

the review

the official magazine of the  michigan municipal league

May/June 2010

“SINCE THE BOARDWALK OPENED UP,
IT PROBABLY INCREASED OUR SUMMER
BUSINESS BY AT LEAST 15 PERCENT.”

—Joe Mackle
Brighton restaurant operator

Walkable Communities

From Abbey Road to Brighton Road



DREAMING BIG
IN **EDWARDSBURG**

CONNECTIVITY
IN **CADILLAC**

MARQUETTE'S
FORM-BASED CODES

Walkability

Prepared by Dan Burden
Glatting Jackson Kercher Anglin, Inc.
and Walkable Communities



The future of childhood



... is teetering on the edge





ALTEIRA

www.karenbandy.com
Karen Bandy
STUDIO
OPEN
Ground Floor

Is this an age-friendly place?







"I think what we're seeing is transportation is too important to be left to the transportation planners."

Feldstein is chairman of the panel that wrote the state's next 10-year transportation plan — alongside representatives from the health care industry, children's-services providers, environmentalists and business promoters.



Neighborhood People Solve Problems

Neighbors can best:

- Mobilize residents
- Define the problems
- Develop ownership
- Identify the best tools
- Identify the best locations
- Achieve support
- Monitor level of success









congestion and social unrest. Against it stood the ideal of a disciplined technological city with perfect spatial order. A new direction for civic improvement that ran counter to the City Beautiful was emerging that would reform the environment and discipline it through the use of expert knowledge, state regulatory mechanisms, and public welfare provisions. Reformers turned to science and technology as the means for change, with the premise that physical remedies could not only upgrade living conditions, but also resolve social problems. Experts were called on to recommend policies and administer scientific solutions. In his 1911 book *The Principles of Scientific Management*, Frederick Winslow Taylor, a pioneer in the efficiency movement, wrote: “The goal of human labor and thought is efficiency. Technical calculation is in all respects superior to human judgment, in fact human judgment cannot be trusted because it is plagued by laxity, ambiguity and unnecessary complexity. Subjectivity is an obstacle to clear thinking. . . . That which cannot be measured either does not exist or is of no value. . . . The affairs of citizens are best guided and conducted by experts.”¹⁰

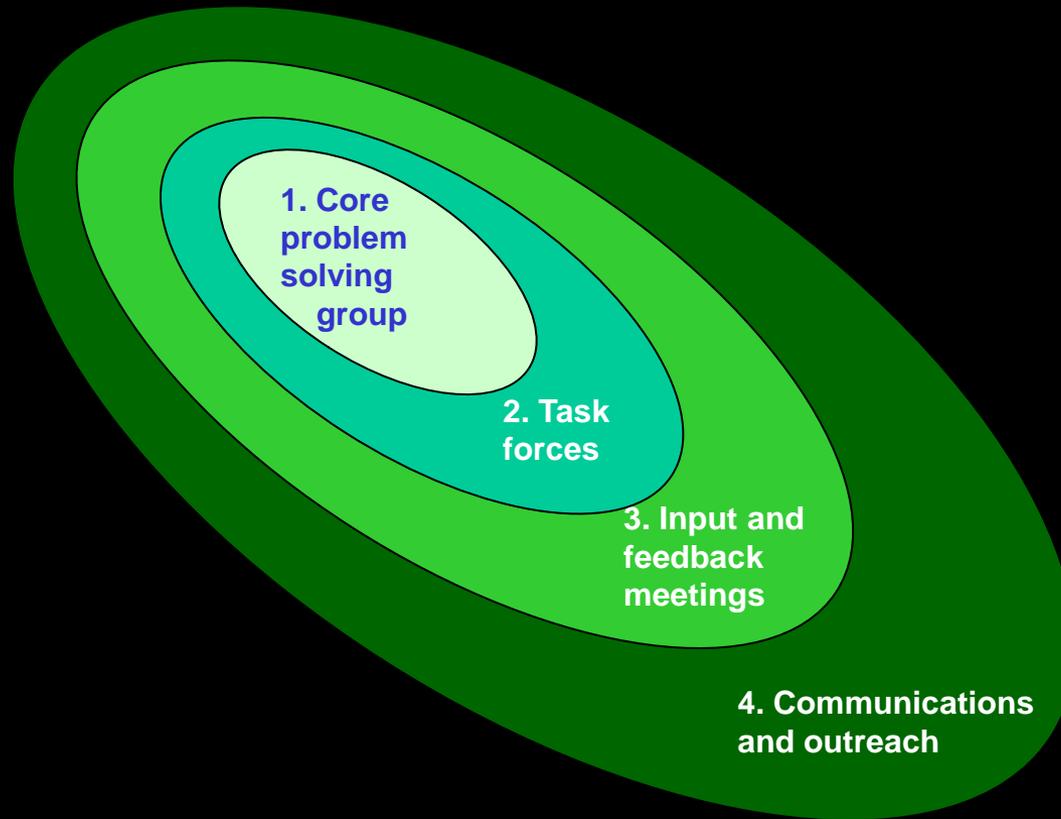
The principle of scientific management captured the minds of business, industry, and developers. It applied calculated conduct and insured profitability. Architects and planners soon followed. In the 1917 publication of *City Planning Progress* by the American Institute of Architects, the editors stated: “City planning in America has been retarded because the first emphasis has been given to the ‘City Beautiful’ instead of the ‘City Practical.’ We

“That which cannot be measured either does not exist or is of no value The affairs of citizens are best guided and conducted by experts.”

for doing those things for which experience shows it to be more efficient and economical than any other means yet devised.”¹¹

THE
BEGINNING
OF THE
END →

Rings of Stakeholder Involvement



Walk Audit



WALKS!

Walking for Fun, Exercise, and Transportation

National Transportation Expert Dan Burden in Flagstaff for
Two Days for International Walk-to-School Day

WALKING AUDITS - How walkable is your neighborhood?

Tuesday, Oct. 5

- o **Sunnyside Neighborhood:** Meet at 10 a.m. in the courtyard of the Greenlaw Garden Apartments, 7th Avenue and King Street (behind Price Choppers).
- o **Bow and Arrow Neighborhood:** Meet at 1 p.m. in Bow and Arrow Park on the corner of Lake Mary Rd. and Zuni.
- o **Coconino Estates Neighborhood:** Meet at 3 p.m. in the parking lot across the street from Marshall School.

PUBLIC PRESENTATION

Tuesday, Oct. 5, 6:30 p.m.

NAU Liberal Arts Building #18, Room 135

Dan Burden will talk about ways to make Flagstaff neighborhoods more pedestrian-friendly, drawing upon his extensive experience and examples of walkable communities all across the country. Public parking is available in lot P1 on the north side of Dupont Ave.

WALK TO SCHOOL

Wednesday, Oct. 6 (Marshall, call 522-7860) (Sechrist, call 714-0504)

Dan Burden will lead parents, students, and teachers on a walking audit ending at Sechrist Elementary School. The County Health Dept. will lead a walk to Marshall Elementary. To participate in the Marshall walk, meet anytime between 7:00-8:30 am. Free breakfast for participating children.

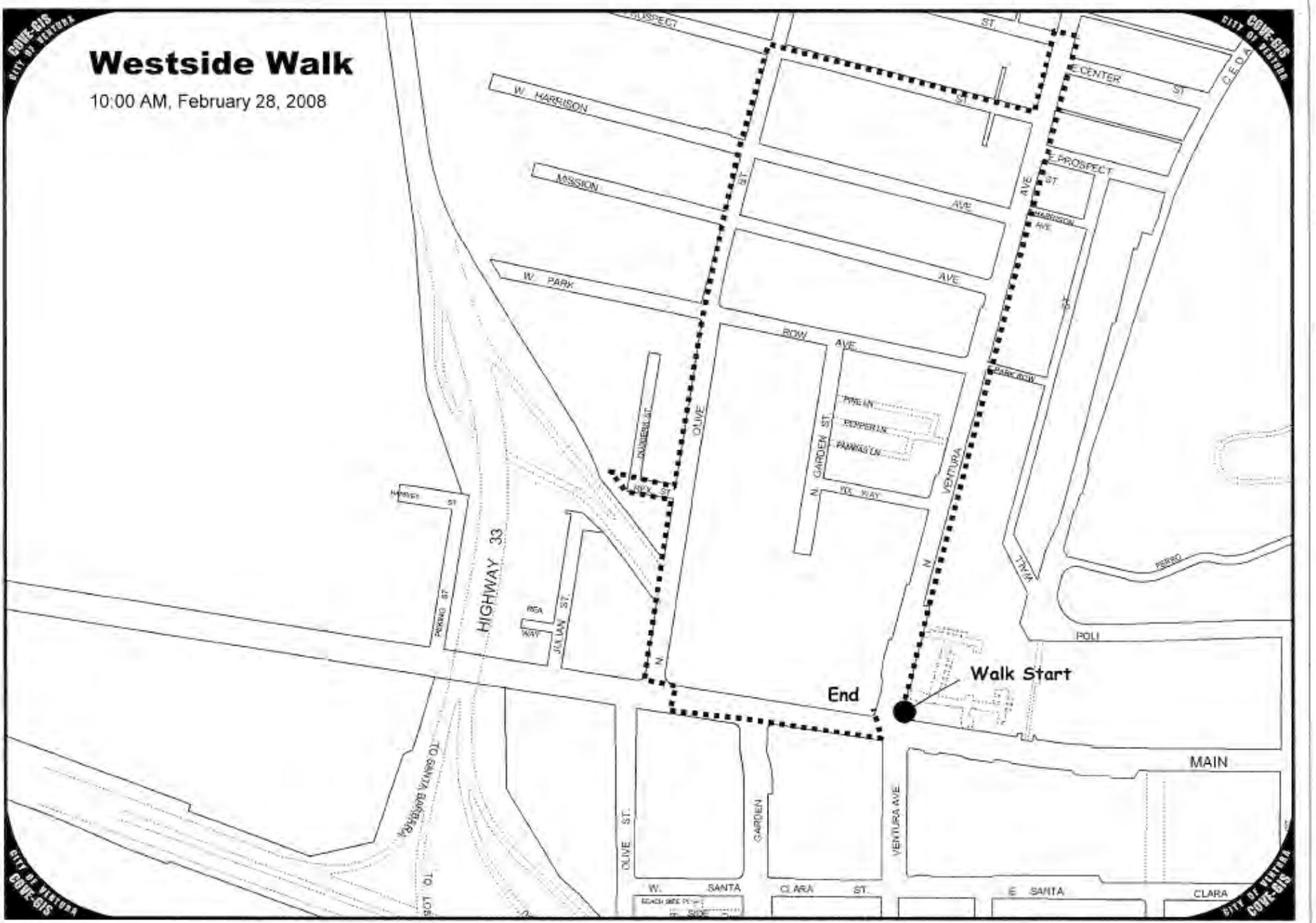
Additional information, www.friendsofflagstaff.org or 556-8663

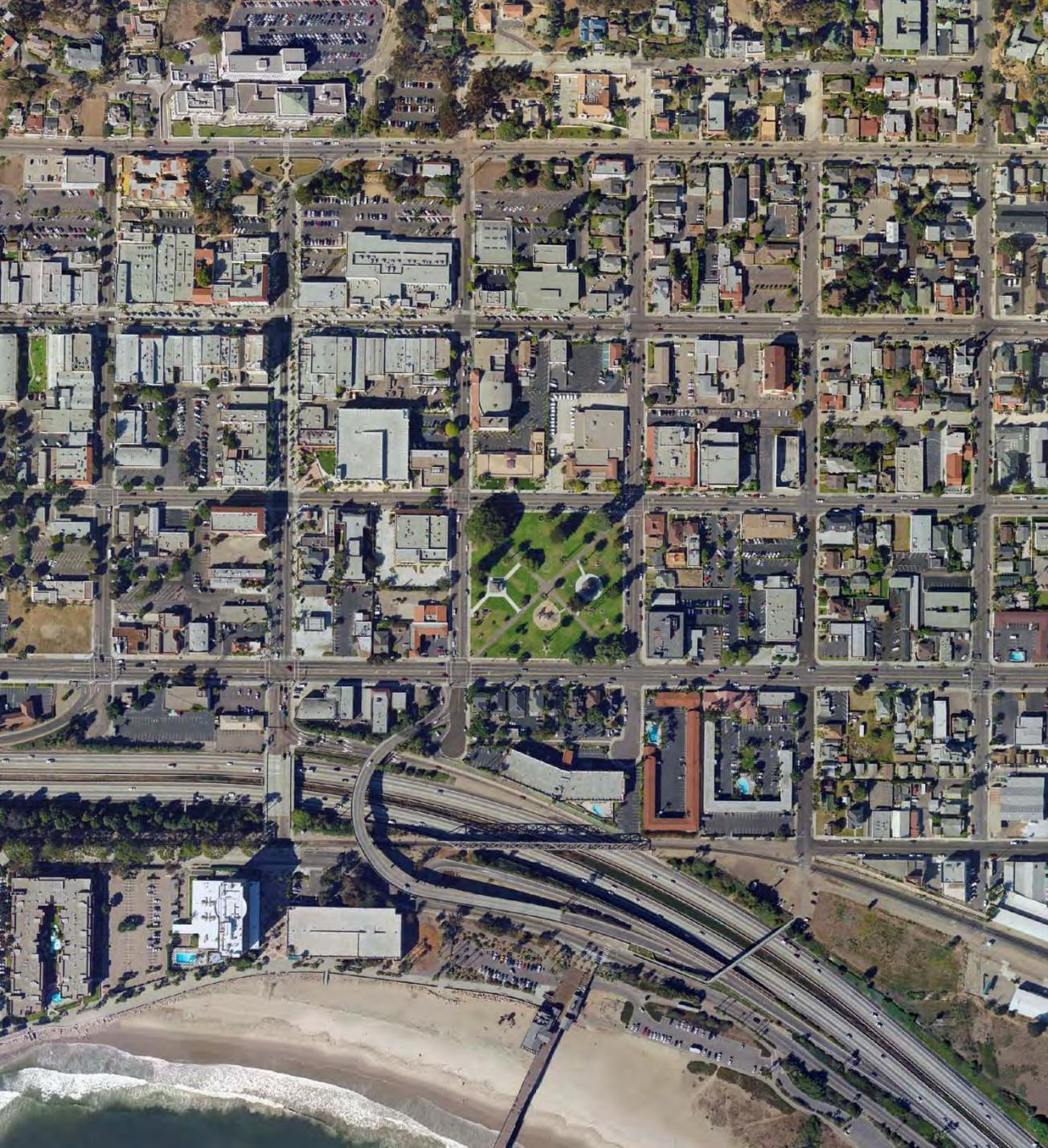
Sponsors: Friends of Flagstaff's Future, Flagstaff Medical Center, Coconino County Health Department, Coconino County Board of Supervisors, City of Flagstaff Parks and Recreation Department, Northern Arizona University's Master of Liberal Studies Program, Flagstaff Biking Organization, People for Parks, and the North Flagstaff Trails Alliance.

FLAGSTAFF

Westside Walk

10:00 AM, February 28, 2008

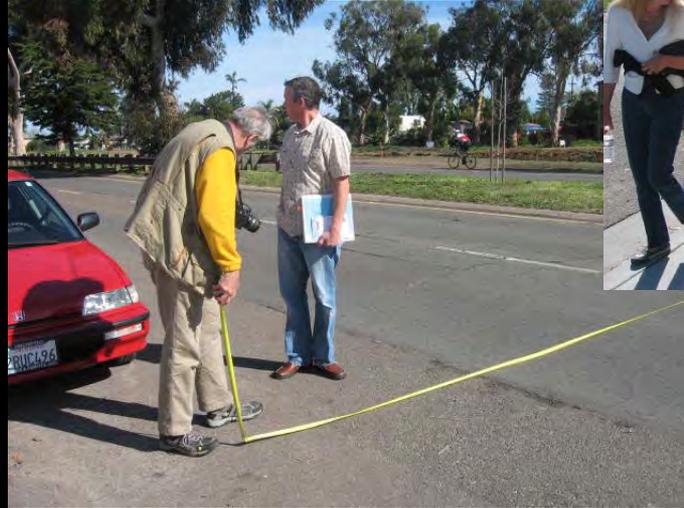




WORKSHOP 1, PART B

WALKING AUDIT

SATURDAY, FEBRUARY 23, 2008





USE ONLY
Handle Up
Low Out

On July 5, 2007 a number of Orange County, and Orlando staff joined Glatting Jackson's interns, staff and recent hires for a walking workshop. The two-hour walk was led by Dan Burden, Ian Lockwood and Raj Mohabeer.

