

# TOD Pilot

## West – Downtown – East Corridors Meeting

July 15, 2020





# Presenters



**Alexander Traversa**  
Planner III – Environment,  
Sustainability & TOD



**Joshua Turner**  
Lead Urban Designer



**Jee Mee Kim**  
Principal, TOD Practice  
Leader





# Ways to Participate

## During the Meeting

Type in comments in the box by the screen throughout the meeting.

Text to 73224 with the message “jtatod” and you will receive a response asking for your comments to text back.

Email to the address listed by the meeting screen.

## Post-Presentation Q&A

Study Team Members will respond to questions submitted during the presentation.

“Do we understand your neighborhood’s characteristics and potential for TOD?”

## After the Meeting

Visit <http://u2ctod.jtafla.com/> and take the survey.

You can also submit questions and comments on the study website Contact page.



# Agenda



- About U<sup>2</sup>C
- Study Area Overview
- TOD Assessment for Station Areas
- Survey
- Q&A
- Next Steps





# About U<sup>2</sup>C



JTA is transforming downtown mobility with the Ultimate Urban Circulator. The U<sup>2</sup>C will provide:

- High-frequency service and accessibility
- Service flexibility
- Extensions that can serve at both elevated and street levels



# U<sup>2</sup>C Program Overview



Credit: JTA

## Skyway Modernization Program

- Keep, Modernize, Expand
- Objectives:
  - Address system deficiencies,
  - Improve System and Modal Connections, and
  - Respond to Transportation and Economic Development Demands.
- Autonomous Vehicle Technology
- Further refine project through planning



# U<sup>2</sup>C Program Overview



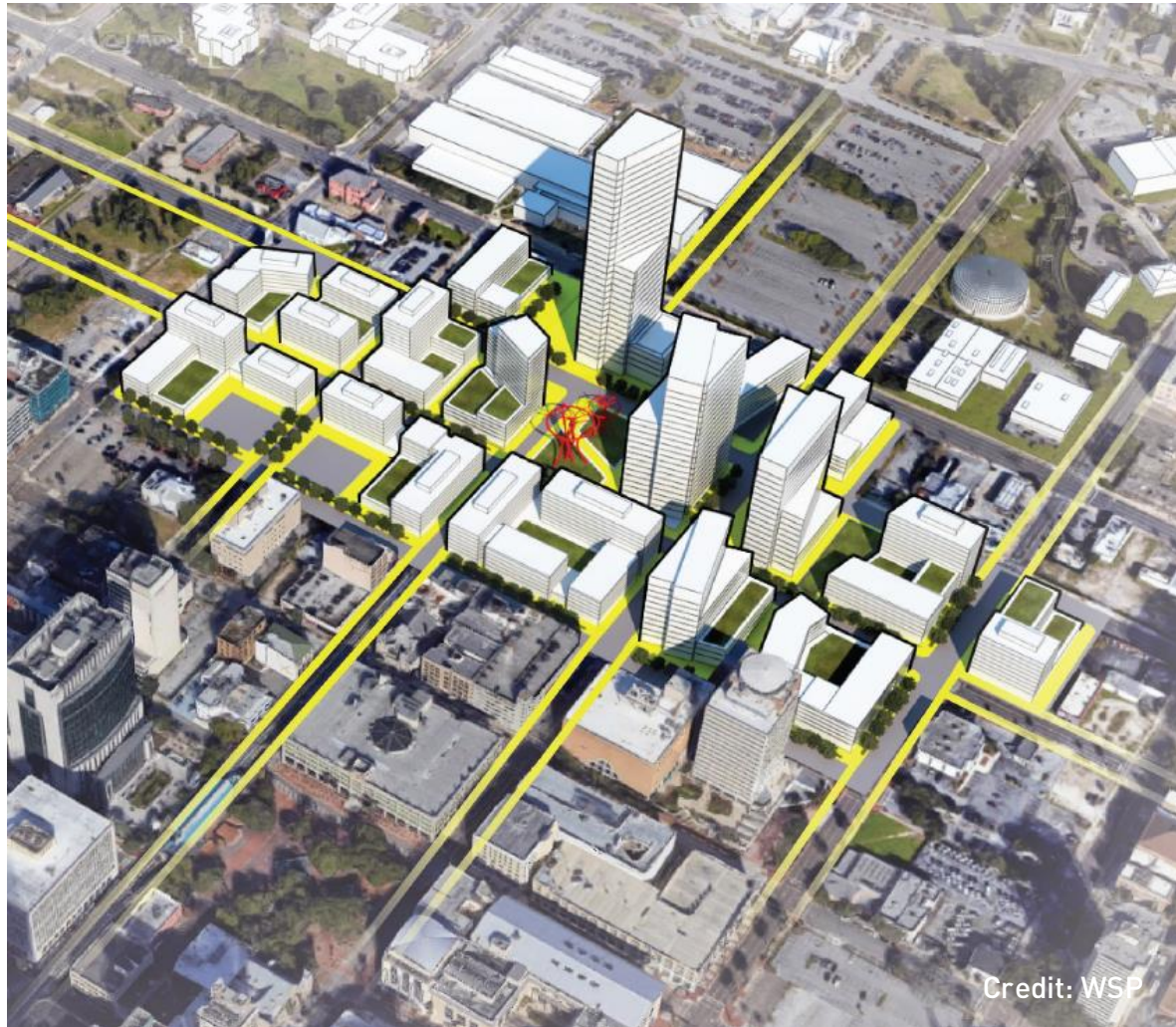
## Ultimate Urban Circulator (U2C)

- Expands System to 10 miles
- Connects to neighborhoods and redevelopment areas
- Leverages multiple public investments
- Creates autonomous transportation network.





# Transit-Oriented Development



## What is TOD?

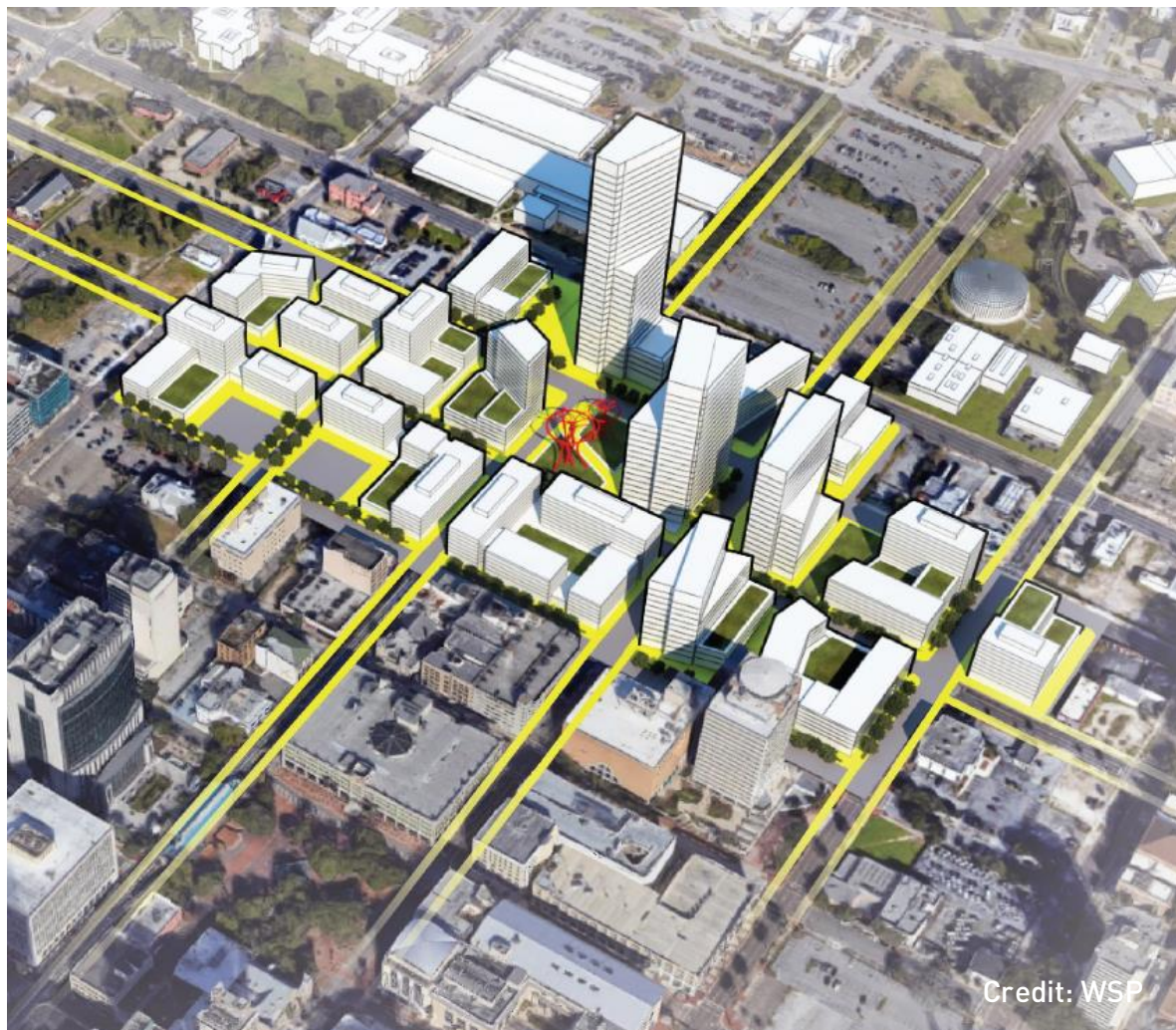
“Transit-oriented development, or TOD, is a type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation.”

*-Reconnecting America*





# Transit-Oriented Development



**Mission: To improve Northeast Florida's economy, environment and quality of life by providing safe, reliable, efficient and sustainable multimodal transportation services and facilities.**

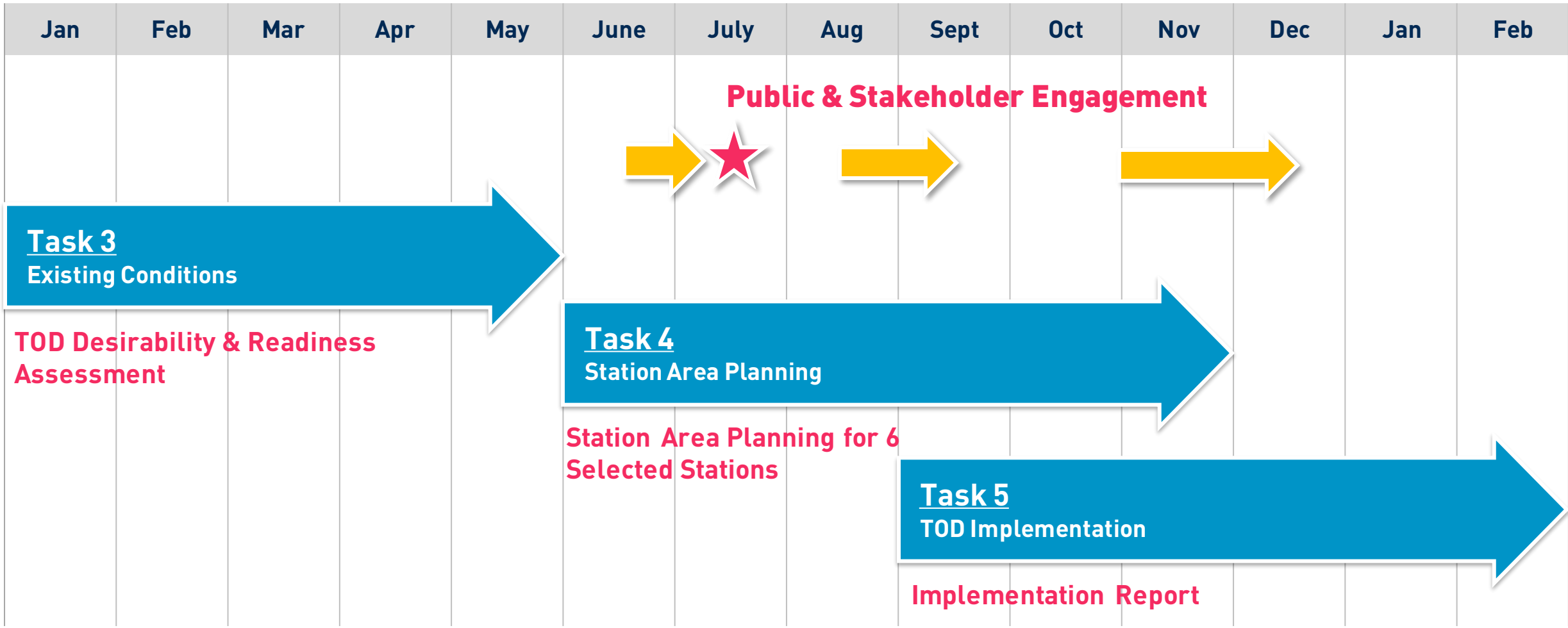
- Improve Mobility
- Create Economic Opportunity
- Enhance Community and Sustainability
- Provide Financial Sustainability



# Where We Are

2020

2021





Transit-Oriented Development

# Making Spaces Wonderful with TOD



<http://u2ctod.jtafla.com/>

# STUDY AREA OVERVIEW

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West – Downtown - East Corridors





# Study Area Map



## West Corridor:

- JRTC
- Jefferson

## Downtown Corridor:

- Central
- Hemming Park
- Rosa Parks

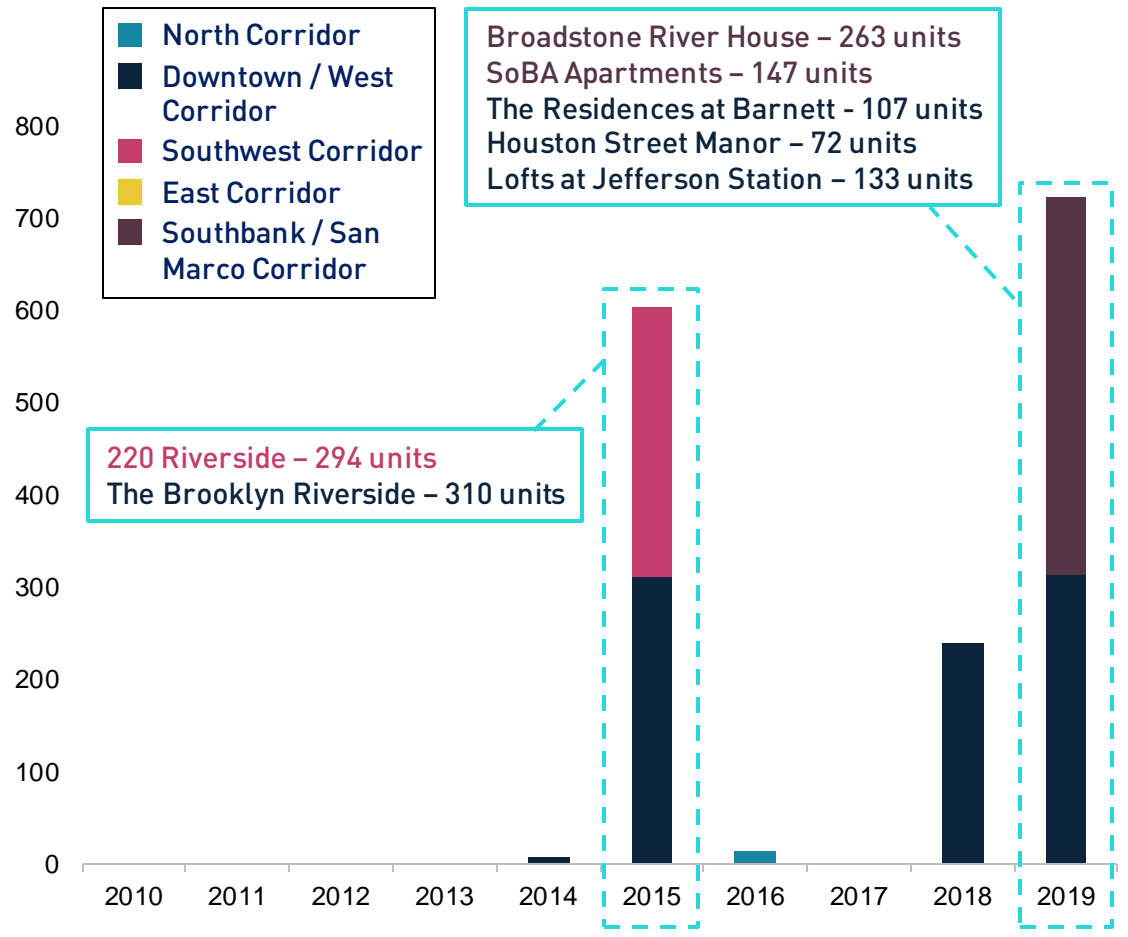
## East Corridor:

- Market Street
- Shipyards
- Sports Complex





# West Corridor Market Overview



Multifamily Units Added by Study Area (2010-2019)

Source: CoStar

## Residential Key Takeaways:

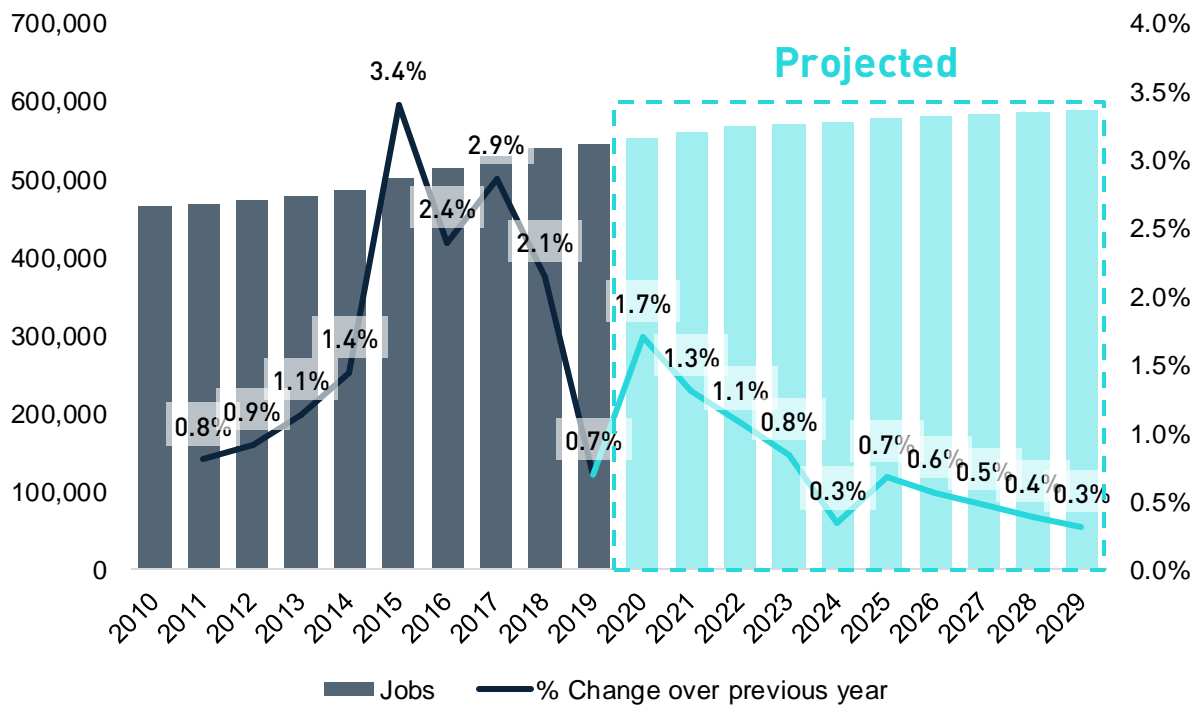
The city has added close to 15,000 multifamily units since 2010, with the corridors accounting for 11.3% of that total. Multifamily unit production in the corridors has been concentrated in:

- Southbank/San Marco Corridor,
- Downtown/West Corridor, and
- Southwest Corridor



# West Corridor Market Overview

## 544,700 Jobs in Jacksonville in 2019



Employment grew significantly in the mid-2010's as large financial and services companies expanded. However, growth has since slowed and is expected to decline over the next decade.

