



Rosa Parks Station

Downtown Jacksonville





Rosa Parks Station: The Vision

Establish a **Mixed-use Core**, anchored by Rosa Parks Station, that expands downtown northward with a transit-centric, high-intensity district for living, innovation, creating and entertainment.



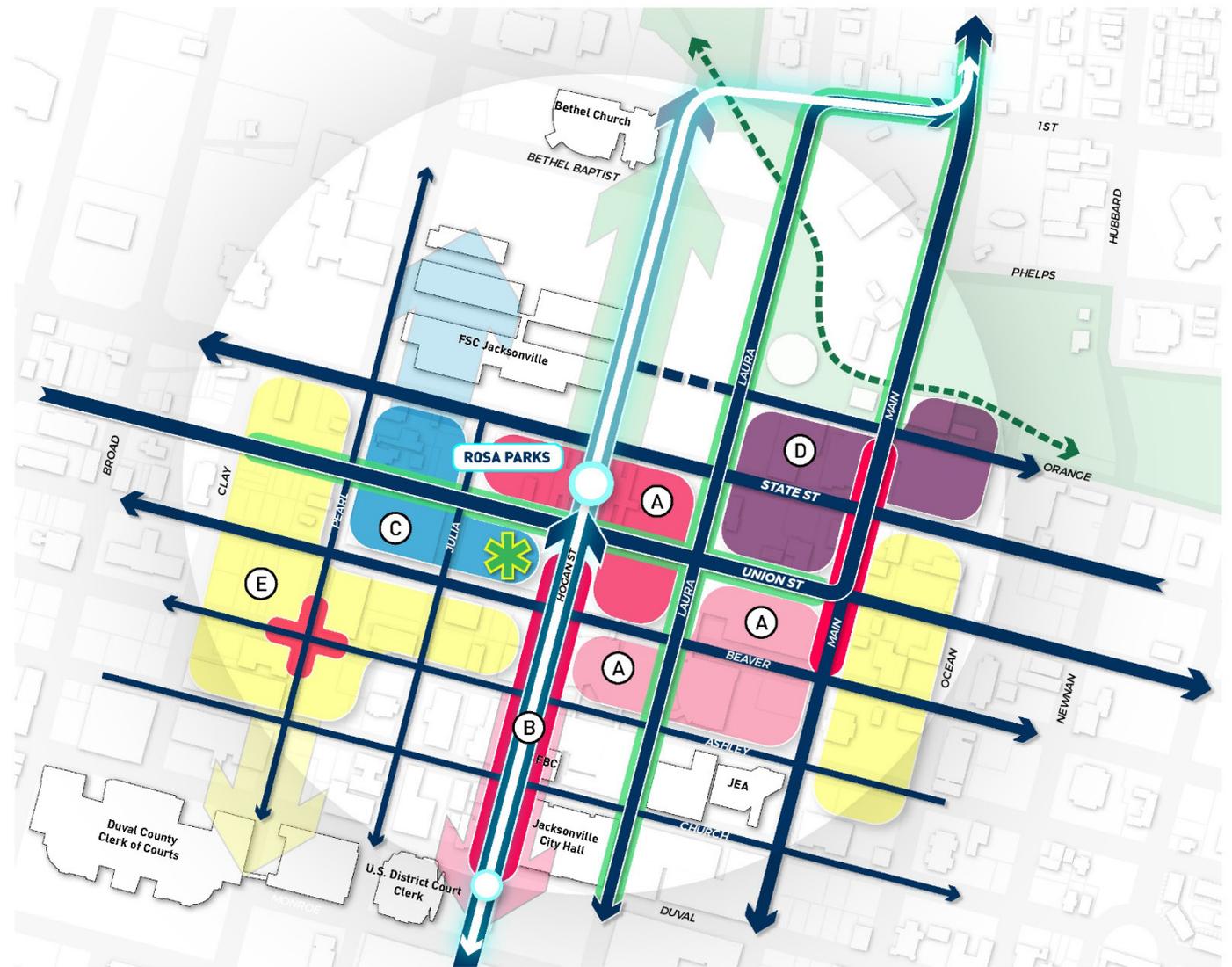
Rosa Parks Station: Typology



Located in downtown Jacksonville, this station area is defined as an 'Urban Center: Mixed-use Core'



Rosa Parks Station: TOD Framework Principles



A – Create high-intensity mixed-use district anchored by Rosa Parks station

B – Create local restaurant + bar corridor along Hogan St. for lively 18-hour activity

C – Create office hub for technology + health sciences companies

D – Redevelop vacant blocks as cluster of low-rise flex-space + live/work units for small businesses + creative industries