The walk introduced topics and issues to improve Orlando's walkability. It also illustrated to all involved the power and opportunity to use walking audits (also known as walking workshops) to "take design to the streets." Most members of the Transportation Urban Design section now lead walking audits as an effective way to help clients discover and explore important local themes, history, topics, and achievements. Walks often feature streets, parks, buildings and other urban elements. They also include observations of how motorists and pedestrians behave and interact.

During the walk stories of achievement and frustration are shared. For instance, many in Orlando see a day when Robinson Street will be tamed, becoming a better contributor to urban life, providing bike lanes, parking, and lowered speeds. This will only happen, however, when sufficient political leaders and citizens place a higher emphasis on town making than on commute times and LOS performance.

Thornton Park's story was told and celebrated by Orlando's city staff who worked out the model projects and design details. The result of this early work pumped new life into downtown and is serving as a model to other center city neighborhoods.

Raj Mohabeer took most of the photos shown here. By using a camera and recording those topics and places discussed during walks it is easy for many taking part in other portions of public workshops to see issues, challenges and opportunities up close. A personal face and personal touch helps bring workshops alive.

Dan feels that it is through these "discovery" walks that we best learn critical issues that later



guide the pen to attractive, functional and life changing designs. Over the years Dan not only coined the term walking audits and walking workshops, but has helped introduce the concept to dozens of organizations and agencies that lead these activities







HSH, PARK
AND
HARSH
123
ELY & SMITH
ALIP C. KELLY
125
MARK T. SMITH
121
MYRR K. S...

Max Schultz
Inspector Schultz

Hamburg, NY

Hamburg, NY

















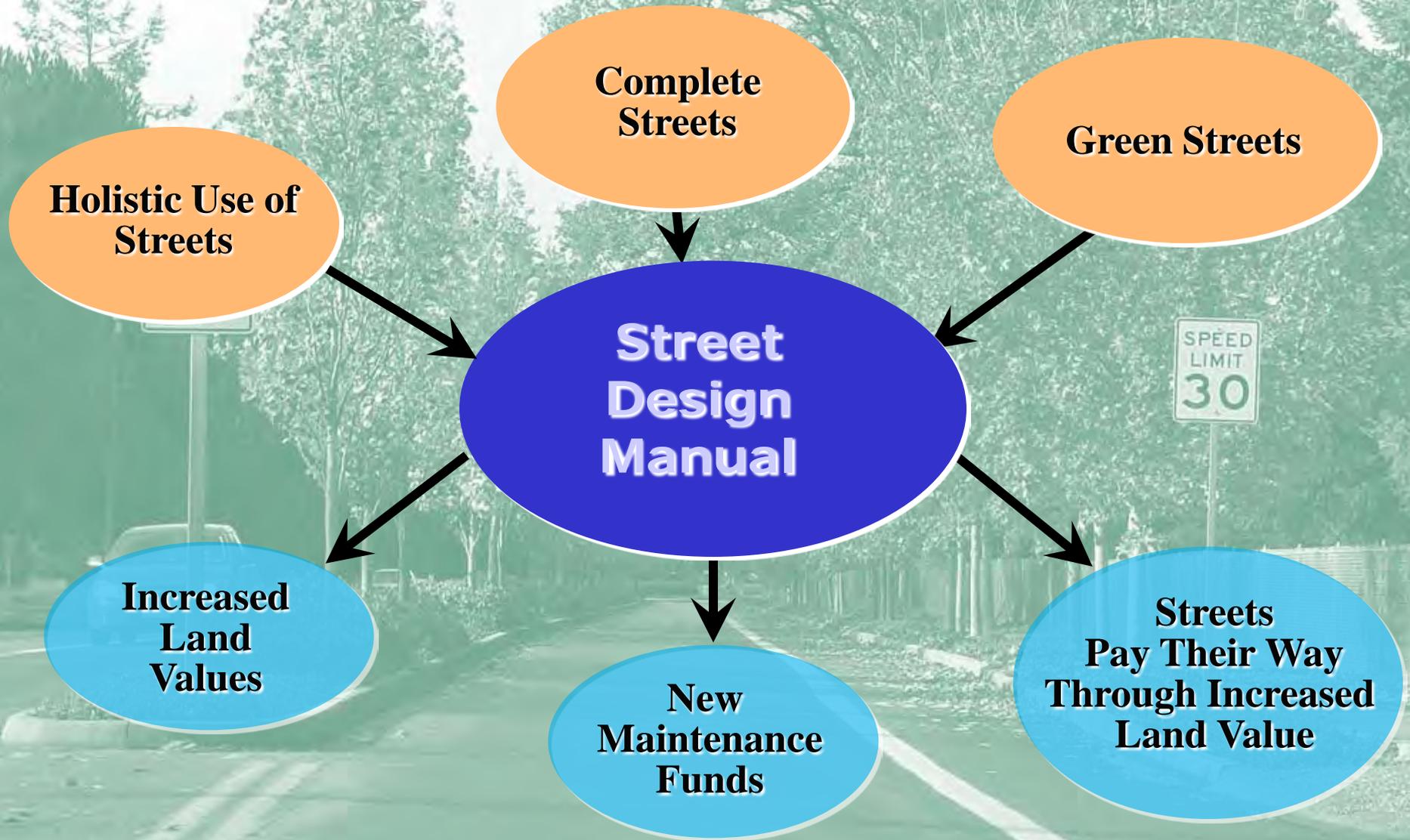


THE NICKEL & DIMES

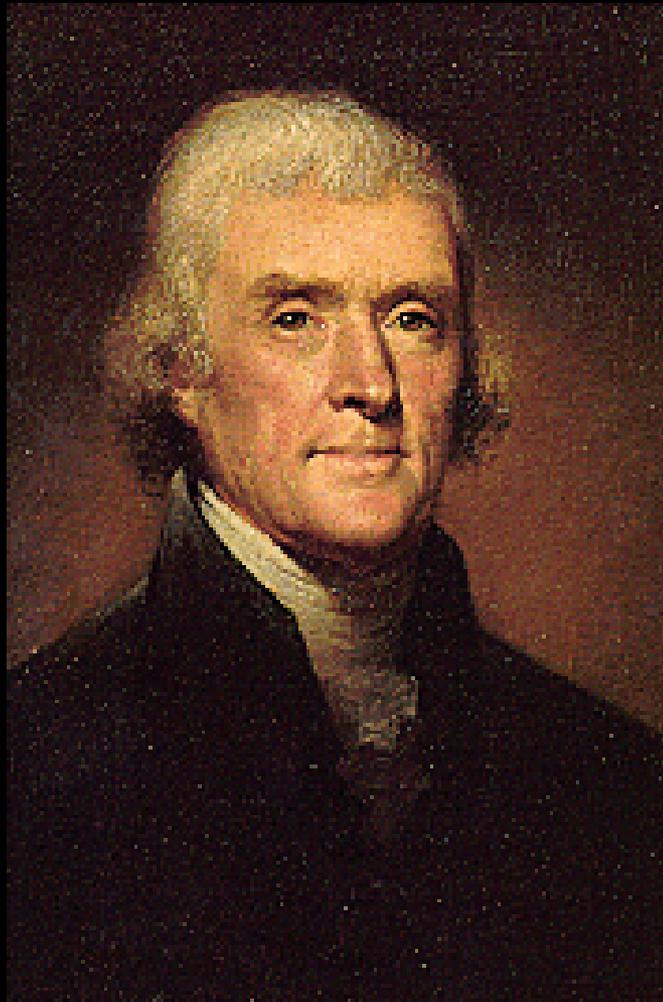
FLYING EAGLE



Purpose



Civic Participation

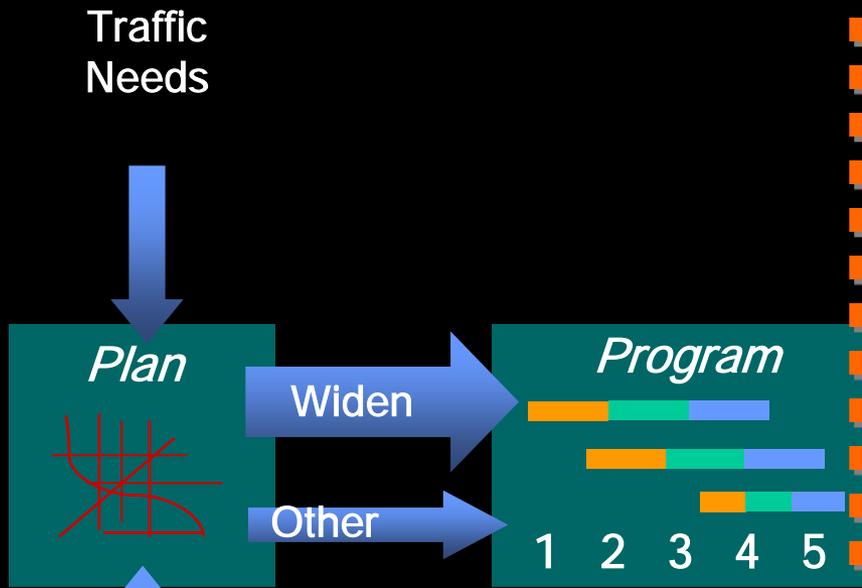


“I know no safe depository of the ultimate powers of the society but the people themselves.

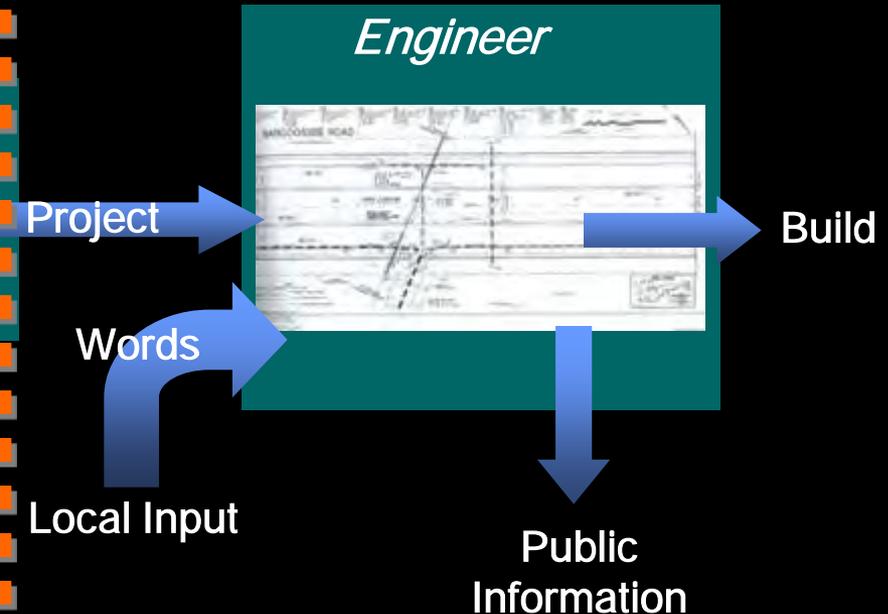
And if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them, but to inform their discretion.”

Thomas Jefferson - September 28, 1820

Typical Input Model



Public Input



Technicians Input

Local Plans

Traffic Needs

Plan

Widen

Other

Program

1 2 3 4 5

Project

Words

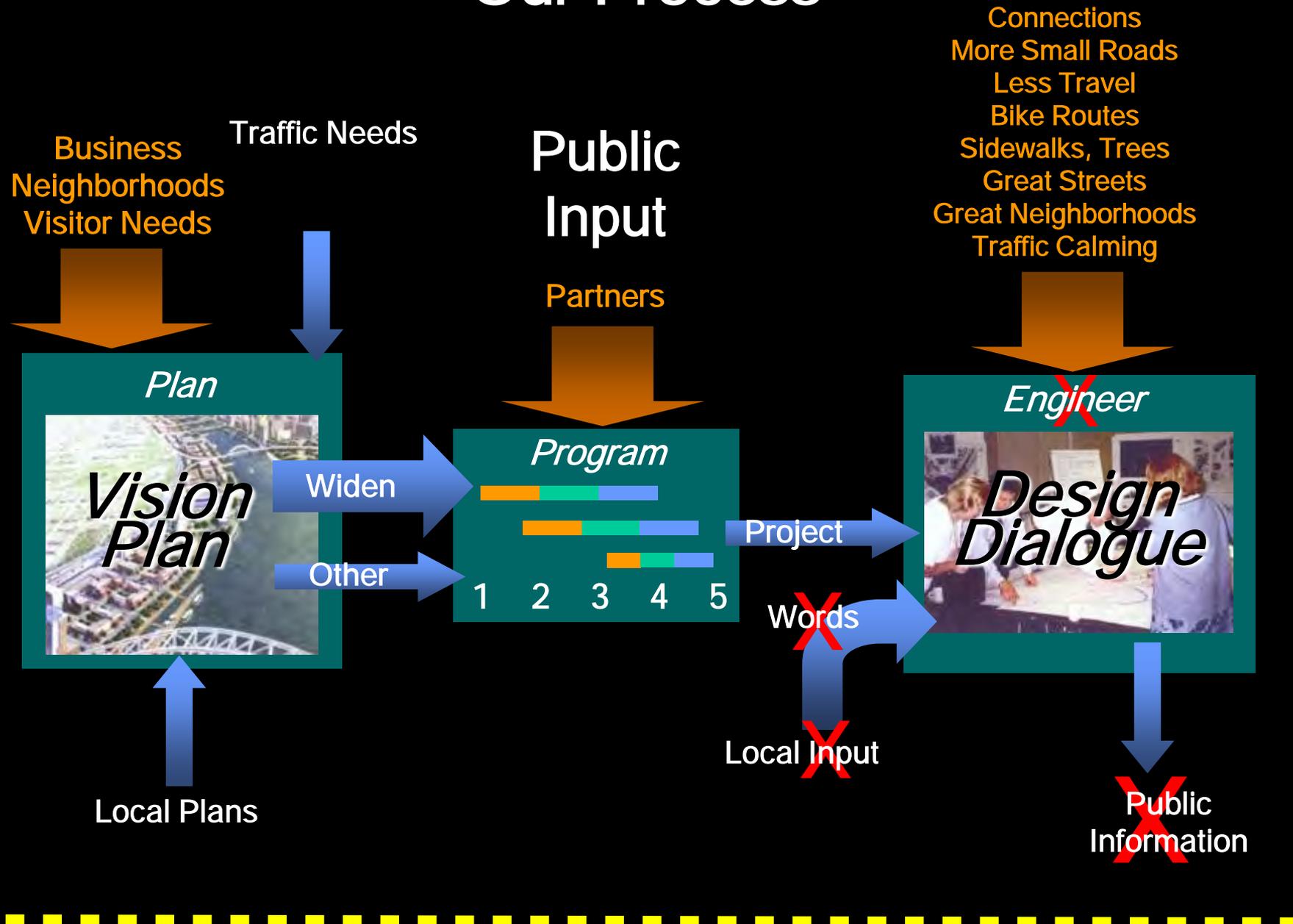
Local Input

Engineer

Public Information

Build

Our Process



Level of Public Involvement

INCREASING LEVEL OF PUBLIC IMPACT

Inform

Consult

Involve

Collaborate

Empower

• **Passive**

• **Active**

Buy-in



IAP2* TOOLBOX

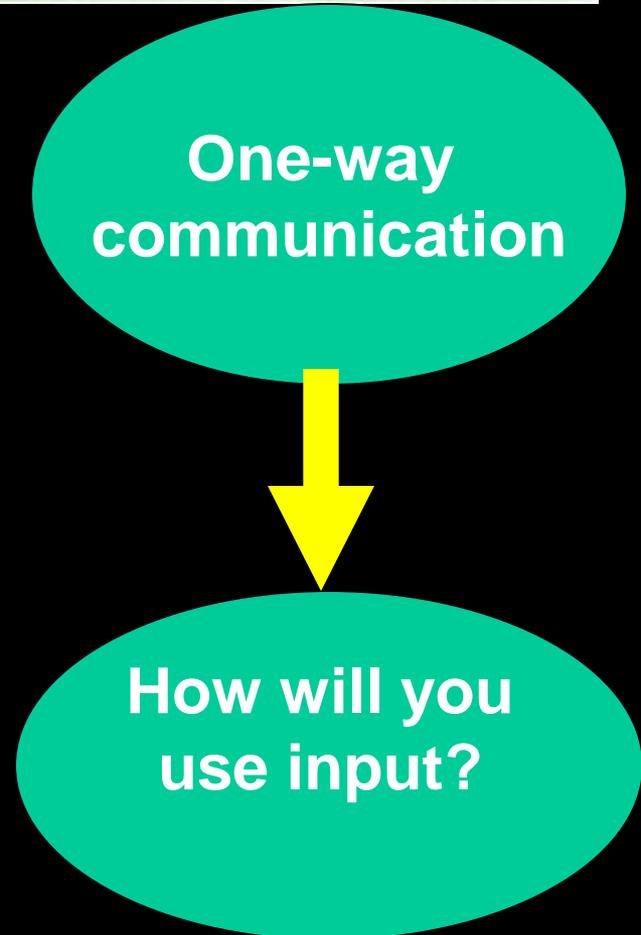
Passive: Inform



- **“Earned” media**
 - Press Releases & News Conferences
 - Feature Stories
- **Paid advertising**
 - Newsletters, fact sheets, brochures
 - Technical Reports
 - Bill Stuffer, Inserts
 - Web Sites

