

TOD Pilot

North Corridor 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 U²C
- Study Area Overview
- TOD Assessment for Station Areas
- Survey
- Q&A
- Next Steps



About U²C



JTA is transforming downtown mobility with the Ultimate Urban Circulator. The U²C will provide:

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



U²C 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



U²C Program Overview

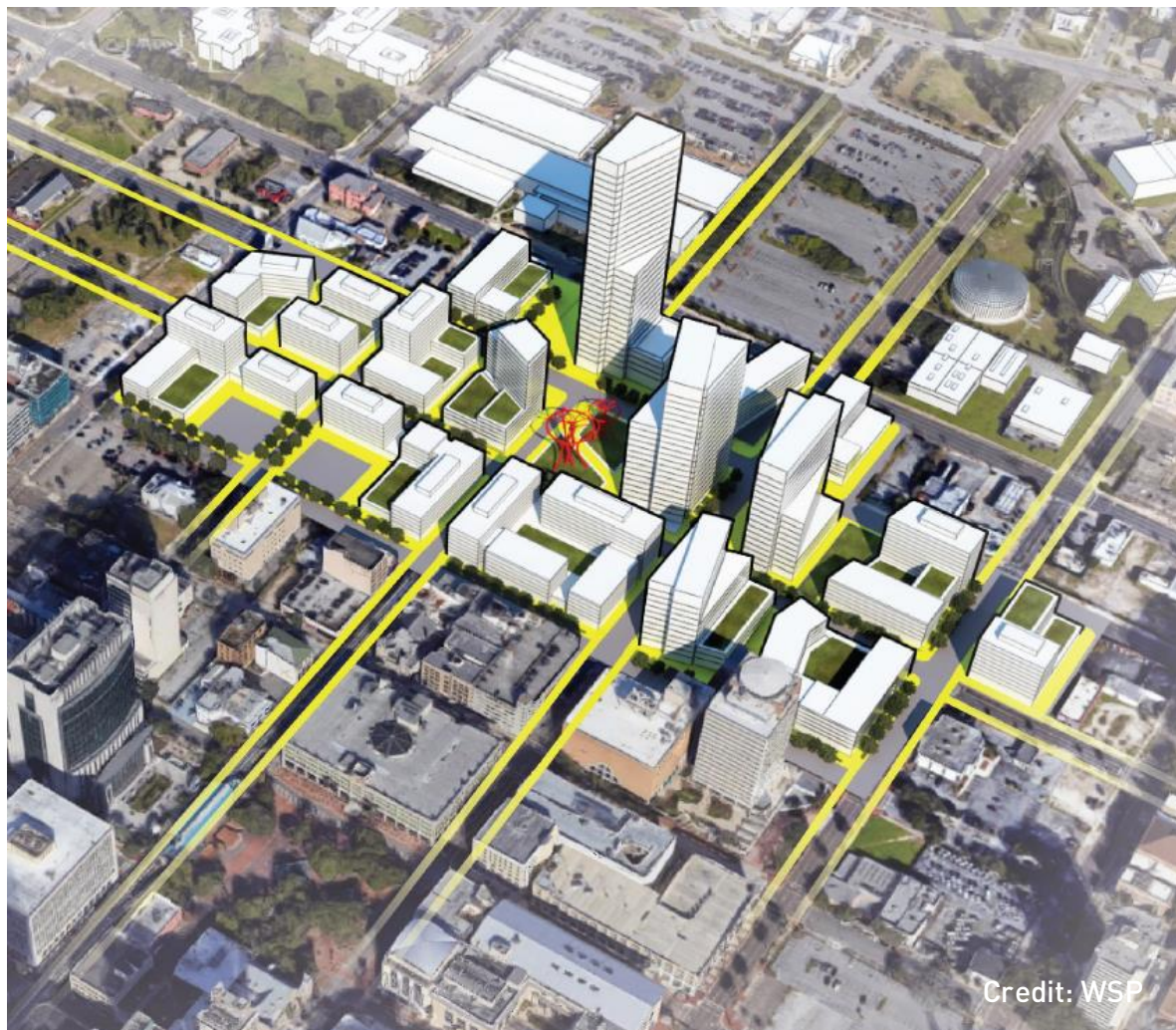


Ultimate Urban Circulator (U2C)

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



Transit-Oriented Development



Credit: WSP

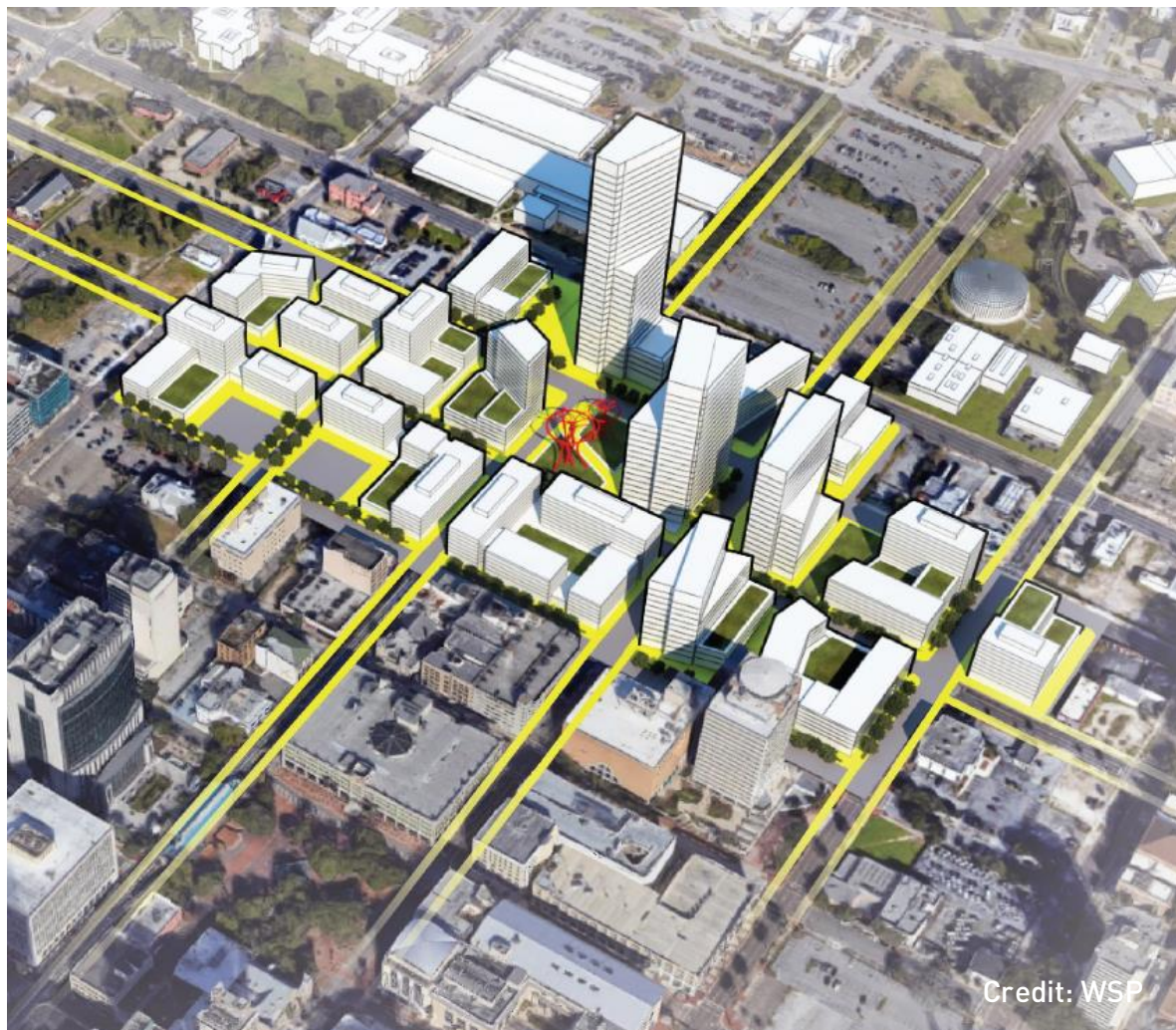
What is TOD?

“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.

