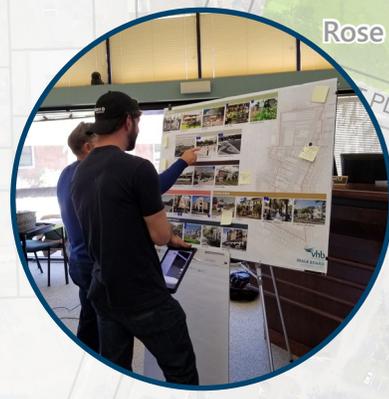




# Mayport Road Vision Implementation Plan

July 2018



Rose Park

Prepared by:



# Mayport Road Vision Implementation Plan

## 1. Results of the Design Charrette

On March 7, 2018, the City of Atlantic Beach held a Visioning Workshop at City Council Chambers. The purpose of this workshop was to envision the future of the Mayport Road corridor.

The Visioning Workshop was an outcome of the 2016 Community Redevelopment Plan, which highlighted two commercial nodes identified by the community at the Donner/Levy Road and Plaza Street intersections with Mayport Road. These two intersections were identified by the community as having the greatest opportunity for redevelopment which could revitalize and brand the corridor. These two intersections became the foundation on which to draft a new boundary for the 2018 Vision Study.

The Workshop was split into four sessions:

- Existing Conditions
- Technical Advisory Committee
- Florida Department of Transportation (FDOT) meeting
- Public Open House

All sessions were open for the public to observe. In addition to a formal presentation given at each session, a series of activities were conducted in order to receive public feedback on existing issues and potential opportunities for Mayport Road. Character image boards, study area maps, sketching paper and building blocks were all used to collect public comment.



Figure 2: Workshop Attendees arrange building blocks on the study area base map



Figure 3: Workshop Attendees provide comments on the Character image board



Figure 1: Visioning Workshop Flyer Advertisement

Public comments received included the following:

- Decrease the speed limit on Mayport Road
- Add bike lanes
- Add street trees
- Provide wider sidewalks
- Provide façade improvement grants
- Increase code enforcement
- Wrap electrical boxes with public art
- Remove the chain-link fence around the UPS pond
- Provide better sidewalks/bike lanes on side streets
- City should purchase properties along Mayport Road for a Developer Request for Proposals
- Mural on Atlantic Beach flyover
- Create a gateway feature at Dutton Island Road, not another gas station
- Pedestrian Bridge over Mayport Road
- Create an urban garden

The full summary of the Design Charrette can be found in Appendix A.



Figure 4: Opportunities and Constraints Map from the 2016 Community Redevelopment Plan

## 2. Shared Community Vision

A Shared Community Vision plan was hand drawn on March 7 during the Design Charrette and presented to the public during the evening open house (see Figure 5). It synthesizes comments from property owners in the study area, members of the 2016 Community Redevelopment Plan Technical Advisory Committee, and members of the general public in attendance at the 2018 Visioning Workshop.

The Shared Community Vision is not a regulatory map. It is intended to illustrate a redevelopment scenario for private landowners to consider. It also provides a framework on how to work with FDOT for potential improvement to Mayport Road. The Shared Community Vision is comprised of two parts: *Conceptual Land Use Plan* and *Transportation Recommendations*.

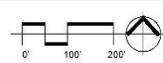
### Conceptual Land Use Plan:

The major elements of the conceptual land use plan are described in further detail below:

- **Mixed use development** is proposed along Mayport Road frontage with retail on the ground level with offices and/or residential above. These buildings are located adjacent to the right-of-way, with parking located in the rear.
- **Townhomes** are proposed on the western side of Mayport Road to increase residential density along the corridor. This in turn supports business activity along the corridor.
- **Parking Garages** are shown on the Conceptual Land Use Plan in order to maximize the amount of residential or non-residential development on each site. Development yield decreases if surface parking is utilized. However, it is likely the surface parking will continue to be utilized in the near future. There was not consensus from attendees if this would be appropriate within the study area.
- **Parks and Open Space.** The Plan depicts two new parks/open space areas:
  - A central green space between Donner Road and Plaza Road on the east side of Mayport Road. This space could be used for events such as food truck roundups, art shows, or markets.
  - The plan proposes an extension of Rose Park across Mayport Road to connect the east and west sides of the study area. These parks could potentially hold future markets and/or pop-up events for the community.
  - The northern property (currently storage facility) was envisioned as a multi-family parcel with a stormwater pond which acts as a “central park” which could be amenitized with a trail, lighting, artwork, etc.



**ATLANTIC BEACH**  
**CONCEPTUAL MASTER PLAN**



**vhb**  
 VHB CONSULTANTS, INC.  
 775 E. Robinson St., Suite 500 Orlando, Florida 32801  
 Tel: 407.839.4006 | Fax: 407.839.4008 | www.vhb.com  
 DATE: March 27, 2018

Figure 5: Design Charrette Concept Plan

## Transportation Recommendations

Mayport Road (SR-A1A) is owned and operated by the Florida Department of Transportation. Within the study area, it is a six-lane divided facility with a 45 mile per hour posted speed (see Figure 5). However, the roadway decreases to a four-lane divided facility both north (City of Jacksonville) and south (City of Neptune Beach) of the study area.

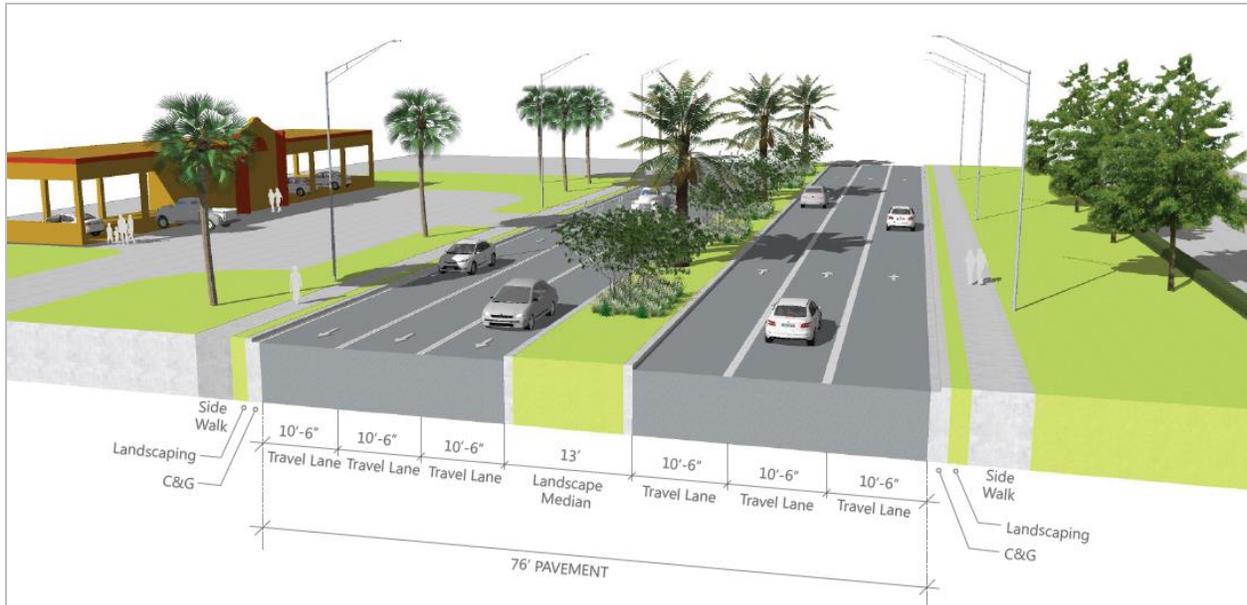


Figure 6: Mayport Road (SR A1A) typical cross section

VHB performed an initial analysis of roadway capacity and level of service (LOS) to determine if any modifications could be made to the roadway.

Existing Configuration (6D - 45 mph)								
Roadway Segment			Roadway Type	Area Type	Posted Speed [mph]	LOS D Serv. Vol.	2016 AADT <sup>1</sup>	Volume/ LOS D Serv. Vol.
On	From	To						
SR A1A/Mayport Road	Atlantic Boulevard	6 <sup>th</sup> Street	6D	Urban	45	59,900	27,300	0.46
SR A1A/Mayport Road	6 <sup>th</sup> Street	Donner Road	6D	Urban	45	59,900	36,000	0.60
SR A1A/Mayport Road	Donner Road	Dutton Island Road	4D	Urban	45	39,800	36,000	0.90

Note 1: most current FDOT traffic volume data available.

The analysis shown above demonstrates that Mayport Road currently operates well below its capacity. This was confirmed by FDOT during the Visioning workshop. Additional analysis is required to determine how existing approved development, future redevelopment within the study area, and base personnel changes at Mayport Naval Air Station (NAS) will affect LOS on Mayport Road, but in its present state, the roadway is far wider than needed, which encourages speeding and passthrough trips. The community's vision for future development along Mayport Road presents an active, walkable mixed-use environment that supports the surrounding neighborhoods and encourages economic activity. The vision exhibits the qualities of a built

environment which create a strong sense of comfort, safety and place through a careful consideration of the following eight attributes:

1. **Imageability:** quality of a place that makes it distinct, recognizable and memorable such as landmarks, terminal vistas and public realm improvements
2. **Enclosure:** degree to which streets and other public spaces are visually defined by buildings, walls, trees and other vertical elements
3. **Human Scale:** size, texture and articulation of physical elements that match the size and proportion of humans and, equally important, correspond to the speed at which humans walk
4. **Transparency:** degree to which people can see or perceive what lies beyond the edge of a street or other public space and, more specifically, the degree to which people can see or perceive human activity beyond the edge of a street or other public space
5. **Complexity:** visual richness of a place dependent upon variety of the physical environment including the number and type of buildings, architectural diversity and ornamentation, landscape elements, street furniture, signage and human activity
6. **Coherence:** sense of visual order influenced by consistency of scale, character and arrangement of buildings, landscaping, street furniture, paving materials and other physical elements
7. **Legibility:** ease at which the spatial structure of a place can be understood and navigated as a whole
8. **Linkage:** physical and visual connections – from building to street, building to building, space to space, or one side of the street to the other<sup>i</sup>

Proposed roadway improvements for Mayport Road should mirror these built environment, enhancing the pedestrian, bicycle and transit experience and safety for all road users.

Transportation recommendations to support the Conceptual Land Use Plan include the following:

- **Reduce the posted speed** of Mayport Road from 45 MPH to 35 MPH to improve safety for all users, including pedestrians and cyclists.
- **Provide intersection improvements** at Plaza and Donner streets, such as bricked crosswalks, gateway signage, bulb-outs and better pedestrian lighting to improve safety.
- **Provide enhanced landscaping** in the form of street trees within the right-of-way to provide a sense of enclosure and calm traffic.
- **Provide pedestrian refuges** within existing medians along Mayport Road.
- **Reduce building setbacks** along Mayport Road to define the street edge and enhance the pedestrian experience.
- The City may initiate a **Complete Streets Plan** or a Lane Reduction plan using the new Florida Design Manual (FDM) procedures. An FDOT-initiated corridor planning study may already be underway; City to follow up with Jim Knight at the FDOT Planning Office. A series of complete street cross sections created in Street Mix

were shared with the community at the Open House for illustrative purposes. An example of a 4-lane divided road with buffers and bike lanes can be seen in Figure 7.



Figure 7: Conceptual Rendering of Mayport Road with On-Street Bike Lanes. Shared at the Open House for illustrative purposes only.

Representatives from FDOT District 2 attended the Visioning workshop to provide an update on an ongoing Mayport Road Safety Study, which recommends the following Countermeasures:

- Adaptive Signal Control
- Traffic Signal Upgrades to include 4 section signal heads for left turn lanes, separate signal head for each through lane, backplates with retroreflective borders
- Intersection Lighting from Atlantic Blvd. to Mayport Middle School
- Intersection Lighting at Wonderwood Dr. intersection
- Leading Pedestrian Intervals
- Update pedestrian and bicycle warning signs throughout corridor, install “Right Turning Vehicles Yield to Pedestrians” signs, and install “Cross only at Crosswalks” signs

The schedule for implementation of the FDOT recommended countermeasures is not currently known.

### 3. Strategic Approach

There are several recommendations on how to implement and fund redevelopment opportunities, capital projects and programs which would support the community’s vision for the Mayport Road study area moving forward. Many of the capital projects and program recommendations from the 2016 Community Redevelopment Plan are still valid. The table below lists the 2016 Plan recommendations and how they were accounted for in the 2018 Visioning workshop.

		2016 Community Redevelopment Plan Recommendation	2018 Visioning Plan notes
<b>Projects</b>	1	Transform Mayport Road into a Complete Street	The treatment of Mayport Road was extensively discussed by the community and with FDOT. Ideas range from decreasing the posted speed limit to 35 mph to introducing separate bicycle lanes on-street. There was general consensus that the safety and appearance of the roadway must be improved in order for businesses to flourish.
	2	Improvements to Neighborhood Roads	While not discussed in detail at the Visioning workshop, the addition of sidewalks and bicycle facilities to side streets will encourage walking trips from adjacent neighborhoods to the new development along Mayport Road.
	3	Improvements to Parks and Open Space	The Conceptual Land Use Plan illustrates a new green space between Plaza and Donner streets and an extension to Rose Park
	4	Gateway Signage	Attendees at the 2018 Visioning Workshop noted the need to provide better aesthetics in the corridor to create a sense of arrival.
	5	Sewer and Septic Infrastructure Improvements	Not applicable to 2018 Study Area boundary. The septic tanks identified in the 2016 plan are located alongside the intercoastal wetlands.
<b>Programs</b>	6	Commercial Node along Mayport Road	The 2018 Conceptual Land Use Plan depicts mixed use development centered between Plaza and Donner streets
	7	Marketing, Events & Programming Coordinator	Not discussed in detail during the Visioning workshop, but applicable going forward.
	8	Homeowner and Business Improvement Grants	Not discussed in detail during the Visioning workshop, but applicable going forward.
	9	Revitalize the Industrial District	The Conceptual Land Use Plan redevelops some industrial and storage uses into mixed use and residential development. This is focused on parcels with frontage on Mayport Road.
	10	Master Stormwater Study	All parcels within the study area either have individual stormwater systems, or were built before stormwater management was required. A master stormwater system for the entire study area would allow individual parcels to maximize development potential on site.
	11	Community Code Enforcement and Policing Program	Not discussed in detail during the Visioning workshop, but applicable going forward.
	12	Property Acquisition	Several property owners suggested that the City purchase their properties at fair market value and issue a redevelopment request for proposals (RFP).
	13	Update Comprehensive Plan and Land Development Code	The Land Development Code update is currently being performed by the Northeast Florida Regional Council (NEFRC).