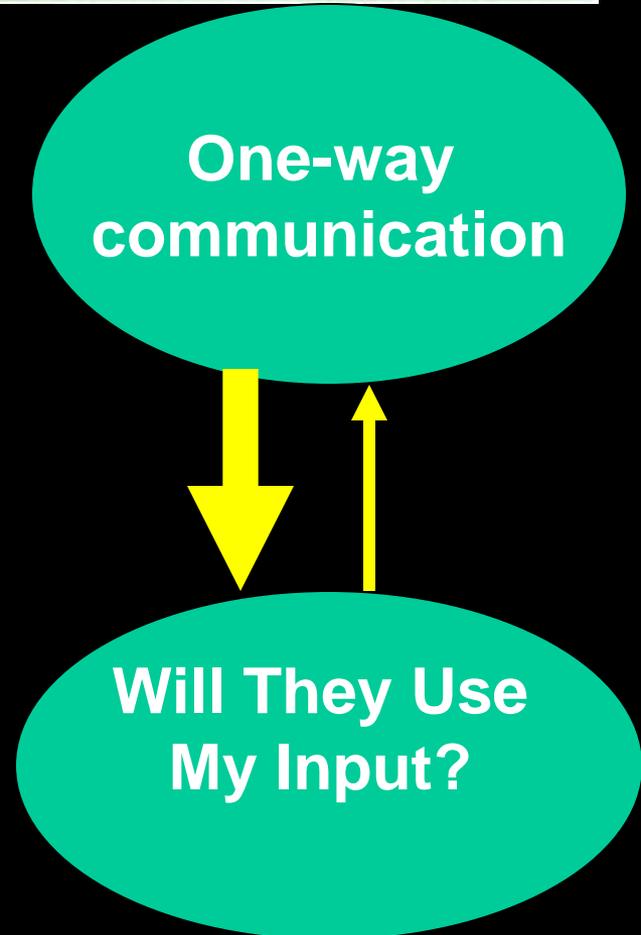


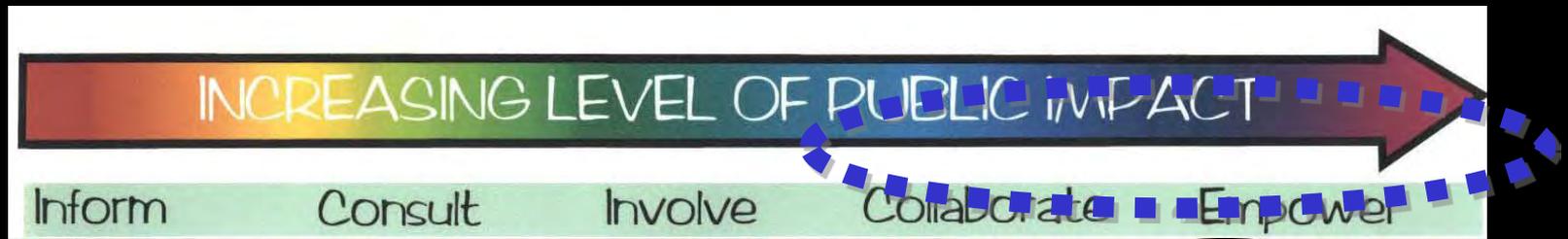
- **Panels**
- **Briefings**
- **Surveys**
- **Questionnaires**



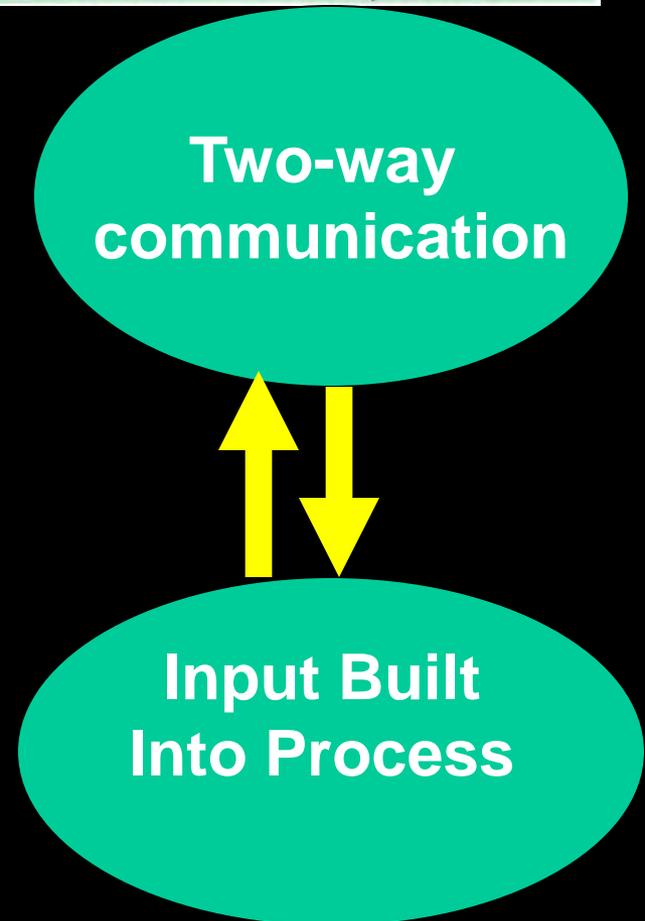


- **Open House**
- **Focus Groups**





- **Focus Groups**
- **Brainstorming**
- **Voting**
- **Walking Audits**
- **Design Tables**
- **Feedback loops**



Public Participation

Overcoming NIMBYism

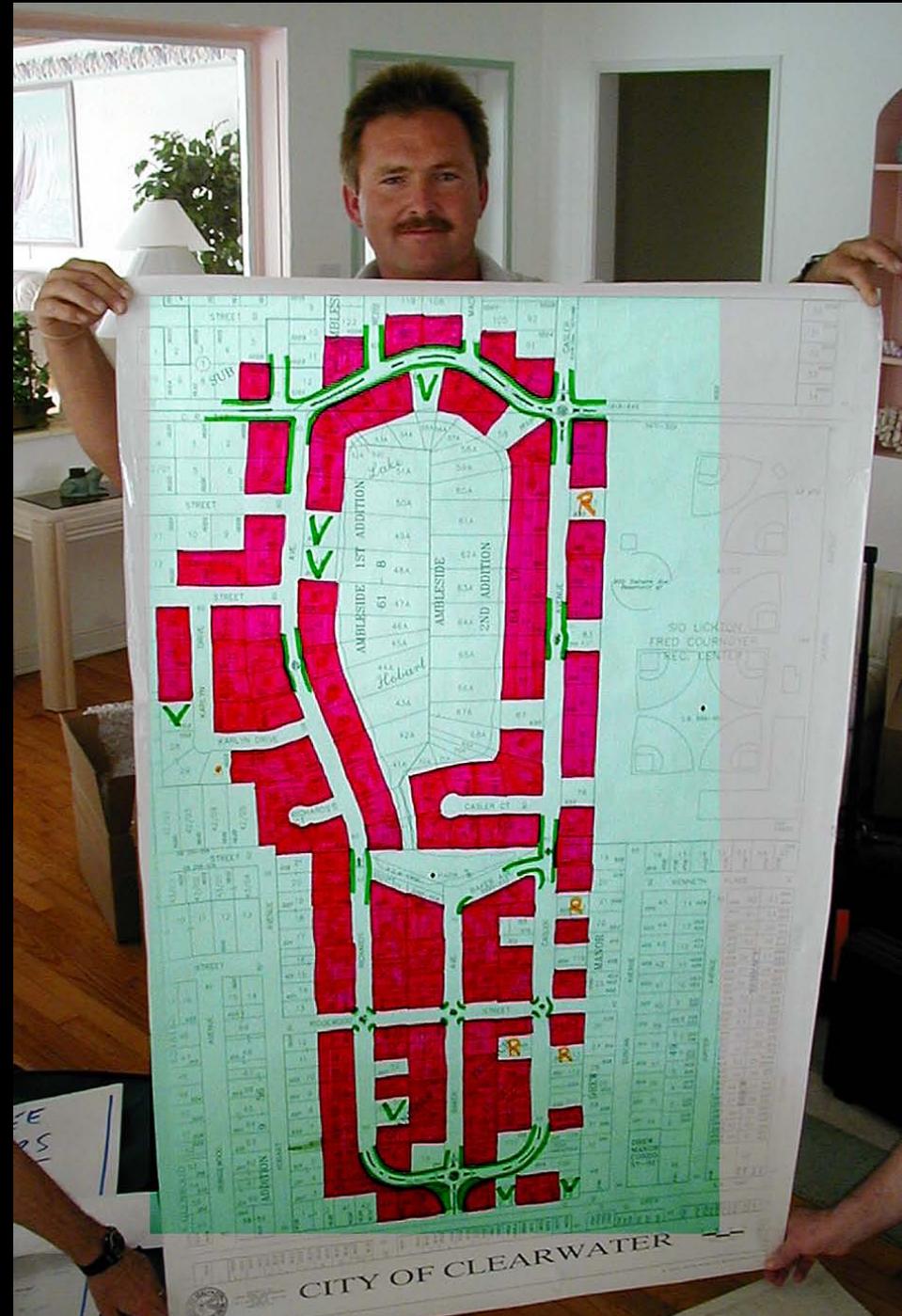


Willits



Grandview Terrace

99%
Neighborhood
Adoption



COMMITTEE MEMBERS

Robbie Dixon (Event Manager/Chairman)

Diane Cosen (PR/Secretary - Lay Member)

MARTIN SCARNEY (Chairman - 44-1707 on 79-1204-405)

John ...

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ASSISTANTS

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Brian Deacon / 466-5705 (Chairman)

Rebecca Driver 704 Richards - 444-0111

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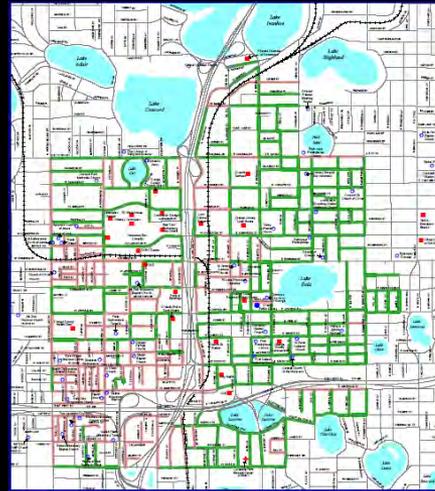
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Walkability Science