**BANK OF AMERICA**  
8,000 Employees

**Florida Blue**  
7,000 Employees

**BAPTIST HEALTH**  
11,000 Employees

**MAYO CLINIC**  
6,000 Employees

**citibank**  
5,000 Employees

**Southeastern Grocers**  
5,700 Employees

### Employment Growth, 2011 - 2019

Source: Emsi

### Largest Employers in Jacksonville \*excluding naval base



# West Corridor Market Overview

## Recent Deliveries



**Affordable & Workforce Multifamily Lofts at LaVilla** (150,000 RBA)  
130 units, 5 stories, \$1.33 PSF

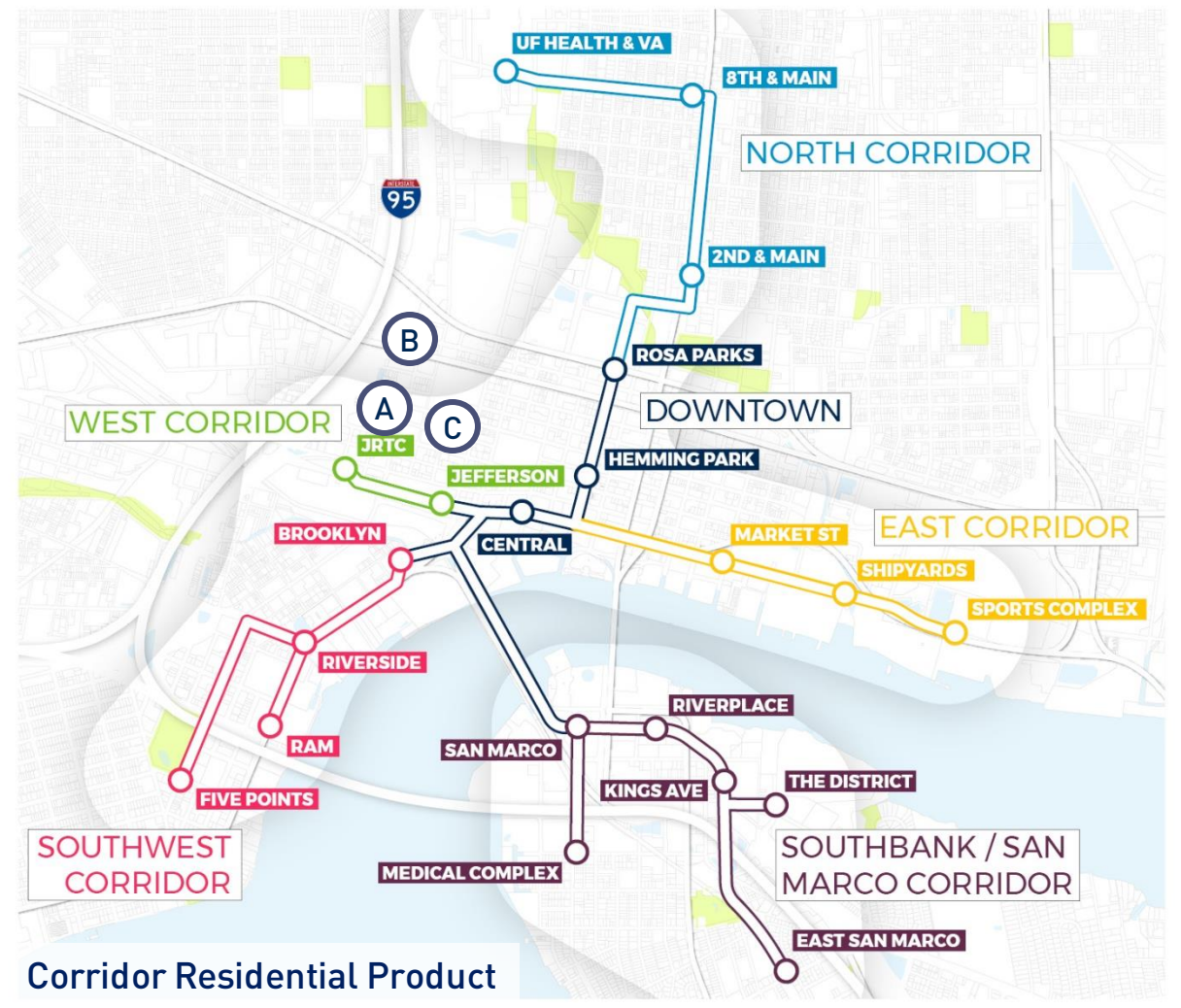


**Affordable & Workforce Multifamily Lofts at Monroe** (86,400 RBA)  
108 units, 5 stories, \$1.16 PSF



**Affordable & Workforce Multifamily Lofts at Jefferson Station** (159,600 RBA)  
133 units, 5 stories, \$0.86 PSF

## Pipeline

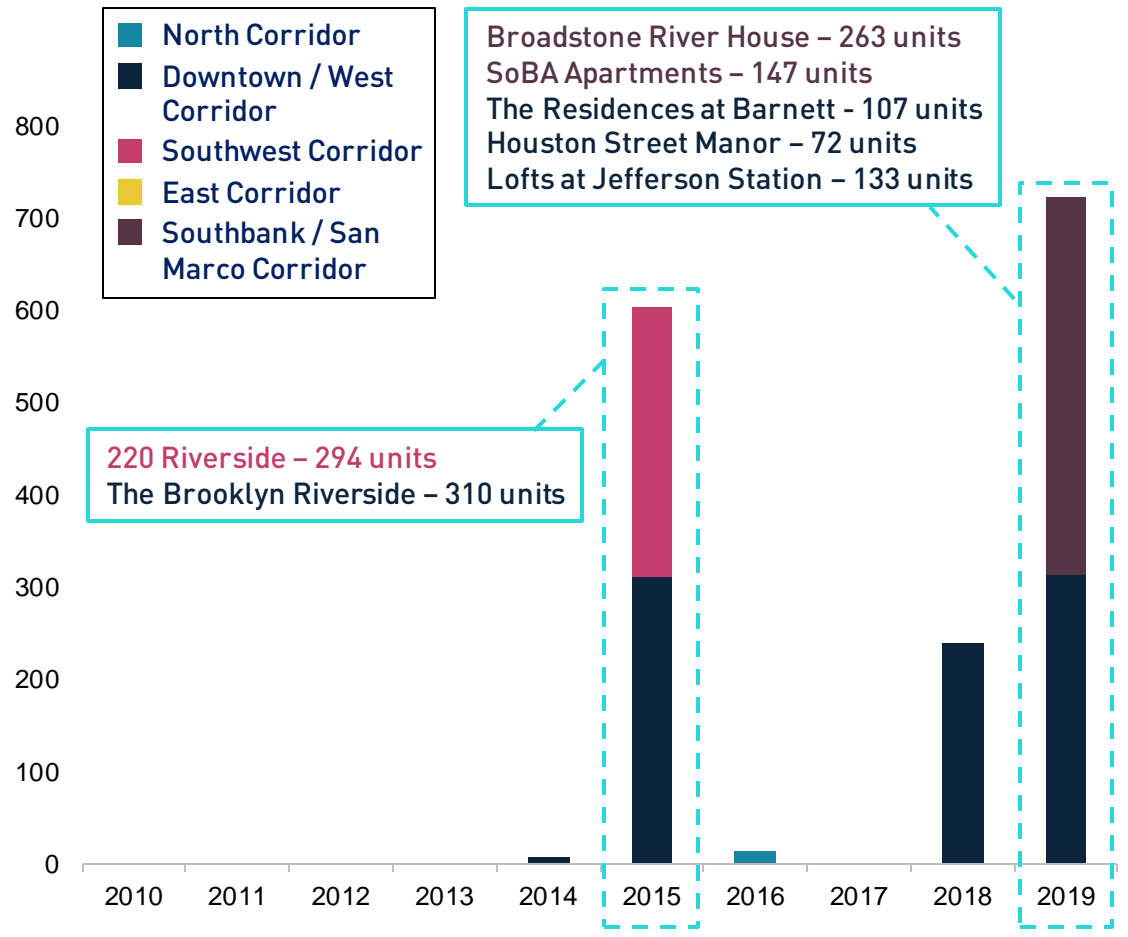


Corridor Residential Product





# Downtown Corridor Market Overview



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Source: CoStar

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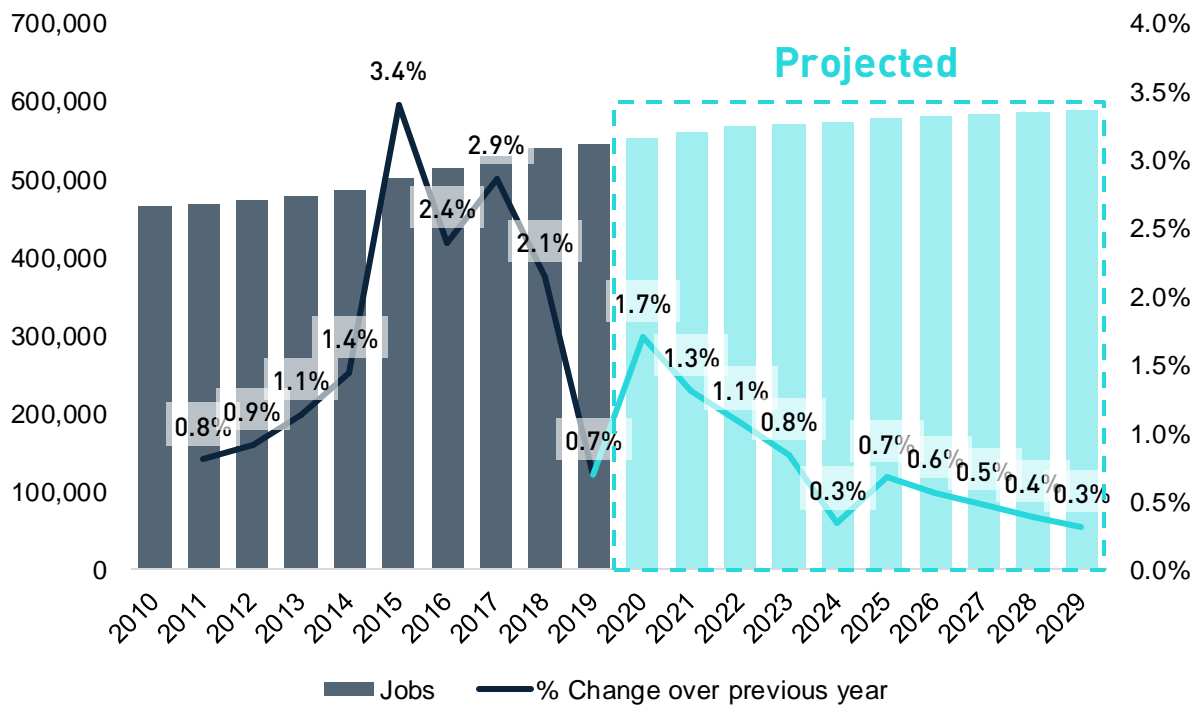
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# Downtown Corridor Market Overview

## Recent Deliveries

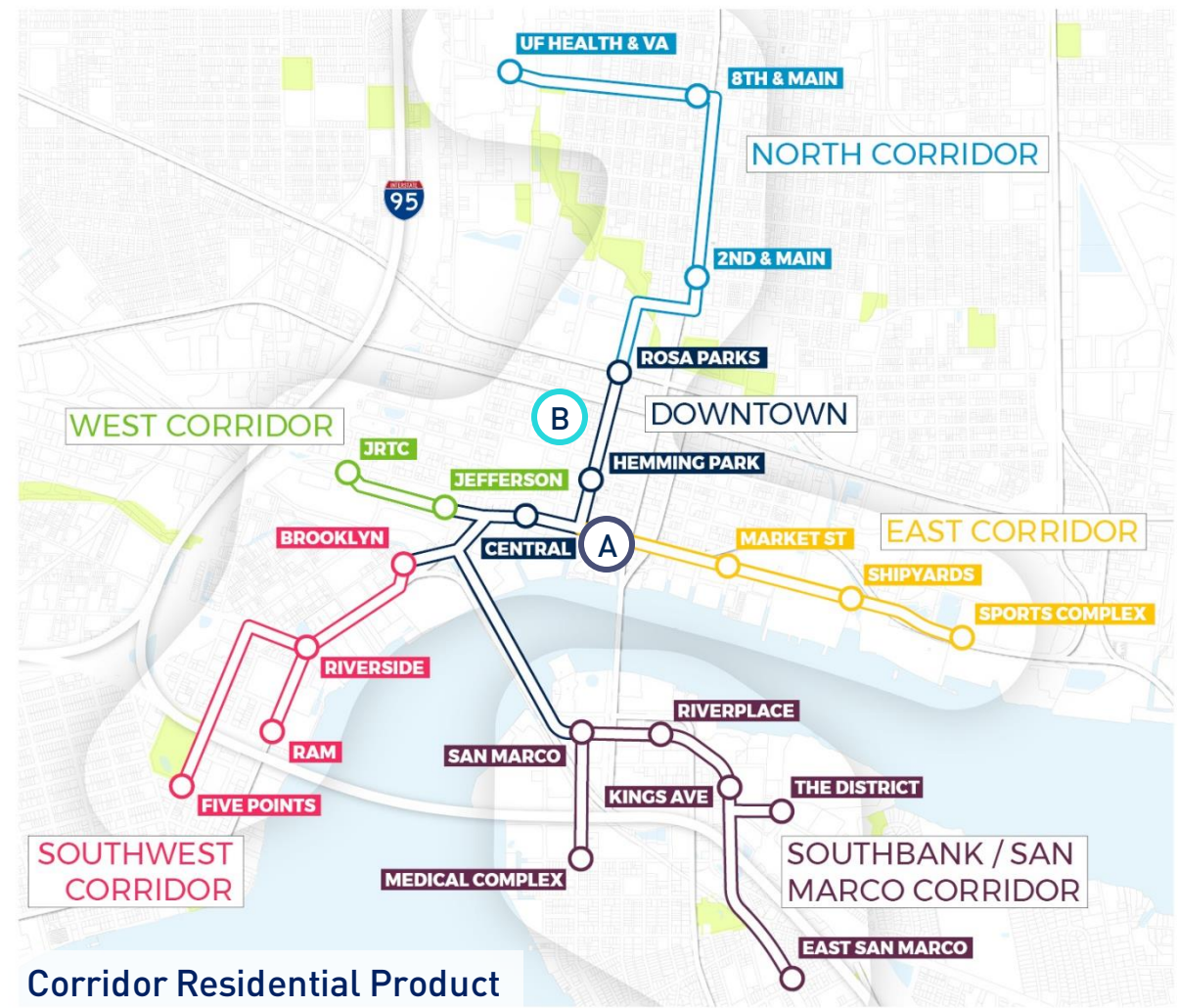


**Mixed-use Multifamily**  
**The Residences at Barnett (96,744 RBA)**  
107 units, 18 stories, \$1.78 PSF  
7 floors of mixed-use businesses

