

TOD Pilot

Southwest Corridor Meeting

July 16, 2020



WSP | HR&A



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

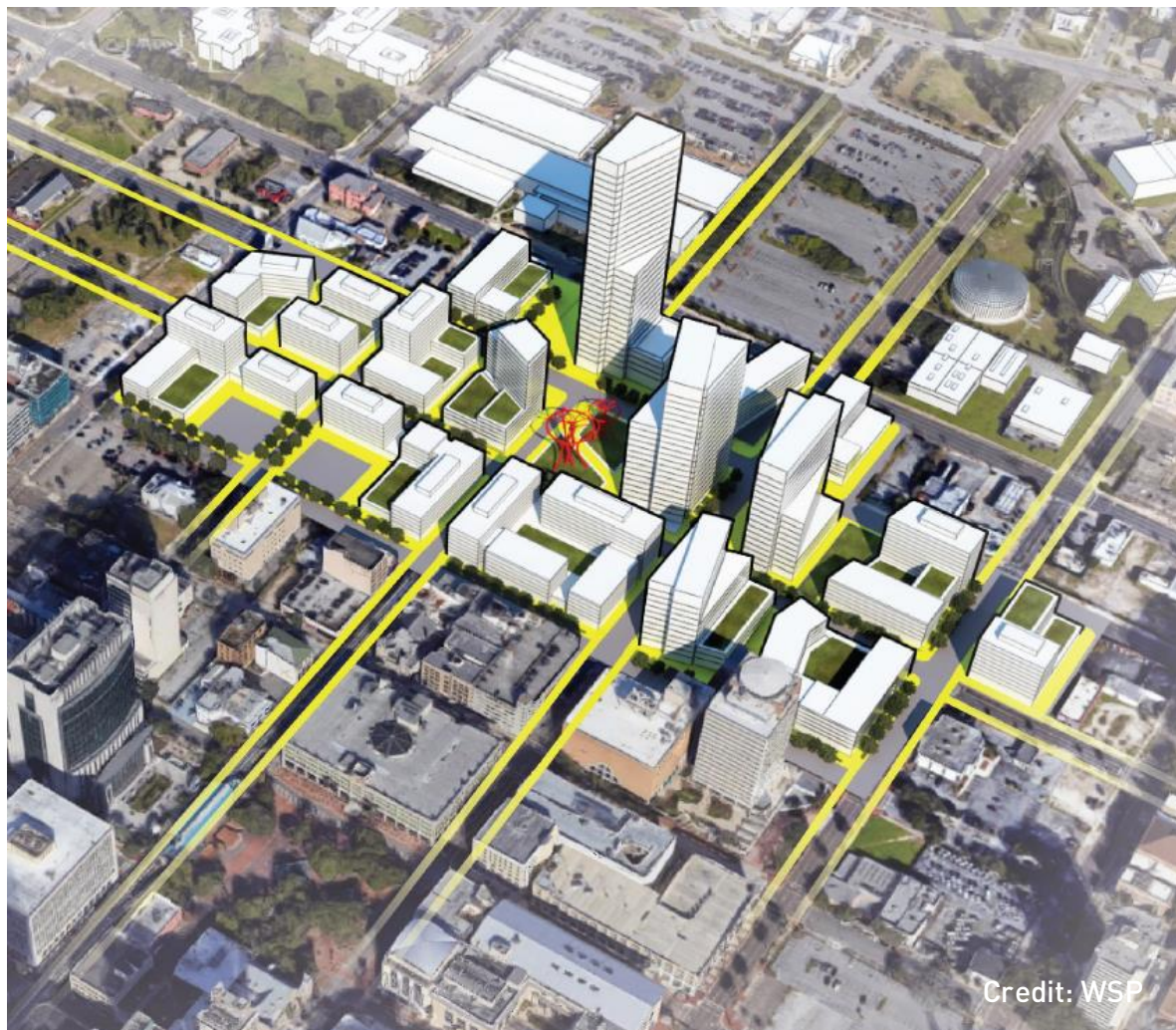


Ultimate Urban Circulator (U2C)

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



Transit-Oriented Development



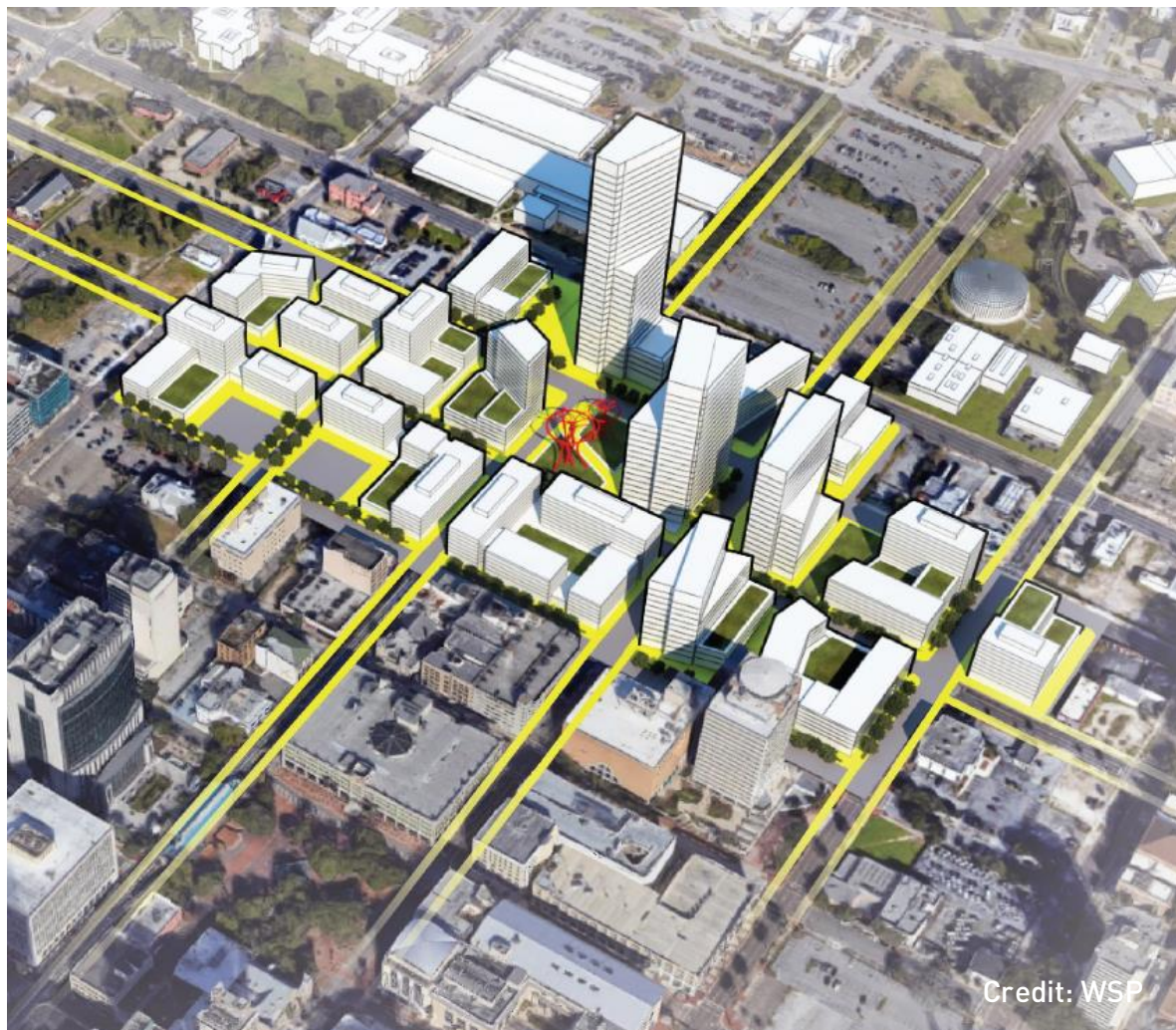
What is TOD?

“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.

