

1 DOWNTOWN DESIGN GUIDEBOOK

02/21/22

Table of Contents

1.1 INTRODUCTION 4

1.2 WALKABILITY 101 6

1.3 GENERAL DOWNTOWN STANDARDS 12

Private Realms Standards 14
Public Realm Standards 34
Resiliency Planning 46
Lighting 48

1.4 DISTRICT SPECIFIC STANDARDS 52

Brooklyn District 56
LaVilla District 62
City Center District 68
NorthCore 74
Cathedral Hill District 80
Southbank District 86

1.1 INTRO

The Downtown Design Guidebook has been developed to provide design guidance for developments within the Downtown Overlay District area as depicted in the map below while supporting the overall standards in the City's Zoning Code, Subpart H- Downtown Overlay Zone and Downtown District use and form regulations as codified. The intent of the zoning overlay is to promote and encourage the revitalization and growth of Downtown as a desirable high density mixed-use area by maximizing the use of all available resources, ensuring a high degree of compatibility between new and existing uses, promoting mixed use developments, promoting access and focus on the St. Johns River and its tributaries, streamlining the review and approval process for projects, providing flexibility in both the uses allowed, as well as the physical design of, projects, and ensuring quality development that is in keeping with the traditional Downtown urban fabric.

The design categories provided in the guidebook will also reference the section of the City's Zoning Code for further requirements for development within the overlay. The Intent of the guidebook is to provide further refinements to some of the categories regulated in the Overlay Zone. Each category will also provide photographs that highlight the desired quality of design for development within the Downtown and will also provide examples of what is not desired in the downtown.



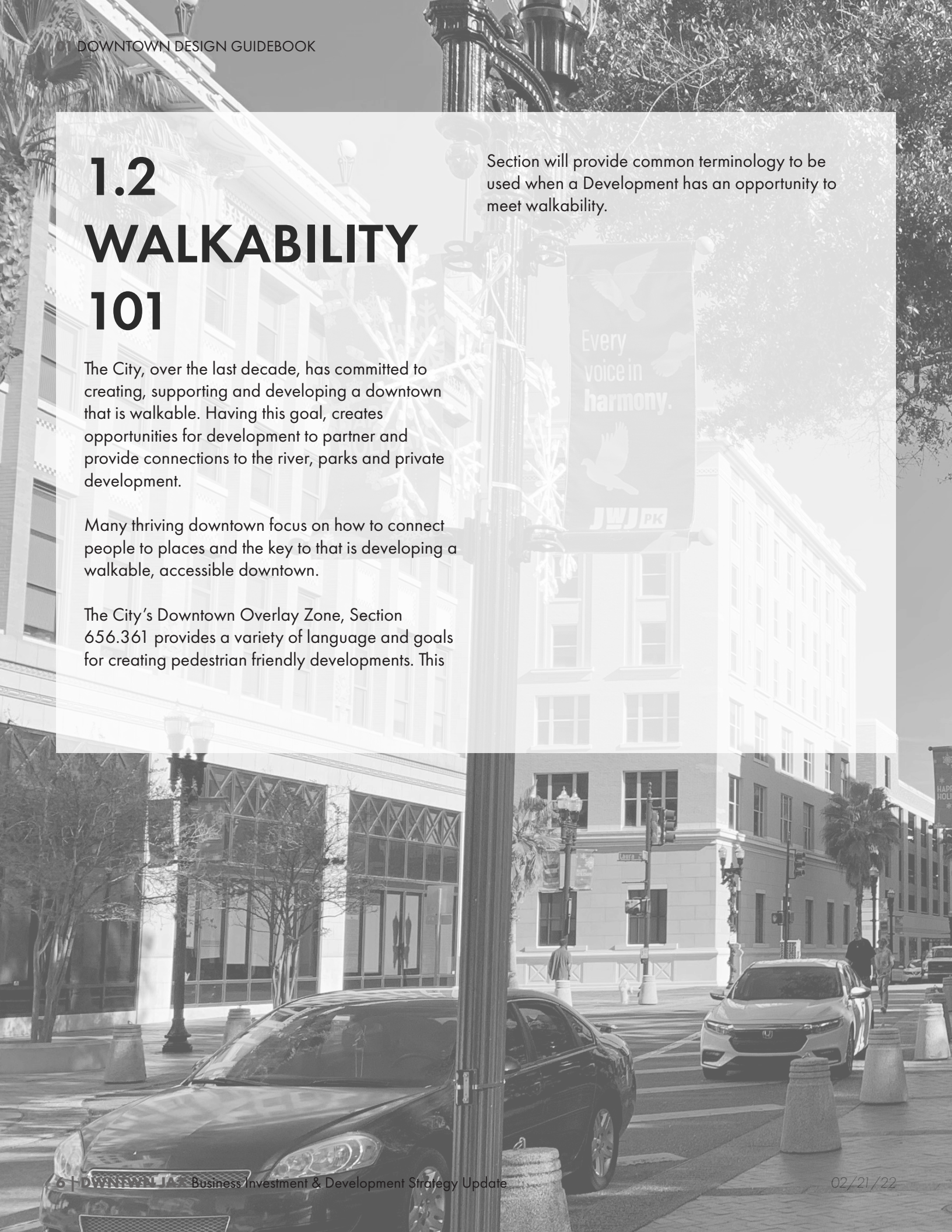


1.2 WALKABILITY 101

The City, over the last decade, has committed to creating, supporting and developing a downtown that is walkable. Having this goal, creates opportunities for development to partner and provide connections to the river, parks and private development.

Many thriving downtown focus on how to connect people to places and the key to that is developing a walkable, accessible downtown.

The City's Downtown Overlay Zone, Section 656.361 provides a variety of language and goals for creating pedestrian friendly developments. This Section will provide common terminology to be used when a Development has an opportunity to meet walkability.




MOCA JACKSONVILLE
ART, ARTISTS, IDEAS.

Walkability 101

The Design Guidebook provides categories that support walkability. When any of those categories are not provided, there may be a conflict in the overall goal of the DIA and walkability.

One of the DIA goals adopted from the Community Redevelopment Area Plan that guides how development should be designed is through the lens of a pedestrian.
Improve walkability / bikability and connectivity to adjacent neighborhoods and the St. Johns River while creating highly walkable nodes:
Protect, enhance and increase public perpendicular access to the Riverwalk in line with the street grid; Require sidewalks of sufficient width and make sure a continuous pedestrian path is available; Plant street trees, using varieties that will provide shade; Shape the sidewalks and streets through the sense of enclosure provided by buildings; and throughout downtown require all buildings to have active facades at street level, including minimizing blank walls and surface parking.

Many of the vision plans within the overall Community Redevelopment Agency provide statements on the desire to create a walkable downtown.

Brooklyn Neighborhood Road Diet
"Successful streets are often lined with shade trees that protect pedestrians from the sun and provide a natural element to frame the human scale walking environment. With wide sidewalks and even wider streets the Brooklyn Neighborhood would benefit from some increased shade tree coverage. The current Medjool Palms do not provide the pedestrian scale shade coverage needed."



LaVilla

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



Cathedral District Plan

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



Defining Walkable

It is important to define the common terms that are nationally recognized as creating "walkable" environments from the Institute of Transportation Engineers and the National Association of City Transportation Officials.



Figure 1, National Association of City Transportation Officials, Urban Street Design Guide, nacto.org

1. Frontage Area: an extension of the building.
2. Pedestrian Area: safe and adequate place for walking, 5 to 7 feet wide in residential areas, 8 to 12 feet in downtown or commercial settings.
3. Street Furniture/Curb Zone: plants, trees, benches, lighting and bike parking to provide a protective barrier from motorized traffic.
4. Enhancement/Buffer Zone: curb extensions, parklets, parking, bike riding, bike e-racks and bike stations.

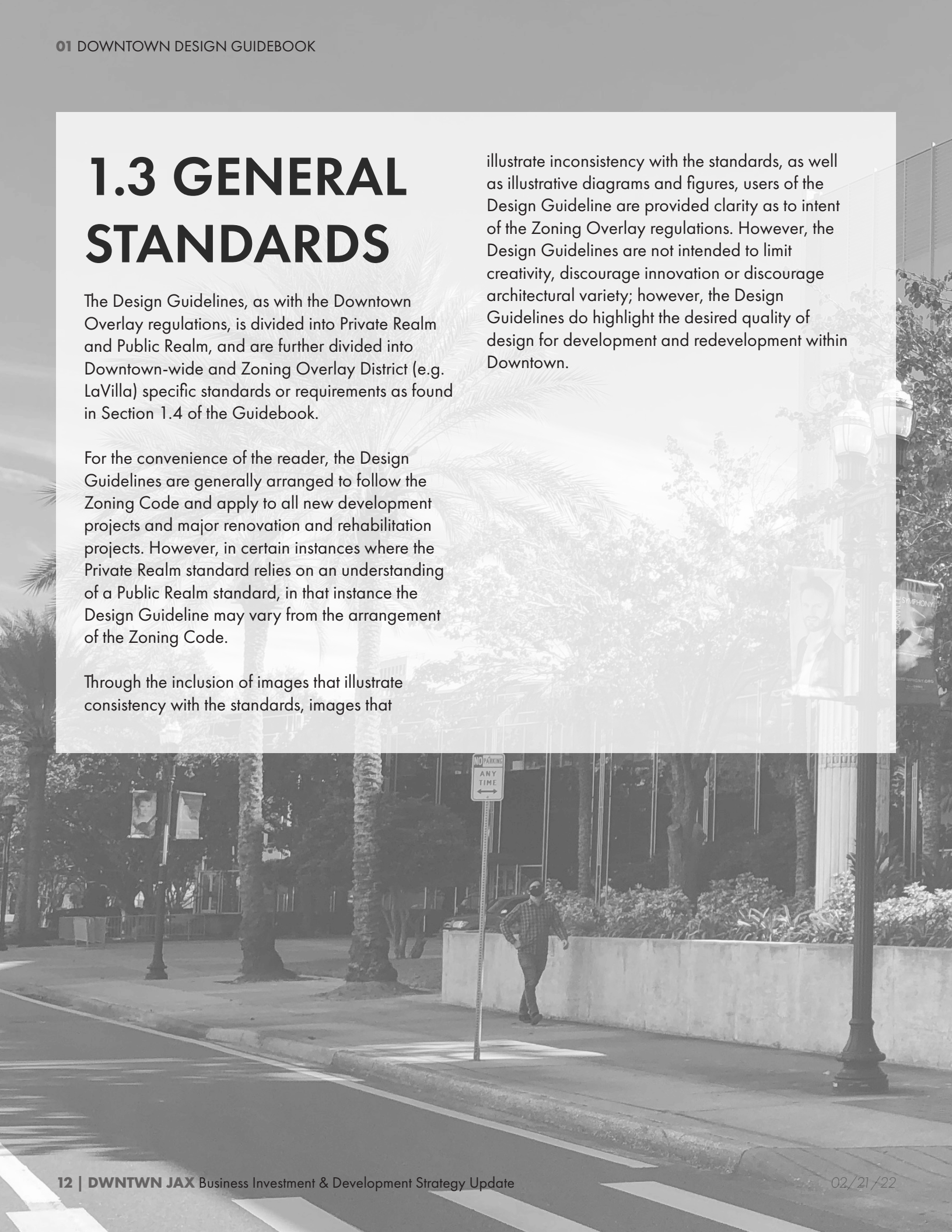
All of the above elements are important, specifically 1-3 should always be provided along any street within the downtown that connects to the overall walkability of the area. The pedestrian area should be designed and large enough for at least two people to walk side by side with enough space to provide a comfortable walking environment. Research supports, in downtowns, for the minimum pedestrian area to be 12 feet. While constraints exist in Downtown Jacksonville, every measure should be taken to meet the standards in the design guidebook as provided.

1.3 GENERAL STANDARDS

The Design Guidelines, as with the Downtown Overlay regulations, is divided into Private Realm and Public Realm, and are further divided into Downtown-wide and Zoning Overlay District (e.g. LaVilla) specific standards or requirements as found in Section 1.4 of the Guidebook.

For the convenience of the reader, the Design Guidelines are generally arranged to follow the Zoning Code and apply to all new development projects and major renovation and rehabilitation projects. However, in certain instances where the Private Realm standard relies on an understanding of a Public Realm standard, in that instance the Design Guideline may vary from the arrangement of the Zoning Code.

Through the inclusion of images that illustrate consistency with the standards, images that illustrate inconsistency with the standards, as well as illustrative diagrams and figures, users of the Design Guideline are provided clarity as to intent of the Zoning Overlay regulations. However, the Design Guidelines are not intended to limit creativity, discourage innovation or discourage architectural variety; however, the Design Guidelines do highlight the desired quality of design for development and redevelopment within Downtown.





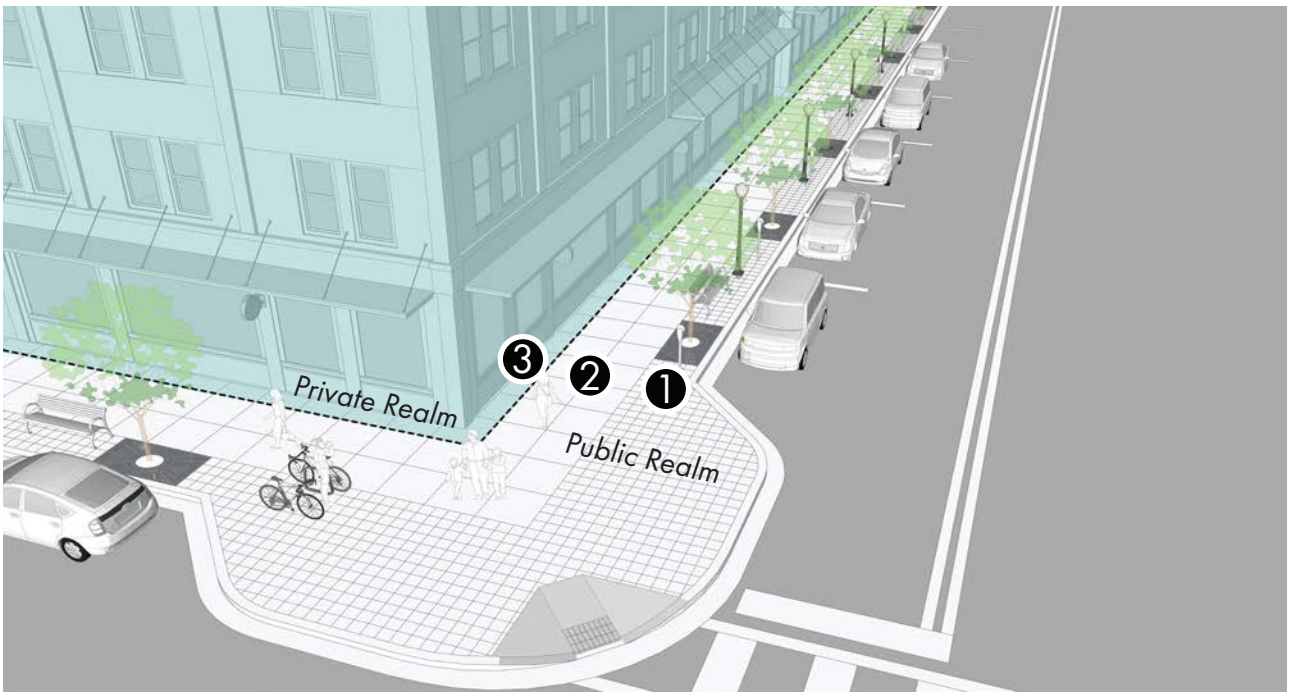
Private Realm Standards

Build-to-Line, Zoning Code Reference: Sec. 656.361.6.2.A
Establishment and support of the civic life of the street are important elements in the creation of a dynamic pedestrian-oriented downtown. Buildings are pulled forward to the interior edge of the pedestrian zone and shall provide continuous frontage along public sidewalks to maintain the urban character and streetscape edge.
The Downtown Overlay provides standards for four built-to-line development scenario's :

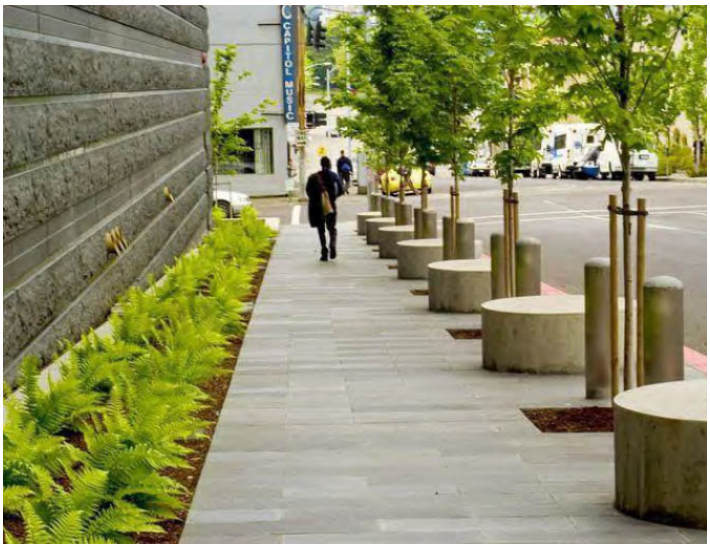
- Build-to-line -Nonresidential(the primary building to the ROW line)
- Residential (residential development designed to engage with the street and provide privacy)
- Vehicular Drop-off (provides option for drop off when an urban space is provided)
- Open Space (provides a range of options to engage the sidewalk/street development is fronting)

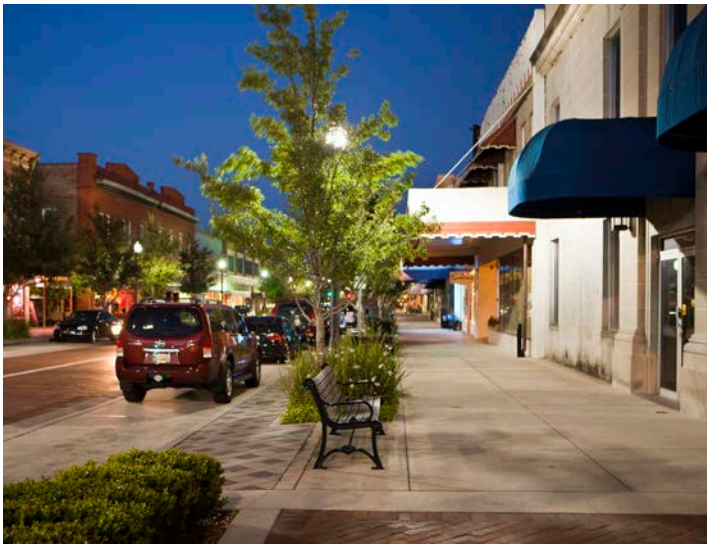
The Pedestrian Zone is comprised of three distinct areas:

1. **Amenity**, provides an area for street furnishings, trees, lighting
2. **Pedestrian**, provides an area for safe movement of pedestrians by a sidewalk
3. **Frontage**, provides an area for outdoor seating, door openings, outdoor display (when permitted)











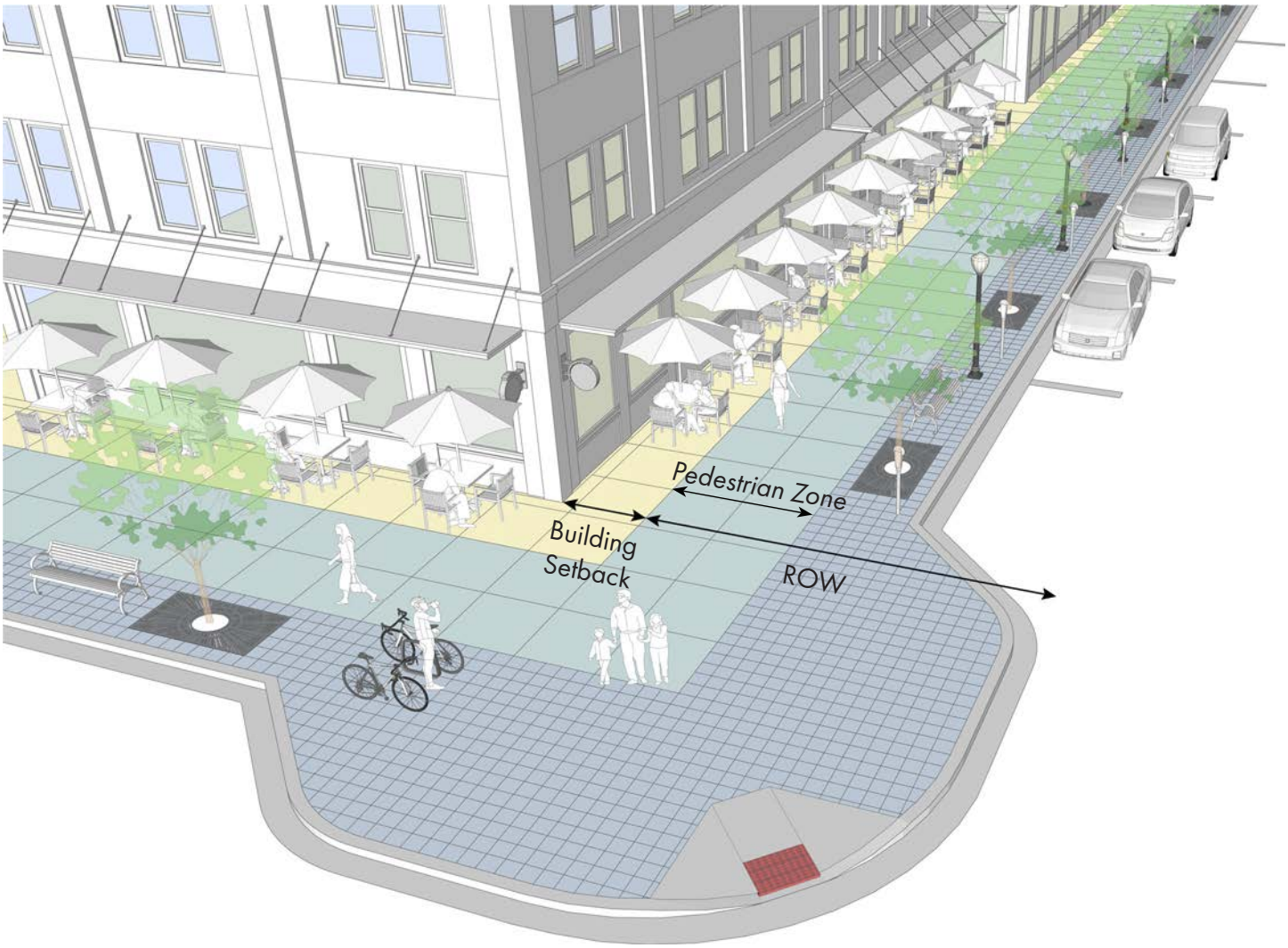


Do - Bring buildings to the sidewalk to frame the street.