## Pipeline



**Mixed-use Multifamily**  
**502 N. Hogan St. (30,000 RBA)**  
9,600 SF of ground floor retail

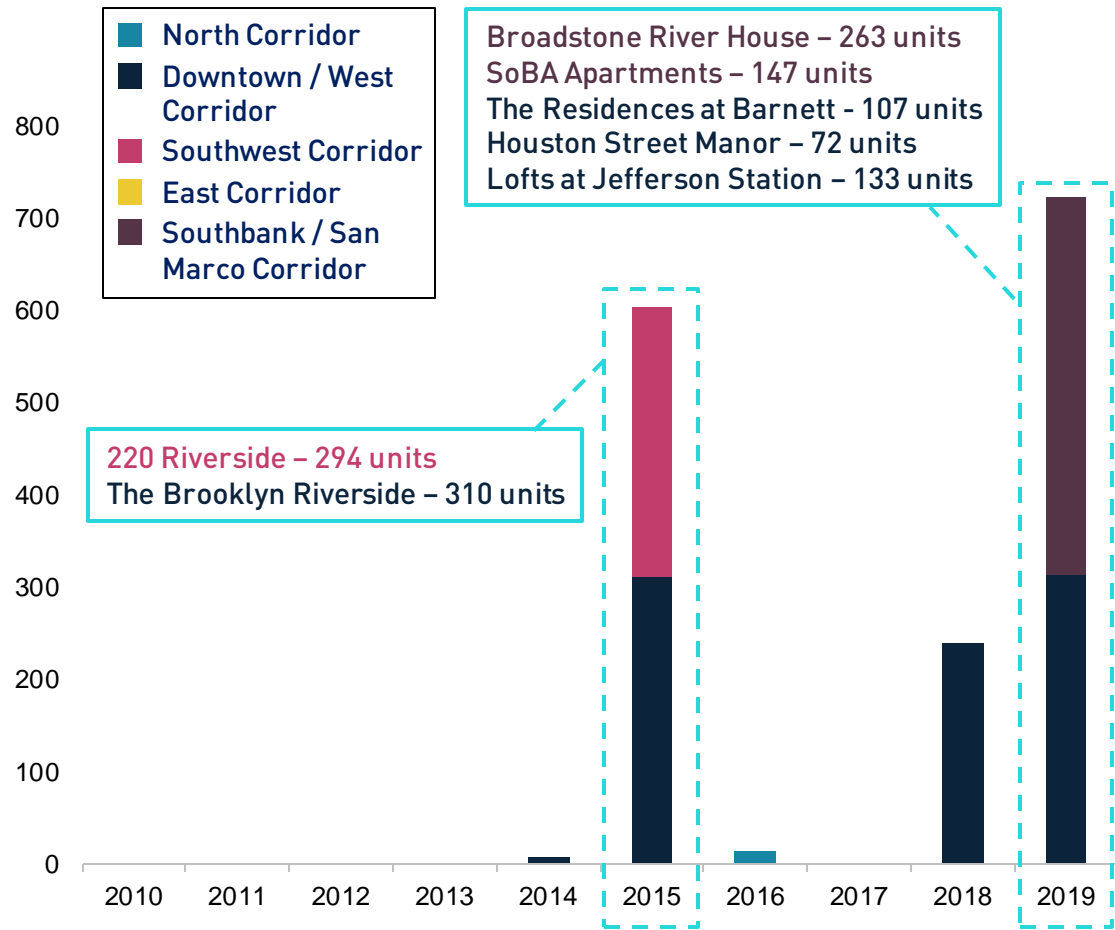


Corridor Residential Product





# East Corridor Market Overview



Multifamily Units Added by Study Area (2010-2019)

Source: CoStar

## Residential Key Takeaways:

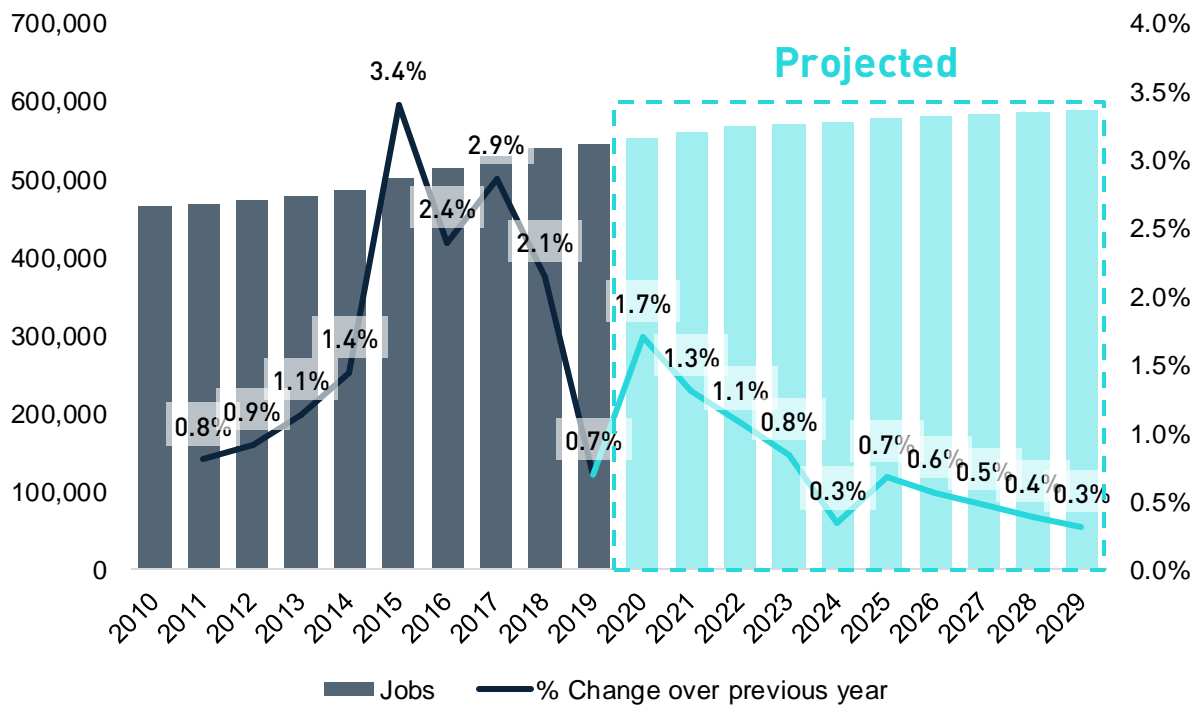
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# East Corridor Market Overview

**544,700 Jobs in Jacksonville in 2019**



**Employment Growth, 2011 - 2019**

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**Southeastern Grocers**  
5,700 Employees

**Largest Employers in Jacksonville**

\*excluding naval base



# East Corridor Market Overview

## Recent Deliveries



**A**  
**For-Sale**  
**Berkman Plaza (Built 2002)**  
150 units, 23 stories, \$250 PSF



**B**  
**For-Sale**  
**Churchwell Lofts (Rehabbed 2009)**  
21 units, 4 stories, \$176 PSF

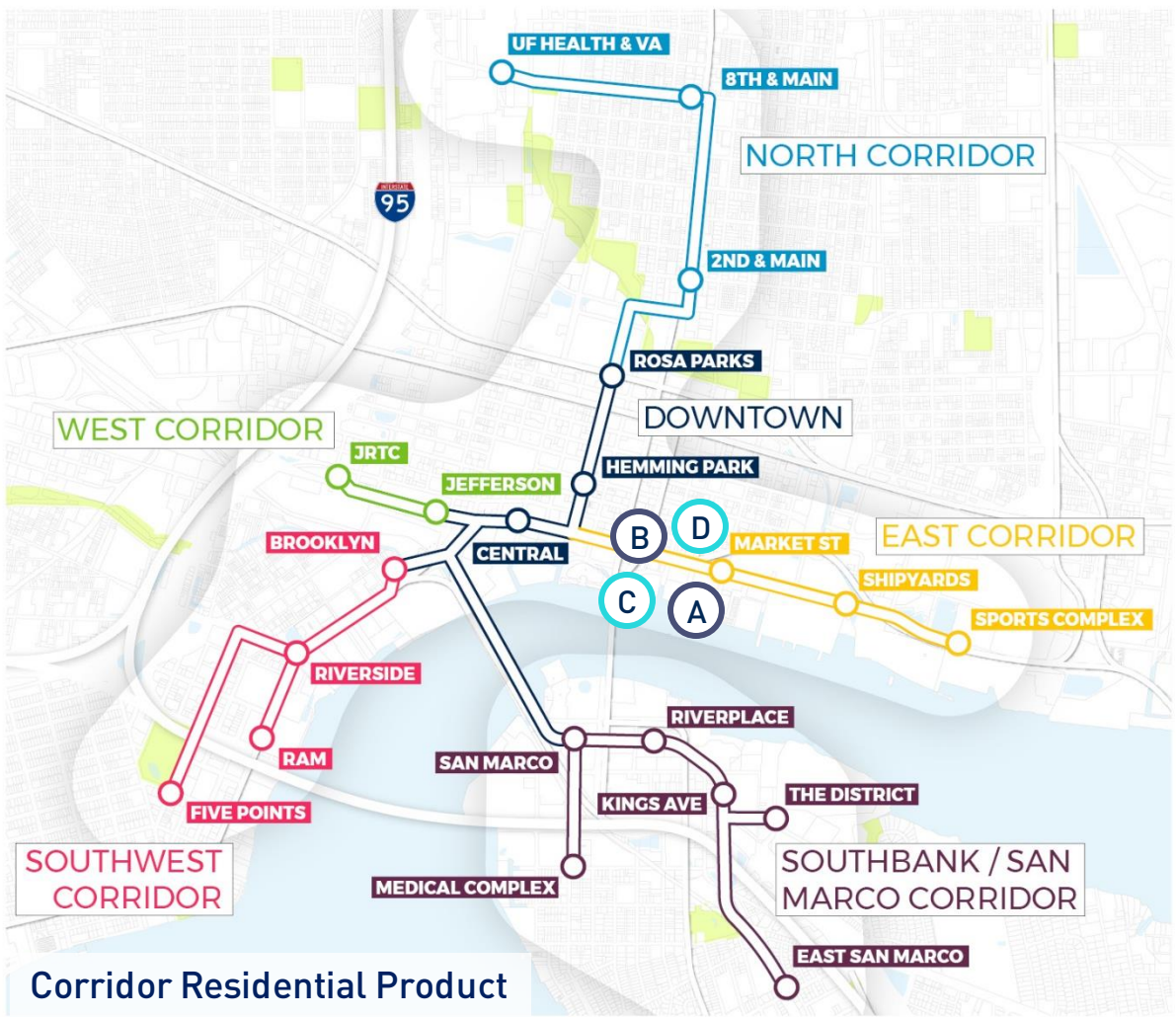
## Pipeline



**C**  
**Mixed-use Multifamily**  
**Ford on Bay**  
520 units, 74,000 SF of retail



**D**  
**Affordable & Workforce Multifamily**  
**Lofts at Cathedral (168,000 RBA)**  
140 units, 3 stories, rent subsidized







# System-wide Typologies



**URBAN CENTER**

**REGIONAL CENTER**

**CORE NEIGHBORHOOD**

**SPECIAL USE**



# Typology: Urban Center



## URBAN CENTER

Mixed-Use Core: Rosa Parks

Civic / Central Business District:  
Hemming Park, Central, Market Street

- Located in the most heavily urbanized areas
- Supports a high diversity of uses, high residential and employment densities, and greater volume of pedestrian activity





# Urban Center: Mixed-Use Core



**ROSA PARKS STATION & FIRST BAPTIST CHURCH**

Credit: MVP





# Urban Center: Civic / Central Business District







# Urban Center: Civic / Central Business District



**TIAA BANK TOWER**

Credit: 301W Bay



**TIMES UNION PERFORMING ARTS CENTER**

Credit: Town Planner





# Typology: Regional Center



## REGIONAL CENTER

### Transportation Hub: JRTC

- Emerging regional significance
- Regional transportation hub
- Has potential to draw patrons in from across the region





# Regional Center: Transportation Hub





# Typology: Core Neighborhood



## CORE NEIGHBORHOOD

### Urban: Jefferson

- Located adjacent to the Central Business District
- Primarily residential
- Less dense than the urban core, usually includes a “Main Street” commercial corridor



# Core Neighborhood: Multi-Family



**JEFFERSON STATION**

Credit: Lofts at Jefferson Station



**LOFTS AT LAVILLA**

Credit: Apartments.com



# Typology: Core Neighborhood



## SPECIAL USE

### Entertainment & Convention District: Sports Complex, Shipyards

- Destinations that have a specific use and generate high transit ridership
- High pedestrian activity
- Parking provided in parking structures and incorporate ground floor retail or commercial uses.





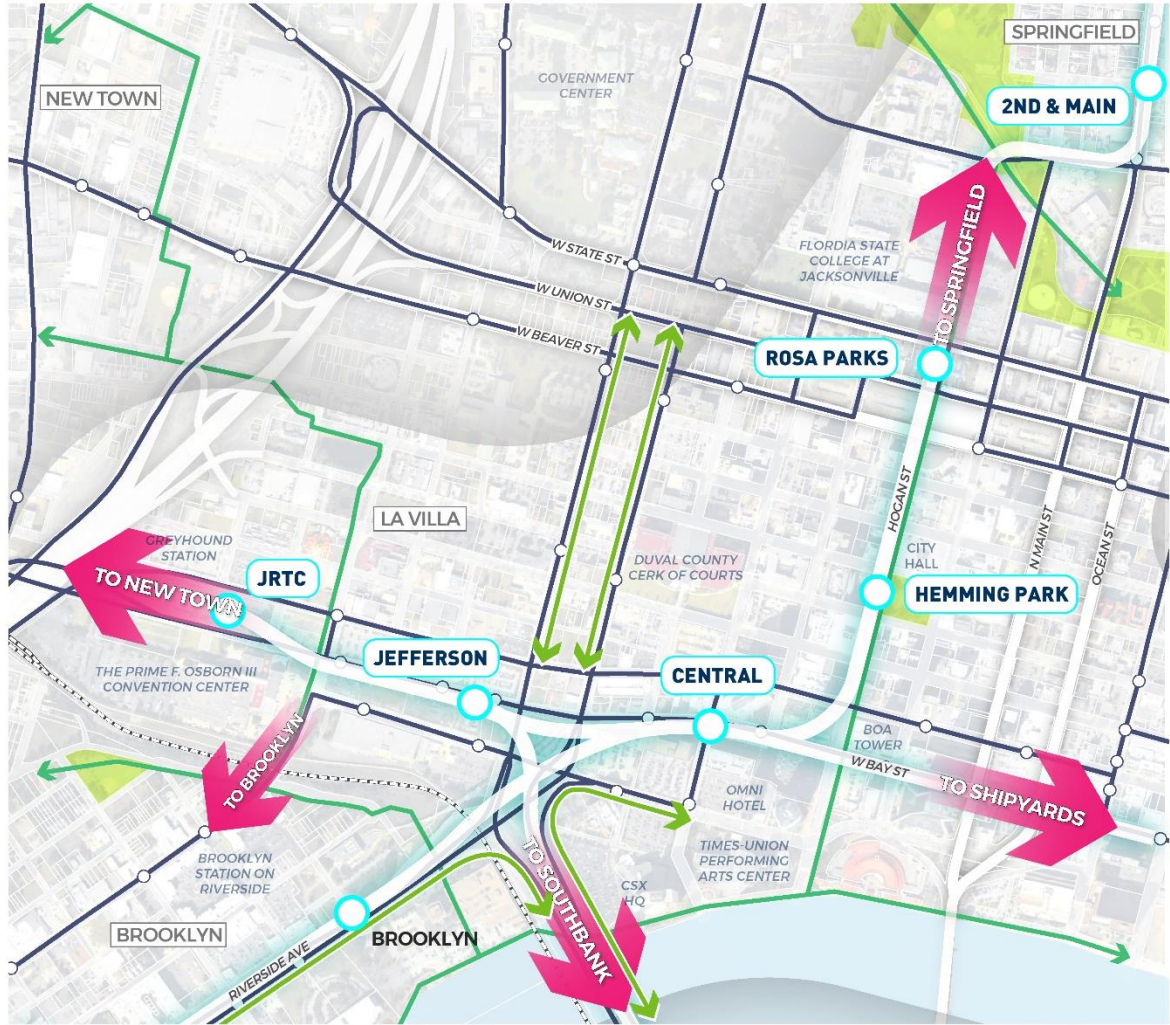
# Special Use: Entertainment & Convention Center







# West - Downtown Corridor: Connectivity



## Key Takeaways:

- Barriers to connectivity include major roadways/interchanges that limit walking and biking to other neighborhoods, including the Acosta Bridge interchange and I-95.
- Underlying JTA service provides significant opportunity for transfer to numerous routes that travel in all directions from JRTC and Downtown.