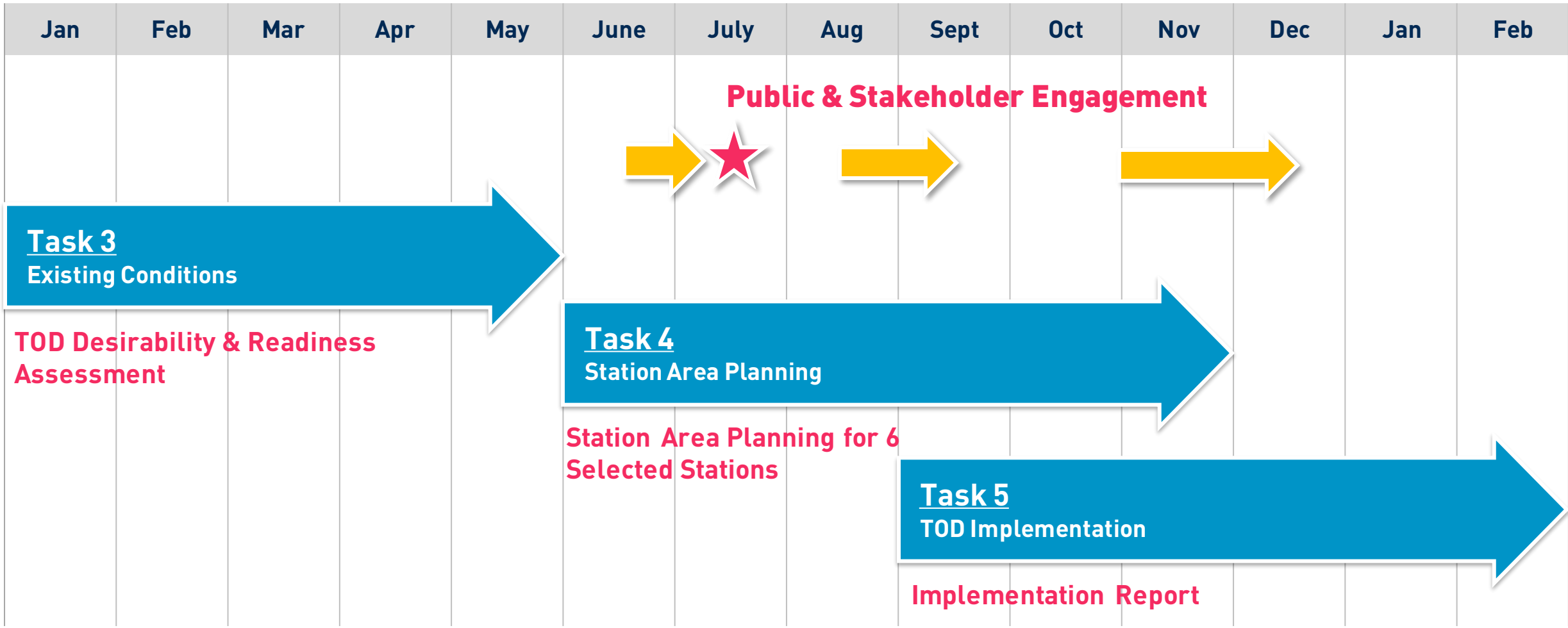
- Improve Mobility
- Create Economic Opportunity
- Enhance Community and Sustainability
- Provide Financial Sustainability