Do Not - Buildings set back from adjacent streets leave undefined open spaces and have a poor visual relationship to the Public Realm.

1. Build-to-Line, Zoning Code Reference: Sec 656.631.6.2.A
Establishment and support of the civic life of the street are important elements in the creation of a dynamic pedestrian-oriented downtown. Buildings are pulled forward to the interior edge of the Pedestrian Zone and shall provide continuous frontage along public sidewalks to maintain the urban character and streetscape edge.











Do - Continuous frontages along streets create a comfortable street wall for pedestrians.



Do Not - Parking lots between the pedestrian zone and building frontages create a suburban feel.

2. Corner Development, Zoning Code Reference:

Sec. 656.361.6.2.A.2.(g)

On corner parcels, building design shall be used to define and activate the intersection as an important node.

- Buildings located at major intersections should be designed with architectural embellishments such as corner towers, urban plazas, or other similar design features to emphasize their location as gateways and transition points within the City.
- Buildings on corner lots and buildings that terminate vistas should incorporate distinctive architectural treatments, or other distinguishing features to emphasize their prominent location.









Do - Emphasize the intersection through corner building form and detail.



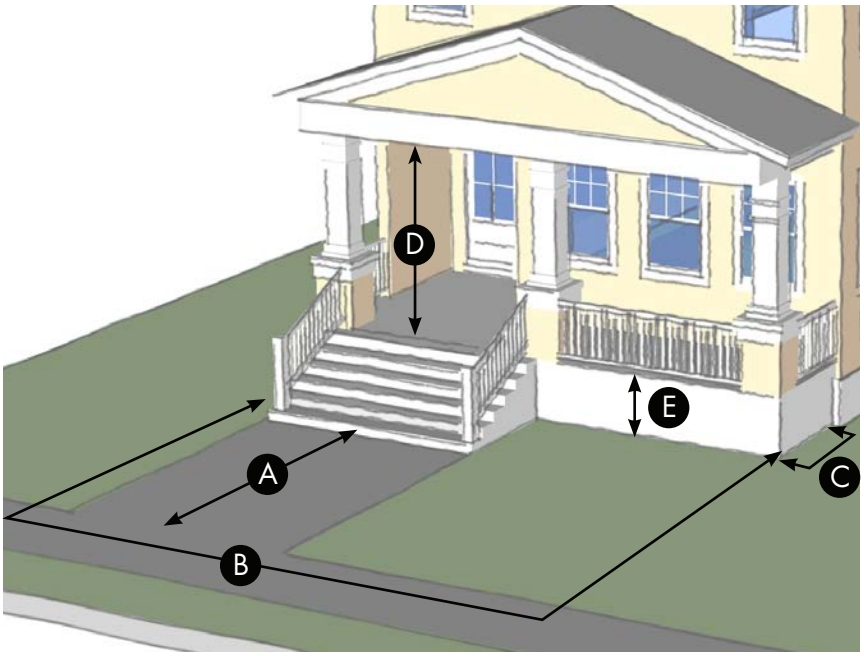


Do Not - The buildings do not address the corner.

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

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

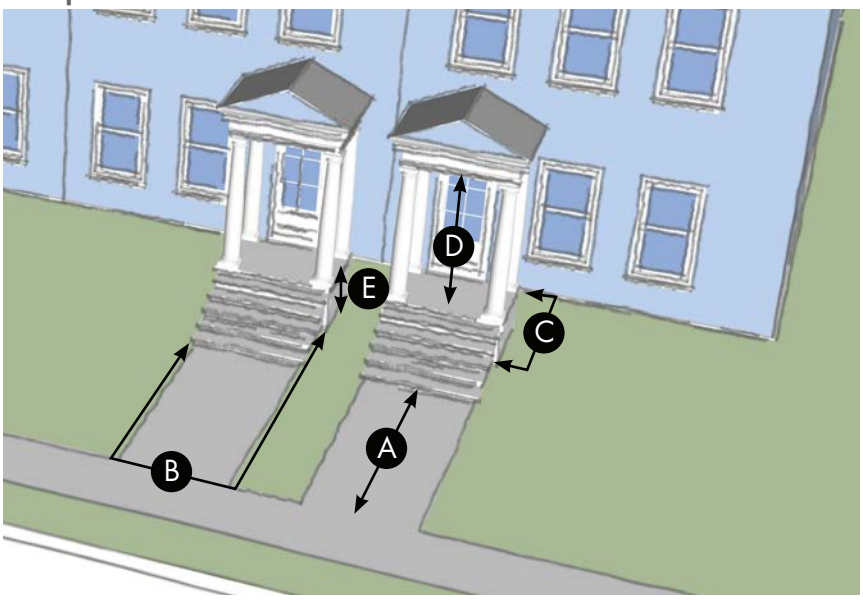
Porches



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

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

Stoops



	MIN	MAX
A - Setback	5′	15′
B - Stoop width	7′	--
C - Stoop, depth	5′	--
D - Stoop, height clearance	9′	--
E - Elevation	3′	6′







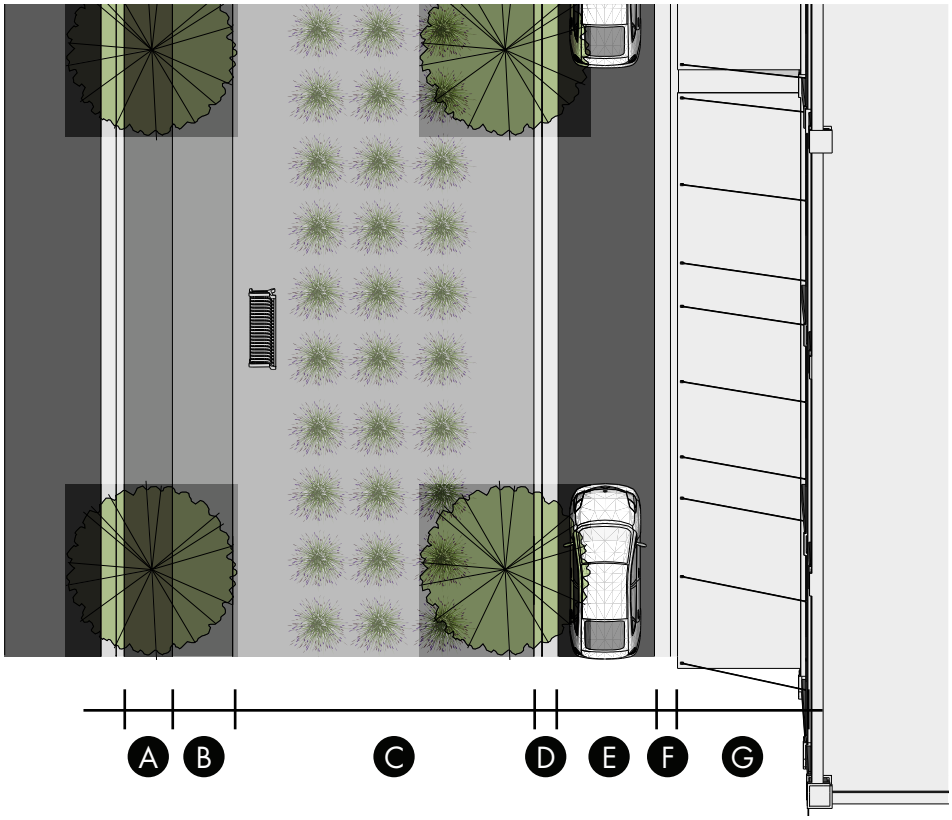
Do - An elevated floor level or setback creates additional privacy for ground floor residential units. Stoops and porches create outdoor open space for ground level units.





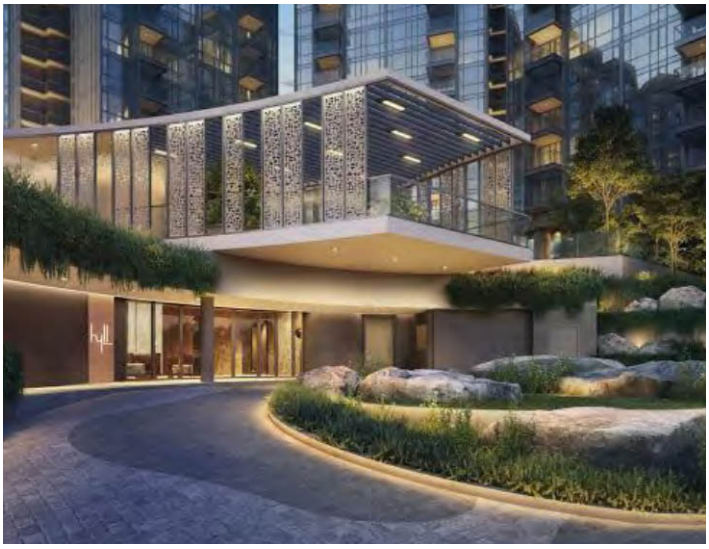
Do Not - Ground level units are missing the additional privacy or setback created by raised footprint.

4. Build-to-Line Vehicular Drop Off, Zoning Code Reference: Sec. 656.361.6.2.A.2(i), (j) & B.3(c)
Some developments within the downtown might want to add a vehicular drop off feature as part of the overall development. The zoning code provides an allowance for a modification to a build-to-line of a development when a vehicular drop off is provided. A vehicular drop off shall be adjacent to the public realm area and provide an urban open space area, minimum depth of 25 feet, that includes landscaping, shade and seating, or other amenities to activate the use of the sidewalk. The landscape design focus will be on activating the space rather than landscaping to enhance the primary building. This open space has to be an extension of the Pedestrian Zone. In addition, no portion of the vehicular use area can be the urban open space.



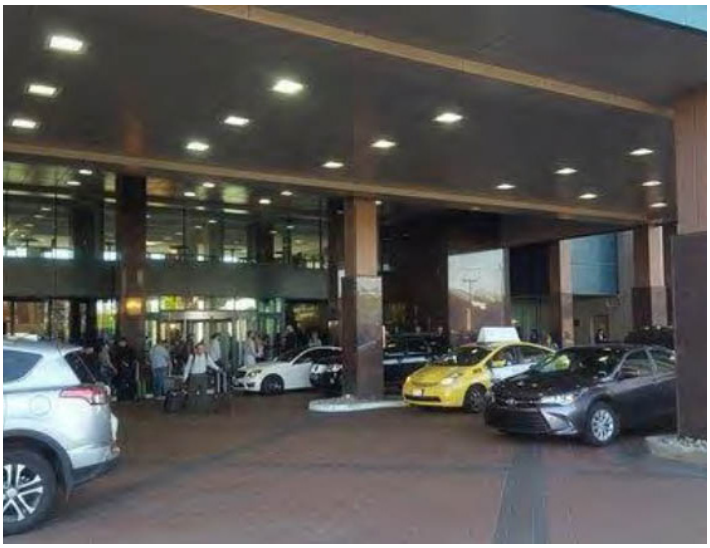
	STND
A - Setback	4′
B - Pedestrian Area	10′
C - Open Space	Varies
D - Curb	2′
E - Drive Aisle	9′
F - Curb	2′
G - Pedestrian Zone (must use the Pedestrian or Premium Public Realm Standards found on page	











Do - Provide an Urban Space of at least 25' in depth to separate the vehicular use area from the sidewalk and include pedestrian-scaled elements that work to activate the street along the adjacent sidewalk.

Do Not - Use any part of the vehicular use area as part of the Urban Open Space. No parking or cab standing is allowed.

5. Urban Open Space, Zoning Code Reference: Sec. 656.361.6.2.B
Urban Spaces are effectively extensions of the pedestrian zone and are to be utilized for public congregation, rest, relaxation, and recreation or enjoyment adjacent to and integrated into the Public Realm corridor and serve to activate the sidewalks and engage pedestrians by providing public art, seating areas, recreational equipment, interactive fountains, plaza's with shade or additional design that serves a specific function for the development and/or surrounding area. Activation of the sidewalks and pedestrians provide places to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities will be unique to that particular place, reflecting the culture and history of the surrounding community. Urban Open Spaces are generally be open to the public or may be Semi-Private such as an outdoor seating restaurant open during business hours of the restaurant.

Each urban open space must function as an integral part of the street/ location and complement the overall streetscape design, by subdistricts within the Downtown. Redundancy of open space in close proximity may be reviewed prior to allowing the area to be identified as Open Space.

Corner Example





Courtyard Example



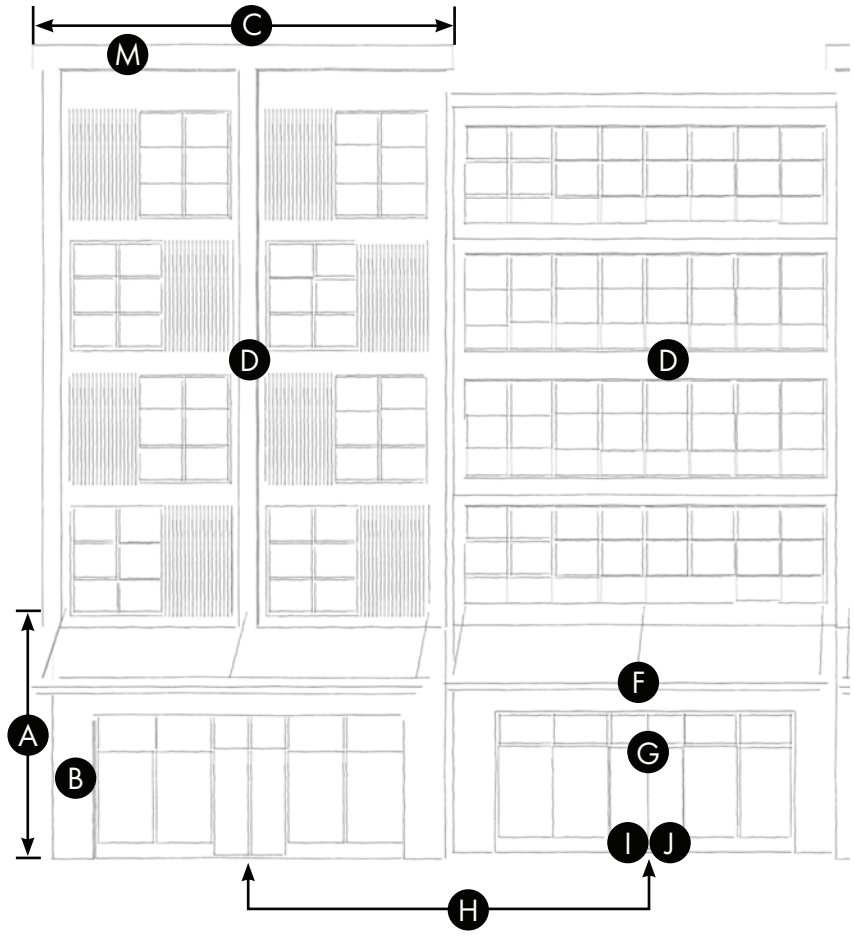


Do - Amenities like shade, public art, seating and outdoor restaurant seating is used to create an active more useful space.



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

6. Building Massing and Form, Zoning Code Reference: Sec. 656.361.6.2.E and Sec. 656.361.6.2.C.2.(c)(3).
It is important that future buildings are designed so that their scale and massing does not overwhelm the Public Realm and make it unattractive or inhospitable. The modulation of a block and the massing of buildings significantly impacts how the size of a building is perceived by a person at street level. Differentiated Building Mass means a design strategy that attempts to break up the visual appearance of buildings or structures by use of offsets and other methods to articulate the horizontal and vertical planes of buildings in order to mitigate the effect of large looming buildings or structures.

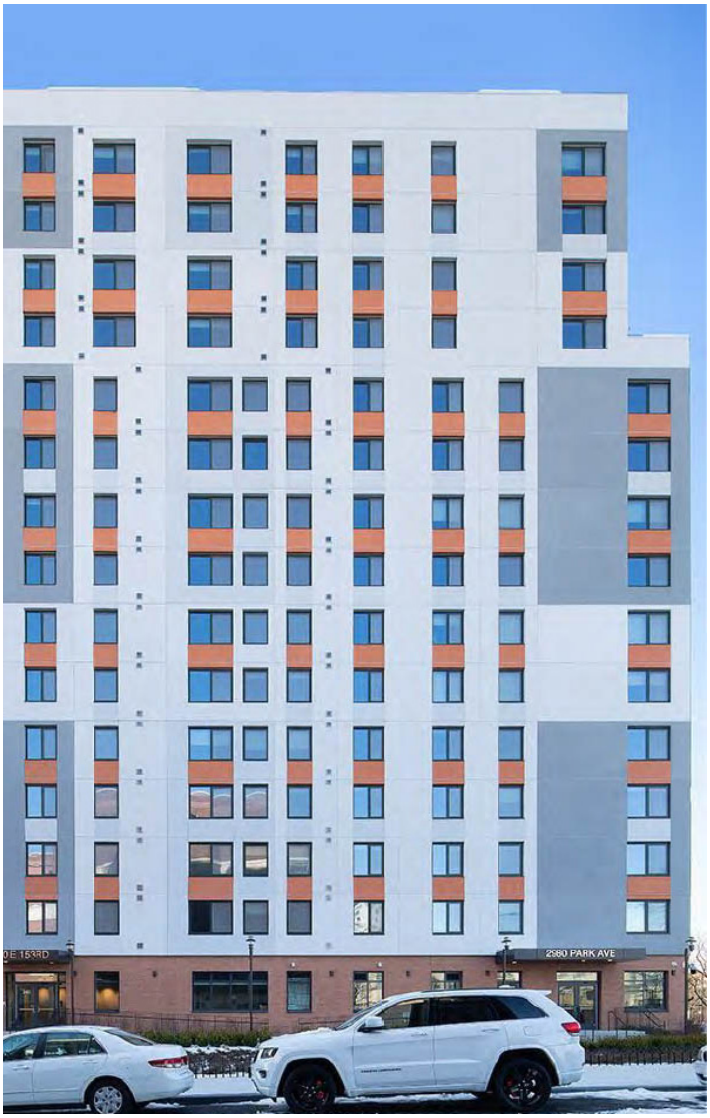


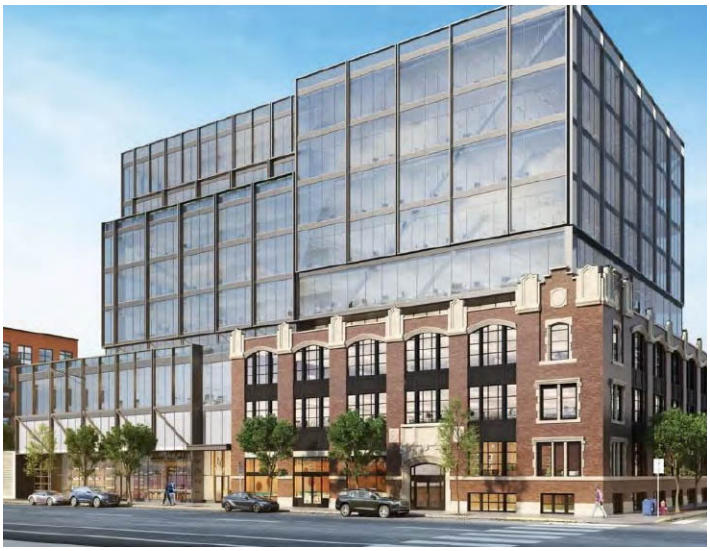
A - Height	G - Building Entrance
B - Blank Wall Area (ft)	H - Frequency of Entrance
C - Facade Breaks	I - Build-to-Zone
D - Building Elevations	J - Vertical Distance (sidewalk and finished floor)
F - Pedestrian Elements (arcades)	M - Parapet Requirements







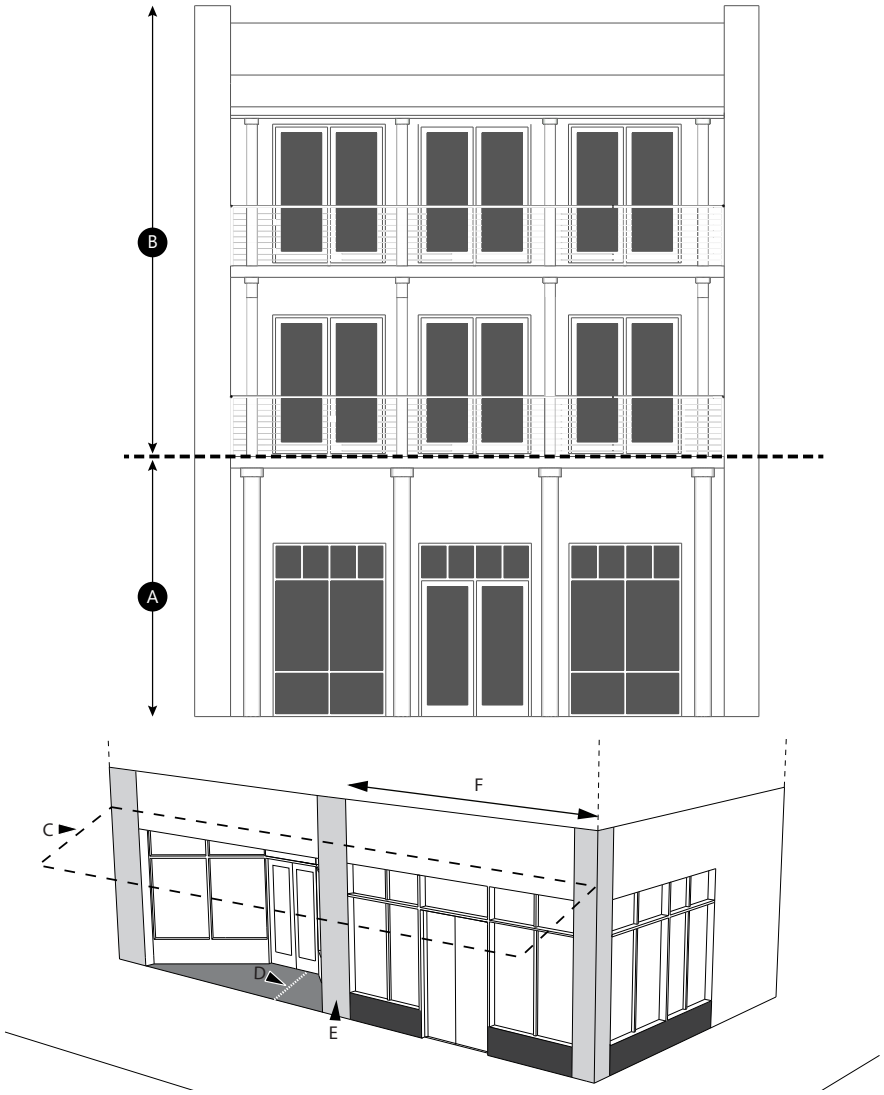




Do - Vary details and materials horizontally to provide scale and three-dimensional qualities to the building.