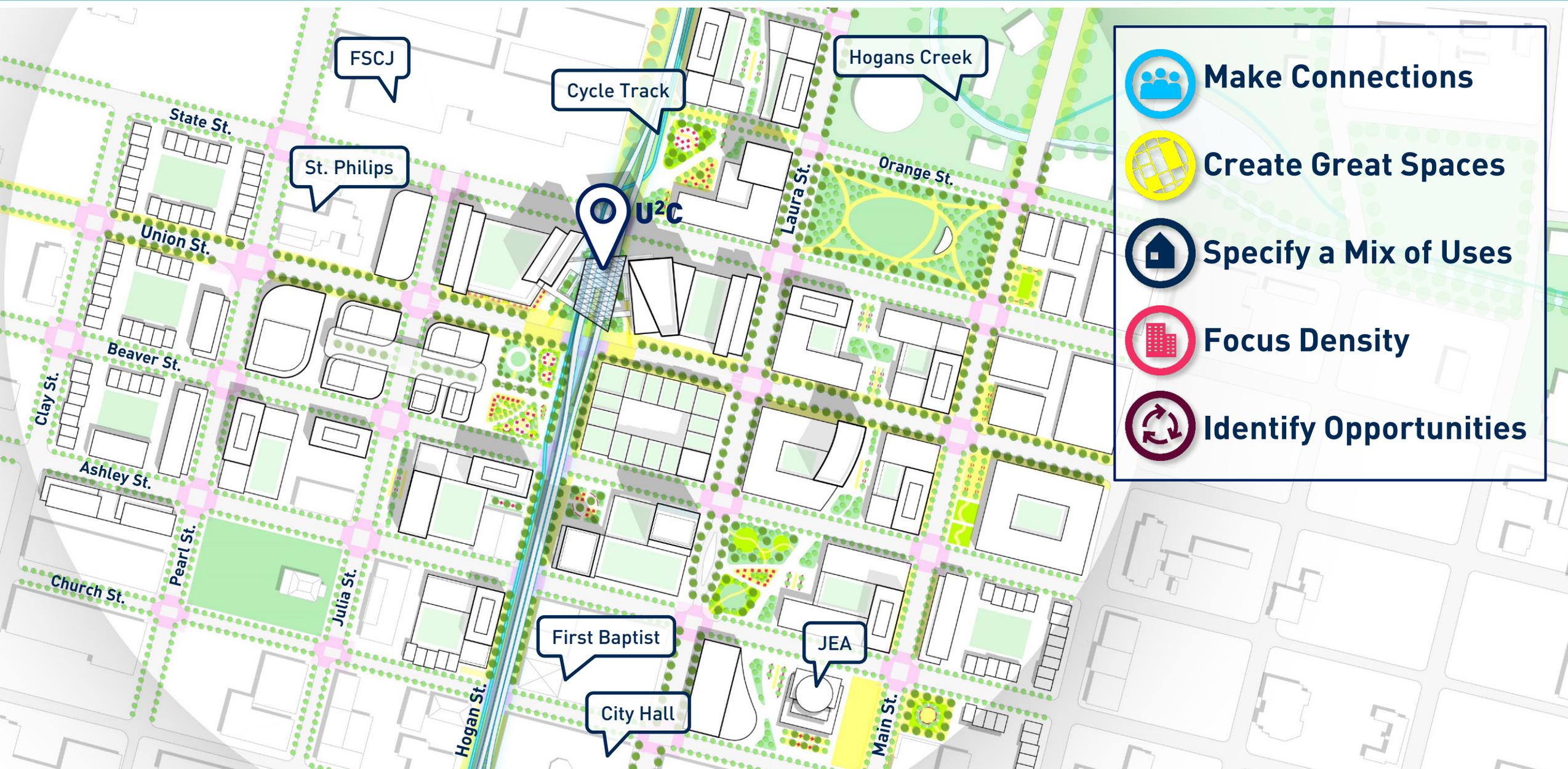
E – Create neighborhood of multifamily apartments, condos + townhomes

LEGEND

- Mixed-Use Center - Primary
- Mixed-Use Center - Secondary
- Office and Technology Hub
- Creative Industries and Flex Space
- Mixed Use Residential
- Key Frontages
- Civic Plaza
- Existing Skyway Station



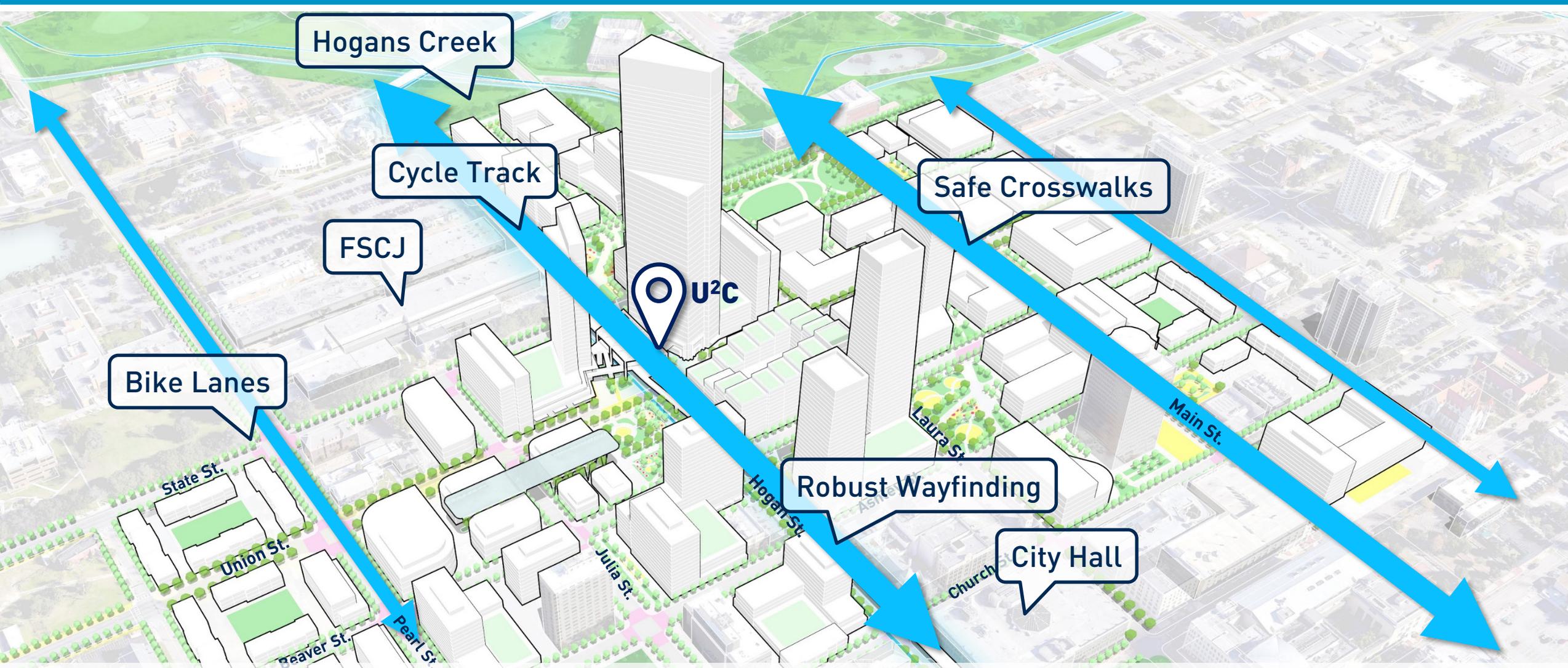
Rosa Parks Station: Key TOD Strategies



-  **Make Connections**
-  **Create Great Spaces**
-  **Specify a Mix of Uses**
-  **Focus Density**
-  **Identify Opportunities**



Key TOD Strategy: Make Connections



Reinforce north-south connectivity to The Emerald Trail and the St. Johns River by upgrading streets with Complete Streets design principles.