Where We Are

2020

2021



Transit-Oriented Development

Making Spaces Wonderful with TOD



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

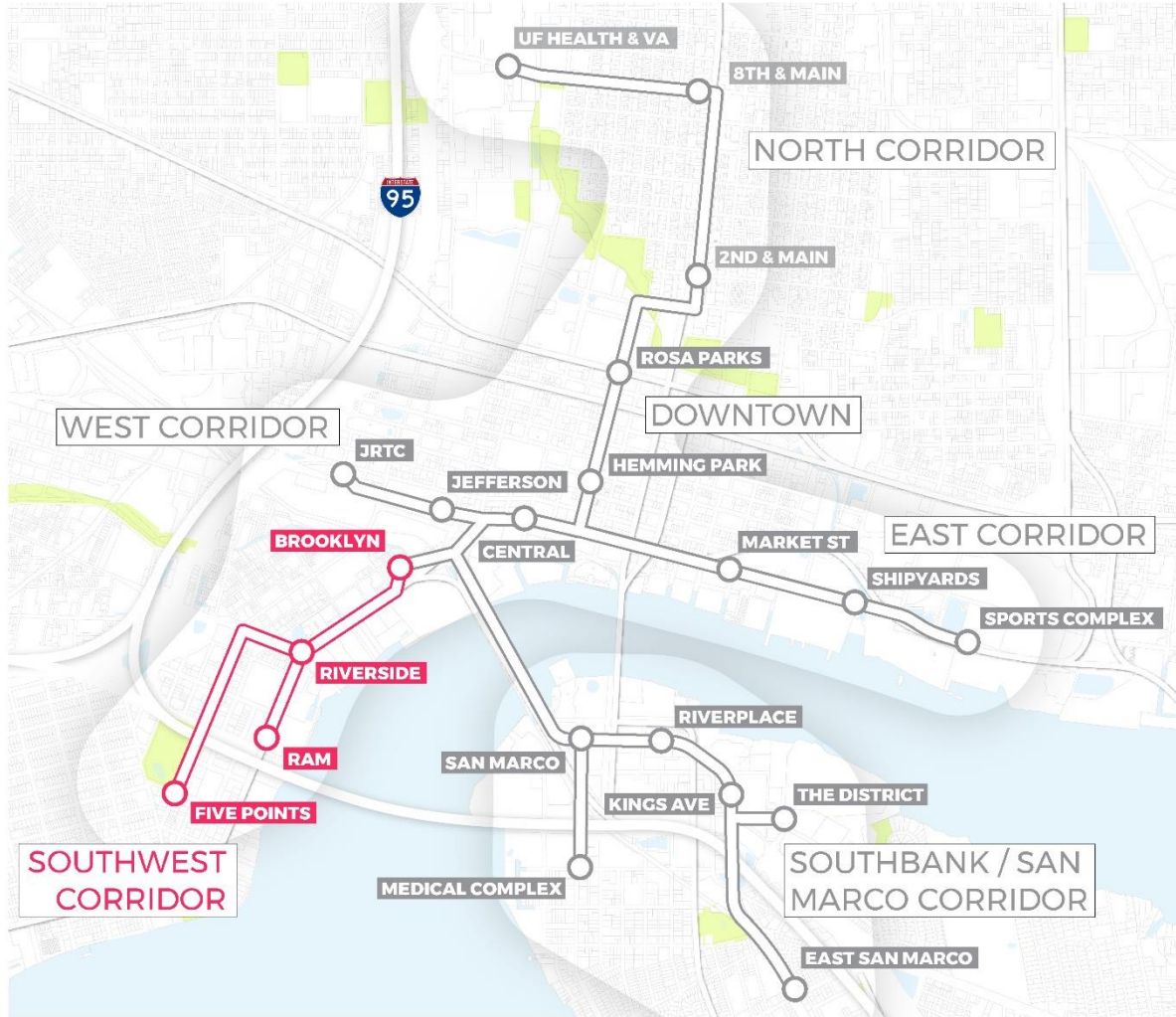
STUDY AREA OVERVIEW

Southwest Corridor





Southwest Corridor

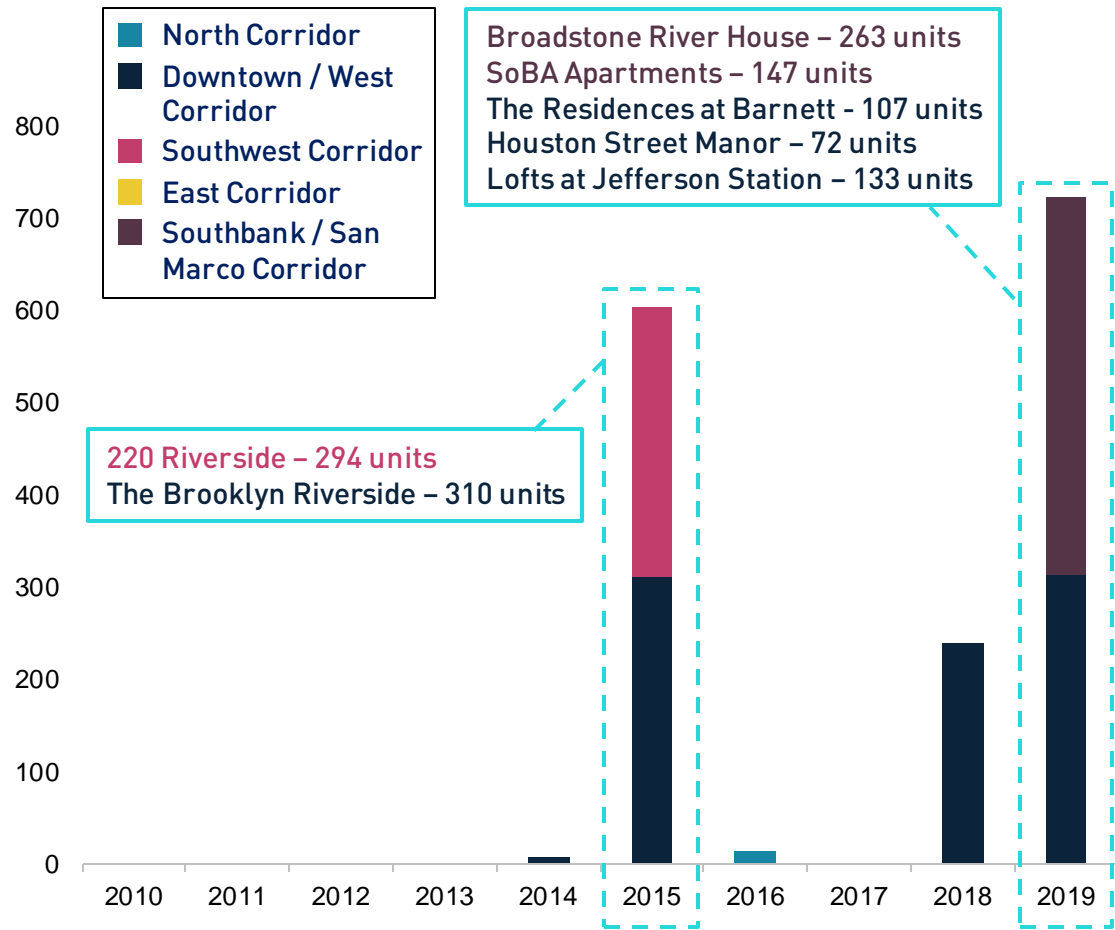


Stations:

- Brooklyn
- Riverside
- Riverside Arts Market
- Five Points



Southwest Corridor Market Overview



Multifamily Units Added by Study Area (2010-2019)

Source: CoStar

Residential Key Takeaways:

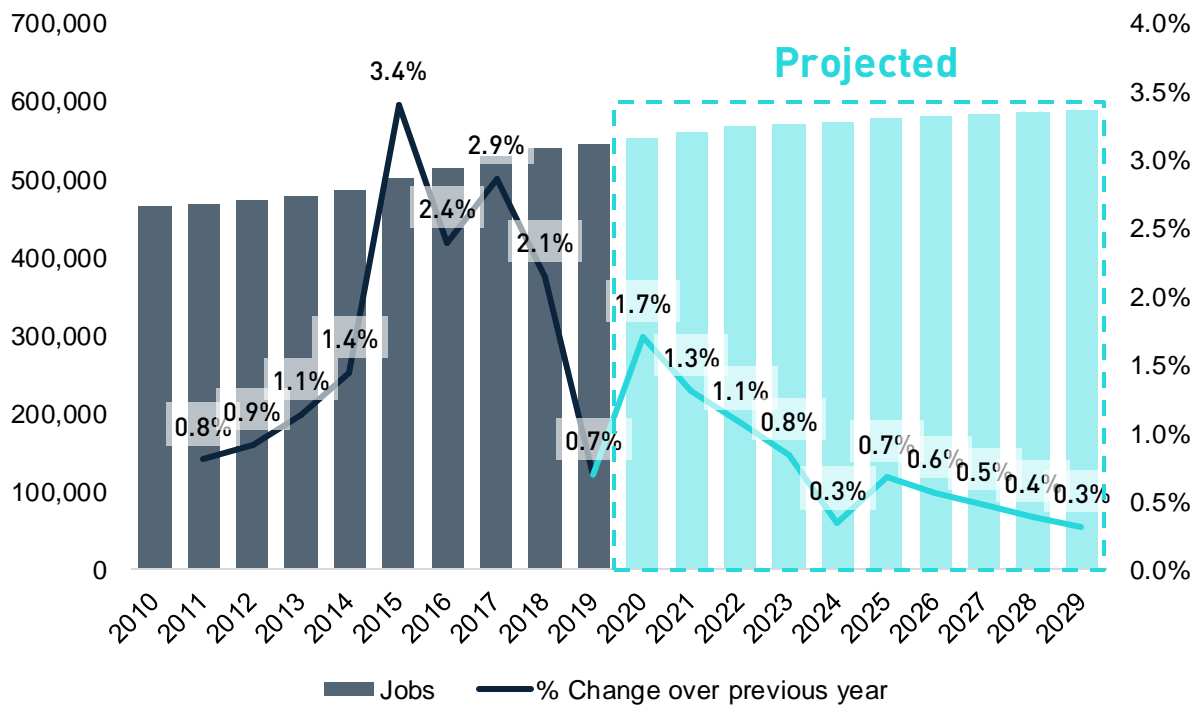
The city has added close to 15,000 multifamily units since 2010, with the corridors accounting for 11.3% of that total. Multifamily unit production in the corridors has been concentrated in:

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



Southwest 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



Southwest Corridor Market Overview

Recent Deliveries



Market-Rate Multifamily
The Brooklyn Riverside (280,741 RBA)
310 units, 4 stories, \$1.51 PSF



Market-Rate Multifamily
220 Riverside (284,937 RBA)
294 units, 6 stories, \$1.64 PSF



For-Sale
John Gorrie Condominiums (Rehabbed 2010) 68 units, 3 stories, \$169 PSF

Pipeline



Market-Rate Multifamily
Vista Brooklyn (300,000 RBA)
308 units, 10 stories, under construction



Corridor Residential Product



System-wide Typologies



URBAN CENTER

REGIONAL CENTER

CORE NEIGHBORHOOD

SPECIAL USE



Typology: Regional Center



REGIONAL CENTER

Riverside Arts Market

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



Regional Center



RIVERSIDE ARTS MARKET

Credit: MVP



CUMMER ART MUSEUM

Credit: MVP



Core Neighborhood: Historic / Urban



CORE NEIGHBORHOOD

Historic / Urban: Five Points

Multifamily: Brooklyn, Riverside

- 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



RIVERSIDE PARK

Credit: Jessica Robinson



PARK STREET - FIVE POINTS

Credit: MVP

Core Neighborhood: Multi-Family





Southwest Corridor: Connectivity



- Barriers that limit crossings and connectivity,
- Some areas lack connectivity, making walkability difficult.
- Several planned bicycle amenities will improve the connectedness of the U²C station areas.
- Well served by existing transit
- Waterfront access