#### a. Financial Incentives

- **Neighborhood Improvement Districts (NID)** are authorized by Section 163 Part IV of the Florida Statutes. These special districts can advocate for the interests of the business and property owners within the study area. It may also plan for, construct, operate or maintain physical improvements through special assessments or an additional ad valorem tax on real property, if approved by referendum. A NID is similar in nature to a Community Redevelopment Agency (CRA), but does not have the power to obtain municipal bonds or capture money from other taxing agencies (City of Jacksonville/Duval County). The Downtown South Neighborhood Improvement District (DSNID) in Orlando is an example of a successful NID that adopted a master plan and corresponding funding strategy to pay for physical improvements: <http://www.cityoforlando.net/city-planning/downtown-south-neighborhood-improvement-district/>
- A **Business Improvement District (BID)** is a similar option, but focuses on business owner partnerships, marketing, events programming, safety, and code enforcement. BIDs are typically administered by a group of property owners who serve as the Board of Directors. Successful BIDs in Florida include the following:
  - 5<sup>th</sup> Avenue South business district in the City of Naples (<https://www.fifthavenuesouth.com/business-directories/fifth-avenue-south-business-improvement-district/>);
  - Park Avenue in the City of Winter Park (<https://cityofwinterpark.org/departments/planning-community-development/community-redevelopment-agency/business-improvement-district/>);
  - and
  - Wynwood Arts District in the City of Miami (<https://cityofwinterpark.org/departments/planning-community-development/community-redevelopment-agency/business-improvement-district/>)
- The City of Atlantic Beach may consider **Local Tax Abatement** as an incentive to promote new businesses or the retrofit of existing businesses. This will have a direct fiscal impact on the City's general fund, but the Agreement between the property owner and the City can be structured to include performance incentives (i.e. new employees hired) or a sunset date for abatement.
- A **Façade Grant program** for individual property owners can be established using the City's general fund. This program could offer matching grants for the rehabilitation of existing buildings within the Mayport Road study area, which will improve the overall appearance along the corridor and encourage more private investment in the area.

Creation of a **Community Redevelopment Agency (CRA)** and corresponding Redevelopment Fund using Tax Increment Financing (TIF) remains an option, as outlined in the 2016 Community Redevelopment Plan. A **separate TIF district** can also be created independent from a CRA through the adoption of a local ordinance. It would not include any tax increment from the City of Jacksonville/Duval County, and would not include powers for redevelopment and remediation of blighted conditions specified in Florida Statutes.

## b. Infrastructure Incentives

Redevelopment of the study area will be market driven. However, the City can provide the following infrastructure projects to improve the function and appearance of the public realm. This in turn may stimulate reinvestment of the private realm by private investors.

- **Master stormwater system:** Parcels within the study area fall into two categories. Either they maintain small individual ponds on site, or they were built in the 1970s before stormwater management facilities were required. In order to redevelop, the owner of a site without stormwater management facilities must meet today's regulations, which could consume 15-20% of the total site. This is a disincentive to redevelop. Therefore, the City should conduct a master stormwater study to determine if all parcels without stormwater facilities can be served by a single regional system. In order to maximize usable developable space within the study area, underground storage in vaults should be considered. If surface ponds are to be used, they should be designed as amenities to the site.
- **Local road streetscape improvements** (sidewalks, curb and gutter, shade/landscape, street furniture and bicycle markings where feasible) will improve neighborhood connectivity and encourage residents from adjacent neighborhoods to walk to and support the new mixed use development.
- **Parking Garages** are shown on the Conceptual Land Use Plan in order to maximize the amount of residential or non-residential development on each site. The City could construct a parking garage as an incentive to encourage high intensity redevelopment. Structured parking is much more costly than surface parking (approximately \$15,000 per space, compared to \$3,000 per space), so it will be important to execute a Development Agreement with the property owner in order to ensure that the City's investment is met by a corresponding private investment.
- **Parks and Open Space.** The following financial resources may be available to the City for the parks and open spaces depicted on the Conceptual Land Use Plan.
  - Florida Recreation Development Assistance Program: <https://floridadep.gov/ooo/land-and-recreation-grants/content/florida-recreation-development-assistance-program>
  - Southwest Airlines Heart of the Community program: <https://www.pps.org/heart-of-the-community>
  - National Recreation and Park Association (NRPA) grants: <https://www.nrpa.org/our-work/Grant-Fundraising-Resources/>
- **Traffic calming infrastructure.** The context-sensitive application of traffic calming elements such as on-street parking, landscape buffers, smaller turning radii, bump-outs, enhanced/decorative crosswalks and/or street trees should be considered for the local roads in the study area.
- **Strategic Property Acquisition and Developer Request for Proposal (RFP).** Some property owners at the Visioning Workshop indicated that they would be willing to sell their property to the City. Once assembled, the City could issue a Request for Proposals (RFP) for redevelopment. The City could provide a desired program, or allow respondents to propose a development program. The Florida Redevelopment Association (FRA) can advertise the RFPs to experienced developers.

c. Programming

- The 2016 Community Redevelopment Plan recommended hiring an **Events Coordinator** to promote businesses and schedule community events. The Events Coordinator would work to promote local businesses (and the BID or NID if established) and attract new customers to patronize the Mayport Road study area.
- In addition to hiring an Events Coordinator, the City could establish a **Main Street Program** for the Mayport Road study area to further future redevelopment efforts. Main Street America program <https://www.mainstreet.org/mainstreetamerica/theprograms>

d. LDC/Regulatory Changes

During its Land Development Code revisions, the City can consider implementing regulatory changes to support the Vision Plan. Some ideas include:

- Create an **Overlay** for the Study Area, which would allow for the existing zoning to stay in place (rather than creating new zoning districts) while enforcing specific Design Standards and allowing for more flexible placemaking opportunities.
- Create an **expedited permitting process** for businesses within the study area
- Prepare **Design Standards** for the study area to define the appearance, massing, and form of development. This would provide a roadmap for redevelopment and allow for a consistency in urban form throughout the study area.
- Include new Land Development Code regulations that support new housing that is compatible in scale with the rest of the neighborhood while meeting the demand for housing diversity. Ideas should include allowing smaller lot sizes, increasing the allowable residential density, and decreasing the minimum setbacks, in order to allow for appropriately sized-infill development. This would both incentivize future development along the corridor and within the surrounding neighborhood.

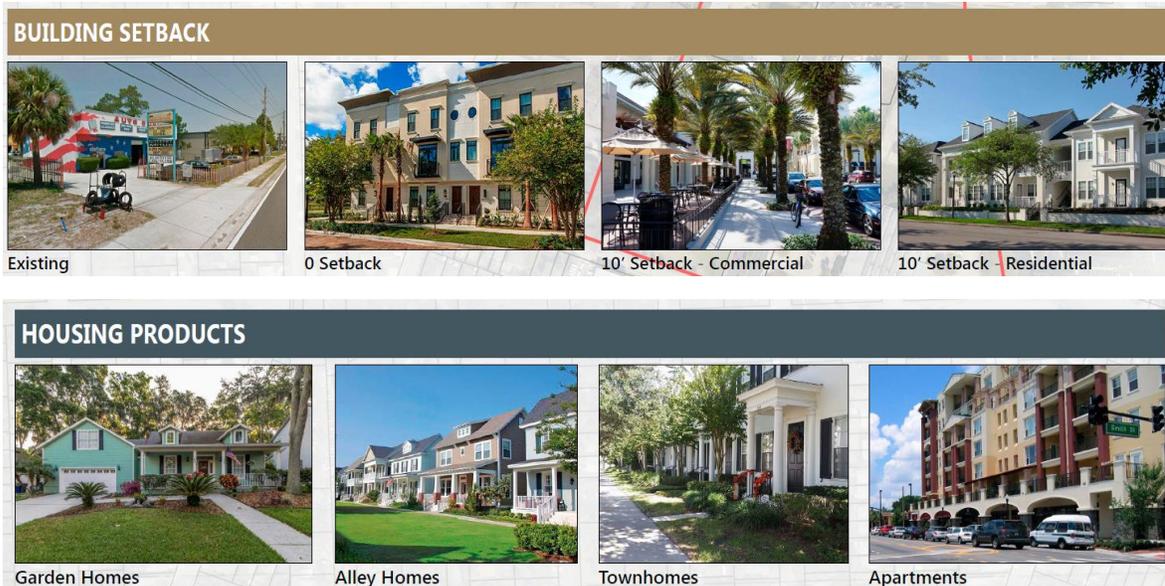


Figure 8: Ideas for Building Setbacks and Housing Product Shared at the Open House

- Adopt a **Mixed Use zoning** district that allows for vertical or horizontally mixed development projects by-right. This minimizes the case-by-case nature of approving development through Special Planned Area (SPA) Districts. The type of mixed use regulations should be similar to other beach communities such as the South Beach District in Jacksonville Beach and St. Augustine.

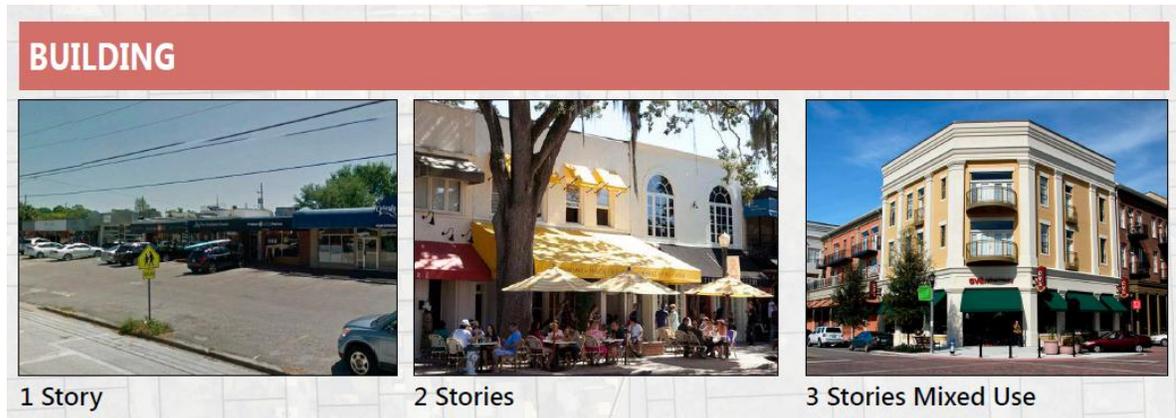


Figure 9: Development Options Shared at the Open House

- **Reduce required minimum parking standards.** The Conceptual Land Use Plan utilizes parking garages in order to maximize the developable area on each site. However, if this is not feasible, consider **parking ratio reductions or a shared use parking mechanism to maximize development potential within the corridor study area.** For example, the existing code in Atlantic Beach requires two spaces for each residential unit. However, as a national average, parking ratios for multifamily generally range from 1.5 to 1.75 spaces per unit. Additional incentives could include offering a reduction to parking minimums based off of the provision of bicycle parking, enhanced landscaping, tree preservation and/or valet parking in site design.
- Establish a **Mayport Road Team**, including a dedicated City Planner, Economic Development and Code Enforcement staff member for projects within the study area. This will promote efficiency and consistency in the review of development applications.

The type of incremental/neighborhood scale Land Development Code revisions proposed for the Study Area are consistent with the Comprehensive Plan:

**Objective A.1.10 Surrounding Land Uses.** *The City shall continue to maintain a development character, which is compact in form, orderly in its land use pattern, and diversified in its makeup so as to ensure employment opportunities, affordable housing, a pleasant living environment, and cost-effective and energy efficient public services.*

**Policy A.1.10.3** *The City shall encourage the clustering of uses in locations where infrastructure facilities are available or where extensions and enlargements can be achieved efficiently, particularly with respect to commercial infill development along the Mayport Road corridor.*

**Policy A.1.10.4** *The City shall actively support the appropriate redevelopment and infill development of the Mayport Road corridor. Retail and service uses that sustain neighborhoods, and encourage a more aesthetically pleasing and pedestrian friendly environment shall be encouraged. New development along Mayport Road shall be in compliance with the Commercial Corridor Development Standards as set forth within the Land Development Regulations.*

**Policy A.1.10.5** *Along the Mayport Road corridor, the continuation and proliferation of light industrial uses, automotive sales and repair businesses and other more intensive commercial business activities shall be discouraged in favor of those businesses and uses that provide neighborhood serving retail products and services that generate daily activity and interaction between residents of the surrounding neighborhoods such as banks, drugstores, restaurants, churches, child care centers, grocery stores and similar businesses and uses.*

#### e. Other Economic Development Techniques

- **Placemaking:** design with the human experience in mind, creating diverse destinations and districts which offer a variety of engaging experiences for residents and visitors alike. The built environment should include comfortable places to sit and gather, spaces for play, and places designed to express the unique creativity, entrepreneurship or talents of the local community.
- **Street Activation:** allow the community to temporarily use streets to host neighborhood events, display art, and/or use as a performance venue. Design elements chosen for installation in the public right-of-way such as street furniture, lighting and landscaping should create a natural transition which allows the street to be an active extension of the public realm. This can help to attract foot traffic and support programming opportunities.
- **Community Branding:** create a brand for the Mayport Road neighborhood that highlights community assets, local culture and/or the unique talents of the people whom live, work and play in the area. Strategies should work beyond graphics and logos to include the brand in the beautification of public spaces. The brand should also be integrated into events the programming efforts of any hired event coordinator or Main Street director.
- **Food Trucks:** install electric and water hook-ups adjacent to public spaces to allow for the hosting of food trucks and to support Atlantic Beach's growing local food culture. Where feasible, seating areas and shade should be provided to create a more comfortable experience for food truck patrons and expand the market space.
- **Tactical Urbanism:** allow for do-it-yourself urbanism in the form of parklets, pop-up parks and temporary installations which improve selected elements of the public realm such as sidewalks, crosswalks and/or vacant property. Temporary materials can be used

to test ideas for their effectiveness and popularity with the community. Low-cost, kick-starter installations can lead towards more permanent solutions to improve safety and the visual appearance of Mayport Road. Ideas could include hosting a Parking Day or a Cyclovia event, both international programs in which streets and/or parking spaces are taken over for a day for use by pedestrians and bicyclists over automobile users. As has been done by other cities, the City of Atlantic Beach could create manual which provides guidelines for the permitting and installation of parklets, urban gardens and/or seating areas – all of which can create a stronger sense of place.

- **Better Block:** Better Block is a 501(c)3 nonprofit that educates, equips, and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods. If a grant opportunity presents itself for the City to consider getting additional funding from Better Block to support placemaking activities in the study area, these should be pursued. The Better Block website provides an array of open-source media from which to get project ideas to enhance the public realm.
- **Arts and Cultural Districts:** Arts and cultural districts are defined areas which are unique to the local character, community and resources available that can help revitalize communities and improve economic vitality. They can provide a focal point to brand a community and establish historic or cultural identity. The City of Atlantic Beach could conduct a study to define well-recognized cultural facilities within the Study Area to serve as a main anchor for attraction within the community. As recommended by the nonprofit organization Americans for the Arts, a Strategic Plan may be created to allow for planned growth within the cultural district and/or to receive recognition for the cultural district at a state or national level.
- **Makerspaces:** The maker movement is a platform for the growing collective of artisans who create, craft and develop new and interesting ideas and products. The maker population presents a unique opportunity to support the local economy and increase a collective community identity. Cities around the world are offering more opportunities for maker spaces including co-op studios, tech workshops, fabrication laboratories and small-scale manufacturing in order to diversify and expand employment opportunities at a local level. Policies within the Comprehensive Plan, regulations within the Land Development Code and/or Mayport Road overlay can be adopted to support this type of built environment and the maker culture.
- **Public Markets:** Public spaces within the Mayport Road Study Area can be utilized to host public markets and increase the commercial opportunities and economic activity along the corridor. These pop-up event spaces often become the heart and soul of a community, offering a place for people to interact and meet local vendors.

