

# TOD Pilot: Station Area Frameworks

Shipyards / JRTC / Rosa Parks

August 26, 2020





# Presenters



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



**Joshua Turner**  
Lead Urban Designer





# Ways to Participate

## During the Meeting

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

Email to the address listed by the meeting screen.

## Presentation

Study Team Members will integrate feedback through real-time sketching during the Framework Discussion.

“What type of development would you like to see in your neighborhood?”

## 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



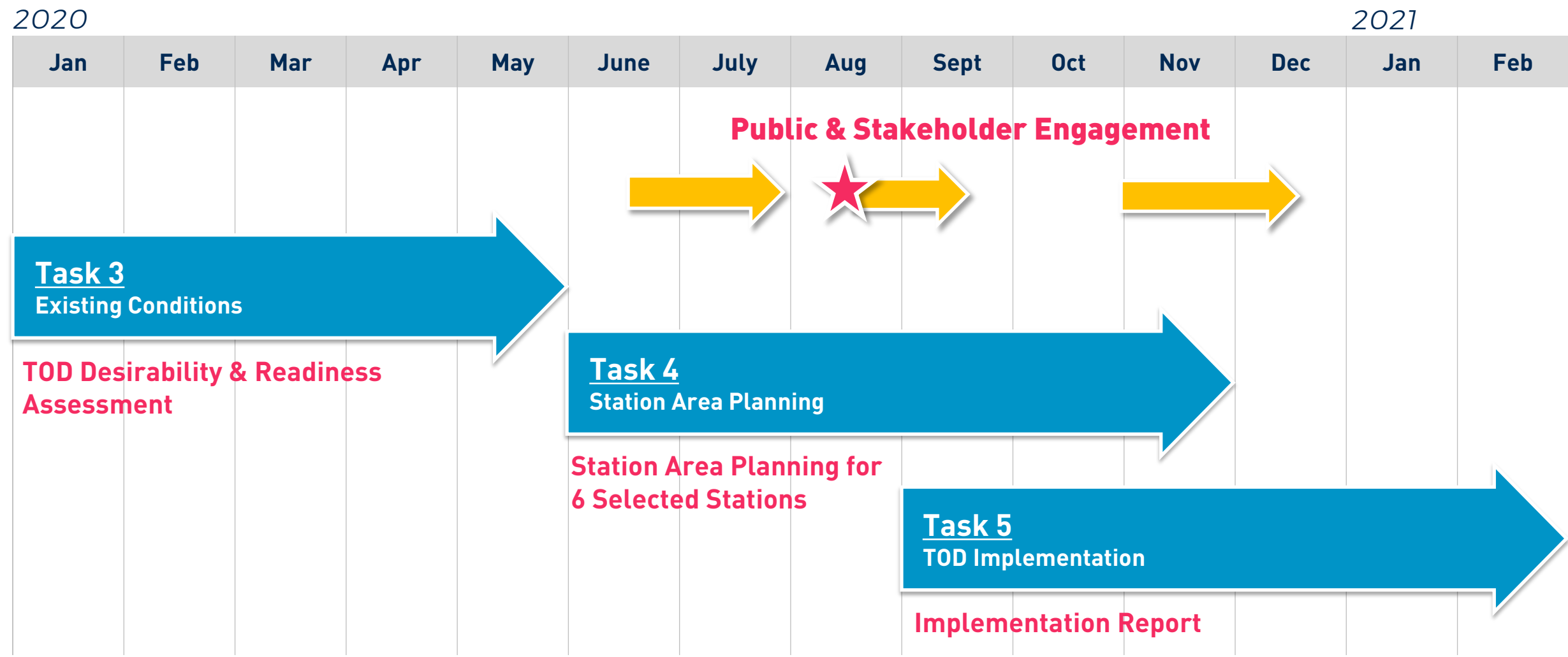
- Introductions
- Where We Are
- Project Overview
- TOD Frameworks
- Framework Discussion
- Next Steps







