

1 DOWNTOWN DESIGN GUIDEBOOK

AGENDA

1. Introduction/Background
2. Design Guidebook
Presentation
3. Public Comments
4. Boards
Questions/Comments

November 3, 2021

Developing the Guidebook

Evaluation of Overlay

Reviewed Submitted Plans

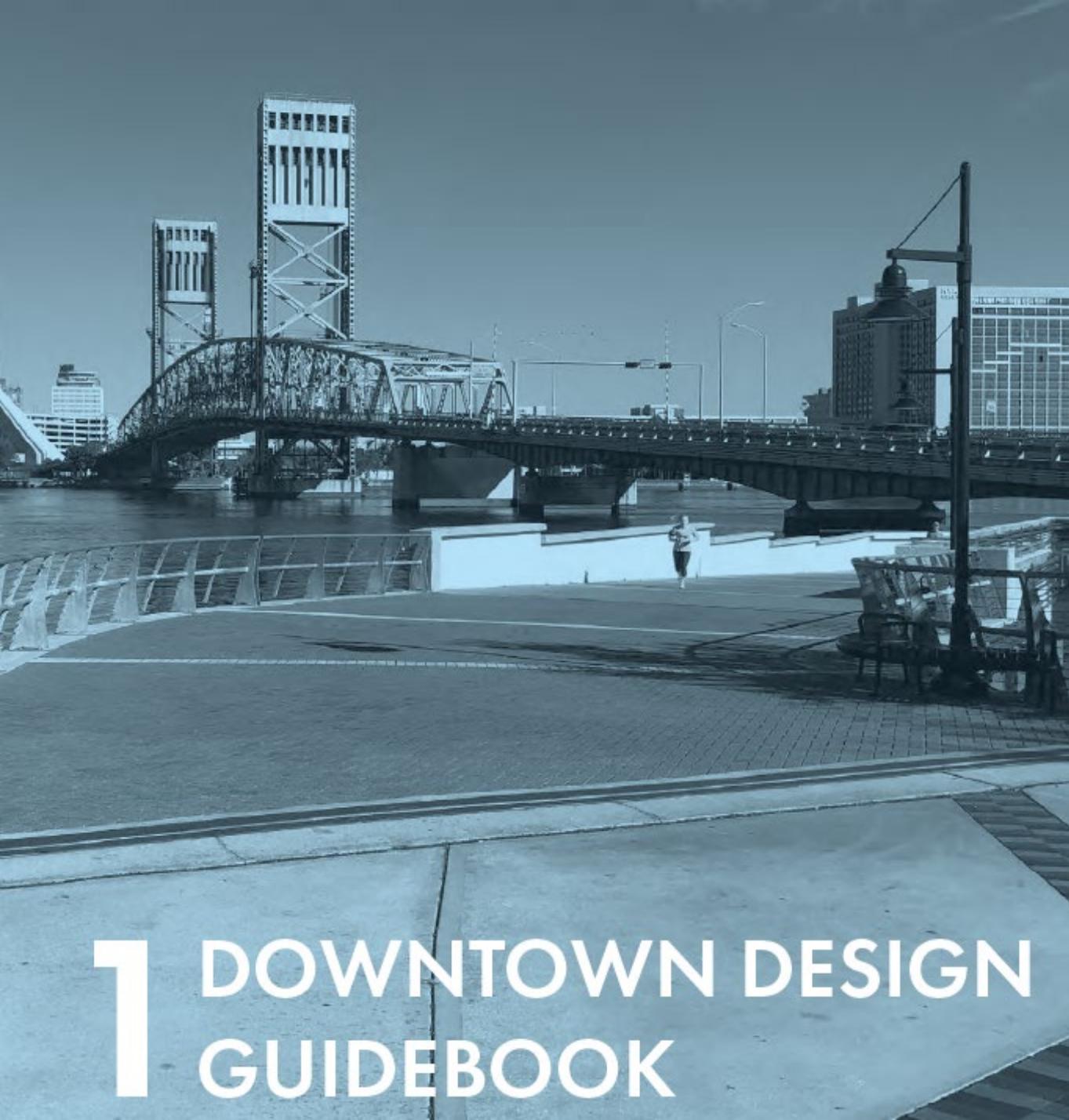
Stakeholder Meetings and Questionnaire

- Debrief with the DDRB Board

Coordination with Other Tasks (Parks/ Branding)

Guidebook Development Dec/Jan 2021- October





PURPOSE

Companion Guidebook
to the Downtown
Overlay (Subpart H.
Downtown Overlay)

1 DOWNTOWN DESIGN
GUIDEBOOK

1.1 INTRO



PURPOSE:

Companion Guidebook to
the Downtown Overlay
(Subpart H. Downtown Overlay)

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Resiliency Planning

Lighting

1.4 DISTRICT SPECIFIC STANDARDS

Brooklyn District

LaVilla District

City Center District

Cathedral District

Southbank District

1.2 WALKABILITY 101



LaVilla

"The neighborhood must be connected to the St. John's River to be part of the Downtown community. This connection must be direct, safe, comfortable to bike and walk, and legible as a significant amenity to those living in the neighborhood."

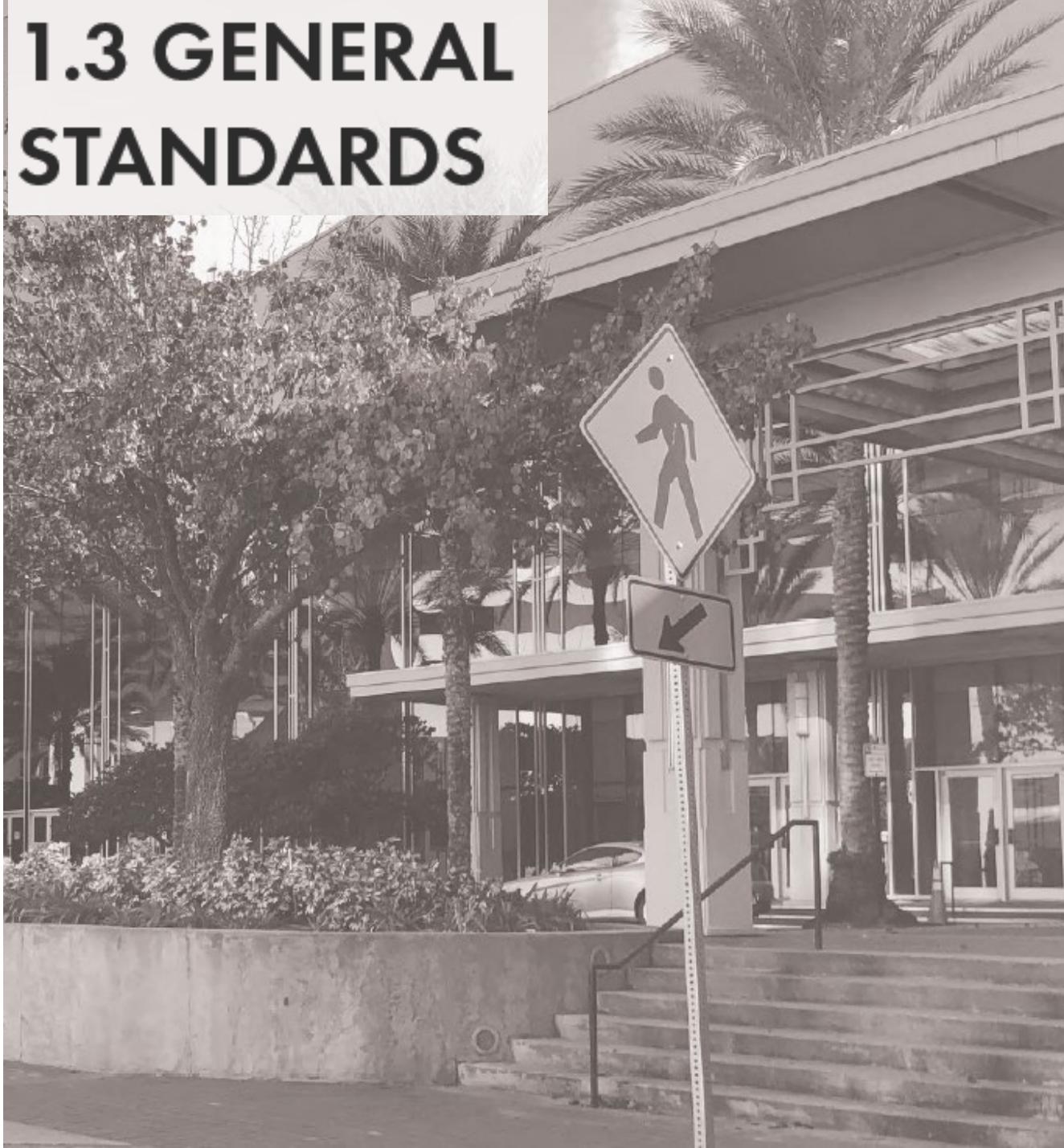


Cathedral District Plan

"The form of a neighborhood provides the platform for daily life. Walkable streets, human-scaled architecture, and a beautiful public realm promotes safety while encouraging neighborliness and shared pride in the community."



1.3 GENERAL STANDARDS



PRIVATE REALM:

- 1- Build-to-Line
- 2- Corner Development
- 3- Residential Buildings
- 4- Vehicular Drop off
- 5- Urban Open Space
- 6- Building Massing and Form
- 7- Façade, Entrances and Transparency
- 8- Parking
- 9- Waterfront Design

PUBLIC REALM:

- 1- Understanding Range of ROW (Pedestrian Zone and Vehicular Zone)
- 2- Pedestrian Protection

RESILIENCE PLANNING

- 1- Preservation of active first floor and flood proofing

LIGHTING

- 1- Pedestrian
- 2- Wall
- 3- Canopy/Awning
- 4- Sign Lighting

3. Residential, Zoning Code Reference: Sec. 656.361.6.2.A.2.(m). Residential buildings have options to create a more private area by raising the building or setting back farther from the pedestrian zone area. The intent is to be flexible with development while maintaining an engaging and active walkable environment for the downtown.