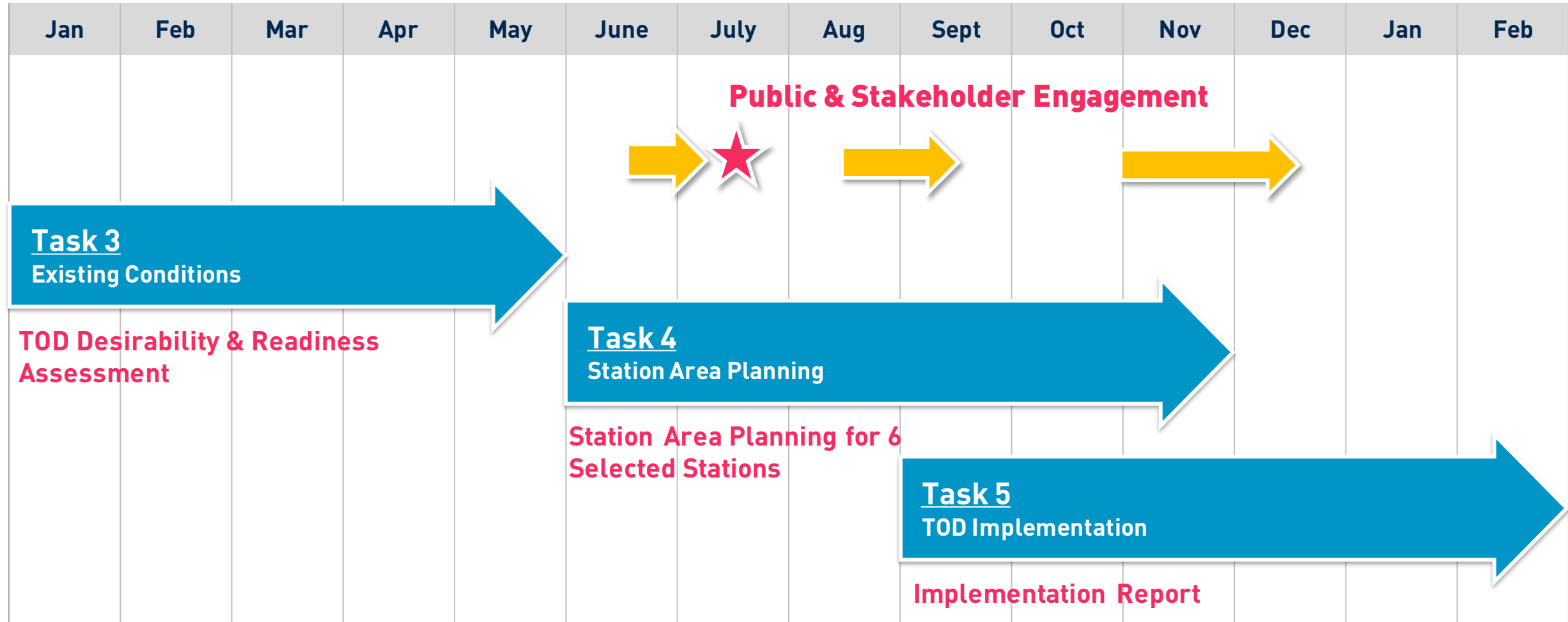
- Improve Mobility
- Create Economic Opportunity
- Enhance Community and Sustainability
- Provide Financial Sustainability



Where We Are

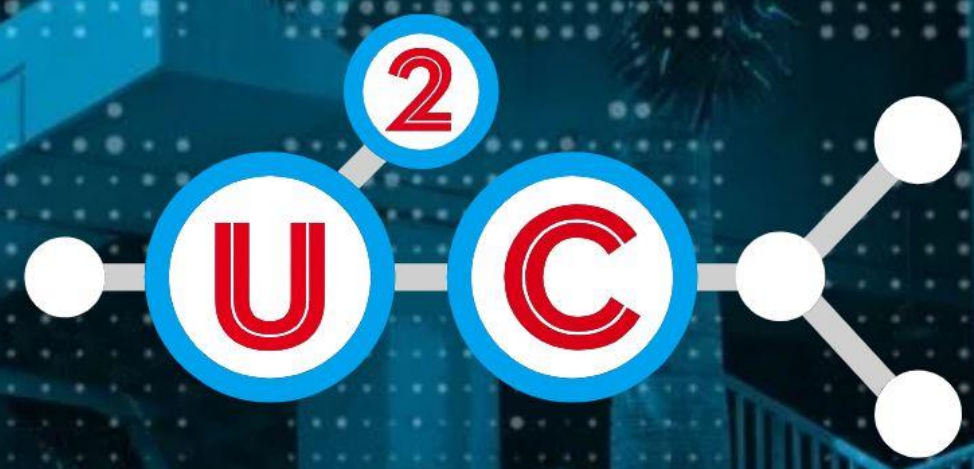
2020

2021



Transit-Oriented Development

Making Spaces Wonderful with TOD



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

STUDY AREA OVERVIEW

North Corridor





North Corridor

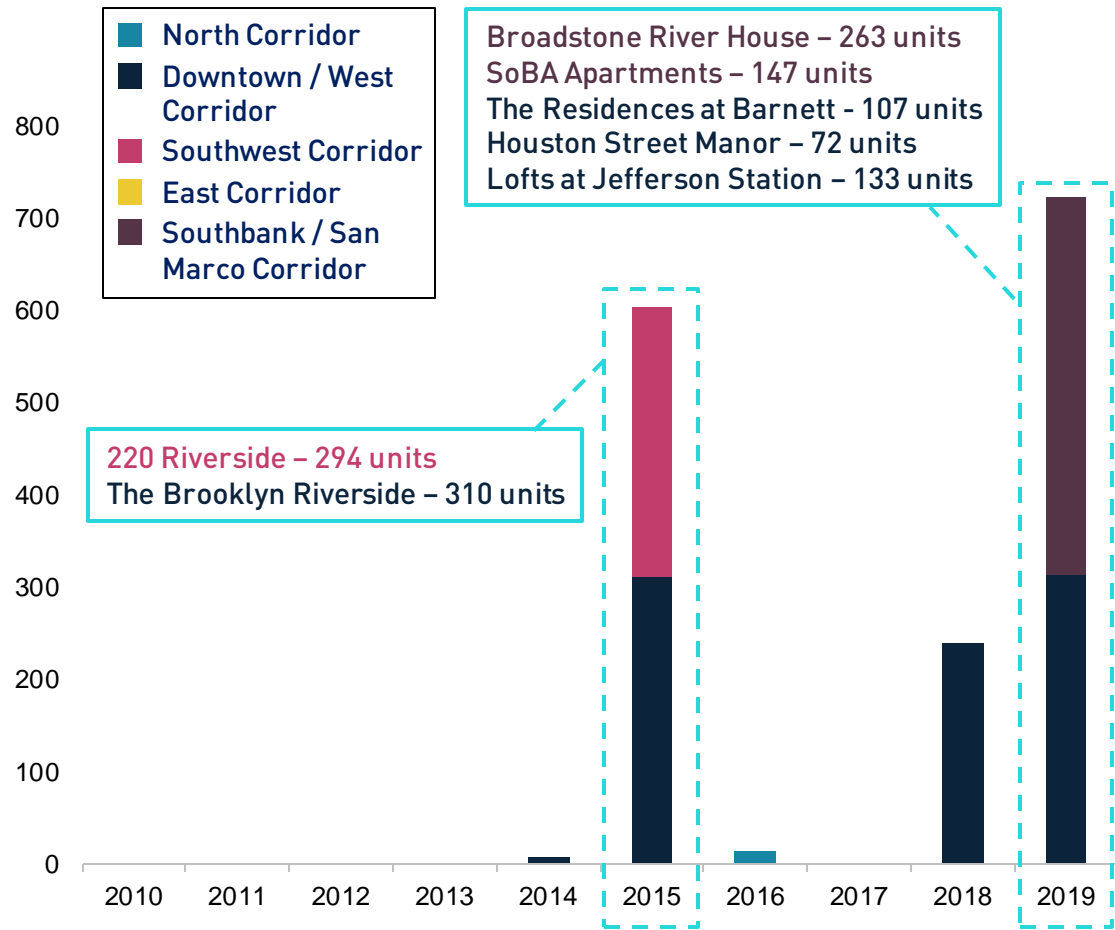


North Corridor Stations:

- 2nd & Main
- 8th & Main
- UF Health & VA



North Corridor Market Overview



Multifamily Units Added by Study Area (2010-2019)

Source: CoStar

Residential Key Takeaways:

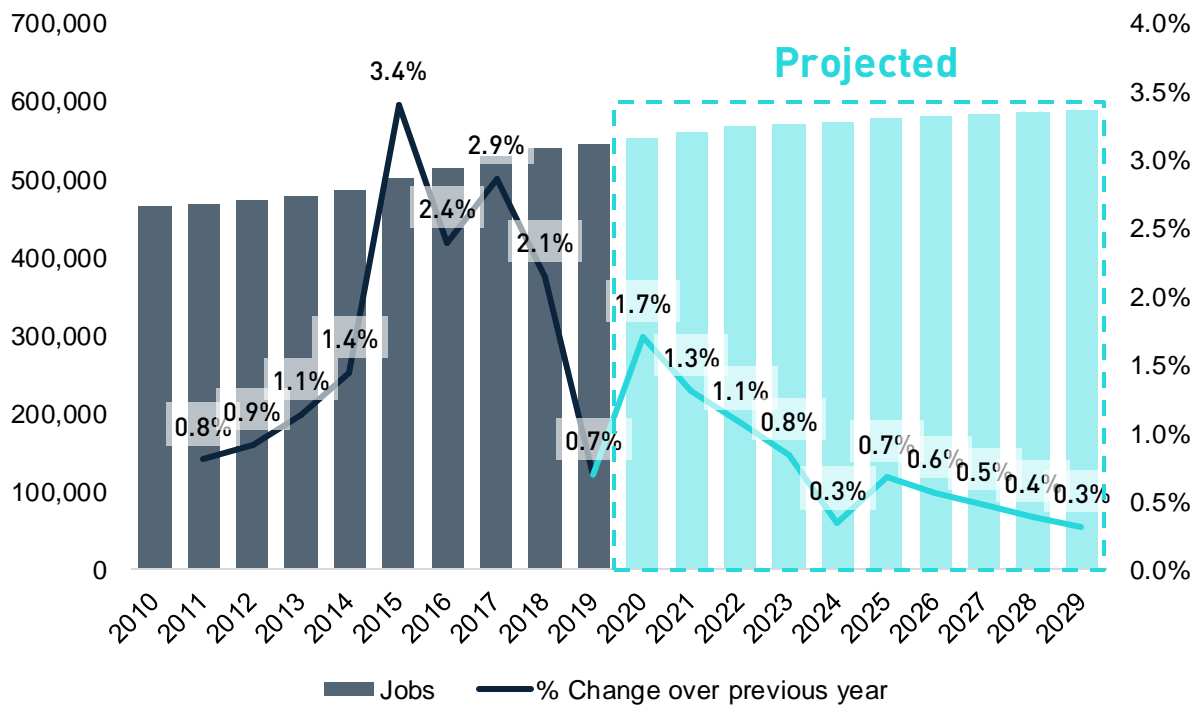
The city has added close to 15,000 multifamily units since 2010, with the study areas accounting for 11.3% of that total. Multifamily unit production in the study area has been concentrated in:

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



North Corridor Market Overview

544,700 Jobs in Jacksonville in 2019



Employment Growth, 2011 - 2019

Source: Emsi

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

Largest Employers in Jacksonville
*excluding naval base



North Corridor Market Overview

Recent Deliveries

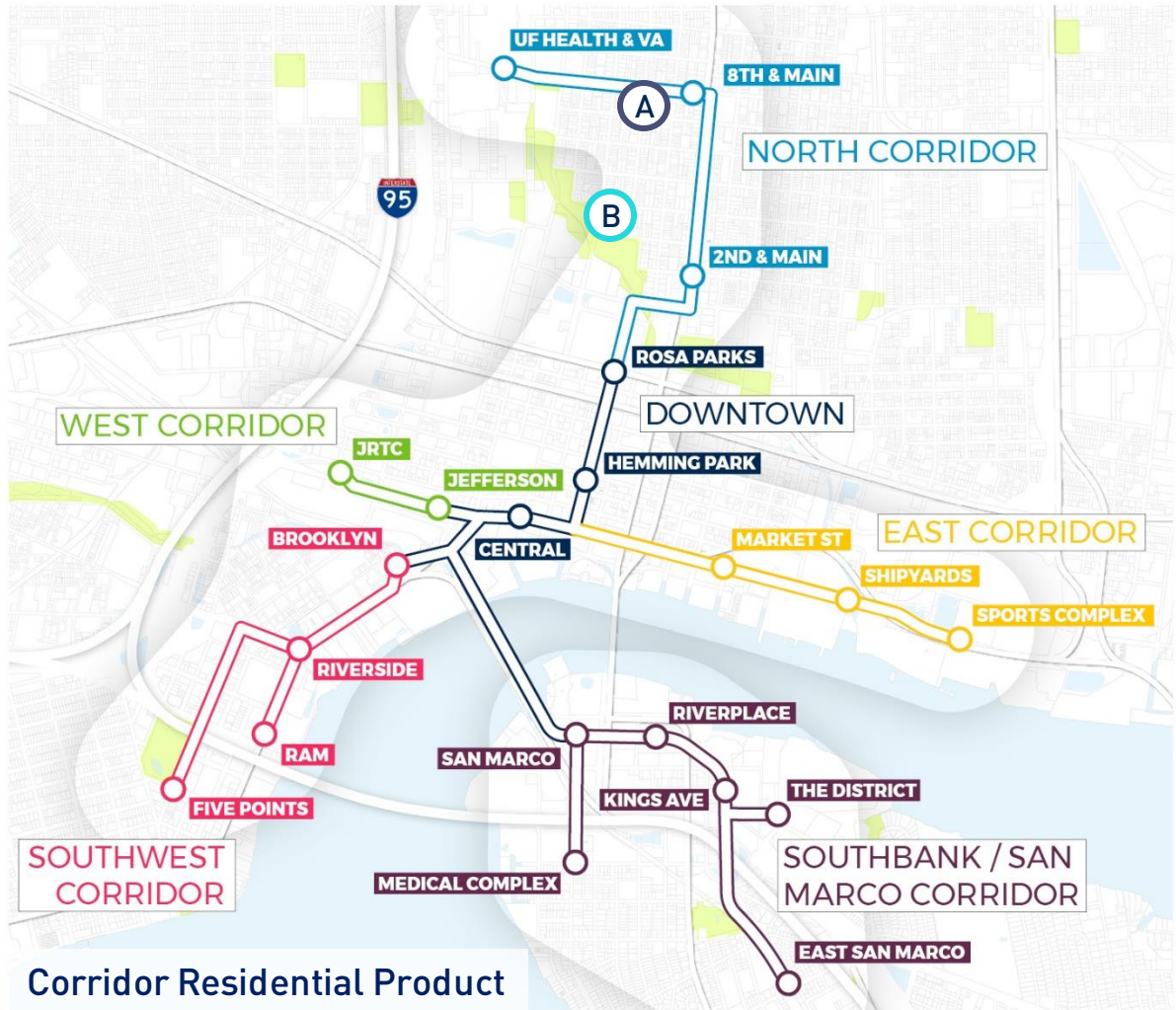


Affordable & Workforce Multifamily
Dozier Apartments (11,900 RBA)
14 units, 2 stories, rent restricted

Pipeline



Mixed-use Multifamily
Springfield Lofts(94,000 RBA)
78 units, 9,600 SF of office



Corridor Residential Product



System-wide Typologies



URBAN CENTER

REGIONAL CENTER

CORE NEIGHBORHOOD

SPECIAL USE



Core Neighborhood: Historic / Urban



CORE NEIGHBORHOOD

Historic / Urban: 2nd & Main, 8th & Main

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



Core Neighborhood: Historic / Urban



1ST STREET - SPRINGFIELD

Credit: MVP



MAIN STREET - SPRINGFIELD

Credit: MVP



Regional Center: Health Campus



REGIONAL CENTER

Health Campus: UF Health & VA

- Regional significance
- Draws patrons in from across the region
- Medium to high density areas that occur outside of the Urban Core



