

TOD Pilot

Southbank/San Marco Corridor Meeting

July 16, 2020





Presenters



Alexander Traversa
Planner III – Environment,
Sustainability & TOD



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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



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

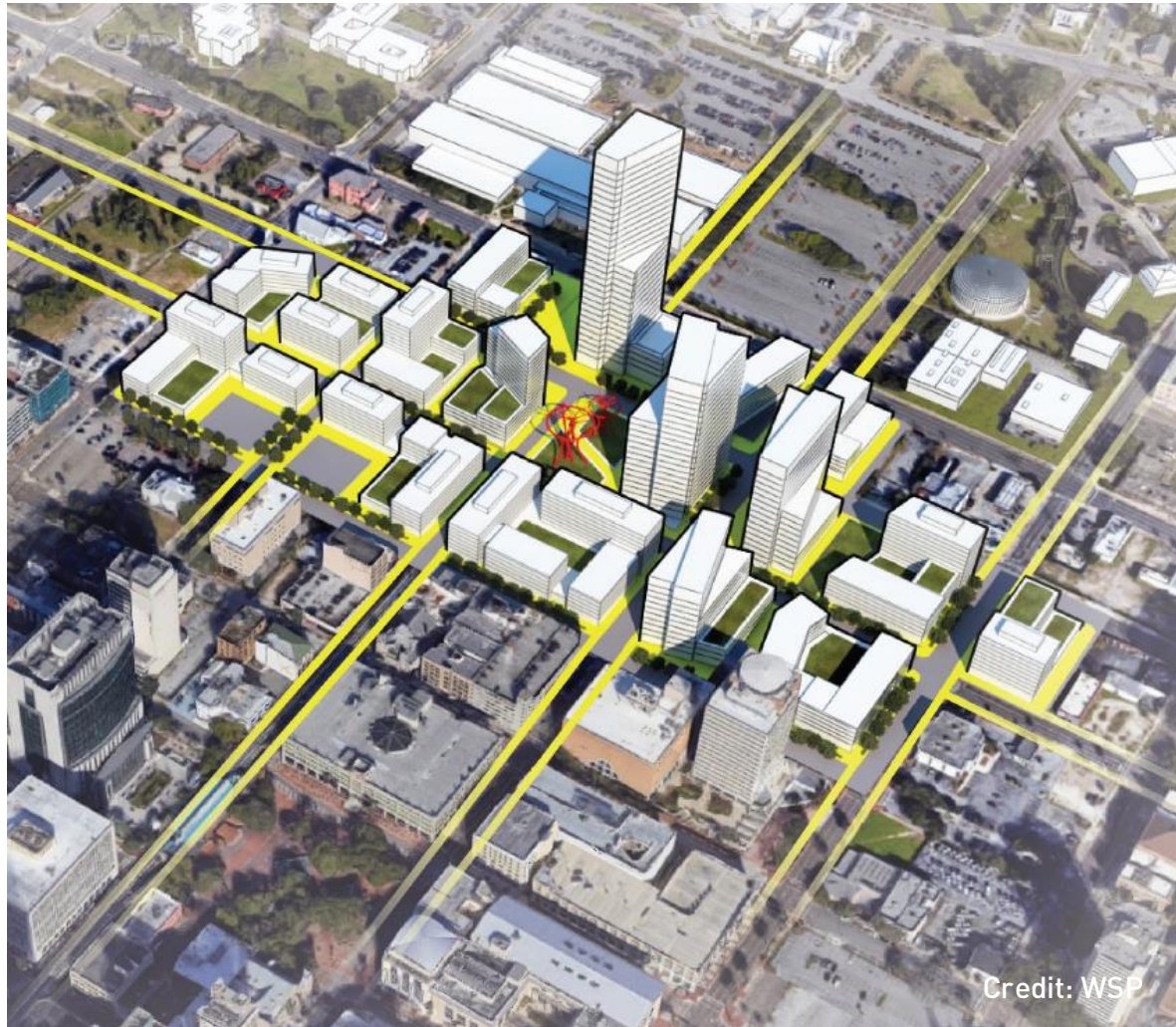


Ultimate Urban Circulator (U2C)

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



Transit-Oriented Development



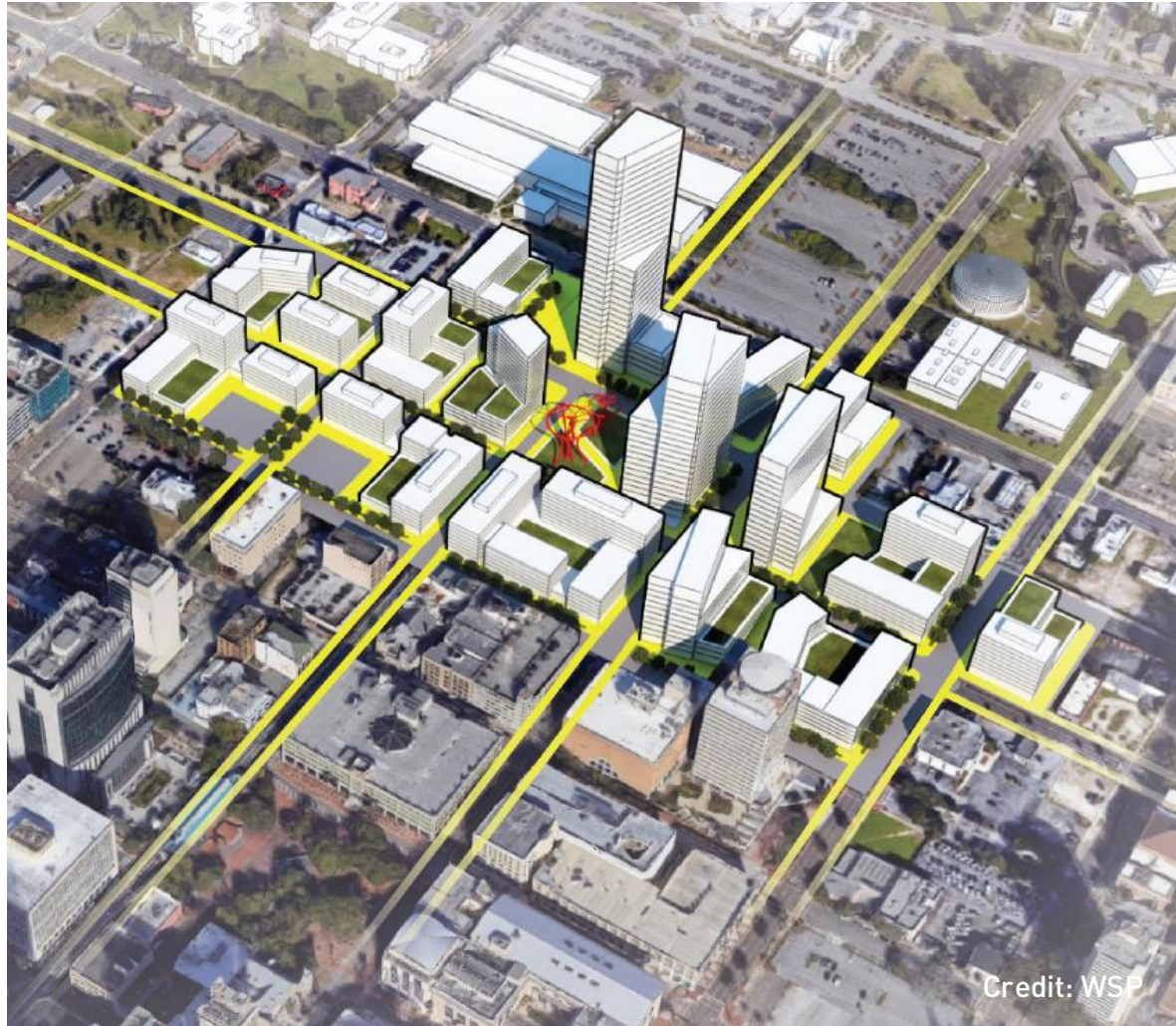
What is TOD?

