



Draft Vision/Master Plan

December 07, 2023



Crescent City
Old Florida Charm



Green Parks



Lakefront
Living



Local
Lifestyle



Downtown
Culture



Recreation



Main Street



Great Nature



History



Hometown



Draft Vision/Master Plan

Project Phase 2

December 07, 2023

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Vision Master Plan Purpose

The Vision Master Plan is meant to provide a roadmap for how the City will grow and develop over the next 20 years.

The Master Plan will be the destination and guiding steps of how the Vision will be realized, and the Redevelopment Plan is the enabling document that encompasses all the elements which may be undertaken to redevelop the target redevelopment areas supported by infrastructure improvements.

The Plan, underpinned by a robust public engagement process, will provide guidance on the growth aspirations for the City and decisions on infrastructure and public investments as the City seeks to restore its former vibrance and continued economic resilience.

Purpose of the Phase 2 Vision Master Plan Draft Report

The purpose of this report is to present a draft of the master plan ideas and designs prepared for the project based on the community input received to date and gather further community feedback on the proposed improvements.

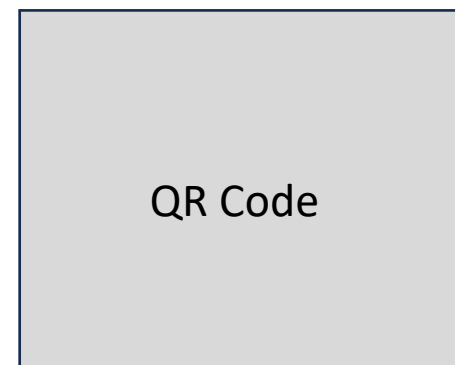
Community engagements included:

- 3 Stakeholder meetings
- 2 Public workshops,
- 2 Online surveys
- 1 Planning and Zoning Board Workshop
- 1 City Commission/CRA Board Workshop

Please note: the designs presented in this report are initial drafts prepared to show redevelopment and public realm design intent. These illustrations will be finalized and artistically rendered based on the feedback.



The community is encouraged to provide comments on these Phase 2 design proposals by taking the survey here: or by scanning the QR code below.



Project Process and Timeline

Continue community engagement for input and feedback:

1. Online Survey 3 on Draft Master Plan
2. Public input and feedback coordinated by the City.
3. Project updates on City’s website and social media.
4. Ongoing engagement with City staff to finalize plans.
5. City Commission Presentation – January 2024
6. Final Master Plan – February 2024



PUBLIC ENGAGEMENT AND CITY MEETING

26 weeks (entire project duration)

Our team involves public engagement throughout every phase of the project. The following are elements of our public engagement plan:

- » Website
- » Online survey
- » Stakeholder meeting
- » City Commission / CRA Board workshop
- » Steering Committee meetings
- » City Commission presentations



DATA ASSESSMENT AND CITY POSITIONING

8 weeks

During this first phase, we will learn and assess the project area and it’s surroundings with an emphasis on:

- » Data analysis
- » Site studies
- » Assessments and mapping
- » Collaborative partners
- » Positioning and branding



DRAFT VISION & MASTER PLAN

10 weeks

Our team will evaluate all information gathered in Phase 1 to complete a draft vision and master plan. These alternatives will include:

- » Vision
- » Principles
- » Optioneering
- » Draft CRA Plan update



FINAL VISION & MASTER PLAN AND CRA PLAN UPDATE

8 weeks

Our team will collaborate with City staff, the community, and stakeholders to finalize a plan. This phase will include the following pieces:

- » Final Vision and Master Plan
- » Rough order of magnitude redevelopment costs
- » Final CRA Plan update
- » Implementation strategy

Life between the lakes.

Master Plan Vision

Thriving old north Florida small town connected by lakes and trails featuring:

- Diverse residential neighborhoods and historic districts.
- Quality shopping, dining, and healthcare experiences.
- Walkable downtown with delightful events and activities.
- Good public facilities including schools, public facilities, and waterfront parks.
- Sound infrastructure and connectivity to destinations within and outside the town.