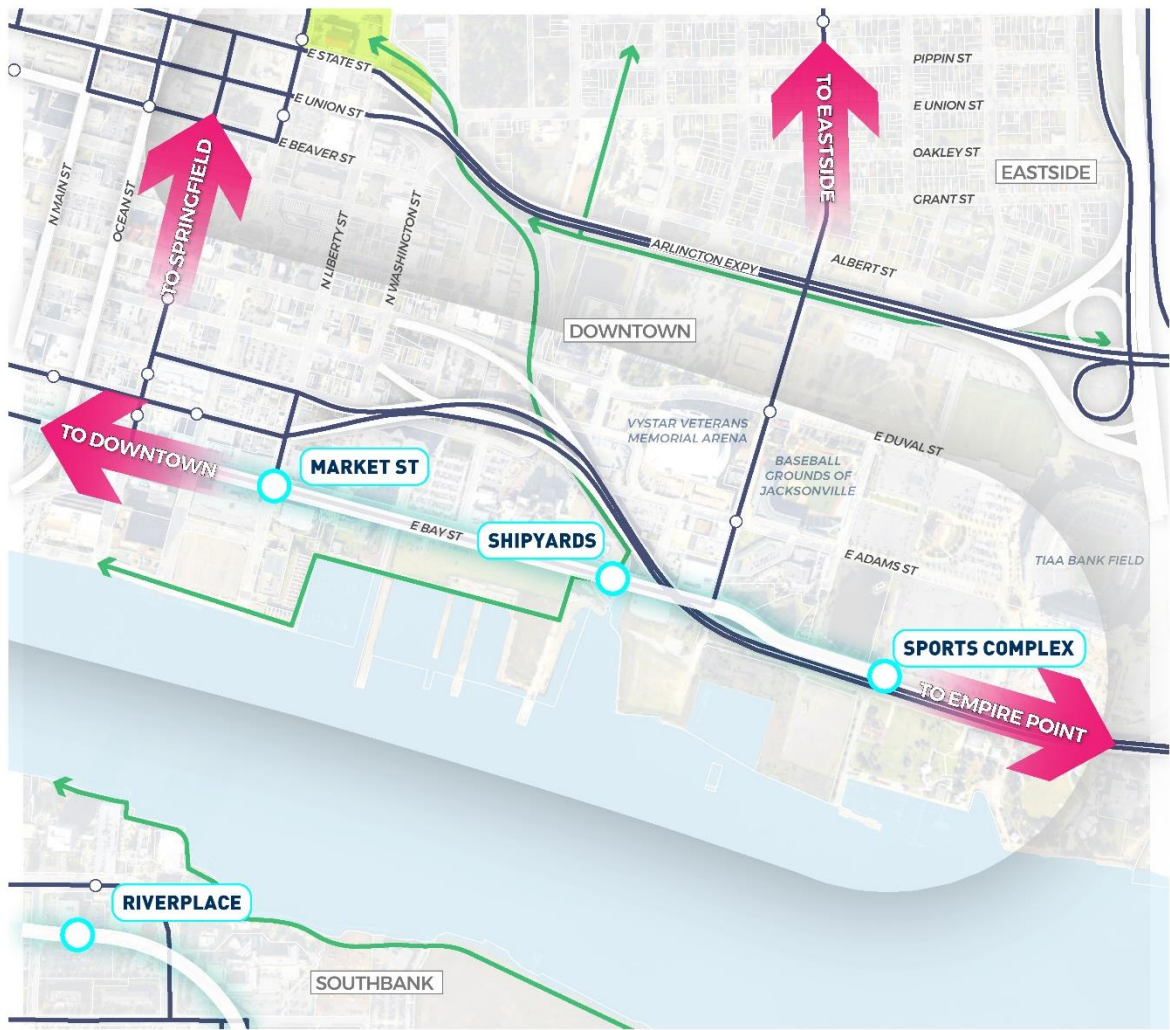
### LEGEND

- U2C Alignment
- U2C Station Area
- Transit Route
- Transit Stop
- Existing/Planned Trail
- Existing Bike Lane
- Key Connections





# East Corridor: Connectivity



## Key Takeaways:

- Limited access to the underlying JTA transit network apart from the U2C Corridor extension.
- Lack of crossings and long blocks near Sports Complex impact comfort of walking and biking.

### LEGEND

- U2C Alignment
- U2C Station Area
- Transit Route
- Transit Stop
- Existing/Planned Trail
- Existing Bike Lane
- Key Connections

# TOD ASSESSMENT

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SELECTED STATION AREAS





# Station Area Opportunities & Challenges

	Strengths and Opportunities	Weakness and Challenges
Local Leadership	<ul style="list-style-type: none"> <li>• Station area 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</li> <li>• JTA-owned assets emphasizes JTA's role as a key stakeholder within the station area.</li> </ul>	
Market Strength	<ul style="list-style-type: none"> <li>• First Baptist Church parcels arriving on the market might signal increased interest in the station area.</li> </ul>	<ul style="list-style-type: none"> <li>• Market is untested throughout station area. Perceptions must be overcome to encourage development.</li> </ul>
Physical Suitability	<ul style="list-style-type: none"> <li>• JTA-owned parcel at Rosa Park's Station can be redeveloped as a large-scale mixed-use development that can also serve as a catalyst for similar redevelopment throughout the station area, including the First Baptist Church parcels</li> <li>• There are abundant surface parking lots adjacent to JTA and First Baptist Church parcels. Including these can help create a clear and cohesive vision for TOD.</li> </ul>	<ul style="list-style-type: none"> <li>• Should First Baptist Church be sold individually vs. as a single portfolio could complicate realizing a cohesive TOD vision for the station area.</li> </ul>
Plans in Place		<ul style="list-style-type: none"> <li>• No comprehensive plan or vision exists for the station area.</li> </ul>

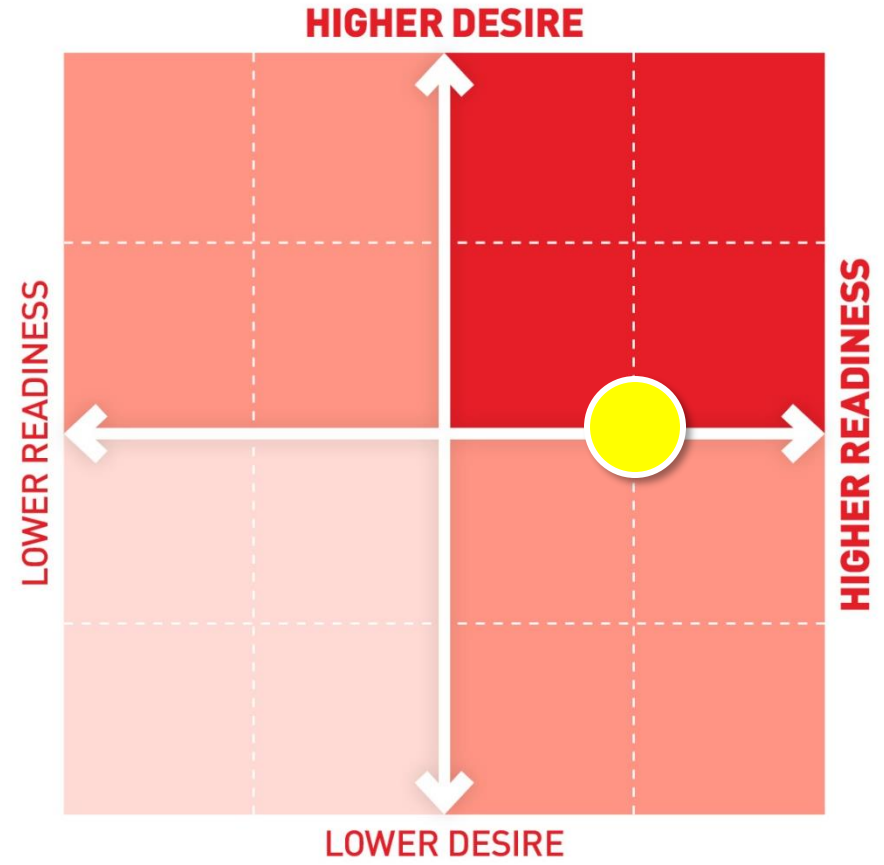
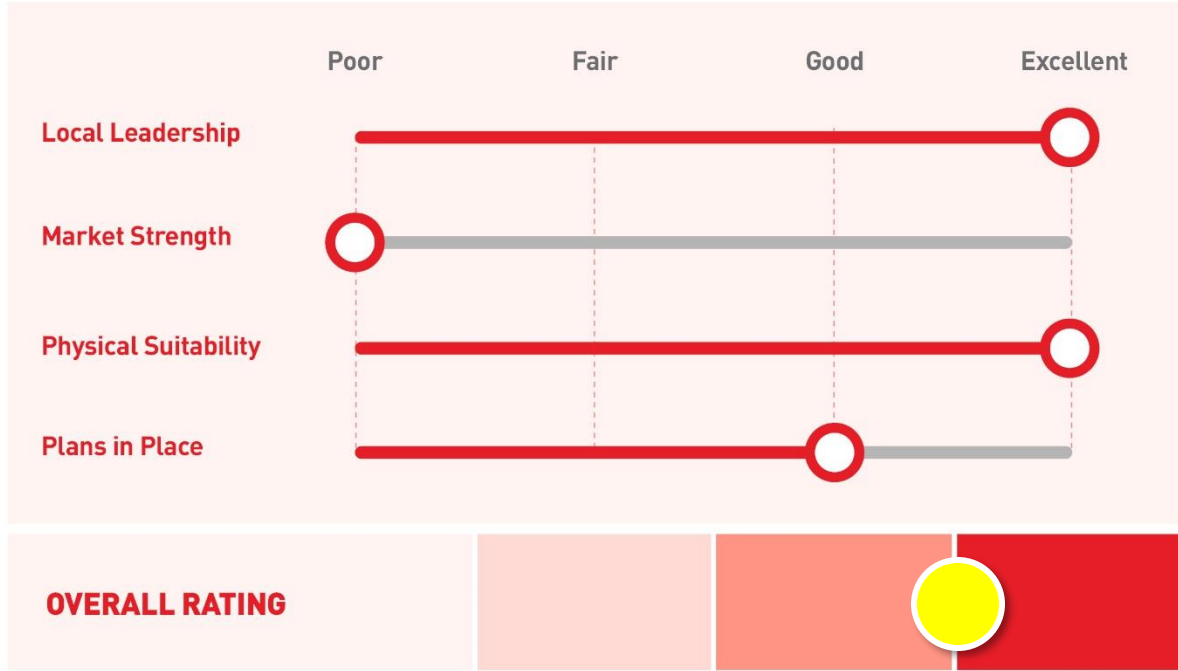
## Four TOD Assessment Metrics:

- Local Leadership
- Station Area Market Strength
- Physical Suitability
- Plans in Place