Rubber band
planning



Sense of
Aesthetics



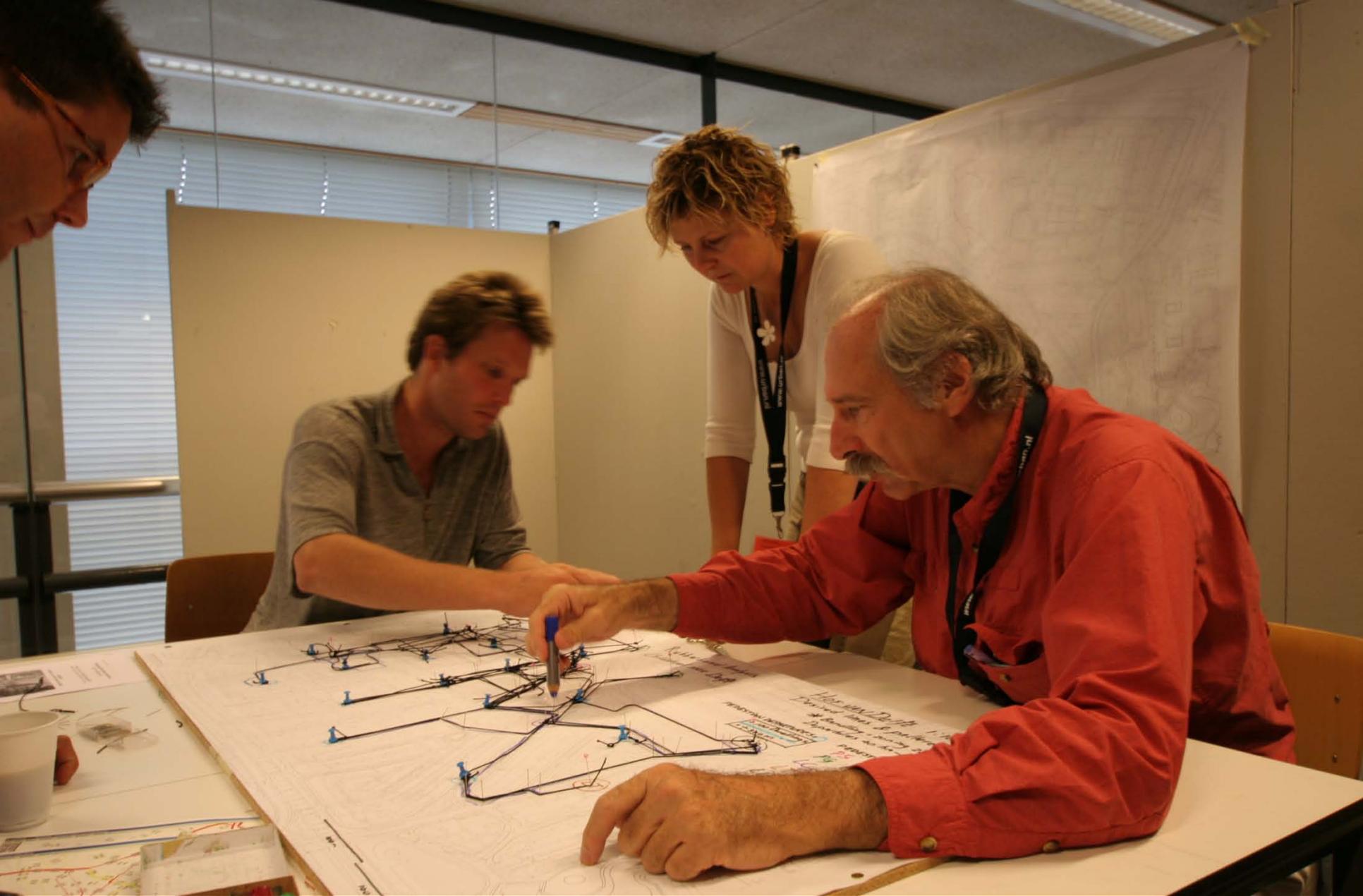
Levels of
Quality



Rubber Band Planning

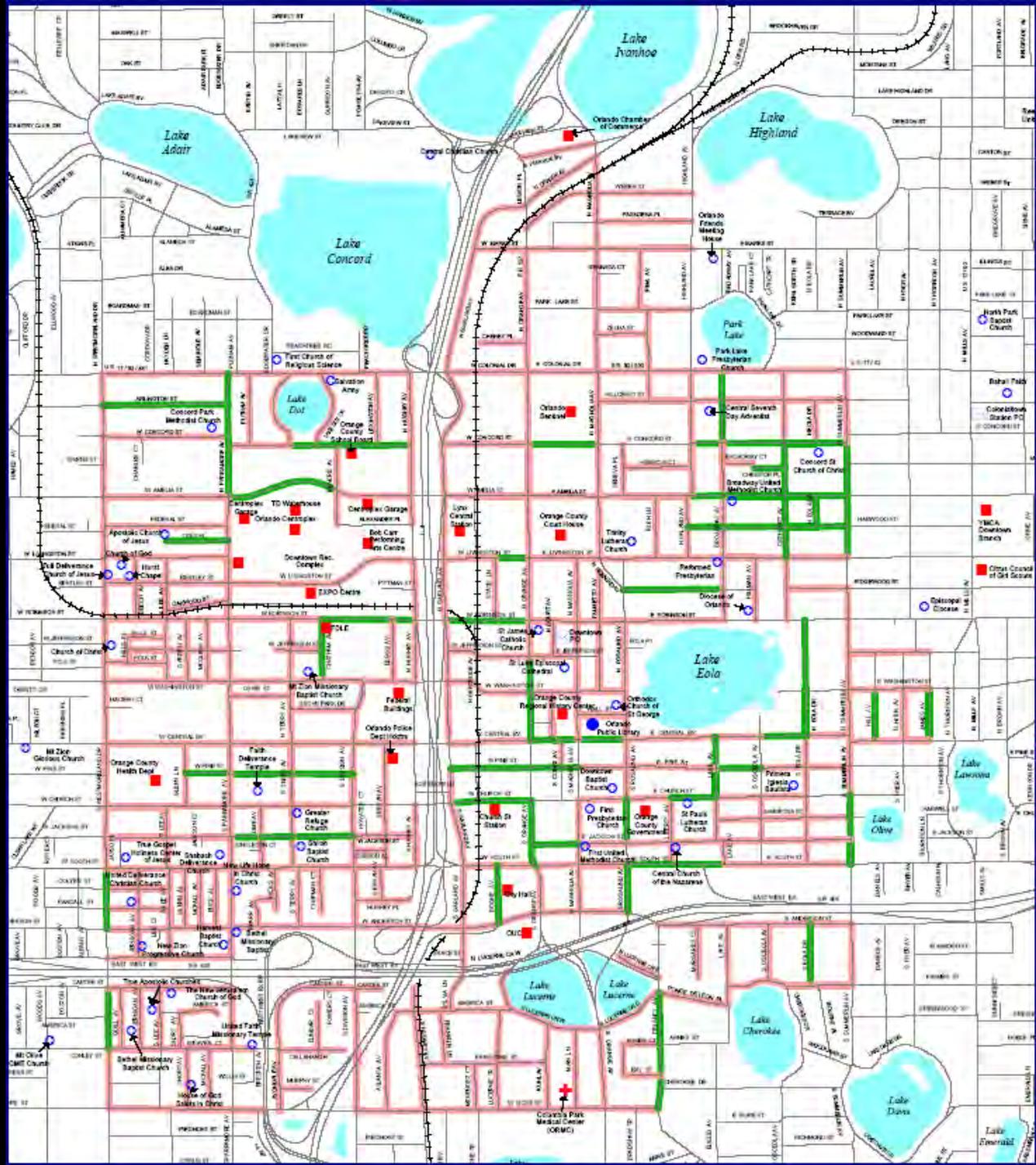


Rubber Band Planning

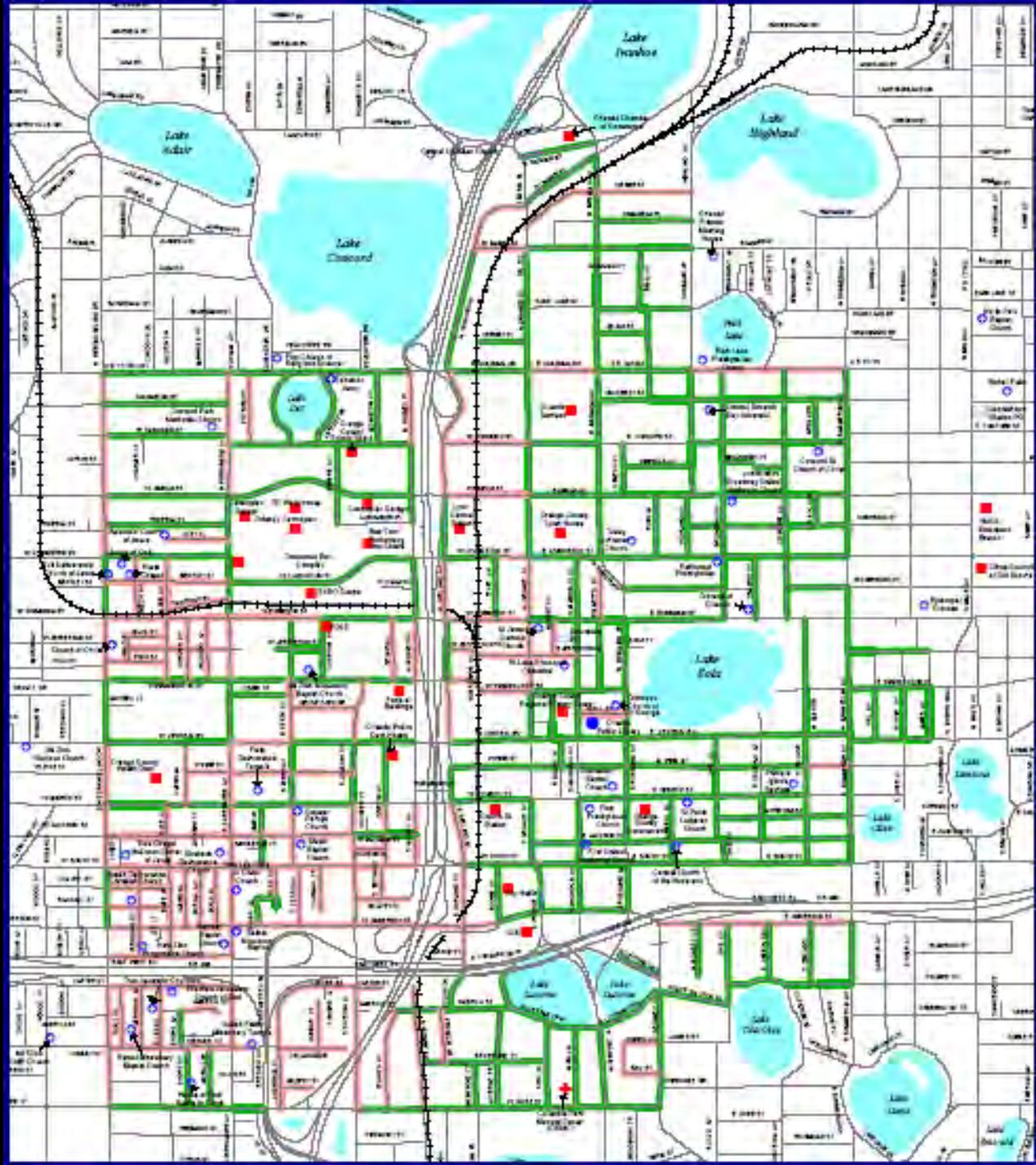


Rubber Band Planning

Sense of Shade



Sense of Security



HEALTHY INTERSECTION CHECKLIST

Please provide written responses to applicable questions. For those questions which are not applicable, please indicate so on the form (N/A). Attach additional sheets if more space is necessary to respond fully to questions. Use form for new designs and for existing intersections. This Checklist allows you to prioritize change.

INTERSECTING STREET NAMES: _____

Type of Intersection: Simple 3-legs 4-legs 5 or more legs Skewed

TYPE OF Control: 2-Way Stop 4-Way Stop Signalized Phased Roundabout

Number of Lanes of _____ Street: 2 3 4 5 6 7 7+

Number of Lanes of _____ Street: 2 3 4 5 6 7 7+

Size, Scale and Speed

YES NO

Is the intersection compact?
If YES please describe: _____

Do corner radii hold right turn speeds to less than 12 mph?

Is the thru speed of most vehicles at or below 30 mph?

Are motorist left turn speeds less than 15 mph at crosswalk?

Crossings and Markings

Are crosswalks marked across both sides of principal street?

Are high-emphasis crosswalk markings used across principal street?

Are crosswalks marked across side streets?

Are stop lines/bars used for each stop or yield location?

Are Stop/Yield pavement markings used?

Are Stop/Yield Controls clearly visible from 200 feet away?

Are materials used providing long life/visibility to markings?

Are crosswalks 10 feet wide, or wider?

Geometrics

Are curb extensions used? 2 corners only all corners

Are medians used? 1 leg 2 legs 3 legs all legs

Are travel lanes limited to 10 feet?

Are storage lanes limited to 10 or 9 feet?

Are bike lanes provided?

Are channelized lanes used? 1 leg 2 legs 3 legs all legs

Sight Lines and Visibility

When stopped can lead motorists see clearly to their left on all legs?

If not, are proper controls (Stop, Signal or Roundabout) in place?

Are crosswalks placed where motorists see pedestrians clearly?

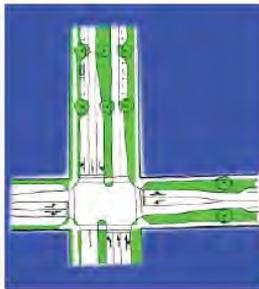
Are nearby trees limited in caliper to not significantly limit vision?

Are trees and ground cover trimmed for proper viewing window?

Are utility poles, traffic control boxes outside of sight triangle?

Is this intersection well lit at night?

Is there completing glare from adjacent properties?



HEALTHY DEVELOPMENT CHECKLIST

Please provide written responses to each applicable question. For those questions which are not applicable, please indicate so on the form (N/A). Attach additional sheets if more space is necessary to respond fully to the questions. Submit completed form with your project/development application.

PROJECT NAME: _____

ADDRESS/LOCATION: _____

CASE #: _____

TYPE OF PROJECT: Residential Mixed Commercial Office Civic

LAND USE

YES NO

Does the project/development promote interaction between neighbors?
If YES please list: _____

Is the physical design of the project harmonious with the overall neighborhood?

Is this development adjacent to existing development and connecting to the development with pedestrian links and roadway connections?

Is there an adequate mix of land uses that provide a variety of housing choices?

Do these mixes provide for a great diversity in incomes, and especially provide for affordability?

Are there locations for non residential land uses that are integrated with the residential?

Is the land use configured around a walkable block size (¼ mile perimeter)?

Is there a range of density permitted in the neighborhood?

Are fronts of homes properly placed and have windows watching over schools, parks, streets, trails and other public places?

Is the architecture of buildings attractive and supportive of life on the street, park, school?

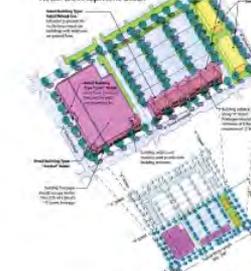
Are there provisions eliminating garages from "mooning" the street (i.e. required garage setbacks, lot frontage percentage)?

Are public buildings, parks and other common destinations properly placed to maximize the number of people that can walk to them?

Can the majority of people walk safely and comfortably in ten minutes (2500 feet), and without crossing dangerous intersections to an elementary school?

Can the majority of people walk safely and comfortably in twenty minutes (5000 feet), and without crossing dangerous intersections to a high school?

Is there too much emphasis on providing large amounts of off-street parking (relates to affordability, density)?



Ventura Walking Audits

WestSide



Socialability



Healthy Buildings and Streets



Child Friendly



Edges and Security



Green, Memorable Streets



Complete Streets



Neighborhood Streets

Walkability Assessment

Westside

1	0 1 2 3 4 5 6 7 8 9 10	HUMAN SCALE (BUILDINGS, STREETS, WALKWAYS IN HARMONY)
2	0 1 2 3 4 5 6 7 8 9 10	DEFINED TOWN CENTER AND TOWN/STREET CHARACTER
3	0 1 2 3 4 5 6 7 8 9 10	ENCLOSURE / STREETScape, LANDSCAPING, BUFFER FROM TRAFFIC
4	0 1 2 3 4 5 6 7 8 9 10	TRAILS, SIDEWALKS AND CROSSINGS
5	0 1 2 3 4 5 6 7 8 9 10	IMAGEABILITY AND COMPLEXITY, SENSE OF ARRIVAL (MEMORABLE)
6	0 1 2 3 4 5 6 7 8 9 10	SECURITY AND TRANSPARENCY (NUMBER OF PEOPLE AND POTENTIAL TO BE SEEN)
7	0 1 2 3 4 5 6 7 8 9 10	STREET CONNECTIVITY, WALKABLE SCALE AND DENSITY
8	0 1 2 3 4 5 6 7 8 9 10	STREET DESIGN --APPROPRIATE SCALE AND SPEED
9	0 1 2 3 4 5 6 7 8 9 10	INTERSECTION DESIGN -- APPROPRIATE SCALE AND SPEED
10	0 1 2 3 4 5 6 7 8 9 10	COMPLETE STREET SCORE (BICYCLE, PEDESTRIAN, TRANSIT FRIENDLY)
11	0 1 2 3 4 5 6 7 8 9 10	OPEN SPACE/PARKS/PLAZAS --QUALITY, SCALE, ACCESS, SECURITY, USE
12	0 1 2 3 4 5 6 7 8 9 10	SOCIABILITY - NUMBER AND DIVERSITY OF PEOPLE WALKING

COMPOSITE SCORES ABOVE 5.0 ARE CONSIDERED WALKABLE. HIGHLY WALKABLE NEIGHBORHOODS HAVE SCORES ABOVE 7.0 (TOTAL AVERAGE)