City Resident Needs + Economic Resilience

Master Plan Principles

Enhanced Urban Experience



- Prioritize creation of public spaces, amenities, and cultural activities that provide a high-quality experience.
- Promote mixed-use developments and community gathering spaces creating a walkable, vibrant, and enjoyable destination.

Economic Prosperity



- Foster an environment that retains and attracts businesses, and creative startups by leveraging the City's location and unique attributes.
- Facilitate affordable retail/flex spaces, and support incentives inclusive economic growth within the city.

Context Sensitive Design



- Promote architecture and urban design respecting the historical, cultural and waterfront identity of the City with modern amenities.
- Encourage development and redevelopment activities that create a sense of place.

Robust Mobility Networks



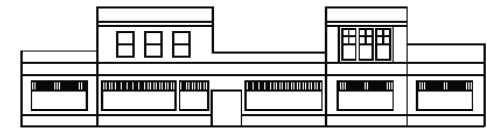
- Integrate a multimodal transportation approach providing seamless connections to major destinations within the city and region.
- Provide transportation options, including walking, cycling, golf carts, water transport and smart mobility.

Urban Design



- Encourage innovative, low-cost urban design and placemaking solutions to support redevelopment.
- Embrace pop-up shops, art installations, and culinary experiences aligned with the City's diverse communities, and culture.