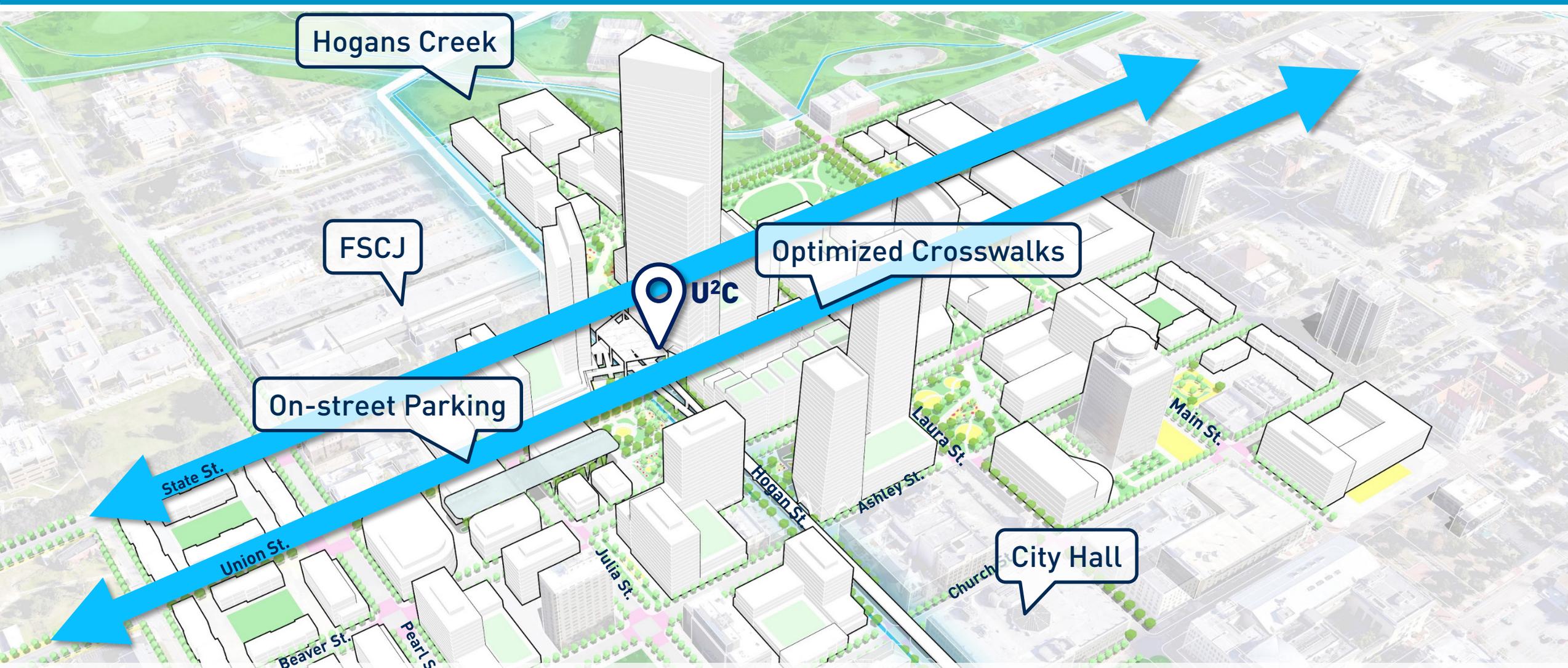


Make Connections: Downtown Cycle Track





Key TOD Strategy: Make Connections



Traffic-calming strategies are recommended for Union & State Streets to increase safety and promote circulation for pedestrians and bicyclists.

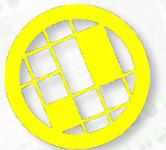
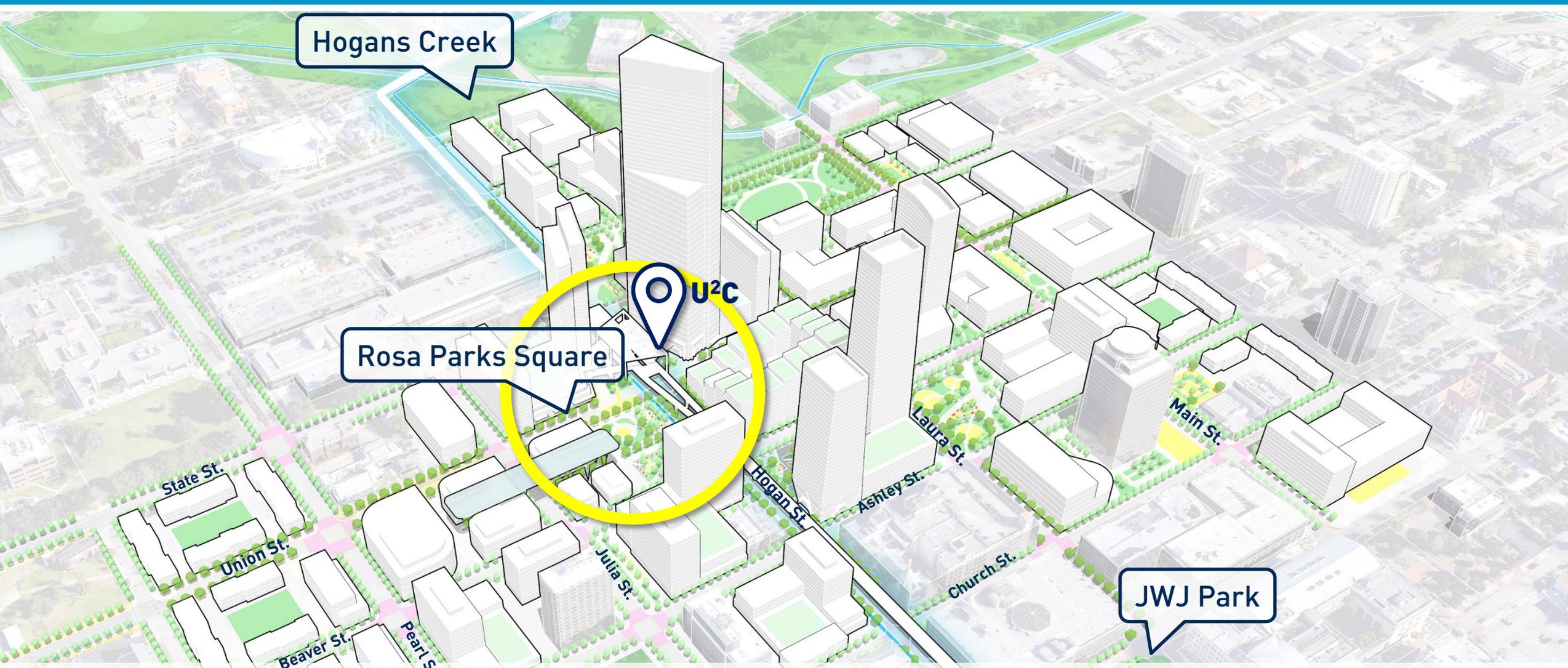