Do Not - No material changes. Color changes without any structural change. Massing is overwhelming to the Public Realm.

7. Façade differentiation, building entrances and transparency,
Zoning Code Reference: Sec. 656.361.6.2.E
Building facades are the "walls" that give definition to the public realm, and contribute significantly to the character of an area. The doors, windows, and detailing that animate these façades both activate the streetscape and establish a pleasing sense of order and proportion. It is important that they be neither too dull nor too busy, and that they present a perceptible unity without sacrificing variety.



Building Entrance and Transparency Guidelines	STND	MAX
A - Ground Floor Transparency	60%	--
B - Projecting Balconies	40%	--
C - Pedestrian Comfort (Awning, Marquee) (ft clearance)	8'	--
D - Door Recess	--	--
E - Solid Wall (ft)	--	20'
F - Entrance Requirements (ft)	50'	









Do - Define and accentuate building entrances using facade articulation, architectural detail and use of material.



Do Not - Opaque, translucent and highly tinted windows do not contribute to the vitality of the sidewalk.

8. Parking, Zoning Code Reference: Sec. 656.361.6.2.K. and L. Overall, the impact of parking and service areas, both structured (parking garages) and surface lots, in downtown are to be minimized by designing each of these parking facilities to have as little impact on the pedestrian in downtown. Surface parking lots are discouraged throughout the downtown and restricted within the Central Core area.

In areas that are providing a surface lot, the applicant must provide proper screening through landscape , wrought iron fencing, and architectural elements as outlined in the Code.

Parking Screening



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



Garage Parking



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



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



Do Not - Parking lot without screening.

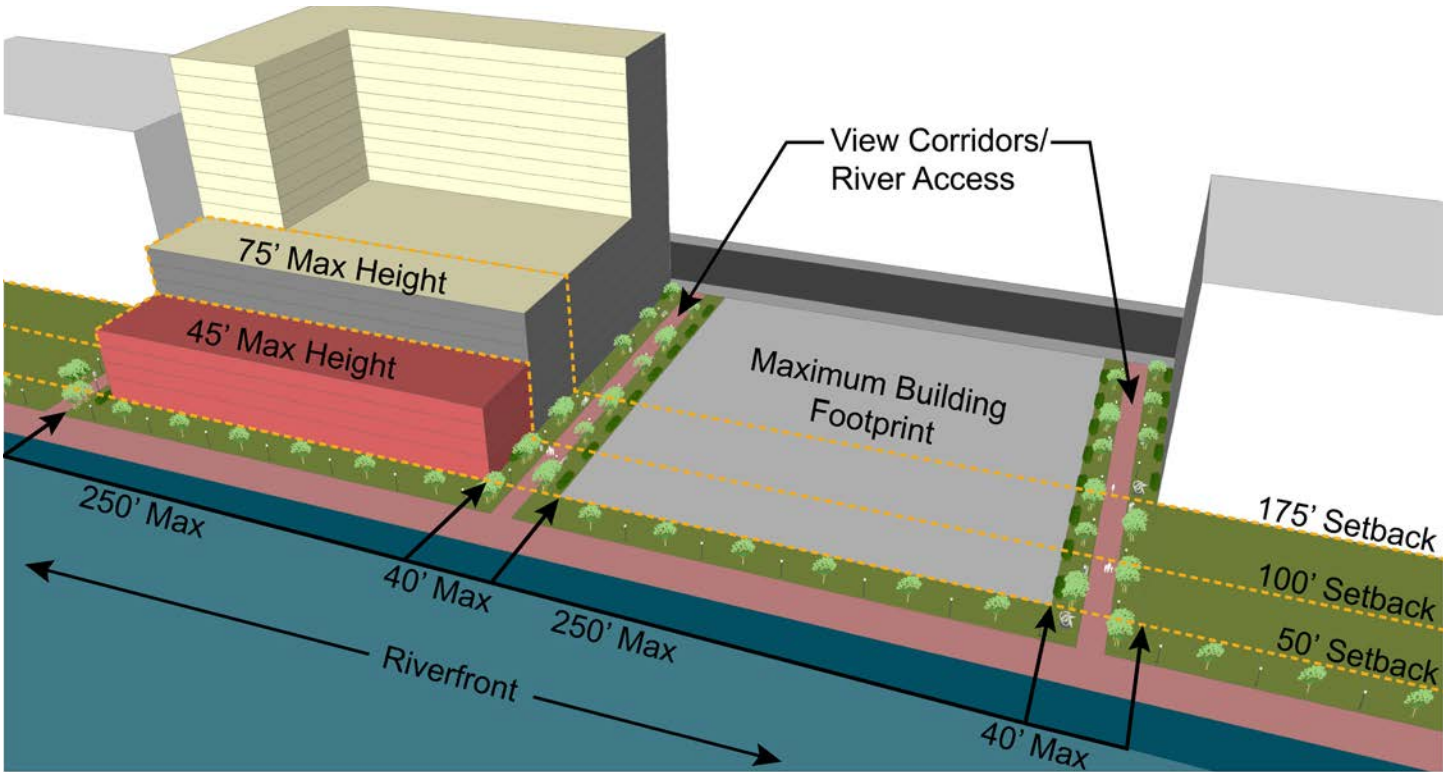
9. Waterfront Design and River Views: setback, heights and access corridors, Zoning Code Reference: Sec. 656.361.6.2.H

Waterfront development is supported through encouraging and protecting views of the river from as many places in downtown as possible by providing View and Access Corridors at the street level by providing both enhanced public spaces at the riverfront and by facilitating:

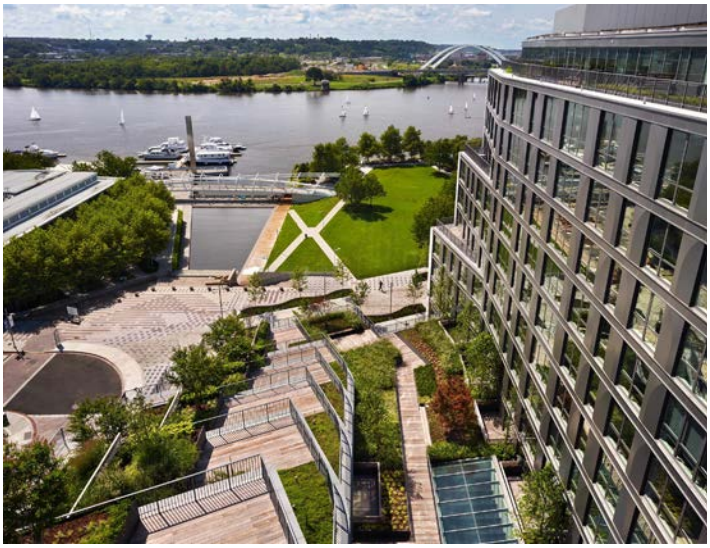
- River and creek views from as many buildings as possible.
- Managing building forms and massing to be respectful of the context of the surrounding buildings and of the pedestrian environment by stepping buildings up from the river and defining height zones to allow views around, over and through the architecture.
- Respect the scale of the context in which development occurs.
- Encourage activation of the waterfronts by treating them similarly to street fronts, particularly in terms of transparency and building entrances.

The code provides specific criteria regarding permitted height and access views with parcels adjacent to the river. The purpose of the Riverfront Zones, is to protect pedestrian scale along the waterfront and provide for spacing horizontally through corridors to promote the views of and access to the river. Because the land generally slopes down to the river, attention must be paid to the views to the river from a higher elevation as one's vantage point recedes from the river.

With the goal of encouraging narrower buildings and greater open space adjacent to View and Access Corridors, an additional volume bonus is also available when an applicant provides additional open space as outlined in Sec. 656.361.6.2.H.









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



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

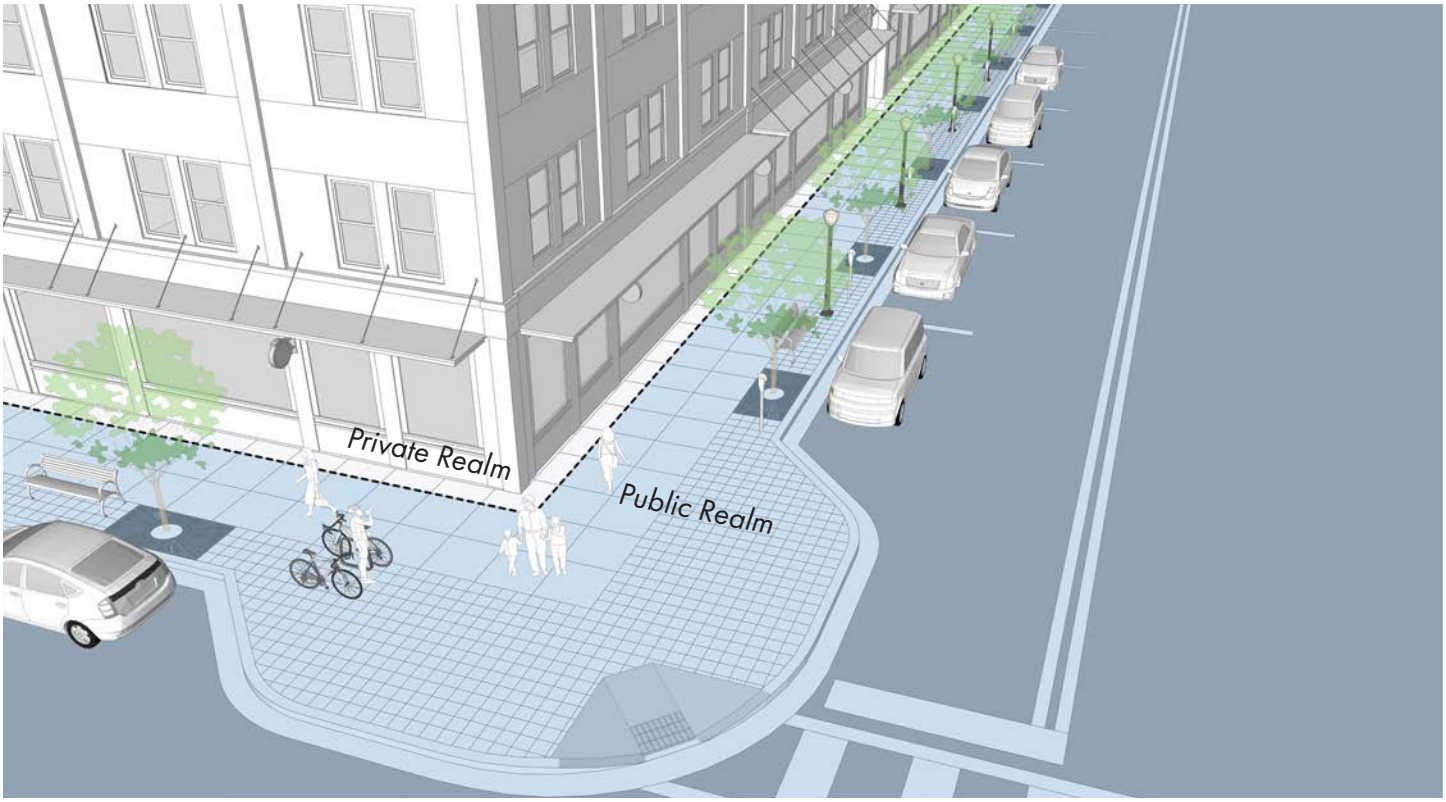
Public Realm Standards

The following section provides for flexibility in designing the Pedestrian Zone area, recognizing the city has a range of Right-of-way dimensions within the Districts. It is encouraged to design development that engages with the Pedestrian Zone. The most successful, vibrant, downtowns provide premier streetscapes that encourage walking, providing protection from the elements and giving enough space for people to feel comfortable walking an area. Applicants are encouraged to create streetscapes that respect the district they are developing in and support walking as described in the section "Walkability 101" of this guidebook.

1. **Functional Zones and Areas, Zoning Code Reference:** Sec. 656.361.6.3.A &B. The Public Realm includes the Pedestrian Zone and the Vehicular Zone. The Pedestrian Zone Requirements are intended to promote a more walkable downtown by improving pedestrian comfort, safety and convenience. The Pedestrian Zone is further divided into three functional areas:

The Pedestrian Zone is comprised of three distinct areas:
1. Amenity, provides an area for street furnishings, trees, lighting
2. Pedestrian, provides an area for safe movement of pedestrians by a sidewalk
3. Frontage, provides an area for outdoor seating, door openings, outdoor display (when permitted)

Vehicular Zone is comprised of:
1. On-street parking, when available, provides parking for the area
2. Bicycle lanes, provides a safe designated area for cyclist
3. Vehicular lanes, provide movement for vehicles





Do - Provide sidewalks that are walkable and accommodate a variety of uses.

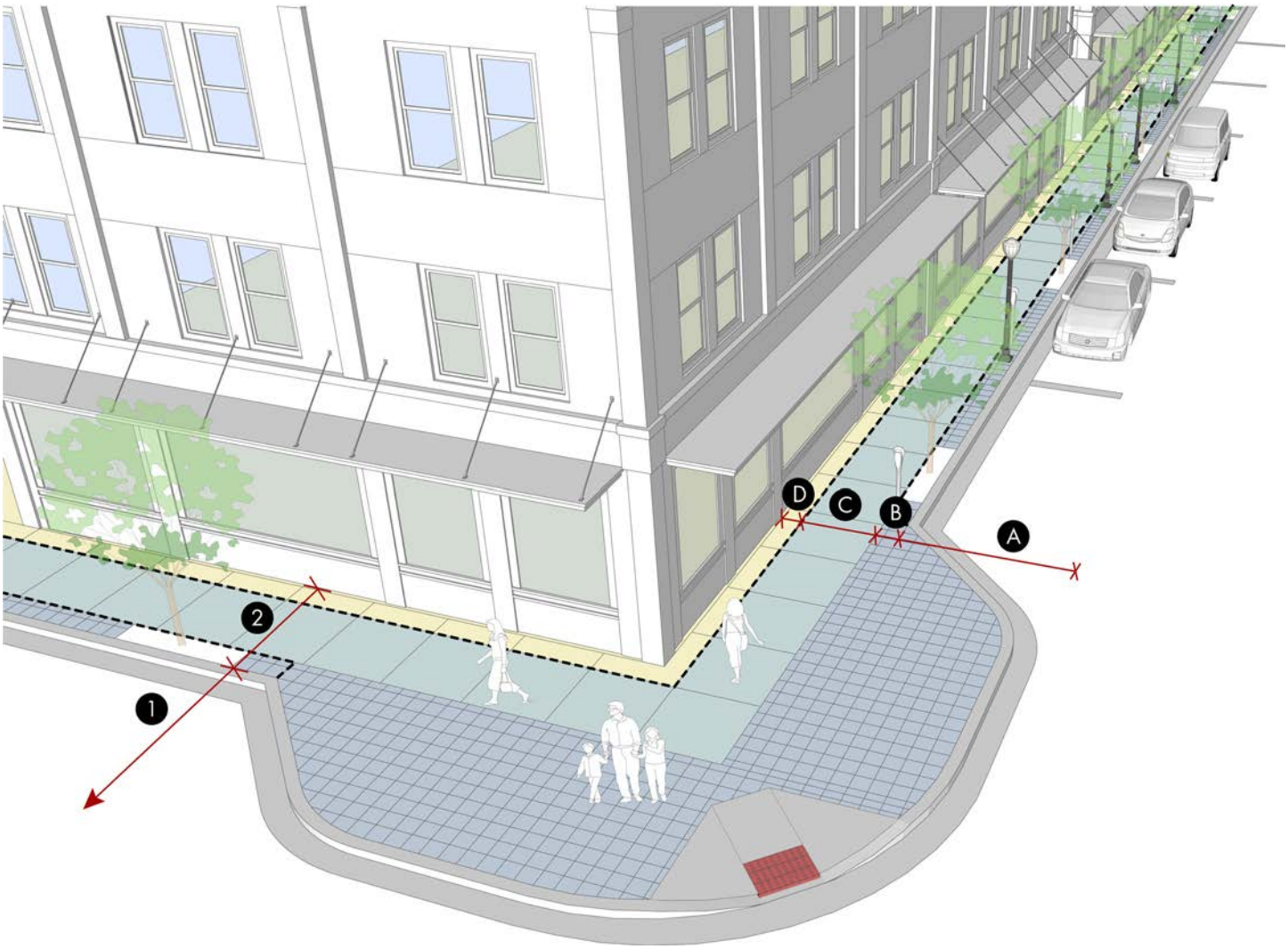


Do Not - Create unpleasant streetscapes that lack shade and street furnishings.

2. Constrained ROW with On-Street Parking , Zoning Code

Reference: Sec. 656.361.6.3.A

There are conditions in Downtown Jacksonville that could be constrained. The priority is the Pedestrian Zone and every effort should be made to meet the Code standards. The priority is pedestrian safety and comfortability within the downtown.



		Standard
1	Vehicular Zone	
2	Pedestrian Zone	
A	Parking/Bulb Out	7′
	Canopy Tree Spacing	40′ On-Center
B	Amenity Area	1.5′
C	Pedestrian Area	5′
D	Frontage Area	1.5′







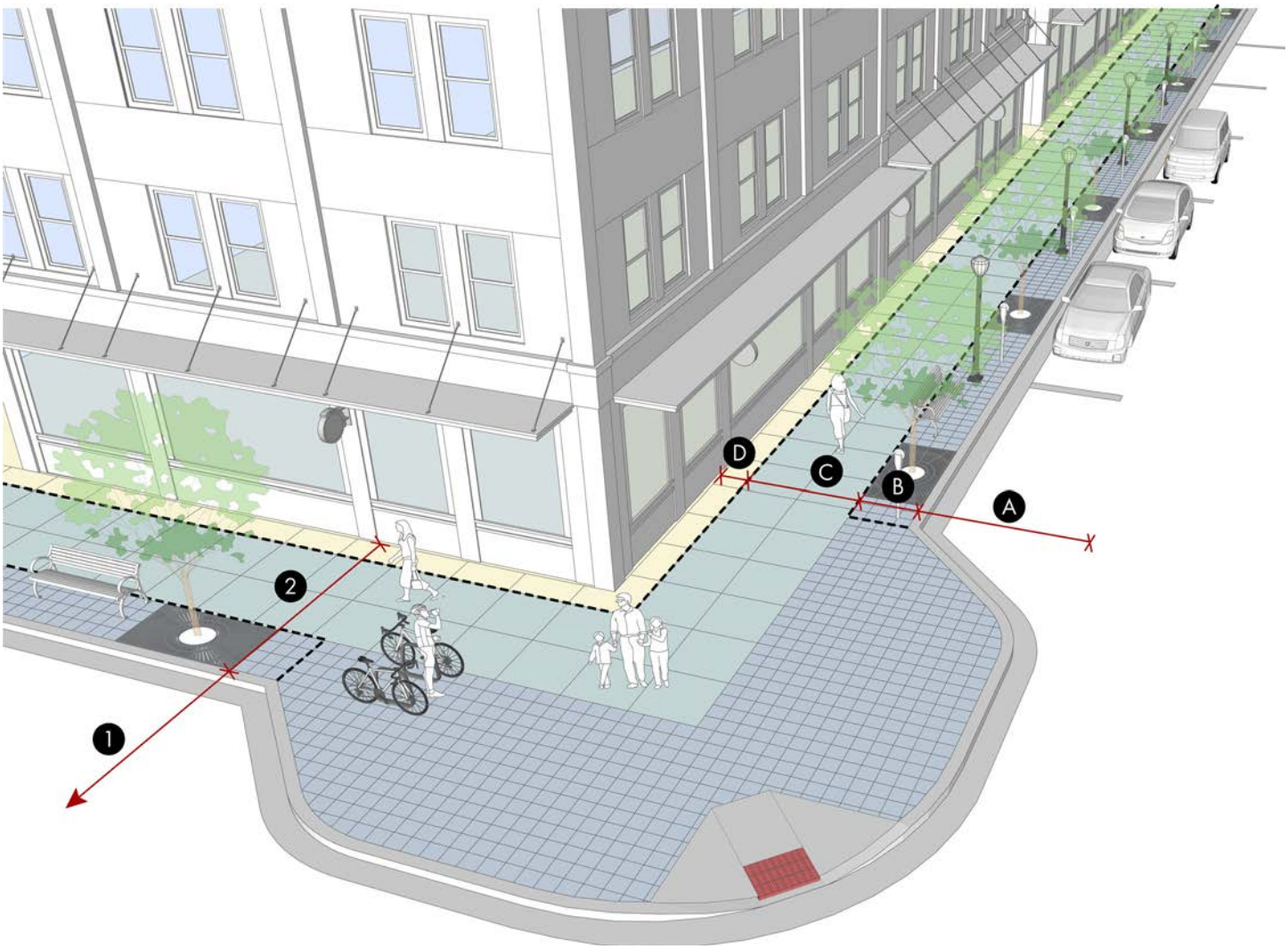
Do - Provide shade trees and furnishings. Bulb outs can be used to ensure shade coverage is met.





