

Greening Green Cove Springs

A Redevelopment Plan

By

University of Florida's Urban Design Studio 2014



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PREFACE

Green. The color of growth and renewal. The color of spring and summer. The color of Spring Park and Green Cove Springs' recognized tree canopy. With the city since its founding, "green" served as our inspiration for the Green Cove Springs Redevelopment District Urban Design Studio.

In October 2012, the UF Center for Building Better Communities was engaged by Green Cove Springs to develop a community redevelopment area plan. This opportunity was then brought to the Spring 2014 Urban Design Studio: a dual-discipline studio with both Landscape Architecture and Urban and Regional Planning students. These fourteen students immersed themselves in the data, analysis, and community of the proposed redevelopment area that would come to be known as the Green District. Recognizing that Green Cove Springs has its origins in the environment and natural resources, emphasis is being placed on redevelopment, infill, and new development with green building and site development criteria.

The following redevelopment plan contains the vision, policy, and design recommendations to assist the city in revitalizing their urban core. Chapter 1 introduces us to Green Cove Springs and the Green District. Leading us further into the Green District, Chapter 2 contains relevant data inventory and analysis. Chapter 3 defines the future vision of the district as we bring Green Cove Springs into the future. Chapter 4 outlines redevelopment strategies. Chapter 5 unveils the Phase I Master Plan. Finally, Chapter 6 puts prioritization and phasing to the implementation of the Green District recommendations.

At key points throughout the book, you will see the Green District Vision through the depiction of a day in the life of residents of Green Cove Springs. Presented in narrative form inside a green, red, or yellow brush strokes, we hope to lend the reader a vision of personal experiences in the Green District.

ACKNOWLEDGMENTS

We would like to thank the City of Green Cove Springs and its residents for the opportunity to contribute to this plan. We especially thank:

The residents and merchants who took the time to talk with us and share their experience of living and working in Green Cove Springs.

Danielle Judd, City Manager of Green Cove Springs, and Janis Fleet, Director of Development Services, for their ongoing dedication, passion, and commitment to this project.

The Florida Department of Economic Opportunity for supporting the City's desire to implement "Tomorrow's Vision."

Steve Kelly, owner of the local Spring Park Coffee shop, for welcoming us into his establishment and for his invaluable insight on being a small business owner in Green Cove Springs.

Val Leitner of Blue Oven Kitchens in Gainesville, for her input on the Community Kitchen Incubator Program and for catering our final presentation.

For their leadership, guidance, and expertise, the student team members would like to give a special thanks to Laura Dedenbach, Ferdinand Lewis, and Kevin Thompson. We would additionally like to recognize Laura's contribution to Green Cove Springs Finding of Necessity Report which laid the groundwork for this project.

INTRODUCTION

Located less than thirty minutes south of Jacksonville, Florida, Green Cove Springs is a quaint, historic Florida city on the St. Johns River. Originally a destination for people seeking health benefits from the town's spring waters, Green Cove Springs emerged as a tourist destination in the mid-to-late 1800s. Tourism continued to support the town through the early 20th century, but declined during the Great Depression. During World War II the city's economy improved with the installation of a Naval Air Station, which was decommissioned in 1960; this area is now the site of the Clay County Port and Reynolds Industrial Park. Several car dealerships moved into central Green Cove Springs in the 1960s, giving the city the nickname "Little Detroit." Over time, the car dealerships moved north on U.S. Highway 17, otherwise known as Orange Avenue. The air station decommission and the relocation of the dealerships caused the city's economy to falter and the Central Business District (CBD) to decline. While the northern and western portions of the city have also suffered, the construction of the Clay County Courthouse on Orange Avenue and recent funding toward the Augusta Savage Arts & Community Center on Martin Luther King, Jr. Blvd. have help stabilized these areas.

Plans for revitalizing the city began in 2005, with the adoption of the "Tomorrow's Vision" plan. This plan identified many of the city's important strengths and assets. First and foremost among those assets is the St. Johns River, which has played such a vital role in the foundation and development of the city. There are opportunities for recreation and eco-tourism and potential connections with nearby municipalities. An essential part of Green Cove Springs' character is its "small town feel," which the city hopes to retain and strengthen. The charming historic aesthetic, locally owned business, and familiarity among residents all contribute to this sentiment.

A key recommendation of the Green Cove Springs Redevelopment Plan is the reactivation of the Community Redevelopment Agency initiative. The redevelopment plan also aims to revitalize the community, create new job opportunities, increase the quality of life, and encourage private investment.



PROJECT TEAMS

Team Crane
Team Darter
Team Manatee



FLORIDA SANDHILL CRANE: *Grus canadensis pratensis*

HABITAT- Florida sandhill cranes inhabit freshwater marshes, prairies, and pastures. They are found throughout northern Florida to the Okefenokee Swamp in southern Georgia; however, they are less common at the northernmost and southernmost portions of this range. Florida's Kissimmee and Desoto prairie regions are home to the state's most abundant populations of sandhill cranes.

THREATS- Degradation or direct loss of habitat due to wetland drainage and conversion of prairie for development or agricultural use. The range of the Florida sandhill crane has diminished in the southeastern United States during the 20th century, with breeding populations disappearing from coastal Texas; Alabama; and southern Louisiana due to degradation; habitat loss; and overhunting.



TEAM CRANE

Narrative

Birding was something I remember doing as a kid with my grandpa whenever I would visit him in Green Cove Springs during my summer vacations. I've recently relocated from Panama City to stay with him in his old age and we have started birding again. I'm ecstatic to see the amount of people in Spring Park every weekend, it shows me people still appreciate one of Green Cove Springs' most cherished spaces. You can usually spy a crane or two gathering by the river. Ten years ago I wouldn't have recognized Walnut Street as it is now but I think I've moved here at a good time, things are really taking off for this small town.

Stacey Johnson



From left to right:

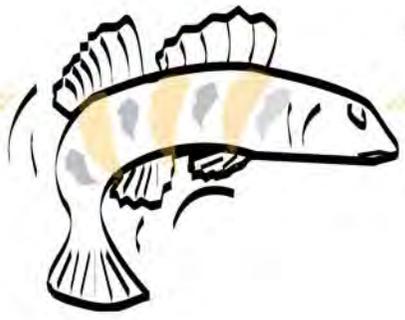
Ken Weyrauch, Kyle Passeneau, Jessica Soleyn, Kevin Velinsky, Shelby Harden



CRYSTAL DARTER: *Crystallaria asprella*

HABITAT- Crystal darters inhabit the sand and gravel bottoms of rivers and streams with modest currents and sandy riffles. They can be found within the Mississippi River basin from Wisconsin and Minnesota east to Ohio, west to Oklahoma, and south to Louisiana and Florida. In Florida, crystal darters inhabit the Escambia River.

THREATS- Crystal darters in Florida are isolated from any potential source population capable of contributing to persistence of the species, leading to a further decline in the overall population. They are also threatened with habitat irregularities, as their primary habitat occurs sporadically. Other threats include the destruction and degradation of their habitat from channeling, dredging, and the siltation of natural waterways.



TEAM DARTER

Narrative

The Mothball Fleet was what brought me here forty-some years ago. They closed the base in '64 but I stuck around. I left the Navy and entered the business world right at the peak of the car dealership boom in Green Cove Springs. I worked at GNC from 1965 until I retired in 1995 after they moved the car sales out of town. It's been a lot quieter since and now I spend most of my time at the local cigar shop or fishing off the boat ramp at Governor's Creek.

Harris Johnson



From left to right:
Mario Curon, Martin Kipp, Brett Burks, Jordan Young



WEST INDIAN MANATEE: *Trichechus manatus*

HABITAT- The West Indian manatee can be found along coasts and inland waters of the southeastern United States, eastern Mexico, the Greater Antilles, and Central America down to northern Brazil.

THREATS- Manatees feed in shallow waters, making them susceptible to interactions with boats. Impact and crushing injuries from boats can be lethal to manatees. Due to the inability to regulate their internal body temperature, cold stress is another threat. The loss of fresh water refuges and seagrass beds from coastal development and pollution is seen as a serious long-term threat to the continued existence of manatees. Manatees also risk injury and death from becoming entangled in fishing lines and crab trap lines. Periodically, manatees will get crushed in flood gates, canal locks, or trapped in culverts where they drown or starve. Other threats include diseases, natural disasters, and red tide. Red tide is a dramatic increase of algae on the surface of the water which depletes the available oxygen in the water and blocks sunlight from reaching past the surface of the water.

TEAM MANATEE



Narrative

The first time I brought my husband, who was my boyfriend at the time, to meet my parents in St. Augustine, we drove past the sleepy little town of Green Cove Springs. We could see the St. Johns River from the main road and were compelled to take a rest by the sparkling waters. Taking our time to meander through Spring Park, Mark and I walked to the end of the pier, surprised to find a manatee hanging out under the dock. That was ten years ago, when the economy in Green Cove Springs wasn't so hot, but we saw great potential in this quaint little city and decided to start our family here shortly after that visit. Since we have called this place home, we and have seen a vast amount of growth with the promise of more to come. Mark and I feel blessed that we found the perfect place to raise our daughter, Isabella.

Angela & Mark Phillips



From left to right:

Erin Minnigan, David Couch, Abdias Dalisma, Claudia Visconti



1. INTRODUCTION

- 1.1 Defining Redevelopment
- 1.2 Shaking Hands with the Site

DEFINING REDEVELOPMENT

In 1969, The State of Florida adopted the Community Redevelopment Act. Embodied in Chapter 163, Part III, Florida Statutes, the Community Redevelopment Act allows for the designation of redevelopment areas and grants local agencies the authority to manage them. Known as Community Redevelopment Areas (CRAs), these areas are more economically and socially distressed in comparison to the remainder of the city or county. Indicators, such as crime rates, affordable housing, number of buildings in code violations, and vacancy rates are used to determine locations where slum or blight exist. Conditions of blight and slum tend to be stronger deterrents for private economic investment.

CRAs help improve the neighborhoods and lives of residents by creating economically and socially healthy places. Strategies like investing in successful employment schemes, improvements to the built infrastructure, and efforts to create equitable communities ultimately help reduce crime, create jobs, and improve the quality and access of public services. A Community Redevelopment Agency is tasked with overseeing the revitalization process through the implementation of a Community Redevelopment Plan and the levy of special taxes, known as tax increment financing. Fundamentally, redevelopment efforts encourages and facilitates the growth of vibrant, resilient communities.

OVERVIEW OF THE SITE

The Green District is approximately 189 acres located in the heart of Green Cove Springs. The district is currently characterized by vacant, underutilized, and dilapidated properties and structures. Despite blighted conditions, there are areas of strength and energy. The Walnut Street area contains Spring Park, the new City Hall, Spring Street Coffee, the renovated Clay Theatre, and the Council for the Center on Aging. The Orange Avenue corridor is home to the Supervisor of Elections Office, the County Administration Building, and the Clay County Courthouse. The Martin Luther King, Jr. (MLK Jr) Boulevard corridor is anchored by the strong community presence of the Augusta Savage Arts & Community Center. The St. Johns River and Governor's Creek are on the north border of the Green District, creating opportunities for recreation and eco-tourism. Many historic homes and buildings, including those within the Historic Triangle, ground the district solidly within the heritage of the city.

OVERVIEW OF THE SITE



Figure 1.1 Historic Courthouse



Figure 1.3 Walnut St. & Orange Ave.



Figure 1.2 Clay Theatre



Figure 1.4 Abandoned House

Abandoned homes run the highest risk of becoming blighted or dilapidated.

OVERVIEW OF THE SITE



Figure 1.5 Vacant car lot

Vacant lots and structures have become a normal sight in Green Cove Springs. The existence of these sites tell the story of economic struggle within the city.



Figure 1.7 Riverfront

Green Cove Springs waterfront is an area of opportunity to provide eco-friendly recreation and entertainment.



Figure 1.6 Exposed Brick Paving

Worn out roads that are in desperate need of repair suggest deterioration in the city's infrastructure.

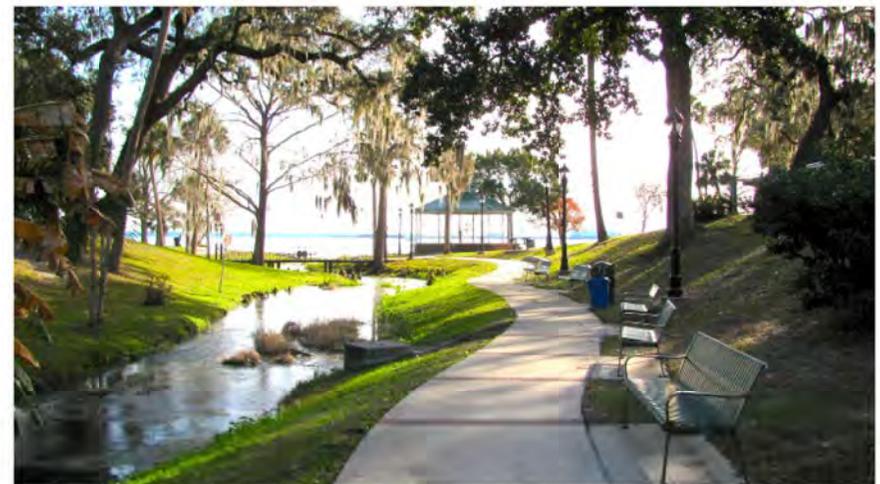


Figure 1.8 Spring Park

The historical small town charm found along Walnut Street combined with the beauty and simplicity of Spring Park provides an enormous amount of healthy sustainable potential.



2. DEVELOPING AN UNDERSTANDING OF PLACE

- 2.1 Regional Influence
- 2.2 Local Context
- 2.3 CRA Boundaries as Defined
- 2.4 Figure Ground/Exclusion Plan
- 2.5 Circulation
- 2.6 Design Synthesis
- 2.7 Catalyst Plan

REGIONAL INFLUENCE

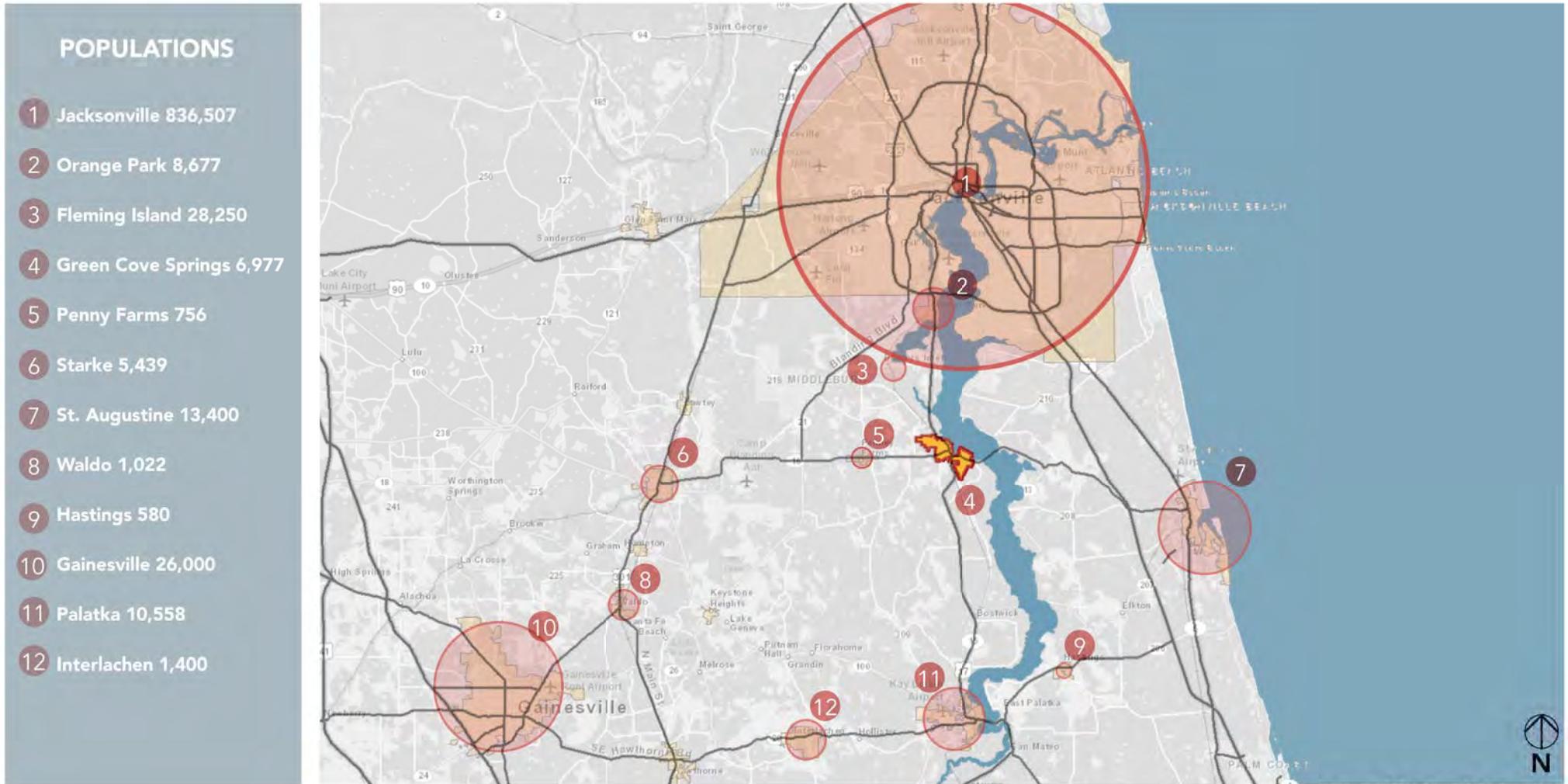


Figure 2.1 Regional Influence Map

Green Cove Springs' 6,900 residents live nestled on the St. Johns River in northeastern Florida, just south of Jacksonville and west of St. Augustine. The city's future redevelopment endeavors will capitalize on the established tourist industries in the region. State Road 16, also known as Ferris Street, and Orange Avenue bring heavy automobile traffic through Green Cove Springs. These two roads also serve as the gateways to the Green District. Improvements to signage and landscaping along the city's gateway corridor areas will intrigue motorists to stop and see what the city has to offer.

The city's access to the St. Johns River will be utilized to create a stronger connection with nearby cities for both recreational and transportation purposes. Fleming Island, which sits ten miles north of Green Cove Springs, currently provides the residents with retail and entertainment opportunities. Our efforts seek to create more options for shopping, dining and recreation to keep residents within city limits. Redevelopment will highlight and build upon the city's regional position, natural amenities, and urban assets.

LOCAL CONTEXT

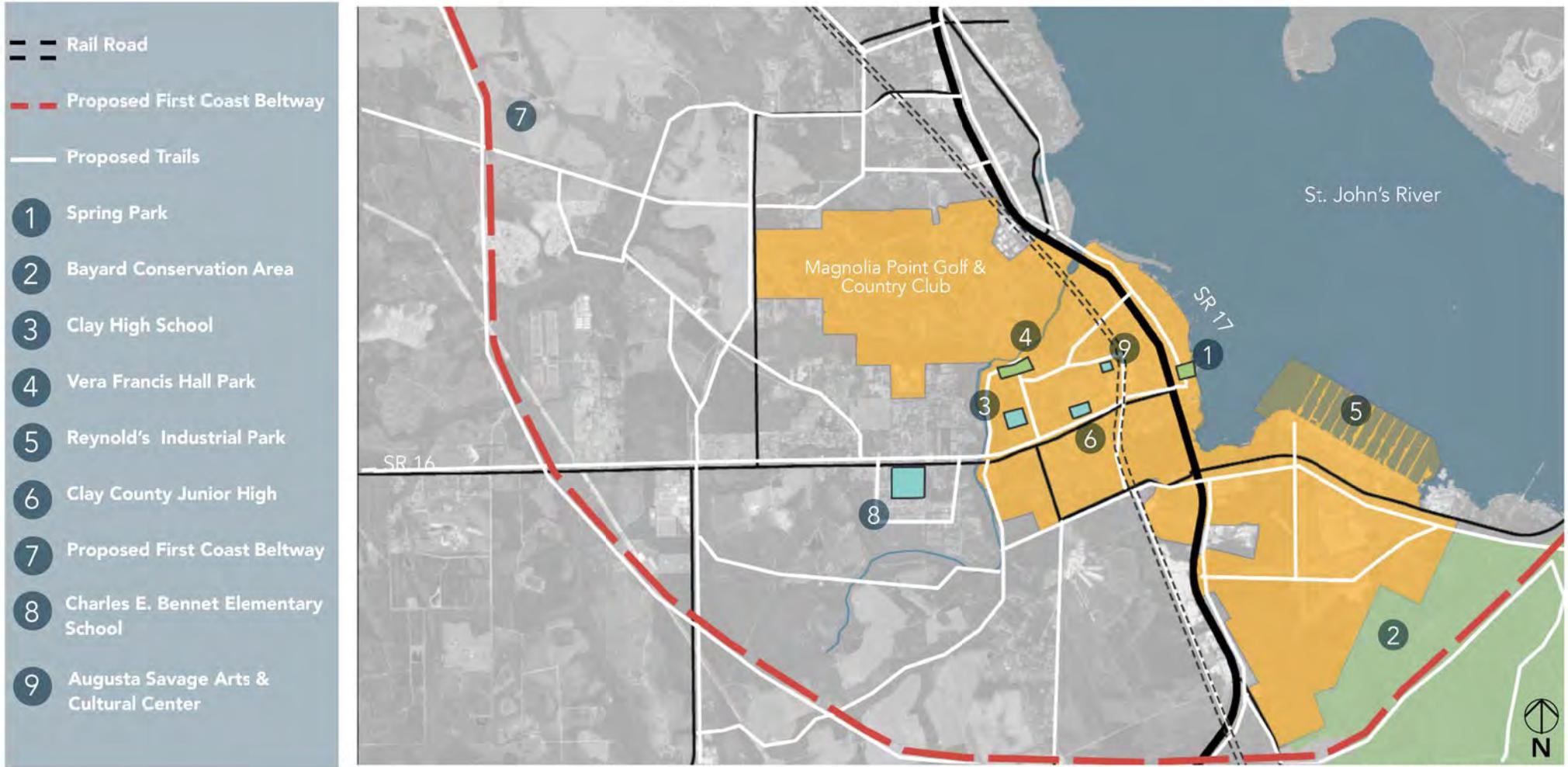


Figure 2.2 Local Context Map

Green Cove Springs holds significance for its historic character, unique natural amenities, and position as Clay County's Seat. Redevelopment will showcase these assets in an effort to keep residents living and working in Green Cove Springs and to create a destination for tourism. The city has a wealth of existing assets: the St. Johns River and Governor's Creek provide recreational waterways, while Spring Park, Vera Francis Hall Park, Augusta Savage Friendship Park, and Carl Push Park incorporate green space into the city.

Additionally, the Bayard Conservation Area contains over 10,000 acres of protected state lands and lies just south of city limits. With the addition of the Reynolds's Industrial Park, which boasts an airpark and potential

redevelopment opportunities, and the rail line that runs through the western portion of the city, Green Cove Springs could potentially utilize multi-modal transportation. The Augusta Savage Arts Center is also a key asset, featuring youth and community education programs, as well as recreation facilities. Schools associated with this the Green District include the Charles E. Bennett Elementary School, Green Cove Springs Junior High School, and Clay County High School.

CRA BOUNDARY AS DEFINED

There are three overlay districts in Green Cove Springs that serve to “promote development, protect historic properties and protect the city’s small town character.” The Central Business District (CBD) includes Green Cove Springs’ historic downtown area. While the CBD is intended to be flexible and efficient, an important goal is to maintain its historic, small-town character. Key areas in the CBD are: Walnut Street, Palmetto Avenue, Ferris Street, and portions of Orange Avenue. These streets comprise Green Cove Springs’ Gateway Corridor Districts and are intended to highlight the entry points into the city and promote development on these major roads.

Green Cove Springs’ Historic District was placed on the National Register of Historic Places in 1991 and contains 78 contributing buildings. The comprehensive plan includes elements that support the redevelopment and renewal of blighted areas, including the demolition and rehabilitation of houses, redevelopment of vacant properties, and allows for mixed-use developments. The proposed Community Redevelopment Area (CRA), also referenced as The Green District, incorporates portions of some of this existing districts and portions of others and will apply the existing comprehensive plan elements.

The CRA boundary contains four general existing uses within the boundary: residential, institutional, commercial, and vacant. The two largest uses are determined to be commercial (20%) and institutional (19%), while residential (9%) and vacant (8%) uses account for a relatively small portion of the CRA. In order for the Green District to be successful, the city will need to increase the taxable revenue within the CRA boundaries to help fund further enhancement of the area. Where possible, land-uses that prevent the increase of the tax base should be excluded; these uses are: any government run organization, community institutions, and infrastructure. The next section will look at a visual analysis of the approximately 63% of currently non-taxable property in within the proposed CRA.



Figure 2.3 CRA Boundary Map



FIGURE GROUND/EXCLUSION PLAN

Figure 2.4 Figure Ground/Exclusion Map

This “figure ground” diagram analyzes the relationship between building footprints and lot parcel dimensions. Our analysis has demonstrated that parcel and building size proportions are generally more compact for commercial uses closer to the Historic District—especially for properties near Walnut Street. The building-to-parcel dimensions ratios increase as the use changes to residential or institutional uses. Documenting and analyzing existing development patterns is an essential process in redevelopment and infill development should respect existing building patterns.

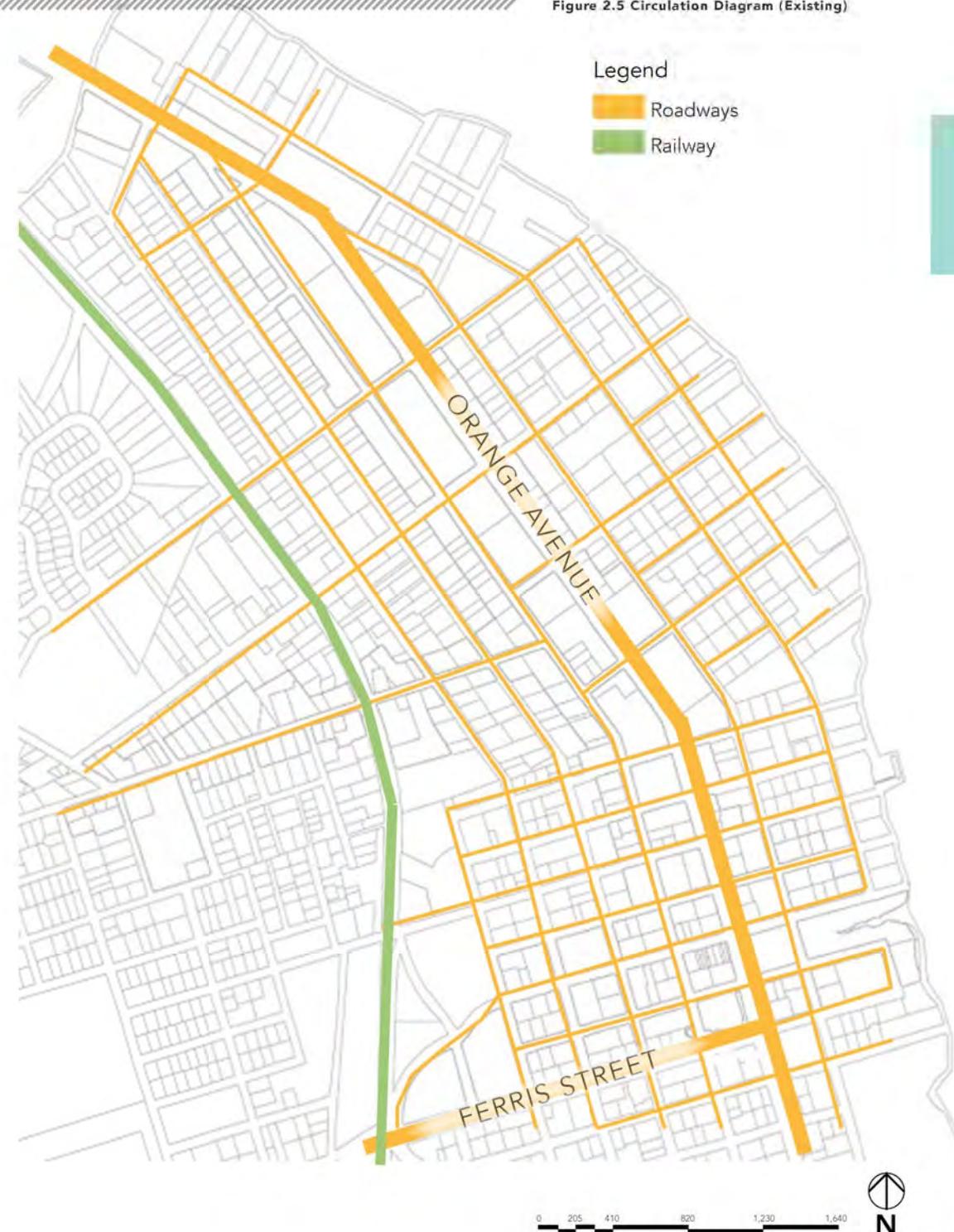
This diagram also notes all non-taxable (residential and government owned) properties which will be excluded from the tax base in order to focus on parcels (vacant, underutilized, and developed) that might contribute to the taxable value and redevelopment potential in The Green District. Current commercial activity in The Green District is complicated by a distressed local economy which is weakening the tax base. The Green District will improve the local tax base by supporting the growth and redevelopment of businesses within the district, especially those along the Walnut Street Corridor. The area along Walnut Street, stretching from Palmetto Avenue down to the riverfront, is currently characterized by “broken teeth,” or buildings marked by poor maintenance; vandalism; and vacancy.