Make Connections: Union Street Traffic Calming





Key TOD Strategy: Create Great Spaces



Rosa Parks Square is a major new civic space for gathering in downtown Jacksonville and serves as an exciting anchor for station area redevelopment.

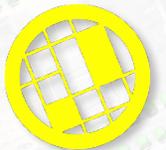
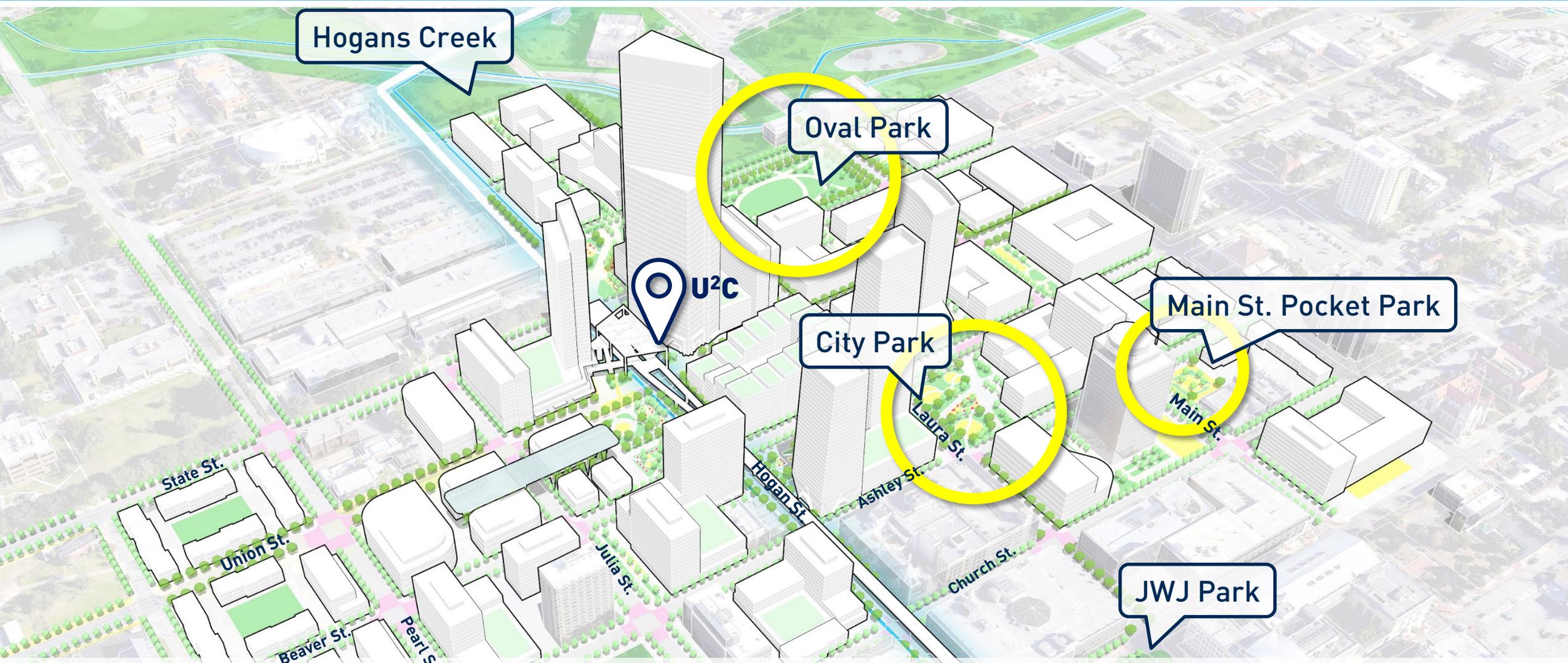