# Where We Are





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

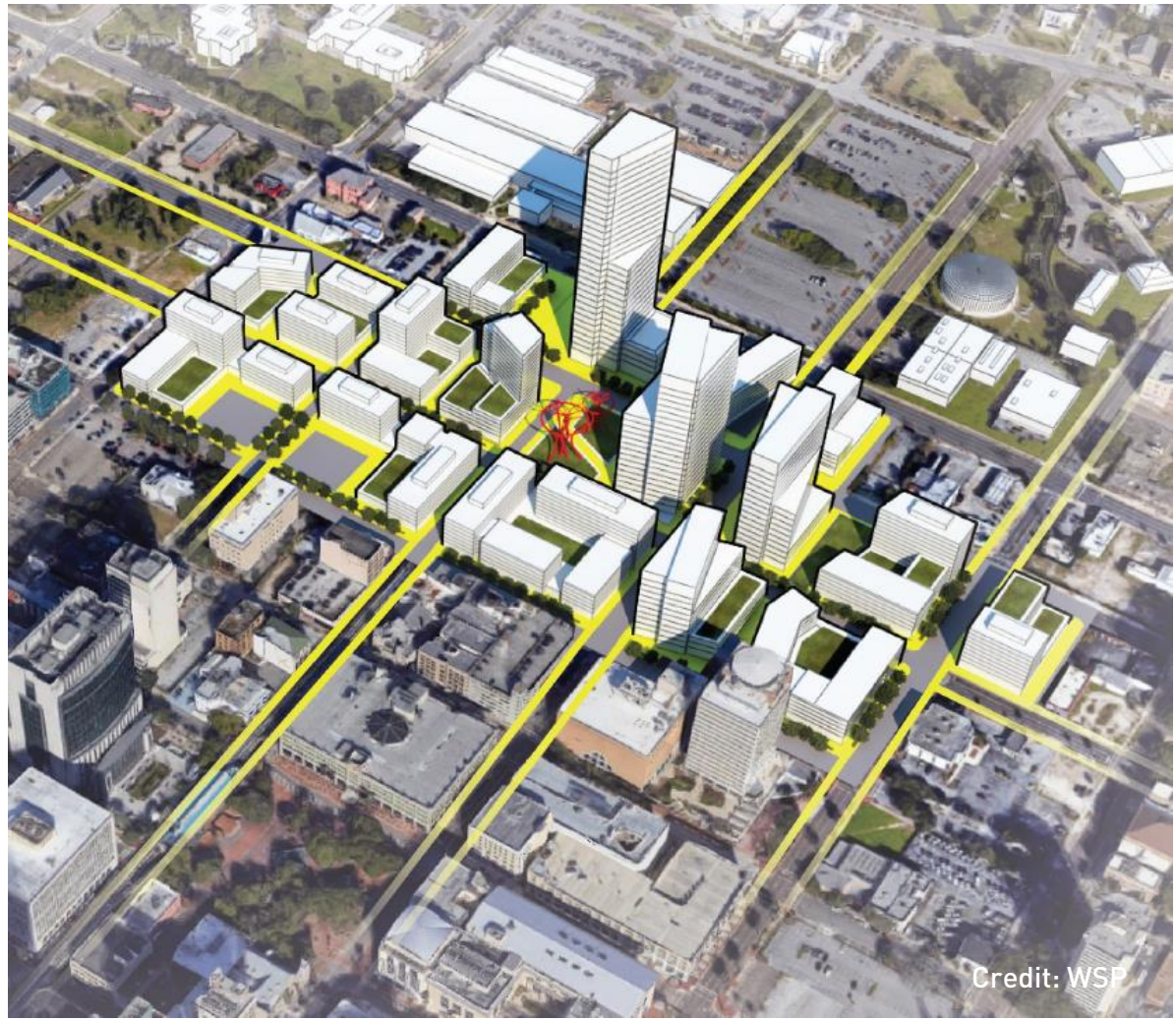


## Ultimate Urban Circulator (U2C)

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



# Transit-Oriented Development



## What is TOD?

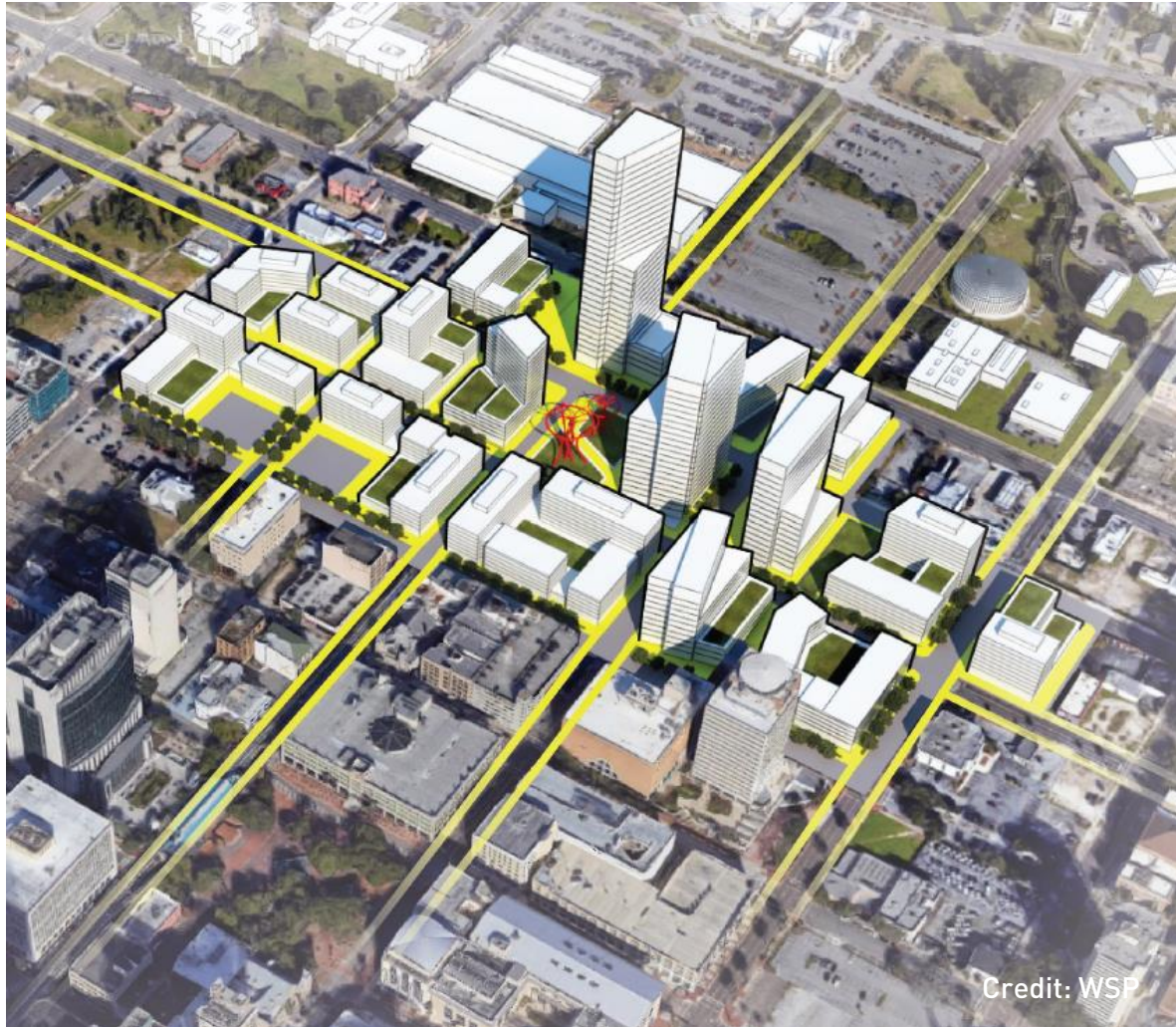
“Transit-oriented development, or TOD, is a type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation.”

*-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

# TOD FRAMEWORKS

---







# Shipyards Station







# Shipyards Station



**SPECIAL USE**

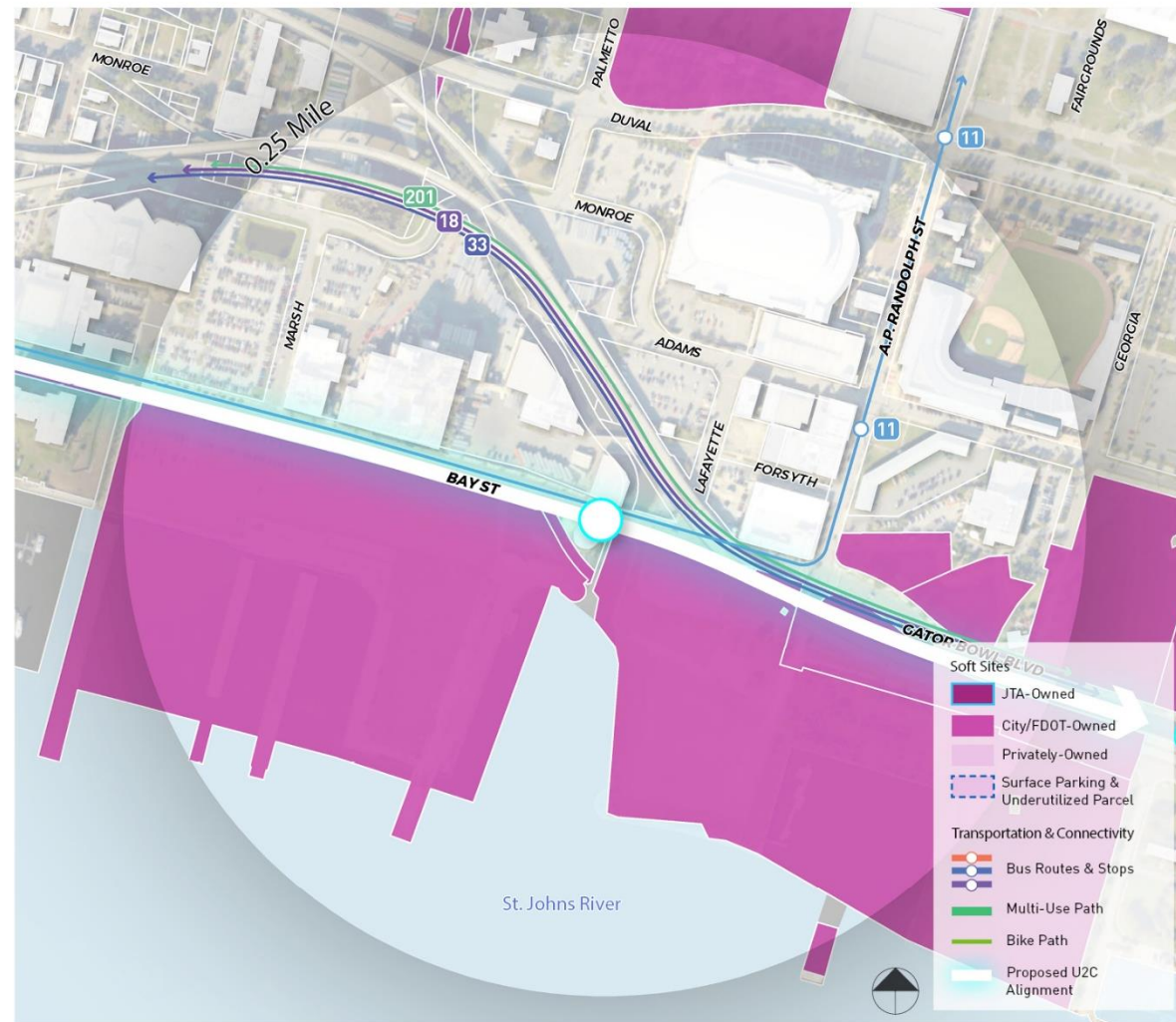




# Shipyards Station

## SPECIAL USE

- Large assemblage of city-owned parcels
- Environmental issues could complicate redevelopment
  - Create a phased, longer-term vision for TOD to generate interest and excitement
- Potential redevelopment could connect with area destinations / attractions



Preliminary Soft-Site Analysis

# Shipyards Station: Circulation



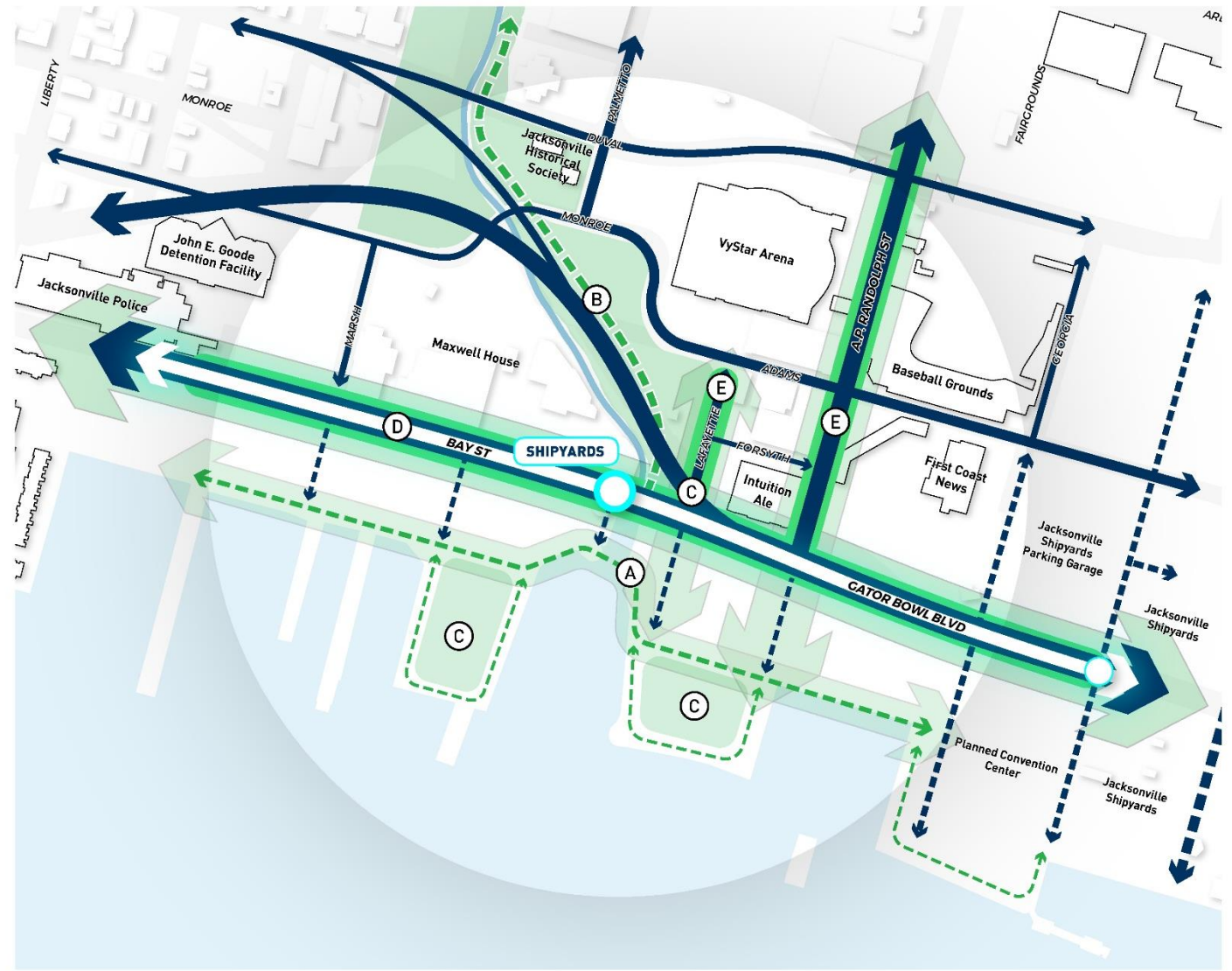
**A** - Create pedestrian connection along waterfront to provide critical link to wider Riverwalk network