The strategy for expanding the residential tax base is to invest in improving and expanding the current housing stock. The diverse mix of business types in the compact area surrounding Walnut Street is a distinct strength of the current zoning ordinances. Tax revenues will improve when The Green District targets the development of new diversified businesses in the existing vacant storefronts.



CIRCULATION

Figure 2.5 Circulation Diagram (Existing)



Current Conditions

Orange Avenue (US Highway 17) and Ferris Street (State Road 16) are arterial roadways that bisect the district. Many freight-trucks use Orange Avenue to pass through the city, not stopping to contribute to the local economy. The large delivery trucks' close proximity to the sidewalk does not currently suit an ideal pedestrian environment along Orange Avenue.

The local roads in the city form a grid pattern and serve as collector roads to funnel local traffic toward the arterial roads. Blocks in the north part of the Green District, where the car dealerships were previously located, are considerably larger than blocks in the historic district of the city. All main streets have sidewalks, but many of them currently have minimal tree canopy and are need of repairs.

CIRCULATION

Figure 2.6 Circulation Diagram (Proposed)

After The Green District Improvements

As the Green District comes to life, local traffic circulation will be focused toward streets with smaller block sizes: Walnut Street, Palmetto Avenue, and parts of MLK Jr Blvd. and Magnolia Avenue. Block size has a direct impact on pedestrian traffic: a smaller block is more walkable and brings more foot traffic by local businesses. By improving the lighting, expanding the tree canopy, and repairing the sidewalk, the Green District's smaller blocks will see an increase of pedestrian traffic in the CBD.

Two future roadways will impact the city: The First Coast Expressway and the County Road 218 Connector. The First Coast Expressway will be a limited access toll road that will connect I-95 to I-10. This new expressway will divert some of the heavy freight traffic away from Orange Avenue. The County Road 218 Connector will provide direct access between Green Cove Springs and Middleburg. This will open the door for Green Cove Springs to provide the downtown experience of Clay County to the residents of Middleburg.



DESIGN SYNTHESIS

Figure 2.7 Design Synthesis Diagram



The following areas in the Green District offer the most potential for redevelopment: The Historic Triangle District, Central Business District, Spring Park, portions of the Gateway Corridors (Orange Avenue and Ferris Street), and parts of the neighborhood on MLK Jr Blvd. Focusing initial revitalization efforts in this area could serve as an impetus for further redevelopment.

The area between North Street and Houston Street, including the residential community on MLK Jr Blvd., and the vacant commercial parcels on Orange Avenue are a great opportunity for the city because of the area's high traffic volumes, but can also be a challenge due to the current infrastructures deficiencies. With appropriate planning and available resources, this area can be improved within 10-20 years of the redevelopment process.

North of Houston Street are most of the city and county's key administrative buildings. This area is largely non-taxable. However, the city and county serve as large employers within the district and strengthening the connection between the north and south parts of the city is vital for future growth of Green Cove Springs.

Government/non-taxable and new development

High vacancies

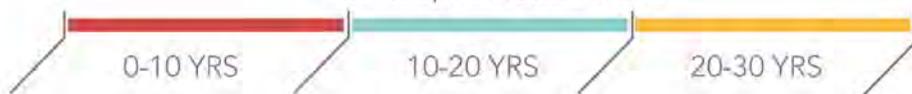
Culturally significant African/American neighborhood

Recreational amenities

Commercial activity/variety of uses



Redevelopment Goals Timeline



CATALYST PLAN

Figure 2.8 Catalyst Plans

Legend

- 1 The Waterfront Commercial site will engage Governor's Creek and activate water usage opportunities. Potential location for fish camp restaurant.
- 2 Located close to new courthouse facilities and government buildings; the old auto dealership site can be converted into a boutique hotel.
- 3 Building a Business Park here would reduce the amount of surface parking around the government complex and add commercial activity north of Walnut Street.
- 4 An urban park can be located at the intersection of MLK Jr Blvd. and Palmetto Avenue. This park would evolve to become a central hub for the district. We envision commercial and mixed use infill to develop around this area.
- 5 The Augusta Savage Arts & Community Center is already established within the community and should maintain its role as a meeting place and gathering area for residents.
- 6 A grocery store on MLK Jr Blvd. will be at a centralized location to better service the entire urban community and encourage alternative modes of transportation.
- 7 Another vacant auto dealership can be reused for a new commercial use. A brewery style restaurant would draw visitors from throughout the region.
- 8 Palmetto also has potential for mixed-use infill that will help engage north Green Cove Springs towards the government complex. Remodeling the hardware store is also recommended.
- 9 Remodeling the old police station into an outdoor sporting goods store is a crucial piece to the redevelopment plan. This site will engage the riverfront with recreational activities and promote use of the St. Johns River, also encouraging new visitors to visit Green Cove Springs and shop while enjoying what the city has to offer.
- 10 Walnut Street currently has the small town feel that residents prefer. However, the streetscape needs to continue from the river to the Historic Triangle and have a consistent pedestrian environment.
- 11 More infill and mixed use development will be encouraged within The Green District to achieve the critical mass needed for the CBD to succeed.
- 12 The connectivity of the railroad will be strengthened with a new station that would bring visitors to the city or a museum within the city limits to showcase the rail's history within the city.





3. VISION

- 3.1 A City for People
 - A. Community Character
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 - D. Arts & Culture

- 3.2 Program Elements
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- 3.3 Phasing Districts
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A CITY FOR PEOPLE

COMMUNITY CHARACTER



An essential quality that makes Green Cove Springs what it is today, and something that should be maintained going forward, is the city's charming small town feel. This quality is characterized by Green Cove Springs' locally owned shops, walkable and safe streets, and familiarity among residents. The scenic views of the St. Johns River at Spring Park and the charming historic structures along Walnut Street enhance the city's small town charm. In order to ensure that residents can continue to enjoy the city's unique character in the future, the city should strive to preserve and enhance these elements throughout the redevelopment process.

Narrative

It hasn't even been a year since I joined Grandpa in Green Cove Springs and everyone already knows my name, where I'm from, why I'm here, and probably even my favorite place go to for a drink and a round of karaoke (Ronnie's, obviously). I was delighted to be welcomed into Green Cove Springs by the locals like I was one of their own. Even after this short time, it really feels like we're all one big family here. There's this charm, this kindness, that I just can't get enough of! Local shop owners are always so friendly and they know the names of all their regular customers. I love strolling down Walnut street each Sunday on my way to Spring Coffee-- I'm guaranteed to run into someone I know.

Stacey Johnson

A CITY FOR PEOPLE

COMMUNITY CHARACTER



Figure 3.1a Storefront in Fernandina Beach



Figure 3.2a Victorian Style Home, Oregon



Figure 3.1b Green Cove Spring Walnut Street



Figure 3.2a Victorian Style Home, Green Cove Springs

Figure 3.1a: The downtown Fernandina Beach area after a recent redevelopment project. **Figure 3.1b:** Green Cove Springs Walnut Street, the historic commercial hub of the city. Fernandina Beach saw an increase of pedestrian and commercial traffic after redeveloping their downtown. Green Cove Springs very own Walnut Street could benefit with similar results if redeveloped.

Figure 3.2a: An example of a refurbished Victorian Style Home in Portland, Oregon. **Figure 3.2b:** A Victorian Style home in Green Cove Springs, between the historic Main Street and Historical Triangle area. The homes in Green Cove Springs' historic district possess a distinct character that should be supported by local government. This Victorian style home in Portland, Oregon is a good example of how landscaping, canopy, and improved facade influence the overall feel of an urban environment. Green Cove Springs can achieve much of the same aesthetic and character by altering its cities codes in the Phase I area.

A CITY FOR PEOPLE

COMMUNITY CHARACTER



Figure 3.3a Charleston Waterfront, Battery Park, Charleston



Figure 3.3b Spring Park Gazebo, Green Cove Springs

Figure 3.3a The Battery in Charleston, South Carolina is a popular historic walkway and promenade that draws and welcomes people worldwide to enjoy its scenic views of the water front and old town charm. **Figure 3.3b:** Green Cove Springs has many of the same attributes, like a rich maritime history, scenic views, and downtown historic district. The character of the leisurely stroll would benefit the downtown Phase I area of Green Cove Springs.

A CITY FOR PEOPLE

STREETS

Traditional street design in Florida has disproportionately valued automobile use over pedestrian activity. However, this trend is slowly changing as many cities are reclaiming streets for people. Economic activity and commercial revenues of pedestrian-oriented shopping areas are consistently higher than auto-dominated strip malls. In addition, streets with elements of high walkability reduce crime and traffic accidents, in addition to fostering healthy communities with healthy people.

Reducing traffic speed allows drivers to better observe hazards and increases reaction time for responding to obstacles by increasing visibility and decreasing required stopping distance. This will create a safer and more attractive pedestrian environment in Green Cove Springs.

A CITY FOR PEOPLE

STREETS



Figure 3.4 Canopy Lined Street in Sunnyvale, CA

Uniform design guidelines along Murphy Avenue in Sunnyvale, CA demonstrates how cohesive charm enhances an area's character and helps generate pedestrian activity.



Figure 3.6 Shop along Broadway, Nyack, NY

A fully utilized street in Nyack, NY. When shops and restaurants front the street, local businesses see maximized pedestrian exposure, which leads to a larger customer base and, ultimately, increased revenues.



Figure 3.5 Canopy Lined Street in Savannah, GA

Brick paved roads with on-street parking in Savannah, GA promote walkability and reduce traffic speeds.



Figure 3.7 Canopy Lined Street in Miami, FL

Coral Way, a major thoroughfare in Miami, FL. Canopy lined streets create aesthetically pleasing experiences for those walking or driving and create a comfortable microclimate.

A CITY FOR PEOPLE

NATURE AND RECREATION

Studies have shown that increasing the amount of green space in an urban environment has a correlation with increased economic and social benefits in the immediate area. Recreation and conservation areas improve physical and mental health; provide efficient, alternative storm water drainage; weakens heat island effects; and helps generate tourism revenue. The vision of Green Cove Springs becoming an eco-destination will be achieved through complementary green investments, such as designating additional green spaces and promoting more outdoor activities. These natural amenities will nurture the community's identity and serve as a legacy for future generations.

A CITY FOR PEOPLE

NATURE AND RECREATION



Figure 3.8 Splashpad Winter Park, FL

Recreational features like splash pads and playgrounds serve as focal gathering points for neighborhood residents, bringing families together and emphasizing the neighborhood's sense of place.



Figure 3.10 St. John's River

Natural amenities provide stunning views that can help generate eco-tourism and inspire community pride.



Figure 3.9 Florida Greenway

Trails nurture mental and physical well-being by being a refuge from the stresses of city life.



Figure 3.11 Swamp in Green Cove Springs

Swamp at John P. Hall Nature Preserve on White Trail in Green Cove Springs

A CITY FOR PEOPLE

ART AND CULTURE

Artistic and cultural strategies for redevelopment are effective, cost-efficient approaches to community revitalization. Community art projects beautify neighborhoods, which inspires a sense of ownership for current residents while simultaneously drawing more new residents to the neighborhood with minimal effort. Cultural programs can also help communities create niche tourism markets.

Historical legacies like the Augusta Savage Arts & Community Center and the Clay County Theatre can be used to promote the visual arts (sculpture, drawing, filmmaking, and photography) in Green Cove Springs. Augusta Savage's legacy as a large-scale sculptor is a cultural asset, and will inspire community-based public arts programming to create public art works for the city.

A strategy to quickly generate cultural activity downtown is to permit larger public gatherings (that would normally meet elsewhere) to meet in Spring Park: particular school events, live music performances by community groups, church meetings and services, and even public city meetings. The benefits of investing in cultural programs reach far beyond the individual artists, these programs will create positive change for the entire community.

A CITY FOR PEOPLE

ART AND CULTURE



Figure 3.12a Flamingo Sculpture



Figure 3.12b Barcode embedded in the sidewalk

Communities can bring awareness to the local art scene by installing vibrant sculptures or interactive landscape markers.



Figure 3.13a Painted Piano



Figure 3.13b Pop-up Library

Pop-up music installations and libraries are low-cost strategies to generate activity and community bonds in public spaces.

A CITY FOR PEOPLE

ART AND CULTURE



Figure 3.14 Historic Murphy Avenue Festival in Sunnyvale, Ca

Festivals and other outdoor events are fun ways to generate tourism, activate normally underutilized spaces, and enhance community pride

PROGRAM ELEMENTS

HISTORIC PRESERVATION

Green Cove Springs' Historic District was placed on the National Register of Historic Places in 1991; this district overlaps the Central Business District and portions of the northern Gateway Corridor. The city's Comprehensive Plan currently includes provisions for housing demolition and rehabilitation and encourages the redevelopment of vacant properties. Despite being registered as a national historical place, the city does not currently have a Historic Preservation Ordinance.

A Historic Preservation Ordinance would establish a historic preservation board that would oversee the functions of the city's preservation programs. A major benefit to this program is the facilitation of tax exemptions and grants for rehabilitation projects. Typically, a property owner can submit an application with the amount of assessed value of all improvements and a certain percentage will either be allowed for an exemption from city ad valorem taxes, or part of the value will be matched by a grant from the city.

Two specific ways this program will support Green Cove Springs' redevelopment efforts is through façade improvements and housing rehabilitation. Continuation of the Business Façade Matching Grant Program will incentivize commercial property owners to improve the aesthetic appearance of buildings within the boundaries of The Green District. This will have a direct impact of increasing the tax increment by attracting more patrons to the area. In an effort to improve neighborhood character and conditions, housing rehabilitation grants and tax exemptions will assist homeowners in bringing their dwellings into compliance with the locally adopted housing and rehabilitation standards as set by the recommended Historic Preservation Ordinance.



PROGRAM ELEMENTS

HISTORIC PRESERVATION



Figure 3.15



Figure 3.17a Eligible residential space in Durham, NC

Use of Grant Funds for Rehabilitation

The Merrill House in Duval County was awarded \$83,000 by the state of Florida's Historic Preservation Grants Program in 2002. Green Cove Springs should seek to capitalize on available grants such as this one to rehabilitate blighted historic structures.



Figure 3.16 Beach Cruisers Facade Improvement



Figure 3.17b Eligible income-producing property in Durham, NC

Business Facade Improvements in Lake City, FL

Even basic cosmetic enhancements to a structure has a dramatic effect to its appearance and the surrounding environment. By taking advantage of the existing matching grant program for façade and building improvements offered by the city, business owners will attract new patrons and influence neighboring commercial spaces to follow suit.

Use of Tax Incentives for Rehabilitation

Tax credits can be offered to both residential and commercial property owners. By trading these credits for a required amount of money invested toward rehabilitation, Green Cove Springs can incentivize individuals to revitalize their historic structures rather than demolishing or leaving the structures vacant.

PROGRAM ELEMENTS

HOUSING

In Clay County, less than six percent of the housing stock was built before 1960. Green Cove Springs is fortunate to have a concentration of historic, beautiful housing adjacent to the St. Johns River. The Green District will utilize and enhance this existing asset, while also looking to create new housing options for the city.

While many of the houses in the Historic District display the qualities we seek to nurture, some of the newer houses do not have the same quality of construction or aesthetic appeal, which ultimately diminishes the overall condition of the city. Through the availability of grants and tax incentives for housing improvements and construction, the city can enhance housing stock with incentives for property owners.

Our highest priority for housing in the Green District is increasing the residential population through urban density. The first step in this process is to improve and build on existing housing conditions. Currently, Green Cove Springs' housing density consists of mainly single-family detached housing; multi-family units are in short supply and there is an opportunity to create more multi-family housing in the Green District.

As the city provides more affordable and diverse housing options by improving existing structures and adding new infill (townhomes and mixed-use apartments), the city's population will increase significantly. Housing and Urban Development (HUD) vouchers may be used as a means to fill underutilized and vacant housing in The Green District. Lastly, the creation and construction of mixed-use structures that incorporate residential uses should be promoted the Green District.



PROGRAM ELEMENTS

HOUSING



Figure 3.18 Historic House Green Cove Springs

Improvements to Existing Housing Stock

The city can encourage rehabilitation to existing housing options, especially historic houses that are rich in fine architectural details. This property owner on Palmer Street has recently begun renovation work to their historic home.



Figure 3.19 Houses in Savannah, GA

New Housing Options

High-density housing, such as mixed-use structures or townhomes, is recommended for future redevelopment efforts. This will promote a more walkable and sustainable Green Cove Springs.



Figure 3.20a Cottages East Greenwich, Rhode Island



Figure 3.20b Cottages

Affordable Housing

While the utilization of existing housing as affordable housing is favored, when new construction is necessary it should also benefit and match the character of the surrounding neighborhood. The implementation of cottage-style architecture is highly recommended; this high-density infill can be designed in such a way that complements the city's historical architectural character.

PROGRAM ELEMENTS

ART AND CULTURE



A key element of our recommended programming is the establishment of a strong arts community in Green Cove Springs. Jacksonville and St. Augustine have well-established, successful artists' communities and Green Cove Springs can attract some of these artists by offering more programming and facilities for their use. By means of a private-public partnership, the vacant car dealerships on Orange Avenue can be converted into low-cost, modular, pre-fab., studio spaces for residing artists. Making these spaces affordable will draw artists currently residing in Jacksonville and St. Augustine to Green Cove Springs.

Existing assets such as Spring Park and the St. Johns River will be highlighted and utilized in this effort. The large open lot to the north of Spring Park can better utilized as a flexible space, with uses ranging from arts and music festivals, food truck rallies, temporary sculpture installments, to overflow parking for events held in Spring Park. Green Cove Springs will gain significant recognition by launching an annual art festival or an artist-in-residence program.

Narrative

April is blessing us with such lovely weather down by the river and this weekend the large lot out by Spring Park is filled with tents for the Spring Arts & Crafts fair. There's always something for everyone when festival season rolls into town. Charlie, our little dachshund, enjoys visits to the artisan pet bakery stand during the food festival in June. Isabella just loves getting her face painted like a butterfly after loading up on sweets from the churro truck. My wife, Angela, has a passion for glass art and usually finds a new piece each year from one of the artists-in-residence. Window shopping the vacant storefronts that display local artists' work is one of our favorite strolls to take, especially when it ends with a stop at Larry's Ice Cream Shoppe.

Angela & Mark Phillips

PROGRAM ELEMENTS

ART AND CULTURE



Figure 3.21 Waterfront Arts Festival

Art Festivals and Events

Revitalization will promote existing events, such as the Third Saturday in the Park, while seeking to expand the city's presence in the arts community through the creation of new art festivals and facilities.



Figure 3.22a Artistic Cross Walk



Figure 3.22b Artistic Cross Walk

Crosswalk Art Project

Street art projects can be used to encourage local resident involvement and excitement for Green Cove Springs by installing art at crosswalks. Aquatic and floral designs can connect the St. Johns River and Spring Park with overall character of the city. A design competition can be held, using popular social media to submit design proposals and vote on their favorites, involving the community in this celebration of public space.

PROGRAM ELEMENTS

ART AND CULTURE



Figure 3.23 Local art in storefront

Activating Empty Storefront Space with Art

Vacant storefronts can be utilized to display artist's work and transform the windows into pop-up art exhibits. Grants provided by the city can fund these installations, increasing civic participation and community vitality. An improved aesthetic will encourage new business and tourism in Green Cove Springs.

This type of programming has been particularly successful in Jacksonville, where a group of University of North Florida students, in conjunction with The Looking Lab, designed an installation for nine windows. The installation is called "Spaceshifts," and each window is being transformed into a specific environment (coral reefs, mountains, etc.) to cast an aesthetically-pleasing looking glass over the environmental challenges that face each of the featured realms. The project was funded by a spark grant by the Cultural Council of Greater Jacksonville and such a collaborative project can easily be realized Green Cove Springs.



PROGRAM ELEMENTS

ECONOMIC DEVELOPMENT

Residents of Green Cove Springs have expressed the need for a stable and competitive economic environment. Much of the city's commercial and retail activity has leaked from Green Cove Springs and is currently established outside the city's boundaries. Competitive commercial anchors like Jacksonville and Fleming Island to the north and the city of St. Augustine to the south have poached economic activity from Green Cove Springs; resulting in many large retailers establishing outside of the city and leaving stressed small businesses in Green Cove Springs.

To reduce the escape of taxable commercial revenue and employment opportunities, The Green District can consider enhancing existing retail trade and professional services-- currently the largest employers and revenue generating industries in the city. By also promoting Green Cove Springs as a tourist destination through beautification and redevelopment in the Green District, the area will experience a demand for more retail establishments. In turn, the city as a whole will see demands for more housing, an increase of professional service establishments, and more public facilities. As Green Cove Springs becomes more beautiful through redevelopment it will become a place individuals want to live, work, shop, and relax in.

PROGRAM ELEMENTS

ECONOMIC DEVELOPMENT



Figure 3.24 Solar panel installation

Diversify with emerging industries

Attempts by the city will be made to strengthen the local workforce and provide education and training for skills in emerging industries and markets. In particular, Green Cove Springs will capitalize on its existing ownership of its municipal utilities and expand into sustainable technologies.



Figure 3.26 Community engagement

Invest in Community

Businesses look to establish in thriving communities. Vibrant communities are created by investing in policy and infrastructure that focuses on enhancing the quality of life for residents, which naturally results in attractive locations for businesses. In addition, the city will expand on public-private partnerships for redevelopment by offering socially responsible corporations naming opportunities. These naming opportunities function in a manner where cities receive funds or in-kind donations, in exchange for businesses to brand with the city.



Figure 3.25 Mix use storefronts

Promote mix use through design and zoning overlays

We propose limiting land uses to those that promote retail and commercial services and some mixed-uses with compact design. Using this approach within The Green District will promote the "shop, dine, and stroll effect" and encourage more tourism in this area of the city.

PROGRAM ELEMENTS

FOOD SECURITY

Green Cove Springs currently demonstrates symptoms of a food desert-- areas where access to healthy food options are limited because of lack of access to vendors or because the abundance of fast-food establishments and already prepared meals are cheaper and more accessible. Within the city's 9.4 sq. miles, there is only one grocery store and approximately ten fast food/dine-in establishments. Fast food is often more costly, yet lacks the essential nutrients found in fresh produce. Lacking a healthy food system generates negative externalities such as increased health costs, higher obesity rates in children, and premature death.

Methods to increase access to fresh foods in Green Cove Springs includes hosting a monthly farmer's market and running a community food pantry based out of the Augusta Savage Arts & Community Center. These existing amenities should continue to be expanded, as they not only provide access to affordable healthy foods, but also engage different neighborhoods and community members of the city.

The following provides additional measures to facilitate equitable access to healthy foods in Green Cove Springs:



PROGRAM ELEMENTS

FOOD SECURITY



Figure 3.27 Community Garden

Community Gardens

Recently, community gardens have gained praise and popularity throughout many U.S. cities because they provide nutritious foods at extremely low operating costs. Community members volunteer to tend to the gardens and their payment comes in the form of locally grown produce. Community gardens can also serve to educate children on how develop healthy lifestyle habits and on the value of strong community bonds.



Figure 3.29 Community Kitchen

Community Kitchens

A fairly new initiative taking hold throughout the US are community kitchens: facilities that meet mandated regulations for food processing and can be rented out to the public. Places like this limit overhead costs for entrepreneurs in the food retail market, and allows communities to develop their local food systems. A program like this in Green Cove Springs will be used to provide healthier prepared food options for sale, without the need of many individual establishments. This program can also expand to permit budding catering businesses to establish in the city and facilitate Green Cove Springs' vision of becoming a destination for special events like weddings.



Figure 3.28 Local food market

Community Owned Markets

Green Cove Spring residents can take ownership of the food made available to them by establishing a co-operative grocery store. Community-owned markets are more in-tuned with local social and economic needs and aspirations and respond by equitably providing affordable and quality products to local residents.



PROGRAM ELEMENTS

RECREATION

Spring Park, the St. Johns River, Governor's Creek, and the Bayard Conservation Area all provide varied recreation opportunities to the citizens and visitors of Green Cove Springs. There are opportunities to boost eco-tourism and recreational activities. Location of a recreation outfitters in the Green District for guided tours and equipment rental, including kayaks, canoes, paddle boards, paddle boats, bicycles, and elliptigos. The city could promote recreation activities that celebrate the river, such as dragon boat races and 5K races.

Building a splash pad near the bathing pool in Spring Park will help attract more families to the park by allowing young children to play in water safely without having to enter the pool. Other activities to incorporate into Spring Park's recreational programs could include advertising to local fitness instructors in order hold fitness classes for all ages, such as yoga, tai chi, or boot camps in the park.

The city's existing and proposed trail network will allow for bicycle and pedestrian access throughout the Green District. Building a boardwalk along the riverfront will provide a sustainable way for visitors to explore and enjoy the natural environment without impacting the river's ecosystem. A major recreational goals for Green Cove Springs should be to become more bicycle friendly. Having bicycle racks, more bicycle trails or paths, and bicycle rentals around the city will allow residents and visitors to travel through and around the city and enjoy the aesthetics and culture of Green Cove Springs.

Narrative

Now that my granddaughter is living here with me, I want to get back out on the river. Its been some time since I've stepped down off that dock. Kayaking isn't really something a man my age can manage alone so a joint paddle ride down the St. Johns River with Stacy would be great to get me out there. Jo, down at the outfitters shop, has some great rental rates. If I keep it up though, I may just have to buy my own.

Harris Johnson



PROGRAM ELEMENTS

RECREATION



Figure 3.30 Kayaking

Recreation

Offering recreational activities, such as kayaking, promotes a more active community and utilizes the beautiful St. Johns River.



Figure 3.32 Bicycling

Lakeland, Florida

The city of Lakeland offers opportunities for biking through their parks and lake to lake bikeway system, scenic lakes, historic downtown, and neighborhoods.



Figure 3.31 Boardwalk

Riverfront Park, Charleston

This boardwalk along the Cooper River in Charleston, South Carolina offers residents and visitors a peaceful and scenic walk while protecting the natural habitat in the waters below.



Figure 3.33 Yoga in the park

Miami Dade, Florida

Seniors in a Miami Dade Park doing yoga with an instructor.

