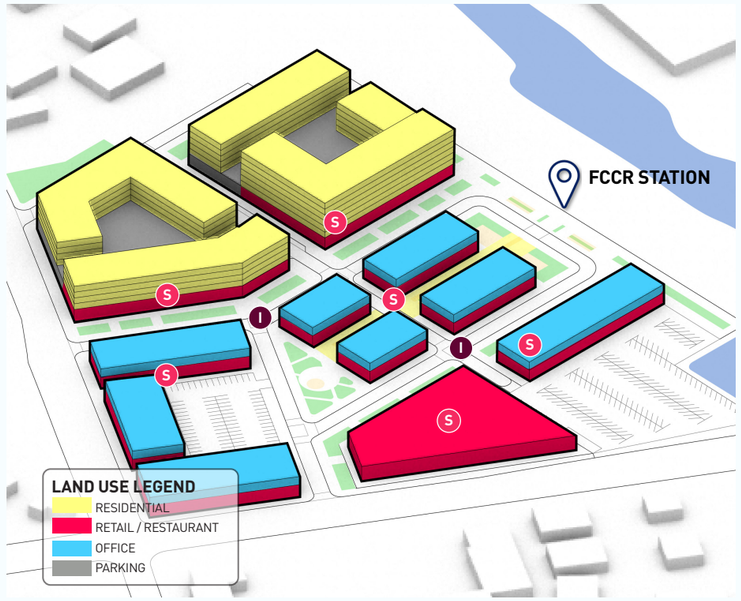


FIGURE 5-29: LAND USE & PARKING DIAGRAM - BAYMEADOWS STATION

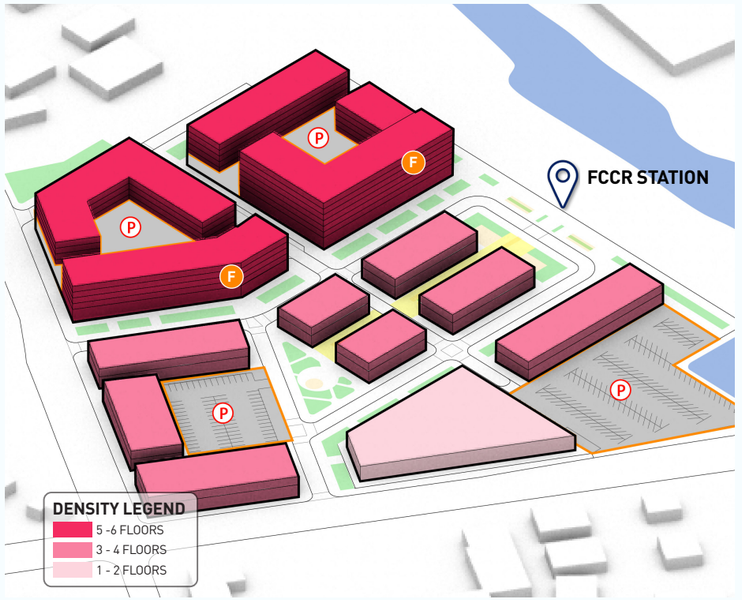


FIGURE 5-30: DENSITY DIAGRAM - BAYMEADOWS STATION

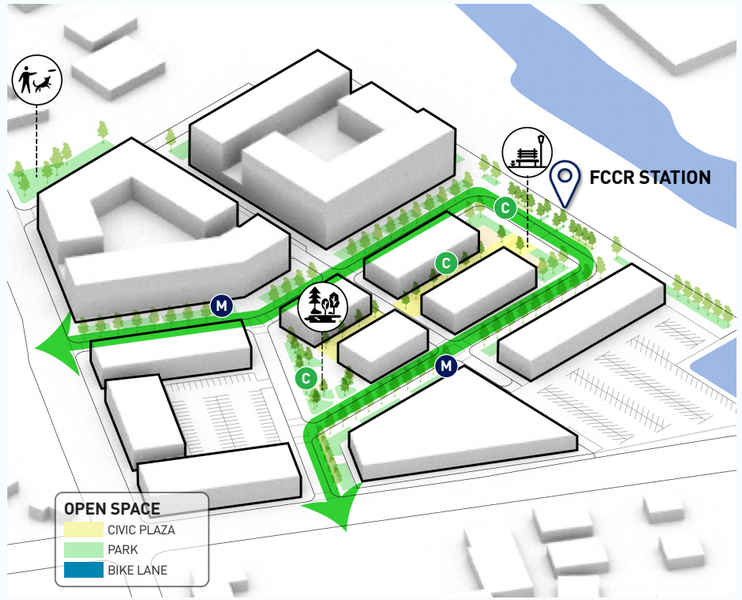


FIGURE 5-32: OPEN SPACE NETWORK - BAYMEADOWS STATION

	KEY TOD STRATEGIES
MAKE CONNECTION (M)	Introduce an interconnected new street grid optimized for pedestrian safety, to provide convenient access from the surrounding area to the FCCR Station and the proposed retail, and office uses, and to encourage pedestrian movement within the new development.
CREATE GREAT SPACE (C)	Create a pedestrian-only street and a landscaped loop road that links the transit plaza and the proposed parks with the surrounding land uses.
SPECIFY A MIX OF USES (S)	Provide a new open-air retail, dining, and entertainment destination, featuring live/work spaces to create a service-focused, mixed-use community.
FOCUS DENSITY (F)	Position higher-density mixed-use residential development north of the retail core; Keep the commercial center moderate-low density to maintain the existing suburban context character.
IDENTIFY OPPORTUNITIES (I)	Leverage the central location of the existing underutilized commercial parcel to increase densities and diversify retail and services.

FIGURE 5-31: BAYMEADOWS STATION TOD DESIGN STRATEGIES



FIGURE 5-33: VIEW FROM BAYMEADOWS STATION

COMPLETE STREET STRATEGY

The following images illustrate Complete Streets strategies recommended for this area. Complete Streets is a policy and design approach that promotes an all-inclusive street supporting safe, convenient access ad mobility for all travelers for all modes of transportation. This includes pedestrians, cyclists, and users of vehicles and public transportation, of all ages and abilities. Complete Streets are comprised of various design elements by which different travel modes can be safely and efficiently integrated. Each of the sections illustrated in the following figures highlights different street components compliant with this approach and suited specifically for this station area. Figure 5-34 presents a Main Street design concept featuring

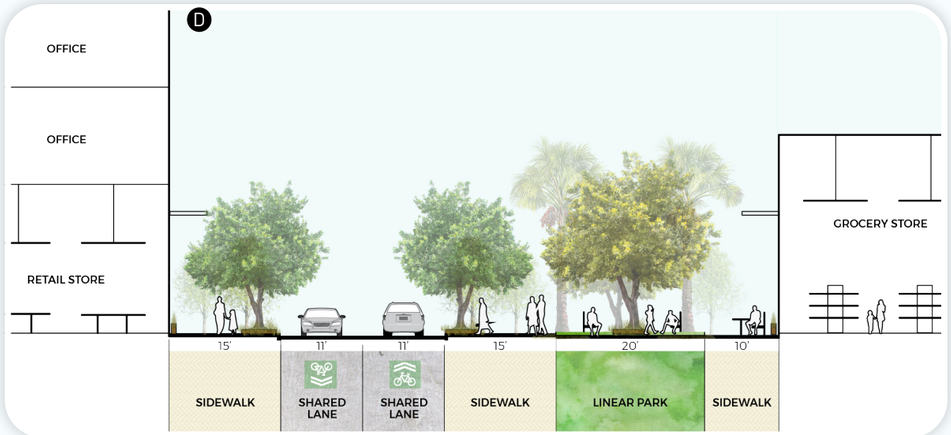


FIGURE 5-34: SECTION D -MAIN STREET

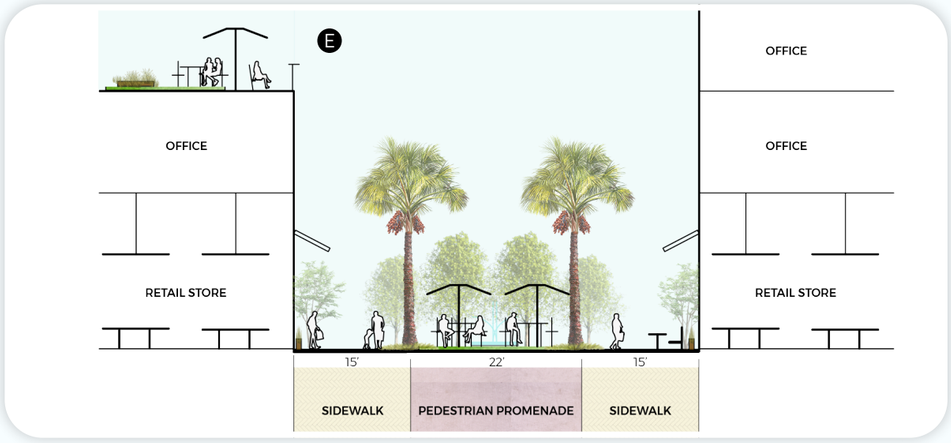


FIGURE 5-35: SECTION E -PEDESTRIAN PROMENADE

two shared-use lanes with sidewalks on both sides, separated by a linear park and additional sidewalk abutting buildings designed for first floor commercial and residential on the upper floors. The section in Figure 5-35 illustrates a pedestrian promenade with adjacent sidewalks as envisioned between 2-3 story office and retail buildings. Figure 5-36 shows a typical section of a new residential street with shared-use lanes in the center and adjacent parking and sidewalks. Figure 5-37 contains a key plan view of the station area, highlighting the locations of each section.

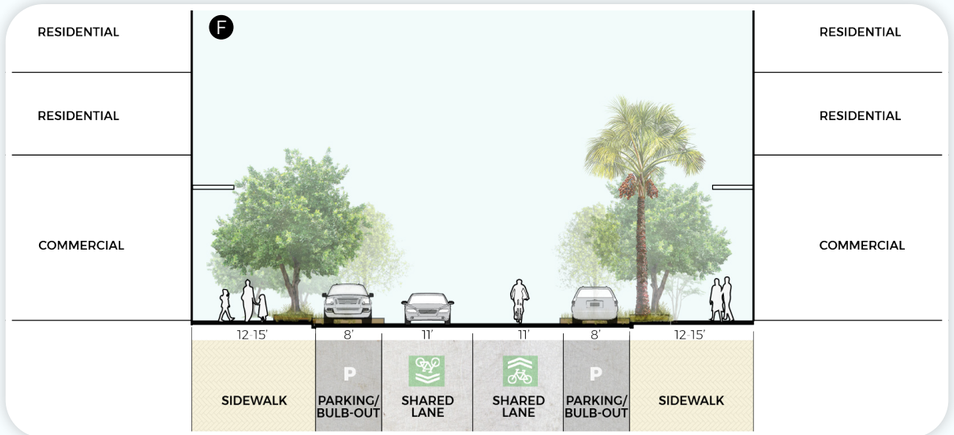


FIGURE 5-36: SECTION F -NEW RESIDENTIAL STREET

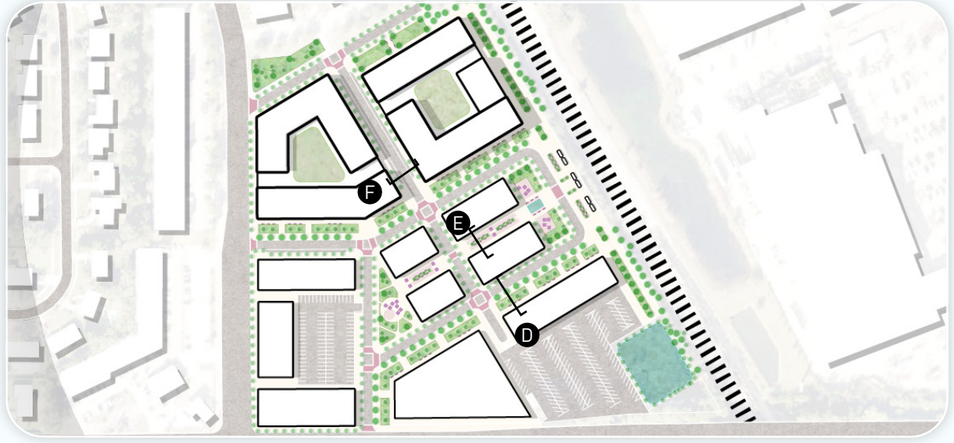
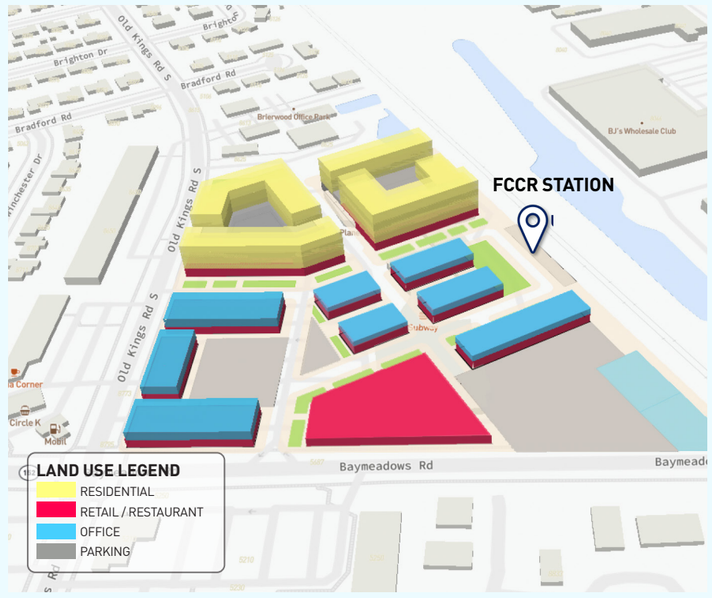


FIGURE 5-37: BAYMEADOWS STATION TYPICAL SECTION KEY PLAN

BAYMEADOWS STATION ILLUSTRATIVE DEVELOPMENT VIEW

TOD SCENARIO SUMMARY



BAYMEADOWS BASELINE SCENARIO			
PLAN AREA	**580,000** SQ FT	PLAN GFA: **846,000** SQ FT	FAR: **1.5**
BUILT FLOOR AREA	GROSS (SQ FT) RESIDENTIAL: **397,000** RETAIL: **176,000** OFFICE: **95,000** PARKING: **178,000**	NET (SQ FT) RESIDENTIAL: **338,000** RETAIL: **132,000** OFFICE: **72,000** PARKING: **178,000**	
UNITS	RESIDENTIAL APARTMENT: **338** TOWNHOME: **-** AVG.EFFICIENCY: **85%**	PARKING SPOTS: **445** AVG. SPOTS: **1.32**	BUILDING MAX. HEIGHTS: **65** FT BUILDINGS: **11** LOTS: **6**

TABLE 5-8: BAYMEADOWS STATION BASELINE SCENARIO



BAYMEADOWS LOW TOD SCENARIO			
PLAN AREA	**580,000** SQ FT	PLAN GFA: **969,000** SQ FT	FAR: **1.7**
BUILT FLOOR AREA	GROSS (SQ FT) RESIDENTIAL: **472,000** RETAIL: **180,000** OFFICE: **108,000** PARKING: **209,000**	NET (SQ FT) RESIDENTIAL: **401,000** RETAIL: **135,000** OFFICE: **81,000** PARKING: **209,000**	
UNITS	RESIDENTIAL APARTMENT: **401** TOWNHOME: **-** AVG.EFFICIENCY: **85%**	PARKING SPOTS: **522** AVG. SPOTS: **1.30**	BUILDING MAX. HEIGHTS: **65** FT BUILDINGS: **11** LOTS: **6**

TABLE 5-9: BAYMEADOWS STATION LOW TOD SCENARIO

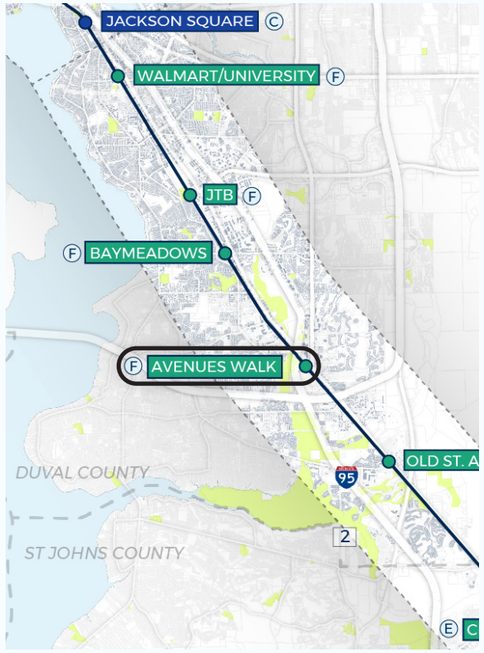


BAYMEADOWS HIGH TOD SCENARIO			
PLAN AREA	**580,000** SQ FT	PLAN GFA: **1,050,000** SQ FT	FAR: **1.8**
BUILT FLOOR AREA	GROSS (SQ FT) RESIDENTIAL: **546,000** RETAIL: **195,000** OFFICE: **69,000** PARKING: **240,000**	NET (SQ FT) RESIDENTIAL: **464,000** RETAIL: **146,000** OFFICE: **51,000** PARKING: **240,000**	
UNITS	RESIDENTIAL APARTMENT: **464** TOWNHOME: **-** AVG.EFFICIENCY: **85%**	PARKING SPOTS: **632** AVG. SPOTS: **1.36**	BUILDING MAX. HEIGHTS: **65** FT BUILDINGS: **11** LOTS: **6**

TABLE 5-10: BAYMEADOWS STATION HIGH TOD SCENARIO


AVENUES WALK STATION
THE AVENUES MALL
US 1 / Philips Hwy
WALMART
Avenues Walk Blvd
Shops Ln
FIRST COAST COMMUTER RAIL
AVENUES WALK STATION
DEVELOPMENT AREA
JTA PARK-N-RIDE
BAINBRIDGE AT AVENUES WALK

TOD SUMMARY



DEVELOPMENT STRATEGY

» Introduce a complete transit-centric community with a medium-high density development of employment, retail and multifamily homes that leverages JTA's existing Park-n-Ride facility.

KEY TOD STRATEGIES

» **Make Connections:** Extend Shops Lane and create a multi-use road to optimize pedestrian and bicycle connectivity between the new development and the station; Establish a new grid of complete streets and optimize blocks for TOD.

» **Create Great Spaces:** Anchor development with a central square; Line pedestrian-only streets and plazas with retail to create an active public realm.

» **Specify a Mix of Uses:** Establish a cluster of mixed-use residential buildings with structured parking around a concentration of retail and dining uses, and a central public space; Integrate office space and introduce a hotel with residential uses and public spaces, to create a business-oriented, mixed-use center.

» **Focus Density:** Focus medium to high-density development around the central plaza and the hotel site; Gradually transition to moderate density office campus in the northwest.

» **Identify Opportunities:** Capitalize on the central location of commercial parcels and the existing Avenues Walk Park-n-Ride facility to increase densities and create a multi-modal transit-centric development.

TOD STATION TYPOLOGY

» MULTI-USE SUBURBAN
» (F) Consolidated Center
» 2 Sub Region: 2

TOD VISIONING

The vision for the Avenues Walk Station expands on the recently completed residential development adjacent to the JTA's park-n-ride and introduces a complete community of medium-high density with employment, hospitality, retail, and residential uses. The Avenues Walk Park-n-Ride facility became operational in 2018 and is a key regional amenity, providing multimodal connections for local buses and First Coast Flyer bus rapid transit. It is situated adjacent to the FEC rail corridor and at the junction of two major north-south roadways, US 1 (Philips Highway) and SR 115 (Southside Boulevard) with convenient access to existing retail, restaurants, and office parks. The location of the proposed Avenues Walk Station provides a unique opportunity to leverage the existing JTA infrastructure, build upon regional commercial centers, and create a regional destination utilizing its existing comprehensive multi-modal transit services. Considering this, the proposed framework envisions a variety of employment uses, including offices, retail, and hotel, alongside the residential uses, aiming to attract new industries and businesses to the area, to support regional economic development, and to address existing growth needs.

TOD FRAMEWORK

OVERVIEW

The framework for the Avenues Walk Station builds upon this centralized regional commerce location and supports the existing transportation infrastructure with complementing land uses. Given the existing retail uses, and specifically Walmart, the framework increases the density with transit-centric multi-family residential and office development in a two-phased approach. The phased approach allows the existing retail in operation during construction and to reevaluate market demand once the first phase is completed. In phase one the Avenues Walk Shopping Mall is envisioned to be redeveloped and a pedestrian-oriented connection between the station area / Park-n-Ride and the new community is established along Avenues Walk Boulevard. This includes amenities and uses along Avenues Walk Boulevard to activate the connection between the station and the new development area. The Walmart property and the parcel immediately to the north will remain operational during phase one and will the redeveloped in phase two with denser mixed-use residential, and retail buildings. A change in zoning will be required for the implementation of this framework.

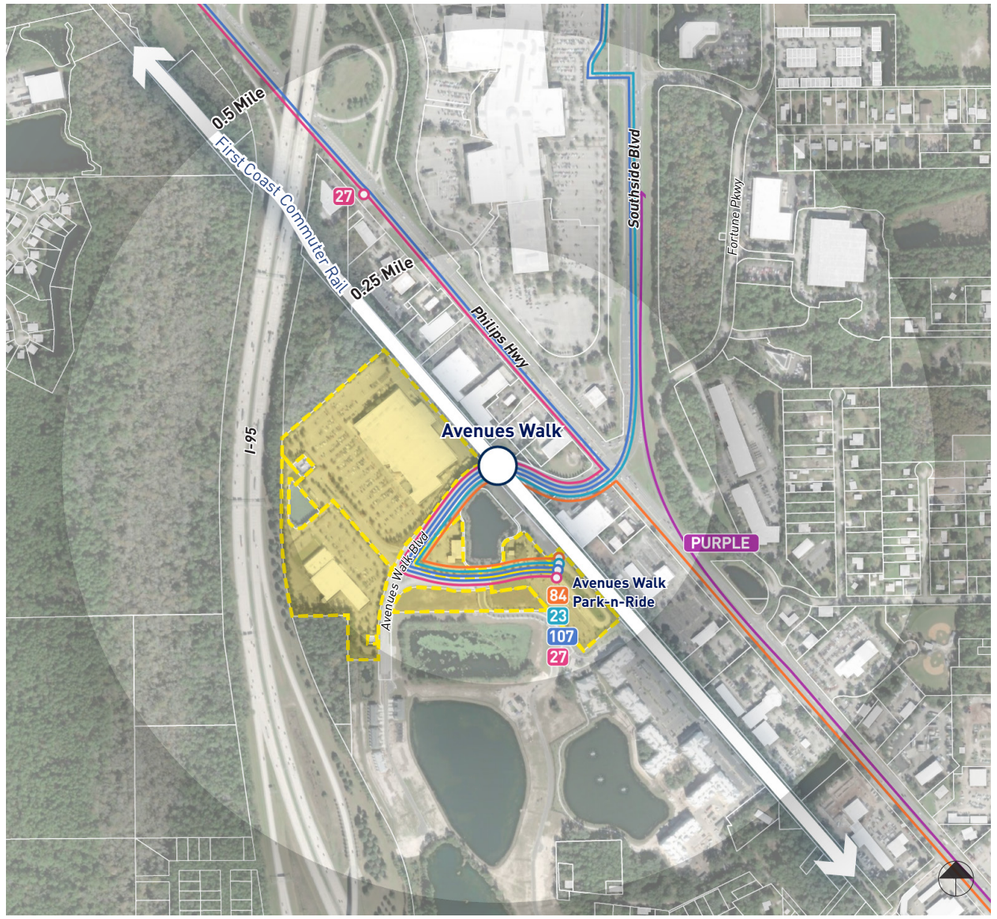


FIGURE 5-38: AVENUES WALK STATION STUDY AREA AERIAL AND PROPOSED DEVELOPMENT PARCELS

CIRCULATION & CONNECTIVITY

The connectivity framework vision is centered around a new street grid that optimizes blocks for development and provides access from the FCCR Avenues Walk Station area / Park-n-Ride facility to the proposed development area. Avenues Walk Boulevard and Shops Lane form the central street of the development, and the intersection of both streets marks its entrance gate. In phase one, a connection between the Avenues Walk Station area / Park-n-Ride facility will be established by the enhancement of Avenue Boulevard with pedestrian and micro-mobility amenities, as well as traffic calming elements, to provide inviting and safe access to commuter rail and Park-n-Ride users. In phase two, Shops Lane will be extended to Mussels Acre Road and an additional perpendicular street will provide access to the new mixed-used residential buildings. Beginning in phase one, and completed in phase two, a multi-use trail along Shops Lane will be created to optimize pedestrian and bicycle connectivity between Avenues Walk Station and the new development.

OPEN SPACE & PUBLIC REALM

The open spaces in Avenues Walk provide the community with various types of spaces to address the needs of all future users. Many of the open spaces overlap with the connectivity framework as a result of the proposed Complete Streets design vision to create streets where people would enjoy lingering. The multi-use trail, for example, doubles as a connection and a recreation amenity. Additional types of open spaces are medium scale parks which utilize the exiting retention ponds to create open spaces and recreation amenities to be used by residents. Smaller scale open spaces, such as the plaza, and pedestrian-only street proposed in phase two, are intendant to function as active civic spaces, with dining, shopping, and spaces for temporary events. These spaces will benefit from the increased density introduced in phase two, and anchor the development as a whole, by not only providing necessary services, but also spaces for social interaction.

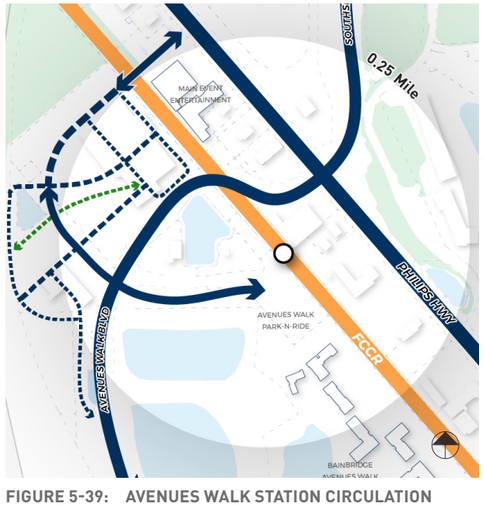


FIGURE 5-39: AVENUES WALK STATION CIRCULATION

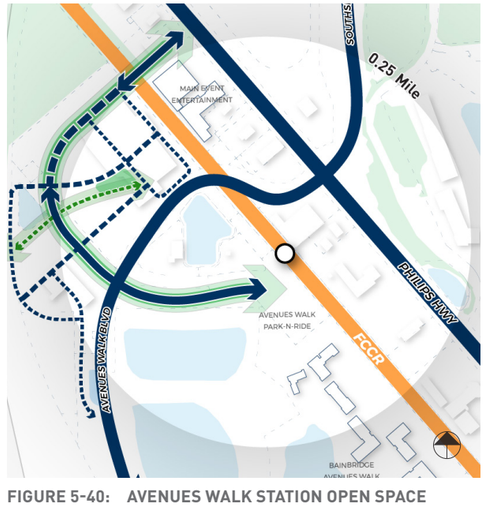


FIGURE 5-40: AVENUES WALK STATION OPEN SPACE

LAND USE

The existing land uses within a half-mile radius of the proposed station area highlight the Avenues Walk Station's potential to become a regional employment center. As such, the land use framework introduces building typologies that support various types of employment programs alongside an increased residential density. The framework introduces retail along the connection between the FCCR Station / Park-n-Ride facility and the development core to create active streets not only through their design but also through land uses that catalyze foot traffic. The multi-phased development plan includes approximately 250,000 square feet of Class A Office space within two 4-5 story buildings, 150-300 rooms hotel with a 40,000 square feet conference center, and structured parking in Phase 1. This phase also includes a Mixed-use Multifamily Residential building with structured parking shared with office use. Phase 2 is envisioned to include 40,000 square feet of flex office space within a 2-3 story building, restaurants, expanded retail, and a Mixed-use Multifamily Residential building with a shared parking structure (Phase 2a). In this phase (Phase 2b) the development will also add approximately 300,000 square feet of Class A Office space within two, 3-7 story buildings as well as a 500-space parking structure.

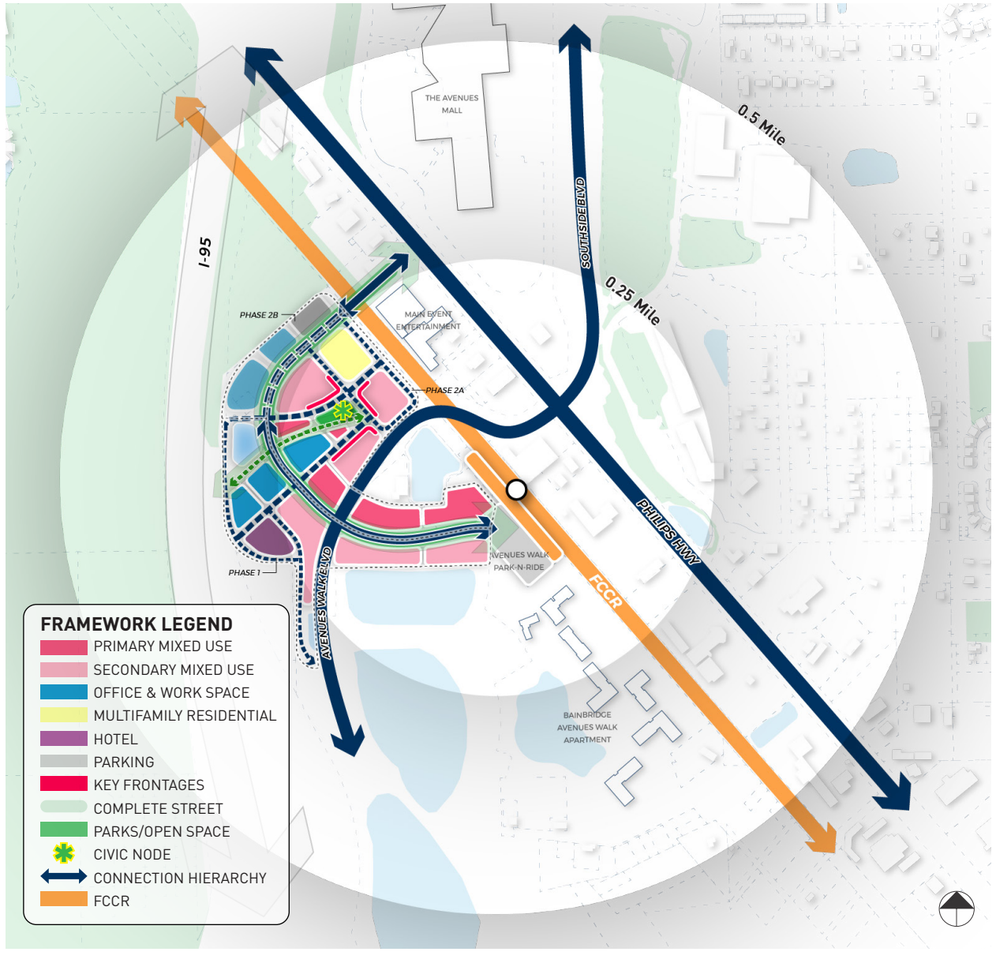


FIGURE 5-41: AVENUES WALK STATION LAND USE

TOD FRAMEWORK PRECEDENTS

The following images depict examples of projects where TOD design principles relevant to the Avenues Walk Station were implemented. Among these principles are increased density, integration of different uses, and planning of extensive public realms to allow for pedestrian activity, all in the vicinity of transportation stations. In the case of mixed-use development, commercial activity is typically located on the ground floors, with office and residential uses on the higher floors. The public realm supports various activity types, creating an overall dynamic urban environment. The Avenues Walk Station reflects TOD principles suitable for the Multi-use Suburban, Consolidated Center typologies. Figure 5-42 is an example of mixed-use development integrating residential, retail, and entertainment uses. Figure 5-43 is an example of a mixed-use neighborhood with multifamily residential blocks and ground floor retail. Figure 5-44 is an example of an office campus and hotel as a priority land uses. Figure 5-45 demonstrates how the public realm is enhanced around the station with a focus on civic plazas.

MIXED-USE DEVELOPMENT



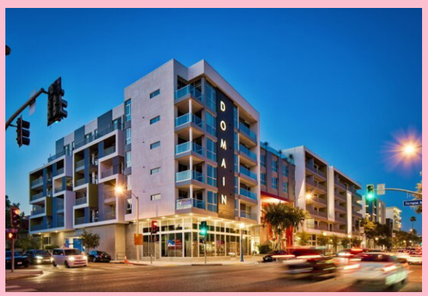
Mixed-use Residential, Retail and Restaurant Center: Legacy West



Mixed-use Residential, Retail and Restaurant Center: Legacy West

FIGURE 5-42: AVENUES WALK STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE CENTER

MIXED-USE NEIGHBORHOOD



Multifamily Residential Block with Activated Ground Floor: Domain (West Hollywood, CA)



Multifamily Residential Block: Berkshire Terminus (Atlanta, GA)

FIGURE 5-43: AVENUES WALK STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE NEIGHBORHOOD

OFFICE CAMPUS & HOTEL



Office Block: Legacy West



Mixed-use Residential Block: Lake Nona (Orlando, FL)

FIGURE 5-44: AVENUES WALK STATION AREA FRAMEWORK PRECEDENTS - OFFICE CAMPUS & HOTEL

PUBLIC REALM



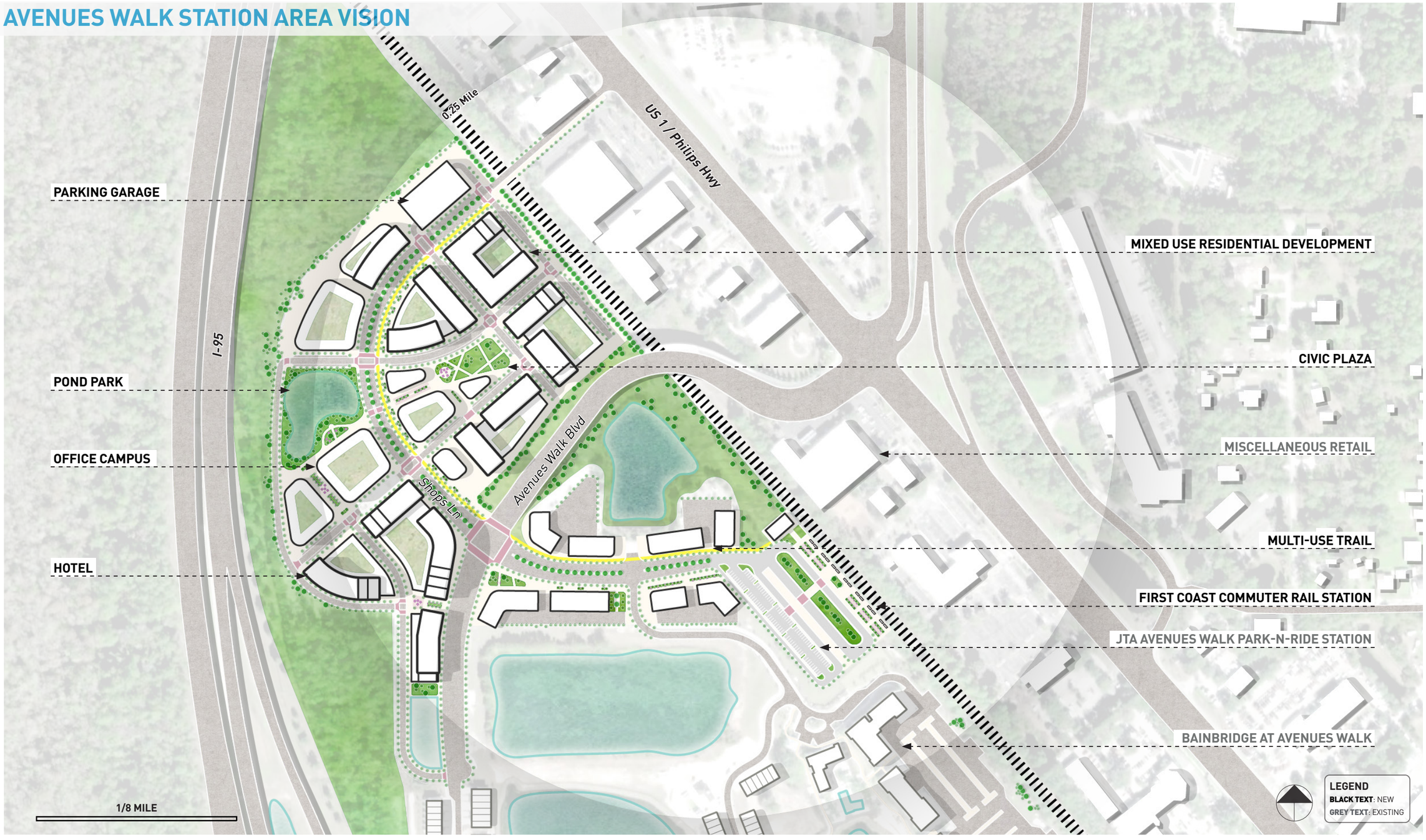
Civic Plaza: Mercato (FL)



Civic Plaza: Carmel Plaza (IN)

FIGURE 5-45: AVENUES WALK STATION AREA FRAMEWORK PRECEDENTS - PUBLIC REALM

AVENUES WALK STATION AREA VISION



DESIGN STRATEGY

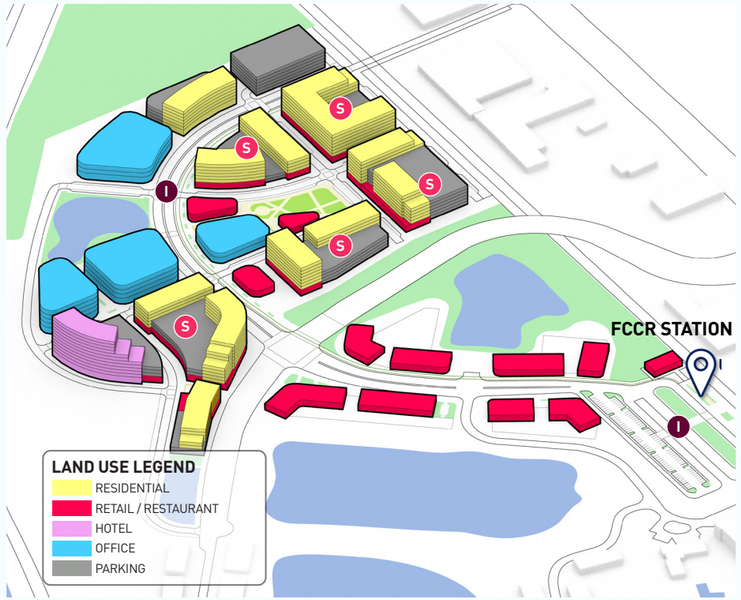


FIGURE 5-46: LAND USE DIAGRAM - AVENUES WALK STATION

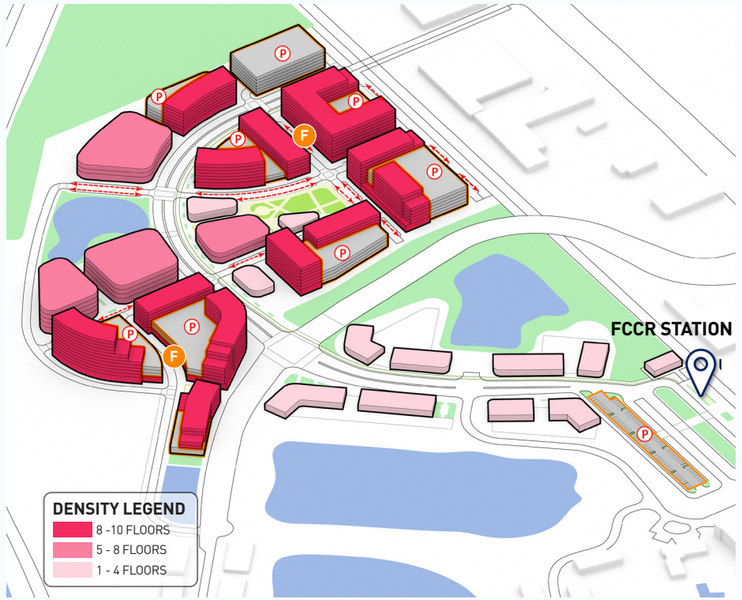


FIGURE 5-47: DENSITY & PARKING DIAGRAM - AVENUES WALK STATION

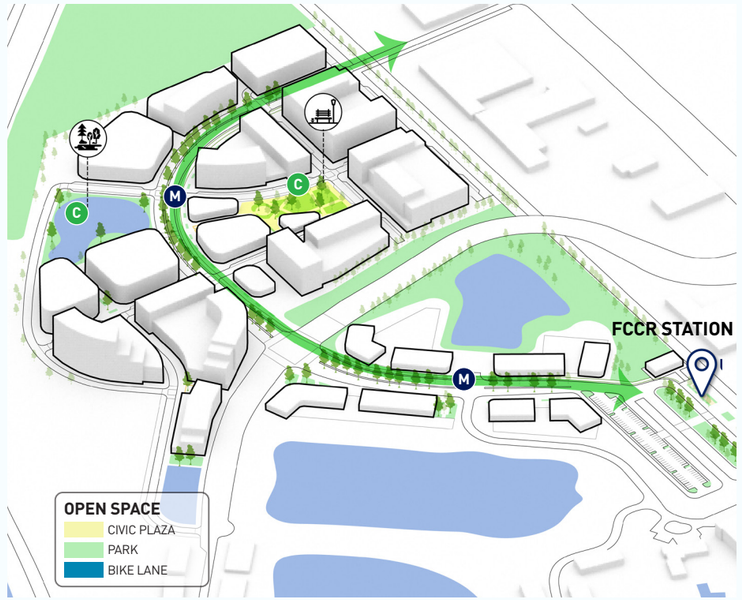


FIGURE 5-49: OPEN SPACE NETWORK - AVENUES WALK STATION

	KEY TOD STRATEGIES
MAKE CONNECTION (M)	Extend Shops Lane and create a multi-use road to optimize pedestrian and bicycle connectivity between the new development and the station; Establish a new grid of complete streets and optimize blocks for TOD.
CREATE GREAT SPACE (C)	Anchor development with a central square; Line pedestrian-only streets and plazas with retail to create an active public realm.
SPECIFY A MIX OF USES (S)	Establish a cluster of mixed-use residential buildings with structured parking around a concentration of retail and dining uses, and a central public space; Integrate office space and introduce a hotel with residential uses and public spaces, to create a business-oriented, mixed-use center.
FOCUS DENSITY (F)	Focus medium to high-density development around the central plaza and the hotel site; Gradually transition to moderate density office campus in the northwest
IDENTIFY OPPORTUNITIES (I)	Capitalize on the central location of commercial parcels and the existing Park-n-Ride facility to increase densities and create a multi-modal transit-centric development.

FIGURE 5-48: AVENUES WALK STATION TOD DESIGN STRATEGIES



FIGURE 5-50: AVENUES WALK STATION CIVIC PLAZA

COMPLETE STREET STRATEGY

The following images illustrate Complete Streets strategies recommended for this area. Complete Streets is a policy and design approach that promotes an all-inclusive street supporting safe, convenient access and mobility for all travelers and for all modes of transportation. This includes pedestrians, cyclists, and users of vehicles and public transportation, of all ages and abilities. Complete Streets are comprised of various design elements by which different travel modes can be safely and efficiently integrated. Each of the sections illustrated in the following figures highlights different street components compliant with this approach and suited specifically for this station area. Figure 5-51 presents a section for the extension of Shops Lane

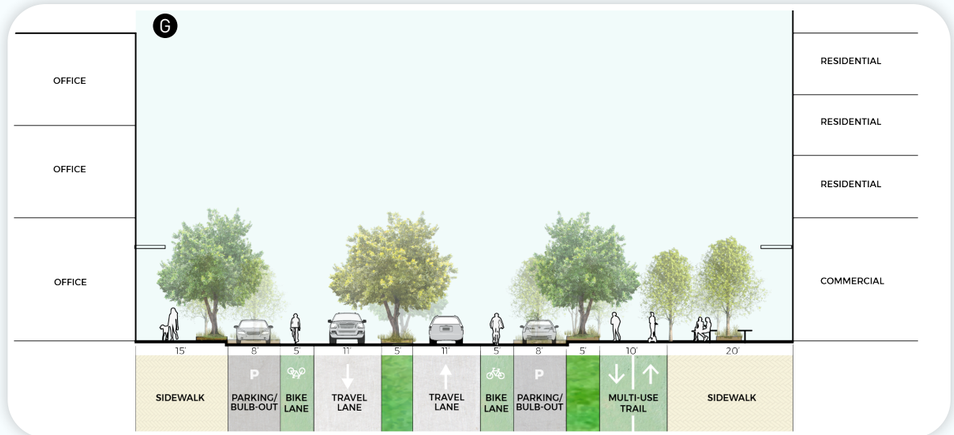


FIGURE 5-51: SECTION-EXTENSION OF SHOPS LANE

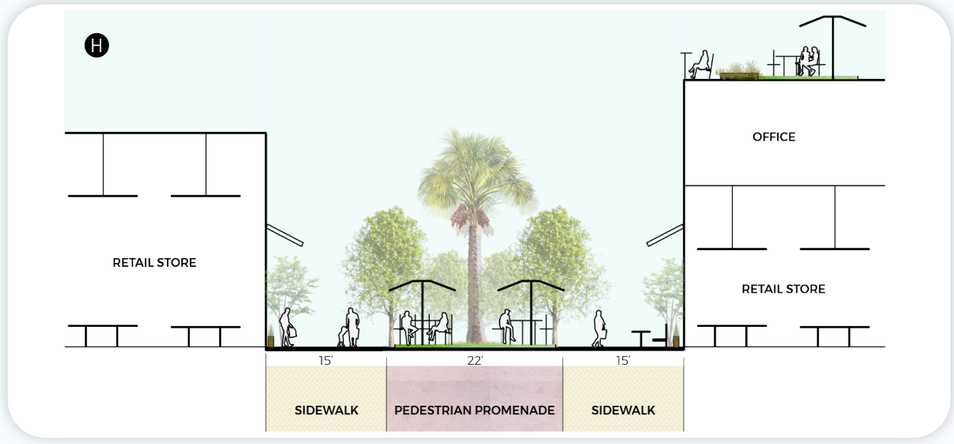


FIGURE 5-52: SECTION-COMMERCIAL PAVILION AND PEDESTRIAN STREET

integrating multiple travel modes such as vehicle travel lanes, bike lanes, parking, sidewalks, and a multi-use trail. Figure 5-52 shows a typical section for a centered pedestrian promenade with wide sidewalks on each side placed alongside commercial and retail storefronts to maximize accessibility and activity. The section in Figure 5-53 presents an example of a new residential street design with accommodations for vehicles, pedestrians, and bicycles, with shared-use lanes, parking, and wide sidewalks on both sides. A plan view depicting the location of the sections is provided in Figure 5-54.

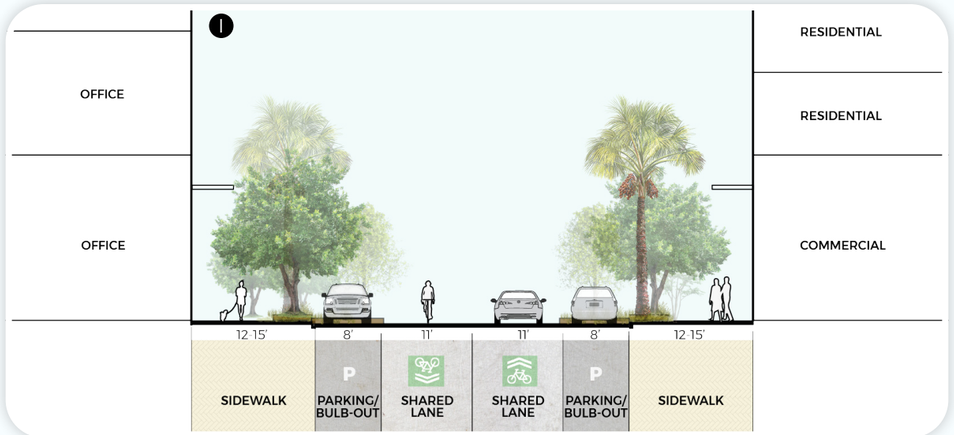


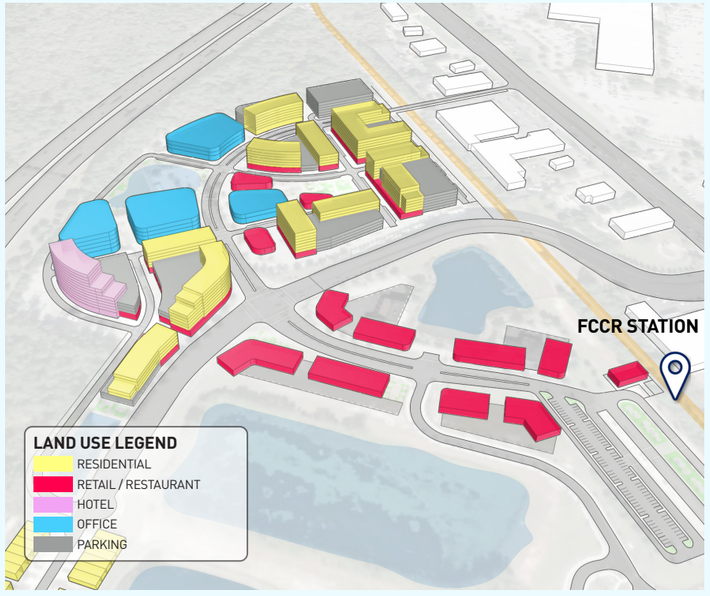
FIGURE 5-53: SECTION-NEW RESIDENTIAL STREET



FIGURE 5-54: AVENUES WALK STATION TYPICAL SECTION KEY PLAN

AVENUES WALK STATION ILLUSTRATIVE DEVELOPMENT VIEW

TOD SCENARIO SUMMARY



AVENUES WALK BASELINE SCENARIO

PLAN AREA

1,020,000 SQ FT PLAN GFA: **2,526,000** SQ FT FAR: **2.5**

BUILT FLOOR AREA

GROSS (SQ FT)

- RESIDENTIAL: **996,000**
- RETAIL: **310,000**
- OFFICE: **405,000**
- HOTEL: **165,000**
- PARKING: **650,000**

NET (SQ FT)

- RESIDENTIAL: **847,000**
- RETAIL: **233,000**
- OFFICE: **304,000**
- HOTEL: **140,000**
- PARKING: **650,000**

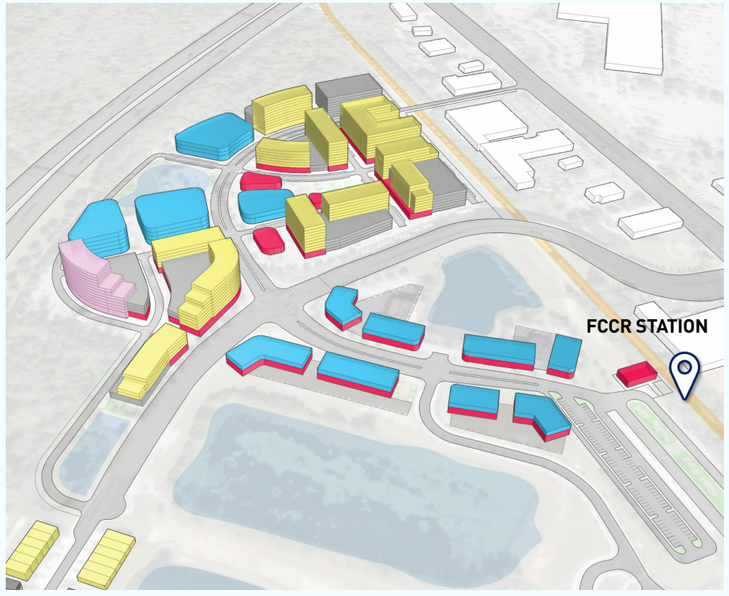
UNITS

RESIDENTIAL
APARTMENT: **847**
TOWNHOME: **-**
HOTEL KEYS: **175**
AVG.EFFICIENCY: **85%**

PARKING
SPOTS: **1,740**
AVG. SPOTS: **2.06**

BUILDING
MAX. HEIGHTS: **130** FT
BUILDINGS: **24**
LOTS: **13**

TABLE 5-11: AVENUES WALK STATION BASELINE SCENARIO



AVENUES WALK LOW TOD SCENARIO

PLAN AREA

1,020,000 SQ FT PLAN GFA: **2,943,000** SQ FT FAR: **2.9**

BUILT FLOOR AREA

GROSS (SQ FT)

- RESIDENTIAL: **1,282,000**
- RETAIL: **310,000**
- OFFICE: **486,000**
- HOTEL: **165,000**
- PARKING: **700,000**

NET (SQ FT)

- RESIDENTIAL: **1,090,000**
- RETAIL: **233,000**
- OFFICE: **364,000**
- HOTEL: **140,000**
- PARKING: **700,000**

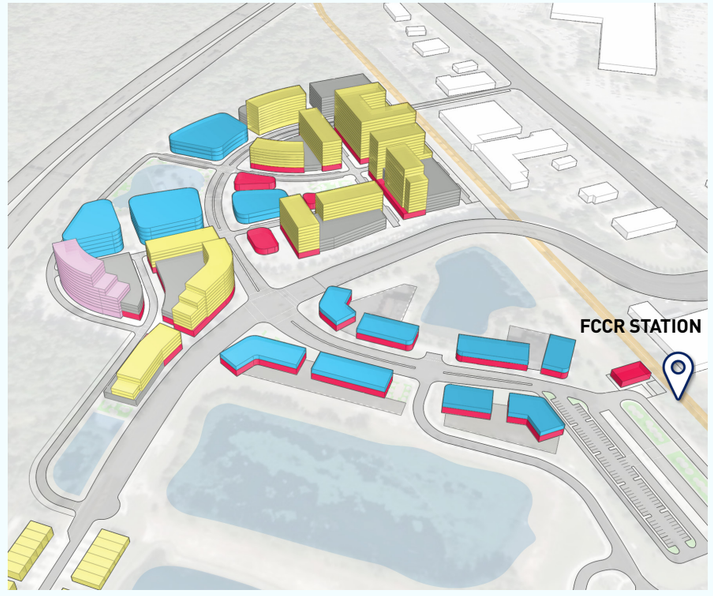
UNITS

RESIDENTIAL
APARTMENT: **1,090**
TOWNHOME: **-**
HOTEL KEYS: **175**
AVG.EFFICIENCY: **85%**

PARKING
SPOTS: **1,870**
AVG. SPOTS: **1.71**

BUILDING
MAX. HEIGHTS: **130** FT
BUILDINGS: **24**
LOTS: **13**

TABLE 5-12: AVENUES WALK STATION LOW TOD SCENARIO



AVENUES WALK HIGH TOD SCENARIO

PLAN AREA

1,020,000 SQ FT PLAN GFA: **3,221,000** SQ FT FAR: **3.2**

BUILT FLOOR AREA

GROSS (SQ FT)

- RESIDENTIAL: **1,560,000**
- RETAIL: **310,000**
- OFFICE: **486,000**
- HOTEL: **165,000**
- PARKING: **700,000**

NET (SQ FT)

- RESIDENTIAL: **1,325,000**
- RETAIL: **233,000**
- OFFICE: **364,000**
- HOTEL: **140,000**
- PARKING: **700,000**

UNITS

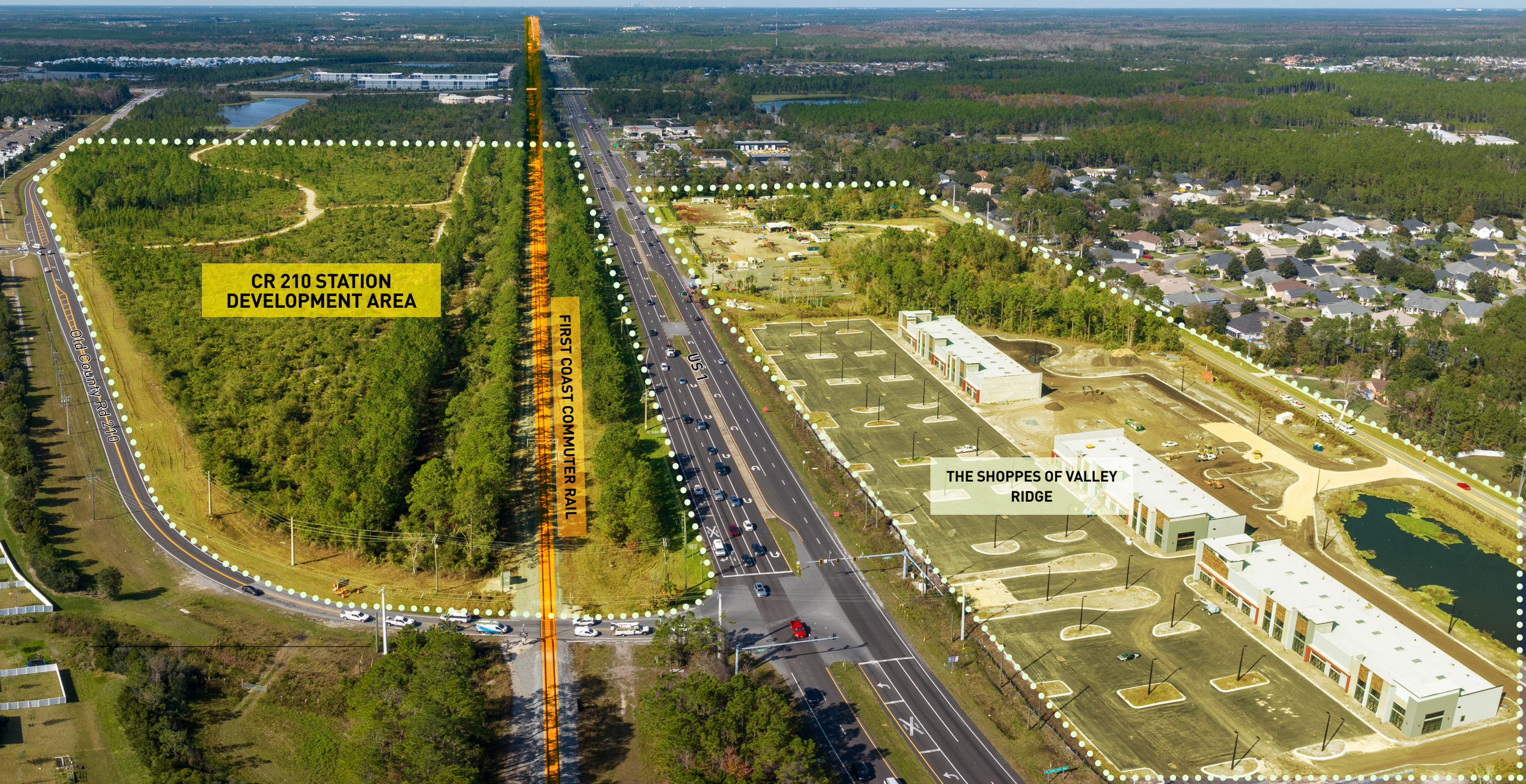
RESIDENTIAL
APARTMENT: **1325**
TOWNHOME: **-**
HOTEL KEYS: **175**
AVG.EFFICIENCY: **85%**

PARKING
SPOTS: **1870**
AVG. SPOTS: **1.41**

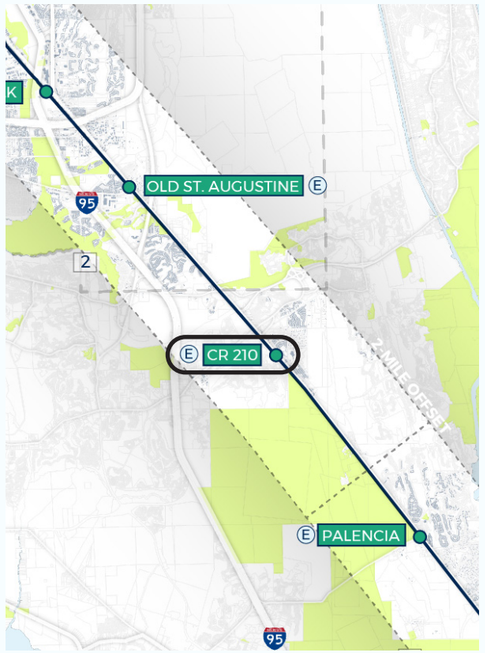
BUILDING
MAX. HEIGHTS: **160** FT
BUILDINGS: **24**
LOTS: **13**

TABLE 5-13: AVENUES WALK STATION HIGHT TOD SCENARIO

CR 210 STATION



TOD SUMMARY



TOD STATION TYPOLOGY

- MULTI-USE SUBURBAN
- Ⓔ Emerging Community
- 2 Sub Region: 2

DEVELOPMENT STRATEGY

- Create a complete community, maximizing amenities, accessibility, and recreation for residents; Introduce increased services and retail uses to create a sub-regional service note.

KEY TOD STRATEGIES

- **Make Connections:** Create a new street grid east and west of the FCCR alignment, incorporating complete street principles throughout to provide safe bike and pedestrian circulation.
- **Create Great Spaces:** Establish a network of tree-lined streets, trails, and neighborhood pathways, connecting pocket parks and small to medium-scale plazas; Provide a variety of public spaces for gathering and recreation.
- **Specify a Mix of Uses:** Concentrate commercial and office uses adjacent to the station to provide service to residents and visitors; Locate a mixed typology of residential uses at the periphery adjacent to the commercial/office core.
- **Focus Density:** Focus moderate-to-high densities near the station and gradually reduce density further from the station.
- **Identify Opportunities:** Leverage the Shoppes of Valley Ridge development to create an outdoor shopping destination; Integrate development east and west of the rail line with the proposed street grid, and implement safety improvements to the existing at-grade rail crossing.

TOD VISIONING

The CR 210 Station area was selected based on its proximity to Racetrack Road, the original destination for an FCCR Station as determined in earlier planning efforts. Due to recent developments adjacent to Racetrack Road, limiting development potential, the CR 210 Station site was selected for creating new TOD opportunities*. Leveraging private and School Board parcels, undeveloped land on the west side of the rail corridor, and the prospect of densifying existing underutilized vacant parcels east of the rail corridor, provides an exciting opportunity to create TOD. The vision is to create a complete residential community, maximizing amenities, accessibility, and recreation, thereby, increasing housing stock in the region.

* It is important to note that on the same site, 15.2 acres were approved for rezoning for the Momentum Twin Creeks Planned Unit Development (PUD) to allow for a maximum of 192 multi-family workforce housing residential units. This development project has not broken ground as of 2023 and does not account for TOD. The proposed framework can be modified in the future, and as needed, to accommodate the potential TOD and the Twin Creeks Development project.

TOD FRAMEWORK

OVERVIEW

As a multi-use suburban emerging typology, the proposed CR 210 Station creates a new mixed-use residential district and increases regional residential and commercial density. Building upon the momentum of adjacent residential development, the TOD vision is focused on providing a walkable community with an activated streetscape, connecting medium-density multifamily residential units, and an open-space network. The proposed plan introduces a diverse type of residential units, complementing the County's plan for new workforce housing, to increase population and income diversity and support various types of open spaces to accommodate the different recreational needs of residents. Current zoning isn't supportive of TOD and the proposed framework. Zoning amendment or rezoning will be required.

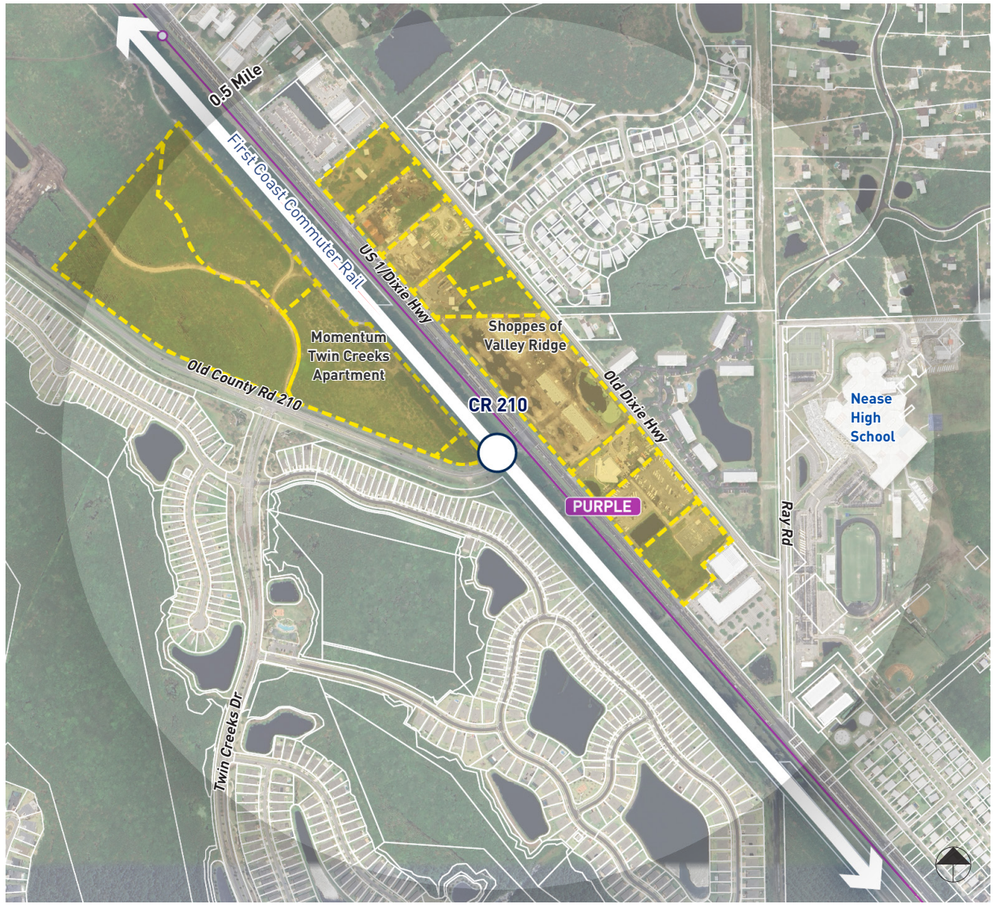


FIGURE 5-55: CR 210 STATION STUDY AREA AERIAL AND PROPOSED DEVELOPMENT PARCELS

CIRCULATION & CONNECTIVITY

The connectivity framework introduces a new road network east of the rail corridor between US 1 and Old Dixie Highway and west of the rail corridor between Old County Road 210 and US 1. To the west of the rail corridor, the street network is centered around a new main street that connects the station area to the residential units in the northern end of the development. Twin Creeks Drive is extended and creates a loop around the development core to provide vehicular access to the station for pick up/drop off. To the east, the street grid is perpendicular to CR 210, with a main street parallel to US 1. Both street grids reflect a clear street hierarchy, with higher built densities along the main streets and closer to the FCCR train station.

This framework assumes the enhancement of the existing at-grade rail crossing to better connect the development on both sides of the FCCR corridor. Focused on Complete Streets principles throughout the development, the framework emphasizes safety and accessibility and raises the possibility of a potential pedestrian bridge to connect Twin Creeks Drive with the extension of Walden Chase Lane.

OPEN SPACE & PUBLIC REALM

Open spaces at the CR 210 Station area consist of mainly plazas and pocket parks which are scaled and placed to stimulate social interaction and engagement between station area visitors and residents. West of the rail corridor, commuter rail passengers will be welcomed by a medium-scale station area plaza that provides spaces for gathering and is surrounded by services, shopping, and dining. South of the plaza and across the street is a small-scale pocket park at the corner of the block, that provides shaded outdoor spaces that can be used for outdoor dining. The station area plaza is connected to the main street of the development through a pedestrian-only street, that leads pedestrians towards a large-scale park at the center of the development. This park provides further recreational and programming opportunities for residents and employees alike, such as movie screenings, music concerts, and more.

East of the rail corridor a series of pocket parks are located at the corner of select blocks along the main street, providing residents with intimate scale spaces to interact with one another, congregate, and linger.



FIGURE 5-56: CR 210 STATION CIRCULATION

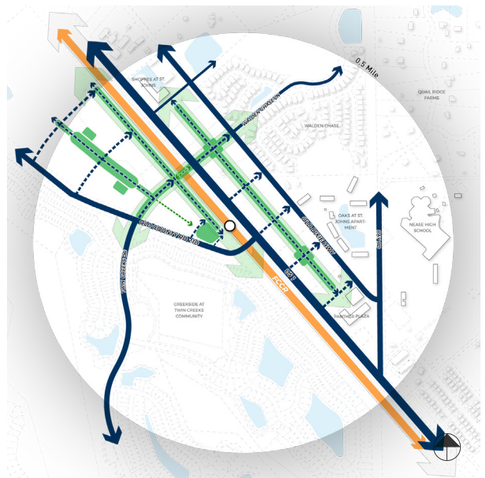


FIGURE 5-57: CR 210 STATION OPEN SPACE

LAND USE

Aimed to address the growing regional demand for housing, land uses at the CR 210 Station area prioritize residential units and feature medium-high density mixed-use residential development, three-to-four-story apartment buildings, and two-to-three-story attached townhomes. Retail and office uses are concentrated around the CR 210 Station and create an expanded commerce and employment node west and east of the rail corridor. This node accounts for the ongoing Shoppes of Valley Ridge commercial development and expands on it by adding office uses that are intended to host necessary services for the growing residential community. Retail functions are organized along the streets leading to the CR 210 station and the station area plaza to create active frontages and reinforce the FCCR station area as the core of the development and a destination for existing and future communities in the area.

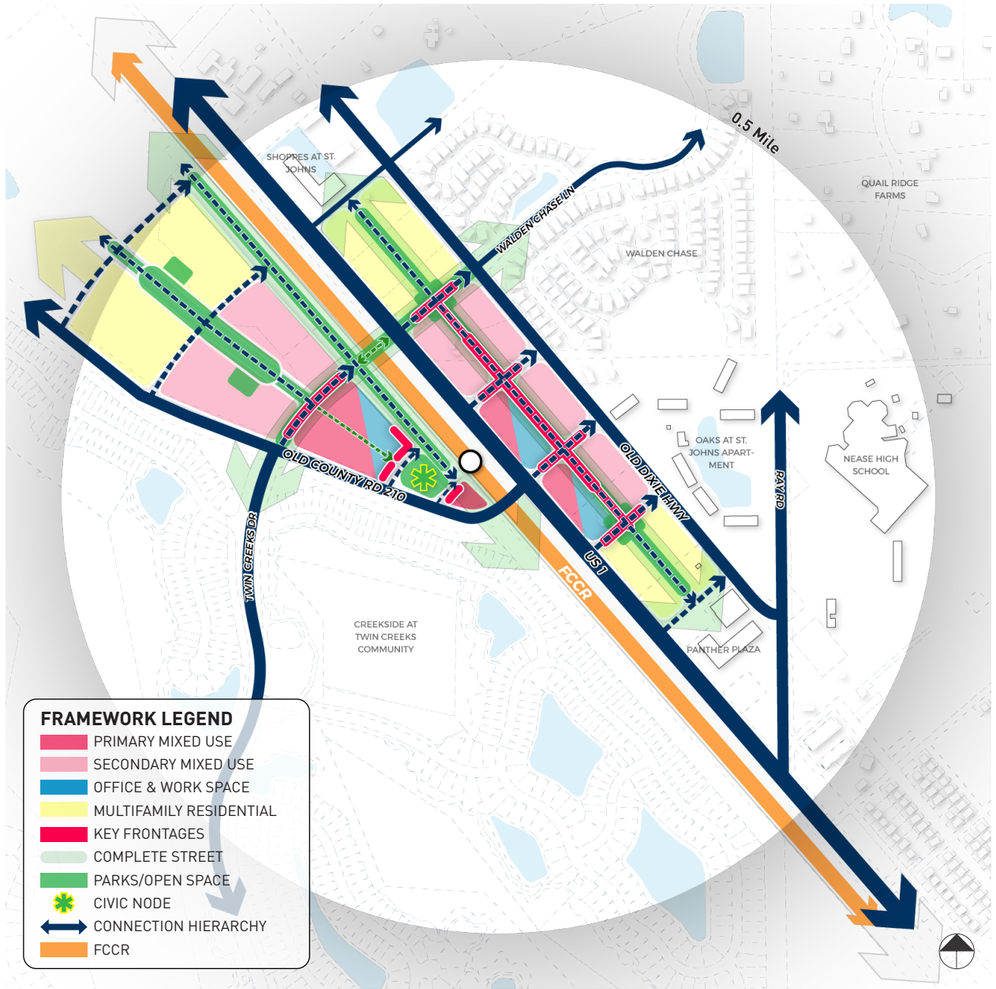


FIGURE 5-58: CR 210 STATION LAND USE

TOD FRAMEWORK PRECEDENTS

The following images depict examples of projects where TOD design principles relevant to the CR 210 Station were implemented. Among these principles are increased density, integration of different uses, and planning of extensive public realms to allow for pedestrian activity, all in the vicinity of transportation stations. In the case of mixed-use development, commercial activity is typically located on the ground floors, with office and residential on the higher floors. The public realm supports various activity types, creating an overall dynamic urban environment. The CR 210 Station reflects TOD principles suitable for the Multi-use Suburban, Emerging Community typologies. Figure 5-59 is an example of mixed-use office centers development with a focus on retail and restaurant uses and Figure 5-60 is an example of mixed-use neighborhoods with multifamily residential blocks as a focus. Figure 5-61 shows an example of low-rise, medium-density townhome residential development. Figure 5-62 depicts a public realm development example incorporating multimodal features and town center options for retail.

MIXED-USE OFFICE CENTER



Mixed-use Office, Retail and Restaurant Center: Union Station (Denver, CO)



Mixed-use Office Block: Legacy West (Dallas, TX)

FIGURE 5-59: CR 210 STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE CENTER

MIXED-USE NEIGHBORHOOD



Multifamily Residential Block with Activated Ground Floor: Gunbarrel Center (Boulder, CO)



Mixed-Use Neighborhood Commercial:Legacy Town Center (Plano, TX)

FIGURE 5-60: CR 210 STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE NEIGHBORHOOD

RESIDENTIAL & TOWNHOME



Urban Cottages: Kentland Market Square (Washington, DC)



Row of Townhomes: Aviara on the Ave Banner (Lake Worth, FL)

FIGURE 5-61: CR 210 STATION AREA FRAMEWORK PRECEDENTS - RESIDENTIAL & TOWNHOME

PUBLIC REALM



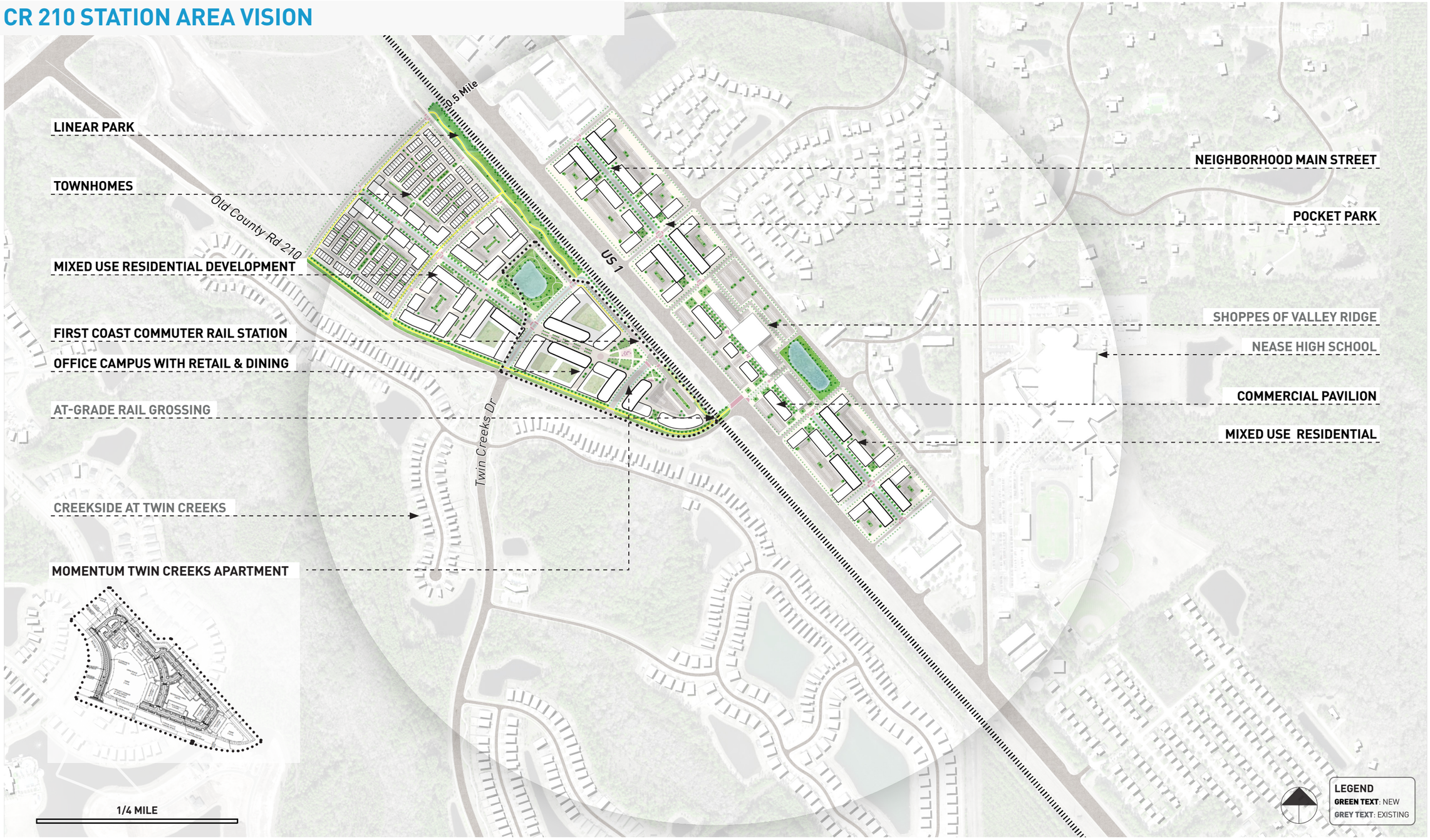
Bike Facility: Mueller Development (Austin, TX)



Neighborhood Square: Town Center (King of Prussia, PA)

FIGURE 5-62: CR 210 STATION AREA FRAMEWORK PRECEDENTS - PUBLIC REALM

CR 210 STATION AREA VISION



CR 210 STATION AREA VISION (ENLARGED)

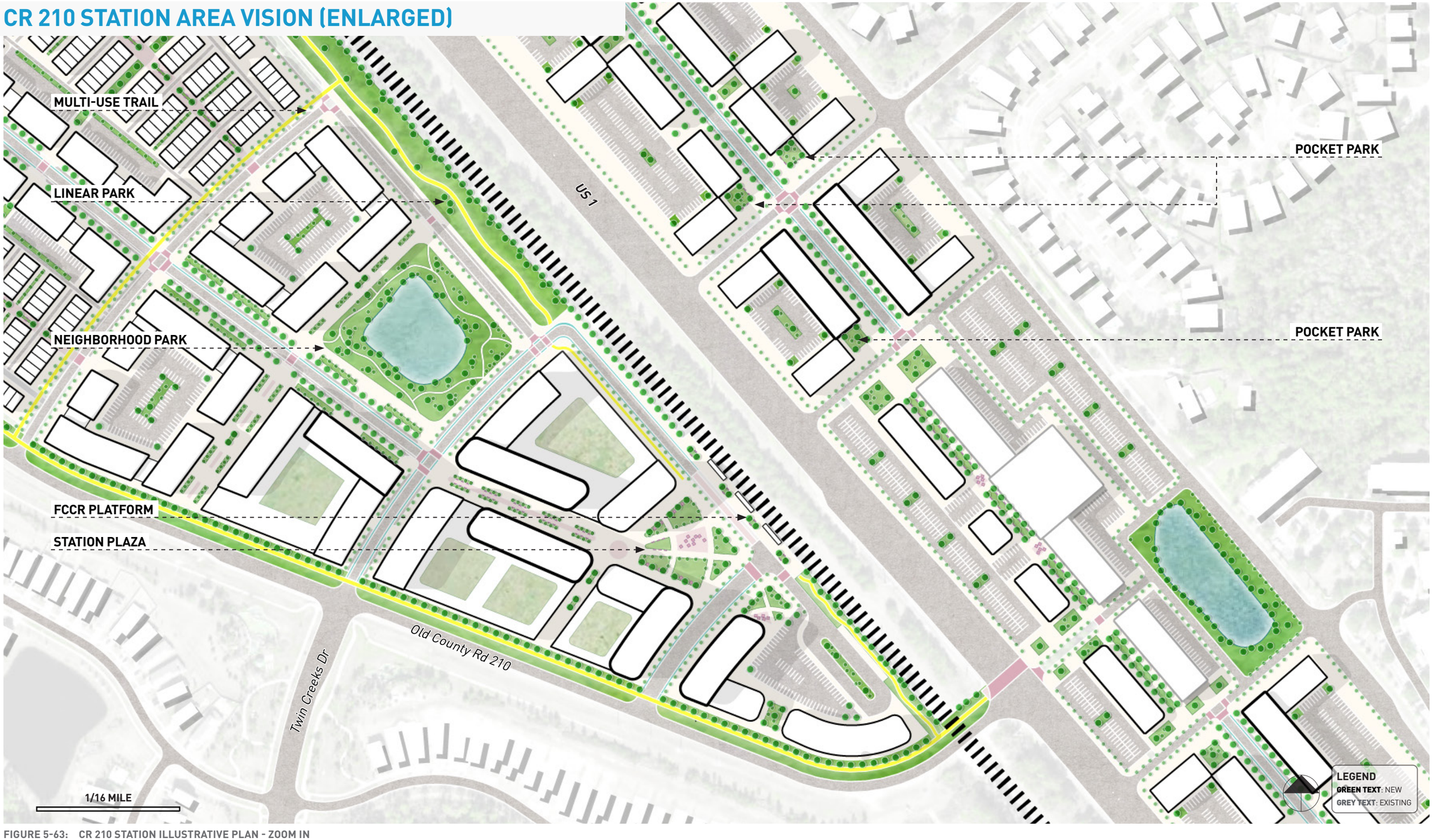


FIGURE 5-63: CR 210 STATION ILLUSTRATIVE PLAN - ZOOM IN

DESIGN STRATEGY



FIGURE 5-65: LAND USE & PARKING DIAGRAM - CR 210 STATION



FIGURE 5-64: DENSITY DIAGRAM - CR 210 STATION

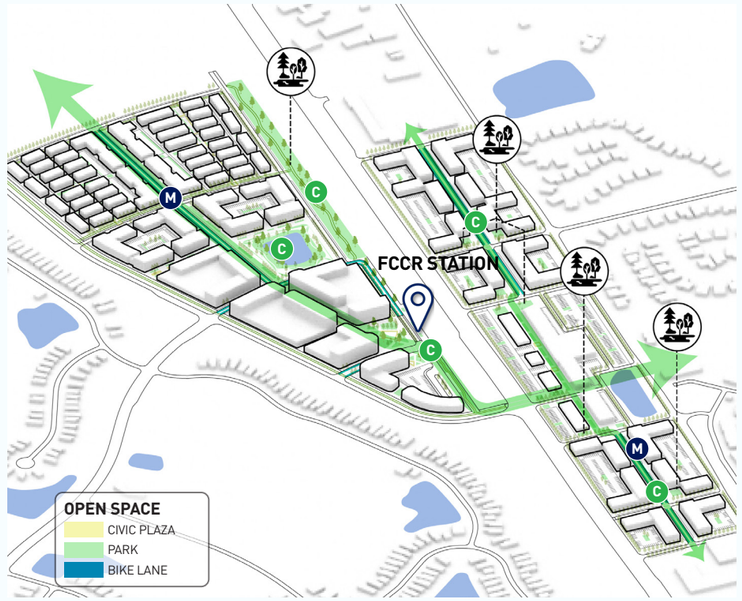


FIGURE 5-68: OPEN SPACE NETWORK - CR 210 STATION

	KEY TOD STRATEGIES
MAKE CONNECTION (M)	Create a new street grid east and west of the FCCR alignment, incorporating Complete Streets principles throughout to provide safe bike and pedestrian circulation.
CREATE GREAT SPACE (C)	Establish a network of tree-lined streets, trails, and neighborhood pathways, connecting pocket parks and small to medium-scale plazas; Provide a variety of public spaces for gathering and recreation.
SPECIFY A MIX OF USES (S)	Concentrate commercial and office uses adjacent to the station to provide service to residents and visitors; Locate a mixed typology of residential uses at the periphery adjacent to the commercial/office core.
FOCUS DENSITY (F)	Focus moderate-to-high densities near the station and gradually reduce density further from the station.
IDENTIFY OPPORTUNITIES (I)	Leverage the Shoppes of Valley Ridge development to create an outdoor shopping destination; Integrate development east and west of the rail line with the proposed street grid, and implement safety improvements to the existing at-grade rail crossing.