Regional Center: Health Campus



UF HEALTH HOSPITAL

Credit: MVP

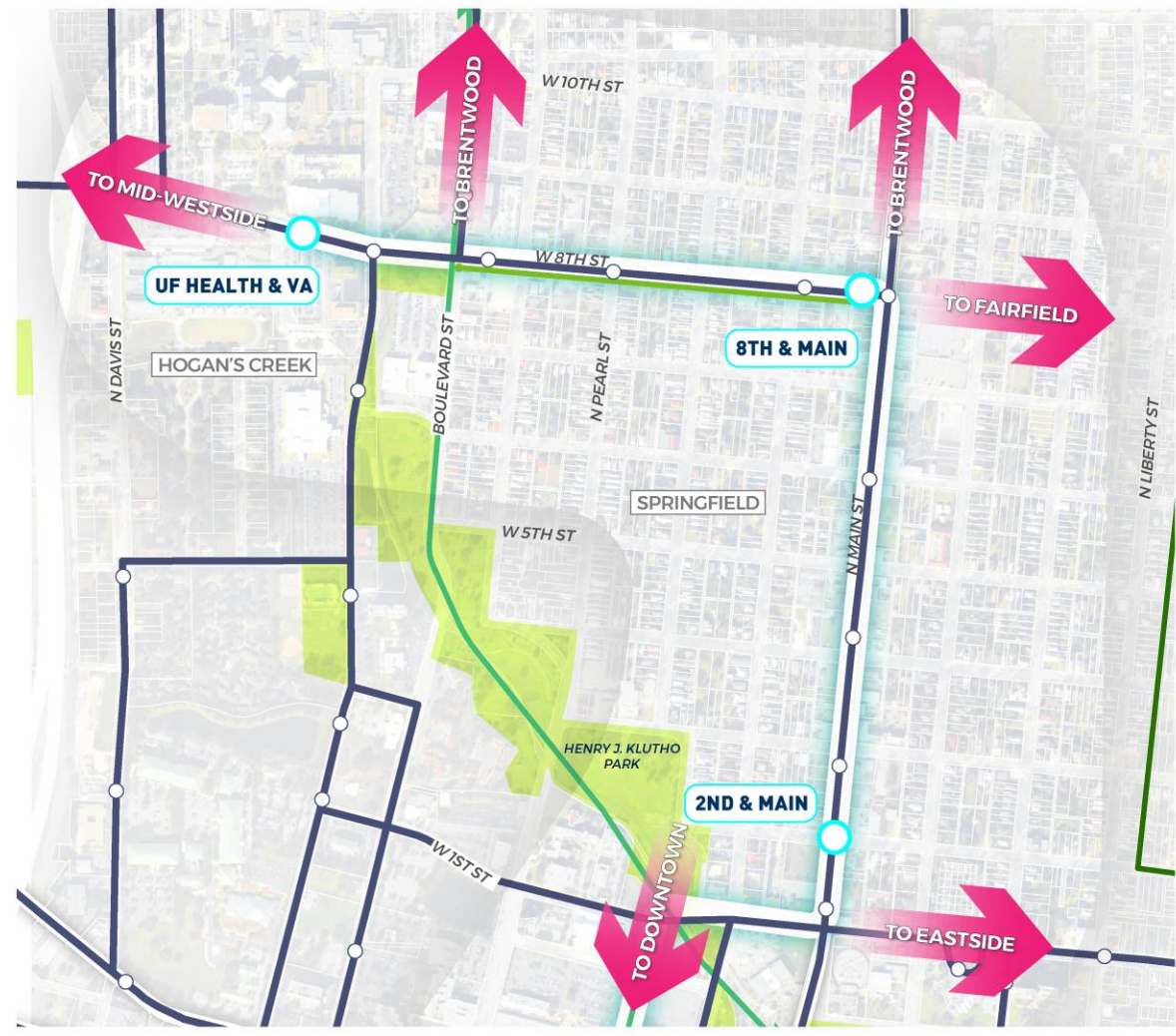


UF HEALTH

Credit: Google Streetview



North Corridor: Connectivity



- UF Health and VA is the northern terminus of the U2C Corridor.
- Main St. provides a key connection to downtown.
- 8th Street provides a key connection to UF Health
- Area is connected via bus routes
- Barriers to connectivity include the I-95 and portions of 8th St. with higher roadway stress.
- Gaps exist in pedestrian connectivity and overall lack of bicycle facilities

LEGEND

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

TOD ASSESSMENT

North Corridor





Station Area Opportunities & Challenges

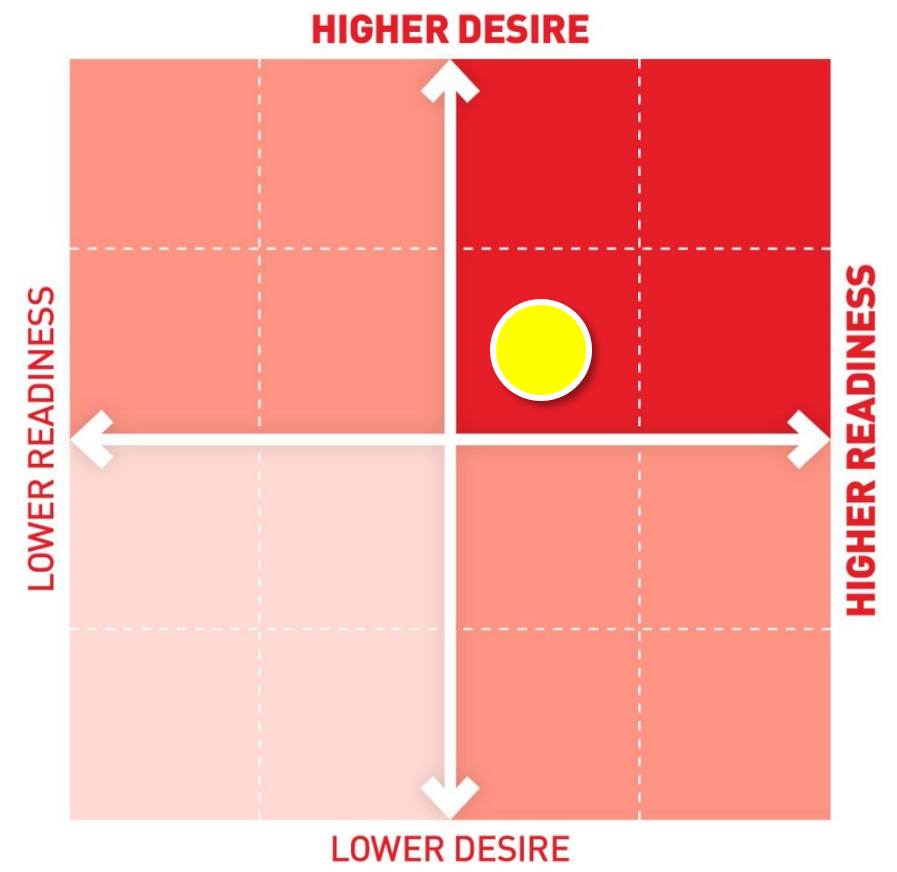
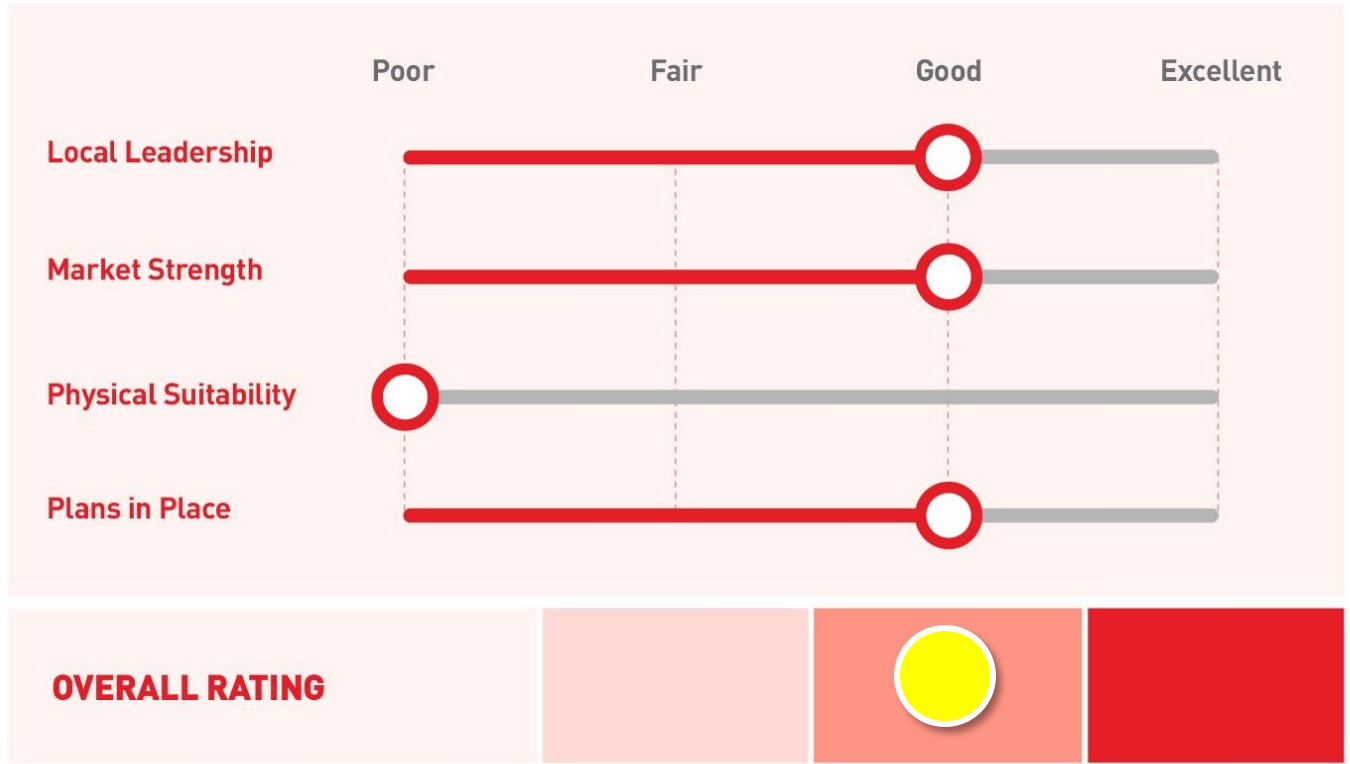
	Strengths and Opportunities	Weakness and Challenges
Local Leadership	<ul style="list-style-type: none"> • SPAR Council leads programs that drive the preservation, revitalization, and balanced growth for the community. 	<ul style="list-style-type: none"> • There could be local push-back to higher-density TOD development within the station area.
Market Strength	<ul style="list-style-type: none"> • Businesses that have helped revitalized the Main Street commercial corridor include Strings Sports Brewery, 1748 Bakehouse, Hyperion Brewing Company, Special Grounds Coffee Company, Crispy's Springfield, among others. 	
Physical Suitability	<ul style="list-style-type: none"> • Large vacant and underutilized parcels are within immediate vicinity to the station and could provide opportunity for contextually-appropriate, multifamily residential that includes neighborhood essentials. 	<ul style="list-style-type: none"> • Available parcels for redevelopment are privately owned.
Plans in Place	<ul style="list-style-type: none"> • Springfield Zoning Overlay and Historic District Regulations (effective 2000) allow for Community residential homes of six or fewer residents. • Live-work lofts are also allowed in original use nonresidential existing buildings that are over 7,500 square feet. 	<ul style="list-style-type: none"> • The property disinvestment and blight caused by incompatible zoning and other factors associated with core City decline must be reversed through a comprehensive revitalization program that will include zoning districts tailored to the neighborhood.