Create Great Spaces: Rosa Parks Square





Key TOD Strategy: Create Great Spaces



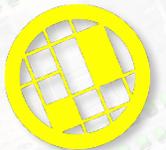
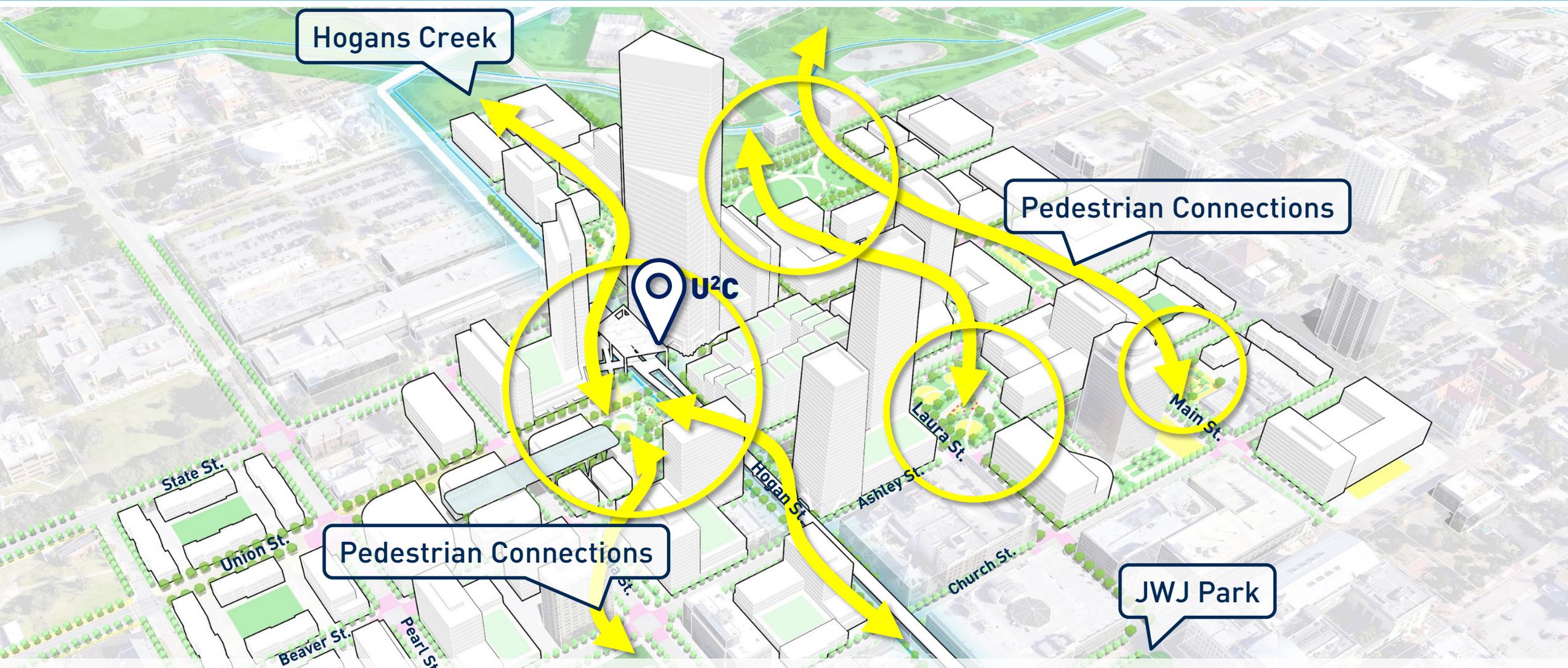
A network of open spaces increase opportunities for outdoor recreation and respite for residents, workers and U²C riders.

Create Great Spaces: Oval Park





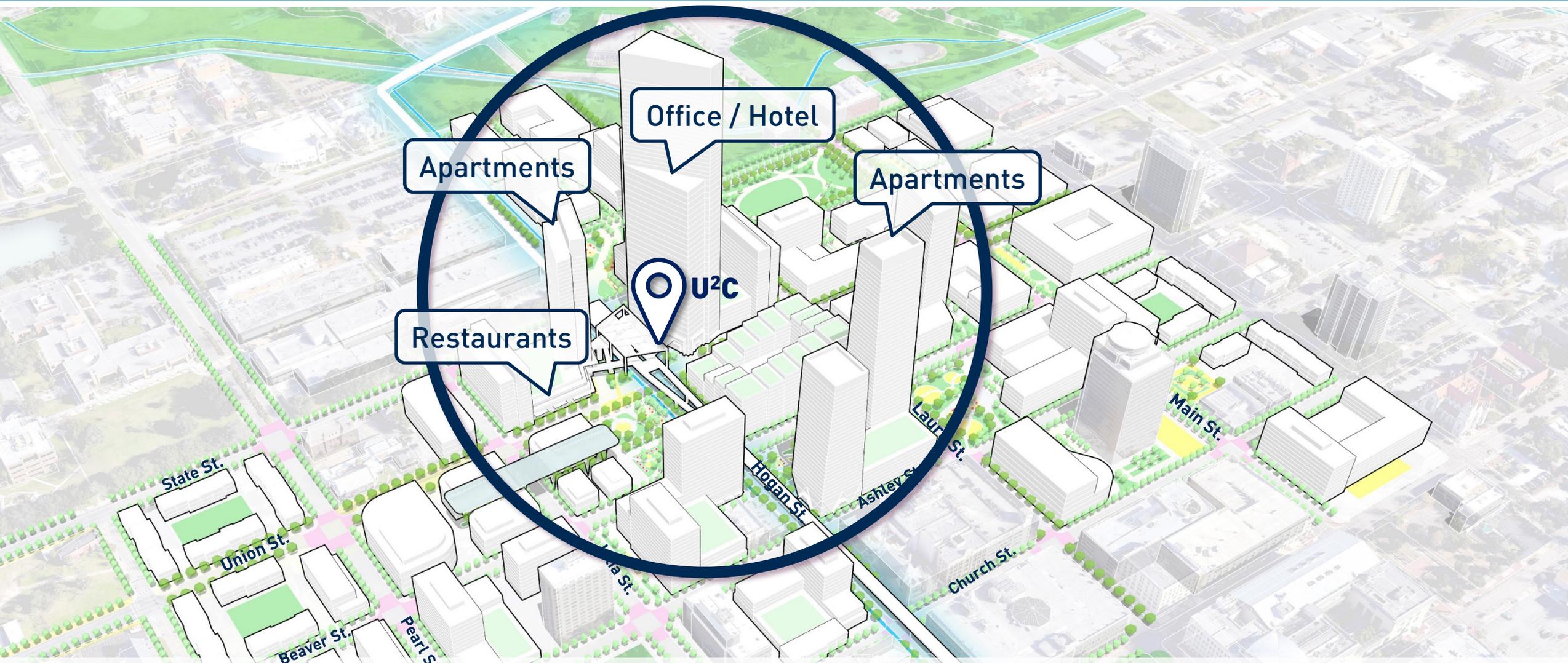
Key TOD Strategy: Create Great Spaces



Strategically located mid-block crossings and passages weave-together open spaces and increase connections to The Emerald Trail & St. Johns waterfront.