FIGURE 5-66: CR 210 STATION TOD DESIGN STRATEGIES



FIGURE 5-67: CR 210 STATION RESIDENTIAL STREET WITH MULTI-USE TRAIL

COMPLETE STREET STRATEGY

The following images illustrate Complete Streets strategies recommended for this area. Complete Streets is a policy and design approach that promotes an all-inclusive street supporting safe, convenient access ad mobility for all travelers for all modes of transportation. This includes pedestrians, cyclists, and users of vehicles and public transportation, of all ages and abilities. Complete Streets are comprised of various design elements by which different travel modes can be safely and efficiently integrated. Each of the sections illustrated in the following figures highlights different street components compliant with this approach and suited specifically for this station area. Figure 5-69 depicts a section for a new main street through the station area with vehicle travel lanes, parking, bike lanes, and sidewalks located for each direction of travel. Figure 5-70 presents a section of a pedestrian promenade with adjacent sidewalks situated alongside multi-story retail, commercial and office buildings. The section in Figure 5-71 presents a new residential street design with a prominent tree-lined multi-use trail, with parking, shared use lanes for vehicle travel, and wide sidewalks on both sides of the street adjacent to multifamily and single-family residential structures. Figure 5-72 provides a plan view of the station area depicting the section locations.

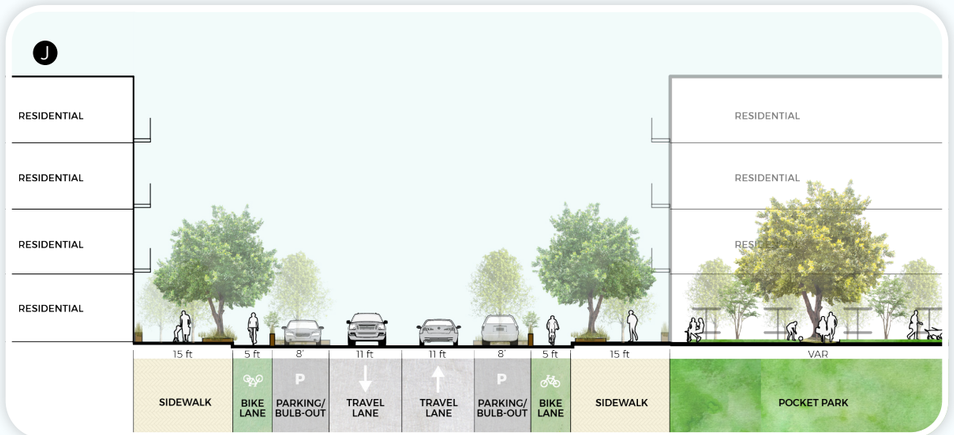


FIGURE 5-69: SECTION J -NEW MAIN STREET

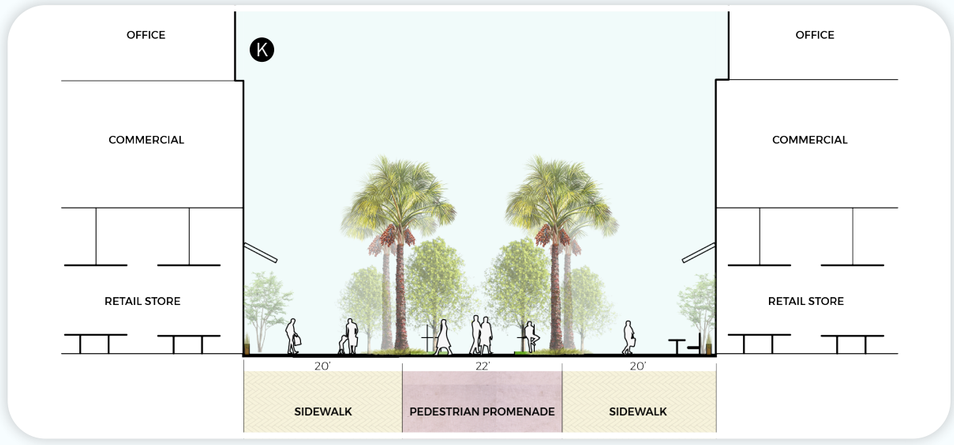


FIGURE 5-70: SECTION K -PEDESTRIAN PROMENADE

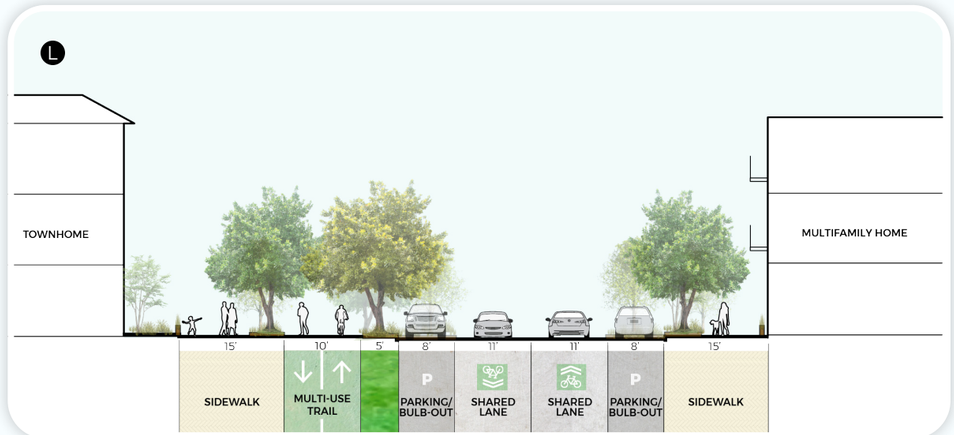


FIGURE 5-71: SECTION L -NEW RESIDENTIAL STREET

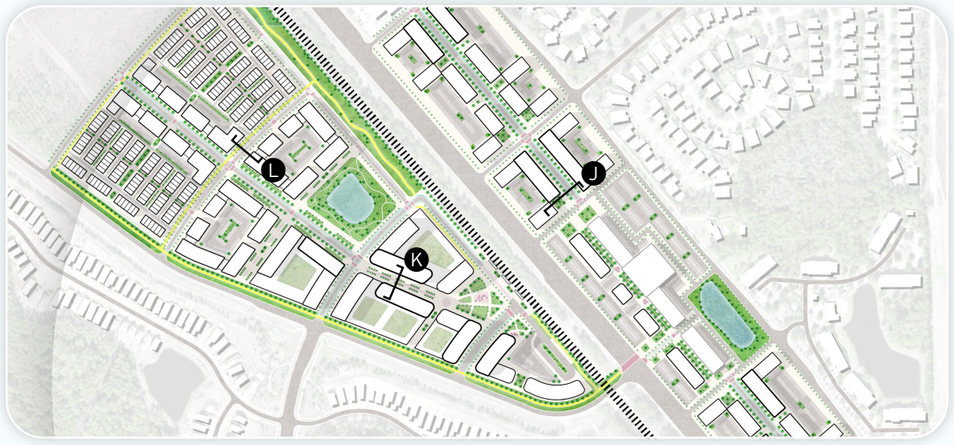
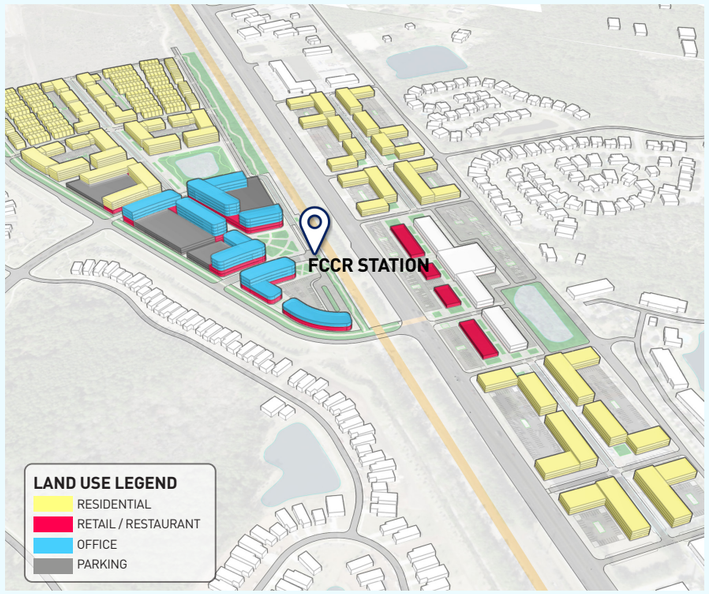


FIGURE 5-72: CR 210 STATION TYPICAL SECTION KEY PLAN

CR 210 STATION ILLUSTRATIVE DEVELOPMENT VIEW

TOD SCENARIO SUMMARY



	CR 210 BASELINE SCENARIO
PLAN AREA	**1,840,000** SQ FT PLAN GFA: **4,667,000** SQ FT FAR: **2.5**
BUILT FLOOR AREA	GROSS (SQ FT): RESIDENTIAL: **3,036,000**; RETAIL: **212,000**; OFFICE: **449,000**; PARKING: **970,000** NET (SQ FT): RESIDENTIAL: **2,580,000**; RETAIL: **159,000**; OFFICE: **336,000**; PARKING: **970,000**
UNITS	RESIDENTIAL: APARTMENT: **2,076**; TOWNHOME: **220**; AVG.EFFICIENCY: **85%** PARKING: SPOTS: **2,424**; AVG. SPOTS: **1.06** BUILDING: MAX. HEIGHTS: **70** FT; BUILDINGS: **90**; LOTS: **19**

TABLE 5-14: CR 210 STATION BASELINE SCENARIO



	CR 210 LOW TOD SCENARIO
PLAN AREA	**1,840,000** SQ FT PLAN GFA: **4,770,000** SQ FT FAR: **2.6**
BUILT FLOOR AREA	GROSS (SQ FT): RESIDENTIAL: **3,336,000**; RETAIL: **212,000**; OFFICE: **252,000**; PARKING: **970,000** NET (SQ FT): RESIDENTIAL: **2,836,000**; RETAIL: **159,000**; OFFICE: **189,000**; PARKING: **970,000**
UNITS	RESIDENTIAL: APARTMENT: **2,331**; TOWNHOME: **220**; AVG.EFFICIENCY: **85%** PARKING: SPOTS: **2,424**; AVG. SPOTS: **0.95** BUILDING: MAX. HEIGHTS: **70** FT; BUILDINGS: **90**; LOTS: **19**

TABLE 5-15: CR 210 STATION LOW TOD SCENARIO



	CR 210 HIGH TOD SCENARIO
PLAN AREA	**1,840,000** SQ FT PLAN GFA: **4,960,000** SQ FT FAR: **2.7**
BUILT FLOOR AREA	GROSS (SQ FT): RESIDENTIAL: **3,526,000**; RETAIL: **212,000**; OFFICE: **252,000**; PARKING: **970,000** NET (SQ FT): RESIDENTIAL: **2,998,000**; RETAIL: **159,000**; OFFICE: **189,000**; PARKING: **970,000**
UNITS	RESIDENTIAL: APARTMENT: **2,493**; TOWNHOME: **220**; AVG.EFFICIENCY: **85%** PARKING: SPOTS: **2,424**; AVG. SPOTS: **0.89** BUILDING: MAX. HEIGHTS: **75** FT; BUILDINGS: **90**; LOTS: **19**

TABLE 5-16: CR 210 STATION HIGH TOD SCENARIO

PALENCIA STATION



TOD SUMMARY



DEVELOPMENT STRATEGY

» Introduce a residential-centric community incorporating diverse types of parks, sports amenities, and natural areas to provide recreation opportunities and promote a high quality of life.

KEY TOD STRATEGIES

» **Make Connections:** Organize public spaces, retail, and community amenities along a central corridor that includes multi-modal infrastructure and provides alternative routes to connect the station to the residential units.

» **Create Great Spaces:** Introduce a large-scale park, sports fields, playgrounds, and neighborhood-scale plaza south of the station plaza.

» **Specify a Mix of Uses:** Organize retail, limited office spaces, and community amenities around public spaces to create activity nodes in support of the residential units.

» **Focus Density:** Locate density adjacent to the FCCR station and along the main corridor; Gradually reduce building height towards the west and the south to maximize integration with the existing suburban context.

» **Identify Opportunities:** Focus on the long-term redevelopment of the underutilized land along International Golf Parkway to create a new community and increase the regional housing stock

TOD STATION TYPOLOGY

» MULTI-USE SUBURBAN
» (E) Emerging Community
» 3 Sub Region: 3

TOD VISIONING

The proposed location for the Palencia Station is uniquely positioned approximately 15 miles north of St. Augustine, and six miles east of the I-95 corridor by way of International Golf Parkway. The vision for this station area presents a community with a full range of amenities, convenient access to major employment centers and regional points of interest and introduces a diverse type of residential units to increase population and income diversity in the area. Many of the residents in the suburban neighborhoods adjacent to the proposed Palencia Station enjoy a varied recreational lifestyle and are accustomed to commutes for work, education, and other life activities. The proposed station area development will complement many of the daily needs by featuring extensive recreational amenities, retail, and office spaces within the community. The framework is centered around the idea of a complete community, where residents have access to the majority of daily needs within walking distance, hence enjoying a high quality of life independent of substantial vehicular commute. The ongoing adjacent IGP Commerce development west of the proposed station area, will provide further employment opportunities and create reciprocity between the two projects.

TOD FRAMEWORK

OVERVIEW

Currently, there is a growing number of retail and supporting land uses near the proposed station area on the east side of the rail line, with mostly undeveloped land west of the rail line with existing commercial and retail options. Soft sites near the FCCR corridor and International Golf Parkway intersection are industrial and include cement factories and ready-mix concrete suppliers to the south, with special designation parcels to the north. Beyond the ½ mile radius from the station, land uses predominantly reflect low-density suburban communities to the north and south. The framework for the Palencia Station proposes to redevelop the cement facility and leverage the adjacent International Golf Parkway Commerce area. Current zoning isn't supportive of TOD and the proposed framework, and a zoning amendment or rezoning will be required. Building upon the area's expansive outdoor amenities, the framework will establish a network of recreational trails and parks, augmenting the existing 30-acre park system east of US 1, and the Twelve Mile Swamp Conservation Area to the northwest. The framework envisions new communities that provide new social opportunities and promote a sense of place.

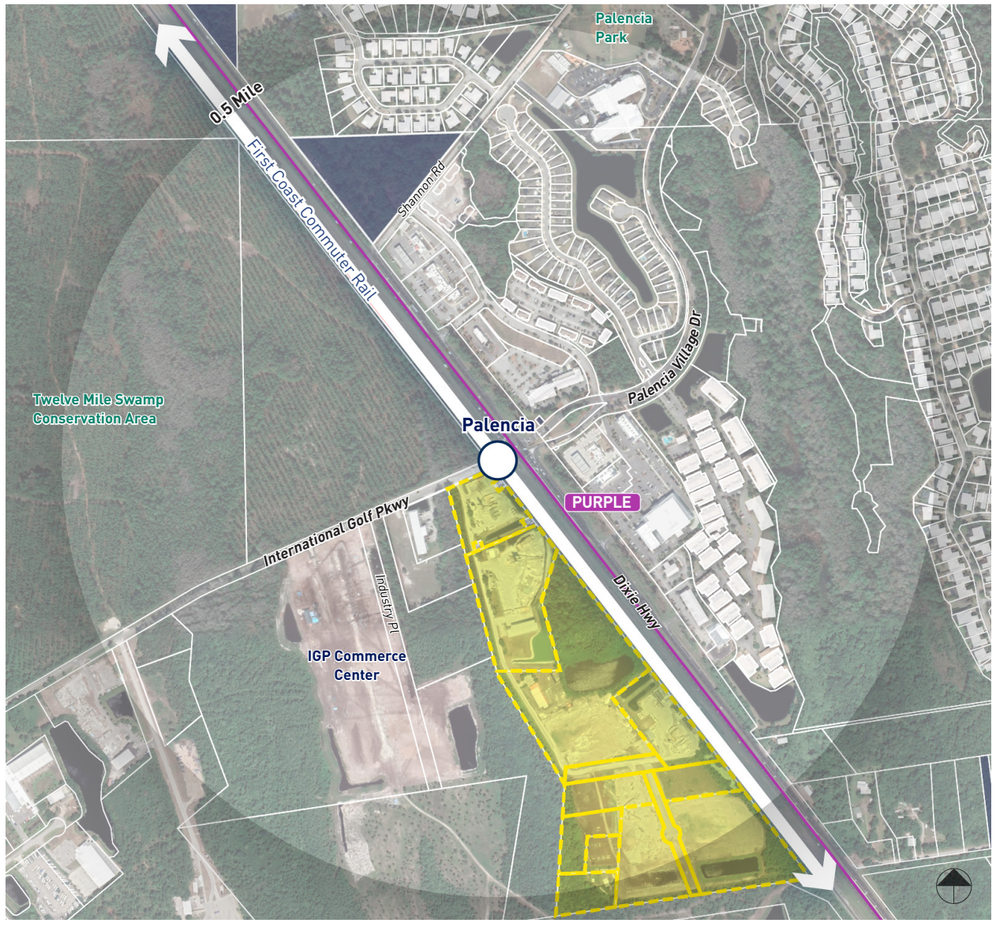


FIGURE 5-73: PALENCIA STATION STUDY AREA AERIAL AND PROPOSED DEVELOPMENT PARCELS

CIRCULATION & CONNECTIVITY

The connectivity framework for the Palencia Station is based on a hierarchical street grid, with a main street along which higher built densities and community amenities are lined and perpendicular side streets that connect residents to these amenities. The main street is oriented in the north-south direction and between the rail corridor and the existing Industry Place. Leading from the station area plaza, the main street begins as a shared pedestrian, cyclist, and vehicular road, and continues south as a two-way road, with a multi-use trail on its eastern side. The multi-use trail connects the townhomes on the southern end of the development with the station in two parallel paths: through the development's main street and along the rail corridor through the proposed park at the center of the development. Vehicular access to the development is through Industry Place, via International Golf Parkway, which is envisioned to be extended further south to the end of the parcel. All streets in the development are envisioned as Complete Streets providing attractive connectivity options for pedestrian and micro-mobility users.

OPEN SPACE & PUBLIC REALM

Following the street layout as determined in the connectivity framework, the open space framework also presents a hierarchy of diverse spaces, focusing on providing a platform for recreational activities. The station plaza marks the beginning and the end of a new main street along which the development is organized. This plaza is the entrance to the new community and is intended to serve as its commercial and service center. On the south end of the plaza, a commercial shared street connects arrivers to a large park at the center of the development. In its scale and nature, the park diversifies the recreational amenities of Palencia and introduces a landscape of expanded lawns, trees, trails, and more. Along the rail corridor, the park continues until the edge of the development as a narrow linear park, along which the muti-use trail passes, and doubles as a buffer from the train tracks. On the southwest corner of the park is a smaller plaza, in service of the compact retail node that surrounds it. One block to the south is a recreational facility, featuring a community center and public sports fields.



FIGURE 5-74: PALENCIA STATION CIRCULATION



FIGURE 5-75: PALENCIA STATION OPEN SPACE

LAND USE

Similar to CR 210 Station, the land use framework for the proposed Palencia Station focuses on increasing the housing stock in St Johns County. Land uses throughout the community are predominantly residential including townhomes with 2-3 story, 3-4 story multi-family residential apartment buildings, and 4-5 story mixed-use residential buildings with structured parking. The gradient of scale and density, beginning with the largest and the densest buildings around the station area and decreasing further towards the south, applies to residential uses as well as to commercial ones. The immediate station area features an office and retail core, providing essential services to the growing community. At the southern edge of the park, is a compact retail node, and further south is another one adjacent to the sports fields. These nodes ensure that residents of all housing types have access to essential services within walking distance. Another key component is the introduction of the community facility and sports fields which complement existing outdoor options in the area and enrich resident's experience.

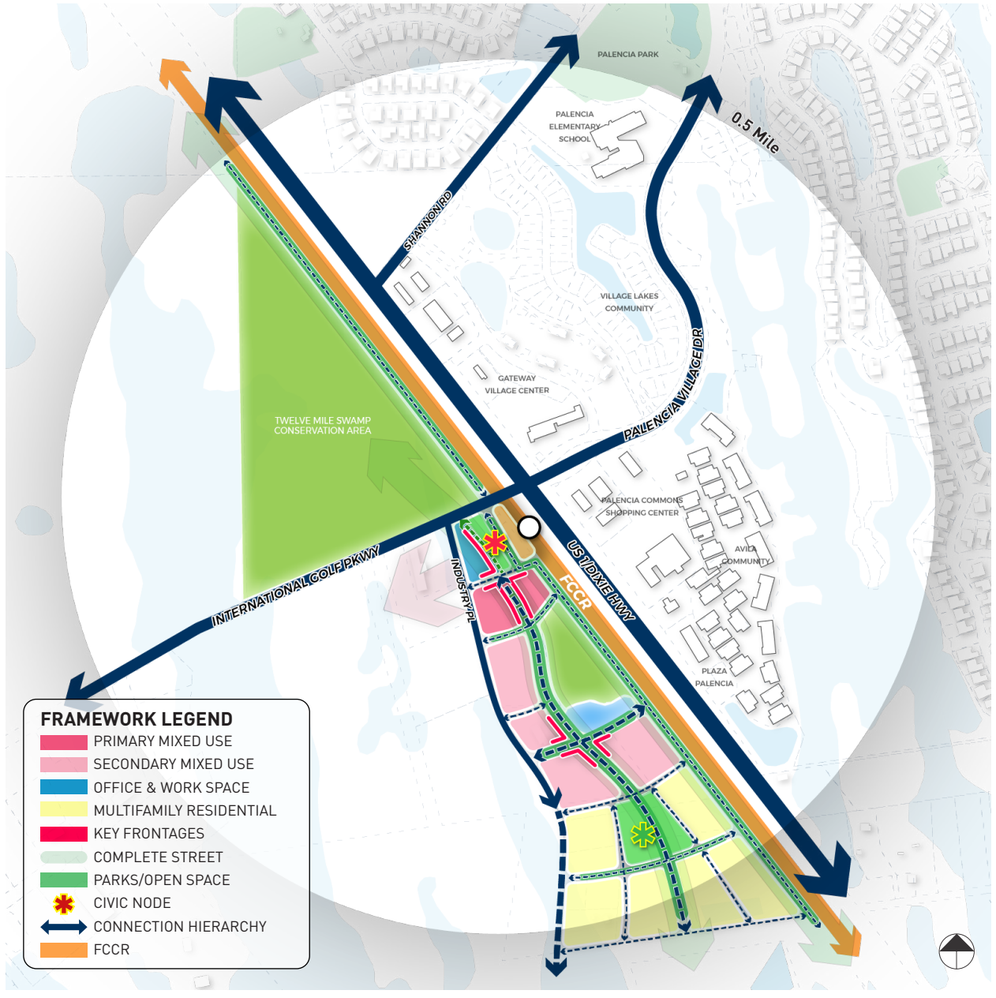


FIGURE 5-76: PALENCIA STATION LAND USE

TOD FRAMEWORK PRECEDENTS

The following images depict examples of projects where TOD design principles relevant to the Palencia Station were implemented. Among these principles are increased density, integration of different uses, and planning of extensive public realms to allow for pedestrian activity, all in the vicinity of transportation stations. In the case of mixed-use development, commercial activity is typically located on the ground floors, with office and residential on the higher floors. The public realm supports various activity types, creating an overall dynamic urban environment. The Palencia Station reflects TOD principles suitable for the Multi-use Suburban, Emerging Community typologies. Figure 5-77 is an example of mixed-use center development integrating office, retail, and entertainment, as well as commercial, residential, and retail uses. Figure 5-78 is an example of a village commercial development centered around shopping and restaurants, with ample pedestrian amenities. Figure 5-79 is an example of a dense suburban residential development, highlighting options for single-family and multi-family townhomes. Figure 5-80 presents parks with recreational amenities situated within residential developments.

MIXED-USE CENTER



Office, Retail and Restaurant at Transit Plaza: Mueller (Austin, TX)



Mixed-use Residential, Retail,Commercial with Street Mall: Avalon (Alpharetta, GA)

FIGURE 5-77: PALENCIA STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE CENTER

VILLAGE COMMERCIAL



Mixed-use Village Center: Halcyon (Alpharetta, GA)



Commercial Plaza: Parsons Alley (City of Duluth , GA)

FIGURE 5-78: PALENCIA STATION AREA FRAMEWORK PRECEDENTS - VILLAGE COMMERCIAL

SUBURBAN RESIDENTIAL



Single-Family Cottages: Glenwood Park (Atlanta, GA)



Multi-family Apartments: Kentland Market Square (Washington, DC)

FIGURE 5-79: PALENCIA STATION AREA FRAMEWORK PRECEDENTS - SUBURBAN RESIDENTIAL

PUBLIC REALM: RECREATIONAL FACILITY



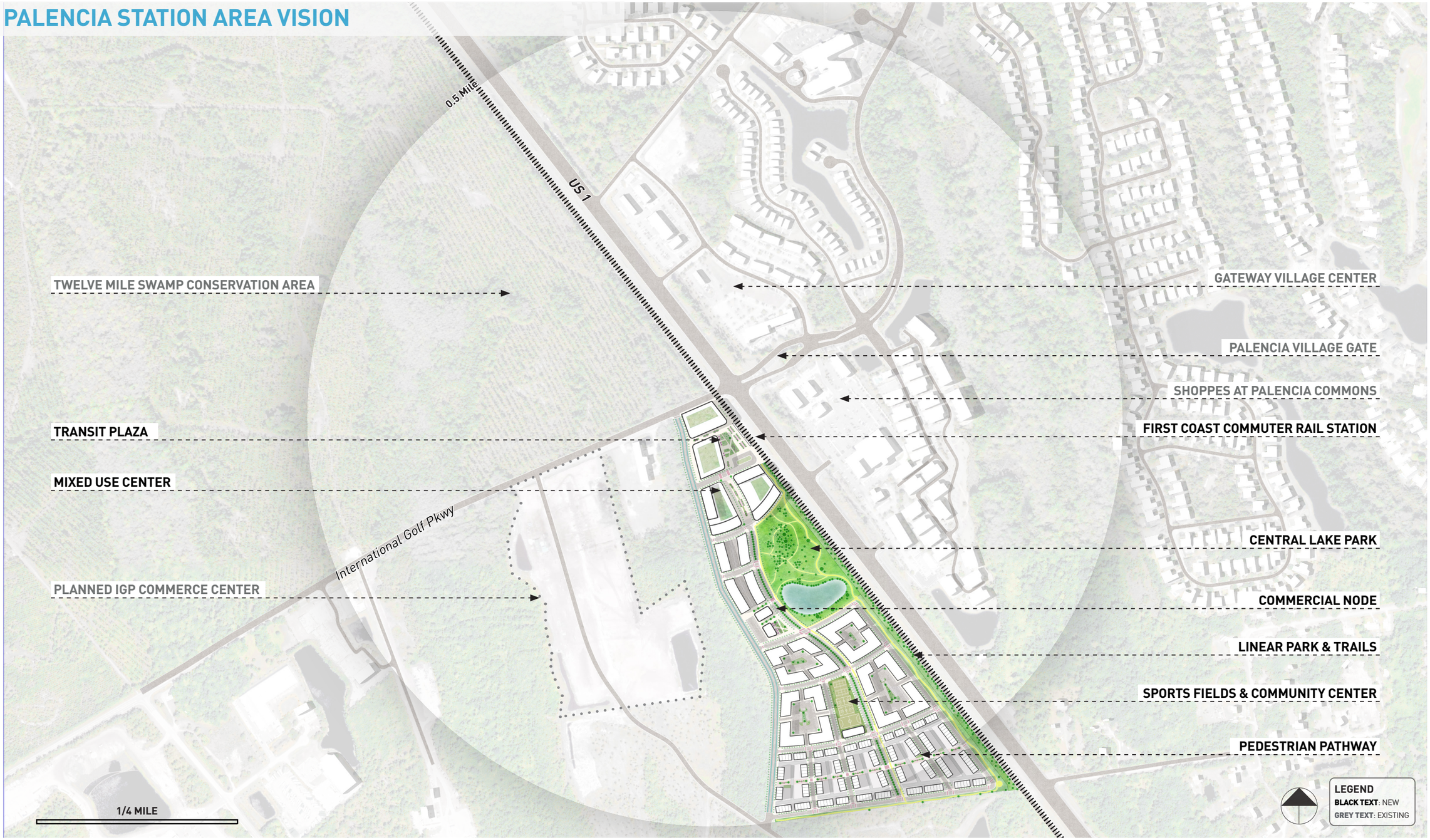
Waterfront Park: Mueller Lake Park (Austin, TX)



Recreational Facility: Mary Elizabeth Branch Park (Austin, TX)

FIGURE 5-80: PALENCIA STATION AREA FRAMEWORK PRECEDENTS - PUBLIC REALM

PALENCIA STATION AREA VISION



PALENCIA STATION AREA VISION (ENLARGED)

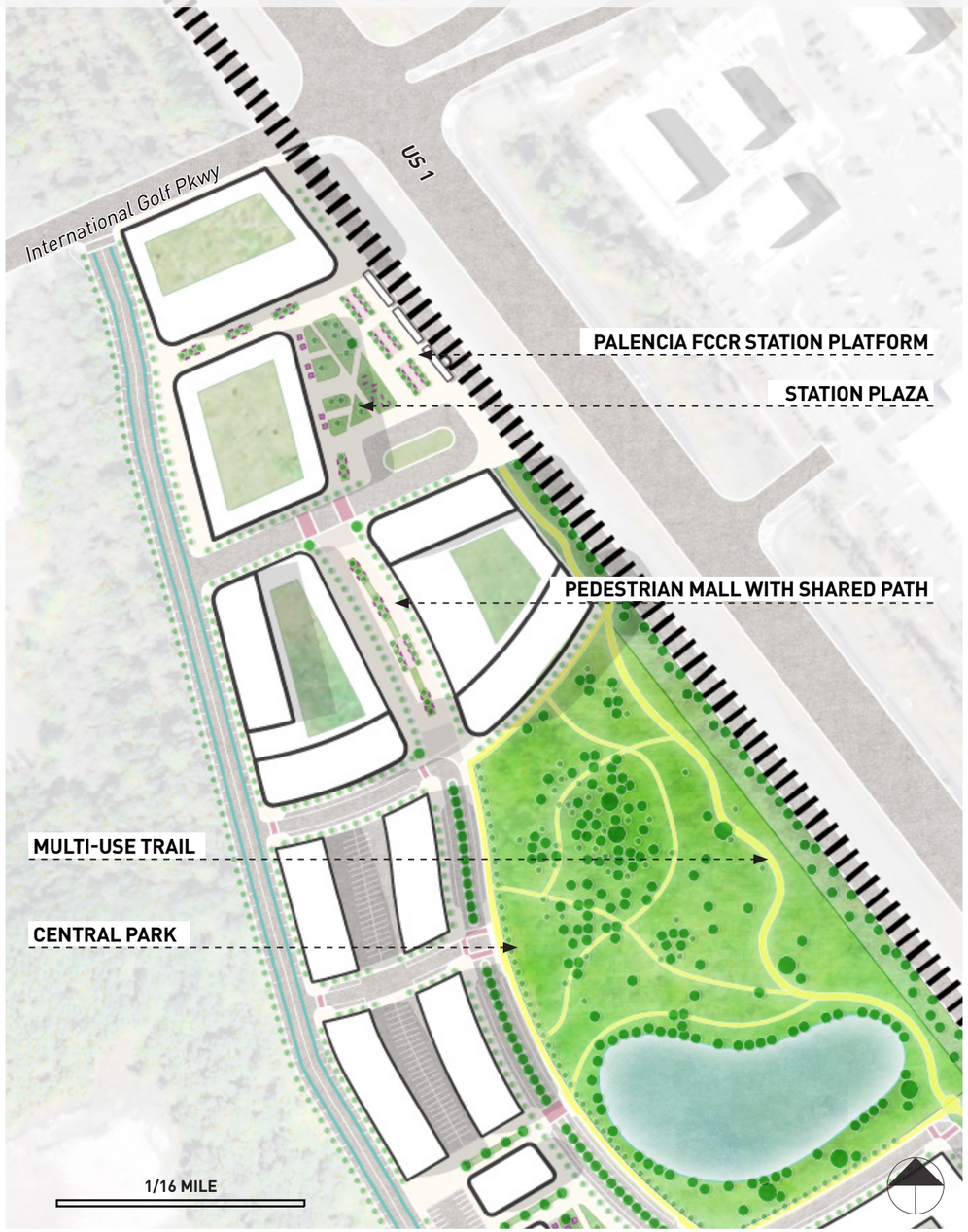


FIGURE 5-81: PALENCIA STATION ILLUSTRATIVE PLAN - ZOOM IN 1



FIGURE 5-82: PALENCIA STATION ILLUSTRATIVE PLAN - ZOOM IN 2

DESIGN STRATEGY

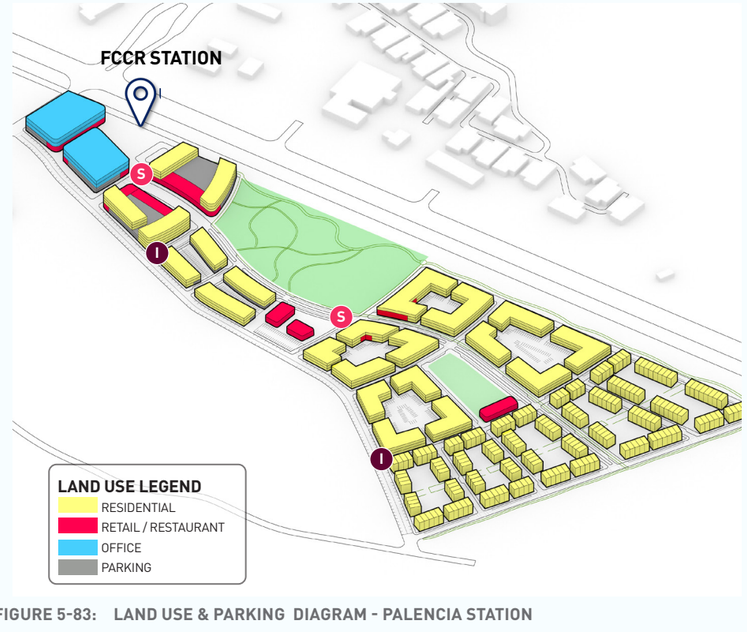


FIGURE 5-83: LAND USE & PARKING DIAGRAM - PALENCIA STATION

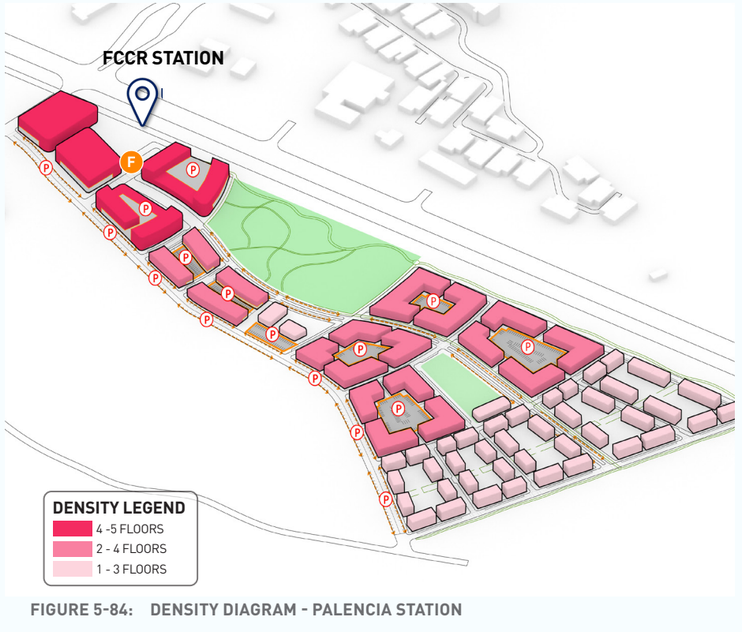


FIGURE 5-84: DENSITY DIAGRAM - PALENCIA STATION

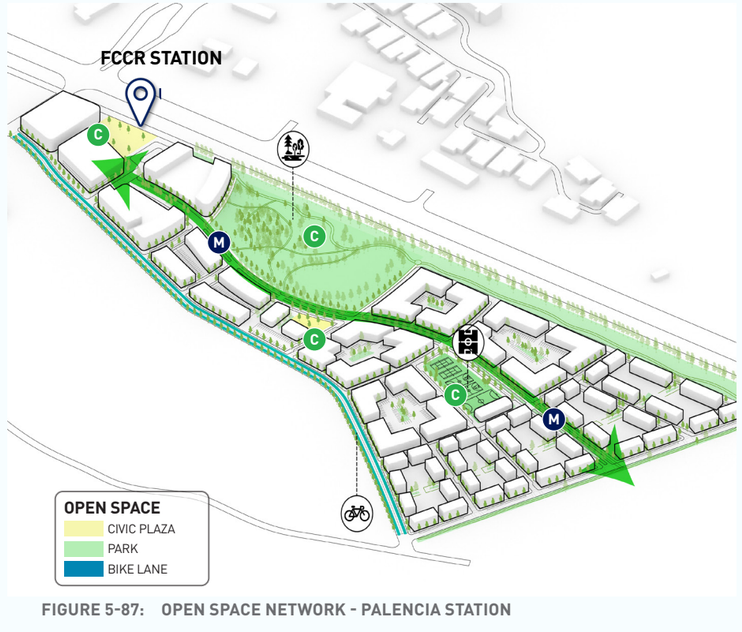


FIGURE 5-87: OPEN SPACE NETWORK - PALENCIA STATION

	KEY TOD STRATEGIES
MAKE CONNECTION (M)	Organize public spaces, retail, and community amenities along a central corridor that includes multi-modal infrastructure and provides alternative routes to connect the FCCR station to the residential units.
CREATE GREAT SPACE (C)	Introduce a large-scale park, sports fields, playgrounds, and neighborhood-scale plaza south of the station plaza.
SPECIFY A MIX OF USES (S)	Organize retail, limited office spaces, and community amenities around public spaces to create activity nodes in support of the residential units.
FOCUS DENSITY (F)	Locate density adjacent to the FCCR station and along the main corridor; Gradually reduce building height towards the west and the south to maximize integration with the existing suburban context.
IDENTIFY OPPORTUNITIES (I)	Focus on the long-term redevelopment of the underutilized land along International Golf Parkway to create a new community and increase the regional housing stock.

FIGURE 5-85: PALENCIA STATION KEY TOD DESIGN STRATEGIES



FIGURE 5-86: PALENCIA STATION VIEW OF COMMUNITY PLAZA AND RETAIL NODE

COMPLETE STREET STRATEGY

The following images illustrate Complete Streets strategies recommended for this area. Complete Streets is a policy and design approach that promotes an all-inclusive street supporting safe, convenient access ad mobility for all travelers for all modes of transportation. This includes pedestrians, cyclists, and users of vehicles and public transportation, of all ages and abilities. Complete Streets are comprised of various design elements by which different travel modes can be safely and efficiently integrated. Each of the sections illustrated in the following figures highlights different street components compliant with this approach and suited specifically for this station area. Figure 5-88 presents the integration of spaces

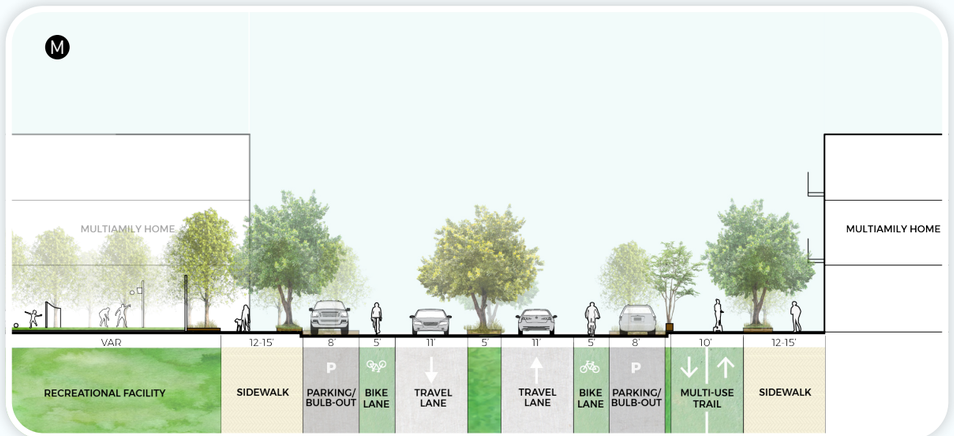


FIGURE 5-88: SECTION M -NEW MULTI-USE MAIN STREET

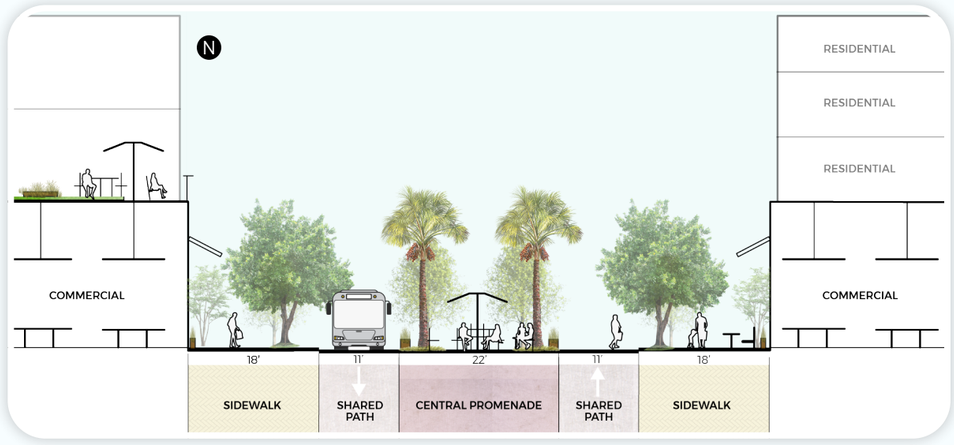


FIGURE 5-89: SECTION N -PEDESTRIAN MALL WITH SHARED PATH

for all modes of travel, with vehicle travel lanes at the center, adjacent bike lanes, parking, a multi-use trail and sidewalks, as envisioned for a new main street with the nearby recreational facilities. Figure 5-89 presents an example of a pedestrian mall as a central promenade with adjacent shared use lanes, and sidewalks abutting building frontage to further optimize the pedestrian experience. The section in Figure 5-90 illustrates an example for a new residential street with shared use lanes in the center flanked by parking and wide sidewalks adjacent to the residential blocks. Figure 5-91 presents a plan view of the station area with the location of the sections.

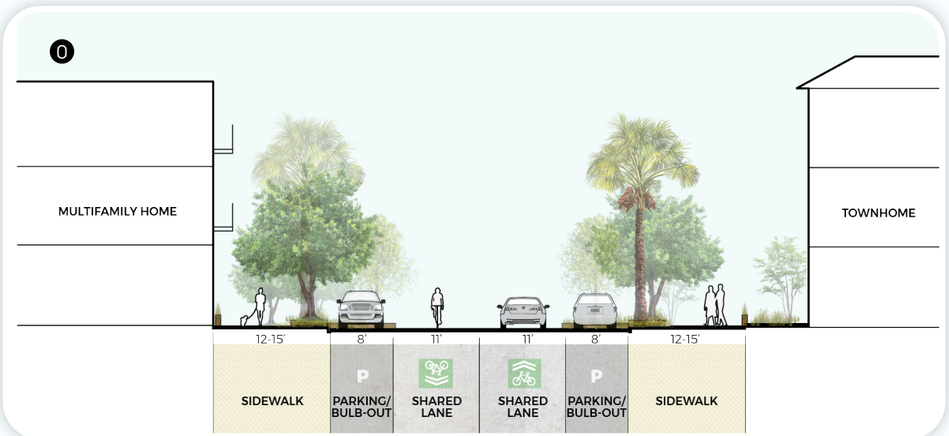


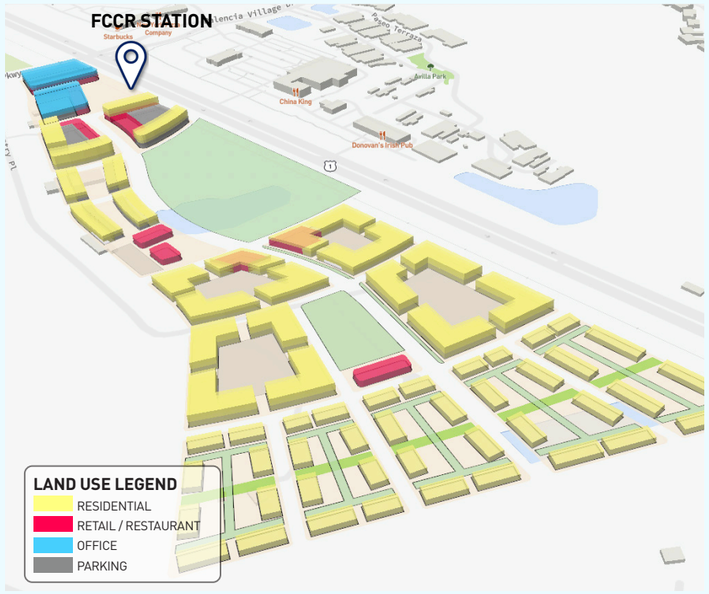
FIGURE 5-90: SECTION O -NEW RESIDENTIAL STREET



FIGURE 5-91: PALENCIA STATION TYPICAL SECTION KEY PLAN

PALENCIA STATION ILLUSTRATIVE DEVELOPMENT VIEW

TOD SCENARIO SUMMARY



	PALENCIA BASELINE SCENARIO		
PLAN AREA	**1,390,000** SQ FT	PLAN GFA: **2,213,000** SQ FT	FAR: **1.6**
BUILT FLOOR AREA	GROSS (SQ FT) RESIDENTIAL: **1,565,000** RETAIL: **108,000** OFFICE: **158,000** PARKING: **382,000**	NET (SQ FT) RESIDENTIAL: **1,330,000** RETAIL: **81,000** OFFICE: **119,000** PARKING: **382,000**	
UNITS	RESIDENTIAL APARTMENT: **925** TOWNHOME: **189** AVG.EFFICIENCY: **85%**	PARKING SPOTS: **955** AVG. SPOTS: **0.86**	BUILDING MAX. HEIGHTS: **50** FT BUILDINGS: **66** LOTS: **15**

TABLE 5-17: PALENCIA STATION BASELINE SCENARIO



	PALENCIA LOW TOD SCENARIO		
PLAN AREA	**1,390,000** SQ FT	PLAN GFA: **2,316,000** SQ FT	FAR: **1.7**
BUILT FLOOR AREA	GROSS (SQ FT) RESIDENTIAL: **1,668,000** RETAIL: **108,000** OFFICE: **158,000** PARKING: **382,000**	NET (SQ FT) RESIDENTIAL: **1,418,000** RETAIL: **81,000** OFFICE: **119,000** PARKING: **382,000**	
UNITS	RESIDENTIAL APARTMENT: **1,013** TOWNHOME: **189** AVG.EFFICIENCY: **85%**	PARKING SPOTS: **955** AVG. SPOTS: **0.79**	BUILDING MAX. HEIGHTS: **60** FT BUILDINGS: **66** LOTS: **15**

TABLE 5-18: PALENCIA STATION LOW TOD SCENARIO



	PALENCIA HIGH TOD SCENARIO		
PLAN AREA	**1,390,000** SQ FT	PLAN GFA: **2,526,000** SQ FT	FAR: **1.8**
BUILT FLOOR AREA	GROSS (SQ FT) RESIDENTIAL: **1,878,000** RETAIL: **108,000** OFFICE: **158,000** PARKING: **382,000**	NET (SQ FT) RESIDENTIAL: **1,596,000** RETAIL: **81,000** OFFICE: **119,000** PARKING: **382,000**	
UNITS	RESIDENTIAL APARTMENT: **1,191** TOWNHOME: **189** AVG.EFFICIENCY: **85%**	PARKING SPOTS: **955** AVG. SPOTS: **0.69**	BUILDING MAX. HEIGHTS: **60** FT BUILDINGS: **66** LOTS: **15**

TABLE 5-19: PALENCIA STATION HIGH TOD SCENARIO

KING STREET STATION



TOD SUMMARY



DEVELOPMENT STRATEGY

» Create a mixed-use development around a transit plaza with businesses and services that are complimentary to historic downtown St. Augustine.

KEY TOD STRATEGIES

» **Make Connections:** Center development around the station's pick-up/drop-off plaza to provide safe and accessible access of shuttles to and from the station; Introduce a pedestrian bridge across Ponce de Leon Boulevard to maximize pedestrian connection to the historic downtown.

» **Create Great Spaces:** Create a central plaza around which the development will be organized, with outdoor and indoor retail and dining options; Ground-floor and second-floor public circulation create elevated public spaces.

» **Specify a Mix of Uses:** Cluster mixed-used residential development around the central plaza; Create dedicated retail and office nodes.

» **Focus Density:** Increase density adjacent to the station and gradually reduce building height along W. Kings Street.

» **Identify Opportunities:** Capitalize on the parcel's central location to increase St. Augustine's housing stock.

TOD STATION TYPOLOGY

» CORE NEIGHBORHOOD
» (D) Emerging Center
» 3 Sub Region: 3

KING STREET STATION OVERVIEW

The King Street Station is distinctive in its location adjacent to the City of St. Augustine Central Business District, and its development opportunities. Located immediately west of the St. Augustine historic district, the parcel is connected to Flagler College, City Hall, and numerous significant points of interest to the east, along King Street. Area streets have a high pedestrian traffic volume due to the proximity to the college campus, government buildings, and St. Augustine's notoriety as a tourist destination.

A conceptual station area plan and a virtual reality model were developed in Spring, 2021. The proposed station area was originally envisioned as a mixed-use development around a central plaza which will serve as the community center. Ground floor retail with residential units on top and structured parking was incorporated into the plan to support new development for residents and FCCR customers. Due to the advancement of the private owner plans for the proposed King Street Station parcel, no further development of TOD scenarios was conducted and Palencia Station was selected as a potential alternative location for the future FCCR station. Current zoning isn't supportive of TOD and the proposed framework. Zoning amendment or rezoning will be required.

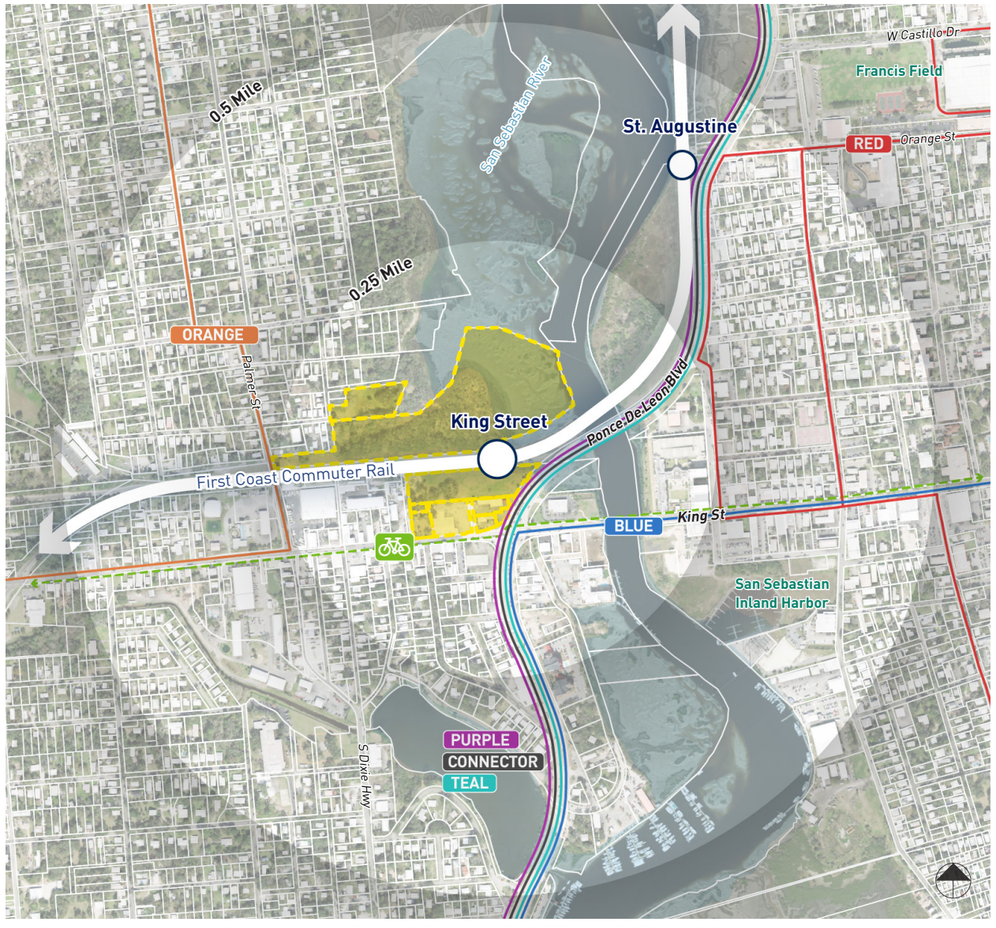
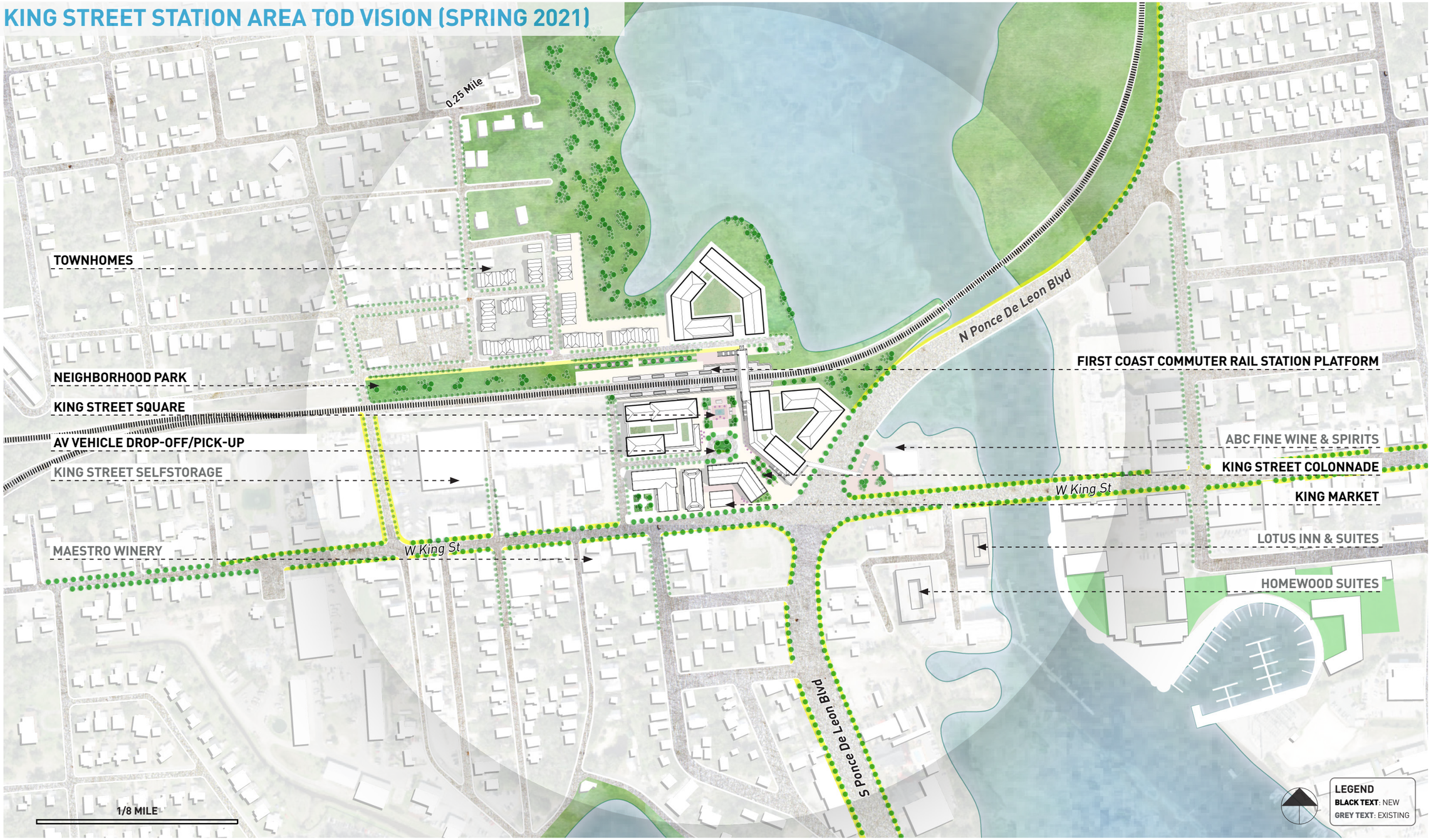


FIGURE 5-92: KING STREET STUDY AREA AERIAL AND PROPOSED DEVELOPMENT PARCELS

KING STREET STATION AREA TOD VISION (SPRING 2021)



KING STREET VIRTUAL REALITY (VR) VIEW CAPTURE

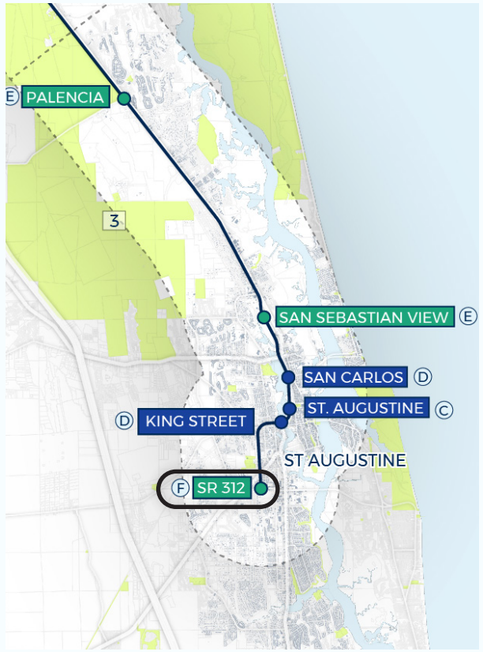


SCREEN CAPTURE FROM VR MODEL PREPARED IN SPRING 2021

SR 312 STATION



TOD SUMMARY



TOD STATION TYPOLOGY

» MULTI-USE SUBURBAN
» (F) Consolidated Center
» 3 Sub Region: 3

DEVELOPMENT STRATEGY

» Augment the existing light industrial uses, and the nearby retail and office park, with a light industry creative hub to increase the diversity of retail and employment opportunities in the area.

KEY TOD STRATEGIES

» **Make Connections:** Enhance Dobbs Road with traffic-calming elements and pedestrian amenities to create a central corridor; Build a pedestrian foot bridge to connect the SR 312 FCCR station to the Cobblestone Village Commercial Center across the rail line.

» **Create Great Spaces:** Develop a dynamic and visually stimulating marketplace at the station plaza; Create a linear park to provide a buffer between the rail line and the new development and create recreation options for employees and visitors.

» **Specify a Mix of Uses:** Create a mixed-use campus focused on light creative industries, flex workspace, marketplace, and large-scale recreational spaces.

» **Focus Density:** Limit density along Dobbs Road to 2-4 floors to be integrated with the lower building heights in the adjacent neighborhood blocks.

» **Identify Opportunities:** Consider future needs of the expanded St. Augustine University; Densify underutilized parcels and increase local employment opportunities.

TOD VISIONING

State Road 312, following an east-west alignment, connects numerous coastal residential communities to the US 1 corridor and to an abundance of retail and commercial services, including the marine support industry. The vision for the SR 312 Station, as a Multi-use Suburban Consolidated Center typology, is focused on maintaining the industrial character of the area and increasing employment opportunities through the addition of light industrial flexible spaces. The framework complements the existing retail centers and office parks situated across the rail corridor and supports a diversity of employment opportunities in the area. The station area has access to local public transit and transportation services offered throughout the historic district, making it a desirable location for an FCCR station. The framework considers potential future needs of the expanded St. Augustine University, such as retail and apartments to support students and faculty. Moreover, it intends to improve connectivity and minimize the threat to health, safety, and welfare posed by hazards, nuisances, and incompatible land uses in proximity to the station and to the nearby residential community.

TOD FRAMEWORK

OVERVIEW

The SR 312 Station framework considers the existing industrial uses, proposes to support them with improved infrastructure, and augments the area with additional similar uses, as well as retail and public realm spaces. It envisions a concentration of employment opportunities that capitalize on their proximity to one another and to a regional commuter rail. This compact linear development is organized along an existing road, with the station and the adjacent plaza as its anchors. Retail uses surround the plaza and provide services for employees of the adjacent business, as well as the students, staff, and faculty of the adjacent academic facility which is undergoing an expansion of another 40,000 square feet. A linear park along the rail corridor provides outdoor space and doubles as a buffer from the railroad tracks. The current framework can be viewed as the first step of a long-term development project around the potential SR 312 Station. Numerous vacant and underutilized parcels are available north of SR 312 and can increase in value if direct access to the FCCR is established. Current zoning isn't supportive of the this framework, a zoning amendment may be required.

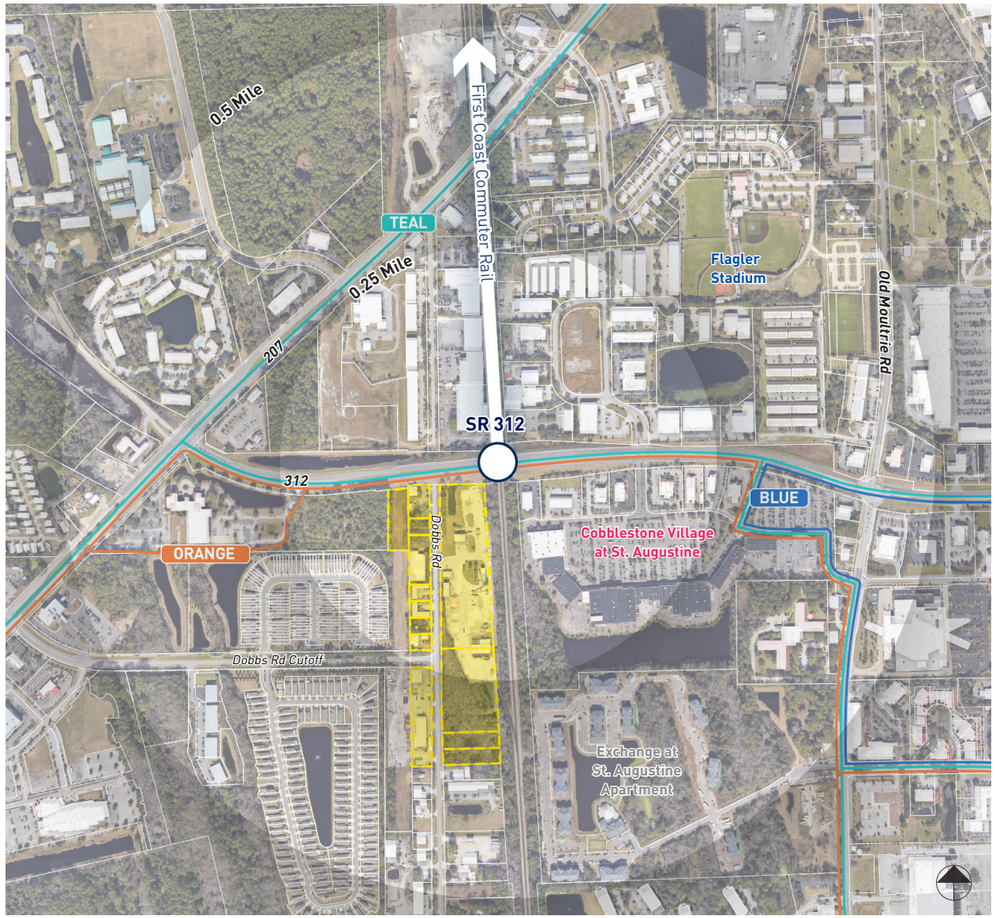


FIGURE 5-93: SR 312 STATION STUDY AREA AERIAL AND PROPOSED REDEVELOPMENT PARCELS

CIRCULATION & CONNECTIVITY

The SR 312 Station framework transforms Dobbs Road to function as a main street for this development, serving also as a major connection between SR 207 and SR 312. With the primary entrance to the development through the Dobbs Road Cutoff, the framework introduces road improvements and traffic-calming elements to Dobbs Road to reinforce it as a main street. The plan explores a ramp underpass to connect the north and south segments of Dobbs Road to facilitate connection to potential future development on parcels northwest of the intersection. A bridge connecting pedestrians to the shopping mall across the railroad track is also proposed to provide FCCR passengers access to nearby office park and retail center. Once crossing over the railroad tracks, it is a short walk, approximately a quarter mile to 312 Business Park.

OPEN SPACE & PUBLIC REALM

The SR 312 Station plaza space doubles as the main retail anchor for the development and provides inviting access to the proposed FCCR Station. The new public plaza offers welcoming public spaces with sitting, shade and other pedestrian amenities to support the diverse populations traveling through the area to access local shopping and restaurant venues, including students from the nearby university. A linear park, created along the rail corridor, creates a green buffer to provide separation from the railroad tracks and provide recreational uses for employees and others utilizing the station area or traversing to adjacent retail, commercial, and educational spaces.

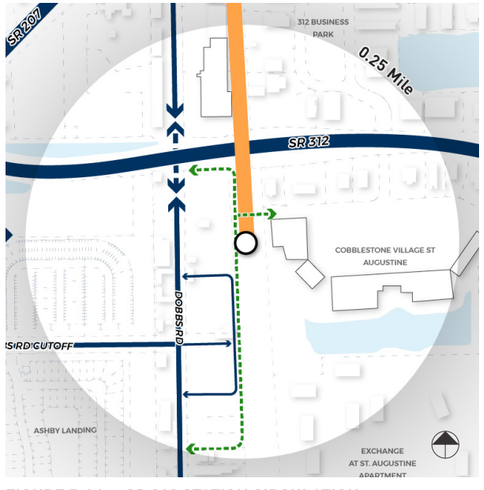


FIGURE 5-94: SR 312 STATION CIRCULATION



FIGURE 5-95: SR 312 STATION OPEN SPACE

LAND USE

The SR 312 Station area framework proposes predominantly light industrial land uses, such as maker spaces, breweries, and light manufacturing, as well as spaces for large-scale recreational programs such as climbing gyms, bowling alleys, etc. The new public station plaza and retail uses around it will serve employees in the area, as well as the expanded academic facility of St. Augustine University. Existing and proposed light industrial uses/flex spaces along Dobbs Road are situated near pedestrian-friendly, retail destinations, centered within the station plaza.

Additional land uses include a limited number of 3-4-story apartment buildings that can be used as student housing and other student support services.

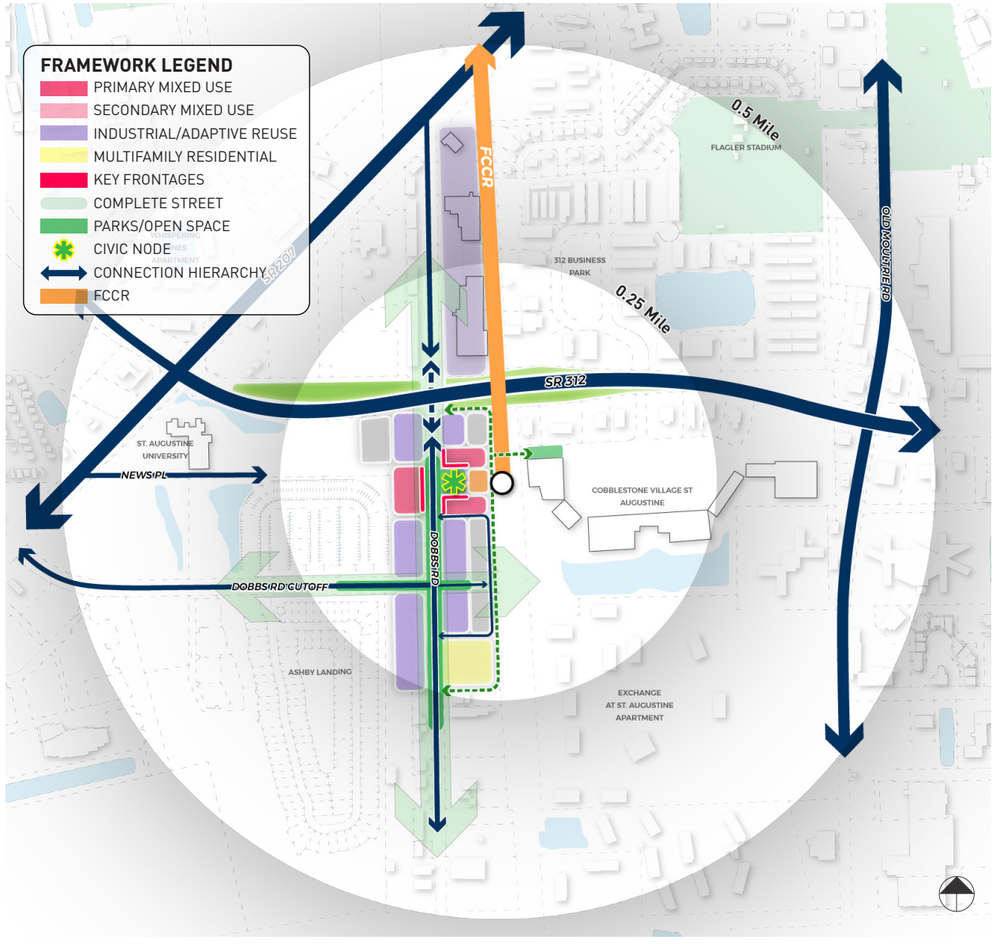


FIGURE 5-96: SR 312 STATION LAND USE

TOD FRAMEWORK PRECEDENTS

The following images depict examples of projects where TOD design principles relevant to the SR 312 Station were implemented. Among these principles are increased density, integration of different uses, and planning of extensive public realms to allow for pedestrian activity, all in the vicinity of transportation stations. In the case of mixed-use development, commercial activity is typically located on the ground floors, with office and residential on the higher floors. The public realm supports various activity types, creating an overall dynamic urban environment. The SR 312 Station reflects TOD principles suitable with Multi-use Suburban, Consolidated Center typologies. Figure 5-97 is an example of a mixed-use center focused on light industrial and adaptive reuse design features. Figure 5-98 is an example of a mixed-use commercial center with in support of nearby residential development. Figure 5-99 shows an example of a residential development with multifamily apartments and townhouses . Figure 5-100 is an example of enhancing public realm by integrating pedestrian infrastructure with adjacent recreational, shopping, and restaurants.

LIGHT-INDUSTRIAL ADAPTIVE REUSE



Creative & Maker's Spaces: Armour Yards (Atlanta, GA)



Retail, Dining & Offices: M-K-T (Houston, TX)

FIGURE 5-97: SR 312 STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE CENTER

MIXED-USE COMMERCIAL



Commercial Block: Armature Works (Tampa, FL)



Commercial Plaza: 12th & Everything (Atlanta, GA)

FIGURE 5-98: SR 312 STATION AREA FRAMEWORK PRECEDENTS - MIXED-USE NEIGHBORHOOD

SUBURBAN RESIDENTIAL



Multi-family Building: The Point at Town Center (Jacksonville, FL)



Attached Townhomes: Towns on Thompson (Alpharetta, GA)

FIGURE 5-99: SR 312 STATION AREA FRAMEWORK PRECEDENTS - SUBURBAN RESIDENTIAL

PUBLIC REALM: RECREATIONAL FACILITY



Food & Beverage Plaza: Armature Works (Tampa, FL)



Shipping Container Food & Beverage Village: Wynwood (Miami, FL)

FIGURE 5-100: SR 312 STATION AREA FRAMEWORK PRECEDENTS - PUBLIC REALM

STATION AREA VISION



DESIGN STRATEGY

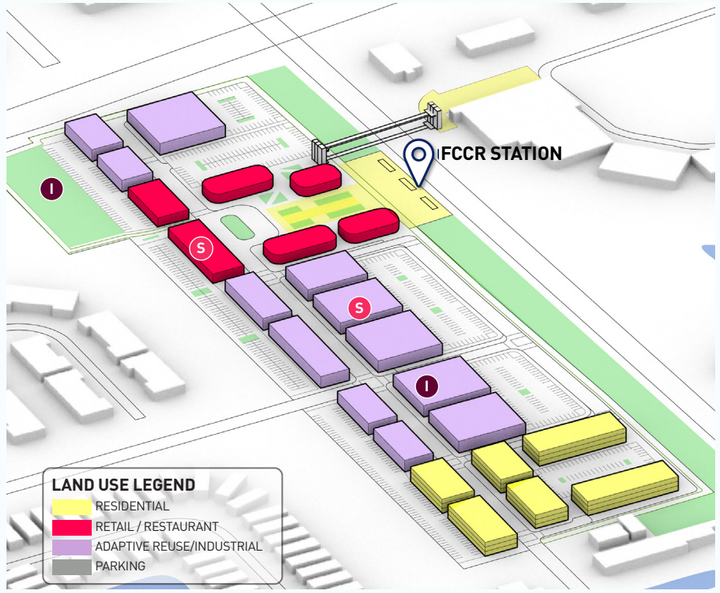


FIGURE 5-101: LAND USE & PARKING DIAGRAM - SR 312 STATION

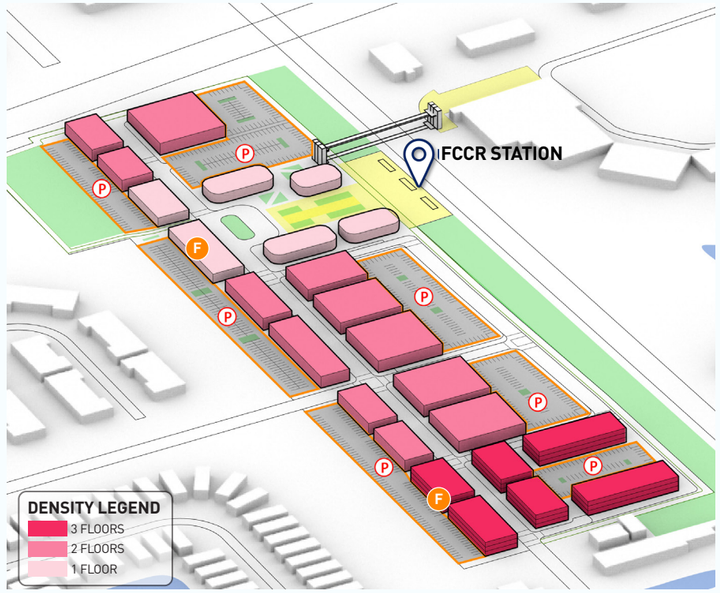


FIGURE 5-102: DENSITY DIAGRAM - SR 312 STATION

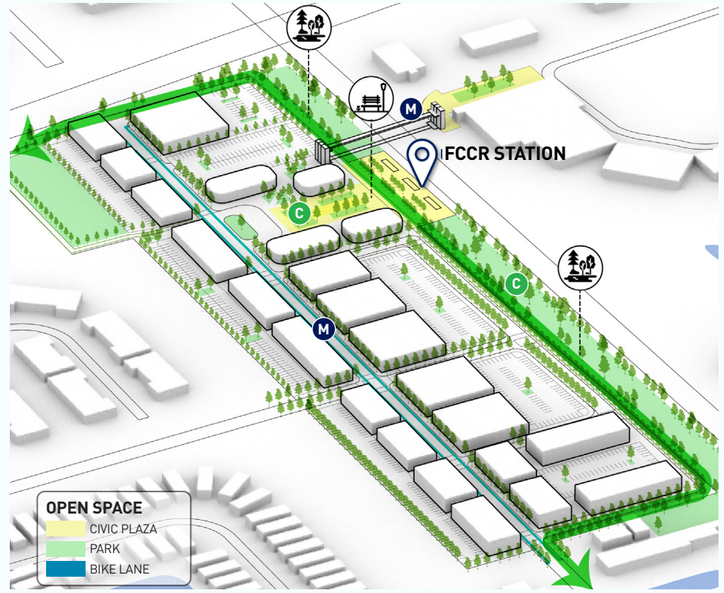


FIGURE 5-105: OPEN SPACE NETWORK -SR 312 STATION

	KEY TOD STRATEGIES
MAKE CONNECTION (M)	Enhance Dobbs Road with traffic-calming elements and pedestrian amenities to create a central corridor; Build a pedestrian foot bridge to connect the SR 312 FCCR station to the Cobblestone Village Commercial Center across the rail line.
CREATE GREAT SPACE (C)	Develop a dynamic and visually stimulating marketplace at the station plaza; Create a linear park to provide a buffer between the rail line and the new development and create recreation options for employees, students, and visitors.
SPECIFY A MIX OF USES (S)	Create a mixed-use campus focused on creative and light industries, flex workspace, marketplace, and large-scale recreational spaces.
FOCUS DENSITY (F)	Limit density along Dobbs Road to 2-4 floors to be context sensitive and integrate with lower densities in adjacent neighborhood blocks.
IDENTIFY OPPORTUNITIES (I)	Consider future needs of the expanded St. Augustine University; Densify underutilized parcels and increase local employment opportunities.

FIGURE 5-103: SR 312 STATION DESIGN STRATEGIES



FIGURE 5-104: SR 312 STATION VIEW OF THE ENHANCED DOBBS ROAD

COMPLETE STREET STRATEGY

The following images illustrate Complete Streets strategies recommended for this area. Complete Streets is a policy and design approach that promotes an all-inclusive street supporting safe, convenient access ad mobility for all travelers for all modes of transportation. This includes pedestrians, cyclists, and users of vehicles and public transportation, of all ages and abilities. Complete Streets are comprised of various design elements by which different travel modes can be safely and efficiently integrated. Each of the sections illustrated in the following figures highlights different street components compliant with this approach and suited specifically for this station area. Figure 5-106 presents a design concept for the extension of Dobbs Road, with vehicle travel lanes, bordered by dedicated bike lanes, and wide sidewalks along each side of the road. Figure 5-107 depicts an example for a new north-south street, with a combination of a wide sidewalk, parking, and shared use lanes adjacent to a multi-use trail along the new linear park. Figure 5-108 presents an example of a new east-west secondary street with two shared use lanes in the center flanked by wide sidewalks fronting nearby residential building and commercial businesses. Figure 5-109 depicts a plan view of the station with approximate locations of the sections.