Public space as it relates to the natural landscape is essential for protecting the overall health of Green Cove Springs and its residents. Public green space, conservation areas, and the natural landscape help protect the health and ecology of the region, while also providing some practical benefits for the public health, as well. Sustainability and greening are the methods to promote a healthier environment for the residents of Green Cove Springs. Following the narrative of putting the "green" back in Green Cove Springs, the city's public policy should include sustainable practices.

Fostering and strengthening sustainability efforts can start with setting minimum standards. Local government should implement sustainability standards to be implemented in government buildings as an example to people and local businesses around the area. There are both private and public grants available, like LEED grants, that to help aid in the process of adding sustainability measures to new and existing buildings. An example of a LEED based grant is the Affordable Green Neighborhoods Grant Program, which aims to transform neighborhoods into affordable, sustainable, and walkable neighborhoods equipped with the latest LEED standards.



Green Cove Springs should support and seek grants aimed at the replanting of trees in urban neighborhoods in order to improve canopies and enhance the overall health of the area. Green Cove Springs has been named a Tree City by the Arbor Day Foundation for the last 25 years, and the city might benefit from applying to one of their grants to plant trees in cities. The Environmental Protection Agency (EPA) has grants available for to improve the urban forest network as well, for example. The Florida Department of Transportation has grants available to improve bicycle and pedestrian lanes facilities, which help improve the overall physical health of areas.

The citizen remains a key figure and stakeholder in the Green Cove Springs' greening initiative. Community outreach and participation are crucial to the success of the overall Greening program. Greening should engage the public in order to make a healthier green city scape more inclusive. For example, a great start to involving the public could be involving the local Keep Clay Beautiful, to help plant trees. The Environmental Education Grant is a means to involve communities, providing a grant offered through the EPA for educational entities to promote environmental issues, and methods to protect the environment.

SUSTAINABILITY AND URBAN GREENING



Figure 3.34 Canopied street

Arbor Foundations TD Green Streets program

Current cities recognized Tree City USA, can apply for the Arbor Foundations TD Green Streets program which aims to improve the urban canopy with grants in support of local forestry projects in low- to moderate-income neighborhoods.



Figure 3.36 Bike lane

An example of a "sharrow" as seen in Oakland, California is a lane where bicycles and vehicles share the space. Bicycle lanes can reduce the negative impacts of automobile use and can help reduce automobile dependence. Promoting bicycle use can also have a positive effect on the health of a community.



Figure 3.35 Flower Baskets

Community Adopt-A-Flower Basket Program

The Adopt-A-Flower Basket Program in Edmonds, Washington is a great example of businesses and citizens making an investment in the community by adopting a flower basket for a set price, like \$100 dollars, for example. The community also accepts volunteers to help manage the program. Donors will select the basket location and the City plants and maintains the basket.



Figure 3.37 Green Alley

Green Alley

An urban alley greening project of the Green Garage in Detroit, MI.



BRANDING

GREENING GREEN COVE SPRINGS

Green Cove Springs is a place where families live and grow together, where they care and invest in their community and are proud to call this place their home. Green Cove Springs is a place to come to see the beautiful views of the St. Johns River, take a kayak ride, and have a picnic at Spring Park. Green Cove Springs is a place rich with history and is full of the small town charm of Old Florida that people love. All of this is the vision for the Green District. A branding strategy would help promote the area's assets, and clearly articulate a the vision. For the last 25 years, the city has been named a Tree City by the Arbor Day Foundation. The city is home to a local Business League, which has initiated the "Keep the Green in Green Cove" local buying campaign and the 3rd Saturday in the Park market. The motto "Greening Green Cove Springs" and the adoption of the Green District conveys the dual message of the city's commitment to the environment and economic development.

The benefit from Green District branding would be in finely articulating a vision of what the city sees itself as in the future and should inspire future generations.



BRANDING



Marketing Campaigns have been enormously successful in establishing new perceptions of cities. The I Love NY slogan is universally recognizable. New York city needed to change the negative perception of high crime; their new slogan transformed the attitude of residents and visitors alike.



Amsterdam has also created a new slogan to promote and brand their city. This slogan gives residents a sense of ownership of their city.



Small towns can benefit from direct marketing campaigns. Small towns can easily get overlooked without a visual element to draw in visitors. The last two logos are from small towns in central Florida that have developed branding to promote their towns. Tavares invested heavily into a seaplane marina base that has created a niche market for the town and increased interest in their waterfront.



Eustis, another small Floridian town, was eager to promote local businesses. Similarly to Amsterdam, using simple color theory to brand the town as a welcoming place positively changed the town's perception.

Figure 3.38 Branding precedence



Figure 3.39 Branding logos of existing cities

BRANDING

Green Cove Springs
Tradition • Nature • Community

Green District
Green Cove Springs, FL

Green Cove Springs
Tradition • Nature • Community

Green District
Green Cove Springs, FL

Green Cove Springs
Tradition • Nature • Community

Green District
Green Cove Springs, FL

Figure 3.40 Branding logo studies of the "Green District"

WAYFINDING

Currently, there is minimal gateway signage to welcome visitors to the city and direct traffic toward key destinations, such as Spring Park, Walnut Street, and government offices. There are two significant signs on Orange Avenue: a large brick-mounted welcome sign near the northern edge of the Green District, and a small way-finding sign next to City Hall. For the city's redevelopment vision, this signage is insufficient and will need improvements and supplementation. Welcome and way-finding signage should be installed in the Ferris Street Gateway Corridor to capture motorists entering from the west. A recommended location for this signage is at the western-most boundary, near the Historic Triangle, and near the Ferris Street and Palmetto Avenue intersection. Increased signage will assist in directing visitors toward the commercial and recreational areas. It is essential that this signage is aesthetically noticeable and large enough to be seen by passing motorists. Recommended signage types include: monument and directive signs, as well as light post banners. This signage should entice motorists to stop and see what Green Cove Springs has to offer, as well as assist them in finding the major sites and attractions.

WAYFINDING



Figure 3.41 Wayfinding study for the "Green District"

CRIME PREVENTION

Crime has been cited as a concern for the Green District. Green Cove Springs Police data show that many of the property and crimes against persons occur within the Green District. Crime prevention programs can include community programs and modifications to physical design.

Efforts to reduce crime will include community programs that will focus on engaging youth in recreational activities, summits, summer programs, and through voluntary community policing. Green Cove Springs can go further with engaging youth by building private/public partnerships to create mentoring programs that will develop life and professional skills. The City will seek out grants and non-profit investments to help build these youth engagement programs.

Crime Prevention Through Environmental Design (CPTED) techniques can help create an environment that feels safe and increases activity. Increasing the number of human activity in an area will also increase the number of observers who can keep an eye out for suspicious activity. Providing proper lighting and clear lines of sight along walkways and public spaces will reduce crime and promote the perception of safety.

Controlling access to an area helps prevent crime by dictating where people go and how they interact with a space. In a public place like Spring Park, keeping certain areas dark will discourage use after sundown while lit areas will encourage use. Other ways to control access would be to use planted vegetation and natural barriers to direct the flow of human activity.

Allowing people who live or work in an area to show possession of the area will promote human activity and tells others that this space is regularly used and maintained. This can be done by way of community gardens, public art or allowing businesses to extend some of their use into the public space.

Proper maintenance and upkeep on properties will reduce the number of neglected or dilapidated properties that attract criminal activity. Neglected or run down properties are a sign that people are not around or that they simply do not care and can provide opportunity for unobserved criminal activity.

CRIME PREVENTION



Figure 3.42 CPTED Study

Storefronts that use CPTED principles have seen a reduction in crime and improved feelings of safety in the area.

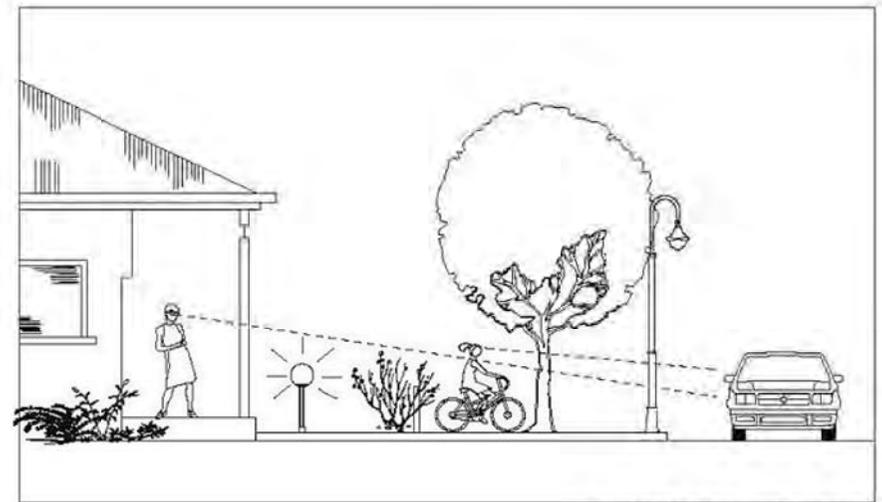


Figure 3.43 Natural Surveillance Study

Proper lighting at different levels and a clear line of sight allow people to observe safety hazards.

ENGAGING YOUTH

Activities and employment opportunities are currently limited for the youth of Green Cove Springs. This has been cited as a possible reason for increased crime rates and gang activity in the area. Despite various attempts to provide the city's youth with positive outlets, these existing programs need to be expanded upon for them to have a significant impact. Building on existing after school and summer programs, annual youth summits, and voluntary community policing can play a key role in making Green Cove Springs a safer community. In conjunction with new and existing efforts, Green Cove Springs can enact special programs that focus on engaging the youth in positive activities. Funding for these programs can be obtained through private and public funding opportunities like the Starbucks Youth Leadership Grant or state funding for non-profit organizations.

ENGAGING YOUTH



Figure 3.44 Recreation outfitter

Recreation Outfitter

The proposed recreation outfitter can involve the youth of Green Cove Springs through a variety of employment opportunities, including managing the outfitter, providing eco-tours, or maintaining equipment.



Figure 3.46 Youth meeting with professional

Youth Start Up Spaces

Considering that decisions made now will affect future citizens, it is vital that we provide an avenue for current and future youth to remain in Green Cove Springs. Start-up spaces can serve as incubators for youth entrepreneurial ideas which can grow to establish in the city. A similar initiative called the Lighthouse Entrepreneurial Accelerator Program, based out of Ohio, offers workspace, capita, and mentoring for young entrepreneurs.



Figure 3.45 Historic tour

Historic Tour Guides

To promote the concept of tourism, young people can give guided tours of the historic areas within the Green District. A mentoring program can be developed with the Clay County Historical Society to foster responsibility by working and foster an appreciation for local history and culture.



Figure 3.47 Internet cafe

Interning With Local Government

Green Cove Springs holds the position of Clay County's seat. Considering the importance of this, a program should be created to engage bright young students in local government affairs. Programs like this will help expand the possibilities for future employment, create an appreciation for local government processes, and provide a stronger voice for the youth of Green Cove Springs in local matters.

PHASING DISTRICTS

PHASING RATIONALE

At the beginning of this collaborative studio exploration, the Green District boundaries were already established as CRA boundaries and given to us as a condition for the project. The redevelopment plan needed to respond to and work within these set boundaries. Given the large scale of the Green District, it was decided the best approach toward redevelopment was to phase implementation by location.

The Phase I area was chosen because of its existing assets and clear redevelopment potential. As the historic epicenter for Green Cove Springs, this area contains many of the city's older buildings and boasts a charming aesthetic character. Spring Park and public access to the St. Johns River are significant opportunities for recreation and eco-tourism.

At the beginning of a redevelopment plan implementation it is important to gain maximum return with minimal financial input; the assets within Phase I can be capitalized on to increase the tax increment for the first several years of redevelopment. These increased tax increments then will be used for redevelopment efforts in Phases II and III. While Phase I will remain centered in downtown, Phase II includes the midtown of the Green District with a focus on MLK Jr Blvd., Phase III will concentrate on the northern section of Green Cove Springs where the county and city government offices are located. The Community Redevelopment Agency will need to use the funds from the tax increment in Phase I to improve existing conditions on MLK Jr Blvd., corridor design, and the development of vacant car-dealership lots along Orange Avenue.



Redevelopment Goals Timeline

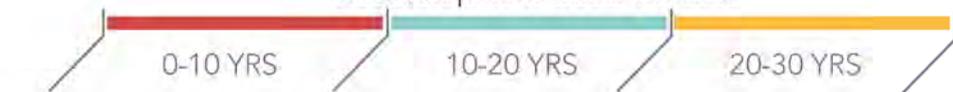


Figure 3.48 Phasing Rationale Diagram Map



PHASING DISTRICTS

PHASE I: SHOP. DINE. STROLL.

The Phase I area encompasses the historic portion of the Green District in the southern part of the city. A large portion of the Central Business District, Historic District, and the Ferris Street Gateway Corridor District are included in this phase. The foremost goal of redevelopment The Green District is to create critical mass. Critical mass is the minimum amount of something needed to create a self-perpetuating chain-reaction. In the case of the Phase I district, we hope to initiate successful redevelopment strategies that will positively affect the whole of Green Cove Springs.

These efforts will largely focus on Walnut Street and Spring Park, which have been broken down into three sub-areas: the Urban Neighborhood, the Urban Core, and the Urban Park. These three areas span the length of Walnut Street, from Spring Park to the Historic Triangle, and will be the site for initial concentrated redevelopment actions. In the future this area will become a lively, walkable heart of the city with a wide range of commercial, dining, and entertainment opportunities.

In an effort to increase the residential population in the downtown area, density of both housing and mixed-use structures must intensify within these central blocks. Growth is encouraged through retrofitting existing buildings and the strategic placement and design of new infill structures. All redevelopment measures will be implemented with the goal of creating cohesion throughout the Phase I area. The Urban Park, Core, and Neighborhood areas must also have consistent streetscaping and design standards, with the goal of connecting the Spring Park area to the Walnut Street commercial district and Historic Triangle.



Figure 3.49 Phase I Map

Narrative

Moving to Green Cove Springs just as the city was starting to grow into itself has created a ripple-effect of positive changes in my own life. I established myself in the heart of downtown and Walnut Street is even now continuing to blossom! I live above a local tailor shop run by the sweetest woman, Marie. Early each morning she's hard at work and greets me with a smile on my way to work. It's just a quick quarter-mile walk to Smith Dentistry, where I work as a dental hygienist. On my lunch break I usually grab a sandwich from the deli next door to our office or grab a cup of joe at Steve's coffee shop on the corner. But the weekends are when the city truly comes alive. Local jazz musicians have jam sessions on the pier at Spring Park and it seems like everyone is out and about enjoying themselves. The whole city is at my doorstep. As a young professional, I couldn't have picked a better place to live.

Stacey Johnson



PHASING DISTRICTS

PHASE I: SHOP. DINE. STROLL.



Figure 3.50 Spring Hill Park, Green Cove Springs

Existing Strengths and Assets

Green Cove Springs' most valuable assets reside within the Phase I boundary. Spring Park is currently the city's main attraction. Centered around a natural spring, the park provides public access to St. Johns River as well as opportunities for recreation and eco-tourism. The Phase I area also boasts the majority of the city's historic features, which are highlighted in the Historic Triangle and along Walnut Street.



Figure 3.51 Walnut Street and Orange Avenue

Untapped Opportunities

The most prominent constraint in this area is the presence of Orange Avenue. This major thoroughfare bisects the eastern and western portions of the Phase I area, separating neighborhoods; historic areas; commercial districts; and community resources. This decreases the city's walkability and "small town" ambiance. Other challenges to overcome include the amount of vacant buildings and lots, incohesive commercial uses, and high rental prices.



Figure 3.52 Park Avenue in Winter Park, Florida

Case Study

Phase I's redevelopment purpose is to create a thriving, walkable district that serves as a gravitational center for both residents and visitors of Green Cove Springs. Other cities have been successful in creating this type of environment. Park Avenue in Winter Park, Florida, exhibits qualities that should be developed along Walnut Street. The brick-paved streets, attention to landscaping, and abundance of colloquial architectural details create an inviting space for people. Winter Park has also done an exceptional job of establishing a cohesive streetscape by ensuring that new infill complements existing historic structures.



PHASING DISTRICTS

PHASE II: REVITALIZING & EMPOWERING COMMUNITY

Phase II incorporates the residential community on MLK Jr. Blvd. and the vacant commercial lots on the Orange Avenue Gateway Corridor. This is a challenging area for the city as Orange Avenue is a Green Cove Springs' high-speed thoroughfare, leading many tourists and businesses away from the city and closer to Jacksonville and St. Augustine. Possibilities for economic activity are limited due to the current infrastructure: the many vacant auto dealership are not strong endorsements for new business to settle in.

In addition, housing concerns along MLK Jr., Blvd. must be addressed because residents will benefit from retrofitting or new construction. Our strategic approach to Phase II requires the success of the initial Phase I to create a thriving economic and social environment where businesses would look to establish.



Figure 3.53 Phase II Map

Narrative

My old car dealership lot has been repurposed to exhibit the work of local artists. The arts movement has really grown in our area, something myself and the rest of the community is really proud of. Although I can't even draw a straight line, I've always had an appreciation for the culture. On the weekend, as I make my way to the creek to cast a rod, I enjoy seeing the hustle and bustle of those old car lots now full of locals and tourists exploring the exhibits. Church goers also keep things lively on Sundays. Historical churches are on just about every corner around here, so everyone knows each other's name. This newly encouraged walkability on Orange Avenue has rejuvenated this side of town.

Harris Johnson

PHASING DISTRICTS

PHASE II: REVITALIZING & EMPOWERING COMMUNITY



Figure 3.54 Church on MLK Jr Blvd, Green Cove Springs

Existing Strengths and Assets

Phase II of the redevelopment plan contains the midtown portion of Green District. This area is characterized by the historic African American community on MLK Jr Blvd. and the vacant auto dealerships and structures in the Orange Avenue Gateway Corridor. In addition, this area houses critical social service like the Augusta Savage Arts & Community Center and Food Pantry, which can be improved to better serve Green Cove Springs.



Figure 3.55 Vacant car lot on Orange Avenue

Untapped Opportunities

Currently, redevelopment efforts are limited by factors like high commercial vacancy, high crime rates, and poor housing infrastructure. Furthermore, this area of town is isolated because MLK Jr Blvd. does not connect with Orange Avenue and has created an isolated pocket community.

PHASING DISTRICTS

PHASE II: REVITALIZING & EMPOWERING COMMUNITY



Figure 3.56 Converted car dealerships in art galleries

Case Study

Working with what you have. Past land uses along the Orange Avenue Gateway Corridor have left large empty lots once used as auto dealerships. In Great Barrington, MA, artists are providing creative solutions to urban planning problems by reusing old car dealerships as art galleries. This has created a buzz with tourists and city officials as it requires minimal retrofitting to the buildings and generates commercial and pedestrian traffic. A similar program can be implemented for the vacant lots along Orange Avenue to retrofit current structures as open exhibition spaces and facilitate the cultural programs that are emerging in Green Cove Springs.



PHASING DISTRICTS

PHASE III: STRENGTHENING THE COUNTY SEAT

Phase III of The Green District incorporates many of the city's and county's most vital administrative buildings. Phase III's approach is to use on Green Cove Springs' status as County Seat to attract and cluster professional services and employments to this portion of the Green District. Much of this portion of the Green District is dominated by publicly held property, meaning tax increments in this area may only yield minimal growth. We are turning this challenge into an opportunity by proposing mixed-use infrastructure on current vacant parcels, which will provide office space and residential opportunities in the area while increasing the revenue from taxes in the Phase III area.



Figure 3.57 Phase III Map

Narrative

As a county attorney, I spend a great deal of my time at the beautiful new Clay County Courthouse. Living in Green Cove Springs makes my commute to work a breeze. Since the redevelopment started, the area has turned over a new leaf. Cafes and stores have been popping up, filling the streets with happy people. The family car needs an oil change, I can simply drop the car off in the morning and walk down the street to work. The canopy-shaded sidewalks make those strolls such a pleasant part of my day.

Angela Phillips

PHASING DISTRICTS

PHASE III: STRENGTHENING THE COUNTY SEAT



Figure 3.58 Clay County government building

Existing Strengths & Assets

The Phase III area serves as an entry point for the city concentrated around the Clay County government buildings. Green Cove Springs has the great fortune of being the county seat. All administrative functions pass through this government hub and employ a large number of the county's residents. The newly constructed Clay County Courthouse also serves as a wayfinding landmark for the area.



Figure 3.59 Vacant car lot

Untapped Opportunities

Currently, the north Orange Avenue Gateway Corridor greets commuters with empty car lots on their way into work, leaving the impression that Green Cove Springs is distressed. This missed opportunity to capture the market of governmental workers needs to be rectified. By creating restaurant and commercial infill near the new Courthouse, the Orange Avenue Gateway Corridor will transform into a welcoming node of the city that will finally get the recognition it deserves. Additionally, strengthening the greenway and blueway connections in the Phase III area will bolster the cohesiveness of Green Cove Springs.

PHASING DISTRICTS

PHASE III: STRENGTHENING THE COUNTY SEAT



Figure 3.61 Historic courthouse, Fernandina Beach, FL

Case Study

Green Cove Springs can look to examples of successful redevelopment projects for comparables and precedent. Fernandina Beach is a comparable of compact redevelopment that revitalized the area surrounding a historic courthouse in addition to reestablishing commercial services and a safe pedestrian environment. Phase III will continue the Green District's vision of providing a more pedestrian friendly environment with improved urban tree canopy and bringing in additional opportunities for eateries and commercial services. An infill project suitable for the Phase III area is a mixed-use professional plaza with an attached parking garage.



4. MECHANISMS OF REDEVELOPMENT

- 4.1 Planning Strategies
- 4.2 Regional Connections
- 4.3 Initiatives at the City Scale
 - A. Parking Strategies
 - B. Greenway & Blueway Connections
 - C. Infill Strategies
- 4.4 Land Use
 - A. Existing
 - B. Future
- 4.5 Urban Fabric

PLANNING STRATEGIES

Community redevelopment agencies are granted special authority to introduce programs and policy for redevelopment. Common mechanisms for redevelopment include regulating land uses through the use of overlays and special districts; inducing firms to establish in the area with loans, rent subsidies, and tax credits; and through a special trust fund derived from tax increment financing. There are also different actors and relationships to maximize redevelopment policy. For instance, private business can acquire tax credits and other incentives, with the stipulation that they hire a certain percentage of the local workforce. Public entities, like non-profits and public facilities on the other hand, receive community redevelopment funds in order to carry out critical social services. And public-private partnership programs like private development on public land, with conditions like affordable housing or requiring mix uses; are common strategies implemented in designated redevelopment areas.

Zoning

The use of zoning overlays and special districts is one of the most effective and powerful tools to regulate redevelopment plans. Zoning overlays can be used to manage the type of permitted land uses and design standards for a given area. In our redevelopment recommendations for the Green District, we propose three zones for Phase I: the Urban Park, Urban Core, and Urban Neighborhood—each with their own acceptable land uses, density types, and design guidelines. Other overlays to consider include business improvement districts for Phase I and III, and enterprise zones along Phase II and the Gateway Corridors to attract green industries. Historic overlays can be used to preserve the community's character, while mixed-use overlays can promote compact design and land use efficiency. Transfer of development rights is another concept to consider, and can be used to incentivise development and infill in the Green District, limiting construction on historically and environmentally valuable lands.

Credits and Incentives

Community redevelopment areas can also provide incentives and credits to developers and businesses, with the conditions that some aspect of the development encompasses a public effort. Residential developers are given various development liberties with the condition that they provide affordable housing or promote some other community redevelopment effort. In turn, the businesses are incentivized with things like tax credits for façade restoration or other improvements to the area.

Tax Increment Financing

Commonly referred to as TIF, tax increment financing is the most important source of funding for projects proposed in a community redevelopment area. The process of TIFs begins when a redevelopment area is established and the assessed value of all taxable property is determined on that fixed date. The property tax value of the community redevelopment area is, essentially, frozen. Any appreciation in property values, or the increment, is set aside for future projects in the redevelopment area. All the while, the city and county continue to collect the tax revenue on the frozen assessed property value amount, setting aside the incremental gains to the redevelopment agency's trust fund.

Special Projects

Special projects are funded through the TIF mechanism, including projects such as the construction of new public buildings or cultural centers, retrofitting historic structures and façades, improving streetscapes and sidewalks, and developing new parks or open spaces.

PROGRAMS & POLICY



Figure 4.1 Streetscape Project before construction



Figure 4.3 Streetscape Project after construction



Figure 4.2 Streetscape Project under construction

REGIONAL CONNECTIONS

Figure 4.4 Regional Connections Map

Green Cove Springs is situated in a prime location along the St. Johns River. Within a fifty-mile radius of the city, there are several large municipalities including Jacksonville and Fleming Island to the north, St. Augustine to south, and Gainesville to the west. In addition to being in such close proximity to these major hubs, there are many natural areas and state parks adjacent to the city, like Jennings State Forest to the north and Ocala National Forest to the south.

Connecting these natural amenities to Green Cove Springs can be achieved through various modes, including access through air, water, and land. Currently the most popular method of getting to Green Cove Springs is via automobile, but additional modes must be utilized to maximize tourism and activity into the city.



REGIONAL CONNECTIONS



Figure 4.5 Ferry on the water

Water Access

Steamboats have been traversing the St. Johns River since the late 1800s. Currently, river cruises departing from Jacksonville travel down the St. Johns and very rarely stop in Green Cove Springs. The city should support the use of steamboats in conjunction with efforts to brand Green Cove Springs as a tourist destination. This is a unique mode of transportation that will capture the interest of visitors and support the city's historic legacy.



Figure 4.6 Pedestrian Trail

Trail Network

The proposed trail network and greenways will attract nature enthusiasts into Green Cove Springs. By developing an easily navigable network with strong connections, tourism will be directed towards Green Cove Springs' most valuable natural amenities. In addition, considerations should be made to design a master greenway and blueway trail network to create an established and prominent eco-tourism destination.



Figure 4.7 Reynolds's Industrial Park

Railroad and Air

Railroad and air access can be developed to bring in more people into the city. The Reynolds's Industrial Park can easily be used as a corporate airport, as many of the needed infrastructures already exists on-site. Considerations should be made to promote the railroad as a vehicle for access into the city, as this form of transport also has a historical legacy in Green Cove Springs.



Figure 4.8 Cars in traffic

Cars

The automobile will most likely remain the main choice of transport to access Green Cove Springs. However, with the development of the proposed First Coast Outer Beltway, the city may experience a decline in traffic by those bypassing the city. Efforts should be made to attract automobiles to use Orange Avenue, while encouraging semi-trucks and other high-speed traffic to use the outer belt.

INITIATIVES AT THE CITY SCALE

PARKING STRATEGIES

The primary goal of the recommended parking strategy is to not encroach upon the pedestrian activity of the Central Business District. Currently, the majority of the city's parking needs are served by surface and vacant lots, which will be infilled during the redevelopment process. In the Phase I area, parallel parking should be provided along Walnut Street, Green Street, and Palmetto Avenue; this will provide a more convenient parking option for short-term visitors and is cohesive with the overall streetscape vision. To accommodate for long-term visitors, tourists, and event-goers, additional parking is recommended on the back-side of commercial lots along Walnut Street as well as the back-side of the proposed greenway along Orange Avenue.

Once infill and primary parking reconfigurations have been accomplished, a parking garage in the Phase III area should be constructed. This garage will serve the government and professional offices in the immediate area as well as the increased parking needs of Phase I and II that is expected after redevelopment. A specific proposal for this garage incorporates a commercial space on the first floor, including a variety of professional offices; restaurants; and a fitness and recreation center. This will maintain consistency of use at the pedestrian level and increase the tax increment for the Green District's benefit.