Resilient Redevelopment

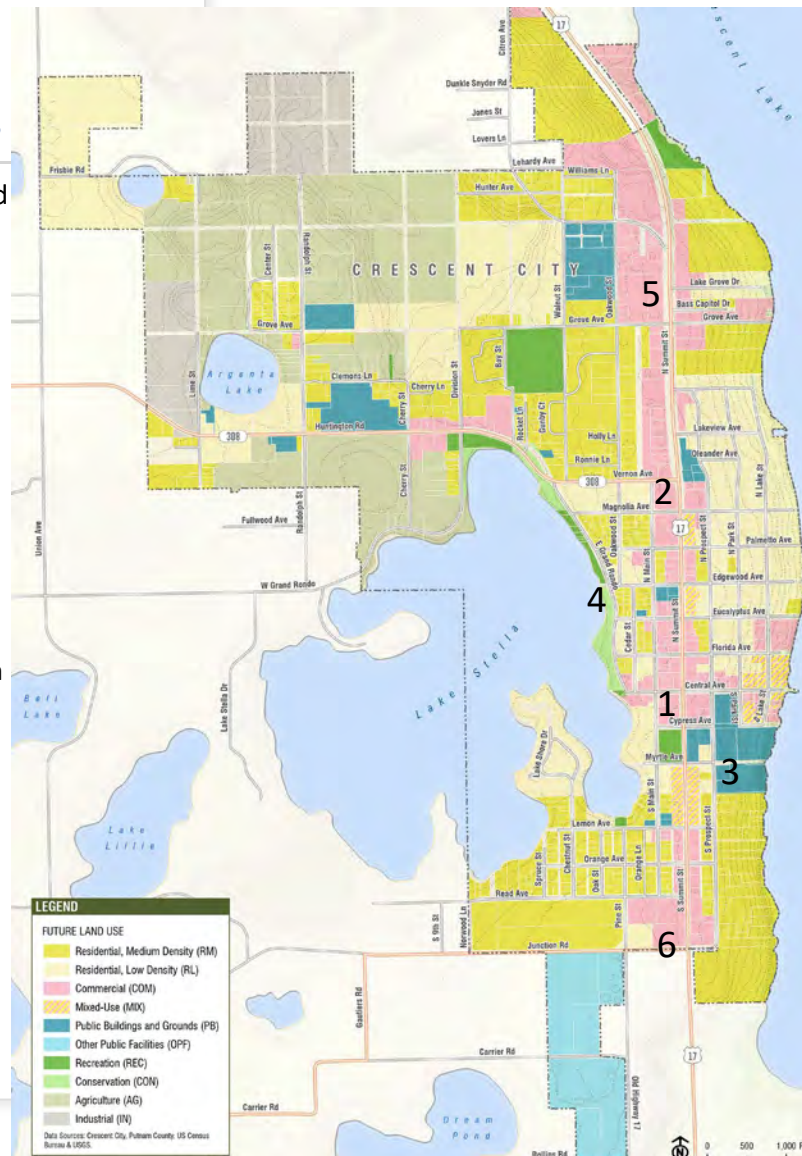


- Promote public-private partnerships through redevelopment initiatives such as quality public spaces for events, recreation opportunities and infrastructure to attract and retain a resilient, prosperous, and diverse community.

Initial Design Brief and Opportunity Areas

Other city-wide infrastructure improvements and policy initiatives

- Bike/ped/golf cart trail connectivity aligned with Putnam County trails plans
- New Public Infrastructure
 - Marine gas station
 - Public marina
 - Pier/look out – rides to Bear Island
 - Public parking (long-term)
- Annexation/Expansion
- CRA Boundary Update
- Comprehensive Plan and Zoning Updates corresponding with Master Plan
- Infill residential development prioritization (CDBG grants)
- Promotion
 - Hometown – Historic Architecture
 - Old Florida culture and events
 - River cruise and dining
 - Biking and outdoor recreation
 - Multi cultural food destination



1 Central Ave (Main Street / Downtown)

Central and Summit – City Hall, Hotel Site, Vacant SW corner, Parking, Event Space
Central and Park – interim use

2 Summit Avenue (US 17 Corridor)

Mixed Activity Commercial Corridor
Street reconfiguration – pedestrian priority

3 Old Middle School Site

Mixed use residential
Marina – waterfront activity
Civic, cultural and arts uses in the auditorium and other existing facilities that are retained.

4 Lake Stella Waterfront

Waterfront living, housing product range, active lifestyle associated with lake park and beach

5 Uptown District Center

District center residential and commercial focused on family-oriented activities to retain existing and attract new families, leverage Fletcher park

6 Southside Neighborhood Center

Neighborhood center residential and commercial focused on family-oriented activities to retain existing families and serve new RV park residents.