Residential uses on the street level are spatially separated from the Public Realm sidewalk for privacy by either elevation of the building while providing a porch or stoop or being setback from the pedestrian zone between 5 and 15 feet. The setback area will be developed as Urban Open Space or otherwise enhanced to improve the aesthetic appearance from or engagement with the Pedestrian Zone.

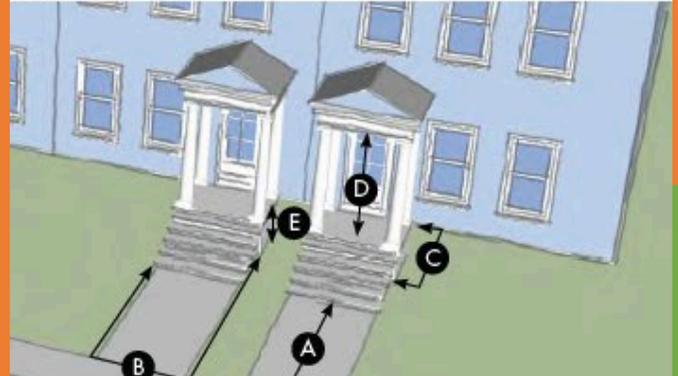
Porches



	MIN	MAX
A - Setback	5'	15'
B - Porch, width	25'	--
C - Porch, depth	8'	--
D - Porch, height clearance	9'	
E - Elevation*	3'	6'

*When a building opts to be closer to the pedestrian area and is setback farther than the minimum front setback.

Stoops



	MIN	MAX
A - Setback	5'	15'
B - Stoop width	7'	--
C - Stoop, depth	5'	--



- Summary
- Illustration
- Table (Metrics)
- Photographs



BUILD-TO-LINE/OPEN SPACE

Provide open space that activates the sidewalk and pedestrians



Do - Amenities like shade, public art, seating and outdoor restaurant seating is used to create an active more useful space.



Do Not - Use only hardscape, urban open spaces should be inviting and engage the pedestrian.

PARKING



Parking	
A - Ground Floor (incorporated or freestanding)	Active Use (min of 50% of street frontage) OR min 20' dept and 25' height of urban open space and art
B - Parking	Not visible from street and screened architecturally



Do - Parking structures shall have an external skin designed to improve the building's appearance over the basic concrete structure of ramps, wall and columns.



Do Not - Parking lot without screening.

Parking Screening

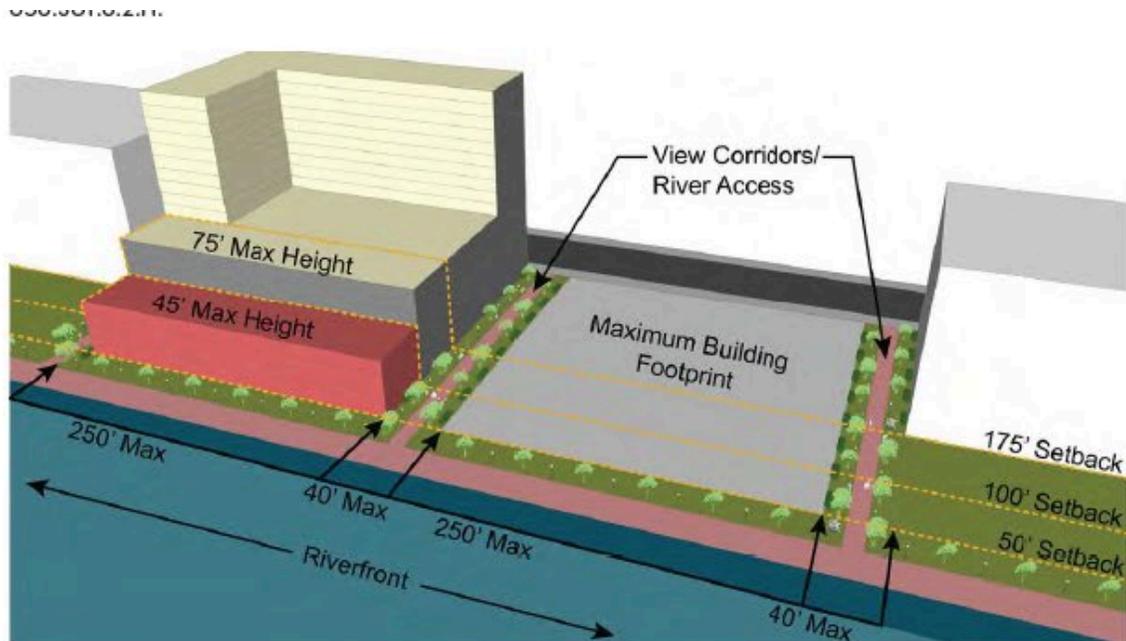


Screening	STND	MAX
A - Wall (ft)	3'	4'
B - Landscape width (ft)	5'	8'
C - Wrought Iron	3'	6'



WATERFRONT DESIGN

Protection of views by providing view and access corridors and height / bulk mass



Do - Provide step backs and view corridors to and from the river.



Do Not - Create linear massing without relief along the river front.

MINIMUM PEDESTRIAN ZONE



	Standard	
1	Vehicular Zone	
2	Pedestrian Zone	
A	Parking/Bulb Out	7'
	Understory Tree Spacing	30' On-Center
B	Amenity Area	4'
C	Pedestrian Area	8'
D	Frontage Area	2'

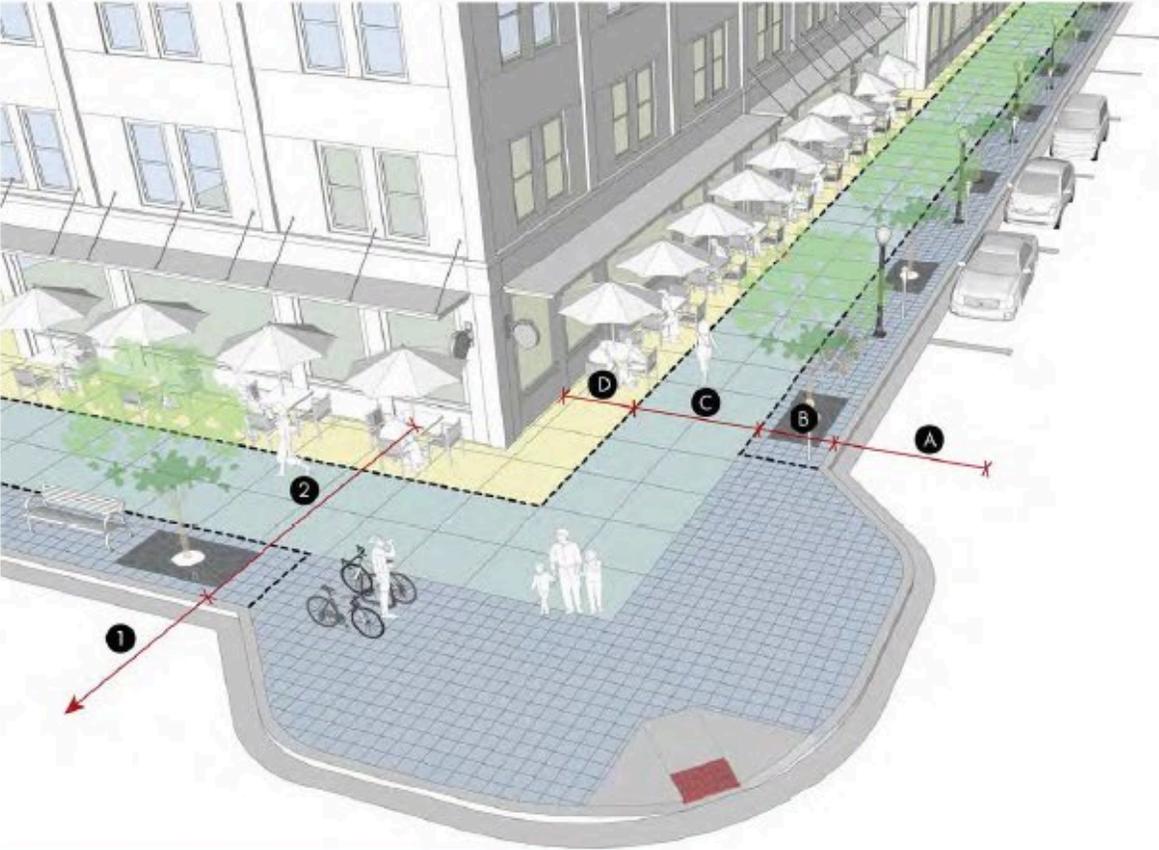


Do - Wide sidewalks with plenty of shade and street furnishings.



Do Not - Understory trees shall be provided along these streets.