Figure 4.9 Parking Strategies Map



INITIATIVES AT THE CITY SCALE

PARKING STRATEGIES

Parking Strategies Priority List

1. Pedestrians are the number one priority for the Phase I district. Existing and new parking is provided within a ¼-mile radius from Walnut Street
2. Off-street parking should be recessed to ensure that parking is secondary priority and does not detract from the aesthetic of the district.
3. Using effective wayfinding signage to guide automobiles into the available on-street and off-street parking.
4. In higher use areas, enforcing parking time limits will better manage parking availability.
5. Creating a private-public agreement to use of private parking lots as additional public overflow lots during large city events such as the Memorial Day Riverfest.
6. Provide direct connections (via crosswalks) from off-street parking to commercial and cultural hubs like Walnut Street, Spring Park, and the Clay County Courthouse.
7. Any proposed parking garages should maintain a first-floor reserved for short-term use, while the upper floors reserved for permitted all-day use.
8. Create effective loading and unloading plans for freight traffic.



INITIATIVES AT THE CITY SCALE

GREENWAY & BLUEWAY CONNECTIONS

Greenways

Greenways and open spaces, protected lands and recreational parks, all provide an exciting network of scenic opportunity for people traveling from one place to another. The introduction of green space within the urban environment can serve as a respite for city-dwellers. By giving people access to traverse the city on charming paths shaded by oak tree canopies, walking and biking will become more popular forms of transportation.

Blueways

By utilizing Green Cove Springs' blueway connections, one can paddle from Vera Francis Hall Park down to the Bayard Conservation Area and Watson Island State Forest. Larger boats docking at the city pier near Spring Park can ferry people along the St. Johns River north to Jacksonville or south to Reynolds Industrial Park after revitalization plans have been implemented.

INITIATIVES AT THE CITY SCALE

Figure 4.10 Greenway and Blueway Map

GREENWAY & BLUEWAY CONNECTIONS

Legend

Map

- 1 Clay County Agricultural Fairground
- 2 Schools
- 3 Bayard Conservation Area
- 4 Black Creek

Map Inset

- 1 Spring Park
- 2 Green Cove Springs Nature Preserve
- 3 Carl Pugh Park / Recreation Field
- 4 Vera Francis Hall Park
- 5 Augusta Savage Community Center
- 6 Governor's Creek Boat Ramp
- 7 Augusta Savage Friendship Park
- 8 Proposed Central Hub Park



INITIATIVES AT THE CITY SCALE

GREENWAY & BLUEWAY CONNECTIONS

Map Inset

1. Spring Park– A beautiful park located along the St. Johns River, one block east of City Hall, features playground equipment, picnic facilities, a gazebo, a spring-fed swimming pool, and the city pier. The pier, located at the east end of Walnut Street, is 500 feet long with room for twelve boat slips, providing access to Spring Park and the historic downtown district from the water.
2. Green Cove Springs Nature Preserve (South Palmetto Trailhead) – This preserve is located on the St. Johns River in downtown Green Cove Springs. Recreational amenities on the property include walking and biking trails, picnic tables, and restrooms.
3. Carl Pugh Park / Recreation Fields – This county-owned facility is leased to the Green Cove Springs Athletic Association (GCSAA). It features one softball field, four little league fields, and two tennis courts.
4. Vera Francis Hall Park- Located at the west end of MLK Jr. Blvd., park activities available include basketball courts, volleyball area, fitness center, nature trails, toddler playground equipment, restrooms, picnic shelters, nature interpretive center, canoe landing, horseshoe courts, a new ball field, and an amphitheater.
5. Augusta Savage Community Center – The Augusta Savage Arts & Community Center offers a safe environment for the children of Green Cove Springs to come together and participate in basketball, dance, baseball, and choir. For the adults, computer and dance classes are offered.
6. Governor’s Creek Boat Ramp – This County-owned facility is located just outside the city’s northern boundary along Orange Avenue at Governor’s Creek. It features a large covered picnic area, fishing pier, and two-lane public boat launching facility.
7. Augusta Savage Friendship Park – The park, located at the corner of Walburg Street and Pine Avenue, on a beautiful oak-shaded lot, has a playground designed for younger children and families.
8. Proposed Central Hub Park – A new proposed park located at the intersection of MLK Jr Blvd. and Palmetto Avenue. This park will create a central connection for the network of city parks. Designed to grow and evolve over time, it will be an integral part of the city’s redevelopment process.

Map

1. Clay County Agricultural Fairground –The continuing tribute to Clay County’s agricultural identity remains alive thanks to those forward thinking of community leaders over two decades ago. Showcased each spring at the annual Clay County Agricultural Fair.
2. Schools – The inclusion of the local schools are based on their contribution of recreational open space and overall community activity.
 - A. Clay High School
 - B. Charles E. Bennett Elementary School
 - C. Green Cove Springs Junior High
3. Bayard Conservation Area – This conservation area’s importance is magnified by its closeness to the St. Johns River and the Jacksonville metropolitan area. It is key to providing flood storage and preservation of water and natural resources in the Lower St. Johns River Basin.
4. Black Creek – Black Creek Park and Trail is a 15-acre site that serves as the staging area for the bicycle/pedestrian trail that runs along Orange Avenue between Green Cove Springs and Orange Park.

Located at the mouth of Black Creek, Camp Chowenwaw Park has 100 acres of wetlands and 50 acres of uplands. Expanding on 1.5 miles of shoreline on Black Creek and Peters Creek, Camp Chowenwaw Park provides a habitat for many water birds. The aquatic vegetation provides foraging areas for the St. Johns River manatee population as well as an ideal habitat for many fish species.



INITIATIVES AT THE CITY SCALE

INFILL STRATEGIES

Green Cove Springs has a relatively low density in both the commercial and residential sections of the downtown area. A key element of The Green District plan is to increase density through the implementation of structural infill. While existing structures that contribute to the desired aesthetic should remain, non-consistent or blighted structures should be removed to make way for new construction. The creation of mixed-use structures is highly encouraged throughout the Phase I area. Mixed-use buildings will provide a greater variety of desirable commercial and housing options, as well as promote the critical mass initiative.

Critical mass seeks to initiate successful redevelopment strategies in a concentrated area that will, in turn, positively affect the whole of the city. Green Cove Springs is also lacking a variety of multi-family housing options, and there is an opportunity to rectify this during redevelopment. Specific housing infill recommendations would include townhomes, small-scale apartments, and room-shares within existing structures. All implemented infill must complement the existing urban fabric.



Figure 4.11a Infill Study Models



Figure 4.11b Infill Study Models

LAND USES

EXISTING

Figure 4.12 Existing Land Use Map

Phase I

The current commercial area has a low density of businesses and housing and is primarily located from Spring Park to the corner of Walnut Street and Palmetto Avenue. The existing land use along this corridor is zoned for commercial, office space, and mixed-uses. Along Walnut Street, the commercial center of the city, existing businesses and office space are located next to visibly vacant buildings. Government and institutional buildings include City Hall adjacent to Spring Park and around the Historic Triangle. Recreational and Park uses are currently contained around Spring Park. Residential areas are primarily adjacent to the historic triangle area in Phase I.

Phase II

In Phase II, residential areas lie along the MLK Jr. Blvd. corridor. The MLK Jr. Blvd. corridor is primarily zoned residential, with two exceptions of corner lots that are zoned for commercial uses. Recreational uses are contained around Augusta Savage Arts & Community Center and Vera Hall Park.

Phase III

Government buildings and institutional services are primarily located in Phase III. The new Courthouse and County Administration buildings are currently surrounded by vacant lots and a few small restaurants. A significant part of the city was zoned for the car lot industry, which has since left much of the Phase III area along the Orange Avenue corridor vacant. Governor's Creek provides the north boundary for Phase III.



LAND USES

FUTURE

Figure 4.13 Future Land Use Map

The redevelopment strategy for Green Cove Springs calls for a higher population density in the city's center. The commercial district lining Walnut Street should be extended and incorporate the surrounding residential blocks. This can be achieved through allowing and incentivizing the construction of mixed-use structures, which will facilitate the transition from the current low-density, single-family structures to the Green District vision of a live-work-play district.

This sentiment must be applied to the Spring Park area as well. Recreational facilities have been proposed in this area, including the re-purposing of the old police station as an recreation outfitter, and there are additional opportunities to create more spaces for art and community events as well. Commercial uses should be encouraged near the periphery of the park and can be employed through both existing structure rehabilitation and new infill. New housing opportunities, both multifamily and single family, are also ideal near the park area. Recommendations for regulations to implement new land use patterns in the Green District are provided in Appendix A.



URBAN FABRIC

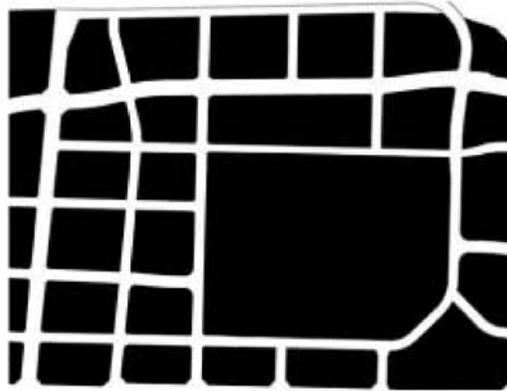


Urban fabric, like the term implies, is the way of understanding the physical form of cities by looking at it as a textile and reading the types of weaving and patterns. Two terms are used to describe the fabric of the built environment, coarse grain and fine grain. Coarse grain urban design can be described like burlap, being very functional but generally an uncomfortable place. Typical examples of coarse urban fabrics are communities with strip malls and very rigid demarcations between neighborhoods and land uses. A fine grain urban design is similar to silk or Egyptian cotton, where development is so neatly interwoven, that places feel comfortable and are easily malleable to the human experience.

Green Cove Springs harbors both coarse and fine grain elements. Portions of the city, like the Phase I area of the Green District take on a fine grain form and support the human experience through physical design in Green Cove Springs. However, Phase I is challenged by the coarse grain fabric seen in the remainder of the city. For instance, Orange Ave creates a harsh east/west divide, and land uses along the Gateway Corridor are very rigid and infrastructure makes it difficult to amend.

Green Cove Springs should support a fine grain urban fabric within the Green District. This type of approach will support the uses and activity we are recommending to generate in the area-- like more retail and tourism, all while allowing the physical environment to breathe, grow and adapt to future needs as Green Cove Springs comes of age.

URBAN FABRIC



MISSISSAUGA



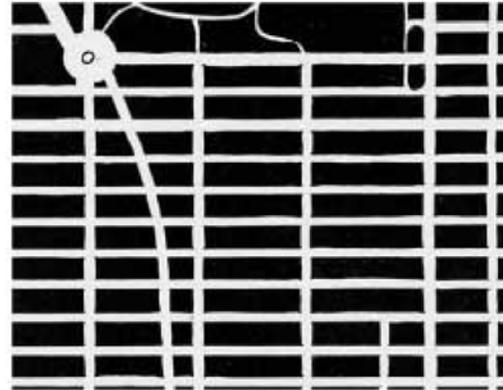
BARCELONA



COPENHAGEN



LONDON



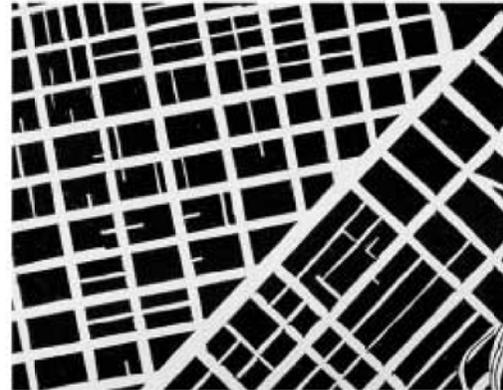
NEW YORK



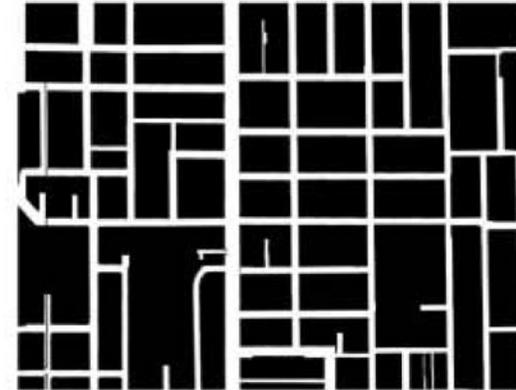
PARIS



ROME



SAN FRANCISCO



TORONTO

Figure 4.14 Urban Fabric Diagrams

5.PHASE 1: DISTRICT STUDY

- 5.1 Phase I: Master Plan
 - A. Master Plan
 - B. Goals and objectives
 - C. Platting study
 - D. Streetscapes
- 5.2 District I: Residential
 - A. Goals and objectives
 - B. Infill Opportunities
 - C. Intersection Studies
 - D. Right-of-way
- 5.3 District II: Urban Core
 - A. Goals and objectives
 - B. Infill Opportunities
 - C. Intersection Studies
 - D. Right-of-way
- 5.4 District III: Urban Park
 - A. Goals and objectives
 - B. Infill Opportunities
 - C. Intersection Studies
 - D. Right-of-way

PHASE I: MASTER PLAN

MASTER PLAN



Figure 5.1 Phase I Master Plan

Redevelopment endeavors in the Green District should adhere to sustainable standards. Greening initiatives, like enhancing the urban canopy and creating a pedestrian environment in the redevelopment area, benefits both the people and place. Concerns of accessibility are addressed by creating more of a presence along the Gateway Corridor entryways, as well as by improving signage and parking. The purpose of the streetscape enhancements, amendments to traffic circulation and changes to land use are all in the effort to generate more economic and pedestrian activity. Ultimately, the Phase I plan will identify and strengthen all elements of the built environment, in order to create a community that is highly cohesive and functional.

PHASE I: MASTER PLAN

GOALS AND OBJECTIVE



Neighborhood Pattern & Design

Primary Goals:

1. Make streets more walkable
2. Improve the street network

Primary Objectives:

- Provide appealing and comfortable pedestrian street environments to promote pedestrian activity.
- Promote multi-modal transportation and public health through increased public activity.
- Encourage the design of projects that incorporate high levels of internal connectivity. Locate these projects in existing communities in order to conserve natural landscapes.

Secondary Goals:

1. Compact Development
2. Universal Accessibility

Secondary Objectives:

- Conserve land. Promote community livability, transportation efficiency, and walkability.
- Enable the widest spectrum of people, regardless of age or ability, to more easily participate in their community life by increasing the proportion of areas that are usable by people of diverse abilities.

Tertiary Goals:

1. Diversity of Uses

Tertiary Objectives:

- Promote community livability, transportation efficiency, and walkability.

Green Construction & Technology

Primary Goals:

1. Building Reuse & Adaptive Reuse
2. Reuse of Historic Buildings

Primary Objectives:

- Extend the life cycle of existing building stock, conserve resources, reduce waste, and reduce environmental impacts from transportation of materials of new buildings.
- Encourage use of historic buildings using methods that preserves their historic materials and character.

Secondary Goals:

1. Stormwater Management
2. Reduced Water Use

Secondary Objectives:

- Reduce adverse impacts on water resources by mimicking the natural hydrology of the region on the project site, including groundwater recharge. Reduce pollutant loadings from stormwater discharges, reduce peak flow rates to minimize stream channel erosion.
- Maintain or restore chemical, physical, and biological integrity of downstream waterways.
- Minimize water use in buildings and landscape irrigation to reduce the impact to natural water resources and reduce the burden on municipal water supply and wastewater systems.

Tertiary Goals:

1. Wastewater Management

Tertiary Objectives:

- Reduce pollution from wastewater and encourage water reuse.

PHASE I: PLATING STUDY

The Green District redevelopment plan aims to change the heart of the city from a low-density, under-utilized area to high-density, thriving city hub. Dividing up parcels into smaller dimensions allows for a larger amount of infill, thus increasing activity and revenue in the district. In some models, alleys allow for vehicular access and parallel parking. Alleyways can also be activated by pedestrian use, by limiting vehicular access and increasing a sense of community between neighbors. Green alleys provide communal open space for users and can be efficient in treating storm water. Minor courtyards and pocket parks can be placed in parcels, increasing green space in the district and providing a sense of place and or ownership to the users. Medium density can be achieved using these same tactics by simply increasing parcel size.

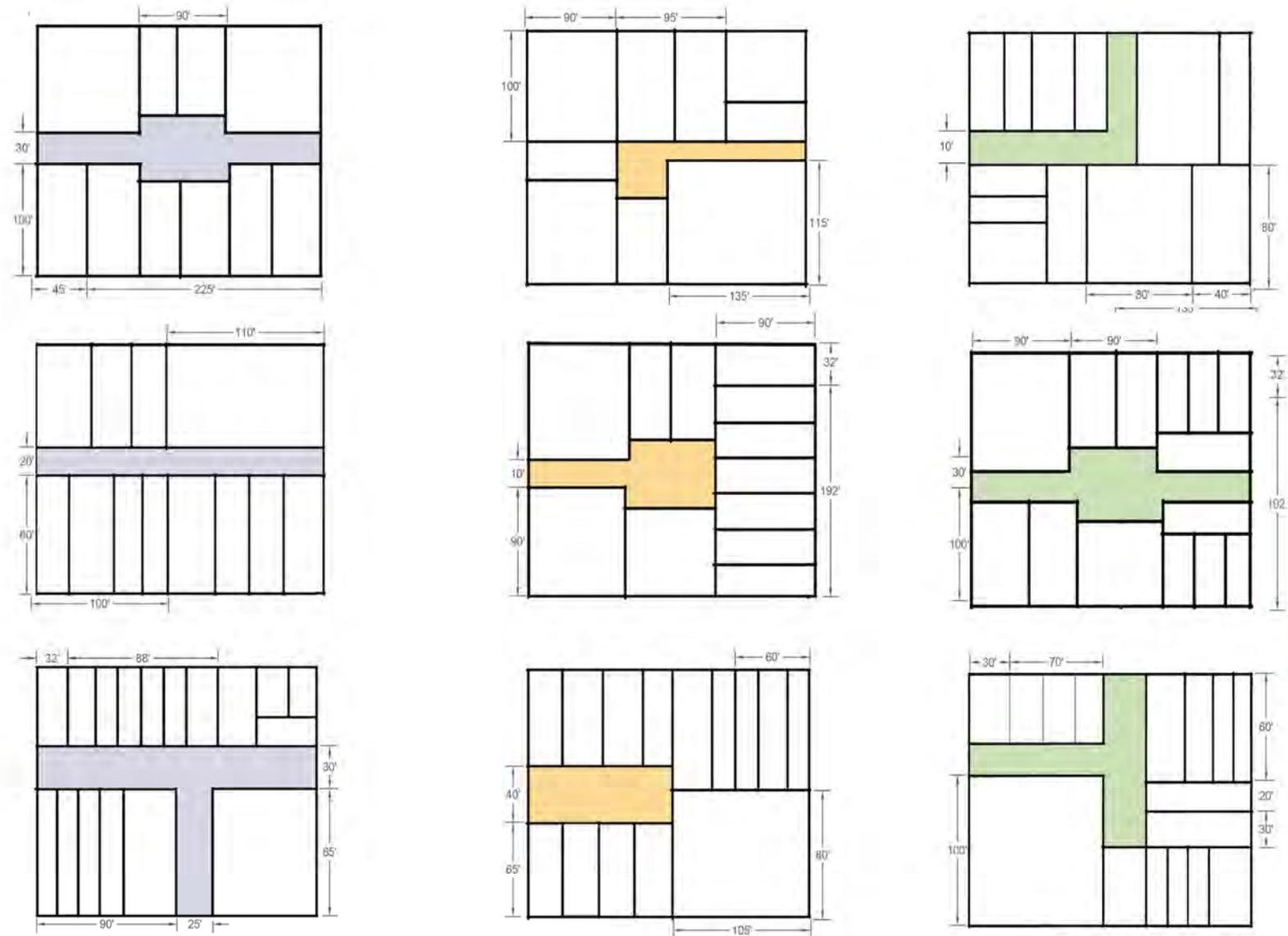


Figure 5.2 Platting Studies

- Key
- Vehicular alleys
 - Courtyard
 - Greenspace

PHASE I: MASTER PLAN

STREETSCAPES

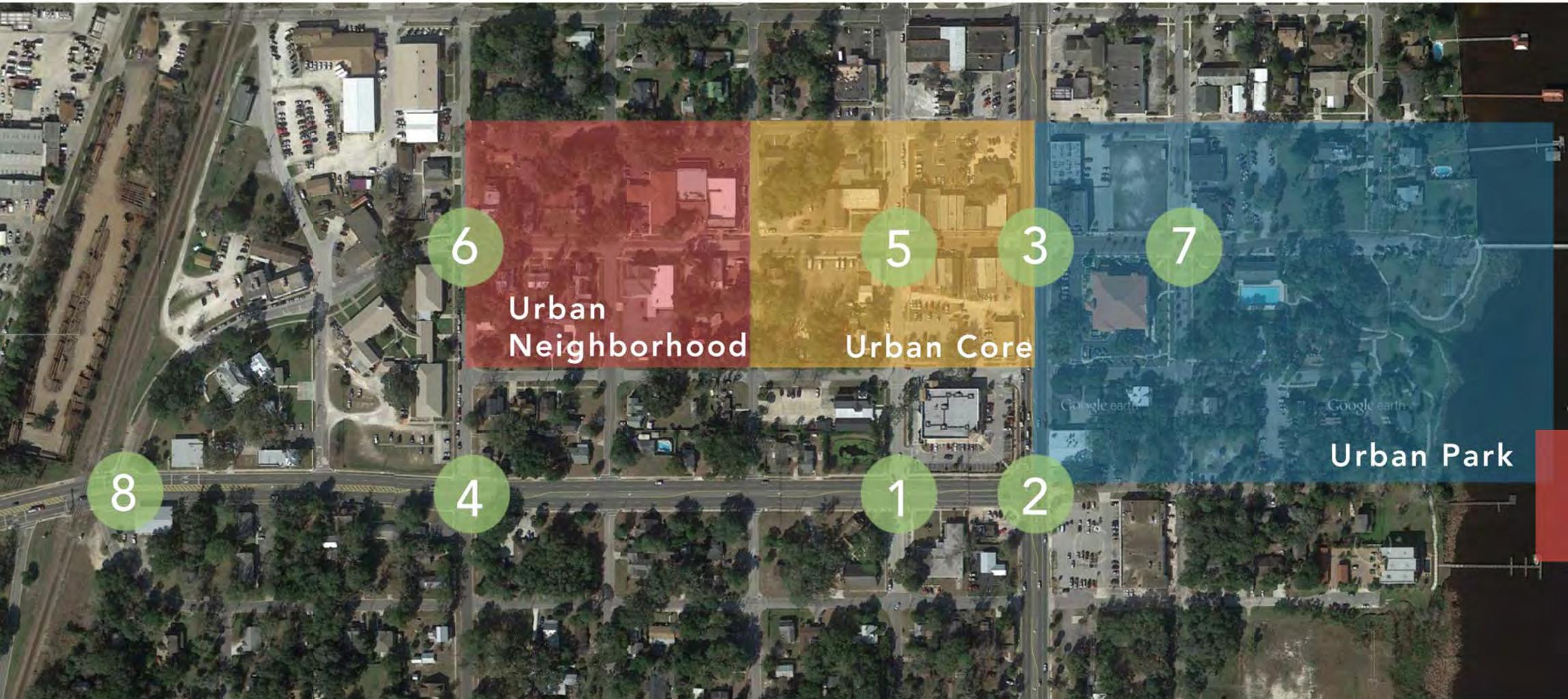


Figure 5.3 Streetscape Intersections Map

Intersections that will be improved by redevelopment are identified by numbered circles. The proposed intersections were strategically chosen to improve pedestrian safety and to minimize the negative impacts of vehicle use in the Phase I area. Intersections 1, 4, & 8 are entrances into the Urban Core and serve as gateway corridors into Green Cove Springs. Intersections 2 & 3 focus on allowing more comfortable, safe street-crossing for pedestrians across Orange Avenue. Intersections 5, 6, & 7 will improve the walkability of the Phase I area by reducing the speed limit and imposing traffic measures to make the streetscape a more pedestrian-friendly environment.

DISTRICT I: RESIDENTIAL

GOALS AND OBJECTIVES



Figure 5.4a District I Existing Conditions Study Model

Purpose:

The “Urban Neighborhood” section consists of low-density uses such as the senior center, Baptist church, and single family homes. However, the city has shown a desire to increase the commercial density in this area by designating the majority of these blocks as “High Intensity Commercial Use” in the Future Land Use 2025 map.

To this end, redevelopment efforts should seek to increase density through enforcing smaller lot sizes and mixed-use structures. While existing structures that contribute to the desired aesthetic should be kept, nonconforming or blighted structures should be removed and compatible infill should be added. These platting and infill studies illustrate possible mechanisms that may be used toward meeting these goals.

Primary Goals:

1. Promote the safety and security of residents
2. Promote walkability
3. Promote bike use

Primary Objectives:

- Streetscape redevelopment projects must include lighting and signage improvements, as well as the installation of street furniture, such as benches.
- Proper signage and road improvements should be implemented to create a shared bike lane along Walnut Street.
- Sidewalks should be widened in an effort to create an improved pedestrian experience and to meet ADA standards.

Secondary Goal:

1. Promote sustainable trends

Secondary Objectives:

- Protecting the existing tree canopy and increasing it wherever possible.
- Reducing impervious surfaces and encourage the use of permeable surface materials.
- Green Cove Springs should further investigate methods of renewable energy, such as solar and wind power, and should seek to promote and implement these methods.
- Incentives can be offered to current property owners and future developers to work towards LEED certification.

Tertiary Goal:

1. Increase density
2. Begin transitioning toward the 2025 Vision

Tertiary Objectives:

- Retain and strengthen Green Cove Springs’ “small town feel” throughout the redevelopment process.
- Preserve the city’s historic structures by promoting rehabilitation and creative reuse.
- Promote cohesive infill to increase density and reduce non-consistent land uses.

DISTRICT I: RESIDENTIAL

INFILL OPPORTUNITIES



Figure 5.4b District I Infill Study Model

DISTRICT I: RESIDENTIAL

INFILL OPPORTUNITIES

Block 5

senior center	2flr	30837	30837	68

Block 7

single family	2flr	2887		6
multi-family	2flr	4032		9
multi-family duplex	1flr	1638		4
multi-family townhouse	2flr	1500/unit		10
			14000	
office building	1flr	1560		3
mixed use	2flr	500-1200		5
			10000	

Block 6

baptist church	2flr	17250	17250	38
ice cream shop	1flr	1200		
mixed use (church/store)	1flr	2340		8
			3540	
single family	2flr	2098	2098	5
proposed agricultural garden	1flr	500-800	500-800	2

Block 8

single family	2flr	2317		5
single family	1flr	1746		3
single family	1flr	1877		4
multi-family duplex	1flr	1288		3
multi-family	2flr	1500/unit		10
single family	2flr	2317		4
			11728	
professional office building	1flr	3417	3417	8
embroidery shop/single family	2flr	2278	2278	5

KEY

# of parking bays	# of floors	total sf	square ft (sf)	residential
commercial	institutional	multi-use		

DISTRICT I: RESIDENTIAL

INTERSECTIONS

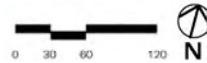


Figure 5.5a Intersection 4 Plan

Intersection 4: SR 16/Ferris Street and Green Street

To ease vehicular traffic on Ferris Street, a traffic light will be proposed at the intersection of Green Street. The combination of the new traffic light and wayfinding signs will allow traffic to be directed to Walnut Street more efficiently and cut down on congestion along Ferris Street. Green Street will have 12' traffic lanes and 8' sidewalks, canopy infill, and 8'-wide parallel parking on the east side. These design tactics will front the proposed multi-family infill.