**B** - Extend existing urban grid to provide upland waterfront connections for pedestrians

**C** - Adams St. provides key secondary east-west connection between downtown and Sports Complex



# Shipyards Station: Open Space Network



- A** - Create new multi-use ped promenade along St. John's River
- B** - Connect to Emerald Trail
- C** - Provide waterfront public open spaces for passive and active recreation
- D** - Integrate U<sup>2</sup>C with Complete Streets design principles along Bay St.
- E** - Incorporate Complete Streets principles along Lafayette and Randolph Sts.

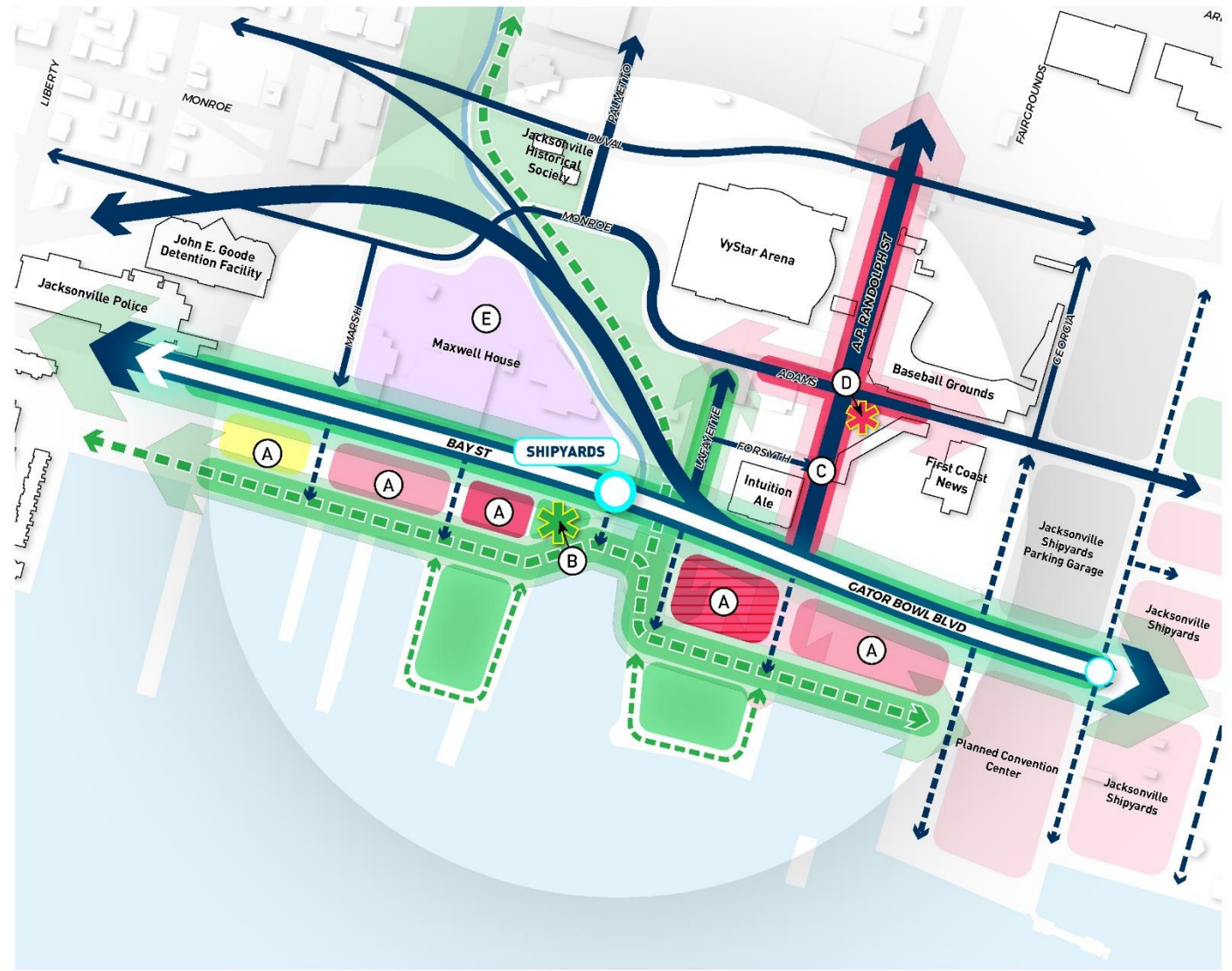
**LEGEND**

- Proposed Green and Open Space
- Complete Streets





# Shipyards Station: TOD Framework



**A** – Plan a mixed-use waterfront district and new open space along the St. John’s River

**B** – Create Public Plaza adjacent to the Shipyards Station and the Hogan Creek inlet

**C** - Randolph Street is a key corridor between entertainment venues and destinations

**D** – Add ‘pop-up’ programming at the intersection of Adams and Randolph Streets

**E** - Leverage Maxwell House with the redevelopment of the Shipyards waterfront

### LEGEND

- Mixed-Use - Primary
- Mixed-Use - Secondary
- Potential Hotel Block
- Multifamily Residential
- Light Industrial
- Parking
- Public Open and Green Space
- Key Frontages and Commercial Uses
- Civic Plaza