Target population: approximately 8,000 residents in 20 years

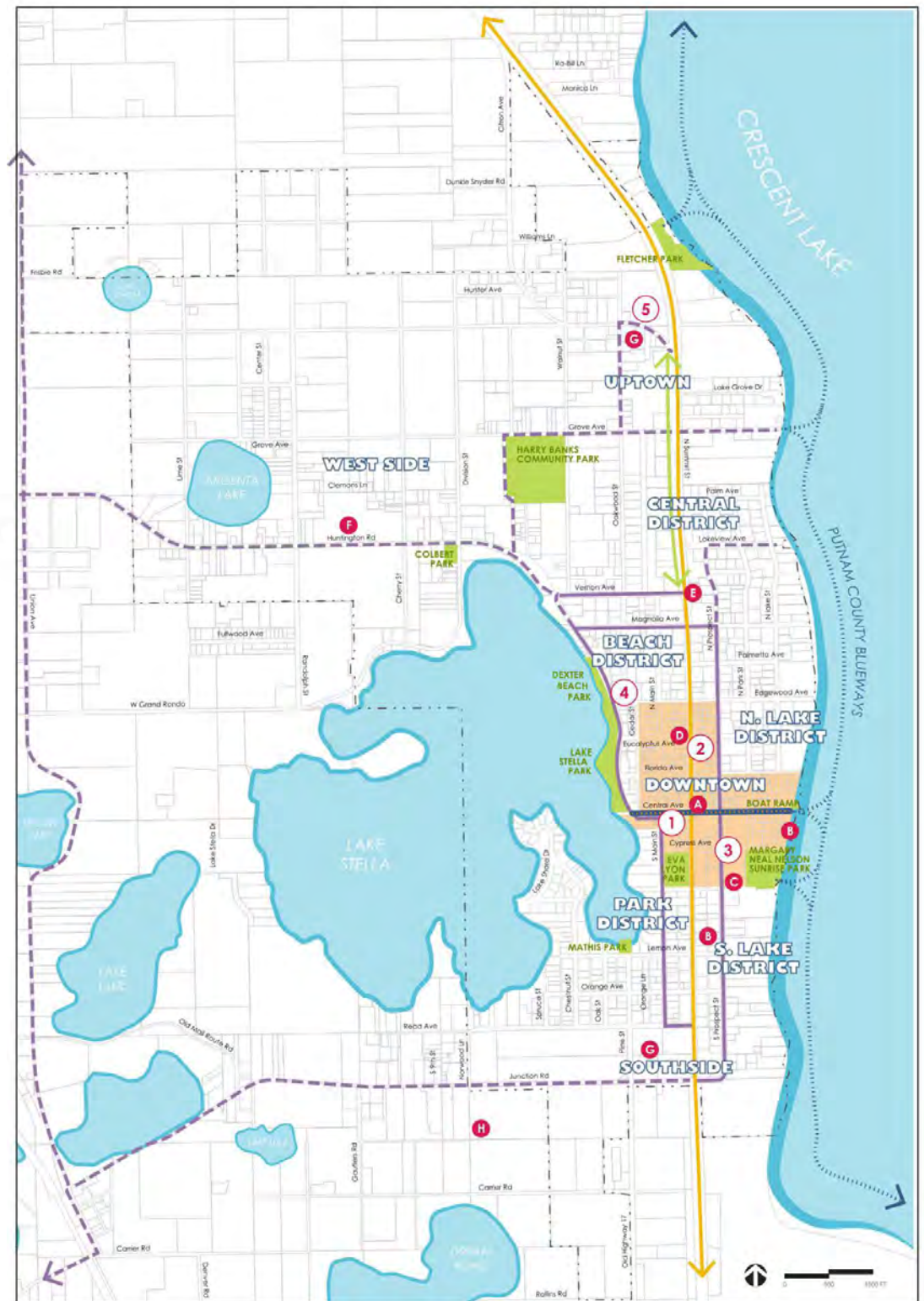
Citywide Master Plan Framework

LEGEND

-  Focus Area (Activity Center)
-  Downtown
-  Districts / Neighborhoods
-  Parks
-  Lakes / Water Bodies
-  Florida Main Street
-  Foot Bike Trail - Sharrows & Bike Lanes
-  Existing City Shared Use Path (Bike, Ped, Golf Cart, Vehicles)
-  Proposed City Shared Use Path
-  City Multi-Use Path / Linear Park
-  County Blueways

Major Destinations

-  Shopping / Dining / Retail
-  Dining - Specialty
-  Cultural & Recreation Center (Historic)
-  Civic Center
-  Social Center
-  Education - Schools
-  Mixed-Use Activity Centers
-  Employment Center