Key TOD Strategy: Specify a Mix of Uses



High-intensity, Mixed-use development is located adjacent to Rosa Parks Station and represents an expansion of downtown's Central Business District.

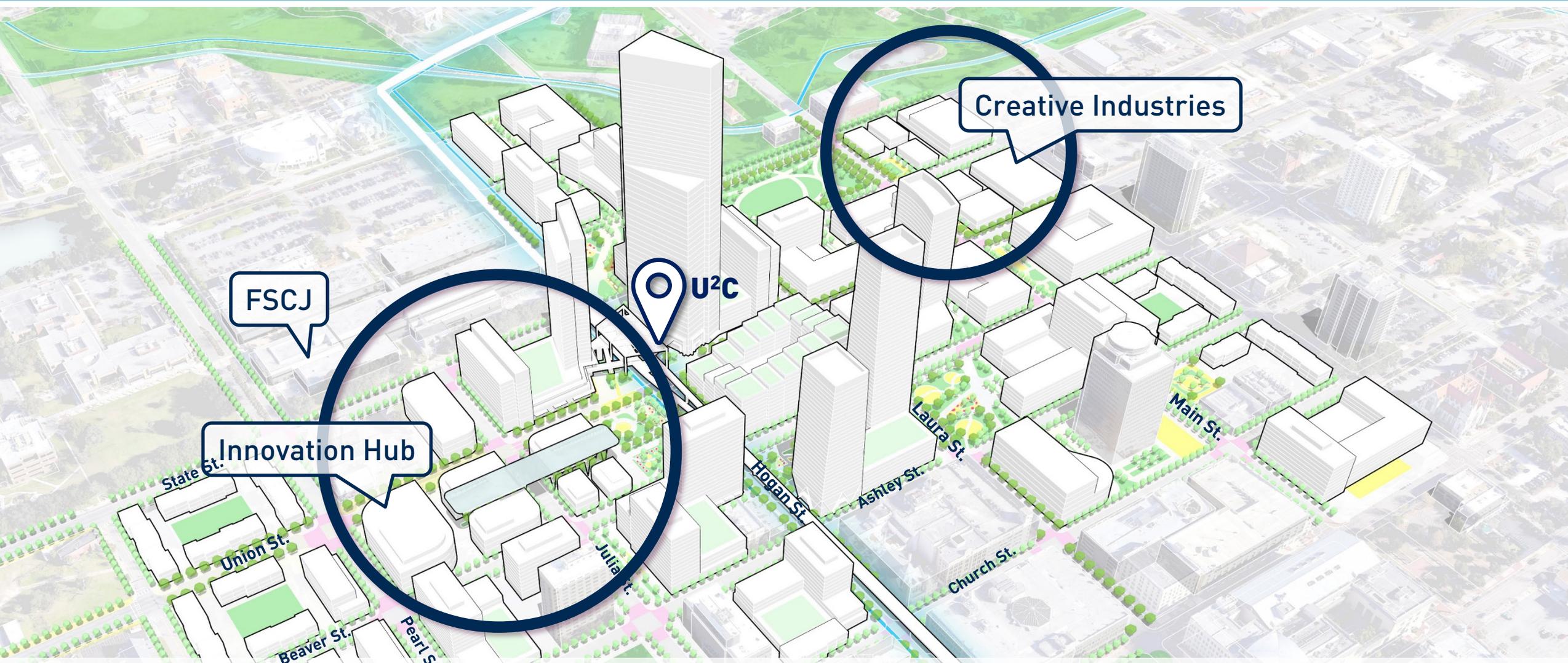


Specify a Mix of Uses: Mixed-use Core





Key TOD Strategy: Specify a Mix of Uses



Health science and technology companies could partner with FSCJ or other institutions to create a hub for research, development and innovation.