Figure 5.5b Intersection 6 Plan

Intersection 6: Walnut Street and Green Street

The existing brick paving will be extended to the intersection of Walnut Street and Ferris Street. To promote a more bicycle friendly community, on the portion of Walnut Street that lies east of Green Street has been proposed to be widened to 15' shared lanes. To create a more pedestrian friendly environment, the sidewalks are proposed to be widened to 8' and gaps in the existing tree canopy need to be filled. To reduce vehicular speeds, street intersections are designed with both bump-outs to narrow the travel corridor and four-way stops.



Intersection Legend

DISTRICT I: RESIDENTIAL

INTERSECTIONS



Figure 5.5c Intersection 8 Plan

Intersection 8: SR 16/Ferris Street and Walnut Street

One street parking continues all the way down Walnut until it reaches Ferris St. At the intersection, landscape improvements are made to designate the "Green District." Once in the District, visitors can travel along the gateway corridor of Ferris or continue down Walnut to drive through the residential and urban areas to ultimately end in the park region.



Intersection Legend

DISTRICT I: RESIDENTIAL

RIGHT OF WAY

Green Street

Driving down Green Street, the first thing one notices is the expanded roadway which allows on-street parking. These new parking spaces relieve congestion within the surrounding neighborhood. The parking spaces also double as a buffer for pedestrian safety. Located on the periphery of an existing neighborhood, this new and improved corridor will give parents peace of mind knowing their children's walk to school is a safe route.

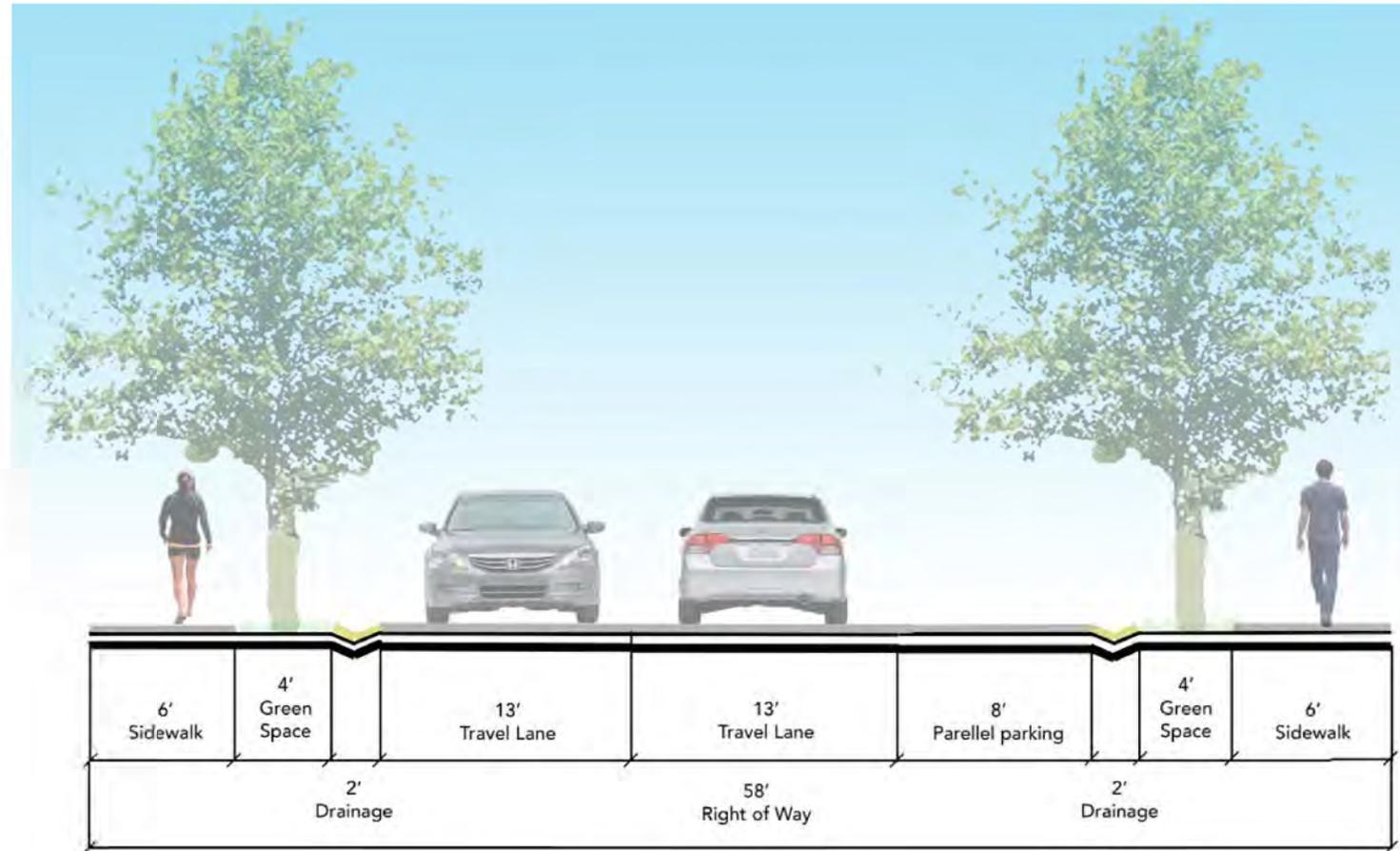


Figure 5.6 Section of Green Street viewing north

DISTRICT I: RESIDENTIAL

RIGHT OF WAY



Figure 5.7 Perspective of residential intersection

Narrative

When we moved to Green Cove Springs ten years ago, we didn't have much choice in housing. Single family lots dominated most of the town at the time, but we were lucky to find a beautiful Victorian home on Spring Street. Isabella and Charlie have plenty of room to horse around in front yard, which we are thankful for, but we've always admired the contemporary, yet charming, homes with smaller lot sizes that the Green District redevelopment plan has brought to our fair city. Our neighbors' stylized townhomes meet LEED-ND Silver standards, which is really something to brag about! The new development has created a stronger sense of community for all of us, both old and new to the city. Bicyclists seem to outnumber cars and it goes without saying that everyone is looking out for each other, especially our kids. We love our Green Cove Springs family.

Angela & Mark Phillips

DISTRICT II: URBAN CORE

GOALS AND OBJECTIVES

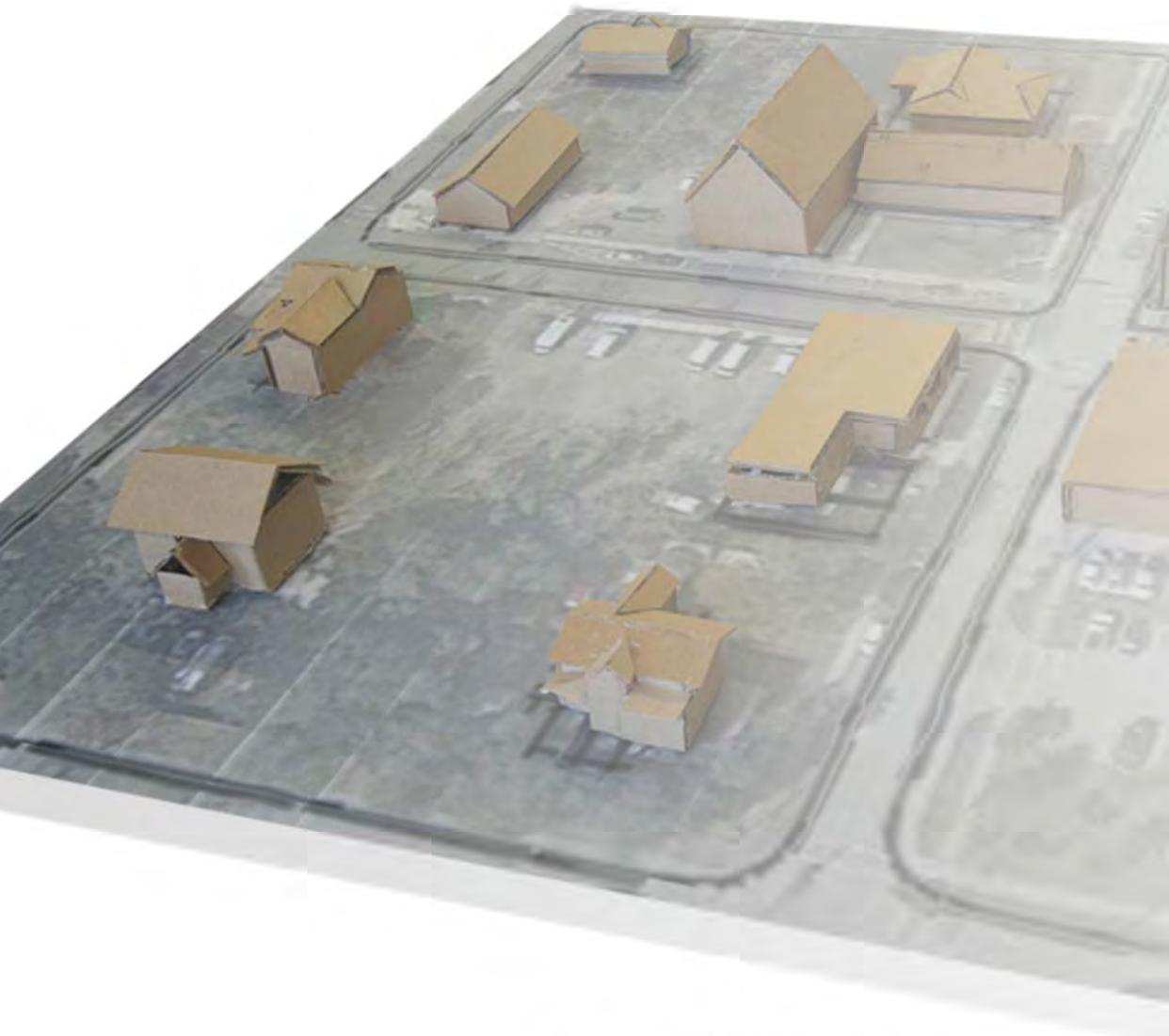


Figure 5.8a District II Existing Conditions Study Model

Purpose:

Green Cove Springs' Urban Core consists of four blocks along Walnut Street that will boast a church, historic buildings, homes, and high-density commercial buildings. Businesses will flourish along Walnut Street and Palmetto Avenue after increasing the density of commercial buildings towards the Urban Neighborhood district and increasing the housing density along the back sides of the blocks. The areas that are not contributing to the overall "small town feel" of Green Cove Springs need to be redeveloped to match the city's aesthetic character, while any blighted historic buildings or churches will be restored.

Primary Goals:

1. Revitalize business
2. Encourage mixed-use

Primary Objectives:

- Improve pedestrian conditions by adding seating, shade, and other pedestrian-focused improvements.
- Increase canopy cover by planting trees with larger canopies.
- Encourage more first floor storefronts by providing incentives for offices and residential to go to the second floor along the major shopping zones.
- Lessen the impact of automobiles through the downtown area by closing certain streets during festivals or incorporate narrower lanes, wider sidewalks, and wide buffer zones.

Secondary Goal:

1. Improve walkability

Secondary Objectives:

- Expand sidewalk widths to allow for a comfortable pedestrian flow.
- Increase amount of shaded areas by planting more trees or adding building awnings.
- Increase outdoor seating options.
- Use narrow crossing designs to make crossing the street safer for pedestrians.
- Promote public health through increased public activity.
- Provide appealing and comfortable pedestrian streetscape.

Tertiary Goal:

1. Stormwater management

Tertiary Objectives:

- Reduce adverse impacts on water resources by mimicking the natural hydrology of the region on the project site, including groundwater recharge.
- Reduce pollutant loadings from stormwater discharges, reduce peak flow rates to minimize stream channel erosion, and maintain or restore chemical, physical, and biological integrity of downstream waterways.

DISTRICT II: URBAN CORE

INFILL OPPORTUNITIES

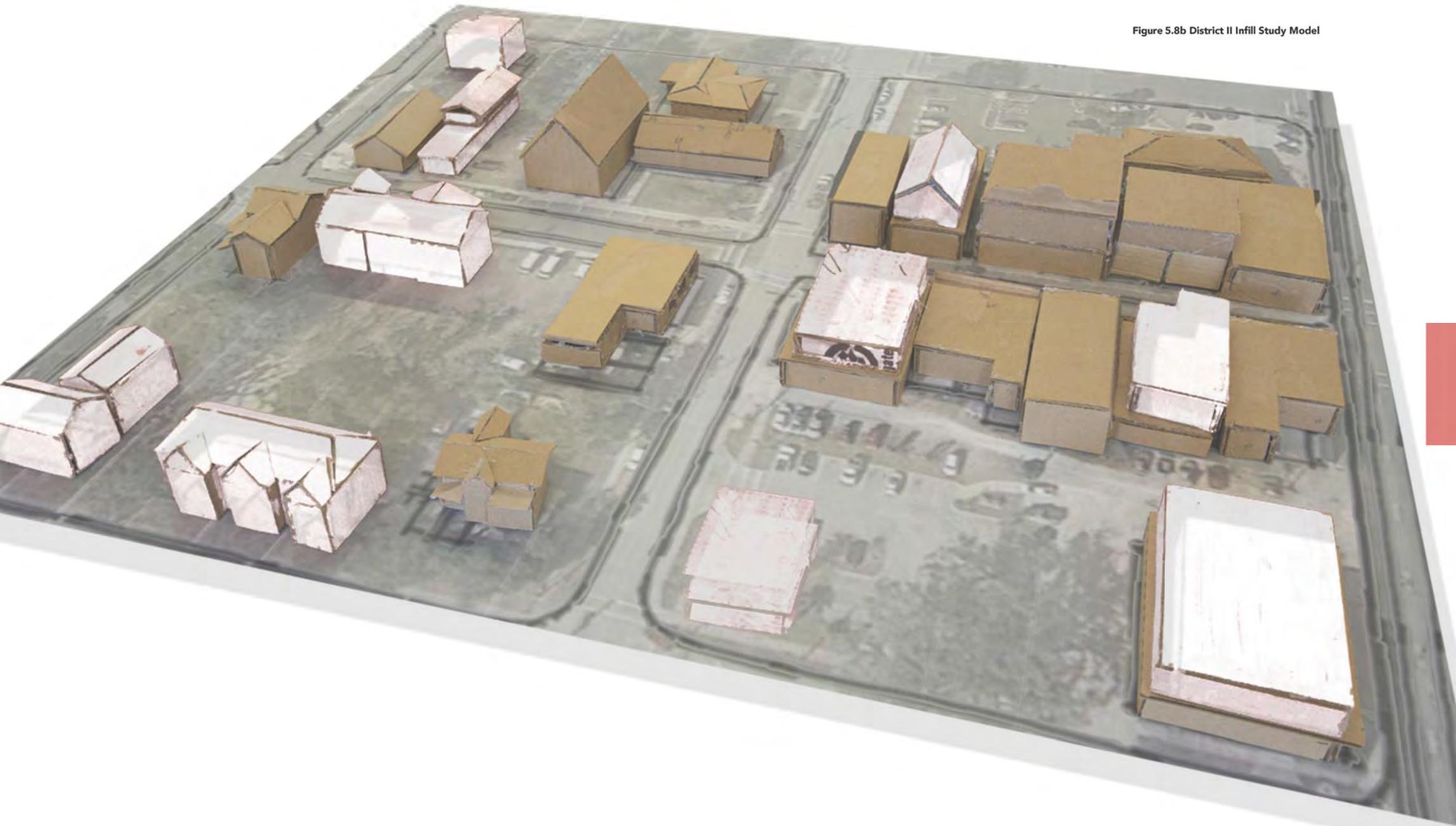
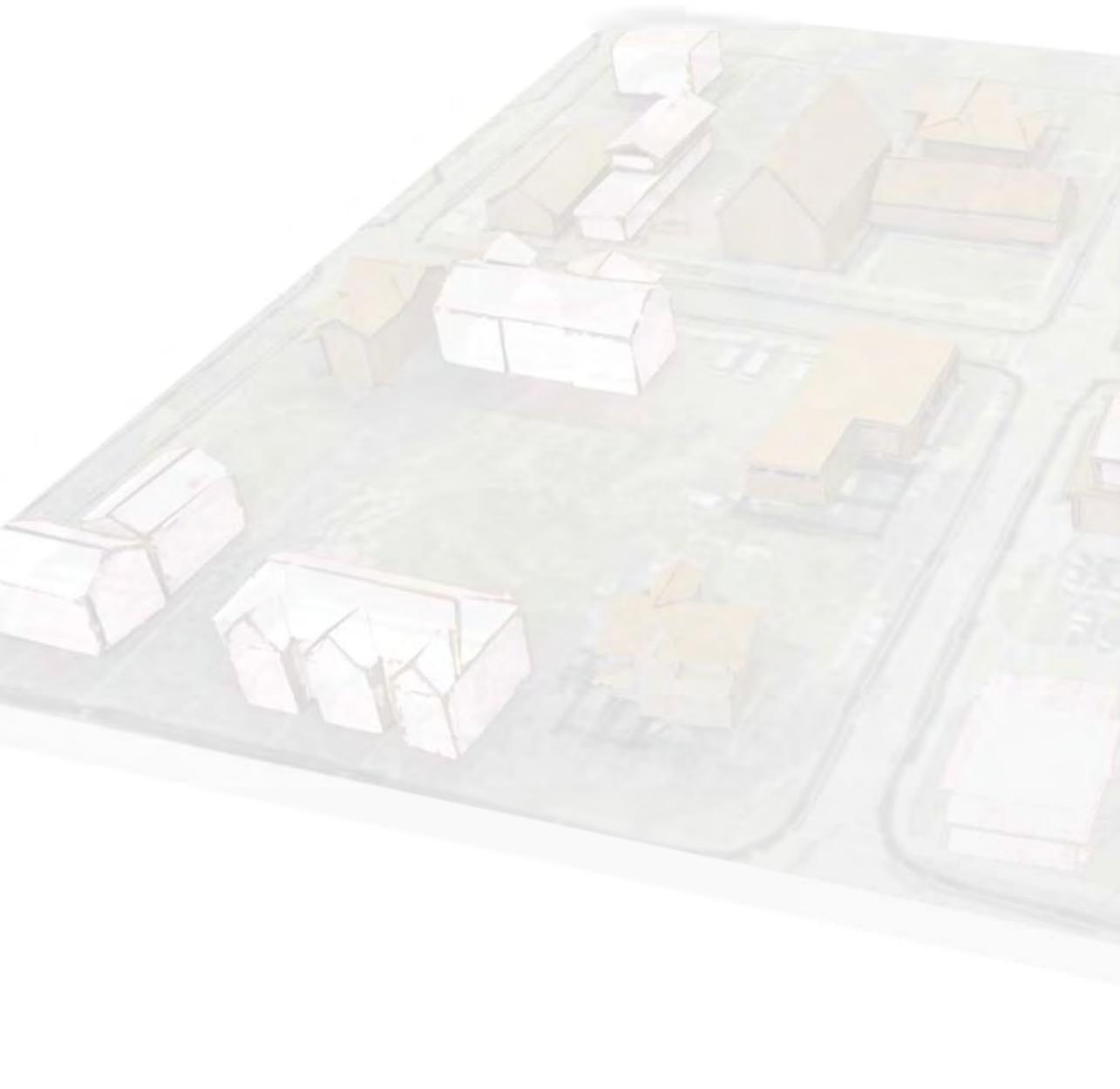


Figure 5.8b District II Infill Study Model

DISTRICT II: URBAN CORE

INFILL OPPORTUNITIES

Block 1-4



				
 single family	1flr	13986		31
			13986	
 bar/restaurant	1flr	2400		5
bar/restaurant	1flr	2400		5
bar/restaurant	1flr	2400		5
coffee shop	1flr	2400		5
restaurant/reception area	1flr	2400		5
hair salon	1flr	1125		3
spa	1flr	4720		10
barber	1flr	1452		3
billiards	1flr	4144		9
clothing shop	1flr	914		2
botique	1flr	1748		4
cigar shop	1flr	1280		3
sporting goods	2flr	3800		8
outfitter/hotel	2flr	6327		14
realtor	1flr	1724		4
shoe store	1flr	1865		4
hardware store	1flr	4000		9
walgreens	1flr	16332		36
mixed use restaurant/art	2flr	10000		22
dentist	1flr	1672		4
			73103	

KEY

		
# of parking bays	# of floors	total sf
		
residential	commercial	multi-use

DISTRICT II: URBAN CORE

INTERSECTIONS



Figure 5.9 Intersection 1 Plan

Intersection 1: SR 16/Ferris Street and Palmetto Avenue

To efforts to lessen the congestion on Ferris Street, a turn lane is proposed at the Palmetto Avenue intersection. Also, median planters will be strategically installed to replacing select existing turn lanes. Alongside Palmetto Avenue there are 12' traffic lanes, 8' sidewalks, canopy infill, and a 8' parallel parking on the west side of the street. Additionally, a brick-paved crosswalk will connect to the trailhead south of Ferris Street.



Figure 5.10 Intersection 5 Plan

Intersection 5: Walnut Street and Palmetto Avenue

Walnut Street traffic lanes will narrow to 12', sidewalks will widen to 10', and 8' wide parallel parking will buffer the road. These design implementations will open the doors to the walk-dine-stroll model for Walnut Street. Rain gardens will be installed on both sides of Walnut Street (one every five spaces) between Green Street and Ferris Street. These rain gardens will help treat stormwater and expand the tree canopy.



Intersection Legend

DISTRICT II: URBAN CORE

INTERSECTIONS



Figure 5.11 Intersection 2 Plan

Intersection 2: SR 16/Ferris Street and 17/Orange Avenue

To efforts to lessen the congestion on Ferris Street, a turn lane is proposed at the Palmetto Avenue intersection. Also, median planters will be strategically installed to replacing select existing turn lanes. Alongside Palmetto Avenue there are 12' traffic lanes, 8' sidewalks, canopy infill, and a 8' parallel parking on the west side of the street. Additionally, a brick-paved crosswalk will connect to the trailhead south of Ferris Street.



Intersection Legend

DISTRICT II: URBAN CORE

RIGHT OF WAY

The Urban Core is home to many leisure activities in Green Cove Springs. Locals can indulge a night out on the town with some margaritas or enjoy the simple pleasure of grabbing a coffee on the way to work. What once felt like a deserted strip through town now boasts both residential and retail units. With an upgraded streetscape, Walnut Street has come of age.

Increasing shade streetscape shade by enhancing the existing tree canopy will create a more comfortable pedestrian environment. Rain gardens will be installed after every fifth parking space, benefiting the city in two ways: increasing the city's tree canopy and sustainably collecting and filtering stormwater. This stormwater management approach will decrease strain on existing infrastructure and create beautiful landscape amenities.



Figure 5.12 Diagrammatic section of Walnut Street viewing east

DISTRICT II: URBAN CORE

RIGHT OF WAY



Figure 5.13 Perspective of urban core intersection

Narrative

My granddaughter is living in paradise on Walnut Street. The "mixed-use" apartment she lives in is something I never would have dreamed of in Green Cove Springs but the improvements on Walnut Street have really grown on me. Her appreciation for the city makes my heart ache with happiness. My occasional stops to the cigar shops are enriched by seeing all the new people out and about downtown. I can feel a community connection shared between the younger and older generations, and I feel it most strongly here in the city's heart. People watching never gets old around here, even at my age.

Harris Johnson

DISTRICT III: URBAN PARK

GOALS AND OBJECTIVES

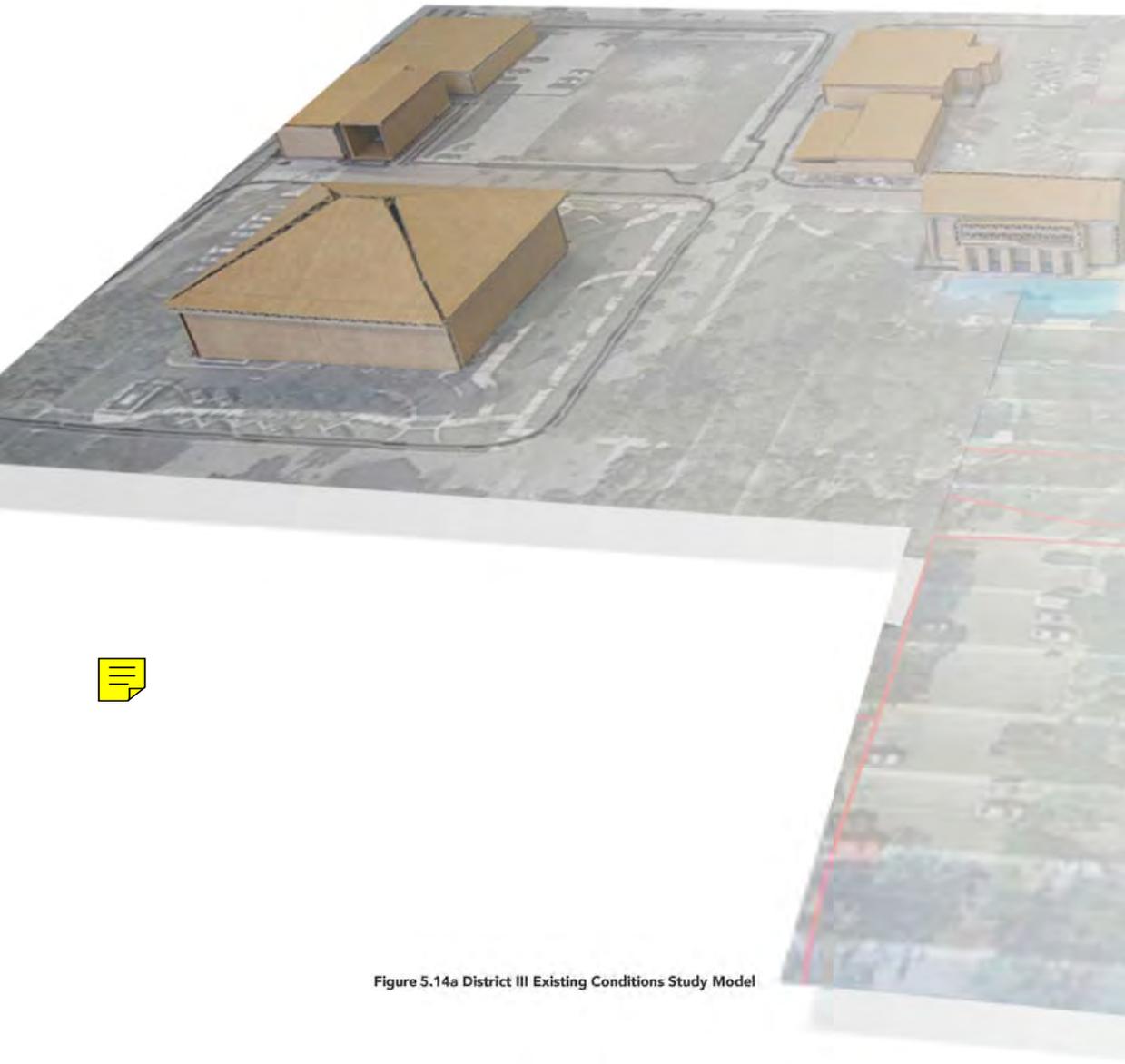


Figure 5.14a District III Existing Conditions Study Model

Purpose:

The Urban Park area currently incorporates Spring Park, the St. Johns River waterfront, and some low-density commercial business. The redevelopment plan will increase density and expand upon the goals in the "Tomorrow's Vision" plan. By promoting a business-friendly environment, business that are best suited for a waterfront location, such as restaurants; swim shops; or ice cream shops, will bring more residents and tourists into the downtown and Spring Park area on a more consistent and frequent basis. The Urban Park area is envisioned to have multi-family housing incorporated near the park.

Primary Goals:

1. Reactivate Walnut Street by infilling vacant businesses
2. Develop vacant parcels owned by the city for commercial mixed-use

Primary Objectives:

- All new development should adhere to the conservation and sustainable standards adopted.
- Several parcels owned by the city will be combined.
- Green Cove Springs can then sell or lease said newly combined parcels on Walnut Street for the development of mixed-use buildings to bring businesses and residential units to Spring Park and the St. Johns River.