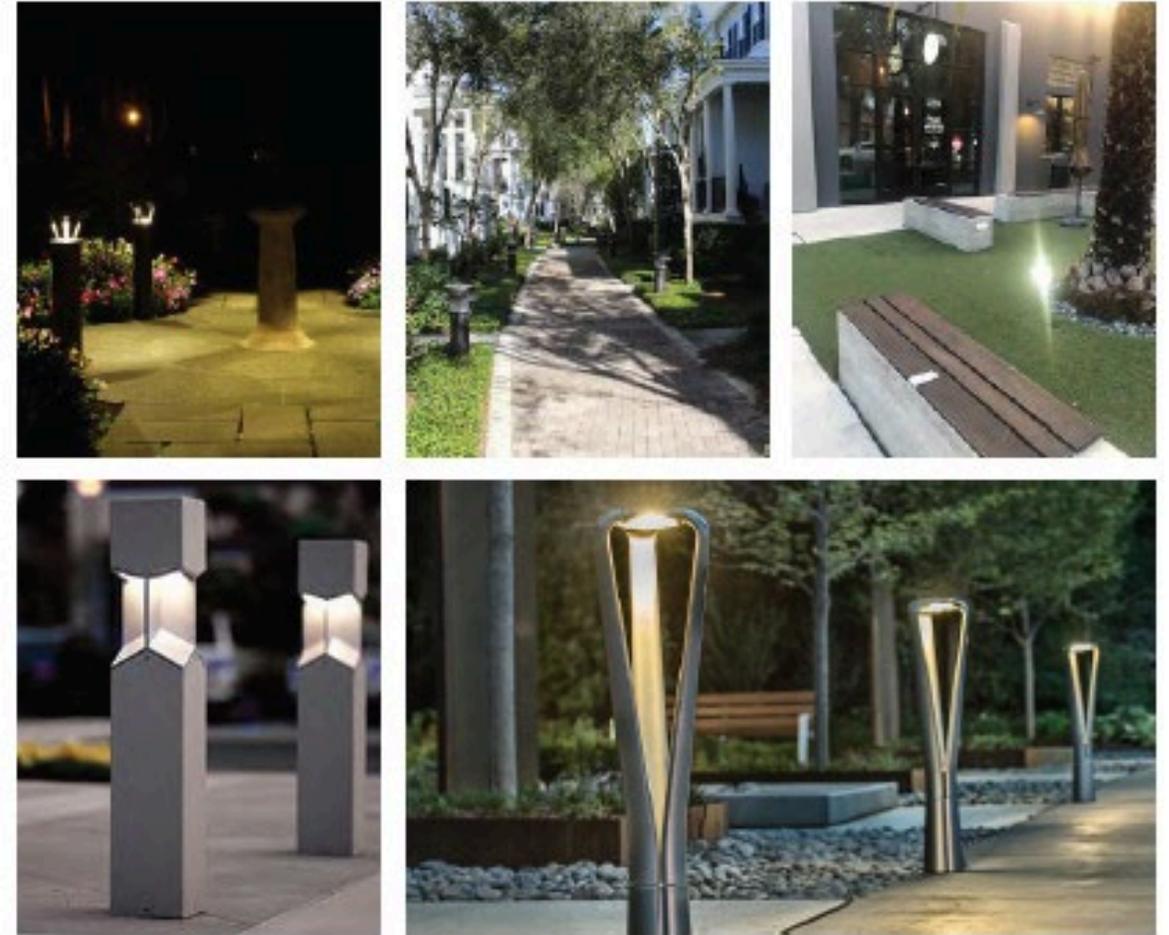
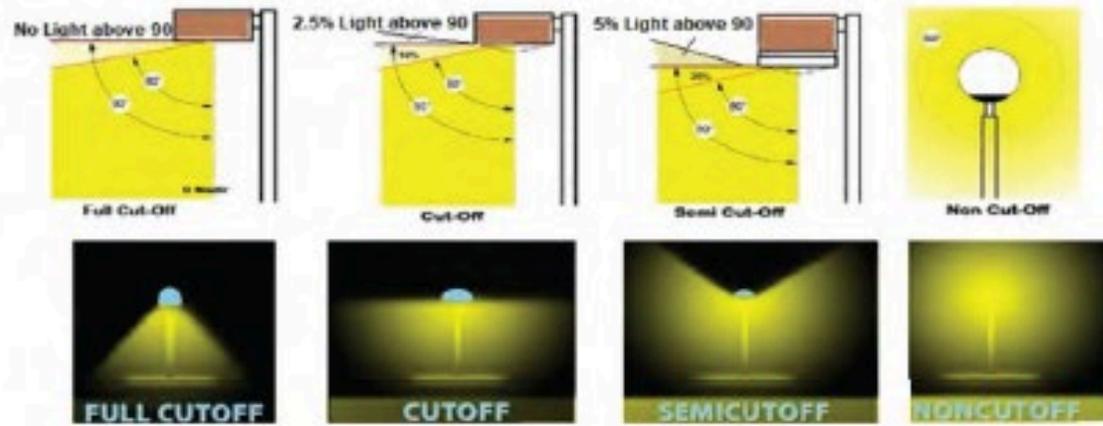
PEDESTRIAN ZONE WITH OUTDOOR SEATING



		Standard
1	Vehicular Zone	
2	Pedestrian Zone	
A	Parking	8'



LIGHTING



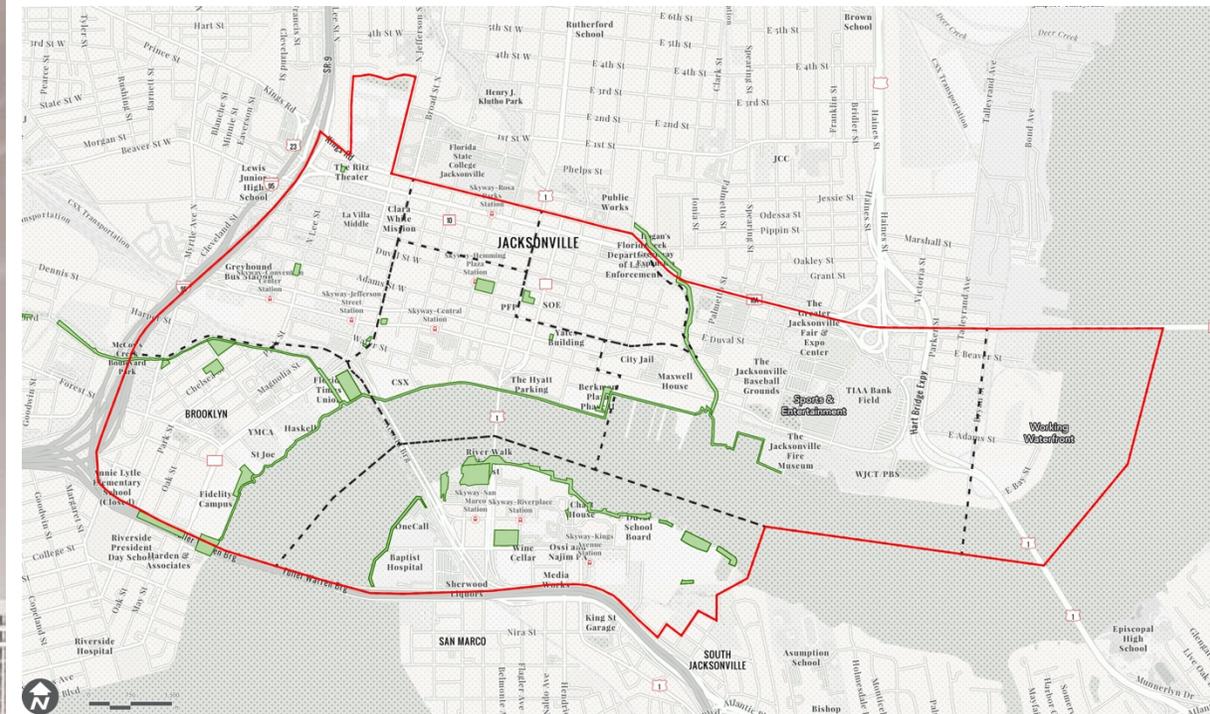
- Illumination Levels
- Cut off Fixtures
- Pedestrian Area Lighting

LIGHTING

- Wall
- Decorative and Landscape
- Canopy/Awning
- Signage



1.4 DISTRICT SPECIFIC STANDARDS



- DISTRICTS:**
- 1- Form & Scale
 - 2- Design
 - 3- Open Space/Art
 - 4- Branding
 - 5- River Connections
 - 6- Streetscape Design