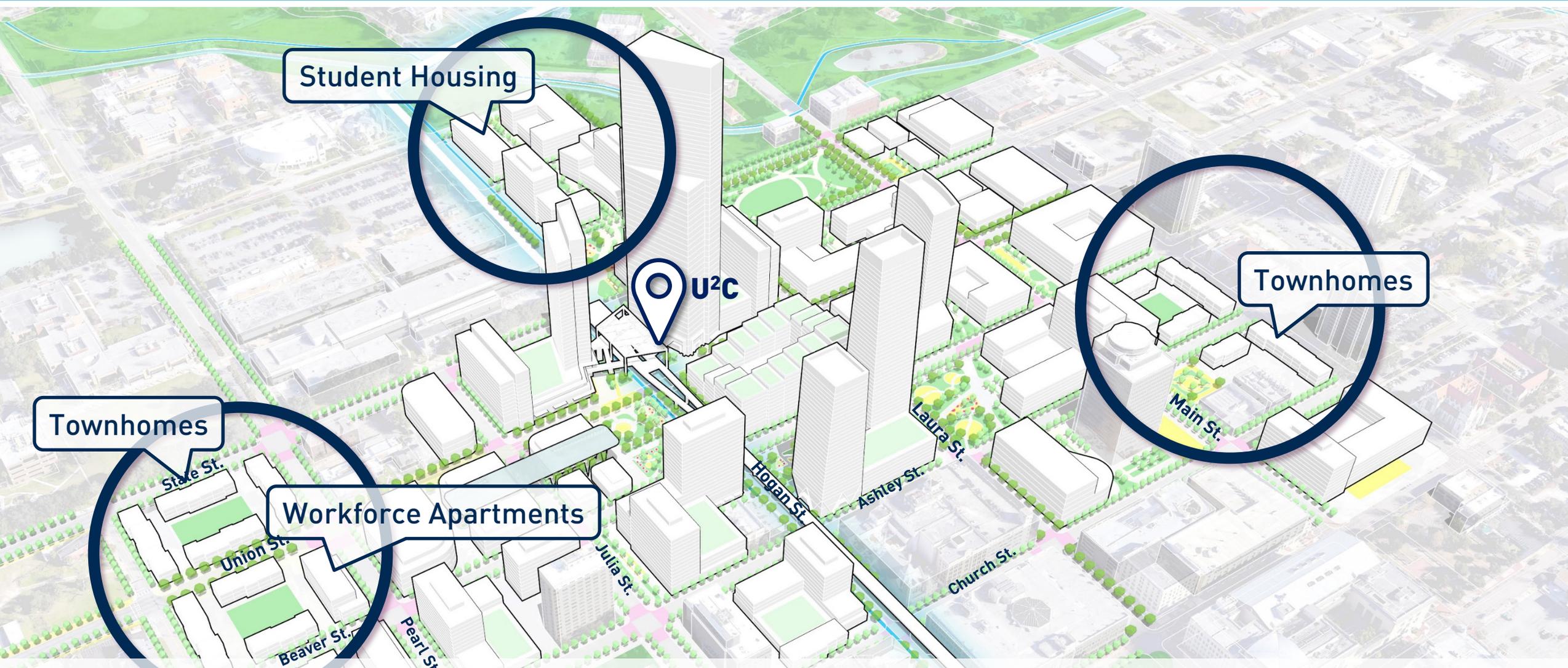


Specify a Mix of Uses: Innovation Hub





Key TOD Strategy: Specify a Mix of Uses



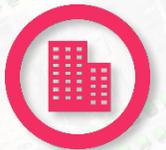
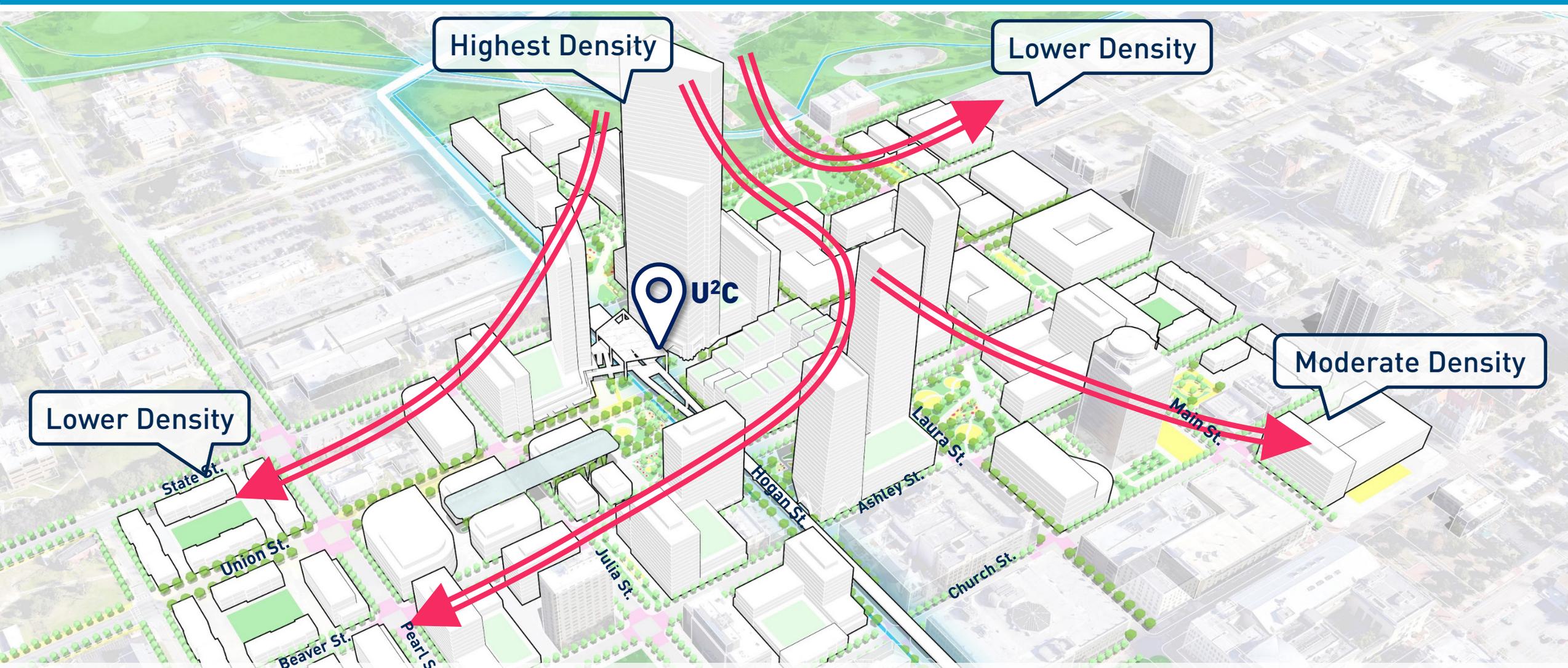
Adjacent blocks are developed with a mix of housing that diversifies the station area population and expands downtown's residential offerings.



Specify a Mix of Uses: FSCJ Student Housing



Key TOD Strategy: Focus Density



Tallest buildings are found immediately adjacent to Rosa Parks Station, with heights tapering to the east and west to blend with lower density blocks.