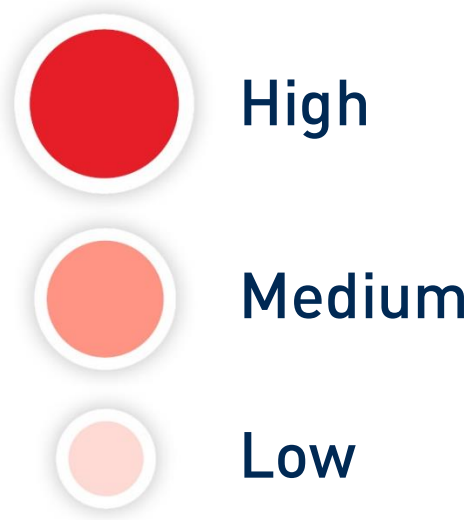


# Assessment Scorecard





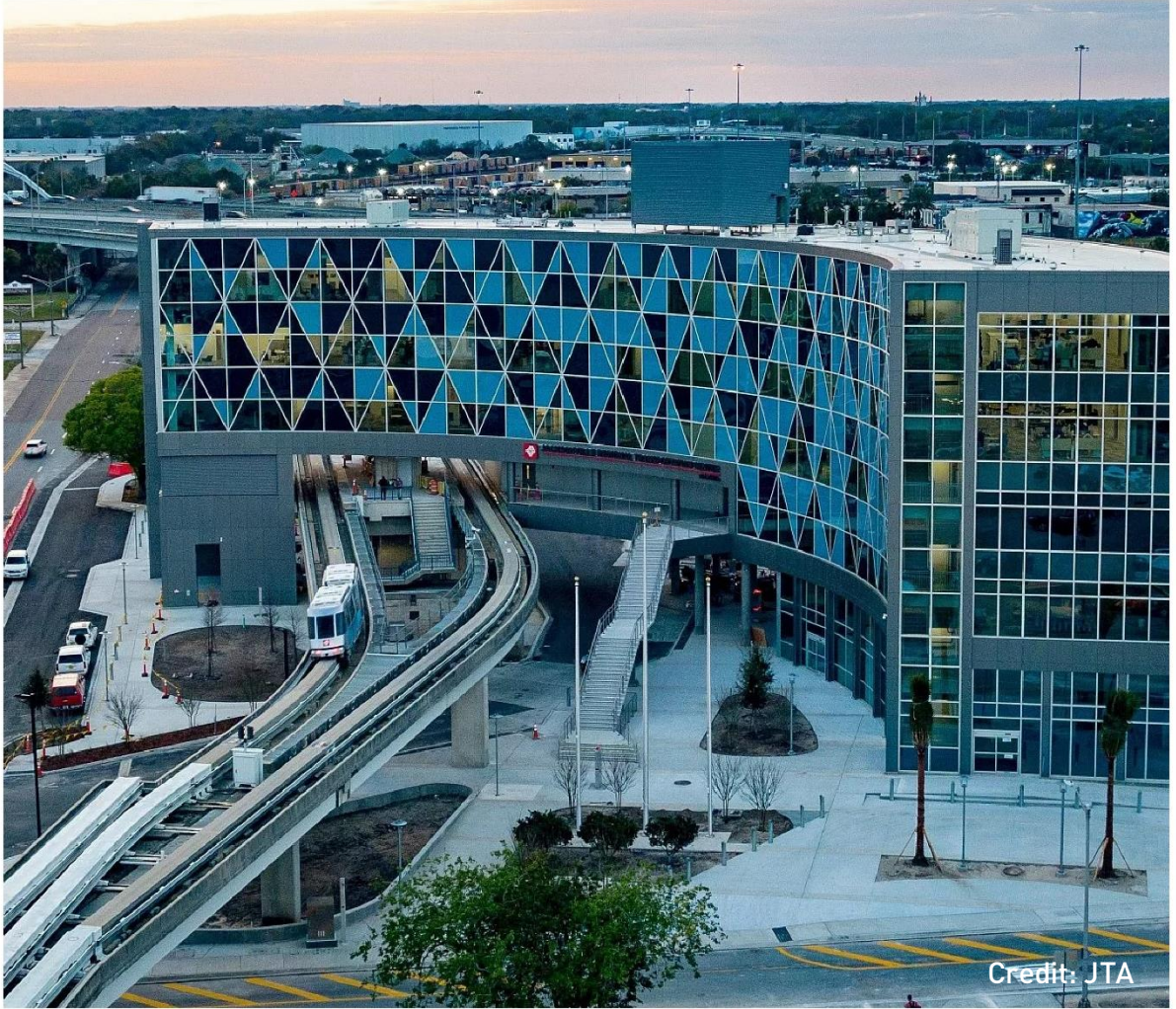
# System-wide Scoring





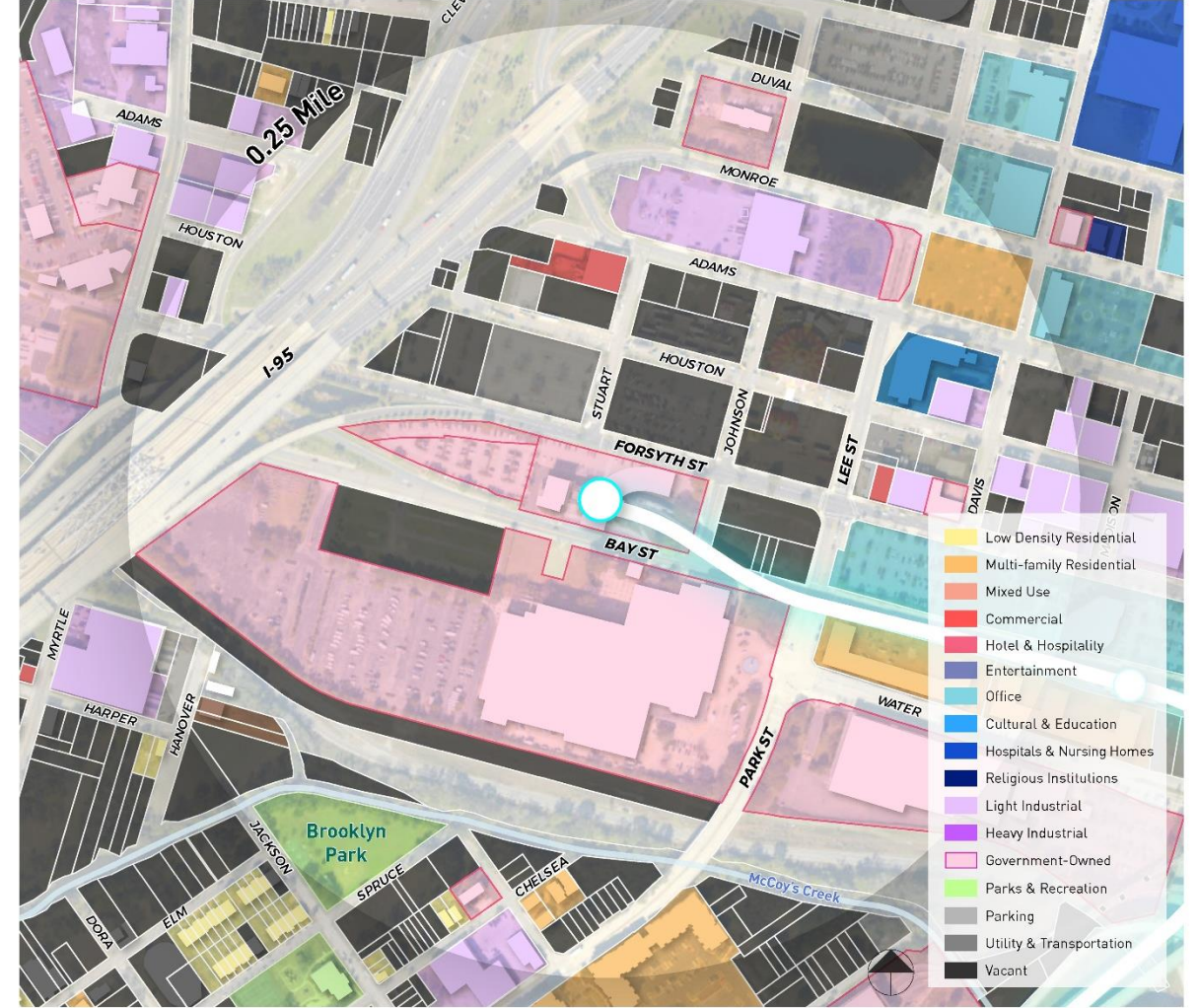


# JRTC Station



Credit: JTA

JRTC Headquarters

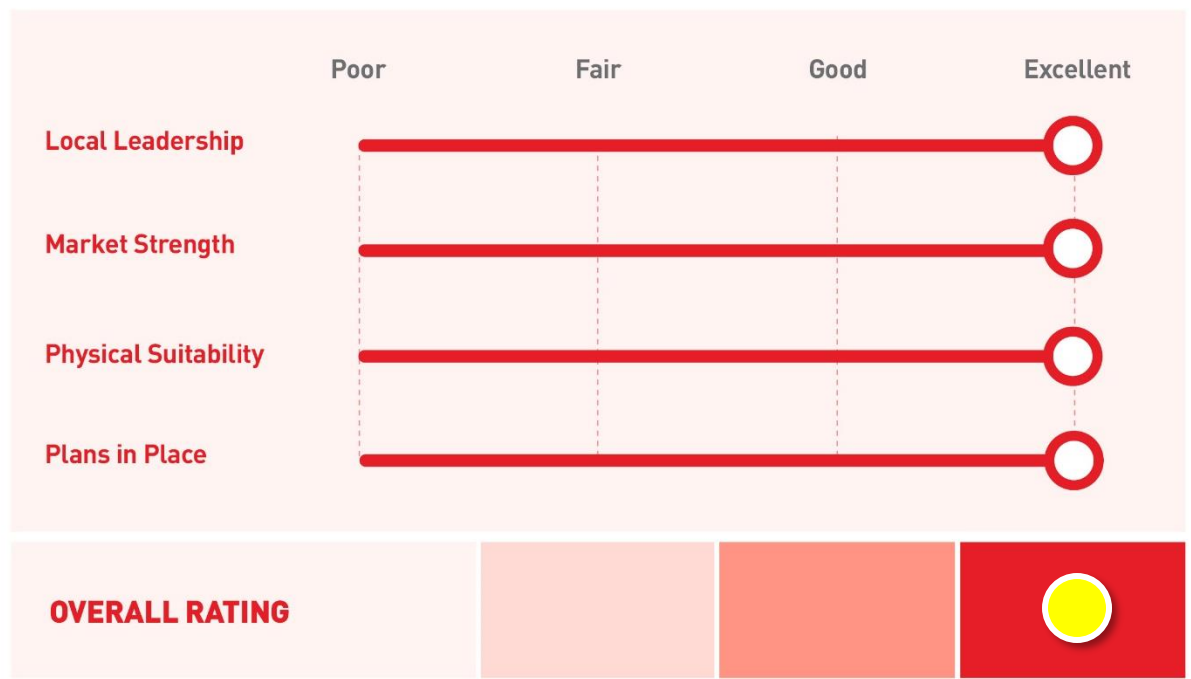


Land Use Analysis





# JRTC Station



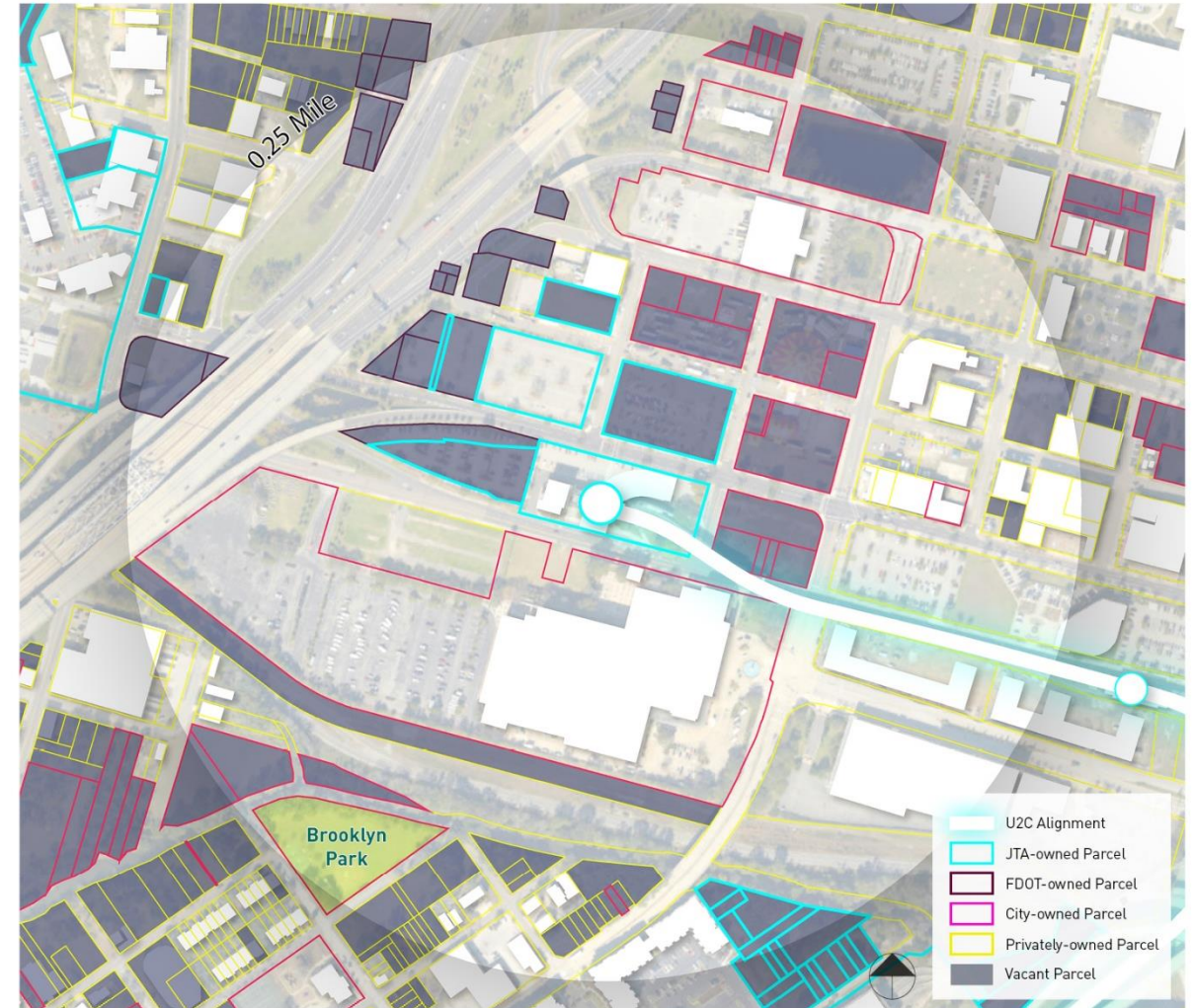
TOD Assessment Summary



# JRTC Station

## REGIONAL CENTER

- Strong leadership & vision
  - JTA & DIA
- Concentration of JTA & publicly – owned assets / parcels
- Cluster of vacant parcels
- JRTC, multifamily development and planned LaVilla townhomes
  - Build upon momentum of recent development activity



Parcel Analysis

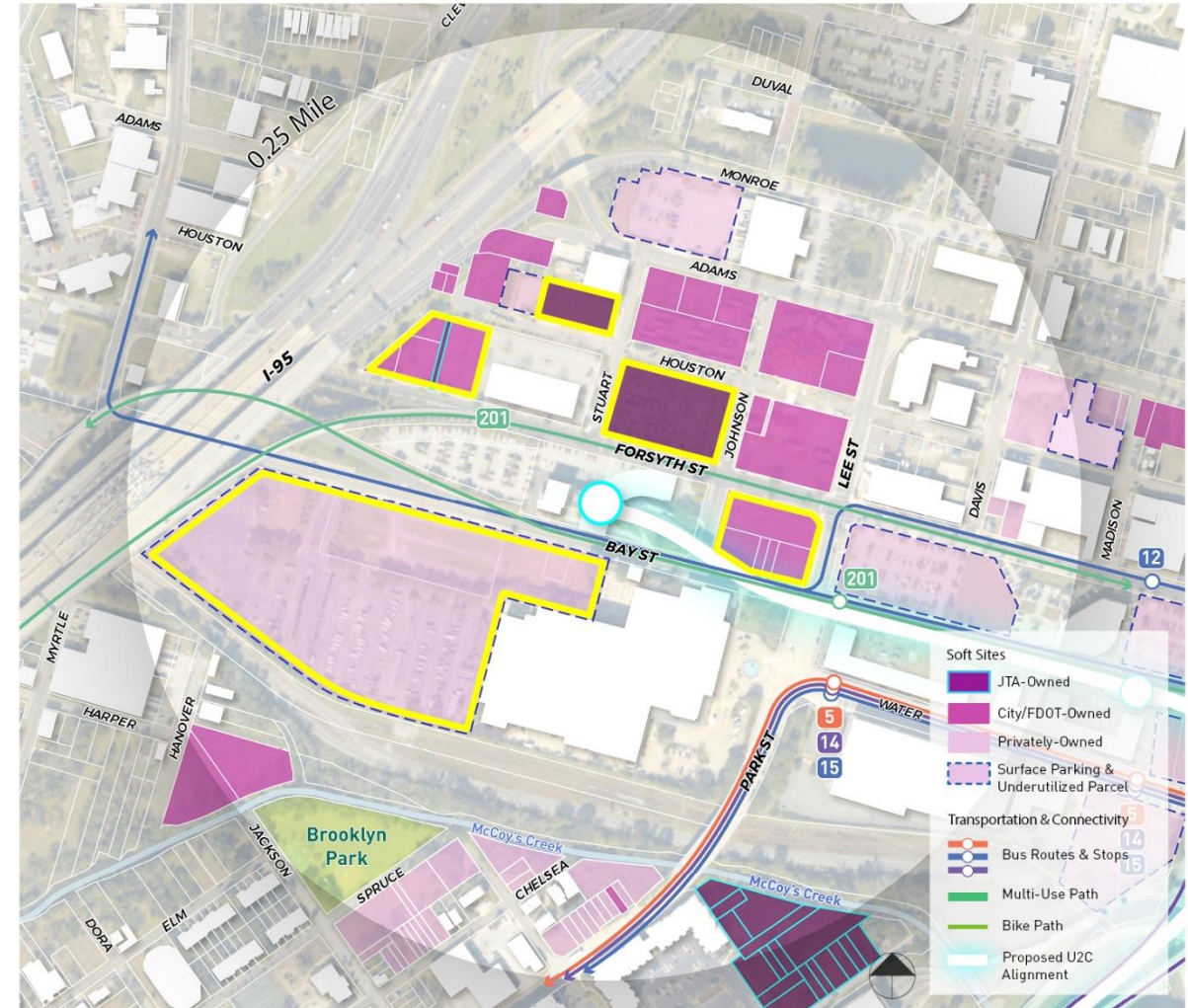




# JRTC Station

## REGIONAL CENTER

- Significant transit-centric redevelopment potential
  - Adjacent to JRTC
  - Prime Osborne Convention Center
- Near-term TOD opportunity
  - Leverage recent investments in LaVilla to encourage early-wins for TOD