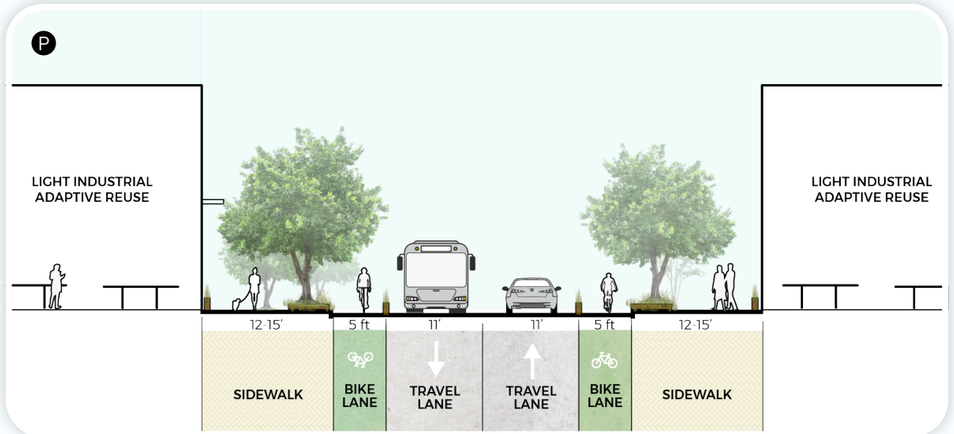


FIGURE 5-106: SECTION P -DOBBS ROAD

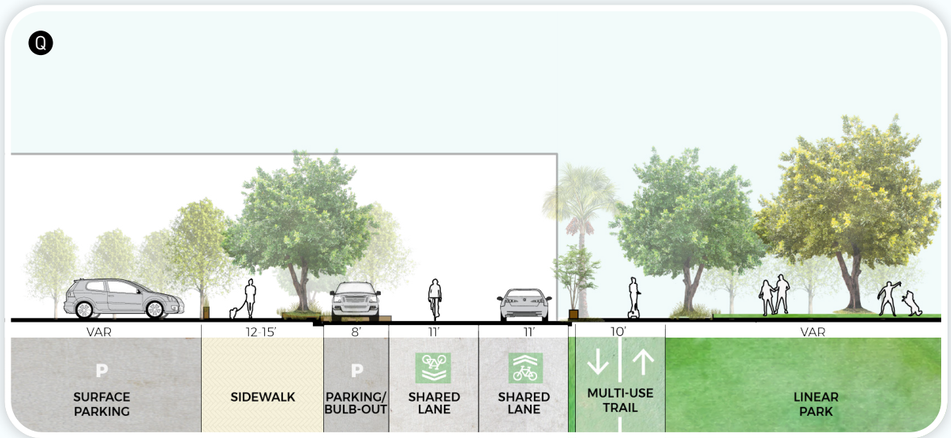


FIGURE 5-107: SECTION Q -NEW NORTH-SOUTH BACK STREET

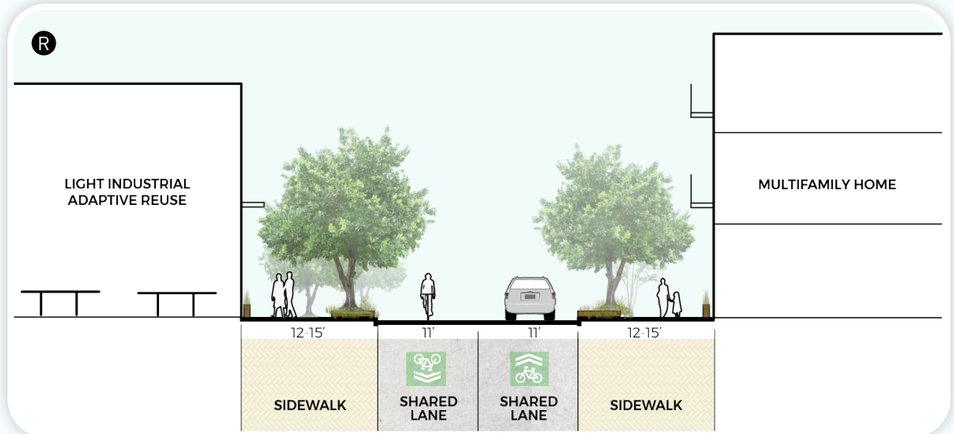


FIGURE 5-108: SECTION R -NEW EAST-WEST STREET

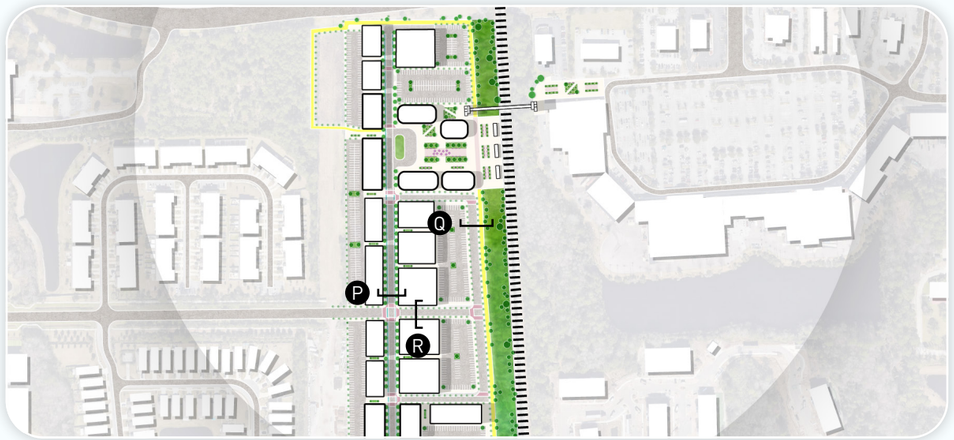
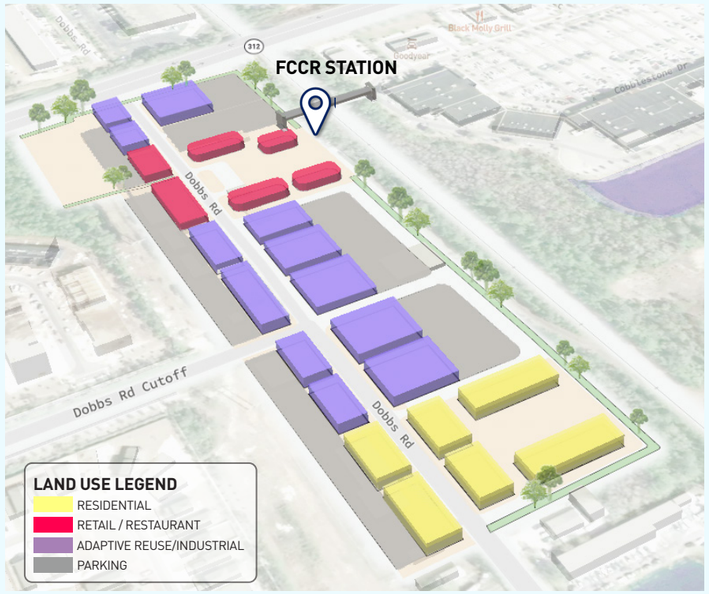


FIGURE 5-109: SR 312 STATION TYPICAL STREET KEY PLAN

SR 312 STATION ILLUSTRATIVE DEVELOPMENT VIEW

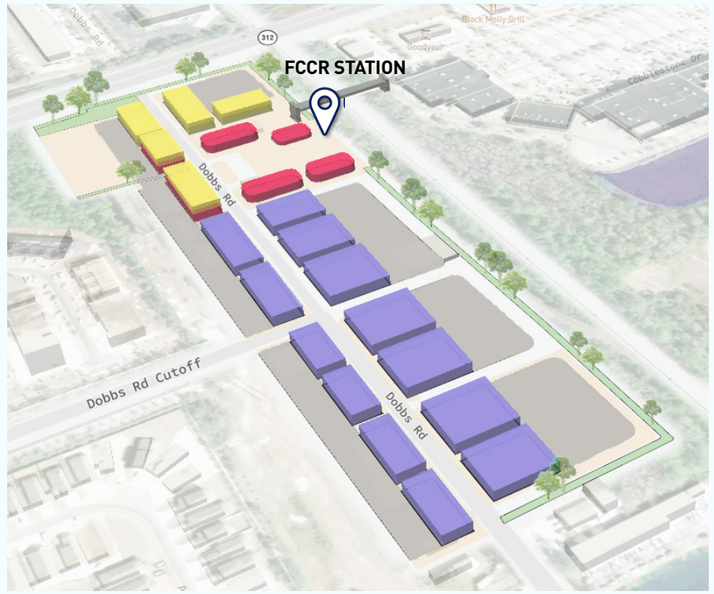


TOD SCENARIO SUMMARY



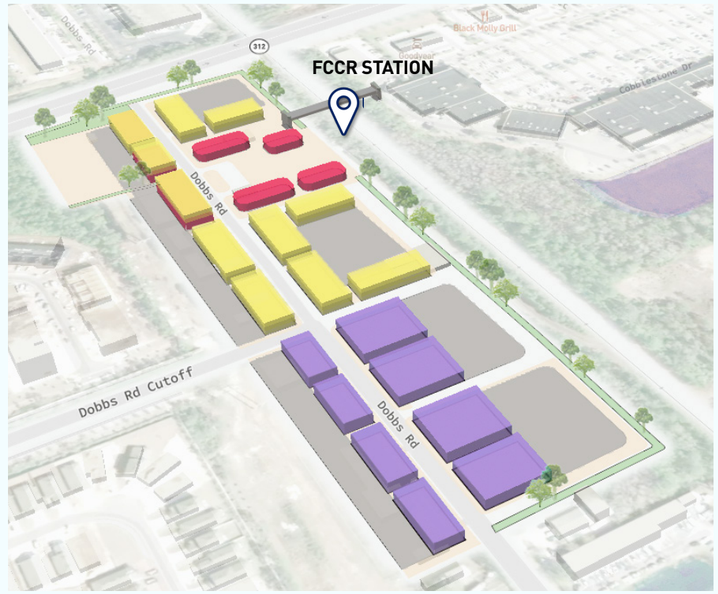
SR 312 BASELINE SCENARIO	
PLAN AREA	**530,000** SQ FT PLAN GFA: **605,000** SQ FT FAR: **1.1**
BUILT FLOOR AREA	GROSS (SQ FT): RESIDENTIAL: **176,000**; RETAIL: **46,000**; OFFICE: **145,000**; PARKING: **238,000** NET (SQ FT): RESIDENTIAL: **150,000**; RETAIL: **35,000**; OFFICE: **109,000**; PARKING: **238,000**
UNITS	RESIDENTIAL: APARTMENT: **150**; TOWNHOME: **-**; AVG.EFFICIENCY: **85%** PARKING: SPOTS: **595** (SURFACE); AVG. SPOTS: **3.97** BUILDING: MAX. HEIGHTS: **30** FT; BUILDINGS: **24**; LOTS: **8**

TABLE 5-20: SR 312 STATION BASELINE SCENARIO



SR 312 LOW TOD SCENARIO	
PLAN AREA	**530,000** SQ FT PLAN GFA: **584,000** SQ FT FAR: **1.1**
BUILT FLOOR AREA	GROSS (SQ FT): RESIDENTIAL: **128,000**; RETAIL: **46,000**; OFFICE: **162,000**; PARKING: **248,000** NET (SQ FT): RESIDENTIAL: **109,000**; RETAIL: **35,000**; OFFICE: **122,000**; PARKING: **248,000**
UNITS	RESIDENTIAL: APARTMENT: **109**; TOWNHOME: **-**; AVG.EFFICIENCY: **85%** PARKING: SPOTS: **620** (SURFACE); AVG. SPOTS: **5.68** BUILDING: MAX. HEIGHTS: **30** FT; BUILDINGS: **24**; LOTS: **8**

TABLE 5-21: SR 312 STATION LOW TOD SCENARIO



SR 312 HIGH TOD SCENARIO	
PLAN AREA	**530,000** SQ FT PLAN GFA: **715,000** SQ FT FAR: **1.4**
BUILT FLOOR AREA	GROSS (SQ FT): RESIDENTIAL: **329,000**; RETAIL: **46,000**; OFFICE: **98,000**; PARKING: **242,000** NET (SQ FT): RESIDENTIAL: **280,000**; RETAIL: **35,000**; OFFICE: **73,000**; PARKING: **242,000**
UNITS	RESIDENTIAL: APARTMENT: **279**; TOWNHOME: **-**; AVG.EFFICIENCY: **85%** PARKING: SPOTS: **605** (SURFACE); AVG. SPOTS: **2.17** BUILDING: MAX. HEIGHTS: **30** FT; BUILDINGS: **24**; LOTS: **8**

TABLE 5-22: SR 312 STATION HIGH TOD SCENARIO

6. TOD IMPLEMENTATION

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PALENCIA STATION.....494
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SR 312 STATION.....498
GENERAL INFRASTRUCTURE NEEDS.....50



6.1 TOD REGULATORY FRAMEWORK AND INTERAGENCY AGREEMENTS

The proposed FCCR and TOD surrounding stations, involve a number of jurisdictions, including the local governments of Jacksonville, St. Johns County, and St. Augustine, that would need to be engaged in the planning and implementation of a TOD strategy for the corridor. Extensive coordination with the interests and authorities of the overseeing taxing bodies, like the two counties; the landowners around the stations, both public and private; and developers is necessary as JTA advances the rail corridor development.

Coordination between these parties falls into two main categories: long-term partnerships and policy alignment, and regional visioning and strategy creation.

LONG-TERM PARTNERSHIPS AND POLICY ALIGNMENT

Ongoing and regular interagency coordination will be necessary to successfully develop and implement the FCCR and TOD as envisioned by JTA. A coordinated effort between JTA and the cities, counties, institutional and private sector partners, as well as key community-based organizations and civic groups, will be instrumental in planning for and implementing TOD across the line that reflects the goals of the areas served.

Long-term partnerships and policy alignment sets the stage for TOD implementation, making sure that all stakeholders are involved and in regular communication around steps like land use planning and zoning, securing funding sources, and prioritizing funding uses.

Working groups formed by the JTA, with other City, private, and community partners should stand up a sustainable operating and management structure with equitable TOD as a guiding goal for group actions. Groups can take a number of different forms. Florida Statute 163.01, otherwise known as the Florida Interlocal Cooperation Act of 1969, permits local governmental units to make the most efficient use of their powers by enabling them to cooperate with other localities. In 2023, Jacksonville currently has over 140 types of interlocal agreements, including an agreement for public school facility planning to coordinate land use policy across the County. The agreement includes terms around sharing information, meetings, and decision-making policies between the Cities involved.

Working groups can involve many types of entities. For example, the District Council system used in Saint Paul, MN allows inter-jurisdictional collaboration through autonomous non-profit agencies to help residents to get involved in city planning. While implementing the METRO Green Line in Minneapolis and St. Paul, district councils jointly formed the District Councils Collaborative to ensure concerns from various communities and neighborhoods were addressed in planning efforts, and that the benefits of TOD were equitably distributed across the councils' constituents.

[1] LA Metro. (2020). TOC Implementation Plan. https://www.metro.net/about/transit-oriented-communities/

REGIONAL VISIONING AND STRATEGY

Once an organizational structure is established, partners must work together over all phases of implementation. This means to confirm the vision for the TOD across the line, prioritize development sites and station areas, identify the land use/zoning regulations needed to support TOD, develop a funding and financing strategy to support new development and public infrastructure, prepare sites for being offered up to developers, and to govern the development structure.

Examples of the function of these partnerships at different implementation phases are described below:

Land Use Regulations: Since JTA does not have land use authority, it will have to work with the agencies with zoning and land use control to get TOD supportive zoning in place. Coordinating on a land use policy and zoning across the transit corridor can support TOD goals like increasing ridership, providing housing, and promoting mixed-use development by adjusting densities and permitted land uses. Even though each station area along the corridor has unique context and characteristics, having a regional approach to what is built around the stations provides consistency across the system, which can support system-wide strategies like value capture, described further in section 5.2.

Effective coordination could involve providing both technical and financial support to cities to advance TOD supportive planning. LA Metro through its Transit Oriented Communities Implementation Plan released in 2020 establishes a Technical Assistance Program (TAP) and a Grant Writing Program that provides resources like organized forums and grant writers to municipalities to encourage adapting land use regulations and zoning to support TOC policy goals. LA Metro also prepared Baseline Assessments, starting along specific transit corridors, to serve as resources of information for municipalities and community members, to highlight opportunities to leverage the transit infrastructure investments for equitable TOCs and what tools and resources municipalities can best deploy to respond to their specific conditions and best leverage the transit investment for community benefits and to address the potential challenges[1].

Site Assemblage: Individual parcels around the station areas are owned by multiple parties: including JTA, the City, and/or private landowners. As market interest is better understood, decisions will need to be made surrounding the level of public land assemblage desired prior to solicitation of developers for publicly owned parcels; the appropriate structure for such assemblage (e.g., public acquisition or public/private partnerships); and the terms of agreement for any assemblages pursued.

Preferred Development Structure: For sites where land is held publicly, a number of alternative development structures and strategies can be explored, each generating trade-offs in terms of public and private risk/control, as well as total development costs, with impacts on development outcomes. For example, the public sector may choose to enter a fee sale to a private developer to minimize public risk, or to enter into a ground lease or joint venture in order to retain greater control over site development while providing access to below market public financing rates for improvements (Figure 6-1). Where the public sector and its partners control multiple parcels within a development site, decisions also will need to be made about the preferred scope of future development solicitations, such as whether a developer is sought for earlier phases, for all phases (adding development value by offsetting riskier initial stages of site development in a nascent market with potential upside from future phases in a more established market, but limiting longer term public control over development progress and competitiveness), or for a just an earlier phase but with a Right of First Offer or Right of First Refusal for subsequent phases (partially enhancing developer value while retaining greater public control).

Maximizing Development Value and Minimizing Development Risk: The strongest development proposals and partners will best be secured if value creating amenities are already clearly advancing or in place prior to issuance of developer solicitations (where applicable), and if steps have been taken to mitigate development risk. Transit improvements and proposed infrastructure enhancements to the public realm all add value for new development; identification of funding and a clear implementation plan, timeline, responsibilities (including public versus private) and support for these capital improvements prior to developer solicitations will inspire confidence and enthusiasm around the development opportunity.

Preliminary commitments to public tenancy of commercial space will further strengthen value and marketability.

In addition, development risk can be reduced by, for example, completing environmental assessments in advance; preparing – and ideally executing – a mitigation plan for identified contaminants; advancing entitlements; identifying and completing preliminary agreements around a parking strategy that minimizes required future parking construction; and, where feasible, seeking preliminary support for vertical development subsidies.

LAND DISPOSITION	GROUND LEASE	MASTER DEVELOPER	JOINT VENTURE
Public sector conveys land to private entity for vertical development.	Public sector is anchor tenant of a private development	Public sector acts as a developer/property owner to support development goals	Public sector acquires equity stake in development



FIGURE 6-1: DEVELOPMENT STRUCTURES AND PUBLIC SECTOR RISK & RETURN



6.2 LOCAL FINANCING AND VALUE CAPTURE MECHANISMS

Identifying and unlocking profitable TOD relies on the fundamentals of real estate development. If project costs exceed revenue, the project is infeasible. If project revenues exceed costs, the project is feasible and turns a profit. If a project is financially infeasible but supportive of the overall TOD goals and strategy, JTA can consider several tools to help close the gap.

VALUE CAPTURE MECHANISMS

Value capture, as depicted in Figure 6-2, refers to a variety of financing tools and strategies that allow the public sector to capture a portion of the increase in land value that directly results from public investments, including transit. There are a variety of public-private financing tools and mechanisms that allow the public sector to capture a portion of the increase in private development and land value, which results directly from public investments in transit, streetscape, and public realm improvements. A justification for using these tools is that private investment may not occur in the absence of public investment.

Value capture mechanisms typically used across the country, as well as strategies commonly used in Jacksonville, St. Johns County, and elsewhere in Florida, that could be used to fund public realm improvements and development were identified as part of the study process.. These include a mix of one-time and recurring revenue sources that would 1) defray both upfront construction costs and future expenses related to operations and maintenance or 2) subsidize otherwise infeasible development. However, if projects are financially infeasible, new fees and assessments can make it harder for developments to pencil; therefore, the mechanisms listed in Table 6-1 will require selective deployment and application.

For example, Tax Increment Financing (TIF) is a powerful tool available to CRAs in Florida to reserve future incremental tax income for current horizontal and/or vertical development investments that spur growth and redevelopment of a neighborhoods, which makes them particularly useful to meeting goals of advancing TOD. By capturing the incremental property tax revenue within a specific redevelopment district, a CRA can pledge those funds to finance upfront capital projects or subsidize otherwise infeasible redevelopment projects, among other uses designated the district's Community Redevelopment Plan.

In 2018, Miami-Dade County adopted an ordinance for the creation of a TIF district, the Miami Dade County Transportation Infrastructure Improvement District, that extends along specific transit corridors (the "SMART" Plan corridors) and earmarks the generated tax increment revenue for the development, construction, maintenance, and operation of the Plan's project, which includes TOD, specifically housing, retail, and office development, along the rapid transit lines.

Some projects and project areas might not be suitable to maximize the use of value capture instruments, due to capacity of new development to generate taxable property value increases or if the administrative or political conditions make the instrument unsustainable. Table 6-2 provides a framework to assess the suitability of value capture instruments to fund certain projects and improvements in areas along the corridor.

If deemed suitable for value capture, there are additional factors that determine the specific type of value capture instrument given the variations in revenue generation capacity, risk tolerance, timing, and potential revenue uses. These factors are outlined in Table 6-3.

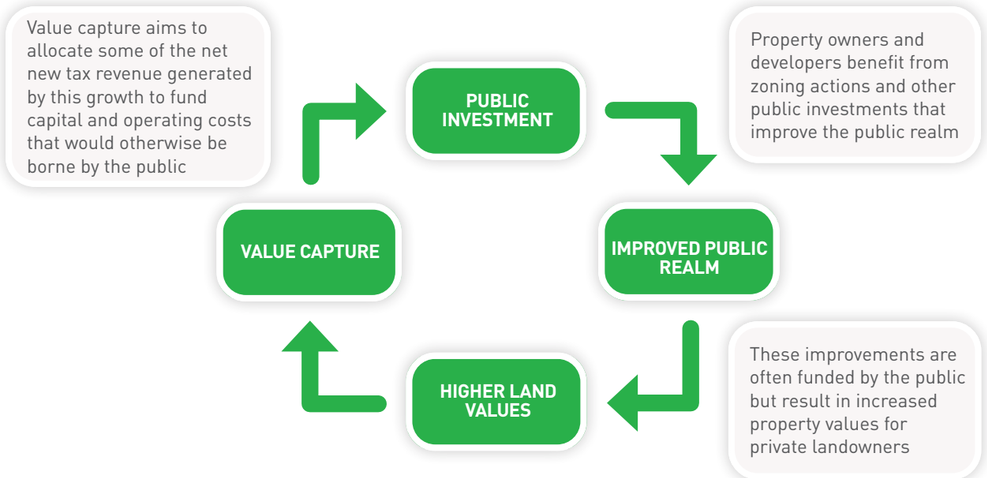


FIGURE 6-2: SUMMARY OF INVESTMENT-TO-VALUE CAPTURE CYCLE

MECHANISM	DEFINITION	CONTRIBUTING ENTITY	ADMINISTERING ENTITY	TIMING OF FUNDS
Density Bonus Programs[1]	Additional density permitted to developers by local governments in exchange for developers building more housing or provide community benefits beyond normal zoning	Developers	City of Jacksonville, City of St. Augustine, St. Johns County	One-Time
Ground Lease Developer Agreements	A leasing arrangement where a developer rents land from a property owner. The developer pays rent and may have the right to develop or improve the leased property during the lease period.	Developers	City of Jacksonville, City of St. Augustine, St. Johns County	Recurring
Development Impact Fees/ Mobility Feeds	Charges imposed on developers by local governments to help cover the costs of increased public services and infrastructure needed due to new development	Developers	City of Jacksonville, City of St. Augustine, St. Johns County	One-Time
Special Assessments and Taxing Districts[2]	Additional taxes or fees imposed on properties in a specific area to fund improvements or services that directly benefit those properties. Taxing districts have separate tax rates for specific projects or services	Property owners	City of Jacksonville, City of St. Augustine, St. Johns County	Recurring
Tax Increment Financing (TIF)[3]	A financing tool where local governments use the increased property tax revenue generated by a development project to fund public infrastructure or other community benefits in the designated district	Property owners	Community Redevelopment Areas (CRA), created by the City or County	Recurring

[1] City of Jacksonville does not currently have active density bonuses available, but it is under discussion as part of an affordable housing plan. St. Johns County and City of St Augustine both have workforce housing density bonuses available.

[2] There are currently 90 active special districts across Duval and St. Johns County, as of November 1, 2023, 77 of which have bonding authority.

[3] https://www.miamidade.gov/govaction/matter.asp?matter=180059&file=true&yearFolder=Y2018

TABLE 6-1: TOD FUNDING MECHANISMS

Is there potential for VC?		
Market Conditions & Viability	**Market Category**	**Regulation on Land Use and Powers**
» Is market-supportable development sufficient to generate substantial revenue through value capture? » Is the real estate market viable for the development of intended uses, given parameters such as inventory, current and past performance, and planned supply in the area?	» Does the market category (urban, rural, suburban) support the population density needed to create real estate opportunities?	» Are density parameters (for e.g., max. dwelling units, floor area ratio) compatible with the amount of real estate development needed to make VC implementation feasible? » Does the state/county have the regulatory authority and experience needed to design and oversee LVC or a joint development?

Is there potential for VC?			
Site and Construction Viability	**Systems and Technology**	**Political Context**	**Regional Infrastructure**
» Does the site/corridor size, shape, connection to public utilities, and transportation access make it viable for development? » Is the site or corridor a preserved historic area? » Is construction allowed on the site? » Are there any factors that prevent construction?	» Does the state or regional entity have access to the administrative and technological resources to manage LVC over time, including updated parcel and tax records?	» Are LVC instruments likely to endure despite changes in political office and priorities over time? » Is there community support?	» Are there planned or existing infrastructure works that trigger increases in land or property value that can be partly captured?

TABLE 6-2: FRAMEWORK TO ASSESS THE USE OF VALUE CAPTURE INSTRUMENTS

If there is potential for VC, what mechanism is appropriate considering the following factors? `				
Revenue Magnitude	**Revenue Stability**	**Revenue Timing**	**Alignment with Policy Goals**	**Ease of Implementation**
» Would gross revenue potential match the needs of the project? » Would gross revenue significantly exceed the revenue collection costs and financing costs?	» Is the mechanism highly sensitive to market conditions? » Is revenue stream predictable? » Is it straightforward to earmark revenues for specific uses?	» Would revenues arrive on time to enable project delivery/debt payments on schedule? » Is there flexibility to sculpt debt service requirements to accommodate delays in revenue?	» Can mechanism revenues accomplish municipal policy goals - e.g., affordable housing, job creation, bulk infrastructure, environmental management, etc.?	» Is the mechanism easy to implement given the existing regulatory framework? » Is there community support? » Is there private sector appetite for participating?

TABLE 6-3: FRAMEWORK FOR ASSESSMENT OF VALUE CAPTURE INSTRUMENTS

ADDITIONAL FUNDING SOURCES

In addition to value capture, there are other funding sources, shown in Table 6-4, available to help catalyze TOD in Jacksonville, from federal programs to commercialization of transit assets.

MECHANISM	ELIGIBLE ENTITY	ADMINISTERING ENTITY	TIMING OF FUNDS
Pilot Program for TOD Planning (grants)	JTA	Federal Transit Administration (FTA)	One-Time
Metropolitan & Statewide Planning and Nonmetropolitan Transportation Planning - 5303, 5304, 5305 (grants)	Metropolitan Planning Organizations via the State (North Florida TPO)	Federal Transit Administration (FTA)	One-Time
Capital Investment Program (grants)	JTA	Federal Transit Administration (FTA)	One-Time
Transportation Infrastructure and Finance Act (TIFIA) Loan Program	JTA	U.S. Department of Transportation	One-Time
Bonds	JTA	FDOT Financing Corporation	Recurring
Advertising	JTA	External advertisers	Recurring

TABLE 6-4: ADDITIONAL FUNDING SOURCES



6.3 EQUITABLE TOD

TOD can and should advance the area's equitable development goals. The benefits of TOD should help both existing and future residents and businesses, across all income levels beyond the surroundings of the stations and/or corridor.

TOD can help address historic and structural issues of racial and income inequality through encouraging Inclusive placemaking and providing convenient access to free or low-cost transit that allows lower-income households and historically marginalized populations to commute to jobs, schools, and shopping more easily – without relying on private vehicles.

EQUITABLE TOD GOALS AND TOOLS

Table 6-5 lays out goals and objectives for equitable TOD (ETOD) and at which level in TOD planning, corridor, sub district, or station, it can be implemented.

For affordable housing goals, there are strategies and tools that can support the public and private sector in affordable development (Table 6-6).

GOALS FOR ACHIEVING EQUITABLE TRANSIT-ORIENTED DEVELOPMENT (ETOD)		CORRIDOR	SUB-DISTRICT	STATION
1	**Enhance Access to Transit For All**			
1a	Ensure compact and dense development around transit stations as an alternative to urban sprawl, including affordable housing at a depth of affordability that meets the needs of the area			■
1b	Improve multimodel connectivity, streetscapes, and accessibility near transit			■
1c	Increase use of first mile/last mile transportation options and align nearby land use to promote transportation use		■	
2	**Prevent Involuntary Displacement of Residents and Businesses**			
2a	Support the construction of jobs for local residents and encourage employment along transit corridors	■		
2b	Help small businesses in TOD locations thrive by providing assistance during construction and beyond		■	■
2c	Reduce cost of living for lower and middle income households by reducing the need for car ownership and associated expenses	■	■	■
3	**Enhance Economic Opportunity**			
3a	Incorporate connection to employment centers along transit corridors and beyond			■
3b	Share public and private resources to promote more mixed-use projects		■	
3c	Pilot new value capture tools to support transit and TOD	■		

TABLE 6-5: ETOD GOALS

TOOL	DESCRIPTION
Recommended	
Acquisition Fund	JTA could work with other agencies to acquire strategic land parcels and/or current vacant parcels for future development as for-rent or for-sale affordable housing. Acquisition revenues could be sourced from community benefits agreements from larger developments.
Developer Incentives	JTA could propose incentives that, if approved, would create affordability requirements for 1) projects receiving either financial or non-financial support, or 2) for all new TOD developed along the FCCR corridor. Incentives could include density bonuses, reduced or shared parking in a publicly developed facility, cash incentives or land and property write downs, and/or public financing.
Owner-Occupied Tax Relief	The respective city councils along the corridor could mitigate increases to property taxes for elderly homeowners to prevent displacement as values increase (either income-tested or not).
Existing	
Downtown Investment Authority (DIA) Multifamily Recapture Enhanced Value (REV) Grants	Grants to recover a portion of the incremental increase in ad valorem taxes, on real and tangible personal property that is produced through multifamily housing development. To promote affordability in new developments on-site, REV Grants also require a certain percentage of affordable units for residents within a percentage of the Area Median Income (AMI), as in the case of San Marco Apartments.[1]
Local Government Area of Opportunity Funding	Administered by the FHFC, this program allows the Jacksonville Housing Finance Authority (JHFA) to designate a development each year as a local priority for 9% Housing Credits (developers do not need to request this support). JHFA added long-term affordability to its selection criteria, and this is reflected in the Lofts at LaVilla [2] and Lofts at Brooklyn being designated for this funding. Both are down-town affordable apartment buildings located near transit.
Low-Income Housing Tax Credits (LIHTC)	The JHFA can utilize "local preference" rules to steer LIHTC allocated by the Florida Housing Finance Corporation (FHFC) towards designated TOD zones and/or individual affordable housing projects in downtown Jacksonville. As an example, Vestcor applied to the FHFC for LIHTC and received $17.9 million [3] in credits support its Lofts at Brooklyn project.[4]

[1] Gilliam, Derek. "DIA approves $2.5 million REV grant for Southbank apartment project." Jacksonville Business Journal. August 25, 2017.

[2] Hendrickson, Mark. "Local Government Area of Opportunity Funding – A Fancy Phrase for an Improved Housing Credit Selection Process." Florida Housing Coalition: Housing News Network. Volume 34, Issue 1, 14-15. January 2018.

[3] Martinez, Amy. "Vestcor projects provide workforce housing in Jacksonville." Florida Trend. July 26, 2019.

[4] Cawton, David. "Vestcor to seek $17 million in tax credits to build the Lofts at Brooklyn." Jacksonville Daily Record. October 19, 2018.

TABLE 6-6: ETOD TOOLS



6.4 TOD INFRASTRUCTURE NEEDS

The focus of this section is to assess the feasibility and evaluate potential infrastructure projects such as bike and pedestrian, public space, and roadway improvement projects that are needed to support the successful implementation of TOD surrounding seven stations along the potential JTA FCCR which is intended to serve Downtown Jacksonville and St. Augustine Florida.

This assessment includes seven sections which address specific recommendations for each of the station areas identified suitable of TOD including: JRTC, Baymeadows, Avenues Walk, CR 210, Palencia, King Street, SR 312.

JRTC STATION

INFRASTRUCTURE OVERVIEW

The JRTC station is located in Downtown Jacksonville close to multiple urban and regional destinations. The vision for TOD surrounding the JRTC Station consists of plans to establish a major mixed-use center and neighborhood that includes public spaces, active commercial areas, and extensive multimodal connections. The framework for development includes expansion of the street grid, development of Complete Streets, traffic calming, and streetscape enhancements. Key TOD infrastructure needs for JRTC Station are shown in Table 6-7.

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Public Space	The key focus for redevelopment includes expanding density around the station area to foster mixed-use development, additional residential units, office space and public areas that will support transit infrastructure. The existing characteristics surrounding the station consist of dense mixed-use urban environment with growing residential development. There is a substantial amount of undeveloped land which may be available to provide ample green space and/or parking.	The City, DIA, Groundworks Jacksonville, and JTA should coordinate plans for the redevelopment of the area as proposed in the TOD where feasible.	JTA, City of Jacksonville and DIA, Developers
Pedestrian Connectivity	The redevelopment area consists of multiple transit options with pedestrian connectivity to existing businesses, government facilities, museums, and entertainment. It is recommended that a new pedestrian bridge be considered to provide safe pedestrian crossing along the interior street to the station and other traffic generators. Traffic calming is also recommended to enhance safety and improve mobility. It is recommended that enhancements such as mini-roundabouts, speed tables, narrow streets, street trees, wider sidewalks, crosswalks and ADA ramp upgrades, signage, and lighting be included. In addition, a traffic study should be conducted to evaluate the need for additional traffic controls such as Pedestrian Hybrid Beacons or RRFBs to enhance pedestrian safety.	A traffic study will be required for each recommended improvement (pedestrian bridge, road diet, mini-roundabouts, pedestrian hybrid beacons, or RRFBs. Any traffic study should be in coordination with the City's ongoing studies.	City of Jacksonville, Developers, and FDOT
Roadway/Infrastructure Improvements	The area consists of urban streets with typical pedestrian accommodations. The framework for redevelopment proposes to incorporate Complete Streets principles throughout the station area. Additionally, it proposes to introduce traffic calming on Bay Street, Park Street, and Lee Street, and extend the LaVilla Street grid onto the Convention Center site. A study is recommended to evaluate additional parking needs and the feasibility of constructing a parking garage. Also, given the proposed density of development, it is recommended that consideration be given to routing through traffic around the area to access the interstate. This may include relocating or closing ramps to I-95 at W. Bay Street and W. Forsyth Street. Existing infrastructure includes businesses and government facilities, museums, entertainment facilities, and residential developments. There is an existing Greyhound bus terminal north of the JRTC station. This area may be impacted by the development; therefore, need to determine if needs to be relocated and how local transit service can be provided to the terminal. It is recommended that consideration is given to whether the streets and turning radius should be widened to accommodate bus traffic or if buses should be re-routed around the development. There is also a convention center with adjacent development that may be a suitable location to incorporate on-site hotels.	A traffic study will be required for each to determine the feasibility of incorporating a Complete Streets and traffic calming plan. The developer should coordinate with the City and FDOT on a plan to reduce through traffic by potentially relocating or closing ramps to I-95 at W. Bay Street and W. Forsyth Street. The developer/ JTA should coordinate with Greyhound to determine how the Intercity Bus Terminal (IBT) is impacted by the development and how local transit service can be provided.	JTA, City of Jacksonville, Greyhound, FDOT

TABLE 6-7: JRTC STATION INFRASTRUCTURE NEEDS

BAYMEADOWS STATION

INFRASTRUCTURE OVERVIEW

The redevelopment area around Baymeadows Station will focus on serving the needs of the local community and daily commuters who work nearby. The Transit Oriented Development (TOD) framework proposes to provide local retail (i.e. -grocery stores, community retail, and live/workspaces), an entertainment center, small parks, and complete streets to support the community. The suggestions and comments provided in Table 6-8 aim to address specific concerns that will improve sustainability and livability for all users.

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Public Space	The key focus for the development is to enhance land uses by providing amenities and open spaces to existing communities. The framework also includes the addition of new multifamily residential development and retail businesses. To enhance mobility within the proposed development, the new road network creates a loop that connects Old Kings Road S. and Baymeadows Road through the station. In addition, a transit plaza is proposed connecting the community and FCCR Station. The area includes an existing development with parking that will need to be demolished. There are also existing retention and/or detention ponds that may be used to include water features. There are existing parks within the area; however, a study will be required to determine if the proposed retention/detention measures are adequate.	City, County, Developer, and JTA should continue to seek opportunities for redevelopment of brownfield sites utilizing TOD where feasible.	JTA, City of Jacksonville, Duval County, Developers
Pedestrian Connectivity	Recommend a review to determine if a crosswalk with a Pedestrian Hybrid Signal should be installed on Old Kings Road. Traffic calming measures are also proposed as part of the framework to enhance safety and improve mobility. It is recommended that enhancements such as mini-roundabouts, speed tables, narrow streets, street trees, wider sidewalks, crosswalks and ADA ramps upgrades, signage, and lighting be included.	A traffic study will be required for each recommended improvement (pedestrian bridge, road diet, mini-roundabouts, pedestrian hybrid beacons, or RRFBs.	City of Jacksonville, FDOT, Developers
Roadway/Infrastructure Improvements	Existing infrastructure includes low-density suburban communities, low-density strip development with large surface parking lots, commercial businesses, and light industry employment options. The framework for redevelopment proposes new streets for internal circulation from Old Kings Road S., Baymeadows Road, and throughout the development. There are existing right-in/right-out driveways to the development area, however, due to the close proximity to the railroad overpass full deceleration lanes should be constructed.	The developer/JTA should coordinate all proposed roadway/infrastructure improvements with the local municipality, FDOT (as applicable), and required permitting agencies. A traffic study is required for roadway improvements with proposed operational changes.	City of Jacksonville, Duval County, Developers

TABLE 6-8: BAYMEADOWS STATION INFRASTRUCTURE NEEDS

AVENUES WALK STATION

INFRASTRUCTURE OVERVIEW

The redevelopment area around the Avenues Walk station proposes new retail, commercial, employment, business and residential uses. The TOD framework proposes to provide a pedestrian greenway, central open space, small-scale parks, and parking facilities.

The suggestions and comments, as shown in Table 6-9 provide key input to address specific concerns that will improve sustainability and livability for all users.

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Public Space	The area surrounding Avenues Walk Station consists of growing residential development, commercial and retail development such as Walmart Supercenter, Chuck-E-Cheese, Navy Federal Credit Union, and Escapetown. The TOD framework proposes that underutilized sites such as Walmart and the center south-west will be densified. Multi-use trails and retention and/or detention ponds can provide green space and recreational areas for public use.	Coordination will be required between the City, developers, and community organizations to identify possible paths, or enhancements to existing paths (such as landscaping, alignment of green spaces, etc.).	JTA, City of Jacksonville, Duval County, Developers
Pedestrian Connectivity	The area consists of good connectivity supported by Park-n-Ride parking and proximity to the regional commercial center. The TOD framework proposes to create a multi-use trail along Shops Lane to optimize pedestrian and bicycle connectivity between Avenues Walk Station and the new development. It is also recommended that trail crossings be included along the multi-use trail. The station area is proposed to be constructed adjacent to the existing Park-n-Ride lot. It is recommended that adequate lighting for pedestrians be included within the vicinity of the development and the station. Due to the expected high volumes of pedestrian traffic crossing Philips Highway, it is recommended that a pedestrian bridge be considered to reduce vehicular/pedestrian conflict and delay at the traffic signal.	A traffic study will be required to determine the feasibility of a pedestrian bridge or signalized crossing.	Duval County City of Jacksonville, FDOT, Permitting Agencies, Developers
Roadway/Infrastructure Improvements	The TOD framework proposes to establish a grid system and provide complete streets. Additional redevelopment includes office space, hotel, conference center, and structured parking, restaurants, retail, and multifamily residential buildings. It is recommended that enhancements such as mini-roundabouts, speed tables, narrow streets, street trees, wider sidewalks, crosswalks and ADA ramp upgrades, signage, and be included. The TOD framework proposes a multi-use trail and pedestrian greenway for this development. It is recommended that the trail is designed in a manner that decreases conflicts between pedestrians and vehicular traffic. It is recommended that traffic studies be performed to evaluate if traffic signal upgrades are warranted at intersections impacted by the development. It is also recommended that the intersection of Avenues Walk at station access be evaluated for potential roundabout or traffic signal.	The developer/JTA should coordinate all proposed roadway/infrastructure improvements with the local municipality, FDOT (as applicable), and required permitting agencies. A traffic study is required for roadway improvements with proposed operational changes.	Duval County, City of Jacksonville, FDOT, Permitting Agencies, Developers

TABLE 6-9: AVENUES WALK STATION INFRASTRUCTURE NEEDS

CR 210 STATION

INFRASTRUCTURE OVERVIEW

The redevelopment area around the CR 210 Station will densify existing undeveloped parcels and develop a new residential community. The TOD framework proposes to create new mixed-use residential units, provide open spaces to accommodate recreation, and create a walkable community with streetscape improvements.

The suggestions and comments shown in Table 6-10 aim to address specific concerns that will improve sustainability and livability for all users.

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Public Space	The area surrounding the CR 210 station consists of low-density suburban residential and commercial land uses, as well as a high school. There is a considerable amount of available land for future development. The TOD proposes to add retail, services, office spaces, multifamily residential units, and open spaces. The development area will require detention and/or retention pond areas. It is recommended that water features be incorporated within the design. It is also recommended that available green space be utilized for parks and amenities.	The County, Developer, and JTA should coordinate plans for the redevelopment of the area as proposed in the TOD where feasible.	JTA, St. Johns County, Developers
Pedestrian Connectivity	It is recommended that adequate lighting for pedestrians be included throughout the development and the station. Traffic calming is also recommended to enhance safety and improve mobility. It is recommended that enhancements such as mini-roundabouts, speed tables, narrow streets, street trees, wider sidewalks, crosswalks and ADA ramp upgrades, signage, and lighting be included.	A traffic study will be required for each recommended improvement (road diet, mini-roundabouts, pedestrian hybrid beacons, or RRFBs.	St. Johns County, FDOT, Permitting Agencies, Developers
Roadway/Infrastructure Improvements	It is recommended that enhancements such as mini-roundabouts, speed tables, narrow streets, street trees, wider sidewalks, crosswalks and ADA ramp upgrades, signage, and lighting be included. In addition, a traffic study should be conducted to evaluate the need for additional traffic controls such as Pedestrian Hybrid Beacons or RRFBs to enhance pedestrian safety.	The developer/JTA should coordinate all proposed roadway/infrastructure improvements with the local municipality, FDOT (as applicable) and required permitting agencies. A traffic study is required of roadway improvements with proposed operational changes.	St Johns County, FDOT, Permitting Agencies, Developers

TABLE 6-10: CR 210 STATION INFRASTRUCTURE NEEDS

PALENCIA STATION

INFRASTRUCTURE OVERVIEW

The redevelopment area around the Palencia Station will create new communities with a network of recreational trails and parks. The TOD framework proposes to introduce additional residential units and open spaces that support a diversity of housing types and population.

The suggestions and strategies shown in Table 6-11 aim to address specific concerns that will improve sustainability and livability for all users.

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Public Space	The redevelopment of this area augments the existing adjacent master planned community and includes additional mixed-uses such as restaurants, retail and multifamily residential homes, parking, recreational trails, and public parks. The TOD framework proposes a public plaza adjacent to the station to enhance the pedestrian experience and promote retail development.	The County, Developer, and JTA should coordinate plans for the redevelopment of the area as proposed in the TOD where feasible.	JTA, St. Johns County, Developers
Pedestrian Connectivity	The TOD framework proposes a tree-lined trail for pedestrians that will provide connectivity between both sides of the station area and open spaces. It is recommended that adequate lighting for pedestrians be included throughout the development and the station. Traffic calming is also proposed in the framework to enhance safety and improve mobility. It is recommended that enhancements such as mini-roundabouts, speed tables, narrow streets, street trees, wider sidewalks, crosswalks and ADA ramp upgrades, signage, and lighting be included. It is also recommended that trail crossings be included along the multi-use trail.	The developer should coordinate with the county and/or FDOT in developing plans for the trail, landscaping, and lighting. A traffic study will be required for locations where traffic calming is being considered.	JTA, St. Johns County, FDOT, Permitting Agencies, Developers
Roadway/Infrastructure Improvements	The framework for redevelopment proposes a new street grid south of the proposed station location. It proposes to extend Industry Place further south to connect with the new grid system. Other improvements include the addition of a collector road along the FCCR line. It is determined that Industry Place access is within the functional limits of the intersection of International Golf Parkway and US 1. It is recommended that the access to the development be relocated further west in order to improve operational efficiency. The existing access location is currently within the dynamic envelope of the railroad and the intersection of US 1; hence, egress and ingress will be difficult. Access could also be considered further south along US 1 which will also require a new railroad crossing.	The developer/JTA should coordinate all proposed roadway/infrastructure improvements with the local municipality,the County FDOT (as applicable) and required permitting agencies. A traffic study is required of roadway improvements with proposed operational changes.	JTA, St. Johns County, FDOT, Permitting Agencies, Developers

TABLE 6-11: PALENCIA STATION INFRASTRUCTURE NEEDS

KING STREET STATION

INFRASTRUCTURE OVERVIEW

The vision for redevelopment around the King Street Station includes mixed-use development around the central plaza which will serve as the community center. While the consultant team has developed preliminary plans for this station, the current landowner is preparing development plans for the Table 6-12 address specific concerns that pertain to the initial consultant team TOD framework only.

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Public Space	The area surrounding this development consists of low-medium density mixed-use parcels, businesses, and retail on the fringe of the City's historical district. There are also vacant and underutilized parcels. It is envisioned that additional mixed-use development will be part of the TOD for this station. There is area that will support retail, residential units, and structured parking.	The City, Developer, and JTA should coordinate plans for the redevelopment of the area as proposed in the TOD where feasible.	JTA, City of St. Augustine, Developers
Pedestrian Connectivity	This area is located adjacent to the Central Business District and is close to the St. Augustine Historic District. There is a considerable amount of pedestrian activity within the area which is supported by multiple modes of transit. It is recommended that adequate lighting, street trees, wider sidewalks, crosswalks and ADA ramp upgrades, and signage for pedestrians be included in the vicinity of the development and the station. Traffic calming is also recommended to enhance safety and improve mobility. It is also recommended that safe a crossing be established to provide connectivity to development along both sides of the rail tracks.	A traffic study will be required for each recommended improvement (pedestrian bridge, road diet, mini-roundabouts, pedestrian hybrid beacons or RRFBs.	JTA, City of St. Augustine, FDOT, Permitting Agencies, Developers
Roadway/Infrastructure Improvements	The existing street network within this area is relatively dense and available parking within the area is limited and narrow. The proposal of extending a pedestrian bridge to the historic downtown area over Ponce de Leon Boulevard is supported. The plans also include the construction of parking facility which is also supported.	The developer/JTA should coordinate all proposed roadway/infrastructure improvements with the local municipality, FDOT (as applicable) and required permitting agencies. A traffic study is required of roadway improvements with proposed operational changes.	JTA, City of St. Augustine, FDOT, Permitting Agencies, Developers

TABLE 6-12: KING STREET STATION INFRASTRUCTURE NEEDS

SR 312 STATION

INFRASTRUCTURE OVERVIEW

The redevelopment area around the SR 312 Station will add light industrial buildings and recreational spaces. The TOD framework proposes improved infrastructure, additional retail, and public amenities. The suggestions and comments provided in Table 6-13 address specific concerns that will improve sustainability and livability for all users.

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Public Space	The area consists of existing light industrial uses. The TOD framework proposes to retain the industrial character of the area within plans to add light manufacturing, and large-scale recreational facilities, alongside a limited amount of retail and residential uses.	The City, Developer, and JTA should coordinate plans for the redevelopment of the area as proposed in the TOD where feasible	City of St. Augustine, Developers, JTA
Pedestrian Connectivity	The TOD framework proposes a pedestrian bridge to provide connectivity to retail and amenities. It is recommended that a pedestrian underpass be constructed to provide pedestrian access across SR 312 to future development on the north side. As an alternative, a pedestrian bridge should be considered. A study is recommended to determine the feasibility of a pedestrian bridge or pedestrian tunnel.	A study will be required to determine the feasibility of a pedestrian bridge or a pedestrian tunnel for this location. The developer should coordinate with the City, FDOT, and required permitting agencies on the study and design.	Developer, JTA City of St. Augustine, FDOT, Permitting Agencies
Roadway/Infrastructure Improvements	The TOD framework proposes road improvements with traffic calming along Dobbs Road, which is the main thoroughfare to the development. It is recommended that this road be extended to connect to News Place for the purpose of providing access to SR 312. A future study may be required to determine the feasibility of an underpass to connect vehicular traffic from this development to potential future development on the northern side of SR 312. It is recommended that access along the corridor be reviewed for the feasibility of reducing the number of commercial driveways to increase the operational efficiency of the route outside of the boundary of the development. It is recommended that the new access to Dobbs Road cut-off be shifted north to provide adequate spacing from existing signals. It is also recommended that the access along Dobbs Road be consolidated with the access at News Place. The two drives can be extended to connect to provide new access; the existing drive could be closed. These recommendations are outside the boundary of the development as well.	The developer/JTA should coordinate all proposed roadway/infrastructure improvements with the local municipality, FDOT (as applicable) and required permitting agencies. A traffic study is required for roadway improvements with proposed operational changes.	Developer, JTA City of St. Augustine, FDOT, Permitting Agencies

TABLE 6-13: SR 312 STATION INFRASTRUCTURE NEEDS

GENERAL INFRASTRUCTURE NEEDS

OVERVIEW

Table 6-14 through Table 6-18 summarize general infrastructure needs, strategies, and focused suggestions that apply to all proposed station locations; JRTC, Baymeadows, Avenues Walk, CR 210, Palencia, King Street, SR 312. These infrastructure strategies are essential components to the overall constructability, as well as the transportation function, accessibility, and safety around each potential station location.

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Bike and Pedestrian Enhancements and Prioritization	Prioritize pedestrian signalization to encourage foot traffic and slow vehicular traffic. Add bike racks/ corrals throughout the corridor to encourage bike usage. Review traffic counts to see if lane repurposing is feasible to encourage the use of bike/pedestrian facilities, and alternative travel methods. If feasible, utilize additional space to support outdoor dining areas, additional bioswale/planter areas, and pocket parks.	A traffic study will be required to determine if lane repurposing will be feasible and to modify the timing of lights to allow for pedestrian prioritization.	Local Municipality, FDOT
Add or Modify Street lighting	Some existing streetlights are acorn streetlight design which focuses light downward, but in an inefficient manner. Recommend replacing existing and installing new streetlights with "Dark Sky" energy-efficient lighting that focuses light on the sidewalks and roadway.	The maintaining agency of streetlights and/or pedestrian lighting will need to review any proposed lighting changes to ensure that it meets minimum lighting requirements of the Florida Greenbook or Florida Design Manual.	Local Municipality, FDOT
Add and Improve Sidewalks along all streets where applicable	Add and/or improve sidewalks along all streets where applicable throughout the developments to improve walkability and safety. Add crosswalks at major intersections.	Review existing and proposed site conditions and provide ADA compliant sidewalks around all blocks with the redevelopment area. Widen existing sidewalks to promote/encourage walkability.	Local Municipality, Developers
Underground the Utilities (throughout redevelopment area, where possible)	Placing utilities underground where feasible in these redevelopment areas. This will improve aesthetics, reduce maintenance costs, and reduce safety hazards after severe storms. While this may not be feasible to do in one operation, recommend starting with sites that are slated for immediate redevelopment as it will be easier to do while sites are vacant or under construction.	Coordination with utility companies will be required to schedule and fund work associated with undergrounding the utilities.	Local Municipality, Developers, Utility Companies

TABLE 6-14: GENERAL INFRASTRUCTURE NEEDS

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Create Green Corridors	Create "green corridors" linking the community to parks, trails, schools and other community assets. This helps improve aesthetics, encourages people to get out more, and provides links for urban wildlife to move through neighborhoods to reach other parks. Ideally, these would run continuously between the different neighborhoods. This creates a natural flow between parks for both humans and wildlife. Gaps between neighborhoods could be filled as redevelopment occurs. Corridors should include both trees and low to moderately tall shrubs to provide shade/shelter for birds and other wildlife. Where links to schools are to be provided, "Safe Routes to Schools" funding may be available through FDOT's Local Agency Program for sidewalks, crosswalks, and other pedestrian features. Florida Department of Environmental Protection's Office of Greenways and Trails may be able to assist in providing grant funding for developing "green corridors" used for recreation.	Providing "green corridors" and green spaces sufficiently close together will provide an aesthetically pleasing and functional path for humans and wildlife to traverse urban spaces. Coordination will be required between the City, developers, and community organizations such as Groundworks Jacksonville to identify possible paths, or enhancements to existing paths (such as landscaping, alignment of green spaces, etc.)	Local Municipality, Developers, Community Organizations including Groundworks Jacksonville
Flooding	These sites may be located in an "area of minimal flood hazard" according to the Flood Insurance Rate Map (FIRM). This means that this area has less than a 0.2% chance of flooding in any given year. However, with uncertainties that come with climate change and sea level rise, it is important to plan for the next 100 years. Recommend focusing on stormwater reduction and management (capture/reuse, bioswales, etc.) to help mitigate flood risks related to impervious pavement. Also, recommend further review of projected flood risk, and determine if buildings should be elevated slightly (1 to 2 feet) to reduce risk of damage during floods. If buildings need to be elevated, additional consideration will be needed for ADA accessibility.	Diversion of stormwater from rooftops and streets reduces the volume of water available for flooding and provides sustainable water for non-potable uses. Permeable pavements and bioswales provide on-site percolation, allowing water to drain naturally through the soil. While rainwater capture, permeable pavements, and bioswales reduce stormwater that may cause flooding, high rainfall events (i.e. – hurricanes) may still cause flooding issues. It is recommended that local jurisdictions study the projected flood risk to determine if building codes should be modified to require elevating buildings, streets, and sidewalks.	Local Municipality, FDOT, Groundworks Jacksonville, Developers
Dog Friendly Amenities	With larger populations of families moving into redevelopment areas, it is likely that there will also be many pets living within the corridor. Recommend including design elements to accommodate pets such as a dog park, watering stations, and waste stations if possible. Include signs that owners must pick up after pets. Position pet stations near community entrances, at each end of the redevelopment corridor, and at least one in between. Stations should be a sufficient distance away from seating areas and areas where people may congregate (i.e. restaurant seating). Waste from stations should be picked up regularly to minimize odors. Optional: Utilize pet waste stations that allow incorporation of sawdust into bags to help neutralize odors and upcycle the wastes to compost/fertilizer. Additional research may be needed to determine if this is effective to divert pet wastes from landfills in an economical manner.	Identify possible locations for dog parks, watering stations, and waste stations. Require developers to incorporate these items in redevelopments. The City of Jacksonville, St. Johns County, and the City of St. Augustine will need to commit additional resources to pickup wastes regularly.	Local Municipality, FDOT, Developers
Intersection Improvements	Intersections of major and minor streets often lack the same level of definition, safety, and clarity as major intersections. Bicyclists and pedestrians, though legally permitted to cross at these locations, are implicitly discouraged from doing so through design. Vehicles often fail to yield at these locations and have few design cues to suggest they should.	Review intersections throughout the redevelopment areas and identify options to improve bicycle and pedestrian crossings and improve messaging to vehicles to yield to pedestrians.	Local Municipality, FDOT

TABLE 6-15: GENERAL INFRASTRUCTURE NEEDS

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Group Trees in Parks	Where possible, group trees (in addition to linear placement) to create improved/more complex habitats for urban species (squirrels and birds). Additionally, a full canopy formed by many trees can provide much-needed shade for pedestrians.	Local agencies and developers will need to work together and coordinate landscaping to provide a continuous canopy and tree groupings to provide more complex and diverse habitat for wildlife and shaded areas for pedestrians. The City of Jacksonville, St. Johns County, City of St. Augustine and the FDOT will also need to coordinate streetscape efforts throughout roadway corridors.	Local Municipality, FDOT, Developers
Street Level Stormwater Runoff	Permeable pavement should be prioritized for pedestrian facilities and parking areas to increase natural infiltration. Where permeable pavements are not feasible (i.e. roadways), utilize bioswales, planters, and dry river landscaping methods to provide water treatment, infiltration, and detention areas as well as improved aesthetics. In flood prone areas, larger capacity bioswales may be required. Use design to "hide" stormwater infrastructure, such as floodable parks, reservoirs under permeable pavements, reflecting ponds. Use fountains as stormwater storage reservoirs that can function similar to dam reservoirs. Fountains can be designed to function at a minimum and maximum depth. When dry weather is expected, allow water to be retained in the fountains. When heavy rain events are expected, allow slow release of water to minimum operating levels for fountain, so when rain comes, fountain has ability to retain some of the stormwater. For example, a 5-foot by 20-foot decorative fountain with a storage capacity of one foot can hold approx.748 gallons of water.	Work with the FDOT, the DIA and local jurisdictions and permitting agencies to install permeable pavement, bioswales, and "hidden" stormwater infrastructures. Florida Department of Environmental Protection (FDEP) offers competitive grant programs to assist with creation of bioswales and similar stormwater management systems that reduce on point source pollution that may assist with the installation of bioswales and permeable pavement. If the developers can utilize fountains for stormwater storage and release, additional design details will be required, along with Memorandums of Agreement on who will determine when releases should be made and who will operate/maintain the systems.	Local Municipality, DIA, FDOT, Developers
Utilize Stormwater Inlet Filters and Inline Treatment Systems.	Where storm drains/inlets are required, utilize inlet filters and inline treatment systems to reduce the amount of solid, nutrient, and hydrocarbon pollutants that are dumped, intentionally or inadvertently, from entering the receiving waterways. This will improve the overall aesthetics of the City, improve water quality, and perceived safety of the neighborhoods.	The utilization of inlet filters will require additional maintenance commitments by the local jurisdictions but will significantly reduce pollution and nutrient pollution in adjacent waterways.	Local Municipality, FDOT
For retention ponds to remain, modify to serve as wetlands	Retention ponds that must remain in place may be converted from barren ponds into urban wetlands to provide improved views, points of interest, and habitat for wildlife. These amenities may also be integrated in parks and public spaces as shown in the TOD Framework.	Owners of retention ponds (local municipality or FDOT) will need to review to determine if converting stormwater ponds to wetlands is feasible and if pond will have sufficient storage capacity after conversion. However, if rainwater capture methods and bioswales are used in redevelopment area, this should reduce the capacity required for the stormwater ponds.	Local Municipality, FDOT, Groundworks Jacksonville

TABLE 6-16: GENERAL INFRASTRUCTURE NEEDS

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Restrict use of turf grasses	Restrict the use of turf grasses throughout redevelopment areas to reduce the need for fertilization and minimize maintenance. Where turf grasses are needed, seek alternatives such as sunshine mimosa, Florida wild strawberries, clover, or perennial peanut. Where turf grasses cannot be avoided, make sure they are adequately distanced from creeks, rivers, and roadways (as roadways convey fertilizers to storm drains), and provide non-fertilized vegetated buffers along creek banks and roadways where possible.	This will require coordination with developers, businesses, and other property owners. It may be determined that existing properties may be "grandfathered" in, but local jurisdictions should restrict new developments and redevelopments from using turf grasses extensively. Where turf grasses are appropriate (ball fields, certain areas of parks), ensure these areas are located away from waterways and storm inlets, or that appropriate buffers are installed to reduce nutrient pollution.	Local Municipality, Developers, and other property owners
Native and Florida Friendly Landscaping	Encourage the use of native trees and shrubs throughout landscaped areas to provide food and shelter for birds and squirrels. Some areas may be eligible for funding through the City of Jacksonville's Tree Mitigation Program. Native flowering trees such as dogwoods and redbuds also provide points of interest and improve aesthetics. Utilize native wildflowers in plantings to promote beneficial insects. Use public awareness campaigns and pursue designations such as Monarch City USA, Tree City USA, and the National Wildlife Federation's Certified Wildlife Habitat program to encourage public involvement and celebrate milestones.	This will require coordination with developers, businesses, and other property owners. It may be determined that existing properties may be "grandfathered" in, but local jurisdictions could encourage (or possibly require) new developments and redevelopments to use native or Florida Friendly" landscaping to reduce water and fertilizer use. The County Extension Office may be able to assist property owners in determining which plants are best suited for their conditions (soil, sun/shade, salt tolerance, etc.).	Local Municipality, County Extension Office, Developers, and property owners
Maximize green spaces.	Creating green spaces such as green roofs, green walls, green facades, vertical gardens, and community gardens can decrease stormwater runoff and heat island affects, as well as providing food and habitat for wildlife and insects. Include balconies (where appropriate) to encourage "balcony gardens". Improved aesthetics of green spaces increase appeal and livability, and some studies show that it can make neighborhoods feel safer, improve mental health, and increase overall community wellness. Vertical and community gardens offer opportunities for exercise, stress relief, and supply of locally produced foods.	Local jurisdictions and permitting agencies will need to work with developers and possibly include a stipulation in development contracts or permits. Utilizing similar designs on public facilities (where feasible) will encourage developers to utilize similar designs. Provide educational opportunities focused on encouraging sustainability of the community. Additionally, community outreach should be performed to gauge what subjects are of greatest interest to the community.	Local Municipality, Developers

TABLE 6-17: GENERAL INFRASTRUCTURE NEEDS

PRIORITY INFRASTRUCTURE INVESTMENT/STRATEGY	DESCRIPTION	APPLICATION/ACTION PLAN	AGENCY COORDINATION
Include Water Features in Parks and Pocket Parks	As neighborhoods become more "green" and more urban wildlife begins to populate the area, it is important to provide water sources sporadically throughout the neighborhoods. Depths of fountains should vary (shallow water for smaller insects such as bees, deeper water for birds, squirrels, etc.). Consider vegetated fountains or ponds also.	Local jurisdictions and permitting agencies will need to work with developers and possibly include a stipulation in development contracts or permits. Utilizing similar designs on public facilities (where feasible) will encourage developers to utilize similar designs.	Local Municipality, Developers, County Extension Office, Groundworks Jacksonville, Community Organizations

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DANGER
STAY BEHIND
GATES DURING
BRIDGE
OPENINGS

FIRST COAST COMMUTER RAIL
TRANSIT-ORIENTED DEVELOPMENT



DEC 30, 2023

TOD STUDY

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COMMUNITY ENGAGEMENT APPENDIX



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Executive Summary

This Community Engagement Appendix is a compilation of the comprehensive community outreach undertaken in support of the JTA's First Coast Commuter Rail (FCCR) Transit-Oriented Development (TOD) Study (FCCR TOD Study). This FCCR Community Engagement Appendix (FCCR Engagement Appendix) provides an overview of public outreach, highlights the community engagement activities, and consolidates supporting documents related to public involvement referenced in the final report of the JTA FCCR TOD Study. The FCCR TOD Study focused on examining TOD opportunities around potential station areas if the commuter rail is advanced in the future and did not examine the overall feasibility of commuter rail. The feasibility of implementing commuter rail is the subject of prior and other rail studies.

The objective of the outreach program was to engage stakeholders, share project information, gather feedback, and build a sense of community ownership and support for the potential stations, and TOD opportunities around station areas. The community outreach strategy was designed to ensure inclusivity and active participation from a diverse range of stakeholders, including residents, local businesses, community leaders, civic and educational institutions, and public officials.

Summary of Community Engagement Activities

Public engagement is an important aspect of any transportation improvement project. It is essential to ensure that the community is aware of transportation investments and how these investments are intended to support the community and the overall quality of life of residents. Gathering data and incorporating community feedback is critical to the project decision-making process. To achieve the project goals for community engagement, the outreach program was comprised of multiple forms of public involvement to maximize the opportunity for community engagement. The outreach program encompassed the following public involvement components.

The Public Involvement Plan, created at the outset of the project, identified key objectives for community engagement and outlined outreach activities to be conducted throughout the study area to create awareness and gather input for this important transportation investment.

Stakeholder Advisory Group (SAG): Representatives of local businesses, government agencies, and transportation experts were assembled as an advisory group, to gather insights and ensure that the project aligned with community needs and values. The project team conducted interviews with the SAG members and convened meetings of the SAG to coincide with community workshops.

Community Workshops: Two community workshops were conducted in both Duval and St. Johns Counties to introduce the project, address concerns, share TOD station area concepts, and solicit input from the community.

Online Engagement/Survey: An online survey platform was established to reach a wider audience and gather feedback on specific aspects of the project, including route preferences, station locations, and scheduling. The results of the survey, conducted through PublicInput.com, are contained in Section Five.

***Informational Materials/Campaigns*:** A comprehensive information campaign, including social media, local press releases, informational brochures, and a project website (jafcrtod.com), was launched to keep the public informed about the project and upcoming events.

***Community Partnerships*:** Partnerships with local community organizations and advocacy groups were sought to foster a sense of shared responsibility and promote the benefits of commuter rail for the entire community.



Key Findings

Extending from St. Augustine to Downtown Jacksonville, a corridor study area of approximately 40 miles, the FCCR TOD Study spanned both Duval and St. Johns Counties in Northeast Florida. For this reason, community workshops and interviews with business and agency stakeholders were conducted in each county to allow the project team to share the same project information with stakeholders in both counties. Project information was shared through online platforms and a link to the survey was distributed through ongoing project communications and at stakeholder and community events. Based on the data collected through the various outreach initiatives, the following key findings were identified:

- Overwhelming support for the project, with 78% of the survey respondents expressing positive feedback supporting the FCCR TOD Study.
- Strong preference for stations in densely populated areas near major employment centers to maximize accessibility and convenience.
- Concerns regarding potential environmental impacts were addressed through proposed sustainability and avoidance measures, garnering support from environmental organizations and local government agencies.

Based on insights gathered from the outreach efforts, as the project moves forward, the following actions are recommended for consideration.

- Incorporate community feedback into the project's development plans and ensure that the final design reflects the needs and preferences of the residents.
- Continue to open communication channels with the community to provide regular updates on the project's progress and address any concerns.
- Implement outreach programs for underserved communities to ensure equitable access to the benefits of TOD and the proposed commuter rail system.

The successful execution of the community outreach program has not only garnered support for the TOD planning concepts around the potential station areas for the proposed FCCR Southeast Corridor but has also fostered a sense of shared responsibility and ownership among the residents. The valuable feedback received will be instrumental in shaping the project to best serve the needs of the community, both in the present and the future.

Section One: Public Involvement Plan

The First Coast Commuter Rail TOD Study Public Involvement Plan (FCCR TOD Study PIP) was initiated at the commencement of the FCCR TOD Study. The FCCR TOD Study PIP is a living document, updated periodically to review the engagement tools and techniques utilized throughout the study; and adjust to any changes in the project development and timelines.

The FCCR TOD Study PIP establishes the basis of the outreach strategy and identifies the primary community outreach activities that align with the communities along the FCCR Corridor. The initial plan was submitted in February 2022, and the final version, submitted in December 2022, is included as **Attachment A** to this FCCR Engagement Appendix.



Image from FCCR TOD Study Project Website

Section Two: Engagement Approach and Tools

Public awareness, education, and communication are three key components of a successful community engagement program. Anchored by two different urban settings, and traversing a mix of rural, industrial, and suburban, master-planned communities, the FCCR Corridor has the potential to affect a wide range of stakeholders, businesses, and neighborhoods. Understanding the multiple audiences and diverse communities along the FCCR Corridor was an initial important step to identifying the communication tools and techniques that best serve this specific project. This section summarizes the communication and engagement tools and references the specific, related documents developed as part of the FCCR TOD Study.

Stakeholder Advisory Group

Reintroducing passenger rail in Northeast Florida as a potential mobility option and advancing economic development around future rail station locations is an important decision for the community. To bring a diverse and comprehensive perspective, and act as a sounding board for project activities, a Stakeholder Advisory Group was assembled at the beginning of the project. The Stakeholder Advisory Group (SAG) was essential to the study process in providing additional guidance from area civic, government, and business leaders. The SAG was comprised of representatives from the following agencies, groups, and businesses.

- Florida Department of Transportation (FDOT)
- North Florida Transportation Planning Organization (TPO)
- JAX USA Partnership
- Jacksonville Chamber of Commerce
- Northeast Florida Builders Association
- Smart North Florida
- Florida East Coast Industries
- Florida East Coal Rail

Additional SAG members for Duval County:

- City of Jacksonville
- Downtown Vision
- Duval County Public Schools
- Jacksonville Housing Authority
- Jacksonville Sheriff's Office
- Preston Hollow Capital
- Visit Jacksonville

Additional SAG members for St. Johns County

- City of St. Augustine

- St. Johns County School District
- St. Johns County Sheriff's Office
- St. Johns County
- Tourist Development Council
- West St. Augustine
- Broudy Liquors

At various times throughout the study process, the project team conducted interviews with SAG members or their designated representatives. Additionally, the SAG members were engaged and updated prior to the community workshops. A virtual meeting with the SAG was held on June 29, 2022, to review the overall TOD strategy and gather input regarding potential ideas for station area development. Participants included representatives from the City of Jacksonville, the City of St. Augustine, and Downtown Vision. The Stakeholder Advisory Group member list, and other materials related to the SAG, are contained in **Attachment B**.

Project Communications

Ongoing public outreach and communication about the project, including potential benefits and impacts, and seeking input, are essential to a successful project outcome. For the FCCR TOD Study, multiple forms of communication were used to reach various audiences and allow the public to participate in the project and learn more about potential investments in their community.

Project Website

Key to the public outreach was establishing an identity for the project, with a project logo and a project website to serve as a common, accessible depository for project information and notification about community meetings. Project branding for project materials is important to allow the public to easily identify project-related information.

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

FCCR TOD Study Project Logo

The project website, https://jtafcrtod.com/ contains a video about TOD, images of the various proposed station areas, and a list of Frequently Asked Questions. The website also provided a mechanism for members of the public to initiate contact with the JTA staff and project team through a comment form on the Contact Us page.

Stakeholder and Community Database

Email notification was the primary tool for notification of upcoming meetings, events, etc. For this reason, a database was developed containing pertinent contact information for members of the public, businesses, government agencies, and various organizations.

A database of approximately 1,000 individuals, including private citizens, business, and agency representatives, was developed at the commencement of the study. The database was updated periodically to reflect new contacts and contacts that may represent public or committee positions that may rotate on an annual basis, such as City Council or Commission members. A copy of the project database is available upon request through the JTA.

Presentations

In addition to the project website, and the comprehensive stakeholder database, project presentations were developed throughout the FCCR TOD Study and shared at various project events and upon request for partner agencies and organizations. At the commencement of the study, an informational update for the project kickoff was provided for the Northeast Florida Transportation Planning Organization (North Florida TPO). The North Florida TPO represents four counties (Clay, Duval, Nassau, and St. Johns Counties) in Northeast Florida, and provides various services related to transportation planning in the region, including the Long Range Transportation Plan.

Additionally, members of the JTA project team also updated the City of St. Augustine Commission on multiple occasions with the last formal update at a City Commission meeting in July 2022. Project presentations used for the Stakeholder Advisory Group and the Community Workshops are provided in **Attachment C**.

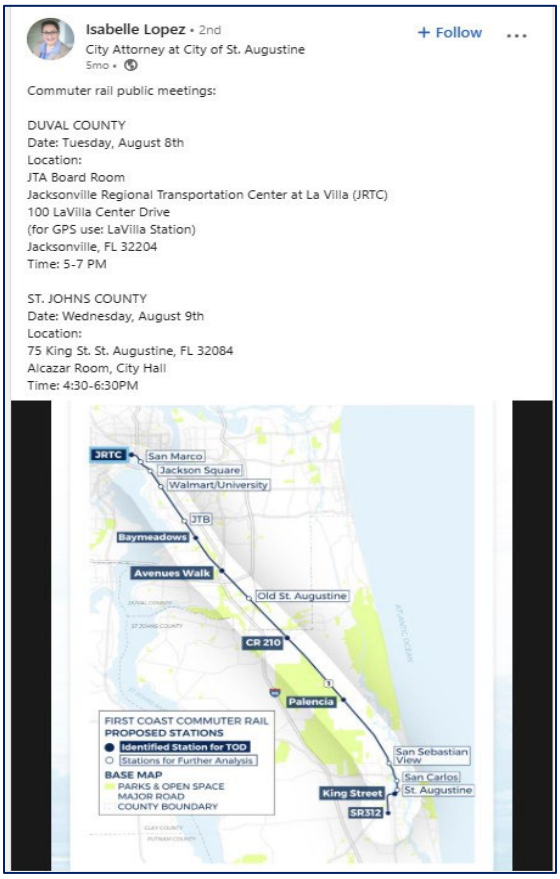


Image of Example Public Presentation Slide

Additional Communication Tools

In addition to the project website and email blasts, other communication tools used throughout the FCCR TOD Study process to engage the public and share project information include social media and outreach to local media outlets (TV, newspaper, etc.).

Social media was used to notify the community about upcoming community workshops. The JTA Communication and Marketing team also publicized meeting announcements in the local newspaper, Florida Times Union. Additional images related to the project website and other public communications, including a project flyer, are included in **Attachment D**.



LinkedIn Notice of Community Workshops

Online Engagement Survey

The JTA project team utilized an online public engagement tool offered through a third-party company, PublicInput.com, to expand the reach and opportunity for public input. The online engagement tool provided an opportunity to gather public input through surveys and open comments. The public was able to learn more about TOD concepts and view various segments of the proposed corridor and the potential station areas. Participants were able to respond to questions and depict information on maps as depicted in the following example. A full summary of the survey responses is included in the Community Workshop materials contained in **Attachments E** and **F.**

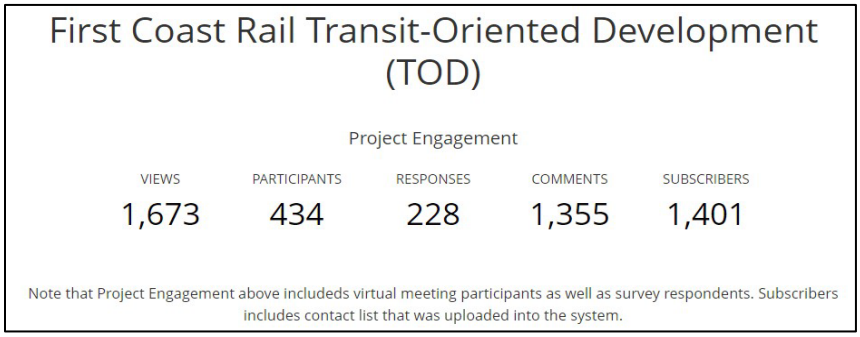
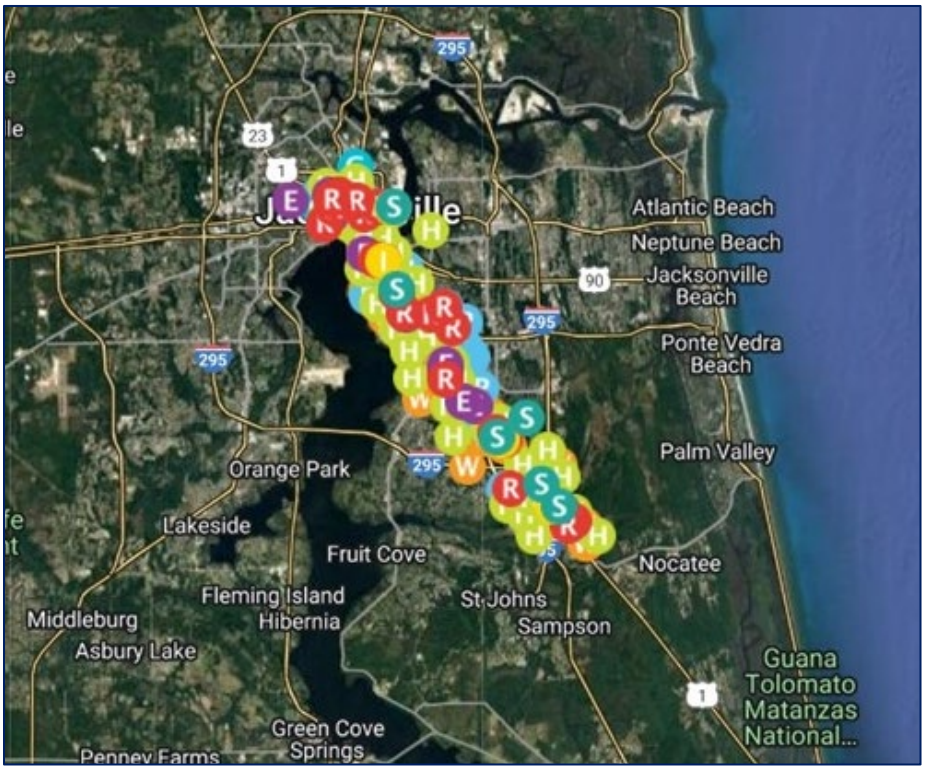


Image of Online PublicInput.com Statistics as of 10-02-2023





Example PublicInput.com Screenshot – Desirable Development and Land Uses along Corridor

Section Three: Community Workshops #1

The community engagement process included multiple opportunities for the public to provide input on types of TOD along the subject corridor and around stations. The first round of formal community outreach was conducted through virtual public meetings in February 2023. Using the online PublicInput.com platform, the virtual workshop included a presentation and an online survey regarding the corridor segments and proposed station areas. The survey sought input on mobility needs, desired vision, and types of development desired in the corridor and around each potential station.

Two virtual community workshops were held in consecutive weeks, with one workshop focused on Duval County proposed stations and the second workshop focused on St. Johns County Station. The workshops were advertised via emails to the contact list of 1,000 stakeholders and via social media. Two reminder emails were sent prior to the meetings.

Virtual Meetings
February 22, 2023, 6-7 p.m.
Duval County Potential Commuter Rail Stations
129 participants

February 28, 2023, 6-7 p.m.
St. Johns County Potential Commuter Rail Stations
57 participants

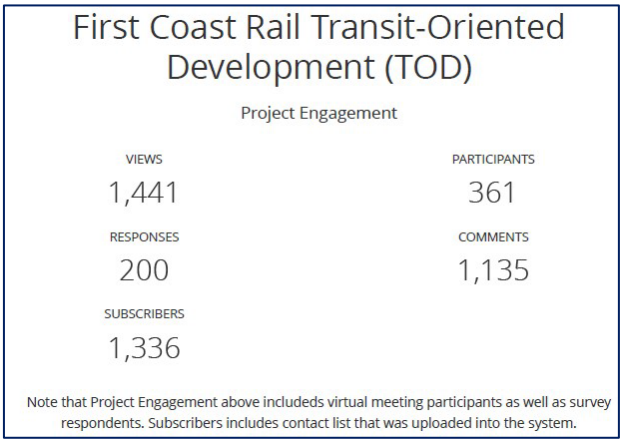
Registration was required to access the online engagement portal. There were 129 participants for the Duval County Virtual Meeting and 59 participants for the St. Johns County Virtual Meeting. Meeting comments were submitted via chat during the virtual meeting and addressed during the Question and Answer session at the end of the meeting. Approximately 17 comments were received through the virtual chat during the Duval County virtual session, and approximately 16 comments were received during the St. Johns County session.

As part of the PublicInput.com survey, a question asked participants to identify three words that come to mind for the FCCR TOD Study. The results of the survey responses are included in **Attachment E**. A summary of the common words is also shown in the adjacent image. The online engagement portal allows participants to depict various information on the station area maps.

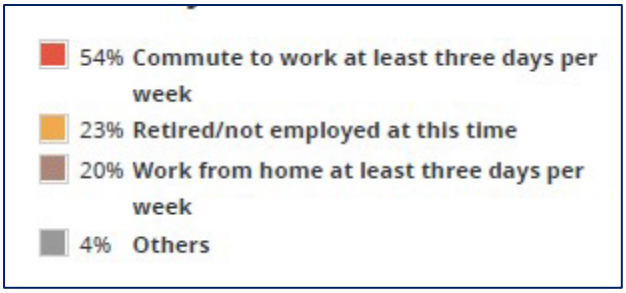


FCCR TOD Study - Survey Responses (Three Words)

A full summary of the comments and feedback received during the virtual meetings, as well as other materials prepared for the meetings, are contained in **Attachment E**.



FCCR TOD Study - Community Workshop 1 Engagement Summary Statistics through PublicInput.com



Survey Respondent Profile – Community Workshop 1

Section Four: Community Workshops #2

The second set of community workshops was conducted through the more traditional, in-person format on consecutive days in August 2023. The first workshop, held on August 8 at the Jacksonville Regional Transportation Center (JRTC), focused on the Duval County proposed station locations. The second workshop, held on August 9 at the City Council Commission room at City Hall in the City of St. Augustine, focused on the proposed stations in St. Johns County.

Notifications were distributed to the project's database of stakeholders via email. The public meetings were also noticed on the project website and through social media. The workshops included an overview presentation that provided proposed station area concepts, as well as examples from TOD across the country. Example graphic display boards were also available for review and discussion with project team members.

During these workshops, the project team presented the station classifications, potential modifications to circulation and road networks, open space networks, and the mix of land uses at the proposed stations. Attendees were invited to ask questions and provide feedback. All participants were asked to link to a posted QR code to connect to the online survey. Before the Community Workshop, members of the Stakeholder Advisory Group convened for a brief meeting to review the presentation and materials. Nine comments were received from the eight participants.