Do Not - Lack of trees or no furnishings.

3. 14′ Minimum Pedestrian Zone, Zoning Code Reference: Sec. 656.361.6.3.A
Understanding the constraints of the current downtown, it is highly encouraged for development to provide a wider pedestrian area while maintaining the minimum amenity area to ensure shade.



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











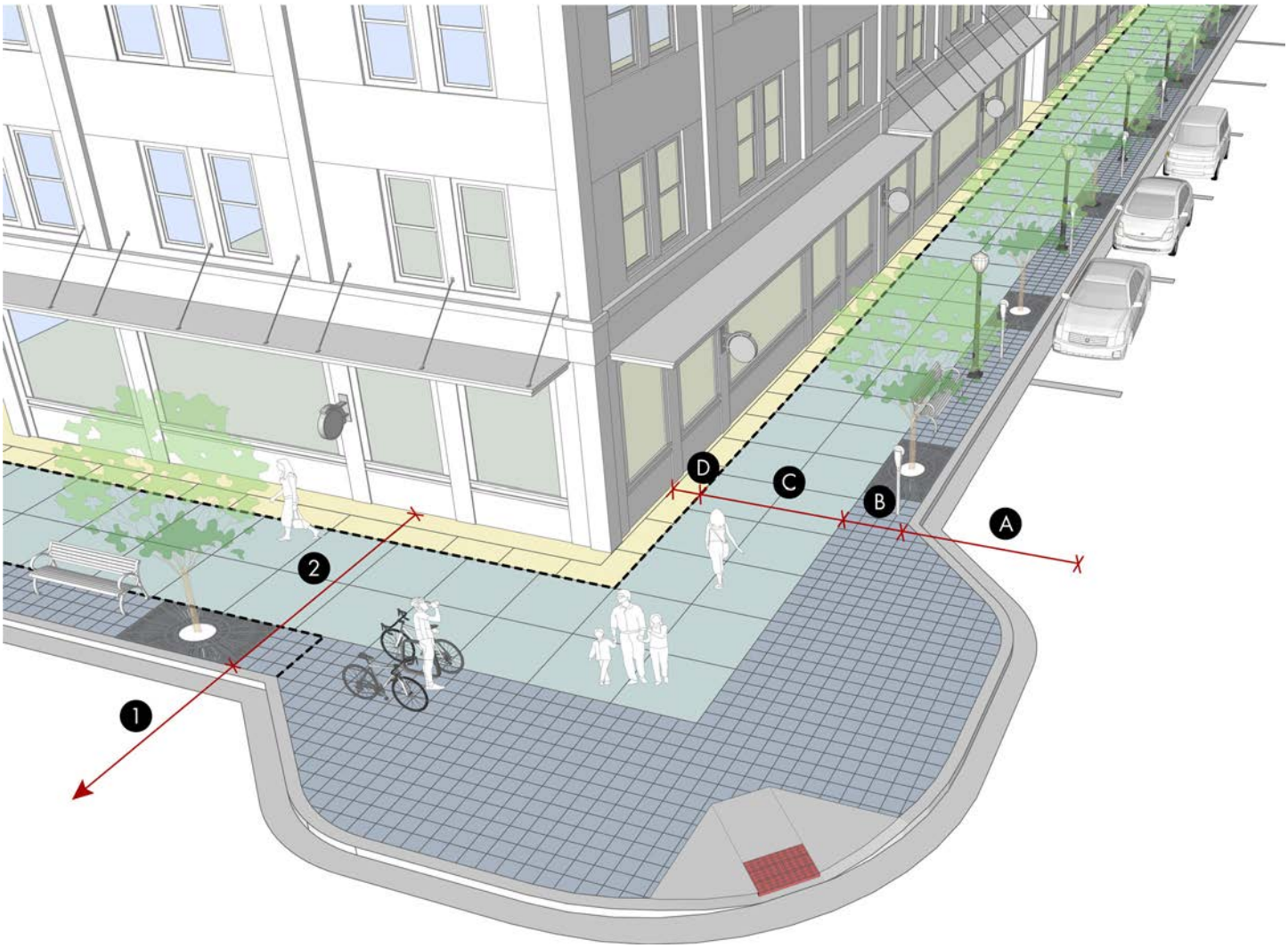
Do - Wide sidewalks with plenty of shade and street furnishings.



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

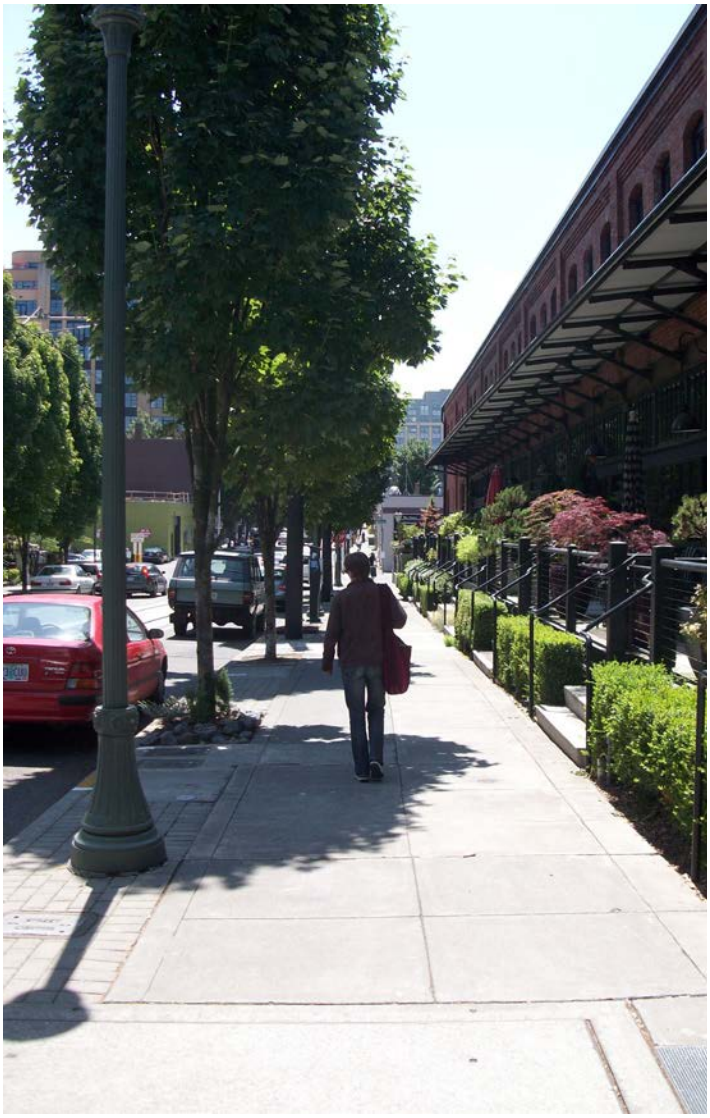
4. 16′ Minimum Pedestrian Zone, On Street Parking, Zoning Code Reference: Sec. 656.361.6.3.A

When on street parking is proposed or existing, the required trees are placed in a bulb-out condition providing a larger pedestrian area of a 10′.



		Standard
1	Vehicular Zone	
2	Pedestrian Zone	
A	Parking/Bulb Out	7′
	Canopy Tree Spacing	40′ On-Center
B	Amenity Area	4′
C	Pedestrian Area	10′
D	Frontage Area	2′





Do - Wide sidewalks with shade and furnishing create a comfortable pedestrian experience.

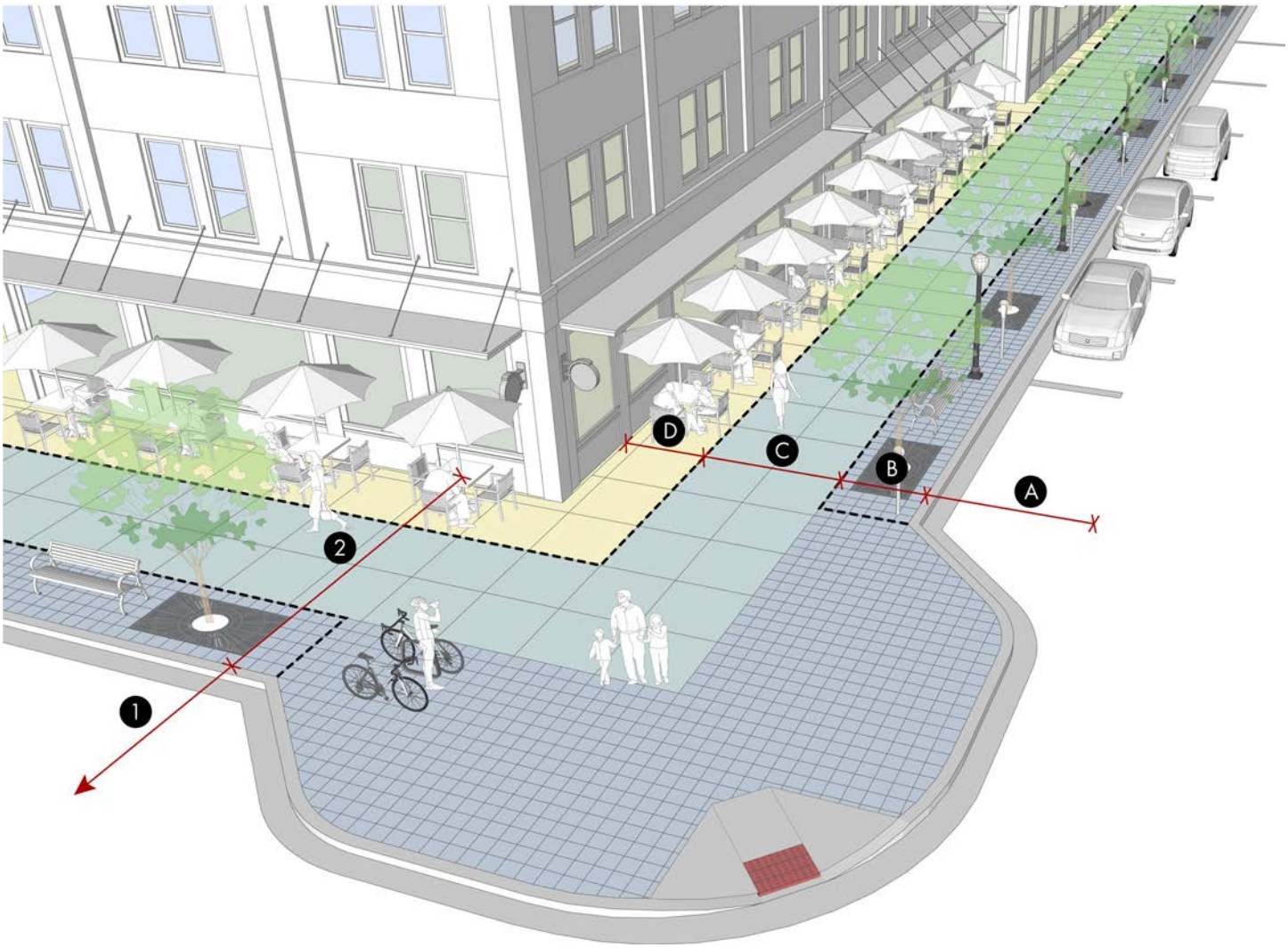


Do Not - Lack of shade and furnishings.

5. 22′ Minimum Pedestrian Zone, Outdoor Seating Zoning Code

Reference: Sec. 656.361.6.3.A

When street ROW have a larger area for streetscape, an applicant can provide outdoor seating when the pedestrian area is a minimum of 10′, the recommendation for an optimal width is 14′ which allows comfortability for people to move in both directions along the pedestrian area.

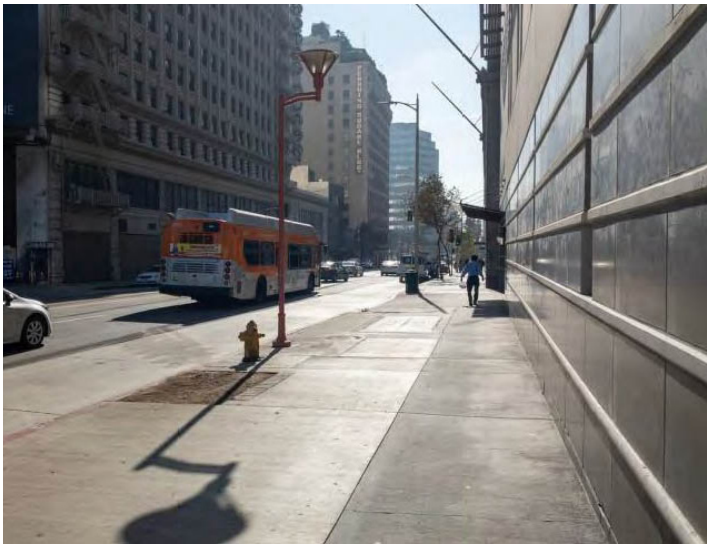


		Standard
1	Vehicular Zone	
2	Pedestrian Zone	
A	Parking	8′
	Canopy Tree Spacing	x′ On-Center
B	Amenity Area	6′
C	Pedestrian Area	10′
D	Frontage Area	6′ (with outdoor seating)



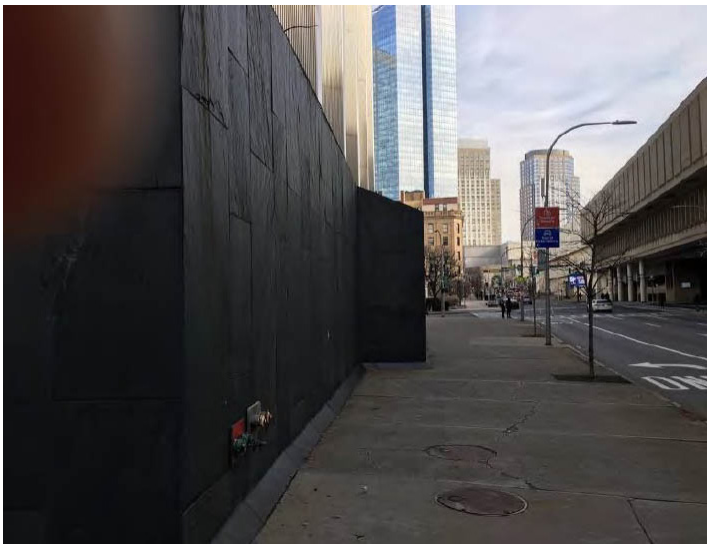








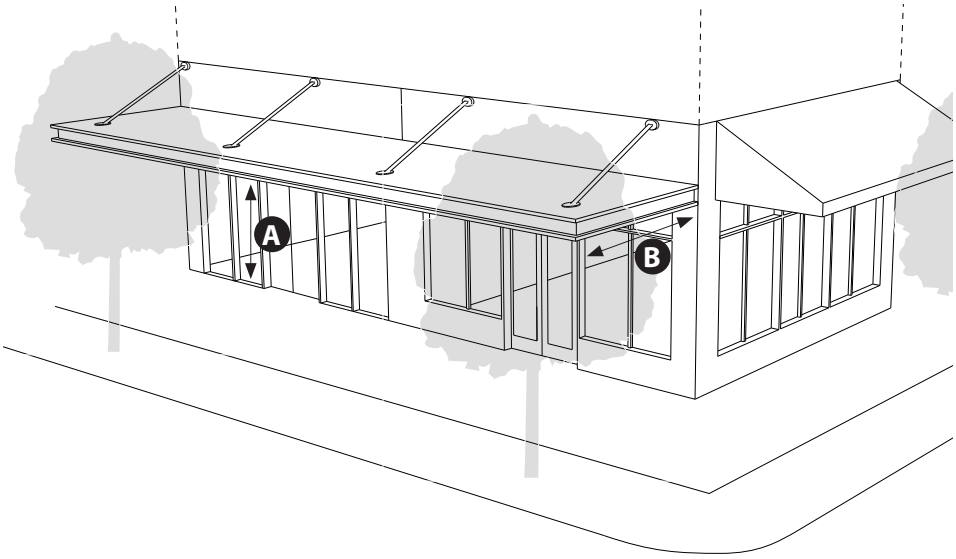
Do - Wide sidewalks with lively storefronts and outdoor restaurants seating creates attractive pedestrian realms.

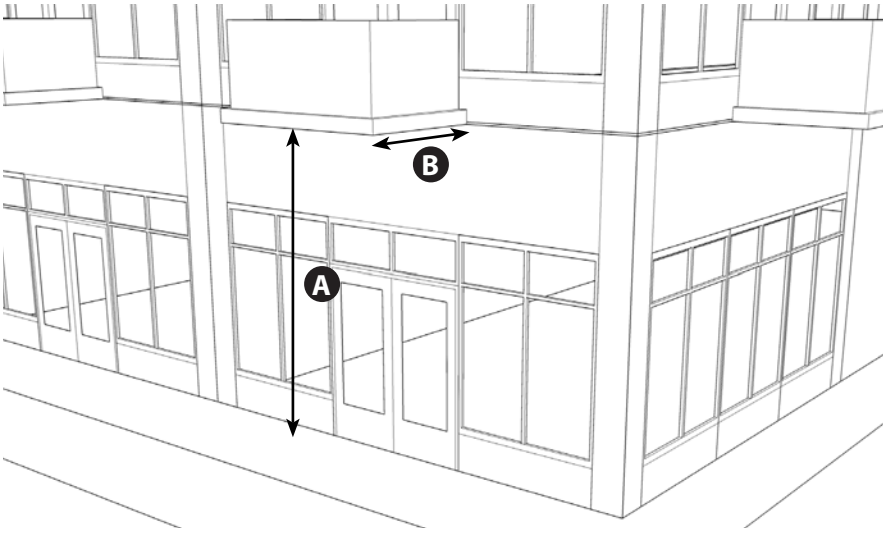


Do Not - Lack of street trees, furnishings and blank street walls create an unfriendly pedestrian environment.

Pedestrian Protection from the Elements, Zoning Code Reference: Sec. 656.361.6.2.C.

In the urban environment and our climate, it is essential to provide pedestrians with protection from sun and rain. Building designs should incorporate features that provide pedestrian shelter from the elements to the greatest extent possible. The pedestrian zone requires a minimum of 40% of the zone to be shaded which can be provided in the form of structures such as overhangs, canopies and awnings, or from shade trees on-site or in the Streetscape. Sec. 656.361.6.3.C



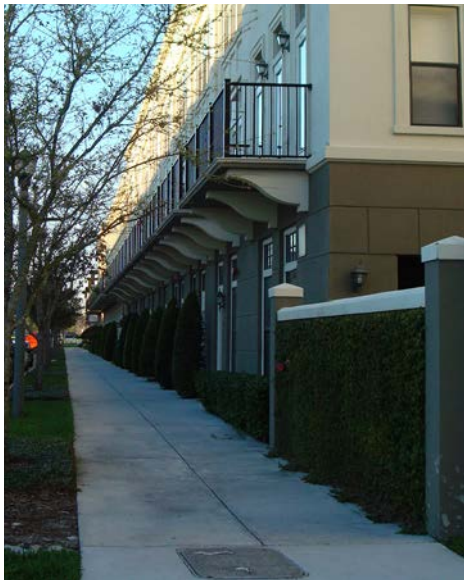


		Standard
A	Height	
	Awnings, Marquees, Canopies	8′
	Balconies	10′
B	Building Projections	8′, 20′ max


dakota
JAZZ CLUB & RESTAURANT
PATIO IS OPEN







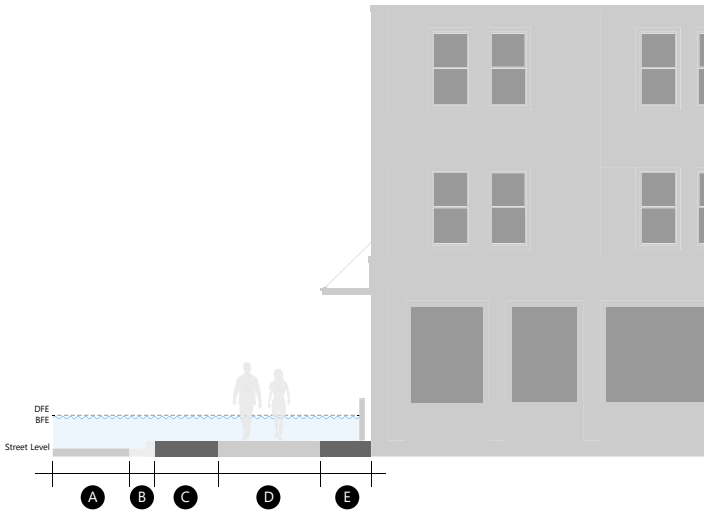






Resiliency Planning

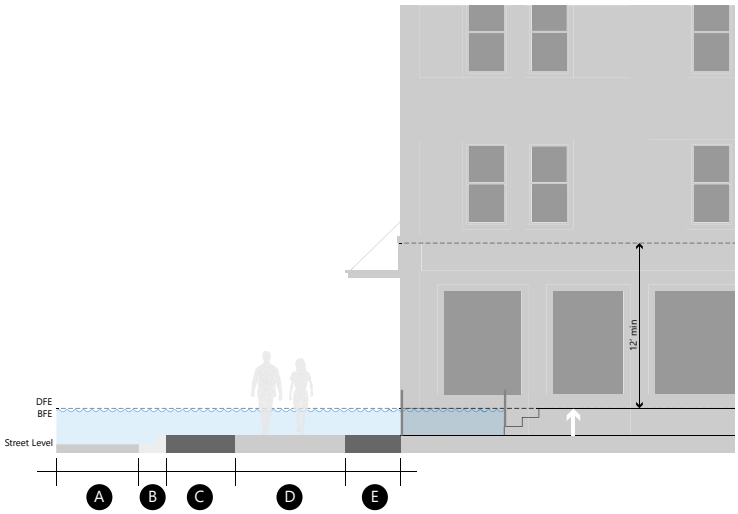
Active streetscapes along retail corridors are key to their economic vitality. Continuous streetscape with active frontages encourages "eyes on the street". Building elements such as windows and doors are proportional to the human scale, are recognizable to the passer-by and create a sense of security and comfort and make streets safe and comfortable for walking. While adhering to new flood regulations can present obstacles to maintaining active ground floors, there are a number of ways property owners can still provide transparency and activity at the ground level. There are three design options recommended for development that is within a Flood Zone that should be evaluated when Resiliency Planning is required.