# Precedents: Waterfront Park



Credit: Elliman

**Waterfront Green and Public Art: South Pointe Park (Miami, FL)**



Credit: City Park Alliance

**Shipyards Transformed to Green Spaces and Active Recreation: Brooklyn Bridge Park (Brooklyn, NY)**





# Precedents: Waterfront Activation



**Waterfront Development: Brooklyn Bridge Park (NYC)**



Credit: Groundswell Design Group

**Waterfront Food and Beverage with Activated Public Realm: Sparkman Wharf (Tampa, FL)**

# FRAMEWORK DISCUSSION

---







# Discussion: Shipyards







# Rosa Parks Station







# Rosa Parks Station



**URBAN CENTER**

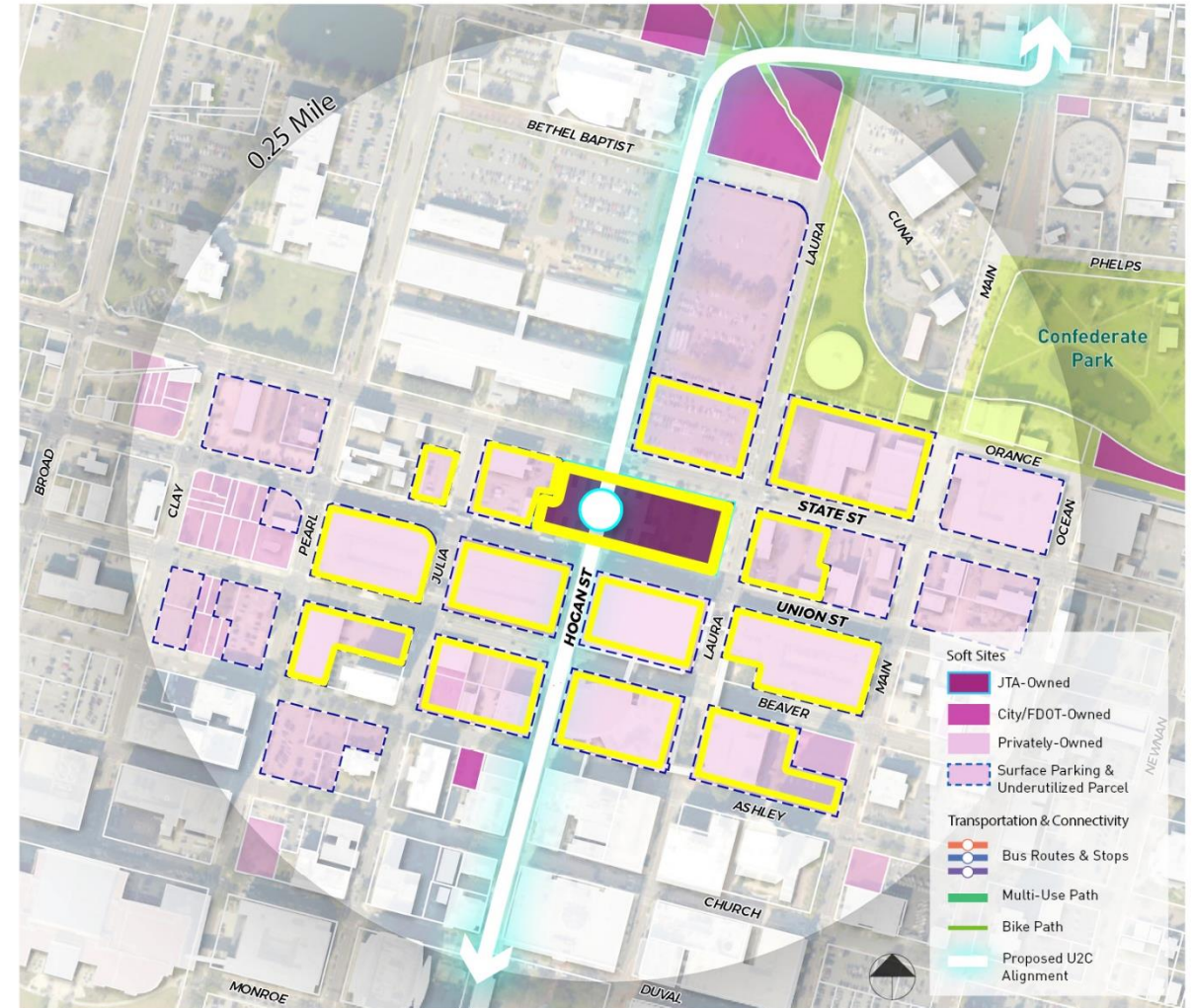




# Rosa Parks Station

## URBAN CENTER

- Strong JTA & DIA leadership & vision
- 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
- First Baptist Church Parcels are critical for a cohesive station area vision

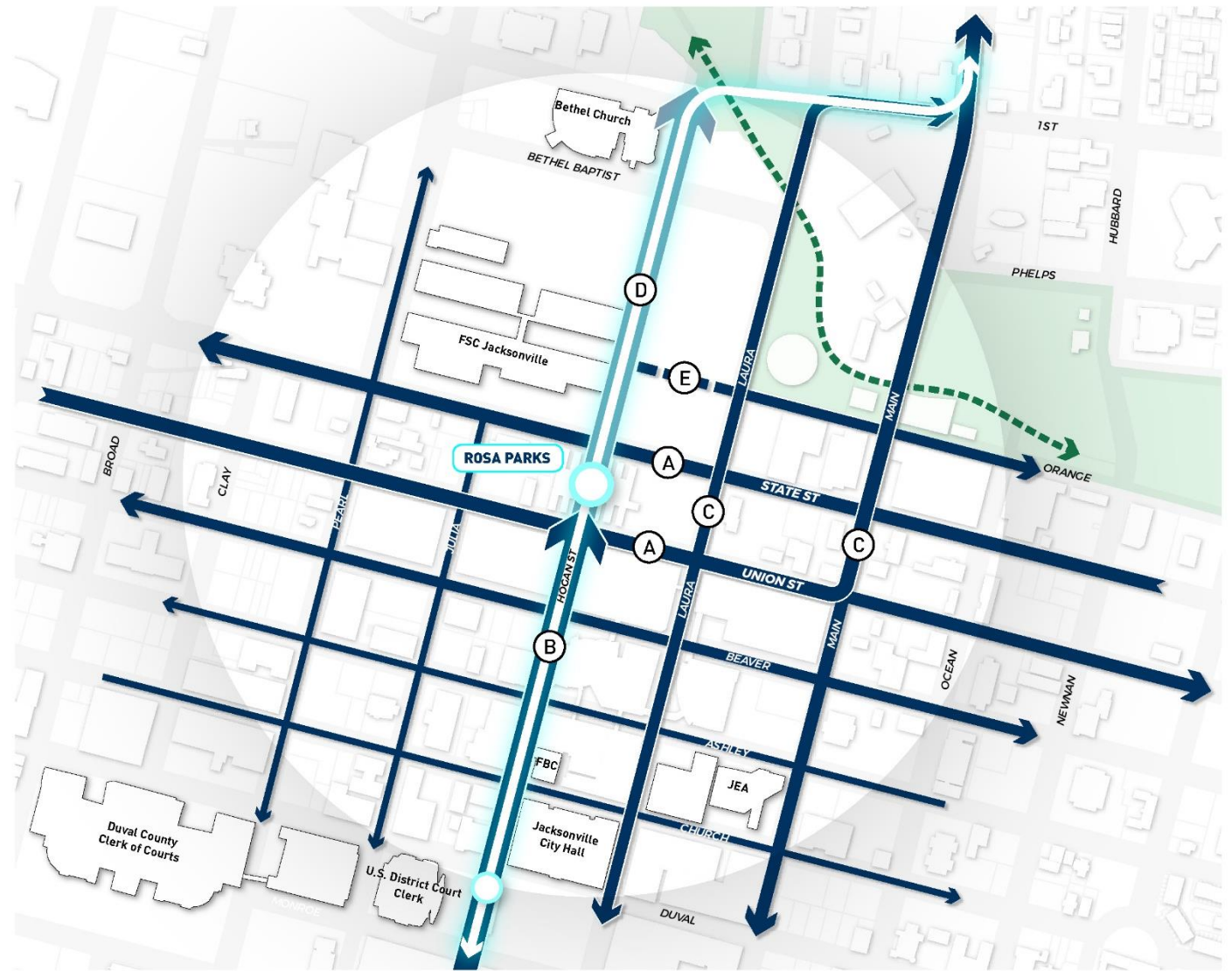


Preliminary Soft-Site Analysis





# Rosa Parks Station: Circulation



**A** – Introduce traffic calming measures to promote ped safety/circulation

**B** – Pedestrianize Hogan St. to optimize public realm, promote U<sup>2</sup>C use + support DIA restaurant corridor vision

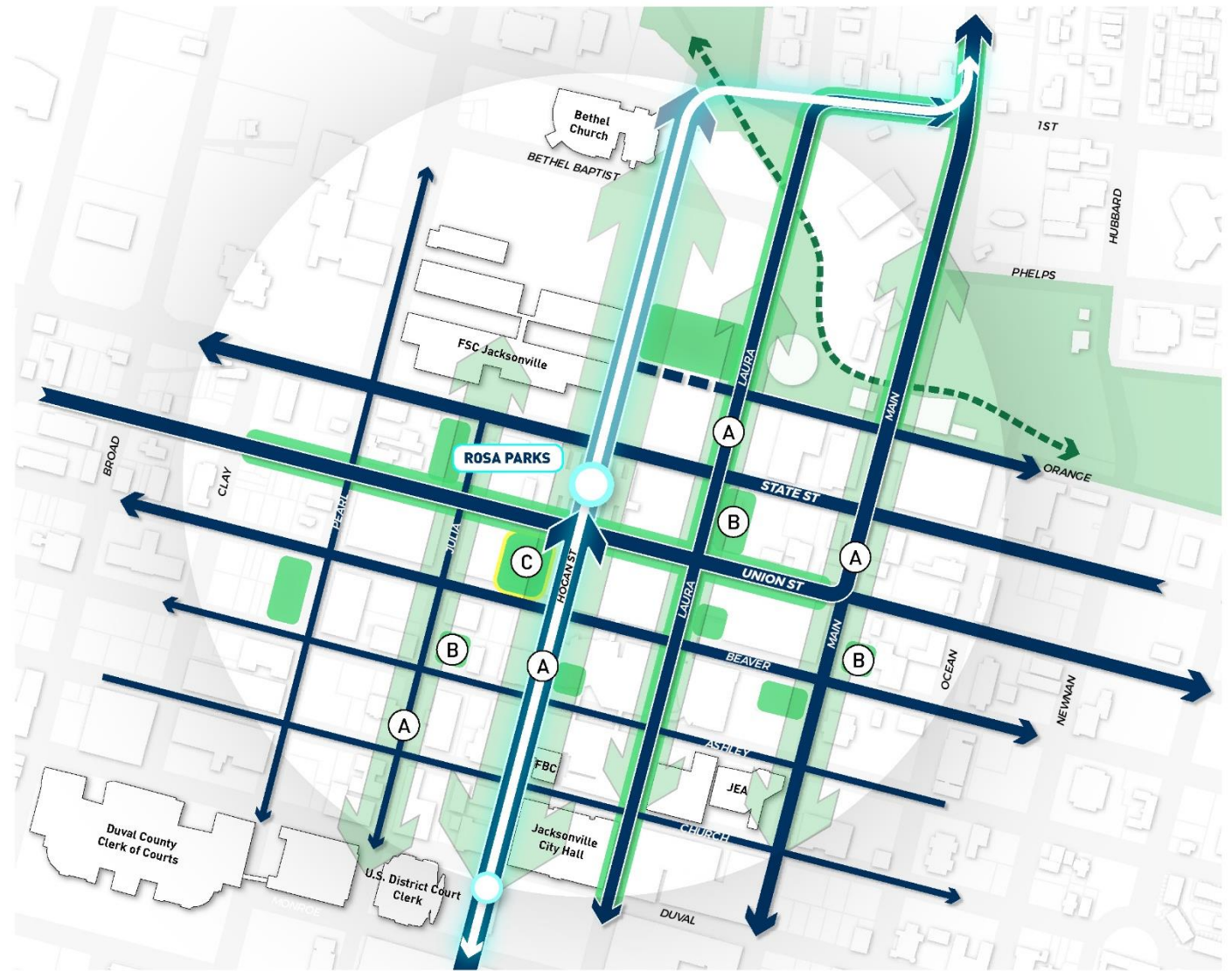
**C** – Expand streetscape improvements to promote ped safety/circulation