THE LITTLE CORNER STORE



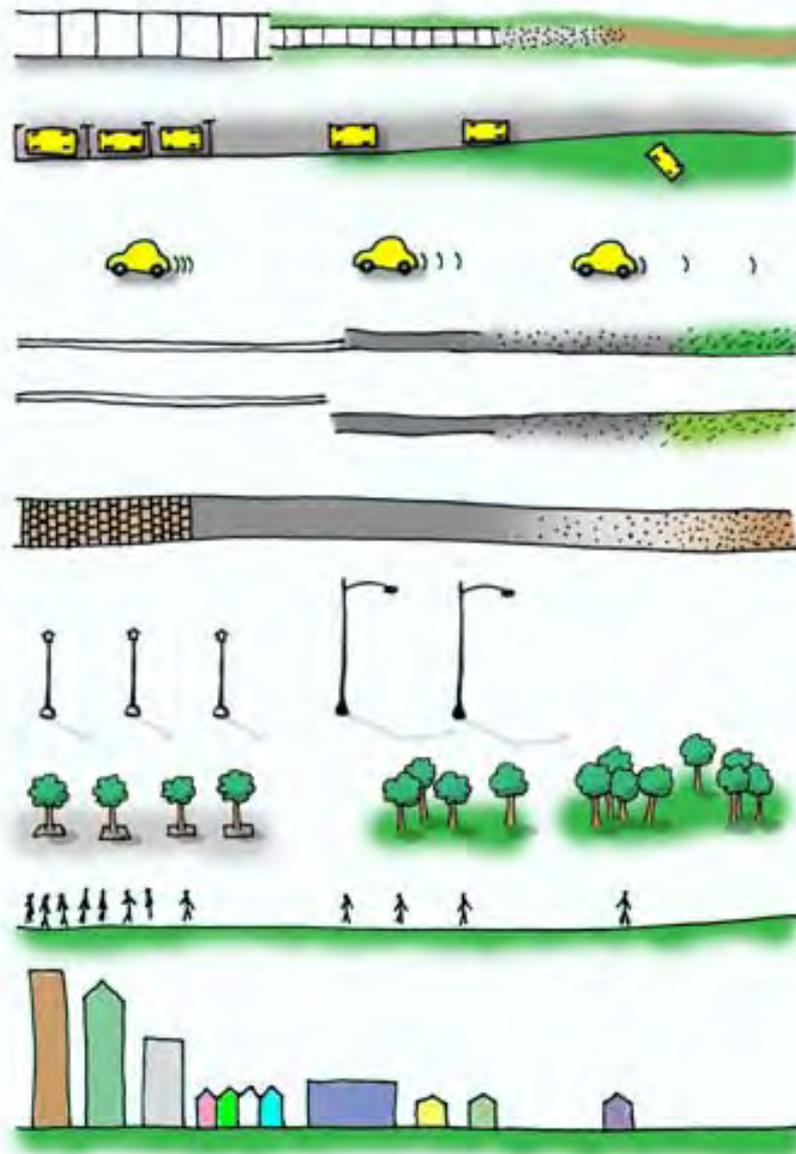
CORNER STORE
COCA COLA

LOTTO



448864





URBAN

RURAL

Boulevards

RONI GASHI 2



You Know When You Have Left Claremont



Claremont, California

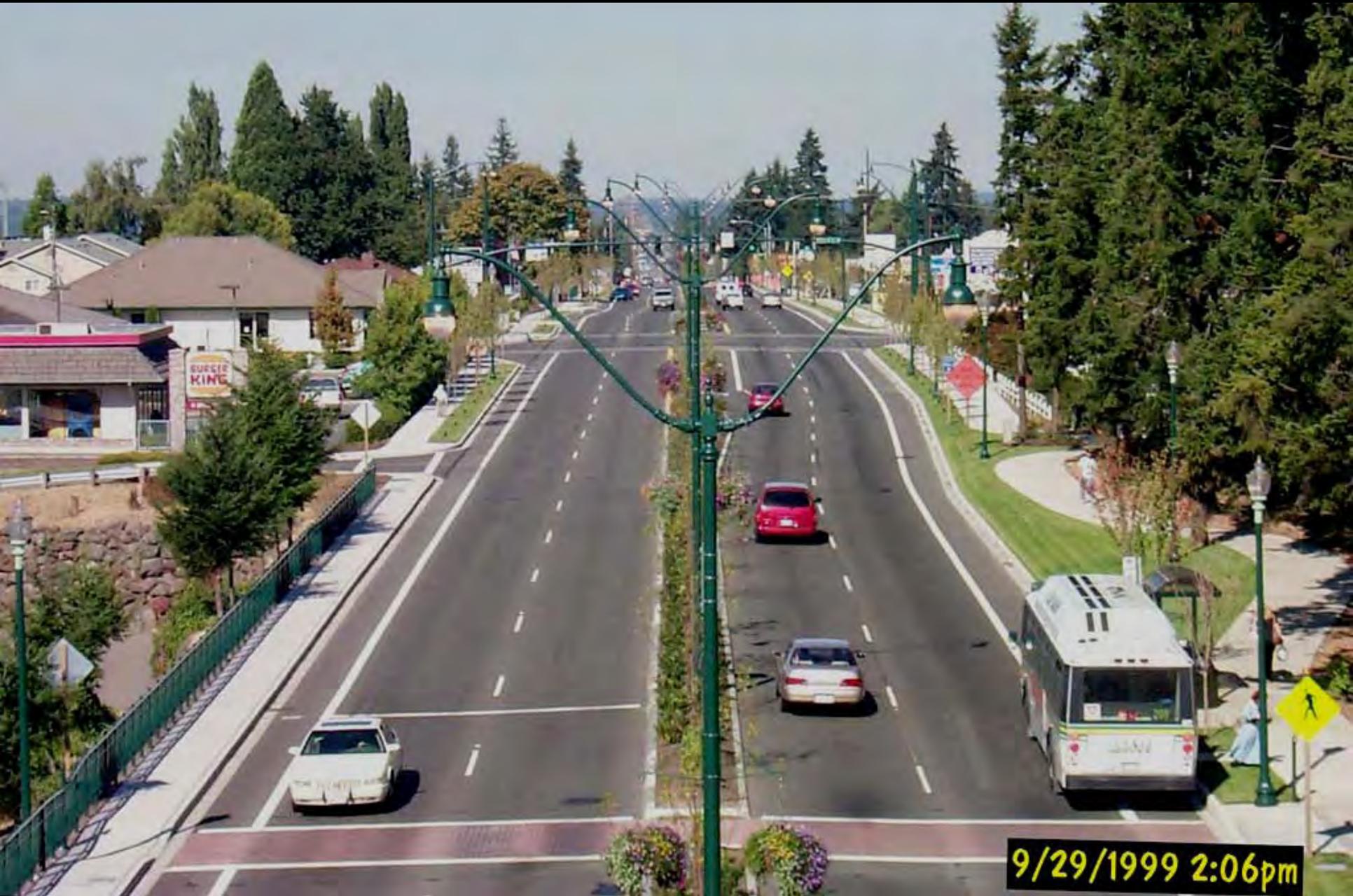


Cottonwood, CA

Main Street



Bridgeport Way, University Place, Washington



9/29/1999 2:06pm



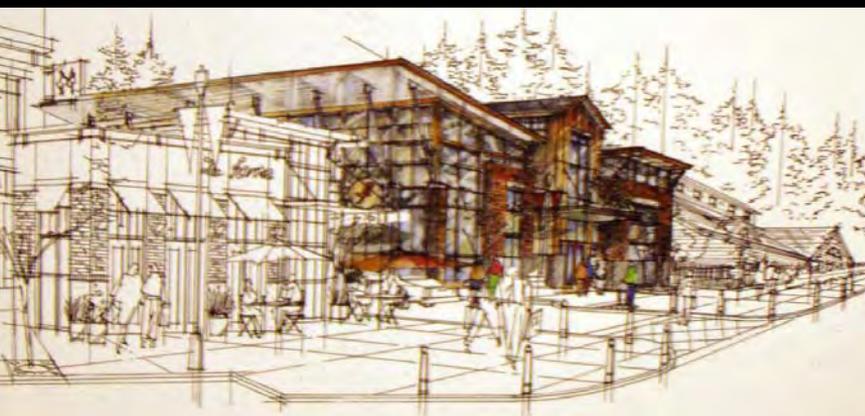
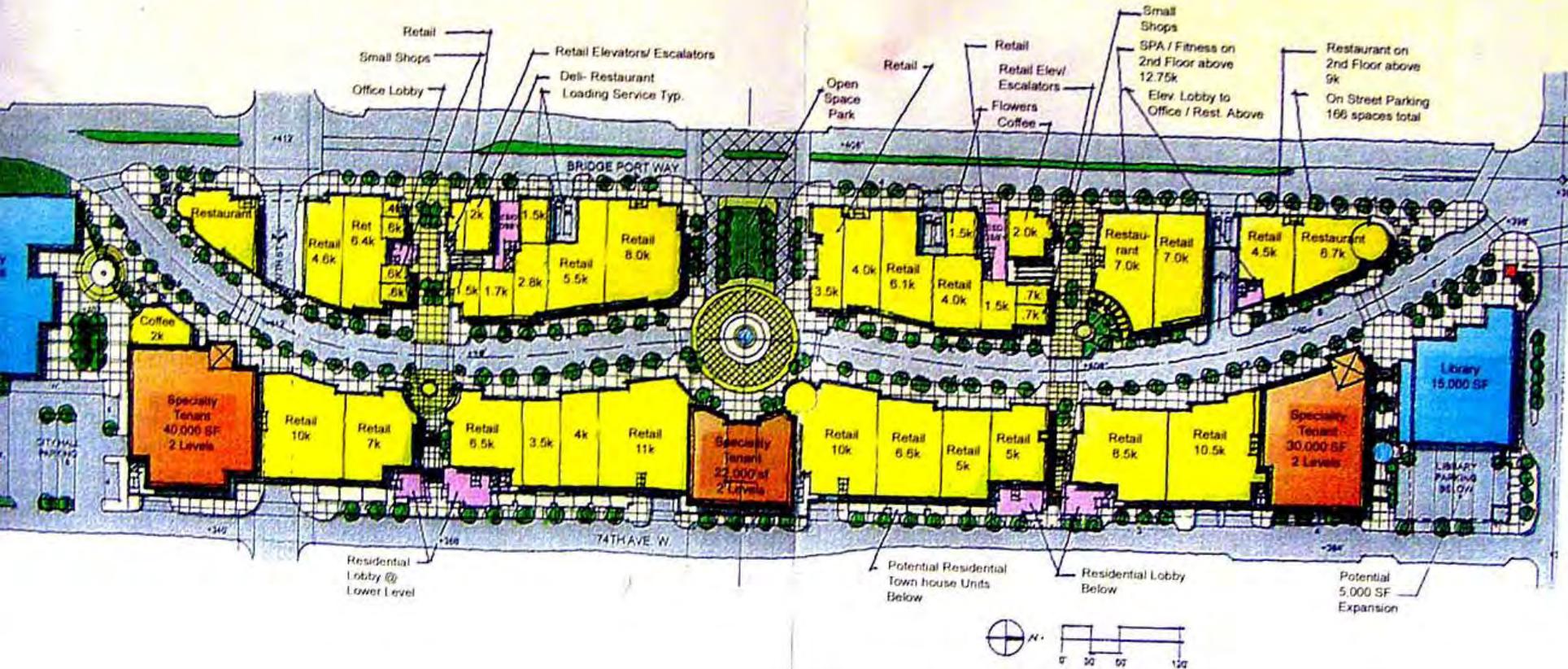
Marine Drive, Dundarave, B.C.





University









JODY MILLER
CONSTRUCTION, INC.
1111 237-6166

MARKET SQUARE
1111 237-6166



NO LEFT TURN
ONLY

Red traffic light

MARKET SQUARE
Town Center - Heart Hill Town
See More Information
253-460-2526
www.CityofUP.com

BACK IN
PARKING
ONLY

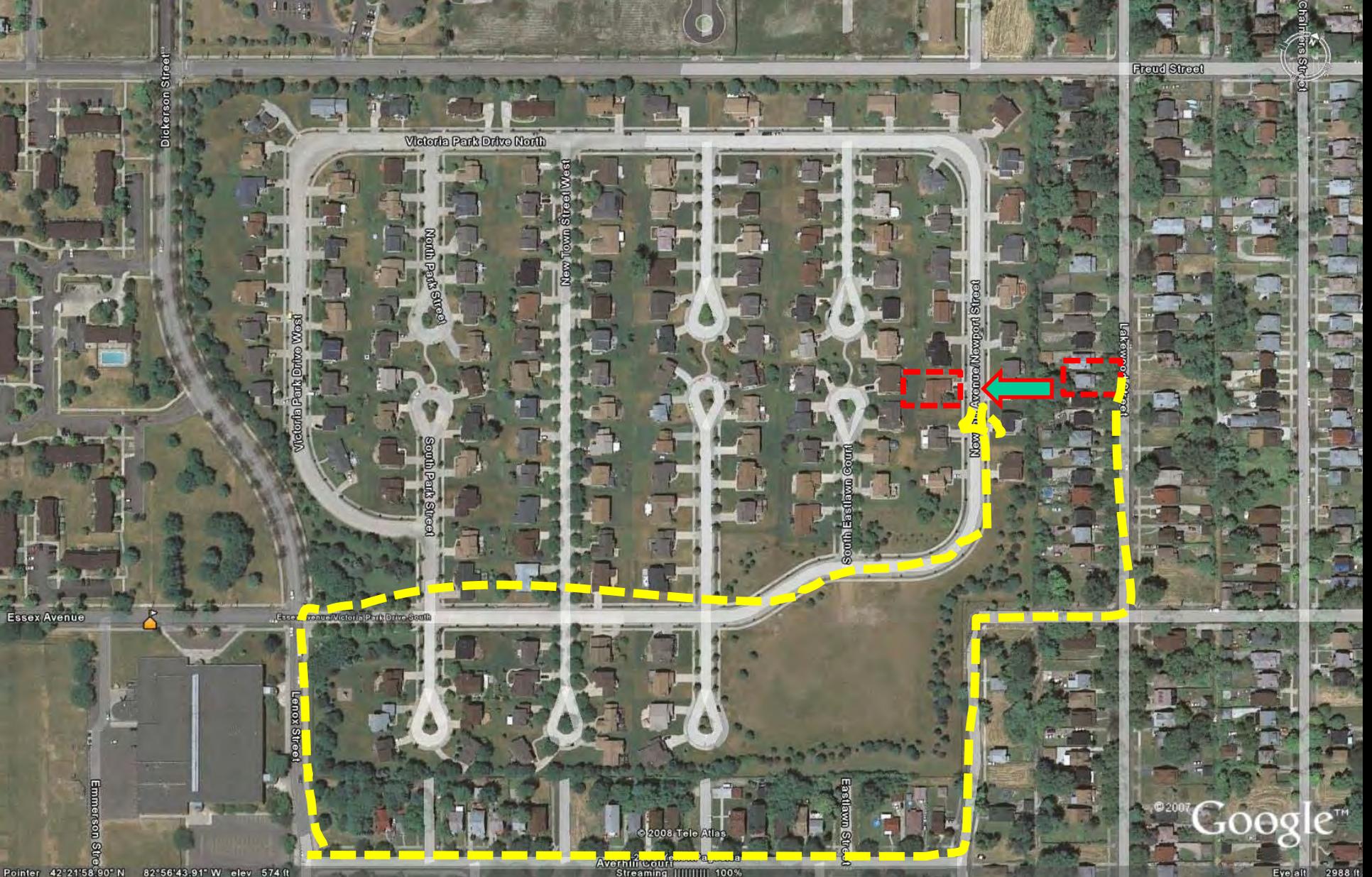




CROSSWALK

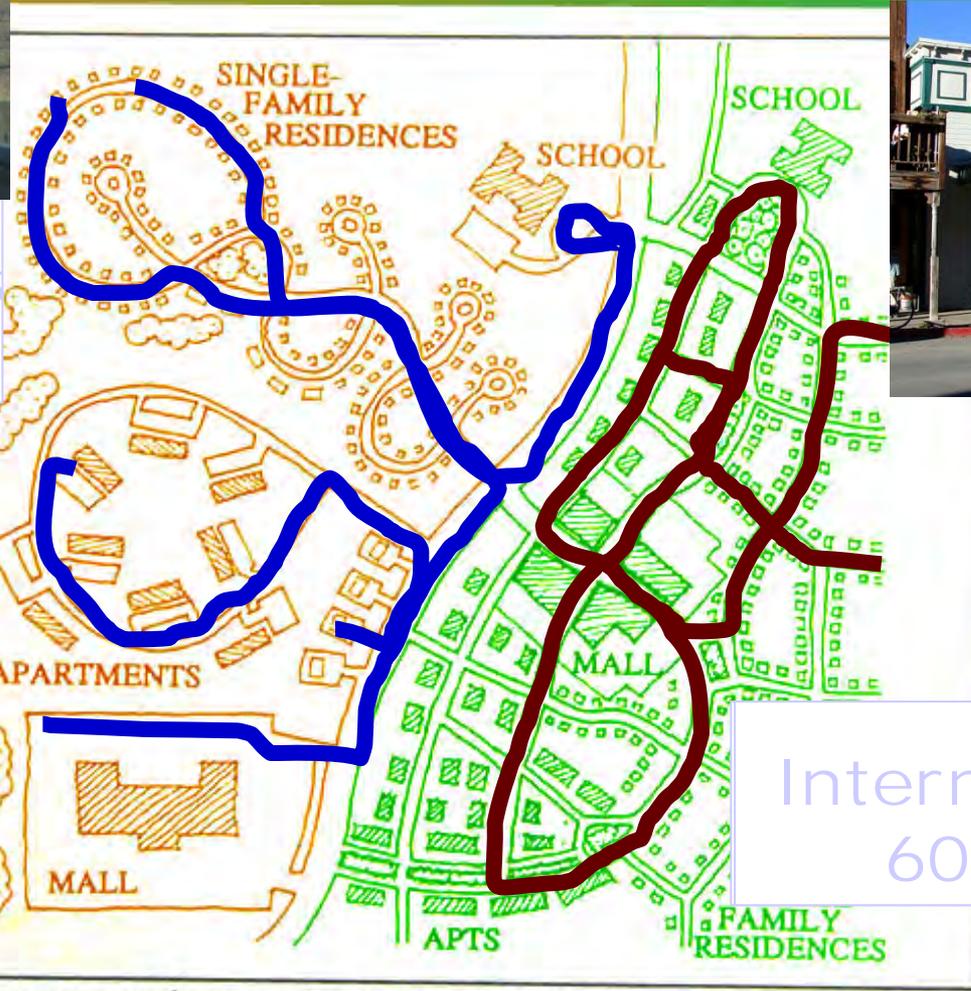
Connectivity

CONNECTIVITY



Grosse Pointe

Conventional Versus Traditional Pattern



External Trips
100%

Internal Trips
60-90%

A connected network of streets (right side of drawing) with sidewalks cuts walking distances between housing, shopping, work and school.