DISTRICT BRANDING



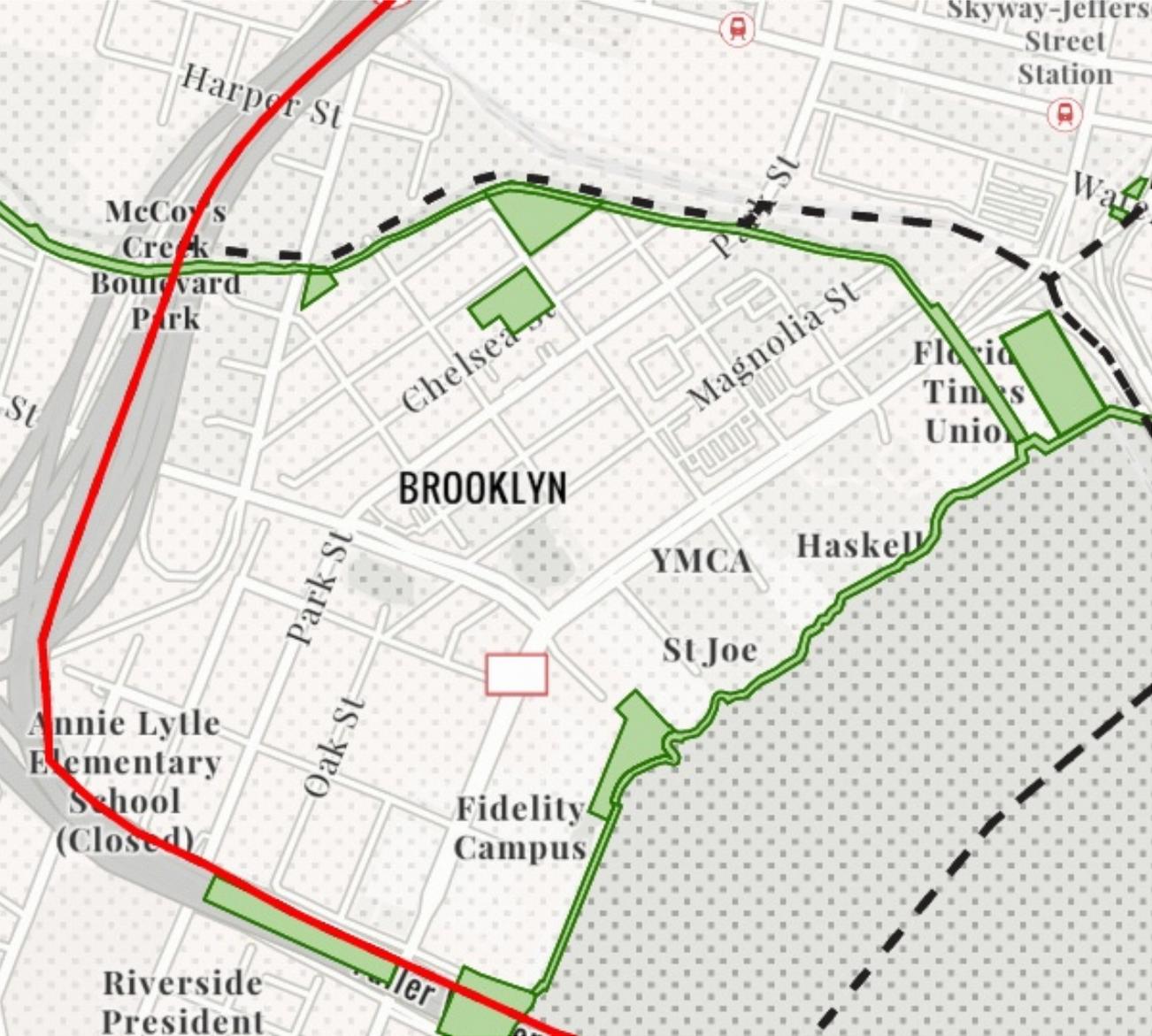
Primary Colors



Secondary Colors



Brooklyn



Design



Open Spaces/Art



Form and Scale of the Buildings



Design



Form and Scale of the Buildings

4. Overall Branding of the District.

Persona: Some call me hip. Others, cool. I think they are overused phrases, but if the shoe fits...To me, no one is a stranger. Just someone I haven't met yet. I seem to set trends without even trying. Young at heart, people are simply drawn to me for my positivity (and craft cocktails). I've grown, and people are taking notice.

5. River Connections

- a. Although the district is not directly accessible to the River, design intent should be provided on how this district supports the riverfront.

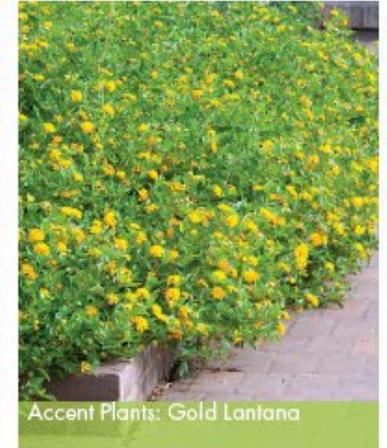
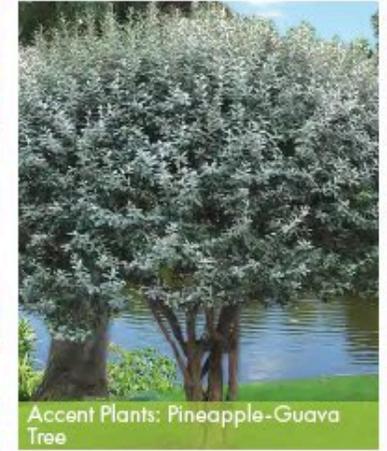
Primary Colors



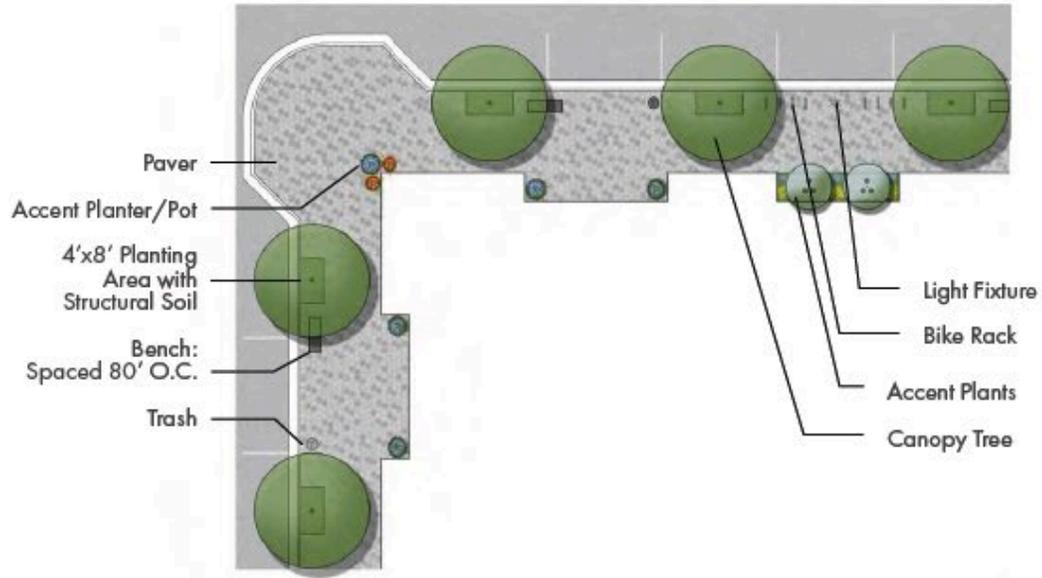
Secondary Colors



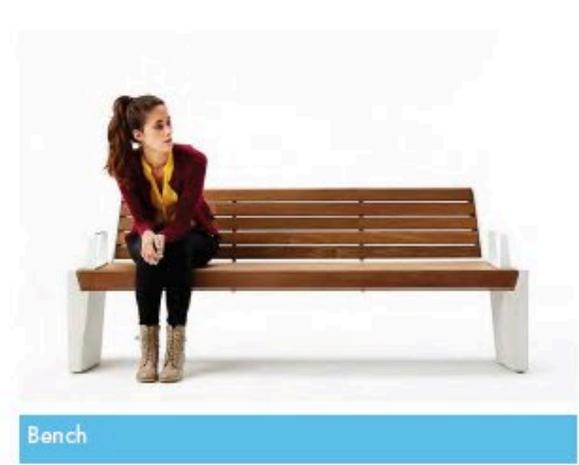
Approved Landscape Palette



Brooklyn District Typical Streetscape Layout



Paving

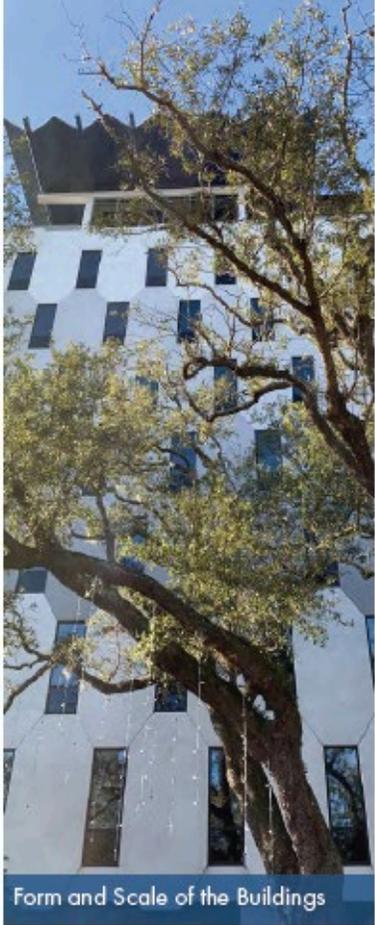
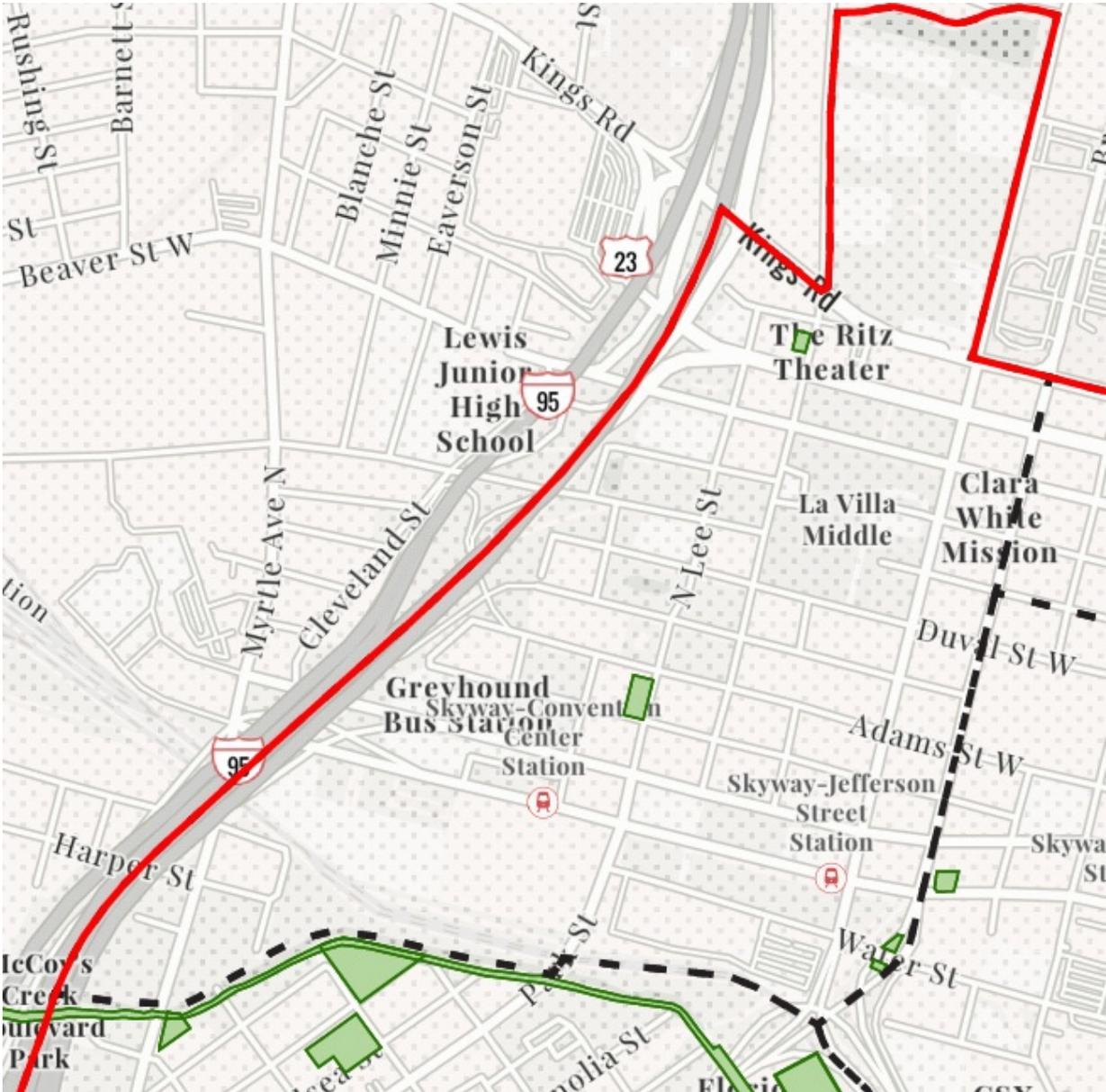