FCCR PUBLIC WORKSHOP

The workshop hours are as follows:

DUVAL COUNTY

View Presentation

Date: Tuesday, August 8th

Location:
JTA Board Room
Jacksonville Regional Transportation Center at La Villa (JRTC)
100 LaVilla Center Drive
(for GPS use: LaVilla Station)
Jacksonville, FL 32204

Time: 5-7 PM

ST. JOHNS COUNTY

View Presentation

Date: Wednesday, August 9th

Location:
75 King St. St. Augustine, FL 32084
Alcazar Room, City Hall

Time: 4:30-6:30 PM

Project Website Meeting Notice

There were 41 participants registered at the Duval County community workshop and 12 comments were collected during the workshop. In St. Johns County, 25 participants signed in at the community workshop held in St. Augustine, and 21 comments were received. A majority of participants were in support of a proposed commuter rail, specifically in St. Johns County. Additional materials from the workshops are contained in **Attachment F.**

In-Person Community Workshops

August 8, 2023, 5 – 7 pm
JRTC Downtown Jacksonville
41 participants

August 9, 2023, 5 – 7 pm
St. Augustine City Commission Room
53 participants



Community Workshop 2 - JRTC



Community Workshop 2, JRTC, August 8, 2023



Community Workshop 2 - St. Augustine

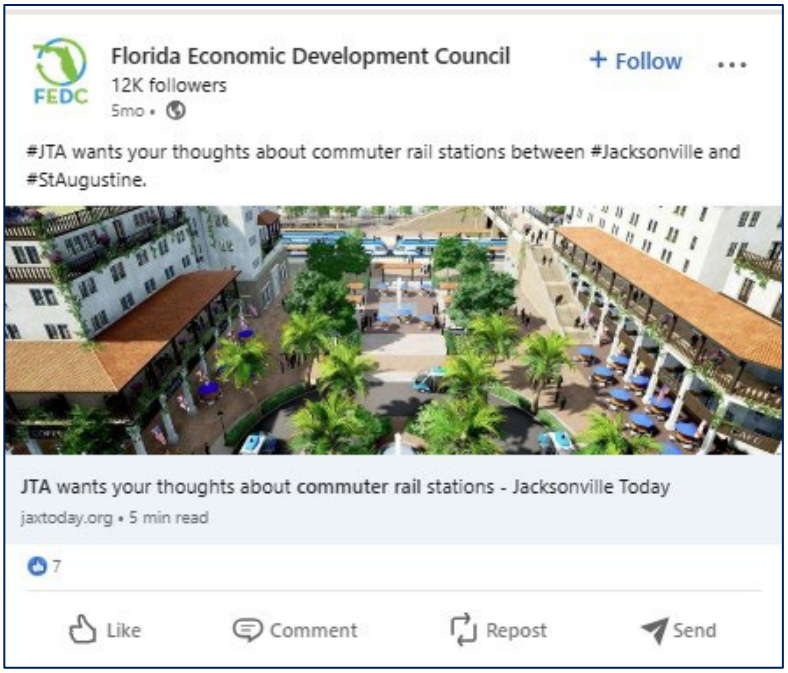


Community Workshop 2 - St. Augustine

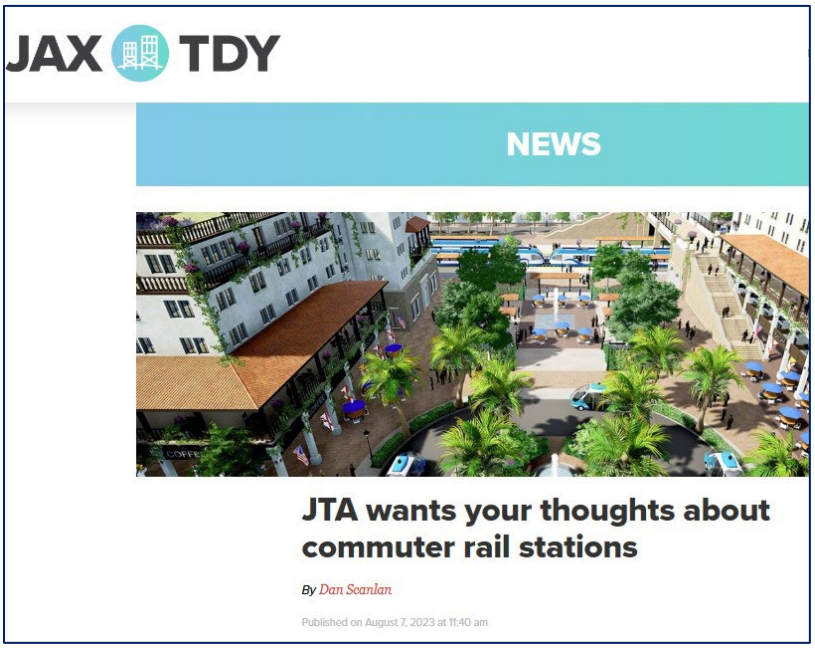
Section Five: Media and Related Articles

As part of the outreach process, members of the media were notified of upcoming community workshops. The JTA's Communications and Marketing team, along with the project team, utilized social media as well as print and news media to share information about the project and promote participation in public meetings and through the online survey tool.

During the study process, several articles were posted in various online and print media outlets. A listing of select articles is contained in **Attachment G.**



Florida Economic Development Council - LinkedIn post



Daily Record – Article August 7, 2023

ATTACHMENTS

Attachment A: Public Involvement Plan

JACKSONVILLE TRANSPORTATION AUTHORITY

FIRST COAST RAIL TOD STUDY

First Coast Commuter Rail
Transit Oriented Development Study

Public Involvement Plan

Last updated: 12-14-2022

1. Introduction

This project will plan for the Transit Oriented Development (TOD) along the proposed First Coast Commuter Rail Corridor (FCCR). The 38.4-mile commuter rail corridor is on Florida East Coast (FEC) Railway and extends from St. Augustine in St. Johns County, north to Downtown Jacksonville, in Duval County. The commuter rail is one of many major proposed projects to mitigate traffic congestion in the region.



Public input will be critical to help inform the TOD planning study. A variety of working group meetings, community workshops, and digital design charrettes will be used to collect input from the public that will help shape the TOD plan. Digital outreach through PublicInput.com, a project website, and social media will increase the project's reach to gather feedback from populations that may not attend scheduled workshops.

The TOD plan will include station area plans, recommendations for implementation, short term and long term infrastructure needs, and next steps.

2. Public Involvement Plan Goals and Key Guidance

The purpose of the Public Involvement Plan is to engage, educate and empower stakeholders and the public in the planning process. Goals for the public engagement process include:



Citizens will be empowered to guide decision-making throughout the project with special emphasis at key milestones. We want to ensure that citizens understand the WHAT, WHY and HOW of the project in order for the community to provide informed feedback to the team. Educational information will be included on the website and in meeting materials in a non-technical format that is easily understandable by the general public. The team will clearly communicate findings, recommendations, and trade-offs.

Planning studies seeking engagement often compete for citizens' time and attention in already jam-packed daily lives. The team will proactively provide information in several formats to increase participation. Digital engagement via the website and social media will provide a quick, easy way for citizens to learn about and participate in the study at their leisure - from home, work or anywhere with internet access. Structured engagement, such as meetings and workshops, will offer face-to-face interaction with the study team, interactive formats, and live polling.

Special efforts will be undertaken to identify and perform outreach to disadvantaged populations. Digital content can be modified for those without access to or comfort with online content by providing print copies of project information as requested. The public can download and print digital content from the website and study team members providing in-person outreach will have printed copies of current surveys to distribute upon request. The Project Team will coordinate with representatives of disadvantaged populations, such as community leaders and council members to ensure project information reaches those populations.

2.1 Branding

Branding standards, including a logo and a visual guide, will be developed for project materials for the public to easily identify project-related information. A project logo will be used to support the project materials associated with the TOD Study.

2.2 Target Audiences

2.2.1 Key Audiences

- Florida Department of Transportation (FDOT)
- City of Jacksonville
- City of Saint Augustine
- St. Johns County
- St. Johns County Chamber of Commerce
- North Florida Transportation Planning Organization (North Florida TPO)
- Jax USA Partnership
- CSX
- FEC
- Amtrak
- Downtown Investment Authority
- Downtown Development Review Board
- Downtown Vision
- JAXPORT
- Large Employers
- Trucking Companies
- SmartWay EPA
- Businesses Along the Corridor
- Neighborhood Associations Along the Corridor
- Civic/Community Organization
- General Public

2.2.2 Stakeholder Advisory Group

At the commencement of the TOD Study, representatives from various organizations will be identified to be part of a Strategic Advisory Group (SAG). This technical working group will serve as a sounding board to provide input on TOD Study concepts and proposed recommendations, as well as, to offer critical feedback as project components are presented to the community.

- City of Jacksonville
- City of St. Augustine
- St. Johns County
- FDOT
- Smart North Florida
- JAX USA Partnership
- JAXPORT
- Florida East Coast Rail
- Brightline

- Enterprise Florida
- Florida Railroad Association
- Department of Environmental Protection
- Florida Trucking Association
- Jacksonville Housing Authority

3. Public Outreach Process, Tools, and Techniques

Public awareness, education, and communication are three key components for a successful public engagement program. Keeping the public engaged in the various elements of this project is vital in maintaining public support while gathering critical feedback. This communications plan outlines a blueprint in balancing different strategies of public engagement. This section describes the public outreach tools and process to be implemented to promote the project and encourage stakeholders and the public to engage.

3.1 Public Engagement Phases and Milestones

The following milestones are based on the calendar year quarters (Q).

- Q1 2022
  - Public Involvement Plan
  - Formation of Stakeholder Advisory Group
  - Stakeholder Interviews/One-on-Ones
- Q2 2022
  - Website Development
  - Stakeholder Interviews/One-on-Ones
  - Stakeholder Advisory Group Meeting 1
- Q3 2022
  - Website Launch
  - Stakeholder Interviews/One-on-Ones
- Q4 2022 / Q1 2023
  - Community Workshop 1 Preparation (presentation, FAQs, etc.)
  - PublicInput.com Coordination
  - Corridor Community Workshop 1
- Q2 2023
  - Website Content (Ongoing)
  - Corridor Community Workshop 2 (Neighborhood Planning Focus)
- Q3 2023
  - Corridor Community Workshop 3 (TOD Growth Area Focus)
- Q4 2023
  - Open House (Results and Recommendations)

3.2 Tools for Study Promotion

3.2.1 Project Website

The Project Team will develop and maintain a website for the First Coast Commuter Rail Project as a supplemental means to inform the public and to receive public input. It will provide the opportunity for community members who are unable to attend workshops or participate in working groups to be part of the project process. The website will be accessible via computer or mobile device.

The project website will include the following:

- Project information and updates
- Educational videos
- Interactive map
- Virtual reality demonstrations and renderings
- Project documents and reports
- Meeting and public participation announcements
- Surveys and other opportunities to provide feedback
- Contact list sign-up to receive updates and meeting invitations

The project website will be updated at key study milestones and promoted through the stakeholder database, JTA transit shelter/property and partner locations, social/traditional media outreach, as well as at JTA and community events.

3.2.2 Social Media

Social media will be used throughout the study to provide educational information, study updates, event notices and opportunities to provide input. The engagement team will provide study photography, video clips, graphics, and content to JTA Communications and Marketing Team for use in social media channels and in support of media outreach and coverage. The hashtag # (TBD) will be used to make it easy for the public to find and engage with posts.

JTA will identify related organizations, such as local municipalities and/or community groups and request their participation in sharing the FCCR social media posts to increase reach as all targeted audiences may not follow FCCR.

3.2.3 Media Outreach

Media releases will be used at each engagement phase to promote project updates and encourage public participation. JTA will use their standard media distribution list. JTA will respond to media inquiries about FCCR and provide content for media use.

3.2.4 E-blasts

Email blasts give subscribers personal updates as well as personal invitations to any project events. This tool is an efficient way to reach those who are already aware of the project and are eager to hear more. In order to receive an email, the citizen must already be subscribed. These

emails will be developed to be attention grabbing, concise, but also informational. These e-blasts will be distributed during outreach periods to share project information and updates, and to promote public engagement.

3.2.5 Digital Communications Toolkit

A digital communications toolkit will share digital versions of print materials including handouts, social media, project branding, links to the website and surveys, and other material available for each phase of engagement. This toolkit will be distributed to the Stakeholder Working Group to share within their networks to increase reach.

3.2.6 Multi-jurisdictional Outreach

Presentations and briefing materials will be provided to JTA to engage and inform project partners, such as Florida East Coast Railroad (FEC), the City of Jacksonville, City of St. Augustine, Duval County, St Johns County, FDOT, and FTA, and other stakeholders.

3.2.7 Frequently Asked Questions (FAQs)

The Project Team will develop a list of frequently asked questions received by stakeholders and the community through the ongoing interviews and community workshops. The FAQs with responses will be available at the community workshops and posted on the project website.

3.3 Tools and Techniques for Public Engagement

3.3.1 Online Surveys (PublicInput.com)

An online survey will be developed to gather public feedback on the project. The survey will be developed using the survey platform, PublicInput.com. The survey will ask specific questions related to decision making factors to better inform the project team. The survey will include an open comment section for the public to voice support or concerns. Optional demographic information will be collected as part of the survey to better understand the participants.

Additionally, a paper survey will be developed based on the digital version to provide participants without digital means to participate. PublicInput.com's text message surveying tool can also be used to provide a convenient way for the public to respond to survey questions from their phone. This survey platform would allow participants who do not have a smart phone to still complete the survey without needing access to a web browser.

The surveys will be live for at least two weeks. At the midpoint in the survey period, the team will pull the demographic results to identify gaps in target populations' involvement and to discuss methods to increase their participation in engagement opportunities. Additional details pertaining to JTA contact information, a comment telephone line and email will be determined as the community events commence planning.

3.3.2 Community Workshops

Workshops will be held at three key junctures in the study - Existing Conditions, Corridor Level TOD Plans, and Implementation. Workshops will be interactive and live-streamed or recorded so they can be viewed later for those who cannot attend. PollEverywhere will be used during the meetings to collect input.

Workshop 1 will present the public with the key findings from the existing conditions analysis and the hurdles associated with implementing TOD. The Project Team will establish a strong foundation from which the communities of the FCCR corridor and JTA can work together to realize an equitable vision for TOD that promotes economic development and prosperity. The meeting will include the opportunity for stakeholders to provide feedback to shape the plan as it moves forward.

Workshop 2 will focus on neighborhood planning around the First Coast Commuter Rail stations. Using TOD typologies developed from other TOD planning activities, the workshop will seek to engage the community using innovative technology such as 3-D visuals of TOD renderings. This workshop will center on engaging and soliciting input from stakeholders and the communities of the FCCR corridor to build consensus around the TOD goals and TOD typologies defined. The Project Team will focus the discussion on each of the FCCR station areas by discussing "What we see," and asking, "Did we get this right?". We will support the typologies discussion with compelling precedent imagery that provides a link between each station area and their respective primary and secondary typology designation.

Workshop 3 will present the refined TOD Growth Scenarios. The process to arrive at the definitions, including summarizing what was previously heard from stakeholders and the community will be reviewed, as well as the key assumptions, variables, decisions, and take-aways that emerged during the process. The TOD System Plan for each FCCR station area will presented in 2D layers that speak specifically to strategies for connectivity, public realm, land use, and equitable development. Visual simulations will be used to aid the discussion and solicit feedback.

Workshop 4 will present the implementation recommendations, review the station area plans, TOD Toolkit, short term and long term infrastructure needs, and next steps.

Note: The community workshops can be held virtually, in-person, or hybrid depending on the COVID-19 pandemic and JTA preferences at the time of meeting planning.

3.3.3 Digital Design Charrettes

The Digital Design Charrettes will be developed for up to three small sessions with elected officials, key stakeholders, and community leaders at a time to be determined, in coordination with Community Workshops 2 and 3. These charrettes will be designed to foster a dynamic and engaging discussion, using innovative and interactive techniques such as 3D modeling that can be projected on screen. Alternative futures and outcomes for proposed FCCR station areas will

be visualized in real-time during the charrette to inform brainstorming during the session. To foster discussion and collect feedback, a live polling tool, such as PollEverywhere, will be used to help brainstorm a range of assumptions, variables, and outcomes for short- and long-term transit-centric development.

Note: The Digital Design Charrettes can be held virtually, in-person, or hybrid depending on the COVID-19 pandemic and JTA preferences at the time of meeting planning.

3.3.4 Group Meetings

A technical working group (Stakeholder Advisory Group) will be formed focusing on the following stakeholders:

- Public and private sector decision-makers – including but not limited to developers, chamber of commerce, business, and property owners
- Interagency staff from partner agencies
- Representatives of the public, including representatives from faith-based organizations, social service providers and others

Small group meetings will be held throughout the planning process as needed or requested by JTA. Meeting agendas, documents, exhibits and minutes will be housed on the project website to provide stakeholders with as much information as possible in a digital versus printed format.

Note: The group meetings can be held virtually, in-person, or hybrid depending on the COVID-19 pandemic and JTA preferences at the time of meeting planning.

3.3.5 Summarizing Results

PublicInput.com will be used to record and manage public input. Following the conclusion of each engagement phase, a written summary of all public input, engagement and promotion activities will be developed. This includes:

- Outreach Efforts
- Public Engagement Events and Attendance
- Public Comments (including survey results, mail, and emails)
- Webpage Analytics
- Social Media Analytics (to be provided by JTA)

3.4 Revisions to the Public Involvement Plan

This Public Involvement Plan is a working document and will be updated and revised as needed to achieve the goals outlined in Section 2 and reflect any changes in schedule or project activities. A Stakeholder Contact List will be developed and maintained throughout the project's public involvement process.

Attachment B: Stakeholder Advisory Group

#	Company/Organization	Name	Department/Title	Email
1	City of Jacksonville (COJ) Mayors Office	Kelli O'Leary	Deputy Chief Administrative Officer	koleary@coj.net
2	COJ Public Works	Steve Long	Director of Public Works	slong@coj.net
3	COJ Transportation Planning	Lurise Bannister	Planning Services Manager	Lurise@coj.net
4	Downtown Vision	Jake Gordon	CEO	jake@downtownjacksonville.org
5	Duval County Public Schools (DCPS)	Lenia Blades	Executive Director	bladesl@duvalschools.org
6	FDOT	Doreen Joyner Howard	Modal Development Manager	doreen.joynerhoward@dot.state.fl.us
7	Florida East Coast Industries	Husein Cumber	Chief Strategy Officer	husein.cumber@feci.com
8	Florida East Coast Industries	Stacy Rinaldi	Executive Assistant	stacy.rinaldi@feci.com
9	Florida East Coast Rail	Bob Ledoux	General Counsel	robert.ledoux@fecrwy.com
10	Jacksonville Sheriff's Office	T.K Waters	Sheriff	PIO@jaxsheriff.org
11	Jax Chamber	Daniel Davis	CEO	Daniel.Davis@jaxchamber.com
12	JAX USA Partnership	Aundra Wallace	President/CEO	awallace@jaxusa.org
13	JAX USA Partnership	Shamika Wright	Director, Community Outreach	Shamika.Wright@myjaxchamber.com
14	JAXPORT	James Bennett, P.E.	Engineering and Construction	James.Bennett@jaxport.com
15	JHA Jacksonville Housing Authority	Dwayne Alexander	President/CEO	dalexander@jaxha.org
16	NE Florida Builders Association	Corey Hacker	Director of Events & Programming	chacker@nefba.com
17	North Florida TPO	Jeff Sheffield	Executive Director	jsheffield@northfloridatpo.com
18	North Florida TPO	Clark Letter	Director, Planning and Analytics	cletter@northfloridatpo.com
19	Preston Hollow Capital	Ramiro Albarran	Managing Director & Head of Organization	ralbarran@phcllc.com
20	Smart North Florida	Clayton Levins	Executive Director	clevins@SmartNorthFlorida.com
21	Visit Jacksonville	Nicole Crawford	Administration & Support Manager	ncrawford@visitjacksonville.com
22	Jacksonville Transportation Authority (JTA)	Katrina Powell		kpowell@jtafla.com
23	Jacksonville Transportation Authority (JTA)	Terri Smith	Events Manager	tsmith@jtafla.com

#	Company/Organization	Name	Department/Title	Email
1	City of St. Augustine	Amy Skinner	Director Planning and Building	planningandbuilding@citystaug.com
2	City of St. Augustine	David Bircham*	City Manager	dbirchim@citystaug.com
3	St Johns County School	Tom Forson	Superintendent	tim.forson@stjohns.k12.fl.us
4	St Johns County School	Melinda Bogart	Director of Professional Development and Evaluations	melinda.bogart@stjohns.k12.fl.us
5	St Johns County Sheriff Office	Robert Hardwick	Sheriff	rhardwick@sjso.org
6	St. Johns County	Teresa Bishop	Planning Division Manager	tbishop@sjcfl.us
7	Tourist Development Council	Dena Masters	TDC Administrative Coordinator	dmasters@sjctdc.com
8	Tourist Development Council	Tera Meeks	Tourism and Cultural Development Director, Executive Director	tmeeks@sjctdc.com
9	Tourist Development Council	Traci Anderson	TDC Accounting Technician	tanderson@sjctdc.com
10	Broudy Liquors	Barry Broudy	Business Owner	barry@broudys.com
11	Jacksonville Transportation Authority (JTA)	Katrina Powell		kpowell@jtafla.com
12	Jacksonville Transportation Authority (JTA)	Terri Smith	Events Manager	tsmith@jtafla.com
13		Jason Perry	(Project Manager)	jperry@nineoaksdev.com
14	West St Augustine	Mr. Greg White		gwbigboy@aol.com
15	West St Augustine	Mr. Mark Bailey		mbailey@mbaileygroup.com

Attachment C: Project Presentations


FIRST COAST RAIL
TOD STUDY
STAKEHOLDER ADVISORY GROUP: MEETING 1
JUNE 29, 2022
wsp
HR&A

1


Richard Clark
Director – Economic Development
Joshua Turner
Southeast Urban Design Practice Leader
Santiago Salamanca
Director, TOD Practice Leader
wsp
HR&A
PRESENTERS

2



- About First Coast Commuter Rail
- First Coast Rail TOD Study Overview
- Corridor Overview
- Existing Market Conditions
- Station Area Analysis Highlights
- Next Steps

TODAY'S AGENDA

3

STAKEHOLDER ADVISORY GROUP

- *Guidance Over the Course of This Study*
- *Insights And Feedback from Your Unique Perspective*
- *Participation in 4 Stakeholder Advisory Group Meetings at Key Milestones*
- *Thank you for Your Time and Expertise!*



WHAT WE ASK OF YOU

4

FIRST COAST RAIL
TOD STUDY

ABOUT FIRST COAST COMMUTER RAIL

wsp HR&A

5

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 FIRST COAST COMMUTER RAIL

6

1990

Long Range Rapid Transit Transportation Plan

1997 **Long Range Corridor and Park & Ride Study -Phase II**

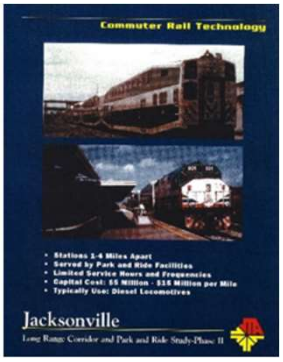
1998 Recognized need for regional mobility solutions

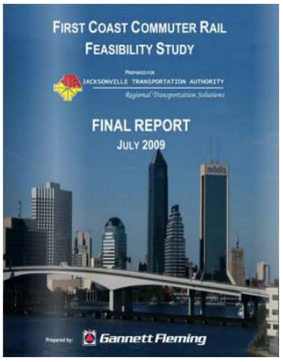
2000

Commuter Rail Feasibility Study

2009 Identified 3 service corridors
- North Corridor to Yulee
- Southeast Corridor to St Augustine
- Southwest Corridor to Green Cove

2010





ABOUT FIRST COAST COMMUTER RAIL

7

2013

Commuter Rail Feasibility Study - Phase II
Prioritized 3 service corridors - selected Southeast Corridor as top priority`

Southeast Commuter Rail Service Corridor - Station Location Study
Defined site location methodology for potential rail stations

2015

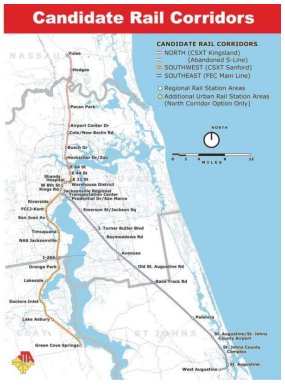
Southeast Commuter Rail Corridor Project Alternative Study (Phase III)

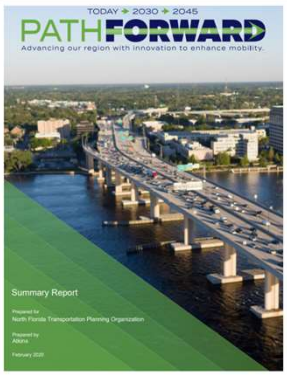
2016 Evaluated corridor to define readiness for more detailed study. Determined not yet ready to advance in FTA's PD process

Southeast Commuter Rail Transit Concept and Alternative Review Study
Alternatives Analysis to define readiness for Project Development

Southeast Commuter Rail Cost Study

2019 Comparison of cost estimates for capital, operating and maintenance scenarios





ABOUT FIRST COAST COMMUTER RAIL

8

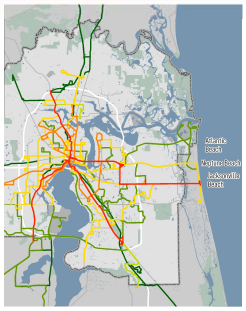
2020

Southeast Commuter Rail Pre PD&E Study - Pre. Environmental Study
FDOT ETDM screening for permitting agency review and initial NEPA analysis. Identified Categorical Exclusion as recommended class of action

2021

I-95 Maintenance of Traffic Strategy
Proposes commuter rail as a multimodal mobility option, as mitigation during planned I-95 construction







ABOUT FIRST COAST COMMUTER RAIL

9

FIRST COAST RAIL
TOD STUDY

FIRST COAST RAIL TOD STUDY OVERVIEW

10

"Transit-oriented development, or TOD, includes a mix of commercial, residential, office, and entertainment centered around or located near a transit station. Dense, walkable, mixed-use development near transit attracts people and adds to vibrant, connected communities"

-Federal Transportation Administration

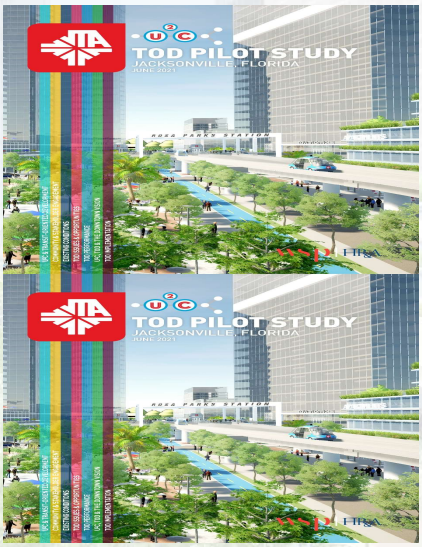


WHAT IS TOD

11

FIRST COAST RAIL TOD STUDY

- *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*
- *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

12

FIRST COAST 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 Housing*
- *Economic Returns to Surround Landowners and Businesses*



FCR TOD OBJECTIVES

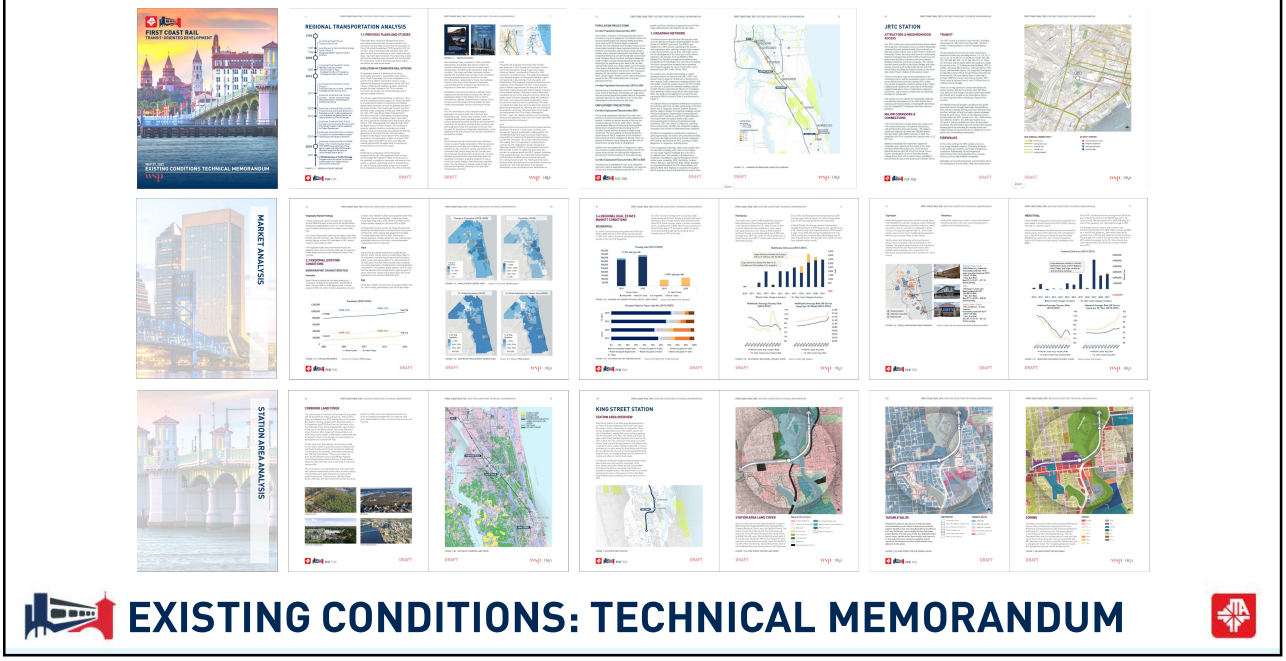
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2022 2023

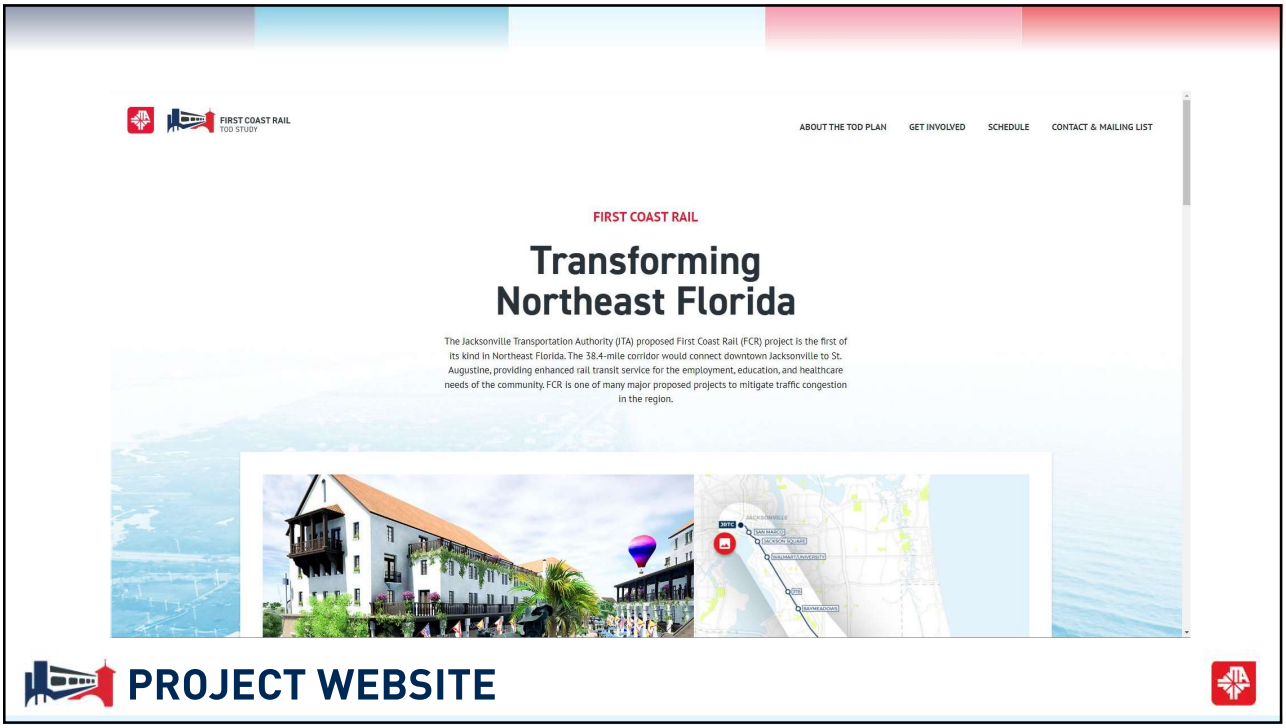
WHERE WE ARE IN THE PROCESS

14



EXISTING CONDITIONS: TECHNICAL MEMORANDUM

15



PROJECT WEBSITE

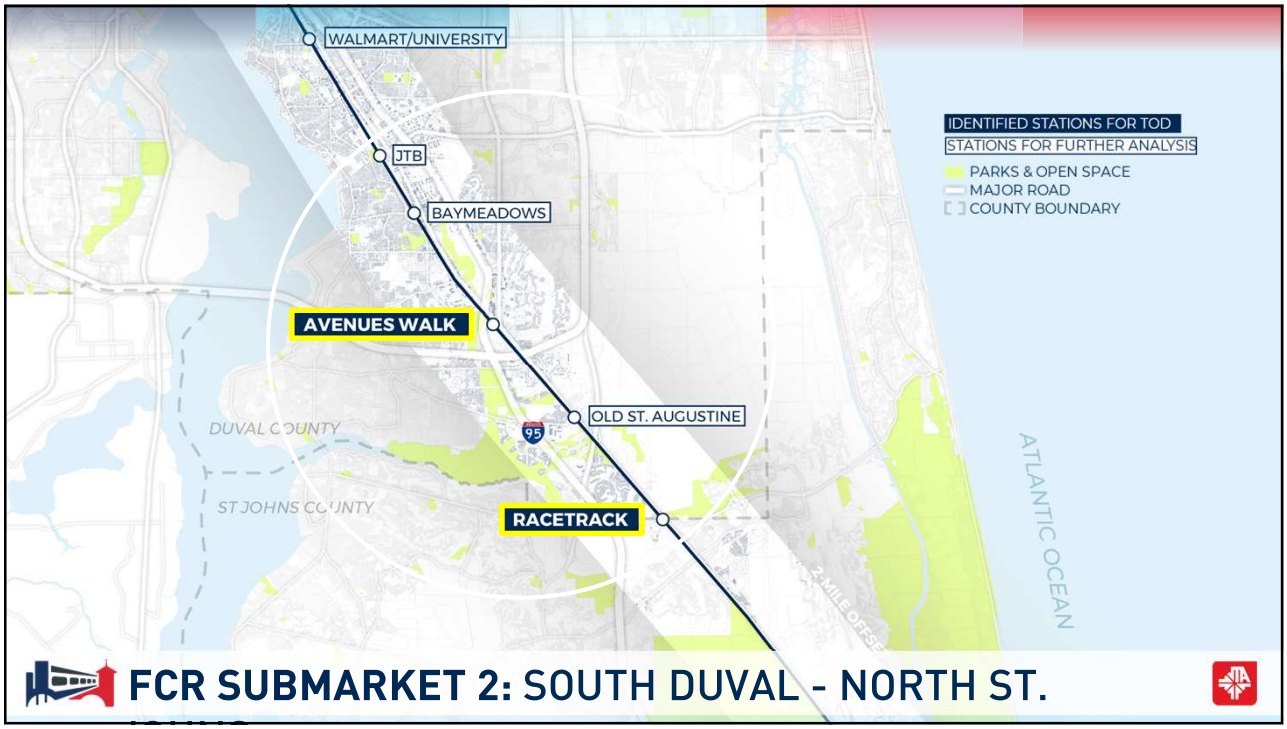
16


FIRST COAST RAIL
TOD STUDY
CORRIDOR OVERVIEW
wsp
HR&A

17


JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
FCR SUBMARKET 1: DOWNTOWN JACKSONVILLE

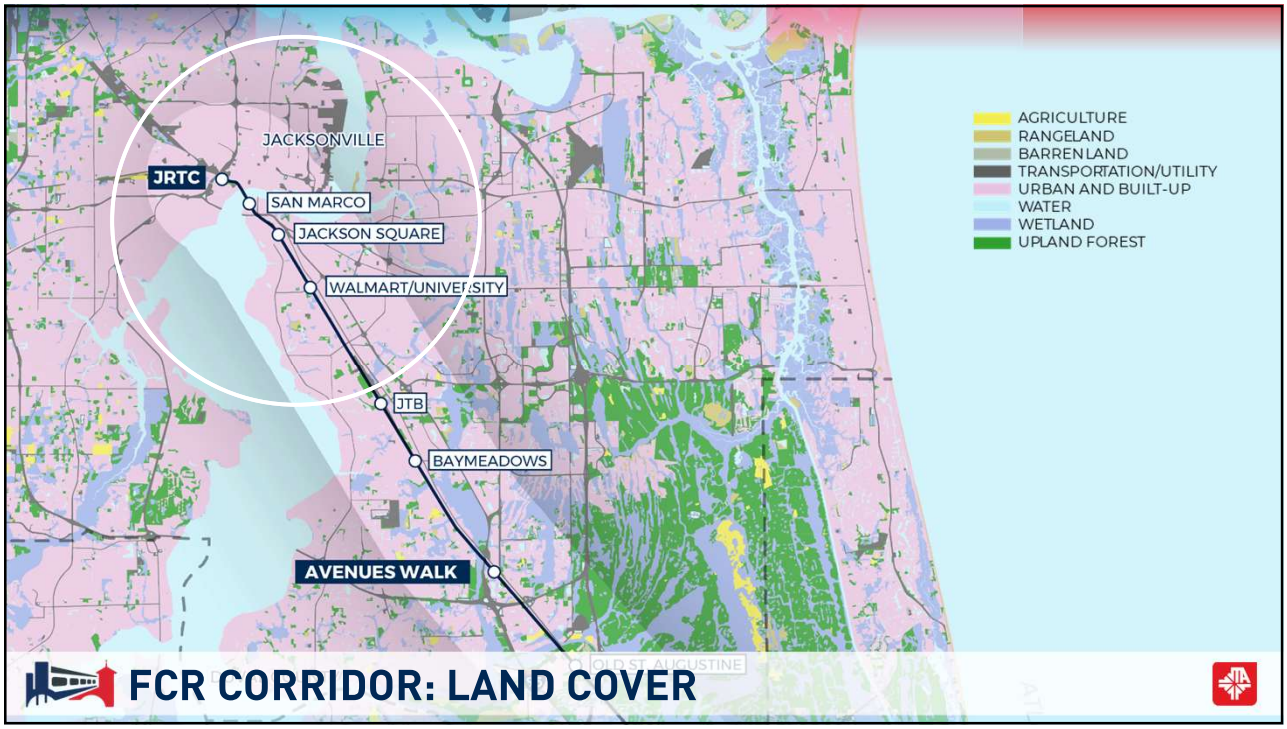
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WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
RACETRACK
DUVAL COUNTY
ST JOHNS COUNTY
95
ATLANTIC OCEAN
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
FCR SUBMARKET 2: SOUTH DUVAL - NORTH ST.

19


ST JOHNS RIVER
PALENCIA
95
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR312
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
CLAY COUNTY
PUTNAM COUNTY
FCR SUBMARKET 3: GREATER ST. AUGUSTINE

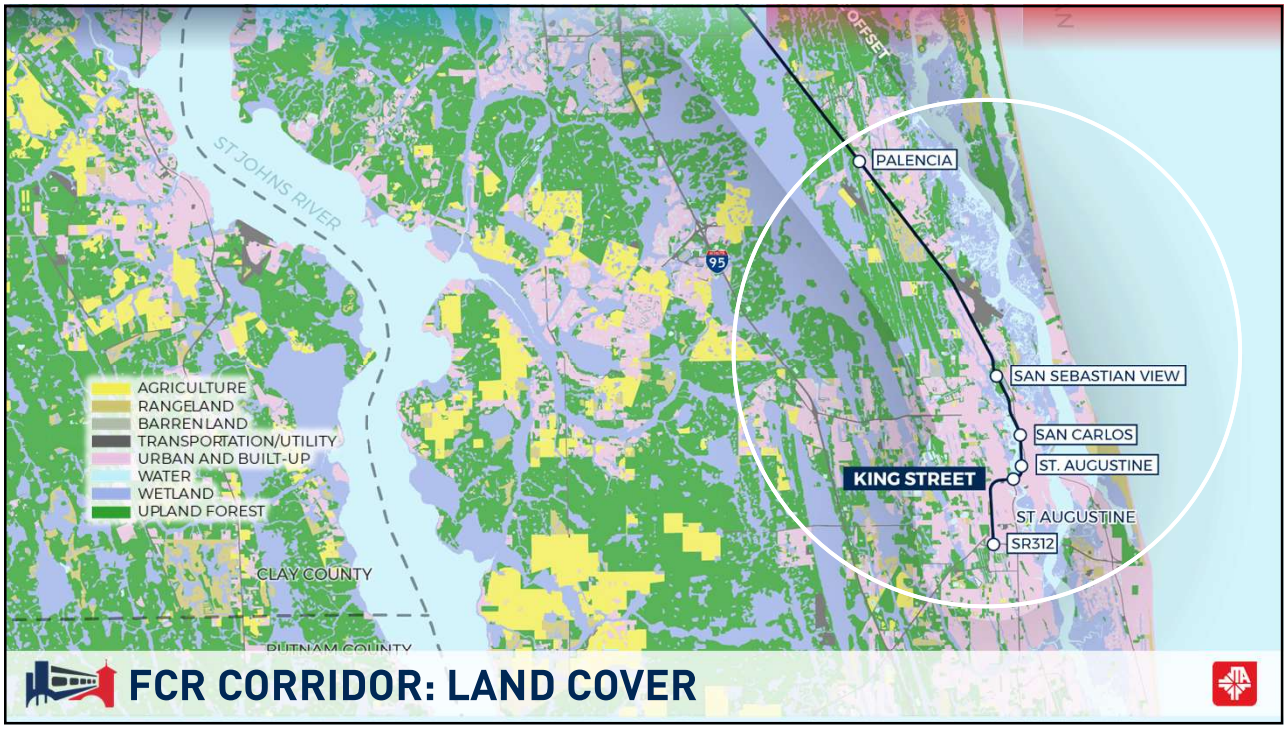
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JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
AGRICULTURE
RANGELAND
BARREN LAND
TRANSPORTATION/UTILITY
URBAN AND BUILT-UP
WATER
WETLAND
UPLAND FOREST
FCR CORRIDOR: LAND COVER

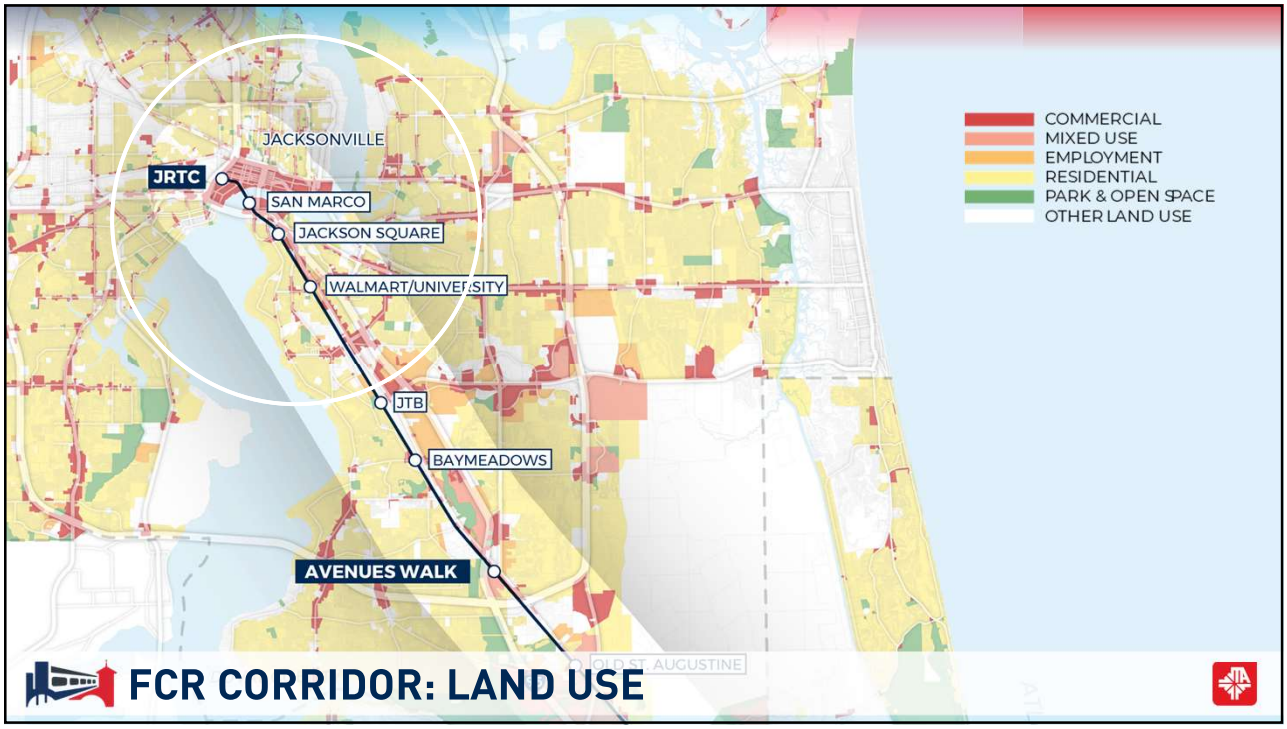
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WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
DUVAL COUNTY
ST JOHNS COUNTY
RACETRACK
95
2-MILE OFFSET
ATLANTIC OCEAN
AGRICULTURE
RANGELAND
BARREN LAND
TRANSPORTATION/UTILITY
URBAN AND BUILT-UP
WATER
WETLAND
UPLAND FOREST
FCR CORRIDOR: LAND COVER

22


ST JOHNS RIVER
PALENCIA
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR312
CLAY COUNTY
AGRICULTURE
RANGELAND
BARREN LAND
TRANSPORTATION/UTILITY
URBAN AND BUILT-UP
WATER
WETLAND
UPLAND FOREST
FCR CORRIDOR: LAND COVER

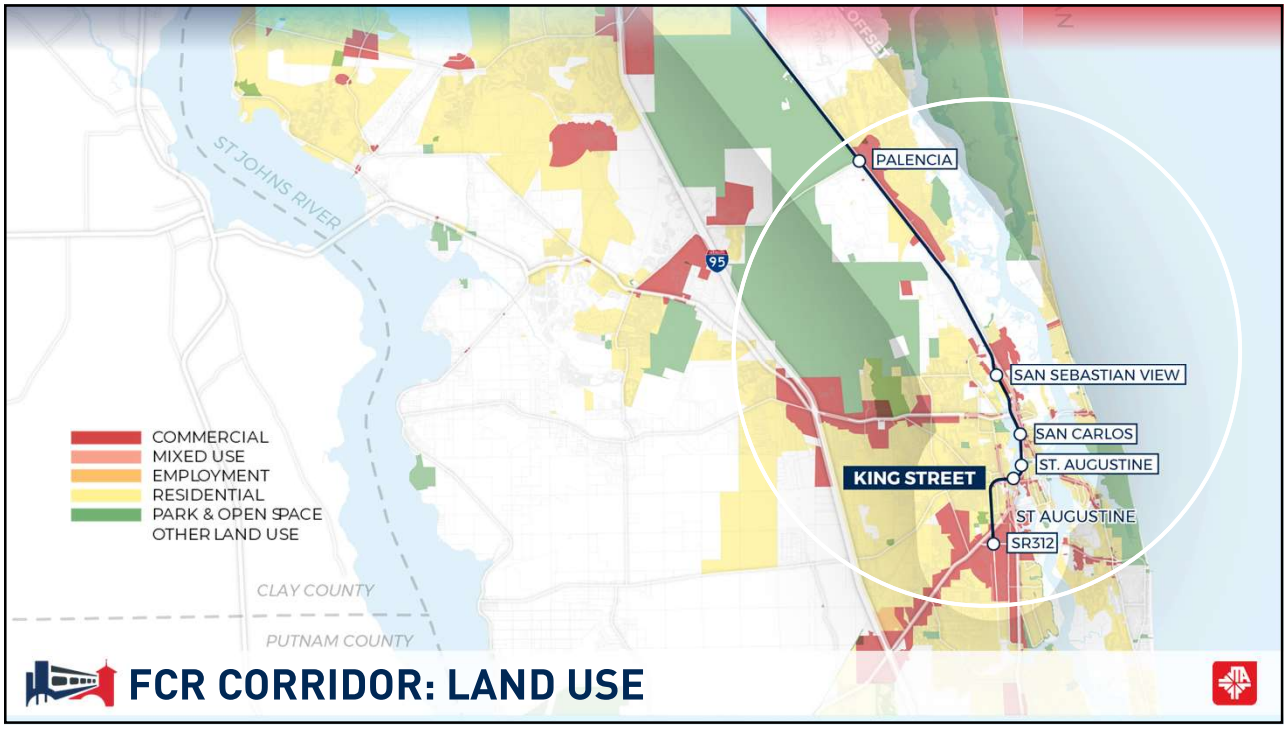
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JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
COMMERCIAL
MIXED USE
EMPLOYMENT
RESIDENTIAL
PARK & OPEN SPACE
OTHER LAND USE
FCR CORRIDOR: LAND USE

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WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
RACETRACK
95
DUVAL COUNTY
ST JOHNS COUNTY
ATLANTIC OCEAN
COMMERCIAL
MIXED USE
EMPLOYMENT
RESIDENTIAL
PARK & OPEN SPACE
OTHER LAND USE
FCR CORRIDOR: LAND USE

25

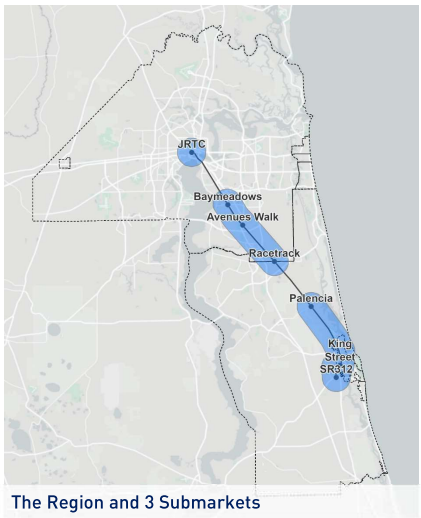

PALENCIA
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR312
95
ST JOHNS RIVER
CLAY COUNTY
PUTNAM COUNTY
COMMERCIAL
MIXED USE
EMPLOYMENT
RESIDENTIAL
PARK & OPEN SPACE
OTHER LAND USE
FCR CORRIDOR: LAND USE

26

FIRST COAST RAIL
TOD STUDY

EXISTING MARKET CONDITIONS

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The Region and 3 Submarkets

Source: Esri Business Analyst

Regional Context

- Duval County
- St. Johns County

Submarket 1: "Downtown Jacksonville"

- Jacksonville Regional Transportation Center (JRTC)

Submarket 2: "Southern Duval-Northern St. Johns"

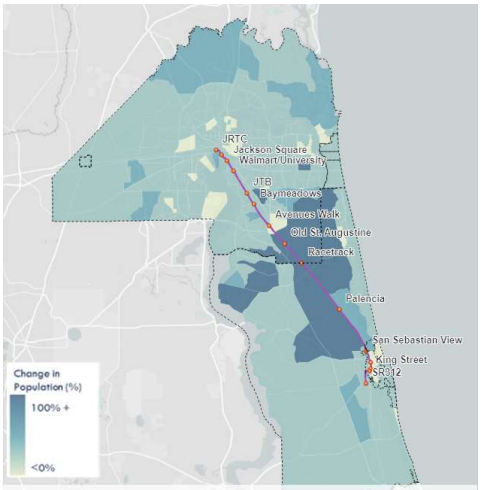
- Baymeadows
- Avenues Walk
- Racetrack

Submarket 3: "Greater St. Augustine"

- Palencia
- King Street
- SR312

CORRIDOR SUBMARKETS

28



Change in Population by Census Tract (2010-2020)

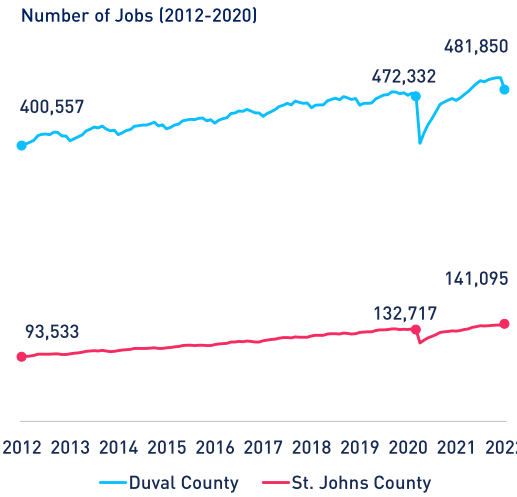
Source: American Community Survey (ACS) 5-Year, U.S. Census

Key Takeaways:

- Duval County's population has grown to nearly 1 million since 2000
- St. Johns County's population is nearly 280K and has more than doubled since 2000
- The most densely populated areas are around central Jacksonville and St. Augustine
- Areas with the highest population growth rate, in southern Duval and northern St. Johns, are much less dense
- Duval County is significantly more racially diverse than St. Johns County, which is mostly white

REGIONAL OVERVIEW: DEMOGRAPHICS

29



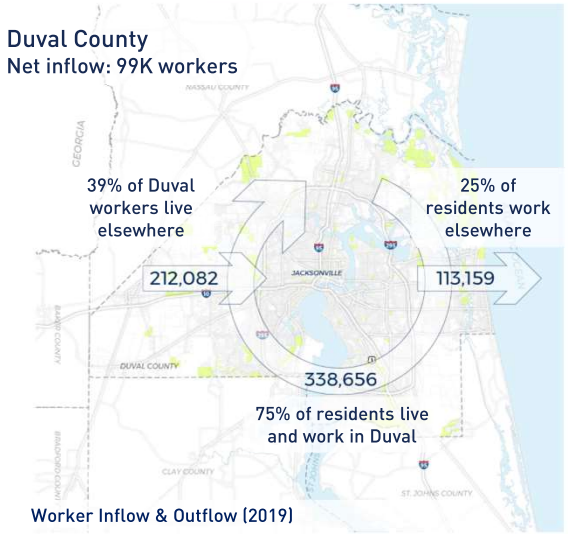
Source: Emsi (2010 – 2021 employment data by industry), U.S. Bureau of Labor Statistics (Jan. 2012 – Jan. 2022 employment data)

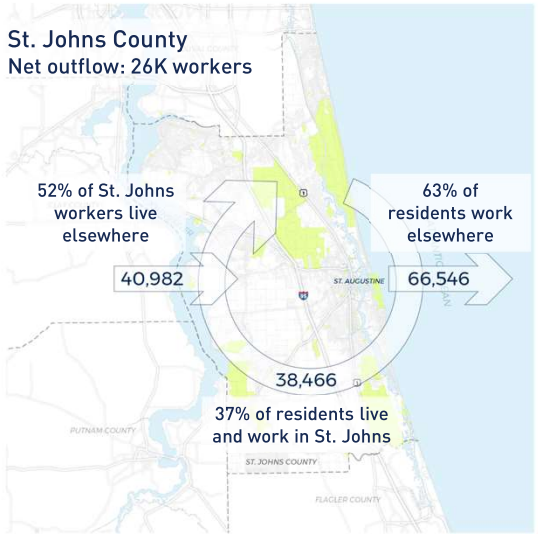
Key Takeaways:

- The region has added 129K jobs (+26%) since 2012
- As of January 2022, jobs have fully recovered from a pandemic-driven decline in early 2020
- Transportation and warehousing added the most jobs (+21.5K) of any industry in Duval County from 2010 to 2021
- Accommodations and food services added the most jobs (+4.7K) of any industry in St. Johns County from 2010 to 2021, followed closely by retail trade (+4.4K)
- Most Duval County workers live and work in the county, while St. Johns is more commuter-based

REGIONAL OVERVIEW: ECONOMIC CONDITIONS

30

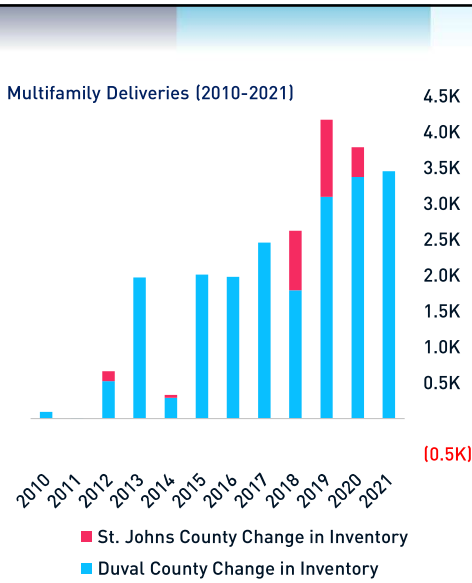




Source: Longitudinal Employer-Household Dynamics (LEHD) OnTheMap

REGIONAL OVERVIEW: COMMUTING PATTERN

31



Source: American Community Survey (ACS) 5-Year, CoStar

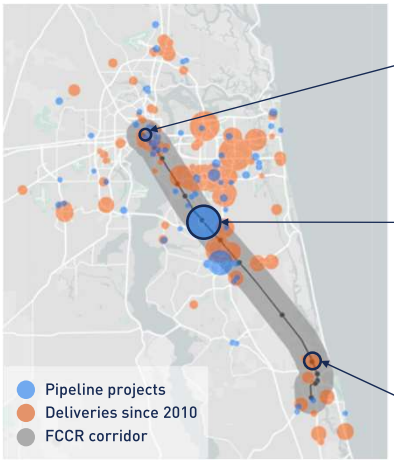
Key Takeaways:

- Multifamily deliveries have been driven by large, new, suburban developments in eastern Duval County and high-rise buildings in downtown Jacksonville
- Average vacancy rates have fallen, and average rents have risen, in both counties since 2010
- St. Johns County has added housing units at a faster rate than Duval County since 2010
- As of 2020, Duval County is more evenly split between renters and owners, while 77% of St. Johns County residents own their home

Duval County (2010-2021)		St. Johns County (2010-2021)	
+39K (+12%)	+$0.52 PSF (+60%)	+29K (+33%)	+$0.58 PSF (+52%)
housing unit growth	avg. multifamily rent increase	housing unit growth	avg. multifamily rent increase

REGIONAL OVERVIEW: RESIDENTIAL MARKET

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The Brooklyn Riverside
100 Magnolia St, Jacksonville
Apartment community built 2015
310 Market-Rate Units
4 Stories (Mid-Rise)
Rent/SF/Mo: $2.06
Surface parking and garage



Bainbridge Avenues Walk
10502 Avenues Walk Blvd, Jacksonville
Luxury apartment complex under construction (expected 2022)
372 Market-Rate Units
4 Stories (Mid-Rise)
Surface parking



The Landing at St. Augustine
100 Lasa Dr, St. Augustine
Apartment complex built 2018
585 Market-Rate Units
3 Stories (Garden Style)
Rent/SF/Mo: $1.74
Surface Parking

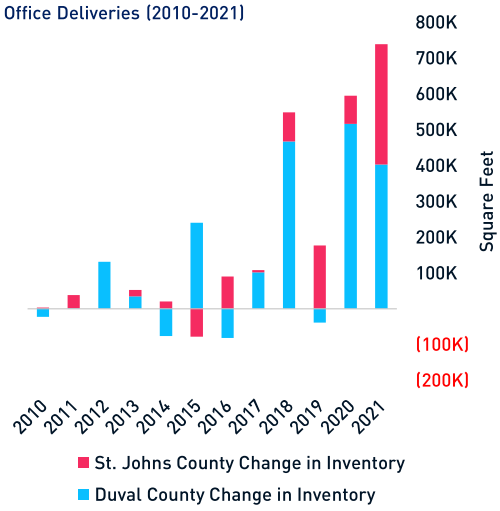
New Development Activity:

- Development is concentrated in eastern Duval County, near Avenues Walk and Racetrack stations, and around St. Augustine and St. Augustine Beach

Source: CoStar, ArcGIS Online (map). Dot size is based on Rentable Building Area (RBA). For pipeline projects, dot size ranges from <1,000 SF (smallest) to >4,000,000 SF (largest). For deliveries, dot size ranges from <1,250 SF (smallest) to >842,784 SF (largest).

REGIONAL OVERVIEW: RESIDENTIAL MARKET

33



Key Takeaways:

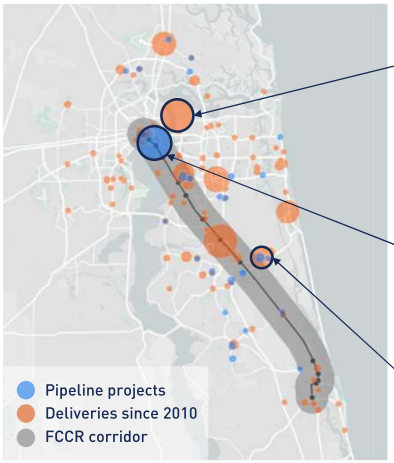
- As a major urban center, Jacksonville's economy drives demand for jobs in the region; downtown has a concentration of office inventory
- Growth in office-using industries has led to office development and rising average rents in both counties, and a declining average vacancy rate in St. Johns County
- Suburban southern Duval County and St. Johns County contain many office parks and larger, build-to-suit, standalone buildings

Duval County (2010-2021)		St. Johns County (2010-2021)	
+1.7M SF	+$4.43 PSF (+26%)	+766K SF	+$6.93 PSF (+32%)
inventory net growth	avg. rent increase	inventory net growth	avg. rent increase

Source: CoStar, Jacksonville Business Journal (2021)

REGIONAL OVERVIEW: OFFICE MARKET

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Jacksonville University Health Sciences Complex
5491 N University Blvd, Jacksonville
Medical office built 2020
287,496 SF (RBA)
3 Stories (Mid-Rise)
Rent/SF/Yr: $18.14 - $22.17
Surface parking



1201 Kings Ave (JTA)
Jacksonville
Proposed office (expected 2023)
1,000,000 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: Not disclosed



Park Place at Nocatee
100 Palmetto Park Pl, Ponte Vedra
Office built 2021
125,000 SF (RBA); 1 of 5 buildings in a 675,000 SF office park with build-to-suit opportunities
4 Stories (Mid-Rise)
Rent/SF/Yr: $24.57 - $27.99
Surface parking

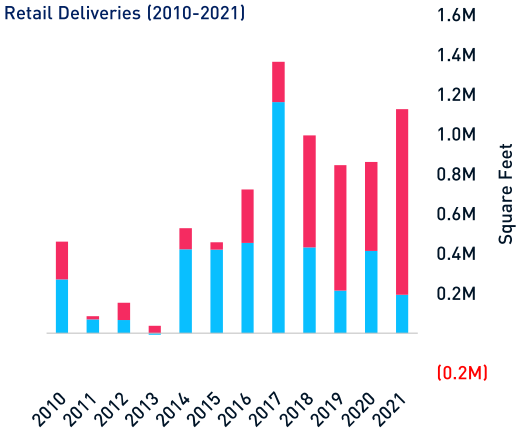
*Source: CoStar, ArcGIS Online (map). Dot size is based on RBA. For **pipeline** projects, dot size ranges from <3,600 SF to >1,000,000 SF. For **deliveries**, dot size ranges from <1,000 SF to >298,852 SF.*

New Development Activity:

- Large developments are concentrated along I-95, particularly around downtown Jacksonville and Racetrack station
- St. Augustine lacks large offices or significant office clusters

REGIONAL OVERVIEW: OFFICE MARKET

35



Source: CoStar

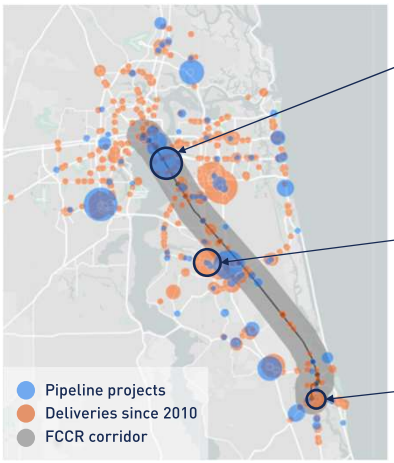
Key Takeaways:

- Large suburban shopping centers have been following new residential development further away from urban cores, where land is available, and along highways
- Since 2017, deliveries have decreased in Duval County while they have increased in St. Johns County, mainly driven by retail development along Racetrack Road
- Average vacancy rates in both counties spiked in 2020 as a result of the pandemic, but have otherwise decreased steadily since 2010
- Average rents continue to rise in both counties

Duval County (2010-2021)		St. Johns County (2010-2021)	
+3.8M SF	+$2.56 PSF (+20%)	+3.3M SF	+$5.25 PSF (+30%)
inventory net growth	avg. rent increase	inventory net growth	avg. rent increase

REGIONAL OVERVIEW: RETAIL MARKET

36





Walmart Supercenter
4250 Phillips Hwy, Jacksonville
Freestanding retail built 1973, under renovation (expected 2022)
159,457 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $14.11 - $17.25
Surface parking



ALDI
145 Harper Ln, Saint Johns
Retail building built 2021
224,000 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $23.39 - $28.58
Surface parking



Lowe's Super Center
1955 US Highway 1 S, Saint Augustine
Freestanding retail built 2016
139,819 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $17.61 - $21.52
Surface parking

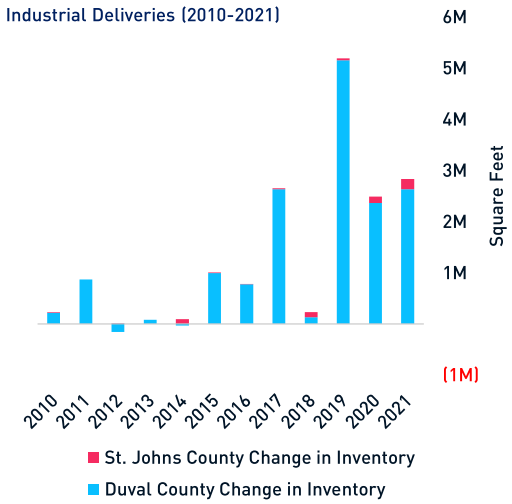
*Source: CoStar, ArcGIS Online (map). Dot size is based on RBA. For **pipeline** projects, dot size ranges from <1,850 SF to >175,092 SF. For **deliveries**, dot size ranges from <246 SF to >294,000 SF.*

New Development Activity:

- Big box stores and shopping centers are located along I-95 and suburban roads extending from the highway
- The largest pipeline projects are in southern Jacksonville and around Racetrack station

REGIONAL OVERVIEW: RETAIL MARKET

37



Source: CoStar

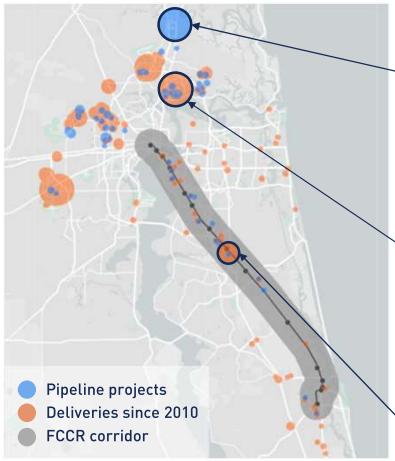
Key Takeaways:

- Industrial development has been heavily concentrated in Duval County but has also been growing in St. Johns County for the last several years; new industrial jobs reflect this trend
- Duval County has a robust logistics industrial market with large floorplates and large pieces of land, enabled by proximity to the Port of Jacksonville
- Average vacancy rates have fallen significantly in both counties since 2010, with a small rise in 2020 due to the pandemic
- Average rents continue to rise in both counties

Duval County (2010-2021)		St. Johns County (2010-2021)	
+15.4M SF	+$1.83 PSF (+47%)	+585K SF	+$5.79 PSF (+110%)
inventory net growth	avg. rent increase	inventory net growth	avg. rent increase

REGIONAL OVERVIEW: INDUSTRIAL MARKET

38





Jacksonville Interstate Commerce Park
I-95 & Pecan Park Rd, Jacksonville
Proposed warehouse (expected 2023)
6,000,000 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: Not disclosed



North Jacksonville Amazon Fulfillment Center
10501 Cold Storage Rd, Jacksonville
Distribution industrial built 2021
1,063,225 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $5.24 - $6.41



12901 Flagler Center Blvd
Jacksonville
Warehouse built 2015
598,950 SF (RBA)
2 Stories (Low-Rise)
Rent/SF/Yr: $6.37 - $7.79

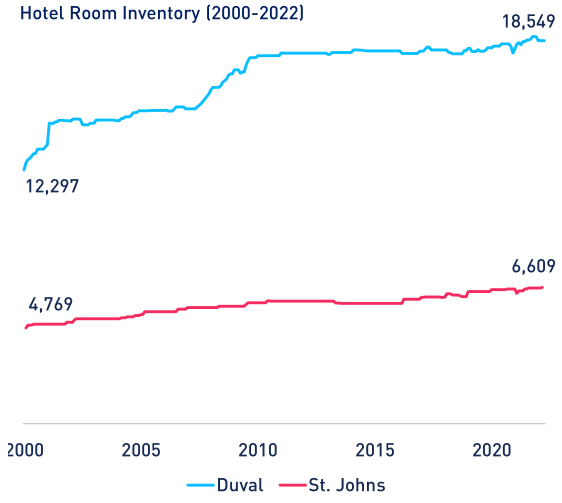
New Development Activity:

- Although larger industrial parks have been developed in northern Duval County, industrial development near commuter rail stations must be a carefully considered policy decision to ensure that opportunities for higher density transit-oriented uses are preserved

Source: CoStar, ArcGIS Online (map). Dot size is based on RBA. For pipeline projects, dot size ranges from <6,250 SF to >6,000,000 SF. For deliveries, dot size ranges from <360 SF to >1,063,225 SF.

REGIONAL OVERVIEW: INDUSTRIAL MARKET

39



Source: CoStar

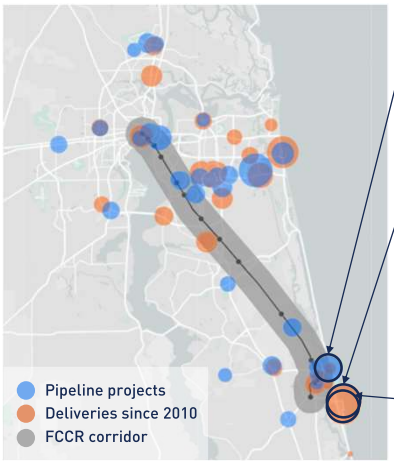
Key Takeaways:

- Duval County experienced a boom in hotel room inventory around 2000 and again around 2010 before maintaining stable growth
- St. Johns County has also added hotel room inventory but at a slower, more stable rate
- The average daily rate of rooms is higher in St. Johns County than in Duval County, but rates have followed the same trends in both counties
- Upscale hotels are concentrated around the beaches, while a mix of economy, midscale, and upscale hotels dispersed around the region's residential areas

Duval County (2000-2022)		St. Johns County (2000-2022)	
+6.3K (+51%)	+$42.84 (+68%)	+1.8K (+39%)	+$82.63 (+92%)
rooms net growth	avg. daily rate increase	rooms net growth	avg. daily rate increase

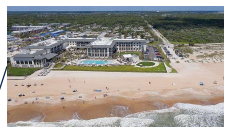
REGIONAL OVERVIEW: HOSPITALITY MARKET

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Vilano Beach Hotel
Vilano Rd, Saint Augustine
Proposed independent hotel
194 Rooms
1 Story (Low-Rise)
Suburban location



Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort
300 A1A Beach Blvd, Saint Augustine
Franchise hotel built 2018
217 Rooms
3 Stories (Mid-Rise)



Courtyard by Marriot St. Augustine Beach
605 A1A Beach Blvd, Saint Augustine
Franchise hotel built 2016
206 Rooms
4 Stories (Mid-Rise)

New Development Activity:

- Large developments are concentrated in downtown Jacksonville, eastern Duval County (extending toward Jacksonville Beach), and St. Augustine

Source: CoStar, ArcGIS Online (map). Dot size is based on number of hotel rooms. For pipeline projects, dot size ranges from <6 rooms (smallest) to >252 rooms (largest). For deliveries, dot size ranges from <4 rooms (smallest) to >217 rooms (largest).

REGIONAL OVERVIEW: HOSPITALITY MARKET

41

Key Takeaways:

- Jobs and population growth will keep creating opportunities for multifamily development along the corridor. Aligning new development with transit investments (TOD) will support economic development goals.
- Alignment of transit with work and housing will increase transit ridership and improve job access.
- Building typologies and market goals will vary based on conditions at each station area.
- Focusing development at key stations will maximize transformative market impacts around TOD.