Secondary Goals:

1. Promote year-round use of Spring Park
2. Promote bicycling as a feasible mode of transportation in Green Cove Springs

Secondary Objectives:

- Sections of Spring Street will be closed to expand Spring Park and make the water more accessible to the public
- The old police station will be converted or cleared for the site of a new recreational outfitter and restaurant, a lease option on the land is preferred to protect the future of the river.
- Spring Park recreational uses will expand with the addition of a splash pad next to the bathing pool.
- Green Cove Springs will add incentives to private businesses and developers who install and maintain bicycle racks.
- Green Cove Springs will install and maintain bicycle racks nearby all public buildings and Spring Park.

Tertiary Goal:

1. Expand multi-family residential units to the Urban Park area

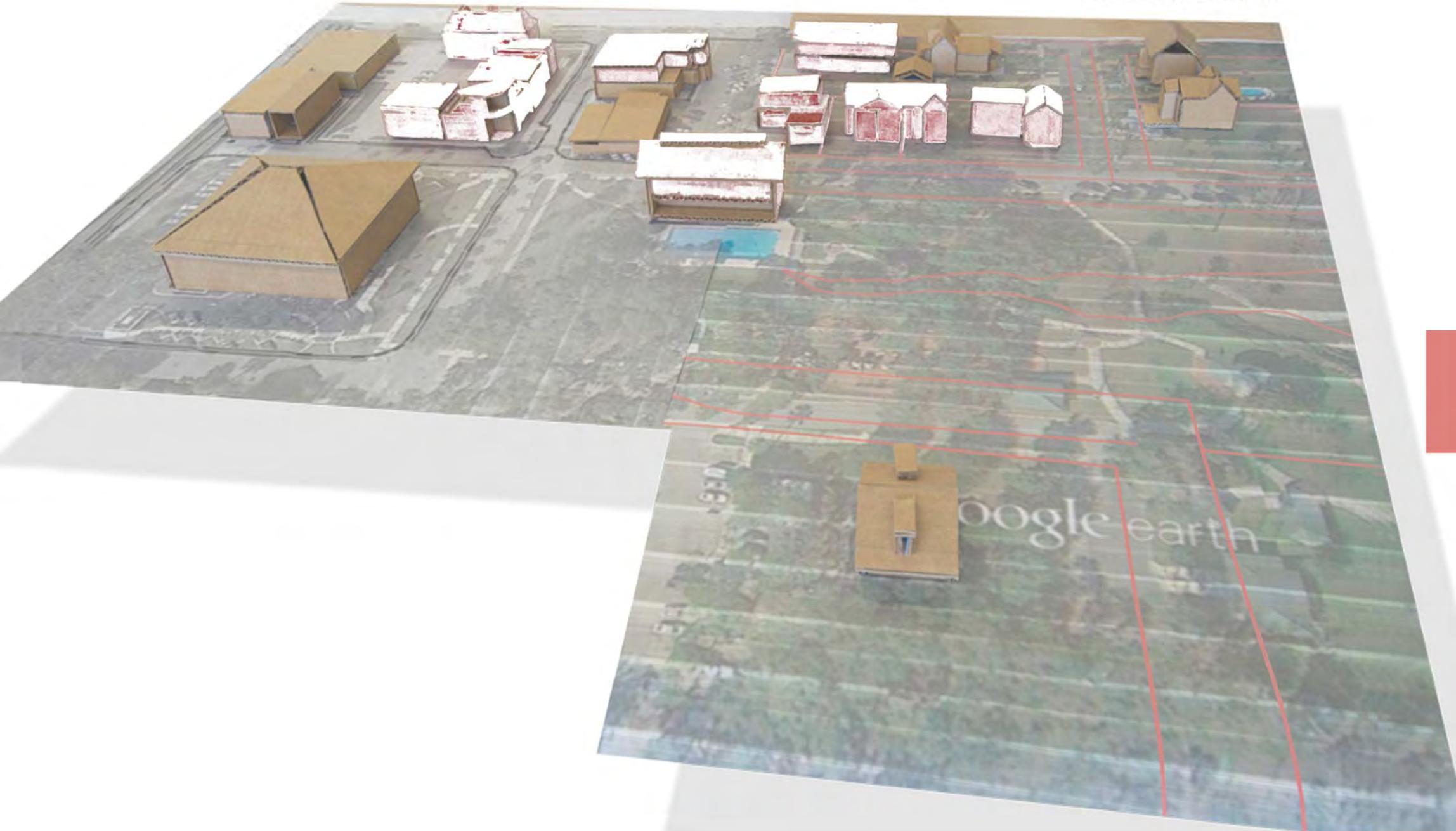
Tertiary Objectives:

- The City of Green Cove Springs will encourage townhome development along Ferris Street and Spring Street east of Orange Avenue through zoning and incentive programs.
- The City of Green Cove Springs will bring residential units to Walnut Street by selling or leasing their combined parcels to a developer who will adhere to the local plan for Green Cove Springs.

DISTRICT III: URBAN PARK

INFILL OPPORTUNITIES

Figure 5.14b District III Infill Study Model



DISTRICT III: URBAN PARK

INFILL OPPORTUNITIES

Block 10-13

					
 residential	single family	1flr	1600		3
	multi-family/mixed use	2flr	14400		32
			16000		
 commercial	ice cream parlor	1flr	2400		5
	bakery	1flr	2400		5
	pizza and sub shop	1flr	2400		5
	small breakfast restaurant	1flr	2400		5
	bike rental shop	1flr	2400		5
	bookstore cafe	1flr	2400		5
	recreational outfitter	1flr	4800		10
	clay theatre extension	1flr	4800		10
	restaurant (with rec outfitter)	1flr	3000		7
			27000		

KEY

			
# of parking bays	# of floors	total sf	square ft (sf)
			
residential	commercial	multi-use	

DISTRICT III: URBAN PARK

INTERSECTIONS



Figure 5.15 Intersection 3 Plan

Intersection 3: Walnut Street and Orange Avenue

Walnut Street maintains both 8' sidewalks and 12' traffic lanes until it dead ends at the river. The parking will transition from parallel to angled parking on the north side of the street and will completely be removed from the south side of the street. Additionally, a four-way stop, bump-outs, and parking islands will reduce traffic speeds and allow for a continuous tree canopy.



Figure 5.15 Intersection 3 Plan

Intersection 7: Walnut Street and Magnolia Avenue

Traveling down Walnut Street and approaching Magnolia Avenue is when the Park area begins. Parking begins to change and the user begins to feel the environment shift. This intersection marks the location of when people can begin to relax and escape the hustle and bustle.



Intersection Legend

DISTRICT III: URBAN PARK

RIGHT OF WAY



Figure 5.16 Perspective of urban park intersection

Narrative

Tourists are a common Saturday sighting around here. The park is full of children and their elders enjoying the new outdoor library run. Pianos painted by the children at the Augusta Savage Arts Club are brought out to the field on weekends and people can't help but dance around them as they enjoy the view of the river. Local car shows happen often, drawing in even more visitors. I typically walk home to change after a Saturday at the park and come back down stairs to local teenage acoustic bands filling the street with music as the sunsets in the background. It's nights like these that I know I've found my home in Green Cove Springs, a better place to live.

Stacey Johnson



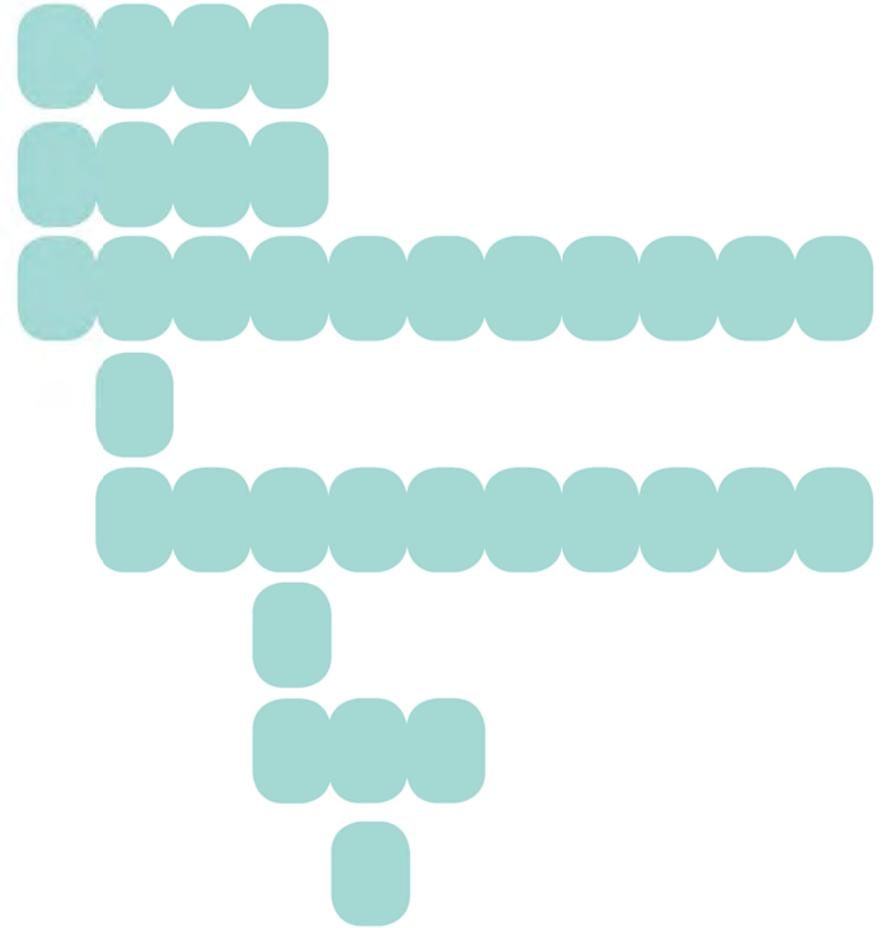
6. PHASING AND PRIORITIZATION

PHASING AND PRIORITIZATION

REDEVELOPMENT CRITICAL TIMELINE

Action Steps	Responsible Entities
Community Fabric	
Remove impervious surfaces auto lots on MLK, Jr. Blvd & Palmetto, return to vegetative (Sec. 5.3.A)	City of GCS
Install traffic calming measures at all Walnut intersections (Sec. 5.1)	City of GCS
Fill vacant storefront windows with art (Sec. 3.2.C)	Augusta Savage Community Center, GCS Business League
Crosswalk at Palmetto and Ferris (Sec. 5.3.C)	City of CGS and State
City-wide tree-planting initiative (Sec. 3.2.I)	City of CGS, UF/IFAS, Arbor Day Foundation
New stoplight to grab traffic at Ferris & Green (Sec. 5.3.C)	City of CGS and State
Widen sidewalks along Walnut, Palmetto & Green (Sec. 5.3)	City of CGS
Incentivize community market on MLK, Jr. Blvd at walkable distance for neighborhood residents (Sec. 3.2.E)	City of CGS, Augusta Savage Community Center & Food Pantry, North Florida Business League, Green Cove Springs Business League

2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025

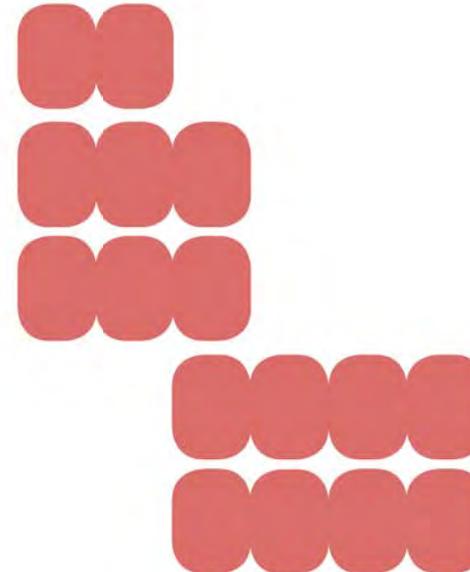


PHASING AND PRIORITIZATION

REDEVELOPMENT CRITICAL TIMELINE

Action Steps	Responsible Entities
Infrastructure	
Install signage and parking to recirculate traffic from Orange Avenue to Magnolia and Palmetto Streets (Sec. 3.2.G)	City of CGS, State, and GCS Business League
Develop bike lane network to complete streets (Sec. 5.3.A)	City of CGS and State
Install signage to guide visitors to destinations around city (Sec. 3.2.G)	City of CGS, GCS Business League, and Adopt-a-Median Program
Bioswales & rain gardens to improve stormwater efficiency (Sec. 5.3)	City of CGS
Remove turn lane pavement, add plantings on Orange Ave (Sec. 5.3.A)	City of CGS and State

2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025

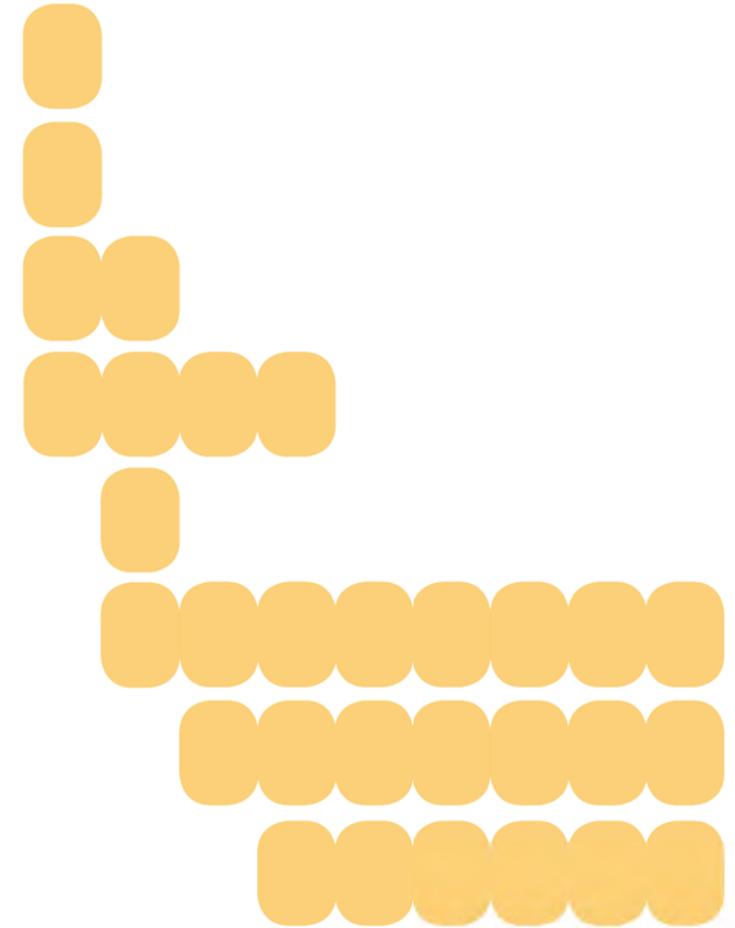


PHASING AND PRIORITIZATION

REDEVELOPMENT CRITICAL TIMELINE

Action Steps	Responsible Entities
Economic Development	
Establish food entrepreneur program & community kitchen (Sec. 3.2.E)	City of CGS, GCS Business League, Augusta Savage Community Center, Florida Organic Growers Association
Establish enterprise zone along Orange Ave encouraging green industry (Sec 3.2.D)	City of GCS
Redevelop Spring Park structure as open air pavilion for private rental & public use (Sec. 3.1.D)	City of GCS
Incentivize 'fish camp restaurant' on Governor's Creek (Sec. 2.7)	City of CGS and GCS Business League
Attract boutique hotel in former auto dealership (Sec. 2.7)	City of CGS and GCS Business League
Grow electric utility service area deeper into County (Sec. 3.2.D)	City of CGS, GCS Electric
Develop workforce for expansion of electric utility (Sec. 3.2.D)	City of CGS and GCS Business League
Develop business park in government corridor between Orange Ave & Palmetto (Sec. 2.7)	City of CGS and GCS Business League

2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025

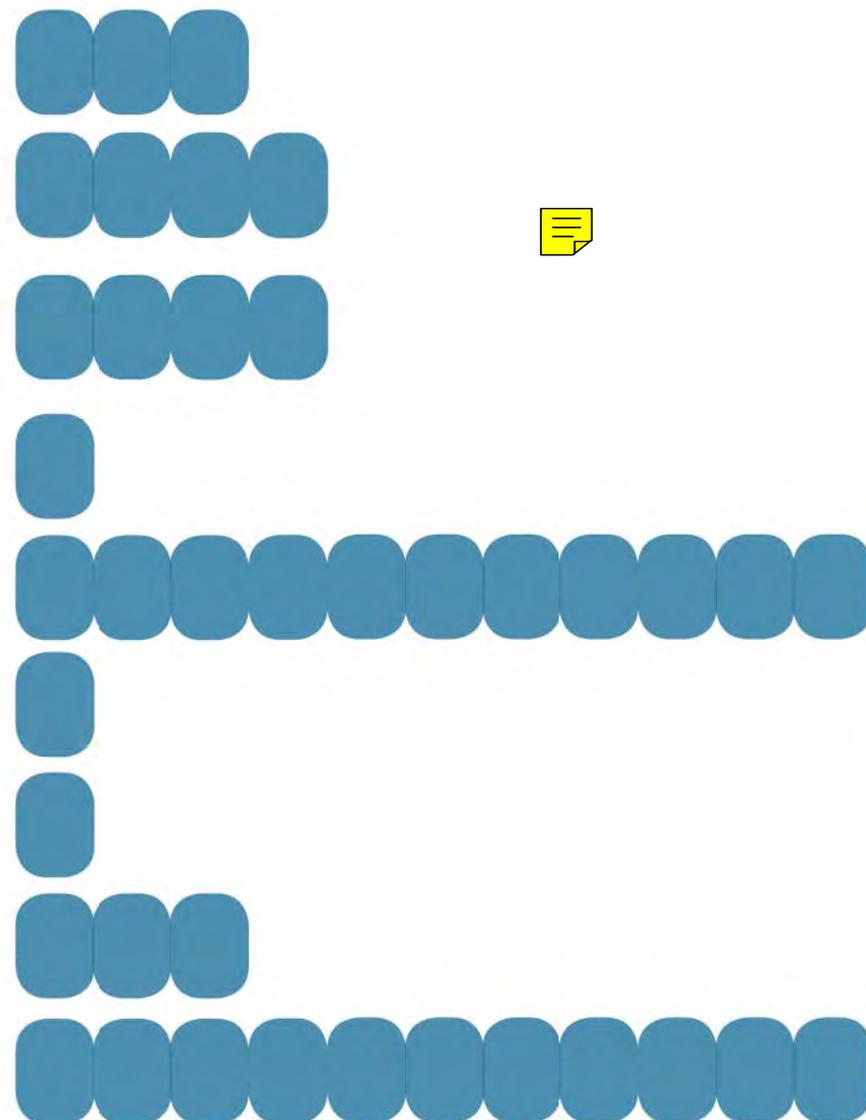


PHASING AND PRIORITIZATION

REDEVELOPMENT CRITICAL TIMELINE

Action Steps	Responsible Entities
Planning, Land Development, and Regulation	
Brand CRA "Green District" (Sec. 3.2.H)	City of GCS and GCS Business League
City promotes large private events in Spring Park (Sec. 3.1.C)	City of GCS and GCS Business League
Develop & implement transfer-of-development-rights strategy to incentivize commercial property owners to lower rent on vacant lots (Sec. 4.1)	City of CGS
Develop policy to encourage mixed and shared uses of public spaces & facilities (Sec. 4.3)	City of CGS
Provide electric utility fee subsidies for Green Cove Springs new residents	City of CGS, GCS Electric
Reduce speed limits along Gateway Corridors (Sec. 3.1.B)	City of CGS and State
Amend LDRs to allow infill & promote mixed use and incomes in CBD (Sec. 5.1)	City of CGS
Improve connectivity and access of MLK, Jr. Blvd to farmers market (Sec. 3.2.E)	City of CGS
Increase the frequency of farmers market events (Sec. 3.2.E)	City of CGS

2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025

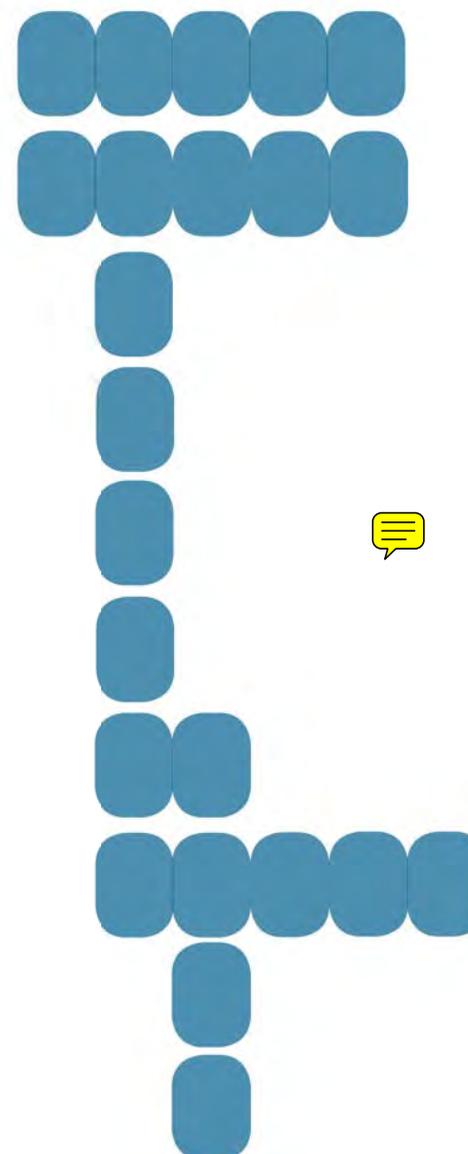


PHASING AND PRIORITIZATION

REDEVELOPMENT CRITICAL TIMELINE

Action Steps	Responsible Entities
Planning, Land Development, and Regulation	
Develop guidelines for a cohesive streetscape (Sec. 4.3)	City of CGS
Develop design guidelines for Gateway Corridors (Sec. 5.3)	City of CGS and State
Amend LDRs to allow residential space above retail on Walnut (Sec. 5.3.A)	City of CGS
Introduce tree canopy guidelines to include in LDRs (Sec. 3.2)	City of CGS
Acquire more funding for Augusta Savage Community Food Pantry (Sec. 3.2.E)	City of CGS and GCS Business League
Create city-sponsored "Tomorrow's Public Leaders" mentoring program (Sec. 3.2.K)	City of CGS and GCS Business League
Develop historic preservation ordinance (Sec. 3.2.A)	City of CGS
Amend code to encourage creative re-use of auto dealerships (Sec. 2.7)	City of CGS and GCS Business League
Introduce bike lane ordinance (Sec. 3.2.F)	City of CGS
Introduce historic tour mentoring program (Sec. 3.2.K)	City of CGS, Augusta Savage Community Center

2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025

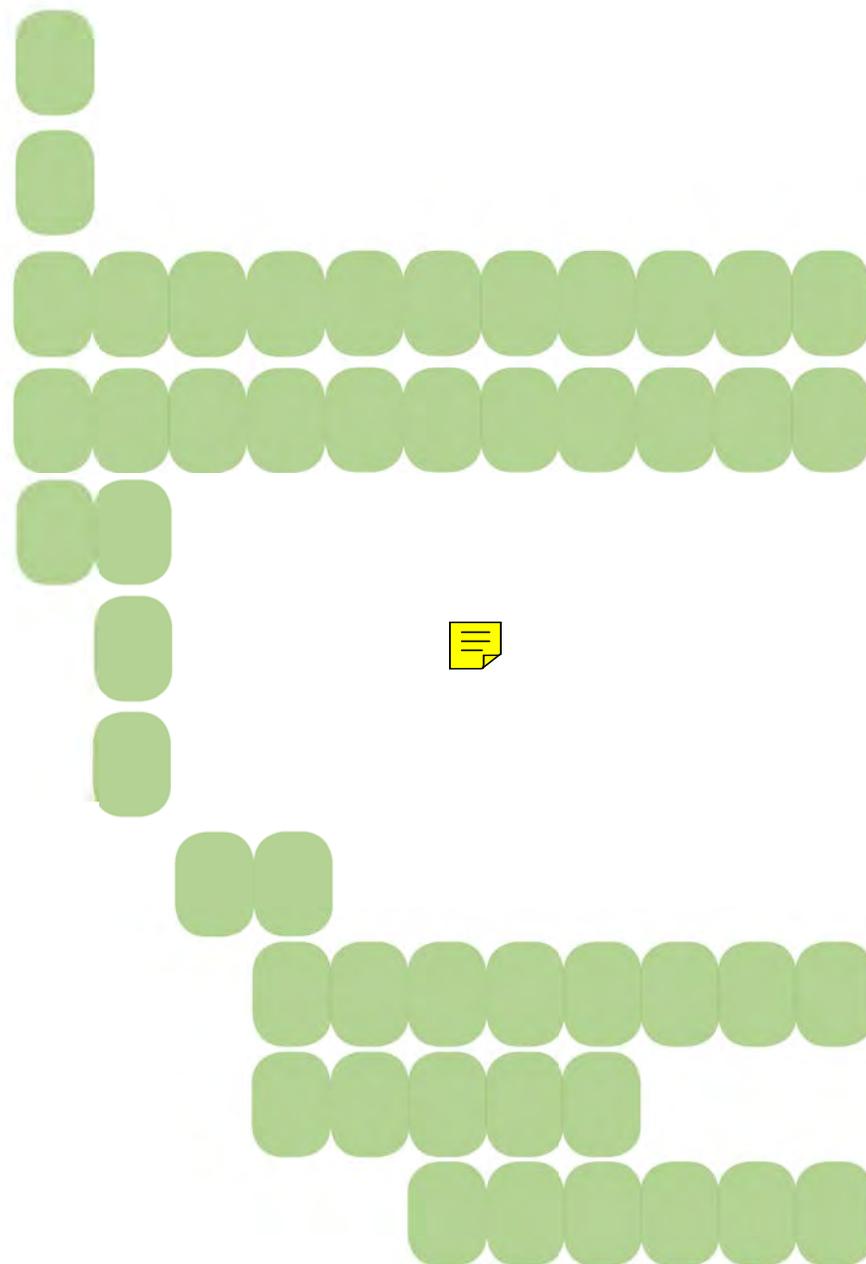


PHASING AND PRIORITIZATION

REDEVELOPMENT CRITICAL TIMELINE

Action Steps	Responsible Entities
Recreation and Open Space	
Develop ordinance to permit outdoor dining on sidewalk (Sec. 3.1.B)	City of CGS
Enforce wake zones to promote non-motorized recreational boat uses	City of CGS
Encourage community-engaged art events (Sec. 3.1.D)	City of CGS, Augusta Savage Community Center
Offer naming opportunities to regional corporate sponsors for community open space improvement projects (Sec. 3.2.D)	City of CGS and GCS Business League
Expand use of park to include other large-group public events (Sec. 3.1.C)	City of CGS and GCS Business League
Develop community-based public art program (Sec. 3.2.C)	City of CGS, Augusta Savage Community Center
Prepare Governor's Creek for recreational uses (Sec. 2.7)	Keep Clay Beautiful, Inc.
Encourage retail recreational outfitter leasing old police station (Sec. 2.7)	City of CGS
Vision & develop urban greenways and blueways to connect parks (Sec. 4.3.B)	City of CGS
Develop a boat welcome area for St. Johns River (Sec. 4.3.B)	City of CGS and GCS Business League
Vision and develop connected blueway around city (Sec. 4.3.B)	City of CGS