“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.

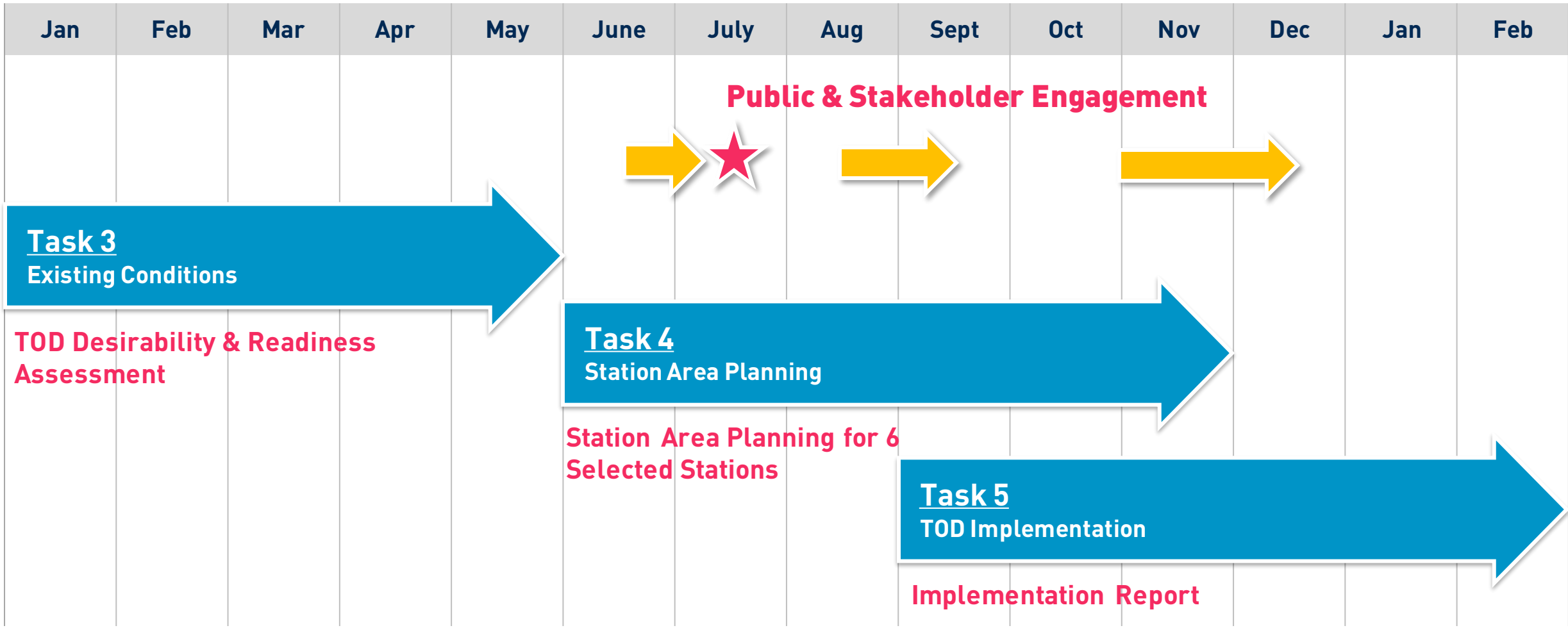
- Improve Mobility
- Create Economic Opportunity
- Enhance Community and Sustainability
- Provide Financial Sustainability