Four TOD Assessment Metrics:

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

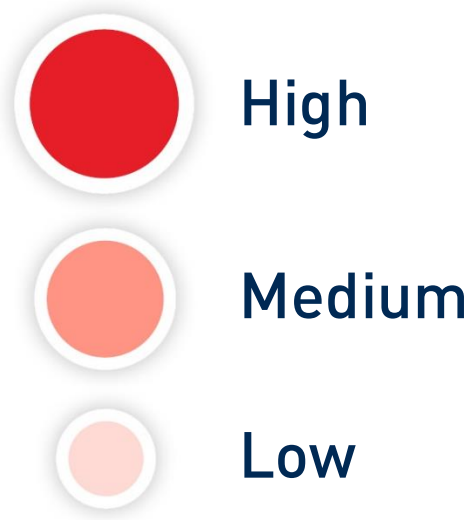


Assessment Scorecard





System-wide Scoring





2nd & Main Station



Intersection of Main Streets and East 1st Street, *Credit: MVP*



Vacant Storefront 2nd Street, *Credit: Google Streetview*



Henry J. Klutho Park, *Credit: MPV*



1214 N Main St Streetscape, *Credit: Google Streetview*



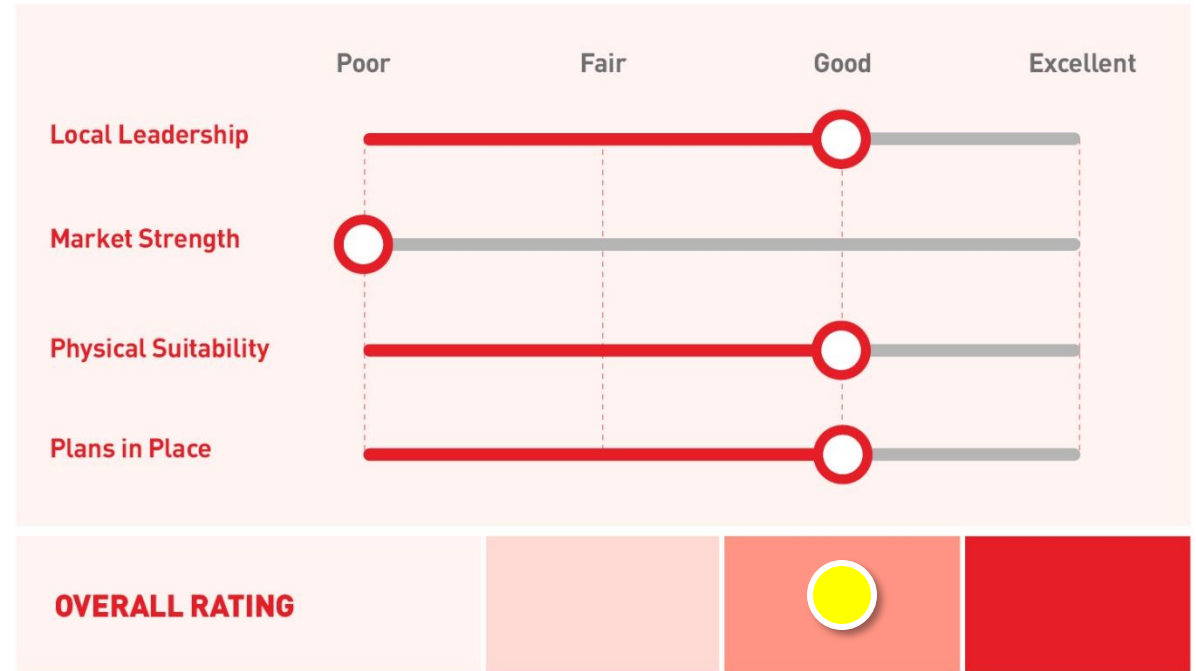
Vacant Lot at 2nd & Main Streets, *Credit: Google Streetview*



Land Use Analysis



2nd & Main Station



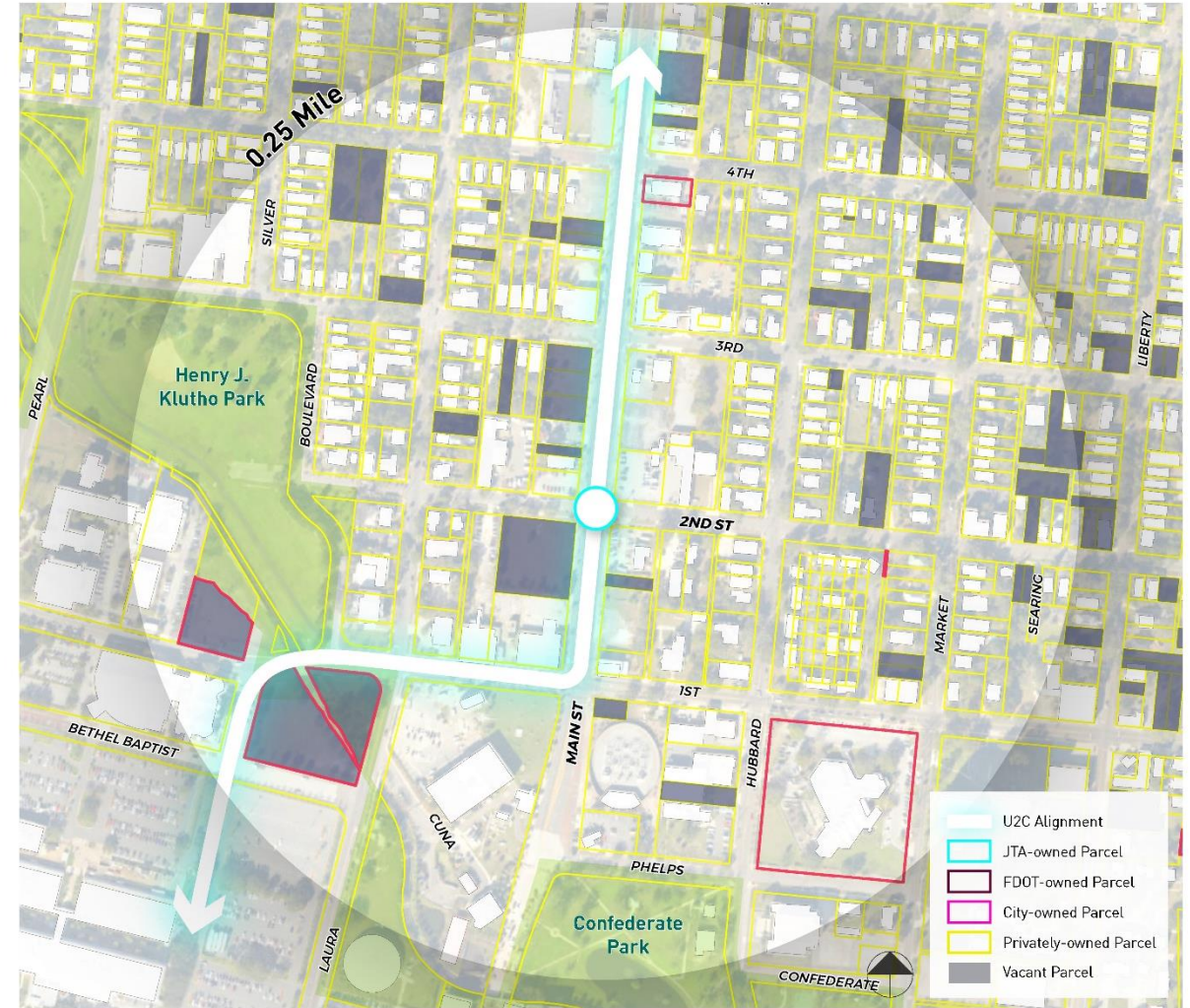
TOD Assessment Summary



2nd & Main Station

CORE NEIGHBORHOOD

- 2nd & Main is a transition area between Springfield and Downtown
- New development planned within the station area, adjacent to Klutho Park