Downtown Urban Design Plan

LEGEND

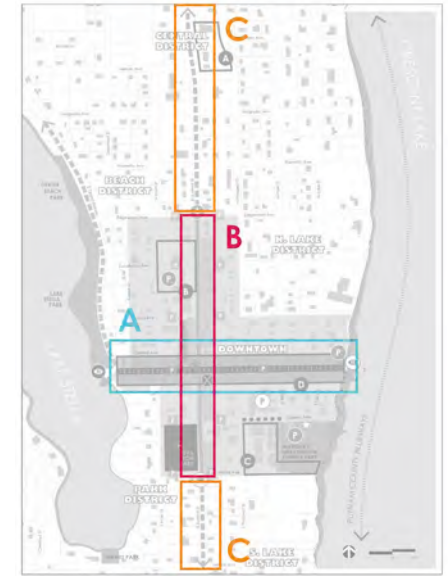
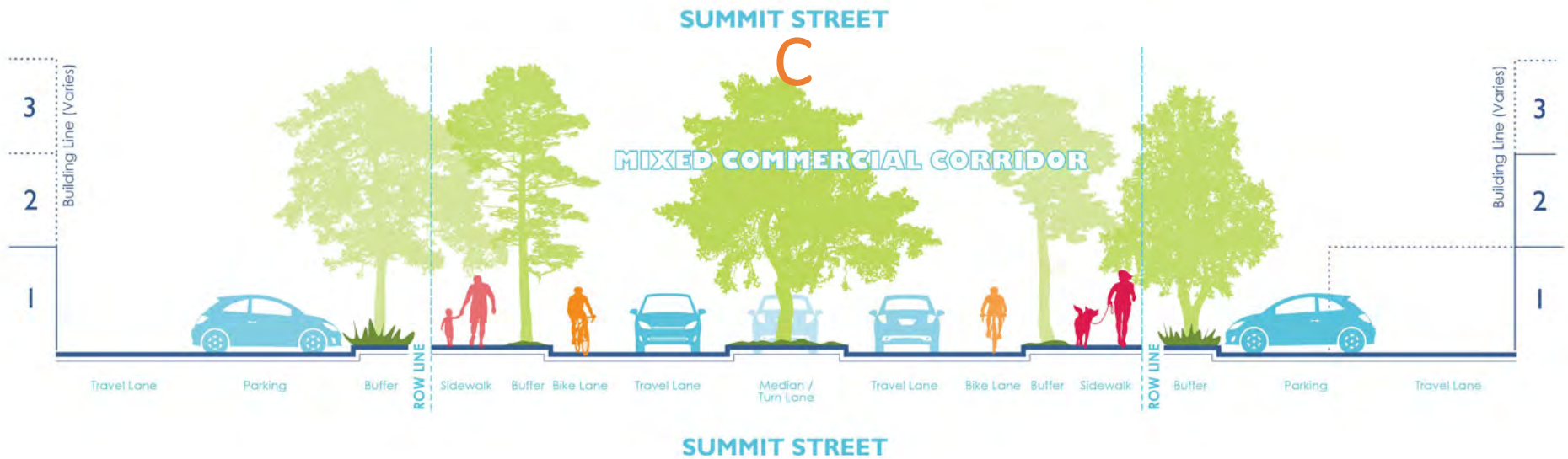
-  Downtown
-  Main Street
-  Downtown Activity Corridor
-  Mixed Commercial Corridor
-  Commercial Infill
-  Downtown Mixed Use Infill
-  Waterfront Promenade
-  Alley Activation
-  Bike Ped Connection

-  Civic Center
-  Government Center
-  Cultural & Recreation Center (Historic)
-  Shopping & Dining District
-  Downtown Park
-  Waterfront Park
-  Downtown Square
-  Parking Ramp (3 levels)
-  Public Off-street Parking (Lot)
-  On-street Parking
-  Boat Ramps

-  Lake Stella Lookout
-  Crescent Lake Lookout
-  Downtown Marker
-  Downtown Gateway Feature
-  Secondary Gateway
-  Landmark Feature (Water tower, mural)



Downtown Street Designs



1

Main Street/Downtown (Central Avenue)



Design Brief

- New infill mixed use – commercial and residential.
- Interim use.
- Rehabilitated commercial buildings with residential above.
- Parking facilities to support downtown events.
- Pedestrian priority street with shared use lanes for cars, bikes, and golf carts.
- Plazas, parklets and streetscape improvements.
- Lake Stella and Crescent Lake piers and public spaces.