Next Steps:

Understand current market performance throughout the study area

Estimate projected market growth and potential to capture demand in the study area

+

Develop assumptions to evaluate the financial feasibility of future TOD

Assess financing and value capture mechanisms for an equitable TOD ("ETOD") toolkit

EXISTING MARKET CONDITIONS

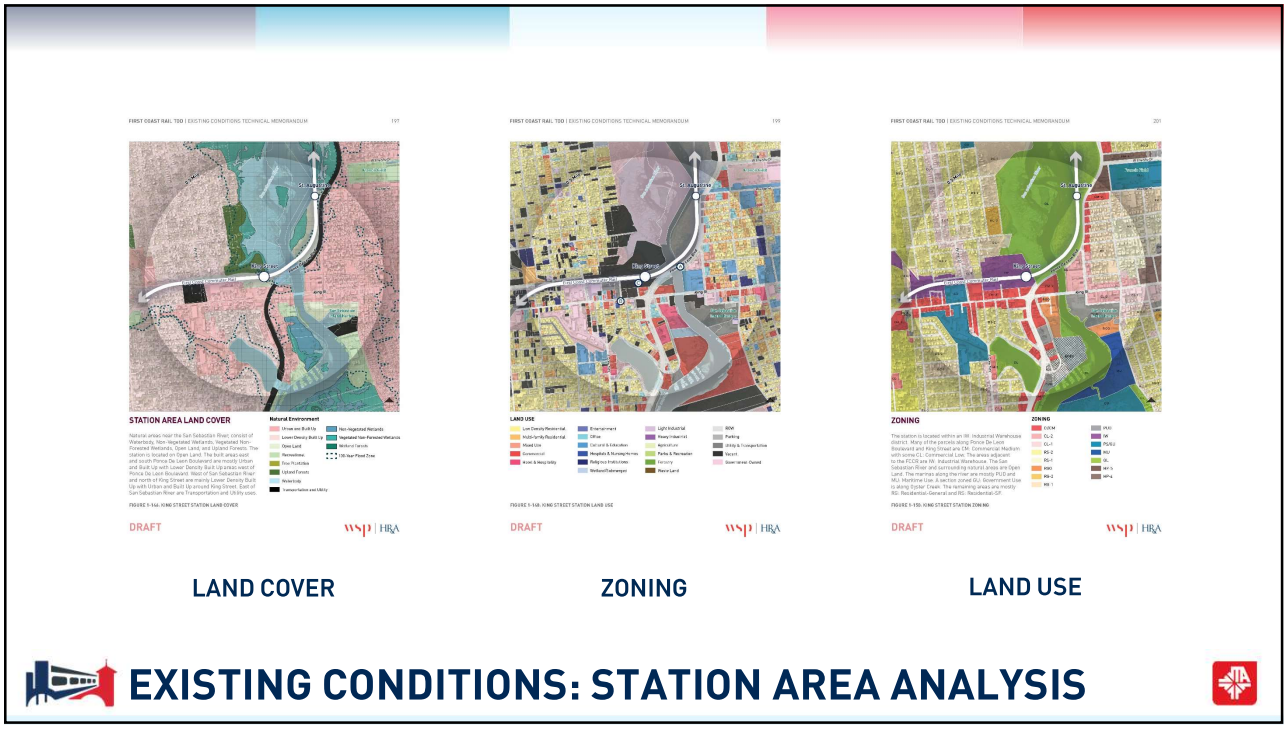
42

FIRST COAST RAIL
TOD STUDY

STATION AREA ANALYSIS HIGHLIGHTS

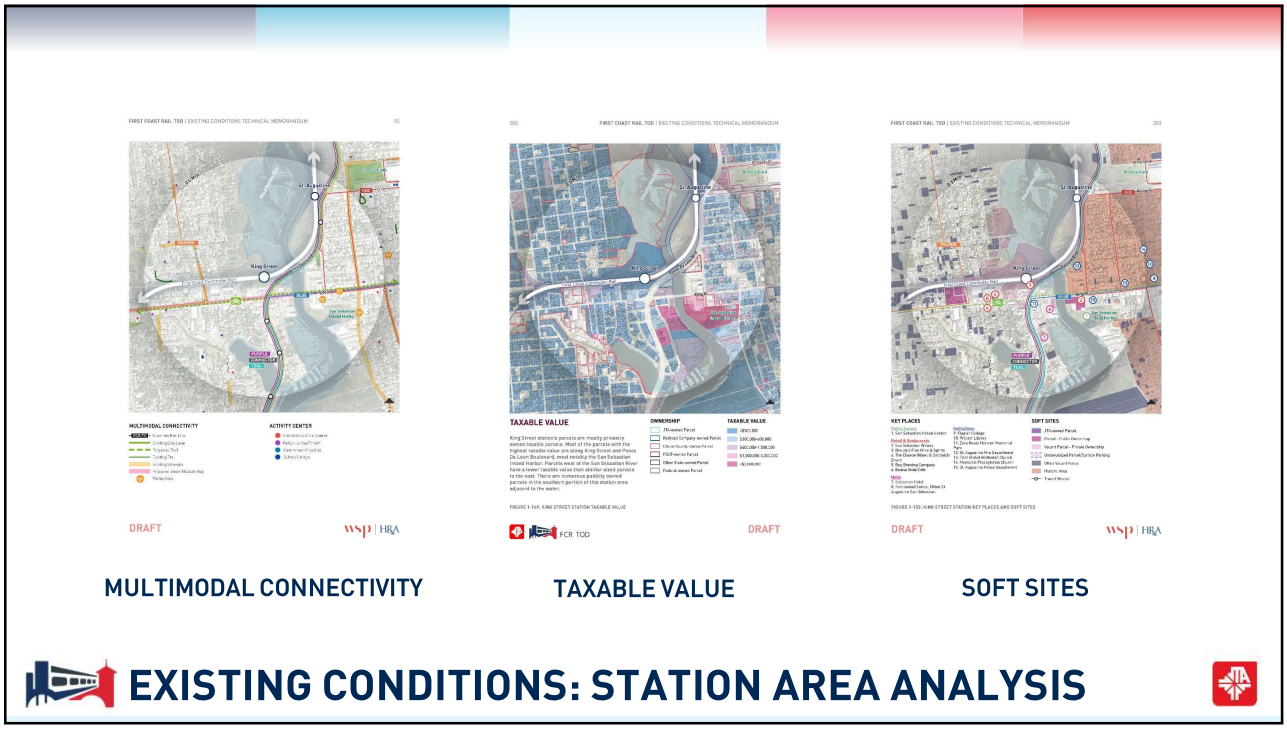
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43



EXISTING CONDITIONS: STATION AREA ANALYSIS

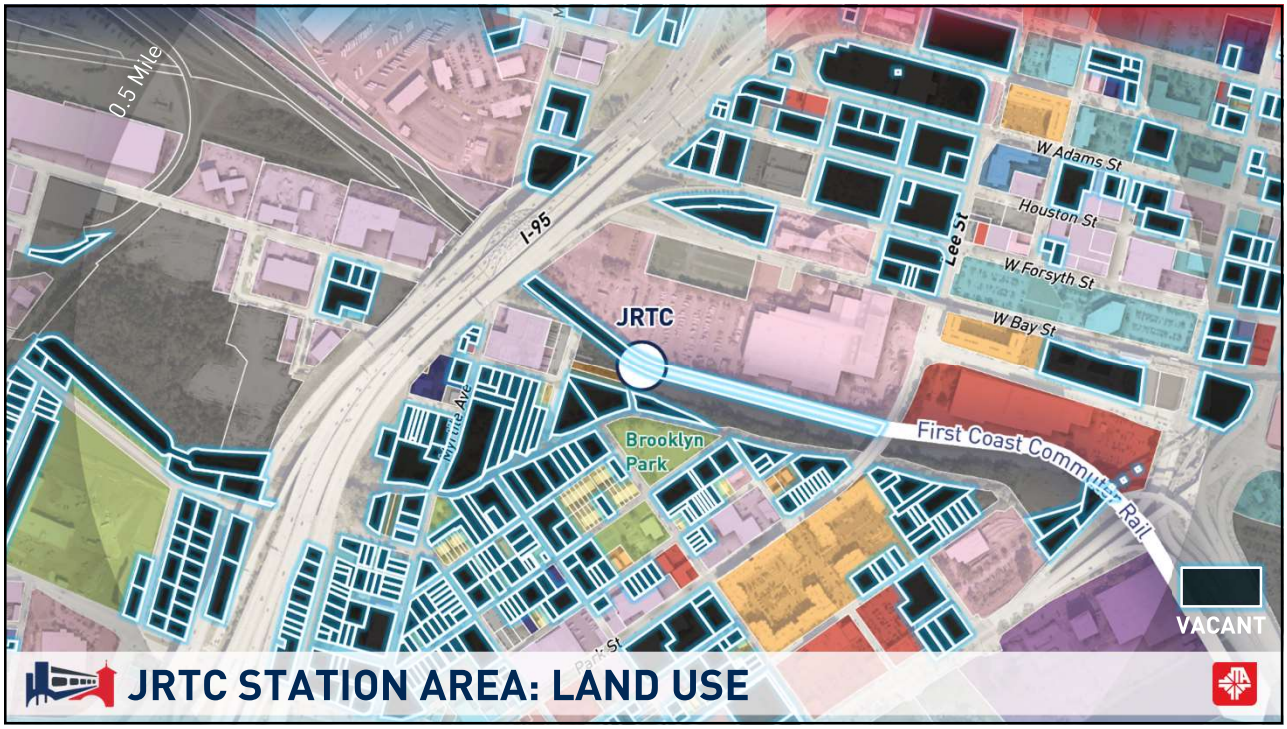
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MULTIMODAL CONNECTIVITY
TAXABLE VALUE
SOFT SITES
EXISTING CONDITIONS: STATION AREA ANALYSIS

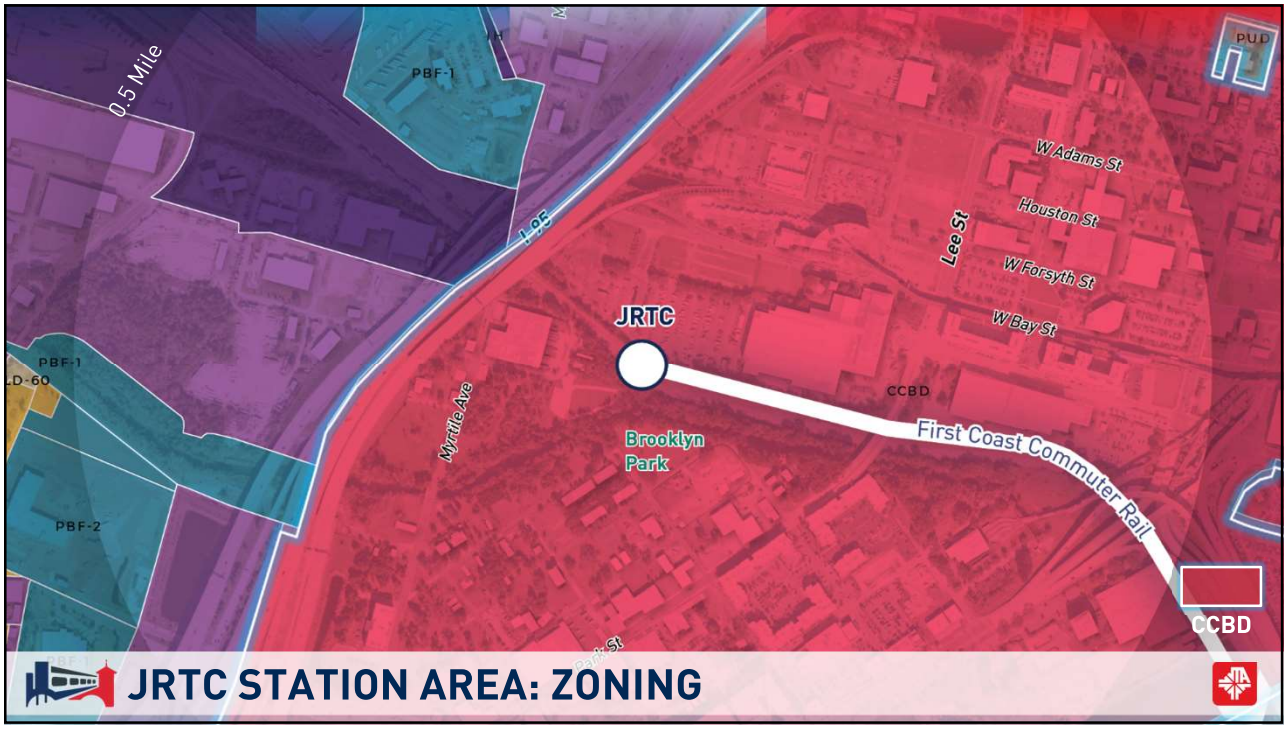
45


JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
DOWNTOWN JACKSONVILLE: JRTC

46


0.5 Mile
I-95
JRTC
Myrtle Ave
Brooklyn Park
Lee St
W Adams St
Houston St
W Forsyth St
W Bay St
First Coast Commuter Rail
VACANT
JRTC STATION AREA: LAND USE

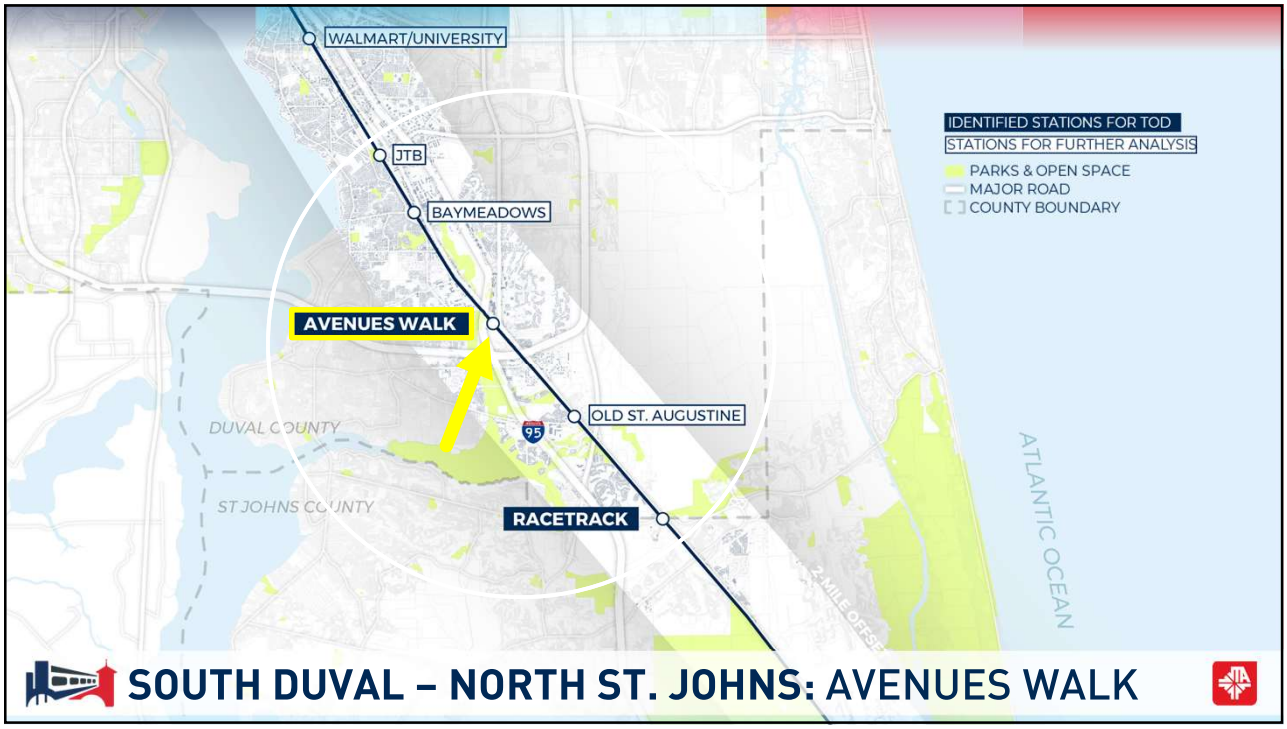
47


0.5 Mile
PBF-1
PBF-2
PUD
I-95
JRTC
Myrtle Ave
Brooklyn Park
Lee St
W Adams St
Houston St
W Forsyth St
W Bay St
CCBD
First Coast Commuter Rail
CCBD
JRTC STATION AREA: ZONING

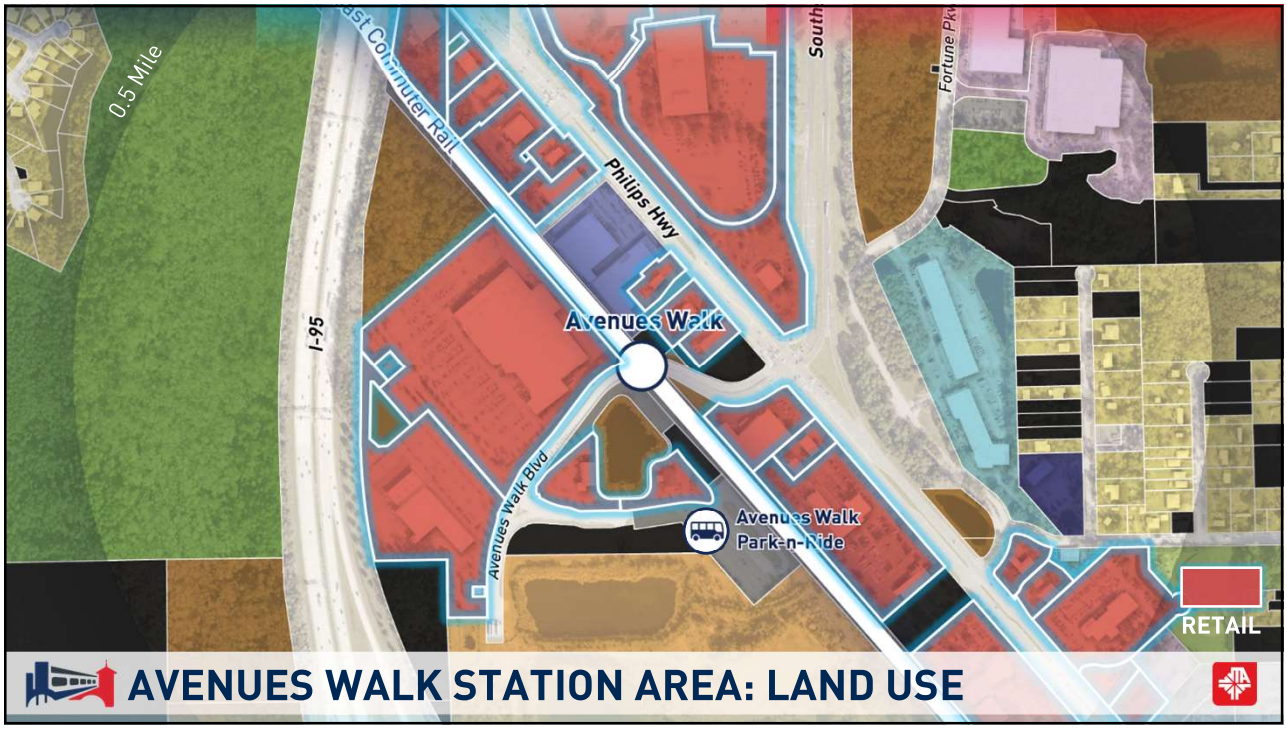
48


JRTC STATION AREA: U²C TOD VISION

49


WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
RACETRACK
DUVAL COUNTY
ST JOHNS COUNTY
ATLANTIC OCEAN
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
SOUTH DUVAL – NORTH ST. JOHNS: AVENUES WALK

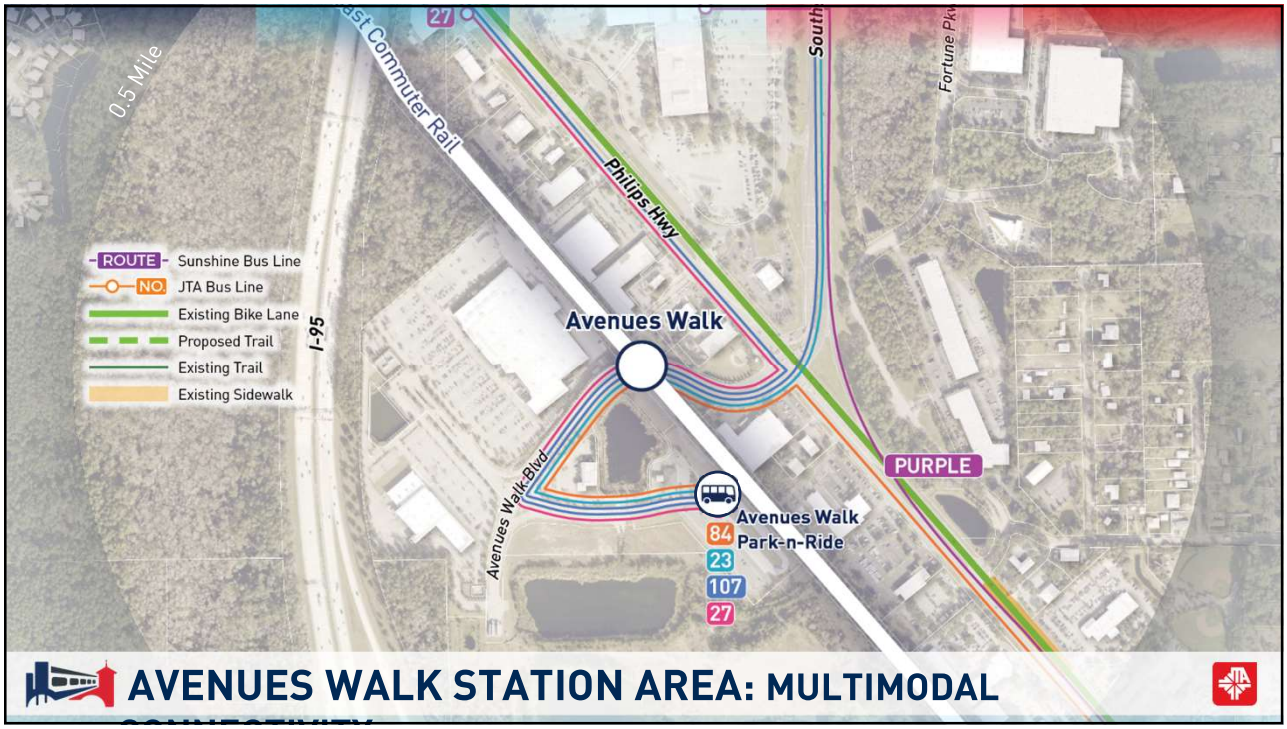
50


0.5 Mile
Commuter Rail
Philips Hwy
I-95
Avenues Walk
Avenues Walk Blvd
Avenues Walk
Park-n-Ride
RETAIL
AVENUES WALK STATION AREA: LAND USE

51


0.5 Mile
Commuter Rail
Philips Hwy
PUD
CCG-2
Avenues Walk
RMD-A
RR-Acre
Avenues Walk Blvd
Avenues Walk
Park-n-Ride
PUD
IL
PUD
AVENUES WALK STATION AREA: ZONING

52


0.5 Mile
27
Commuter Rail
Philips Hwy
Fortune Pkwy
ROUTE Sunshine Bus Line
NO. JTA Bus Line
Existing Bike Lane
Proposed Trail
Existing Trail
Existing Sidewalk
I-95
Avenues Walk
Avenues Walk Blvd
PURPLE
Avenues Walk
Park-n-Ride
84
23
107
27
AVENUES WALK STATION AREA: MULTIMODAL

53


AVENUES WALK STATION AREA: SPRING 2021 TOD

54


ST JOHNS RIVER
95
PALENCIA
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR312
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
CLAY COUNTY
PUTNAM COUNTY
GREATER ST. AUGUSTINE: KING STREET

55


0.5 Mile
Palmetto St
King Street
Ponce De Leon Blvd
First Coast Commuter Rail
King St
San Sebastian
Inland Harbor
VACANT
KING STREET STATION AREA: LAND USE

56


0.5 Mile
OL
CL-1
RG-2
RS-1
RG-1
Palmer St
RS-2
King Street
Ponce De Leon Blvd
SA
IW
First Coast Commuter Rail
CM-2
GU
King St
CL-2
CL-1
RGO
San Sebastian
Inland Harbor
IS-3
PUD
RS-2
IW
CM
KING STREET STATION AREA: ZONING

57


0.5 Mile
ROUTE Sunshine Bus Line
Existing Bike Lane
Proposed Trail
Existing Trail
Existing Sidewalk
Proposed Smart Mobility Way
Trolley Stop
ORANGE
Palmer St
King Street
Ponce De Leon Blvd
First Coast Commuter Rail
BLUE
King St
San Sebastian
Inland Harbor
KING STREET STATION AREA: MULTIMODAL CONNECTIVITY

58


KING STREET STATION AREA: SPRING 2021 TOD VISION

59


FIRST COAST RAIL
TOD STUDY
NEXT STEPS
wsp
HR&A

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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
- TOD Dashboard
ENGAGEMENT
- Workshop 1
- Workshop 2
- Design Charette
- Open House
FINAL REPORT
JUNE – SEPTEMBER 2022
JUNE 2023
NEXT STEPS

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FIRST COAST RAIL
TOD STUDY
THANK YOU & DISCUSSION!

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FIRST COAST RAIL
TOD STUDY
COMMUNITY WORKSHOP 1: UNDERSTANDING TODAY TO PLAN FOR TOMORROW
FEBRUARY XX, 2023
wsp
HR&A

1


Joshua Turner
Southeast Urban Design
Practice Leader
Amitabh Barthakur
Partner
wsp
HR&A
PRESENTERS

2



About First Coast Commuter Rail

First Coast Rail TOD Study Overview

Corridor Overview

Existing Market Conditions

Station Area Analysis Highlights

Next Steps

TODAY'S AGENDA

3

FIRST COAST RAIL
TOD STUDY

ABOUT FIRST COAST COMMUTER RAIL

4

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 FIRST COAST COMMUTER RAIL

5

1990 — Long Range Rapid Transit Transportation Plan

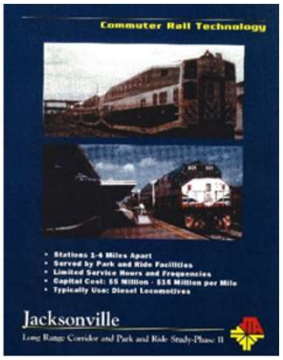
1997 — Long Range Corridor and Park & Ride Study -Phase II

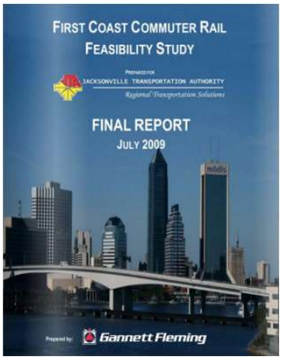
1998 — Recognized need for regional mobility solutions

2000

2009 — Commuter Rail Feasibility Study
Identified 3 service corridors
- North Corridor to Yulee
- Southeast Corridor to St Augustine
- Southwest Corridor to Green Cove

2010





ABOUT FIRST COAST COMMUTER RAIL

6

2013

Commuter Rail Feasibility Study - Phase II
Prioritized 3 service corridors - selected Southeast Corridor as top priority`

Southeast Commuter Rail Service Corridor - Station Location Study
Defined site location methodology for potential rail stations

2015

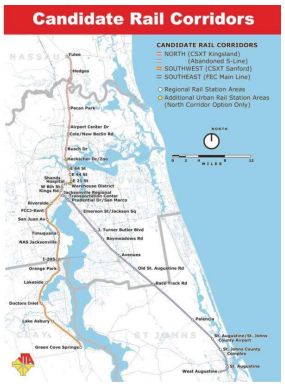
Southeast Commuter Rail Corridor Project Alternative Study (Phase III)
Evaluated corridor to define readiness for more detailed study. Determined not yet ready to advance in FTA's PD process

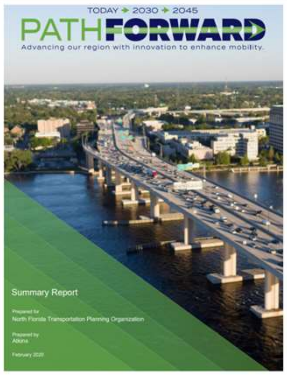
2016

Southeast Commuter Rail Transit Concept and Alternative Review Study
Alternatives Analysis to define readiness for Project Development

Southeast Commuter Rail Cost Study
Comparison of cost estimates for capital, operating and maintenance scenarios

2019





ABOUT FIRST COAST COMMUTER RAIL

7

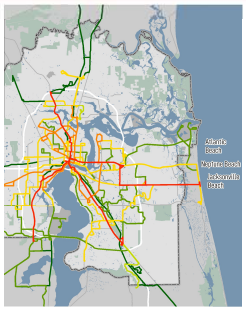
2020

Southeast Commuter Rail Pre PD&E Study - Pre. Environmental Study
FDOT ETDM screening for permitting agency review and initial NEPA analysis. Identified Categorical Exclusion as recommended class of action

2021

I-95 Maintenance of Traffic Strategy
Proposes commuter rail as a multimodal mobility option, as mitigation during planned I-95 construction







ABOUT FIRST COAST COMMUTER RAIL

8

FIRST COAST RAIL
TOD STUDY

FIRST COAST RAIL TOD STUDY OVERVIEW

WSP HR&A

9

WHAT IS TOD

"Transit-oriented development, or TOD, includes a mix of commercial, residential, office, and entertainment centered around or located near a transit station. Dense, walkable, mixed-use development near transit attracts people and adds to vibrant, connected communities"

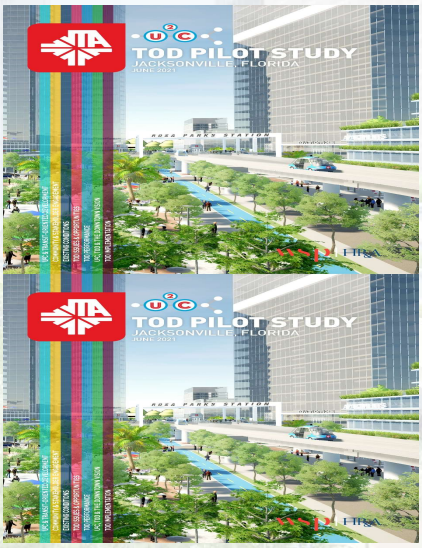
-Federal Transportation Administration



10

FIRST COAST RAIL TOD STUDY

- *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*
- *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

11

FIRST COAST 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 Housing*
- *Economic Returns to Surrounding Landowners and Businesses*



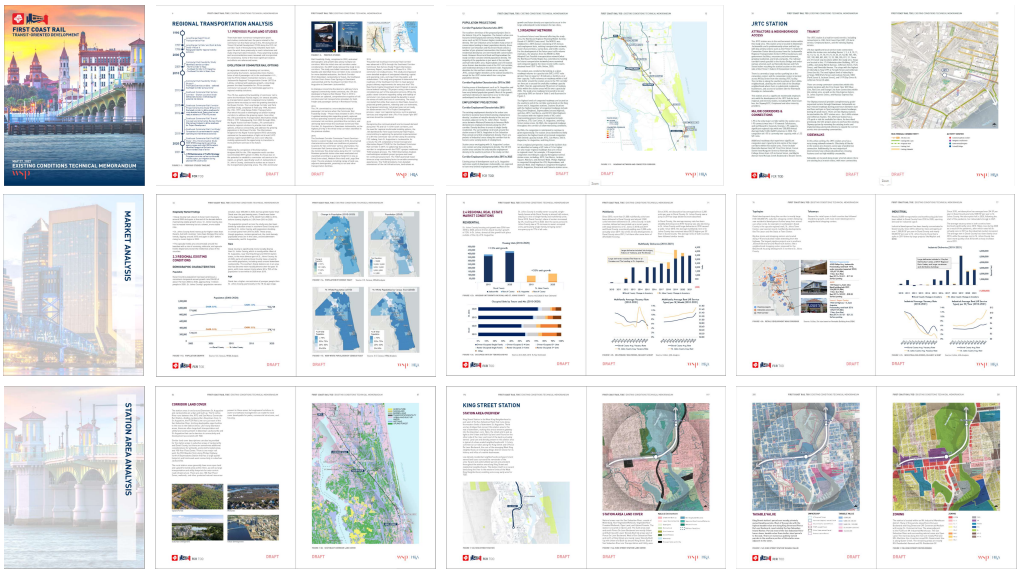
FCR TOD OBJECTIVES

12

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
2022												2023									

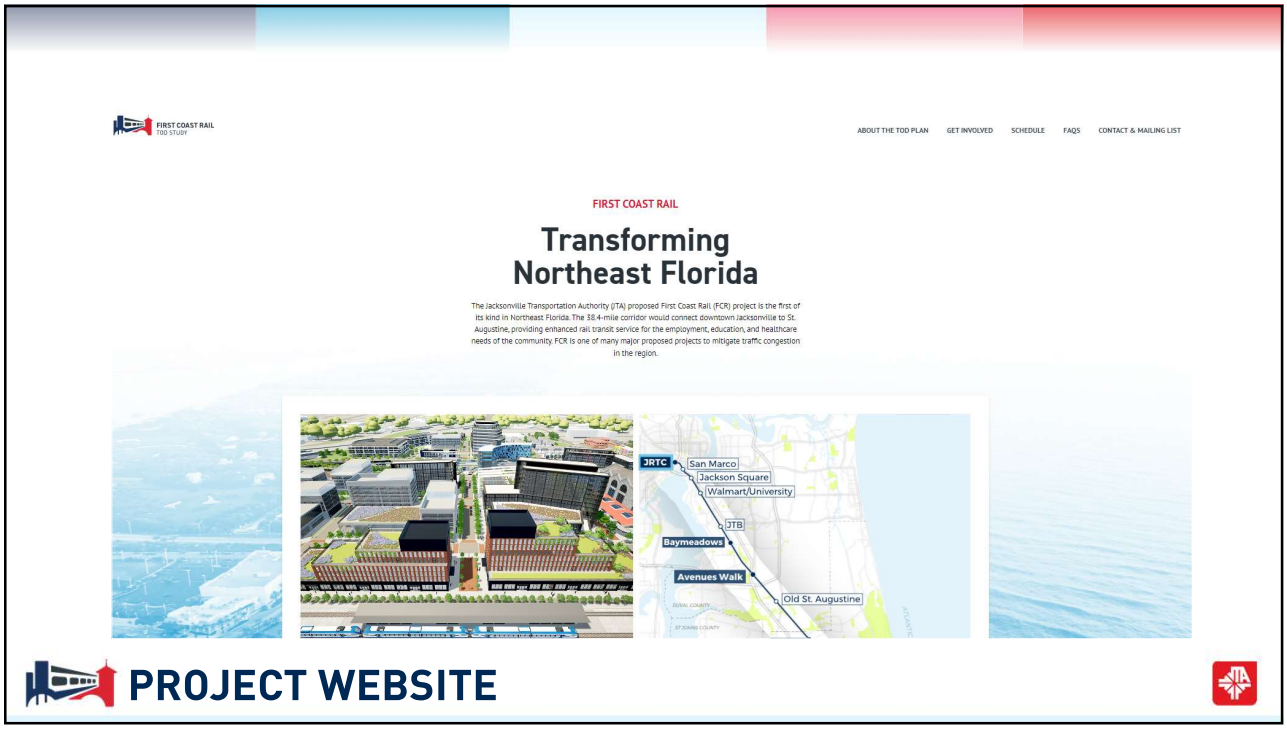
WHERE WE ARE IN THE PROCESS

13



EXISTING CONDITIONS: TECHNICAL MEMORANDUM

14


FIRST COAST RAIL
TOD STUDY
ABOUT THE TOD PLAN
GET INVOLVED
SCHEDULE
FAQS
CONTACT & MAILING LIST
FIRST COAST RAIL
Transforming Northeast Florida
The Jacksonville Transportation Authority (JTA) proposed First Coast Rail (FCR) project is the first of its kind in Northeast Florida. The 38.4-mile corridor would connect downtown Jacksonville to St. Augustine, providing enhanced rail transit service for the employment, education, and healthcare needs of the community. FCR is one of many major proposed projects to mitigate traffic congestion in the region.
JRTC
San Marco
Jackson Square
Walmart/University
JTB
Baymeadows
Avenues Walk
Old St. Augustine
PROJECT WEBSITE

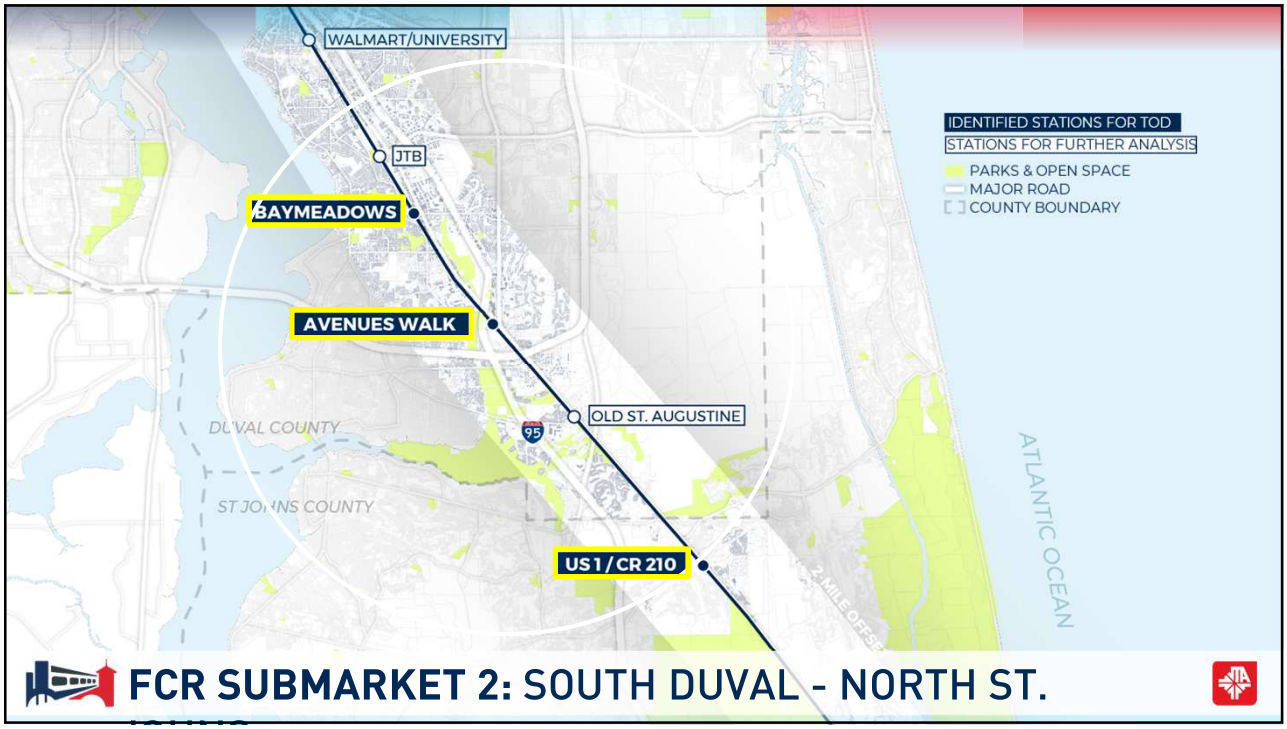
15


FIRST COAST RAIL
TOD STUDY
CORRIDOR OVERVIEW
wsp
HR&A

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JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
FCR SUBMARKET 1: DOWNTOWN JACKSONVILLE

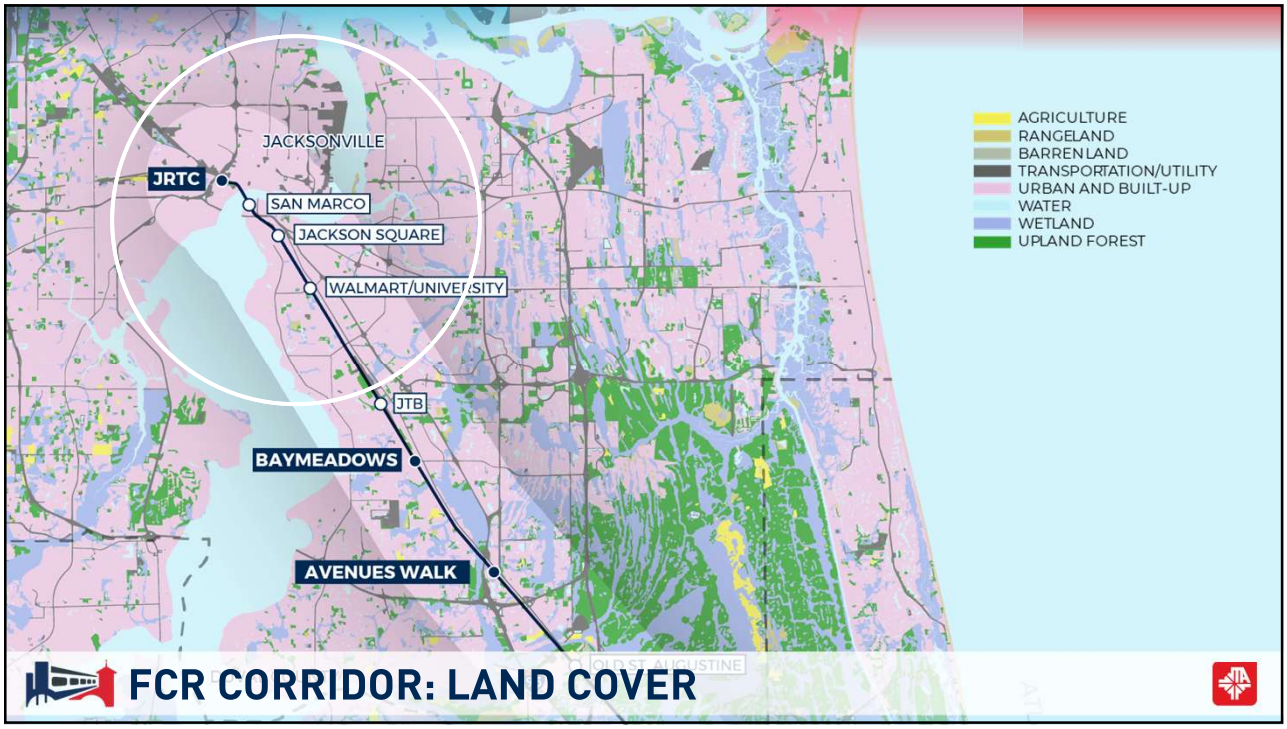
17


WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
DUVAL COUNTY
ST JOHNS COUNTY
US 1 / CR 210
ATLANTIC OCEAN
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
FCR SUBMARKET 2: SOUTH DUVAL - NORTH ST.

18


ST JOHNS RIVER
PALENCIA
95
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR 312
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
CLAY COUNTY
PUTNAM COUNTY
FCR SUBMARKET 3: GREATER ST. AUGUSTINE

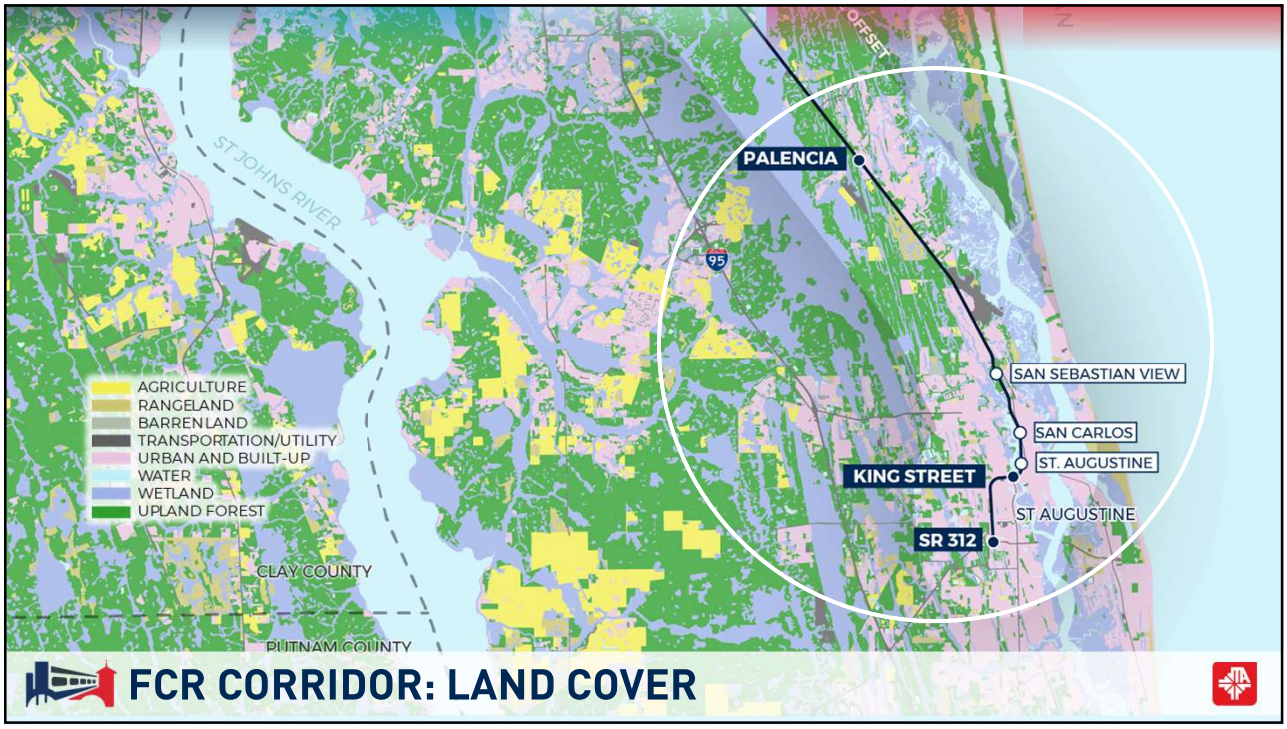
19


JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
AGRICULTURE
RANGELAND
BARREN LAND
TRANSPORTATION/UTILITY
URBAN AND BUILT-UP
WATER
WETLAND
UPLAND FOREST
FCR CORRIDOR: LAND COVER

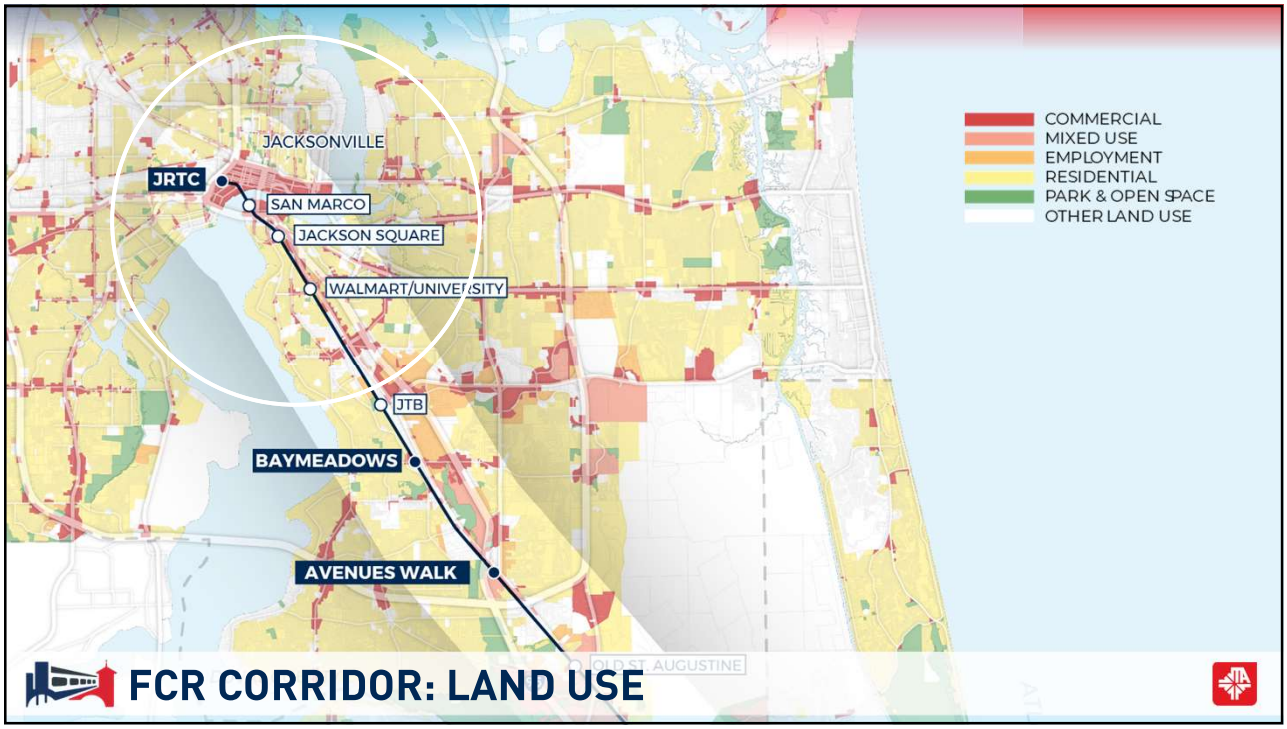
20


WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
DUVAL COUNTY
ST JOHNS COUNTY
US 1 / CR 210
2-MILE OFFSET
ATLANTIC OCEAN
AGRICULTURE
RANGELAND
BARREN LAND
TRANSPORTATION/UTILITY
URBAN AND BUILT-UP
WATER
WETLAND
UPLAND FOREST
FCR CORRIDOR: LAND COVER

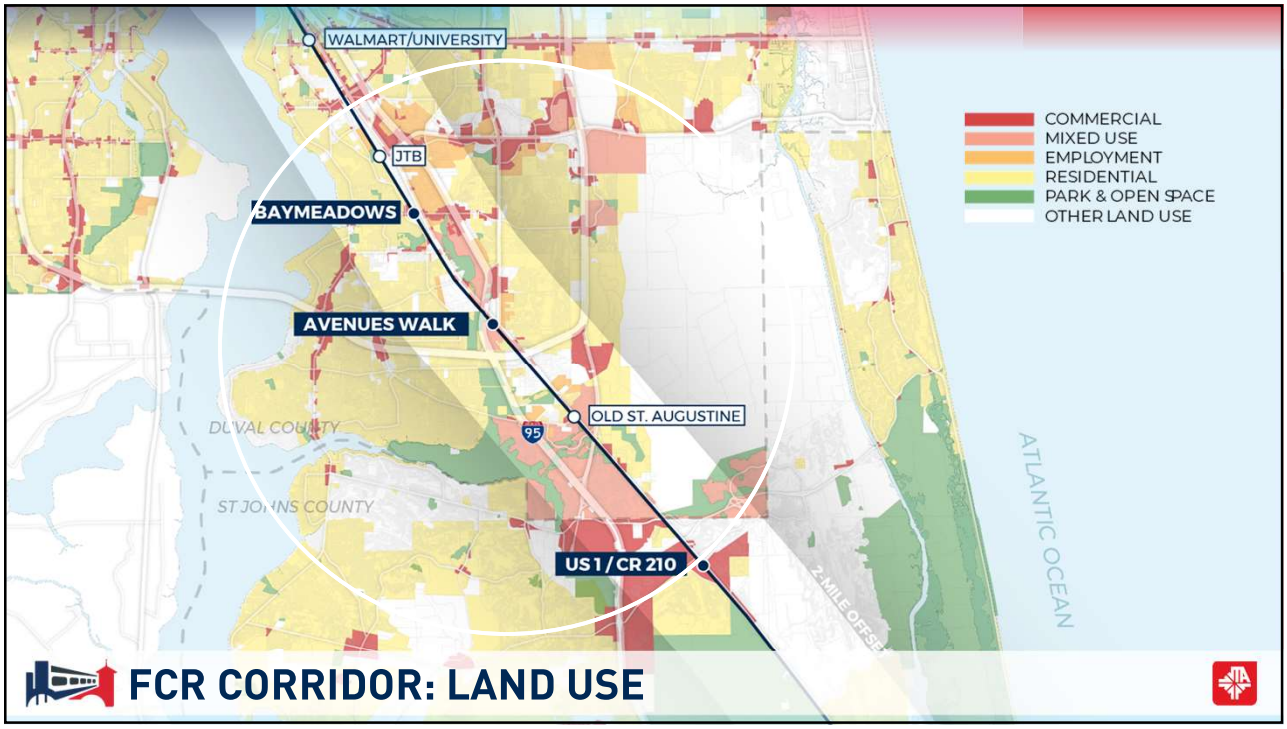
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ST JOHNS RIVER
PALENCIA
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR 312
CLAY COUNTY
PUTNAM COUNTY
AGRICULTURE
RANGELAND
BARREN LAND
TRANSPORTATION/UTILITY
URBAN AND BUILT-UP
WATER
WETLAND
UPLAND FOREST
FCR CORRIDOR: LAND COVER

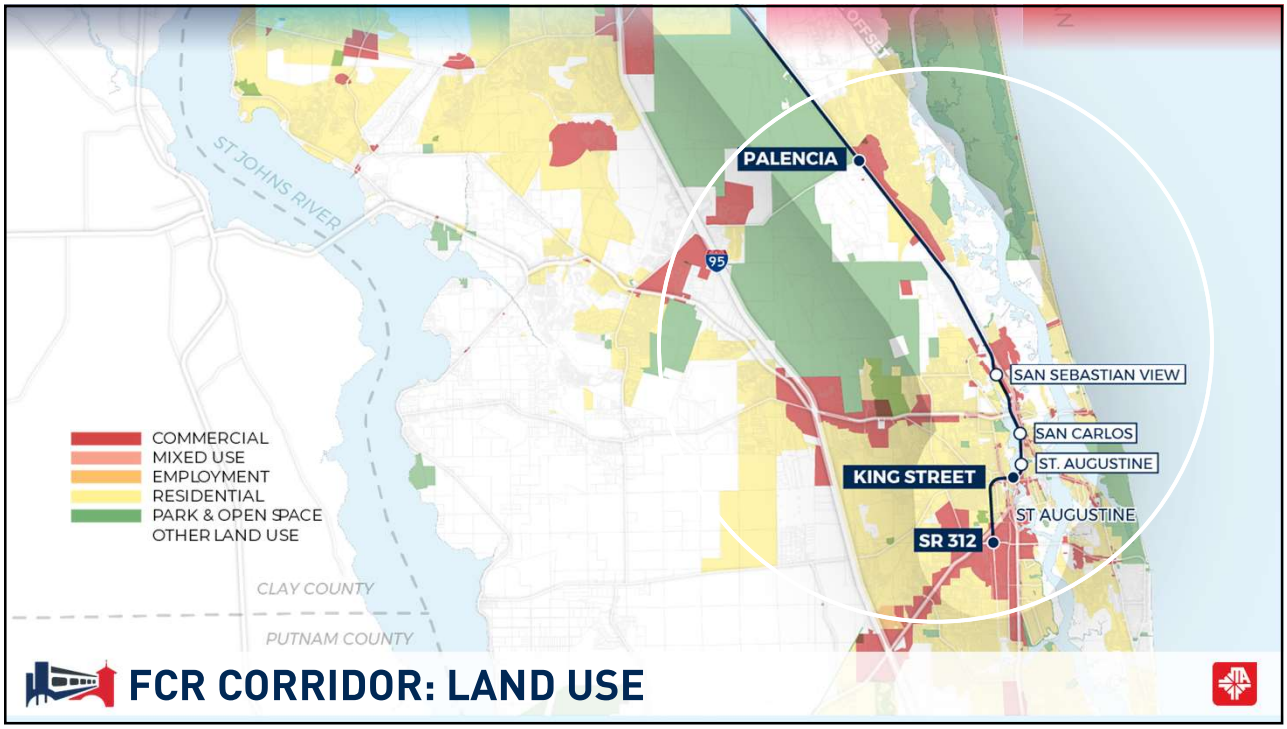
22


JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
COMMERCIAL
MIXED USE
EMPLOYMENT
RESIDENTIAL
PARK & OPEN SPACE
OTHER LAND USE
FCR CORRIDOR: LAND USE

23


WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
US 1 / CR 210
DUVAL COUNTY
ST JOHNS COUNTY
ATLANTIC OCEAN
COMMERCIAL
MIXED USE
EMPLOYMENT
RESIDENTIAL
PARK & OPEN SPACE
OTHER LAND USE
FCR CORRIDOR: LAND USE

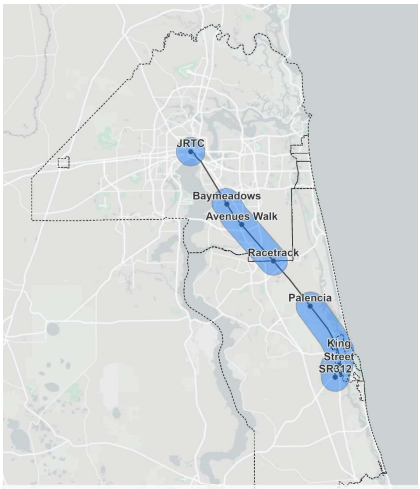
24


ST JOHNS RIVER
PALENCIA
95
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR 312
COMMERCIAL
MIXED USE
EMPLOYMENT
RESIDENTIAL
PARK & OPEN SPACE
OTHER LAND USE
CLAY COUNTY
PUTNAM COUNTY
FCR CORRIDOR: LAND USE

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FIRST COAST RAIL
TOD STUDY
EXISTING MARKET CONDITIONS
wsp
HR&A

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The Region and 3 Submarkets

Source: Esri Business Analyst

Regional Context

- Duval County
- St. Johns County

Submarket 1: "Downtown Jacksonville"

- Jacksonville Regional Transportation Center (JRTC)

Submarket 2: "Southern Duval-Northern St. Johns"

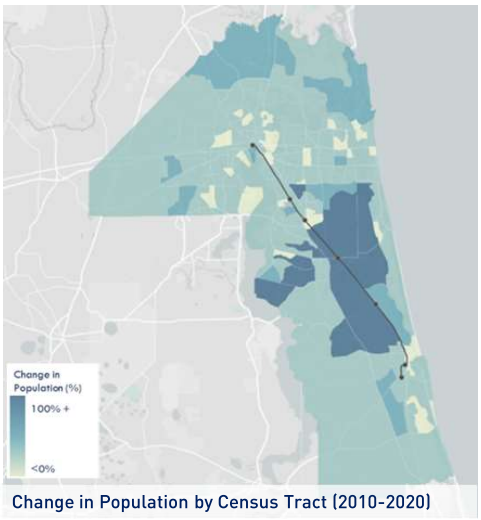
- Baymeadows
- Avenues Walk
- Racetrack

Submarket 3: "Greater St. Augustine"

- Palencia
- King Street
- SR312

CORRIDOR SUBMARKETS

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Change in Population by Census Tract (2010-2020)

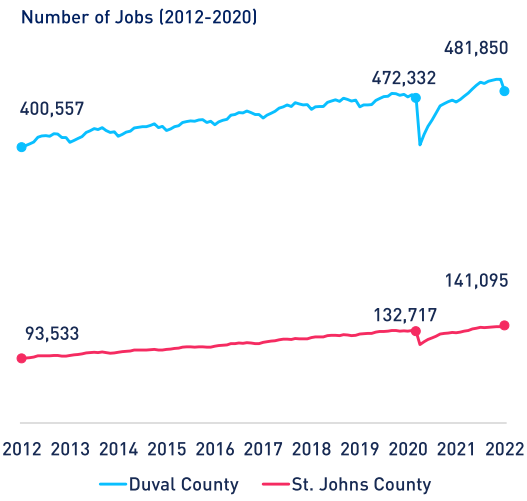
Source: American Community Survey (ACS) 5-Year, U.S. Census

Key Takeaways:

- Duval County's population has grown to nearly 1 million since 2000
- St. Johns County's population is nearly 280K and has more than doubled since 2000
- The most densely populated areas are around central Jacksonville and St. Augustine
- Areas with the highest population growth rate, in southern Duval and northern St. Johns, are much less dense
- Duval County is significantly more racially diverse than St. Johns County, which is mostly white

REGIONAL OVERVIEW: DEMOGRAPHICS

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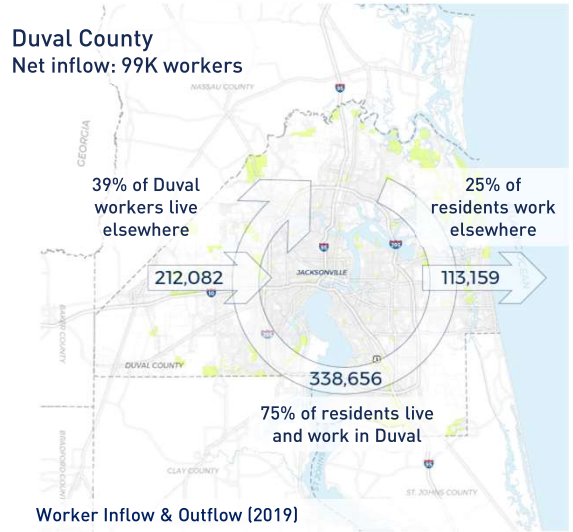
Source: Emsi (2010 – 2021 employment data by industry), U.S. Bureau of Labor Statistics (Jan. 2012 – Jan. 2022 employment data)

Key Takeaways:

- The region has added 129K jobs (+26%) since 2012
- As of January 2022, jobs have fully recovered from a pandemic-driven decline in early 2020
- Transportation and warehousing added the most jobs (+21.5K) of any industry in Duval County from 2010 to 2021
- Accommodations and food services added the most jobs (+4.7K) of any industry in St. Johns County from 2010 to 2021, followed closely by retail trade (+4.4K)
- Most Duval County workers live and work in the county, while St. Johns is more commuter-based

REGIONAL OVERVIEW: ECONOMIC CONDITIONS

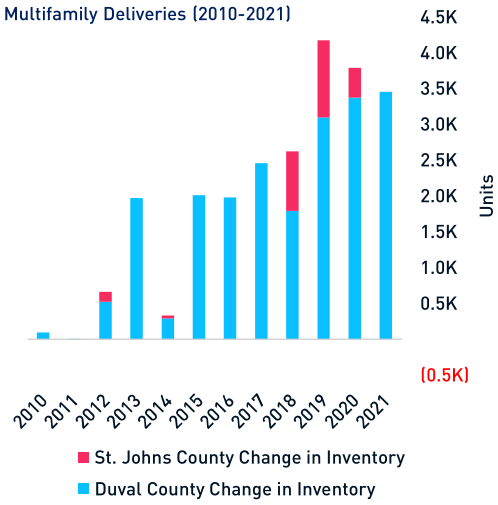
29



Source: Longitudinal Employer-Household Dynamics (LEHD) OnTheMap

REGIONAL OVERVIEW: COMMUTING PATTERN

30



Source: American Community Survey (ACS) 5-Year, CoStar

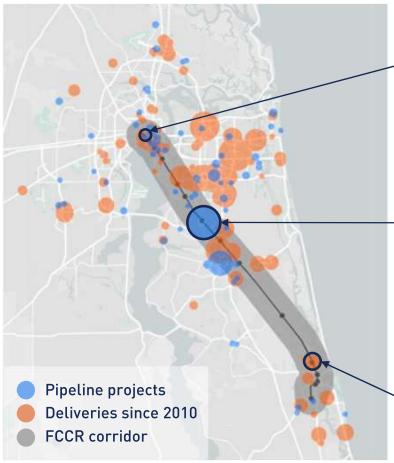
Key Takeaways:

- Multifamily deliveries have been driven by large, new, suburban developments in eastern Duval County and high-rise buildings in downtown Jacksonville
- Average vacancy rates have fallen, and average rents have risen, in both counties since 2010
- St. Johns County has added housing units at a faster rate than Duval County since 2010
- As of 2020, Duval County is more evenly split between renters and owners, while 77% of St. Johns County residents own their home

Duval County (2010-2021)		St. Johns County (2010-2021)	
+39K (+12%)	+$0.52 PSF (+60%)	+29K (+33%)	+$0.58 PSF (+52%)
housing unit growth	avg. multifamily rent increase	housing unit growth	avg. multifamily rent increase

REGIONAL OVERVIEW: RESIDENTIAL MARKET

31





The Brooklyn Riverside
100 Magnolia St, Jacksonville
Apartment community built 2015
310 Market-Rate Units
4 Stories (Mid-Rise)
Rent/SF/Mo: $2.06
Surface parking and garage



Bainbridge Avenues Walk
10502 Avenues Walk Blvd, Jacksonville
Luxury apartment complex under construction (expected 2022)
372 Market-Rate Units
4 Stories (Mid-Rise)
Surface parking



The Landing at St. Augustine
100 Lasa Dr, St. Augustine
Apartment complex built 2018
585 Market-Rate Units
3 Stories (Garden Style)
Rent/SF/Mo: $1.74
Surface Parking

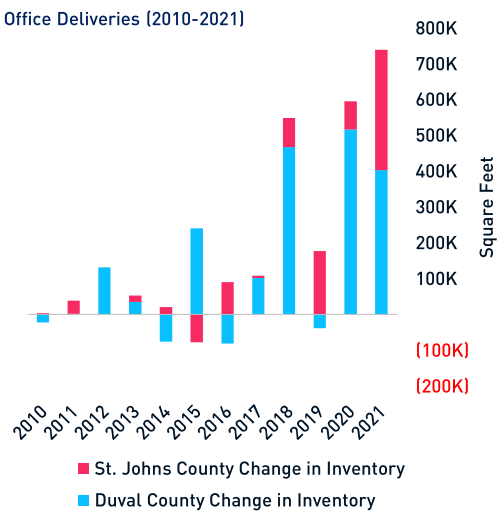
New Development Activity:

- Development is concentrated in eastern Duval County, near Avenues Walk and Racetrack stations, and around St. Augustine and St. Augustine Beach

Source: CoStar, ArcGIS Online (map). Dot size is based on Rentable Building Area (RBA). For pipeline projects, dot size ranges from <1,000 SF (smallest) to >4,000,000 SF (largest). For deliveries, dot size ranges from <1,250 SF (smallest) to >842,784 SF (largest).

REGIONAL OVERVIEW: RESIDENTIAL MARKET

32



Key Takeaways:

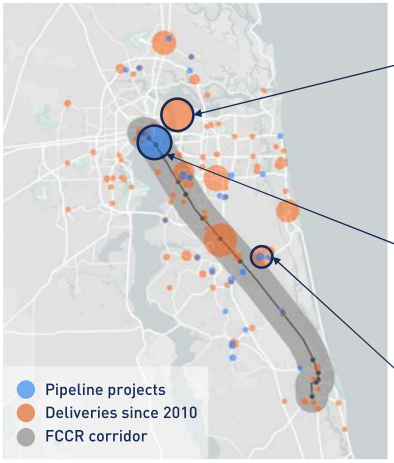
- As a major urban center, Jacksonville's economy drives demand for jobs in the region; downtown has a concentration of office inventory
- Growth in office-using industries has led to office development and rising average rents in both counties, and a declining average vacancy rate in St. Johns County
- Suburban southern Duval County and St. Johns County contain many office parks and larger, build-to-suit, standalone buildings

Duval County (2010-2021)		St. Johns County (2010-2021)	
+1.7M SF	+$4.43 PSF (+26%)	+766K SF	+$6.93 PSF (+32%)
inventory net growth	avg. rent increase	inventory net growth	avg. rent increase

Source: CoStar, Jacksonville Business Journal (2021)

REGIONAL OVERVIEW: OFFICE MARKET

33





Jacksonville University Health Sciences Complex
5491 N University Blvd, Jacksonville
Medical office built 2020
287,496 SF (RBA)
3 Stories (Mid-Rise)
Rent/SF/Yr: $18.14 - $22.17
Surface parking



1201 Kings Ave (JTA)
Jacksonville
Proposed office (expected 2023)
1,000,000 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: Not disclosed



Park Place at Nocatee
100 Palmetto Park Pl, Ponte Vedra
Office built 2021
125,000 SF (RBA); 1 of 5 buildings in a 675,000 SF office park with build-to-suit opportunities
4 Stories (Mid-Rise)
Rent/SF/Yr: $24.57 - $27.99
Surface parking

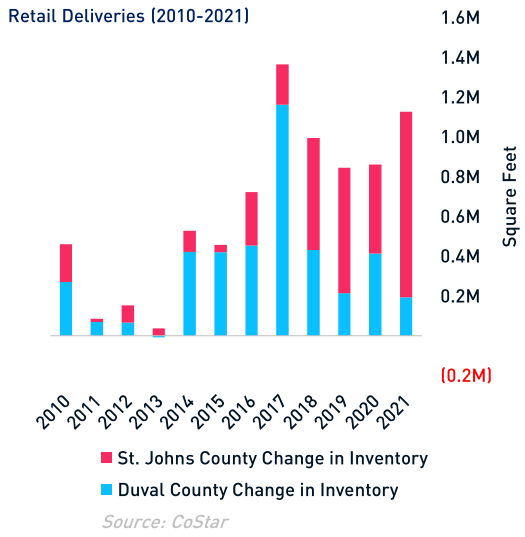
New Development Activity:

- Large developments are concentrated along I-95, particularly around downtown Jacksonville and Racetrack station
- St. Augustine lacks large offices or significant office clusters

*Source: CoStar, ArcGIS Online (map). Dot size is based on RBA. For **pipeline** projects, dot size ranges from <3,600 SF to >1,000,000 SF. For **deliveries**, dot size ranges from <1,000 SF to >298,852 SF.*

REGIONAL OVERVIEW: OFFICE MARKET

34



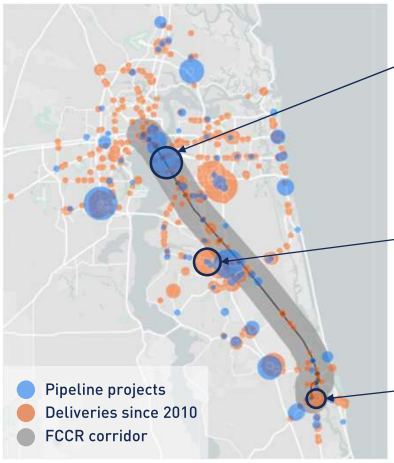
Key Takeaways:

- Large suburban shopping centers have been following new residential development further away from urban cores, where land is available, and along highways
- Since 2017, deliveries have decreased in Duval County while they have increased in St. Johns County, mainly driven by retail development along Racetrack Road
- Average vacancy rates in both counties spiked in 2020 as a result of the pandemic, but have otherwise decreased steadily since 2010
- Average rents continue to rise in both counties

Duval County (2010-2021)		St. Johns County (2010-2021)	
+3.8M SF	+$2.56 PSF (+20%)	+3.3M SF	+$5.25 PSF (+30%)
inventory net growth	avg. rent increase	inventory net growth	avg. rent increase

REGIONAL OVERVIEW: RETAIL MARKET

35





Walmart Supercenter
4250 Phillips Hwy, Jacksonville
Freestanding retail built 1973, under renovation (expected 2022)
159,457 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $14.11 - $17.25
Surface parking



ALDI
145 Harper Ln, Saint Johns
Retail building built 2021
224,000 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $23.39 - $28.58
Surface parking



Lowe's Super Center
1955 US Highway 1 S, Saint Augustine
Freestanding retail built 2016
139,819 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $17.61 - $21.52
Surface parking

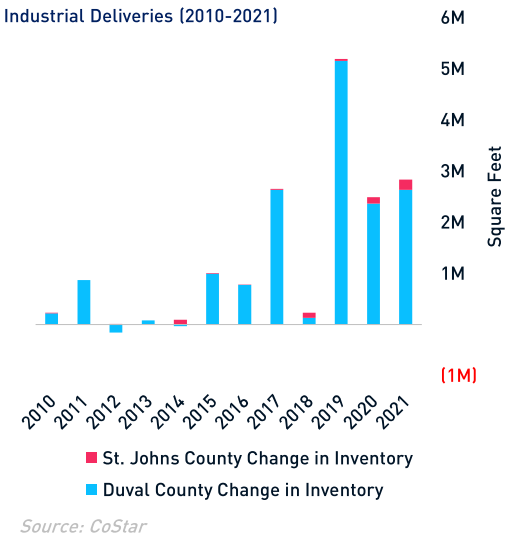
*Source: CoStar, ArcGIS Online (map). Dot size is based on RBA. For **pipeline** projects, dot size ranges from <1,850 SF to >175,092 SF. For **deliveries**, dot size ranges from <246 SF to >294,000 SF.*

New Development Activity:

- Big box stores and shopping centers are located along I-95 and suburban roads extending from the highway
- The largest pipeline projects are in southern Jacksonville and around Racetrack station

REGIONAL OVERVIEW: RETAIL MARKET

36



Source: CoStar

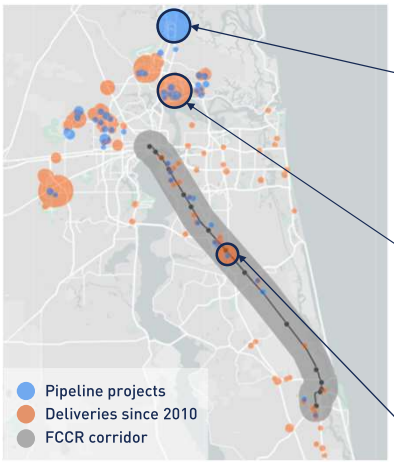
Key Takeaways:

- Industrial development has been heavily concentrated in Duval County but has also been growing in St. Johns County for the last several years; new industrial jobs reflect this trend
- Duval County has a robust logistics industrial market with large floorplates and large pieces of land, enabled by proximity to the Port of Jacksonville
- Average vacancy rates have fallen significantly in both counties since 2010, with a small rise in 2020 due to the pandemic
- Average rents continue to rise in both counties

Duval County (2010-2021)		St. Johns County (2010-2021)	
+15.4M SF	+$1.83 PSF (+47%)	+585K SF	+$5.79 PSF (+110%)
inventory net growth	avg. rent increase	inventory net growth	avg. rent increase

REGIONAL OVERVIEW: INDUSTRIAL MARKET

37





Jacksonville Interstate Commerce Park
I-95 & Pecan Park Rd, Jacksonville
Proposed warehouse (expected 2023)
6,000,000 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: Not disclosed



North Jacksonville Amazon Fulfillment Center
10501 Cold Storage Rd, Jacksonville
Distribution industrial built 2021
1,063,225 SF (RBA)
1 Story (Low-Rise)
Rent/SF/Yr: $5.24 - $6.41



12901 Flagler Center Blvd
Jacksonville
Warehouse built 2015
598,950 SF (RBA)
2 Stories (Low-Rise)
Rent/SF/Yr: $6.37 - $7.79

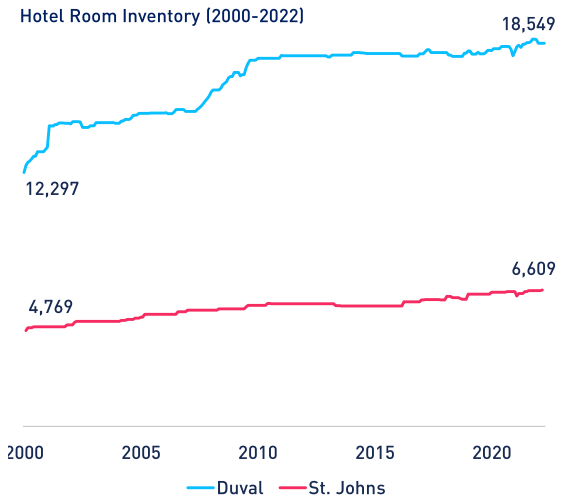
New Development Activity:

- Although larger industrial parks have been developed in northern Duval County, industrial development near commuter rail stations must be a carefully considered policy decision to ensure that opportunities for higher density transit-oriented uses are preserved

Source: CoStar, ArcGIS Online (map). Dot size is based on RBA. For pipeline projects, dot size ranges from <6,250 SF to >6,000,000 SF. For deliveries, dot size ranges from <360 SF to >1,063,225 SF.

REGIONAL OVERVIEW: INDUSTRIAL MARKET

38



Source: CoStar

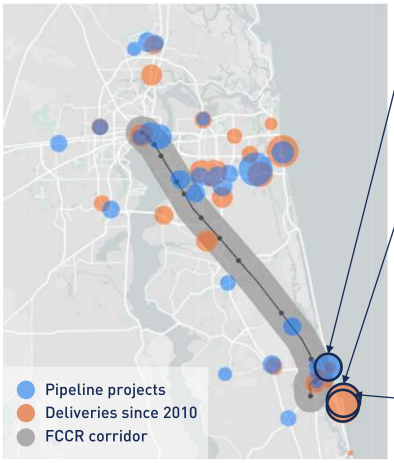
Key Takeaways:

- Duval County experienced a boom in hotel room inventory around 2000 and again around 2010 before maintaining stable growth
- St. Johns County has also added hotel room inventory but at a slower, more stable rate
- The average daily rate of rooms is higher in St. Johns County than in Duval County, but rates have followed the same trends in both counties
- Upscale hotels are concentrated around the beaches, while a mix of economy, midscale, and upscale hotels dispersed around the region's residential areas

Duval County (2000-2022)		St. Johns County (2000-2022)	
+6.3K (+51%)	+$42.84 (+68%)	+1.8K (+39%)	+$82.63 (+92%)
rooms net growth	avg. daily rate increase	rooms net growth	avg. daily rate increase

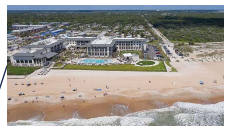
REGIONAL OVERVIEW: HOSPITALITY MARKET

39





Vilano Beach Hotel
Vilano Rd, Saint Augustine
Proposed independent hotel
194 Rooms
1 Story (Low-Rise)
Suburban location



Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort
300 A1A Beach Blvd, Saint Augustine
Franchise hotel built 2018
217 Rooms
3 Stories (Mid-Rise)



Courtyard by Marriot St. Augustine Beach
605 A1A Beach Blvd, Saint Augustine
Franchise hotel built 2016
206 Rooms
4 Stories (Mid-Rise)

New Development Activity:

- Large developments are concentrated in downtown Jacksonville, eastern Duval County (extending toward Jacksonville Beach), and St. Augustine

Source: CoStar, ArcGIS Online (map). Dot size is based on number of hotel rooms. For pipeline projects, dot size ranges from <6 rooms (smallest) to >252 rooms (largest). For deliveries, dot size ranges from <4 rooms (smallest) to >217 rooms (largest).

REGIONAL OVERVIEW: HOSPITALITY MARKET

40

Key Takeaways:

- Jobs and population growth will keep creating opportunities for multifamily development along the corridor. Aligning new development with transit investments (TOD) will support economic development goals.
- Alignment of transit with work and housing will increase transit ridership and improve job access.
- Building typologies and market goals will vary based on conditions at each station area.
- Focusing development at key stations will maximize transformative market impacts around TOD.

Next Steps:

Understand current market performance throughout the study area

Estimate projected market growth and potential to capture demand in the study area

+

Develop assumptions to evaluate the financial feasibility of future TOD

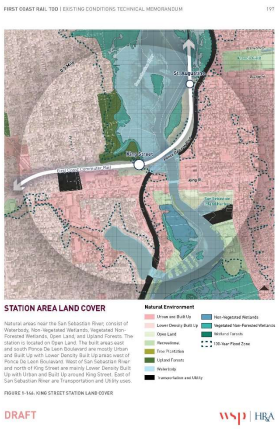
Assess financing and value capture mechanisms for an equitable TOD ("ETOD") toolkit

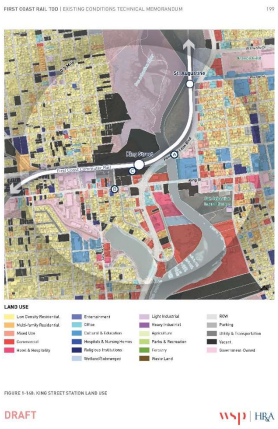
EXISTING MARKET CONDITIONS

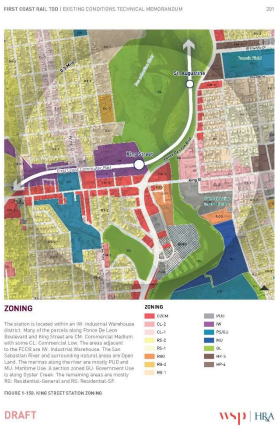
41



42





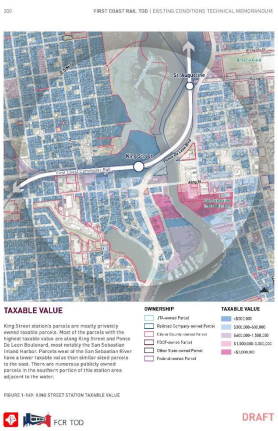


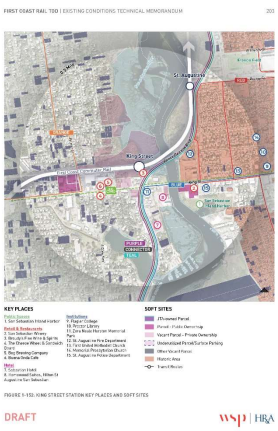
LAND COVER ZONING LAND USE

EXISTING CONDITIONS: STATION AREA ANALYSIS

43







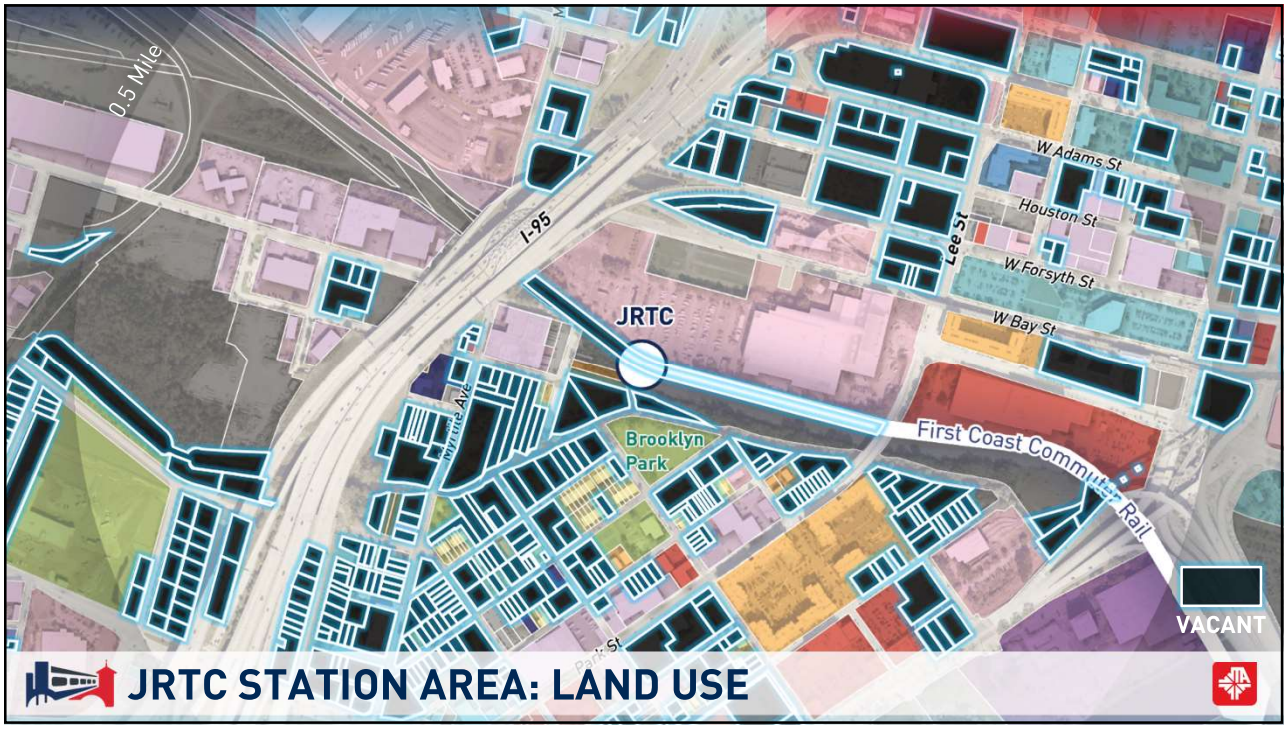
MULTIMODAL CONNECTIVITY TAXABLE VALUE SOFT SITES

EXISTING CONDITIONS: STATION AREA ANALYSIS

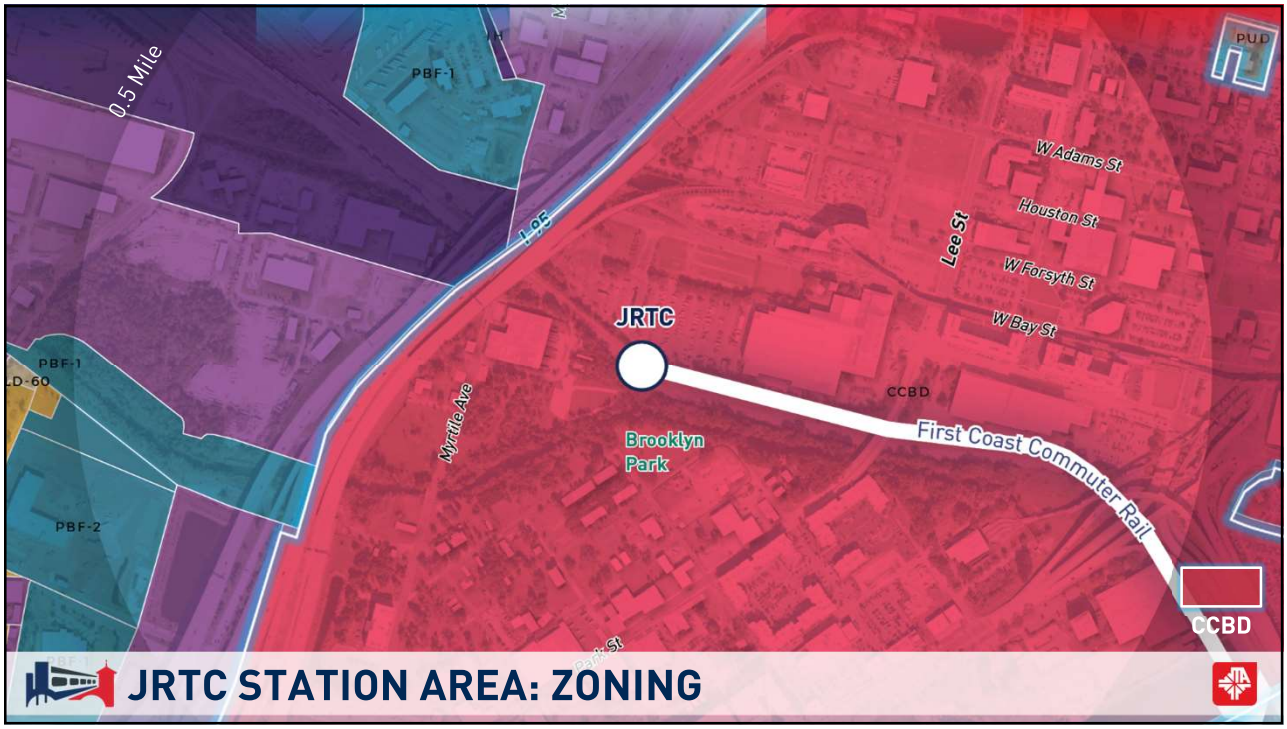
44


JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
JTA
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
DOWNTOWN JACKSONVILLE: JRTC

45


0.5 Mile
I-95
JRTC
W Adams St
Houston St
W Forsyth St
W Bay St
Lee St
Brooklyn Park
First Coast Commuter Rail
VACANT
JRTC STATION AREA: LAND USE

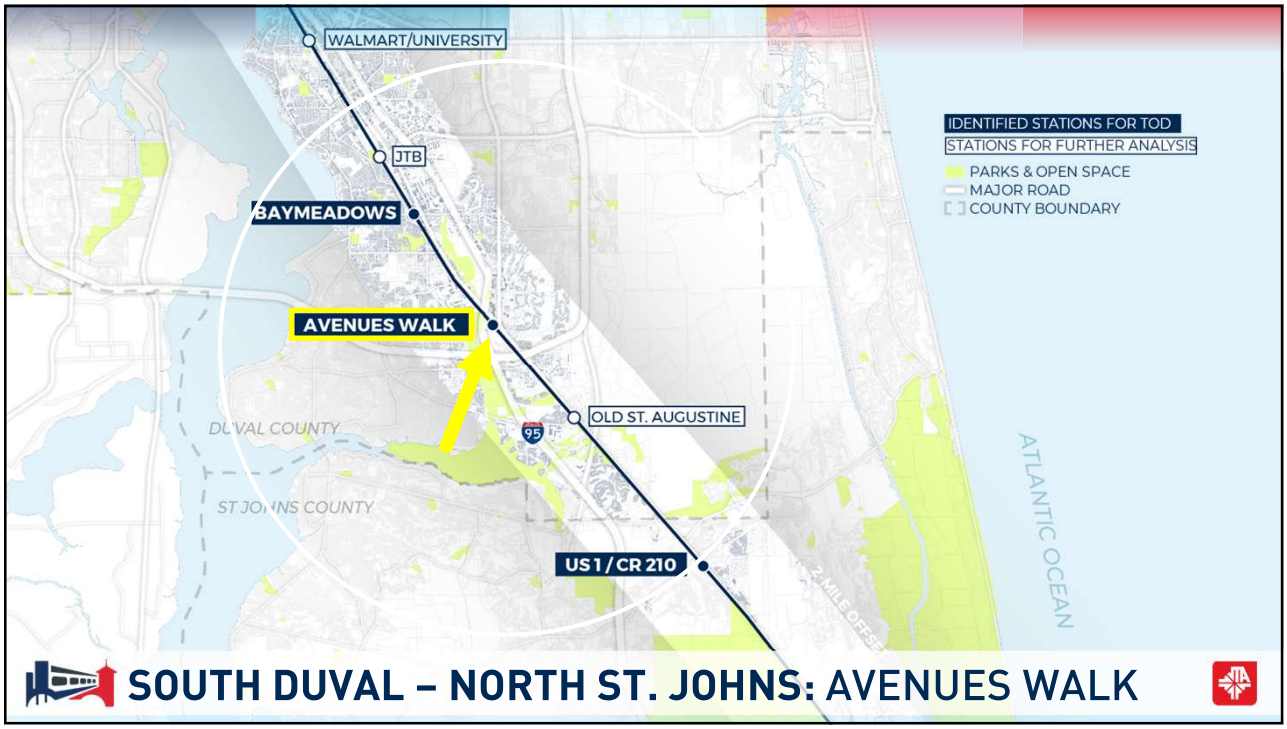
46


0.5 Mile
PBF-1
PUD
W Adams St
Houston St
Lee St
W Forsyth St
W Bay St
JRTC
CCBD
Myrtle Ave
Brooklyn Park
First Coast Commuter Rail
PBF-2
CCBD
JRTC STATION AREA: ZONING

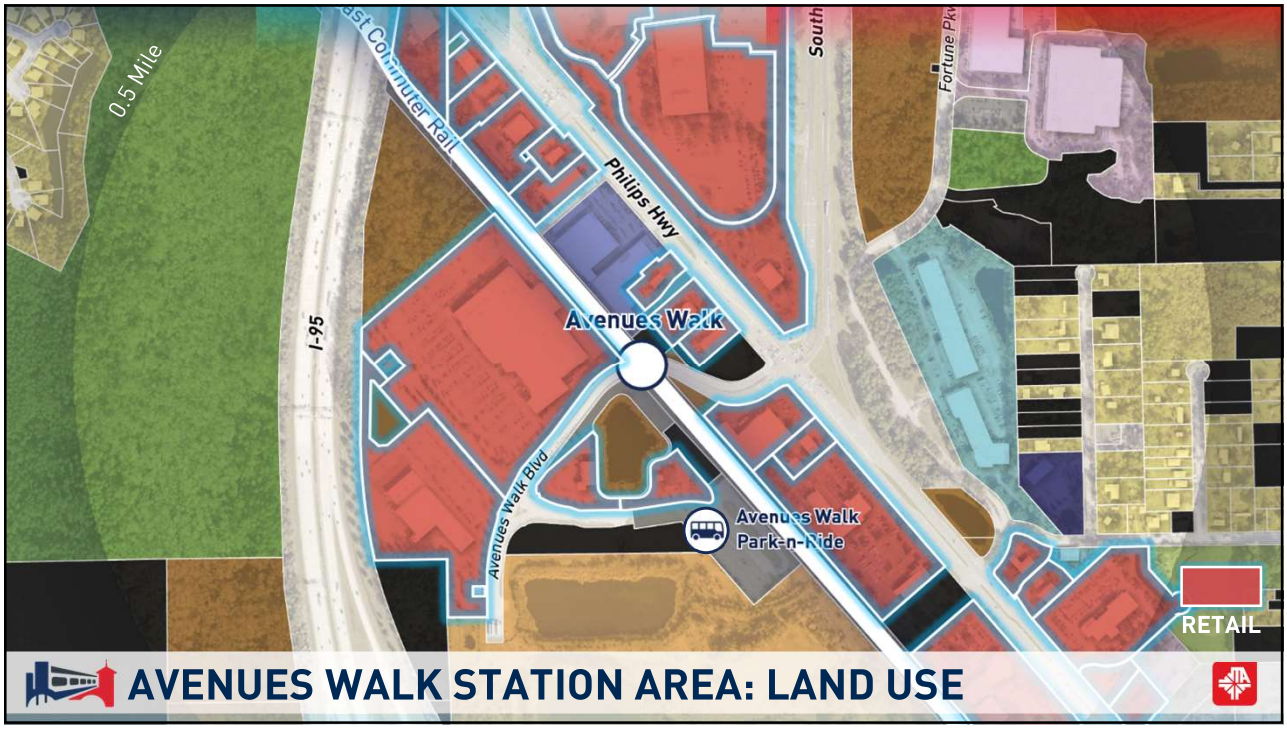
47


JRTC STATION AREA: U²C TOD VISION

48


WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
US 1 / CR 210
DUVAL COUNTY
ST JOHNS COUNTY
ATLANTIC OCEAN
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
SOUTH DUVAL – NORTH ST. JOHNS: AVENUES WALK

