

Horizon 2030

Recommendations of
The Growth Management
Task Force

April 2006

www.coj.net

Link to Mayor's website



"While Visions, Predictions and Dreams play an important role in any planning program, they appear as such only now; within the span of a few years the seemingly fanciful schemes and visionary ideas... as dreams today will become the rigid cold realities of the future."

From the City Plan of Jacksonville, February 1931



"How a city plans for its physical development greatly affects the well-being of the whole city in every sense. Jacksonville was founded on optimism, openness, energy and entrepreneurship. Jacksonville is a great city poised with the opportunity to become, a great world city of this century. To seize this opportunity the community must plan to achieve greatness.

"We must address transformational issues, such as improving public transportation; providing incentives to encourage urban development that promotes transit accessibility, social interaction, walkability and better health and lifestyle habits; making everything we do more environmentally sensitive by being mindful of how it is designed and how it functions in the real world; and continuing to seek increased clarity and simplicity in our regulatory and permitting processes."

“The planning process must foster progress, not impede it. It must aspire to build consensus, both at the neighborhood level and the citywide level, allowing communities to envision their collective aspirations and feel there is a real chance to achieve them.”

Mayor's Charge

- Determine how much growth we should reasonably expect in the next 20 years;
- Identify how we want to prepare for this growth, including priority areas such as infill and downtown;
- Assess the adequacy of current funding sources to produce needed infrastructure;
- Identify ways to encourage greater regional cooperation; and,
- Propose actions to implement 2005 amendments to the state growth management act (S.B. 360).

Key Finding

If development continues in the current low density pattern, the vacant land currently available for commercial, industrial and residential uses will be exhausted by the year 2030.



Consequences of Development Pattern

- Low density residential will compete with office, commercial and industrial lands that provide jobs and much greater tax revenue.
- Increased congestion
- Pressure on natural systems
- Limited diversity of housing (affordable/workforce)
- Severely limits the ability to utilize transit.

What does this mean?

- The timeline to shape our build out is diminishing.
- Major new development will be increasingly outside of Duval County.
- Our focus will be primarily on infill and redevelopment.



Population Trends

- Growth in Jacksonville has been steady but not overwhelming compared to many other areas in Florida.
- Strong growth is expected through 2030.
- The lack of developable land will force more growth to outlying counties.
- Within Duval County, population growth is surging in the North and Southwest.

REGIONAL GROWTH

- Jacksonville is becoming the urban center for a much larger region.
- Between 2010 and 2020, the population of outlying counties will begin to grow faster than Jacksonville.
- In 1970, Jacksonville comprised 86% of the population of the region, while St. Johns and Clay County accounted for 5% each.
- In 2030, Jacksonville's share of the population is projected to be only 63% of the region.
- In 2005, 14% of Duval's workforce commuted from outlying counties. In 2010 it is expected to be more than 17%.

Ten Principles for Managing Jacksonville's Growth

1. Build a Vision with Maximum Public Participation
2. Capitalize on City's Uniqueness (Sense of Place)
3. Promote Mixed-Use "Villages"
4. Commit to Transit



Ten Principles for Managing Jacksonville's Growth (Cont.)

5. Redevelop the Major Road Corridors
6. Adequately Fund Transportation
7. Revitalize the River
8. Save Space for Industry
9. Plan for Schools
10. Improve Regional Collaboration



Build a Vision with Maximum Public Participation

- **The vision should evolve from a unified process that incorporates land use, environmental, and transportation components.**
- **The unified vision should illustrate the form that new development and redevelopment should take within the city, as expressed through graphic images, planning concepts and best practices performance standards.**

Build a Vision with Maximum Public Participation

- Provide context for elected officials to make decisions about how the City should grow.
- Based vision on build out – not timeline.
- Utilize CPACs!

Capitalize on City's Uniqueness (Sense of Place)

"In the midst of today's dizzying changes and transience, citizens long to be a part of a distinctive, unique community – one that fosters a sense of belonging and a "sense of place" for themselves and their families. "

Capitalize on City's Uniqueness (Sense of Place)

- Natural Resources/ River/ "Sacred Places"
- Downtown
- Cultural Center of the Region
- Older neighborhoods – San Marco, Springfield, Riverside/Avondale



Promote Mixed-Use “Villages”

- The design should focus on the continued re-urbanization of downtown and the creation of a “compact mixed-use villages”.
- These “villages” should be of diverse types (i.e., urban, suburban or rural) and be designed to provide many diverse places for living, work, recreation, education, entertainment and civic use.

Commit To Transit

As land use patterns move toward redevelopment, the opportunities for transit success increase dramatically with the encouragement of a land use development pattern that incorporates mixed-uses, urban and suburban villages, the potential success of transit increases. Conversely, the provision of transit can be used to support the desired infill and redevelopment land uses.

Commit To Transit

- The first phase of Rapid Transit System (RTS) service should be fully operational by 2010.
- The JTA should set ridership and "market share" targets of at least 10% of peak-period trips being made using transit or other alternative mode.
- Reduce dependence on single occupancy vehicles.
- Pursue the development of cost-effective regional transit services connecting outlying communities to Jacksonville.

Redevelop Major Road Corridors

“Unless we are able to eradicate the ugliness of older commercial centers as stand alone buildings in a sea of asphalt, they will not be viable in the market place and will be rejected by investors in favor of new development further removed from the neighborhoods that they served.”

Redevelop Major Road Corridors

- City and JTA must plan jointly for redevelopment and infill along regional arterial corridors.
- Incentivize redevelopment through Infill and Redevelopment Master Plans with preference to Bus Rapid Transit Corridors.
- Transit investments should be used as a catalyst for redevelopment.
- Use Transit Villages Land Use designation that incorporates the standards for Transit-oriented development and Multi-modal Transportation Districts (MMTDs)

Adequately Fund Transportation

- The 2030 Long Range Transportation Plan prepared by the First Coast MPO concludes Duval County will experience a \$2.6 billion shortfall in transportation investment through 2030.
- Even with BJP, this shortfall is almost \$2 billion larger than what was identified through the 2015 LRTP, the plan considered by the 1997 task force.
- \$2.1 of the \$2.6 billion (approximately 80%), is associated with local road, non-SIS state road ("other arterial"), and transit needs where participation from federal or state resources is non-existent, unknown or expected to be minimal

Revitalize The River

- Algae Bloom is a wake up call.
- Need to reduce nitrogen and phosphorous through a comprehensive approach that engages regional partners.
- Components must include:
 - Wastewater and stormwater upgrades
 - Master plan for reuse
 - Phase out of failing septic tanks
 - Education and personal responsibility for fertilizer use
 - Preservation of key public access points



Save Space For Industry

- ❑ Industrial lands have been converted to other land uses, but the most aggressive and potentially harmful change is to strictly residential land use because there is no long-term job potential associated with residential uses.
- ❑ Actions needed to preserve industrial land:
 - ❑ Create "Water Dependent/Water Related Overlay Zone"
 - ❑ Implement regulatory changes to protect airport operations and ancillary industrial and military uses from residential encroachment.
 - ❑ Protect strategically located lands near intermodal connectors (seaports, rail, airports) from conversion to non-industrial uses.

Plan For Schools

Adequate school seats are to be available or financially feasible in a designated area before development can occur, or mitigation is to occur in the form of financial payments to offset the impacts of the proposed development. This new process will help generate appropriate resources needed for meeting school capacity requirements in communities

Regional Cooperation

One of the imperatives of community economic development is to stop making decisions as though our jurisdictional boundaries are surrounded by walls separating us from the other adjacent jurisdictions.