Preliminary Soft-Site Analysis





# Rosa Parks Station



Aerial View of Rosa Parks Station



First Baptist Church on Union Street



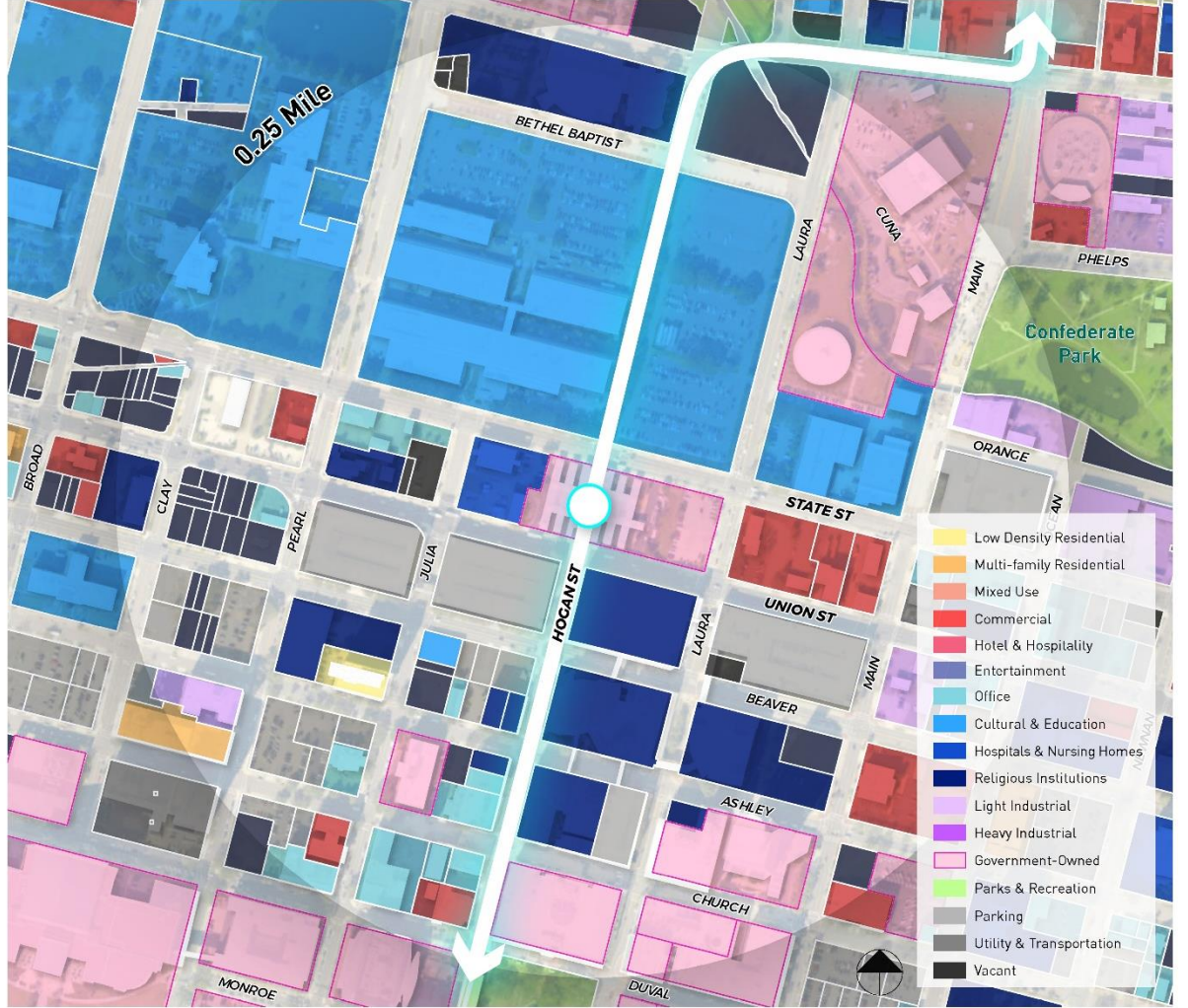
N Hogan Street Parking Garage



Florida State College at Jacksonville



State Street

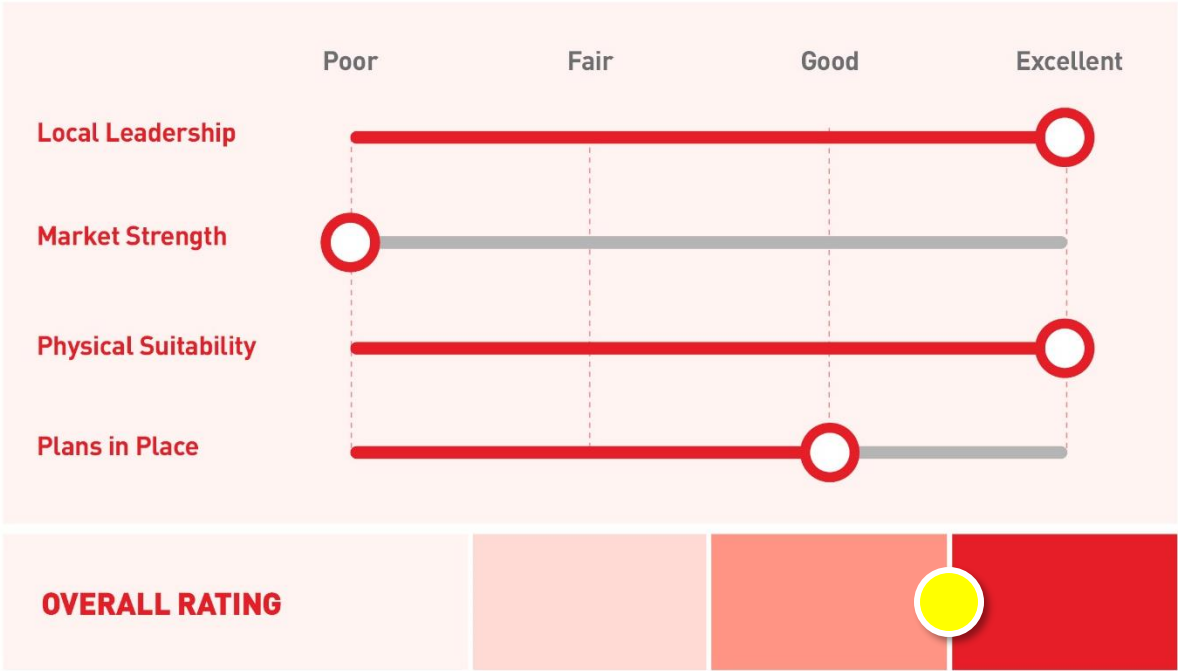


Land Use Analysis





# Rosa Parks Station



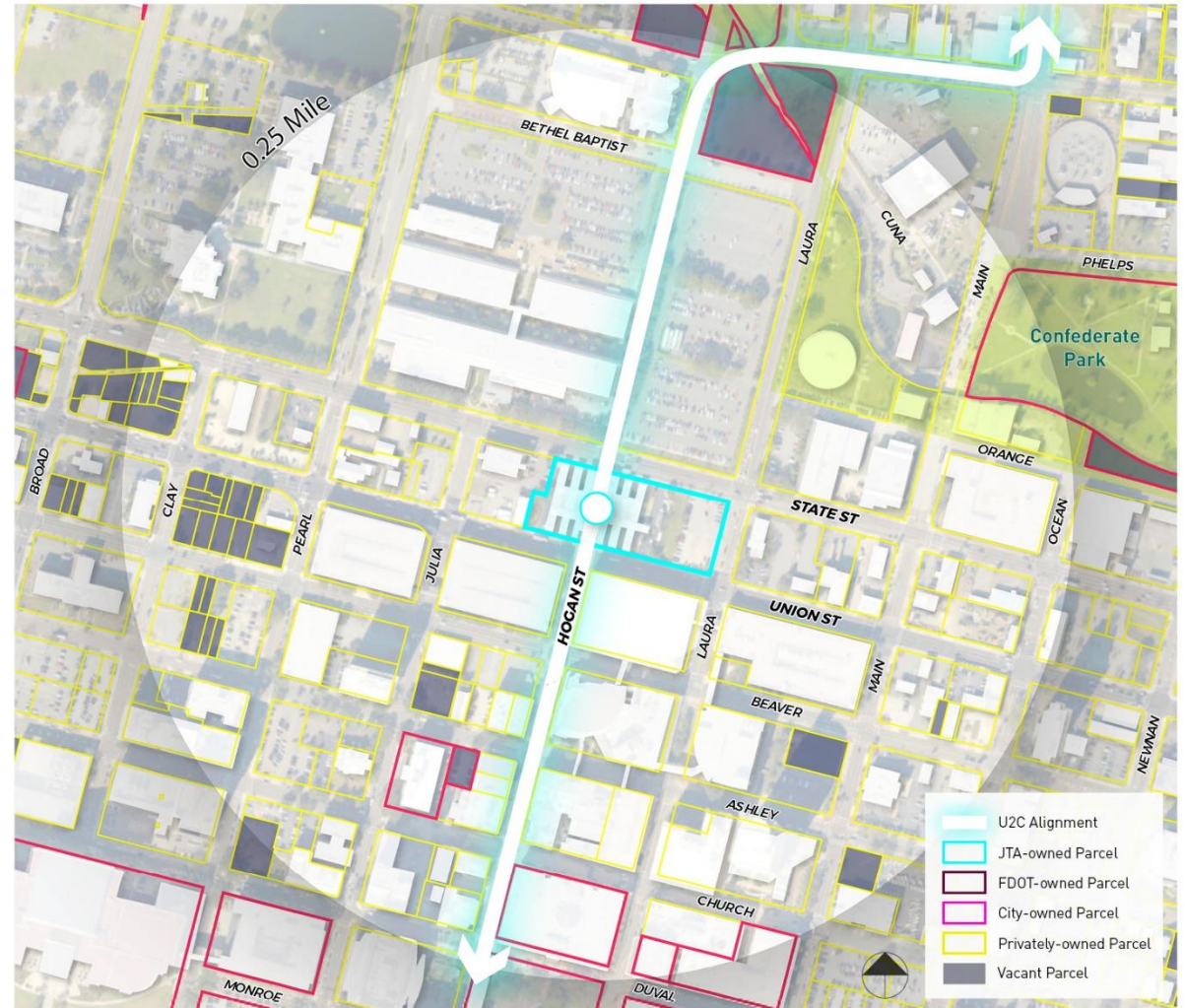
TOD Assessment Summary



# Rosa Parks Station

## URBAN CENTER

- Strong leadership & vision
  - JTA & DIA
- Large, JTA-owned asset @ Rosa Parks Station holds tremendous potential
- First Baptist Church Parcels are critical for a cohesive station area vision



Parcel Analysis

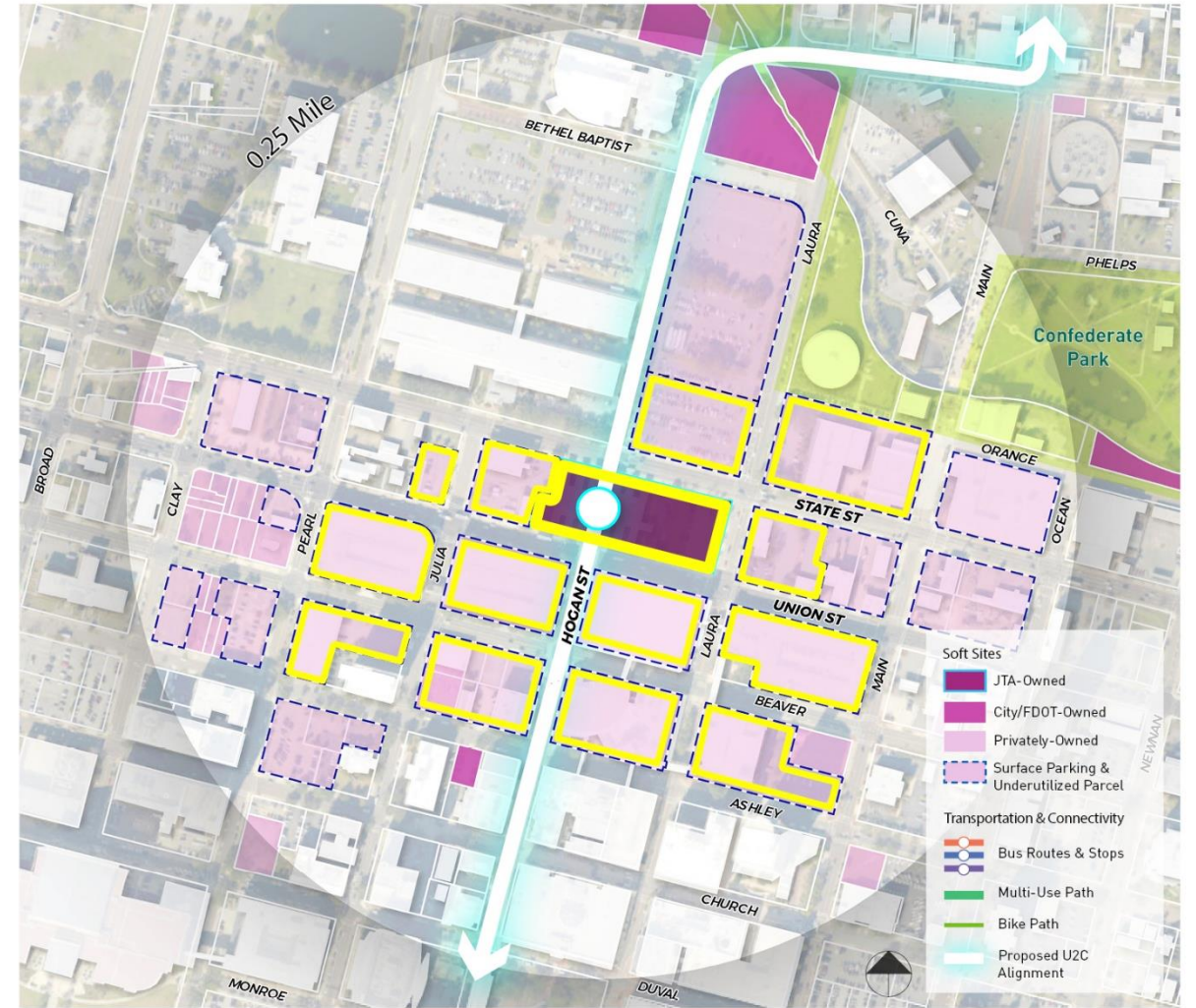




# Rosa Parks Station

## URBAN CENTER

- Currently no development activity planned or under construction
- Significant physical suitability for a dense, Mixed-use center within station area
- JTA parcel could be a catalytic Phase 1 project to encourage confidence in sub-market



Preliminary Soft-Site Analysis





# Shipyards Station



VyStar Veterans Memorial Arena, *Credit: MVP*



Baseball Grounds of Jacksonville, *Credit: MVP*



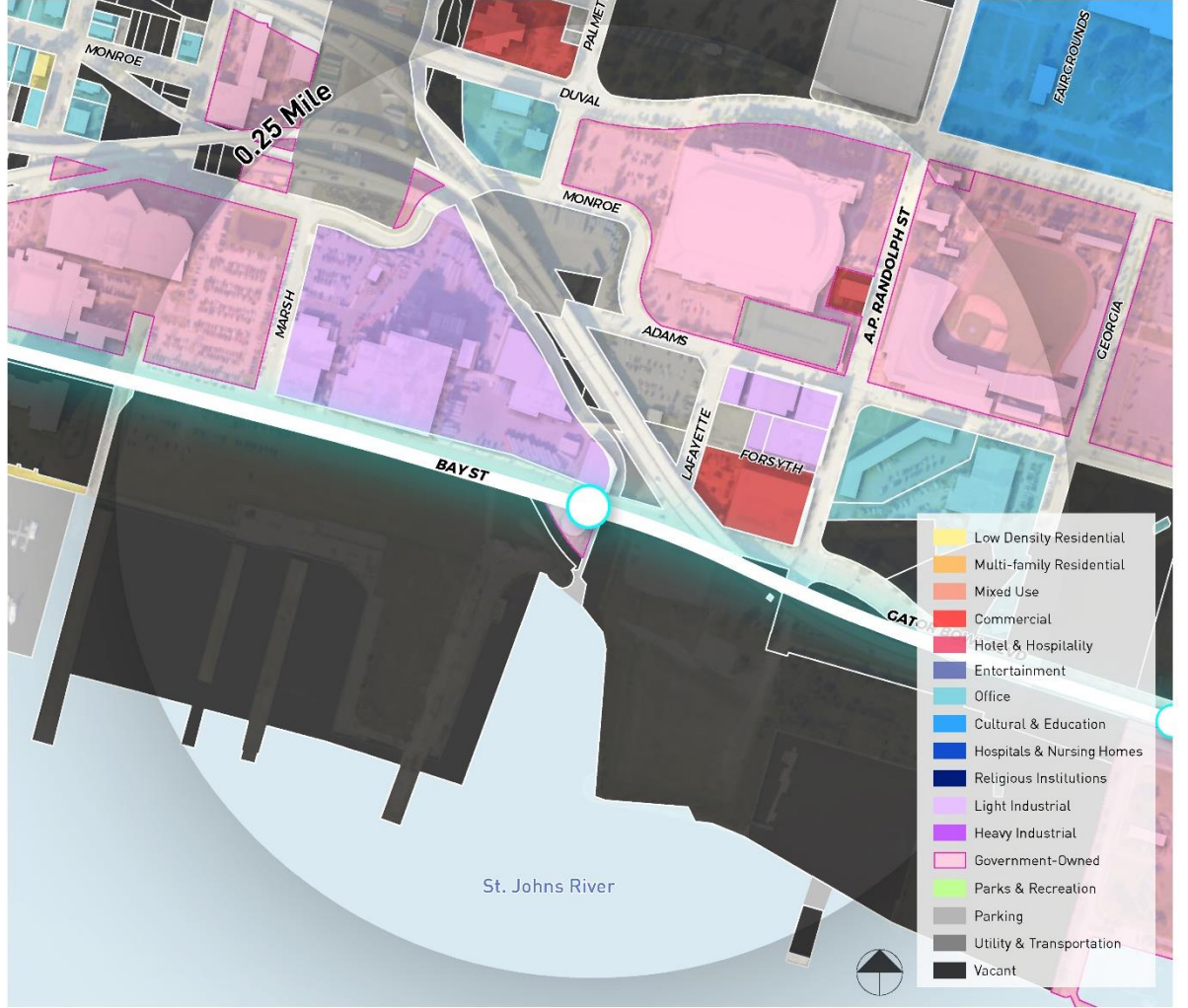
Intuition Ale Works, *Credit: Lindsey Kilbride / WJCT News*