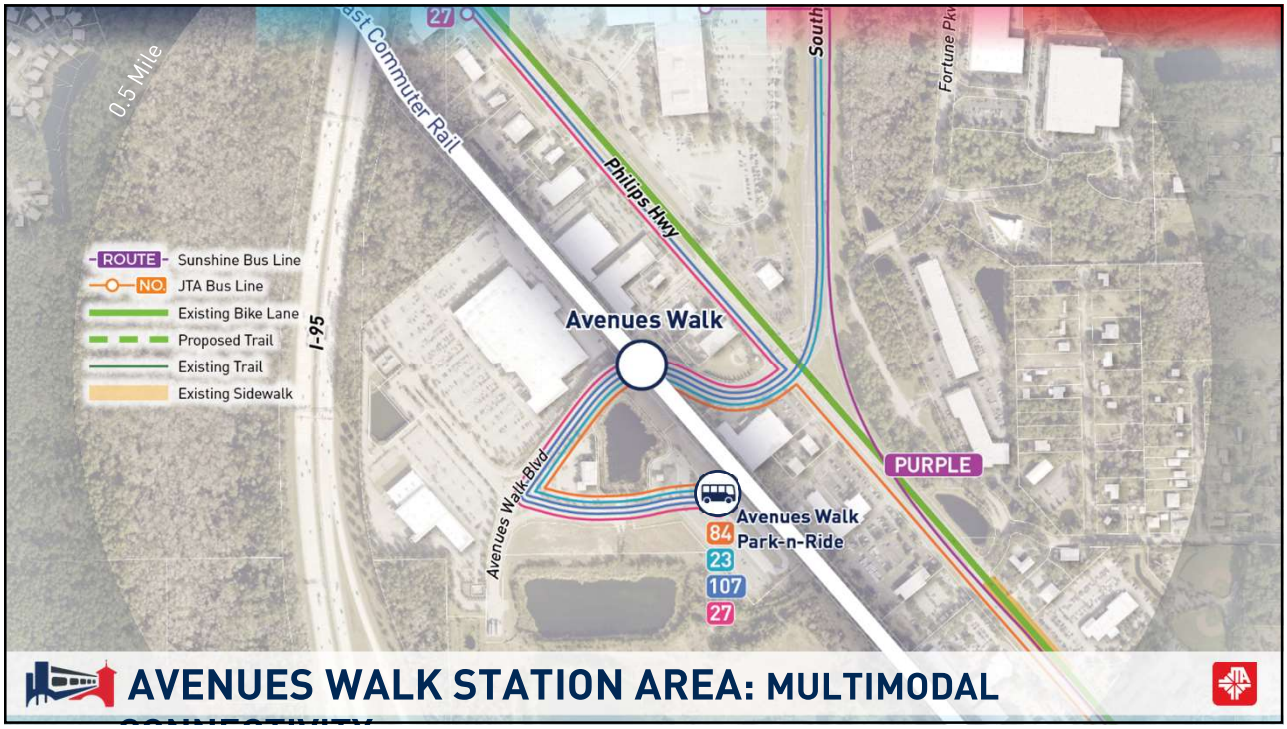
49


0.5 Mile
Philips Hwy
I-95
Avenues Walk
Avenues Walk Blvd
Avenues Walk
Park-n-Ride
RETAIL
AVENUES WALK STATION AREA: LAND USE

50


0.5 Mile
Commuter Rail
PUD
CCG-2
Avenues Walk
RMD-A
RR-Acre
Avenues Walk Blvd
Avenues Walk
Park-n-Ride
PUD
PUD
AVENUES WALK STATION AREA: ZONING

51


0.5 Mile
Commuter Rail
27
Phillips Hwy
ROUTE Sunshine Bus Line
NO JTA Bus Line
Existing Bike Lane
Proposed Trail
Existing Trail
Existing Sidewalk
I-95
Avenues Walk
PURPLE
Avenues Walk Blvd
Avenues Walk
Park-n-Ride
84
23
107
27
AVENUES WALK STATION AREA: MULTIMODAL

52


AVENUES WALK STATION AREA: SPRING 2021 TOD

53


PALENCIA
ST JOHNS RIVER
95
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR 312
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
CLAY COUNTY
PUTNAM COUNTY
GREATER ST. AUGUSTINE: KING STREET

54


0.5 Mile
Palmer St
King Street
Ponce De Leon Blvd
First Coast Commuter Rail
King St
San Sebastian
Inland Harbor
VACANT
KING STREET STATION AREA: LAND USE

55


0.5 Mile
OL
CL-1
RG-2
RG-1
RS-1
Palmer St
RS-2
King Street
Ponce De Leon Blvd
IW
SA
First Coast Commuter Rail
CM-2
King St
GU
CL-2
RGO
San Sebastian
Inland Harbor
IW
CM
KING STREET STATION AREA: ZONING

56


0.5 Mile
ROUTE
Sunshine Bus Line
Existing Bike Lane
Proposed Trail
Existing Trail
Existing Sidewalk
Proposed Smart Mobility Way
Trolley Stop
ORANGE
Palmer St
King Street
Ponce De Leon Blvd
First Coast Commuter Rail
BLUE
King St
San Sebastian
Inland Harbor
KING STREET STATION AREA: MULTIMODAL CONNECTIVITY

57


KING STREET STATION AREA: SPRING 2021 TOD VISION

58


FIRST COAST RAIL
TOD STUDY
NEXT STEPS
wsp
HR&A

59


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
- TOD Dashboard
ENGAGEMENT
- Workshop 1
- Workshop 2
- Design Charette
- Open House
FINAL REPORT
AUG 2022 – MAY 2023
OCT 2023
NEXT STEPS

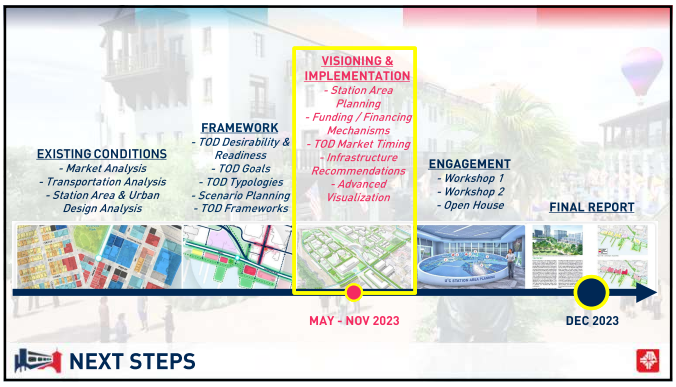
60



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

1


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
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- Workshop 1
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FINAL REPORT
MAY - NOV 2023
DEC 2023
NEXT STEPS

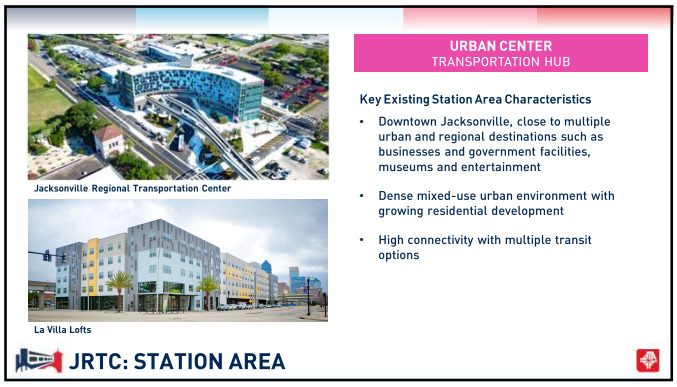
2


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

3


JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
TOD TYPOLOGY
Urban Center
Transportation Hub
Civic/Employment Cluster
Core Neighborhood
Core Fabric
Emerging Center
Multi-Use Suburban
Emerging Community
Consolidated Center
CORRIDOR SUB-REGION
1 Downtown Jacksonville
2 Southern Duval-Northern St. Johns
3 Greater St. Augustine
DOWNTOWN JACKSONVILLE - JRTC

4


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
Jacksonville Regional Transportation Center
La Villa Lofts
JRTC: STATION AREA

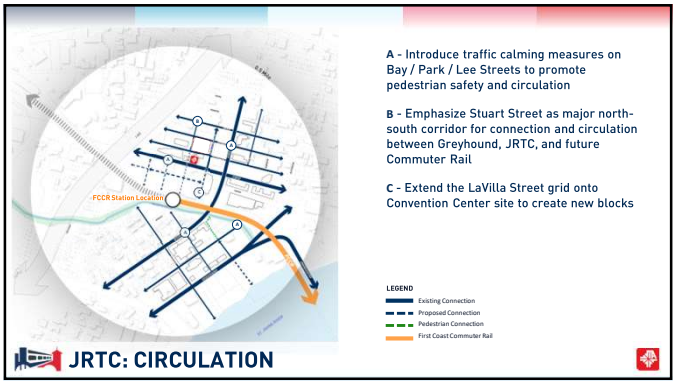
5


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
Commercial District
Employment Center
Park & Recreation Facility
High Density Neighborhood
Suburban Housing
Workforce Housing
JRTC: FRAMEWORK GOALS

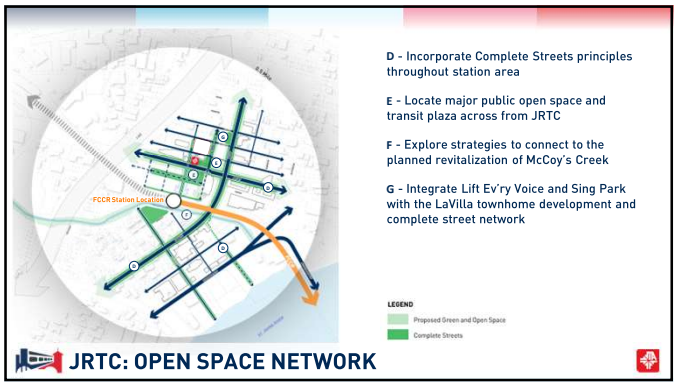
6


• 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
JRTC: SOFT SITES

7


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
FCCR Station Location
LEGEND
Existing Connection
Proposed Connection
Pedestrian Connection
First Coast Commuter Rail
JRTC: CIRCULATION

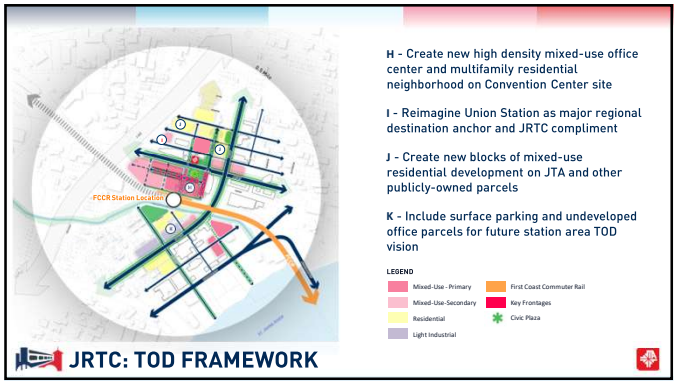
8


FCCR Station Location
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
JRTC: OPEN SPACE NETWORK

9


Credit: Hargreaves Jones
Credit: SWA Group
Civic Plaza | Denver Union Station (Denver, CO)
Pedestrian Greenway and Linear Park (El Paso, TX)
JRTC EXAMPLES: PUBLIC REALM

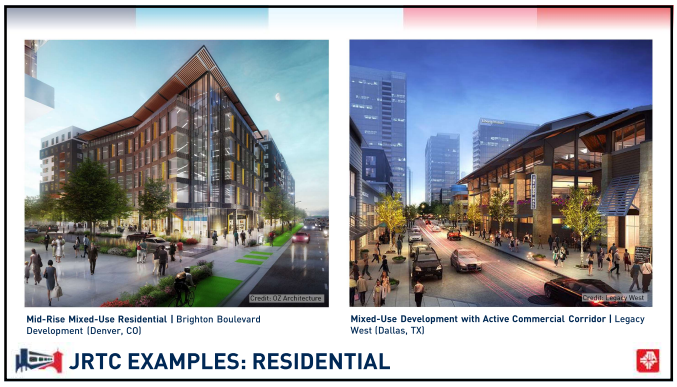
10


FCCR Station Location
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
Mixed-Use-Secondary
Residential
Light Industrial
First Coast Commuter Rail
Key Frontages
Civic Plaza
JRTC: TOD FRAMEWORK

11


Credit: Invasion
Credit: Davis Partnership
Office and Retail Mixed-Use Center | Lake Nona (Orlando, FL)
Mixed-Use Center | Train Denver Development (Denver, CO)
JRTC EXAMPLES: MIXED-USE DEVELOPMENT

12

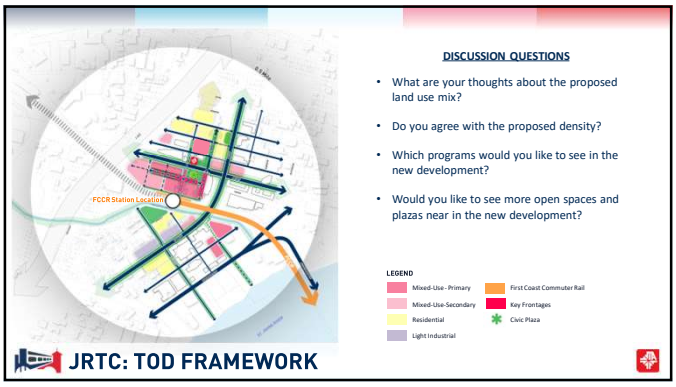


Mid-Rise Mixed-Use Residential | Brighton Boulevard Development (Denver, CO)

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

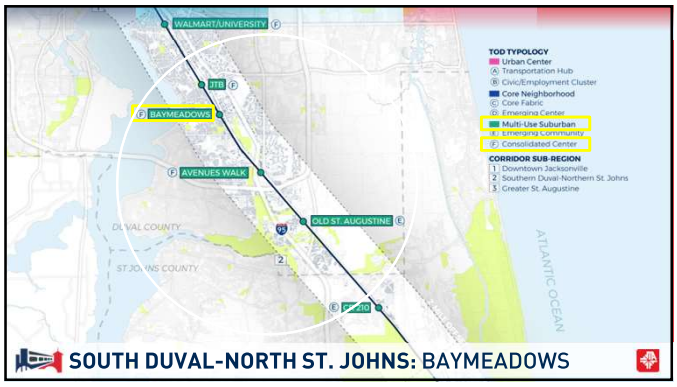
JRTC EXAMPLES: RESIDENTIAL

13



JRTC: TOD FRAMEWORK

14



SOUTH DUVAL-NORTH ST. JOHNS: BAYMEADOWS

15



Baymeadows Road and Philips Highway Intersection



Indigo Isles Community

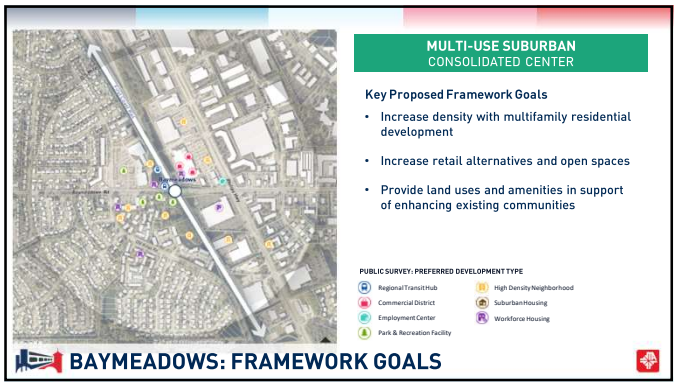
MULTI-USE SUBURBAN
CONSOLIDATED CENTER

Key Existing Station Area Characteristics

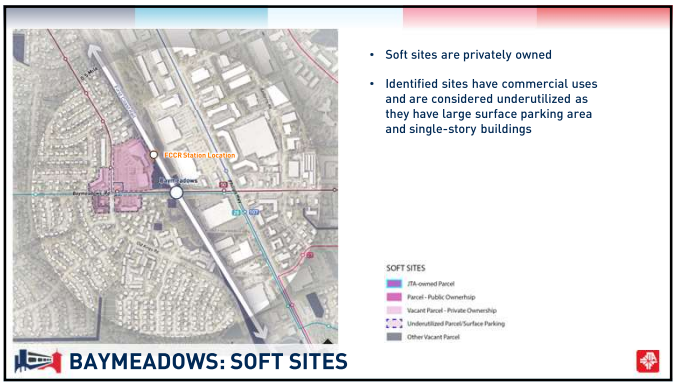
- Multiple low density suburban communities
- Land uses are low density strip development with large surface parking lots
- Multiple employment options include commercial, business, and light industry along Philips Highway

BAYMEADOWS: STATION AREA

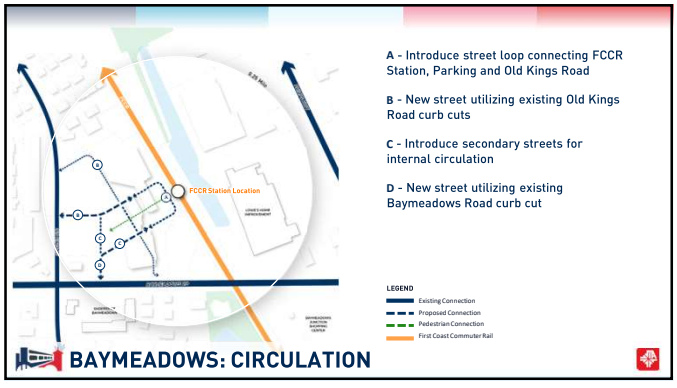
16


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
Commercial District
Employment Center
Park & Recreation Facility
High Density Neighborhood
Suburban Housing
Workforce Housing
BAYMEADOWS: FRAMEWORK GOALS

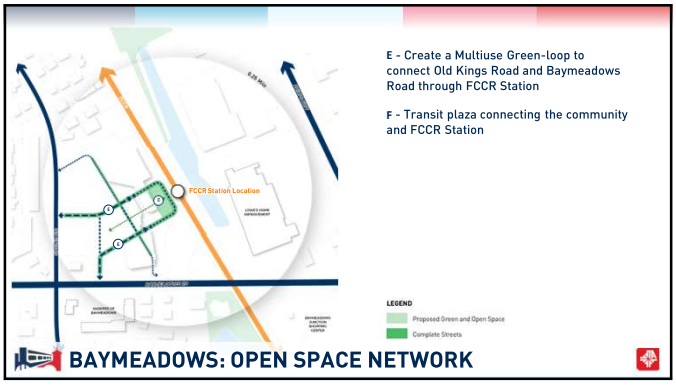
17


• 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
FCCR Station Location
SOFT SITES
JTA-owned Parcel
Parcel - Public Ownership
Vacant Parcel - Private Ownership
Underutilized Parcel/Surface Parking
Other Vacant Parcel
BAYMEADOWS: SOFT SITES

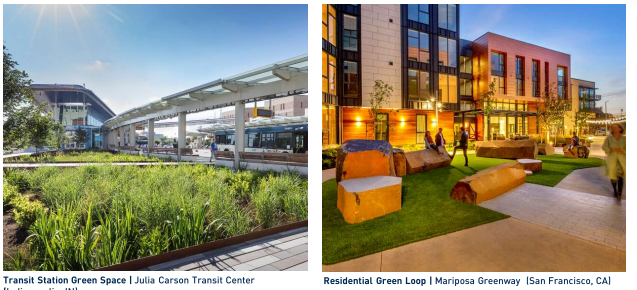
18


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
FCCR Station Location
LEGEND
Existing Connection
Proposed Connection
Pedestrian Connection
First Coast Commuter Rail
BAYMEADOWS: CIRCULATION

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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
FCCR Station Location
LEGEND
Proposed Green and Open Space
Complete Streets
BAYMEADOWS: OPEN SPACE NETWORK

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

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

EXAMPLES: PUBLIC REALM

21



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

EXAMPLES: PUBLIC REALM

22



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

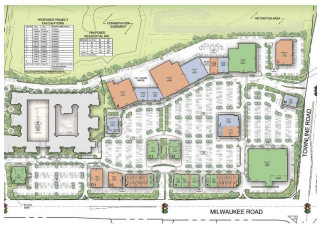
K - Add Surface Parking for Retail/Restaurants

LEGEND

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

BAYMEADOWS: TOD FRAMEWORK

23



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



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

EXAMPLES: MIXED-COMMERCIAL DEVELOPMENT

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



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

EXAMPLES: MIXED-COMMERCIAL DEVELOPMENT

25



Residential Development | 1111 Wilshire (Los Angeles, CA)



Residential Development | VUE (Minneapolis, IN)

EXAMPLES: RESIDENTIAL

26



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



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

EXAMPLES: RESIDENTIAL

27



DISCUSSION QUESTIONS

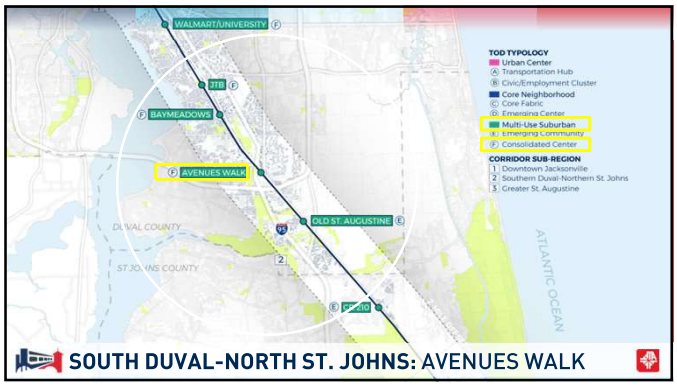
- What are your thoughts about the proposed land use mix?
- What are your thoughts about the redevelopment of the existing commercial buildings?
- Would you be opposed to structured parking instead of surface parking?
- What are your thoughts about the access to and from the station?

LEGEND

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

BAYMEADOWS: TOD FRAMEWORK

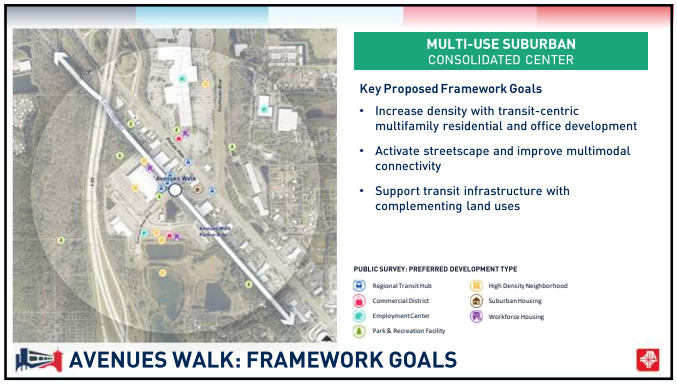
28


WALMART/UNIVERSITY
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
DUVAL COUNTY
ST JOHNS COUNTY
ATLANTIC OCEAN
TOD TYPOLOGY
Urban Center
Transportation Hub
Civic/Employment Cluster
Core Neighborhood
Core Fabric
Emerging Center
Multi-Use Suburban
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: AVENUES WALK

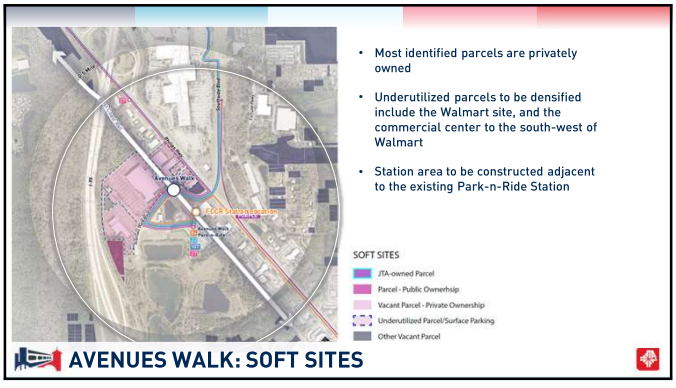
29


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
AVENUES WALK: STATION AREA

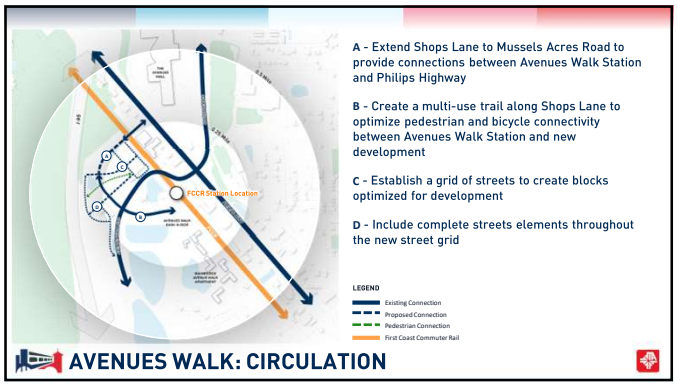
30


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
Commercial District
Employment Center
Park & Recreation Facility
High Density Neighborhood
Suburban Housing
Workforce Housing
AVENUES WALK: FRAMEWORK GOALS

31


• 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

32



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

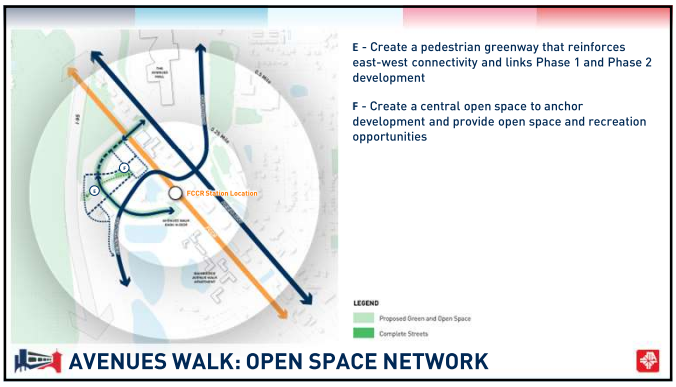
B - Create a multi-use trail along Shops Lane to optimize pedestrian and bicycle connectivity between Avenues Walk Station and new development

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

D - Include complete streets elements throughout the new street grid

AVENUES WALK: CIRCULATION

33



E - Create a pedestrian greenway that reinforces east-west connectivity and links Phase 1 and Phase 2 development

F - Create a central open space to anchor development and provide open space and recreation opportunities

AVENUES WALK: OPEN SPACE NETWORK

34



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



Commercial Plaza | Century Square (College Station , TX)

EXAMPLES: PUBLIC REALM

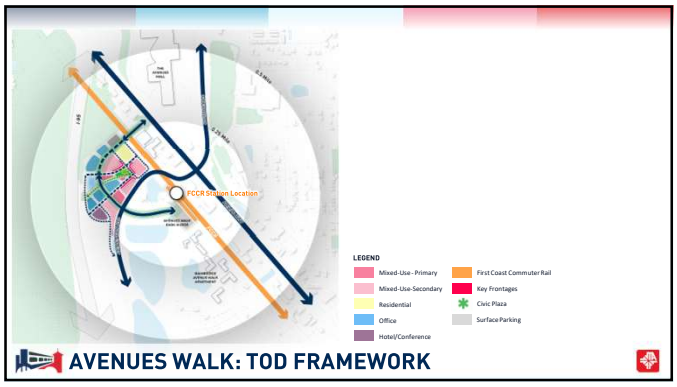
35



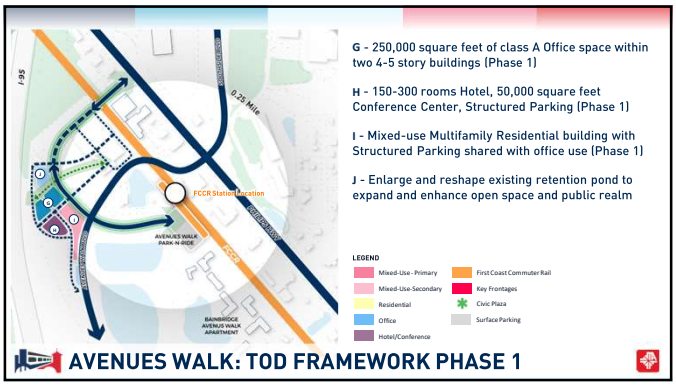
Commercial Center Public Plaza | Midtown Carmel (Indianapolis, IN)

EXAMPLES: PUBLIC REALM

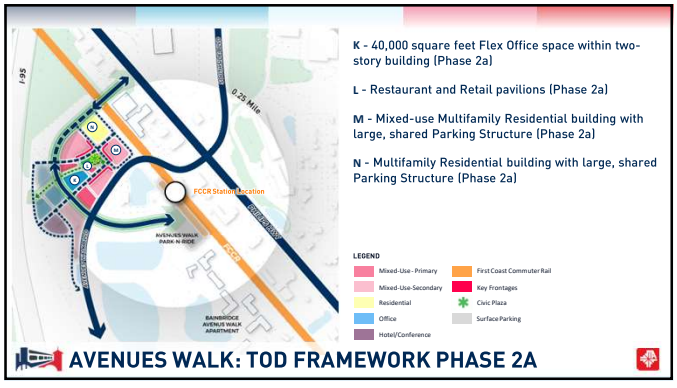
36


FCCR Station Location
LEGEND
Mixed-Use - Primary
Mixed-Use-Secondary
Residential
Office
Hotel/Conference
First Coast Commuter Rail
Key Frontages
Civic Plaza
Surface Parking
AVENUES WALK: TOD FRAMEWORK

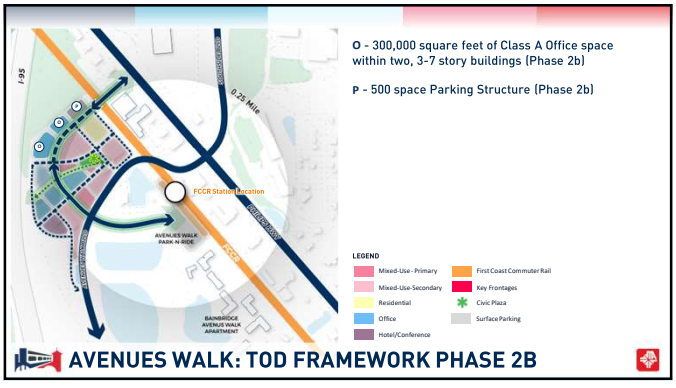
37


I-95
0.25 Mile
FCCR Station Location
AVENUES WALK PARK-N-RIDE
BAINBRIDGE AVENUS WALK APARTMENT
FCCR
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
Mixed-Use-Secondary
Residential
Office
Hotel/Conference
First Coast Commuter Rail
Key Frontages
Civic Plaza
Surface Parking
AVENUES WALK: TOD FRAMEWORK PHASE 1

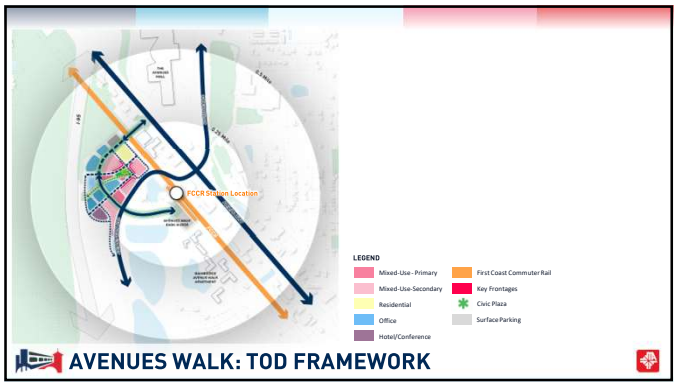
38


I-95
0.25 Mile
FCCR Station Location
AVENUES WALK PARK-N-RIDE
BAINBRIDGE AVENUS WALK APARTMENT
FCCR
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
Mixed-Use-Secondary
Residential
Office
Hotel/Conference
First Coast Commuter Rail
Key Frontages
Civic Plaza
Surface Parking
AVENUES WALK: TOD FRAMEWORK PHASE 2A

39


I-95
0.25 Mile
FCCR Station Location
AVENUES WALK PARK-N-RIDE
BAINBRIDGE AVENUS WALK APARTMENT
FCCR
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
Mixed-Use-Secondary
Residential
Office
Hotel/Conference
First Coast Commuter Rail
Key Frontages
Civic Plaza
Surface Parking
AVENUES WALK: TOD FRAMEWORK PHASE 2B

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AVENUES WALK: TOD FRAMEWORK

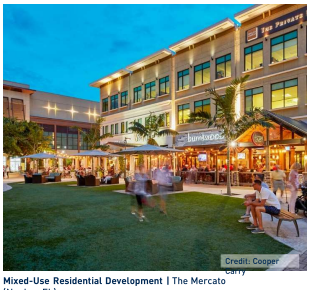
41



Mixed-Use Development, with Office, Retail, Residential & Parking Facilities | The Mercato (Naples, FL)

EXAMPLES: MIXED-USE DEVELOPMENTS

42



Mixed-Use Residential Development | The Mercato (Naples, FL)



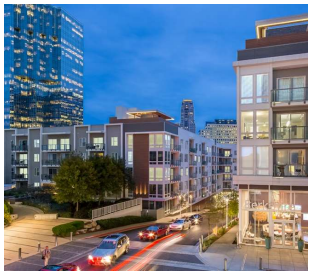
Mixed-Use Residential Development | The Mercato (Naples, FL)

EXAMPLES: RESIDENTIAL

43



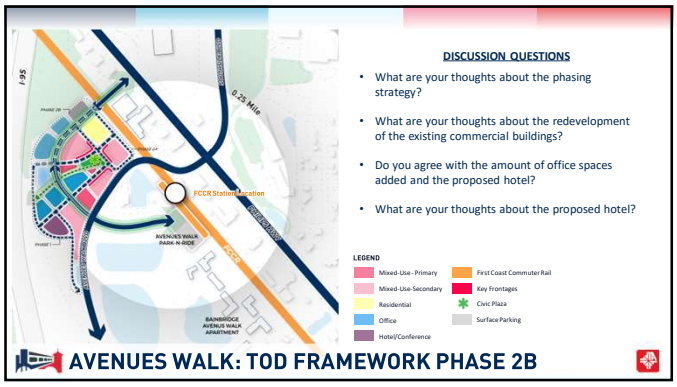
Mixed-Use Residential Development | Domain (West Hollywood ,CA)



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

EXAMPLES: RESIDENTIAL

44


I-95
0.25 Mile
FCCR Station Location
AVENUES WALK PARK-N-RIDE
BAINBRIDGE AVENUS WALK APARTMENT
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?
What are your thoughts about the proposed hotel?
LEGEND
Mixed-Use - Primary
Mixed-Use-Secondary
Residential
Office
Hotel/Conference
First Coast Commuter Rail
Key Frontages
Civic Plaza
Surface Parking
AVENUES WALK: TOD FRAMEWORK PHASE 2B

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FIRST COAST COMMUTER RAIL
TRANSIT-ORIENTED DEVELOPMENT (TOD) STUDY
COMMUNITY WORKSHOP 2: UNDERSTANDING TODAY TO PLAN FOR TOMORROW
AUGUST 9, 2023

1


Katrina Powell
Director,
Economic Development
Joshua Turner
Southeast Urban Design
Practice Leader
PRESENTERS

2


PLEASE LET US KNOW YOUR THOUGHTS ABOUT THE STATION AREA TOD FRAMEWORKS!
SCAN TO TAKE THE SURVEY
WE WANT TO HEAR FROM YOU!

3


VISIT THE STATION AREA BOARDS!
WE WANT TO HEAR FROM YOU!

4


First Coast Commuter Rail TOD
Corridor Overview
Station Area Frameworks
Next Steps
THIS EVENING'S DISCUSSION

5


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

6


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.
WHAT IS TOD

7


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
38.4 MILE
FLORIDA EAST COAST RAILWAY
Downtown Jacksonville
St. Augustine
FIRST COAST COMMUTER RAIL

8

1990 — Long Range Rapid Transit Transportation Plan

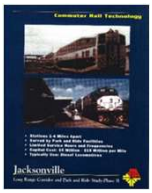
1997 — Long Range Corridor and Park & Ride Study -Phase II

1998 — Recognized need for regional mobility solutions

2000

2009 — Commuter Rail Feasibility Study
Identified 3 service corridors
- North Corridor to Yulee
- Southeast Corridor to St Augustine
- Southwest Corridor to Green Cove

2010





ABOUT FIRST COAST COMMUTER RAIL

9

2013 — Commuter Rail Feasibility Study - Phase II
Prioritized 3 service corridors - selected Southeast Corridor as top priority

Southeast Commuter Rail Service Corridor - Station Location Study
Defined site location methodology for potential rail stations

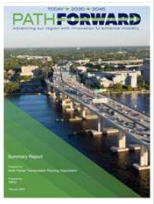
2015 — Southeast Commuter Rail Corridor Project Alternative Study (Phase III)
Evaluated corridor to define readiness for more detailed study. Determined not yet ready to advance in FTA's PD process

2016 — Southeast Commuter Rail Transit Concept and Alternative Review Study
Alternatives Analysis to define readiness for Project Development

Southeast Commuter Rail Cost Study
Comparison of cost estimates for capital, operating and maintenance scenarios

2019





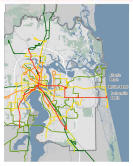
ABOUT FIRST COAST COMMUTER RAIL

10

2020 — Southeast Commuter Rail Pre PD&E Study - Pre. Environmental Study
FDOT ETDM screening for permitting agency review and initial NEPA analysis. Identified Categorical Exclusion as recommended class of action

2021 — I-95 Maintenance of Traffic Strategy
Proposes commuter rail as a multimodal mobility option, as mitigation during planned I-95 construction







ABOUT FIRST COAST COMMUTER RAIL

11

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

12

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



WHAT MAKES THIS STUDY DIFFERENT

13

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



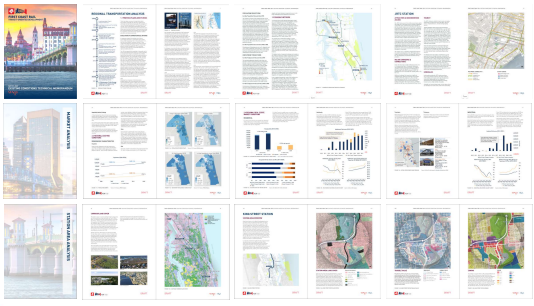
TOD OBJECTIVES

14



WHERE WE ARE IN THE PROCESS

15

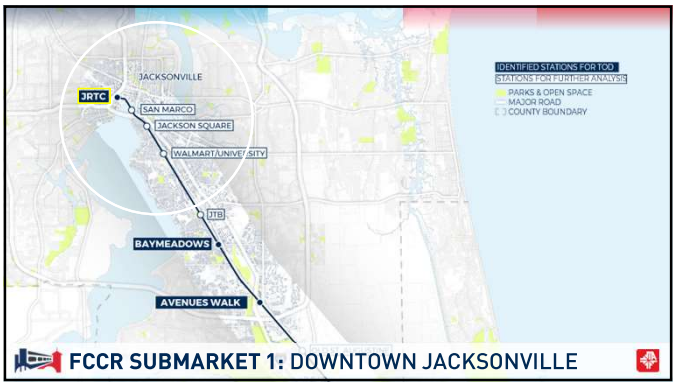


EXISTING CONDITIONS: TECHNICAL MEMORANDUM

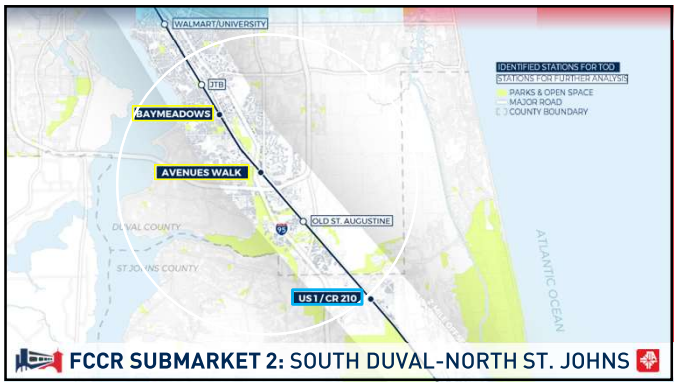
16


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

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JACKSONVILLE
JRTC
SAN MARCO
JACKSON SQUARE
WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
FCCR SUBMARKET 1: DOWNTOWN JACKSONVILLE

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WALMART/UNIVERSITY
JTB
BAYMEADOWS
AVENUES WALK
OLD ST. AUGUSTINE
US 1 / CR 210
DUVAL COUNTY
ST. JOHNS COUNTY
ATLANTIC OCEAN
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
FCCR SUBMARKET 2: SOUTH DUVAL-NORTH ST. JOHNS

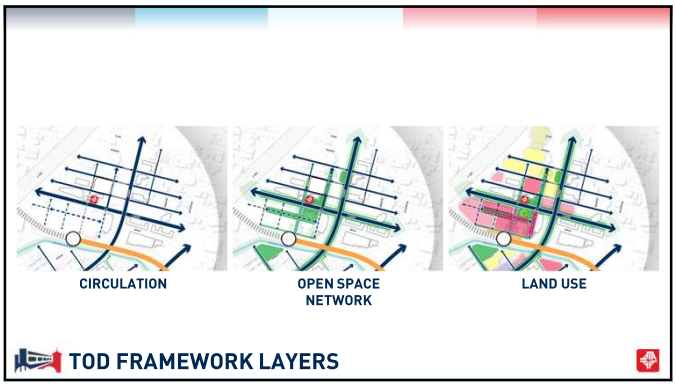
19


ST JOHNS RIVER
PALENCIA
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR 312
CLAY COUNTY
PUTNAM COUNTY
IDENTIFIED STATIONS FOR TOD
STATIONS FOR FURTHER ANALYSIS
PARKS & OPEN SPACE
MAJOR ROAD
COUNTY BOUNDARY
FCCR SUBMARKET 3: GREATER ST. AUGUSTINE

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FIRST COAST COMMUTER RAIL
TRANSIT-ORIENTED DEVELOPMENT (TOD) STUDY
STATION AREA TOD FRAMEWORKS
WSP

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CIRCULATION
OPEN SPACE NETWORK
LAND USE
TOD FRAMEWORK LAYERS

22


CIRCULATION: PEDESTRIAN & BICYCLE

23


CIRCULATION: COMPLETE STREETS

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CIRCULATION: COMPLETE STREETS

25


OPEN SPACE NETWORK: GATHERING SPACES

26


OPEN SPACE NETWORK: SPORTS & RECREATION

27


OPEN SPACE NETWORK: PASSIVE RECREATION

28



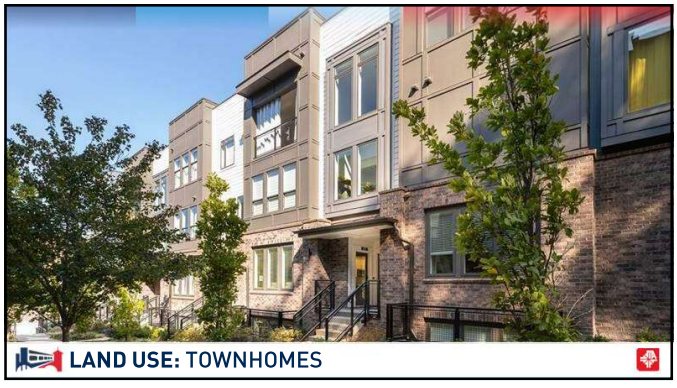
OPEN SPACE NETWORK: LANDMARKS

29



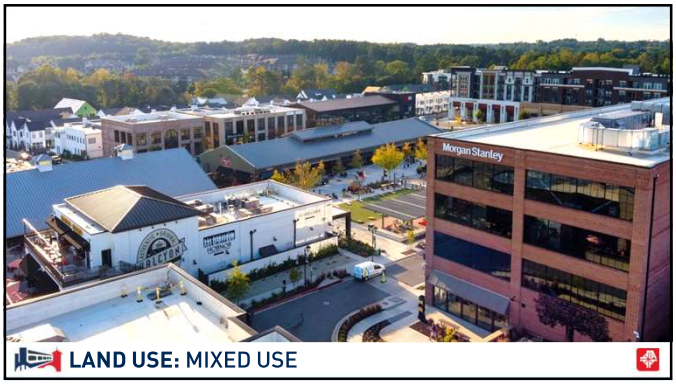
LAND USE: MULTIFAMILY RESIDENTIAL

30



LAND USE: TOWNHOMES

31

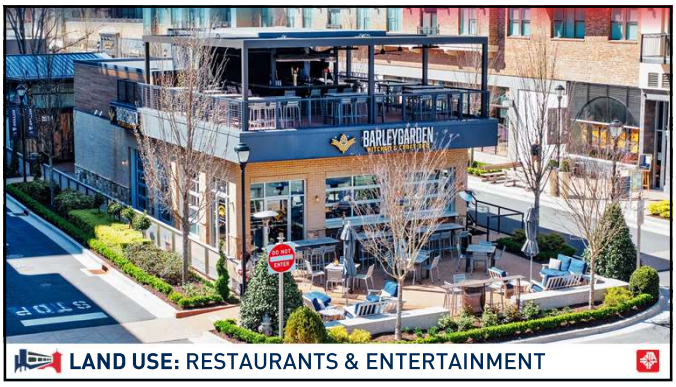


LAND USE: MIXED USE

32


LAND USE: HOTELS

33


BARLEYGARDEN
LAND USE: RESTAURANTS & ENTERTAINMENT

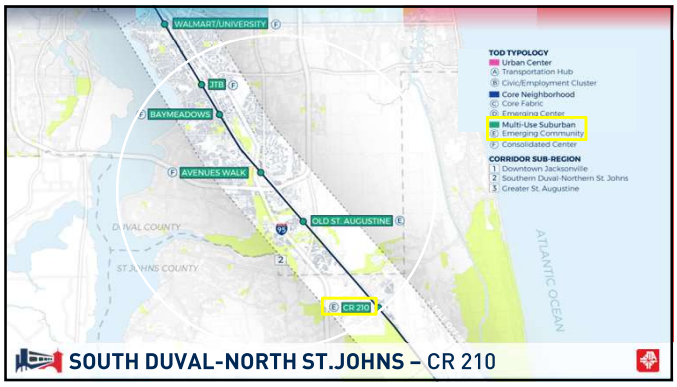
34


LAND USE: MARKETPLACE

35


LAND USE: COMMUNITY FACILITIES

36



SOUTH DUVAL-NORTH ST.JOHNS – CR 210

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Suburban Square (Ardmore, PA)

CR 210 : STATION AREA

MULTI-USE SUBURBAN
EMERGING COMMUNITY

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

Emerging Community
- Access to employment, commercial, and retail uses
- Ongoing new development of suburban communities
- Available land for potential future development

38



Creekside at Twin Creeks



Shoppes at St. Johns

CR 210 : STATION AREA

MULTI-USE SUBURBAN
EMERGING COMMUNITY

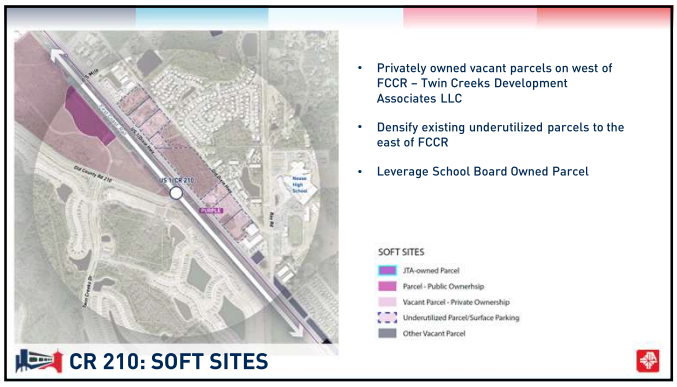
Key Existing Station Characteristics
- Growing low density suburban community
- Close to regional facilities such as sports, recreation, and educational institutions

39



CR 210: STATION AREA OPPORTUNITY

40



- Privately owned vacant parcels on west of FCCR – Twin Creeks Development Associates LLC
- Densify existing underutilized parcels to the east of FCCR
- Leverage School Board Owned Parcel

CR 210: SOFT SITES

41



MULTI-USE SUBURBAN
EMERGING COMMUNITY

Key Proposed Framework Goals

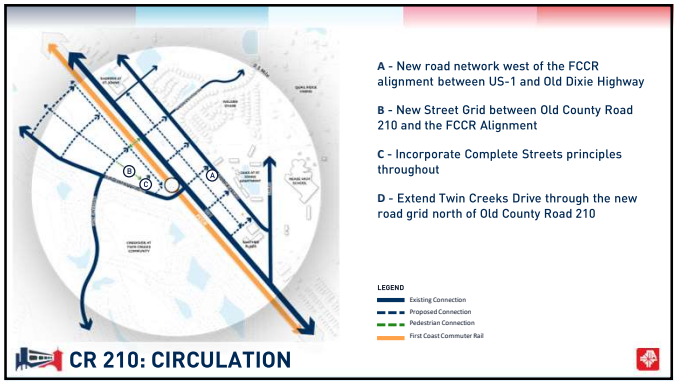
- Increase retail, services and office spaces
- Increase residential and commercial density and activate streetscape
- Add medium density multifamily residential units
- Create an open space network

PUBLIC SURVEY: PREFERRED DEVELOPMENT TYPE

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

CR 210: FRAMEWORK GOALS

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A - New road network west of the FCCR alignment between US-1 and Old Dixie Highway

B - New Street Grid between Old County Road 210 and the FCCR Alignment

C - Incorporate Complete Streets principles throughout

D - Extend Twin Creeks Drive through the new road grid north of Old County Road 210

CR 210: CIRCULATION

43



E - Main new north/south streets lined with trees and wide sidewalks to encourage pedestrian circulation

F - Vegetation buffer from FCCR alignment

G - Station plaza as public space

CR 210: OPEN SPACE NETWORK

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Neighborhood Square | King of Prussia, PA

CR 210 EXAMPLES: PUBLIC REALM

45



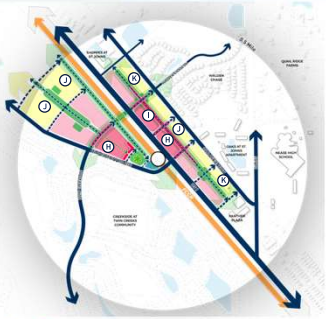
Bicycle Facility | Mueller Development (Austin , TX)



Public Plaza | Mueller Development (Austin , TX)

CR 210 EXAMPLES: PUBLIC REALM

46



H - Medium-high Density Mixed-use development adjacent to FCCR station create station core development

I - Active frontages on medium-high density blocks

J - Residential development of 3-4 story apartment buildings

K - Residential development of 2-3 story attached townhomes

LEGEND

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

CR 210 : LAND USE

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Mixed-Use Residential Development | Gunbarrel Center (Boulder, CO)



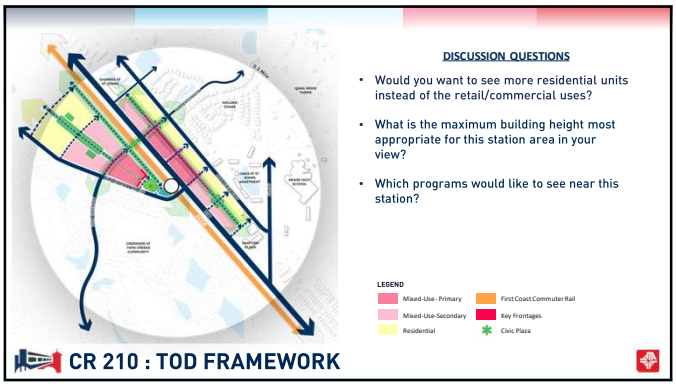
Mixed-Use Development | Legacy Town (Plano, TX)

CR 210 EXAMPLES: MIXED-USE DEVELOPMENT

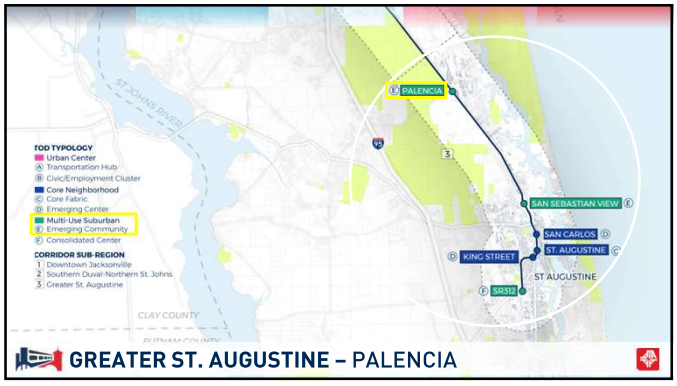
48


Urban Cottages | Kentland Market Square (Washington, DC)
Townhomes | Aviara on the Ave Banner (Lake Worth, FL)
CR 210 EXAMPLES: RESIDENTIAL

49


DISCUSSION QUESTIONS
Would you want to see more residential units instead of the retail/commercial uses?
What is the maximum building height most appropriate for this station area in your view?
Which programs would like to see near this station?
LEGEND
Mixed-Use - Primary
Mixed-Use-Secondary
Residential
First Coast Commuter Rail
Key Frontages
Civic Plaza
CR 210 : TOD FRAMEWORK

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PALENCIA
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR312
TOD TYPOLOGY
Urban Center
Transportation Hub
Civic/Employment Cluster
Core Neighborhood
Core Fabric
Emerging Center
Multi-Use Suburban
Emerging Community
Consolidated Center
CORRIDOR SUB-REGION
1 Downtown Jacksonville
2 Southern Duval-Northern St. Johns
3 Greater St. Augustine
GREATER ST. AUGUSTINE – PALENCIA

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Palencia Village - Market St
Plaza Palencia
MULTI-USE SUBURBAN
EMERGING COMMUNITY
Key Existing Station Area Characteristics
Mostly undeveloped land west of the rail line
Low density suburban communities beyond the ½ mile radius from the station
Commercial and retail options west of the rail line
PALENCIA: STATION AREA

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PALENCIA: STATION AREA OPPORTUNITY

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- Soft sites south of the FCCR and International Golf Parkway intersection are industrial and include cement factory and ready-mix concrete suppliers
- State owned parcel north of the intersection is currently undeveloped and is publicly owned by the by St. Johns River Water Management District

PALENCIA: SOFT SITES

54



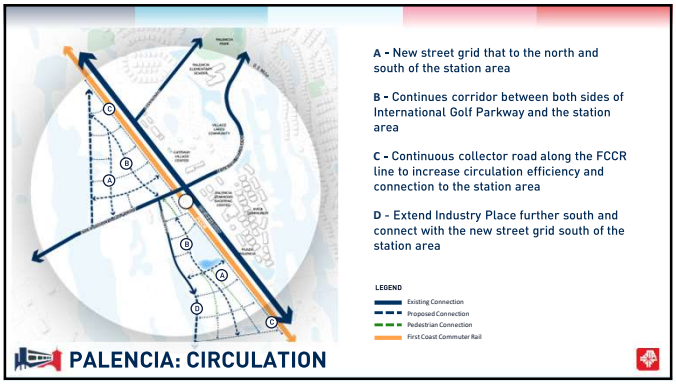
MULTI-USE SUBURBAN
EMERGING COMMUNITY

Key Proposed Framework Goals

- Establish a network of recreational trails and parks
- Protect native habitat and ecologically sensitive areas
- Create new communities that provide civic and cultural opportunities, high quality of life and promote a sense of place

PALENCIA: FRAMEWORK GOALS

55



A - New street grid that to the north and south of the station area

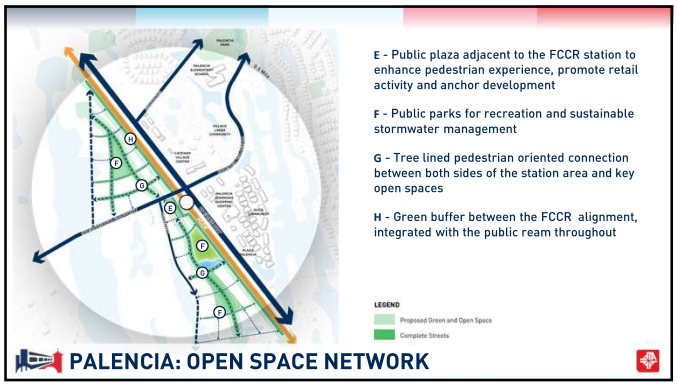
B - Continues corridor between both sides of International Golf Parkway and the station area

C - Continuous collector road along the FCCR line to increase circulation efficiency and connection to the station area

D - Extend Industry Place further south and connect with the new street grid south of the station area

PALENCIA: CIRCULATION

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E - Public plaza adjacent to the FCCR station to enhance pedestrian experience, promote retail activity and anchor development
F - Public parks for recreation and sustainable stormwater management
G - Tree lined pedestrian oriented connection between both sides of the station area and key open spaces
H - Green buffer between the FCCR alignment, integrated with the public ream throughout
LEGEND
Proposed Green and Open Space
Complete Streets
PALENCIA: OPEN SPACE NETWORK

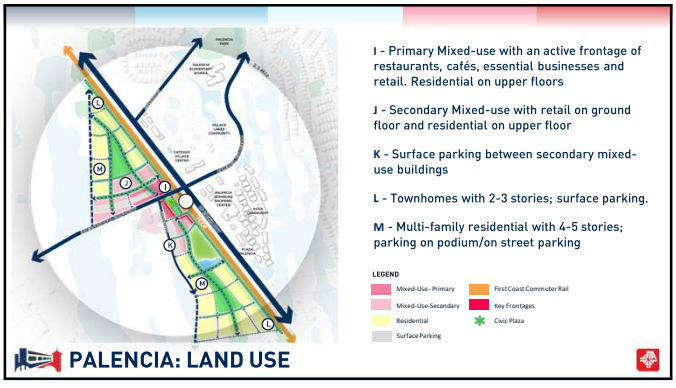
57


Passive Recreation
PALENCIA EXAMPLES: PUBLIC REALM

58


Neighborhood Park | Mueller Park (Austin, TX)
Urban Farm | Indian Creek Station (DeKalb County, GA)
PALENCIA EXAMPLES: PUBLIC REALM

59


I - Primary Mixed-use with an active frontage of restaurants, cafés, essential businesses and retail. Residential on upper floors
J - Secondary Mixed-use with retail on ground floor and residential on upper floor
K - Surface parking between secondary mixed-use buildings
L - Townhomes with 2-3 stories; surface parking.
M - Multi-family residential with 4-5 stories; parking on podium/on street parking
LEGEND
Mixed-Use - Primary
Mixed-Use-Secondary
Residential
Surface Parking
First Coast Commuter Rail
Key Frontages
Civic Plaza
PALENCIA: LAND USE

60



Single-family Cottages | Glenwood Park (Atlanta, GA)

Multi-family Apartments | Bainbridge Avenues Walk (Jacksonville, FL)

PALENCIA EXAMPLES: RESIDENTIAL

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Community Square | Halcyon (Alpharetta, GA)



Commercial Plaza | Parsons Alley (City of Duluth , GA)

PALENCIA EXAMPLES: VILLAGE COMMERCIAL

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DISCUSSION QUESTIONS

- Would you want to see less residential units and more retail/commercial uses?
- What is the maximum building height most appropriate for this station area in your view?
- What do you think about the access to and from the station?

LEGEND

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

PALENCIA: TOD FRAMEWORK

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GREATER ST. AUGUSTINE – KING STREET

64


CORE NEIGHBORHOOD
EMERGING CENTER
Core Neighborhood
- Adjacent to the Central Business District (CBD)
- Vertical development ranges from mid- to high-rise
- Street network is less dense than the urban core\
- Primely residential with moderate mix of uses
- Medium to high volume of pedestrian activity
- Multiple transit modes available
Emerging Center
- Developable parcels size support density and use mix that are complementary to the existing center
- Includes businesses and services for existing and potential future residential uses
Town Square (Stanford, CA)
KING STREET: STATION AREA

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CORE NEIGHBORHOOD
EMERGING CENTER
West King Street
West King Street and Ponce De Leon Blvd Intersection
Key Existing Station Area Characteristics
• Close to St. Augustine Historic Center
• Low-medium density mixed-use with emerging creative businesses and retails
• Vacant and underutilized parcels
KING STREET: STATION AREA

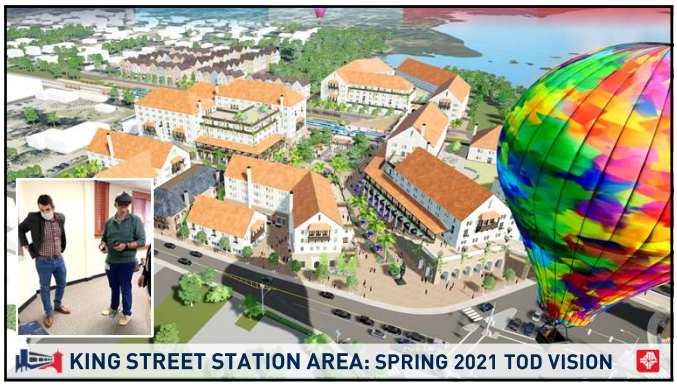
66


KING STREET FCCR STATION
HISTORIC DOWNTOWN
KING STREET
PROPOSED MOBILITY-ORIENTED DEVELOPMENT (MOD)
TOD OPPORTUNITIES: KING STREET STATION

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KING STREET: STATION AREA OPPORTUNITY

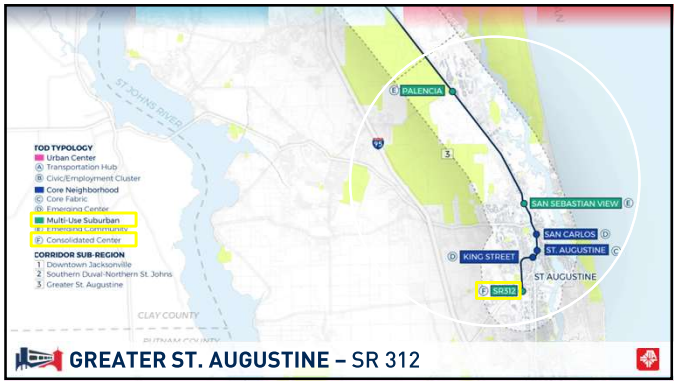
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KING STREET STATION AREA: SPRING 2021 TOD VISION

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Proposed King Street Redevelopment
Proposed King Street Redevelopment
KING STREET STATION

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PALENCIA
SAN SEBASTIAN VIEW
SAN CARLOS
ST. AUGUSTINE
KING STREET
ST AUGUSTINE
SR312
TOD TYPOLOGY
Urban Center
Transportation Hub
Civic/Employment Cluster
Core Neighborhood
Core Fabric
Emerging Center
Multi-Use Suburban
Emerging Community
Consolidated Center
CORRIDOR SUB-REGION
1 Downtown Jacksonville
2 Southern Duval-Northern St. Johns
3 Greater St. Augustine
GREATER ST. AUGUSTINE – SR 312

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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
- Concentration of employment, commercial and retail uses in proximity to one another
- Access to local public transit
- Access to services of local significance
Halcyon (Alpharetta, GA)
SR 312: STATION AREA

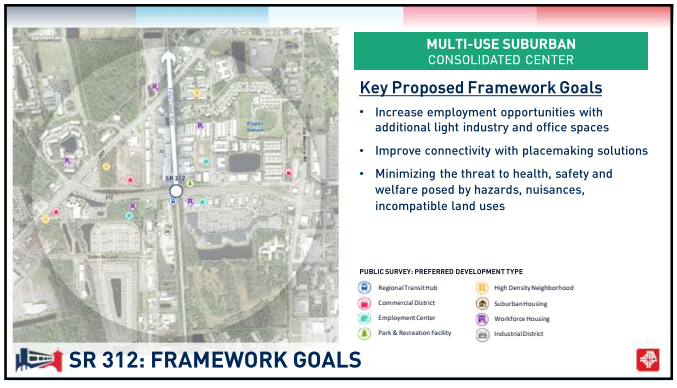
72


SR 312 Intersection
SR 312 Business Park
MULTI-USE SUBURBAN
CONSOLIDATED CENTER
Key Existing Station Area Characteristics
• Suburban auto-centric area
• Land uses include light industry and business parks, commercial uses, storage facilities, shops and auto garages
• Recently constructed low-density residential communities
• Prevalent underutilized parcels with surface parking and single-story buildings
SR 312: STATION AREA

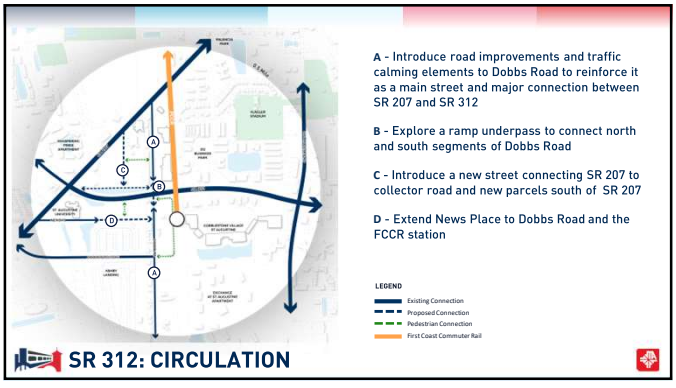
73


SR 312: STATION AREA OPPORTUNITY

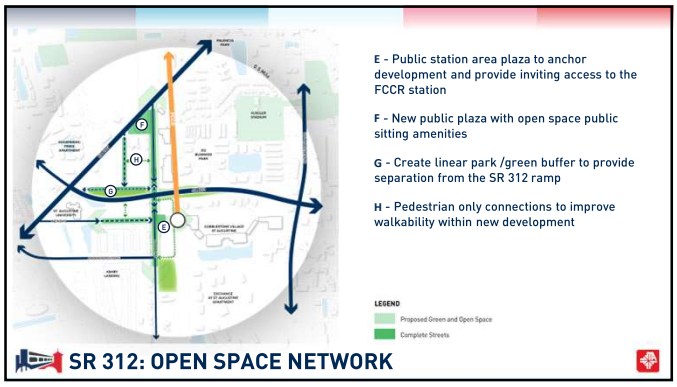
74


MULTI-USE SUBURBAN
CONSOLIDATED CENTER
Key Proposed Framework Goals
• Increase employment opportunities with additional light industry and office spaces
• Improve connectivity with placemaking solutions
• Minimizing the threat to health, safety and welfare posed by hazards, nuisances, incompatible land uses
PUBLIC SURVEY: PREFERRED DEVELOPMENT TYPE
Regional Transit Hub
Commercial District
Employment Center
Park & Recreation Facility
High Density Neighborhood
Suburban Housing
Workforce Housing
Industrial District
SR 312: FRAMEWORK GOALS

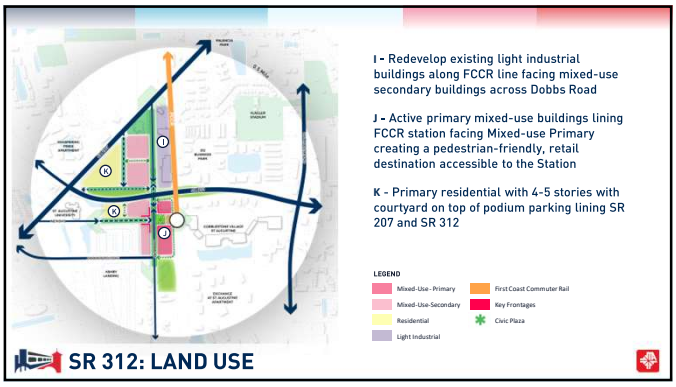
75


A - Introduce road improvements and traffic calming elements to Dobbs Road to reinforce it as a main street and major connection between SR 207 and SR 312
B - Explore a ramp underpass to connect north and south segments of Dobbs Road
C - Introduce a new street connecting SR 207 to collector road and new parcels south of SR 207
D - Extend News Place to Dobbs Road and the FCCR station
LEGEND
Existing Connection
Proposed Connection
Pedestrian Connection
First Coast Commuter Rail
SR 312: CIRCULATION

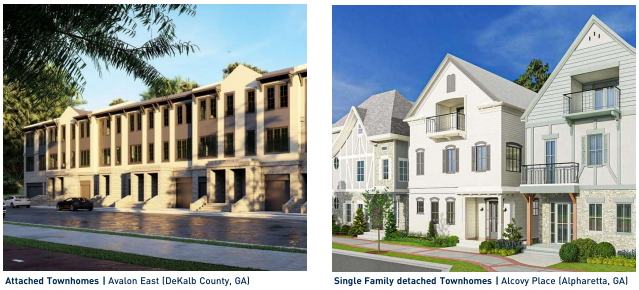
76


E - Public station area plaza to anchor development and provide inviting access to the FCCR station
F - New public plaza with open space public sitting amenities
G - Create linear park /green buffer to provide separation from the SR 312 ramp
H - Pedestrian only connections to improve walkability within new development
LEGEND
Proposed Green and Open Space
Complete Streets
SR 312: OPEN SPACE NETWORK

77


I - Redevelop existing light industrial buildings along FCCR line facing mixed-use secondary buildings across Dobbs Road
J - Active primary mixed-use buildings lining FCCR station facing Mixed-use Primary creating a pedestrian-friendly, retail destination accessible to the Station
K - Primary residential with 4-5 stories with courtyard on top of podium parking lining SR 207 and SR 312
LEGEND
Mixed-Use - Primary
Mixed-Use-Secondary
Residential
Light Industrial
First Coast Commuter Rail
Key Frontages
Civic Plaza
SR 312: LAND USE

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Attached Townhomes | Avalon East (DeKalb County, GA)
Single Family detached Townhomes | Alcovy Place (Alpharetta, GA)
SR 312 EXAMPLES: RESIDENTIAL

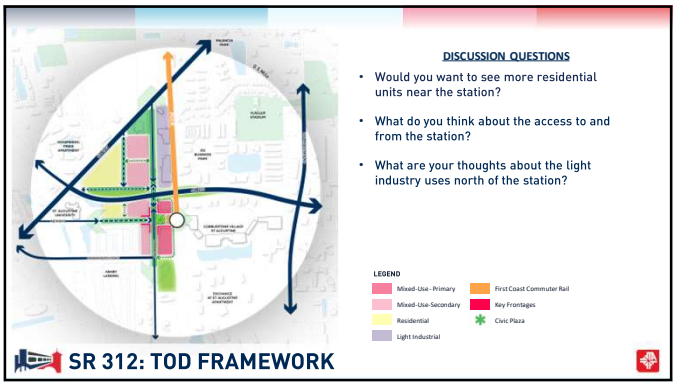
79


Shipping Container Food & Beverage Village
Armature Works | (Tampa, FL)
EXAMPLES: PUBLIC REALM – FOOD & BEVERAGE

80


Creative & Maker's Spaces | Armour Yards, (Atlanta , GA)
Brewery | Armour Yards (Atlanta, GA)
EXAMPLES: LIGHT-INDUSTRIAL ADAPTIVE REUSE

81


DISCUSSION QUESTIONS
Would you want to see more residential units near the station?
What do you think about the access to and from the station?
What are your thoughts about the light industry uses north of the station?
LEGEND
Mixed-Use - Primary
Mixed-Use-Secondary
Residential
Light Industrial
First Coast Commuter Rail
Key Frontages
Civic Plaza
SR 312: TOD FRAMEWORK

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

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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
NEXT STEPS

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PLEASE LET US KNOW YOUR THOUGHTS ABOUT
THE STATION AREA TOD FRAMEWORKS!
SCAN TO
TAKE THE
SURVEY
WE WANT TO HEAR FROM YOU!

85


VISIT THE STATION AREA BOARDS!
WE WANT TO HEAR FROM YOU!

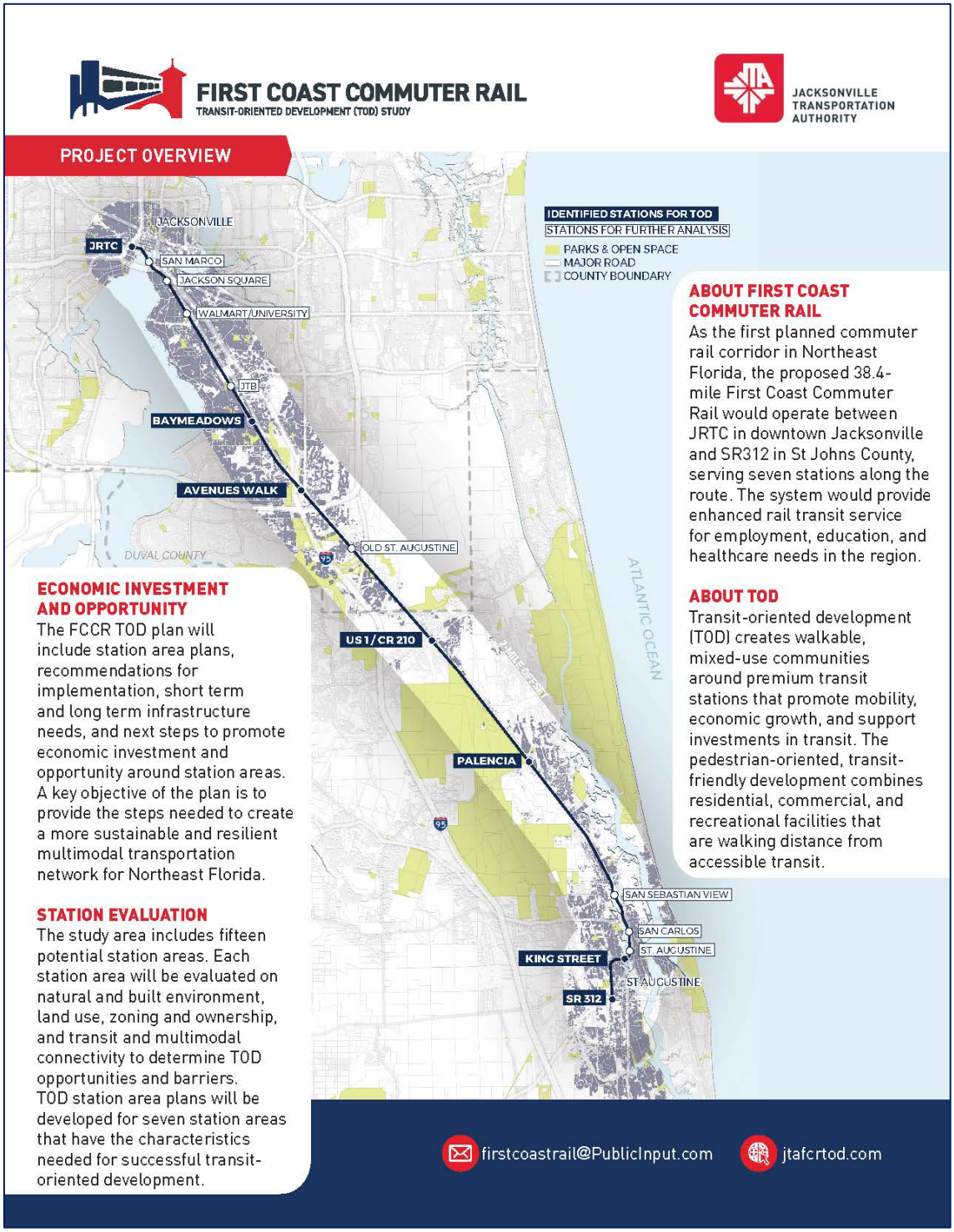
86


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

87

Attachment D: Project Communication and Collateral Examples

Project Informational Flyer

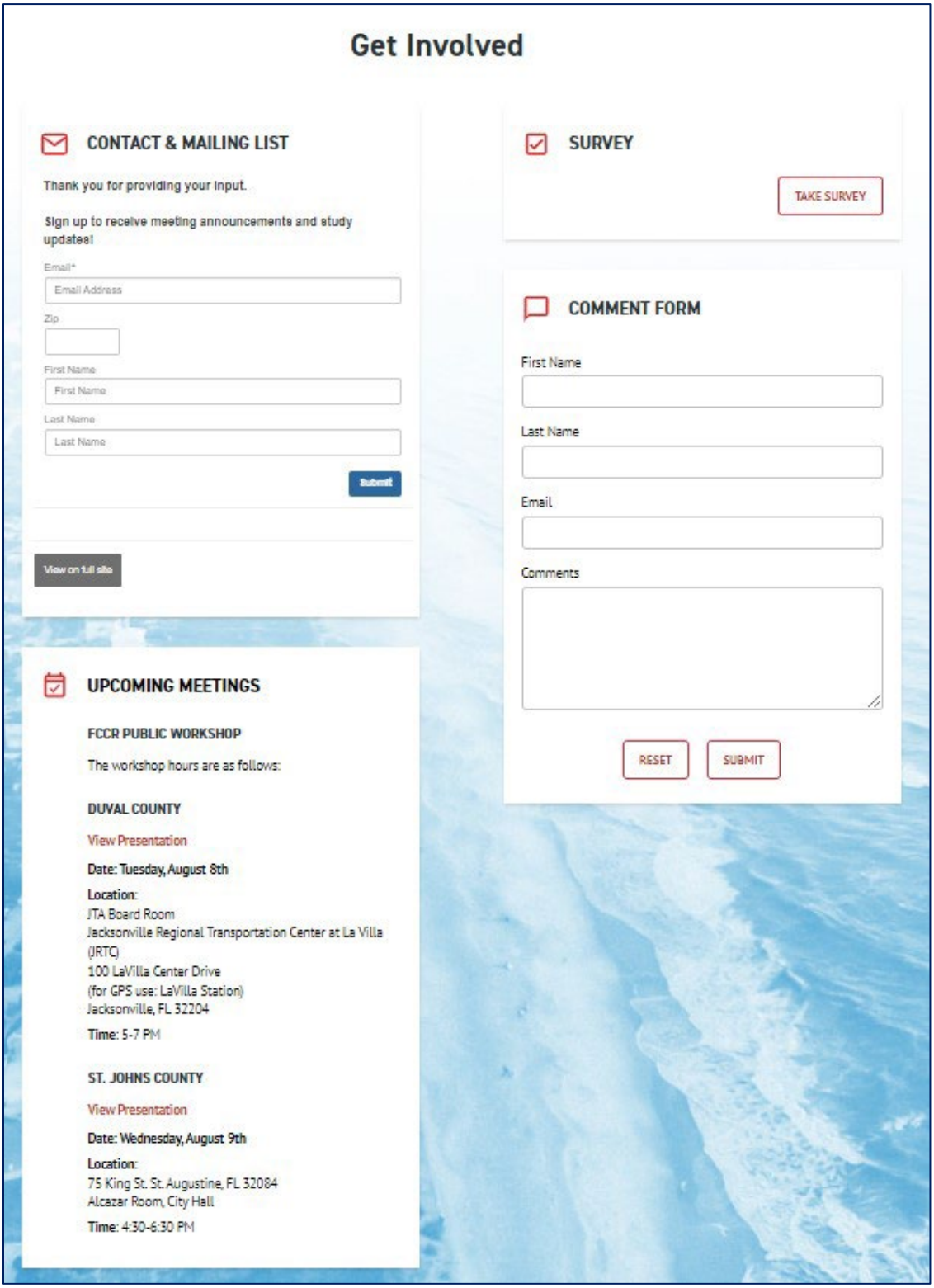


Project Website



FCCR Project Website - Home Page Header





FCCR TOD Study Project Website - Get Involved Page



FIRST COAST RAIL
TOD STUDY

JTA's **First Coast Rail Transit-Oriented Development (TOD)** project will plan for the transit-oriented development along the proposed First Coast Rail (FCR) corridor. Your input is essential to shaping the visions for these proposed station areas.

Please join us for our upcoming virtual meetings.

Virtual Meeting for Duval County Stations: JTRC/Baymeadows/Avenues Walk

Wednesday, February 22, 6-7 p.m.

Register Now for the Duval County Meeting

Virtual Meeting for St. Johns County Stations: CR 210/Palencia/King St./SR 312

Tuesday, February 28, 6-7 p.m

Register Now for the St. Johns County Meeting

We also encourage you **to take our survey** and share your ideas. **Visit our project website - jtafcrtod.com** - to learn more



Sent on behalf of Jacksonville Transportation Authority (FL) by PublicInput.com
2409 Crabtree Blvd, Suite 107, Raleigh, NC 27604

FCCR TOD Study - Community Workshop 1Public Notice



FCCR TOD Study - Community Workshop2 Notice Post



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

Community Workshops

The Jacksonville Transportation Authority (JTA) First Coast Commuter Rail (FCCR) Transit-Oriented Development (TOD) project team is holding two community workshops to help shape station area plans and gather input.

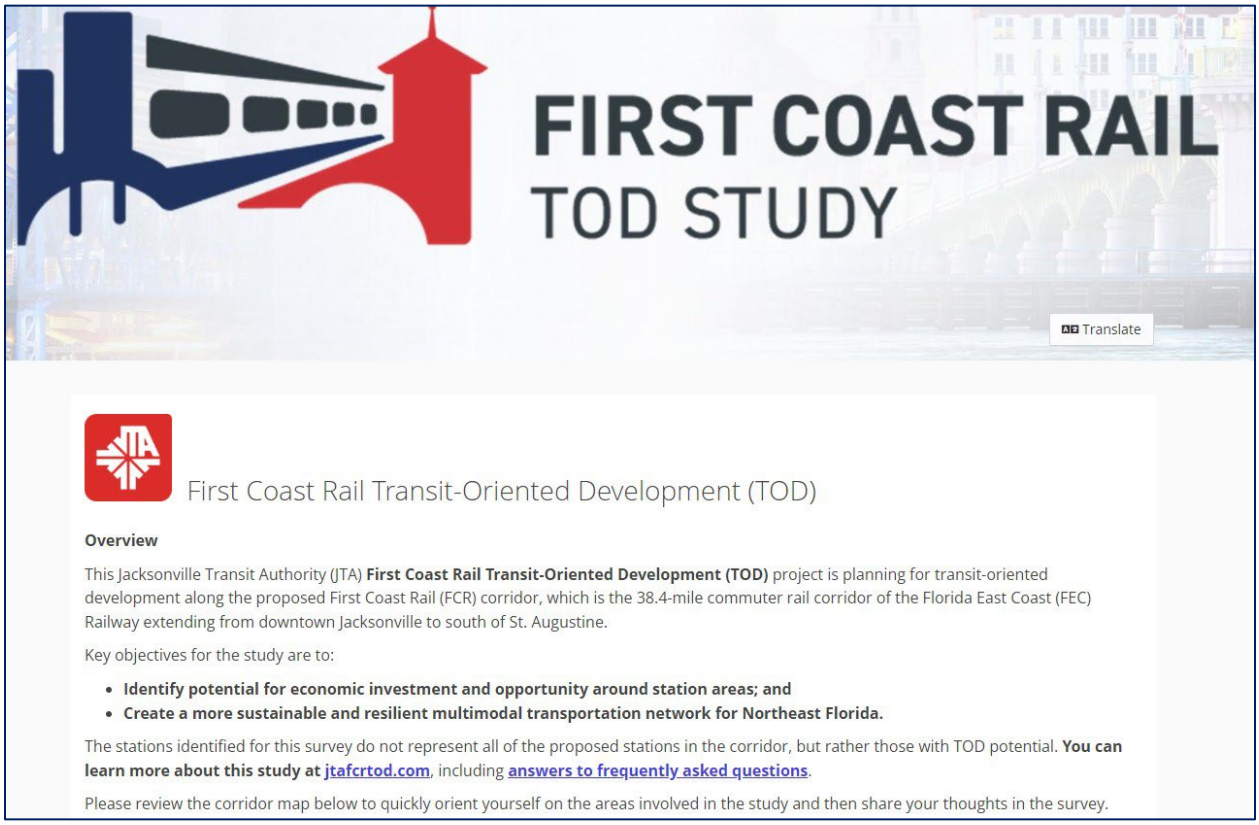
The project team will present the station classification, potential modifications to circulation and road network, open space network, and the mix of land uses at the proposed stations.