Bike Rack

Trash Receptacle

Paving	Manufacturer	Product	Finish	Color
Pavers	Wasau	8x8 H Series	Galaxy	HGL-15
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	Visionaire	Lusso Array L-PT	TBD	TBD
Furnishings	Manufacturer	Product	Model	Color
Bench	Landscape Forms	Strata	Backed and intermediate arms	White
Bike Rack	Landscape Forms	Emerson Bike Rack	Emerson	TBD
Trash/Recycle	Landscape Forms	Chase Park	Powdercoated	Silver
Planter Pots	Landscape Forms	Lena	93" x 93"	Cast Stone White

La Villa



4. Overall Branding of the District.

Persona: I have a rich heritage. But I've reinvented myself as of late. I was a true melting pot in my past, most notably African American, Jewish and Greek cultures. Once the "Harlem of the South", a rich history of entertainment, music, and theatre runs in my veins. But I am also part of a new generation of forward-lookers--diverse and inclusive. I was an afterthought for a while, but now I am blazing a trail to connect this city.

5. River Connections

- a. Although the district is not directly accessible to the River, design intent should be provided on how this district supports the riverfront.

Primary Colors



Secondary Colors



Approved Landscape Palette



Canopy Tree: Live Oak



Canopy Tree: Bald Cypress



Accent Plants: Thyrsallis



Accent Plants: Bottle Brush Tree



Accent Plants: Firecracker Plant



Branding



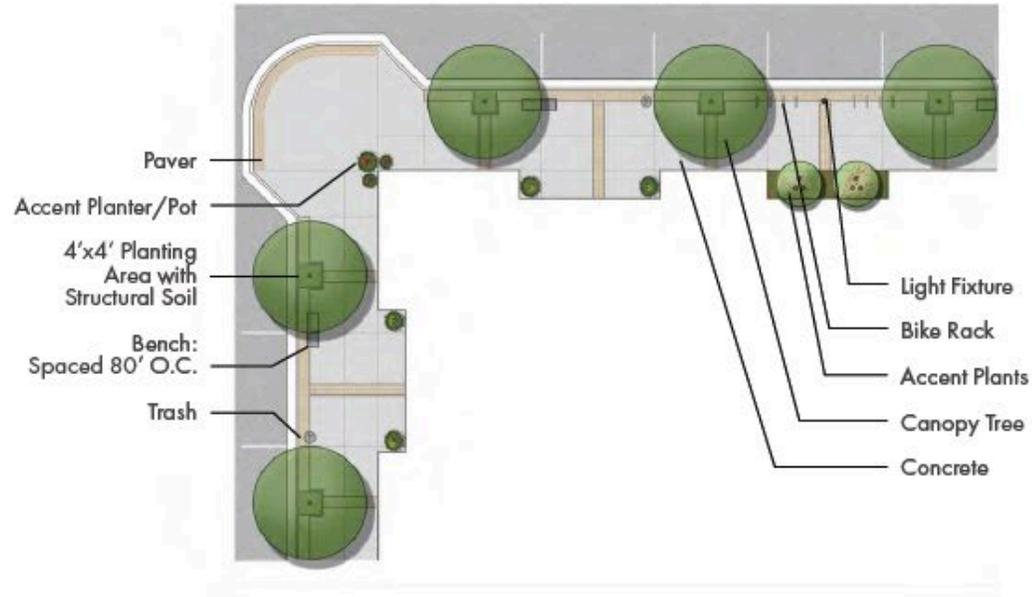
Branding



Branding

La Villa District

Typical Streetscape Layout



Paving



Lighting



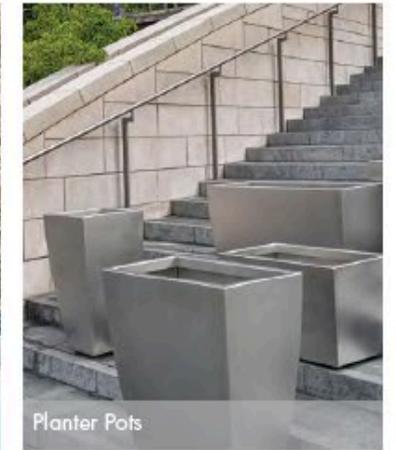
Bench



Bike Rack



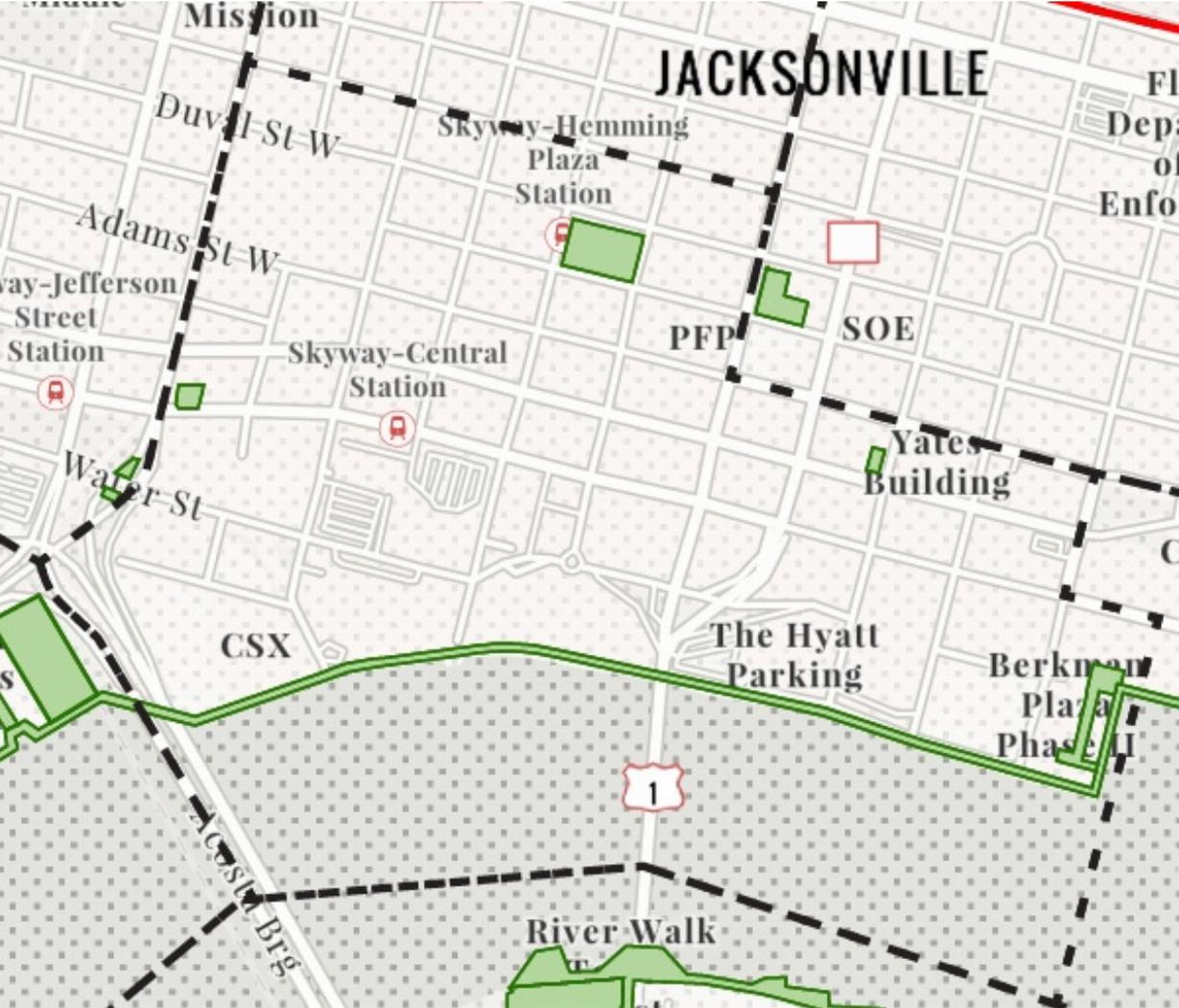
Trash Receptacle



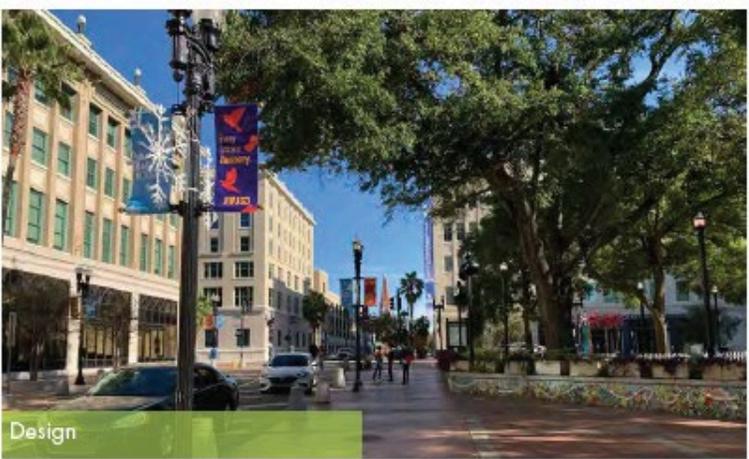
Planter Pots

Paving	Manufacturer	Product	Finish	Color
Pavers	Belgard	4x8 Holland Stone		Rio
Concrete Walk Area		Concrete Walk	Light Broom	Natural Gray
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	JEA Lighting	Acorn	Powdercoat	Black
Furnishings	Manufacturer	Product	Model	Color
Bench	Landscape Forms	Metro40 - Rest Bench	Backed with arms	Silver/Aluminum
Bike Rack	Landscape Forms	Metro40 - Bike Rack	Ride	Silver/Aluminum
Trash/Recycle	Landscape Forms	Metro40 - Collect Litter	Side Open (23 Gal) Top Open (30 Gal)	Aluminum
Planter Pots	Landscape Forms	Planters Pots	Sorella (various sizes)	Silver/Aluminum

City Center



Open Spaces/Art



Design



Form and Scale of the Buildings



Form and Scale of the Buildings



Design



Open Spaces/Art

4. Overall Branding of the District

Persona: I've got boundless energy. Resilient, I literally rose from the ashes. I'm a history buff; but live in the here and now. I love the hustle and bustle. And having friends, neighbors and out-of-towners over for a party where they can mix and mingle late into the night. You can find me at an outdoor concert one day, jet skiing on the river the next. I'm warm, welcoming, and up for anything.

5. River Connections

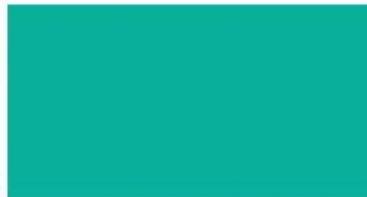
- a. Although the district is not directly accessible to the River, design intent should be provided on how this district supports the riverfront.