Reference Images



Master Plan

Main Street/Downtown (Central Avenue)

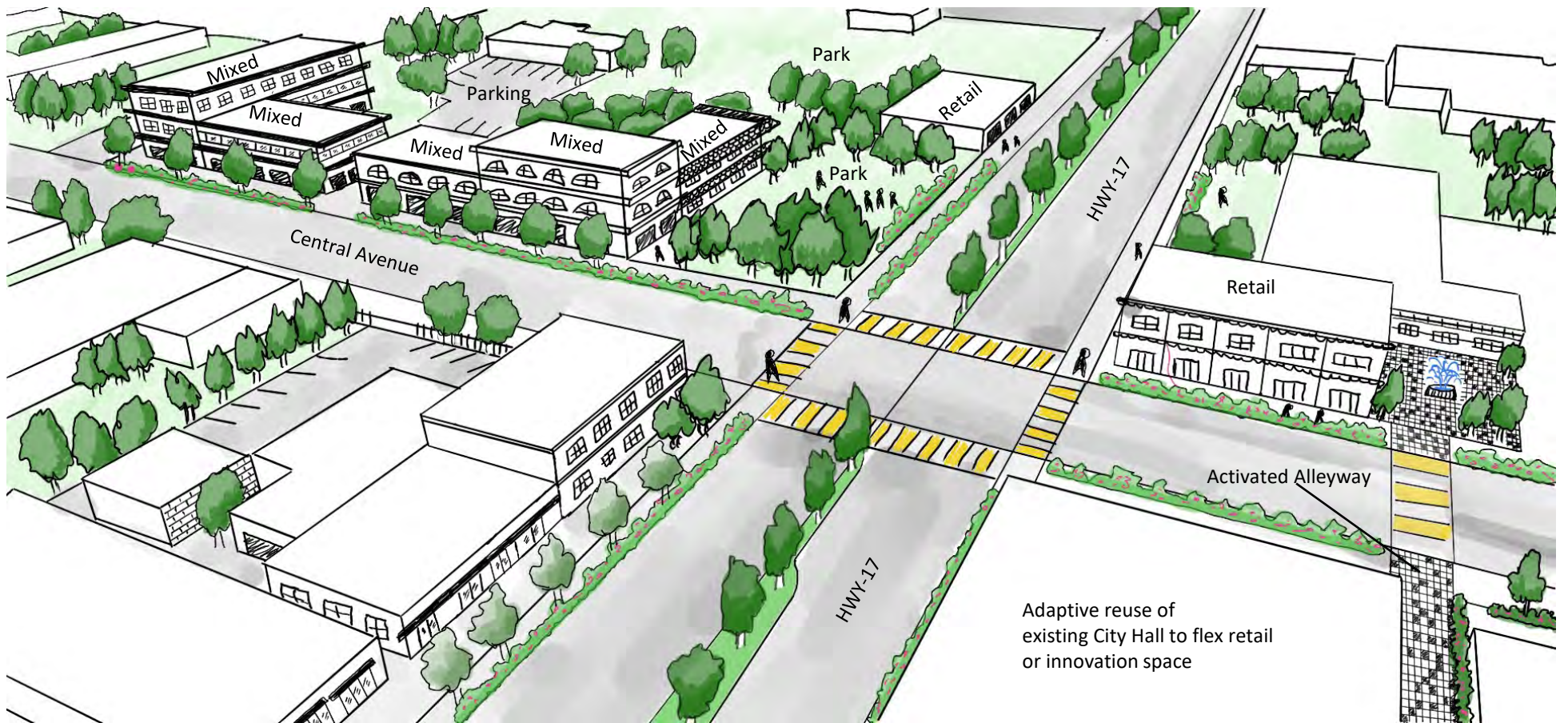


Key Features

- Central Avenue reconfiguration
- Activated Alleyway/Parking
- Proposed Buildings:
 - \pm 128,000 sq ft Mixed Use
 - + 18,000 sq ft Retail Space
 - + 12,500 sq ft Condominiums
- Parking
 - \pm 200 new public and private parking spaces
- Event space/urban plaza
- Urban Park
- Celebration Park

Axonometric/Aerial View

Main Street/Downtown (Central Avenue)