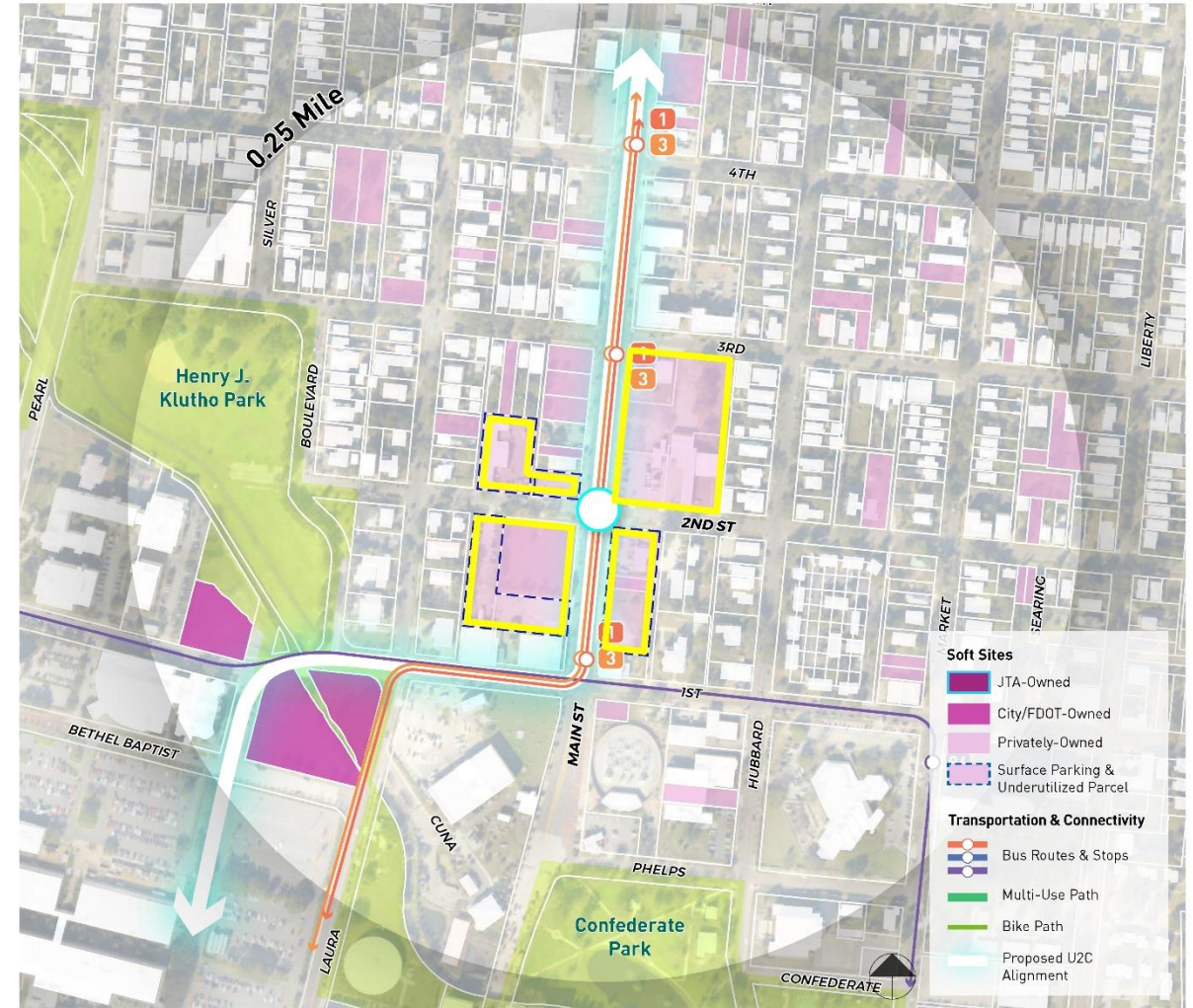
Parcel Analysis



2nd & Main Station

CORE NEIGHBORHOOD

- Vacant and/or underutilized parcels are close to station along Main Street
- Opportunity to cluster new context-appropriate, residential development at 2nd & Main
- Reinforce area as a Gateway to Springfield



Preliminary Soft-Site Analysis



8th & Main Station



Main Street and 8th Street Retail Corridor, *Credit: MVP*



Main Street and 8th Street Intersection, *Credit: MVP*



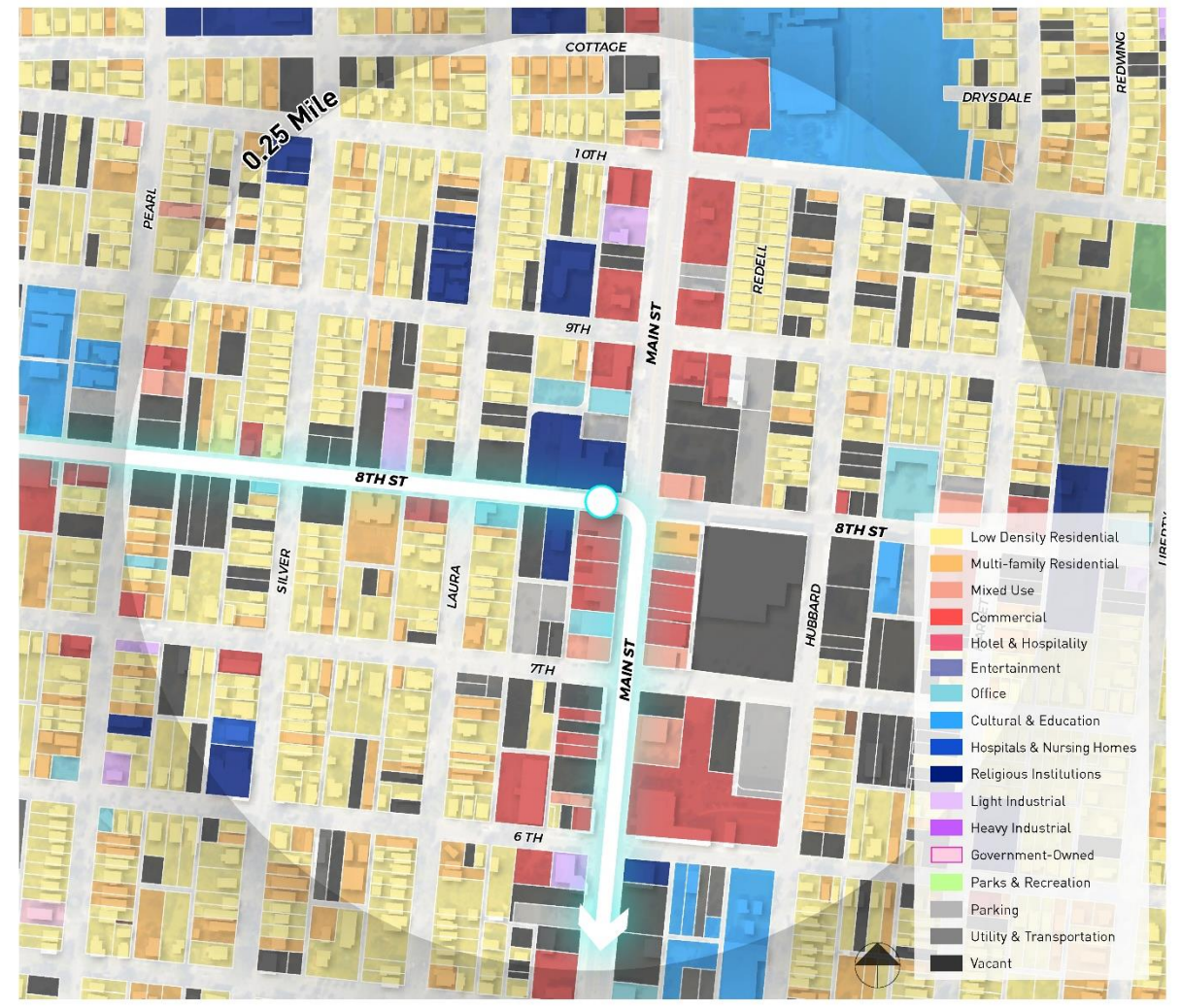
Main Street Storefronts, *Credit: WSP*



JTA Bus Stop on Main Street, *Credit: WSP*



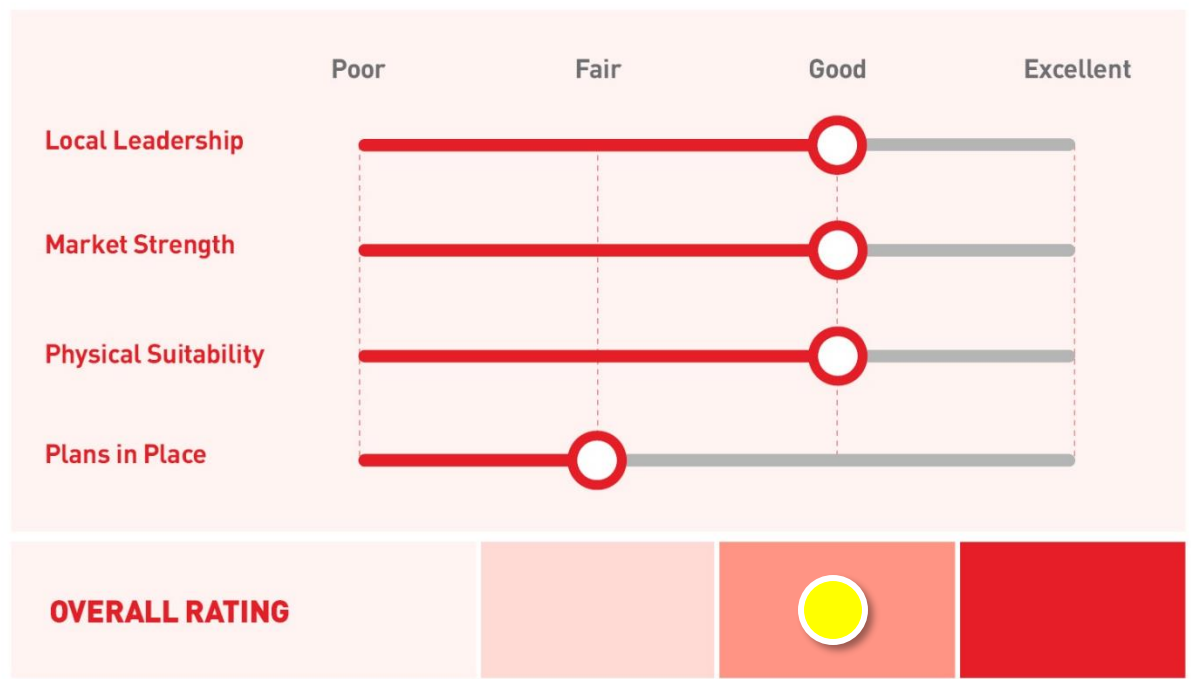
Vacant Lot at 8th and Laura Street, *Credit: Google Streetview*