LEGEND

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

TOD ASSESSMENT

Station Areas





Station Area Opportunities & Challenges

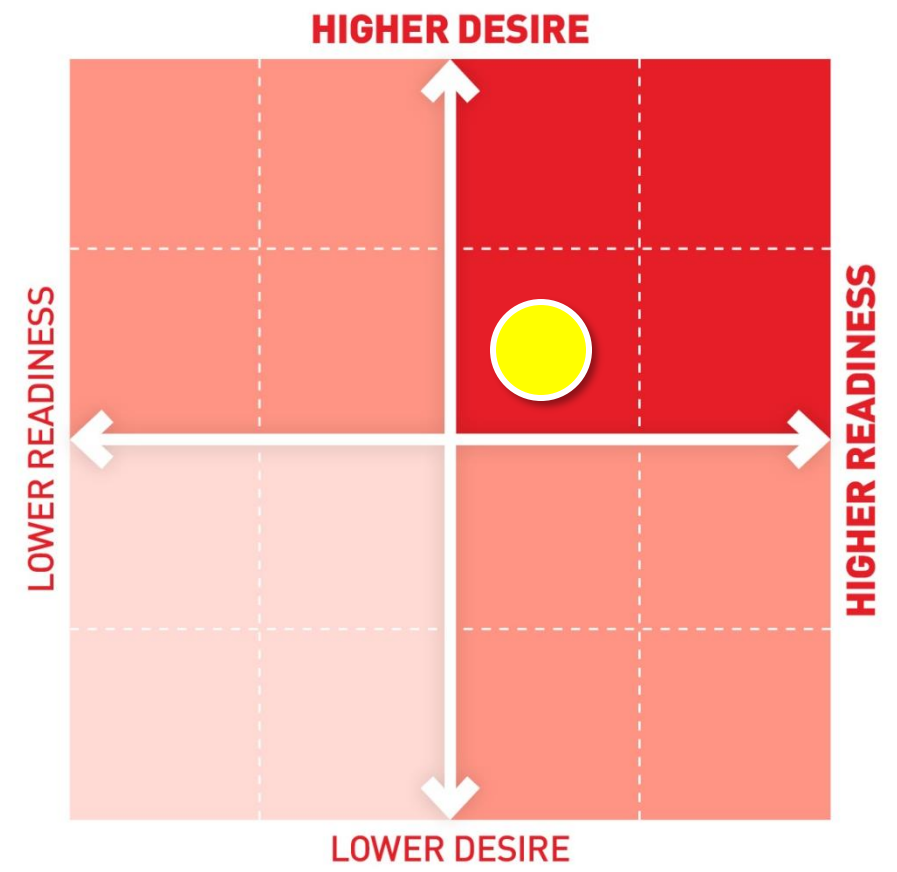
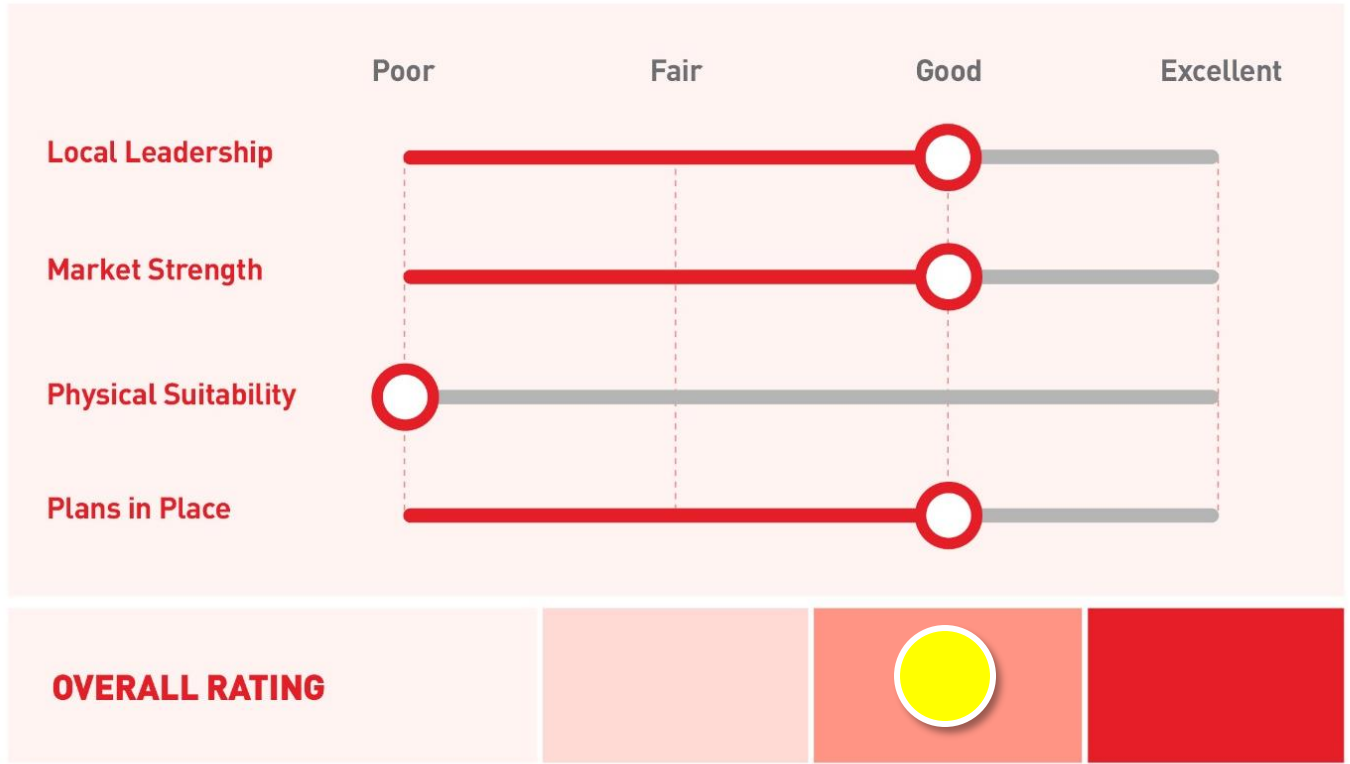
	Strengths and Opportunities	Weakness and Challenges
Local Leadership	<ul style="list-style-type: none"> • SPAR Council leads programs that drive the preservation, revitalization, and balanced growth for the community. 	<ul style="list-style-type: none"> • There could be local push-back to higher-density 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