Maxwell House Manufacturing, *Credit: WSP*



Hogan Creek Bridge, *Credit: Google Streetview*

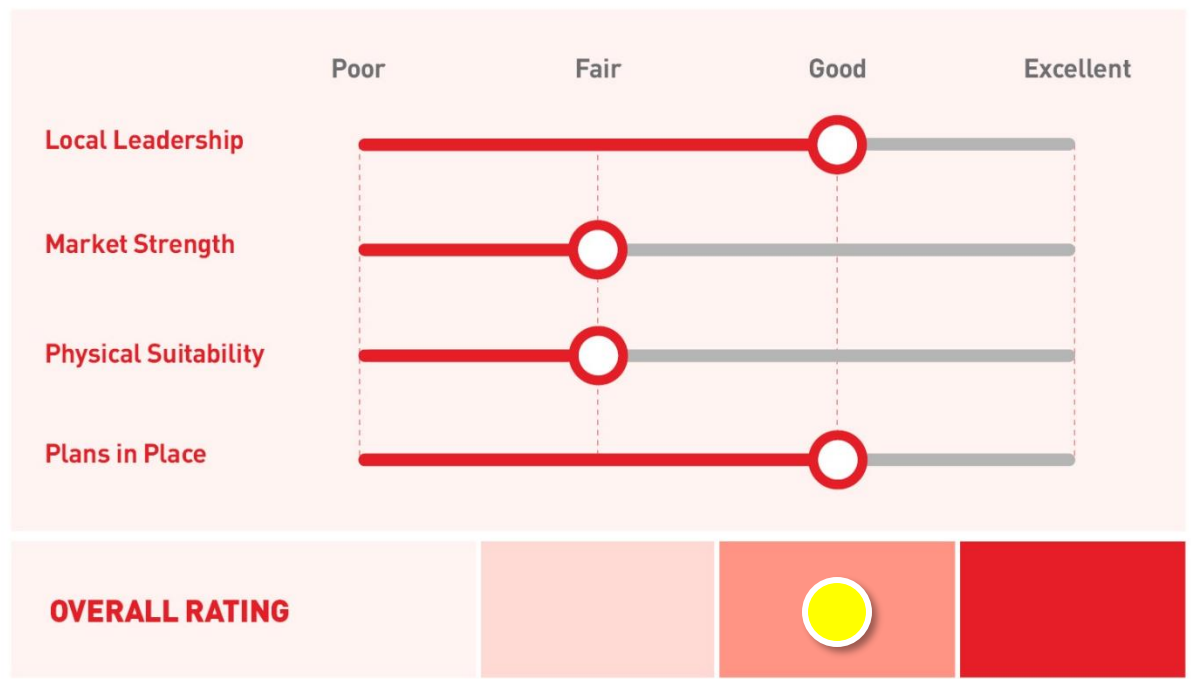


Land Use Analysis





# Shipyards Station



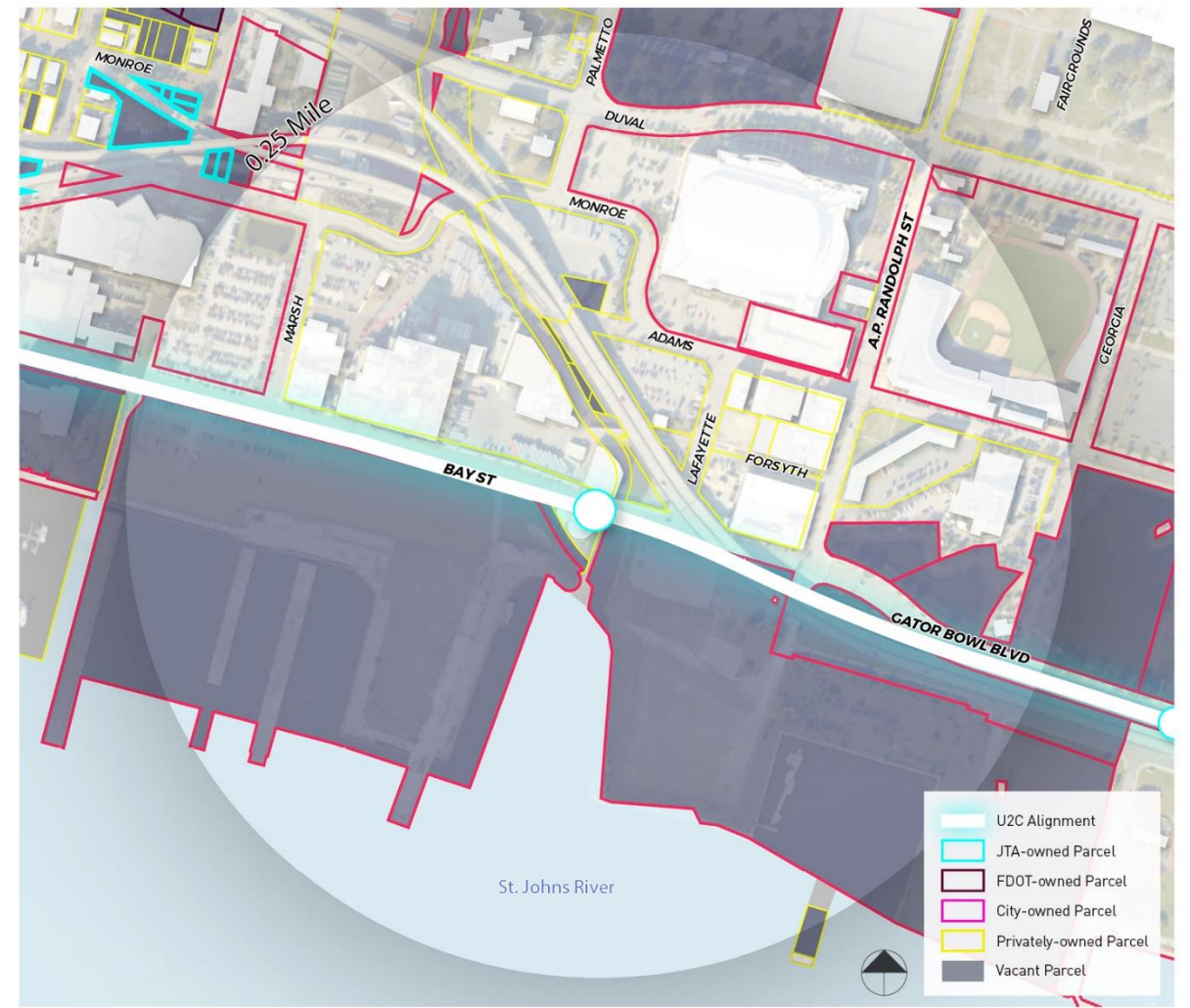
TOD Assessment Summary



# Shipyards Station

## SPECIAL USE

- Large assemblage of city-owned parcels
  - Prime waterfront location
  - Strategically situated between Sports Complex and Downtown
- Environmental issues could complicate redevelopment
  - Create a phased, longer-term vision for TOD to generate interest and excitement



Parcel Analysis

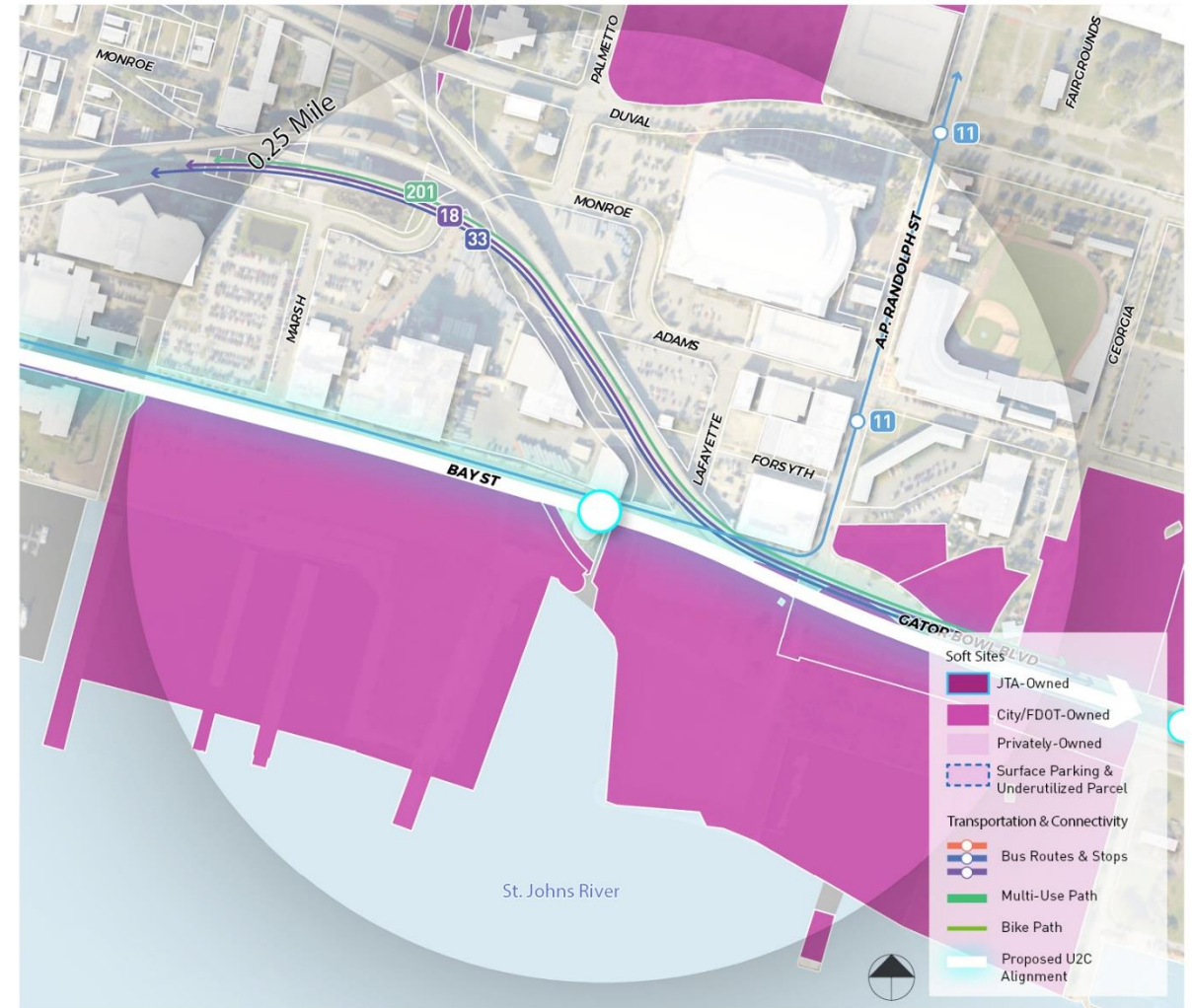




# Shipyards Station

## SPECIAL USE

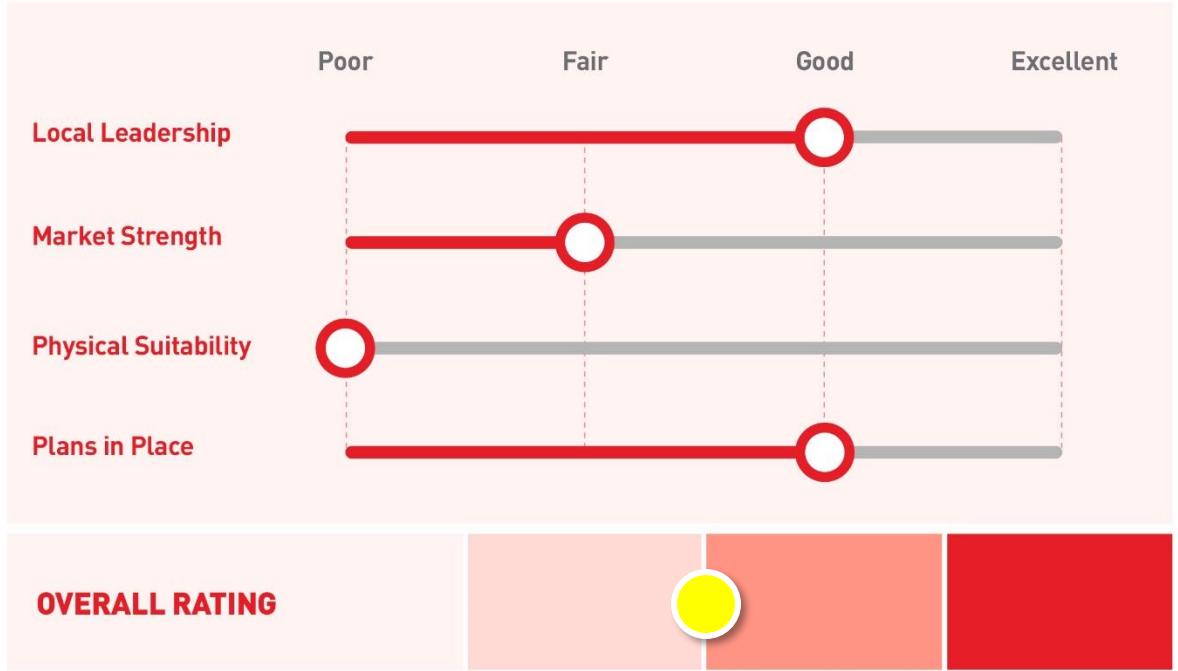
- Potential redevelopment could connect with area destinations / attractions
  - Intuition Ale Works
  - VyStar Arena & Baseball Grounds
  - Potential repositioning of Maxwell House
- Key intersection at Bay St. and A.P. Randolph St.