Where We Are

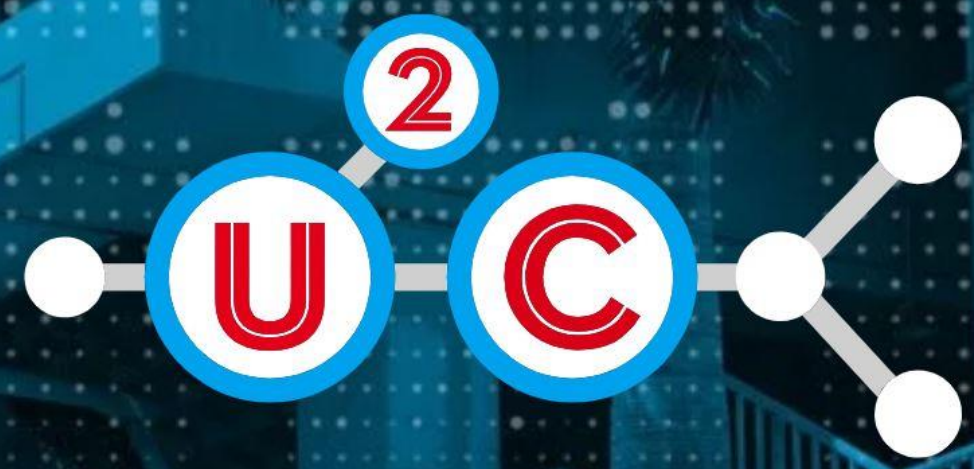
2020

2021



Transit-Oriented Development

Making Spaces Wonderful with TOD



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

STUDY AREA OVERVIEW

Southbank/San Marco Corridor





Southbank/San Marco Corridor

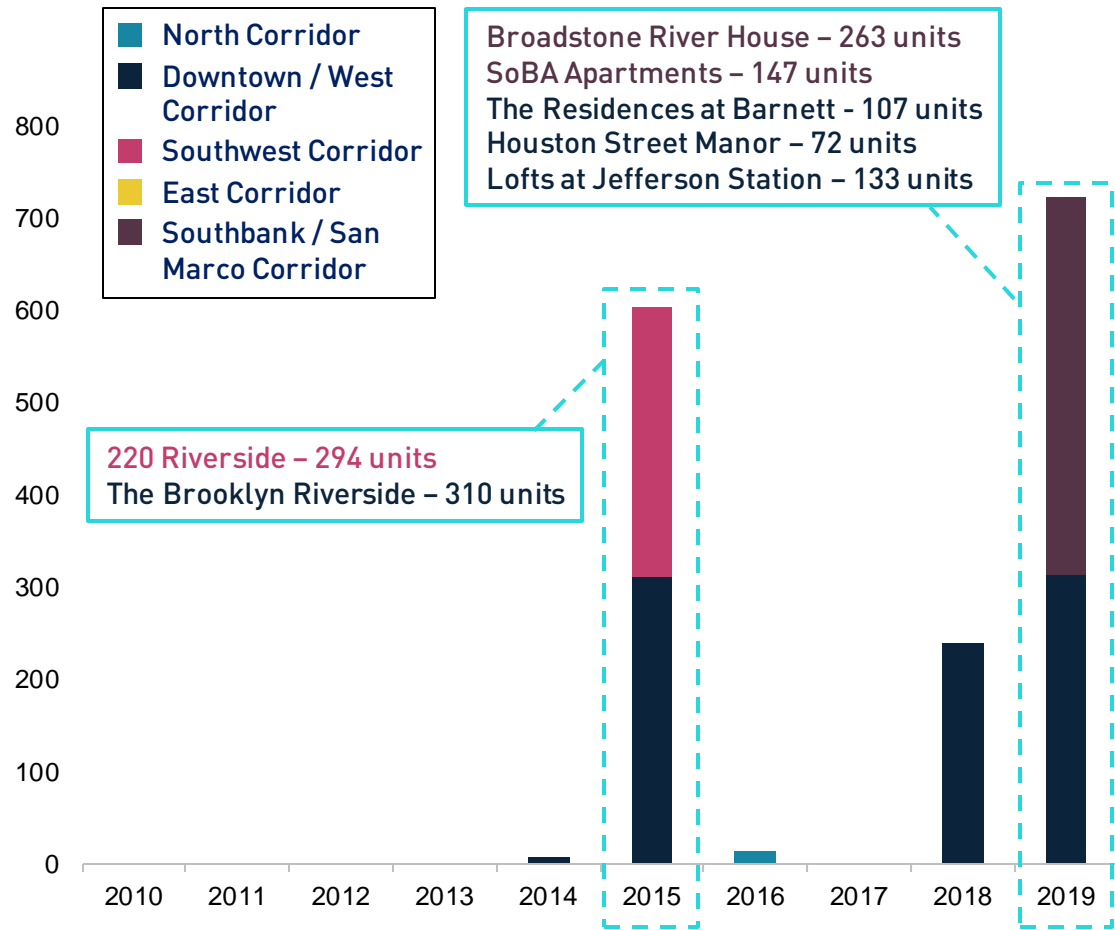


Stations:

- San Marco
- Medical Complex
- Riverplace
- Kings Ave
- The District
- East San Marco



Southbank Corridor Market Overview



Multifamily Units Added by Study Area (2010-2019)

Source: CoStar

Residential Key Takeaways:

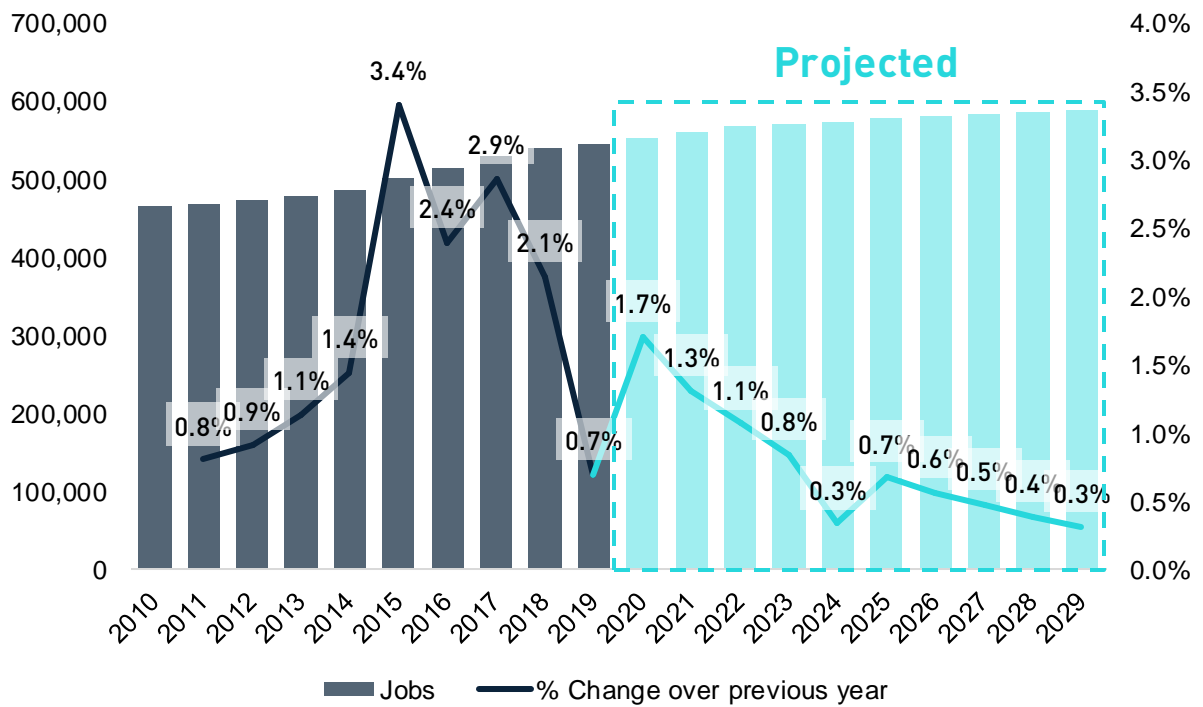
The city has added close to 15,000 multifamily units since 2010, with the corridors accounting for 11.3% of that total. Multifamily unit production in the corridors has been concentrated in:

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



Southbank 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



Southbank Corridor Market Overview

Recent Deliveries



Market-Rate Multifamily
SoBA Apartments (111,944 RBA)
147 units, 4 stories, \$1.51 PSF



For-Sale
San Marco Place (Built 2006)
105 units, 21 stories, \$256 PSF



The Peninsula (Built 2006)
218 units, 36 stories, \$346 PSF

Pipeline



Mixed-use Multifamily
The District Luxury Apartments (487,600 RBA)
552 units, 5 stories, proposed



Corridor Residential Product



System-wide Typologies



URBAN CENTER

REGIONAL CENTER

CORE NEIGHBORHOOD

SPECIAL USE



Typology: Urban Center



URBAN CENTER

Waterfront Community: Riverplace

Waterfront Office Campus: San Marco

- 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: Waterfront Community



RIVERPLACE

Credit Jonathan Zander / Wikimedia Commons



RIVERWALK

Credit: Google Streetview



Urban Center: Waterfront Office Campus



Credit: WJCT



Credit: WSP



Core Neighborhood: Historic / Urban



CORE NEIGHBORHOOD

Historic / Urban: East San Marco, Medical Complex

Mixed-Use Waterfront: The District

Multi-family: Kings Avenue

- 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





Southbank/San Marco Corridor: Connectivity



- Area is directly connected to Downtown via the U2C Corridor.
- Local and regional bus routes provide increased travel options.
- Major roadways pose a significant barrier to connectivity north to south.
- Long block lengths and major built environment barriers limit the comfort for walking.