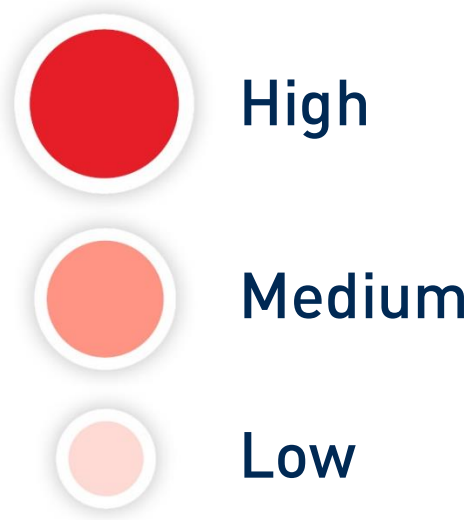


Assessment Scorecard





System-wide Scoring





Brooklyn Station



The Brooklyn Riverside Apartments, *Credit: MVP*



Brooklyn Station, *Credit: Google Streetview*



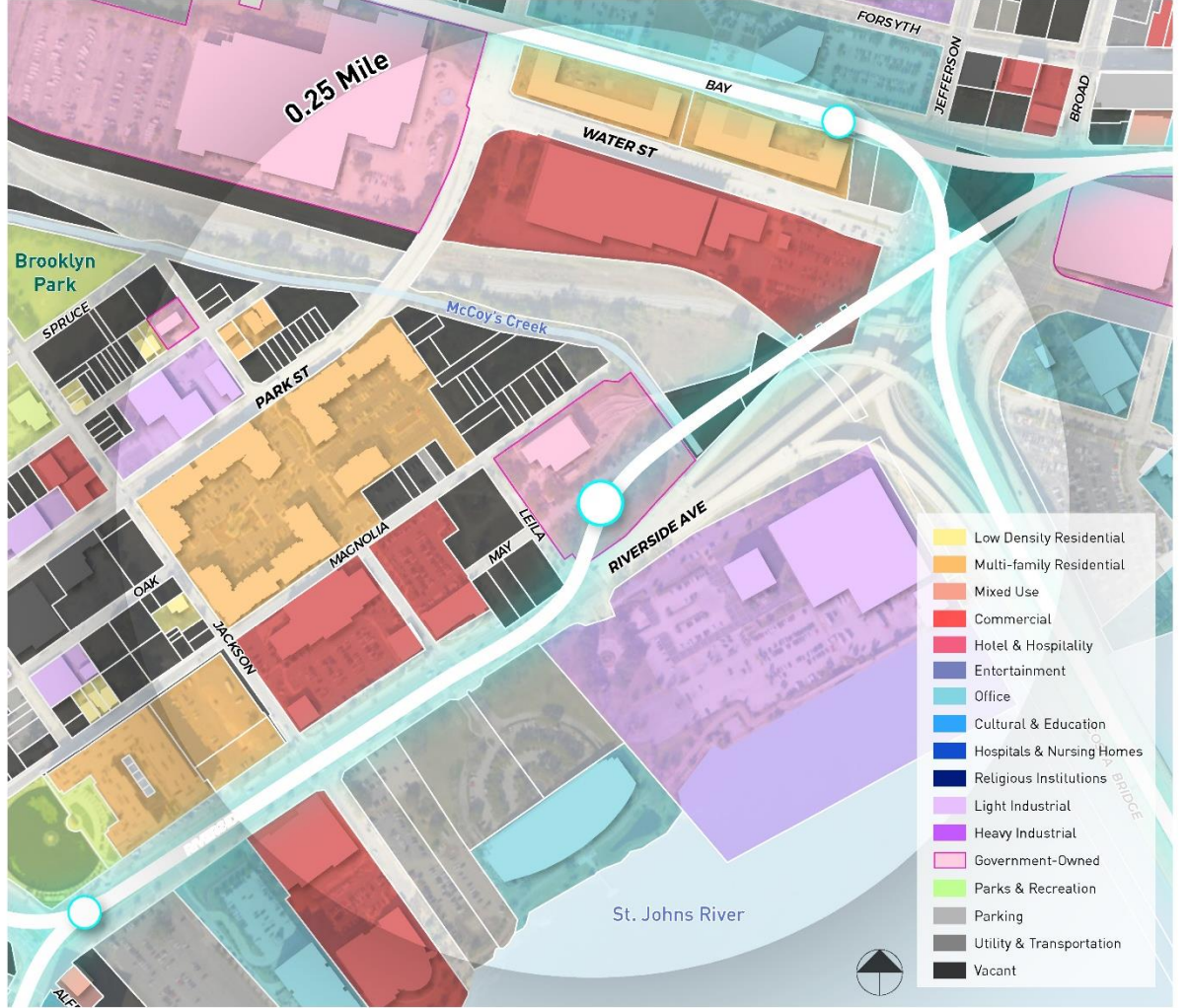
The Fresh Market, *Credit: Google Streetview*



Times Union Building, *Credit: Bruce Lipsky, The Florida Times-Union*



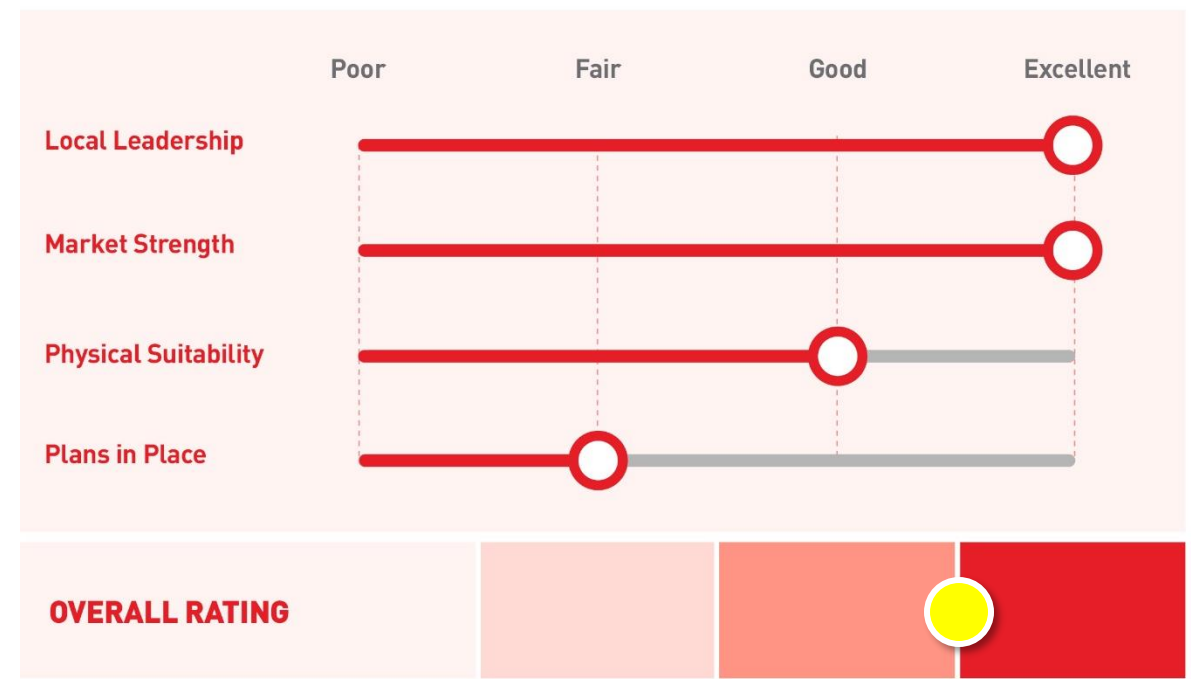
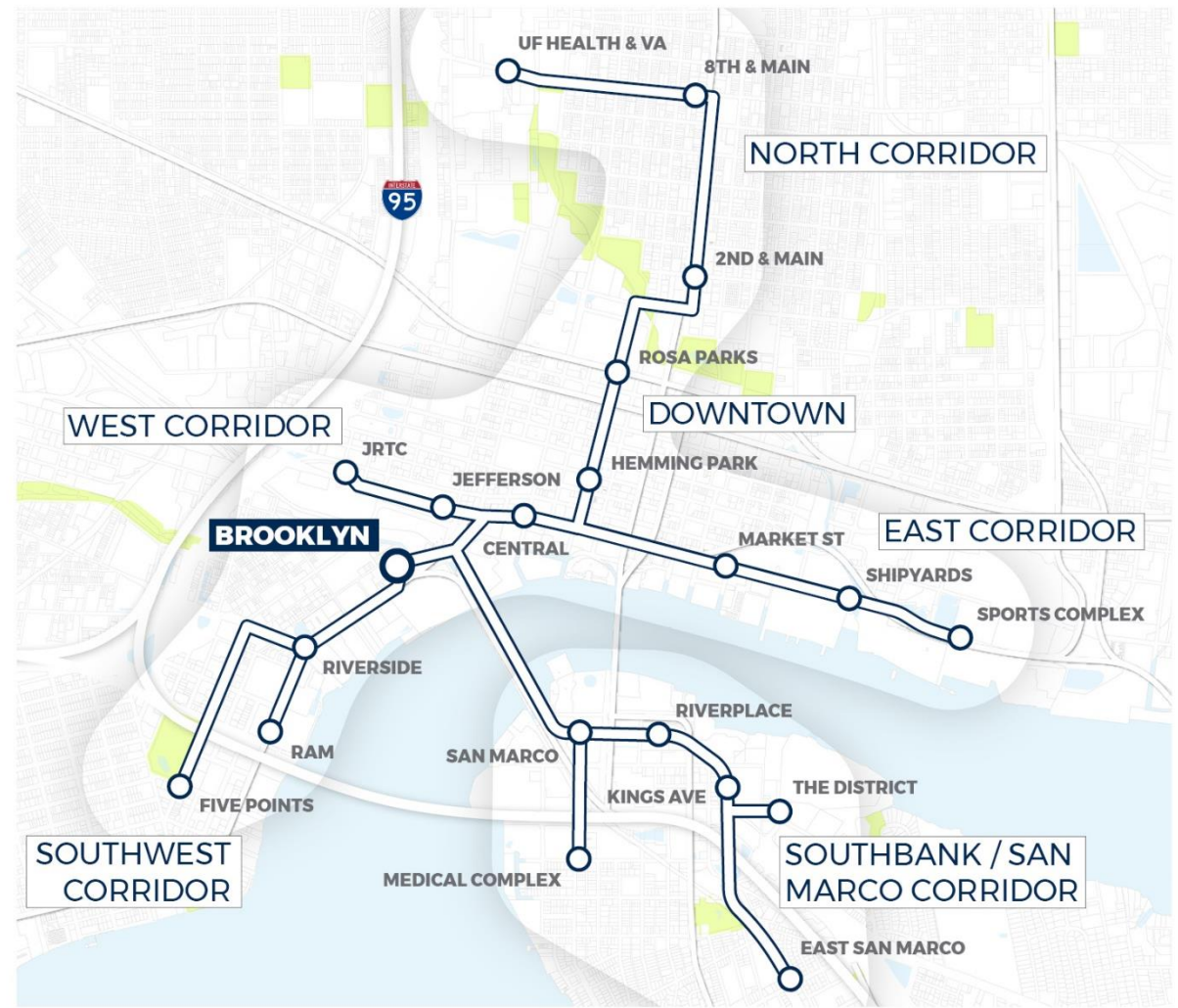
Riverwalk Promenade, *Credit: Haskell*