2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025

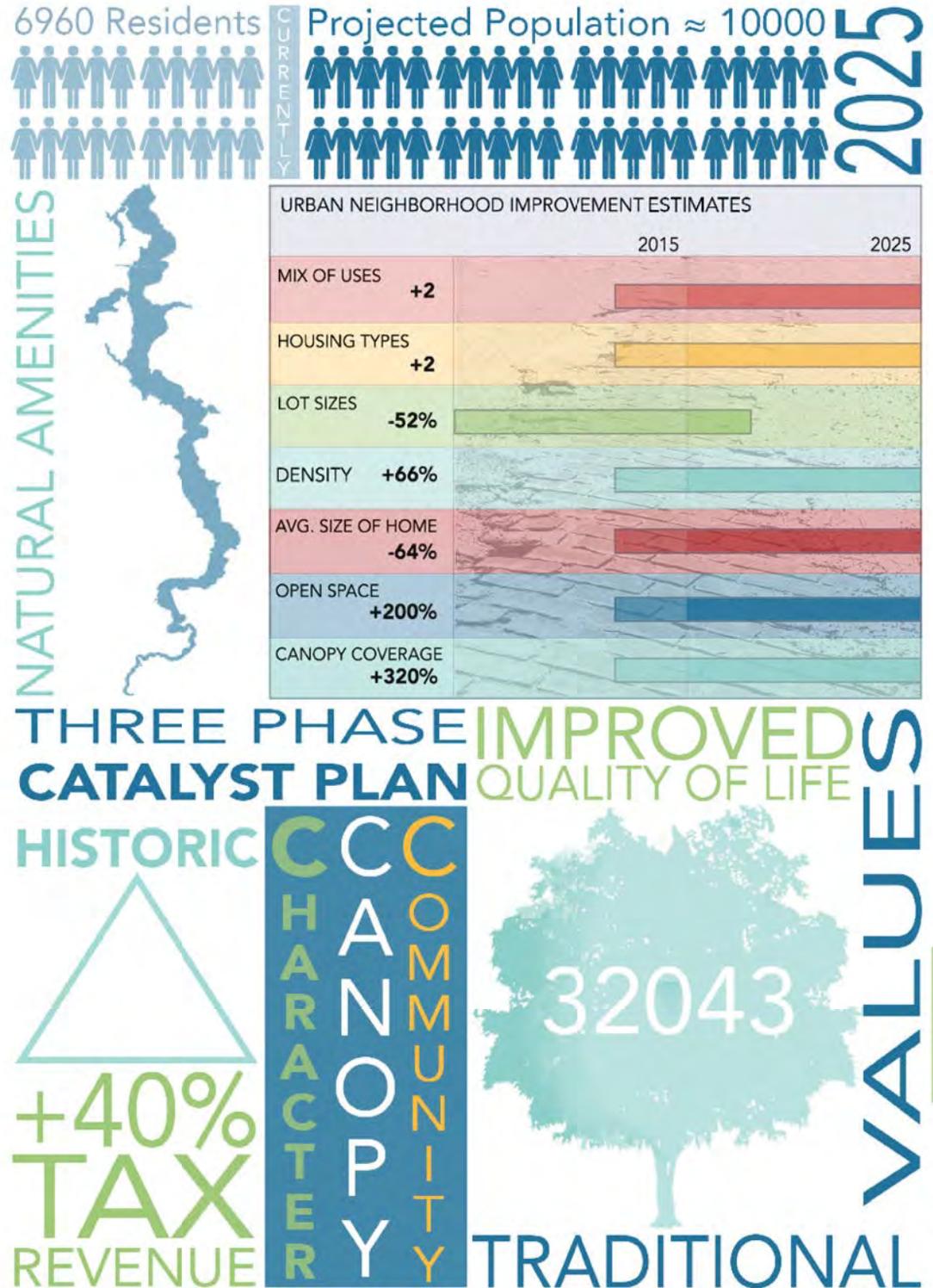




7.CONCLUSION

CONCLUSION

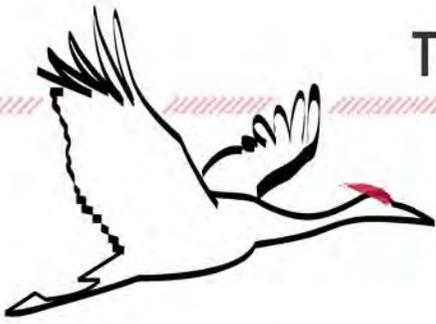
The Green District, when adopted and implemented, will provide a solid foundation for the revitalization of the heart of Green Cove Springs. An intrinsic strength exists in the historic fabric, cultural and community resources, and natural resources within the Green District. The proposed mix of uses, expansion of activities, expansion of the tree canopy, and implementation of complete street design will enhance the look, feel, and vibrancy within the Green District. Through public investment, private development, and the partnership that exists between the two, collectively we can put the "green" back into Green Cove Springs.





MEET THE TEAMS

TEAM CRANE



Shelby Harden

Born in the small island of Key West, Florida, Shelby was raised in a creative community that nourished her love of drawing, writing, and design. She is currently working towards her bachelor's degree in Landscape Architecture at the University of Florida. Coming from a small town on the water that lives off its tourism industry, Shelby understands the unique opportunities and challenges that Green Cove Springs faces.



Kyle Passeneau

Born in Concord, New Hampshire and raised in the rural towns of Brattleboro, Vermont and Englewood, Florida Kyle has never lived in a large metropolitan area and he can sympathize with what the city of Green Cove Springs is trying to achieve. Currently, he is studying Landscape Architecture and is excited to bring both the city's and his vision of Green Cove Springs together by emphasizing the city's historic significance and waterfront..



Jessica Soleyn

Raised in the metropolis of South Florida, Jessica is accustomed to living in a diverse and active community with many opportunities. For the past five years, Jessica has studied at the University of Florida and has gained an appreciation for the active and diverse feel of a small college town. With its prime regional location and bountiful natural amenities, Jessica believes Green Cove Springs has the potential to become a unique destination in Florida. She is excited to be a part of the process of redevelopment in the city and hopes that it will lead to positive change.



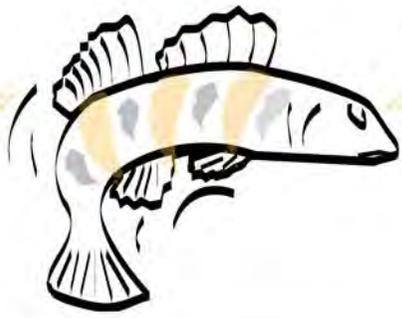
Kevin Velinsky

Kevin is a twenty-one year old from South Florida. He was raised on the coast and spent most of his free time outdoors. He enjoys designing and building things with his hands; whether it is the engine in his latest project car, or nuanced planning projects such as Green Cove Springs.



Ken Weyrauch

Ken is a veteran of the U.S. Army. He served as an Engineer and Combat Engineer stationed in Fort Wainwright Alaska. Born and raised in a small town in southwest Ocala, Florida, Ken grew up exploring the rural treasures of Florida. Ken is currently working towards his Masters in Urban and Regional Planning. His focus is to improve peoples' quality of life by working with small but growing cities like Green Cove Springs. He aims to create enjoyable, functional, and inspiring cities while preserving the natural Florida character and southern hospitality that makes this great state home.



TEAM DARTER



Brett Burks

Hailing from the Tampa Bay Area, Brett feels his upbringing helped him understand how the natural environment interacts with city living. He received his bachelor of arts degree in geography from the University of South Florida, with minors in political science and environmental policy. While interning with the Florida Conservation Alliance he learned what goes into the political process of protecting Florida's natural resources. He is now entering his final semester in the Masters of Urban and Regional Planning program at the University of Florida and hopes to use his degree to plan cities that better blend the built environment with the natural environment. Brett was struck by Green Cove Springs' rich history as an early tourist destination, along with its beautiful, commanding views of the St. Johns River.



Mario Duron

Mario is a master's candidate in the Urban and Regional Planning program at the University of Florida focusing on community and economic development. A Florida native, Mario enjoys the outdoors and the varied ecosystems this state offers: from its sandy beaches to its expansive prairies. The community character and historical value of Green Cove Springs inspired Mario during his first visit to the city.



Martin Kipp

Born in Islamorada Florida and raised in Ocala, Florida, Martin is a Florida-boy with a strong German background. His mother immigrated to the United States in 1986 from Hamburg, Germany. As a child, Martin spent much of his time outdoors, which fostered an appreciation of nature from a young age and led him to the study of Landscape Architecture. Having recently returned from a six month internship in Japan, Martin feels his new experiences will inspire his redevelopment plans for Green Cove Springs.



Jordan Young

Raised in a mid-sized town in South Florida, Jordan experienced a blend of dense urban culture and rural small-town life, developing an appreciation for both end of the spectrum. He plans on utilizing redevelopment to create an improved environment for residents and visitors while respecting the city's historical context and existing sense of place.



TEAM MANATEE



David Couch

David grew up in the North Florida area and has always had a great appreciation of the natural environment and enjoyed outdoor recreation. These pursuits have afforded him opportunities to travel and explore the recreational potential of any area. He began the Landscape Architecture program in 2001 but left before graduating to pursue a career in golf course architecture with the Arnold Palmer Design Company. As a design associate, David has been able to work on projects throughout the world including Costa Rica, China, and Ireland. He has returned to Gainesville to complete his degree and refocus his professional path.



Erin Minnigan

Hailing from a small Central Florida community, Erin has always loved Florida's rustic charm. During her childhood, Erin had the opportunity to travel extensively throughout the United States and Europe. Through these travels, she gained a deep appreciation for how history shapes cities. Having received her bachelor degree in Historic Preservation and Community Planning from the College of Charleston, she is now pursuing a master's degree in Urban and Regional Planning, with a focus in preservation and community redevelopment. Green Cove Springs instantly appealed to her passion for historic Florida and she could immediately identify the opportunities provided by this city's unique assets, such as Spring Park, as well as the potential for future growth. She is honored to have played a role in creating this redevelopment plan for Green Cove Springs and looks forward to realizing its implementation.



Abdias Dalisma

Abdias is a Haitian-American born in Fort Lauderdale, Florida. Design is his passion. He studied Architectural design for two years and is now studying Landscape Architecture for his bachelor degree. His other creative outlets are graphic design, creative writing, and composing music. Outside of academia, he is involved in campus ministry and mission trips to Haiti. His professional life goal is to become a Landscape Architect and a professor at a university. He is excited to work with Green Cove Springs to redevelop the city. His vision is to preserve the unique natural features and historic character, and assure quality of life and traditional values in Green Cove Springs.



Claudia Visconti

Born in a Chicago suburb and raised in Sarasota, Florida, Claudia feels most comfortable in small towns. Respects the character of a smaller community and empathizes with citizens' wish to preserve that character. Currently being trained as a landscape architect, Claudia is receptive to rehabilitating and improving a city to reach its full potential. Green Cove Springs contains waterfront opportunities with great historical significance that speaks to a new chapter in Green Cove Springs. Claudia is excited to work with the people of Green Cove Springs to create a community that they are proud of.

PROJECT FACILITATORS



Laura Dedenbach

An Atlanta native, Laura Dedenbach has been a practicing land use planner in Florida for 17 years and is the principle of Dedenbach Planning Associates. The guiding tenet of Laura's practice and research is that thoughtful, participatory planning and redevelopment leads to safe, healthy, and sustainable communities.

Laura received a Bachelor of Arts in Political Science and a Master of Arts in Urban and Regional Planning from the University of Florida. Currently a doctoral candidate at UF in the College of Design, Construction & Planning, Laura serves as the teaching assistant for the Green Cove Springs Urban Design Studio. Laura is a member of the American Institute of Certified Planners, a Florida Crime Prevention Through Environmental Design Practitioner, and a LEED Green Associate



Kevin Thompson

Kevin Thompson is Assistant Professor of Landscape Architecture and is committed to celebrating the bonds that exist between humans and the places they inhabit. He is a natural urbanist committed to elevating the collective experience of community and believes that students will one day save the world. His favorite color is green.



Ferdinand Lewis

Ferdinand Lewis, PhD, is on the faculty of the Department of Urban and Regional Planning, where he also directs the Center for Building Better Communities. Ferdinand researches and consults on community design and public health in Florida and US. He is a graduate of the School of Policy, Planning and Development at the University of Southern California, and was a visiting professor on the Urban and Regional Planning faculty at the University at Buffalo. He has served on the faculties of the Roski School of Fine Arts at the University of Southern California, and the California Institute of the Arts.



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APPENDIX

Regulatory Strategy

APPENDIX

REGULATORY STRATEGY

Summary

The following excerpts from “Tomorrow’s Vision” and the Green Cove Springs Comprehensive Plan provide the regulatory support for the Green District Redevelopment Plan. This is not meant to be an exhaustive list of relevant goals and objectives, but rather a representative sample. In addition, we provide suggested amendments to the Comprehensive Plan and Land Development Code. We strongly recommend that the City amend its Comprehensive Plan and Future Land Use Map in order to fully implement the proposed Green District Redevelopment Plan. These changes include the adoption of the CBD future land use category over the entire Phase I area, adoption of Future Land Use policies to allow mixes of uses within commercial future land use categories, and adoption of complete street policies in the Transportation Element. We also recommend the adoption of a Historic Preservation Ordinance.

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REGULATORY STRATEGY

I. Relevant Sections from “Tomorrow’s Vision”

a. Goals and Priorities:

- Redevelopment
 - Maintain the Small Town Character of Green Cove Springs
 - Improve gateway signs into the city
 - Promote the redevelopment of the vacated car dealership sites
 - Investigate the reactivation of the Community Redevelopment Agency
- Economic Development
 - Promote Green Cove Springs as a business friendly environment.
 - Promote restaurants business in downtown
- Infrastructure
 - Restore brick streets, in selected areas of the City, such as the Central Business District, the Historic Districts, and the Gateways to the City.
 - Develop street improvement plan and priorities for funding.
 - Determine if a CRA (Community Redevelopment Agency) would assist in financing the infrastructure needs.
 - Assist the City in identifying funding sources for funding the infrastructure
- Planning and Land Development
 - Adopt a historic preservation ordinance
 - Develop a streetscape plan with Landscape and Tree Requirements
 - Design and adopt a Central Business District Parking Plan
 - Investigate traffic calming features in the city that reduce speeds
 - Improve pedestrian access in and around the city and the natural features within Green Cove Springs
- Recreation and Open Space
 - Create year round use of the Green Cove Spring
 - Investigate developing a Community Center in Green Cove Springs and identify potential sites
 - Create gateways into the City on US 17, SR 16 and from the St. Johns River
 - Promote the usage of the creeks and river by canoes with recreation tours
 - Identify a Blueway in Green Cove Springs
 - Develop Eco-heritage tour that connects the St. Johns River to the Historical Triangle
 - Provide word friendly/user friendly signs
 - Promote development that increases leisure pursuits

APPENDIX

REGULATORY STRATEGY

II. Relevant Sections from Comprehensive Plan

FUTURE LAND USE ELEMENT

GOAL 1

To develop and maintain land use programs and activities to provide for the most appropriate use of the land and direct growth to suitable areas while protecting the public, health, safety and welfare.

Objective 1.3

The City shall take definitive steps for the redevelopment and renewal of blighted areas within the City.

Policies

1.3.1

The City shall seek public funds from the state and federal government for the demolition or rehabilitation of substandard housing and annually reduce the number of dilapidated dwelling units in the City by five (5) structures.

1.3.2

The City should promote redevelopment of vacant properties within the City, especially in the Gateway Corridor and in Reynolds Park.

1.3.3

The City shall allow mixed use developments to support redevelopment efforts and shall add Mixed Use categories to the Future Land Use Map.

1.3.4

To promote redevelopment, the City shall allow higher densities and structures up to five (5) stories high in appropriate areas.

TRANSPORTATION ELEMENT

Objective 2.10

Bicycle and Pedestrian Ways

The City shall encourage and promote the safe integration and utilization of bicycle and pedestrian movement on the major roadway network.

Policies

2.10.7

The City shall promote the implementation of the Green Cove Springs Trails Master Plan and shall seek funds and grant opportunities and private/public partnerships to further its completion.

HOUSING ELEMENT

Policy 3.2.3

The City shall encourage and work with neighborhood groups to develop projects which will upgrade housing and neighborhood environment by providing code enforcement assistance, removing blighting influences, and providing capital and/or operating budget improvements in such neighborhoods.

Objective 3.3

Adequate Sites for Affordable Housing The City shall assure that adequate sites are provided for affordable housing such as multi-family structures and manufactured and modular housing units.

RECREATION AND OPEN SPACE ELEMENT

GOAL 6

To provide and maintain a full range of recreational activities to meet the cultural, social and athletic needs of the City and provide open space to meet the aesthetic, health, safety, and welfare needs of its citizens and visitors.

Objective 6.1

To ensure public access to recreation sites throughout Green Cove Springs.

APPENDIX

III. Relevant Goals Objectives from the Green Cove Springs Redevelopment Plan

Sustainability Objectives: Neighborhood Pattern & Design

Primary Goals:

1. Make streets more walkable
2. Improve the street network

Primary Objectives:

- Provide appealing and comfortable pedestrian street environments to promote pedestrian activity.
- Promote multi-modal transportation and public health through increased public activity.
- Encourage the design of projects that incorporate high levels of internal connectivity. Locate these projects in existing communities in order to conserve natural landscapes.

Secondary Goals:

1. Compact Development
2. Universal Accessibility

Secondary Objectives:

- Conserve land. Promote community livability, transportation efficiency, and walkability.
- Enable the widest spectrum of people, regardless of age or ability, to more easily participate in their community life by increasing the proportion of areas that are usable by people of diverse abilities.

Tertiary Goals:

1. Diversity of Uses

Tertiary Objectives:

- Promote community livability, transportation efficiency, and walkability.

Green Construction & Technology

Primary Goals:

1. Building Reuse & Adaptive Reuse
2. Reuse of Historic Buildings

Primary Objectives:

- Extend the life cycle of existing building stock, conserve resources, reduce waste, and reduce environmental impacts from transportation of materials of new buildings.
- Encourage use of historic buildings using methods that preserves their historic materials and character.

Secondary Goals:

1. Stormwater Management
2. Reduced Water Use

Secondary Objectives:

- Reduce adverse impacts on water resources by mimicking the natural hydrology of the region on the project site, including groundwater recharge. Reduce pollutant loadings from stormwater discharges, reduce peak flow rates to minimize stream channel erosion.
- Maintain or restore chemical, physical, and biological integrity of downstream waterways.
- Minimize water use in buildings and landscape irrigation to reduce the impact to natural water resources and reduce the burden on municipal water supply and wastewater systems.

Tertiary Goals:

1. Wastewater Management

Tertiary Objectives:

- Reduce pollution from wastewater and encourage water reuse.

*All information received from LEED Neighborhood Development Pilot Version (<http://www.usgbc.org/Docs/Archive/General/Docs2845.pdf>)

APPENDIX

III. Relevant Goals Objectives from the Green Cove Springs Redevelopment Plan

Urban Neighborhood

Primary Goals:

1. Promote the safety and security of residents
2. Promote walkability
3. Promote bike use

Primary Objectives:

- Streetscape redevelopment projects must include lighting and signage improvements, as well as the installation of street furniture, such as benches.
- Proper signage and road improvements should be implemented to create a shared bike lane along Walnut Street.
- Sidewalks should be widened in an effort to create an improved pedestrian experience and to meet ADA standards.

Secondary Goal:

1. Promote sustainable trends

Secondary Objectives:

- Protecting the existing tree canopy and increasing it wherever possible.
- Reducing impervious surfaces and encourage the use of permeable surface materials.
- Green Cove Springs should further investigate methods of renewable energy, such as solar and wind power, and should seek to promote and implement these methods.
- Incentives can be offered to current property owners and future developers to work towards LEED certification.

Tertiary Goal:

1. Increase density
2. Begin transitioning toward the 2025 Vision

Tertiary Objectives:

- Retain and strengthen Green Cove Springs' "small town feel" throughout the redevelopment process.
- Preserve the city's historic structures by promoting rehabilitation and creative reuse.
- Promote cohesive infill to increase density and reduce non-consistent land uses.

Urban Core

Primary Goals:

1. Revitalize business
2. Encourage Mixed-use

Primary Objectives:

- Improve pedestrian conditions by adding seating, shade, and other pedestrian-focused improvements.
- Increase canopy cover by planting trees with larger canopies.
- Encourage more first floor storefronts by providing incentives for offices and residential to go to the second floor along the major shopping zones.
- Lessen the impact of automobiles through the downtown area by closing certain streets during festivals or incorporate narrower lanes, wider sidewalks, and wide buffer zones.

Secondary Goal:

1. Improve walkability

Secondary Objectives:

- Expand sidewalk widths to allow for a comfortable pedestrian flow.
- Increase amount of shaded areas by planting more trees or adding building awnings.
- Increase outdoor seating options.
- Use narrow crossing designs to make crossing the street safer for pedestrians.
- Promote public health through increased public activity.
- Provide appealing and comfortable pedestrian streetscape.

Tertiary Goal:

1. Stormwater management

Tertiary Objectives:

- Reduce adverse impacts on water resources by mimicking the natural hydrology of the region on the project site, including groundwater recharge.
- Reduce pollutant loadings from stormwater discharges, reduce peak flow rates to minimize stream channel erosion, and maintain or restore chemical, physical, and biological integrity of downstream waterways.

APPENDIX

III. Relevant Goals Objectives from the Green Cove Springs Redevelopment Plan

Urban Park

Primary Goals:

1. Reactivate Walnut Street by infilling vacant businesses
2. Develop vacant parcels owned by the city for commercial mixed-use

Primary Objectives:

- All new development should adhere to the conservation and sustainable standards adopted.
- Several parcels owned by the city will be combined.
- Green Cove Springs can then sell or lease said newly combined parcels on Walnut Street for the development of mixed-use buildings to bring businesses and residential units to Spring Park and the St. Johns River.

Secondary Goals:

1. Promote year-round use of Spring Park
2. Promote bicycling as a feasible mode of transportation in Green Cove Springs

Secondary Objectives:

- Sections of Spring Street will be closed to expand Spring Park and make the water more accessible to the public
- The old police station will be converted or cleared for the site of a new recreational outfitter and restaurant, a lease option on the land is preferred to protect the future of the river.
- Spring Park recreational uses will expand with the addition of a splash pad next to the bathing pool.
- Green Cove Springs will add incentives to private businesses and developers who install and maintain bicycle racks.
- Green Cove Springs will install and maintain bicycle racks nearby all public buildings and Spring Park.

Tertiary Goal:

1. Expand multi-family residential units to the Urban Park area

Tertiary Objectives:

- The City of Green Cove Springs will encourage townhome development along Ferris Street and Spring Street east of Orange Avenue through zoning and incentive programs.

- The City of Green Cove Springs will bring residential units to Walnut Street by selling or leasing their combined parcels to a developer who will adhere to the local plan for Green Cove Springs.

APPENDIX

IV: RECOMMENDED POLICY CHANGES

FUTURE LAND USE ELEMENT

Objective 1.3

The City shall take definitive steps for the redevelopment and renewal of blighted areas within the City.

Policies

1.3.1 The City shall seek public funds from the state and federal government for the demolition or rehabilitation of substandard housing and annually reduce the number of dilapidated dwelling units in the City by five (5) structures, **with emphasis in the Green District.**

1.3.4 To promote redevelopment, the City shall allow higher densities and structures up ~~within the Green District~~ to five (5) stories high ~~in Phase II & III and up to three (3) stories high in the Green District Phase I, in appropriate areas.~~ 1.4.10 The City shall adopt design guidelines consistent with the character of Green Cove Springs by 2015. **Design guidelines in the Green District can differ for branding purposes of the redevelopment zone.**

1.5.1 Planned Unit Developments shall be encouraged to control growth and design. **Creative, energy and land efficient development will be promoted and encouraged in the Green District.**

1.6.1

(b) Commercial includes businesses for retail sales, professional offices, hotels, automobile sales, etc. Commercial is divided into the following classification

(1) Residential Professional Office. This category consists primarily of residential, business, professional, medical and dental offices services. Churches and retail, in limited situations, may also be included. The maximum Floor Area Ratio shall be ~~.2~~ **.3**. Density for residential is ~~>4 to 8~~ **>7 to 15** units per acre.

(2) Commercial, Medium Intensity. This category consists primarily of retail and service establishments, medical and dental offices and clinics, churches, shopping centers, neighborhood sales. The maximum Floor Area Ratio shall be ~~.30~~ **1.0**. **Residential uses at a maximum gross density of 15 units per acre are allowed as part of mixed-use development.**

(3) Commercial, High Intensity. This category consists of a wide array of commercial uses, such as hotels, motels, automobile sales, service and

repair, housing above businesses, churches and others. The maximum Floor Area Ratio shall be ~~.40~~ **1.0**. **Residential uses at a maximum gross density of 15 units per acre are allowed as part of mixed-use development.**

(4) Central Business District This category consists of retail, service establishments, **and residential professional office above ground floor** consistent with the redevelopment of the downtown area. The maximum Floor Area Ratio shall be ~~2.0~~ **3.0**. **Residential uses, such as apartments, townhomes, single-family, and live/work units, are allowed at a maximum gross density of 15 units per acre.**(f) Recreation. Allowable uses are public recreation uses that are compatible with the environmental characteristics of the property and, if purchased with grant funds, are consistent with grant conditions. No development potential is associated with these lands; however, recreation facilities may be constructed as a part of recreation uses that are consistent with the land use category. The maximum Floor Area Ratio (FAR) permitted for recreational structures is ~~0.2~~ **0.5**.

1.12.1 Green Cove Springs shall promote more compact and energy/resource efficient residential development patterns where the location is in close proximity to transit, work, and services to reduce vehicle miles traveled, **with an emphasis on promoting these goals in the Green District.**

1.12.2 The City shall promote integrated land use patterns linking residential and nonresidential areas where feasible, **and encouraging the use of greenways as connection routes.**





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TRANSPORTATION ELEMENT

Objective 2.10 Bicycle and Pedestrian Ways

The City shall encourage and promote the safe integration and utilization of bicycle and pedestrian movement on the major roadway network. In the Green District bicycle and pedestrian ways will be encouraged, while preventing additional automobile amenities.

Policies

2.10.1 The Land Development Regulations shall contain regulations for the construction of pedestrian walkways and greenways.

Objective 2.11

Green District Complete Streets [Adapted from the City of Fort Lauderdale Complete Streets Policy]

The City shall create a mobility system for its citizens and visitors that will realize long-term cost savings in terms of improved public health, reduced fuel consumption, reduced demand for single occupancy motor vehicles, and increased public safety through the implementation of this Complete Streets Policy. Complete Streets contribute to walkable, livable neighborhoods that can build community and create a sense of community pride and improved quality of life. By December 2015, the City shall adopt a Complete Streets Manual.

Policies

2.11.1 The City will plan for, design, construct, operate and maintain appropriate facilities for pedestrians, bicyclists, motor vehicles, transit vehicles and transit riders, freight carriers, emergency responders, and adjacent land users. All users will experience a safe, functional, and visually appealing environment while traveling safely and conveniently on and across all surface roadways in the Green District. This policy will apply to all development and redevelopment in the public domain.

CONNECTIVITY

2.11.2 The City will ensure that the transportation network is designed, operated and maintained to provide a connected network of facilities and services accommodating all modes of travel and all users.

2.11.3 The City will actively look for opportunities to repurpose rights-of-way to enhance connectivity for pedestrians, bicyclists, and transit riders.

2.11.4 The City will focus non-motorized connectivity improvements on access to transit, services, schools, parks, civic

uses, regional connections and commercial uses.

2.11.5 The City will require new developments and redevelopment projects to provide interconnected internal street and path networks with small blocks, as appropriate.

2.11.6 The City will review existing regulations which may impact the successful implementation of Complete Streets and propose necessary revisions to promote multimodal-oriented development.

JURISDICTION

2.11.7 When adopted, the Complete Streets Design Manual will apply to all development and redevelopment in the public domain and all street improvements within the Green District, and will also focus on regional connectivity.

2.11.8 Every street within the Green District, regardless of the jurisdictional ownership or agency responsible for its maintenance and operation, shall be subject to the Design Manual.

2.11.9 Every City Department including Public Works, Parks & Recreation, and the Community Redevelopment Agency will follow the Design Manual.