(Source: A. Duany/E. Plater-Zyberk)

Connectivity: Network

3,568
miles of
roads

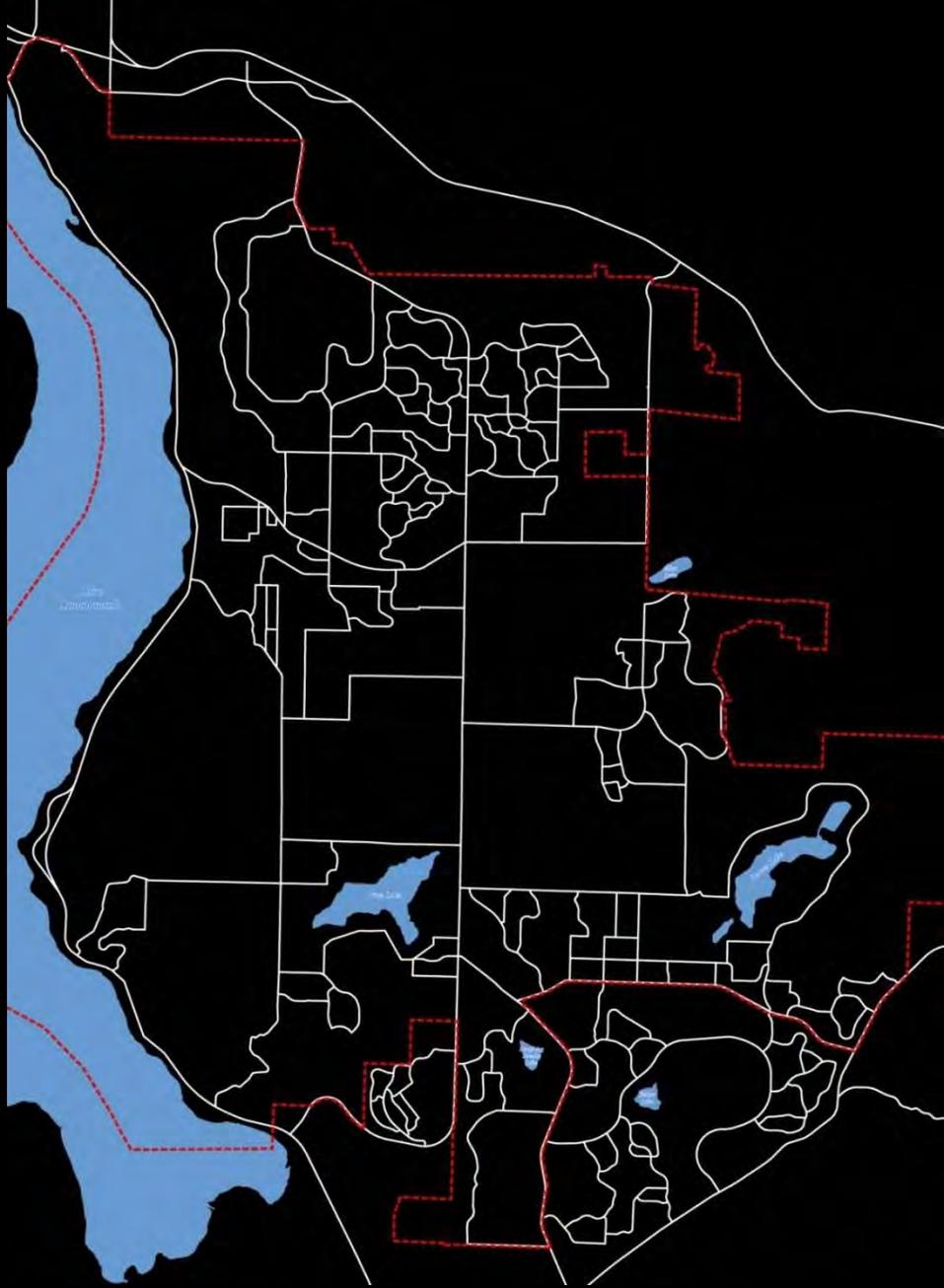


Connectivity: Effective Network

735 miles of
roads

21% of the Total
Network is
“Effective”