- **Public Art:** The City of Atlantic Beach could consider creating Public Art Guidelines for the Study Area in order to maintain a cohesive aesthetic while expanding opportunities for creative expression. The City could create a process for the selection of artwork and inevitable installation of selected art along the corridor. Creative solutions to enhance the public realm could include murals, sculpture gardens, temporary juried installations, digital displays and large-scale installations – and could be refined through a Request for Proposal process. Public Art presents an essential means by which to brand the community, beautify the public realm and create a sense of identity.

#### f. FDOT Coordination

The future treatment of Mayport Road is one of the most critical components towards transforming the study area into a place for people to live, work and play. This was apparent at the Visioning Workshop as a great number of issues raised by the community addressed the speed, safety, and appearance of Mayport Road.

- Continue the process to reduce the speed limit on Mayport Road. The City Manager will send a formal letter to FDOT requesting a reduced speed, consistent with other segments of SR A1A.
- City to participate in Mayport Road Complete Streets project initiated by FDOT. If this project has not been initiated, the City should request the study through the North Florida Transportation Planning Organization, as outlined in the 2016 Community Redevelopment Plan. This study will include the following components:
  - Existing Conditions (existing traffic analysis, land use compatibility, safety assessment)
  - Future Conditions (accounting for recently permitted developments, approved future land uses, and Mayport NAS)
  - Evaluation of Alternatives
  - Preferred Alternative, including cost and implementation timeframe.

#### g. Ten Step Near-term Action Plan

1. Continue discussions with FDOT to decrease the posted speed limit to 35MPH on Mayport Road
2. Initiate/Participate in a FDOT Complete Streets Study to evaluate viability of alternative Mayport Road configurations (bicycle lanes, enhanced streetscape, etc)
3. Create a Task Force of business owners, residents, and City Staff to meet on a regular basis and for the purpose of implementing the Vision
4. Conduct a market study to determine market strengths, gaps, and demand for various uses (retail, warehousing, restaurant, office, residential, hotel, industrial, etc). Work with site selectors/brokers to market specific parcels or target industries
5. Assemble contiguous parcels for Developer RFP
6. Prepare Land Development Code amendments to remove barriers to redevelopment.
7. Prepare Design Guidelines to codify the desired urban form illustrated on the Conceptual Land Use Plan

8. Identify a primary funding source for programs and infrastructure improvements (NID, TIF, CRA, grants, general fund, etc.)
9. Hire Main Street/Events Coordinator to promote with existing businesses and schedule events
10. Conduct stormwater study to determine viability of master stormwater infrastructure as an incentive for redevelopment

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<sup>1</sup> Ewing, Reid. (2013, March 7). Eight Qualities of Pedestrian- and Transit-Oriented Design. Urban Land Magazine Online. Available at <https://urbanland.uli.org/industry-sectors/infrastructure-transit/eight-qualities-of-pedestrian-and-transit-oriented-design/>



## Meeting Notes

Place: City of Atlantic Beach City  
Commission

Date: March 7, 2018

Notes Taken by: Katie Shannon, Vashon  
Sarkisian, and Curt  
Ostrodka of VHB

Project #: 63137.00

Re: Mayport Road Vision Plan Charrette

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### ATTENDEES

See scanned sign-in sheets

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### Charrette Agenda

- Curt Ostrodka with VHB provided an overview of today's agenda, which will include a series of presentations to City staff, stakeholders in study area inclusive of property owners, members of the Technical Advisory Committee of the 2016 CRA plan, representatives with the Florida Department of Transportation, and all members of the community in the final public workshop.
- The agenda included:
  - 10:30 – 11:30 am Walking tour
  - 11:30 am – 12:30 pm Review of existing conditions and summary of issues and opportunities with City Staff
  - 12:30 – 1:30 pm Working lunch
  - 1:30 – 2:30 pm Technical Advisory Committee Meeting
  - 3:00 – 4:00 pm FDOT meeting
  - 4:00 – 6:00 pm Team working session closed to the public
  - 6:00 – 7:30 pm Studio open house
  - All sessions except the afternoon working session and meeting with FDOT were open to the public.
- A charrette provides a means in which to receive quick feedback from the community with ideas and progress made within the visioning process. There will be a quick turnaround in the drafting of a concept plan which will be a synthesis of the ideas discussed throughout the day's sessions. A draft Concept Plan for the corridor will be presented at the final public workshop.
- At each of the public meetings, a presentation was given, further discussed below:

### Background and Current Conditions

- Curt provided a synopsis of the progress to date. The current scope of work is founded upon the 2016 Community Redevelopment Plan proposed for a larger Community Redevelopment Area in the City of Atlantic Beach. While the Community Redevelopment Area was not adopted by the City Commission, the plan

proposed several capital improvement projects and programs for the Mayport Road corridor and surrounding neighborhoods which can still be utilized today. These included:

- Transform Mayport Road into a complete street
  - Improve neighborhood roads
  - Improve parks and open space
  - Gateway signage and mural program
  - Sewer and septic infrastructure improvements
  - Commercial node along Mayport Road
  - Marketing, events and programming coordinator
  - Homeowner and business improvement grants
  - Revitalize the industrial district
  - Master stormwater study
  - Community code enforcement and policing program
  - Property acquisition for the purpose of stormwater, parking, or other public purposes
  - Update the Comprehensive Plan and Land Development Code
- Curt discussed the goals identified within the CRA Plan as applicable to the current visioning process. Through the public outreach conducted in the development of the CRA Plan, the following goals were identified as important to the community, and continue to be important today:
    - Transform the Mayport Road Corridor into a Complete Street to improve safety for all users.
    - Improve the appearance of the Mayport Road Corridor
    - Improve Business Activity along the Mayport Road Corridor
    - Support a vibrant residential neighborhood adjacent to the corridor
    - Maintain or improve the quality of life of City of Atlantic Beach residents, business owners, and visitors
  - Today's goal is to draft a Vision Plan which provides a big picture for the future revitalization of the Mayport Road area.
  - The Vision Plan will not be a regulatory document – but it will provide a cohesive vision with which to propose ideas to redevelop the various land uses along the Corridor, as well as a framework on how to work with FDOT for potential improvement to Mayport Road.
    - The Concept Plan and Vision Study produced will act as the “top of a puzzle box”. It will show how all the opportunities deemed as goals by the community fit together.
    - The 2016 Redevelopment Plan's Constraints and Opportunities map highlighted two commercial nodes identified by the community at the Donner/Levy and Plaza Street intersections with Mayport Road. These two intersections presented the greatest opportunity for redevelopment which could revitalize and brand the corridor. These two identified intersections became the foundation on which to draft a new boundary for the 2018 Vision Study.

- Curt presented the existing typical cross section of Mayport Road, consisting of 6 lanes of traffic separated by a left turn lane and vegetated median. There is minimal separation between vehicles and the sidewalk.
  - One of the goals expressed by the community was to make this a safe street for all users – supporting users of all ages, ability, and mode type.
  - The current section has minimal pedestrian amenities
- Discussed the current FDOT safety analysis conducted for Mayport Road. At the date of the community charrette, only a one-page synopsis of the findings had been shared with the City. FDOT has stated that the study is complete, and the project team is hoping to get a copy of the final plan as soon as possible.
- Curt shared historic data for Mayport Road, where counts are conducted annually at the intersections of 2<sup>nd</sup> Street and 11<sup>th</sup> Street
  - Traffic counts over the last 10-12 years show negative annual growth rate
  - A workshop attendee noted that the drop in counts may be due to a loss of military personnel at the Mayport Naval Station.
- Curt provided an overview of Level of Service (LOS) on Mayport Road.
  - Currently less than ½ of the capacity is being utilized
  - Provided a preview of the following scenarios and their effect on LOS:
    - Reduction of two traffic lanes (to be repurposed as bike lanes, on-street parking, wider sidewalks yet to be determined) – in this scenario, the Level of Service is still not exceeded
    - Reduction of two traffic lanes and reduction of speed to 35 mph: slightly exceeds capacity
      - In this scenario, the City could petition FDOT via a Comprehensive Plan amendment change to change the Level of Service from D to E (meaning more delay in the time it takes for cars to move through the corridor). This would allow for more capacity.
  - FDOT will be providing new traffic counts in the Safety Study conducted – the project team will rerun the numbers once these counts are provided

### **Visioning Process**

- Vashon Sarkisian of VHB provided an overview of the factors needed to create a place where people want to live, work and play. This helps us to understand whether or not the current land uses and public realm is adequate to meet the needs of the community.
- This analysis assumes that ideas discussed should happen within the public realm first, which may inform what happens on private property.
- Vashon discussed the following Opportunities:
  - Corridor improvements. The study area contains a grid of streets, meaning there are opportunities to reinvision what happens on Mayport Road and provide better connectivity for all modes of

transportation. Ask ourselves, how are Mayport Road and the side street functioning and where do we see opportunities for improvements? Where might we identify opportunities for:

- Lane Repurposing
- Travel Speed
- On-street parking
- Streetscape
- Landscape
- Safety improvements and zones such as pedestrian sheds in a median.
- Intersection improvements. These create a traffic calming effect and effectuate the creation of a viable place for the community. Creates a sense of arrival.
  - Signal Timing
  - Specialty Pavement
  - Gateway Feature
- Pedestrian/Bike Connectivity Improvements
  - Connection to Civic Spaces and Adjacent Neighborhoods
  - Pedestrian Realm
  - Street Furniture
- Public Space Improvements. Create a designated activity zone with the added benefit of increasing sales, property values and overall economic vitality.
  - Parks, Open Spaces and Plazas –provide places to gather and in doing so, create an attraction for the community and visitors.
  - Event Space
  - Diversity of Uses
    - Outdoor entertainment
    - Market
    - Food trucks
    - Arts show, etc.

### **Charrette**

- Three activities were provided as a means for the public to provide input into the vision for Mayport Road:
  - Lego Block Massing: Legos of various sizes and colors could be placed on a basemap to represent different lands uses, height and size wanted by the community
  - Sketching: concepts could be sketched on a basemap
  - Character Board Dot Matrix: stickers could be placed on a board as a means of collecting ideas on preference for a variety of different land use opportunities:
    - Types of public space
    - Intersection improvements

- Types of parking
- Building types
- Building setbacks
- Housing products
- At all stations, the community was encouraged to leave additional notes/written commentary on post-it notes



- Results from the activities:
  - Responses collected from post-it notes:
    - Decrease the speed limit on Mayport Road
    - Add bike lanes
    - Add street trees
    - Provide wider sidewalks
    - Provide façade improvement grants
    - Increase code enforcement
    - Wrap electrical boxes with public art
    - Remove the chain-link fence around the UPS pond
    - Provide better sidewalks/bike lanes on side streets
    - City should purchase properties along Mayport Road for a Developer Request for Proposals
    - Mural on Atlantic Beach flyover
    - Create a gateway feature at Dutton Island Road, not another gas station
    - Pedestrian Bridge over Mayport Road
    - Create an urban garden
    - Art competition for above ground gas tanks
  - Dots collected on Character Image Board:

- Public Park Space
  - Community Park - 4
  - Pop-Up Park - 4
  - Dog Park - 2
  - Urban Park - 4
  - Community Garden - 2
- Intersection Improvements
  - Existing - 0
  - Brick Pavers - 6
  - Decorative Crosswalk - 4
- Parking
  - In Front - 0
  - In Rear - 2
  - Parking Garage - 4
- Building Types
  - 1-Story - 0
  - 2-Stories - 2
  - 3-Stories Mixed Use - 6
- Building Setbacks
  - Existing -
  - 0' Setback - 2
  - 10' Setback – Commercial - 6
  - 10' Setback – Residential - 0
- Housing Product
  - Garden Homes - 0
  - Alley Homes - 2
  - Townhomes - 3
  - Apartments – 1



**Summary of Public Comments from 11:30am City staff/public meeting:**

- Is this about bringing people onto Mayport Road?
  - Answer: This is what will be discussed with the community today – where and how can we improve the road to increase comfort and safety for all users
- Will we look at how to improve connectivity between housing within the community and the commercial uses?
  - Answer: Yes and to also improve connectivity between the east and west side of Mayport Road
- What are the consequences of the Visioning Process and how might it be implemented?
  - Curt provided answer: the previous CRA Plan required coordination with the City of Jacksonville to implement. The purpose of today’s study is to create a vision for a “town center node” along

Mayport Road. Again, this is not a set of regulations, but rather a vision of what could be. In the future, the City could offer any of the following to help fulfill this vision: tax abatements, provide a master stormwater plan with modern stormwater controls and other infrastructure to support redevelopment, pursue Tax Increment Financing (TIF) to fund identified projects, etc.

- Did the traffic counts take into consideration population growth and/or the new developments such as Fleet Landing and the apartment complex under construction north of Dutton Island Road?
  - Answer: the analysis conducted to date is preliminary and only considered historic traffic counts to test Level of Service and the potential for changes to the street and/or the speed limit. The counts do not act as a substitute for a full Traffic Study. A full transportation study would need to be conducted to validate potential changes to be made on Mayport Road.
- What about the acquisition of additional right-of-way for changes to Mayport Road? How would this process work?
  - Answer: FDOT would conduct a ROW acquisition phase in coordination with road improvements, if needed. This is typically a two-year process.
- A resident stated that she recently purchased property in the Study Area along Mayport Road for the purpose of creating an arts market/educational space for the community. There is a vacant, 2-acre property off Stanley Road adjacent to this property that should be considered for future public uses.

#### **Summary of Public Comments from 1:30pm Technical Advisory Committee meeting:**

- I am uncertain as to the real-life consequences of reducing the Level of Service from LOS D to LOS E – what does this mean?
  - Answer: There will be an increased delay in the time it takes a vehicle to move through the Mayport Road corridor.
- Didn't FDOT just complete a study? Has this been released yet?
  - Answer: we only have a one-page summary of FDOT's Safety Study at this time, which says to retain the 45 MPH speed limit. Yet, with the new FDOT Florida Design Manual, there are options to discuss with FDOT to allow for a reduction in speed and provide a context sensitive road classification. FDOT Complete Street policies could be implemented to better accommodate for all users.
- How can the Mayor advocate for change and start implementing improvements to Mayport Road?
  - Answer: The Mayor of Atlantic Beach and City of Jacksonville Commissioner Bill Gulliford are working to obtain the full FDOT safety report. They are also coordinating with the North Florida TPO.
- Does the Navy have a position on the road?
  - Representatives from Mayport Naval Air Station (NAS) stated that they don't have any issues with road capacity or speed. The limiting factor to entering the base is clearing the security checkpoint at the gate. The Navy needs to speed up the processing time – this is where congestion and the delay

happens. The Navy Base now includes an additional lane, which reversing direction at peak time periods to allow for a quicker transition through the gate.