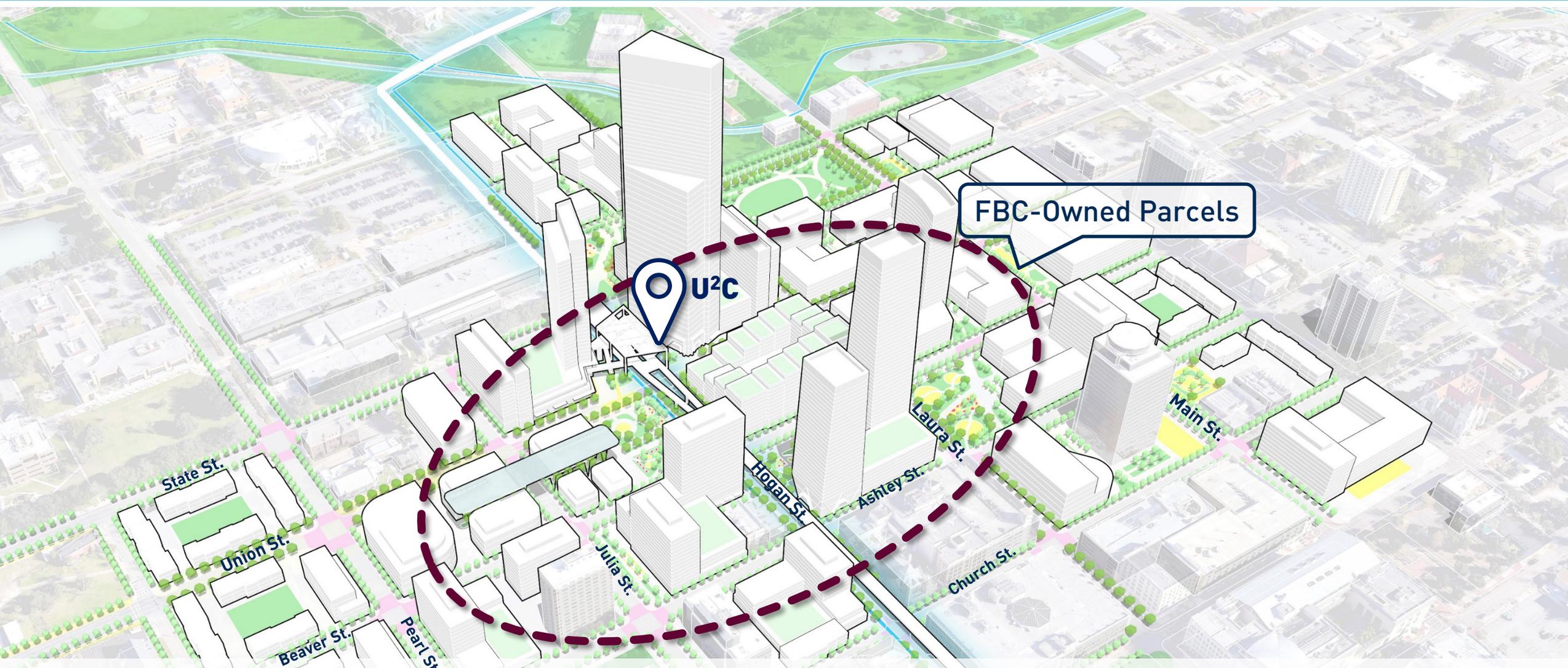


Focus Density: Building Height Transitions





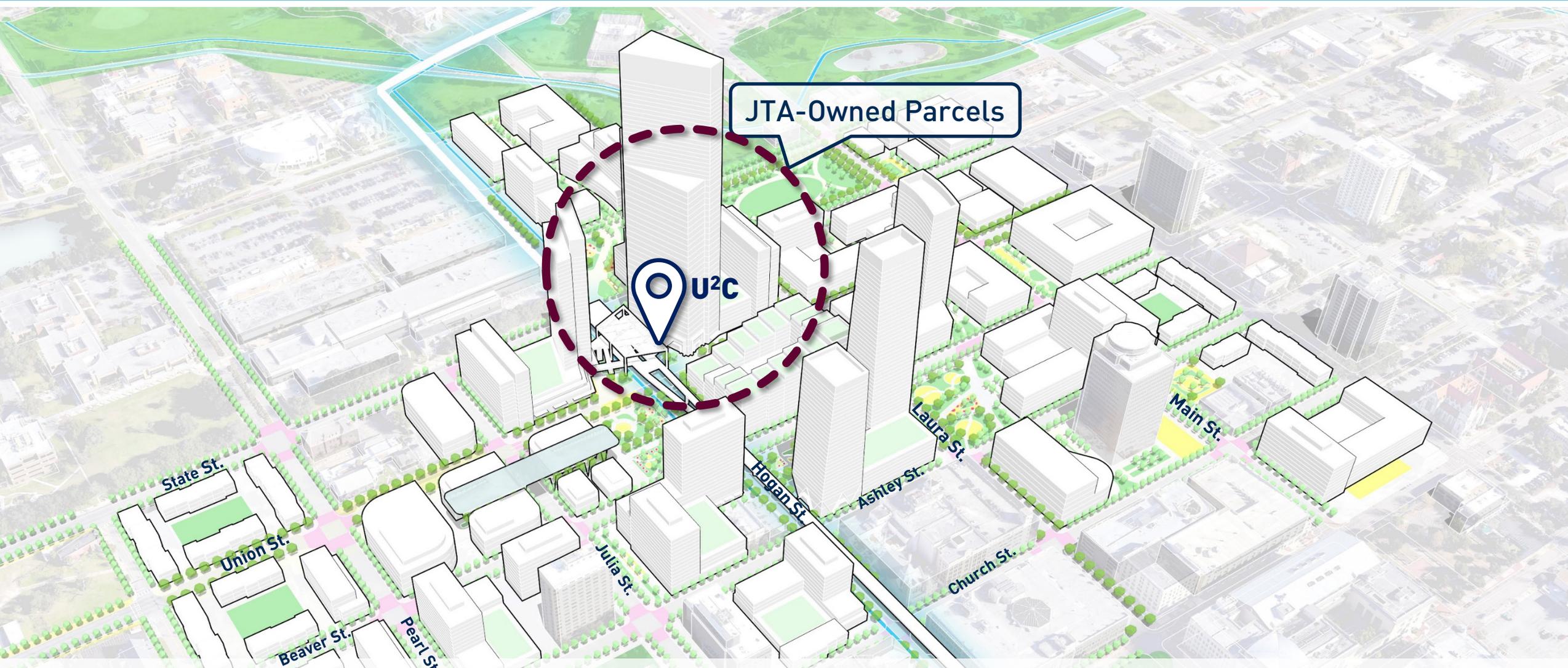
Key TOD Strategy: Identify Opportunities



The First Baptist Church parcels are critical to the TOD vision and should be included as part of a clear & cohesive, transit-centric plan for redevelopment.



Key TOD Strategy: Identify Opportunities



JTA-owned land at Rosa Parks Station holds tremendous potential as a catalytic development that would build excitement and momentum for future growth.



Identify Opportunities: JTA Parcel Development