Dry Flood Proofing

Dry flood proofing can help keep retail and other active uses closer to the sidewalk level, preserving a familiar streetscape and a stronger physical and visual connection to the public realm.

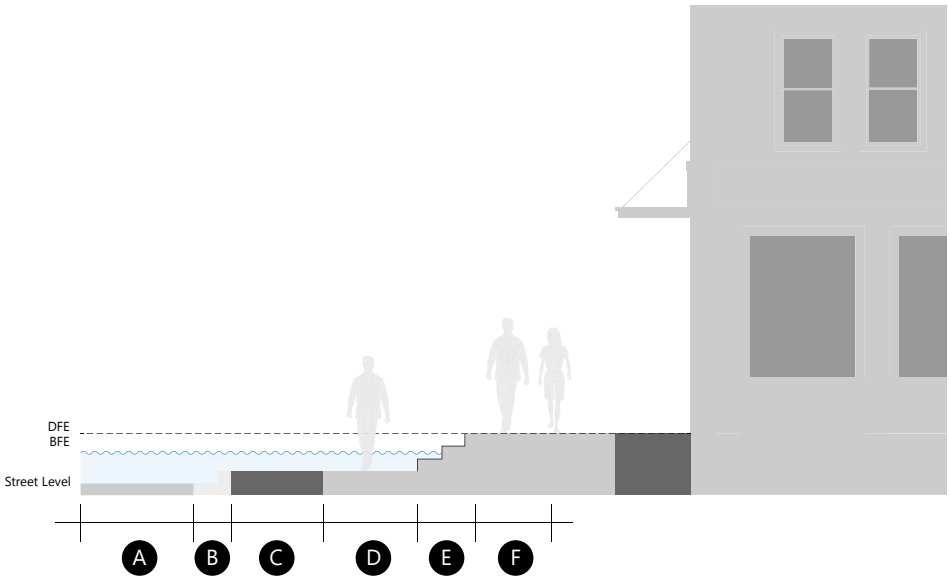
Dry flood proofing, where feasible, can bring entrances and retail floor space down to the pedestrian level. Some degree of dry flood proofing can also minimize the degree to which buildings must be elevated.



Preserve Streetwall Alignment

Planning for future street elevations can help make it easier to retrofit commercial spaces for the moment when streets are elevated.

	Dry Flood Proofing and Preserving Street
A	Travelway or Parking Space
B	Activity Area
C	Pedestrian Area
D	Frontage Area

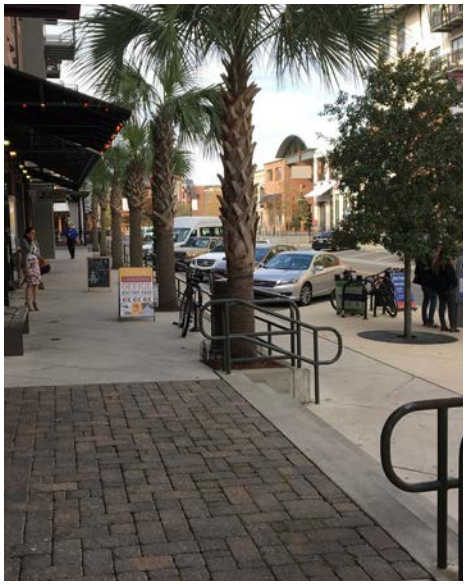


Grade Separated Sidewalk can be another alternative for flooding. Two pedestrian areas are provide (C & D). A minimum pedestrian walkway should be in C, while a larger walkway in D. The amenity area may be located at grade or the elevated portion of the Pedestrian Zone.

	Dry Flood Proofing and Preserving Street
A	Travelway or Parking Space
B	Activity Area
C	Pedestrian Area
D	Grade Separation
E	Pedestrian Area
F	Frontage Area







Lighting

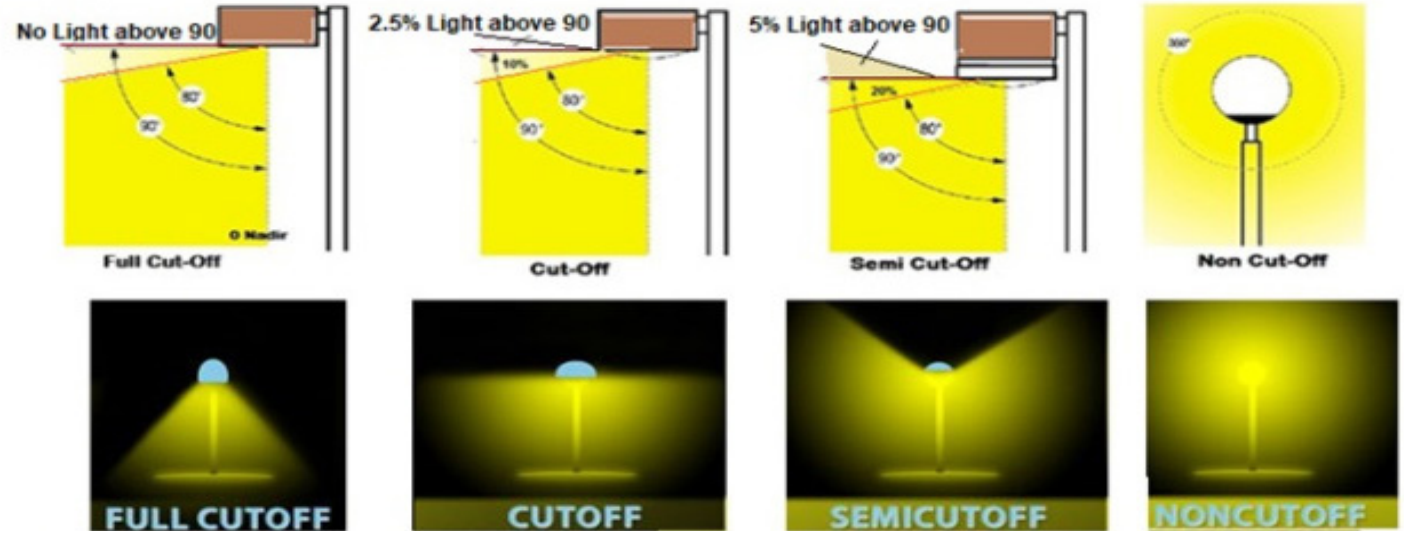
The following lighting standards, that provide metrics in these sections on lighting, utilized Illuminating Engineering Society's (IES) research of typical industry standards for urban and downtown developments that support walkability.

Maximum Illumination Levels

Except for street lighting, all exterior lighting and indoor lighting visible from outside should be designed and located so that the maximum illumination measured at ground level at a lot line is zero foot-candles.

Full Cut-Off Fixtures Required

Except for street lights, all exterior luminaries, including security lighting, should be full cut-off fixtures that are directed downward, consistent with Full Cut-off Fixtures. Lighting should not be directed above a horizontal plane through the lighting fixture.









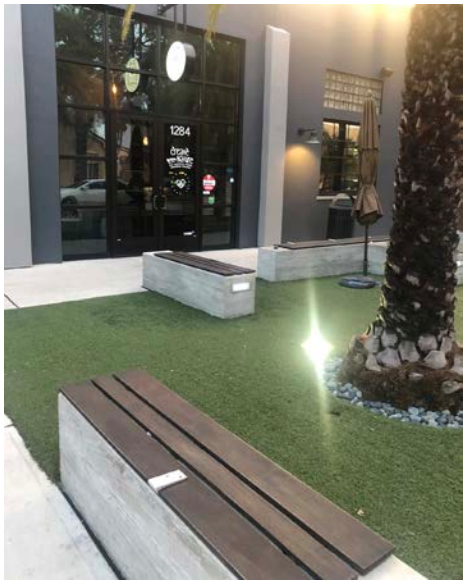
Pedestrian Area Lighting

Light fixtures for sidewalks, walkways, trails, and bicycle paths, outside of vehicular surface areas (parking lots), except for pedestrian bollard lamps, should comply with the following standards:

- Provide at least 0.8 foot-candles of illumination, but not exceed 2.0 foot-candles;
- Have a maximum height of 15 feet; and
- Be placed a maximum of 100 feet apart.
- Any pedestrian bollard lamps should be mounted no higher than four feet above grade and should not exceed 900 lumens for any single lamp.











Wall Pack Lights

Wall packs on the exterior of the building should be fully shielded (e.g., true cut-off type bulb or light source not visible from off-site) to direct the light vertically downward and should not exceed 1,600 lumens for any single fixture.

Decorative and Landscape Lighting

Outdoor light fixtures used for decorative effects should comply with the following standards:

- Decorative lighting intended to enhance the appearance of a building and/or landscaping should cast all light downward (rather than upward) against the building surface or onto a landscape feature.
- Decorative lighting fixtures should not exceed 1,600 lumens for any single fixture.

Canopy, Awning Lighting

Areas under a canopy should be designed so as not to create glare off-site. Acceptable methods to address this include one or both of the following:

- A recessed fixture incorporating a lens cover that is either recessed or flush with the bottom surface (ceiling) of the canopy that provides a full cutoff or fully-shielded light distribution; or
- A surface mounted fixture incorporating a flat glass that provides a full cutoff or fully-shielded light distribution.
- No unshielded light source should be visible from the edge of the public right-of-way at a height of three feet.

Sign Lighting

Signs should be lighted in accordance with the standards provided above in Decorative and Landscape Lighting Standards, and the following:

- Any external lighting used to illuminate signs should be shielded so that the light source (light bulb) cannot be seen from abutting roads or properties.
- Sign lighting should not be designed or located to cause confusion with traffic lights.
- Illumination of signs by floodlights or spotlights is permissible if none of the light emitted shines directly onto an adjoining property or into the eyes of the motorist using or entering public streets.
- Illuminated signs should have luminance no greater than 300 foot-candles as measured one foot from the sign.
- Illuminated signs should not have lighting mechanisms that project more than 18 inches perpendicularly from any surface.
- Illumination of signs should be constant in intensity and color and should not consist of flashing, animated, or changing lights.







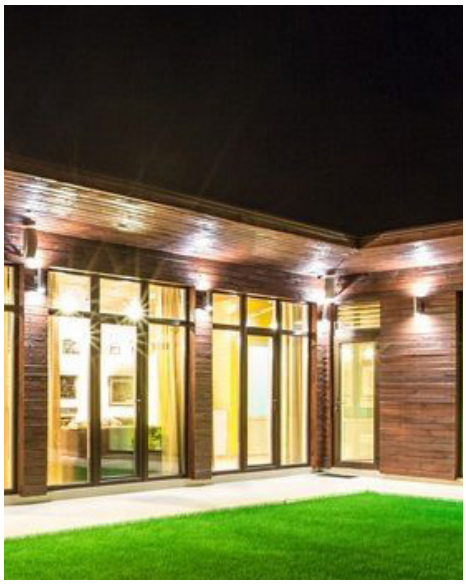



POST
OFFICE
PIES
WOOD FIRED PIZZA
AVONDALE | ALABAMA


VICTORIA JEWELERS


BACCO





1.4 DISTRICT SPECIFIC STANDARDS

A goal that is maintained as a priority in redevelopment and new development for the overall Downtown is to design projects, spaces and places through the lens of a pedestrian while providing access and views to the river with the intent to tie all the neighborhoods/districts together by design.

The City recognizes, each district has unique characteristics that should be reflected in the architecture, the mass & scale, pedestrian design and how public and private spaces reflect and support each area.





District Overview

A goal that is maintained as a priority in redevelopment and new development for the overall Downtown is to design projects, spaces and places through the lens of a pedestrian while providing access and views to the river with the intent to tie all the neighborhoods/districts together by design.

The City recognizes, each district has unique characteristics that should be reflected in the architecture, the mass & scale, pedestrian design and how public and private spaces reflect and support each area.

The City's Downtown Overlay Zone, Section 656.361 provides dimensional requirements, permitted uses and design criteria that supports an overall design intent for the Downtown. Flexibility in the design and uniqueness, by district, is further established in the Design Guidebook.

Each project will be reviewed with a desire to meet the design intent and character of that specific district by reviewing a development submittal that addresses the following categories:

1. **Form and Scale of the Buildings**, with a review of how the Site Design supports the overall intent of the district by maintaining an overall form within the neighborhood by scale and height.
2. **Design**, through architecture and landscape the design complements the specific District.
3. **Open Spaces/Art**, the function and design of art should be reflective of the area the space and art is provided.
4. **Overall Branding of the District**, this will support the streetscape designs and overall landscape palate choice, by district.
5. **River Connections**, are met by creating spaces to support the view of the river, access and/or corridors leading to or adjacent to the river. Projects that are not in close proximity to the river should also consider, through designing spaces, places and art that reflect being part of a Downtown Riverfront Area.

As part of the development review submittal package, applicants must demonstrate that the development/project supports each category as described. Alternative design concepts may be considered if the intent of each category is met and outlined as to how the project is meeting the character of the district.



Brooklyn



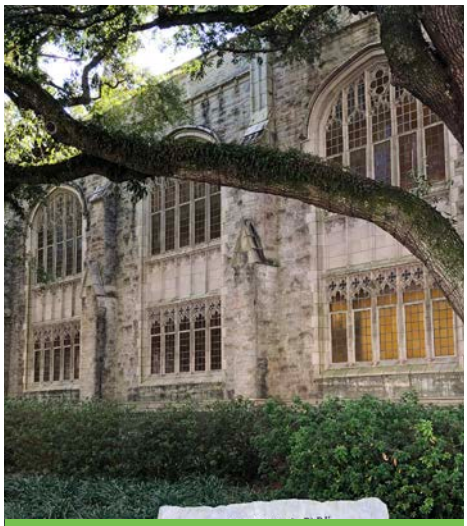
La Villa



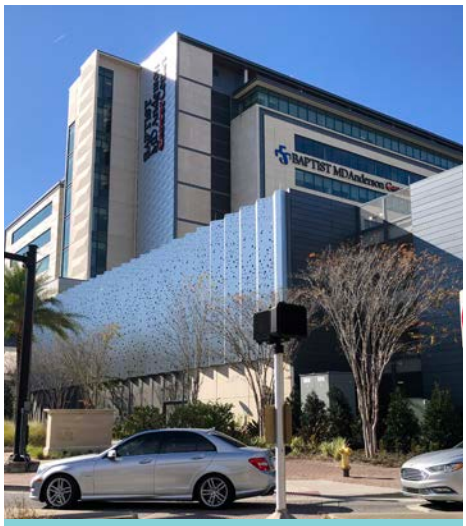
Districts Map



City Center

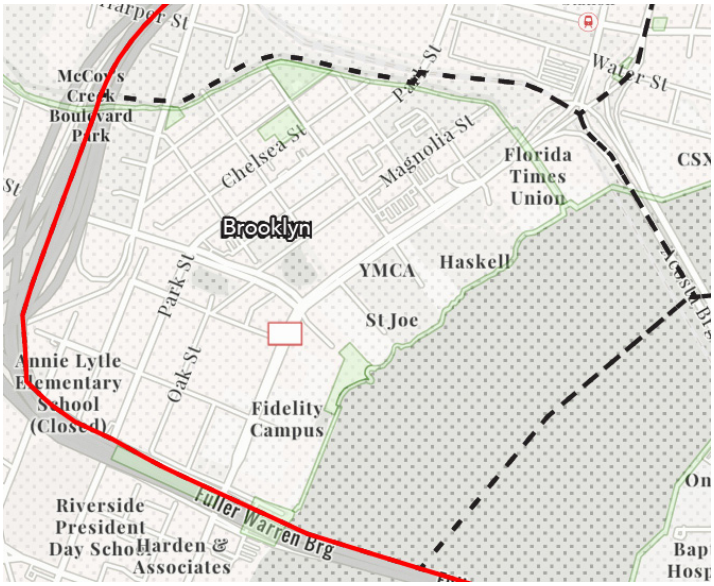


Cathedral Hill

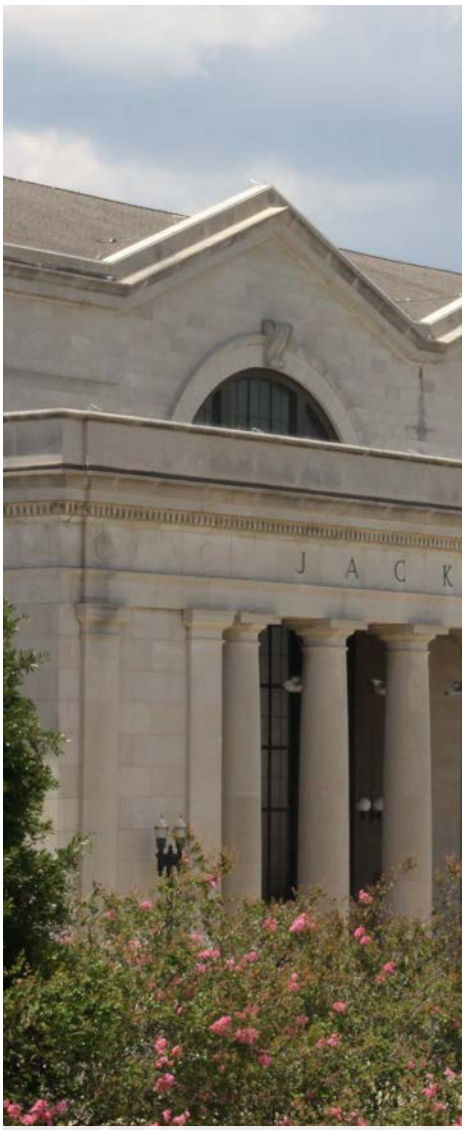


South Bank

Brooklyn



1. **Form and Scale of the Buildings**.
   Focused on creating a mixed-use urban neighborhood, with moderate densities of residences served by various scales and types of shops and restaurants. Depending on the use, buildings should promote activity on a street level that blurs the lines from the private development to the sidewalk.
   a. East of Chelsea Street to river (East Side), unlimited height mirrors the style of the City Center.
   b. West of Chelsea Street (West Side) reflects the neighborhood character similar to LaVilla and should respect the smaller scale surrounding development and preserve historic building design.
2. **Design**.
   a. East side, reflective of City Center with a range of development that lends itself to a downtown center with the intent to activate the street through uses and design that has a modern/contemporary vibe.
   b. West side, neighborhood style development that respects the mid-size and mid-scale development that provides a link to LaVilla with respect to the materials and design of the historical elements of the District.
3. **Open Spaces/Art**
   Depending on the area being developed, the art and open space should be reflective of the context. If developing in the more traditional downtown (city center) bold art and meeting spaces should be designed to meet a variety of needs while the west side provides smaller scale meeting/open spaces that provides links and connections to open space that is existing or planned in the adjacent districts.



Design



Open Spaces/Art



Form and Scale of the Buildings



Design



Form and Scale of the Buildings

4. Overall Branding of the District.
Brooklyn should be characterized by modern design. Stainless steel and other metals combined with clean lines are recommended for signage. Minimalism is integral to the modern style. Bold accent colors, few additional details, and strong contrast.

5. River Connections
The design and access to the river should be maximized by providing a variety of public and private spaces to support the view of the river, access and/or corridors leading to or adjacent to the river as part of any development within this district. Creative approaches to views of the river should be designed with the overall branding intent of the district.