Land Use Analysis



8th & Main Station



TOD Assessment Summary



8th & Main Station

CORE NEIGHBORHOOD

- Station area is within Springfield Historic District
- TOD should build-upon momentum of the successful Main St. commercial corridor
- Most parcels within station area are privately held



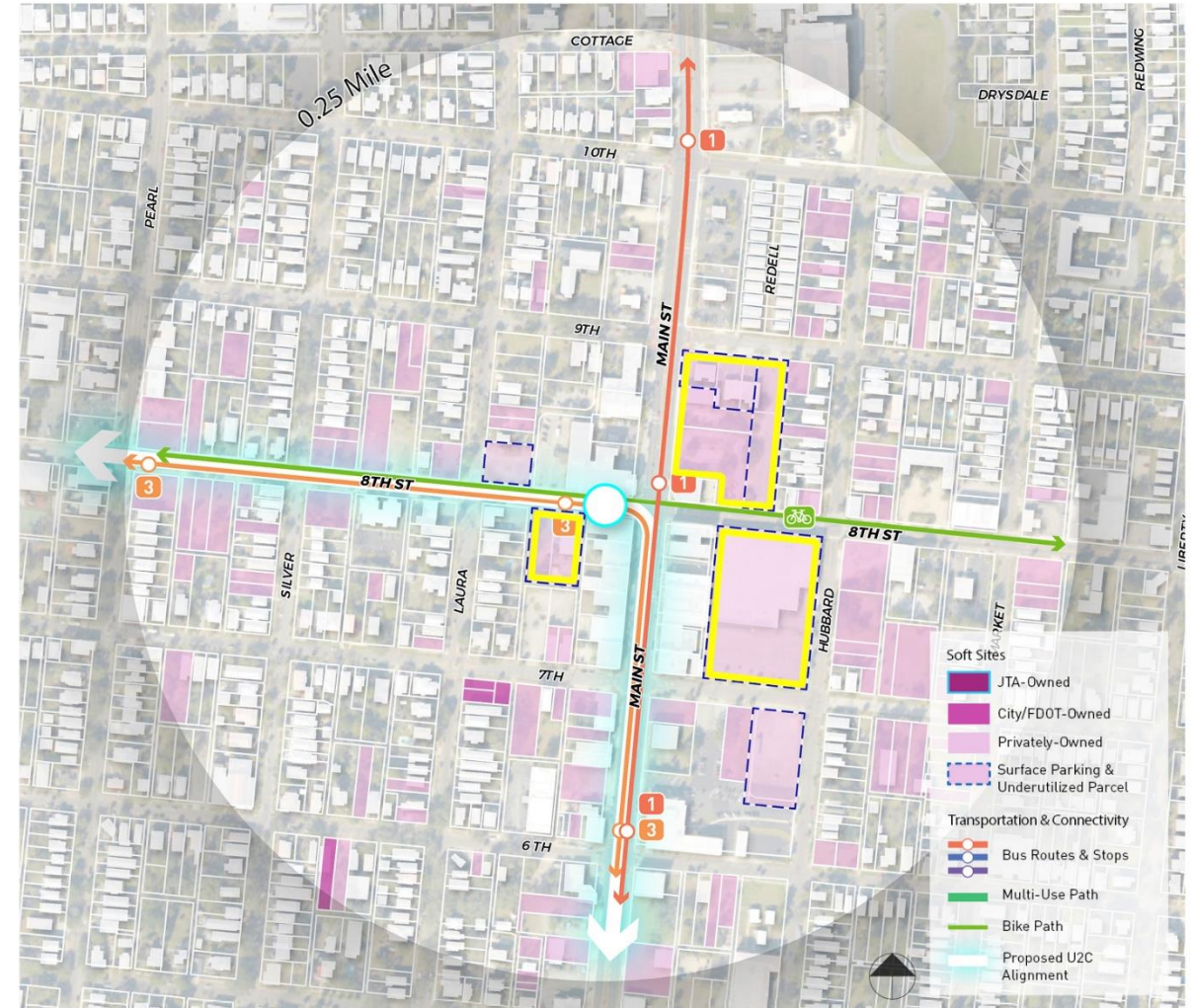
Parcel Analysis



8th & Main Station

CORE NEIGHBORHOOD

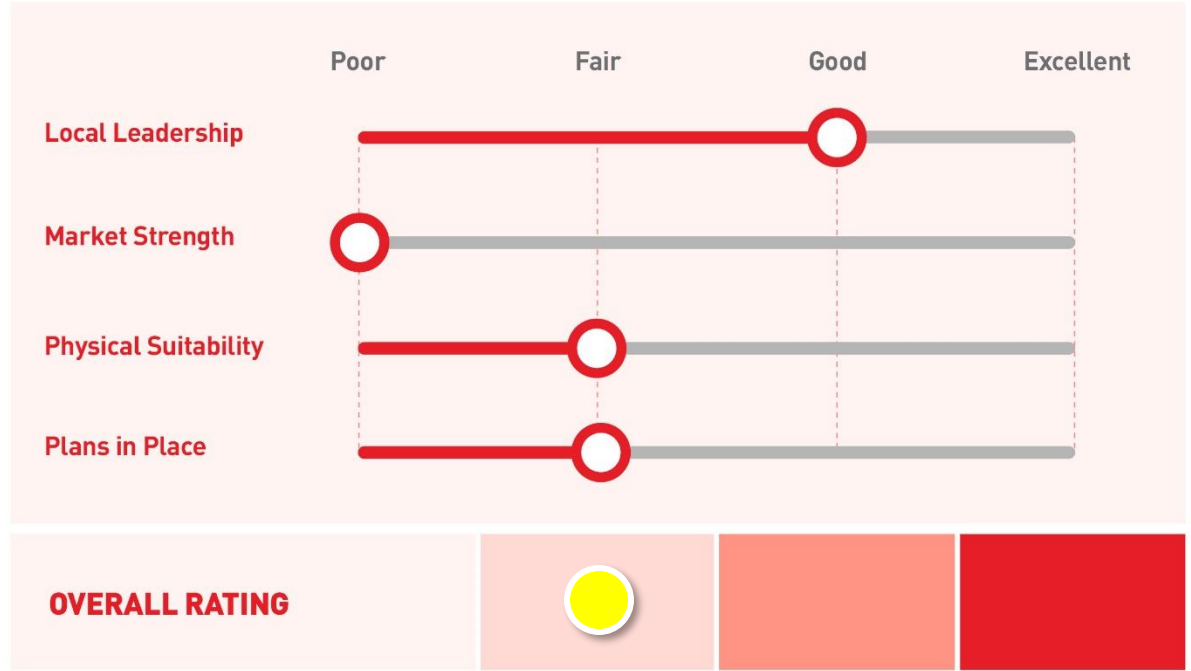
- Large vacant and/or underutilized parcels are close to station
 - Significant TOD potential
 - Should be context-appropriate
 - Opportunity for multifamily residential with ground-floor space for neighborhood essential services and amenities
- SPAR is an essential stakeholder and should be involved with TOD visioning