- Matt Shellhorn stated that “if the speed limit is 35 mph, the Navy will drive 35 mph”.
- The City of Atlantic Beach passed a Business Overlay District. The goals and strategies included in this should be included in the Vision Plan.
- Intersection timings make it difficult to cross the street.
- Matt Shellhorn, representing the United States Navy, provided an overview on the future growth of the Mayport Naval Station:
  - By the end of FY 2019 – 2 new ships will be brought in
  - Over the course of the next 6 years, up to 14 ships may be docking at the Naval Station. This will bring 2,500 military personnel in the next three years. Should a carrier dock at the base, this would bring in an additional 3,500 military personnel.
  - A nuclear cruiser may come, but this is not certain at this time.
  - Over the next 3 years, the base anticipates spending \$300 million in new construction
- The side streets off of Mayport Road are 25 MPH. There is too large a transition between these low-speed local street and the 45 MPH on Mayport Road.
- Mayport Road needs consistent signage, fencing and facades – all must fit into one unified context.
- Property owner has been buying property along Donner Road, which is now providing affordable housing for nurses, teachers, etc. in the community. He continues to invest in improvements to the public realm as a means of increasing the value of his investment – but he thinks the City needs to invest the same. He wants to see dialog about how to improve the intersection, in particular where private investment is happening.
- The sidewalks are inadequate in the neighborhoods. They are not wide enough and uncomfortable with a lack of shade.
- We need to be sure that we accommodate for truck traffic for drop off/pick-up to some of the industrial land uses west of Mayport Road. Currently access for these vehicles is limited.

### **FDOT Meeting 3:00pm**

- FDOT representatives Ed Seifert (District 2 Government Liaison) and Jerry Ausher (District Traffic Operations Engineer) were in attendance. Christian Harvey, executive secretary to Representative Cord Byrd, was also in attendance.
- The FDOT team provided an overview of the Mayport Road Safety Study, which was completed one day prior to the meeting. The Safety Study identified the intersections at Plaza and Donner Roads as high-crash intersections. It noted that pedestrians and cyclists are hit on sidewalks by vehicles entering or exiting driveways.
- FDOT noted that the road operates below its six-lane capacity.

- Recommendations from the Safety Study include the following:

Countermeasure
Adaptive Signal Control
Traffic Signal Upgrades to include 4 section signal heads for left turn lanes, separate signal head for each through lane, backplates with retroreflective borders
Intersection Lighting from Atlantic Blvd. to Mayport Middle School
Intersection Lighting at Wonderwood Dr. intersection
Leading Pedestrian Intervals
Update pedestrian and bicycle warning signs throughout corridor, install "Right Turning Vehicles Yield to Pedestrians" signs, and install "Cross only at Crosswalks" signs

- The Study does not recommend a change to the posted speed limit (45 mph). However, after discussion, the City will write a formal letter to Ed requesting a speed reduction to 35 or 40 mph. Other segments of A1A have 35mph posted speed limits and the City wants the same in order to increase safety for all users.
- The City may initiate a Complete Streets plan or a Lane Reduction plan using the new Florida Design Manual (FDM) procedures. An FDOT-initiated corridor planning study may already be underway; City to follow up with Jim Knight at the FDOT Planning Office.

**Concept Plan – shared at the 6:00 Community Meeting**

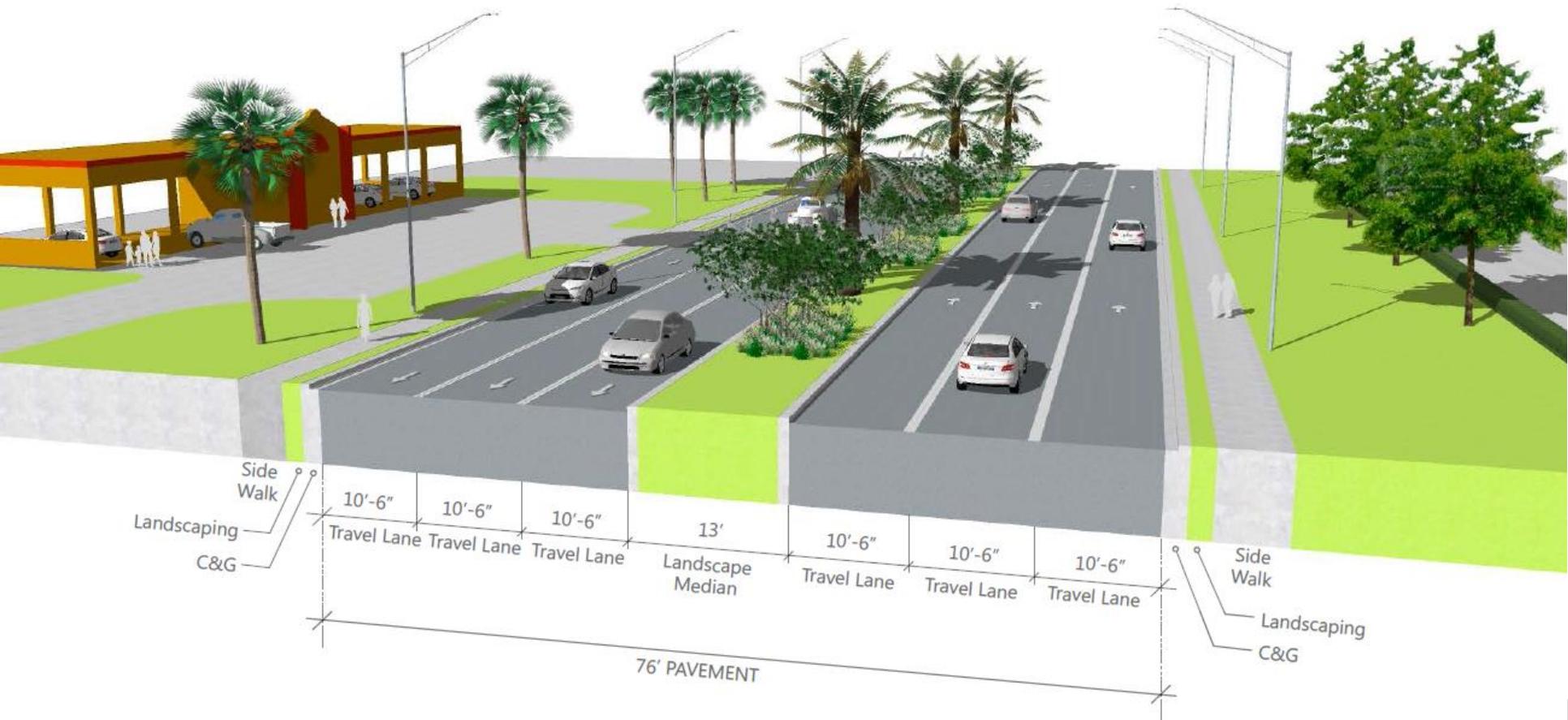
- Vashon shared a potential Concept Plan drafted as a result of the community input provided throughout the day, including several property owners. Some of the concepts proposed in this sketch were proposed by property owners along the corridor seeking to reinvision their space.
- Mixed use development proposes retail on the ground level with offices and/or residential above.
- Parking garages would be designed as faux buildings to soften the look of the garages. However, there was not consensus from attendees if this would be appropriate within the study area.

- The northern property which is a currently storage facility was envisioned as a multi-family parcel with a stormwater pond which acts as a “central park” which could be amenitized with benches, lighting, artwork, etc.
- Townhomes would be located off of Mayport Road on the rest of the storage facility property.
- Save the trees to act as a buffer to adjacent development
- George Street is brought through the property to provide better street connectivity.
- A property owner advocated for 3 story mixed use development
- Intersection improvements would include bricked crosswalks, gateway signage, and better pedestrian lighting.
- The plan proposes an extension of Rose Park to the east and across Mayport Road to connect the east and west sides of the study area. This park could potentially hold future markets and/or pop-up events for the community.
- Nothing was proposed for the USPS site.

#### **Summary of Public Comments from 6:00pm Public Meeting:**

- Can we explore a reversible/flex lane?
  - Answer: this could happen through a negotiation with FDOT
- Has a pedestrian bridge been considered?
  - Answer: This could happen, but it does take up a lot of right-of-way to build the ramps. Ideas to increase safety in this type of environment include law enforcement and locking the gates for use at night.
- A simple fix would be to reduce the speed on Mayport Road. Ticketing and law enforcement are also crucial to providing safety. This should be the first task in any strategy pursued with FDOT - all others are secondary. We need to be more aggressive with FDOT and the TPO to make this a reality.
- Reducing the number of lanes from 6 to 4 lanes would reduce the amount of time pedestrians need to cross the street.
- A road diet would not be effective – it’s just not working where it has already been done and there is congestion along Mayport Road.
- A reduction in speed and a crosswalk near the intersection of Jackson Road where Mayport Road curves is crucial to increasing safety on Mayport Road.
- Currently FDOT proposes:
  - Increased lighting at traffic signals
  - Longer pedestrian timing
  - No reduction in speed, but negotiations are under way to pursue this as an option in the future.
- Parallel parking on a road such as Mayport Road is dangerous.

- We need to increase the amount of Code Enforcement along Mayport Road – there is a lot of disinvestment and we need to change the existing blight.
- Work in landscaping along Mayport Road to provide beautification.
- The corridor needs to be looked at with new eyes to provide an overall vision – but most importantly, the process towards realization needs to happen and this needs to come from a commitment with our City Staff and elected officials.
- The Vision will drive the Land Development Code revisions – which is currently being rewritten.
- 35 MPH is an attainable goal for Mayport Road.
- Residents in the adjacent neighborhoods will not want high rise development.
- A master stormwater system funded by the City could allow for redevelopment to occur. This can coincide with proposed improvements to Mayport Road through negotiations with FDOT to allow for joint use stormwater facilities.
- Business owners need to let redevelopment happen organically – but it should also be checked as to not run amuck.
- Do not underestimate the importance of the military base – this makes any proposed redevelopment opportunities very unique.
  - Commissioner Brittany Norris stated that the Navy had representatives at the earlier Task Force Meeting and that they were not opposed to a reduction in speed limit on Mayport Road.
- Parking garages have the potential to increase crime.
  - Commissioner Brittany Norris pointed out that the future of vehicular use as we know it today will change with the use of autonomous vehicles and the increase in ridership opportunities such as Uber. We should build with this change in mind.
  - Curt pointed out that parking garages are now being designed with reuse in mind – with stories tall enough to accommodate for a variety of future uses and ramps being built on the outside as to be removed upon renovation.
- Ideas to allow for parking reductions to the City's minimum standards should be considered – especially where mixed use development is proposed.
- Ask for FDOT's current study for Girvin Road.
- Consider redevelopment of the Post Office site.



# City of Atlantic Beach Mayport Road Visioning Workshop

# Open House Presentation

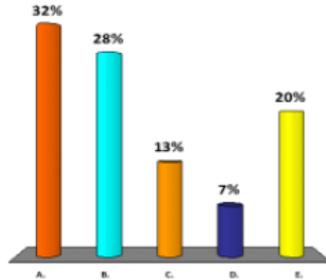
- 2016 Redevelopment Plan
- Visioning Study Area
- Transportation Considerations
- Study Area Opportunities



# 2016 Redevelopment Plan

Which of the three improvement projects for Goal 1 do you think are the most important?

- A. Safe pedestrian and bicycle facilities
- B. Street lighting and landscaping
- C. Midblock crossings
- D. Reduction in speed limit
- E. Commercial node

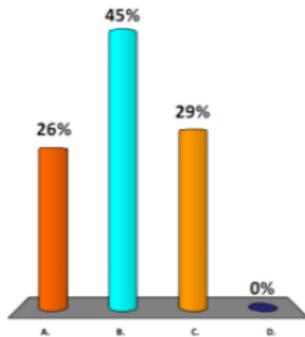


*A Vision to create a vibrant, thriving community anchored by the Mayport Road Corridor that offers opportunities for live, work, and play for all residents and visitors.*

## MAYPORT ROAD COMMUNITY REDEVELOPMENT PLAN City of Atlantic Beach August 2016

Which of the improvement projects for Goal 5 do you think is the most important?

- A. Grocery Store
- B. Mayport Road Commercial Nodes
- C. Healthy Community Design
- D. "Buy Local" Program



# Plan Goals

**1**

Transform the Mayport Road Corridor into a Complete Street to improve safety for all users

**2**

Improve the appearance of the Mayport Road Corridor

**3**

Improve Business Activity along the Mayport Road Corridor

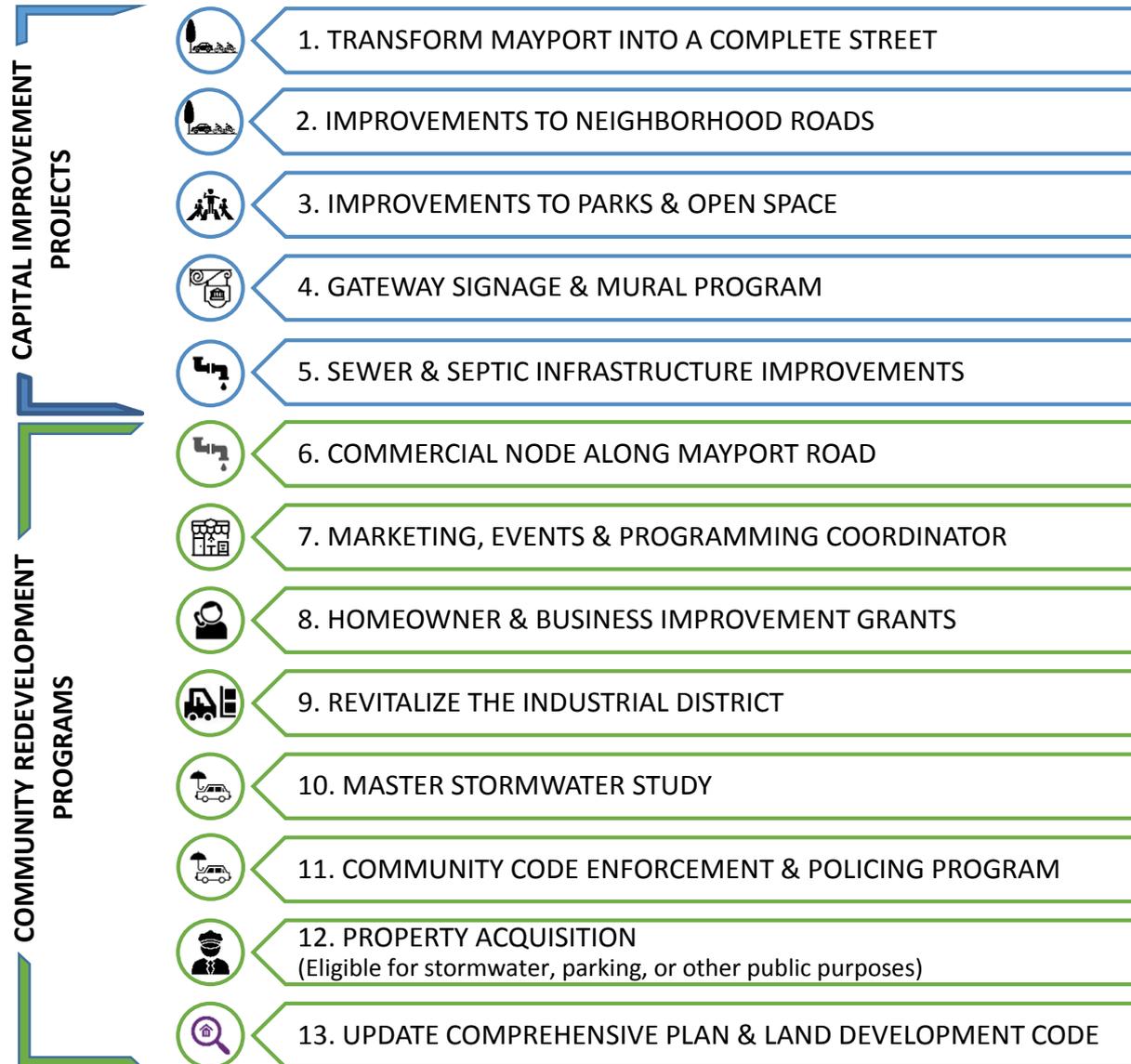
**4**

Support a vibrant residential neighborhood adjacent to the corridor

**5**

Maintain or improve the quality of life of City of Atlantic Beach residents, business owners, and visitors

# Recommended Projects & Programs



**Mayport Road Redevelopment Plan Goals & Objectives**

- Transform the Mayport Road Corridor into a Complete Street to improve safety for all users.
- Improve the appearance of the Mayport Road Corridor
- Improve Business Activity along the Mayport Road Corridor
- Create a vibrant residential neighborhood adjacent to the Corridor
- Maintain or improve the quality of life for City of Atlantic Beach residents, business owners, and visitors.