**D** – Extend Hogan St. north as limited street for ped connection between Rosa Parks and FSCJ

**E** – Connect Orange St. to Hogan St. to create blocks for development



# Rosa Parks Station: Open Space Network



**A** - Promote connections between station area, public parks + neighborhoods to north via Complete Streets

**B** - Create network of pocket parks integrated within blocks of new development

**C** - Locate a Civic Plaza at southwest corner of Hogan and Union Sts. to create a central gathering place within the station area

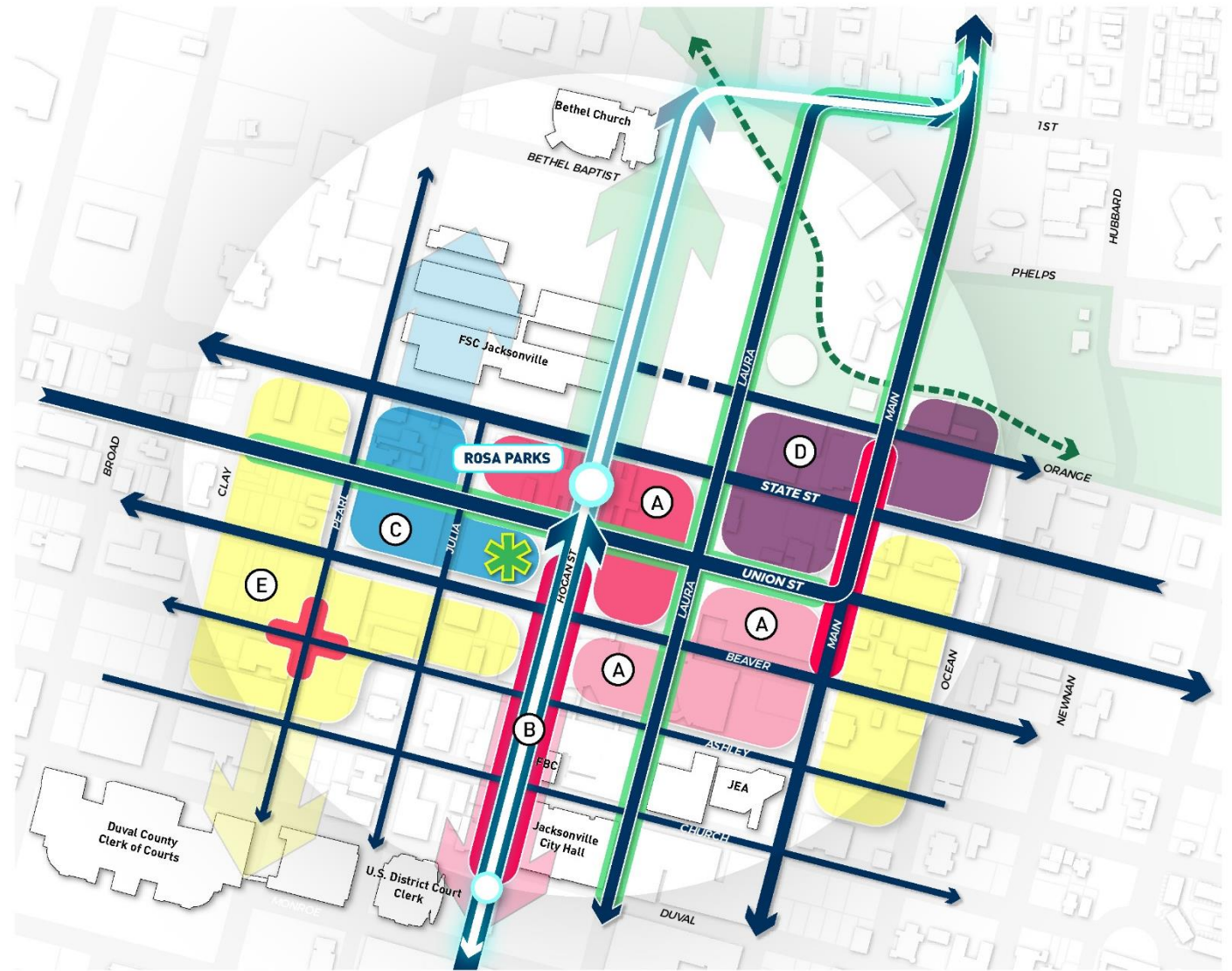
### LEGEND

- Existing Green and Open Space
- Pocket Parks
- Multi-Use Trail





# Rosa Parks Station: TOD Framework



**A** – Create high-intensity mixed-use center anchored by Rosa Parks station

**B** – Create local restaurant + bar corridor along Hogan St. for lively 18-hour activity

**C** – Create office hub for technology + health sciences companies

**D** – Redevelop vacant blocks as cluster of low-rise flex-space + live/work units for small businesses + creative industries

**E** – Create neighborhood of multifamily apartments, condos + townhomes

### LEGEND

- Mixed-Use Center - Primary
- Mixed-Use Center - Secondary
- Office and Technology Hub
- Creative Industries and Flex Space
- Mixed Use Residential
- Key Frontages
- Civic Plaza
- Existing Skyway Station





# Precedents: Primary Mixed-Use



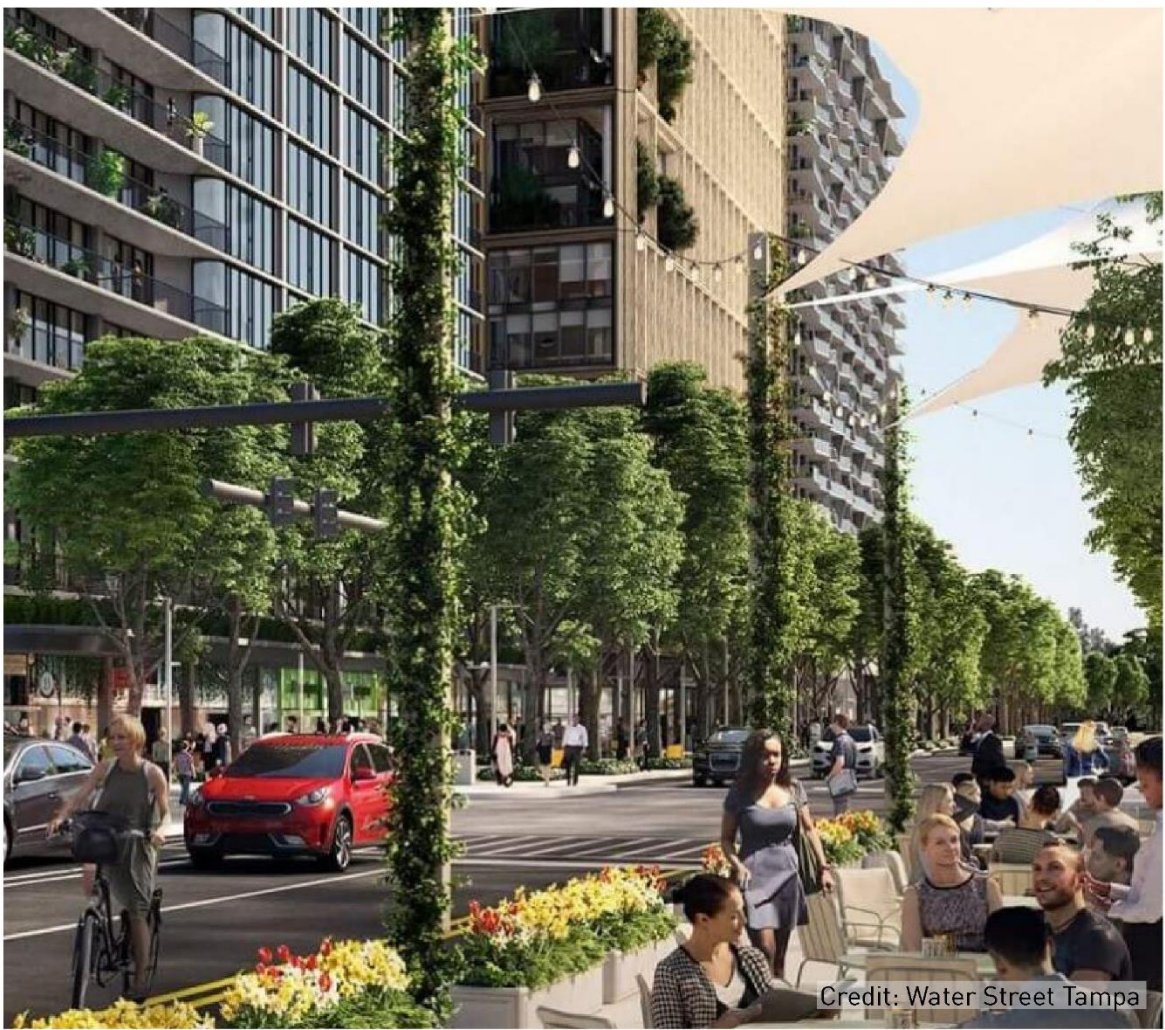
**Mixed Use Residential Center: Virgin Miami Central Station (Miami, FL)**