LEGEND

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

TOD ASSESSMENT

Station Areas





Station Area Opportunities & Challenges

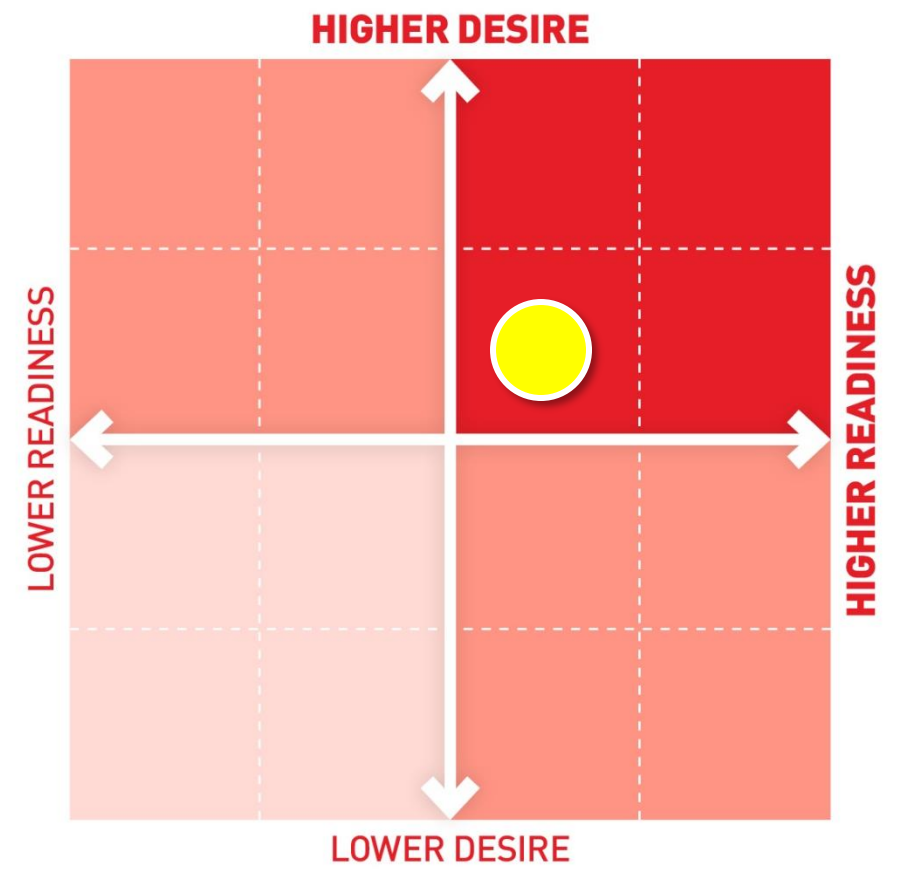
	Strengths and Opportunities	Weakness and Challenges
Local Leadership	<ul style="list-style-type: none"> • Station area falls within the DIA's Southbank Downtown CRA boundary. The DIA provides strong leadership and influence with the revitalization of Downtown and supports the foundational principles of TOD • JTA-owned assets emphasize JTA's role as a key stakeholder within the station area. 	
Market Strength	<ul style="list-style-type: none"> • New development is occurring in the immediate station area, including the planned 'The District' project and new residential development at the waterfront. Potential TOD could build off the momentum of these projects. 	<ul style="list-style-type: none"> • Should major projects in station area continue to be stalled, TOD opportunities might be part of a long-term, vs near-term vision.
Physical Suitability	<ul style="list-style-type: none"> • JTA and other publically-owned parcels provide a significant opportunity for TOD redevelopment. • Lexington Hotel and Conference Center provides a large-scale waterfront redevelopment opportunity and is adjacent to U2C Station. • Kings Avenue garage could be an asset for new development. 	<ul style="list-style-type: none"> • I-95 acts as a physical and visual barrier within the station area and is adjacent to JTA and other publically-owned parcels. • Surface parking lots adjacent to the station could provide additional opportunities for TOD however, these are privately owned and are a part of larger parcels. Acquisition could be complicated.
Plans in Place		

Four TOD Assessment Metrics:

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

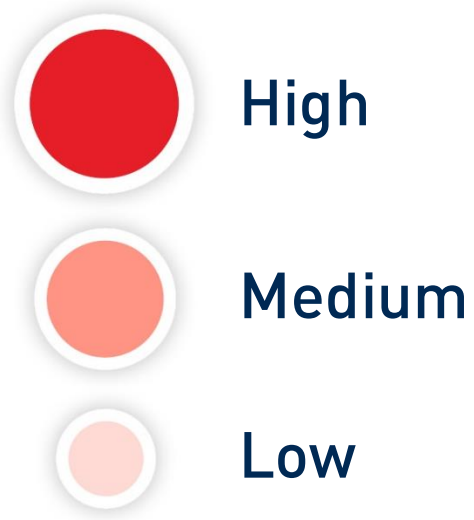


Assessment Scorecard



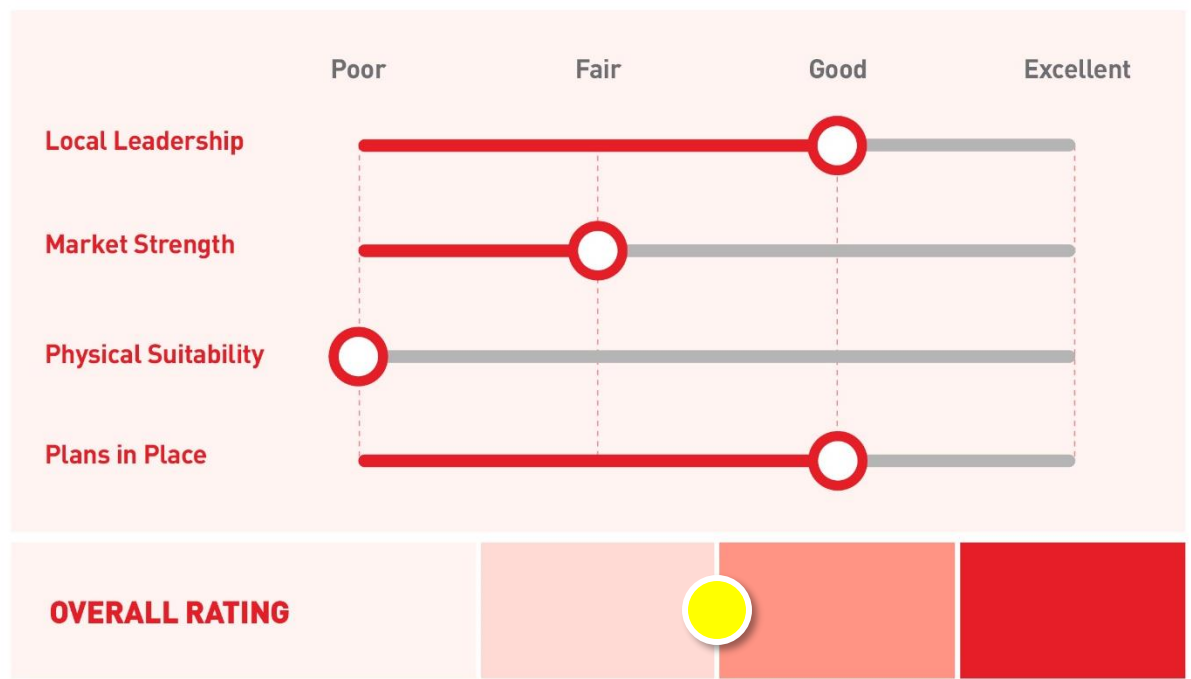


System-wide Scoring





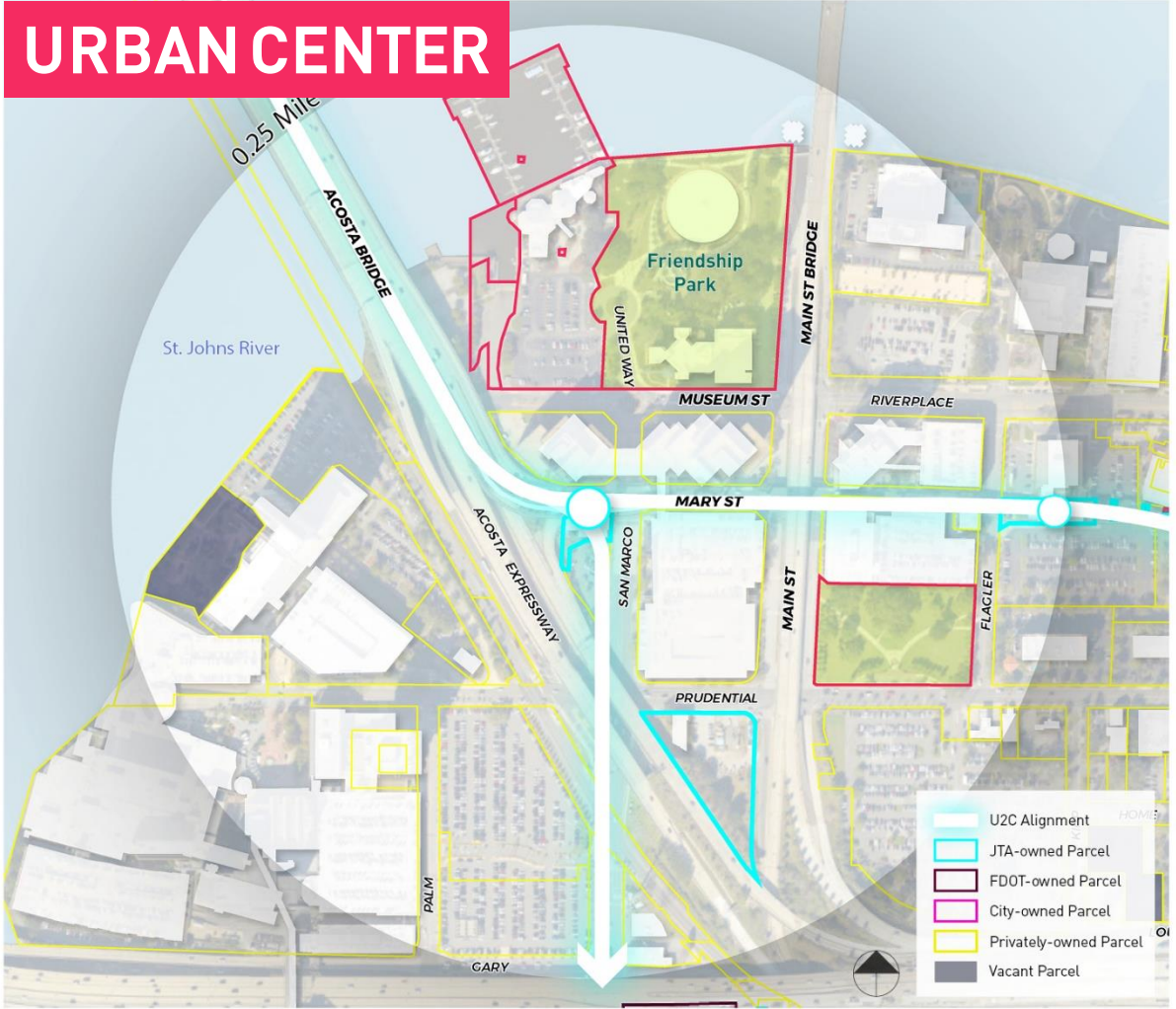
San Marco Station



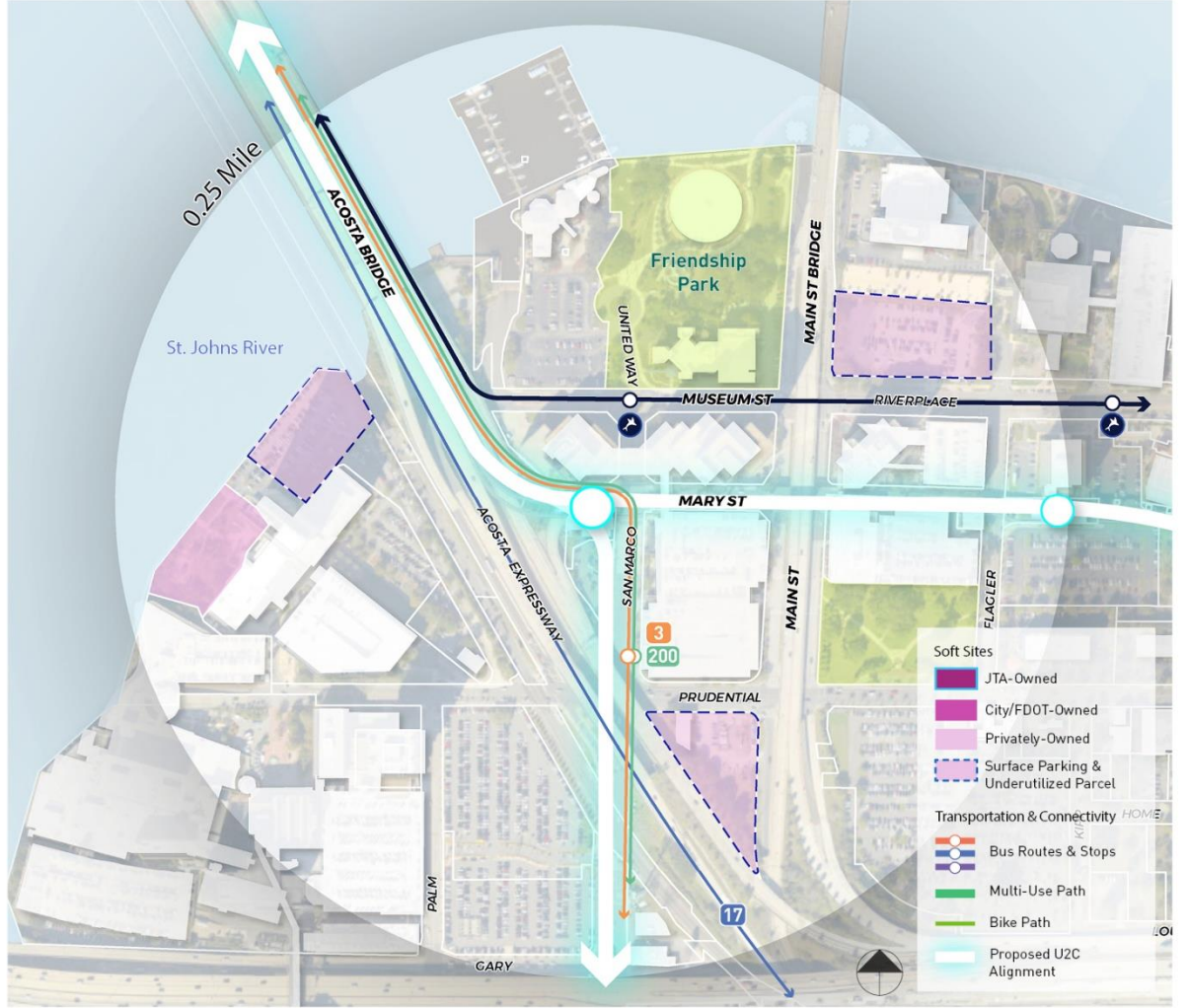


San Marco Station

URBAN CENTER



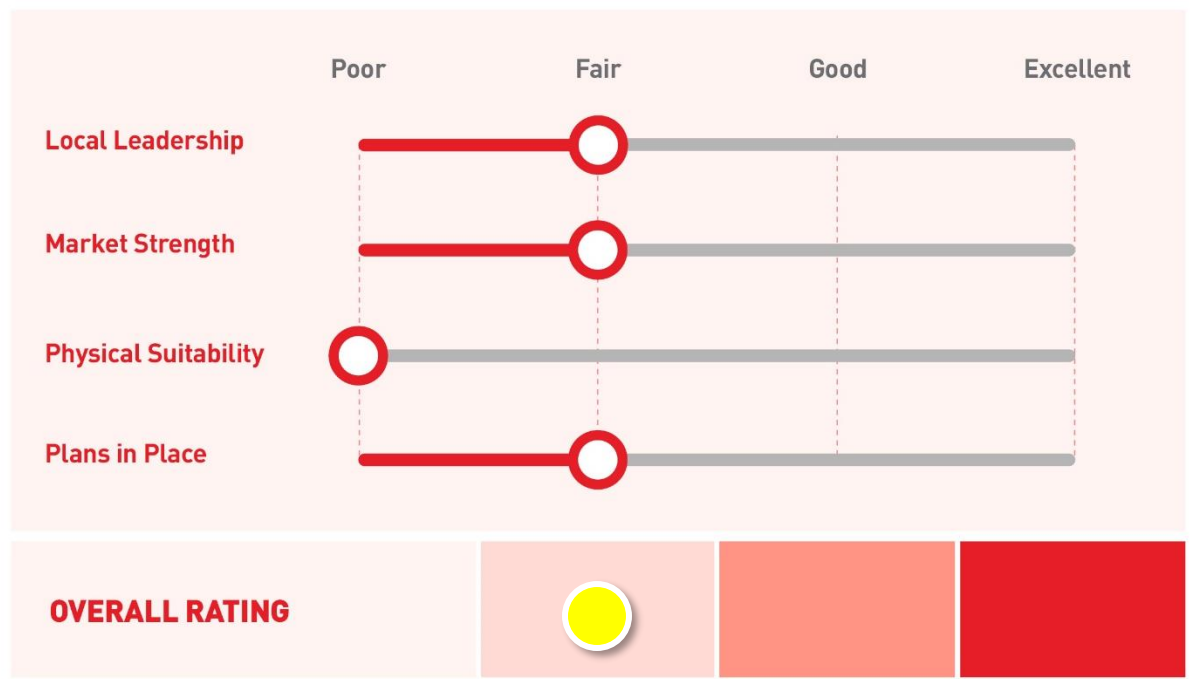
Parcel Analysis



Preliminary Soft-Site Analysis



Medical Complex Station





Medical Complex Station

CORE NEIGHBORHOOD



Parcel Analysis