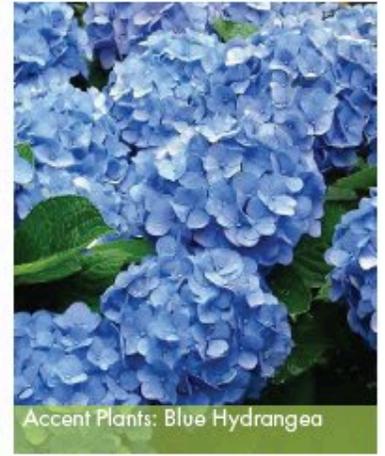
Primary Colors



Secondary Colors

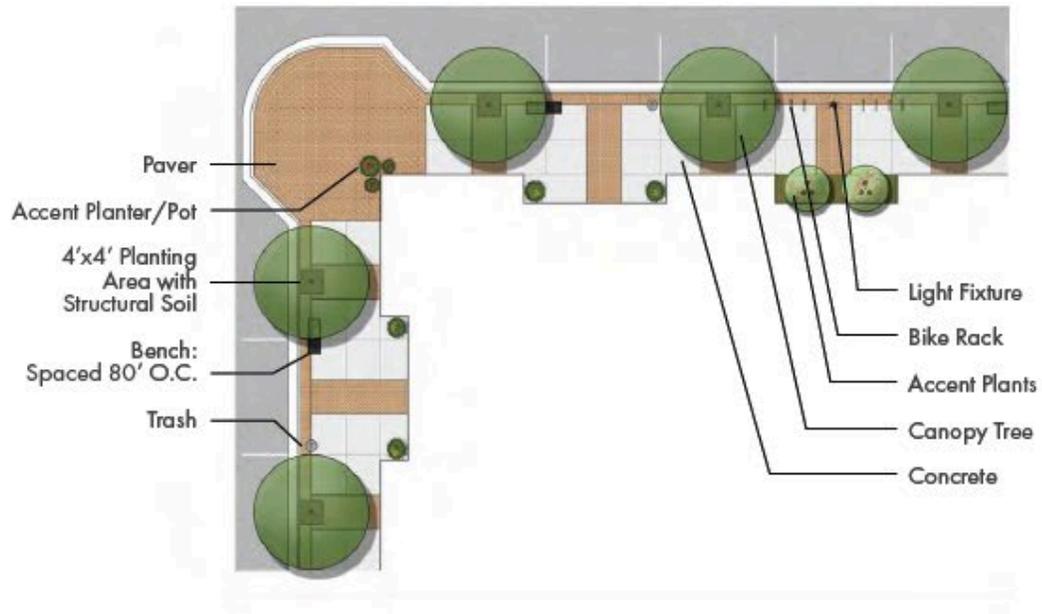


Approved Landscape Palette



City Center District

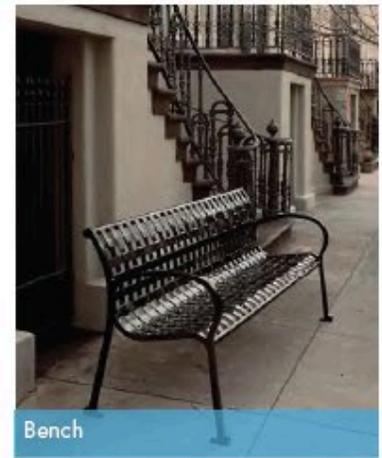
Typical Streetscape Layout



Paving



Lighting



Bench



Bike Rack



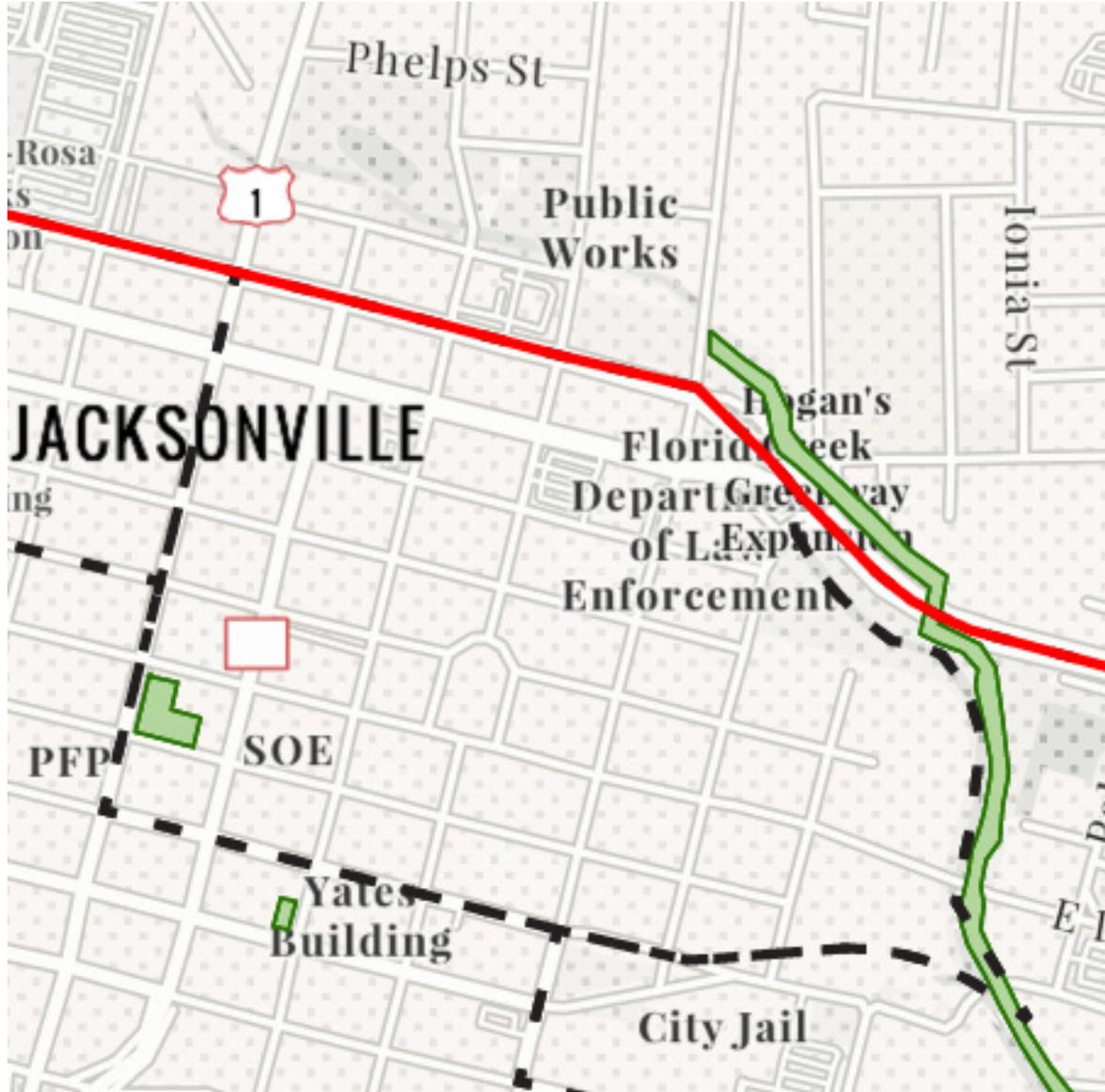
Trash Receptacle



Planter Pots

Paving	Manufacturer	Product	Finish	Color
Pavers	Belgard	4x8 Holland Stone		Adobe
Concrete Walk Area		Concrete Walk	Light Broom	Natural Gray
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	JEA Lighting	Acorn	Powdercoat	Black
Furnishings	Manufacturer	Product	Model	Color
Bench	Landscape Forms	Scarborough Bench	Backed and Backless	Black
Bike Rack	Landscape Forms	Bola Bike Rack	Bola	Black
Trash/Recycle	Landscape Forms	Scarborough Litter	Side Open	Black
Planter Pots	Keystone Ridge	Midtown Planter(s)	22 Gal, 32 Gal, 38 Gal	Black

Cathedral

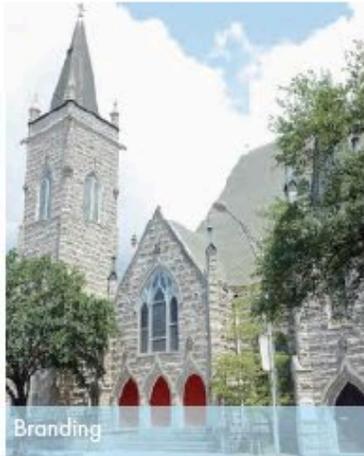


4. Overall Branding of the District

I am kind and comfortable. I feel connected to faith, friends, and city. I am open to everyone and welcome families, children, and seniors of all faiths and backgrounds to come see my cathedrals and churches with my spires reaching skyward. I am known and visited for my peaceful spaces, and an unexpected connection to nature. I am community-focused and have a wise, gentle nature.

5. River Connections

- a. Although the district is not directly accessible to the River, design intent should be provided on how this district supports the riverfront.