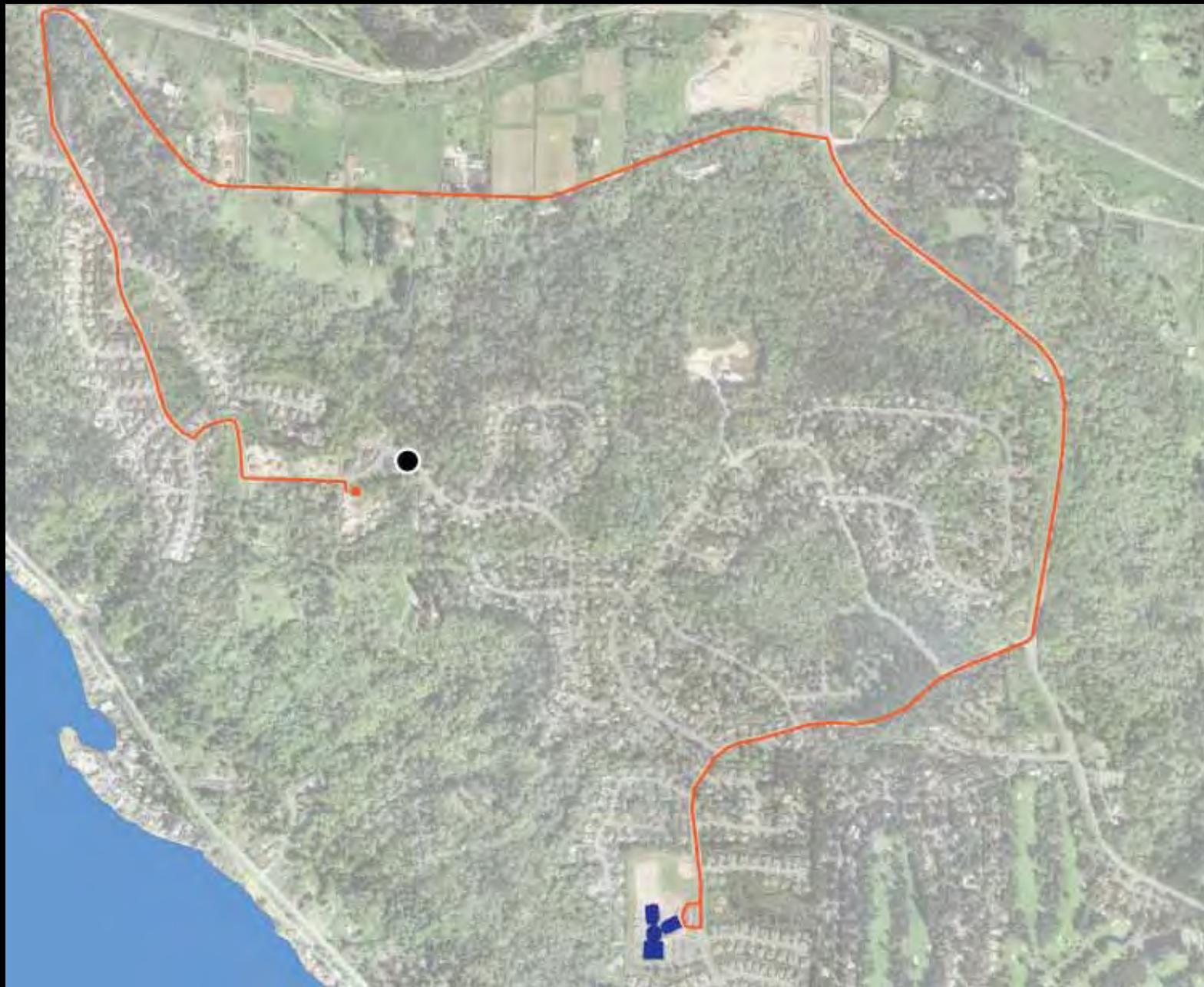
32nd STREET BARRICADE



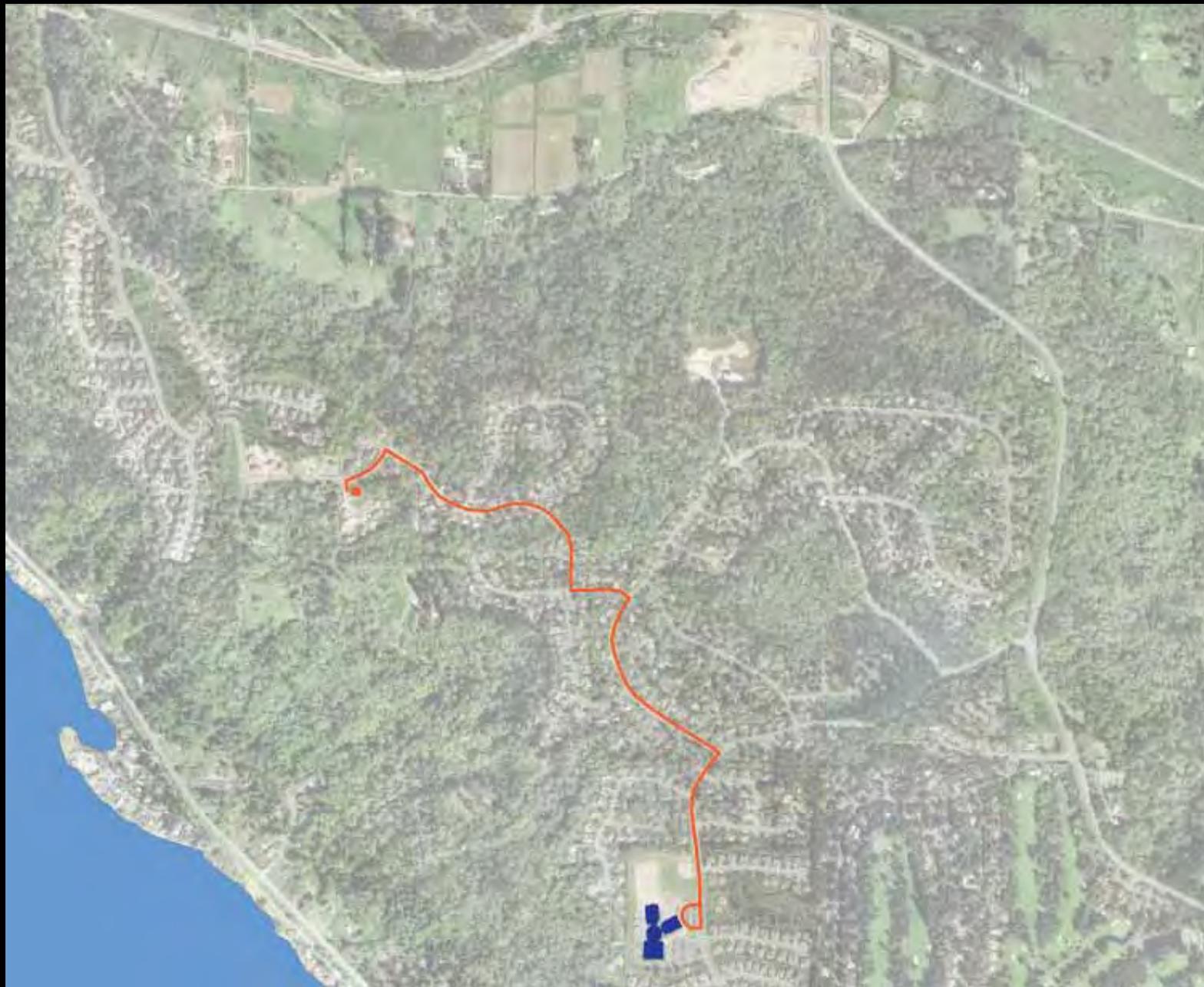
32nd STREET BARRICADE



42nd STREET BARRICADE



42nd STREET BARRICADE

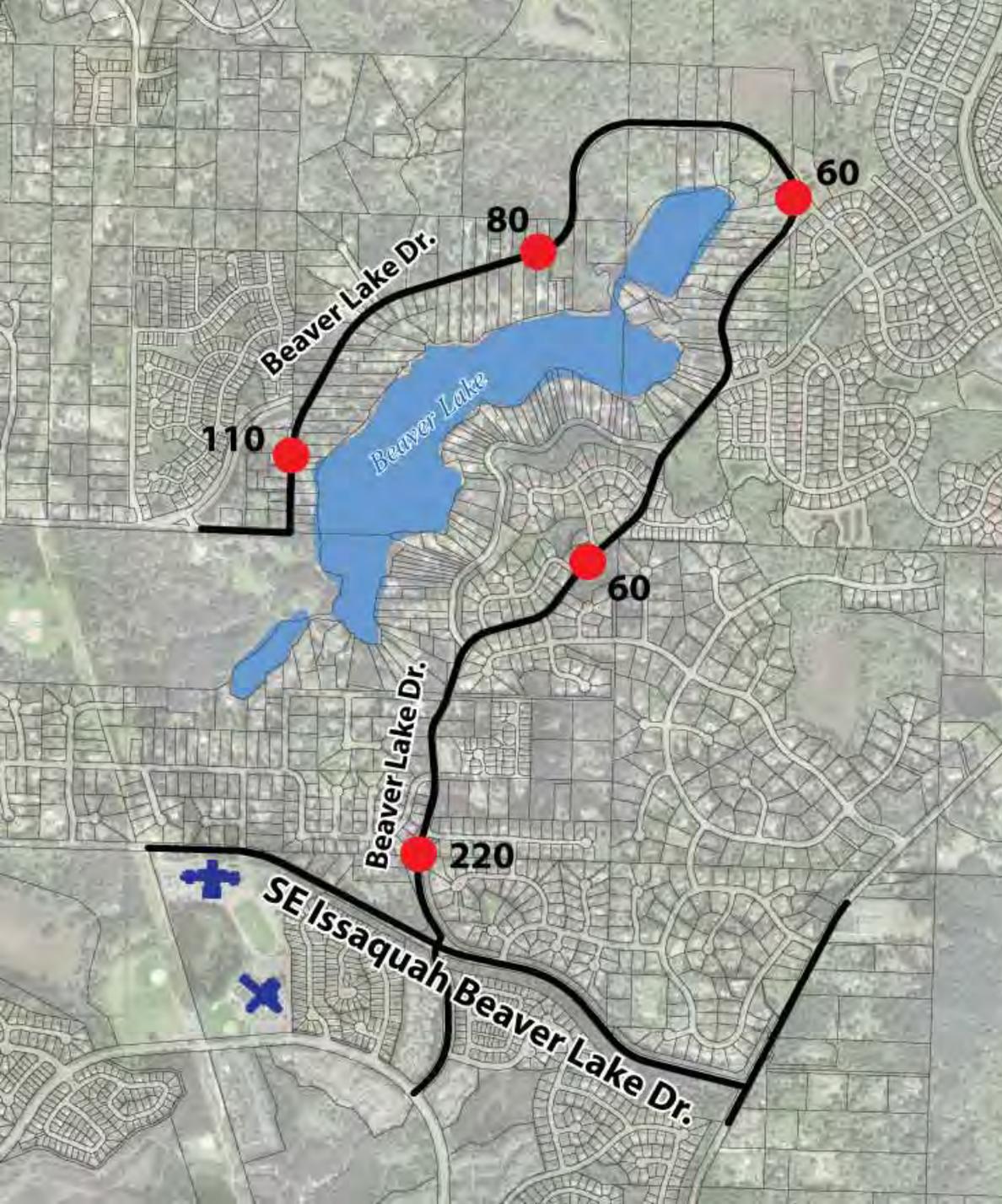


2006 VOLUMES



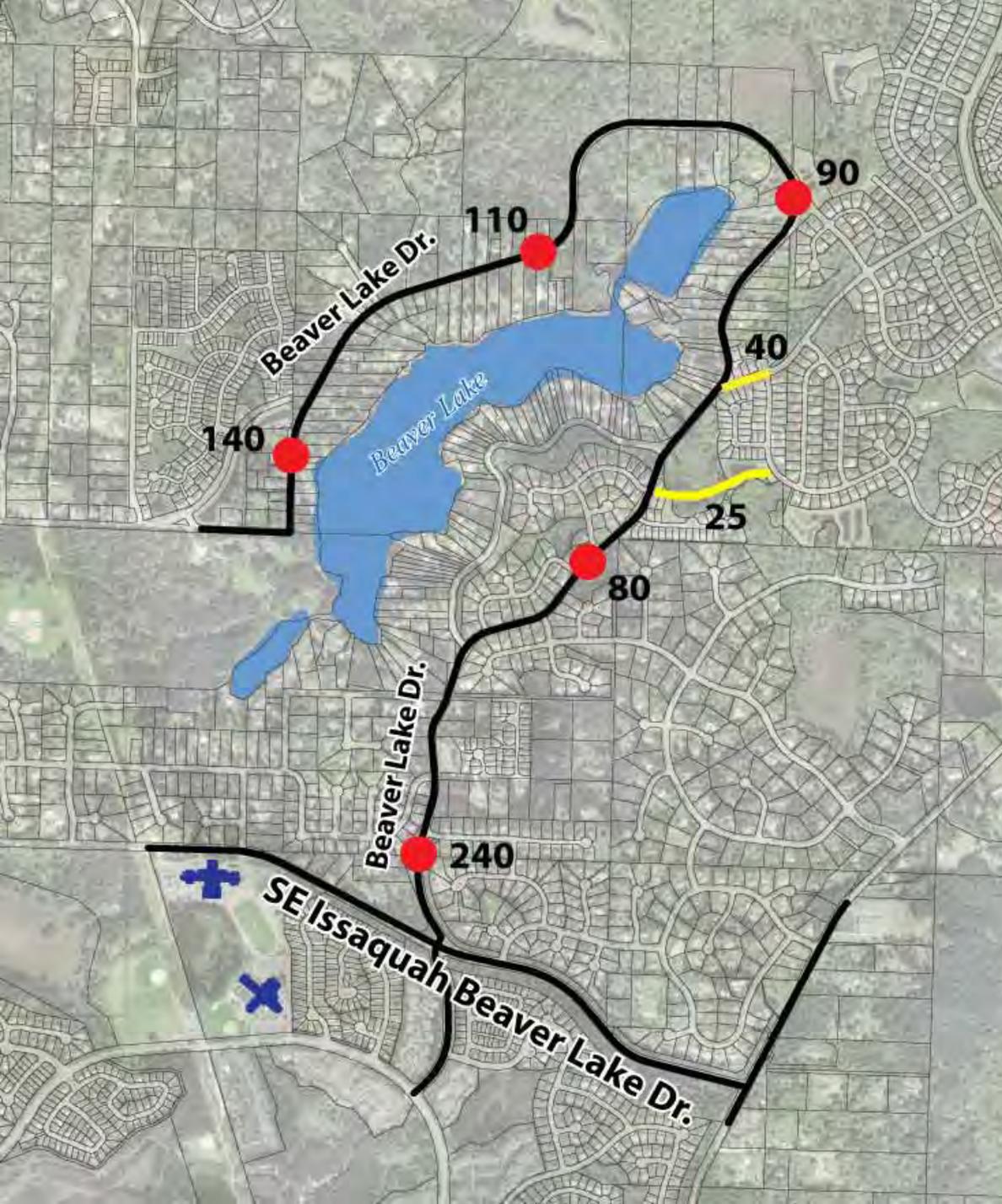
2030 VOLUMES

W/OUT CONNECTORS



2030 VOLUMES

WITH CONNECTORS



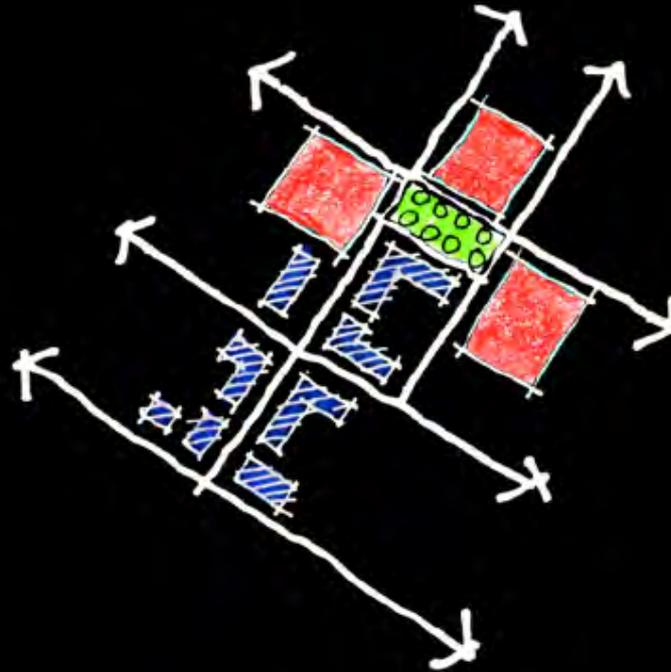


Meriam Park, Chico, California



Winter Park Village

The Breakdown



WINTER PARK MALL



PHOTOGRAPHY BY HAROLD KYLE







SUPER BLOCK



K Mart

Winter Park
Village

Winter Park
Vo Tech

Denning Dr.

Selana Ave.

WINTER AVE.



Lee Road Extension

Mixed Use Redevelopment

K Mart

Lee Rd.

Orlando Avenue

Winter Park Village

W.P.V. Development

Residential Redevelopment

Dennings



REJECT THE
CONNECT

KEEP OUR COMMUNITY

SAFE!







300' gap in road

~1½ miles

~½ mile



N







8-10 du/a net



11-12 du/a net



Infill Mixed Use



Vacant lots and under-used spaces become active centers

New and added "eyes" on our important parks, corners and principle streets.

Attractive new features and a way to pay for upgrades to our intersections

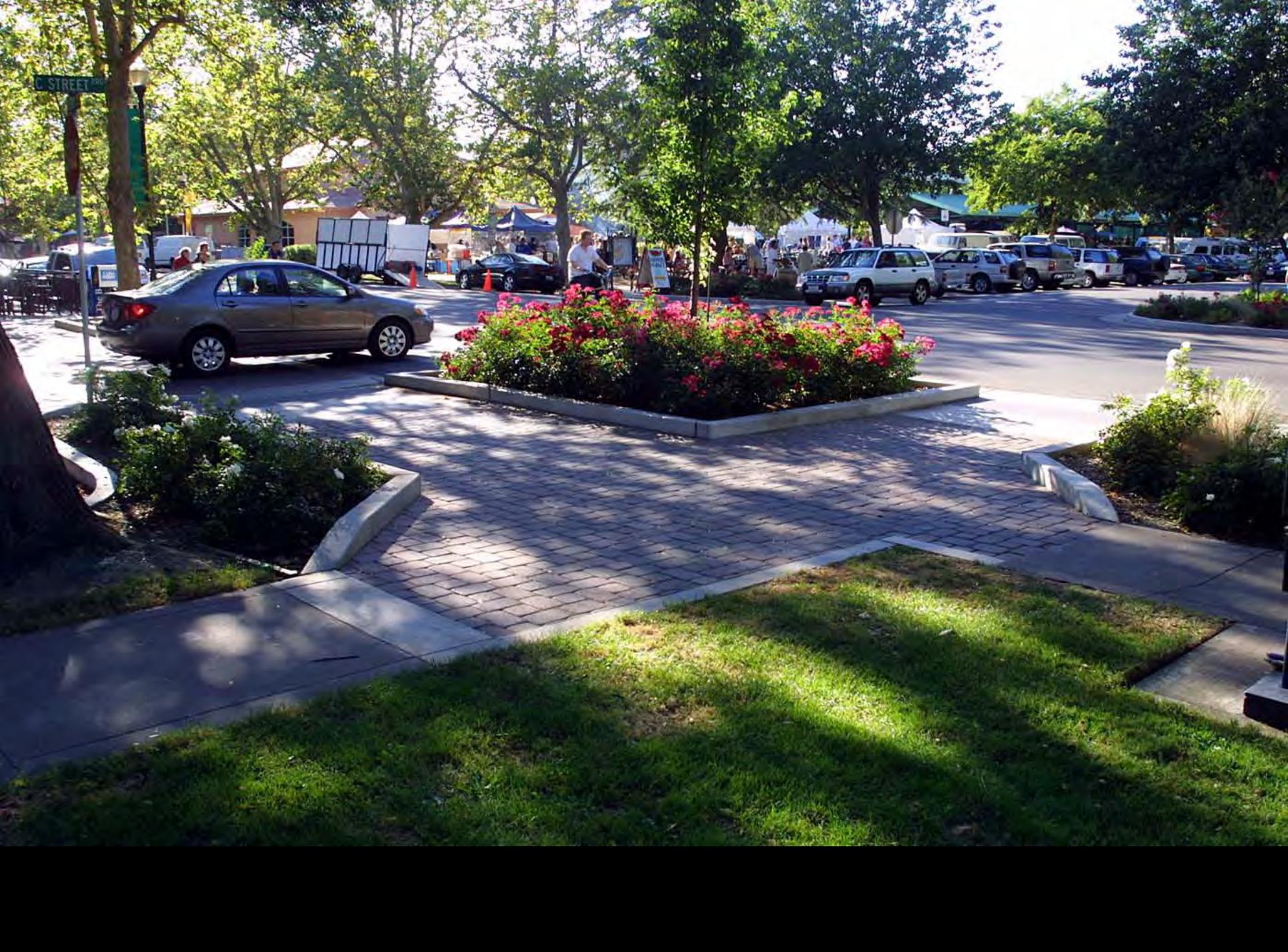
Great new convenient places to have coffee or simply hang out in a quasi public-private place



Davis, California



C STREET













ARLINGTON



STOP



DOWNTOWN SAN LUIS OBISPO CALIFORNIA

Legend

Existing	New	Environmentally Sensitive
Community Center	Residential	Public Space
Office	Commercial	Open Space
Public Space	Public Space	Public Space
Public Space	Public Space	Public Space

Transit Station
 Transit Stop
 Proposed Street



PHYSICAL CONCEPT PLAN
DESIGN / COMMITTEE

San Luis Obispo
 12/15/06
 [Signature]

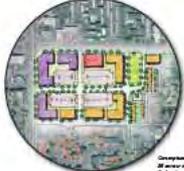


A CONCEPTUAL PHYSICAL PLAN FOR THE CITY'S CENTER

STREET SECTIONS



School Section Village Center Residential Section



Conceptual site layout shown for the 20-acre site located on the property. Public domain aerial imagery of the site shown for comparison.



Before
After



Street view images and the aerial view shown for comparison. The design team used the aerial view to determine the location of the proposed street sections.

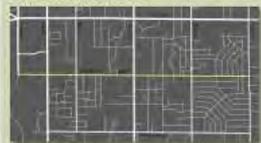


Before
After

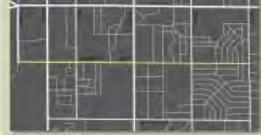


HURLEY WAY CONCEPT PLAN APPROACH

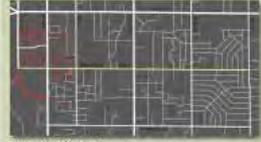
STREET NETWORK



Existing Network



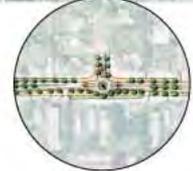
Effective Network



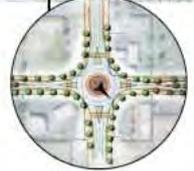
Suggested Network



Bell Roundabout



Gannon Mini-Circle



Fulton Roundabout



Morse Roundabout



Rushden Mini-Circle

HURLEY WAY REDEVELOPMENT PLAN

Creative Village Vision Plan

Downtown Orlando



Left: A long-term illustrative plan for the Centropolis area (left) and a vision for redeveloping the TD Waterhouse Centre and its associated parking lot into a retail-use "Creative Village".

The Creative Village Master Plan lays out a long-term vision for the Centropolis area to be redeveloped into a mixed-use Downtown village. The proposed new development will be enclosed by the existing UCF Downtown campus. This section will be introduced by a background discussion on the "Creative Village" concept and includes an excerpt from the Preliminary Location Assessment Memo for a Minor League Baseball Stadium.

The "Creative Village" Concept



The Centropolis redevelopment will include interactive park spaces that can serve new development and existing neighborhoods, such as this park space in Sustainable Home, San Jose, CA.

With the possible relocation of the TD Waterhouse Centre, the Centropolis has over 40 acres of developable property within close distance of the Downtown core.

In the spring of 2006, the Mayor of Orlando initiated a vision to develop a "creative village" to further the goals of diversifying the City's economy and the revitalization of Downtown. The "Creative Village" is proposed on the Centropolis area and will be a community where high-tech digital media-related businesses are located together with residential uses, retail uses and academies. The vision is that the Florida Interactive Entertainment Academy (FIEA) and the UCF School of Film and Digital Media (SFCM) will serve as the catalysts for this growth.



The new park space will reflect the spirit and character of FIEA and SFCM, incorporating interactive digitally based facilities similar to the fountain in Millennium Park in Chicago.

The full implementation of the Creative Village Master Plan will entail moving the TD Waterhouse Centre operation off of the existing City-owned properties at the Centropolis. With this move, approximately 40 acres of land could be available for redevelopment into a "Creative Village".

The "Creative Village" concept calls for a variety of densities and building types within the Centropolis. The highest densities and intensities are envisioned closest to the Downtown core while around existing residential neighborhoods, the density and scale of development will step down appropriately. The development use will offer an opportunity for an urban community that capitalizes on downtown's rich infrastructure and central location.

To implement this vision, the Mayor appointed the "Creative Village" Concept Team focused on "... developing recommendations on what amenities, living options and work environments will attract 'knowledge workers' and creative companies to Downtown Orlando's Creative Village."

The "Creative Village"



Existing Centropolis



A view from above Lake Dot, looking south toward the "Creative Village". Downtown is to the far left in the background.

Terry Avenue and the Creative Village



Existing photo of the TD Waterhouse Centre and its parking lot.

An eye-level view down Terry as it turns to intersect the "boulevard" section of the road. A view plane and entrance portion of a civic building is shown on the right. Beyond the civic building are new residential-based mixed-use buildings along both sides of Terry Avenue.

Creative Village Park Spaces



Existing TD Waterhouse Centre south parking lot.

Concept sketch of new park spaces in the "Creative Village". The new parks will tie into the digital media theme of FIEA and UCF and provide interactive elements incorporated into park features. The downtown skyline is in the background.

Terry Avenue Streetscape Plan

A concept design for Terry Avenue shows a boulevard design with a tree-lined median that can house various community gathering spaces. Each pocket of open space can be programmed to have a range of activities or remain as flexible passive open space. The median runs along a stormwater main that currently exists under the TD Waterhouse Centre and should not be built over again.



Functional park space along boulevard



Park space features a community gathering space/pastor recreation.



Roundabout is an additional placemaking feature.



Entrance portion of civic building functions as a stage for public performances.



Park space with interactive features that reflect the digital media theme.



Roundabout park feature on Terry Avenue and functions as a traffic calming feature.



Emphasis to pedestrian crossing through raised/ventured cross walk.



Seating lamp post in park space New Livingston Street

The Vision Plan identified four corridors that are considered the premier entry ways into the Downtown. Each Corridor provides a terminus to the beach, identifies specific strategies that will implement the Vision Plan and classifies the timing of each strategy as follows: short term – immediately or within three years, mid-term, three to five years, and long term – more than five years.