Preliminary Soft-Site Analysis



Kings Avenue / The District Stations



Kings Ave. Station



Southbank Landing



Kings Ave



Footbridge under I-95 to Kings Avenue Parking Garage



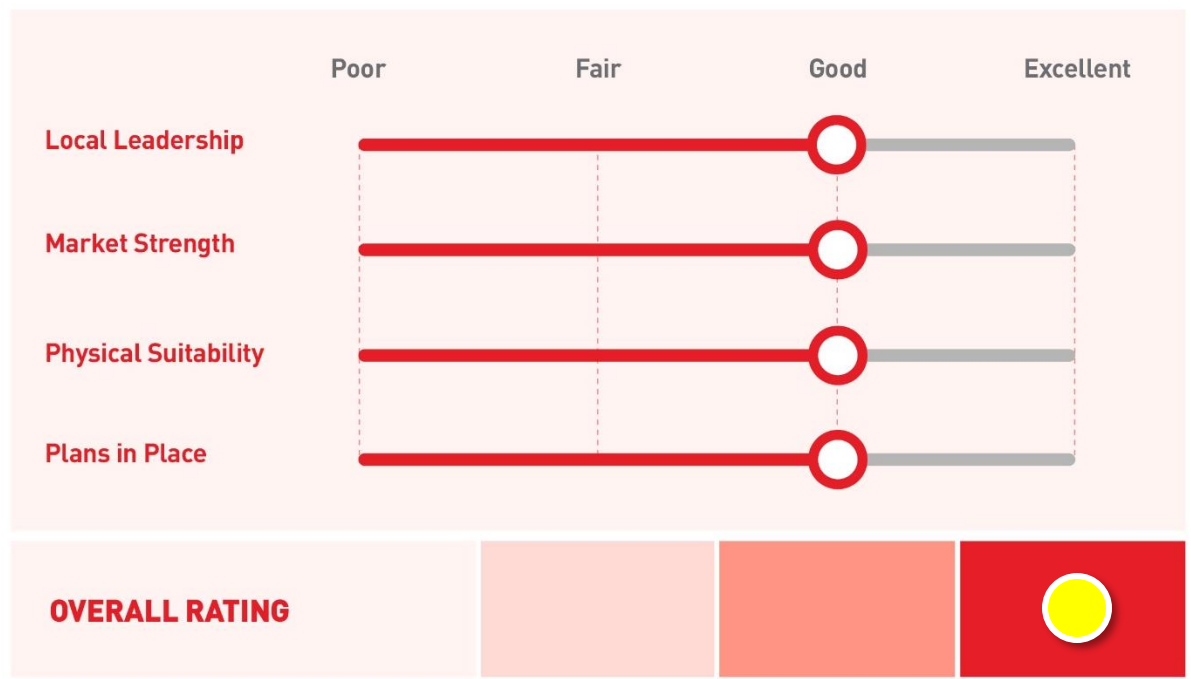
River House Development



Land Use Analysis



Kings Avenue / The District Stations

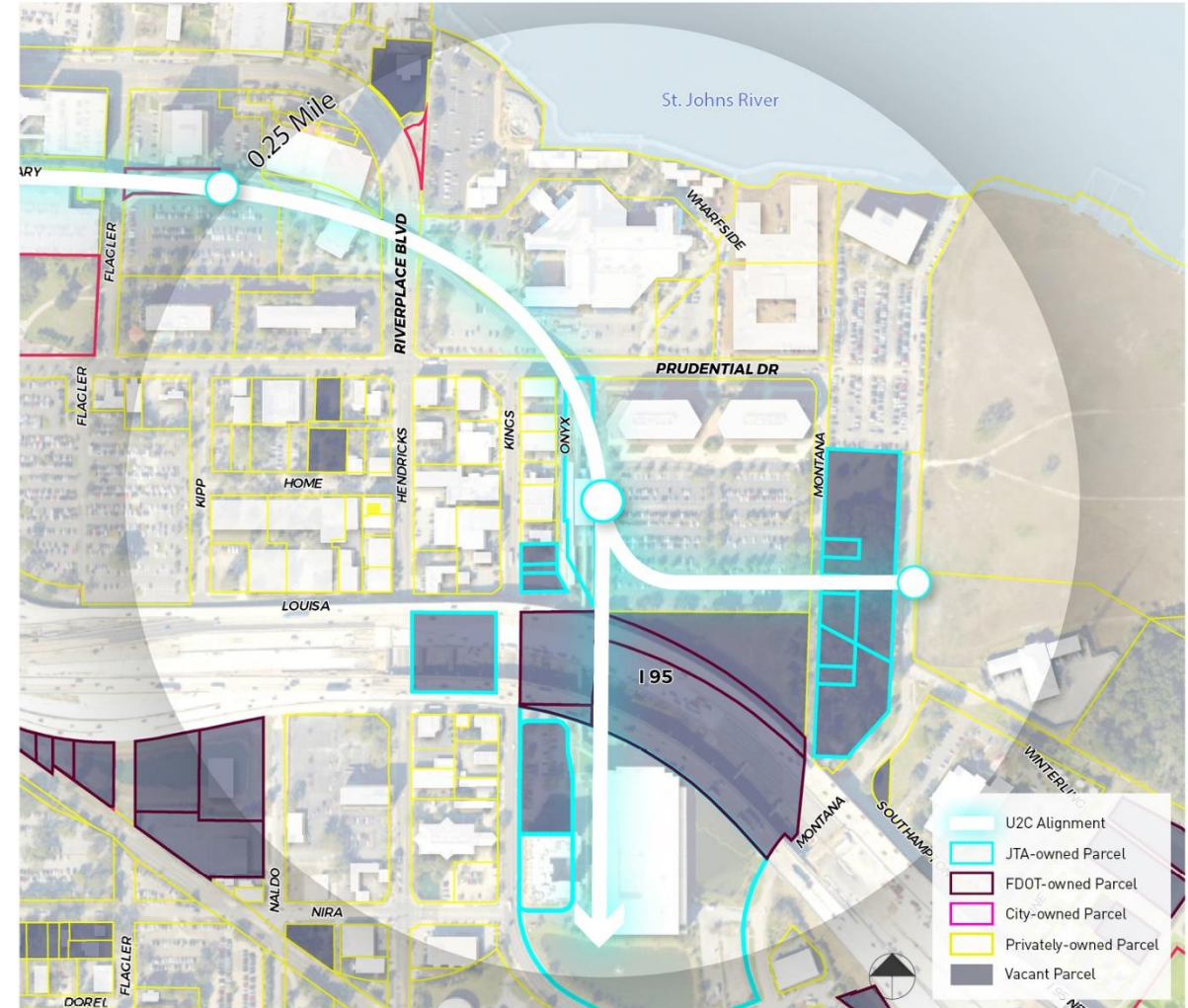




Kings Avenue / The District Stations

CORE NEIGHBORHOOD

- Concentration of JTA & publicly – owned assets / parcels
- Kings Avenue Garage should be leveraged to encourage TOD