Preliminary Soft-Site Analysis



# Hemming Plaza Station

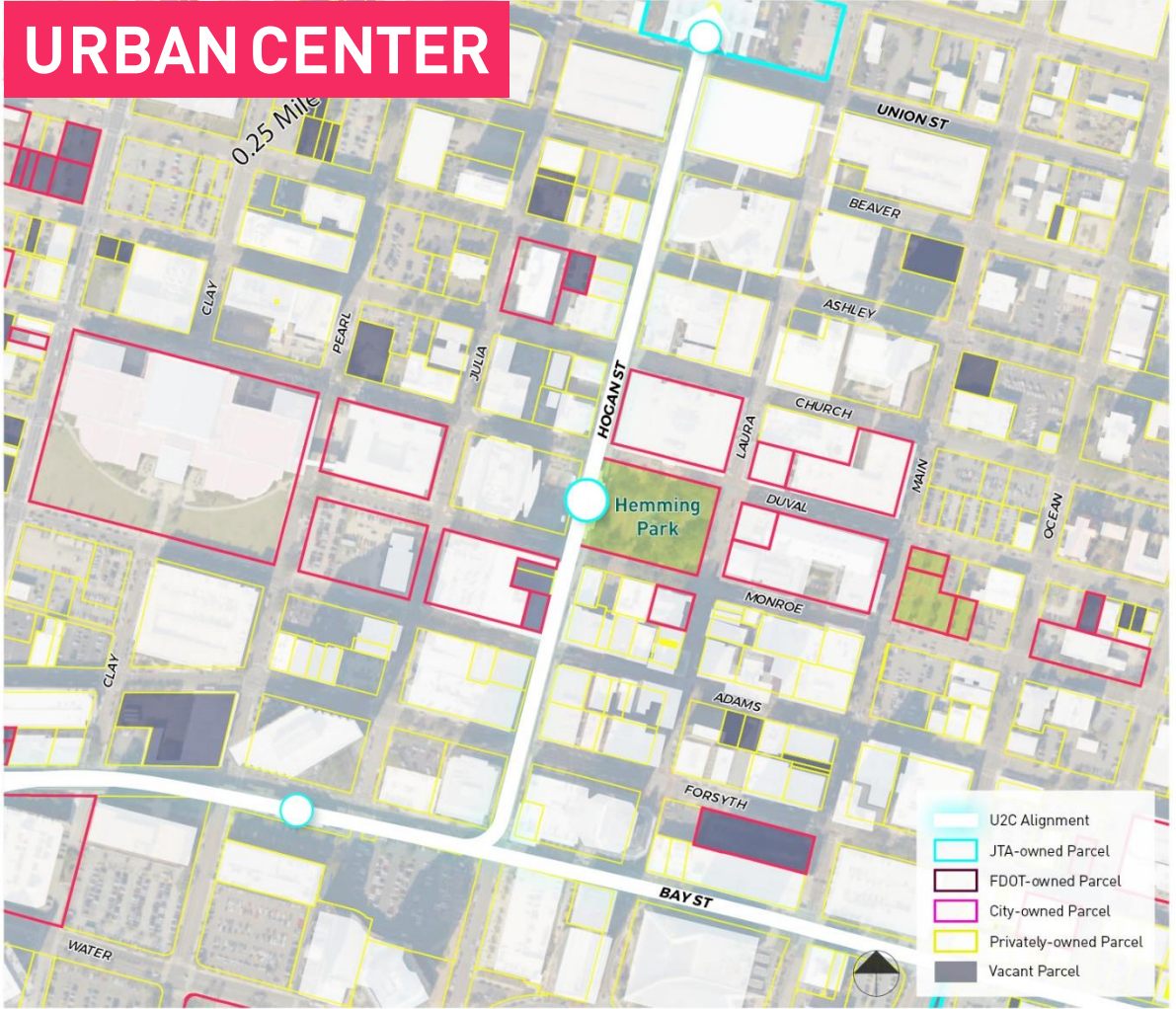




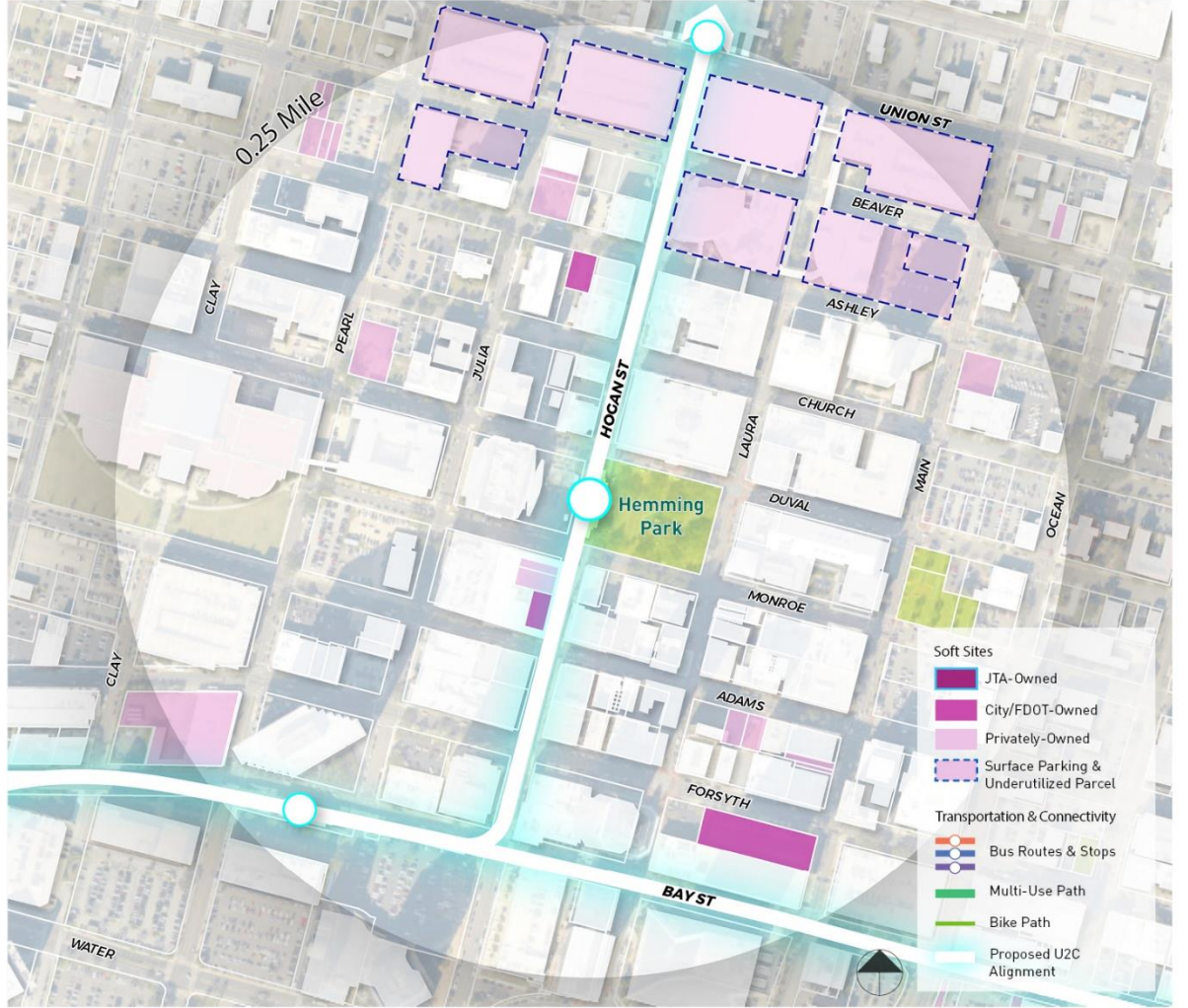


# Hemming Plaza Station

## URBAN CENTER



Parcel Analysis

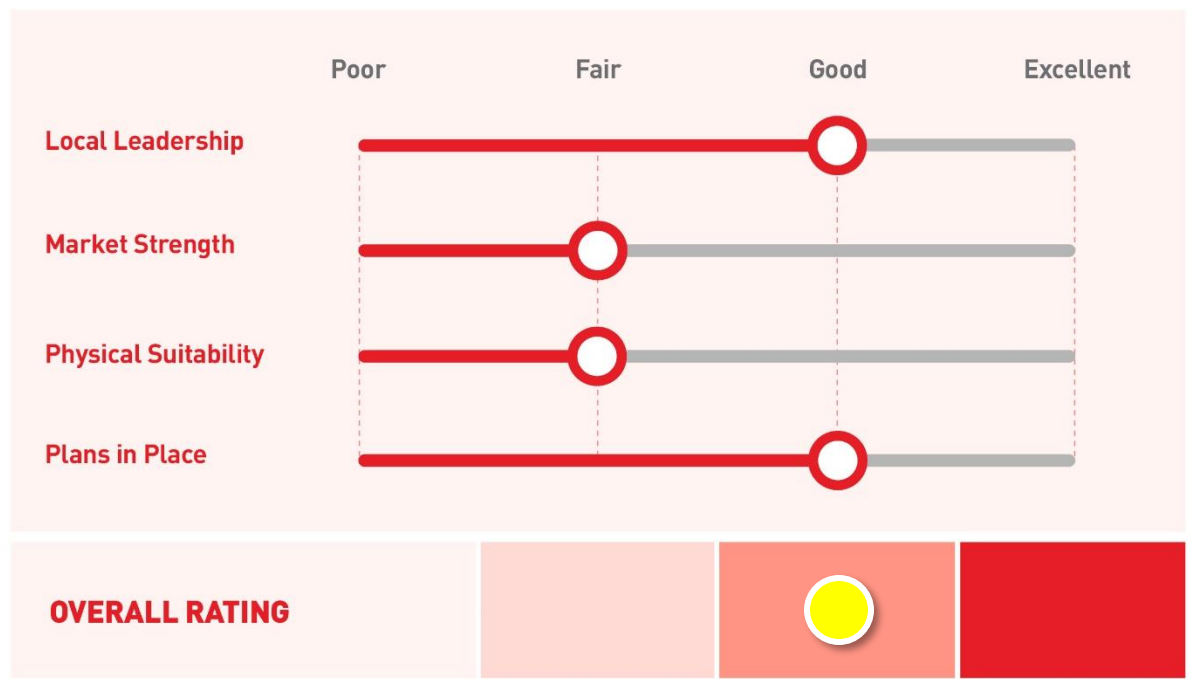
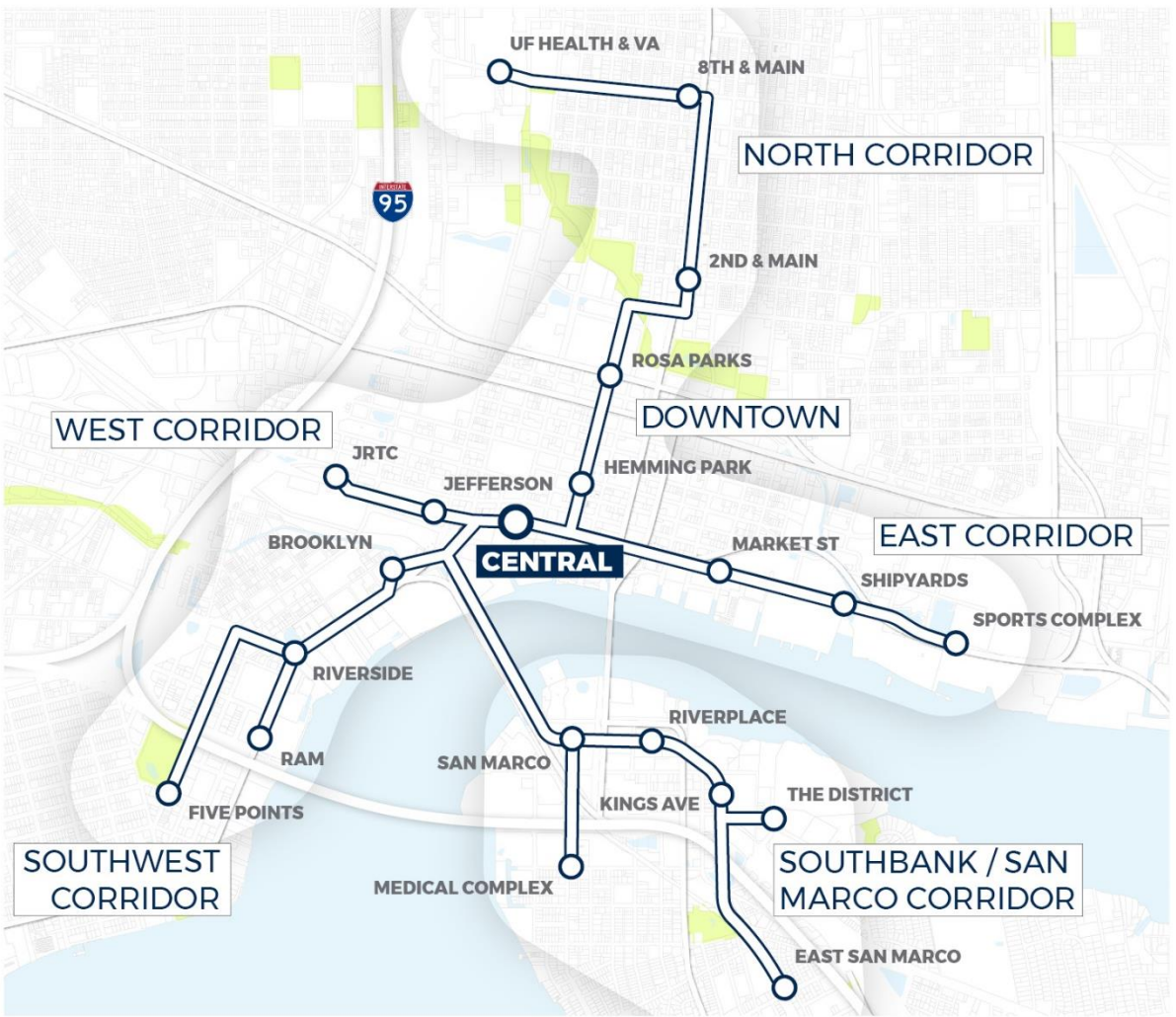


Preliminary Soft-Site Analysis





# Central Station

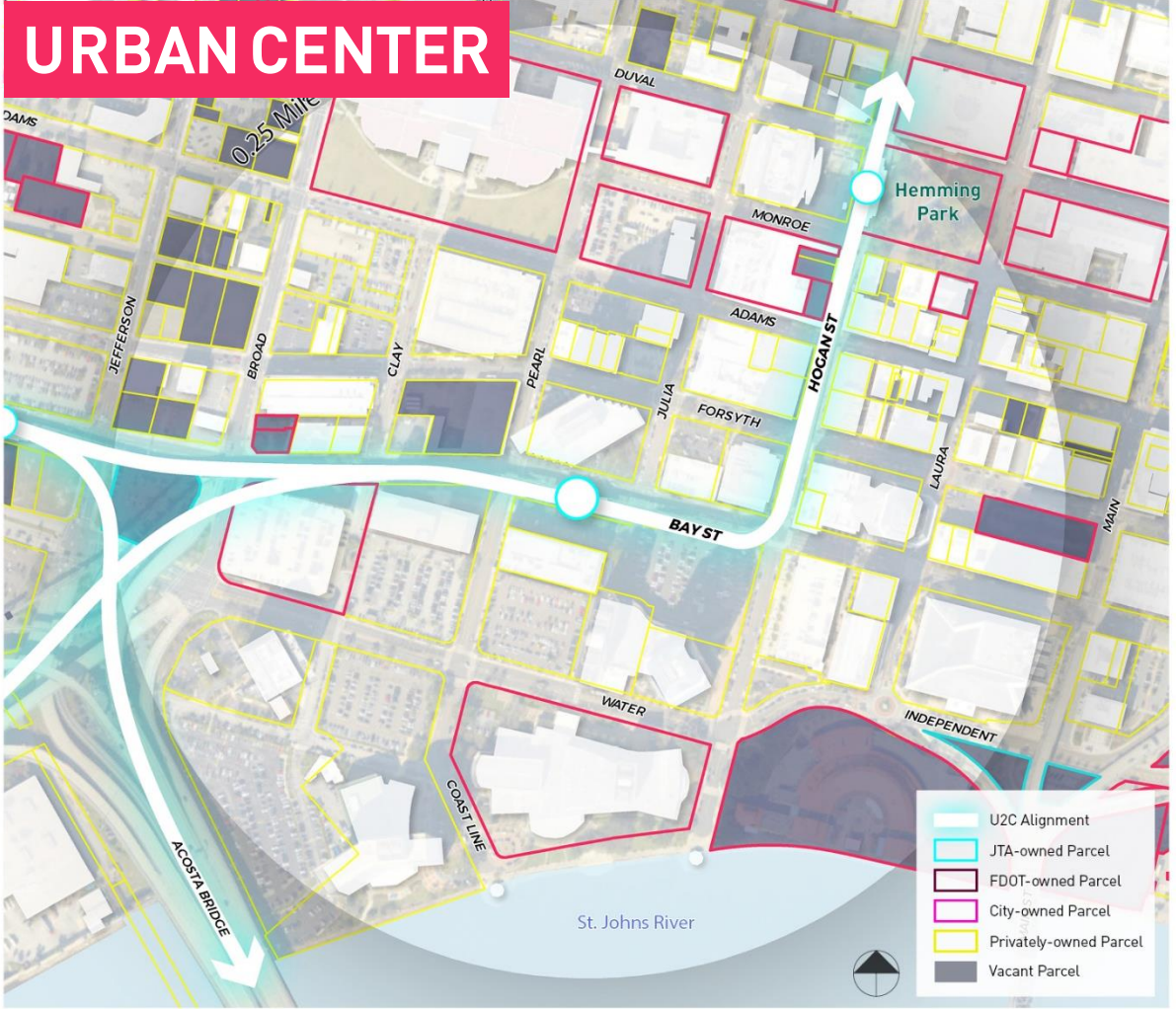




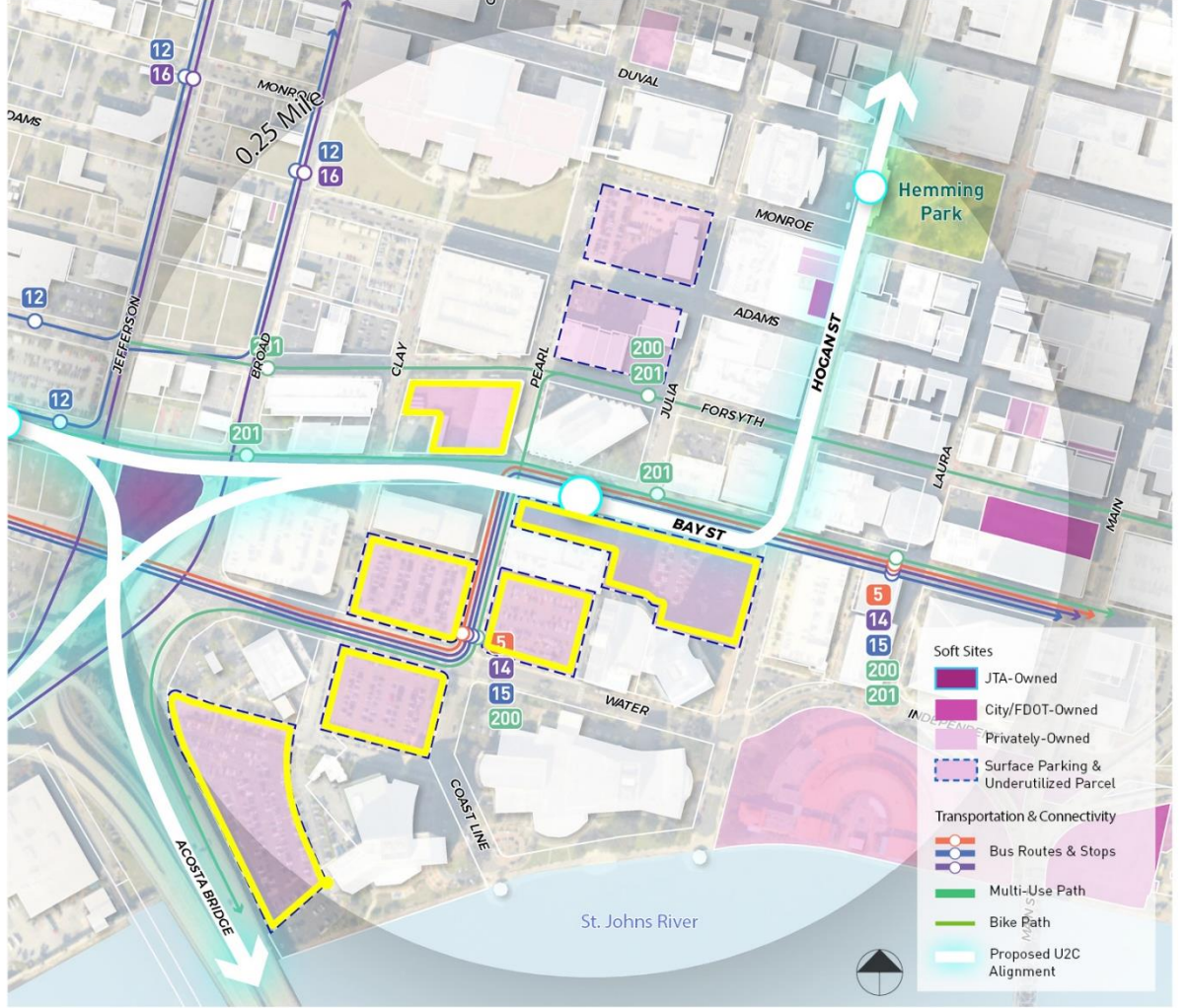


# Central Station

## URBAN CENTER



Parcel Analysis



Preliminary Soft-Site Analysis

# SURVEY

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West – Downtown - East Corridors







# U2C TOD Pilot Survey

## U2C TOD Pilot

Translate

Visit the project website at [u2ctod.jtafla.com](http://u2ctod.jtafla.com) to learn about about the study before taking the survey.



### U<sup>2</sup>C TOD Pilot Study

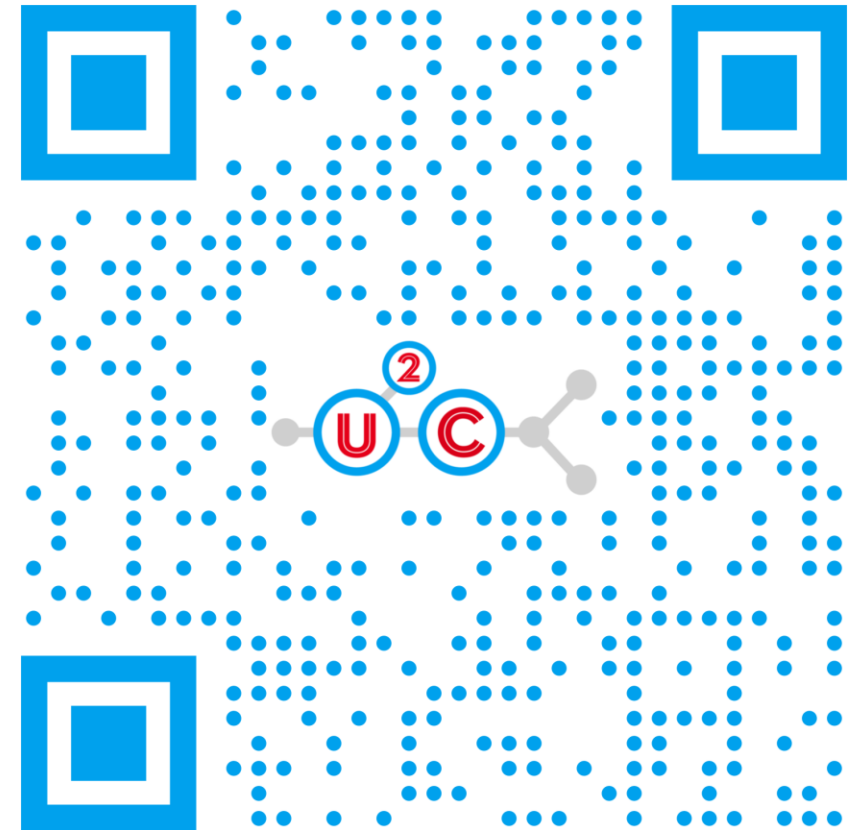
We want your input in planning for transit-oriented development (TOD) around proposed U<sup>2</sup>C stations. Our previous Skyway Extension survey asked you to mark where you thought those stations should be. We combined your feedback with technical analysis to develop a system with 21 proposed stations in six corridors.

The first part of this survey is to help us learn about you and introduce the study. After completing this overview section, you can then click through the corridor tabs at the top to answer questions about each corridor of interest or continue through to share your thoughts about all corridors. Use the gray bar beneath the corridor names at the top to scroll across all corridors.



### Tell Us About You

What is your home zip code?



<https://publicinput.com/G5701>

# Q & A

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# Next Steps

- **Public outreach meetings are being held per corridor:**
  - July 15, 5:30-6:45 p.m. - [North Corridor Meeting](#)
  - July 15, 7:00-8:15 p.m. - [West/Downtown/East Corridors Meeting](#)
  - July 16, 5:30-6:45 p.m. - [Southbank/San Marco Corridor Meeting](#)
  - July 16, 7:00-8:15 p.m. - [Southwest Corridor Meeting](#)
- **Public Survey link will be open until the end of July 2020.**
- **Next phase of public engagement will focus on Station Area Frameworks for select stations.**

# THANK YOU

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wsp | HR&A