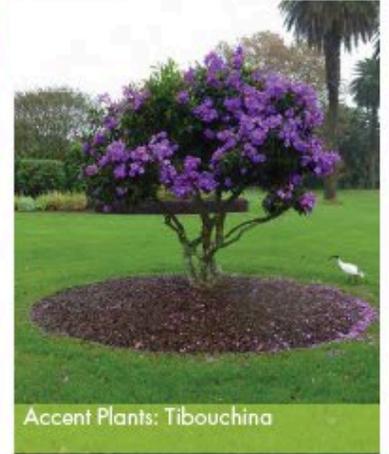
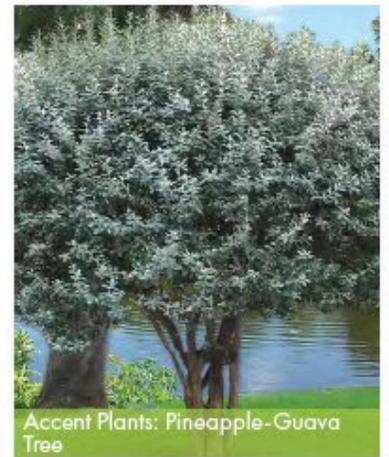
Primary Colors



Secondary Colors

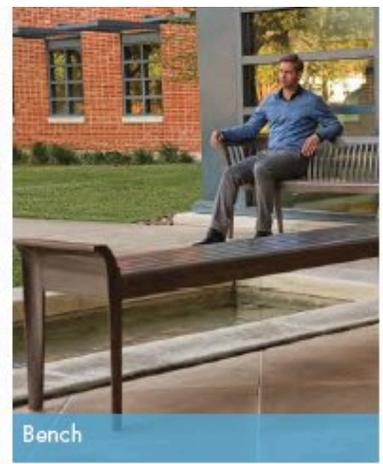
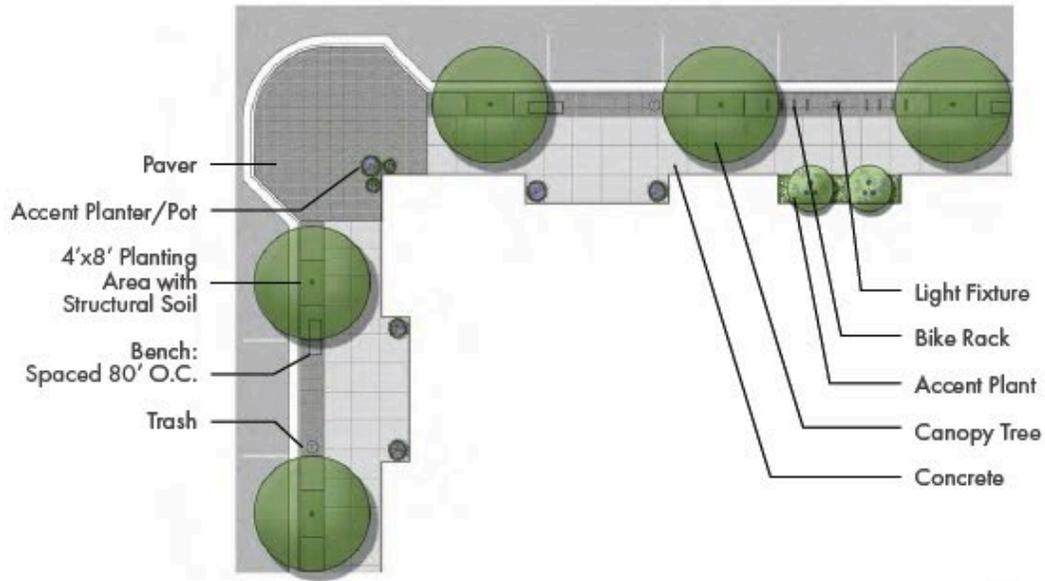


Approved Landscape Palette



Cathedral District

Typical Streetscape Layout



Paving



Paving	Manufacturer	Product	Finish	Color
Pavers	Tremron	4x4 Tuscany	Antiqued	Glacier White
Concrete Walk Area		Concrete Walk	Light Broom	Natural Gray
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	JEA Lighting	Acorn	Powdercoat	Black
Furnishings	Manufacturer	Product	Model	Color
Bench	Landscape Forms	Melville Bench	Backed and backless	Onyx
Bike Rack	Landscape Forms	Bola Bike Rack	Bola	Onyx
Trash/Recycle	Landscape Forms	Poe Litter	Side Open w/ Top	Onyx
Planter Pots	Keystone Ridge	Planter Pot	Basket	Onyx

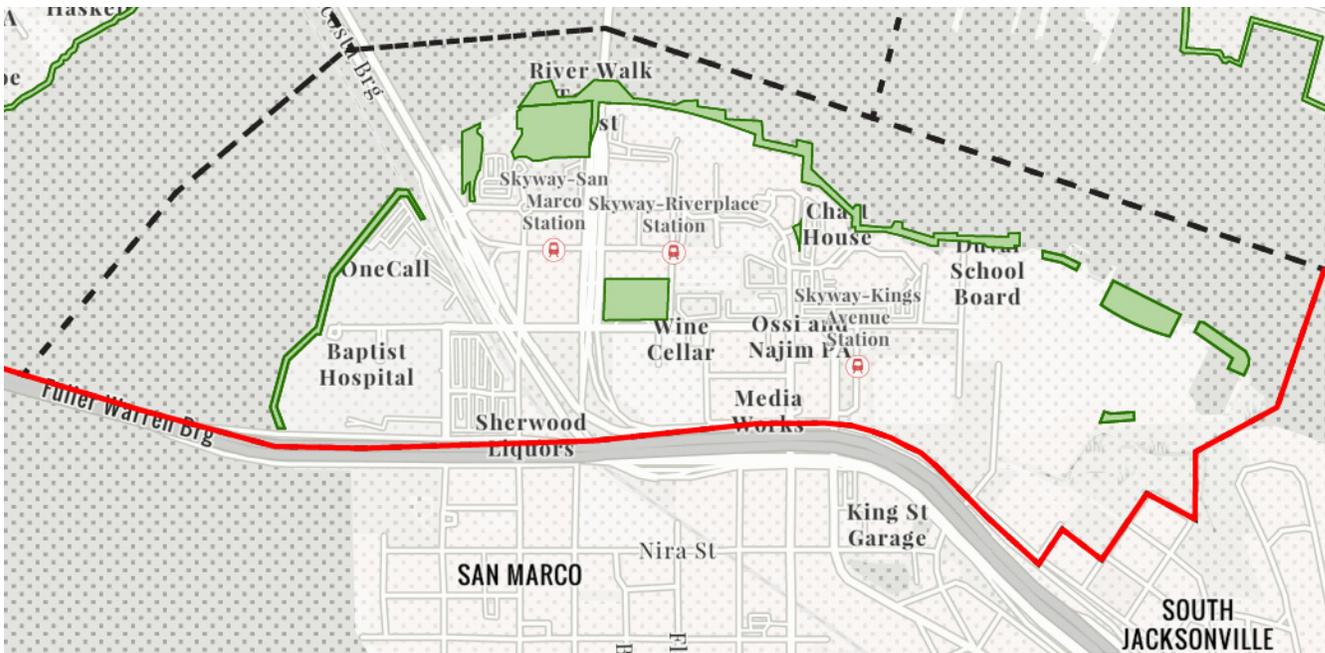
Southbank



Design



Open Space/Art



Open Space/Art



Form and Scale of the Buildings



Design



Open Space/Art

4. Overall Branding of the District

Persona: I'm active, positive and with the majestic St. Johns River, I enjoy life to the fullest. I feel connected with my downtown neighbors as well as my neighbors in San Marco to the south. I love taking walks along the river with families, singles, and hotel guests alike. I'm turning into a bit of a foodie too. I am a picture of health with the nation's top medical campus right here.