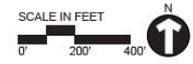
**MAYPORT ROAD COMMUNITY REDEVELOPMENT AREA**  
**OPPORTUNITIES AND CONSTRAINTS**  
 CITY OF ATLANTIC BEACH • DUVAL COUNTY, FLORIDA



**LEGEND**

	GATEWAY FEATURE
	STREETSCAPE IMPROVEMENTS • BILE LANES • ENHANCED MEDIAN LAMP • STREET TREES • LIGHTING • STREET FURNITURE • SPECIALTY PAVING • SIGNAGE / WAYFINDING • CURB CUT REDUCTION • COMMUNITY ART
	INTERSECTION IMPROVEMENTS
	PEDESTRIAN CROSSINGS
	BIKE LANES
	DEVELOPMENT NODE
	POP-UP NODE
	EXISTING PARKS
	PROPOSED PARKS
	VACANT - CITY OWNED
	VACANT - HABITAT OWNED
	VACANT
	NEIGHBORHOOD REDEVELOPMENT DISTRICT
	TARGET FLEXIBLE ZONING
	GIS - WETLANDS
	BUFFER
	PEPFC
	EXISTING PONDS
	RIVER BRANCH PRESERVE OUTLOOK
	KAYAK LAUNCH

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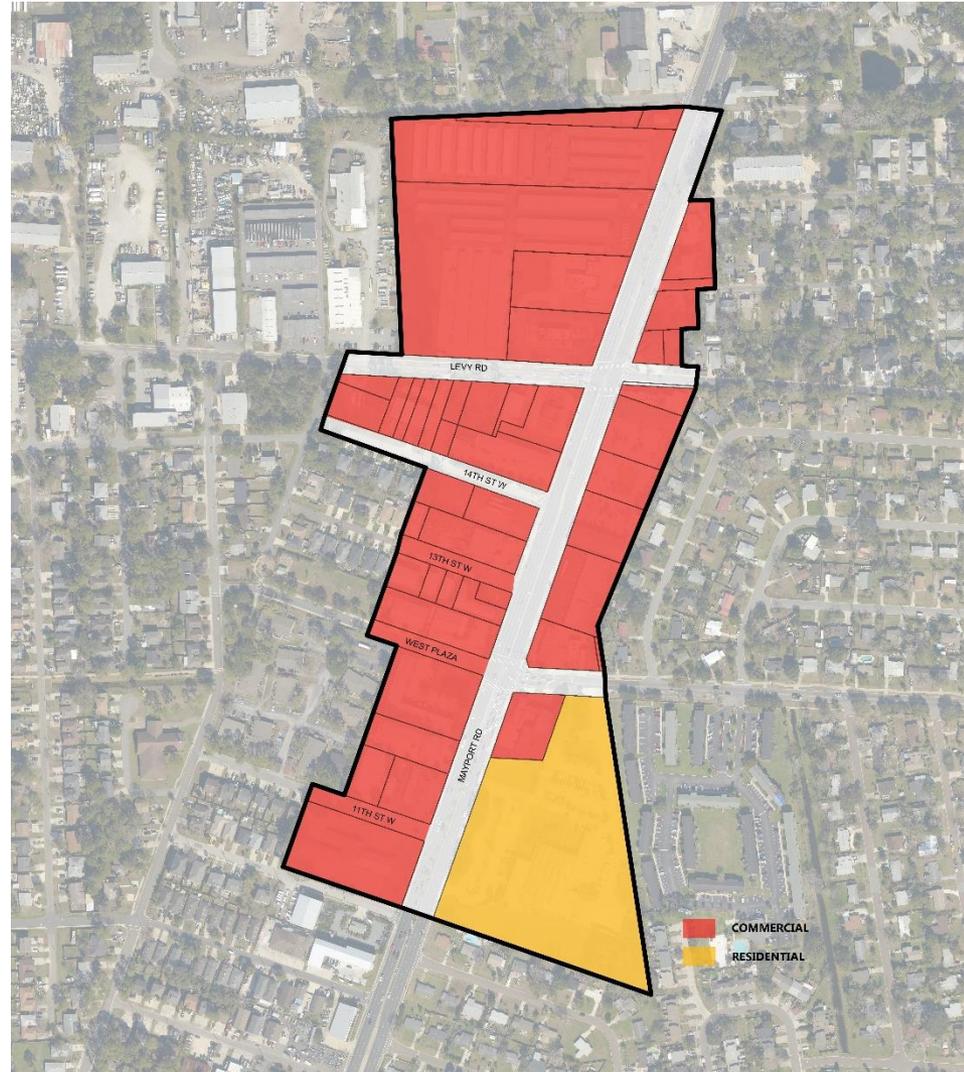


DATE: April 8, 2016  
 PROJECT NUMBER: 62402.00  
 225 E. Robinson St, Suite 300 | Orlando, Florida 32801  
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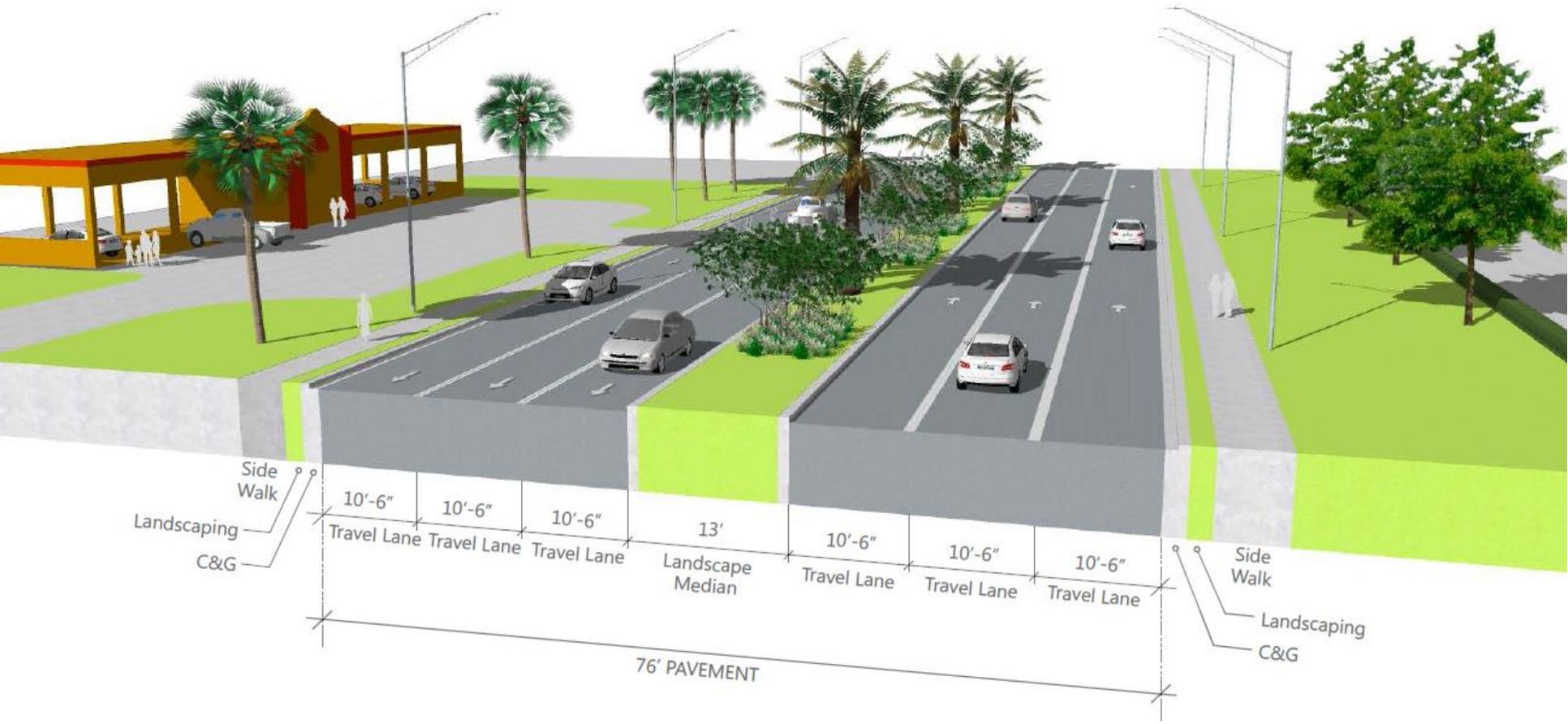


# Study Area Future Land Use

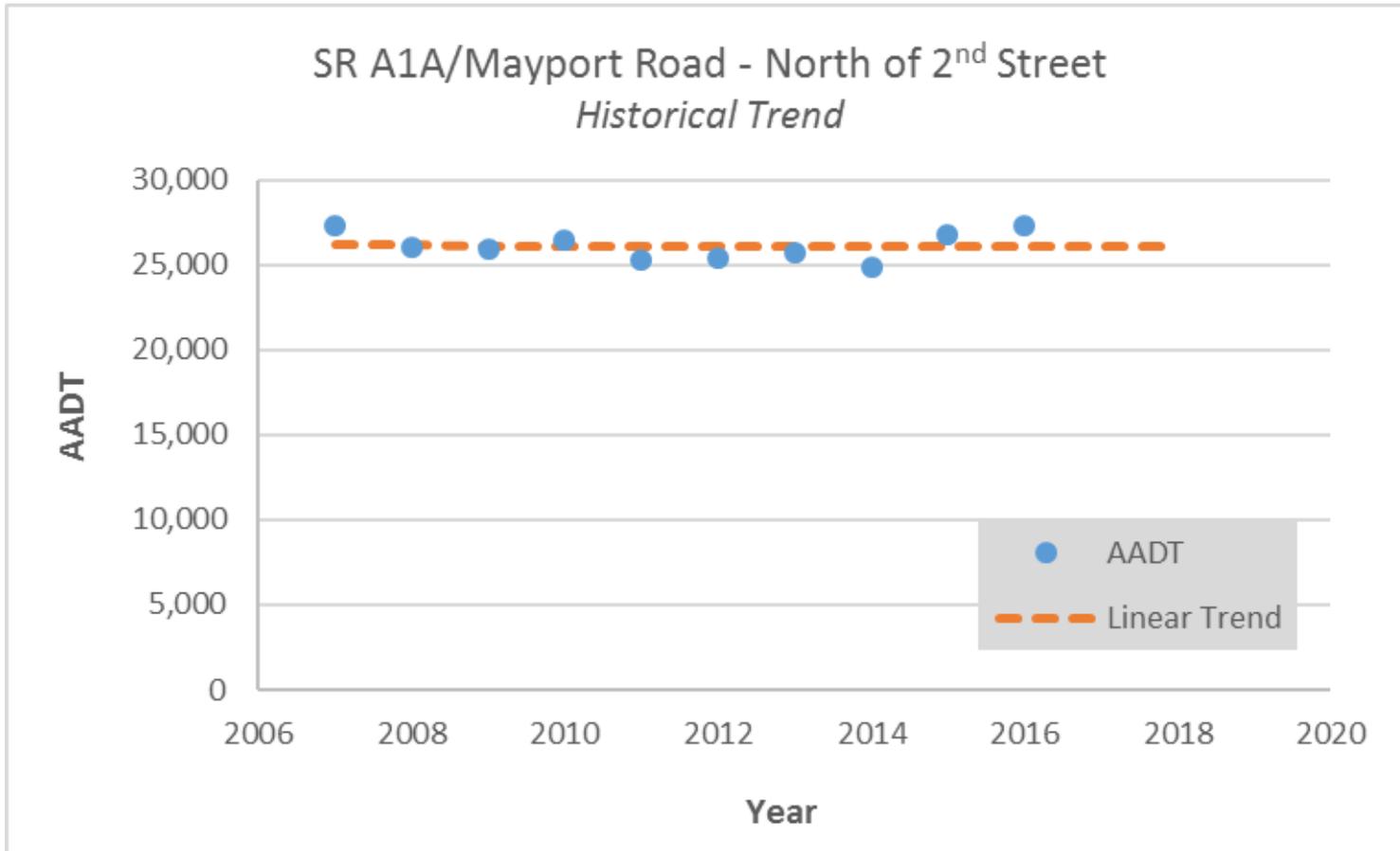
- Commercial land use
- Residential land use