Duval County Stations: JRTC, Baymeadows, and Avenues Walk

Tuesday, August 8, 2023
5 – 7 p.m.
5 p.m. Presentation followed by discussion and feedback opportunities

JTA Board Room
Physical Address: 100 LaVilla Center Drive
(for GPS use: JRTC LaVilla Station)
Jacksonville, FL 32204

W Duval St
W Church St
W Monroe St
W Adams St
W Bay St
Hogan St
Main St
Ocean St
Liberty St
Jefferson St
Market St
Broad St
Pearl St
Myrtle Ave
Davis St
Newnan St
Laura St
Julia St
Ocean St
Hogan St
Main St
Market St
Broad St
Pearl St
Davis St
Newnan St
Laura St
Julia St
Jefferson St
Liberty



FCCR TOD Study - PublicInput.com Site image



FCCR TOD Study - Community Workshop 2 - Survey Notification

Attachment E: Community Workshop #1 Summary

Virtual Meetings

Virtual meetings were held to provide a study overview and highlight existing conditions around stations identified for TOD potential:

February 22, 2023, 6-7 p.m.
Duval County Stations
129 participants

February 28, 2023, 6-7p.m.
St. Johns County Stations
57 participants

The meetings were advertised via emails to the contact list of 1,000 stakeholders. Two reminder emails were sent prior to the meetings. Meeting registration and attendance lists are attached. Meeting comments were submitted via chat during the virtual meeting and addressed during the Q&A session at the end of the meeting.

First Coast Rail Transit-Oriented Development (TOD) - Duval County Stations
Wed, Feb 22 6:00 PM
Meeting Comments

February 22nd 2023, 6:59 pm

- The King Street Station Area is amazing looking, I love not seeing parking when overlooking an area. This will be a fantastic place to visit if it can be built this way

February 22nd 2023, 6:54 pm

- are your plans agnostic to property ownership, looking at your JRTC plans and none of that property is within JTA ownership.

February 22nd 2023, 6:39 pm

- There is a 17 second delay between audio and slides, FYI

February 22nd 2023, 6:39 pm Finally working.

February 22nd 2023, 6:38 pm

- When you spoke about transportation to the stations, you mentioned bike connections. I've been concerned about the rise of unprotected bike lanes in Jax and would like to advocate for protected bike lanes going to the stations if thats possible. I always ask our politicians, "Would you let your child bike on that bike lane? If not, then its not complete."

February 22nd 2023, 6:36 pm

- I second the airport idea!

February 22nd 2023, 6:34 pm

- Looking into the future, would be possible to get a connection to the Airport one day? Not only would this connect the airport to downtown (which is fantastic for business) but tourists can also get to St Augustine without having to rent a car.

February 22nd 2023, 6:32 pm

- Will there by further education about the need for less car dependency going forward? Looking at SunRail, a proposal was recently voted down to expand it because "It doesn't make money." I find that people often don't understand that this is a public service rather than a private business.

February 22nd 2023, 6:29 pm

- Does Brightline plan to come to Jacksonville?

February 22nd 2023, 6:31 pm

- They don't have any solid plans to into Jax. Their next plan is to make another Orlando station, then move onto Tampa.

February 22nd 2023, 6:28 pm

- Do y'all have a projected cost of a one way ticket from end to end?

February 22nd 2023, 6:27 pm

- Is this project 100% guaranteed to happen?

February 22nd 2023, 6:27 pm

- What will the hours of operation be? I'm hoping that we can get it to run on the weekends as well.

February 22nd 2023, 6:26 pm

- What will the frequency of the train be? I find that frequency is the absolute most crucial metric when it comes to ridership.

February 22nd 2023, 6:26 pm

- Could you send out an email of the slides and Q&A responses when it's finished?

February 22nd 2023, 6:25 pm

- Hi my name is Chris Cushman, I run the Strong Towns group for Northeast Florida. First off thank you for making this possible. It's definitely a long time coming. You guys over at JTA have had such an uphill battle trying to connect Jacksonville but y'a are getting it done. Thank you!

Blake Retterbush
February 22nd 2023, 6:21 pm

- How will this rail go through the San Marco area specifically between Hendricks Ave and St. Augustine Rd.? Any station planned in the San Marco area to add to an accumulation of people in one-spot for a long period of time?

Moderator
February 22nd 2023, 6:18 pm

- Please submit your questions and comments in this chat box and we'll go through them at the end of the meeting.

First Coast Rail Transit-Oriented Development (TOD) - St. Johns County Stations
Tue, Feb 28 6:00 PM
Meeting Comments

February 28th 2023, 7:01 pm

- It would be great to be able to travel from JAX to MIA!

February 28th 2023, 7:00 pm

- Brightline is doing a great job with last mile though various connections.

February 28th 2023, 7:00 pm

- Thank you! Very exciting initiative.

February 28th 2023, 6:56 pm

- Have you considered a complimentary circulator bus with multiple stops along the route with drop-offs at rail stops? That could be a good way to indicate future rail stops.

February 28th 2023, 6:55 pm

- Have you considered the use of light rail to access off-corridor, high population areas. JEA has many power corridors where a light rail could be established to run parallel to the JEA power structure.

February 28th 2023, 6:52 pm

- I understand this is a commuter rail but is there potential expansion with brightline/sunrail as an intercity rail?

February 28th 2023, 6:49 pm

- As some of the previous comments, I would like to encourage a systems approach to support a broader public transportation system in Florida - linking to other public systems both public and private (Brightline) Also, it does not appear that there is stop between Palencia and King Street. There are two master planned communities between the two stations that could benefit from the commuter rail.

February 28th 2023, 6:44 pm

- I had hoped for more information about the plans for all the St Augustine Stations -- my particular interest is in relation to the SR 312 station as well as King st

February 28th 2023, 6:44 pm

- How can we help?

February 28th 2023, 6:43 pm

- Would St. Augustine / St. Johns develop their own last mile connection to the historic downtown area?

February 28th 2023, 6:39 pm

- This will only work if you force developers to make multi modal connections starting TODAY... Beachwalk has not built any trail or sidewalk to connect to US1. The avenues walk area has no sidewalk whatsoever on Southside Blvd. Nocatee has an entire highway yet no trail or path that runs along US1. There is not enough pedestrian connectivity anywhere except downtown JAX and King St

February 28th 2023, 6:38 pm

- Have there been discussions with the Florida East Coast Railroad regarding how First Coast Rail would dovetail with their operations?

February 28th 2023, 6:35 pm

- Will the train crossings be at-grade or raised?

February 28th 2023, 6:34 pm

- Would like to see a station at the park-n-ride at JTB and Phillips Hwy. with a bus connection going out JTB to Jacksonville Beach serving intermediate stops at Gateway, Kernan, Hodges, and San Pablo.

Moderator
February 28th 2023, 6:14 pm

- Jtafcrtod.com

February 28th 2023, 6:06 pm

- What transport links will be available from the JAX terminus and destinations in Jax -- for exampe the major healthcare campuses and JAX international airport

Moderator
February 28th 2023, 5:56 pm

- Welcome! If you did not register, please introduce yourself here and let us know your interest in TOD

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TOD STUDY

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FIRST COAST RAIL
TOD STUDY

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We also encourage you to take our survey and share your ideas. Visit our project website - jtafcrtod.com - to learn more.

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First Coast Rail Transit-Oriented Development (TOD)

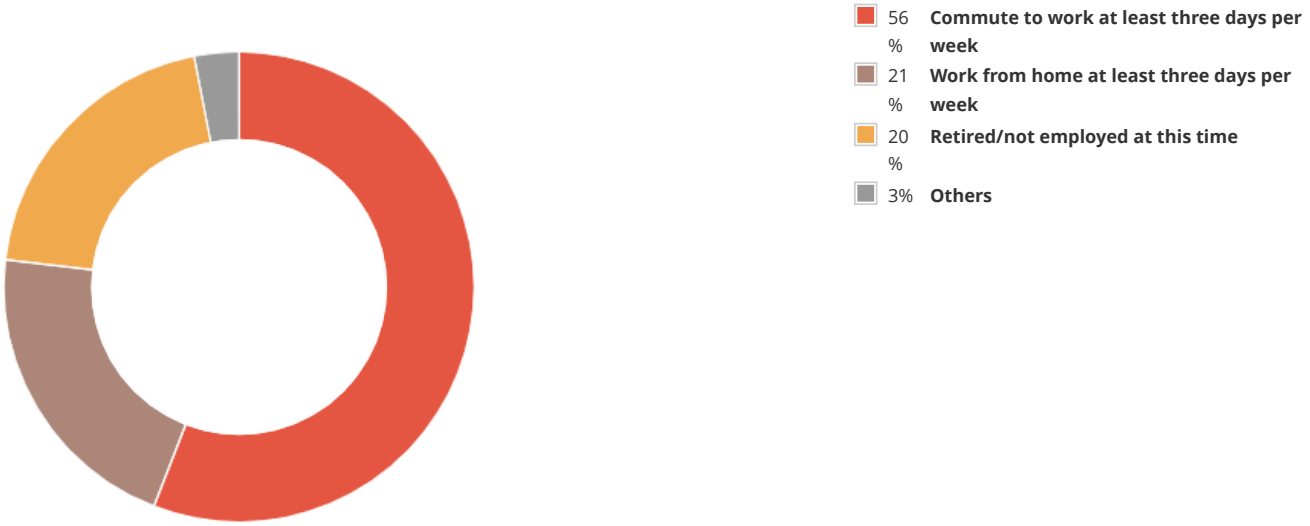
Project Engagement

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
1,724	435	229	1,358	1,404

Note that Project Engagement above includeds virtual meeting participants as well as survey respondents. Subscribers includes contact list that was uploaded into the system.

View the live interactive report.

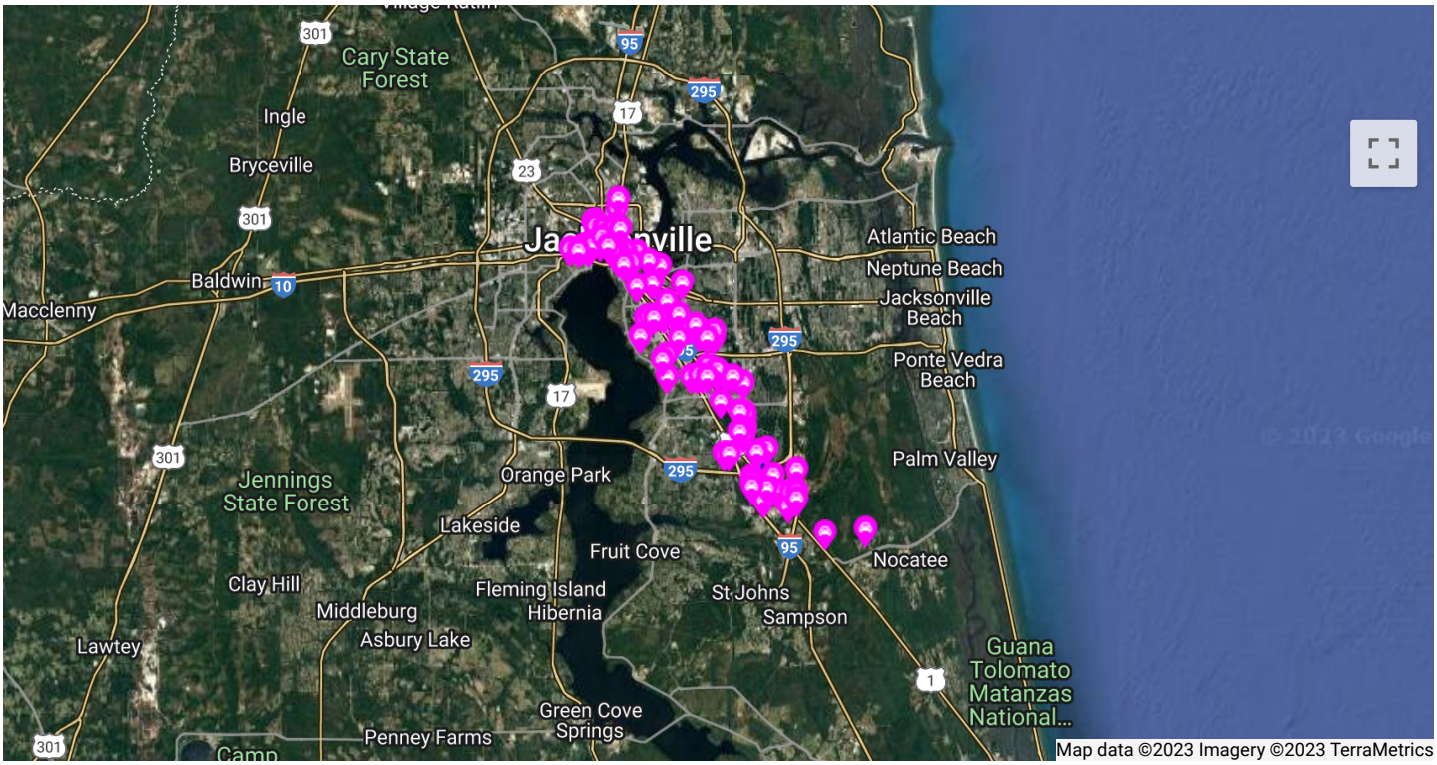
Select the option that best describes you.



229 respondents

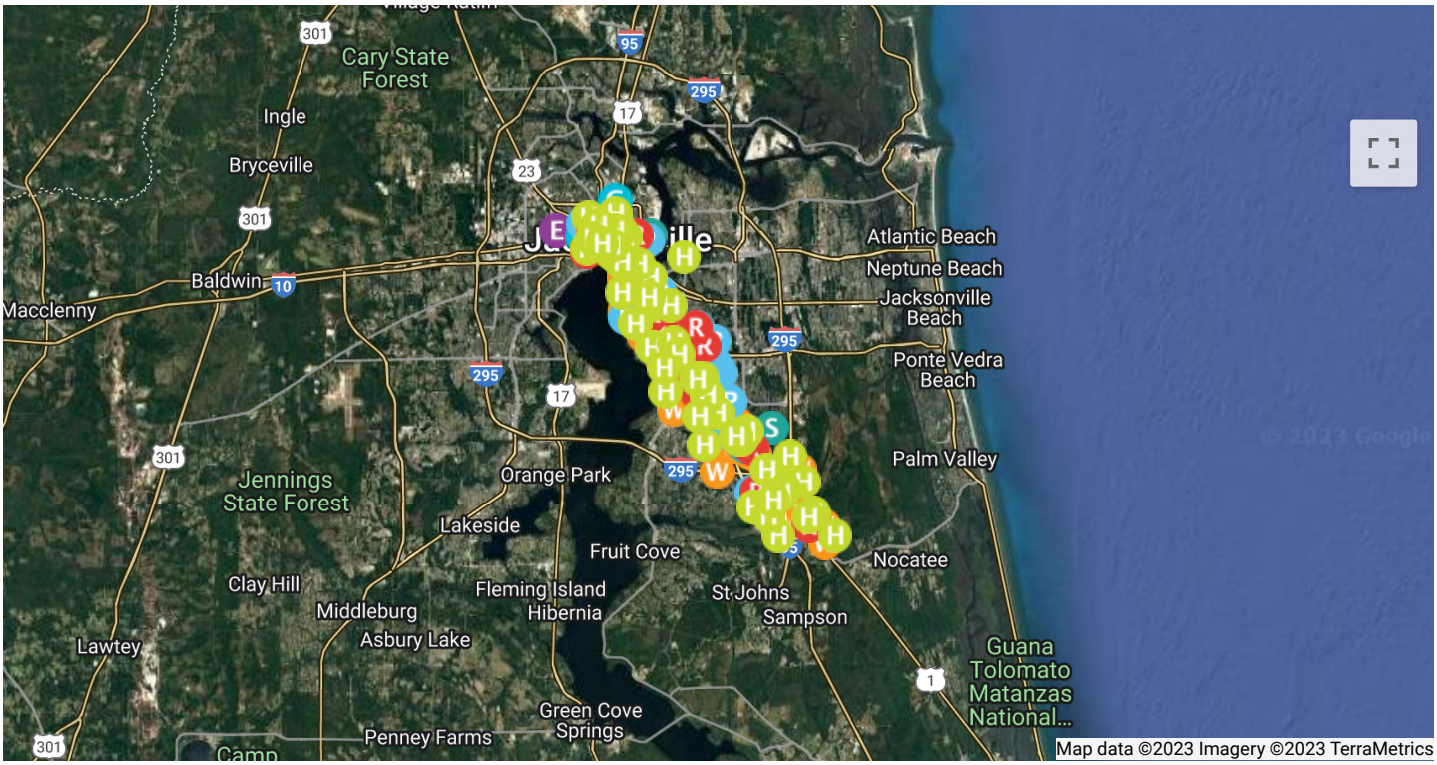
What local roads or streets within the study area are the most important to local mobility (for example: access to grocery stores, schools, etc.) in addition to I-95, US1/Philips Highway, and J. Turner Butler Boulevard?

Please drag and drop the icon on the key local road you use the most.



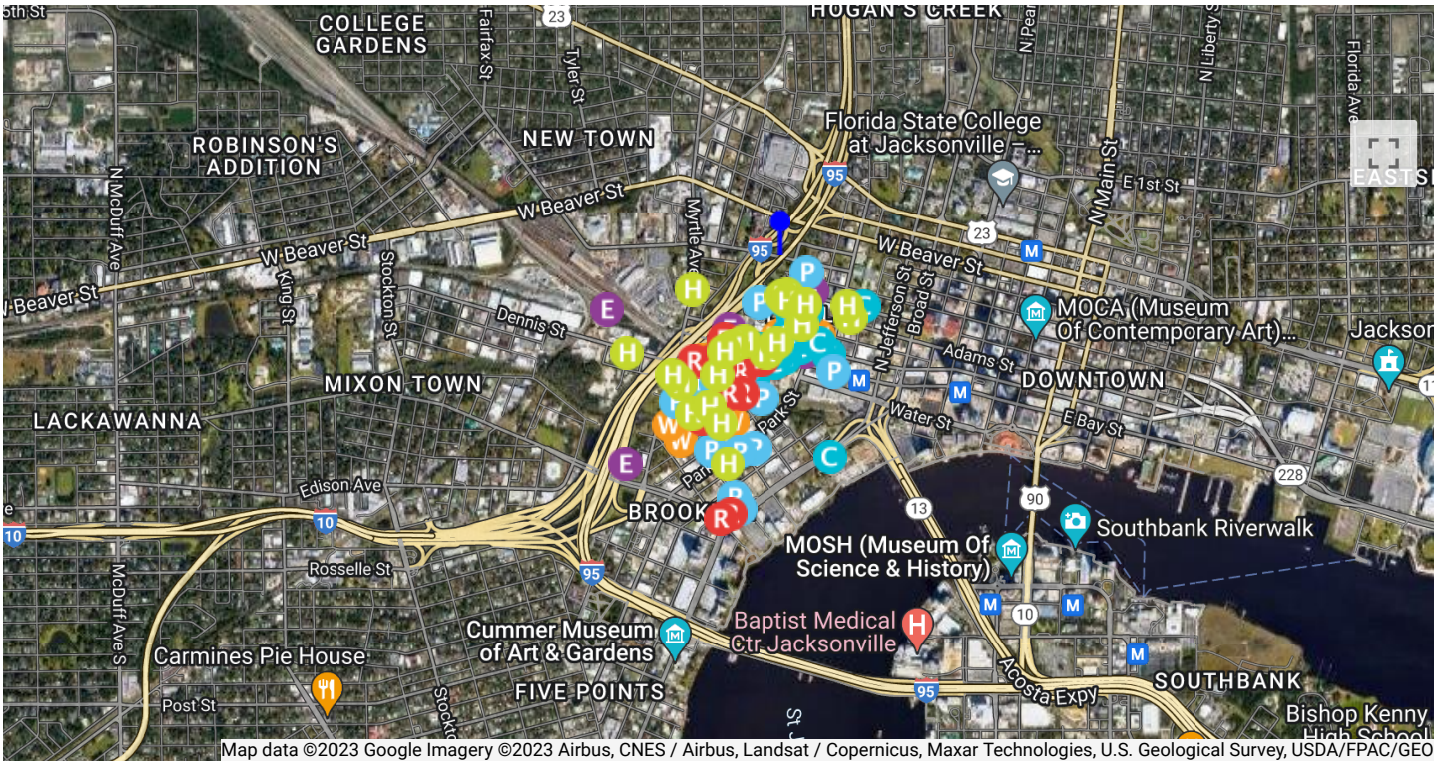
What type of development is the most needed for the corridor segment within Duval County?

Please drag and drop icons from the options below.



What type of development would you like to see around the proposed JRTC station area?

Please drag and drop icons from the options below.



What three words would you use to describe your desired vision for the future JRTC station area?

Don't do it!!!

9 months ago

NEEDS TO BE NEAR THE HOTELS.

9 months ago

IT'S A MISTAKE THAT YOU ARE NOT TAKING IT TO THE AIRPORT.. I SUPPOSE THAT WOULD BE ANOTHER LEG THAT IS FURTHER DOWN THE ROAD, BUT IT NEEDS TO GO TO THE AIRPORT.. LOOK AT OHARE AIRPORT.. THE EXPRESSWAY AND THE RAIL TRAVEL FROM DOWNTOWN RIGHT INTO THE AIRPORT... I 95 DOES IT.. AND THIS RAIL SHOULD BE THE SAME WAY HERE...

9 months ago

Clean.

9 months ago

Easy-of-Use.

9 months ago

Accessible.

9 months ago

convenient, hub, clean

9 months ago

Vibrate, People-Friendly, Entertainment

9 months ago

Convenient

9 months ago

Safe

9 months ago

Bikeable

9 months ago

Safe, Bikeable, convenient

9 months ago

I would not use any of these stations. Driving will be a faster and safer option.

9 months ago

Frequent connection to Jacksonville Airport

9 months ago

Easy access everywhere

9 months ago

Run on time

9 months ago

Walkable, Populated, safe

9 months ago

Accessible. Architecturally Diverse.

9 months ago

bustling central community

9 months ago

Realized Potential

9 months ago

High-density rail hub

9 months ago

Excited, optimistic, anticipatory

9 months ago

Multi use walk ability

9 months ago

needs to go north to the airport. Roads are too congested as it is - no one likes driving on 95 to the airport - your life is at risk!

9 months ago

accessibility, convenience, innovative

9 months ago

A SAFE ENVIRONMENT

9 months ago

Hub
Travel
Diversity

9 months ago

make it walkable and aesthetically pleasing. plant some trees.

9 months ago

I would like to not see any vacant parcels within the Brooklyn and Lavilla areas once this has been completed.

9 months ago

Safety, clean, monitored

9 months ago

Urban Mixed Use

9 months ago

I won't use

9 months ago

dense, affordable, active

9 months ago

Vibrant
Walkable
Safe

9 months ago

Higher density housing

9 months ago

community, history, housing

9 months ago

Clean

10 months ago

safe, convenient, family friendly

10 months ago

Safe commuting space

10 months ago

Safe, clean, reliable

10 months ago

Efficient. Pleasant. Safe.

10 months ago

Also would like a fast connection to the stadium area, either with the skyway or BRT

10 months ago

I would like a mixed use area where I can live, work, and have multiple options for food, bars, shopping, groceries within a 10min walk.

10 months ago

safe, pleasant, quiet

10 months ago

I would like to see a systems approach where this investment is part of a broader development initiative to connect from JAX airport to MIA airport. Potentially connecting at a hub with Brightline. We need to make it easier to travel in FL and connect to airports and reduce the number of cars on the road.

10 months ago

easy-to-use,

10 months ago

Efficient, convenient and affordable (preferably cheap)

10 months ago

I'd love a rail way to get from St. Augustine to JAX Airport! Or at least close to it.

10 months ago

Amtrak station, access to football stadium via dedicated transit

10 months ago

Livable, walkable, integrated

10 months ago

a great start

10 months ago

Safe, convenient, clean

10 months ago

Multiuse Grand Central

10 months ago

Integrated, Reliable, Frequent

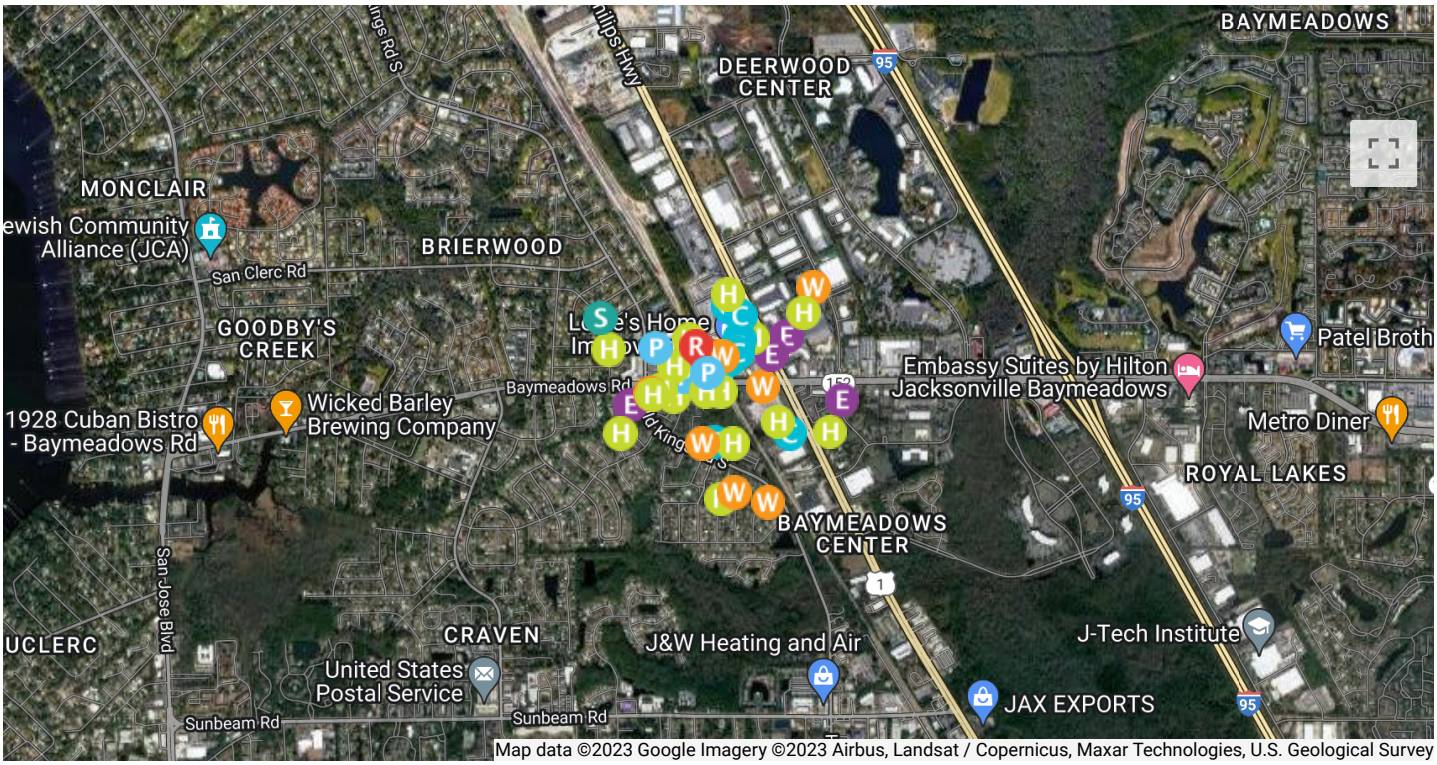
10 months ago

Transit Oriented Development - I would like to see major development around the station with transit radiating in all directions from the station.

10 months ago

What type of development would you like to see around the proposed Baymeadows station area?

Please drag and drop icons from the options below.



What three words would you use to described your desired vision for the proposed Baymeadows station area?

family-oriented, clean, accessible

9 months ago

Safe

9 months ago

Functional

9 months ago

Dense

9 months ago

I would not use any of these stations. Driving will be a faster and safer option.

9 months ago

Dense, Modern, Safe

9 months ago

Revitalized. Dense. Connected.

9 months ago

town square hub

9 months ago

TOD Town center

9 months ago

a lot there

9 months ago

convenient, accessible, innovative

9 months ago

needs cleaning up

9 months ago

Transportation
Hub
Diversity

9 months ago

no comment

9 months ago

More multi-family development.

9 months ago

Shopping, eating,

9 months ago

Urban mixed use

9 months ago

permeable, walkable, infilled

9 months ago

More commercial development

9 months ago

density, housing, transit

9 months ago

Walkable. Pleasant. Dining.

10 months ago

Able to stop here for food/shopping or live in the area and drive here and park my car

10 months ago

safe pleasant quiet

10 months ago

Walkable, walkable, walkable

10 months ago

will need bike-access

10 months ago

Away from congestion

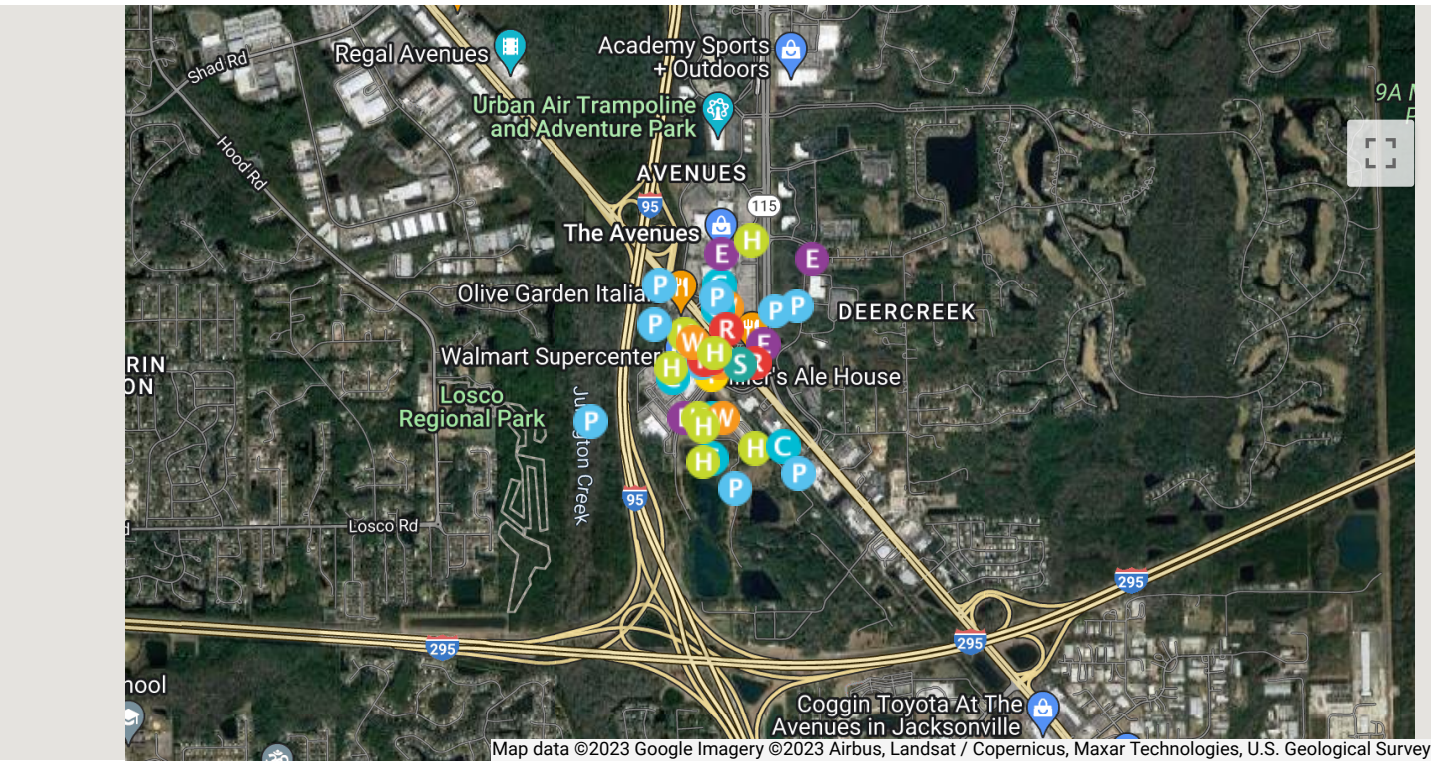
10 months ago

Commercial / Retail / Suburbia

10 months ago

What type of development would you like to see around the proposed Avenues Walk station area?

Please drag and drop icons from the options below.



What three words would you use to described your desired vision for the proposed Avenues Walk station area?

PERFECT AREA FOR THIS TYPE OF RAIL STATION.

9 months ago

clean, hub, accessible

9 months ago

Green

9 months ago

Walkable

9 months ago

Safe

9 months ago

I would not use any of these stations. Driving will be a faster and safer option.

9 months ago

Dense, Walkable, Safe

9 months ago

Dense. Connected. Retail.

9 months ago

town square hub

9 months ago

TOD Town center

9 months ago

more population density

9 months ago

convenient, accessible, innovative

9 months ago

renovations!

9 months ago

Shopping
Travel
Fun

9 months ago

no comment

9 months ago

More restaurants and retail options along Avenues Walk Blvd.

9 months ago

Food, safety, clean

9 months ago

Pedestrian bike friendly

9 months ago

redeveloped, dense, walkable

9 months ago

More suburban housing

9 months ago

housing, density, transit

9 months ago

safe

10 months ago

Walkable. Safe. Shopping.

10 months ago

I work in Gran park, I would like this station to have easy access to southside blvd with either a wide pedestrian path or trail

10 months ago

safe pleasan quiet

10 months ago

Walkable, walkable, walkable

10 months ago

great bus connection

10 months ago

Never going there.

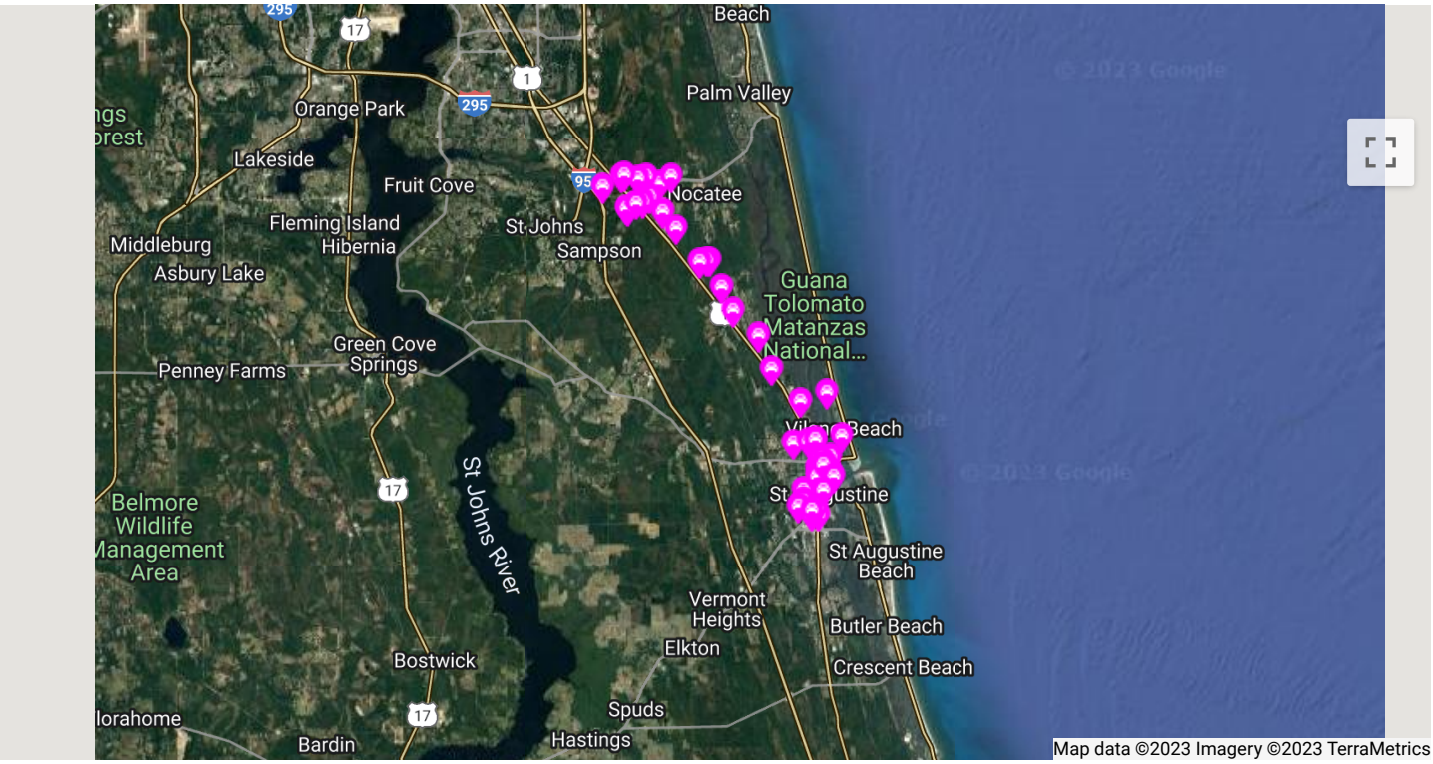
10 months ago

Shopping / Housing Development

10 months ago

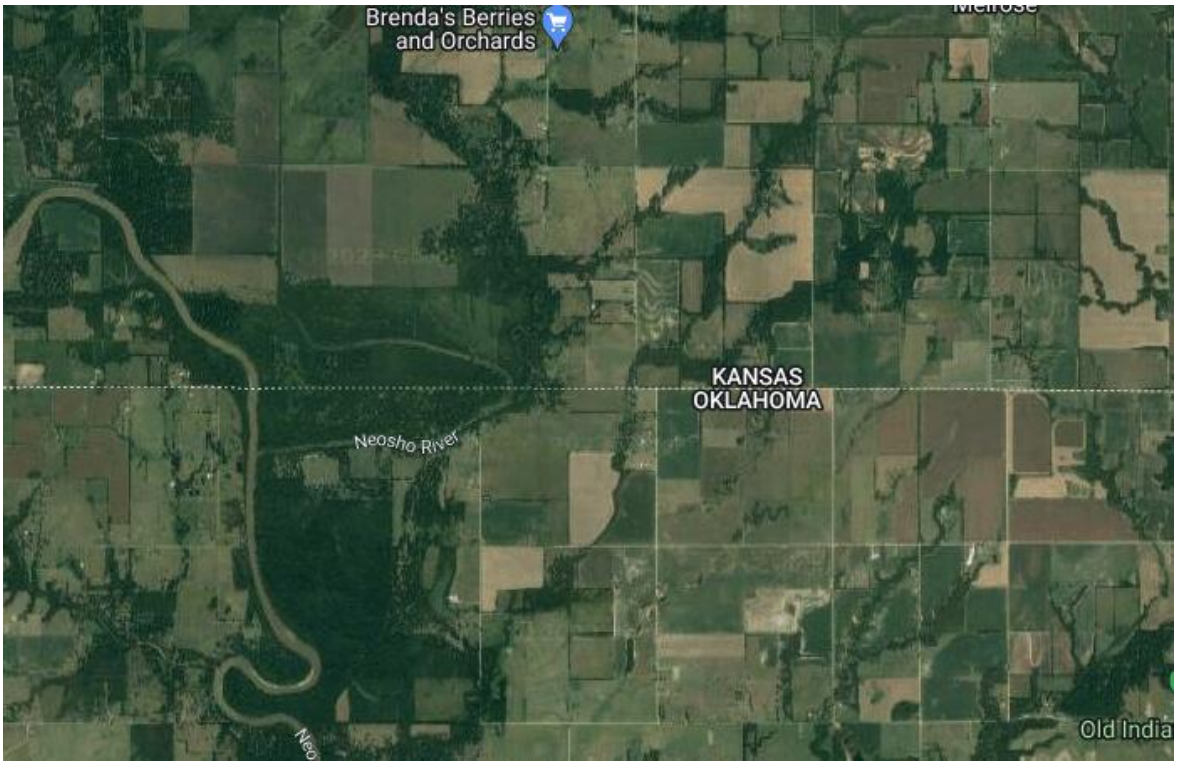
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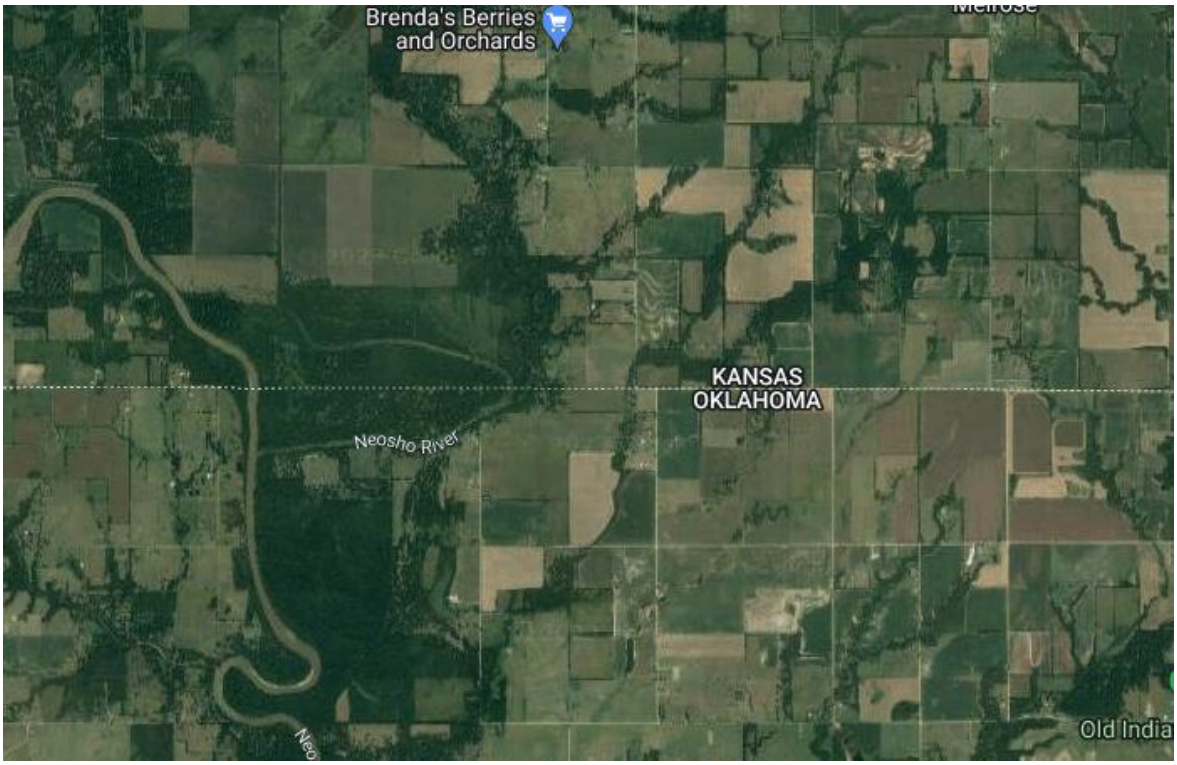
What type of development is the most needed for the corridor segment within St. Johns County?

Please drag and drop icons on the map from the options below.



What type of development would you like to see around the proposed CR 210 station area?

Please drag and drop icons from the options below.



What three words would you use to describe your desired vision for the future CR 210 station area?

hub, family-friendly, clean

9 months ago

Dense

9 months ago

Bikeable

9 months ago

Safe

9 months ago

No train stations

9 months ago

Dense, safe, walkable

9 months ago

more workforce housing

9 months ago

Housing
Travel
Suburbia

9 months ago

More residential and commercial.

9 months ago

Wider roads

9 months ago

Easy access parking

9 months ago

High density, but there is almost no land to work with. It is probably not worth putting a station here.

9 months ago

Noone will use

9 months ago

more suburban housing

9 months ago

safe, ample parking, family friendly

10 months ago

safe. family friendly. ample parking

10 months ago

Fast. Walkable. Relaxing

10 months ago

Place to park a car and take the drain, but more importantly, build housing that allows walking to the station

10 months ago

safe pleasant quiet

10 months ago

Park and ride?

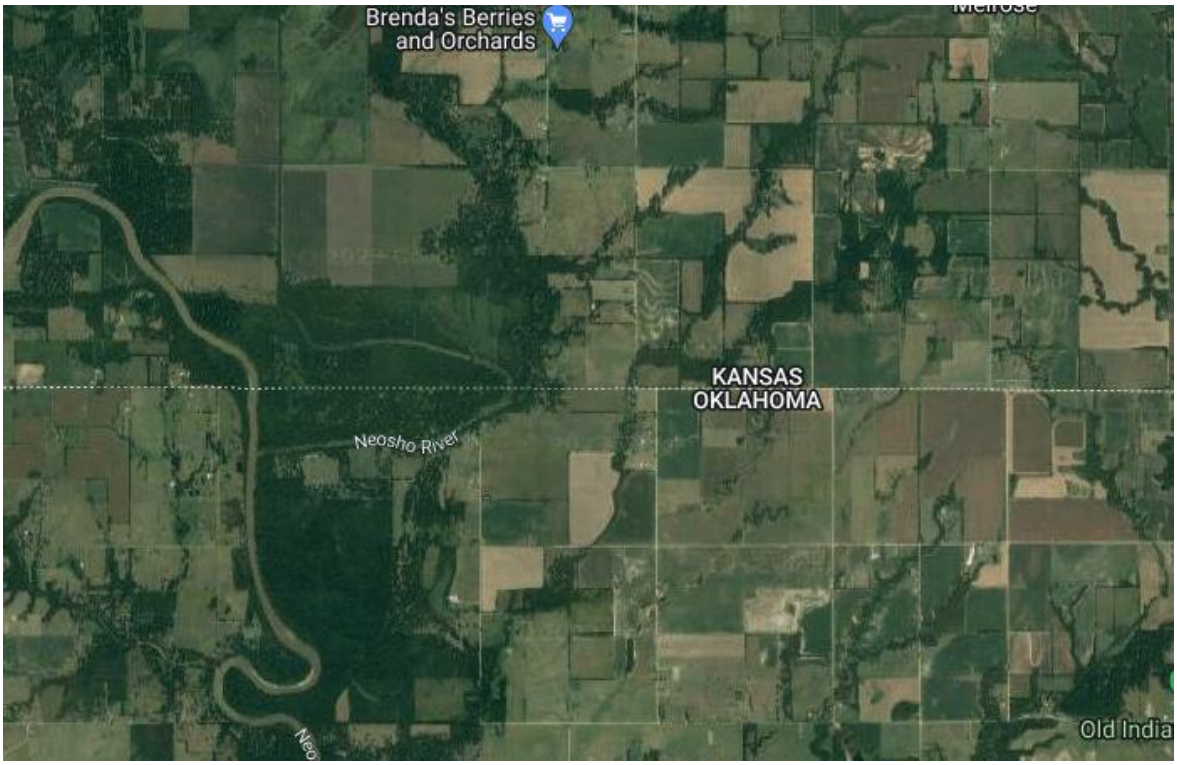
10 months ago

Station to serve suburbia

10 months ago

What type of development would you like to see around the proposed Palencia station area?

Please drag and drop icons from the options below.



What three words would you use to describe your desired vision for the future Palencia station?

BUILD MID LEVEL HOUSING FOR THE SERVICE INDUSTRY FOLKS WHO DO NOT EARN NEARLY ENOUGH TO PAY THE RENTS IN THIS AREA, ALLOW SMALLER BUSINESSES TO START UP AND BEGIN IN THE AREA INSTEAD OF RESTRICTING IT TO NATIONAL BRANDS ONLY, BRING A NEIGHBORHOOD FEEL TO THIS AREA.

9 months ago

ISOLATED, VOID OF COMMERCIAL ACTIVITY, NO REASONABLE HOUSING

9 months ago

hub, clean, family-friendly

9 months ago

Green

9 months ago

Bikeable

9 months ago

Safe

9 months ago

No train stations

9 months ago

more workforce housing

9 months ago

Covered waiting area, multiple morning and evening services, well lit and safe. Solar and other green energy options.

9 months ago

Suburbia
Growth
Development

9 months ago

More multi-family and commercial.

9 months ago

NOONE will use

9 months ago

More suburban housing

9 months ago

safe, ample parking, family friendly

10 months ago

Walkable. Shopping. Accessible.

10 months ago

Rural, suburban, nature

10 months ago

safe pleasant quiet

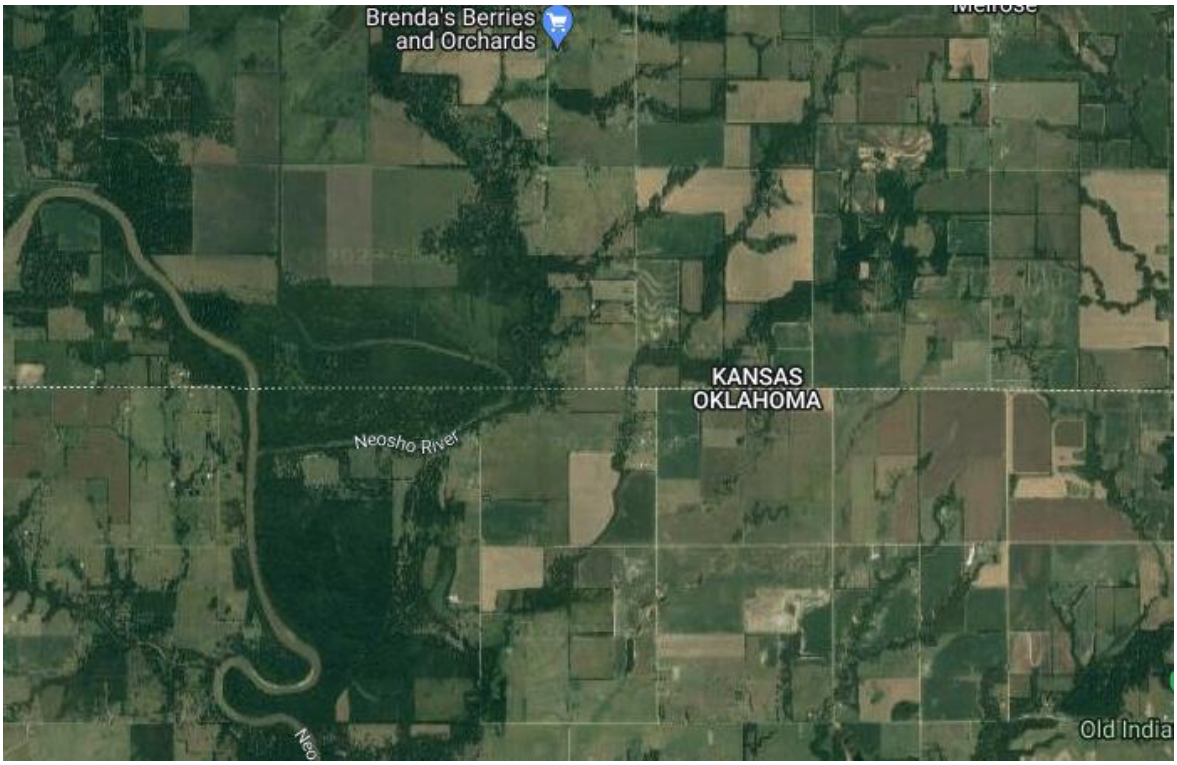
10 months ago

This has potential

10 months ago

What type of development would you like to see around the proposed King St. station area?

Please drag and drop icons from the options below.



What three words would you use for your desired vision for the King St. station?

ECLECTIC, AFFORDABLE, COMMUNITY SUPPORTED

9 months ago

innovative, clean, accessible

9 months ago

Convenient

9 months ago

Pedestrian Safe

9 months ago

Bikeable

9 months ago

No train stations

9 months ago

We need to decrease car traffic on US 1

9 months ago

easy access everywhere

9 months ago

These drag and drop maps are not very mobile friendly. For rail, all of these stops would be helpful. We specifically need stops from Riverside area, San Marco, downtown/Springfield TO Avenues, airport, Town Center/UNF, Jax beaches, and St Aug.

9 months ago

utilize area history

9 months ago

Covered, well lit, solar power, multiple service times and affordable.

9 months ago

History
Fun
Vacation

9 months ago

aesthetically pleasing

9 months ago

Maybe add a nice park along the river.

9 months ago

Art, food, walkable

9 months ago

safe, convenient, well lit

10 months ago

Beauty, mobility, walkable

10 months ago

Safe place

10 months ago

regional transportation hub for south SJC, entertainment, housing

10 months ago

safe uncongested pleasant

10 months ago

love this stop

10 months ago

Closer to downtown

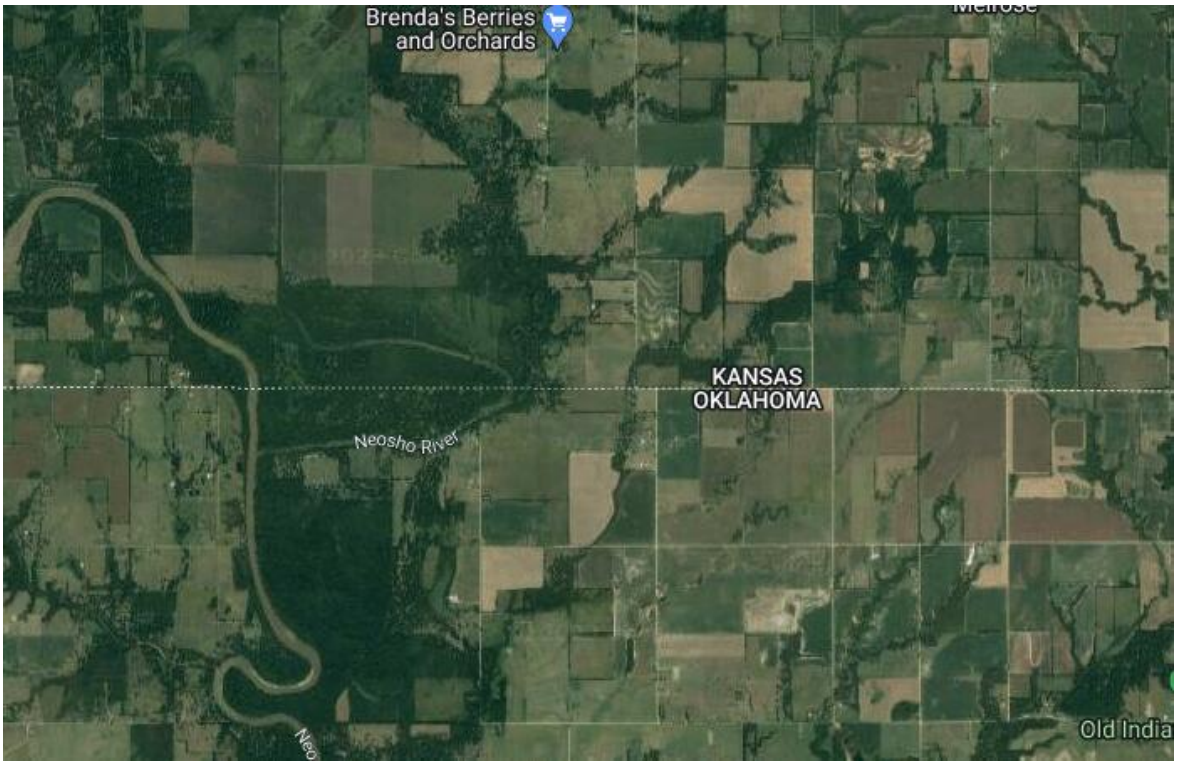
10 months ago

mixed use hub

10 months ago

What type of development would you like to see around the proposed SR 312 station area?

Please drag and drop icons from the options below.



What three words would you use to describe your desired vision for the future SR 312 station?

clean, dynamic, safe

9 months ago

Walkable

9 months ago

Bikeable

9 months ago

Safe

9 months ago

No train stations

9 months ago

Need to decrease car traffic. Make sure trains are short when crossing roads so traffic delays are not worsened.

9 months ago

easy access everywhere

9 months ago

parks and recreation

9 months ago

Suburbia
Commerce
Food

9 months ago

Add more multi-family and commercial.

9 months ago

d

9 months ago

Survey is too long!!

9 months ago

Increased walkability to US1 shopping plazas, connection to oldmoultrie road via path

10 months ago

safe pleasant quiet

10 months ago

Nice touch JTA

10 months ago

employment center/industrial mixed

10 months ago

Thank you for providing your input.

Sign up to receive meeting announcements and study updates!

No data to display...

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Attachment F: Community Workshop #2 Summary

Stakeholder and Community Workshop Summaries

Executive Summary

As part of the public engagement efforts of the First Coast Commuter Rail Transit-oriented Development Study, a series of Stakeholder and Community Workshops were held on August 8 and 9, 2023. The Stakeholder and Community Workshops were held in two geographic areas, Duval County and St Johns County, to allow the project team to present information specific to First Coast Commuter Rail (FCCR) stations in the county where the meeting was being held.

The two Stakeholder Workshops were designed to inform and engage those project partners with specific interest or involvement in the FCCR TOD project. Stakeholders were identified and invited based upon their location in either Duval or St Johns County – participation was by invitation only. These meetings were held in the afternoon prior to the Community Workshops.

Community Workshops were the same format as the Stakeholder Workshops and identical information was presented, but the public at-large was invited to participate.

During the workshop the project team will present the TOD station framework for each location which included station classification, potential modifications to circulation and road network, the open space network, and the mix of land uses at the proposed station locations in each county.

The Workshops provided the project team with the invaluable opportunities to engage project stakeholders and the community and, as a result, gather important input on future TOD opportunities at each station location.

Workshops

Duval County

Tuesday, August 8, 2023
Stakeholder Workshop
3-4PM
Community Workshop
5-7PM
JTA Board Room
JRTC LaVilla Station
100 LaVilla Center Drive
Jacksonville, FL 32204

Duval County Stakeholder Workshop

Invitation e-blasts and emails were sent to participants on July 21, August 1, and August 7. However, due to low participation, this Workshop was cancelled.

Duval County Community Workshop

The project team presented information on potential TOD opportunities at the JRTC, Baymeadows, and Avenues Walk Stations along the proposed FCCR alignment.

Invitation e-blasts and emails were sent to participants on July 26, July 28, August 1, and August 7. JTA shared meeting announcements via their social media networks on August 1, and August 8. News4jax.com also announced the meeting. Approximately 40 individuals signed in at the Community Workshop and 12 comments were collected during the workshop. For more information, please see Appendix A.

St Johns County

Wednesday, August 9, 2023
Stakeholder Workshop
3-4PM
Community Workshop
4:30-6:30PM
St. Augustine City Hall – Alcazar Room
75 King Street
St. Augustine, FL 32084

St Johns County Stakeholder Workshop

The project team presented information on potential TOD opportunities at the SR312, Palencia, and CR210 Stations along the proposed FCCR alignment.

Invitation e-blasts and emails were sent to participants on July 21, August 1, August 7, and August 9. Eight stakeholders participated in the Workshop, and nine comments were gathered during the session. For more information, please see Appendix B.

St Johns County Community Workshop

The project team presented information on potential TOD opportunities at the SR312, Palencia, and CR210 Stations along the proposed FCCR alignment.

Invitation e-blasts and emails were sent to participants on July 21, August 1, August 7, and August 9. JTA shared meeting announcements via their social media networks on August 1. There was no media coverage prior to the Community Workshop. 25 community members signed into the Workshop, and 21 comments were gathered during the session. For more information, please see Appendix C.

DUVAL COUNTY COMMUNITY WORKSHOP COMMENTS
Date : August 8th, 2023, Time : 5-7 PM
JTA Board Room
JRTC LaVilla Station
100 LaVilla Center Drive
Jacksonville, FL 32204

JRTC STATION AREA Questions / Notes

1. What are the elements considered while developing the TOD for this station Area?
2. The open space network is good. Can future transit occupy in the open space network ?
3. How does this TOD framework reduce traffic congestion at Baymeadows ? (A : Elaborated on Traffic Modelling considered for the TOD study and some roads within this framework are upgraded according to this)

BAYMEADOWS STATION AREA Questions / Notes

4. Why was Baymeadows station selected as opposed to JTB Station? Industrial / More space / Land lot – Partnership with JTB / Complication due to Railyard.
5. Would the landowners be offered a package of Tax credit and or development rights (A: Yes, we would be also providing funding & financing practices)
6. An aundience member expressed that they liked the idea of surface parking removed.

AVENUES WALK STATION AREA Questions / Notes

7. American Malls are dying. Developing office spaces has challenges. Any comment on that? (A: Market could absorb the need for office spaces.
8. Are you looking at a Transit Station or TOD as a Bus Hub. Where is that in the plan? (A: The station areas are planned for Bus Infrastructure also)
9. We're so excited for Real Transit. We have great Opportunities here. Why not go for light rail corridor for TOD Opportunities? How does TOD vary in a Light Rail Vs Commuter Rail?
10. Is there a multi-family element to this? (A: Yes)
11. Do we have enough market for retail here to bring a Walmart store or similar big stores?
12. Question regarding Alignment of FCR & Highway?

ST JOHNS COUNTY STAKEHOLDER WORKSHOP COMMENTS
Date : August 9th, 2023, Time – 3-4PM
St. Augustine City Hall – Alcazar Room
75 King Street
St. Augustine, FL 32084

CR210 STATION ARE Questions / Notes

1. Commissioner Garris liked the framework and asked about the lighting in these places? With the US 1 Highway going north south, what about the safety factor with regards to lighting? Is that a part of the plan? (A: Yes, absolutely. A very extensive lighting plan will be included)
2. How are you planning to use the Florida East Coast Rail?
3. Keisha (SJC) - How are you tracking proposed development & development that is going on today? (A: Yes, In the Existing Condition Study which informed the initial part of the planning from a land use perspective).
4. What would be the anticipated start date and a brief timeline for starting construction (A: Not sure or We can't answer. From a development perspective this is optimized and connected to transit)

PALENCIA STATION AREA Questions / Notes

5. Keisha's question & discussion about the boundaries of the Conservation Area in Palencia.
6. How could we connect the Light Industrial to the Transit?

KING STREET STATION AREA Questions / Notes

7. An audience member from King Street explained that they are working with city, and they are ready to start.
8. An audience member expressed that the framework makes total sense with all of the infrastructure, adjacent rail and access to downtown and the location.

SR 312 STATION AREA Questions / Notes

9. Why it's close to King Street Station?

ST JOHNS COUNTY COMMUNITY WORKSHOP COMMENTS
Date : August 9th, 2023, Time – 4 :30 – 6 : 30 Pm
St. Augustine City Hall – Alcazar Room
75 King Street
St. Augustine, FL 32084

CR210 STATION ARE Questions / Notes

1. In the Alpharetta example shown (Halcyon) is there a Marta station connected to it ? (A : No, T without D or D without the T – Example.)
2. There are houses along 210, which could be serviced through transit. Could there be transit connections through the station? (Looking at existing, and what transit is doing currently, this is a High level recommendation)
3. Given the growth of the county – Commuter rail, Need to have more people cluster around this – All you need is a garage. ? More people mean more people coming into St Augustine. (Develop will happen, can it be centered around other options than a car? (Palencia Example)
4. Can you take the commuter rail to the airport? (A: It doesn't)
5. What makes WSP pick station that you've picked? (A: JTA gave us the selected stations)
6. How much of the St.Johns County 's Vision Plan 2025 is considered?
7. Anti-Transit political segment – Who are in Favor – Anything done by FDOT? Will our energies be well served in legislating an act like this?
8. An aundience member expressed that as a resident they are absolutely in favor if this and expressed support by asking how to promote this.
9.

PALENCIA STATION AREA Questions / Notes

10. An audience member expressed that the station area framework is fabulous.
11. An audience member thanked WSP for doing this. They expressed that they like the green space, the village idea. Also added that they think it is important that we are thinking like this. Are there any opportunities to have trail connections between the station areas? (A: Charlotte trail example, It's about the choice)
12. Who has to own the parcels? (JTA acquire the land to building the stations, A public – private combination)
13. An audience member suggested to Extend development to other side of US1.
14. An audience member expressed that the Bicycle trails can help, and they liked the idea of centralizing the idea of neighborhood.
15. An audience member expressed that Duval County is 90 percent single family housing, assuming St. John's County would be similar too. (A: Understanding how policies to change and allow development like this)

KING STREET STATION AREA Questions / Notes

16. What's the likelihood of really getting a commuter rail station? (A: We're not sure)
17. An audience member expressed that this is quite wonderful with what WSP has shown in Palencia and this. St. Augustine is an old town and railroad town, but developers want to make it Miami. They expressed concern that we can't put that many people on streets. It will lead to a gridlock. They added that there is no open space in King Street. Question: Is that true that only if we have these tall buildings, a station is allowed? (A: I don't think so. In a Commuter rail study, the ridership forecast, and density are foundational)
18. An audience member expressed that there is not a lot of focus on socio economic side of things. In the last decade there were high income renters. They collectively increase land values, and it becomes difficult to afford. How do we mediate things like that? (A: The implementation of this is a policy thing. Beltline example. Policy perspective)
19. Another audience member expressed that there is lack of places for people to go and this is such a fabulous opportunity to develop third spaces. What are things we consider improving? (A: From an ideas and urban design perspective we will be looking into what the programming is and how it is achieved, how is improved. There would be more specificity in the future)
20. The first and the last mile is limited of bus connection here. (A: Micro mobility is part of this)

SR 312 STATION AREA Questions / Notes

21. An audience member expressed that station or servicing facility doesn't work on curves. St. Augustine station area is excellent. Where does the funding come from? (A: FTA – TOD Grant)
22. An audience member expressed that this station area framework is one of the best ones they have seen on this. Question: Will there be recommendation to JTA, St john, Duval County, outlining the funding and financing options? (A: We will be back with more detailed plans which will touching on financing options.)

JTA FCCR TOD: Frameworks & Examples Survey Comments

Please share your thoughts about the proposed JRTC framework.

- Expanded regional (and local) transportation is vital to the continued growth of Jacksonville. Development of areas as proposed could help revitalize areas.

- I'm excited to see these plans materialize

- This should be extended to the Jacksonville Airport (eventually)

- It would make more sense to get the train up and running and get a sense of usage and ridership before building out all this other development.

- We need this so badly! Please keep pushing to get this done. I have no idea about the funding, but this would be an amazing addition to our city! Please keep this going and do NOT submit 1,500 renderings and have 8 million discussions. This looks amazing. Streamline the process, please!

- I would love to see a light rail here!!!! I could bicycle to the Baymeadows station and get to St aug?! Or downtown?! And not have to worry about parking or not drinking or traffic?! Finally like a *real city*?!?!

- I like the idea, just wish we were closer to implementation!!!

- Good starting point for transit-oriented development downtown. Upzoning everything within a quarter mile of the station will allow for the density required for sustainable ridership.

- Sadly, I believe this plan is fairly flawed. I compare it to the light rail system in the greater Baltimore area, with which I am quite familiar. The Baltimore Light Rail was designed and installed to preserve a right of way corridor before it was parceled out for development. Originally, it was meant to service a decaying Howard Street shopping corridor in downtown Baltimore City, and to service a vibrant shopping center in Hunt Valley in Baltimore County. That system did not become a highly utilized system until it was expanded to include Penn Station (Amtrak and Metra) in Baltimore City, Metra at Camden Station, and BWI airport in Anne Arundel County. Ridership for commuting and living is a fraction of total ridership, which is heavily weighted toward transportation connections and entertainment commuting. Without servicing those two components, the light rail system itself would have been a failed boondoggle. As it is, it is fairly successful. Riders use it to

commute to work at shopping centers (mainly Hunt Valley) and downtown, to commute to the professional sports venues, and to commute to air and rail stations. Riders do not use it for shopping.

For the JRTC to be successful it really ought to connect the downtown JAX sports venues, JAX airport, the NE Florida Regional airport, and any transportation centers it can possibly connect, including Amtrak stations. The bulk of potential riders will use it for those purposes, not for shopping trips or casual day trips. Multi-use development around a transportation center is truly a non-starter. People use transport to go where they want to go, not just because it is there. Connect this rail system to places that large numbers of people want to go to, and people will use it. Make it a boutique conveyor and few people will use it. This is an incomplete idea, as the Baltimore Light Rail was until it was extended.

- I think add a stop for the Jaguars Stadium!!

- If this happens, please bring Amtrak back to the inner city from its present location.

- That's exactly what needs to happen. The terminal needs to be a central transportation hub yet again
- where would the access point for SR210 and US1 be?

- Ghetto in the making.

- Extend the line to the airport - there is no good method to get there except to drive.

- Great presentation. My biggest concern is the traffic generated by the additional residents brought into the St. Augustine area if they build the large 7 story building at King Street. SR312 could be just as bad.

- The proposed jrtc framework is good. However, the rail track should be built before any residential and retail space gets developed.

- No. It will increase crime.

- Continue to expand, so that Jacksonville will have more transportation options.

- Long Island Railroad works because it serves 350,000 riders per day in a huge population base. In Jacksonville, this will be nothing more than a multi-billion-dollar boondoggle.

- No train between Jax and St Augustine

- I work in downtown Jax and live in St Augustine rail would be incredible

- Adding commuter rail is an important addition to the multi modal transit center.

- I think the people who MOST need the rail have no access! West side and north side have no access and they need transportation! Connect Orange Park to downtown and the zoo!

- As a new resident coming from Atlanta, Ga, I defintely think the commuter rail could prove to be useful! Take a look at how it is used in other cities as a way to help alleviate some of the heavy traffic on highways and other major roadways during rush hour periods. It can also help the residents of the city to have access to many more places they couldn't get to before because of the lack of transportation, which could help increase profits for businesses. Jobs are also going to be more accessible to people. Maybe adding some bus lines that commute to the rail stations, especially near major industrial areas would help drive the unemployment rate down significantly as well. Jacksonville is a huge city with an increasing population, it's time to acccomodate the people.

- They need ideas like this to surface to get rid of some greenhouse effects on the planet. Otherwise Florida will be underwater in the next twenty years

- I think this is a great idea. What are the plans to connect up to the air port?
- There does not need to be a rail going to st augustine from downtown jax. Instead have it go from downtown to the westside.

- I love this idea we need more transportation options for a city this large. You have my vote. Thanks Mayor-Elect Donna Deegan.

- I am from Ohio. I frequently fly in and out of Jacksonville to visit family and/orto visit St Augustine. It would be useful if the proposed commuter rail had a station at the Jacksonville airport.

- The traffic calming measures are an excellent idea.

- Invest extra resources to build high speed mag lev train

- Long term resident of this great city. I can't get over that it took this long to figure out that Saint Augustine's best interest is perfectly aligned with ours.

- Great idea!

- This is exciting for the City of Jacksonville and its residents. It would bring Duval County in line with large cities in the U.S. that already have this type of public transportation, which could increase tourism and improve "green" initiatives.

- Can't start soon enough.

- In relation to the transit aspect; Leaving space to account for future track-age addition, enough space for platforms, station expansion, etc. should be something to really consider. In relation to the real-estate; I think the grid pattern is good, however, has it been considered to do something like Miami Central Station? Or Hudson Yards? Or Millennium park? With development on top of the station/tracks, in order to preserve space for future transit expansion? Bear in mind keeping the original station building. That is Key.

If above is ignored and the grid is kept, fine, however 5-or-6 story buildings should not be placed on key, such prime plots of land, this is the only station of the whole system where you can totally get away with 20-30-40+ story buildings. Nimbyism is low downtown, as almost no-one lives there, nor cares, so go big or go home! Side note; As-well as not having to be burdened by building parking garages in an urban environment.

- That would really be thinking for the future and getting the most return on investment, with the most units and space, on the largest plot of land downtown has to offer, aside from Lot J, or the courthouse. Anything smaller or more suburban styled is just a waste of potential, valuable and limited land.

- In addition, I think the connectivity outlined above is fantastic, especially with the Emerald Trail network. Something to note with this Development is to have as much shade as possible, and potentially encourage/require the development to have architectural features like awnings/overhangs/cantilevered cover/arched extensions etc. That would really separate this development and make it more of a place to be/go to.

- Why not connect with the Brightline system to Orlando? Plenty of people in our area would use that.

- SirsMs: Sprawl always supplant the natural beauty(nature) and farmland with asphalt,concrete,steel,plastics,glass,dangerous chemicals in high concentrations,noise,lights and traffic.. It breaks my heart to see what sprawl has done to the garden of Florida .. please develop ,redevelop in cities. Please for future generations for your grand children …. Don't just see what u can get out of Florida. Live Florida it was a gift, we did not earn it

- St Augustine, it's residents and taxpayers DO NOT want or need this. Leave things as they are. We do not want another South Beach for our city. We don't want the influx of urban decay

- A fantastic bold step towards public Heavy Rail Transit for our exploding area, currently extremely dependent upon highway lanes. Reduce greenhouse gases thru reducing burning carbons.

- More rail in Florida is a good idea, the faster, the cheaper, the better.

- Spend the money making Philips highway traffic better!!

- Seems practical, using infrastructure that already exists.

- I like this proposed framework. This is long overdue and hopefully can be executed quickly, rather than later. The city has a history of dragging plans on for decades with no completion.

What comments do you have about the proposed JRTC examples?

- Great examples, and LOVE the splash pad idea! We need to attract FAMILIES to the area.

- Dense mixed use with ped connections is the proper way to approach. May suggest leaving some areas for future transportation connections (robotaxis, air taxis) and adding a dedicated shuttle from the airport

- The mixed use center should be similar to the one in Denver. Because I don't think we need more office space in these post-pandemic times we're in. The residential part of the station. Should be similar to the one in Dallas. With things to do outside your residence. And the public realm should be similar to the one in El Paso. To make the station more walkable.

- Not enough residents to support this monstrosity.

- Residential only

- None of the examples really fit Jax. I think expanded art- cultural and green space would be more in tune with the historical background of the area.

- Good idea

- I think those improvements would help bring young professionals downtown.

- I love the features, complete streets, water, trails, but this development around this station especially needs more height! Go taller with the possibilities.

Also consider including/rebuilding historic frontage on these buildings, it would be an attempt at bringing back all that was lost during "Urban Renewal". As-well as being another feature/draw/attraction to this development.

- Ugly project that should not be built

- The examples are the right density, scale, and the right pedestrian and bicycle or micro transit friendliness. In this age of Amazon and Wal Mart.com, the future of brick and mortar retail except bars and restaurants and medical services is gravely in doubt. "Keep it local" may be crying in the wilderness. And with Work from Anywhere.....office space may be set for a crash. However.....people still have to live somewhere and yes park their cars somewhere.
- Spend the money to fix Philips highway traffic!

- Drawings don't show Prime Osborne as it looks now. Skyway has bot been a success. This doesn't look like a part of town most people want to go to. No transportation service to the Jax airport which is what it really needed if this is to become well used.

Please share your thoughts about the proposed Baymeadows framework.

- Looks great

- Overly ambitious.

- No train.

- I love the redevelopment, (not so much the surface parking, structures would be preferred) the added public space, density. I get that nearly all of the surrounding area is privately owned, but I think if this study could recommend zoning changes to the immediate and greater area around the station sites, it would still benefit JTA, COJ, and private developers. As well as including the new grid/ideas for the future across the railroad tracks and US-1, there are a lot of large plots of land/warehouses/strip-malls, ripe for increased density/redevelopment, all while benefiting all parties included in this. Dont limit yourself to just one side of the tracks. Also, even though the JTA will likely try and see the dollar signs in this for their own potential, have the recomendations for the city to make changes to

encourage development around the stations.

Anyway the grand takeaway would be to expand this development opportunity across the tracks and US-1, maybe go for .5 - 1 mile radius instead of .25 . Also include multiuse paths that can be extended/tied into for future development and connectivity.

- Ugly project that should not be built
- Looks great.
- Spend the money to fix Philips highway traffic!

What comments do you have about the proposed Baymeadows examples?

- The commercial center should be similar to mellody farm. The residential development should be similar to, the station on Washington in Minneapolis, IN .The public realm should be similar to the commercial plaza in Los Angeles, CA.
- Waste of money.
- No train.
- All in all the photos are great, Not the Vernon Hills stuff - way too much surface parking, I'd rather a parking structure or an empty grassy lot. Definitely not the exact thing these developments and TRANSIT are trying to replace which are pavement pits/parking craters.

The Alpharetta development, especially among Avalon blvd is much more tolerable and something not to strive for, but acceptable given the suburban requirements of life sucking vehicles.

I would encourage more replication of Avalon Blvd, any of the wonderful streets in Savannah, local Brooklyn development, Fivepoints.

Something that I think does get overlooked when accommodating for vehicles, if you over accommodate for vehicles and make it really easy to drive to and from these developments, you WILL be killing the success and effectiveness of transit... Then no one will use it. Please keep that in mind.

- I think the mixed use development should be structured similar to a Main Street with limited parking in the center, with a focus on the pedestrians in the shopping center. And parking to be in the surrounding areas near the cross streets.

- Terrific examples.....except the ones which have parking lots which look identical to today. We have to restrict auto parking.

- Spend the money to fix Philips highway traffic!

Please share your thoughts about the proposed Avenues Walk framework.

- Looks great for *the* area.

- 200 riders a day at the most.

- No train.

- That area now is a very desolate Park and Ride. Mixed commercial- retail is needed to make it safer.

- Let's get it done

- Once again, current proposal I love, just go bigger! The potential for development around these stations is huge, while yes land is privately owned, proper dense development can be enforced/encouraged/incentivized, with proper mid-high use Zoning, COJ, etc.

  Of all the other station, this one I could see very little local push-back against going bigger, since aside from the one housing development back there, its all parking and strip-malls surrounded by highways, R.R. tracks, warehouses, car dealerships, etc. So I see this station being the second largest development of the whole system, the land is available, the road bridge is already there, same with the JTA station. It could be a pinnacle of pedestrian, micro-mobility and transit, along with a huge super-development. Or tons of small developments complementing each other. If this study could overlay a grid/plan across a larger area of that little land pocket. The reward with development could be huge.

  Also, along that surface road the current plan for that station should have a connection to the mall/a definite safe crossing across US-1 to the mall. That mall is an asset that makes this station development crucial.

Please refer to other comment;

Little addition, I think all the land use, grid and connectivity in this plan is great, just expand the area of study to cover that whole pocket +connection to mall, and bump the building heights way up. not to forget future pathway connections, multi-use or bikes, etc.

- There needs to be pedestrian bridge to cross from the West side of Phillips Highway to the Avenues walk. It would tie in the west side of the Phillips homes to allow for walking.

- A pedestrian bridge closer to the Ford dealership

- Ugly project that should not be built

- So much office space for the future....these days it seems like an antiquated 20th century setting.

- Spend the money to fix Philips highway traffic!

- We need lots of shade and depending on temperatures, misting stations.

What comments do you have about the proposed Avenues Walk examples?

- The residential part should look similar to Domain in West Hollywood, CA. The public realm should look similar to midtown caramel in Indianapolis, IN

- No train.

- Let's get this done

- Refer to comments above as to why.

Small addition, once again, aside from JRTC this would be the other station you might be able to get away with added height, more density, and more intense development. (All that = bigger payout.)
This station does not at this time have all the same constraints as the other ones do.
It has the land to fit whatever you could need, a lot of underused infrastructure, a huge functioning mall,
low to no residential around it, an existing transit station, and nothing exactly or really worth Nimby's to cry over.

The potential for dense, non-car dependent development around this station is huge. With changes to your study it could happen.

- Ugly project that should not be built

- I suppose in the future a lot of that office space can become more housing.

- Spend the money to fix Philips highway traffic!

Please share your thoughts about the proposed CR 210 framework.

- I think this would majorly help this area (I am a Creekside resident) if done correctly. CR-210 and US-1 and old 210 are incredibly busy right now, so whatever is done should help with traffic levels and traffic flow.
- I like the grid street network approach. I also believe that you should create a parallel trail along US1 to get the full benefits of rail with trail. With the emergence of e-bikes, facilitating travel to station areas and between station areas would be a huge economic development driver. See the Charlotte Rail Trail and Atlanta Beltline as an example. This station could be tied into the Nocatee network of trails. Feel free to contact me if you want to discuss.

- This looks great! This is just what St. John's needs!

- The framework is good - question the location considering the plans to improve that intersection already. Why was this chosen instead of Race Track Road? Proximity to I-95?

- Of all the stations plans, personally, I like this one the best. This station in my opinion should be the model plan for the others; 1) It is way more comprehensive (you crossed the railroad tracks and US-1), The other plans seem small and constrained for different reasons, too small an area, or scale of development not large enough. With this plan, scale appears fitting, the size of area is fantastic - not to forget the potential for northerly grid extension to CR 210 Overpass.
2) It has more outside connections, Connects 210, US-1 Nocatee, Beachwalk, Nease. Only thing to add would be an East-West Shuttle/Bus along CR210 E&W/Greenbriar/Nocatee/Valley Ridge & Preservation Trail/Micklers Beach. 3) It has suburban redevelopment and densification to provide a local center to scale with the area
This whole area of 210 is craving a center, and this proposal satisfies it completely. Side note, Use the land to its fullest extent and don't build/zone single family homes, the area has plenty, build multifamily structures/apartments etc.

- PLEASE CONNECT PALM COAST TO JAX AND ST AUG

- Let's densify, make it less roadscape and MUCH more pedestrian bicycle friendly.

- Spend the money to fix Philips highway traffic!

What comments do you have about the proposed CR 210 examples?

- These would be welcome and very nice, as long as they are done to fit in with the overall architectural style of the nicer areas around it. Make it more upscale to fit in with the surrounding demographics. Add food options and a Trader Joe's (or similar) type of grocery store that people can bike/walk/ride to.

- The mixed used residential development should be similar to the gunbarrel center in boulder, co because of its walkability plus it wouldn't require you to use your car to get around. The public realm should be similar to the mueller development in Austin, TX. Given it's walkability , green space, and ability to host public events.

- This won't happen for another 20 years, most likely. By them, the county demographics should be more accepting.

- See my comment above, this is the best station tailored plan, of this study.

- I think Mixed Use and Mixed zoning is often a terrific answer.

- Spend the money to fix Philips highway traffic!