Branding


Branding


Branding

Primary Colors

Secondary Colors

Approved Landscape Palette



Canopy Tree: High Rise Live Oak
Quercus virginiana 'Highrise'



Canopy Tree: Little Gem Magnolia
Magnolia grandiflora 'Little Gem'



Accent Plants: Pineapple-Guava Shrub
Acca sellowiana



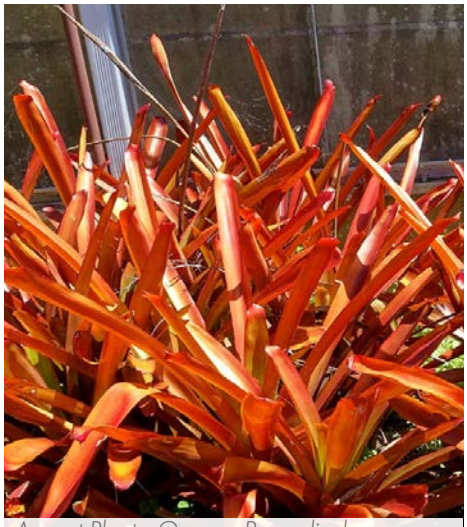
Accent Plants: Flatwood Plum
Prunus umbellata



Accent Plants: Split Leaf Philodendron
Thaumatophyllum bipinnatifidum



Accent Plants: Blue False Indgio
Baptisia australis



Accent Plants: Orange Bromeliad
Aechmea blanchetiana 'Orange'

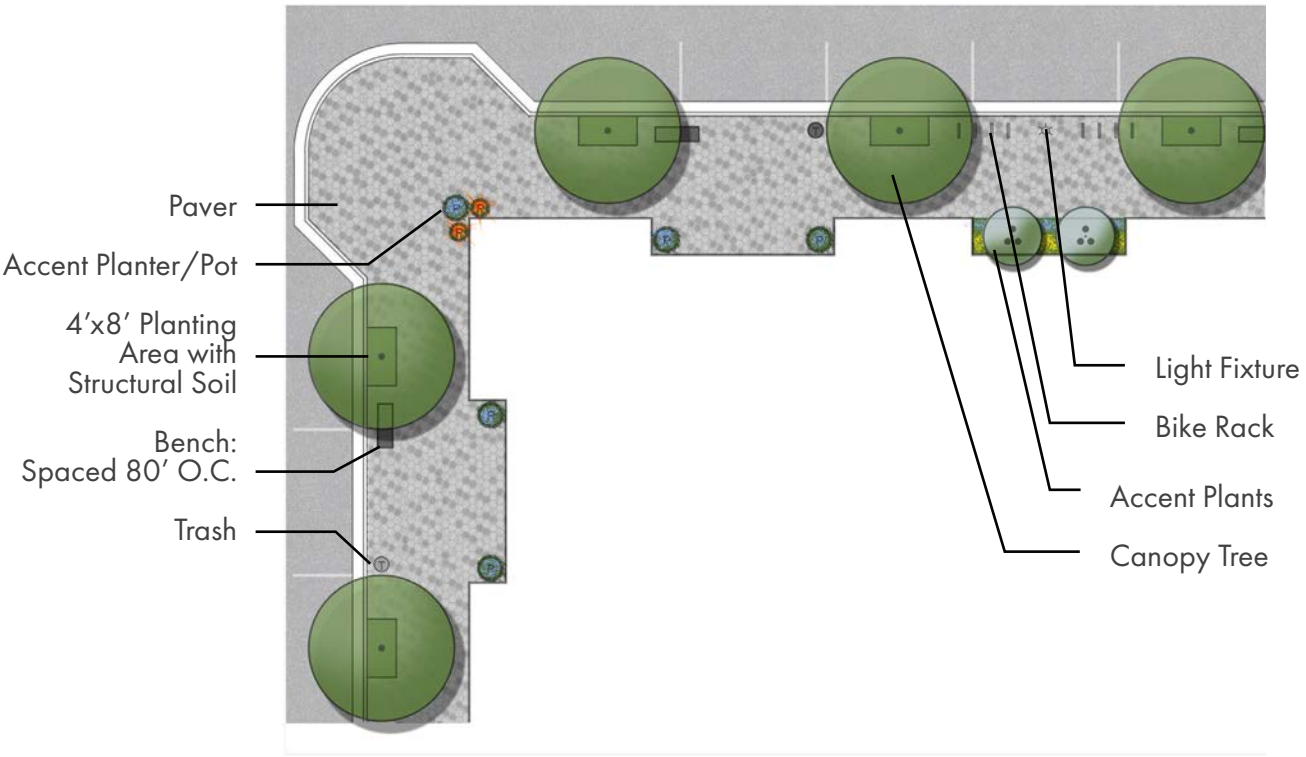


Accent Plants: Evolvulus Blue Daze
Evolvulus glomeratus



Accent Plants: Gold Lantana
Lantana camara 'New Gold'

Brooklyn
Typical Streetscape Layout



Paving



Lighting





Lighting Fixture



Bench



Bike Rack



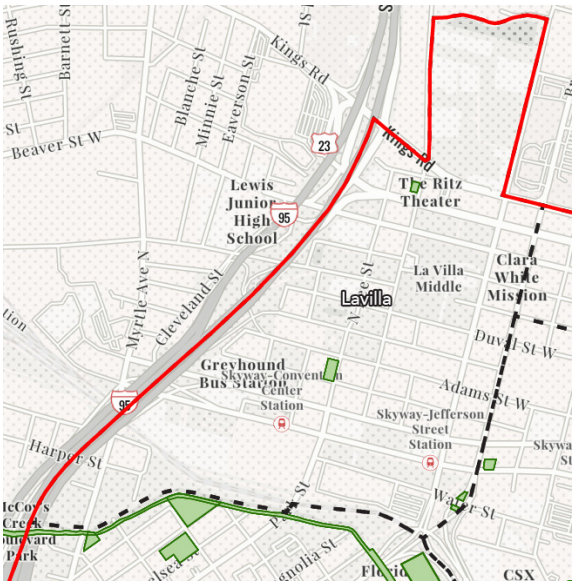
Trash Receptacle



Planter Pots

Paving	Manufacturer	Product	Finish	Color
Pavers	Wasau	8x8 H Series	Galaxy	HGL-15
Lighting	**Manufacturer**	**Product**	**Finish**	**Color**
Lighting Fixture	Lumec by Signify	UrbanScape MPTC Post Top	Textured	Silver
Furnishings	**Manufacturer**	**Product**	**Model**	**Color**
Bench	Landscape Forms	Stay	Backed	Silver
Bike Rack	Landscape Forms	Bola Bike Rack	Metallic	Silver or Ocean
Trash/Recycle	Landscape Forms	Petoskey	Side-open	Silver
Planter Pots	Teak Warehouse	Concrete Planters	Jimbo (3 Sizes)	Natural Gray

LaVilla



1. **Form and Scale of the Buildings**
   The highest priority for the district is to respect the neighborhood context while providing a mix of horizontal and vertical uses. A variety of building types such as townhomes, multiplex and live/work units would provide a broader spectrum of households to LaVilla. Areas that are more conducive to non-residential should create mixed use building types with retail focus that has opportunities to activate existing park spaces.
2. **Design**
   Building design at street level should incorporate elements that reflect a human scale. Building with entrances and many windows on the street both frame the space and activate the streets.
3. **Open Spaces/Art**
   Integrate art and open space that connects the history of the district to the neighborhood context by providing public plaza's, small parks and art that tells and or supports the history of LaVilla.



Design



Form and Scale of the Buildings



Open Spaces/Art



Form and Scale of the Buildings



Design

4. Overall Branding of the District.
LaVilla should follow a traditional design style. Dark, finished wood, rich color palettes, with a variety of textures and curved, symmetrical lines. Inspired by 18th and 19th century designs. Layered in color and texture, this traditional style brings a sense of history and glamor.

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



Branding



Branding


Branding

Primary Colors

Secondary Colors

Approved Landscape Palette



Canopy Tree: High Rise Live Oak
Quercus virginiana 'Highrise'



Canopy Tree: Bald Cypress
Taxodium distichum



Accent Plants: Flatwood Plum
Prunus umbellata



Accent Plants: Thyrallis
Galphimia brasiliensis



Accent Plants: Bottle Brush Tree
Callistemon citrinus



Accent Plants: Firecracker Plant
Russelia equisetiformis



Accent Plants: Sweet Pepperbush
Clethra alnifolia



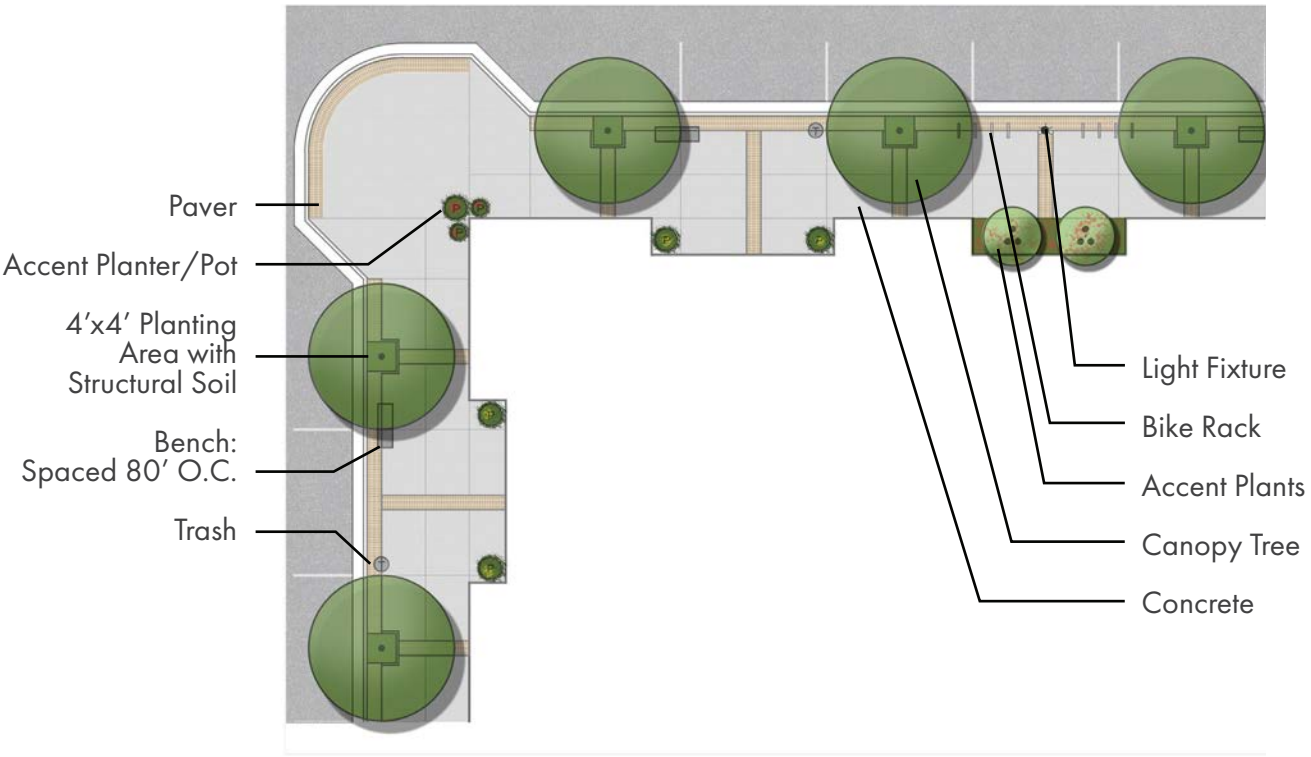
Accent Plants: Blanket FLower
Gaillardia aristata



Accent Plants: Giant Apostle Iris
Neomarica caerulea 'Regina'

LaVilla

Typical Streetscape Layout



Paving







Lighting



Bench



Bike Rack



Trash Receptacle

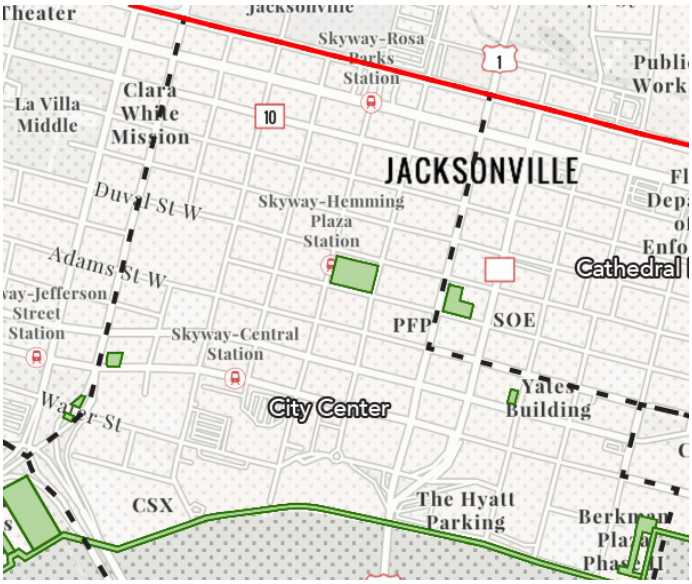


Planter Pots

Paving	Manufacturer	Product	Finish	Color
Pavers	Belgard	4x8 Holland Stone		Rio
Concrete Walk Area		Concrete Walk	Light Broom	Natural Gray
Lighting	**Manufacturer**	**Product**	**Finish**	**Color**
Lighting Fixture	JEA Lighting	Decorative Acorn/ Double Acorn	Powdercoat	Black
Furnishings	**Manufacturer**	**Product**	**Model**	**Color**
Bench	Landscape Forms	Gretchen	Backed with ornamental arms	Wood/Black*
Bike Rack	CycleSafe Vintage	Breton	Traffic Black Powder-Coat	Black*
Trash/Recycle	Landscape Forms	Gretchen	Side Open (23 Gal) Top Open (30 Gal)	Wood/Black*
Planter Pots	Landscape Forms	Plaza Planters	Wood (various sizes)	Ash*

**Alternate color permitted subject to DIA approval and provided it is within the identified color palette.*

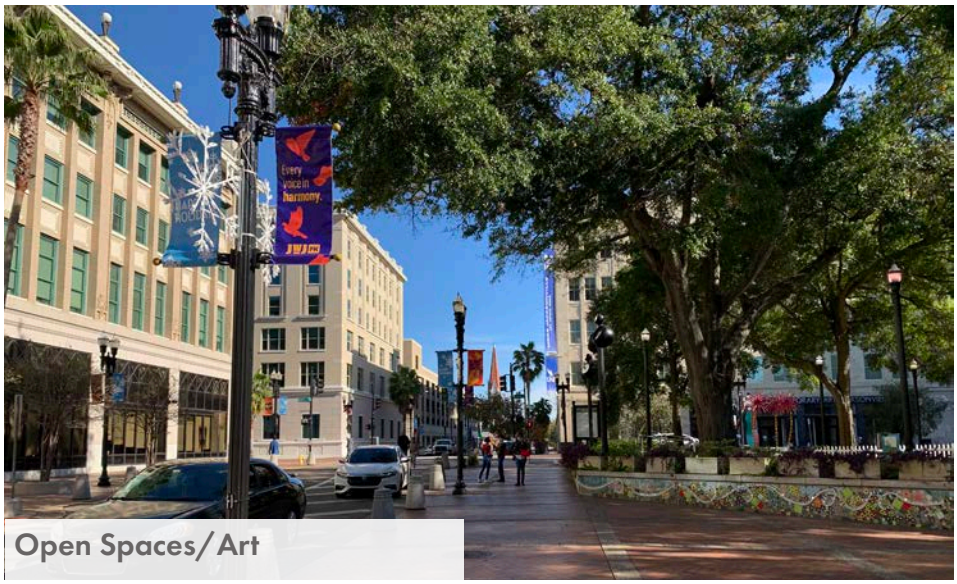
City Center



1. **Form and Scale of the Buildings**
   The form and scale reflect the core of a downtown with the most intensity from height to density.
2. **Design**
   Street level activation is a priority, buildings should be close to the street with outdoor seating that is supportive of a walkable area, providing a range of shade for the pedestrians moving throughout the district.
3. **Open Spaces/Art**
   Innovative, cutting edge art that is predominate in downtowns that lend to more eccentric. The open space and art are bold and have the potential to be national attractors. The art should serve as gateways into the district.



Open Spaces/Art



Open Spaces/Art



Form and Scale of the Buildings



Form and Scale of the Buildings



Open Spaces/Art



Open Spaces/Art

4. Overall Branding of the District

City Center designs should be simple and intentional to avoid disrupting the style of historic architecture. Avoid heavy use of curved lines or overly-elegant designs. Being the center of Downtown, it is essential that design choices incorporate styles of other neighborhoods while complimenting the current architectural design of Jacksonville buildings. Signage could be metal, concrete, or brick.

5. River Connections

The design and access to the river should be maximized by providing a variety of public and private spaces to support the view of the river, access and/or corridors leading to or adjacent to the river as part of any development within this district. Creative approaches to views of the river should be designed with the overall branding intent of the district.



Branding



Branding



Branding

Primary Colors

Secondary Colors

Approved Landscape Palette



Canopy Tree: High Rise Live Oak
Quercus virginiana 'Highrise'



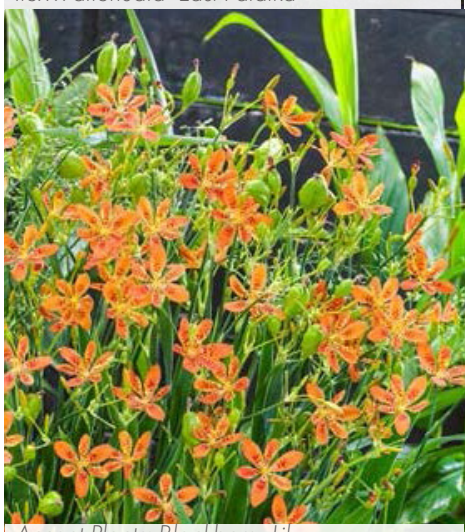
Canopy Tree: 'East Palatka' Holly
Ilex x attenuata 'East Palatka'



Accent Plants: Eastern Red Bug
Cercis canadensis



Accent Plants: Blue Hydrangea
Hydrangea macrophylla 'Nikko Blue'



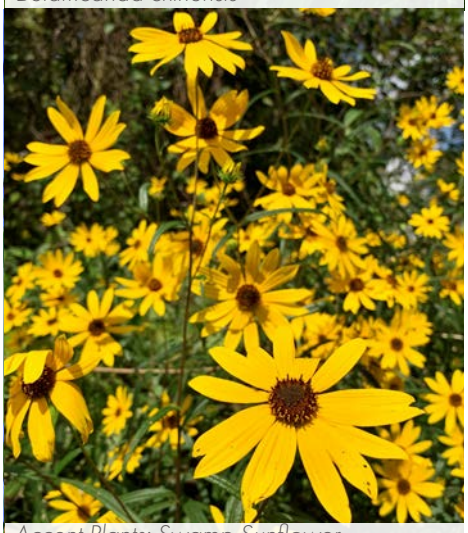
Accent Plants: Blackberry Lily
Belamcanda chinensis



Accent Plants: Firebush
Hamelia patens



Accent Plants: Coontie
Zamia integrifolia

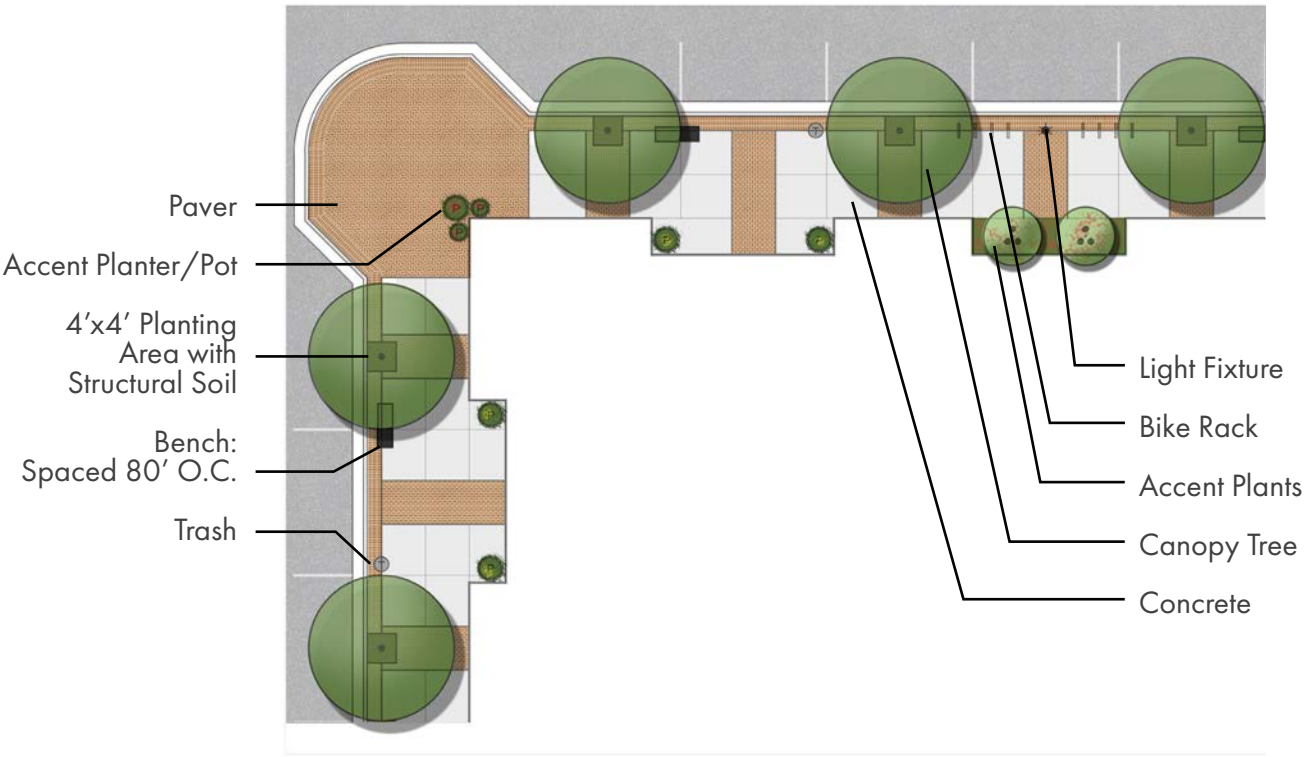


Accent Plants: Swamp Sunflower
Helianthus angustifolius



Accent Plants: Evolvulus Blue Daze
Evolvulus glomeratus

City Center
Typical Streetscape Layout



Paving







Lighting



Bench



Bike Rack



Trash Receptacle



Planter Pots

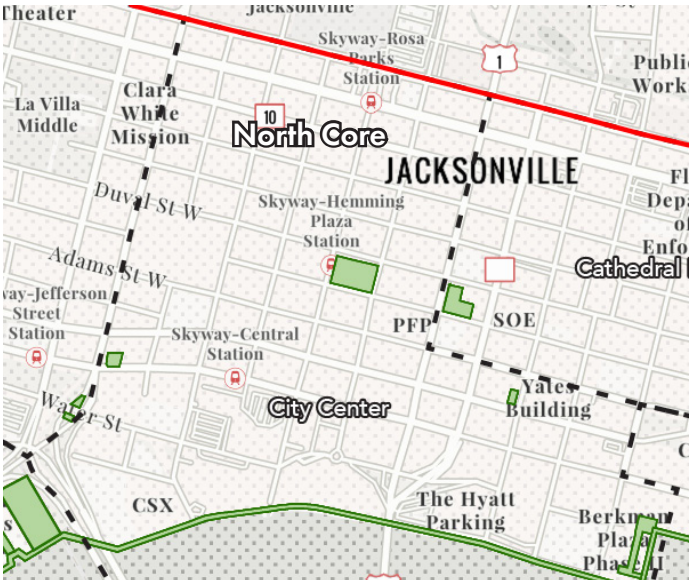


Tree Planters

Paving	Manufacturer	Product	Finish	Color
Pavers	Belgard	4x8 Holland Stone		Adobe
Concrete Walk Area		Concrete Walk	Light Broom	Natural Gray
Lighting	**Manufacturer**	**Product**	**Finish**	**Color**
Lighting Fixture	JEA Lighting	Decorative Acorn/ Double Acorn	Powdercoat	Black
Furnishings	**Manufacturer**	**Product**	**Model**	**Color**
Bench	Landscape Forms	Plainwell	Backed and Backless	Black
Bike Rack	Uline	Circle Bike Rack	Powder Coat	Black
Trash/Recycle	Landscape Forms	Plainwell	Side Open	Black
Planter Pots	Keystone Ridge	Midtown Planter(s)	22 Gal, 32 Gal, 38 Gal	Black
Tree Planter Pots*	Tournesol Siteworks	Wilshire Steel, Round Planter with Toe Kick	Powdercoat	Black