Land Use Analysis



Brooklyn Station



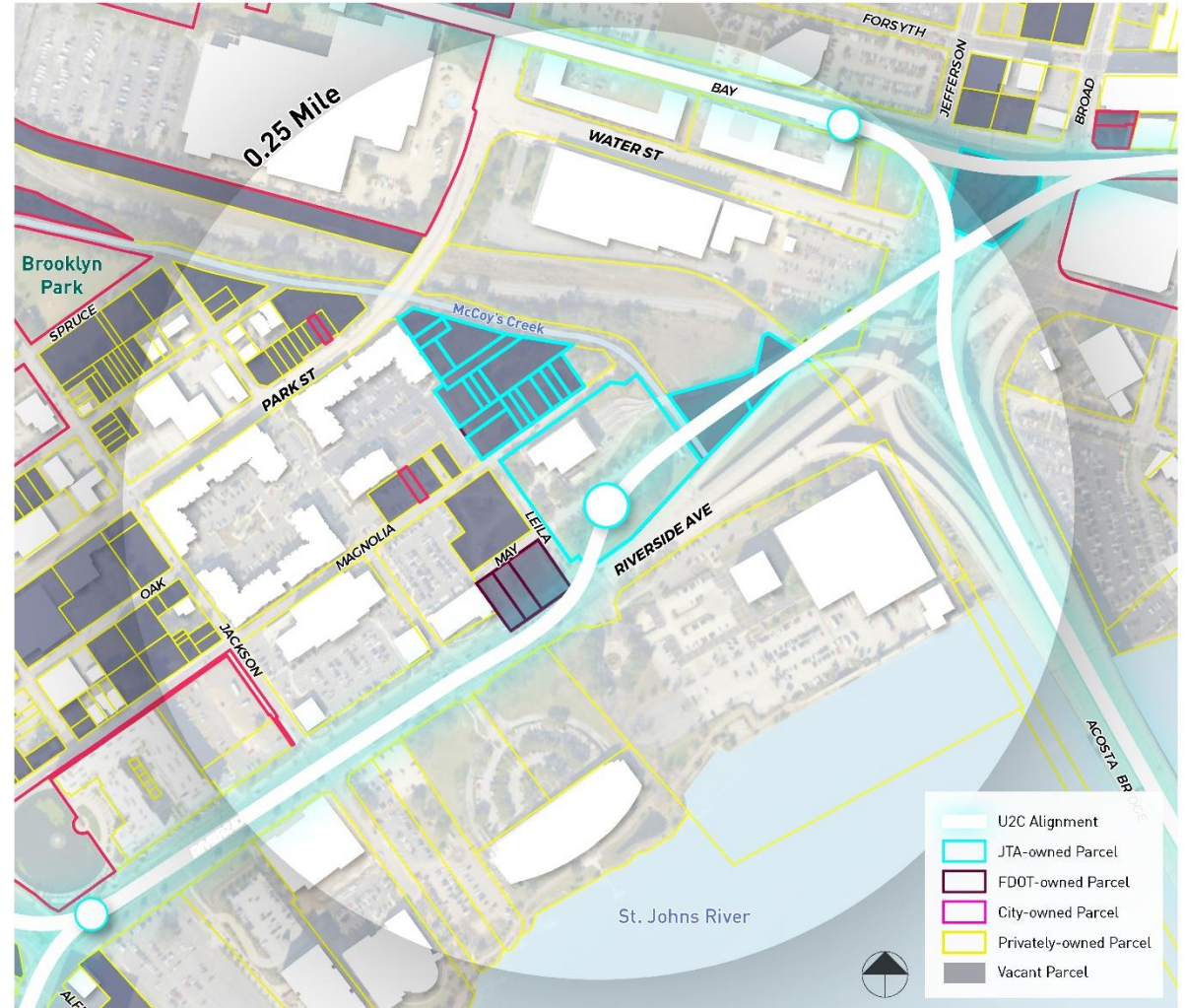
TOD Assessment Summary



Brooklyn Station

CORE NEIGHBORHOOD

- Concentration of JTA owned assets / parcels near station
- Station area is a proven market for redevelopment
 - Potential TOD should leverage existing Brooklyn development momentum