**Residential, Office and Mixed Use Developments: Water Street Tampa (Tampa, FL)**



# Precedents: Public Realm



Credit: Water Street Tampa

**Food and Beverage Corridor: Water Street Tampa (Tampa, FL)**



Credit: Visit Tampa Bay

**Sidewalks and Parking Spots Used for Outdoor Seating: (Tampa, FL)**





# Precedents: Mixed-Use



**Residential Center with Structured Parking: 1010 On the Rhine (Cincinnati, OH)**



**Mixed-Use Center with Ground Floor Development: Train Denver Development (Denver, CO)**





# Precedents: Tech Hub and Public Realm



**Mixed-Use Urban Innovation District: Creative Village (Orlando, FL)**



**Mixed-Use Office Center with Pedestrian Connections: DaVita World Headquarters at Denver Union Station (Denver, CO)**





# Precedents: Adaptive Reuse – Creative Hub



Credit: Visit Tampa Bay

**Adaptive Reuse for Market and Food Hall: Armature Works (Tampa, FL)**



Credit: Nordblom Company

**Adaptive Reuse for Offices Boston Exchange for Accelerated Technology: (Dorchester, MA)**





# Precedents: Creative Hub and Public Realm



Credit: Platform

**Mixed-Use Mid-Density Center and Marketplace: The Platform (Culver City, CA)**



Credit: Terremoto

**Mixed-Use Center Public Space Activation: The Platform (Culver City, CA)**

# FRAMEWORK DISCUSSION

---







# Discussion: Rosa Parks







# JRTC Station







# JRTC Station



**REGIONAL CENTER**

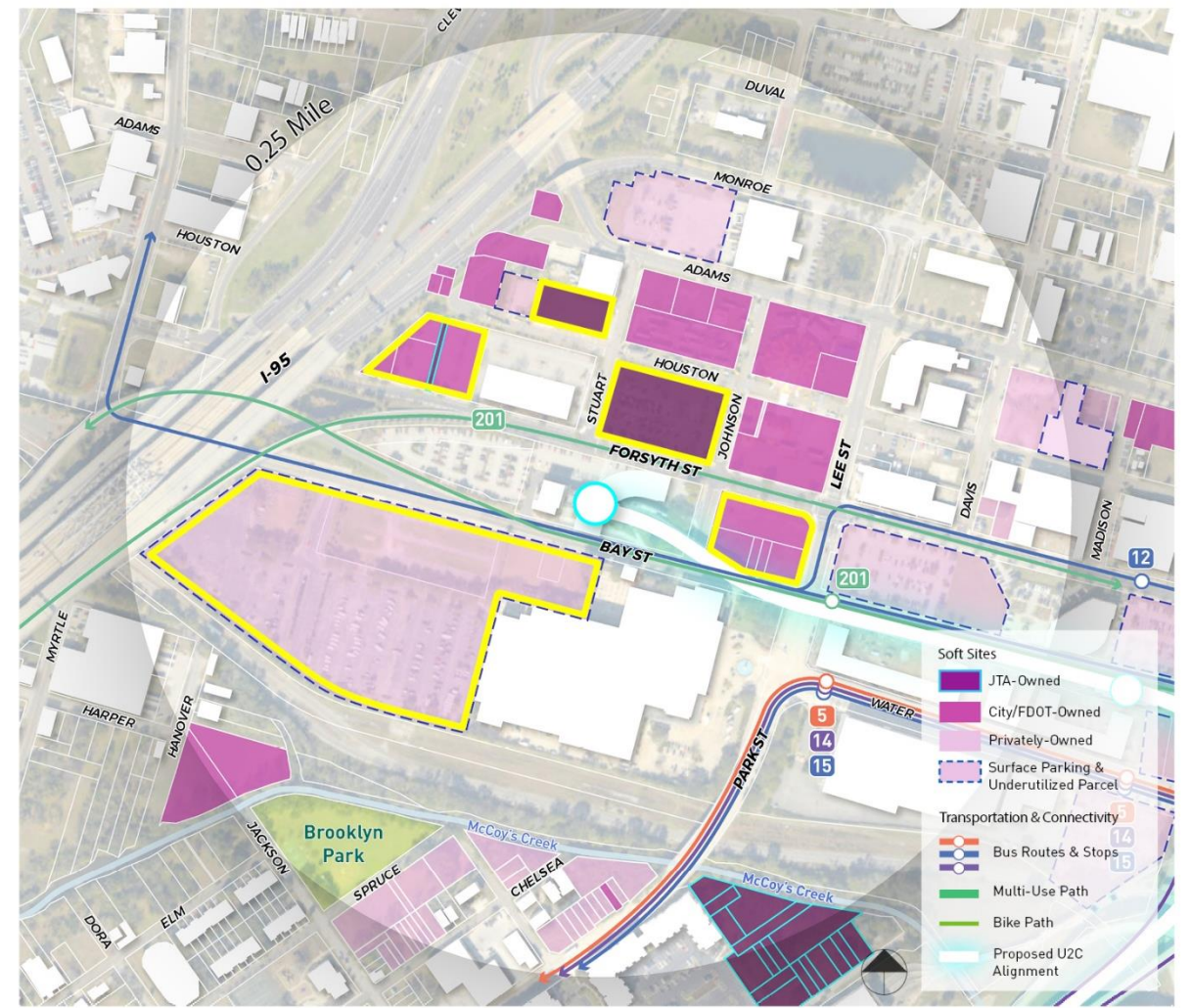




# JRTC Station

## REGIONAL CENTER

- Strong JTA & DIA leadership & vision
- Concentration of JTA & publicly – owned assets + vacant parcels
- JRTC, multifamily development + planned LaVilla townhomes
- Significant transit-centric redevelopment potential
- Leverage recent investments in LaVilla to encourage early-wins for TOD