- I-95 is a significant physical and visual barrier
 - TOD must strategically adapt to this constraint



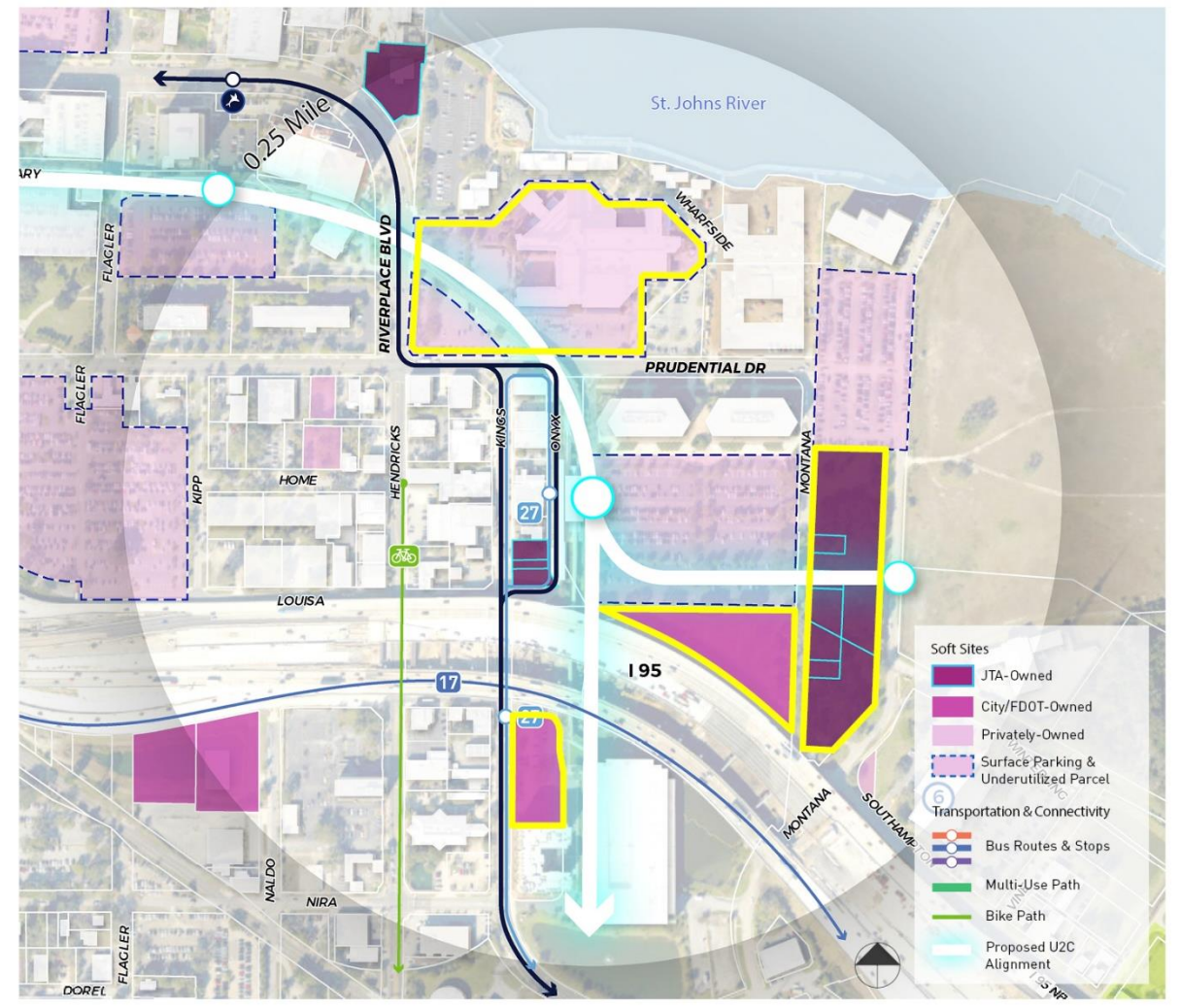
Parcel Analysis



Kings Avenue / The District Stations

CORE NEIGHBORHOOD

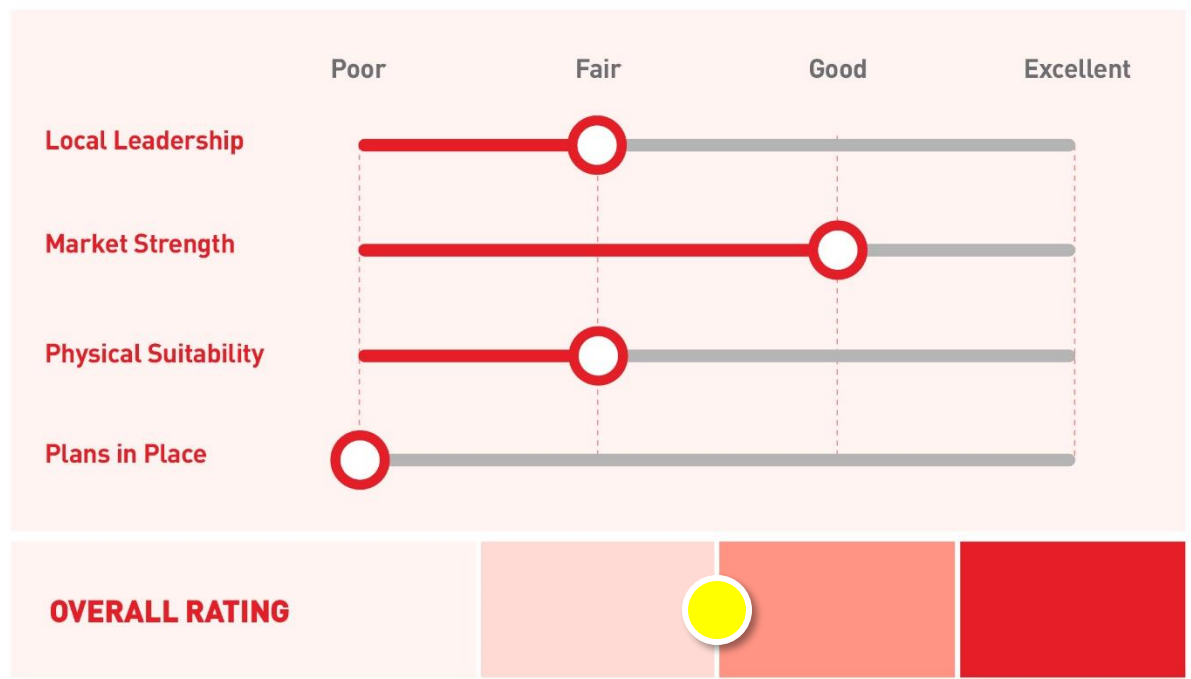
- JTA-owned parcels could be combined with other publicly – owned parcels and adjacent surface parking to create a cohesive TOD vision
- Lexington Hotel site offers significant waterfront redevelopment potential
- The District is a key catalytic project for this station area