Please share your thoughts about the proposed Palencia framework.

- This would not improve traffic congestion on us1 into st Augustine and downtown Jax. What it will do is bring a medium/low income community via apartments and townhomes to our high income single family homes. People move to the community because it feels separated and different than any other large development. A train station situated in our shops and a commuter rail line running in front of the neighborhood will not only drive people away, but out. I personally don't believe that anyone currently in Palencia will be utilizing this commuter rail as a large majority of residents are remote workers…rather the large transient community that traverses up and down us1 will.

- Looks great

- Definitely need to keep that corner as conservation. That is very important, it can be used as a concession to Nimbys. Or add nature trails within that parcel and call it conservation corner.
and near the station try and include in the plan a nature museum or something. That could be a feature of the development.

Overall, this station plan south of the preservation needs more dense development to work in my mind,
First to account for the real estate you cannot develop on the conservation

property
Second the availability of land in that area is quazi scarce due to single family development and preserves.

So in my mind, you can make more use of the limited land you have with multi-story development and sell it as "urbanism in the wild", with a transit stop. Or waste it as a small commercial expansion from across the street and build single family homes like in every other part of St. Johns county.

Or expand your plan across US-1/the tracks to the strip-malls in front of Palencia, to really connect with the little urban village in the neighborhood of Palencia and the schools + the development next to the station. That would be a win-win in my book, land conserved, density increased, services improved due to mulitple uses introduced.

- When you get into this part of St. Johns Co., ...for the most part low density "suburbia" and sprawl still reign supreme. The auto stills reigns supreme and takes on all comers. So lotsa luck in changing upscale St. Johns into a more enlightened form of development.

- Spend the money to fix Philips highway traffic!

What comments do you have about the proposed Palencia examples?

- Blank slate here. Could get the density to really do a full work-live-play community

- The residential part should look similar to the bronze triangle in San Diego, CA. And the public realm should look similar to the halcyon given it's walkability and no car infrastructure.

- I doubt the Palencia HOA will embrace having a rail stop on their community

- See comments above. Although, maybe eliminate this station... Reason being, I just dont think Palencia residents in their gated communities would really ditch their cars to ride transit... Plus, this station is missing all the World Golf Village population by simply being too far away, and park & ride customers would place undo strain on that road through the conservation site. I'd rather them clog up I-95, than that beautiful road & preserve. This may not be a station worth keeping. Plus, then higher speeds can be reached due to not having to stop.

- Not to forget the conservation constraints ^^

- The locals like their suburban sprawl and 2.5 vehicles.....but maybe more golf carts are a happy medium.

- Spend the money to fix Philips highway traffic!

Please share your thoughts about the proposed SR 312 framework.

- Looks good for the area

- Bus line extensions from the terminal are needed. Plus additional off-site parking with a shuttle bus.

- Enhanced public transportation is badly needed in St Johns County. A functioning bus system will be needed to complement rail. The current rudimentary Sunshine bus system is an embarrassment.

- Would be a great benefit for that part of the county.

- No real need for transportation from St Aug to Jax..... This idea is about additional development

- Your plan for SR 312 works, but I would wager moving the King St. park and ride to the 312 location and tell them folks to take the train to King st. Then really go all in on development on King St. 312 and US-1 are more vehicle oriented, and to me are a better fit for large garages. Whereas with King street there are height limits, the cities age/fact it was not built for cars yet we cram them in, and the King/US-1 intersection. As for only 312, the plot sizes are large enough that redevelopment can definitely push to go bigger in area, density, and scale. Just all around, across the tracks, SR 312, SR 207, Dobbs. Larger parking garages to satisfy the driving public, and residents of St. Augustine. For SR 312 it is a station area and development zone that I see a lot of potential, but would take a much larger plan.

- Yes, a thousand times yes. Particular to King Street, that is the oldest street in the United States. And where King St. meets U.S. #1...the oldest highway....at Broudy Liquors.....that spot is particularly inhumane and deadly dangerous to pedestrians and bicycles. The only pedestrians brave enough are the unhoused Americans. Please God...re-imagine these stretches of US #1 to calm the dang motor traffic. And make King St. the most pedestrian friendly street in the Ancient City.

- Spend the money to fix Philips highway traffic!

What comments do you have about the proposed SR 312 examples?

- The mixed use development should look similar to Hyde park village in Tampa, FL. The residential part should look similar to the point at town center in Jacksonville, FL but with more walkability. The public realm should look similar to Valencia park in San Jose, CA.

- I say on target knowing that this won't come to fruition for several years by which time the younger demographic of the county will be welcoming the proposed examples. Too many of our county residents today don't see the need for these spaces.

- No real need for transportation from St Aug to Jax..... This idea is about additional development

- While yes you are constrained by the fact the land is in private hands, I dont think it would hurt to have a good plan/zoning overlay like y'all have created with CR210, JRTC, that really go for it, that get the private sector energized to make the investment and follow the plan you create in order to get development that aligns with transit. The important take away for SR312 is go way bigger, area, scale, density.

- too much auto parking and too much looking like more sprawl.

- Looking way west to FDOT's brand new Shands Bridge, a landmark within FDOT's First Coast Expressway, "Toll 23," State Road 23.....the current effort MUST be to build that bridge wide enough to make it rail-ready for the future. In order to bring rail to the west side of the St. Johns. It's not fair to ignore the Westside. CSX has PROVED it will play ball with public heavy rail transit HRT in the case of Sunrail in greater Orlando (all the way south to Poinciana). Just the way that the Florida East Coast Railroad is pondering playing ball with public transit on this Philips Highway / US #1 Corridor. And just the way that the FECRR sold or leased trackage in greater Miami in order to bring about Brightline. The way private landholders partnered for Miami Metrorail circa 1977 and since. First Coast Commuter Rail MUST travel to Jacksonville International Airport as part of Phase II or Phase III.

- Spend the money to fix Philips highway traffic!

First Coast Commuter Rail Transit-Oriented Development (TOD) Frameworks & Examples

Project Engagement

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
451	93	318	138	71

To what extent do you agree with the proposed framework for the JRTC station?



Please share your thoughts about the proposed JRTC framework.

I like this proposed framework. This is long overdue and hopefully can be executed quickly, rather than later. The city has a history of dragging plans on for decades with no completion.

3 months ago

Seems practical, using infrastructure that already exists.

4 months ago

Spend the money making Philips highway traffic better!!

4 months ago

More rail in Florida is a good idea, the faster, the cheaper, the better.

4 months ago

A fantastic bold step towards public Heavy Rail Transit for our exploding area, currently extremely dependent upon highway lanes. Reduce greenhouse gases thru reducing burning carbons.

4 months ago

St Augustine, it’s residents and taxpayers DO NOT want or need this. Leave things as they are. We do not want another South Beach for our city. We don’t want the influx of urban decay

4 months ago

SirsMs: Sprawl always supplant the natural beauty(nature) and farmland with asphalt,concrete,steel,plastics,glass,dangerous chemicals in high concentrations,noise,lights and traffic.. It breaks my heart to see what sprawl has done to the garden of Florida .. please develop ,redevelop in cities. Please for future generations for your grand children .... Don’t just see what u can get out of Florida. Live Florida it was a gift, we did not earn it

4 months ago

Why not connect with the Brightline system to Orlando? Plenty of people in our area would use that.

4 months ago

In addition, I think the connectivity outlined above is fantastic, especially with the Emerald Trail network. Something to note with this Development is to have as much shade as possible, and potentially encourage/require the development to have architectural features like awnings/overhangs/cantilevered cover/arched extensions etc. That would really separate this development and make it more of a place to be/go to.

4 months ago

In relation to the transit aspect;
Leaving space to account for future track-age addition, enough space for platforms, station expansion, etc. should be something to really consider.

In relation to the real-estate;
I think the grid pattern is good, however, has it been considered to do something like Miami Central Station? Or Hudson Yards? Or Millennium park? With development on top of the station/tracks, in order to preserve space for future transit expansion?

Bear in mind keeping the original station building. That is Key.

If above is ignored and the grid is kept, fine, however 5-or-6 story buildings should not be placed on key, such prime plots of land, this is the only station of the whole system where you can totally get away with 20-30-40+ story buildings. Nimbyism is low downtown, as almost no-one lives there, nor cares, so go big or go home! Side note; As-well as not having to be burdened by building parking garages in an urban environment.
That would really be thinking for the future and getting the most return on investment, with the most units and space, on the largest plot of land downtown has to offer, aside from Lot J, or the courthouse. Anything smaller or more suburban styled is just a waste of potential, valuable and limited land.

4 months ago

Can't start soon enough.

4 months ago

This is exciting for the City of Jacksonville and its residents. It would bring Duval County in line with large cities in the U.S. that already have this type of public transportation, which could increase tourism and improve “green” initiatives.

4 months ago

Great idea!

4 months ago

Long term resident of this great city. I can't get over that it took this long to figure out that Saint Augustine's best interest is perfectly aligned with ours.

4 months ago

Invest extra resources to build high speed mag lev train

4 months ago

The traffic calming measures are an excellent idea.

4 months ago

I am from Ohio. I frequently fly in and out of Jacksonville to visit family and/orto visit St Augustine. It would be useful if the proposed commuter rail had a station at the Jacksonville airport.

4 months ago

I love this idea we need more transportation options for a city this large. You have my vote. Thanks Mayor-Elect Donna Deegan.

4 months ago

There does not need to be a rail going to st augustine from downtown jax. Instead have it go from downtown to the westside.

4 months ago

I think this is a great idea. What are the plans to connect up to the air port?

4 months ago

They need ideas like this to surface to get rid of some greenhouse effects on the planet. Otherwise Florida will be underwater in the next twenty years

4 months ago

As a new resident coming from Atlanta, Ga, I defintely think the commuter rail could prove to be useful! Take a look at how it is used in other cities as a way to help alleviate some of the heavy traffic on highways and other major roadways during rush hour periods. It can also help the residents of the city to have access to many more places they couldn't get to before because of the lack of transportation, which could help increase profits for businesses. Jobs are also going to be more accessible to people. Maybe adding some bus lines that commute to the rail stations, especially near major industrial areas would help drive the unemployment rate down significantly as well. Jacksonville is a huge city with an increasing population, it's time to acccomodate the people.

4 months ago

I think the people who MOST need the rail have no access! West side and north side have no access and they need transportation! Connect Orange Park to downtown and the zoo!

4 months ago

Adding commuter rail is an important addition to the multi modal transit center.

4 months ago

I work in downtown Jax and live in St Augustine rail would be incredible

4 months ago

No train between Jax and St Augustine

4 months ago

Long Island Rail Road works because it serves 350,000 riders per day in a huge population base. In Jacksonville, this will be nothing more than a multi-billion dollar boondoggle.

4 months ago

Continue to expand , so that Jacksonville will have more transportation options

4 months ago

No. It will increase crime.

4 months ago

The proposed jrtc framework is good. However the rail track should be built before any residential and retail space gets developed.

4 months ago

Great presentation. My biggest concern is the traffic generated by the additional residents brought into the St. Augustine area if they build the large 7 story building at King Street. SR312 could be just as bad.

4 months ago

Extend the line to the airport - there is no good method to get there except to drive.

4 months ago

Ghetto in the making.

4 months ago

where would the access point for SR210 and US1 be?

4 months ago

That's exactly what needs to happen. The terminal needs to be a central transportation hub yet again

4 months ago

If this happens, please bring Amtrak back to the inner city from its present location.

4 months ago

I think add a stop for the Jaguars Stadium!!

4 months ago

Sadly, I believe this plan is fairly flawed. I compare it to the light rail system in the greater Baltimore area, with which I am quite familiar.

The Baltimore Light Rail was designed and installed to preserve a right of way corridor before it was parceled out for development. Originally, it was meant to service a decaying Howard Street shopping corridor in downtown Baltimore City, and to service a vibrant shopping center in Hunt Valley in Baltimore County. That system did not become a highly utilized system until it was expanded to include Penn Station (Amtrak and Metra) in Baltimore City, Metra at Camden Station, and BWI airport in Anne Arundel County. Ridership for commuting and living is a fraction of total ridership, which is heavily weighted toward transportation connections and entertainment commuting. Without servicing those two components, the light rail system itself would have been a failed boondoggle. As it is, it is fairly successful. Riders use it to commute to work at shopping centers (mainly Hunt Valley) and downtown, to commute to the professional sports venues, and to commute to air and rail stations. Riders do not use it for shopping.

For the JRTC to be successful it really ought to connect the downtown JAX sports venues, JAX airport, the NE Florida Regional airport, and any transportation centers it can possibly connect, including Amtrak stations. The bulk of potential riders will use it for those purposes, not for shopping trips or casual day trips. Multi-use development around a transportation center is truly a non-starter. People use transport to go where they want to go, not just because it is there. Connect this rail system to places that large numbers of people want to go to, and people will use it. Make it a boutique conveyor and few people will use it. This is an incomplete idea, as the Baltimore Light Rail was until it was extended.

4 months ago

Good starting point for transit-oriented development downtown. Upzoning everything within a quarter mile of the station will allow for the density required for sustainable ridership.

4 months ago

I like the idea, just wish we were closer to implementation!!!

4 months ago

I would love to see a light rail here!!!! I could bicycle to the Baymeadows station and get to St aug?! Or downtown?! And not have to worry about parking or not drinking or traffic?! Finally like a *real city*?!?!

4 months ago

We need this so badly! Please keep pushing to get this done. I have no idea about the funding, but this would be an amazing addition to our city! Please keep this going and do NOT submit 1,500 renderings and have 8 million discussions. This looks amazing. Streamline the process, please!

4 months ago

It would make more sense to get the train up and running and get a sense of usage and ridership before building out all this other development.

4 months ago

This should be extended to the Jacksonville Airport (eventually)

4 months ago

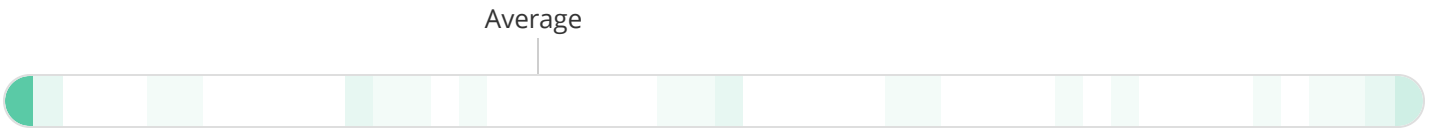
I'm excited to see these plans materialize

4 months ago

Expanded regional (and local) transportation is vital to the continued growth of Jacksonville. Development of areas as proposed could help revitalize areas.

4 months ago

How on target are the proposed examples for the JRTC station?



What comments do you have about the proposed JRTC examples?

Drawings don't show Prime Osborne as it looks now. Skyway has bot been a success. This doesn't look like a part of town most people want to go to. No transportation service to the Jax airport which is what it really needed if this is to become well used.

4 months ago

Spend the money to fix Philips highway traffic!

4 months ago

The examples are the right density, scale, and the right pedestrian and bicycle or micro transit friendliness. In this age of Amazon and Wal Mart.com, the future of brick and mortar retail except bars and restaurants and medical services is gravely in doubt. "Keep it local" may be crying in the wilderness. And with Work from Anywhere.....office space may be set for a crash. However.....people still have to live somewhere and yes park their cars somewhere.

4 months ago

Ugly project that should not be built

4 months ago

I love the features, complete streets, water, trails, but this development around this station especially needs more height! Go taller with the possibilities.

Also consider including/rebuilding historic frontage on these buildings, it would be an attempt at bringing back all that was lost during "Urban Renewal". As-well as being another feature/draw/attraction to this development.

4 months ago

I think those improvements would help bring young professionals downtown.

4 months ago

Good idea

4 months ago

None of the examples really fit Jax. I think expanded art- cultural and green space would be more in tune with the historical background of the area.

4 months ago

Residential only

4 months ago

Not enough residents to support this monstrosity.

4 months ago

The mixed use center should be similar to the one in Denver. Because I don't think we need more office space in these post-pandemic times we're in. The residential part of the station. Should be similar to the one in Dallas. With things to do outside your residence. And the public realm should be similar to the one in El Paso. To make the station more walkable.

4 months ago

Dense mixed use with ped connections is the proper way to approach. May suggest leaving some areas for future transportation connections (robotaxis, air taxis) and adding a dedicated shuttle from the airport

4 months ago

Great examples, and LOVE the splash pad idea! We need to attract FAMILIES to the area.

4 months ago

To what extent do you agree with the proposed framework for the Baymeadows station?

Average



Strongly agree Strongly disagree

Please share your thoughts about the proposed Baymeadows framework.

Spend the money to fix Philips highway traffic!

4 months ago

Looks great.

4 months ago

Ugly project that should not be built

4 months ago

I love the redevelopment, (not so much the surface parking, structures would be preferred) the added public space, density. I get that nearly all of the surrounding area is privately owned, but I think if this study could recommend zoning changes to the immediate and greater area around the station sites, it would still benefit JTA, COJ, and private developers. As well as including the new grid/ideas for the future across the railroad tracks and US-1, there are a lot of large plots of land/warehouses/strip-malls, ripe for increased density/redevelopment, all while benefiting all parties included in this. Dont limit yourself to just one side of the tracks. Also, even though the JTA will likely try and see the dollar signs in this for their own potential, have the recomendations for the city to make changes to encourage development around the stations.

Anyway the grand takeaway would be to expand this development opportunity across the tracks and US-1, maybe go for .5 - 1 mile radius instead of .25 . Also include multiuse paths that can be extended/tied into for future development and connectivity.

4 months ago

No train.

4 months ago

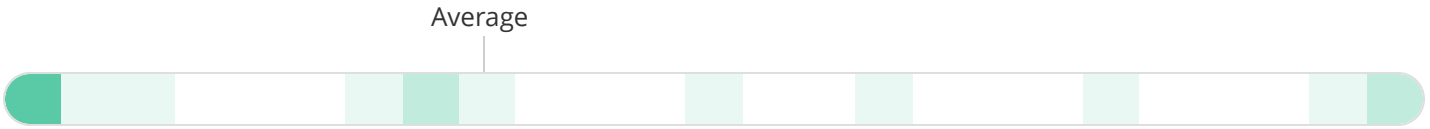
Overly ambitious.

4 months ago

Looks great

4 months ago

How on target are the proposed examples for the Baymeadows station?



What comments do you have about the proposed Baymeadows examples?

Spend the money to fix Philips highway traffic!

4 months ago

Terrific examples.....except the ones which have parking lots which look identical to today. We have to restrict auto parking.

4 months ago

I think the mixed use development should be structured similar to a Main Street with limited parking in the center, with a focus on the pedestrians in the shopping center. And parking to be in the surrounding areas near the cross streets.

4 months ago

All in all the photos are great, Not the Vernon Hills stuff - way too much surface parking, I'd rather a parking structure or an empty grassy lot. Definitely not the exact thing these developments and TRANSIT are trying to replace which are pavement pits/parking craters.

The Alpharetta development, especially among Avalon blvd is much more tolerable and something not to strive for, but acceptable given the suburban requirements of life sucking vehicles.

I would encourage more replication of Avalon Blvd, any of the wonderful streets in Savannah, local Brooklyn development, Fivepoints.

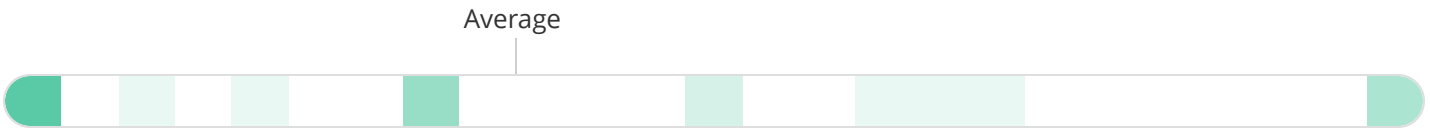
Something that I think does get overlooked when accommodating for vehicles, if you over accommodate for vehicles and make it really easy to drive to and from these developments, you WILL be killing the success and effectiveness of transit... Then no one will use it. Please keep that in mind.

4 months ago

No train.

4 months ago

To what extent do you agree with the proposed framework for the Avenues Walk station?



Please share your thoughts about the proposed Avenues Walk framework.

We need lots of shade and depending on temperatures, misting stations.

4 months ago

Spend the money to fix Philips highway traffic!

4 months ago

So much office space for the future....these days it seems like an antiquated 20th century setting.

4 months ago

Ugly project that should not be built

4 months ago

A pedestrian bridge closer to the Ford dealership

4 months ago

How on target are the proposed examples for the Avenues Walk station?



What comments do you have about the proposed Avenues Walk examples?

Spend the money to fix Philips highway traffic!

4 months ago

I suppose in the future a lot of that office space can become more housing.

4 months ago

Ugly project that should not be built

4 months ago

Refer to comments above as to why.

Small addition,
Once again, aside from JRTC this would be the other station you might be able to get away with added height, more density, and more intense development. (All that = bigger payout.)
This station does not at this time have all the same constraints as the other ones do.
It has;
the land to fit whatever you could need,
a lot of underused infrastructure,
a huge functioning mall,
low to no residential around it,
an existing transit station,
and nothing exactly or really worth Nimby's to cry over.

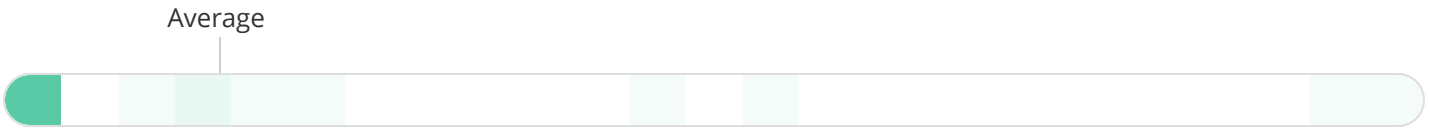
The potential for dense, non-car dependent development around this station is huge. With changes to your study it could happen.

4 months ago

Let's get this done

4 months ago

To what extent do you agree with the proposed framework for the CR 210 station?



Please share your thoughts about the proposed CR 210 framework.

Spend the money to fix Philips highway traffic!

4 months ago

Let's densify, make it less roadscape and MUCH more pedestrian bicycle friendly.

4 months ago

PLEASE CONNECT PALM COAST TO JAX AND ST AUG

4 months ago

This is a re-type of the previous comment because I don't know if it saved. However if it did, then ignore this one. It does not include everything because I cant remember what I typed.

Of all the stations I like this plan the most all around.

1) It is the most comprehensive.
Y'all crossed the tracks and US-1, to really create a full plan and hub around this station, unlike the others. Very good job

2) It has all the important connections
Y'all connected to Beachwalk, CR210, Nease, Nocatee, US-1. This is very good planning and connectivity. The only thing I would add is multi-use paths/bike lanes. CR210 and Valley Ridge/Preservation Trail are very good potential bike corridors.

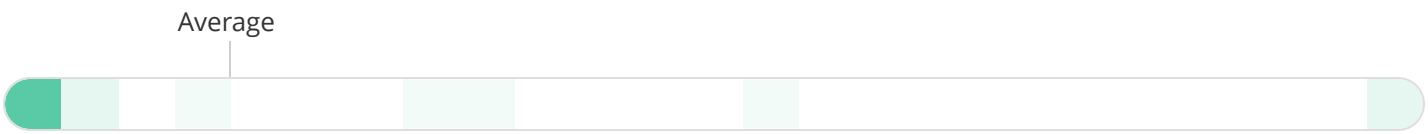
3) It has good scale
The other station development are either planned too small of an area or the scale of building is not large/tall enough to really squeeze as much as you can out of those sites.
As for this site, the scale is spot on, the only alteration I would mention is no single family housing, go for town-homes or small multi story like you have pictured already. The future plan to expand to the north is very good aswell.

4 months ago

Another note, I typed a lengthy response here, it says it registered, but I cannot seem to see it...

4 months ago

How on target are the proposed examples for the CR 210 station?



What comments do you have about the proposed CR 210 examples?

Spend the money to fix Philips highway traffic!

4 months ago

I think Mixed Use and Mixed zoning is often a terrific answer.

4 months ago

See my comment above, this is the best station tailored plan, of this study.

4 months ago

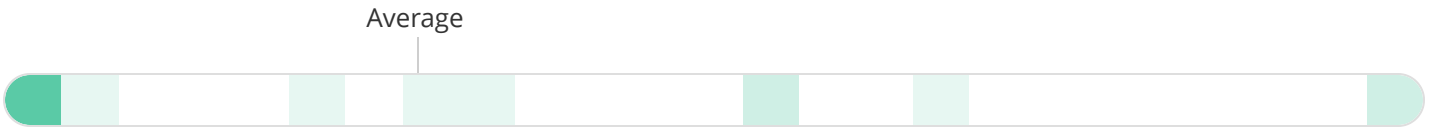
This won't happen for another 20 years, most likely. By them, the county demographics should be more accepting.

4 months ago

The mixed used residential development should be similar to the gunbarrel center in boulder, co because of its walkability plus it wouldn't require you to use your car to get around. The public realm should be similar to the mueller development in Austin, TX. Given it's walkability , green space, and ability to host public events.

4 months ago

To what extent do you agree with the proposed framework for the Palencia station?



Please share your thoughts about the proposed Palencia framework.

Spend the money to fix Philips highway traffic!

4 months ago

When you get into this part of St. Johns Co., ...for the most part low density "suburbia" and sprawl still reign supreme. The auto stills reigns supreme and takes on all comers. So lotsa luck in changing upscale St. Johns into a more enlightened form of development.

4 months ago

Definitely need to keep that corner as conservation. That is very important, it can be used as a concession to Nimbys. Or add nature trails within that parcel and call it conservation corner.
and near the station try and include in the plan a nature museum or something. That could be a feature of the development.

Overall, this station plan south of the preservation needs more dense development to work in my mind,
First to account for the real estate you cannot develop on the conservation property
Second the availability of land in that area is quazi scarce due to single family development and preserves.

So in my mind, you can make more use of the limited land you have with multi-story development and sell it as "urbanism in the wild", with a transit stop. Or waste it as a small commercial expansion from across the street and build single family homes like in every other part of St. Johns county.

Or expand your plan across US-1/the tracks to the strip-malls in front of Palencia, to really connect with the little urban village in the neighborhood of Palencia and the schools + the development next to the station. That would be a win-win in my book, land conserved, density increased, services improved due to mulitple uses introduced.

4 months ago

Looks great

4 months ago

This would not improve traffic congestion on us1 into st Augustine and downtown Jax. What it will do is bring a medium/low income community via apartments and townhomes to our high income single family homes. People move to the community because it feels separated and different than any other large development. A train station situated in our shops and a commuter rail line running in front of the neighborhood will not only drive people away, but out. I personally don't believe that anyone currently in Palencia will be utilizing this commuter rail as a large majority of residents are remote workers...rather the large transient community that traverses up and down us1 will.

4 months ago

How on target are the proposed examples for the Palencia station?



What comments do you have about the proposed Palencia examples?

Spend the money to fix Philips highway traffic!

4 months ago

The locals like their suburban sprawl and 2.5 vehicles.....but maybe more golf carts are a happy medium.

4 months ago

Not to forget the conservation constraints ^^

4 months ago

See comments above.

Although, maybe eliminate this station... Reason being, I just dont think Palencia residents in their gated communities would really ditch their cars to ride transit... Plus, this station is missing all the World Golf Village population by simply being too far away, and park & ride customers would place undo strain on that road through the conservation site. I'd rather them clog up I-95, than that beautiful road & preserve.

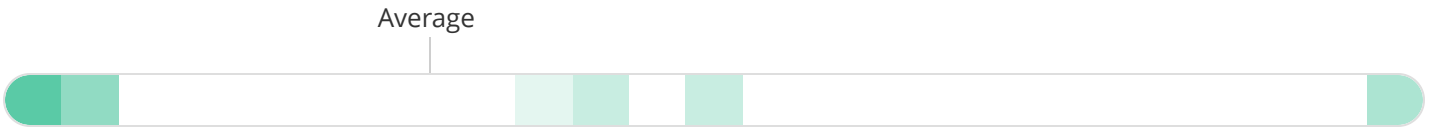
This may not be a station worth keeping. Plus, then higher speeds can be reached due to not having to stop.

4 months ago

I doubt the Palencia HOA will embrace having a rail stop on their community

4 months ago

To what extent do you agree with the proposed framework for the SR 312 station?



Please share your thoughts about the proposed SR 312 framework.

Spend the money to fix Philips highway traffic!

4 months ago

Yes, a thousand times yes. Particular to King Street, that is the oldest street in the United States. And where King St. meets U.S. #1...the oldest highway....at Broudy Liquors.....that spot is particularly inhumane and deadly dangerous to pedestrians and bicycles. The only pedestrians brave enough are the unhoused Americans. Please God...re-imagine these stretches of US #1 to calm the dang motor traffic. And make King St. the most pedestrian friendly street in the Ancient City.

4 months ago

Your plan for SR 312 works, but I would wager moving the King St. park and ride to the 312 location and tell them folks to take the train to King st. Then really go all in on development on King St.

312 and US-1 are more vehicle oriented, and to me are a better fit for large garages. Whereas with King street there are height limits, the cities age/fact it was not built for cars yet we cram them in, and the King/US-1 intersection.

As for only 312, the plot sizes are large enough that redevelopment can definitely push to go bigger in area, density, and scale. Just all around, across the tracks, SR 312, SR 207, Dobbs. Larger parking garages to satisfy the driving public, and residents of St. Augustine.

For SR 312 it is a station area and development zone that I see a lot of potential, but would take a much larger plan.

4 months ago

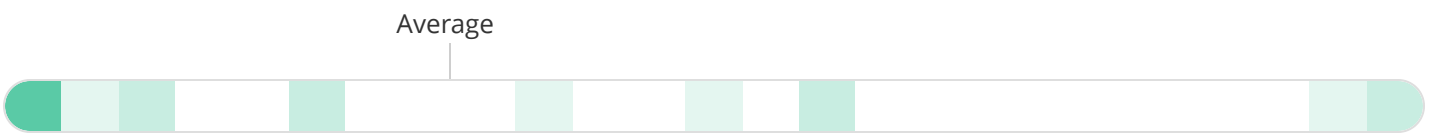
No real need for transportation from St Aug to Jax..... This idea is about additional development

4 months ago

Would be a great benefit for that part of the county.

4 months ago

How on target are the proposed examples for the SR 312 station?



What comments do you have about the proposed SR 312 examples?

Spend the money to fix Philips highway traffic!

4 months ago

Looking way west to FDOT's brand new Shands Bridge, a landmark within FDOT's First Coast Expressway, "Toll 23," State Road 23.....the current effort MUST be to build that bridge wide enough to make it rail-ready for the future. In order to bring rail to the west side of the St. Johns. It's not fair to ignore the Westside. CSX has PROVED it will play ball with public heavy rail transit HRT in the case of Sunrail in greater Orlando (all the way south to Poinciana). Just the way that the Florida East Coast Railroad is pondering playing ball with public transit on this Philips Highway / US #1 Corridor. And just the way that the FECRR sold or leased trackage in greater Miami in order to bring about Brightline. The way private landholders partnered for Miami Metrorail circa 1977 and since. First Coast Commuter Rail MUST travel to Jacksonville International Airport as part of Phase II or Phase III.

4 months ago

too much auto parking and too much looking like more sprawl.

4 months ago

While yes you are constrained by the fact the land is in private hands, I dont think it would hurt to have a good plan/zoning overlay like y'all have created with CR210, JRTC, that really go for it, that get the private sector energized to make the investment and follow the plan you create in order to get development that aligns with transit. The important take away for SR312 is go way bigger, area, scale, density.

4 months ago

No real need for transportation from St Aug to Jax..... This idea is about additional development

4 months ago

Thank you for providing your input.

Sign up to receive meeting announcements and study updates!

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Comments: First Coast Rail Transit-Oriented Development (TOD) - Duval County Stations[Copy 6/18/2023]

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53	David & Susan Maddux	maddux.dj@gmail.com	32086

Attachment G: Articles

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Date	Title
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07-26-2022	How about a commute by train between downtown Jacksonville and historic St. Augustine
08-07-2023	JTA wants your thoughts about commuter rail
09-07-2023	Repost JAX Today – JTA wants your thoughts about commuter rail
10-19-2023	JTA looking at light rail possibilities that go beyond intercity travel
12-27-2023	Rail funding is coming – is Jax paying attention?

Guest column: Another highway expansion isn't going to help traffic

Sunday, January 23, 2022

Marcus Nelson

The Florida Department of Transportation (FDOT) held a public hearing on Jan. 13 about its plans to expand I-95 between I-295 and Atlantic Boulevard from six lanes to up to 12 lanes, doubling the width of the highway. As part of the Planning, Design & Engineering study for the project, FDOT cites the amount of time that has passed since the previous widening as well as the future possibility of congestion as the region continues to grow. FDOT engineers claimed that state law mandates 12 lanes in the Preferred Alternative.

A lesson that has been learned in cities across the United States is that one cannot simply expand highways indefinitely to reduce traffic. The principle of induced demand demonstrates that more highways will attract more drivers, which will result in more traffic. Houston, Texas is home to one of the world's widest freeways with 26 lanes, and yet every day it is often just as congested as any smaller highway, if not more congested by sheer volume.

This is a lesson that has already been learned in Florida multiple times before. In the late 1980s, FDOT embarked on expansions for I-95 and the Florida Turnpike in South Florida, and as a mitigation strategy created the Tri-Rail commuter service. In 2019, Tri-Rail carried more than 4.4 million riders, taking the equivalent of tens of thousands of cars per day off the region's highways. In the 2010s, as FDOT prepared for its ongoing expansion of I-4 through Orlando, it created the SunRail commuter line. Prior to the pandemic SunRail carried more than 1.2 million riders.

The benefits of building alternative transportation options like commuter rail along major corridors are well known. One of the most significant is the ability to reduce traffic. By removing cars from the road entirely, it is possible to increase overall throughput, improve level of service, and reduce travel times without the continued expense of highway expansion. Commuter rail means that more people will arrive to their destination on time.



Most importantly, commuter rail could be completed at lower costs than further highway expansion. The current plans just between I-295 and Atlantic Boulevard are anticipated to cost over $451 million, without accounting for the necessary right-of-way purchases or design and planning costs.

A recent study by the Jacksonville Transportation Authority found that a commuter rail line stretching from downtown Jacksonville to downtown St. Augustine, with stops along U.S. 1, would cost just $395 million, providing enormous amounts of capacity at a fraction of the cost, while expanding I-95 such a distance could prove to be a billion-dollar boondoggle at total taxpayer expense.

Critically, there has been no better time for Jacksonville to embark on building new transportation alternatives.

The infrastructure bill passed by Congress and signed by the President last year includes more than $39 billion for transit, funding that Jacksonville could use to invest in developing a system with reduced risk to local taxpayers. Partnerships with private companies like Brightline, which already holds the rights to passenger service between Jacksonville and St. Augustine for future high-speed rail, could further reduce the costs to taxpayers.

Albert Einstein once said that the definition of insanity was doing the same thing over and over and expecting a different result. For decades, FDOT has repeatedly expanded highways with the expectation of a result besides more traffic.

By choosing the No-Build Alternative on I-95 and rejecting a supersized highway for commuter rail, Jacksonville has an opportunity to break this cycle and open the door to a whole new world of transportation alternatives. These decisions would make moving throughout the largest city in the continental U.S. easier, cleaner and safer for all.

To share your thoughts on the highway, contact Project Manager Michael Brock at michael.brock@dot.state.fl.us until close of business Monday, Jan. 24.

Marcus Nelson is a UF graduate, pre-law student, urban planning advocate and political activist. He lives in St. Augustine.

JTA says commuter rail from Jax to St. Augustine could happen before close of 2020s

Commuter rail service between Jacksonville and St. Augustine could happen within five years if the funding were in place.

By Stuart Korfhage – Digital Editor, Jacksonville Business Journal
Jun 29, 2022

While it's probably going to take hundreds of millions from the federal government to make it a reality, the Jacksonville Transportation Authority says commuter rail service in Northeast Florida is more feasible than some might realize.

Speaking to the St. Augustine City Commission earlier this week, Jacksonville Transportation Authority Director of Economic Development Richard Clark said there could be service between Jacksonville and St. Augustine in three to five years.

The two most difficult parts, Clark said, were getting all the local governments aligned and getting the federal government to allocate the "north of $600 million" needed for the rail project in Northeast Florida.

"In a perfect world, you could have an operating train in three years," Clark told the Commission, while acknowledging that three to five years was a more realistic, although still optimistic, estimate.

While every budgeting process is dicey, what Clark said the project has going for it are: obvious need and a route that already has right of way.

"Construction is the easiest part," Clark said. "It's the quickest part. Laying track is a less than 12-month process."

As for the need, he said there are an estimated 40,000 commuters who drive into Duval County from St. Johns every day for work as well as15,000 going the opposite way.

St. Johns County is growing at a scorching pace with more than twice as many residents now as in 2000. There are numerous residential projects currently open and selling rapidly with more in the planning stages.

"We need to get way ahead of what traffic is coming our way," Clark said. "The most profound impact we can make is commuter rail."

JTA has hired WSP USA Inc. to study the feasibility of transit-oriented development along a potential 38-mile light rail corridor between downtown Jacksonville and St. Augustine.

St. Augustine City Manager John Regan said during the Commission meeting that Interstate 95 is "a slow-moving crisis" that isn't going to get better.

There are plans to expand the road by one more lane each way from World Golf Village to Jacksonville, but that will be the extent of potential expansion because of lack of right of way.

That's why city leaders are looking at adding a commuter rail station near the intersection of King Street and U.S. 1 in St. Augustine.

Later this summer, the commissioners will decide whether to create a new zoning designation called Mobility Oriented Development. And the owners of the property at that King Street-U.S. 1 intersection will apply to have it rezoned should the zoning designation be adopted. A rail station is part of the proposed redevelopment plan there.

But rail service plans routinely have been floated around and later discarded, mostly because of the high costs in establishing service.

Could this round be different?

St. Augustine Commissioner Nancy Sikes-Kline hopes so. She also serves on the North Florida Transportation Planning Organization, which is the independent regional transportation planning agency for Clay, Duval, Nassau and St. Johns counties.

She said the organization has gone through the financial feasibility study, and commuter rail service is slated to be developed in the period of 2036-2045. But she'd be glad to see it come together sooner.

"I'm grateful that JTA is making progress and that they're optimistic about the timeframe," she told the Business Journal. "But it did seem very optimistic to say three to five years when it's in the 2036-2045 timeframe. Not that it can't be moved up. Projects move around all the time.

"We'd love to have it tomorrow."

As Clark referred to, it's unclear exactly what kind of commitment and cooperation would be required of the various local governments. The St. Johns County government obviously would have to be heavily involved as would the government of St. Augustine.

Clark said a stop in the Race Track Road area — well outside the St. Augustine city limits — would be ideal for the St. Johns County segment of the project.

For the rail project to go forward, all Northeast Florida stakeholders must see it as beneficial.

"I think that would have to be supported among the (four-county) region," Sikes-Kline said. "Because you're competing against dollars on their projects as well, so everybody would have to agree that it was a priority."

For St. Johns County, Sikes-Kline said a commuter rail system would likely be used by tourists as well as residents going to and from work. That would help St. Augustine as it tries to encourage visitation without those people trying to park downtown, she said.

"We would encourage that because, ideally, they would be coming without cars," she said. "As you know, we have parking (issues). All desirable cities have parking problems. We have them, too."

How about a commute by train between downtown Jacksonville and historic St. Augustine? It's possible

Dan Scanlan
Florida Times-Union



Here's what you face now if you commute to a job from Jacksonville to St. Johns County or vice-versa: about 54,000 people driving daily to either growing community and thousands more estimated in years to come.

That's about a 45-minute to an hour drive — if there's no crash or holiday traffic.

Or how about a 48-minute ride on the First Coast Commuter Rail with two stops in between and no traffic jams?

As the Florida Department of Transportation embarks on a project to add a new northbound and southbound lane to Interstate 95 in Duval and St. Johns counties, the Jacksonville Transportation Authority says a dedicated commuter rail line between them is needed as well.

JTA: Accelerates renovations on Northside

In the Pipeline: Upgrades are in the works at Jacksonville Transportation and Aviation authorities

Even with two more lanes on I-95, expected residential, commercial and retail growth in both counties means more traffic. So let a train do the commute, which is what's being studied right now, JTA Director of Economic Development Richard Clark said.

"It is going to be the next course of action," Clark said. "When I-95 is built out, we need to have something in place for the future and this is a wonderful way to get people out of their cars and on public transportation and has proved successful all over the country."

A rail station to serve commuters and tourists just blocks from downtown St. Augustine near hotels, restaurants and planned development is certainly a solid proposal, city Planning and Building Director Amy Skinner said. So they are eyeing a 5.5-acre site at U.S. 1 and King Street that could see a parking garage to help ease historic downtown issues as a start.

"You have to have a critical mass, things happening, things to do and people," she said. "That's where the density comes in for new mobility-oriented development that we are working on. The place is logical for either people to park and ride or to get off and go somewhere with alternative transportation within walking distance from things to do, as well as a captive audience of people able to live in close proximity."

Commuting by rail: proposals then and now

The JTA has been looking at a commuter rail for years.

In 2009 a consultant's proposal suggested three commuter rail lines, all starting in downtown Jacksonville. One would go north on CSX rails to Yulee, one south on CSX tracks to Green Cove Springs and the third southeast on Florida East Coast Railroad tracks to St. Augustine. The estimate then was about $622 million.

The 2009 study said the most popular route was St. Augustine and back, with ridership from 2,400 to 4,800 people. That portion was projected to cost $172 million.

A commuter rail idea also was studied in St. Johns County, initially considered near Northeast Florida Regional Airport along U.S. 1 and adjacent railroad tracks in St. Augustine, Skinner said.

Report: Jacksonville commuter rail would be costly

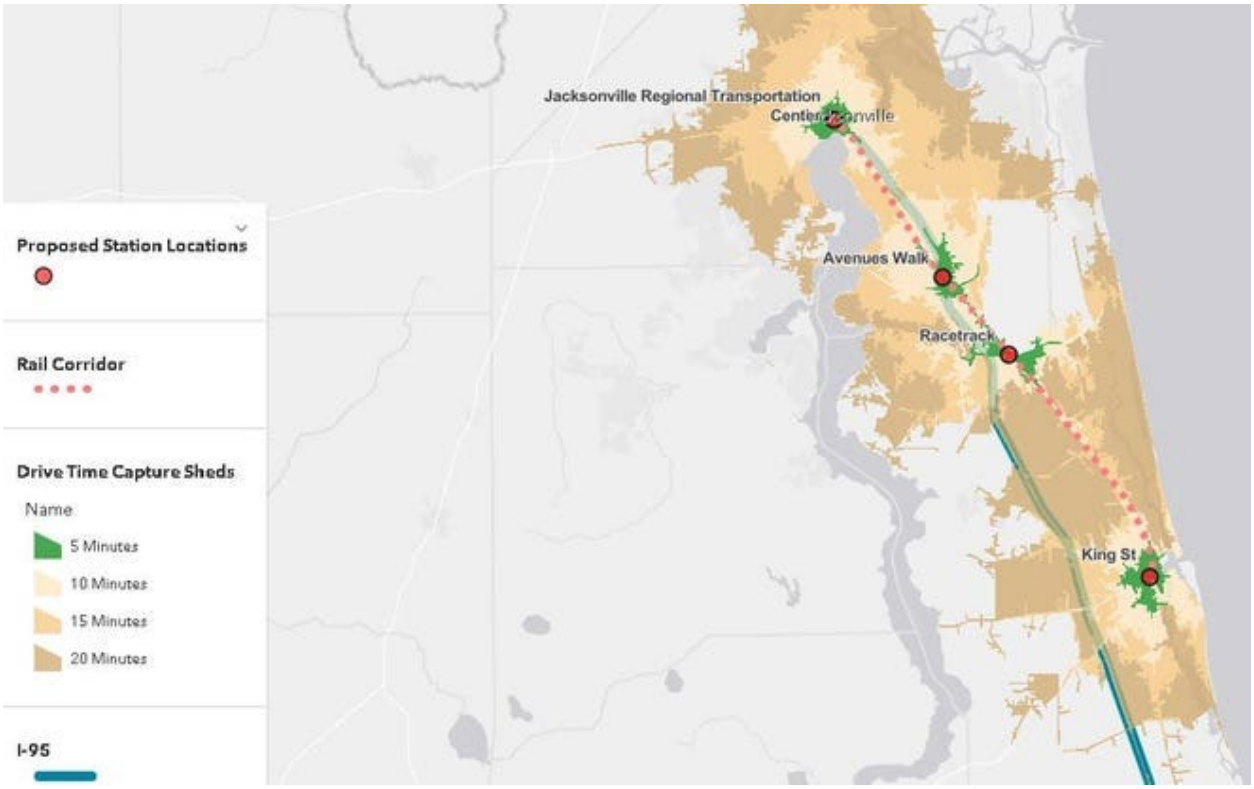
Gauging interest: JTA seek feedback in 2015 on St. Augustine commuter rail

Jacksonville gas tax increase: City Council approval

Then in 2010, JTA conducted an alternative analysis into a commuter rail and in 2013 chose the Jacksonville-to-St. Augustine route as preferred, JTA said.

In 2019 a JTA Transit Concept and Alternatives Review showed a need for the commuter rail system, followed by a preliminary environmental study.

Now a $1 million Federal Transit Administration grant is funding a commuter train development study. Additionally, $3.9 million is earmarked from the city's Local Option Gas Tax for JTA's Preliminary Engineering and National Environmental Policy Act study on a rail terminal next to its LaVilla headquarters. A preliminary engineering and environmental review is planned in 2025 or 2026.



Road to reason for commuter rail

About 20 percent of St. Johns County's workforce, or almost 39,000 people, commute daily into Duval County. And almost 15,000 a day, or about 7% of Duval County's workforce, drive the other way, JTA said. But that's just now.

Population in these counties combined will grow close to 1.6 million by 2045, according to the North Florida Transportation Planning Organization's long-range plan. Duval County alone is projected to grow to about 1.2 million.

The FDOT's plans to ease predicted traffic along I-95 between the two counties is added northbound and southbound lanes on two segments. One is between Atlantic and Butler boulevards, expected to begin in 2023 to 2025 with added lanes, new bridges, drainage, signs, pedestrian overpasses and lighting. Then the FDOT plans to widen I-95 from International Golf Parkway to Interstate 295.

Driverless JTA: $49 million contract signed for Jacksonville's first autonomous vehicle service on Bay Street

Data from the FDOT shows the level of service on that stretch of I-95 already ranges from very heavy to sometimes stalled. The I-95 construction over the next decade will use the last bit of right-of-way, JTA said. So establishing a commuter rail line between the downtowns of Jacksonville and St. Augustine, with a few stops in between, could help lessen roadway congestion, the JTA said.

"There is no future way to expand those roads anymore, so just like they did, we took a look at the data," Clark said. "... The data, as everybody knows, shows all of the growth is happening south and east, and it continues to push south and east."

The proposal under study

The JTA calls the commuter rail "an ideal mobility enhancement," the average rail commute time comparable to driving: an estimated 48 minutes from downtown Jacksonville to St. Augustine, trains running from 5 a.m. to just before 10 p.m. daily.

The commuter trains would run along Florida East Coast's freight line right of way just west of U.S. 1. Another private company called Brightline, which operates inter-

city rail routes from Miami to West Palm Beach on FEC-owned track, would also help bring passenger rail to the site, JTA said.

"Our partners have helped us a lot to understand what we can do," Clark said. "We want to make sure we don't impact the freight line or future inter-city passenger rail."

The rail line's northern terminus is proposed to be next to the Prime Osborn Convention Center, a former railroad station, with JTA's Jacksonville Regional Transportation Center across the street. The JTA center is already the nexus for its bus lines as well as Skyway and various private bus services.



The endpoint in St. Augustine could be at U.S. 1 and King Street between U.S. 1 and the San Sebastian River near Broudy's Fine Wine and Spirits. That is St. Johns County's "urban area," so a planned train station puts passengers a walk away from the historic district, Skinner said.

"For anything to have to be a success you have to have a mixture of all times of day, all different types of users who want to use it for as many reasons as possible," she said. "... We don't just want people to park and ride and have quiet cars sitting in a parking lot. You want to be someplace that has a mixture of uses, and that is a living, real city."

A commuter station developed along with new retail and residential ventures in the area, including the West King Street community nearby, would also improve the quality

of life there, she said. The city's mobility plan already targets that area for a future parking garage outside downtown.

Ahoy Jacksonville: JTA's Mayport ferry gets longer Friday hours, easier loading lanes and other changes

"It would be really beneficial to the whole West King Street area," Skinner said. "If they bring in bike paths, which would come in behind there, then it would promote a mixture of multi-modal transportation. ... People can take a commuter rail, then also take advantage of that transit station and it all adds to the success."

Two commuter rail stops with parking lots could be built along U.S. 1 near Race Track Road in Saint Johns, as well as the JTA Park n' Ride Transit Hub at 10508 Avenues Walk Blvd. off Philips Highway. The latter handles JTA city buses, First Coast Flyer Bus Rapid Transit and St. Johns County's Sunshine Bus Company service.



Commuter rails elsewhere in Florida

Similar systems already operate in Florida, like the 8-year-old SunRail with 49 miles of track and 16 stations in Volusia, Seminole, Orange and Osceola counties. In the first quarter of 2019, it averaged about 6,300 paying riders each weekday, JTA said.

Tri-Rail links Miami, Fort Lauderdale and West Palm Beach on lines paralleling I-95 in Dade and Broward counties, with connections to other transit systems. In fiscal-year 2019, it carried about 4.5 million people, JTA said.

Florida East Coast already has 100 feet of right of way on its freight line between Jacksonville and St. Augustine, mostly a single track with switches and some double track segments, JTA said.

"It is FEC's right-of-way and we have to work with them to be able to use it. But they have enough right-of-way for four lanes of traffic," Clark said. "... Tri-Rail and SunRail have encouraged us to do as much dedicated track as we possibly can to limit the cross-traffic of any other rail service."

The proposed stations must have room for more than trains, he said. That includes parking for commuters, room for buses to take them to work and services nearby like retail and restaurants.



"We are in that planning process where we have to consider a lot of those things when you are looking at potential stations," Clark said. "Even though one might be a really good spot, if it is too constrained, we have to make sure it fits in with the community."

The St. Augustine rail station could also help encourage more people to live downtown, Skinner said.

"We need to encourage the mix of economic development and infield development and redevelopment of these older properties," she said. "It's an opportunity to be something creative in that location that hopefully will help the redevelopment and economic development of the West King Street area."

Building the line is still a long way off, Skinner and Clark said.

The JTA has met with St. Johns and Duval county officials, as well as the St. Augustine City Commission and the Florida East Coast Railroad. Community meetings also are planned.



"The process has begun, but this is about details at this point and we need to engage the community at large," Clark said. "This is something that all three governments and all of the citizens are really going to have to get behind and understand what we are trying to achieve and make sure they believe it is right with the community."

The St. Augustine City Commission has met with JTA on the proposal and begun work to amend its development plan to fit the commuter station with other ideas there, Skinner said. State approval of the proposed mobility land use designation could come by mid-August. Then the commission could meet again in mid-September for a final vote on the land use proposal and begin work on the parking garage and other elements.

Clark said the estimated 37 miles of track and commuter rail stops could come in 2030 to 2040. The estimated cost would come when the full planning, development and environmental study formulates a potential design and some "real numbers."

Final funding would have to be sought via a partnership between the JTA, local, state and federal stakeholders and "railroad partners," he said.

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JTA wants your thoughts about commuter rail stations



By Dan Scanlan
Published on August 7, 2023 at 11:40 am
A commuter rail line line linking Jacksonville and St. Augustine could be years away, but the next steps in the planning will come this week.

The Jacksonville Transportation Authority envisions a 38.4-mile First Coast Commuter Rail line that can carry commuters and also people seeking tourism, concerts, shopping or dinner.

Workshops this week will help JTA shape what seven potential train stations and their surroundings could look like.

- The first workshop will be 5 to 7 p.m. on Tuesday at the JTA's Regional Transportation Center at 100 LaVilla Station, opposite the Prime Osborn Convention Center.
- The other will be from 4:30 to 6:30 p.m. Wednesday at St. Augustine City Hall on King Street.

Both workshops will start with presentations about the potential station sites in each community — four in St. Johns County and three in Jacksonville. The presentations will focus on what is there now and potential transit-oriented development to increase the viability of those communities, said Katrina Powell, JTA economic development director.

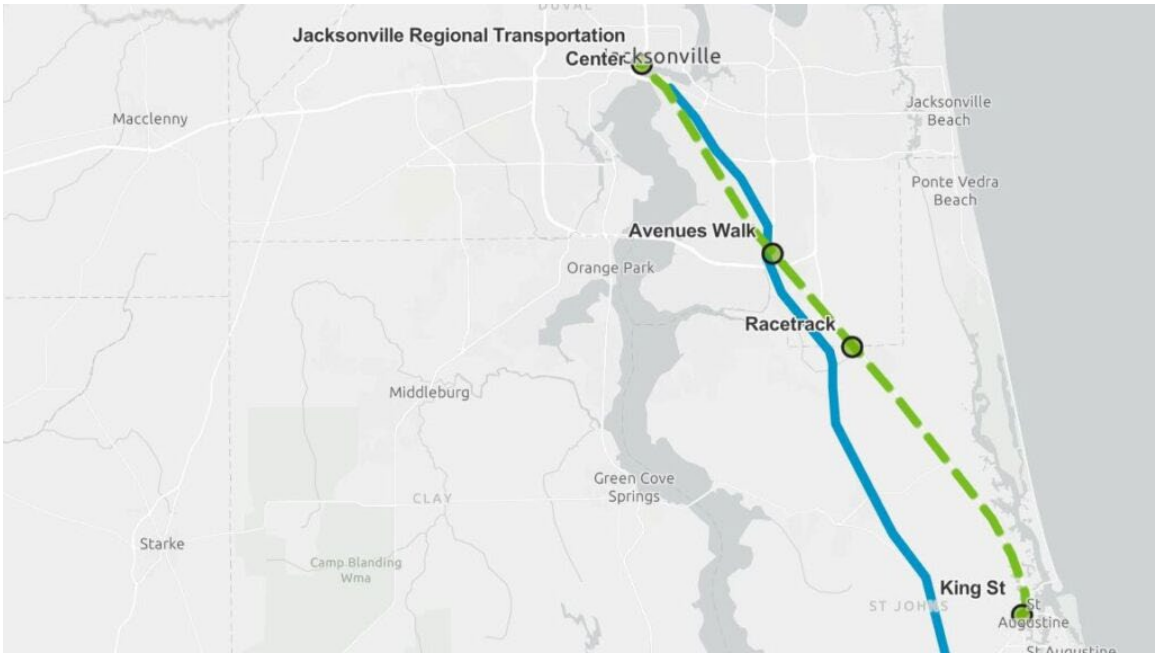
"Typically within a transit oriented development, you include all that. You have your mix of commercial, residential, office and entertainment that is centered around or near a transit station," Powell said. "It is dense; it is walkable. With it being a mixed-use development, you are creating a ridership for commuter rail by the people who live

around it. And it is also promoting growth for your commercial and your entertainment around the station. It attracts people, and it adds to a vibrant, connected community."

Why a commuter rail line?

Drivers who go from Downtown Jacksonville to historic St. Augustine join a long line of everyday traffic taking that 45-minute to hourlong drive along Interstate 95 or U.S. 1, traffic studies show. JTA's alternative is a 48-minute ride on the First Coast Commuter Rail that would avoid traffic, which is sure to grow with expected residential, commercial and retail growth.

Proposals to link St. Augustine and Jacksonville with a rail line have been discussed for years, including a 2009 study showing three possible routes, all starting in Downtown Jacksonville. One would have gone north on CSX rails to Yulee, one south on CSX tracks to Green Cove Springs and the third southeast on Florida East Coast Railroad tracks to St. Augustine. The estimate then was about $622 million.



A commuter rail line would take traffic off Interstate 95 with a 48-minute trip. | JTA

In 2010, JTA did another analysis into a commuter rail, then picked the Jacksonville-to-St. Augustine route as preferred in 2013. Six years later, a JTA study showed a need for the commuter rail system, followed by a preliminary environmental study.

A commuter train development study was funded through a $1 million Federal Transit Administration grant. Then $3.9 million was earmarked from Jacksonville's local option gas tax for a preliminary engineering and federal environmental study.

What's next

The first phase is to identify any issues the rail line could face, as well as opportunities. The study has to determine goals and objectives for each possible train station and the area around it. Each of 15 potential station sites was evaluated for possible use, zoning and ownership, and how well it connected to other transit systems. That was then boiled down to seven sites that have the characteristics needed for successful transit-oriented development.

Then came required public workshops.

Powell said the authority already held virtual community workshops in February, one for each county. Now comes this week's workshops, following up on what was discussed five months ago, to determine goals and objectives for each station area.

When built, the rail line would run from 5 a.m. to just before 10 p.m. daily along Florida East Coast's freight line right of way, just west of U.S. 1. The rail line would have its Jacksonville nexus next to the Prime Osborn Convention Center, which was once a railroad station, with JTA's Regional Transportation Center already home to its bus lines as well as Skyway and various private bus services.

Jacksonville then would have two other proposed stations. One possibility is the JTA Park n' Ride Transit Hub on Avenues Walk Boulevard off Philips Highway, since it is already a JTA city bus stop. Another is proposed near U.S. 1 and Baymeadows Road.

Those stops and what could be part of them is the focus of Tuesday's workshop in Jacksonville, Powell said.

A map shows the possible stations on the First Coast Commuter Rail line. | JTA
The workshop Wednesday in St. Augustine will include discussion about what is called the King Street Station in the West King neighborhood, just west of the San Sebastian River near U.S. 1/Ponce de Leon Boulevard. JTA sees this area as a western gateway into the downtown core that has experienced some growth in recent years because of its historic, urban neighborhood qualities.

That rail station would put commuters and tourists just blocks from downtown St. Augustine near hotels, restaurants and planned development. Other St. Johns County commuter rail stops with parking lots are possible along U.S. 1, including a site near County Road 210 in Saint Johns, as well as another near the Palencia community further south in the county.



“Particularly in St. Johns County, you have got these four stations that are great, buildable spaces that will advance because of what commuter rail will bring to that community, particularly the west side,” Powell said, referring to the potential site on the west side of the U.S. 1 and Kings Street intersection.

“We want the community to come out and really talk to us about what they would really like to see around the stations in St. Johns,” she said. “We will be providing examples of different types of developments that occur around (transit oriented developments) TODs — the residential, commercial and business piece, all of that mixed-use development.”

That said, building the line is still a long way off.

There’s a feasibility study, plus a preliminary engineering and environmental review, and a lot of components that don’t involve the public like connectivity analysis, forecasting and data assessments, Powell said.

“We are really looking to get information right now, finish up all this behind-the-scenes stuff, then submit that to close out this particular grant,” Powell said. “After that, we will need to go for funding for other things.”

So there is no timeline yet for construction, or even cost estimate yet, Powell said.

Dan Scanlan Reporter, WJCT News 89.9 Dan Scanlan is a veteran journalist with almost 40 years of experience in radio, television, and print reporting. He has worked at various stations in the Northeast and Jacksonville. Prior to joining the WJCT News team, Dan spent 34 years at The Florida Times-Union as a police and current affairs reporter.

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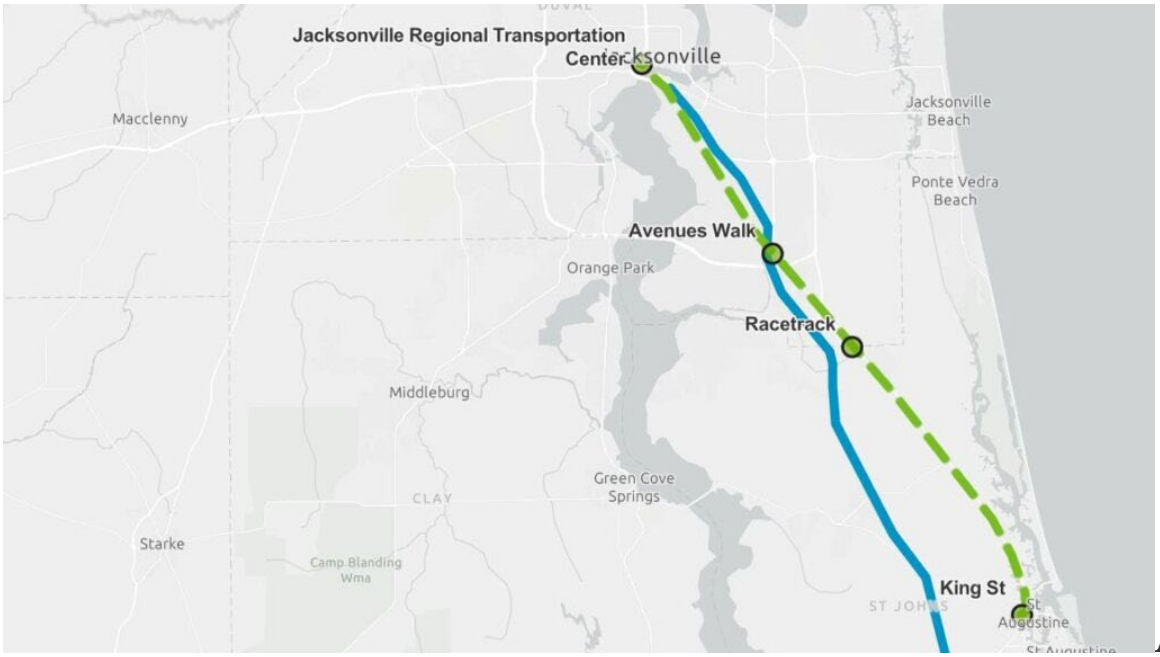
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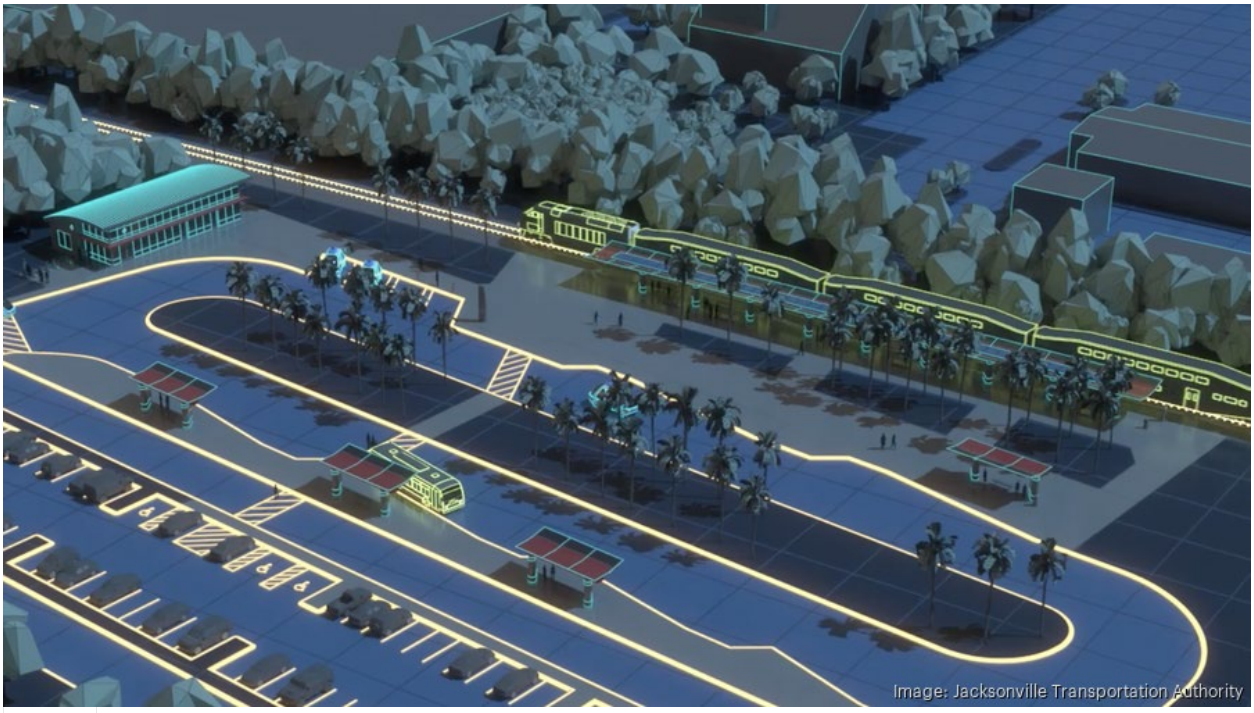
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JTA looking at light rail possibilities that go beyond intercity travel



expand

A screen capture of a video illustrating the proposed Avenues Walk train station.
JACKSONVILLE TRANSPORTATION AUTHORITY

By Wes Wolfe – Reporter, Jacksonville Business Journal
Oct 19, 2023

An ambitious project could be getting larger as local transportation officials assess the viability and possibilities of light rail connecting downtown Jacksonville to St. Augustine.

“We’re going to have some good discussions with the railroad folks as well that I’m looking forward to, but yes, we’re early on, but we’re moving forward, and not just to St. Augustine,” William Joyce, construction and capital projects officer for JTA, said recently. “I think we’re thinking beyond as well, maybe to the airport, Amtrak, things like that.”

With a decade of upcoming construction planned along the Interstate 95 corridor — with the dramatic and continual influx of new residents — there’s a desire to take some of the congestion pressure off the interstate.

But that doesn't mean city officials want Jacksonville to foot the bill for something that might benefit St. Johns County more than Duval.

“Obviously, more intercity rail would be huge, to be able to connect up with Brightline in Orlando, and eventually the rest of the Brightline network, would be awesome,” City Councilman Jimmy Peluso said.

With the present path, though, he questions where the value can be found for Jacksonville residents.

“From the perspective of, hey, are we just shuttling people in and out of our city, out of Duval County, so they can live in other counties?” Peluso said. “And if that’s the case then … I’m less enthused, especially of putting city money into it, than I might have been before.

“Because if the goal is now to basically help St. Johns County (residents) get to their jobs in Jacksonville, that certainly doesn’t make me feel a lot better.”

The proposed route currently extends from LaVilla, where the Prime Osborne Conference Center would be turned into a train station, down to King Street in St. Augustine. A JTA study indicates the length of that journey would be 48 minutes, which can be faster than by car during peak times of day.

Florida East Coast Railway owns the track and right-of-way for the corridor for commuter rail. The company did not respond to a request for comment. There’s 100 feet of right-of-way, which JTA states is wide enough for four track lines and can accommodate commuter rail alongside present freight traffic.

Brightline, which runs the new rail service from Orlando to South Florida, owns the passenger rail rights for the corridor and is interested in the concept.

“That’s actually one of my projects under MobilityWorks 2.0, to look at what could occur with commuter rail or regional rail service,” said Greer Johnson Gillis, chief infrastructure and development officer for JTA. “But we know that is not our decision. This has got to be a partnership with not only the railroads, but the City of Jacksonville and even the counties.

“So, we’ve done some early planning work to really look at the viability of the center line from the city of Jacksonville to St. Augustine. But we still have some more studying, some more work to do.”

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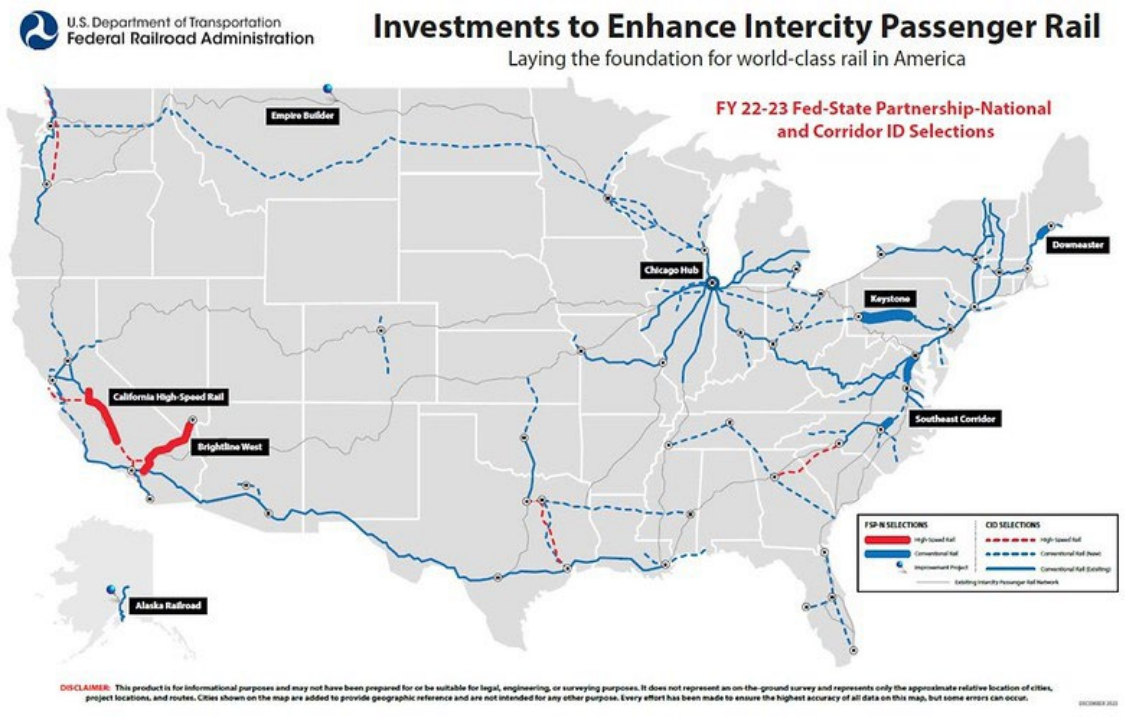
Rail funding is coming – is Jax paying attention?

Jacksonville's entry into the federal rail corridor program is a chance for the city to seize a role in its transportation future. Local leaders must step up to deliver on this longtime goal – will they get on board?

Published December 27, 2023
Editorial by Marcus Nelson

The background

The U.S. Department of Transportation's Federal Railroad Administration (FRA) has awarded $8.2 billion to construct 10 passenger rail projects across the country and more for corridor planning activities nationwide. This follows a $16.4 billion investment announced last month for 25 rail projects of national significance along America's busiest rail corridor.



A map of the Federal Railroad Administration's Investments to Enhance Intercity Passenger Rail. Courtesy: FRA

Among these was an award to the Florida Department of Transportation of a Corridor Identification & Development (or Corridor ID) grant to begin studying a passenger rail corridor between Jacksonville, Orlando and Miami.

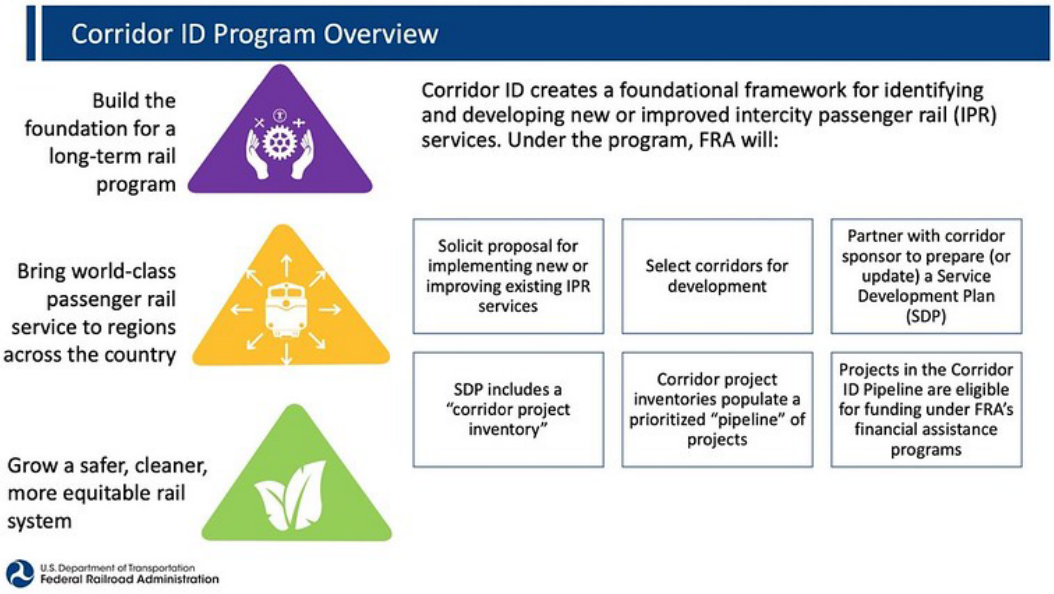
According to the FRA, "The proposed corridor would connect Jacksonville, Orlando and Miami, FL. The corridor would provide new or enhanced service on one or more existing alignments. The corridor sponsor would enter Step 1 of the program to develop a scope, schedule, and cost estimate for preparing, completing, or documenting its service development plan." Up to $500,000 will be allocated for this rail planning effort.

An additional $500,000 will be allocated to develop a scope, schedule, and cost estimate for preparing, completing, or documenting the service development plan for the corridor between the three cities. That corridor would provide new or enhanced service on one or more existing alignments, and potentially a new alignment between Orlando International Airport and Tampa.

The start of this process represents an opportunity for Jacksonville to take a leadership role in developing passenger rail for North Florida.

Corridor ID

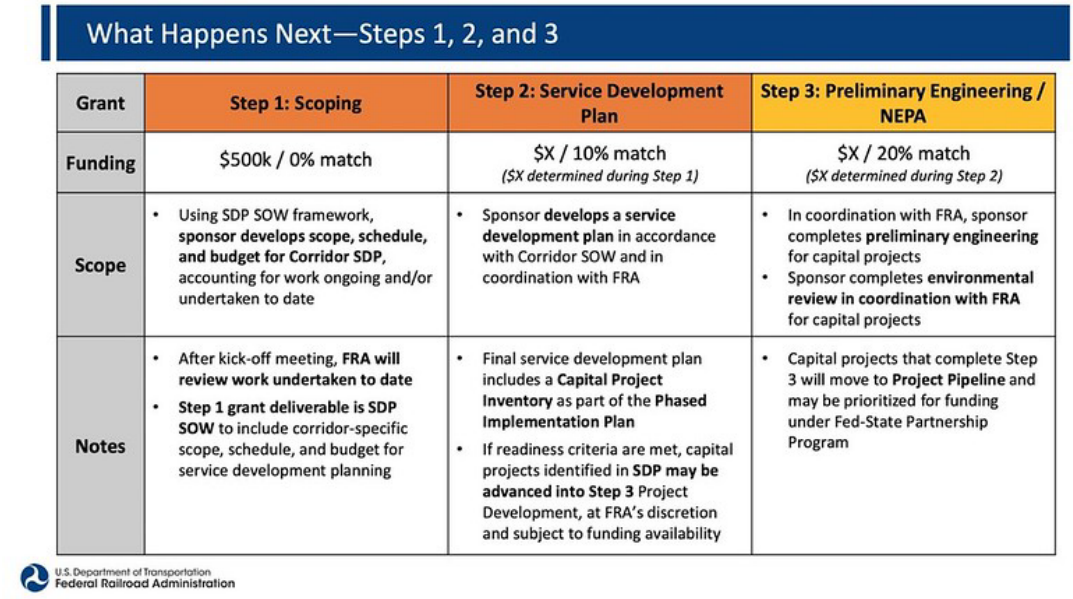
The Corridor ID program is part of a national effort under the Biden-Harris administration to develop a pipeline of intercity passenger rail projects. That means turning mere ideas for rail services into real plans for how these services would be constructed and operated, ready to be built with future funding from the Federal-State Partnership for Intercity Passenger Rail program, which has already funded high-speed rail projects like Brightline West and California High-Speed Rail.



overview of the Corridor ID program. Courtesy: FRA

This grant marks the beginning of a process to envision what connecting Florida's largest city to its neighbors will look like, and joining the Corridor ID pipeline moves Jacksonville up the line for making that a reality. There are already past studies that can be leaned on to support these efforts.

Although this is only the first of three steps in the Corridor ID process, this grant is important because it sets the tone for everything that comes after. As the initial scoping transitions into the creation of a Service Development Plan and then environmental review, FDOT and Jacksonville will have access to federal funds to support moving the corridor forward. Ultimately, once a plan is ready, this partnership will then need to seek up to 80% of the cost from the federal government.



The three steps of the Corridor ID program. Courtesy: FRA

Jacksonville's rail history

Jacksonville is already host to a storied past for passenger rail. Henry Flagler's Florida East Coast (FEC) Railway historically operated rail service from Jacksonville to Miami (and at one point Key West) between the late 19th and mid-20th century.

The CSX A-Line, originally constructed in 1884 as the Jacksonville, Tampa and Key West Railway, and later incorporated into Henry Plant's Plant System, connected Jacksonville with Central Florida. Paralleling U.S. Highway 17, within the Jacksonville metropolitan area, the rail corridor runs through the Rail Yard District, North Riverside, Riverside, Murray Hill, Ortega, NAS Jacksonville, Orange Park, Fleming Island, Green Cove Springs and Palatka.

The FEC and CSX, along with several other railroads, converged in LaVilla, at the Jacksonville Terminal. Opened in 1897 and expanded in 1919, the Jacksonville Terminal was once the largest rail station south of Washington, D.C. At its height, 20,000 passengers a day boarded long distance trains here to other Florida cities, New York, Chicago and points west.

The 1960s would bring an end to that, as billions of government dollars poured into highway and airport construction. By the time Amtrak took over most passenger rail in 1971, the FEC had already ended its passenger services, and just three years later, the Terminal closed, with Amtrak relocating to a smaller facility on Clifford Lane.

In the 1990s, interest had arisen in reopening the train station, converted into the Prime Osborn Convention Center in 1986, to return Amtrak from outside downtown. But two decades later, these plans had remained by the wayside, the victim of a lack of urgency by city leaders and broader headwinds after the end of Florida High Speed Rail.

By 2012, All Aboard Florida, the predecessor to Brightline, had emerged. The first privately-owned rail company in the U.S. in decades, it proposed to reintroduce intercity passenger rail on the FEC Railway. Jacksonville was included on the map, a logical step considering that the city represents the north end of the FEC line.

However, Jacksonville's leadership took few steps to attract future service, and as a result, Brightline prioritized a Tampa segment as their next step after Orlando, despite Jacksonville's existing position and infrastructure being a much simpler prospect for passenger rail development.

Now, as progress is underway developing the corridor for service to Tampa, Jacksonville stands as a clear next step, and the city's selection for Corridor ID represents the starting line for that development.

A new rail vision

So what could passenger rail's resurgence in Jacksonville look like?

The restoration and revitalization of the Jacksonville Terminal at the Prime Osborn could serve as the center point of a vibrant LaVilla, with Amtrak, Brightline, and commuter trains all serving destinations like Miami, Orlando, Tampa, New Orleans, Atlanta, and points beyond. Intermediate stops along the FEC to Miami could include St. Augustine, Daytona Beach, and Cocoa, as well as a potential stop in the suburbs of Jacksonville like Avenues Walk.

A *conceptual rendering of the Jacksonville Regional Transportation Center after redevelopment into a transit oriented neighborhood. Courtesy: JTA*

What will that take? An FDOT study from January 2023 confirmed that additional passenger rail along the FEC to Jacksonville represents a challenge because North Florida is a smaller region than Miami or Orlando. That means much like Brightline's Tampa expansion, it will take partnership and creativity.

Although the Florida Department of Transportation is the primary recipient of the Corridor ID selection, local leadership will be critical in getting rail service to the finish line. Much like the city's successful bid for a Four Seasons Hotel & Residences, advocacy is necessary to demonstrate the value of the FEC corridor to a potential initial operator, most likely Brightline. Such a move would be exactly the kind of catalyzing development Jaxsons have long hoped to see in LaVilla and Downtown.

Even before the trains are rolling, the City of Jacksonville and Jacksonville Transportation Authority can start preparing for passenger trains and transit-oriented development at station sites. The North Florida Transportation Planning Organization can begin studying the needs for rail service for federal grants, including infrastructure like double track and the Moultrie Speedway.

Originally constructed in 1925 as the Moultrie Cutoff, the 29-mile FEC line eliminated 20 miles of previous track with a nearly straight line between St. Augustine and Bunnell. With few existing grade crossings, steps could be taken sooner rather than later to remove them and upgrade the line, enabling faster passenger train speeds and safer travel for riders and drivers alike. Making decisions like this now will be key to delivering passenger rail service.

Additional opportunities

Across the St. Johns River, Clay County has long been recognized as having one of the longest commuting times in the state, solidifying the CSX A-Line corridor as another corridor in the region that makes sense for additional passenger rail services. In 2019, the FRA awarded Amtrak $3.85 million to rehabilitate 52 miles of CSX A-Line track between Palatka and Deland. As a part of that project, CSX agreed to transfer ownership of that segment to Amtrak.

In 2007, the CSX A-Line between Deland and Osceola County was acquired by FDOT for $432 million, which paved the way for the 2014 implementation of Orlando's 61-mile SunRail commuter rail system. This means, only 50 of 163 miles of railroad track between Downtown Jacksonville and Central Florida currently remain in the ownership of CSX.

Rail service in action

Passenger rail service to and from Jacksonville could take several forms, depending on the Service Development Plan and public support for passenger rail. Given potential alternatives, a phased approach to passenger rail development is likely in the cards.

On the FEC, initial progress in partnership with Brightline could focus on developing service north of Brevard County, constructing passenger stations, train facilities, and track upgrades. Brightline's planned station in Brevard could serve as a transfer point to enable service to Jacksonville sooner while improvements in South Florida are built to enable through-service. Longer-term capacity improvements could enable higher speeds, expanded service to Miami, Orlando, and Tampa, and eventually transform Jacksonville into a critical midway point for interstate services to points beyond.

A

Brightline train passing Boca Raton station. Courtesy: Brightline

Amtrak already operates its Silver Meteor and Silver Star trains on the A-Line, with passenger rail stations in Northwest Jacksonville and Downtown Palatka. Collaborating with Amtrak for additional stations in Downtown Jacksonville and Clay County would offer the region enhanced intercity passenger rail access. Longer-term commuter rail development could establish infill stations as a fast, competitive option for regional travel.

This opportunity is Jacksonville's time to lead. Not only should there be a serious conversation about advancing plans for bringing Amtrak back to downtown Jacksonville and attracting Brightline service, the pros and cons of acquiring the remaining short segment of the CSX A-Line for additional intercity and regional commuter services should be vetted sooner rather than later as well. These steps lay the groundwork for higher-speed travel to St. Augustine, Central Florida, and Miami, as well as points beyond.

Now is the time for local leaders to stand together and learn what it takes to attract these major investments through the Corridor ID process. The opportunity for passenger rail will only become a reality if we are willing to make it so. So let's get all aboard.

Editorial by Marcus Nelson.