2.11.10 The City requires all developers and builders to obtain and comply with the Design Manual.

2.11.11 The City requires those agencies that it has permitting authority over, including, but not limited to, utilities and service contractors to comply with the Complete Streets Manual.

2.11.12 The City will leverage the resources of other agencies, including, but not limited to, Federal agencies, Clay County Government, Florida Department of Transportation (FDOT), Clay County School Board, and the Green Cove Springs Community Redevelopment Agency to achieve Complete Streets.

DESIGN

2.11.13 The City will use the Complete Streets Design Manual to guide the design of new and modified streets in the Green District while ensuring a context sensitive approach to unique circumstances of different streets and communities. All relevant City plans, manuals, rules, regulations and programs will incorporate Complete Streets Design Principles.

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The City will also:

(A) Provide well-designed pedestrian accommodations on all streets and crossings. Pedestrian accommodations can take numerous forms, including, but not limited to, traffic signals, access management, lighting, enhanced crosswalks, roundabouts, bulb-outs, curb extensions, sidewalks, buffer zones, shared-use pathways, perpendicular curb ramps, and use of Crime Prevention Through Environmental Design techniques, among others.

(B) Provide well-designed bicycle accommodations along all streets. Bicycle accommodations can take numerous forms, including, but not limited to, the use of bicycle lanes, sharrows, shared use paths, slow speeds, education, enforcement, bicycle storage, traffic calming, signs, and pavement markings, among others.

(C) Where physical conditions warrant, landscaping shall be planted or other shading devices installed whenever a street is improved (such as the addition of medians or wider sidewalks), newly constructed, reconstructed, or relocated. An emphasis shall be placed on the addition of native trees that provide shade for pedestrians.

(D) Provide transit amenities when transit services are provided on the corridor including shelters, bus bulb-outs, safe pedestrian and bike access, benches, and bike racks, etc. An emphasis shall be placed on provided connectivity between transit stops and destinations.

CONTEXT SENSITIVITY

2.11.14 In accordance with Smart Growth Principles, the City will plan its streets in harmony with adjacent land uses and neighborhoods and promote walkable, livable communities through the design of a strong street network.

2.11.15 The City will solicit input from local stakeholders during the planning process and will design streets with a strong sense of place that will integrate natural features, such as beaches and waterways, into design of streets and use architecture, landscaping, street furniture, public art, signage, etc. to reflect the community and neighborhood. In and along retail and commercial corridors, the City will coordinate street improvements with merchants to develop vibrant and livable districts.

PERFORMANCE MEASURES

2.11.16 The City will evaluate policy implementation using the following performance measures:

- A. Total miles of on-street bikeways defined by streets with clearly marked or signed bicycle accommodation.
- B. Total miles of streets with pedestrian accommodation.
- C. Number of missing or non-compliant curb ramps along City streets.
- D. Percentage of new street projects that are multi-modal.
- E. Traffic counts for major streets.
- F. Transit trips on services provided in the City.
- G. Multi-modal Level of Service improvements.
- H. Number and severity of pedestrian-vehicle and bicycle-vehicle crashes.



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HOUSING ELEMENT

Policy 3.3.1 The land development regulations shall allow for the development of a variety of housing types in areas of residential character with densities consistent with the Future Land Use Map. Higher densities and mixed income housing will be encouraged in the Green District.

CONSERVATION ELEMENT

Objective 5.6
Consistent with Objectives and Policies of the Conservation Element, the City will protect significant habitats of viable populations of threatened or endangered species. Within the Green District, the city will look to enhance and promote these elements.

Recreation and Open Space Element

Policy 6.3.1 Continue to expand the Spring Park area as adjacent property, becomes available for purchase, with emphasis on adjacent properties located along the St. Johns River and within the Green District.

Policy 6.3.7 New recreation projects, including, but not limited to, additions to and new facilities in Spring Park and the Augusta Savage Arts & Community Center, shall be designed using Crime Prevention Through Environmental Design techniques to enhance user safety and feelings of ownership.

B. Amendment to the Land Development Code: Historic Preservation Ordinance

As adapted from Winter Park's Preservation Ordinance: Chapter 58, Article VIII of the Code of Ordinances

1. Generally:

A. Intent and Purpose

- The purpose of these regulations is to establish the framework for comprehensive historic preservation program in the city.
- It shall be the policy of the city to promote the educational, cultural, and economic welfare of the public by preserving and protecting

historic structures, sites, portions of structures, groups of structures, manmade or natural landscape elements, works of art, or integrated combinations thereof, which serve as visible reminders of the history and cultural heritage of the city, state, or nation. Furthermore, it is the purpose of this article to strengthen the economy of the city by stabilizing and improving property values in historic areas, and to encourage new buildings and development that will be harmonious with existing historic buildings and districts.

- In addition, the provisions of this article will assist the city and private property owners to be eligible for federal tax incentives, federal and state grant funds, property tax abatement, and any other incentive programs for the purpose of furthering historic preservation activities.

B. Definitions

C. Relationship to Zoning Districts

These regulations are intended to provide the framework to preserve and protect historic or architecturally worthy buildings, structures, sites, monuments, streetscapes, parks, residential neighborhoods and commercial districts. These regulations are intended to act as an overlay to existing zoning designations. Zoning amendments may be applied to designated historic structures, districts, and sites with such actions and procedures as otherwise provided for in this chapter.

2. Historic Preservation Board

A. Establishment of historic preservation board

There is hereby established a historic preservation board. This board shall operate and be controlled pursuant to the provisions in sections: [Sections relevant to city boards].

B. Functions, powers and duties of the historic preservation board

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The historic preservation board shall be responsible for the development and administration of a comprehensive historic preservation program, and shall identify and maintain the city's historic resources for the benefit of both present and future residents. It shall be the responsibility of the HPB to:

1. Provide or recommend incentives for historic preservation, and to recommend for or against re-zonings, demolitions, developments, lot splits, lot consolidations, or conditional uses that could impact historic resources identified in the Florida Master Site File survey of the City of Green Cove Springs.
2. Identify potential historic landmarks and potential historic districts for designation; and provide assistance to, and education of, owners of properties for potential designation;
3. Develop and maintain a local register of historic places and review National Register nominations within the city;
4. Develop guidelines based upon the Secretary of the Interior's Guidelines for Use in reviewing applications for certificates of review. The Secretary of the Interior's Standards for Rehabilitation as revised in 1990 will be used until local guidelines are developed and adopted by the HPB;
5. Review applications for certificates of review for designated landmarks, resources, and property within designated districts;
6. Approve variances that are appropriate for the preservation of historic resources in conjunction with applications for certificates of review;
7. Conduct an ongoing survey and inventory of historically, culturally or architecturally significant buildings, structures, districts and archaeological sites within the city; coordinate survey results with the Florida Master Site File; and plan for resource preservation with the aid of staff and consultants with professional expertise as may be necessary;
8. Develop programs to stimulate public interest and involvement in the city's history and preservation, and inform the public of the city's preservation opportunities and the HPB's activities;

9. Cooperate with and advise local, state and federal governments on preservation activities;
10. Attend relevant educational meetings, workshops and conferences;
11. Adopt rules of procedure, which will be available for public inspection; and
12. Perform any other function that may be designated by the city council.

3. Designation of Historic Landmarks, Resources or Districts

A. Designation Criteria

In order to qualify as a local historic landmark, resource or district, properties must have character, interest or value as part of the historical, cultural, archaeological, aesthetic or architectural heritage of the city, state or nation. For a multiple property nomination, eligibility may be based on the establishment of historic contexts or themes that describe the historical relationship of the properties. The eligibility of any potential historic landmark, resource or district shall be supported by meeting one or more criteria based upon the National Register of Historic Places guidelines for evaluation. Properties must be at least 50 years old to be eligible for designation unless they are of exceptional importance.

- 1) The National Register criteria for evaluation requires that the quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and associations and:
 - a) That are associated with events that have made a significant contribution to the board patterns of our history; or
 - b) That are associated with the lives of persons significant in our past; or
 - c) That embody the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components

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- d) That have yielded, or may be likely to yield, information important in prehistory or history.
- 2) Historic districts must meet one or more of the National Register criteria. A district shall possess a significant concentration, linkage, or continuity of sites, buildings, structures or objects united historically or aesthetically by plan or physical development.
 - a) The identity of a district results from the interrelationship of its resources, which can convey a visual sense of the historic environment or be an arrangement of historically or functionally related properties. A significant concentration may be represented by 60 percent of the sites, buildings, structures or objects that contribute to the historic context of the district.
 - b) A district must be a definable geographic area that can be distinguished from surrounding properties by changes such as density, scale, type, age, style of sites, buildings, structures, and objects, or by documented differences in patterns of historic development or associations. The boundaries must be based upon a shared relationship among the properties constituting the district.

B. Designation Procedures

Green Cove Springs historic landmarks, resources and districts shall be designated only as provided in this section. Properties, which meet the criteria for designation as set forth in [Section above] shall be designated according to the following procedures:

- 1) Designation of local historic landmarks and resources.
 - a) Recommendations for nomination for designation of individual local historic landmarks and resources may be submitted to the planning and community development department by the property owner, the HPC, or a city council member who believes that the property

meets the criteria for listing as set forth in [Designation Criteria Section]. The proposal shall include a legal description or address of the property, a brief statement regarding its historic, cultural, aesthetic or architectural significance, and must include authorization by the property owner(s). A recommendation for nomination that does not include the property owner(s) authorization shall not proceed.

- b) Every proposed historic landmark or resource shall have a historic designation report prepared by the city that shall be presented to the HPC at a regularly scheduled meeting.
- c) For each proposed designation of a historic landmark or resource, the City is responsible for mailing a notice of public hearing to all property owners of record on the latest Orange County tax roll within a 500-foot radius of the proposed landmark at least 15 days prior to the public hearing held pursuant to this section, however failure to receive such notice shall not invalidate the same as such notice shall also be given by publishing a copy thereof in a newspaper of general circulation in the city and county at least 15 days prior to the hearing.
- 2) Local historic districts.
 - a) Nominations for designation of historic districts may be submitted to the planning department by petition from 20 percent of the district property owners, by any member of the HPC, or by a city council member, who believes that the district meets the criteria for listing as set forth in [Designation Criteria Section]. The proposal shall include a description of the proposed boundaries of the district and a brief statement explaining its historic, cultural, aesthetic or architectural significance, and a petition representing the ownership of at least 20 percent of the properties within the proposed district. Designation of historic districts shall only be considered

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- by the HPC subsequent to meetings with district property owners and actions as described in subsections b. and c. below.
- b) Prior to consideration of designation by the HPC, the city shall facilitate conferences with property owners within the nominated district to discuss the following: 1) the historic designation report, 2) proposed boundaries, 3) contributing and non-contributing buildings and elements, 4) district goals, 5) design guidelines, and 6) results of designation and incentives.
- c) Upon receipt of a favorable vote representing the ownership of two-thirds of the properties within the proposed district a historic designation report shall be forwarded to the HPC. A historic district that is commemorative in nature only and whose designation report does not require design review will not require a vote of the property owners, but shall require a public hearing as described in [Designation Procedures section].
- d) The nominated historic district shall have a historic designation report that shall be presented to the HPC at a regularly scheduled meeting. The designation report shall include the historic context, proposed boundaries, contributing and non-contributing elements, a staff recommendation and the results of listing which may include guidelines for review, and appropriate incentives. For each proposed designation of a historic district, the city is responsible for mailing a notice of public hearing to all property owners of record whose property is located within the boundary of the designation 15 days prior to the public hearing held pursuant to this section, however failure to receive such notice shall not invalidate the same as such notice shall also be given by publishing a copy thereof in a newspaper of general circulation in the city and county at least 15 days prior to the hearing.
- 3) Decision of the historic preservation council. If, after a public hearing, the HPC finds that the proposed local historic landmark, resource or district meets the criteria set forth in [Designation Criteria Section] it shall transmit such findings to the city council along with the recommendation that the designation be approved. The historic landmark, resource or district, shall only be recorded in the Green Cove Springs Register of Historic Places following adoption of a resolution of the city council approving such designation.
- 4) The city council shall further direct staff to notify the following of the action with a copy of the resolution(s) designating the historic landmark district and the adopted guidelines for review:
- Planning department (all divisions)
 - City clerk
 - Public works department
 - Owners of the affected property and other parties having an interest in the property, if known
- 1) Following the published date of a public hearing before the HPC, no permits shall be issued by the building division, except for permits that do not require the review of the historic preservation council, for any new construction, exterior alterations, moving, or demolition of the real property that is the subject matter of the recommendation, until one of the following has occurred:
- The historic designation is enacted and a certificate of review is issued under the provisions of division 4; or
 - The historic designation is denied by the city council; or
 - The property owner has applied for an accelerated approval of a certificate of review prior to final enactment of the historic designation; and such certificate of review has been issued under the provision of [Special Certificates section] and the property owner has voluntarily proffered a covenant binding him to comply with all terms and conditions of the certificate of review which will cease to be effective should the city council deny the historic

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designation.

- 1) Historic landmarks, resources or districts shall be formed as a special overlay, which shall be placed over the existing zoning. The regulations and procedures for both the zoning district and the historic landmark, resource or district regulations shall apply.

4. Certificate of Review

A. Purpose

The purpose of the certificate of review process is to assist owners of historical landmarks or resources and owners in historic districts in accordance with design guidelines, who plan to rehabilitate, restore or redevelop their property for contemporary use to achieve their goals and take advantage of incentive programs while preserving the historic character, architecture and materials, to the greatest extent possible.

B. Pre-Application Conference

Before entering binding commitments or incurring substantial expense in the preparation of plans, surveys and other data, and before submitting an application for a certificate of review, an applicant shall confer with the city to obtain information and guidance. The purpose of such conference is to further discuss and clarify conservation objectives and design guidelines in cases that do not conform to established objectives and guidelines. In no case shall any statement or representation made prior to the official application review be binding on the HPC, the city council or any city departments.

C. Review Requirement

The HPC shall review and render a decision during an advertised public hearing on applications for special certificates of review for any proposed exterior alterations, demolitions, or relocations of designated historic landmarks. The HPC shall review and render a decision on all applications for special certificates of review for any proposed exterior alterations, demolitions, new construction or relocations within the boundaries of designated historic districts. The HPC may approve, approve with recommendations, or deny an application.

D. Guidelines for Review

In adopting guidelines for review. It shall be the intent of the HPC to preserve the exterior historic characteristics of the landmark, resource or district, and to promote maintenance, restoration, adaptive reuses appropriate to the property, and compatible contemporary designs which are harmonious with the exterior architectural and landscape features of neighboring buildings, sites, and streetscapes. Guidelines shall also serve as criteria for staff to make decisions, as permitted by the HPC, regarding applications for standard certificates of review.

- 1) The U.S. Secretary of the Interior's Standards for Rehabilitation as revised in 1990 are the standards by which applications for any certificate of review for historic buildings, sites, or districts are to be measured and evaluated. The HPC may recommend additional standards to preserve and protect special features unique to the city or may recommend amending existing guidelines to the city council.
- 2) Variances may be granted from the land development code requirements as may be appropriate to achieve the design review standards for historic preservation. These variances may include those for building height, side, rear and front setbacks, building coverage, floor area ratio, impervious coverage, and walls and fences. Building code exemptions may be granted subject to the guidelines of the Florida Building Code for qualified historic buildings or structures.
- 3) Each designated historic district may adopt specific district guidelines for design review based upon the U.S. Secretary of the Interior's Standards for Rehabilitation as revised in 1990 subject to final approval by the HPC.
- 4) Local guidelines for design review may be adopted based upon the U.S. Secretary of the Interior's Standards for Rehabilitation as revised in 1990.
- 5)

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E. Delegation of Review Authority

HPC may delegate the authority to appropriate staff members to review and grant standard certificates of review without referral to the HPC and without a public hearing in the case of certain types of applications, which the HPC shall determine in advance.

F. Standard Certificates

Based upon the standards for rehabilitation, the designation report, a complete application for standard certificates of review, and any additional plans, drawings or photographs to fully describe the proposed alteration, the city shall within 15 business days from the date a complete application has been filed, approve, approve with conditions or deny the application for a standard certificate of review. The findings of the city shall be mailed to the applicant within three days of the city's decision accompanied by a statement in full regarding the decision. The applicant shall have an opportunity to challenge the decision by applying for a special certificate of review within 15 days of the findings.

G. Special Certificates

- A. An applicant for a special certificate of review whether for exterior alteration, addition, restoration, renovation, moving or demolition shall submit an application to the HPC accompanied by photographs, elevations, site plans, floor plans, and samples of materials as deemed appropriate by the HPC to fully describe the proposed appearance, materials and architectural design of the building, other outbuilding and site plan. The applicant shall provide adequate information to enable the HPC to visualize the effect of the proposed action on the applicant's building and its adjacent buildings and streetscapes. If such application involves a designated archaeological zone, the applicant shall provide full plans and specifications of work that may affect the surface and subsurface of the archaeological site.
- B. In the event that the applicant is requesting a special certificate of review for demolition, the HPC shall be provided with the details

for the proposed disposition of the site. The HPC may require architectural drawings, financial plans or other information regarding any proposed new construction.

- C. The HPC will rule upon applications for a certificate of review during a public hearing. A notice of the hearing shall be published in a newspaper of general circulation within the city at least 15 days in advance of the hearing. Written notice of the time and place of the hearing and the proposed action to be taken shall be mailed to all owners of record of property within 500 feet of the property requesting a certificate of review. A notice shall also be posted upon the property.

H. Decisions of the Council

The decision of the historic preservation council shall be based upon the guidelines set forth in [Guidelines for Review section] as well as the general purpose and intent of these regulations and any specific planning objectives and design guidelines officially adopted for the particular historic landmark, resource or historic district. The decision may include such incentives for preservations as the HPC finds appropriate. No decision of the HPC shall result in an inordinate burden for the owner if the HPC has determined the existence of such burden in accordance with state law. The decision of the HPC shall include a complete description of the reasons for such findings and details of the public interest that is sought to be preserved and shall direct one or more of the following actions:

- 1) Issuance of a special certificate of review for the work proposed by the applicant; or
- 2) Issuance of a special certificate of review with specified modifications and conditions or;
- 3) Issuance of a special certificate of review with recommendations for zoning required to preservation of the building or site and those recommendations shall be placed on the consent agenda of the soonest possible planning and zoning council meeting.

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- 4) Denial of the application and refusal to grant a certificate of review;
or
 - 5) Issuance of a special certificate of review with a deferred effective date of up to 12 months from the date of the HPC's decision at a public hearing in cases of demolition or moving of a significant building.
- I. Guidelines for Issuance- demolition, and construction, excavation or other disturbance in archaeological zone
- 1) In addition to all other provisions of this article the HPC shall consider the following criteria in evaluating applications for a special certificate of review for demolition of designated properties:
 - a) The structure is of such interest or quality that it would reasonably meet national, state or local criteria for designation as a historic landmark.
 - b) The structure is of such design, craftsmanship or material that it could be reproduced only with great difficulty and/or expense.
 - c) The structure is one of the last remaining examples of its kind in the city the county or the region.
 - d) The structure contributes to the historic character of a designated district.
 - e) Retention of the structure promotes the general welfare of the city by providing an opportunity for study of local history, architecture, and design, or by developing an understanding of the importance and value of a particular culture and heritage.
 - f) There are definite plans for reuse of the property if the proposed demolition is carried out, and an there is an explanation of what the effect of those plans will be on

the character of the surrounding area.

- 2) In cases where new construction, excavation, tree removal or any other activity may disturb or reveal an identified interred archaeological site, the HPC may issue a certificate of review with a delayed effective date up to 60 days. During the delay period, the applicant shall permit the subject site to be examined under the supervision of an archaeologist approved by the HPC. A certificate of review may be denied if the site were of exceptional importance and such denial would not unreasonably restrict the primary use of the property.

J. Reconstruction of a destroyed historic landmark

The loss of local historic landmarks, resources or contributing structures within a historic district that have been destroyed by fire or other natural disaster may be ameliorated by efforts to reconstruct the resource. Reconstruction means the process of reproducing by new construction the exact form and detail of a demolished building structure or object as it appeared at a certain point in time. The HPC shall encourage reconstruction when deemed appropriate.

5. Administration and Enforcement

A. National Register of Historic Places nominations

The HPC shall review local nominations to the National Register of Historic Places and shall forward a record of their actions and recommendations to the Florida State Historic Preservation Officer.

- 1) The city council, city manager, planning and community development department director, Chief planner, owners of record and applicants shall be given a minimum of 30 and not more than 75 days prior to the HPC meeting in which to comment on or object to the listing of a property in the National Register.
- 2) Objections by property owners must be submitted in writing and

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their signature notarized to prevent nomination to the National Register of Historic Places.

B. Ordinary maintenance and repairs

Nothing in this article shall be construed to prevent the ordinary maintenance or repair of any improvement, which does not involve a change of design, appearance or material, or to prevent ordinary maintenance of landscape features.

C. Enforcement of maintenance and repairs provisions

Where the HPC or city determines that any improvement of a designated historic landmark or resource, or historic district is endangered by lack of maintenance and repair, or that other improvements in visual proximity to a historic landmark, resource or historic district lack maintenance and repair to such an extent as to detract from the desirable character of the historic landmark, resource or district, it shall request appropriate officials or agencies of the city to require correction of such deficiencies under authority of applicable laws and regulations.

D. Unsafe Structures

In the event the building official determines that any designated building or contributing structure within a designated historic district is unsafe pursuant to the Winter Park Building Code, he or she shall immediately notify the HPC with copies of such findings. Where reasonably feasible within applicable laws and regulations, the building official shall endeavor to have the structure repaired rather than demolished and shall take into consideration any comments and recommendations by the HPC. The HPC may take appropriate actions to effect and accomplish the preservation of such structure including, but not limited to, negotiations with the owner and other interested parties, if such actions do not interfere with procedures in the Winter Park Building Code.

E. Emergency Conditions

For the purpose of remedying emergency conditions determined to be imminently dangerous to life, health or property, nothing contained herein shall prevent the making of any temporary construction, reconstruction, demolition or other repairs to an improvement, or site within a designated historic landmark, resource or district pursuant to an order of a government agency or a court of competent jurisdiction, provided that only such work as is reasonably necessary to correct the hazardous condition may be carried out. The owner of an improvement damaged by fire or natural calamity shall be permitted to stabilize the improvement immediately and to rehabilitate it later under the normal review procedure of this article.

F. Inspections

The building department shall assist the HPC by making necessary inspections in connection with enforcement of this article. The building official shall be responsible to promptly stop any work attempted to be done without or contrary to any certificate of review required under this division and shall further be responsible for ensuring that any work not in accordance with an issued certificate of review shall be corrected to comply with the certificate, or that authorized remedial action in accordance with city codes is initiated promptly.

G. Inordinate Burden

Nothing in this article shall cause an inordinate burden to a property owner's existing use of real property or a vested right under 1995 Fla. Laws Ch. 95-181, § (1-2), the Bert J. Harris, Jr. Private Property Rights Protection Act. An ordinate burden to a property owner's existing use of real property or a vested right may not be considered unless an application for a certificate of review for a designated property has been denied. In any instance where there is a claim of an inordinate burden to existing use of real property or vested rights, the owner shall submit, by affidavit, to the council at least 30 days prior to a public hearing, such information as may be required to describe those vested rights and the perceived inordinate burden to those rights.

H. Violations

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- 1) Any person who carries out or causes to be carried out any work in violation of this article shall be required to restore the subject improvement, landscape feature or site either to its appearance prior to the violation or in accordance with a certificate of review approved by the HPC. This civil remedy shall be in addition to and not in lieu of any criminal prosecution and penalty otherwise provided in [Appeals section] of this Code.
- 2) Any person who carries out or causes to be carried out any work in violation of this article that causes irreparable or irreversible damage to a designated historic resource, or to any contributing or non-contributing resource within a designated historic district a fine not to exceed three times the amount per violation provided for in [Appeals section] of this Code.

6. Tax Exemptions for Historic Properties

A. Scope of tax exemptions

A method is hereby created for the city council to allow tax exemptions for the restoration, renovation or rehabilitation of historic properties. The exemption may apply to 100 percent of the assessed value of all improvements to historic properties, which result from restoration or rehabilitation made on or after the effective date of an approved application. The exemption applies only to taxes levied by the city. The exemption does not apply to taxes levied for the payment of bonds or to taxes authorized by a vote of the electors pursuant to Section 9(b) or Section 12, Article VII of the Florida Constitution. The exemption does not apply to personal property.

B. Duration of tax exemptions

Any exemption granted under this section to a particular property may remain in effect for ten years as specified in the ordinance approving the exemption. The duration of ten years may continue regardless of any change in the authority of the city to grant such exemptions or any changes in ownership of the property. In order to retain an exemption, however, the historic character of the property, and improvements,

which qualified the property for an exemption, must be maintained over the period for which the exemption was granted.

C. Eligible properties and improvements

- 1) Property is qualified for an exemption under this section if:
 - a) At the time the exemption is granted, the property is:
 - i) Individually listed in the National Register of Historic Places pursuant to the National Historic Preservation Act of 1966, as amended
 - ii) A contributing property within a National Register listed district; or
 - iii) Individually listed in the Winter Park Register of Historic Places or noted as a contributing structure within a designated local historic district as enacted by ordinance of the city council.
 - b) The HPC has certified to the city council that the property for which an exemption is requested satisfies subsection (1)(a).
- 2) In order for an improvement to a historic property to qualify the property for an exemption the improvement must be:
 - a) Consistent with the United States Secretary of the Interior's Standards for Rehabilitation and/or local design guidelines for historic preservation, and
 - b) Determined by the HPC to meet criteria established in rules adopted by the department of state.

D. Applications

Any person, firm or corporation that desires ad valorem tax exemption

APPENDIX

IV: RECOMMENDED POLICY CHANGES

from the improvement of a historic property must, in the year the exemption is desired to take effect, file with the historic preservation staff a written application on a form approved by the Florida Department of State. All applicable fees shall be paid at the time the application is submitted. The application must include the following information:

- 1) The name of the property owner and the location of the historic property.
- 2) A description of the improvements to real property for which an exemption is requested and the date of commencement of construction of such improvement.
- 3) Proof to the satisfaction of the HPC that the property that is to be rehabilitated or renovated is a historic property under this section.
- 4) Proof to the satisfaction of the HPC that the improvements to the property will be consistent with the United States Secretary of Interior's Standards for Rehabilitation and will be made in accordance with guidelines developed by the Florida Department of State.
- 5) Other information identified in appropriate Florida Department of State regulations.

E. Required covenant

To qualify for an exemption the property must enter into a covenant or agreement with the city council for the term for which the exemption is granted. The form of the covenant must be established by the Florida Department of State and must require that the character of the property, and the qualifying improvements to the property, be maintained during the period that the exemption is granted. The covenant or agreement shall be binding on the current property owner, transferees, and their heirs, successors or assigns. Violations of the covenant or agreement results in the property owner being subject to the payment of the

differences between the total amount of taxes which would have been due in March in each of the previous years in which the covenant or agreement was in effect had the property not received the exemption and the total amount of taxes actually paid in those years plus interest on the difference calculated as provided in F.S. § 212.12(3).

F. Review by the historic preservation council

The HPC or its successor is designated to review exemptions. The HPC must recommend that the city council grant or deny the exemption. Such reviews must be conducted in accordance with rules adopted by the Florida Department of State. The recommendation and the reason therefore must be provided to the applicant and to the city council before consideration of the application at an official meeting.

G. Approval by the city council

A majority vote of the city council shall be required to approve a written application for exemption. Such exemption shall take effect on the January 1 following substantial completion of the improvement. The city council shall include the following in the ordinance approving the written application for exemption:

- 1) The name of the property owner and the address of the historic property for which the exemption is granted.
- 2) The period of time for which the exemption will remain in effect and the expiration date of the exemption.
- 3) A finding that the historic property meets the requirements of this article.