**To be used as major streetscape elements subject to the approval of DIA or Public Works with Traffic Engineering sign off. Alternative color permitted subject to DIA approval and provided it is within the identified color palette*

NorthCore

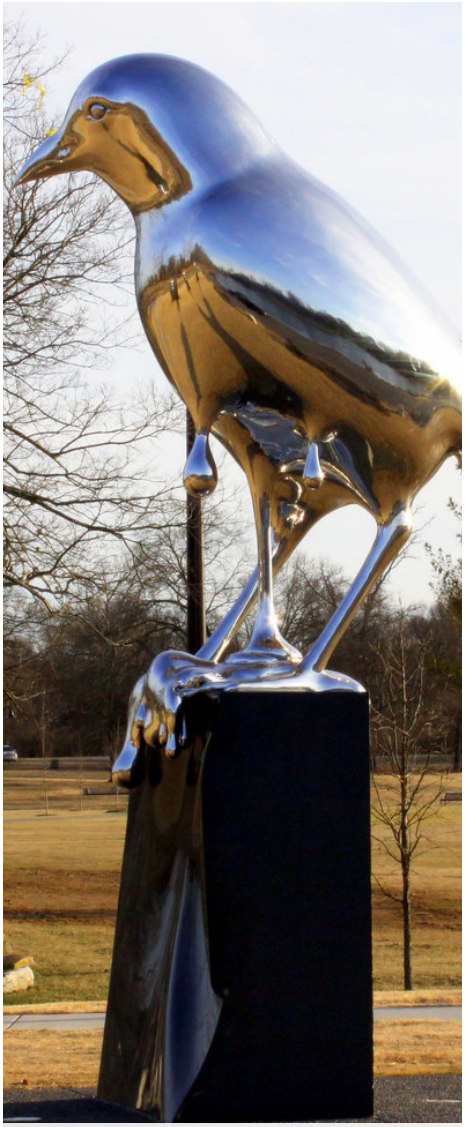


1. **Form and Scale of the Buildings**
   The scale of buildings should create a thoughtful and deliberate transition and link between the adjacent high rises of City Center and smaller scale buildings in LaVilla and Cathedral Hill. To stich these adjacent neighborhoods together, building massings should use simple, rectilinear forms to create strong street walls that serve to strengthen the historic orthogonal street grid.

   Building designs should draw inspiration from elements of the historic Chicago School and Prairie Style buildings in adjacent neighborhoods. Building materials should employ an elegant mix of neutral earth tones and references to historic uses of stucco, masonry, and metal.

2. **Design**
   Street Level activation is a priority, buildings should be close to the street and/or maximize the pedestrian area, with ample and varied outdoor seating opportunities and with lush and verdant streetscapes that emphasize thermal comfort.

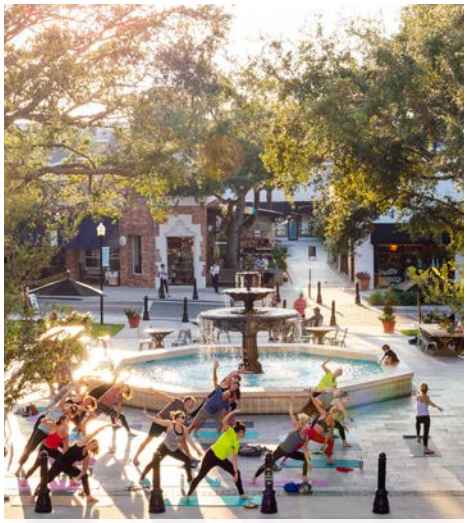
3. **Open Spaces/Art**
   Open spaces and art should reflect the distinct character of the North Core as a contemporary mixed-use district whose redevelopment celebrates its rich history. Art and open spaces should be located to act as gateways into the district.



Public Art



Vibrant Streetscape



Water Feature



Form and Scale of the Buildings



Event & Festival



Porter House Parks

4. Overall Branding of the District

North Core is characterized by a modern and minimal yet lush aesthetic. Together, the brand's bold, clean typeface, strong, subdued color palette, and abundant white space evoke a modern yet timeless design, which complements the neighborhood's existing and future architecture. Recommended signage materials include natural and powder-coated metals, wood, glass, or other high quality materials.

5. River Connections

As a central gateway between Jacksonville's neigborhoods, connections are at the heart of the identity of North Core. Although views of the river are not available at street level, circulation corridors connect to the river to the south and existing neighborhoods to the north.

NORTHCORE

NORTHCORE

Branding - Primary Logo

NORTH
CORE

Branding - Secondary Logo



Branding - Icon

Primary Colors

HEX#: 2f332c

HEX#: 7d7c6e

HEX#: f0f0e5

Secondary Colors

HEX#: 050505

HEX#: 49503e

HEX#: 744841

Approved Landscape Palette



Canopy Tree: Tupelo
Nyssa sylvatica



Canopy Tree: 'Sky Climber' Live Oak
Quercus virginiana



Canopy Tree: 'Rotundiloba' Sweetgum
Liquidambar styraciflua



Accent Plants: Fringe Tree
Chionanthus virginicus



Accent Plants: Coontie
Zamia integrifolia



Accent Plants: Hydrangea
Hydrangea quercifolia



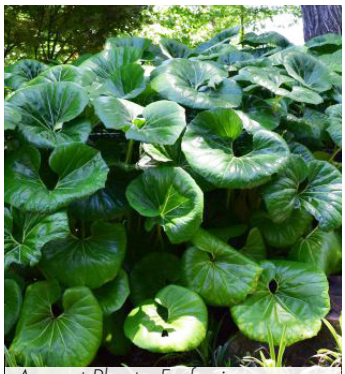
Accent Plants: Azalea
Azalea rutherfordiana



Accent Plants: Gamagrass
Tripsacum floridanum



Accent Plants: Texas Sedge
Carex Texensis



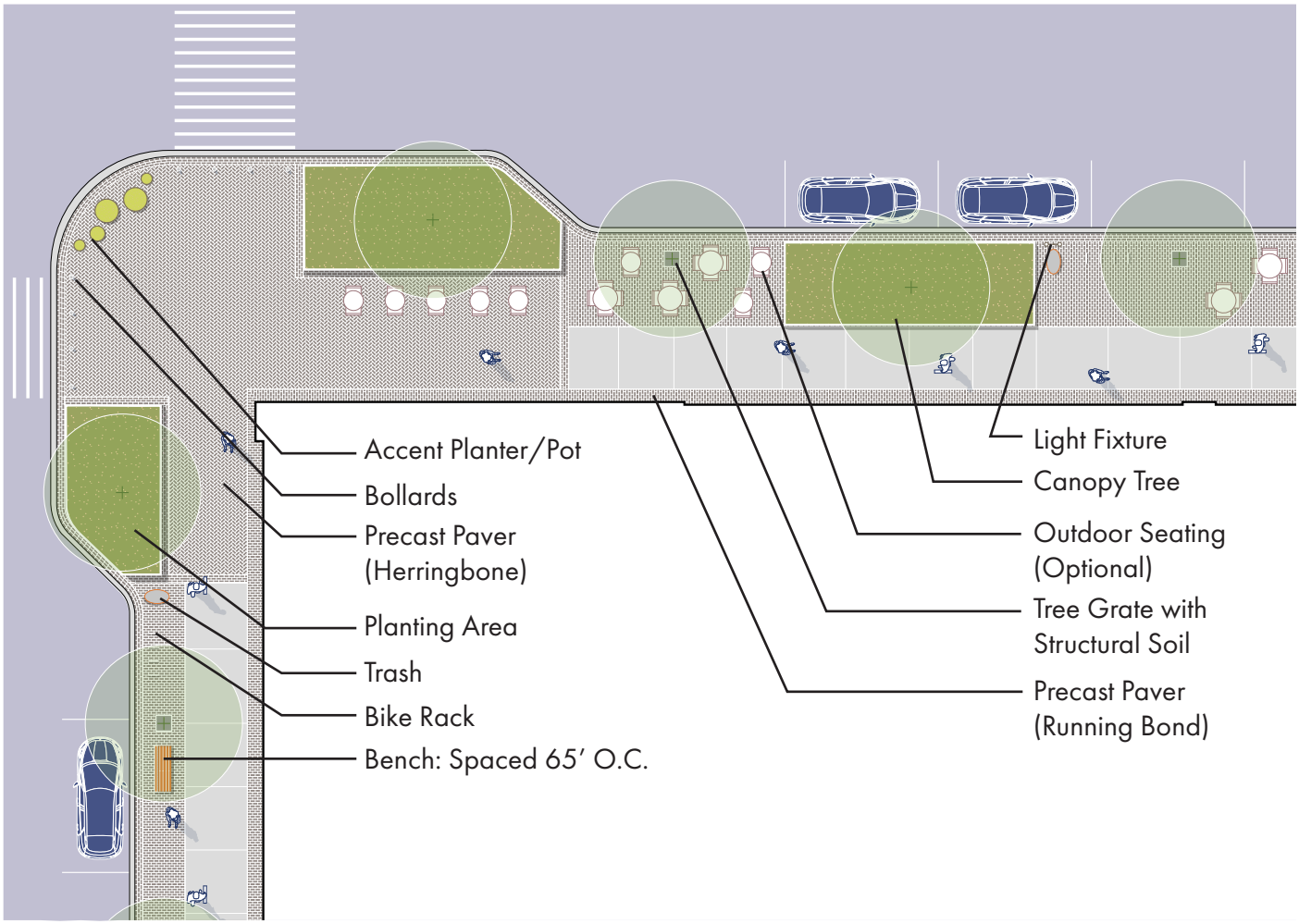
Accent Plants: Farfugium
Farfugium japonicum



Accent Plants: 'Mrs. Schiller's Delight'
Viburnum Obovatum

North Core

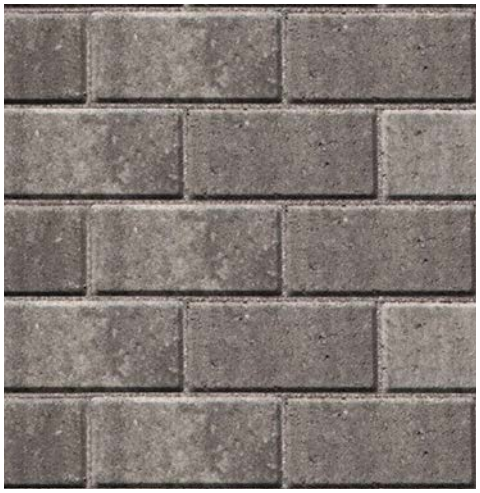
Typical Streetscape - Intersections



Typical Streetscape Material Styling



Sidewalk



Amenity & Frontage Areas



Intersection Bump-Outs



Bollard



Bench



Trash Receptacle



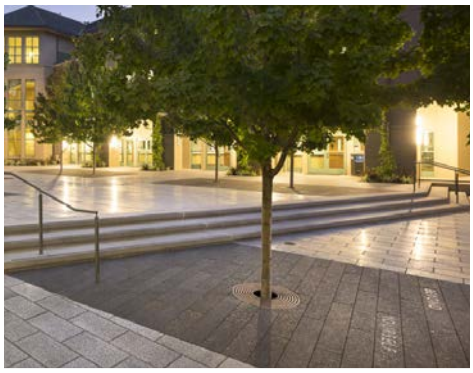
Lighting Fixture



Bike Rack



Planter Pots



Paver Grate

Paving	Manufacturer	Product	Finish	Color / Material
Amenity & Frontage Paver	Belgard	Holland Stone	-	Slate
Pedestrian Area		Cast-in-Place Concrete	Acid Etched	Natural Gray
Lighting	Manufacturer	Product	Finish	Color
Lighting Fixture	JEA Lighting	Decorative / Double Acorn	Powdercoat	Black
Furnishings	Manufacturer	Product	Model	Color
Bench	Landscape Forms	FGP Bench	Backed & Backless	Matte Black / TM Ash
Bike Rack	Landscape Forms	Ride	In-ground Mount	Matte Black
Trash/Recycle	Landscape Forms	FGP Litter	Surface-Mounted, Top Open	Matte Black / TM Ash
Planter Pots	Kornegay Design	Masaru	MS-18.5, -21.5, -27.5, -45.5	Silver Smoke / Natural Grey
Bollard	Vestre	Urban	585A Ø6 with Base Plate	RAL 7021 Black Grey
Tree Grate	Ironsmith	4120 48" Paver-Grate	4' Integrated Tray System	Galvanized Steel
Tree Grate	Ironsmith	ADA 48" Square	Powdercoat Black	Gray Iron

Cathedral Hill



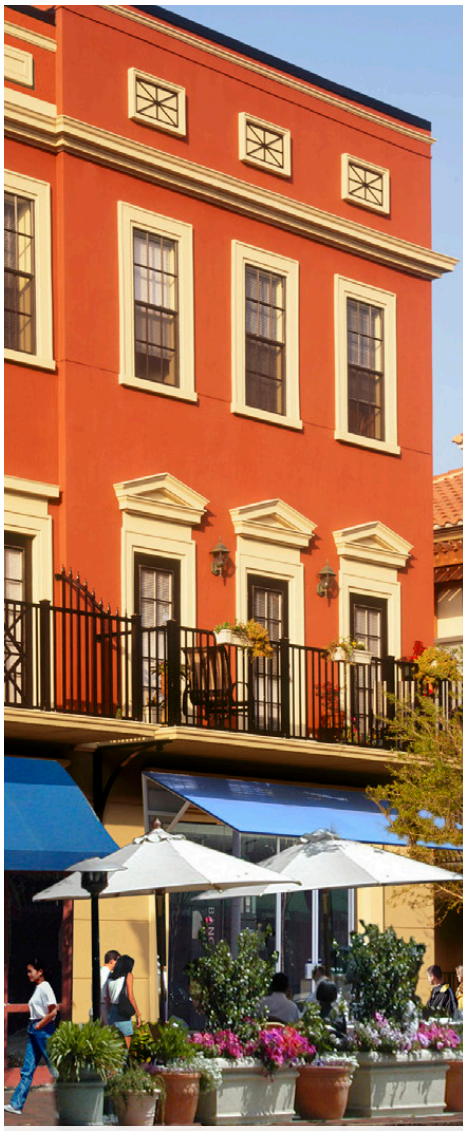
1. **Form and Scale of the Buildings**
   a. Development directly adjacent to historic buildings should respect the scale of the adjacent building by matching the building width as it addresses a street and step-down or terrace the height.
   b. Façade should be "articulated" i. e. façade should be undulated, not flat frontage; should present as an urban neighborhood.
   c. Height deviations are acceptable if 150 ft away from churches and historic building.
   d. New development outside 150 ft radius should be encouraged to terrace or step-down height as it approaches historic churches.
2. **Design**
   a. Development should engage the street by placing the buildings, open space and art to be part of the streetscape (public realm) area with distinct design that supports the various uses permitted in the district.
   b. Building materials should complement and respect the historic neighborhoods established architecture.
   c. Parking garages and parking lots should be integrated into the overall design of the building and not as a single structure where design lacks pedestrian engagement.
   d. Please reference Downtown Development Review Board (DDRB) resolution 2021-07-01, Section 2 for additional design guidelines approved on September 29, 2021. The resolution supports design guidelines included in the Cathedral District Master Plan. The additional guidelines will be a lens by which projects will be reviewed, and they will complement, not supplant, the regulatory requirements contained in Chapter 656, Park 3, Subpart H. Resolution 2021-07-01 can be found here: https://dia.coj.net/Meetings/DDRB-Resolutions.
3. **Open Spaces/Art**
   a. Utilize the topography when designing open space and art areas that maintain pedestrian eye level views.



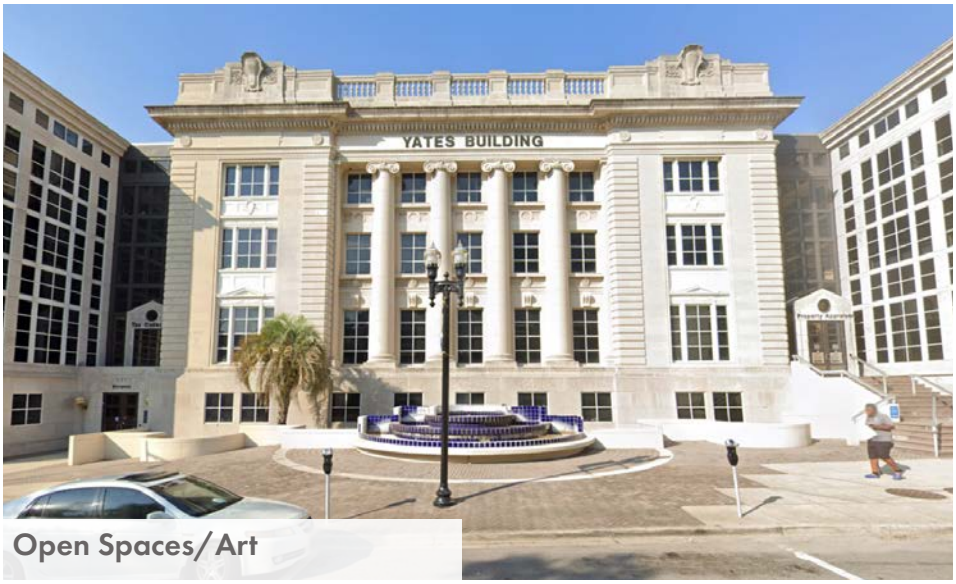
Building Composition



Form and Scale of the Buildings



Canopies & Awnings



Open Spaces/Art



Form and Scale of the Buildings



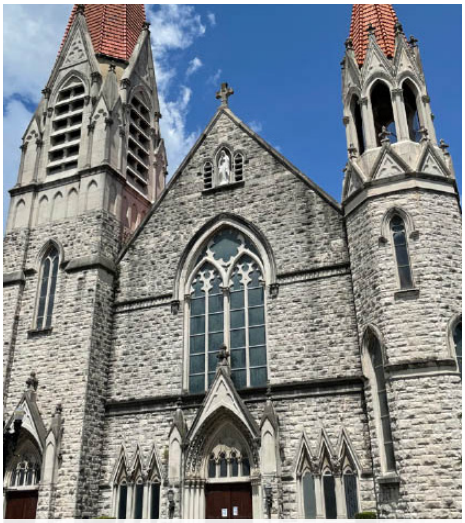
Design

4. Overall Branding of the District

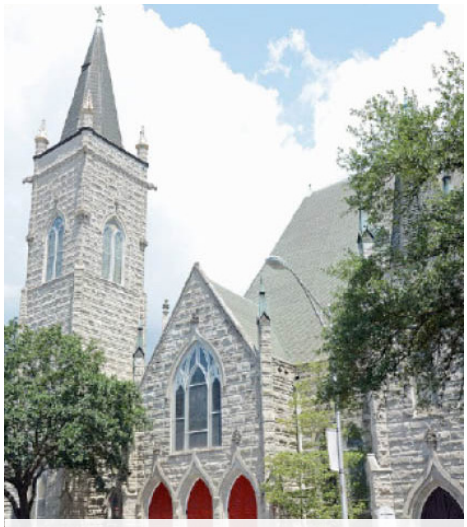
Cathedral Hill should follow a gothic design style. Gothic style is defined by light and ornate design. Signage should feature turned legs, arched design, and carved details. It should be made from iron, cast iron, or solid wood for effect. Stained glass and arches are a staple of gothic style. Any design or signage should compliment the historic buildings.