Gateway Corridor

	Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
1. Improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture) along Beach Boulevard.	●	●	●
2. Reduce Beach Boulevard from four lanes to two lanes, widen median, and add on-street parking between 2nd Street and 1st Street.	●	●	●
3. Introduce roundabout as a southern gateway to Downtown and as a traffic calming feature on 1st Street.	●	●	●
4. Organize parking between 1st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	●	●	●
5. Encourage new development to have a mix of uses and to front and address Beach Boulevard.	●	●	●
6. Encourage the development of a joint-use parking garage serving existing and new commercial use. The parking garage will have ground floor commercial uses along Beach Boulevard.	●	●	●
7. Incorporate public bathrooms and shower facilities at turn-around next to the Red Cross building.	●	●	●

Civic Corridor

	Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
8. Enhance pedestrian level lighting in Latham Park.	●	●	●
9. Develop new two-way street with parallel on-street parking along south side of Latham Park.	●	●	●
10. Redevelop existing parking lot as a mixed-use project. The two to three-level building will include a garage that will provide parking spaces to replace existing surface parking spaces and the needs of the new development. The new structure will have ground floor commercial uses fronting Latham Park and two to three levels of residential and/or office uses.	●	●	●
11. Redevelop existing surface lot as a new public parking garage that will support the parking needs of existing retail/restaurant uses as well as beach visitors.	●	●	●

Pier Corridor

	Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
12. Organize on-street parking on 6th Avenue North and improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	●	●	●
13. Develop a new pier park programmed with activities of children and families. The park can include a spray fountain/splash fountain that can serve as a place to cool-off and as a public park amenity. Incorporate a driveway to for beach users to drop-off/pick-up as part of the park design. (A potential land swap between the City and private property owners would allow for a substantial sized Pier Park).	●	●	●
14. Have residential and commercial development can frame either side of the new pier park and the view toward the beach and the fishing pier.	●	●	●
15. Relocate restroom facilities that are near Casa Marina.	●	●	●
16. Retain a portion of the existing surface parking lot to serve the new residential development.	●	●	●
17. Encourage infill residential-based mixed-use development along 4th Avenue North.	●	●	●
18. Develop a public parking garage to serve beach users and area retail uses. (Explore the feasibility of alternative location for this parking garage.) The potential new parking garage can also lease or "sell" parking spaces to relieve on-site parking needs of new developments.	●	●	●
19. Introduce a roundabout at 1st Street as a landmark element and to calm traffic along 1st Street.	●	●	●

Retail Corridor

	Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
20. Encourage the expansion of Casa Marina in a form, scale, and character that is respectful of the historic hotel.	●	●	●
21. Develop a joint-use parking garage to serve the Casa Marina expansion. The parking garage will be lined with ground floor retail uses along 6th Avenue North and 1st Street.	●	●	●
22. Introduce a roundabout at 1st Street as a northern gateway to downtown and to calm traffic along 1st Street.	●	●	●
23. Encourage a concentration of retail shops along 6th Avenue North as part of new development.	●	●	●
24. Encourage residential-based mixed-use development on the north side of 6th Avenue North.	●	●	●
25. Organize on-street parking on 6th Avenue North and improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting wayfinding and other street furniture).	●	●	●
26. Organize on-street parking between 1st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	●	●	●

North-South Streets

	Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
27. Introduce on-street parking spaces along either side of 3rd Street. Add bulb-outs at intersections and mid-blocks to create more opportunities for street trees and shorten pedestrian crossing distances. Explore the feasibility of 3rd Street streetscape changes as part of the upcoming Florida Department of Transportation (FDOT) pavement resurfacing work.	●	●	●
28. Reduce median cuts along 3rd Street.	●	●	●
29. Relocate traffic signal from 2nd Avenue North to 4th Avenue North.	●	●	●
30. Introduce new crosswalks along 3rd Street.	●	●	●
31. Introduce parallel on-street parking along 2nd Street between Beach Boulevard and 7th Avenue North.	●	●	●
32. Provide narrower travel lanes and introduce parallel on-street parking along 1st Street between Beach Boulevard and Latham Park and between 3rd Avenue North and 7th Avenue North.	●	●	●
33. Develop 1st Street as a "festival street" between 2nd Avenue North and 3rd Avenue North by varying the texture and color of roadway finish.	●	●	●
34. Enhance existing speed table between Latham Park and Sea Walk Pavilion.	●	●	●
35. Introduce traffic circles west of Beach Boulevard as traffic calming devices and neighborhood features.	●	●	●
36. Improve streetscape (provide continuous sidewalks, street trees, pedestrian lighting, wayfinding and other street furniture) and crosswalks along all north-south streets. Introduce street trees along median.	●	●	●

The Four Corridors to the Beach



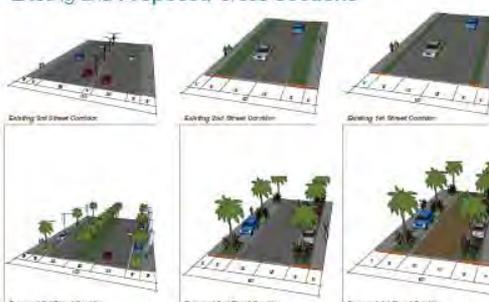
Gateway Corridor
Beach Boulevard is the southern gateway to the CBD's core. Because of its regional transportation importance, the Boulevard is also an important commercial corridor, offering great visual and physical access to beach. The historic Red Cross lifeguard center terminates the corridor vista to the beach.

Civic Corridor
The City has put in tremendous public investment along 1st Avenue North, including the City Hall, the Latham Park, and the Sea Walk Amphitheater. Together with the Beach Boulevard Corridor, the 1st Avenue North corridor anchors the west side of the Downtown. Some parking lots and underutilized properties around the new public investments are well-positioned for redevelopment as mixed-use products to add vitality to Downtown's civic core.

Pier Corridor
4th Avenue North is another important east-west corridor to the beach. It is terminated by a public fishing pier and is where the J. Johnson Gallery is located. Both of these treasured public amenities call for additional care and attention to this corridor's streetscape treatments and future development character. Strategic public investments and development guidance will ensure that the current infill development trend along the corridor continues to catalyze the CBD's revitalization.

Retail Corridor
6th Avenue North marks the northern edge of the CBD. The historic Casa Marina Hotel anchors both the eastern end of the 6th Avenue North Corridor and the boardwalk. Properties along the Corridor are mostly underutilized and vacant. The opportunity exists to create a new retail shopping experience along this corridor that would complement the beach activities. New residential-based development will also encourage more year-round and day-time activity in the CBD.

Existing and Proposed Cross Sections



The following five principles provided the necessary framework that was used to develop the Vision Plan.



Why a Vision Plan?

The City of Jacksonville Beach is embarking on an exciting new phase in city building. The City has completed a number of strategic public investments – Latham Park, Amphitheater, improved Board Walk and Pavilion, streetscape and the allocation of free public parking for the beach in the last decade. As a result of these efforts, the Downtown Central Business District (CBD) is now positioning itself for new investment opportunities. The citizens, elected officials and staff have developed a vision plan that will prepare for and guide redevelopment in the Central Business District. The purpose of the Vision Plan is to provide the citizenry a thoughtful approach to how new development would not only maintain, but improve the quality of life for Downtown Jacksonville Beach.

This poster illustrates and summarizes the Vision for Downtown Jacksonville Beach. The Vision Plan is guided by the five guiding principles that were created from the values identified by the citizens of Jacksonville Beach. Detailed land use, transportation and urban design strategies are the key elements included in this vision and are described herein.

The Process

The process in creating the Vision Plan relied on a strong community involvement process which provided a variety of opportunities for public input through stakeholder interviews, a walking audit of the Downtown and a three-day charrette with two formal presentations and two and half days of open house working sessions to the public.

The Vision Plan was formalized during the charrette from June 5 to June 7, 2007. During these three days, the values and priorities of the community were established, issues were identified and voted on, and the community provided solutions, desires and expectations. Almost 100 citizens, public official and staff members participated in the charrette effort. Each person provided valuable input in creating the Vision Plan.

Next Steps

The Downtown Vision Plan is intended as a road map for future public policy decisions and private development and redevelopment. Its implementation will undeniably entail a long-term and incremental process. Important to its realization is to ensure that the plan is understood and supported by the private development community. The next step of the process is the development of a set of land development guidelines that directly supports and implements the vision developed for Downtown Jacksonville Beach.

Community Core Values

- Safety
- Walkability
- Open Space/views to ocean/beach access
- Gathering Place
- Family Friendly
- Small Community Feel
- Entertainment
- Mix of Uses



Celebrate Our Assets

Enhance the four major corridors to the beach. Encourage mixed-use development along each corridor through investments in public realm (parks, gateway elements, streetscape) and infrastructure (on-street parking, new streets, parking garages).



Complete the Streets

In addition to improving the four major corridors to the beach, enhance the streetscape for 3rd Street, 2nd Street and 1st Street based on their vehicular and pedestrian mobility functions.



Mix-it Up

Link together individual pieces of public amenities and investments within the Downtown. Allow a mix of various uses especially in the four core corridors.



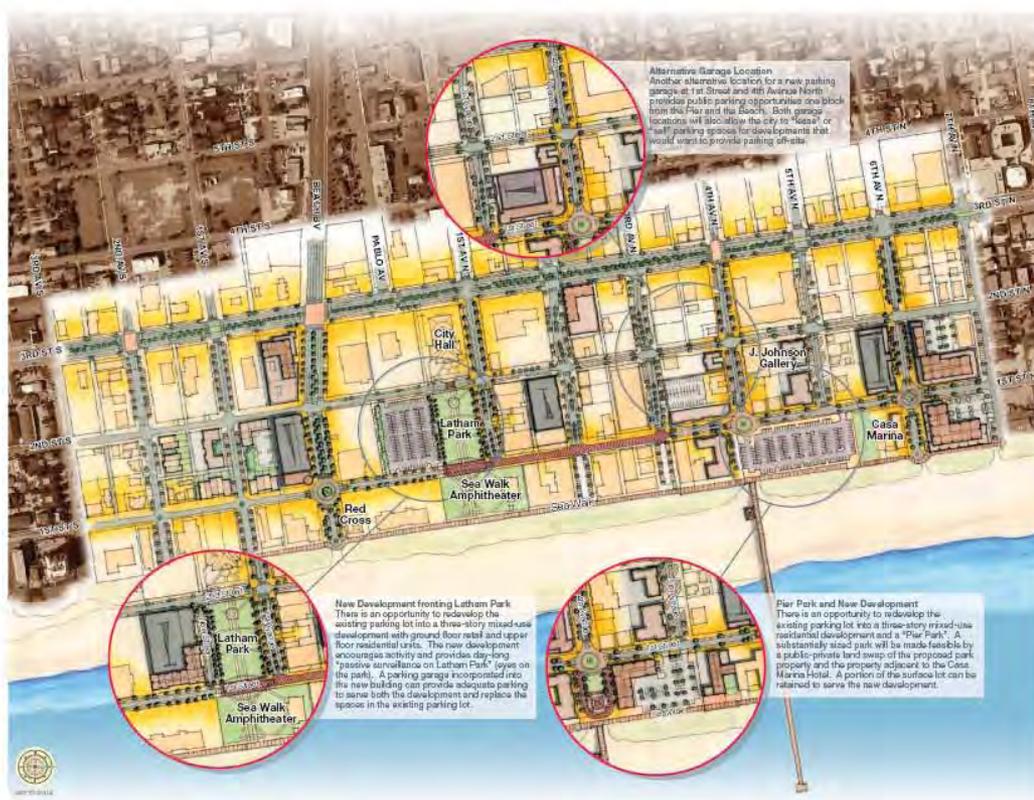
Be Family-Friendly

Program public spaces to accommodate family events and activities especially around the fishing pier and Latham Park. Encourage growth of neighborhoods toward the Downtown.



Design Matters

Develop design guidelines to ensure that private development pattern and character support the vision plan.



South Edge of Latham Park



Existing (left): Fence and planting around park edge restrict park access and creates security problems.

Proposed (below): New street and development frame the park and provides "passive surveillance"



Pier Landing



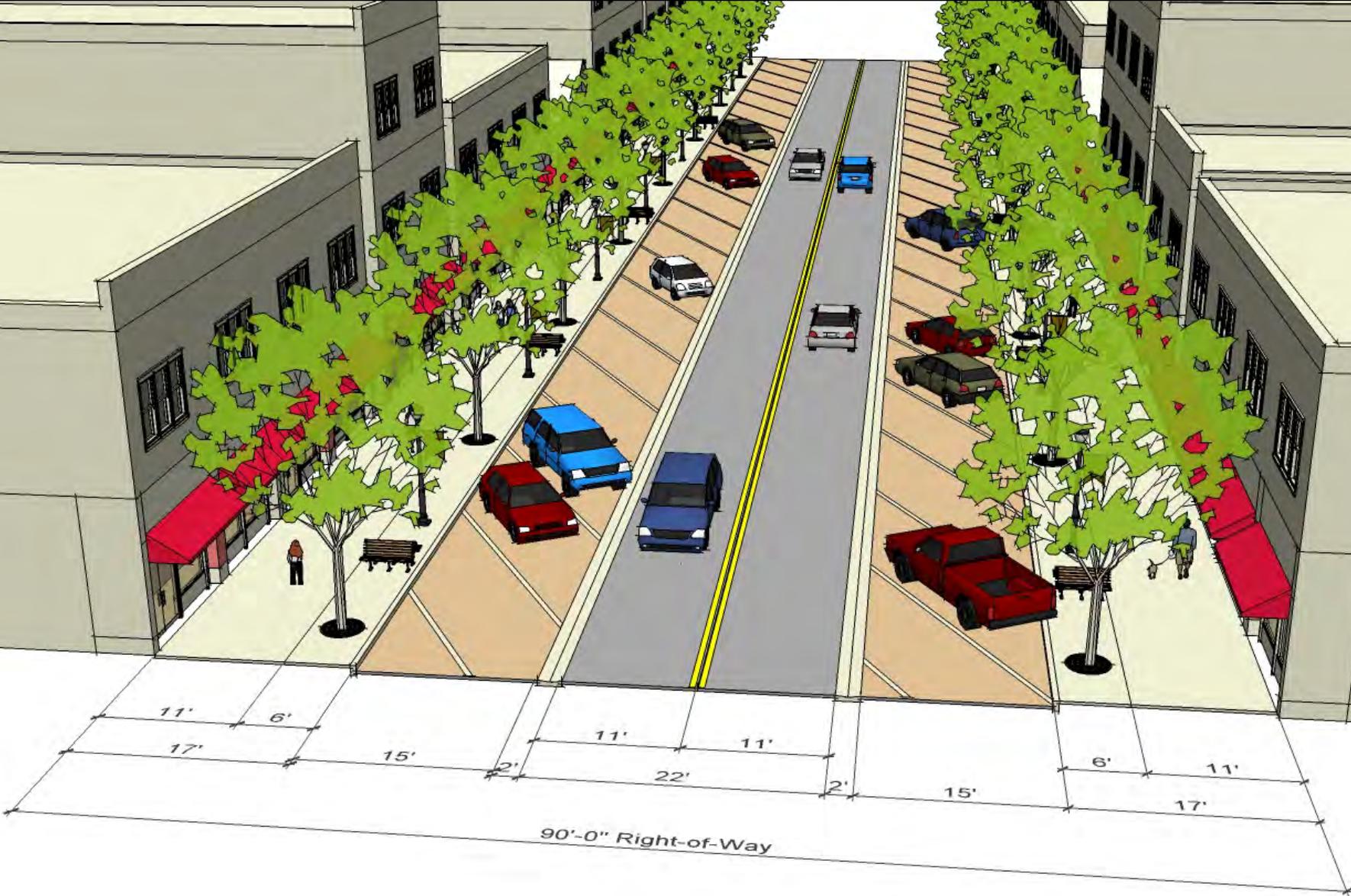
Existing (left): Pier is terminated by a parking lot.

Proposed (below): New "Pier Park" provides a gathering space and terminates the view to the Beach along 4th Avenue North.



Downtown Jacksonville Beach Vision Plan

Main Street Cross-Section







D AVE
1500







AARP

BLUE ZONES

City Health Makeover

Helping people live better, longer

Sponsored by

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Rex Burkholder

**Portland Area
Regional
Commissioner**



253





*Thanks, Dad
For Everything*

**In Memoriam
Fire Chief, Ralph Burden
1915- 2000**