Preliminary Soft-Site Analysis



UF Health & VA Station

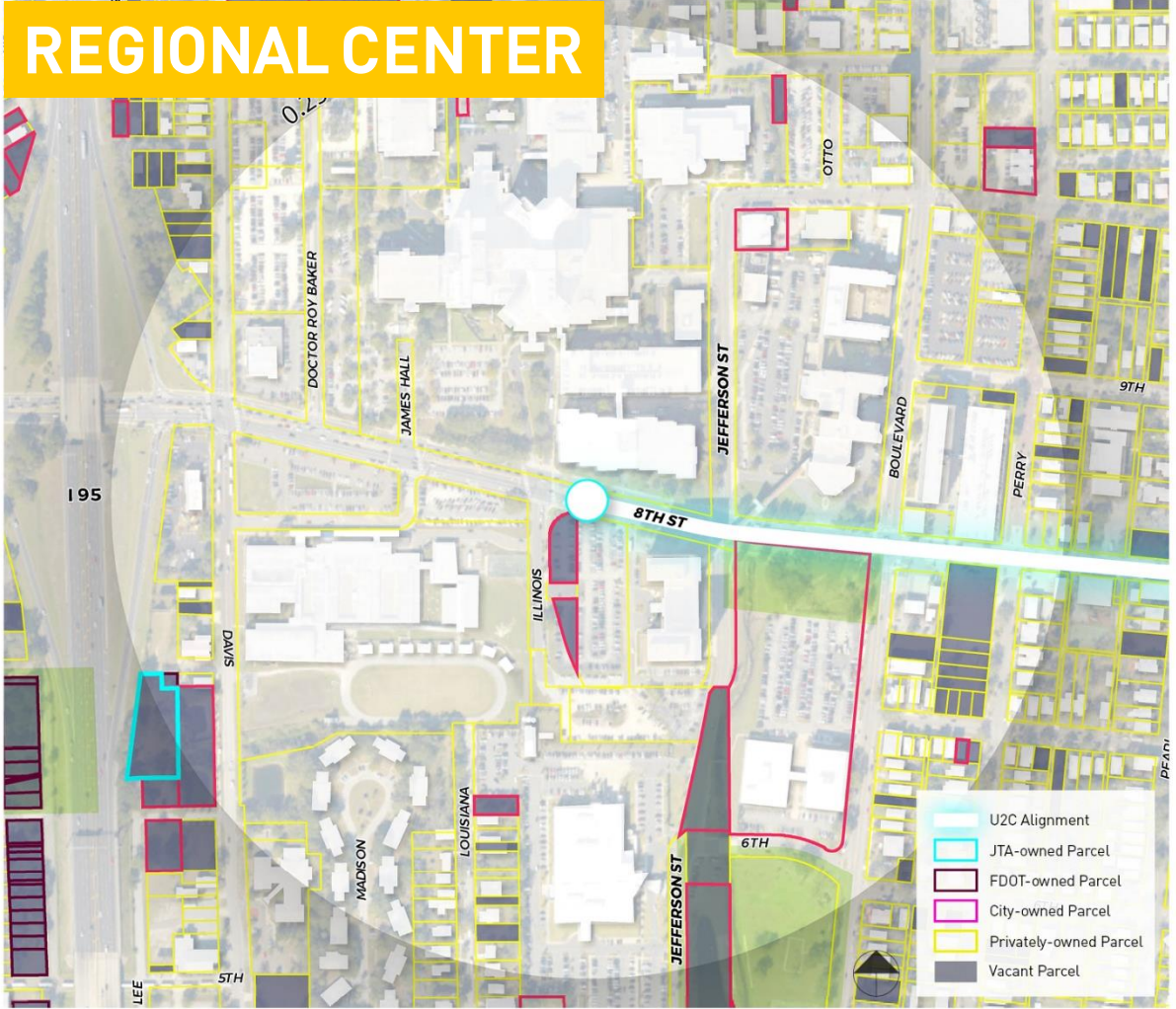


TOD Assessment Summary

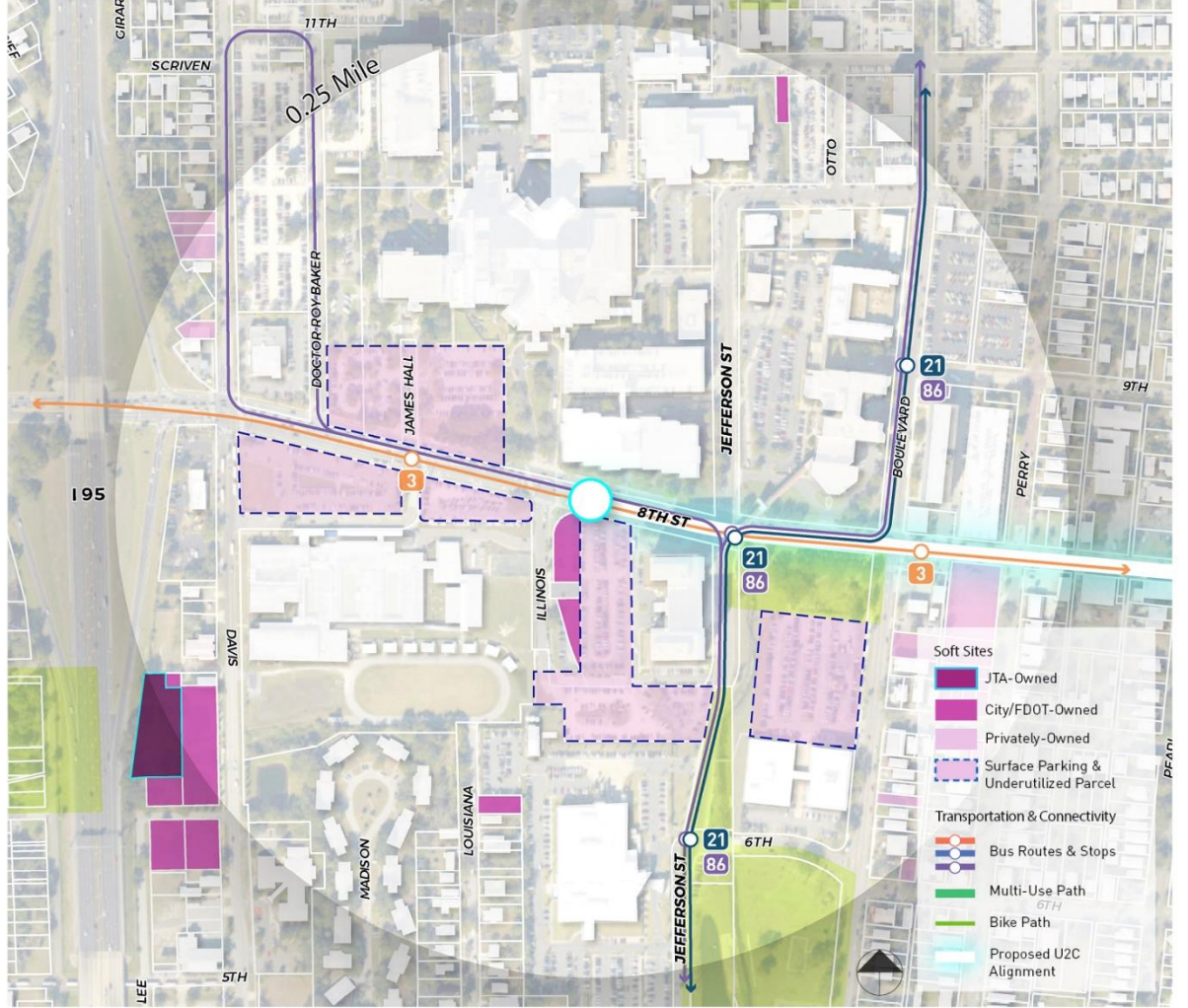


UF Health & VA Station

REGIONAL CENTER



Parcel Analysis



Preliminary Soft-Site Analysis

SURVEY

North Corridor





U²C TOD Pilot Survey

U²C TOD Pilot

Translate

Visit the project website at u2ctod.jtafla.com to learn about about the study before taking the survey.



U²C TOD Pilot Study

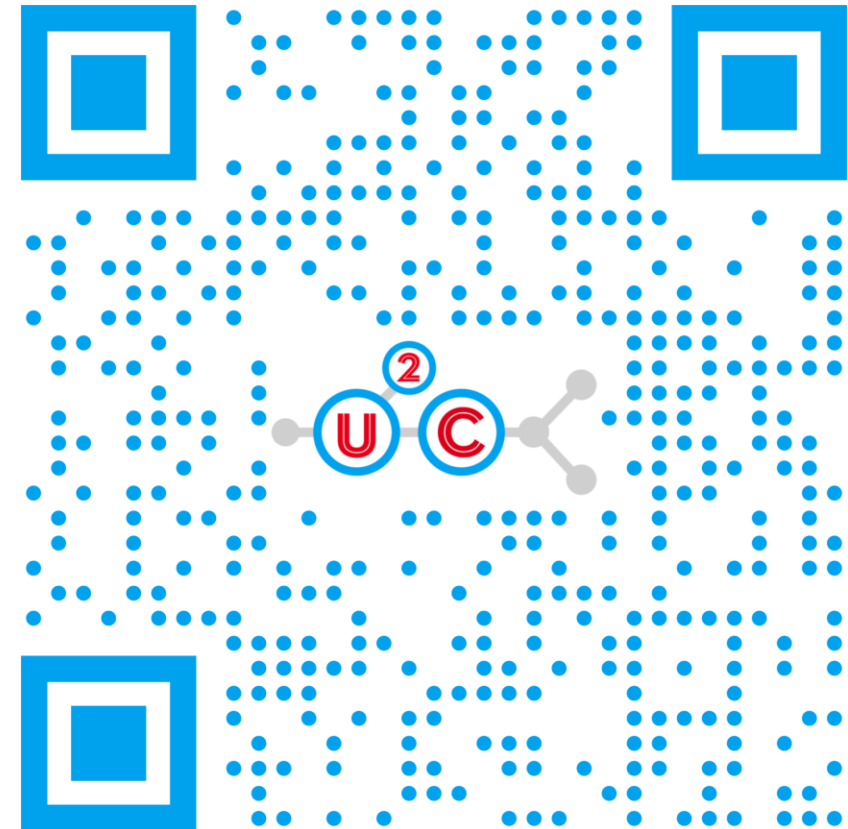
We want your input in planning for transit-oriented development (TOD) around proposed U²C stations. Our previous Skyway Extension survey asked you to mark where you thought those stations should be. We combined your feedback with technical analysis to develop a system with 21 proposed stations in six 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?



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

Q & A

North Corridor





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



wsp HR&A