5. River Connections

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



Branding



Branding



Branding

Primary Colors

Secondary Colors

Approved Landscape Palette



Canopy Tree: Skyclimber Live Oak
Quercus virginiana 'Sky Climber'



Canopy Tree: Allee Elm
Ulmus parvifolia 'Emer II'



Accent Plants: Pineapple-Guava Shrub
Acca sellowiana



Accent Plants: White Plumbago
Plumbago auriculata 'Imperial White'



Accent Plants: Purple Salvia
Salvia sylvestris 'Mainacht'



Accent Plants: Tibouchina
Tibouchina granulosa



Accent Plants: Yaupon Holly
Ilex vomitoria



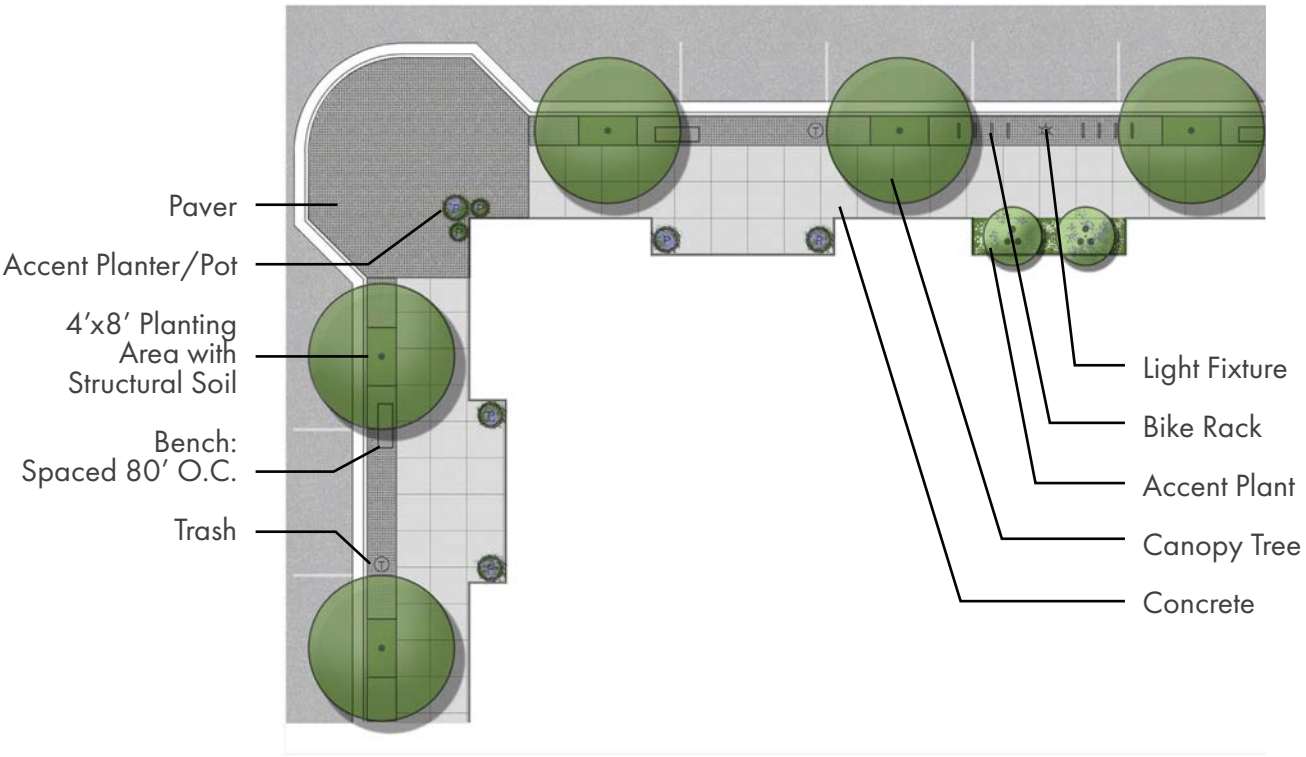
Accent Plants: Gallberry
Ilex glabra



Accent Plants: Scarlet Sage/Salvia
Salvia coccinea

Cathedral Hill

Typical Streetscape Layout



Paving



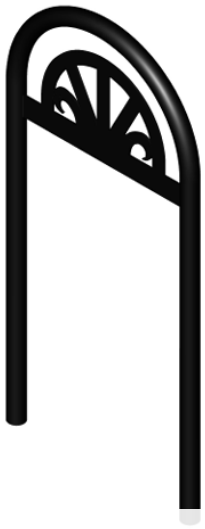




Lighting



Bench



Bike Rack



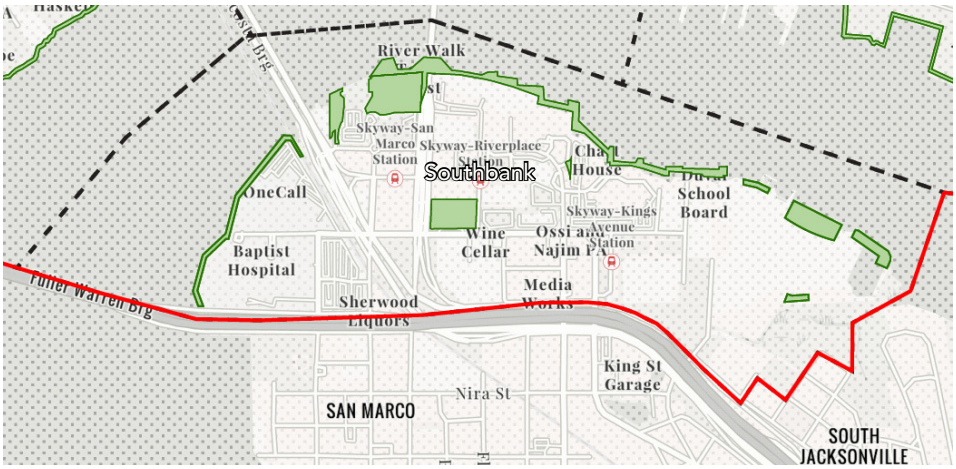
Trash Receptacle



Planter Pots

Paving	Manufacturer	Product	Finish	Color
Pavers	Tremron	4x4 Tuscany	Antiqued	Glacier White
Concrete Walk Area		Concrete Walk	Light Broom	Natural Gray
Lighting	**Manufacturer**	**Product**	**Finish**	**Color**
Lighting Fixture	JEA Lighting	Decorative Acorn/ Double Acorn	Powdercoat	Color
Furnishings	**Manufacturer**	**Product**	**Model**	**Color**
Bench	Keystone Ridge Designs	Augustine Bench	With Back	Bronze
Bike Rack	Cycle Safe	Vintage Bike Racks	Paris	Black
Trash/Recycle	Terra Bound Solutions	Covington Receptacle	Rain Cap	Black
Planter Pots	Keystone Ridge Designs	Augustine		Bronze

Southbank



1. Form and Scale of the Buildings

Vistas to the river should be supported in all the development in the district by stepbacks, height and views to the river.

2. Design

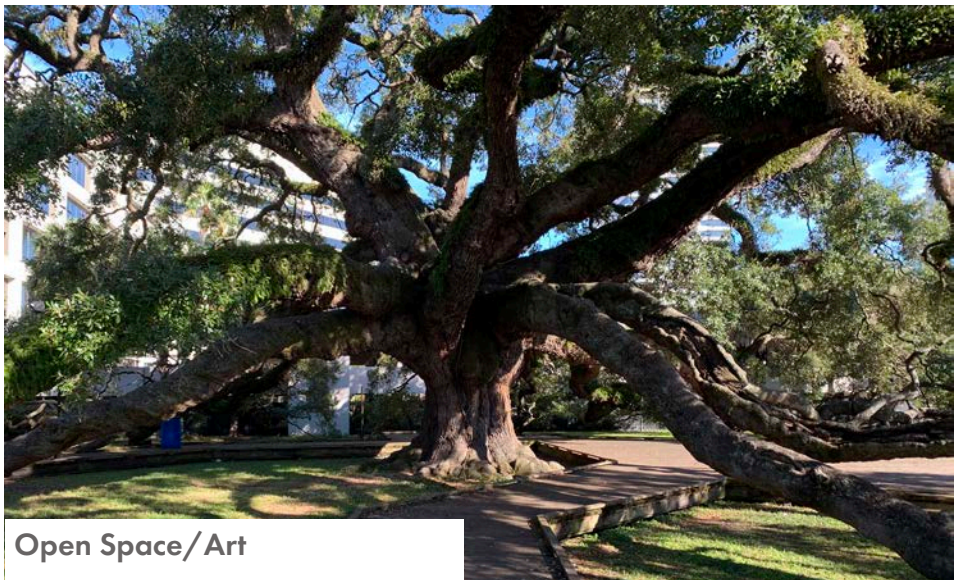
The unique character of the river should be maximized and extended throughout the district and the design of buildings and spaces should support views and connections to the river.

3. Open Spaces/Art

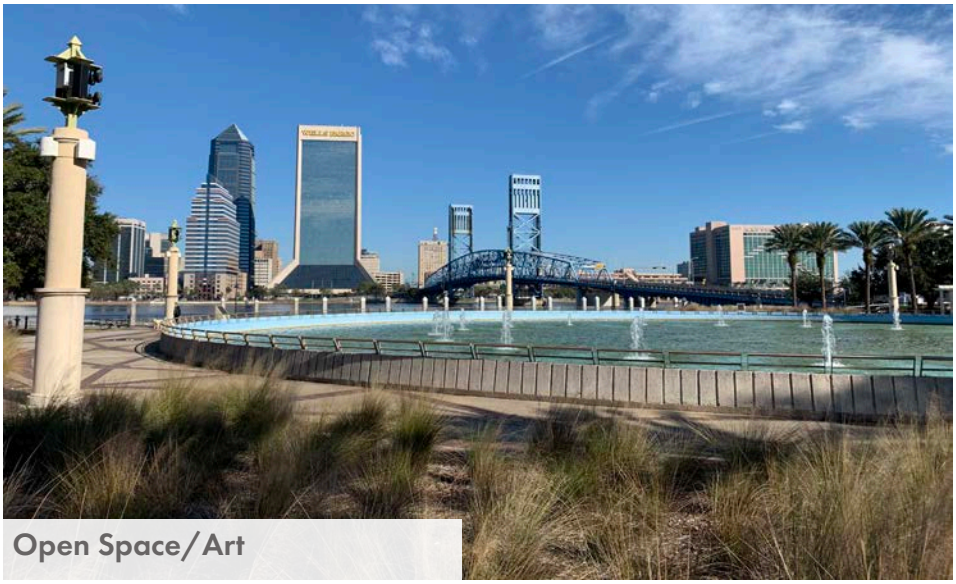
Provide links, connection and or theming that provides better activity and reuse of the spaces that exist in the district.



Design



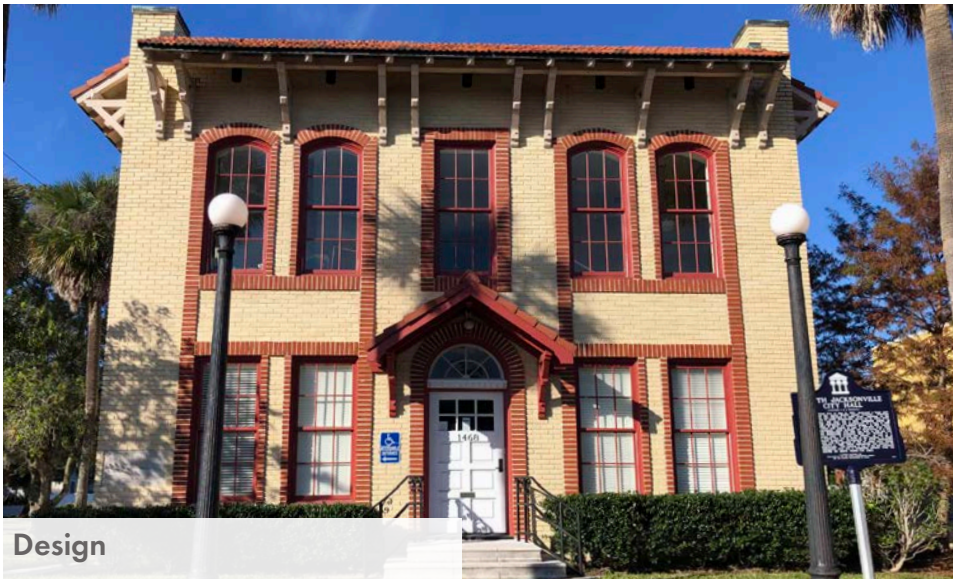
Open Space/Art



Open Space/Art



Form and Scale of the Buildings



Design



Open Space/Art

4. Overall Branding of the District

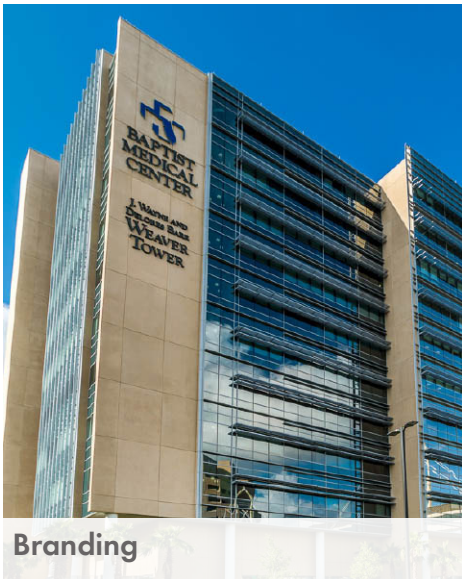
Southbank design should follow a modern/futuristic style. This design is mainly characterized by strong chromaticism, long dynamic lines, suggesting motion, urgency, and lyricism. Materials like metal, plastic, and glass should be incorporated. Designs, colors, and lines should reflect audacity, movement and speed. A free and uninhibited approach should be taken

5. River Connections

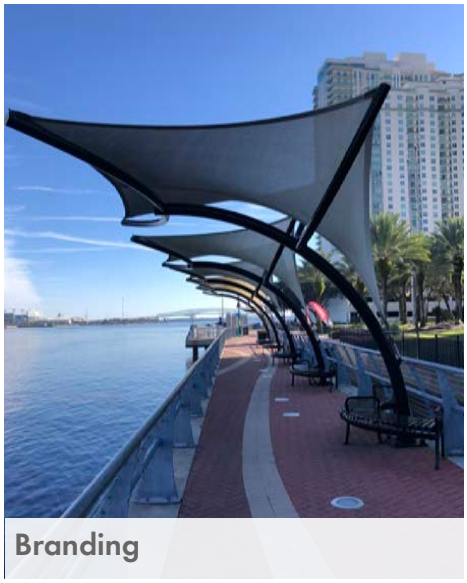
The design and access to the river should be maximized by providing a variety of public and private spaces to support the view of the river, access and/or corridors leading to or adjacent to the river as part of any development within this district. Creative approaches to views of the river should be designed with the overall branding intent of the district.



Branding



Branding



Branding

Primary Colors

Secondary Colors

Approved Landscape Palette



Canopy Tree: Skyclimber Live Oak
Quercus virginiana 'Sky Climber'



Canopy Tree: Bald Cypress
Taxodium distichum



Accent Plants: Crape Myrtle Lagerstroemia
indica x fauriei 'Natchez'



Accent Plants: Horsetail
Equisetum hyemale



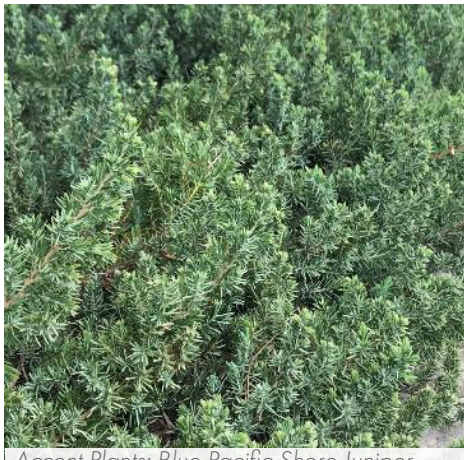
Accent Plants: Dwarf Fakahatchee Grass
Tripsacum floridana



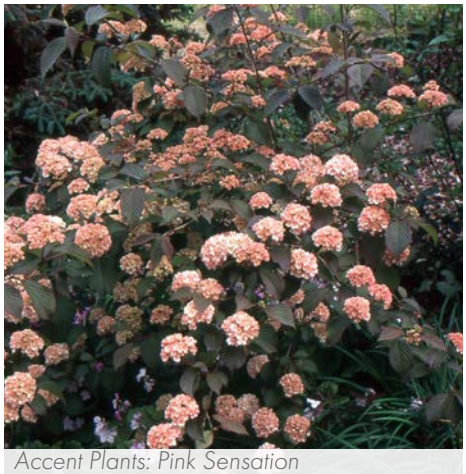
Accent Plants: Evolvulus Blue Daze
Evolvulus glomeratus



Accent Plants: Blue Hydrangea
Hydrangea macrophylla 'Nikko Blue'



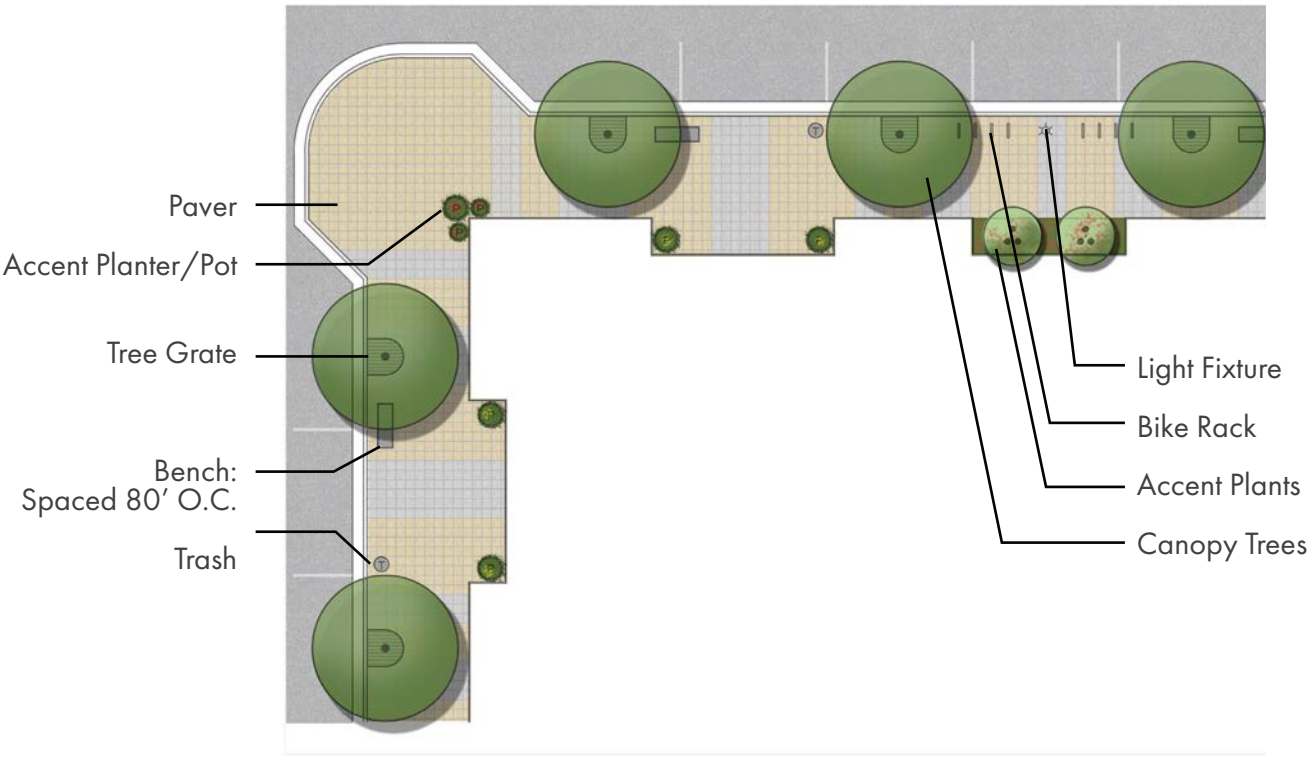
Accent Plants: Blue Pacific Shore Juniper
Juniperus conferta 'Blue Pacific'



Accent Plants: Pink Sensation
Viburnum plicatum var. plicatum

Southbank

Typical Streetscape Layout



Paving



Lighting





Lighting Fixture



Tree Grate



Bench



Bike Rack



Trash Receptacle



Planter Pots

Paving	Manufacturer	Product	Finish	Color
Pavers	Tremron	8x12 Park Plaza	Running Bond	Sandstone; White
Lighting	**Manufacturer**	**Product**	**Finish**	**Color**
Lighting Fixture	Lumec by Signify	UrbanScape MPTC Post Top	Textured	Silver
Furnishings	**Manufacturer**	**Product**	**Model**	**Color**
Tree Grate	Ironsmith	Olympian Tree Grate 1/2 60" round, 1/2 60" square	Aluminum, Expandable Tree Opening	
Bench	Landscape Forms	Strata Beam Bench	Backed end and intermediate arms	White
Bike Rack	Landscape Forms	Emerson Bike Rack	Powder Coat	Silver
Trash/Recycle	Landscape Forms	Chase Park	Powder Coat	White
Planter Pots	Landscape Forms	Lena	Cast Stone	White

**Alternative lighting, or similar, pursuant to DIA and JEA approval.*