# Transportation: Existing Typical Cross Section

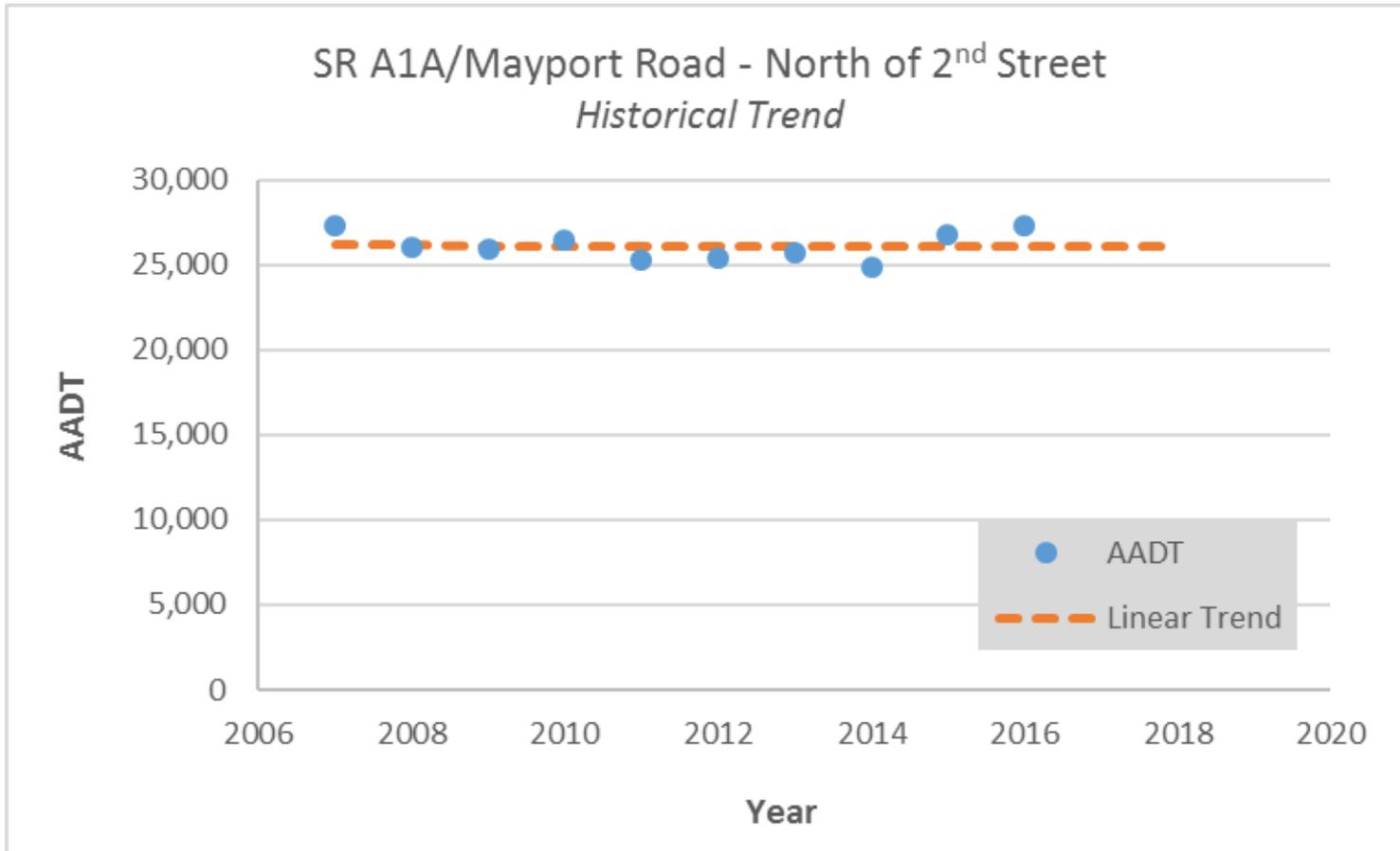


# Historic Traffic Counts



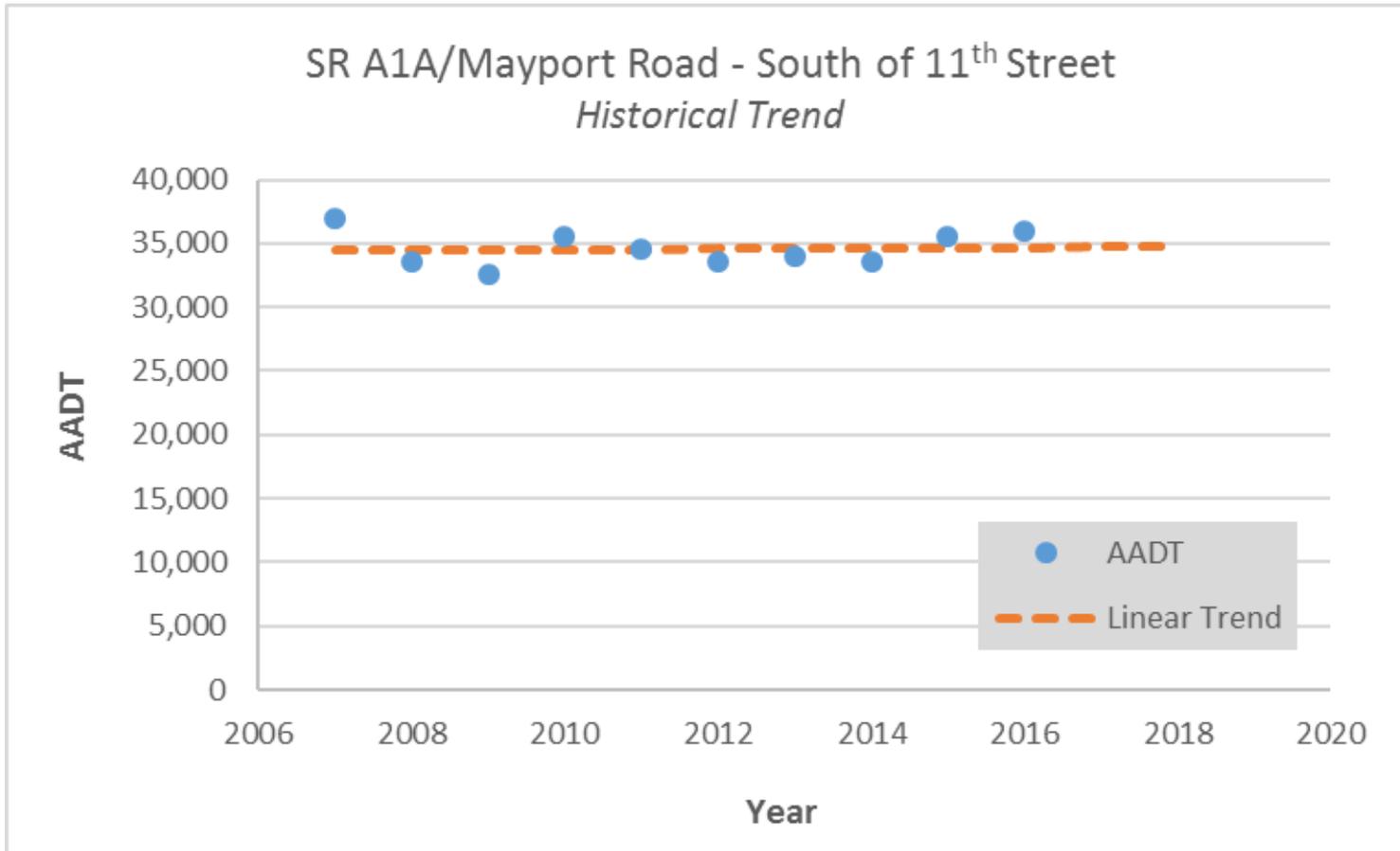
**2017 - 2018 Annual Growth Rate -0.03%**

# Historic Traffic Counts



**2017 - 2018 Annual Growth Rate 0.08%**

# Historic Traffic Counts



**2017 - 2018 Annual Growth Rate -0.95%**

# Mayport Road Level of Service

Scenario A - Existing Configuration (6D - 45 mph)								
Roadway Segment			Roadway Type	Area Type	Posted Speed [mph]	LOS D Serv. Vol.	2016 AADT <sup>1</sup>	Volume/ LOS D Serv. Vol.
On	From	To						
SR A1A/Mayport Road	Atlantic Boulevard	6 <sup>th</sup> Street	6D	Urban	45	59,900	27,300	0.46
SR A1A/Mayport Road	6th Street	Donner Road	6D	Urban	45	59,900	36,000	0.60
SR A1A/Mayport Road	Donner Road	Dutton Island Road	4D	Urban	45	39,800	36,000	0.90
Note 1: most current FDOT traffic volume data available.								

Alternative 1: Four lane configuration (4D - 45 mph)								
Roadway Segment			Roadway Type	Area Type	Posted Speed	LOS D Serv. Vol.	2016 AADT <sup>1</sup>	Volume/ LOS D Serv. Vol.
On	From	To						
SR A1A/Mayport Road	Atlantic Boulevard	6 <sup>th</sup> Street	4D	Urban	45	39,800	27,300	0.69
SR A1A/Mayport Road	6th Street	Donner Road	4D	Urban	45	39,800	36,000	0.90
SR A1A/Mayport Road	Donner Road	Dutton Island Road	4D	Urban	45	39,800	36,000	0.90
Note 1: most current FDOT traffic volume data available.								

Alternative 2: Four lane configuration, reduced speed (4D - 35 mph)								
Roadway Segment			Roadway Type	Area Type	Posted Speed	LOS D Serv. Vol.	2016 AADT <sup>1</sup>	Volume/ LOS D Serv. Vol.
On	From	To						
SR A1A/Mayport Road	Atlantic Boulevard	6 <sup>th</sup> Street	4D	Urban	45	32,400	27,300	0.84
SR A1A/Mayport Road	6th Street	Donner Road	4D	Urban	45	32,400	36,000	1.11
SR A1A/Mayport Road	Donner Road	Dutton Island Road	4D	Urban	45	32,400	36,000	1.11
Note 1: most current FDOT traffic volume data available.								

# FDOT Context Classification

- C3C - Suburban Commercial Corridor
- Allowable Speed Range: 35- 55mph
- Ongoing Mayport Road Safety Study



## **C3C-Suburban Commercial**

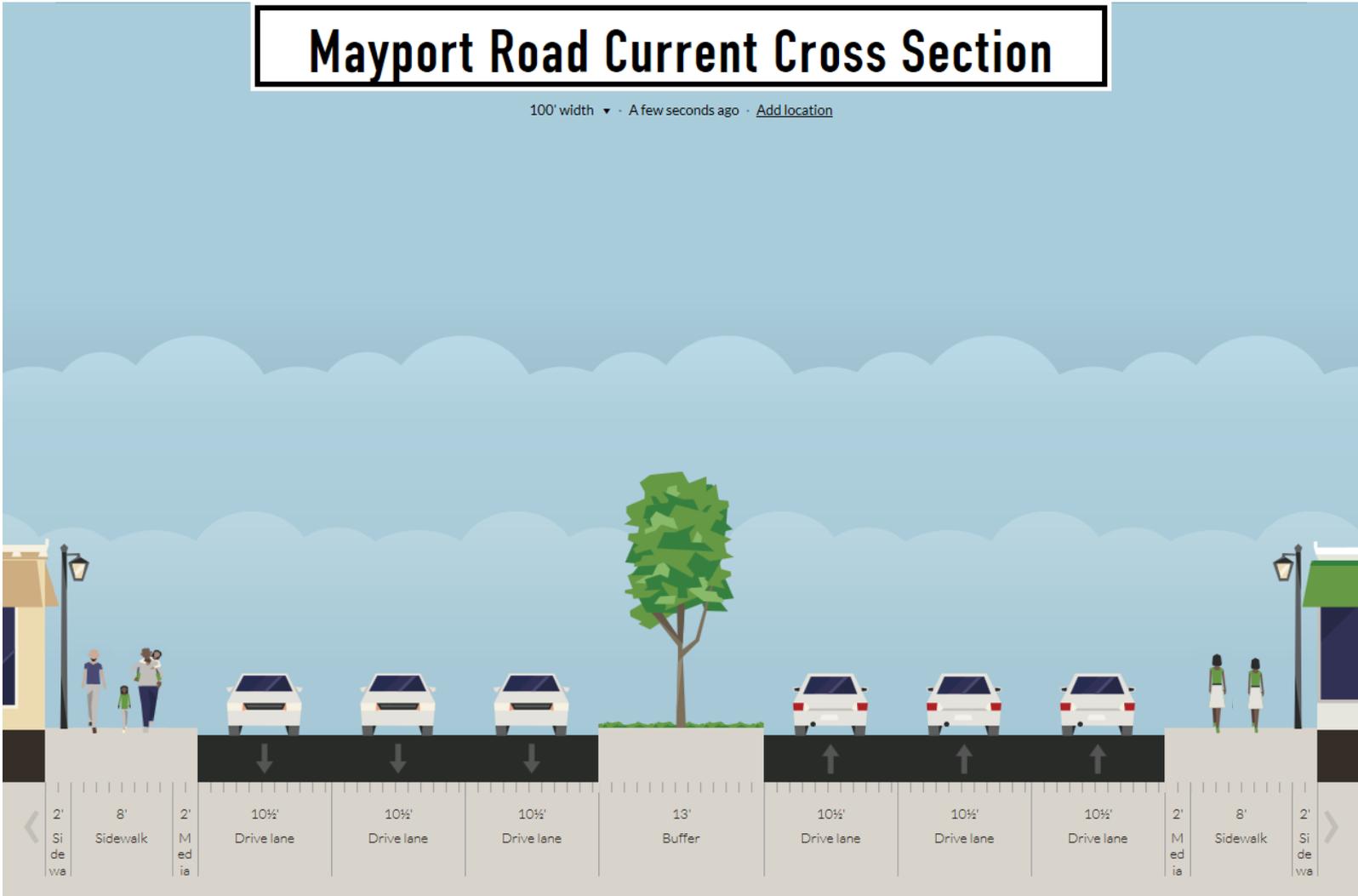
Mostly non-residential uses with large building footprints and large parking lots within large blocks and a disconnected or sparse roadway network.

# Transportation Summary

- Historic Traffic counts illustrate that traffic is steady or decreasing
- There is an opportunity to re-purpose two of the travel lanes
- Further coordination with FDOT is needed

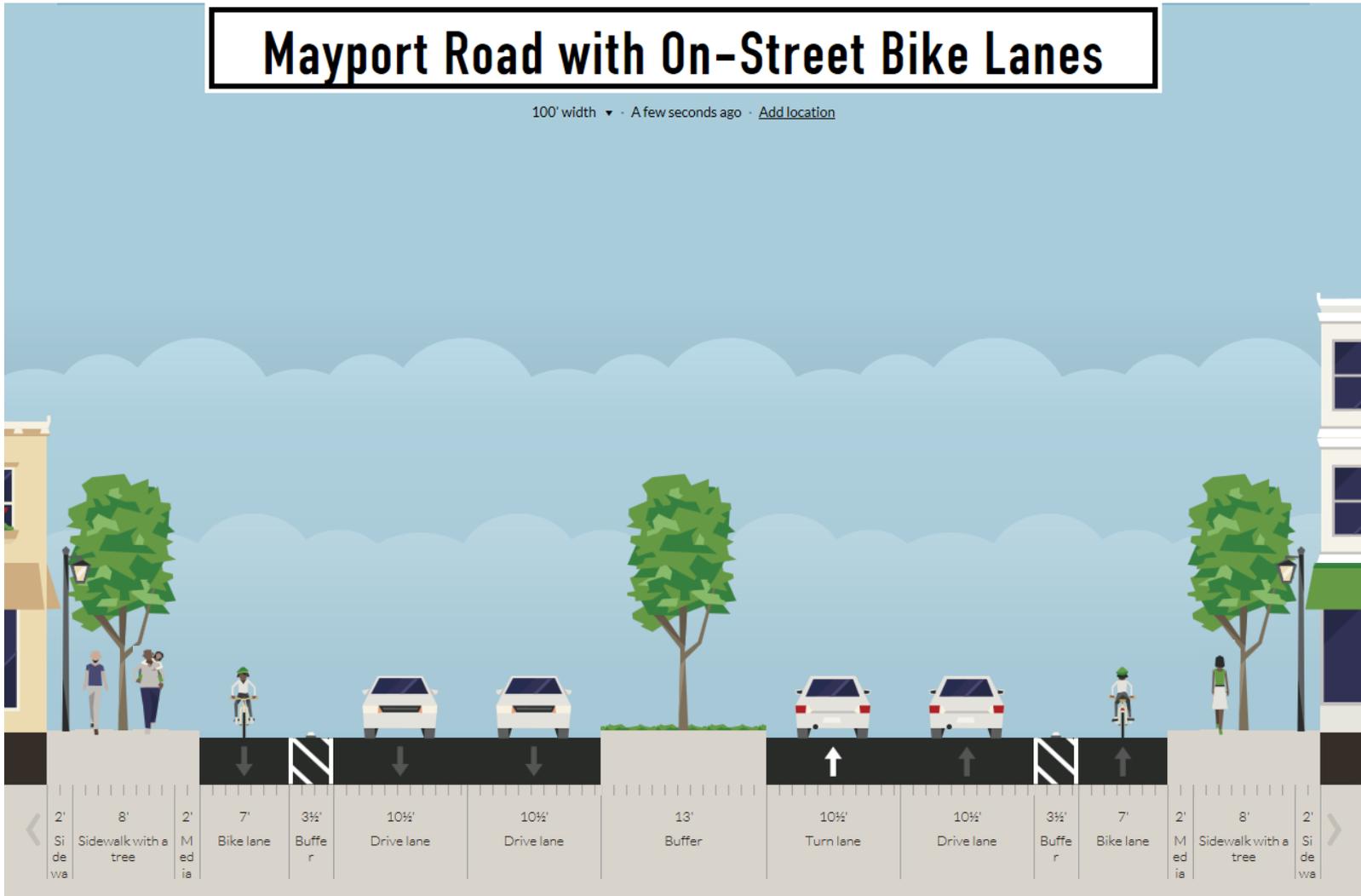
# Mayport Road Current Cross Section

100' width ▾ · A few seconds ago · [Add location](#)