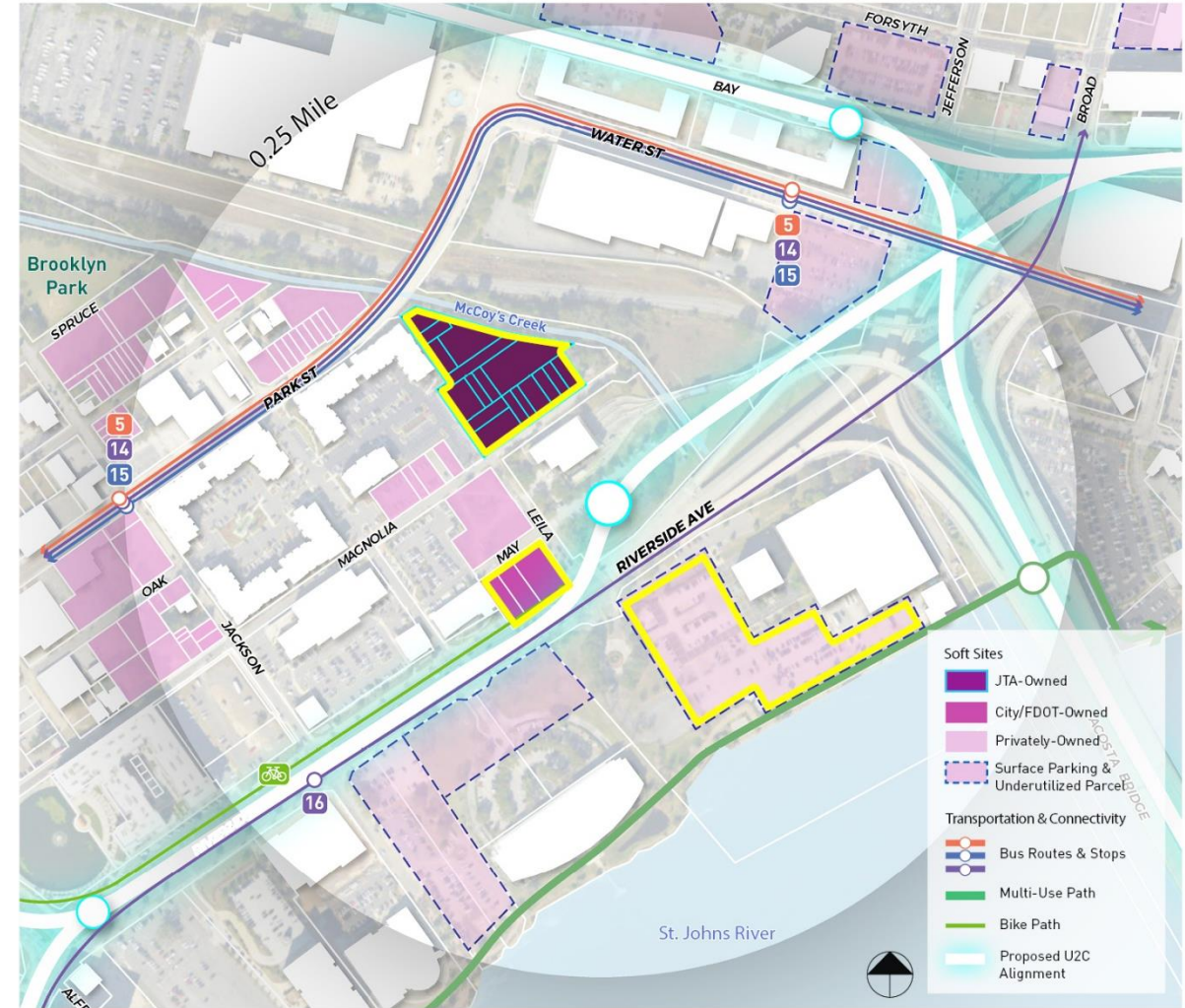
Parcel Analysis



Brooklyn Station

CORE NEIGHBORHOOD

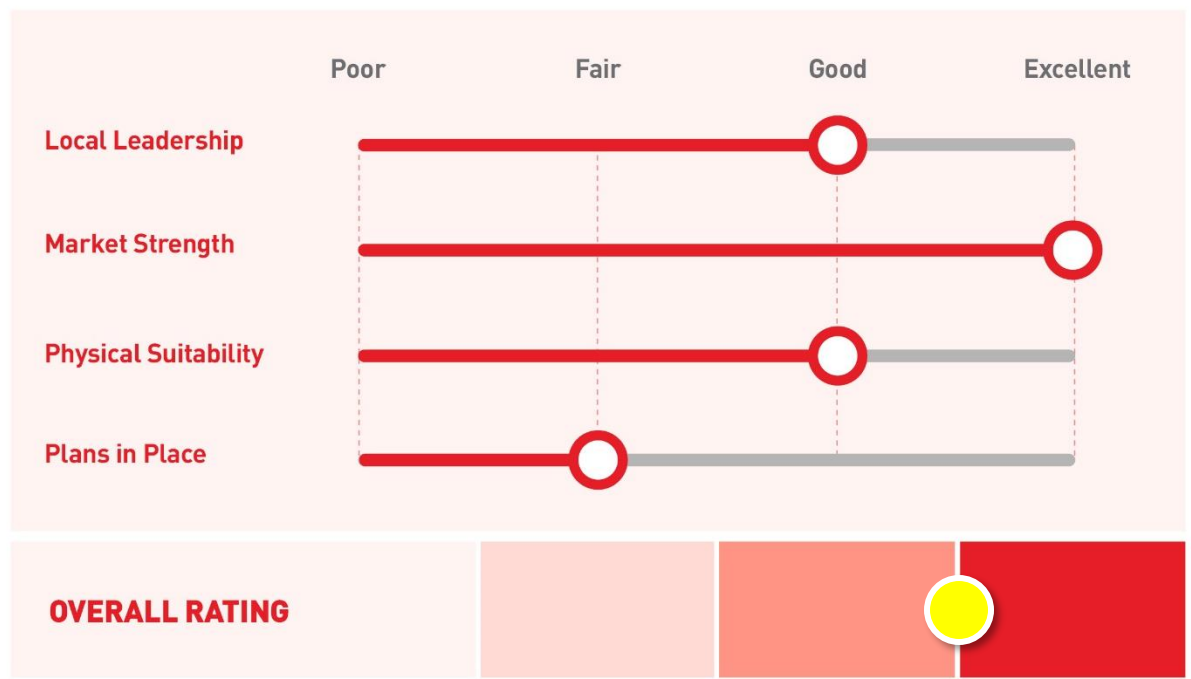
- Park Street is a key connection between Brooklyn and LaVilla
 - Privately-owned soft-sites should be considered to reinforce connection
- Surface parking at Times-Union and Haskell could be repositioned as TOD
 - Key access to waterfront
 - Later phases of redevelopment