Preliminary Soft-Site Analysis



East San Marco Station



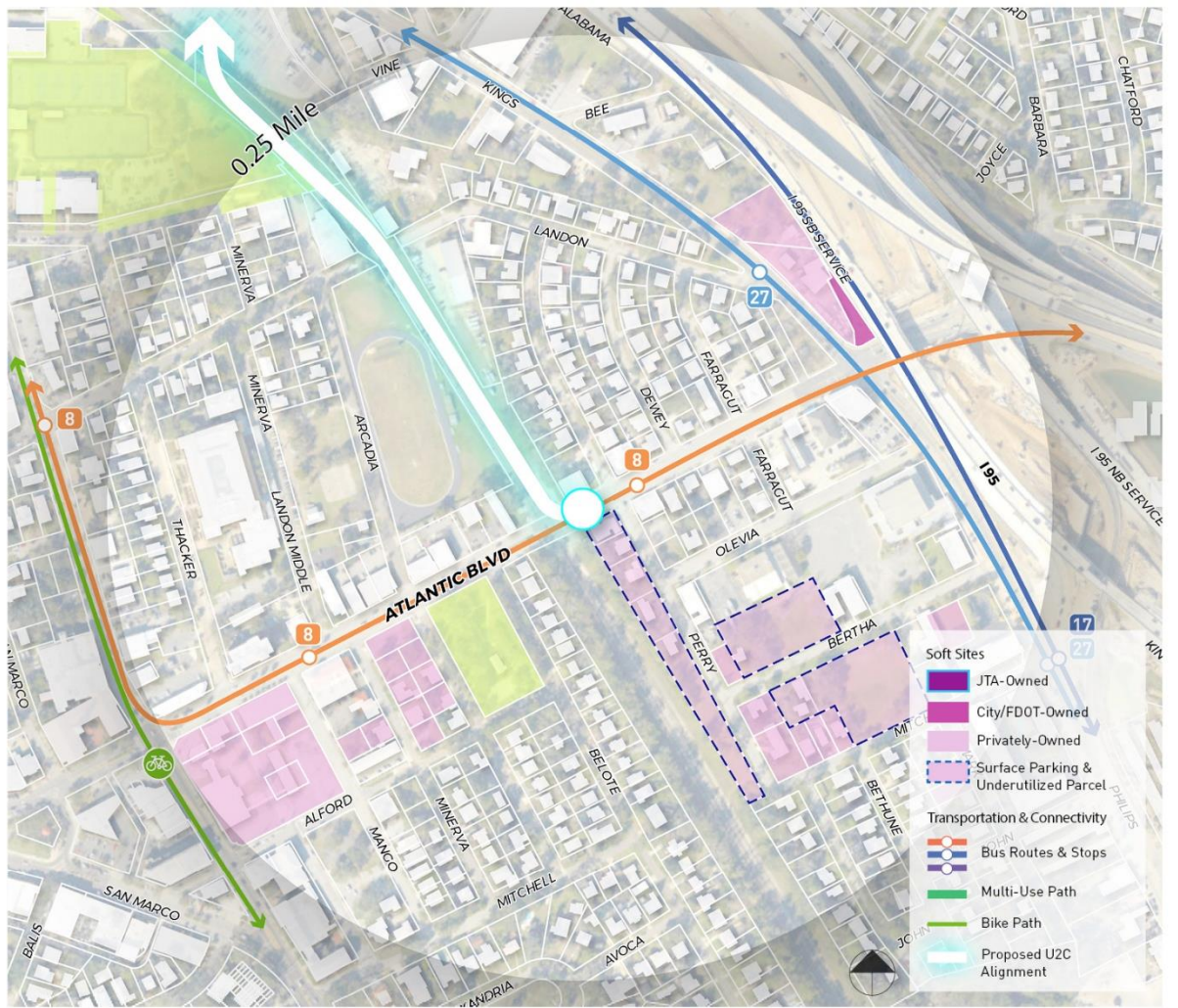


East San Marco Station

CORE NEIGHBORHOOD



Parcel Analysis



Preliminary Soft-Site Analysis

SURVEY

Southbank/San Marco 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

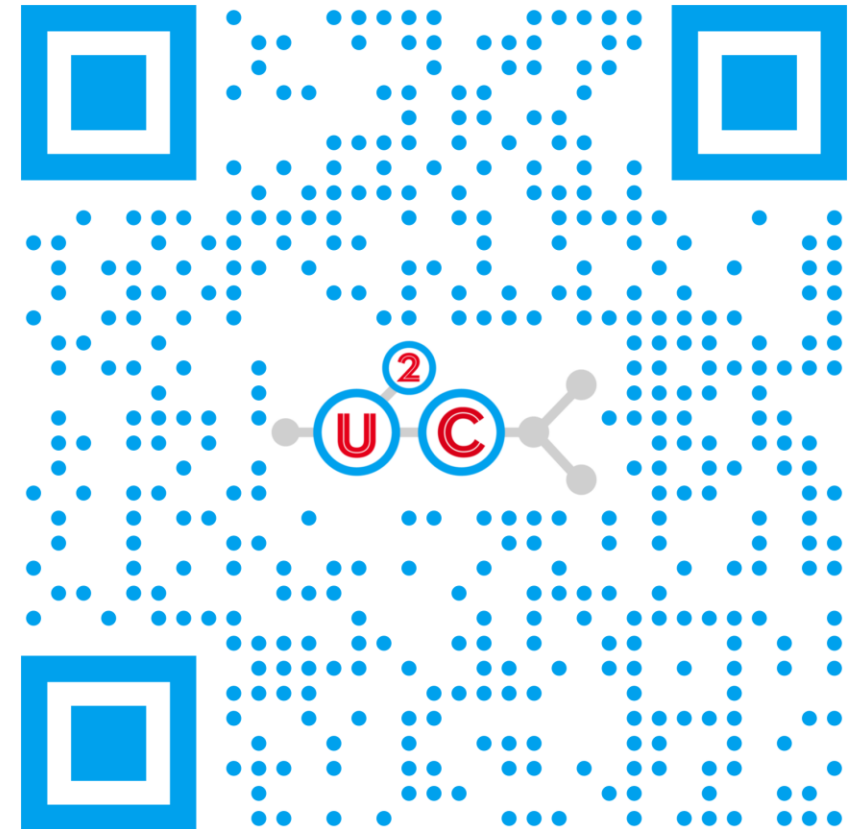
We want your input in planning for transit-oriented development (TOD) around proposed U²C stations. Our previous Skyway Extension survey asked you to mark where you thought those stations should be. We combined your feedback with technical analysis to develop a system with 21 proposed stations in six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

Southbank/San Marco 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