5. River Connections

Access from the neighborhood to the river will be maximized by extending the street grid toward the river, terminating the following streets as close to the river as possible.



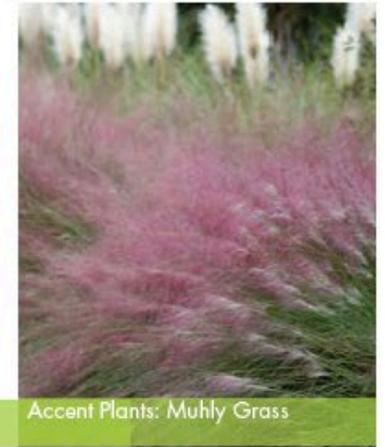
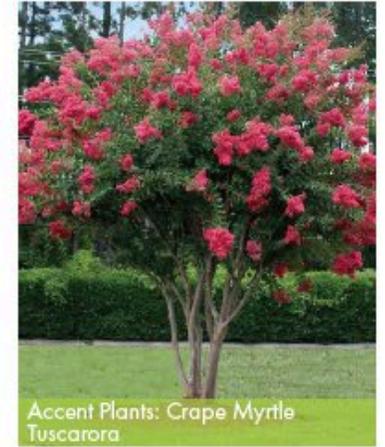
Primary Colors



Secondary Colors

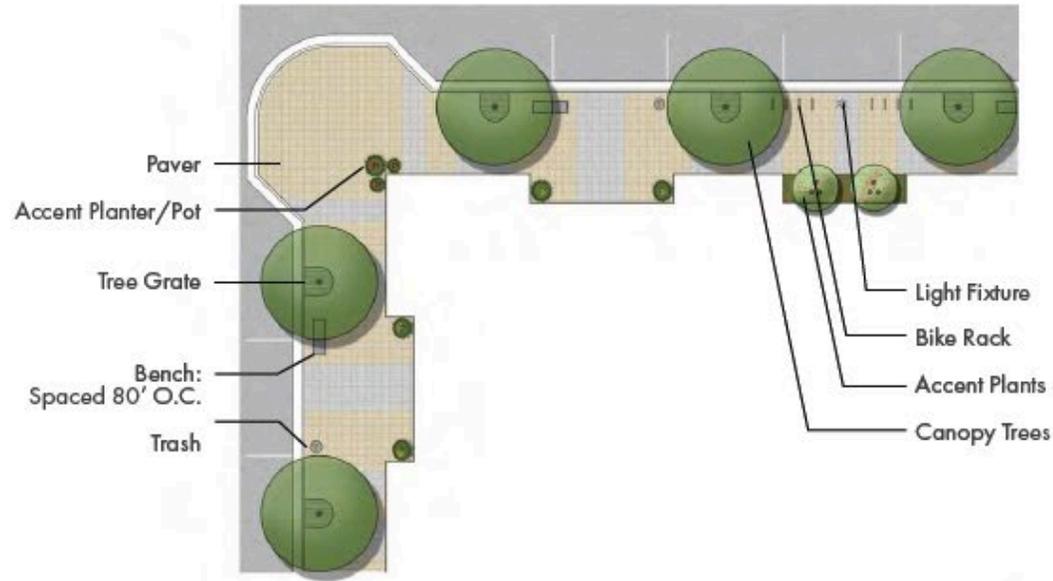


Approved Landscape Palette

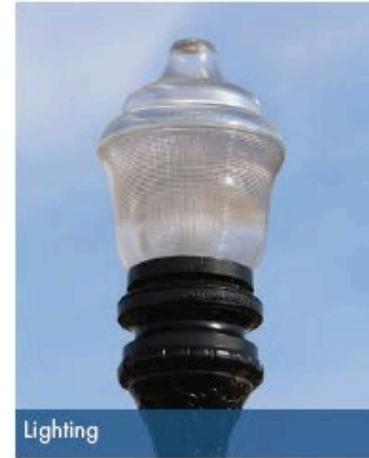


Southbank District

Typical Streetscape Layout



Paving



Lighting



Tree Grate



Bench



Bike Rack

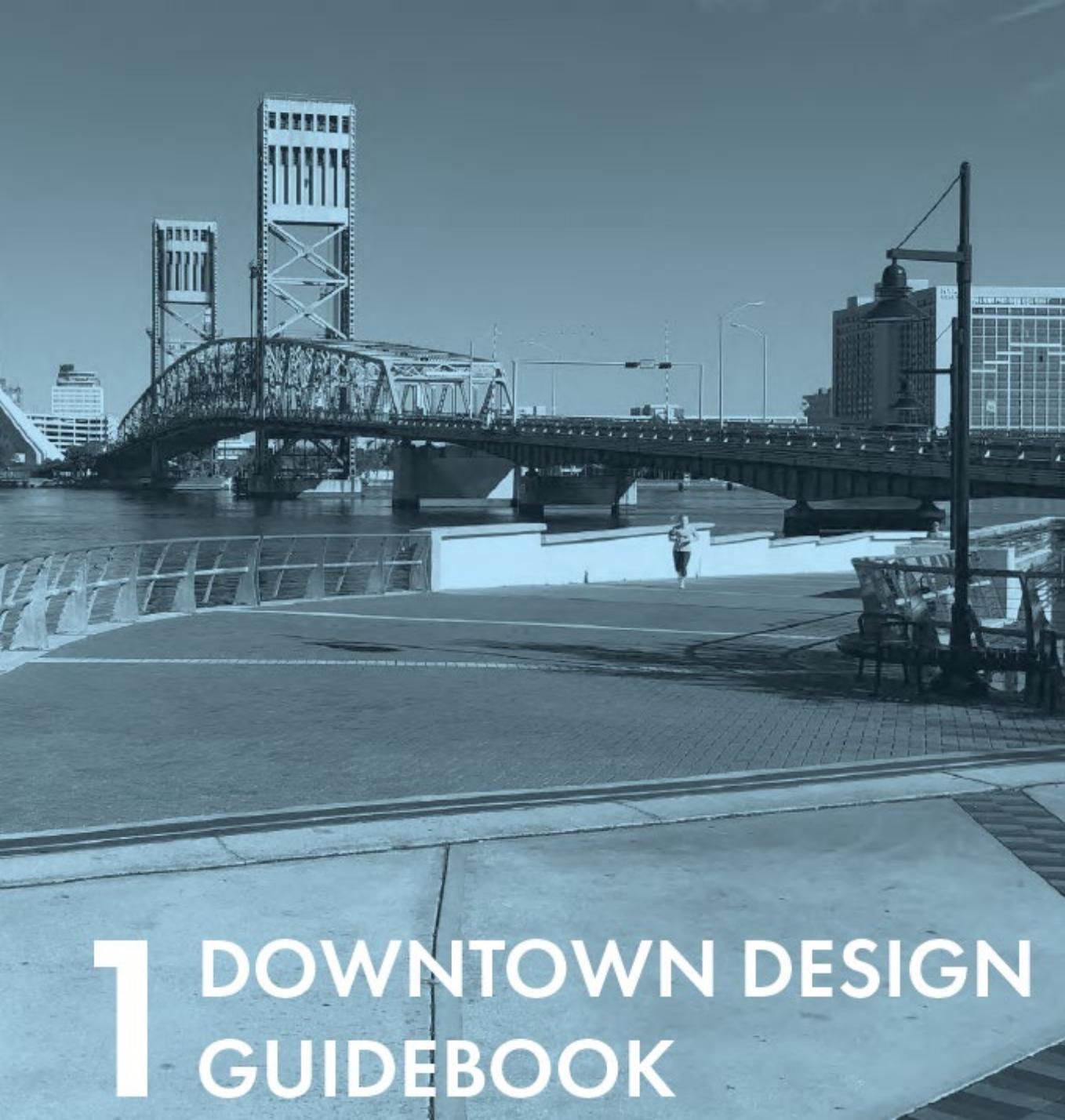


Trash Receptacle



Planter Pots

Paving	Manufacturer	Product	Finish	Color
Pavers	Tremron	8x12 Park Plaza	Running Bond	Sandstone; White
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	JEA	Acorn Fixture, Dec. Alum. Pole		Black
Furnishings	Manufacturer	Product	Model	Color
Tree Grate	Ironsmith	Olympian Tree Grate 1/2 60" round, 1/2 60" square	Aluminum, Expandable Tree Opening	
Bench	Landscape Forms	Strata Beam Bench	Backed end and intermediate arms	White
Bike Rack	Forms + Surfaces	Trio Bike Rack	Powder Coat	Aluminum
Trash/Recycle	Forms + Surfaces	Dispatch Litter Receptacle	Powder Coat	Aluminum
Planter Pots	Teak Warehouse	Concrete Planters	Jimbo (3 sizes)	Natural Gray



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