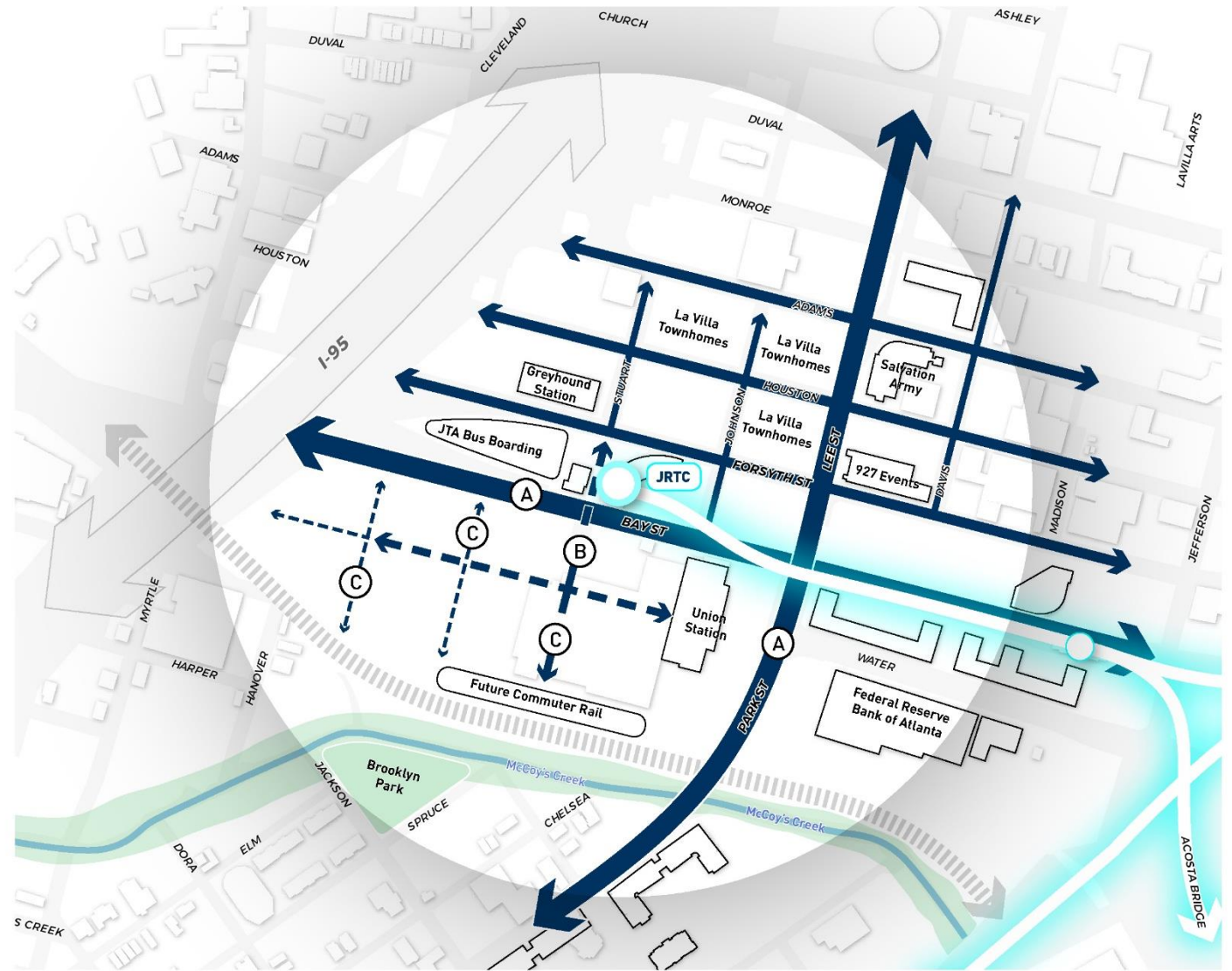


Preliminary Soft-Site Analysis





# JRTC Station: Circulation



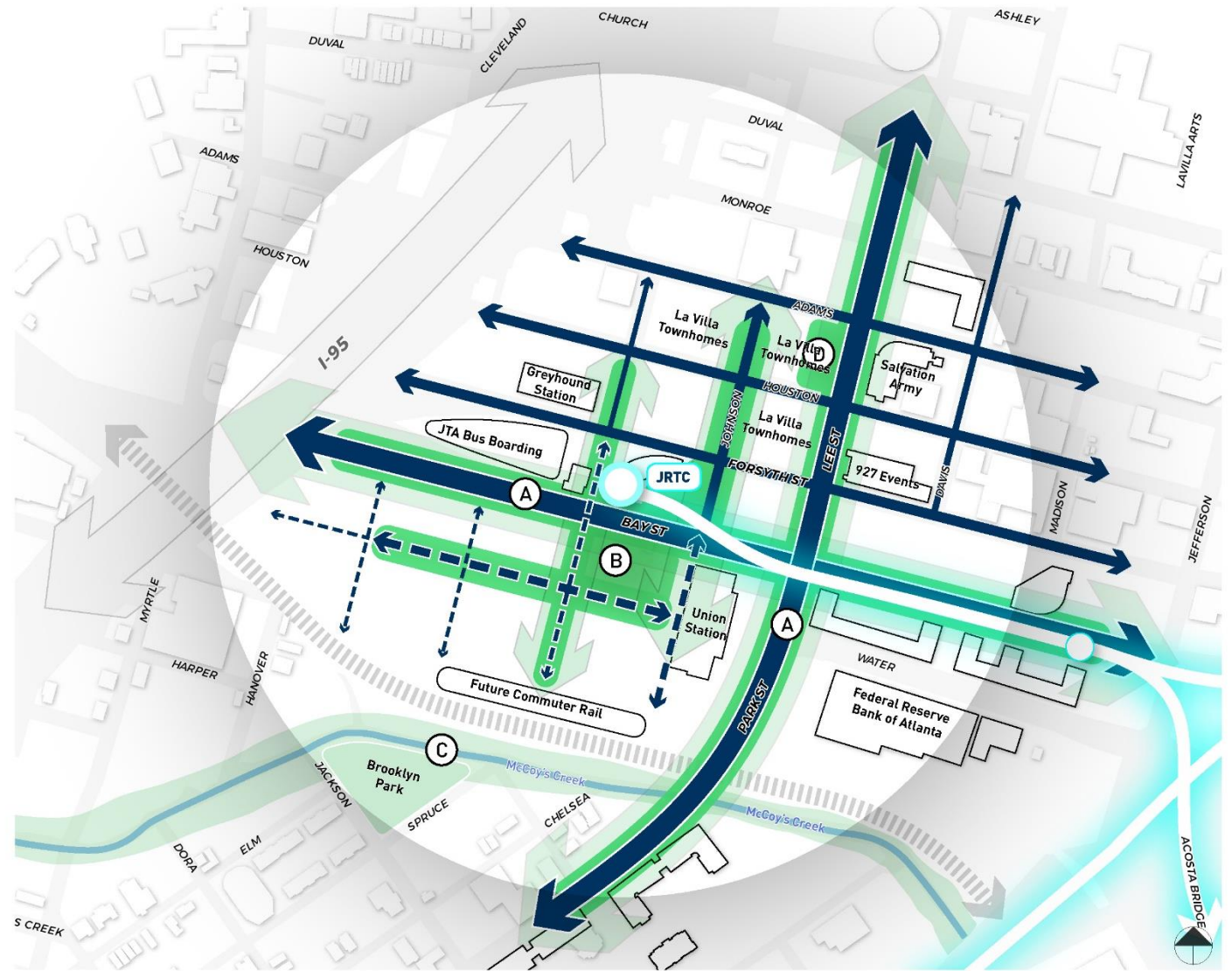
**A** – Introduce traffic calming measures on Bay / Park / Lee to promote ped safety + circulation

**B** - Emphasize Stuart St. as major north-south corridor for connection + circulation between Greyhound, JRTC + future Commuter Rail

**C** - Extend the LaVilla St. grid onto Convention Center site to create new blocks



# JRTC Station: Open Space Network



**A** - Incorporate Complete Streets principles throughout station area

**B** - Locate major public open space + transit plaza across from JRTC

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

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

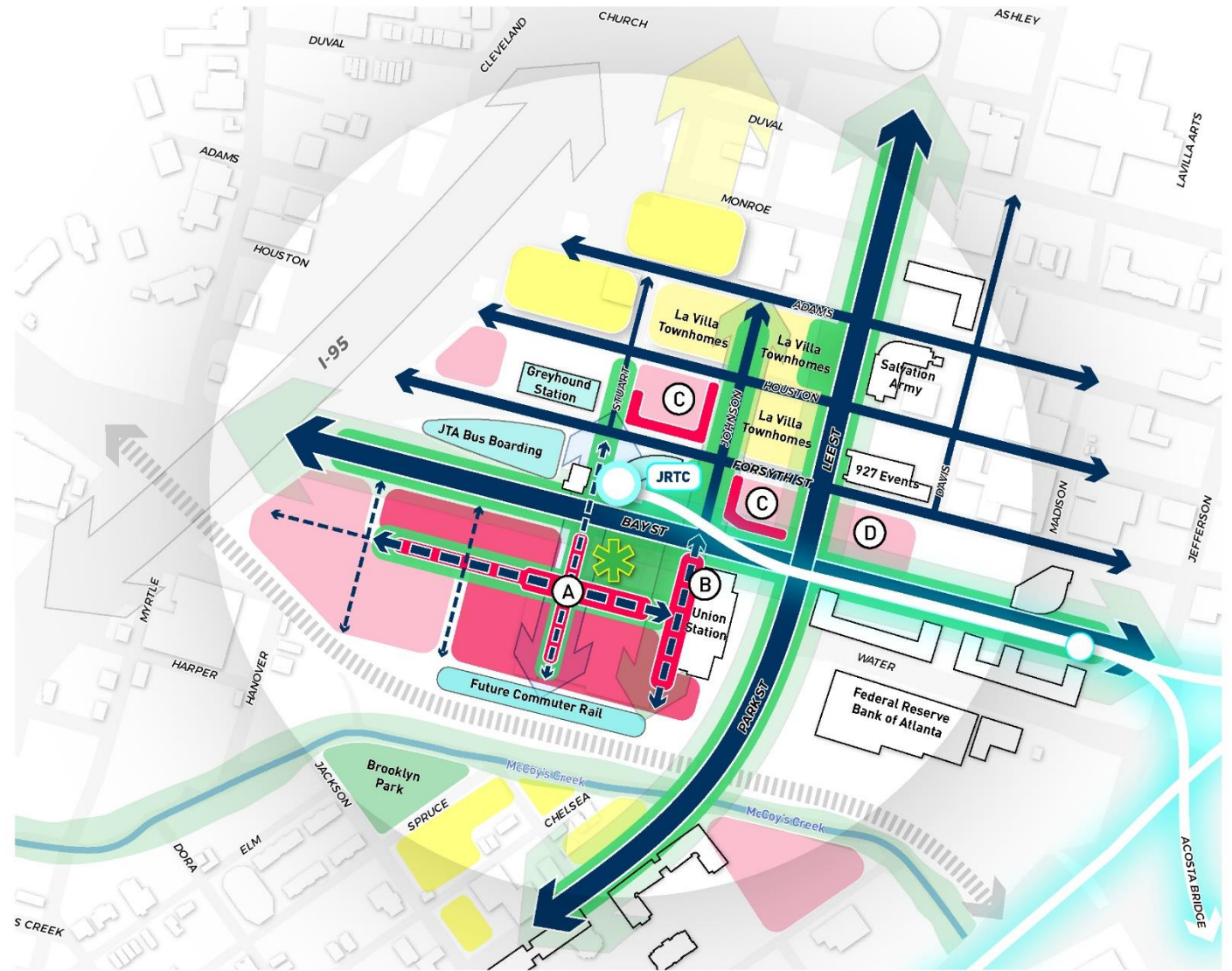
**LEGEND**

- Proposed Green and Open Space
- Complete Streets





# JRTC Station: TOD Framework



- A** – Create new mixed-use center + multifamily residential neighborhood on Convention Center site
- B** – Reimagine Union Station as major regional destination anchor + JRTC compliment
- C** - Create new blocks of mixed-use residential development on JTA + other publicly-owned parcels
- D** – Include surface parking + undeveloped office parcels for future station area TOD vision

### LEGEND

- Mixed-Use Center - Primary
- Mixed-Use Center - Secondary
- Transportation
- Multifamily Residential
- Multifamily Residential - Townhomes
- Key Frontages
- Civic Plaza