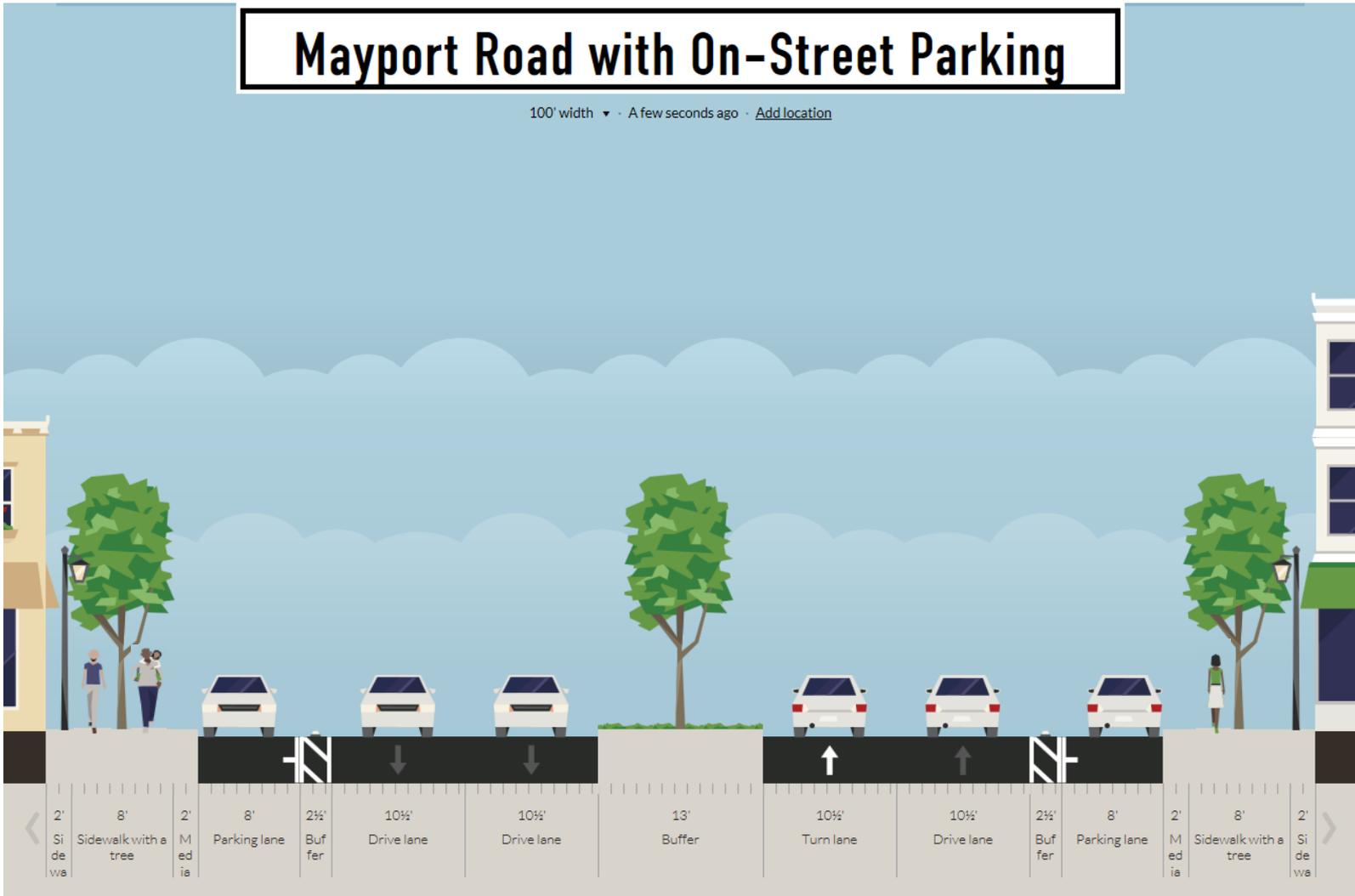
# Mayport Road with On-Street Bike Lanes

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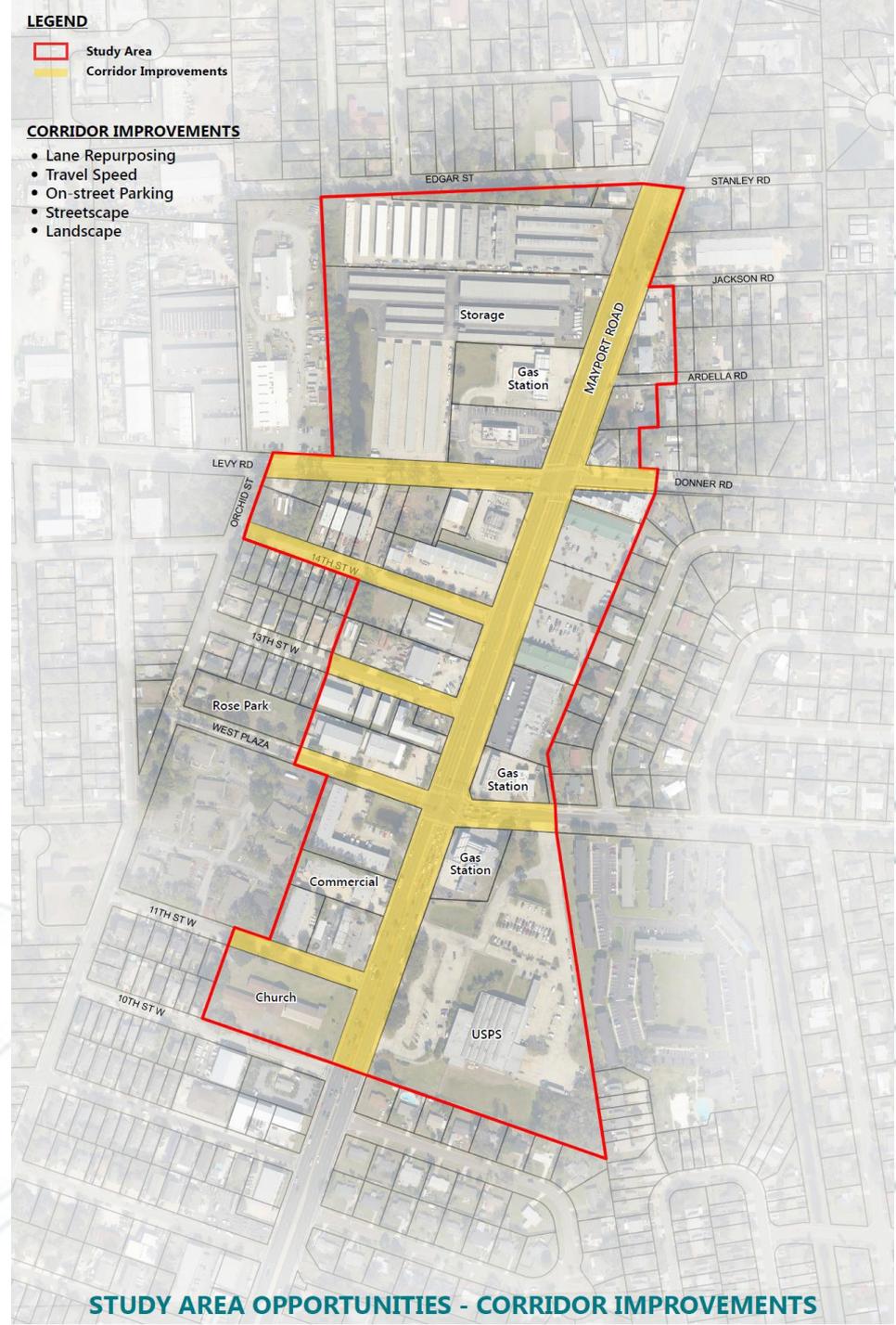
# Mayport Road with On-Street Parking

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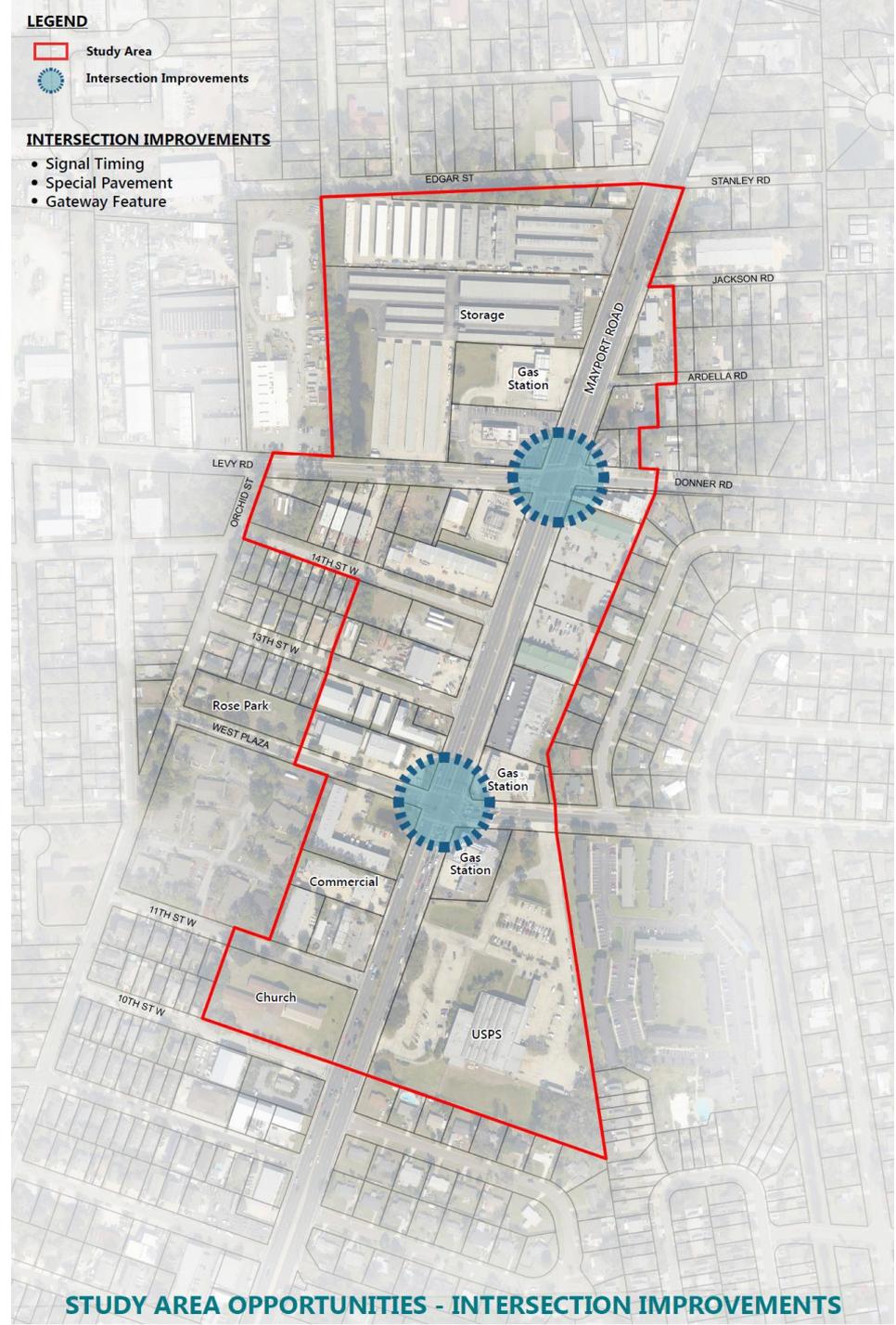
# Study Area Opportunities

- Corridor Improvements
  - Lane Repurposing
  - Travel Speed
  - On-street parking
  - Streetscape
  - Landscape



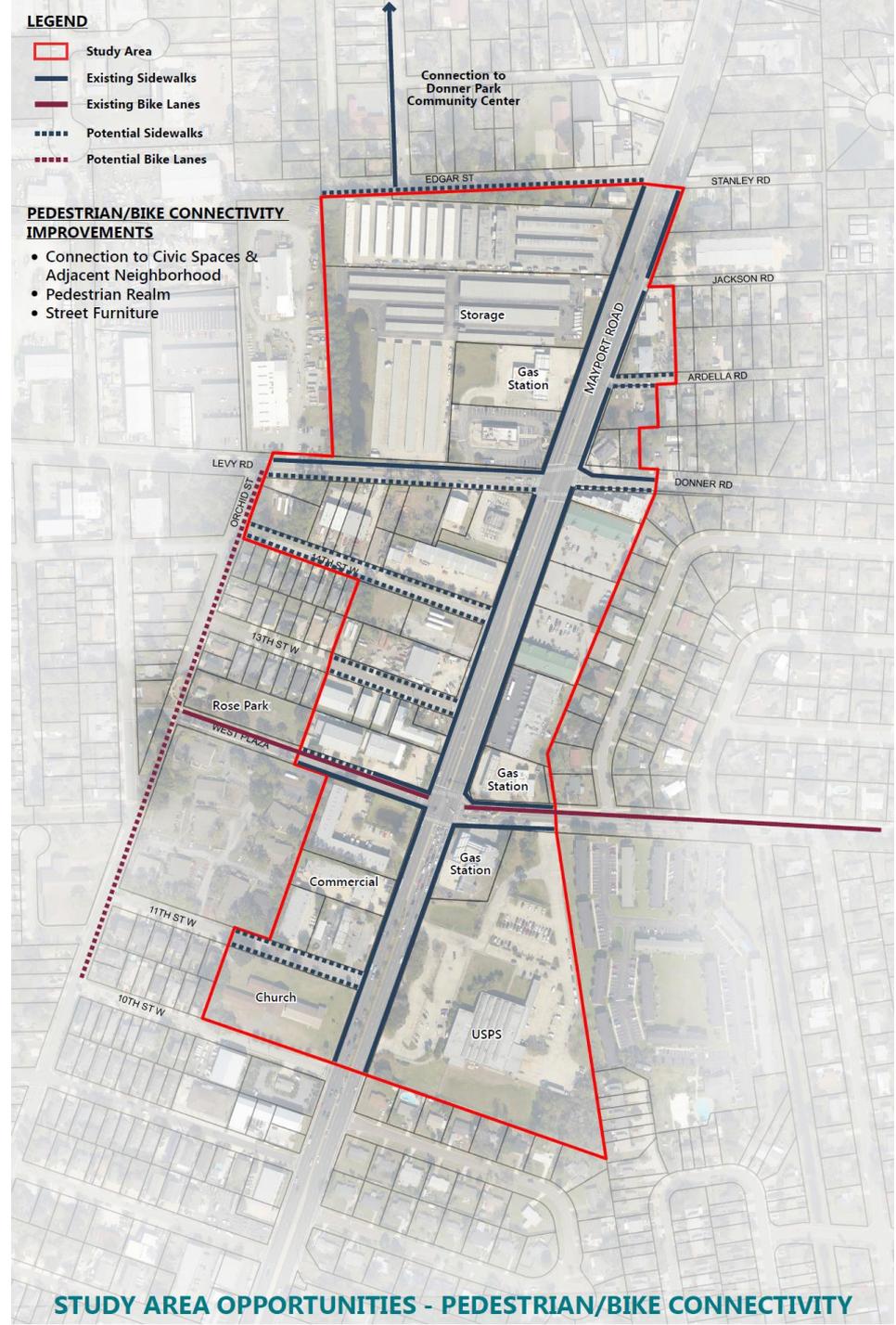
# Study Area Opportunities

- Intersection Improvements
  - Signal Timing
  - Special Pavement
  - Gateway Feature