Preliminary Soft-Site Analysis



Riverside Station



TOD Assessment Summary



Riverside Station

CORE NEIGHBORHOOD



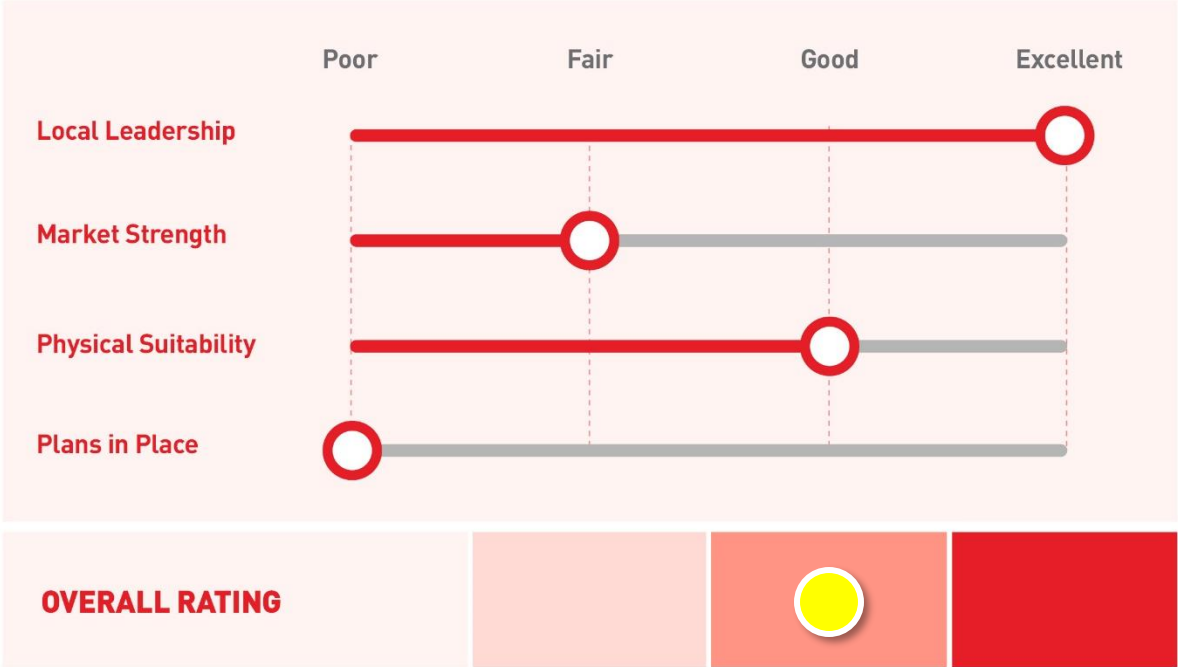
Parcel Analysis



Preliminary Soft-Site Analysis



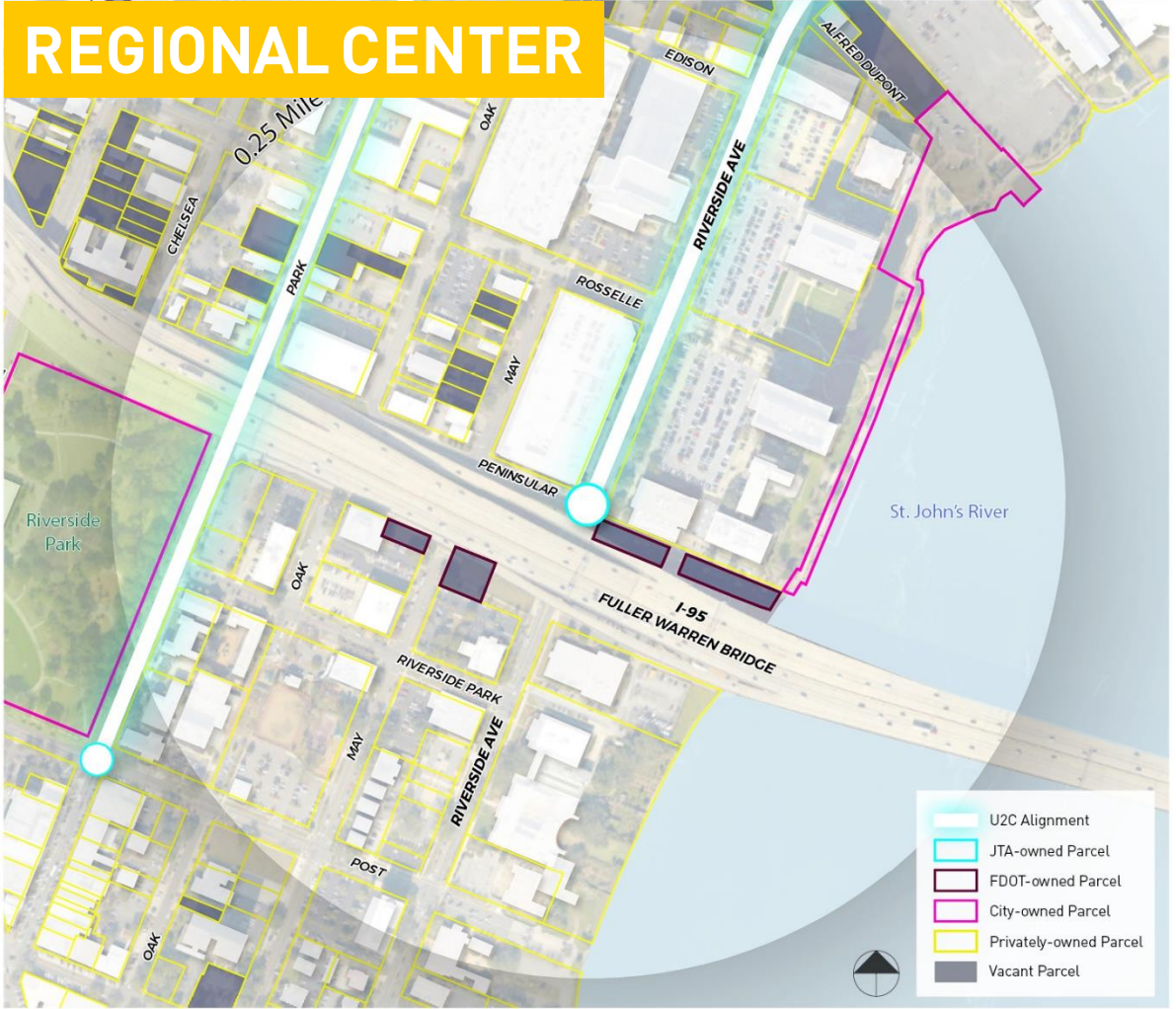
Riverside Arts Market Station



TOD Assessment Summary

Riverside Arts Market Station

REGIONAL CENTER



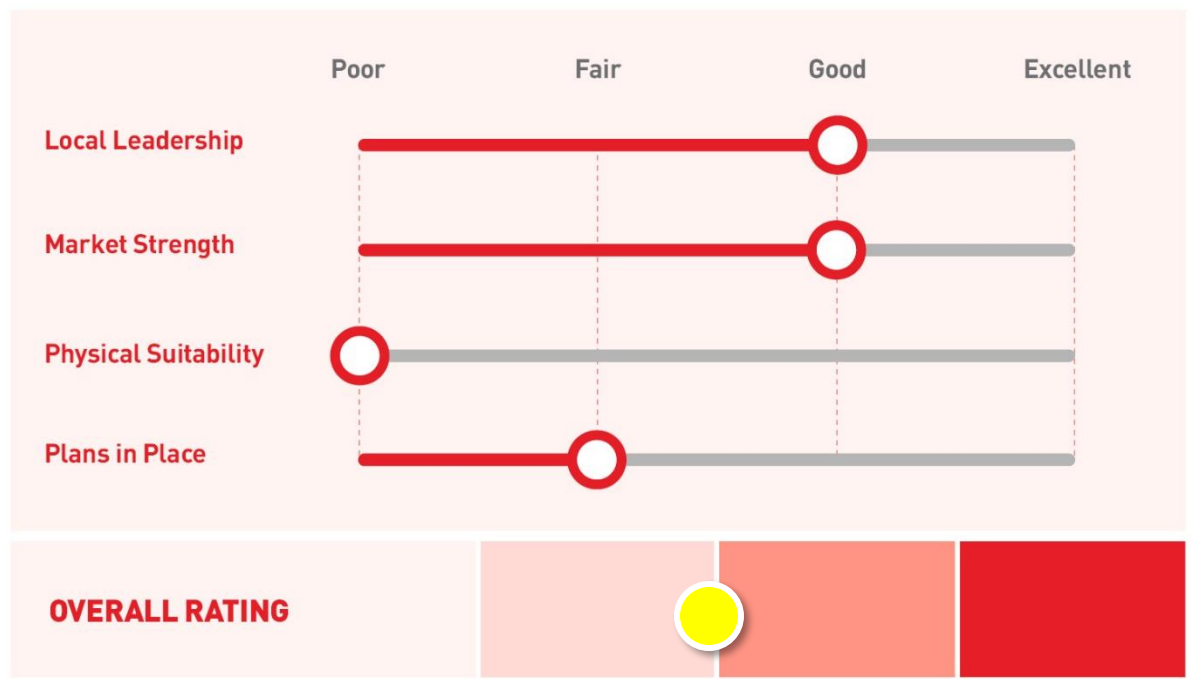
Parcel Analysis



Preliminary Soft-Site Analysis



Five Points Station



TOD Assessment Summary



Five Points Station

CORE NEIGHBORHOOD



Parcel Analysis



Preliminary Soft-Site Analysis

SURVEY

Southwest 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.

- Study Overview
- North Corridor
- Downtown
- East Corridor
- West Corridor
- Southwest Corridor
- Southbank/San M

U²C TOD Pilot Study

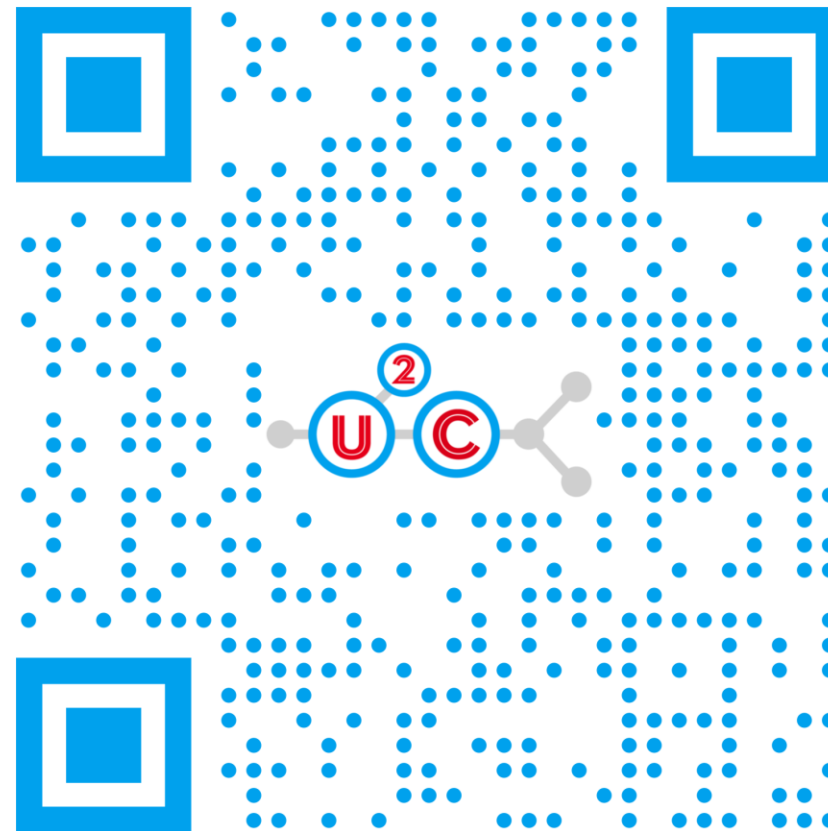
We want your input in planning for transit-oriented development (TOD) around proposed U²C stations. Our previous Skyway Extension survey asked you to mark where you thought those stations should be. We combined your feedback with technical analysis to develop a system with 21 proposed stations in six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

Southwest 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