# Precedents: Mixed-Use Center



Credit: Tavistock

**Office and Retail Mixed Use Center: Lake Nona (Orlando, FL)**



Credit: Davis Partnership

**Mixed-Use Center: Train Denver Development (Denver, CO)**





# Precedents: Mixed-Use Neighborhood



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



**Mixed Use Development with Active Commercial Corridor: Legacy West (Dallas, TX)**



# Precedents: Public Realm



**Civic Plaza: Denver Union Station (Denver, CO)**



**Pedestrian Greenway and Linear Park: (El Paso, TX)**



# FRAMEWORK DISCUSSION

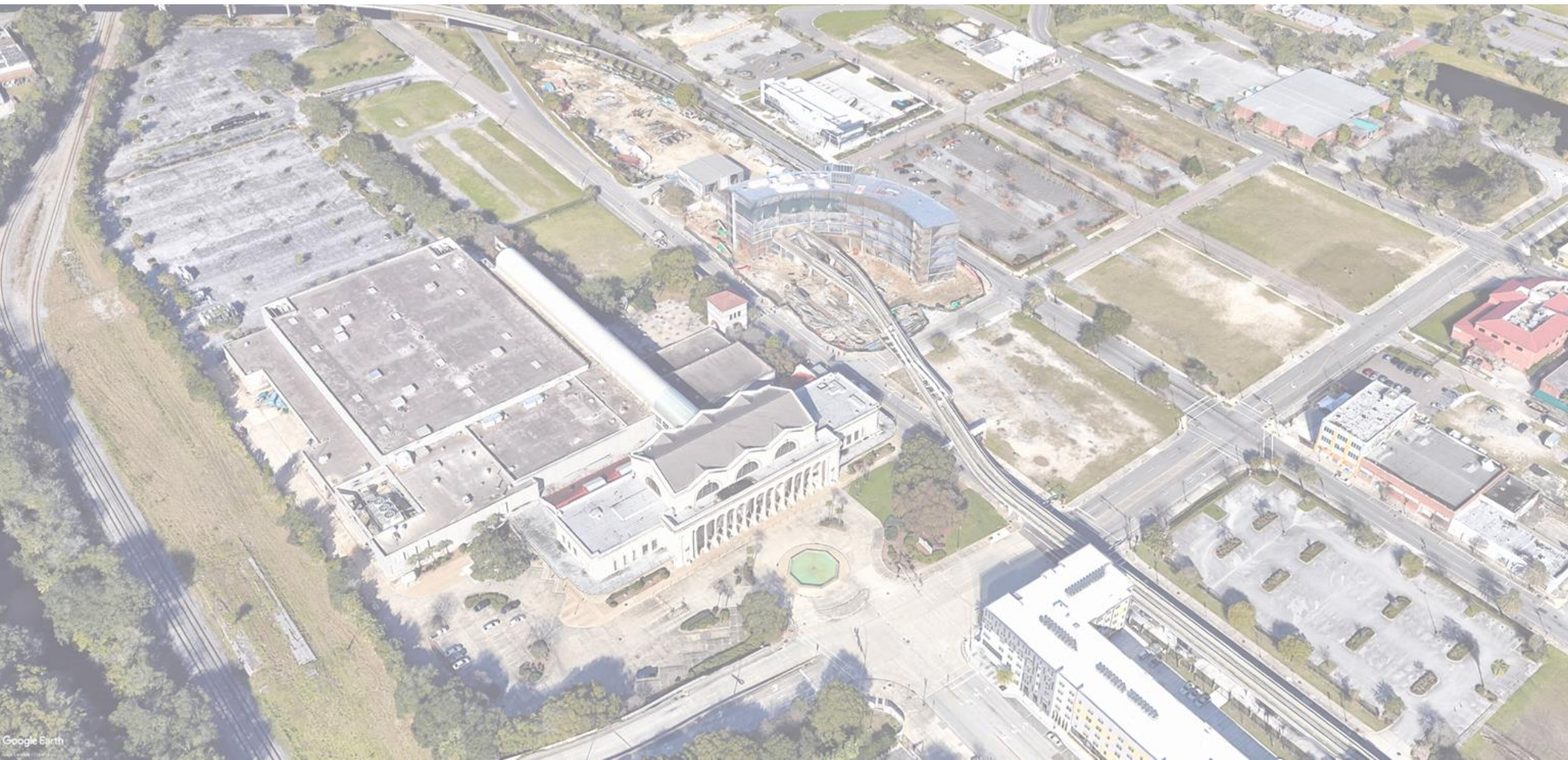
---







# Discussion: JRTC







# Next Steps



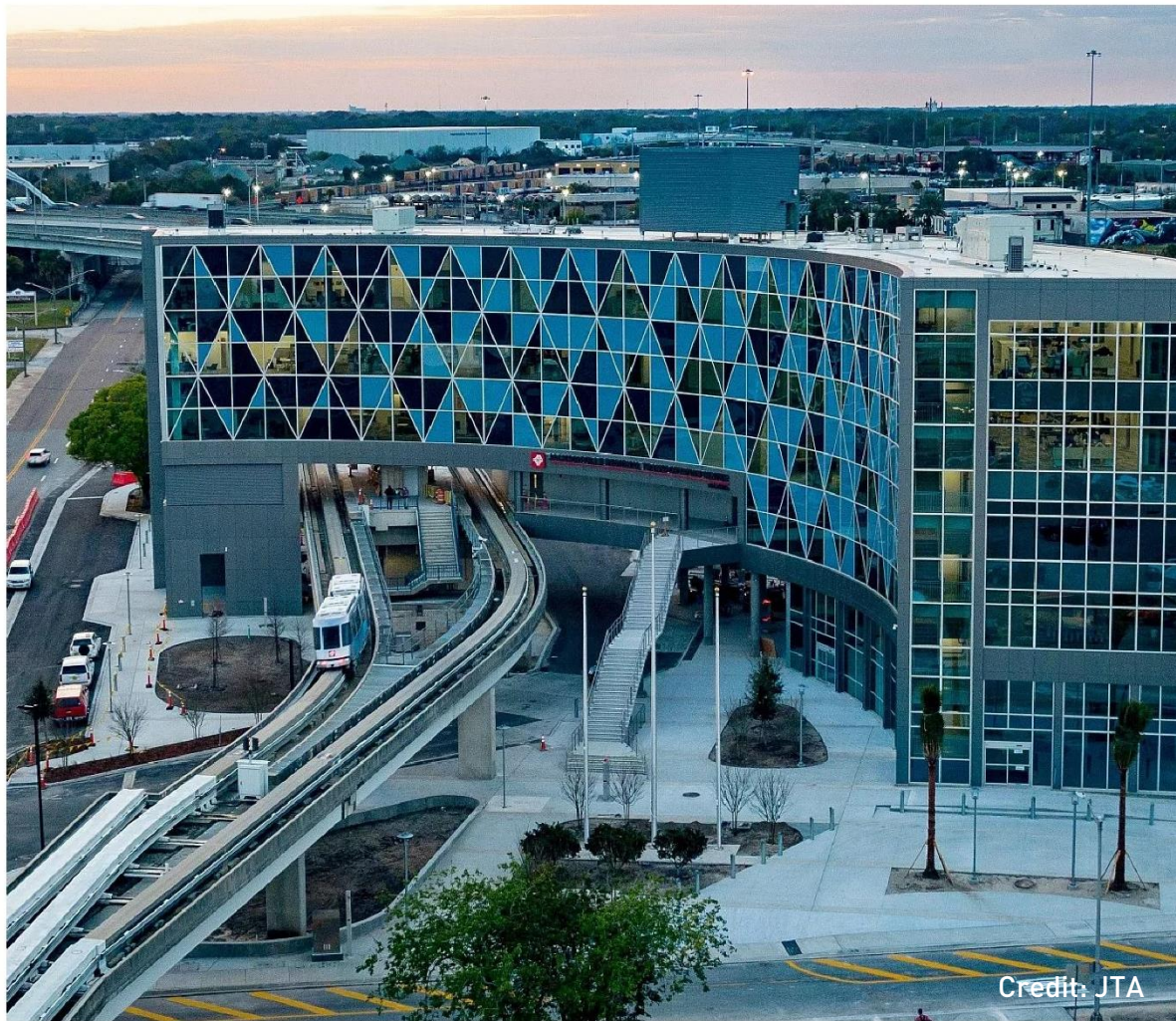
## Public outreach meetings are being held per corridor:

- Tuesday, August 25 at 5:30 PM:  
Springfield Main St. (2nd - 8th Streets)
- Wednesday, August 26 at 5:30 PM:  
Shipyards/JRTC/Rosa Parks
- Thursday, August 27 at 5:30 PM:  
Kings Ave./The District and Brooklyn





# Next Steps



JRTC Headquarters

Credit: JTA

- **Station Area Planning**  
August – October
  - Main Street (2<sup>nd</sup> – 8<sup>th</sup>)
  - JRTC
  - Rosa Parks
  - Shipyards
  - Kings Ave/The District
  - Brooklyn
- **Open House**  
November 2020 (TBD)



Transit-Oriented Development

# Making Spaces Wonderful with TOD

[u2ctod.jtafla.com](http://u2ctod.jtafla.com)





# THANK YOU

---



wsp | HR&A