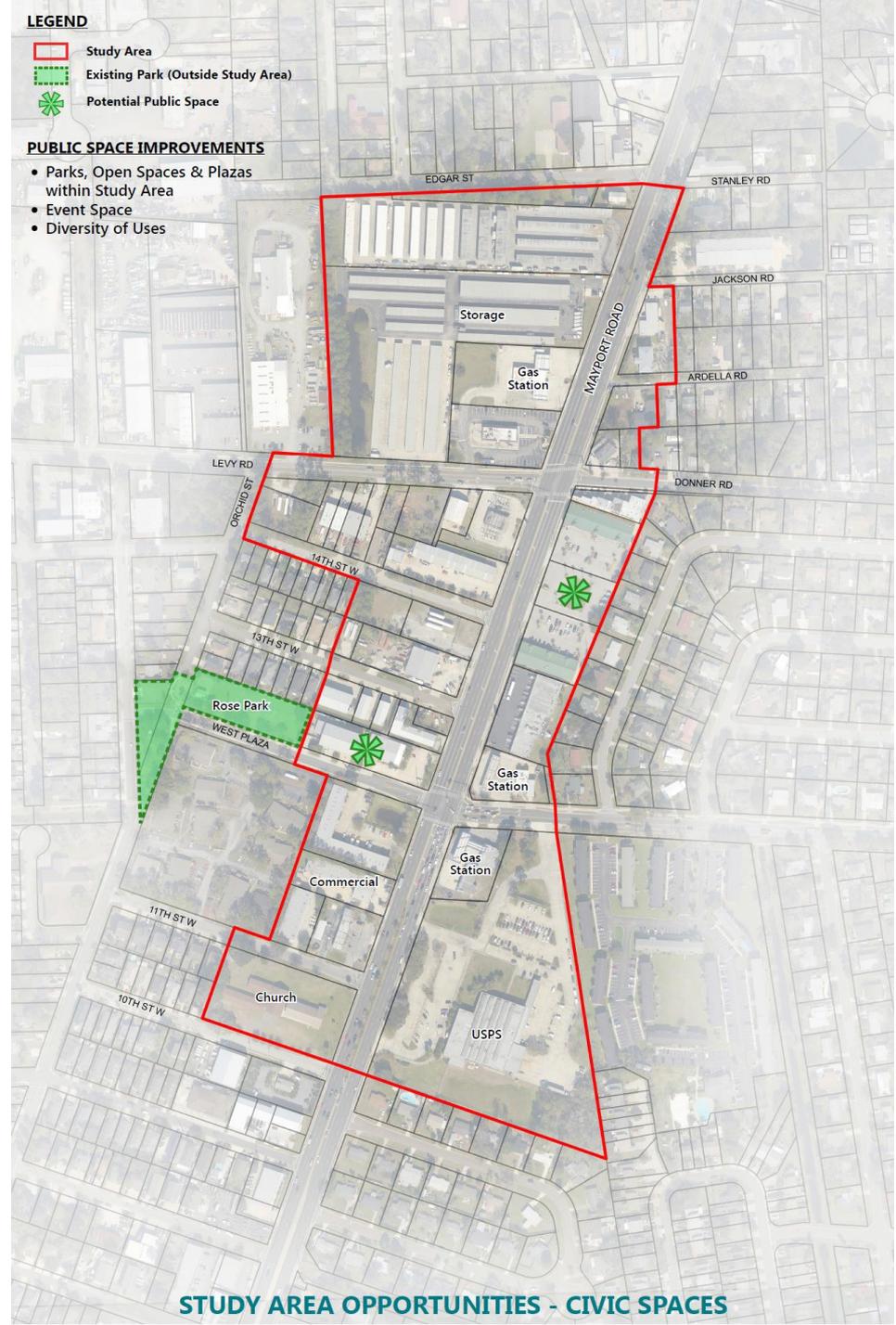
# Study Area Opportunities

- Pedestrian/Bike Connectivity Improvements
  - Connection to Civic Spaces and Adjacent Neighborhoods
  - Pedestrian Realm
  - Street Furniture



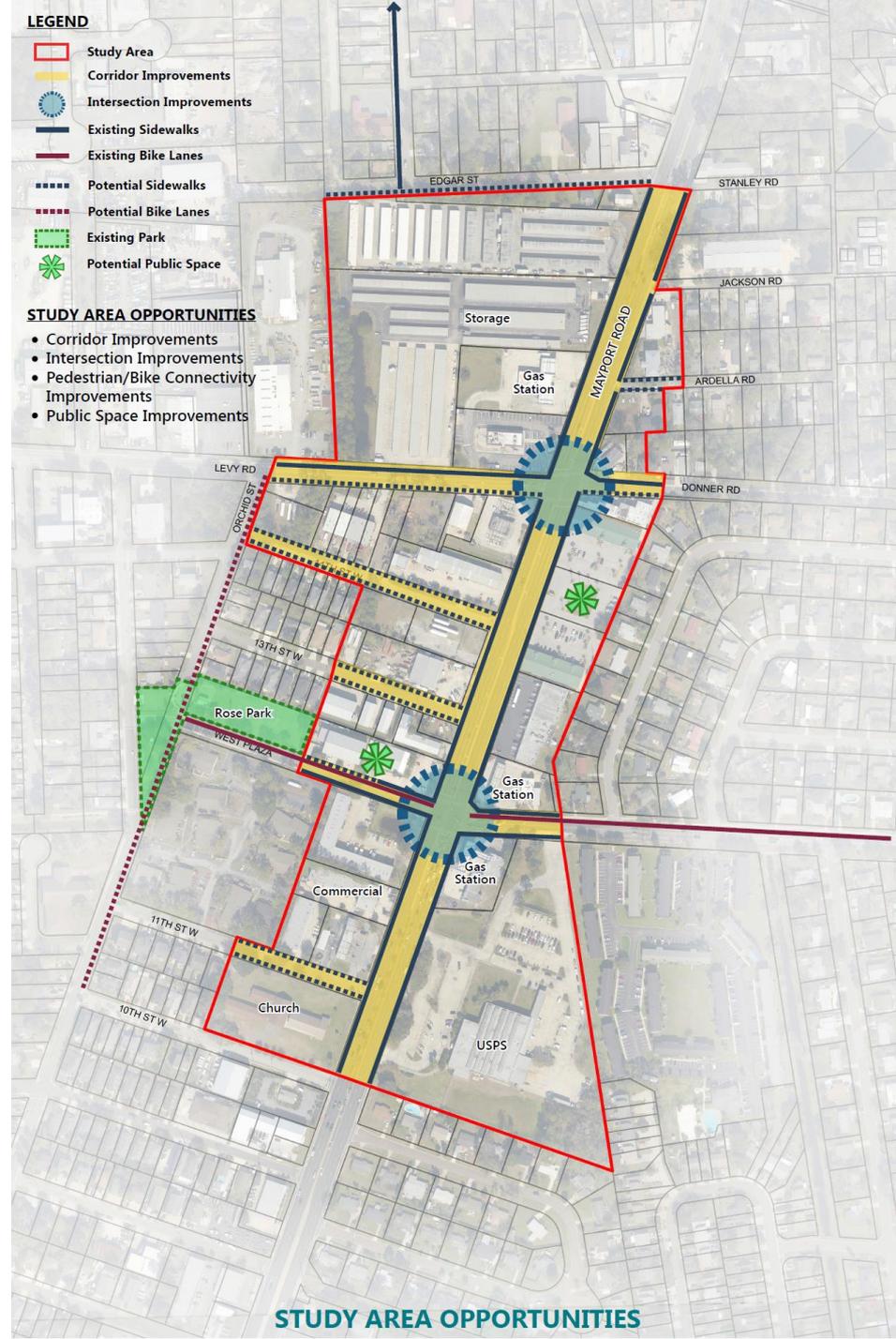
# Study Area Opportunities

- Public Space Improvements
  - Parks, Open Spaces and Plazas
  - Event Space
  - Diversity of Uses



# Study Area Opportunities

- Summary
  - Corridor Improvements
  - Intersection Improvements
  - Pedestrian/Bike Connectivity Improvements
  - Public Space Improvements



# What we've heard so far...

- Decrease the speed limit on Mayport Road
- Add bike lanes
- Add street trees
- Provide wider sidewalks
- Provide façade improvement grants
- Increase code enforcement
- Wrap electrical boxes with public art
- Remove the chain-link fence around the UPS pond



# What we've heard so far...

- Provide better sidewalks/bike lanes on side streets
- City should purchase properties along Mayport Road for a Developer Request for Proposals
- Mural on Atlantic Beach flyover
- Create a gateway feature at Dutton Island Road, not another gas station
- Pedestrian Bridge over Mayport Road
- Create an urban garden
- Art competition for above ground gas tanks



**PUBLIC SPACE**



Community Park



Pop-Up Park



Dog Park



Urban Plaza



Community Garden

**INTERSECTION IMPROVEMENTS**



Existing Intersection



Brick Pavers @ Intersection



Crosswalk Improvements

**PARKING**



Parking in the front



Parking in the rear



Parking Garage

**BUILDING**



1 Story



2 Stories



3 Stories Mixed Use

**BUILDING SETBACK**



Existing



0 Setback



10' Setback - Commercial



10' Setback - Residential

**HOUSING PRODUCTS**



Garden Homes



Alley Homes



Townhomes



Apartments



# Public Park Space



Community Park

4

Pop-Up Park

4

Dog Park

2

Urban Park

4

Community Garden

2

# Intersection Improvements



Existing

0

Brick Pavers

6

Decorative Crosswalk

4

# Parking



In Front

0

In Rear

2

Parking Garage

4

# Buildings



1-Story

0

2-Stories

2

3-Stories Mixed Use

6

# Building Setback



Existing

0

0' Setback

2

10' Setback - Commercial

6

10' Setback - Residential

0

# Housing Product



Garden Homes

0

Alley Homes

2

Townhomes

3

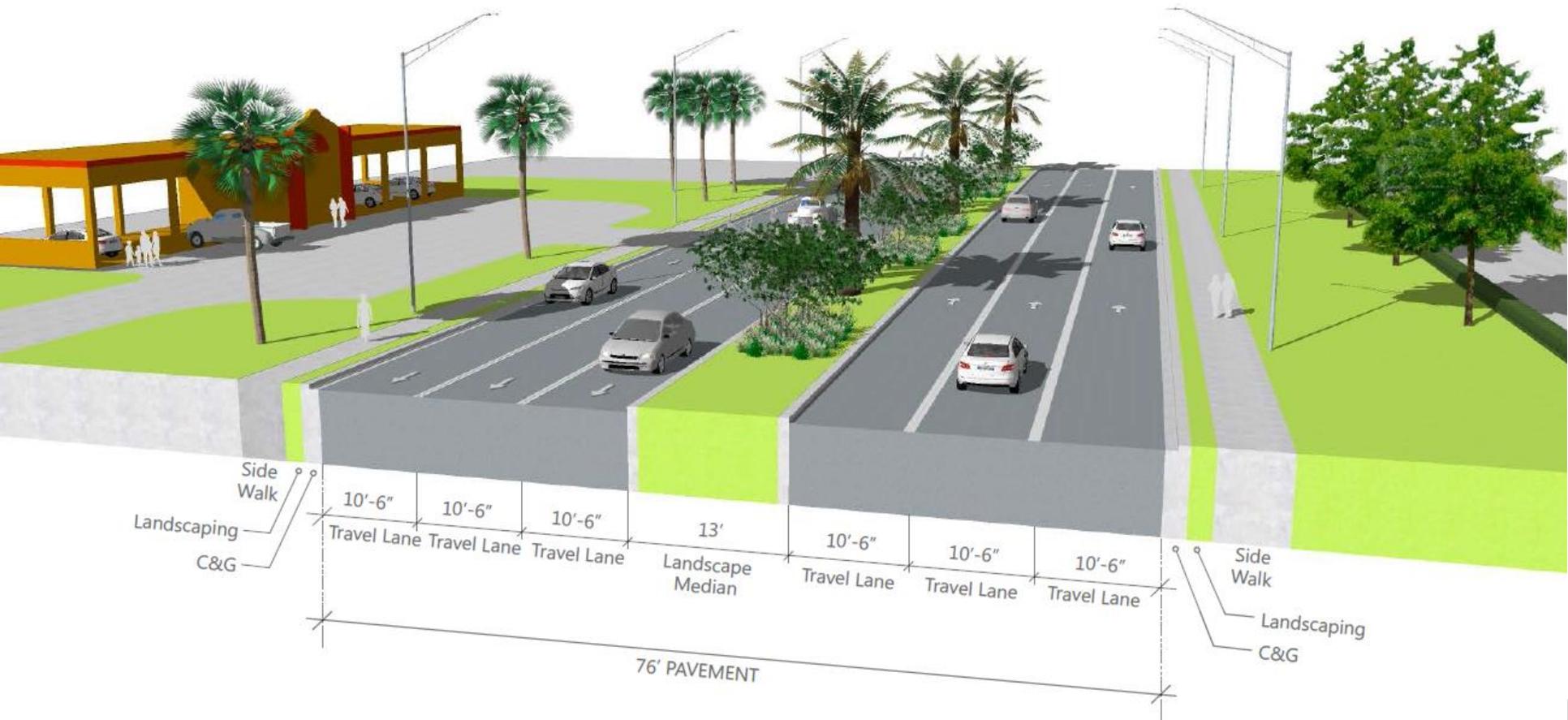
Apartments

1

# Next Steps

- How would you enhance the public realm?
  - Cross sections
- How would you plan for private spaces?
  - LEGO Block Exercise
- What is your vision for Mayport Road?
  - Concept Planning





# City of Atlantic Beach Mayport Road Visioning Workshop