Street View

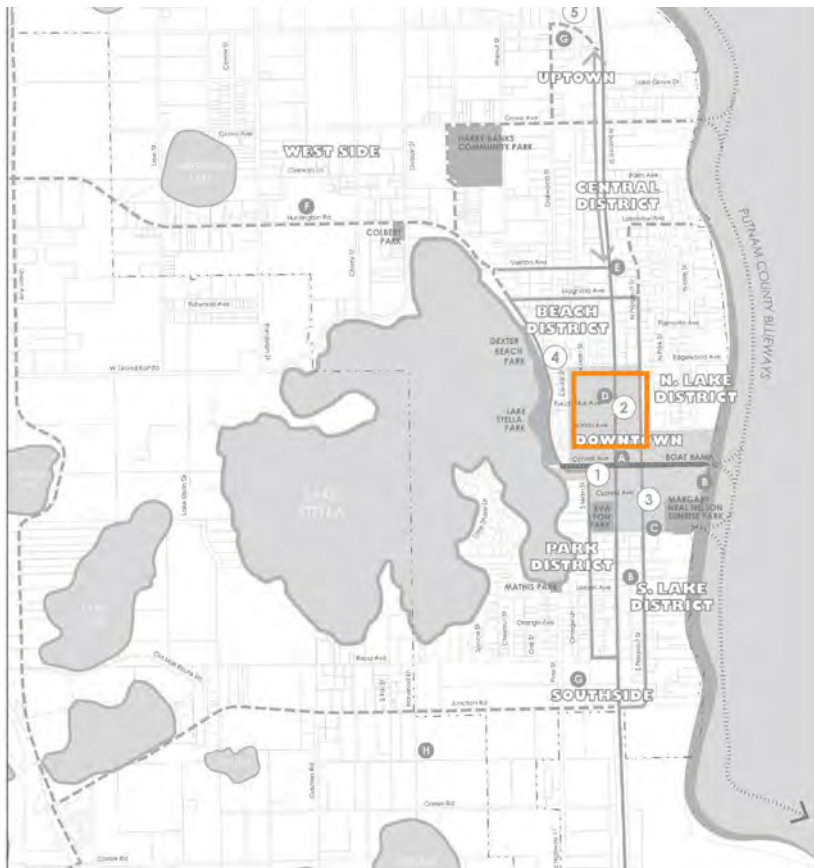
Main Street/Downtown (Central Avenue)



Pedestrian priority Main Street with space for outdoor activities and an activated alley

2

Summit Street (Highway 17 Corridor)



Design Brief

- Well-defined downtown – spanning 10 blocks.
- Street re-configuration for more sidewalk and bike lanes.
- Mixed commercial activity corridor with improved urban design features and landscape.
- New infill and rehabilitated commercial uses.
- Gateway elements to create a “sense of place”.
- Relocation of City Hall to a central location.

Reference Images



Master Plan

Summit Street (Highway 17 Corridor)

Key Features

- Summit Street reconfiguration
- Pedestrian crossings
- Activated Alleyway
- Proposed Buildings:
 - \pm 57,000 sq ft office space (government and lease)
 - + 20,000 sq ft Retail Space
 - + 14,400 sq ft Condominiums
- Parking
 - \pm 150 new public and parking spaces



Axonometric/Aerial View

Summit Street (Highway 17 Corridor)



Street View

Summit Street (Highway 17 Corridor)



Reconfigured street with shared lanes and wide sidewalks

3

Old Middle School Site (S Prospect St)



Design Brief

- Mixed use and waterfront residential development.
- Marina and waterfront lifestyle.
- Repurpose the old school auditorium, gym, cafeteria, main building, for civic and cultural use.
- Parking provisions to support the site's redevelopment and downtown commercial activities.
- Improve Sunrise Park and integrate key features into the overall site redevelopment.

Reference Images



Master Plan

Old Middle School Site (S Prospect St)

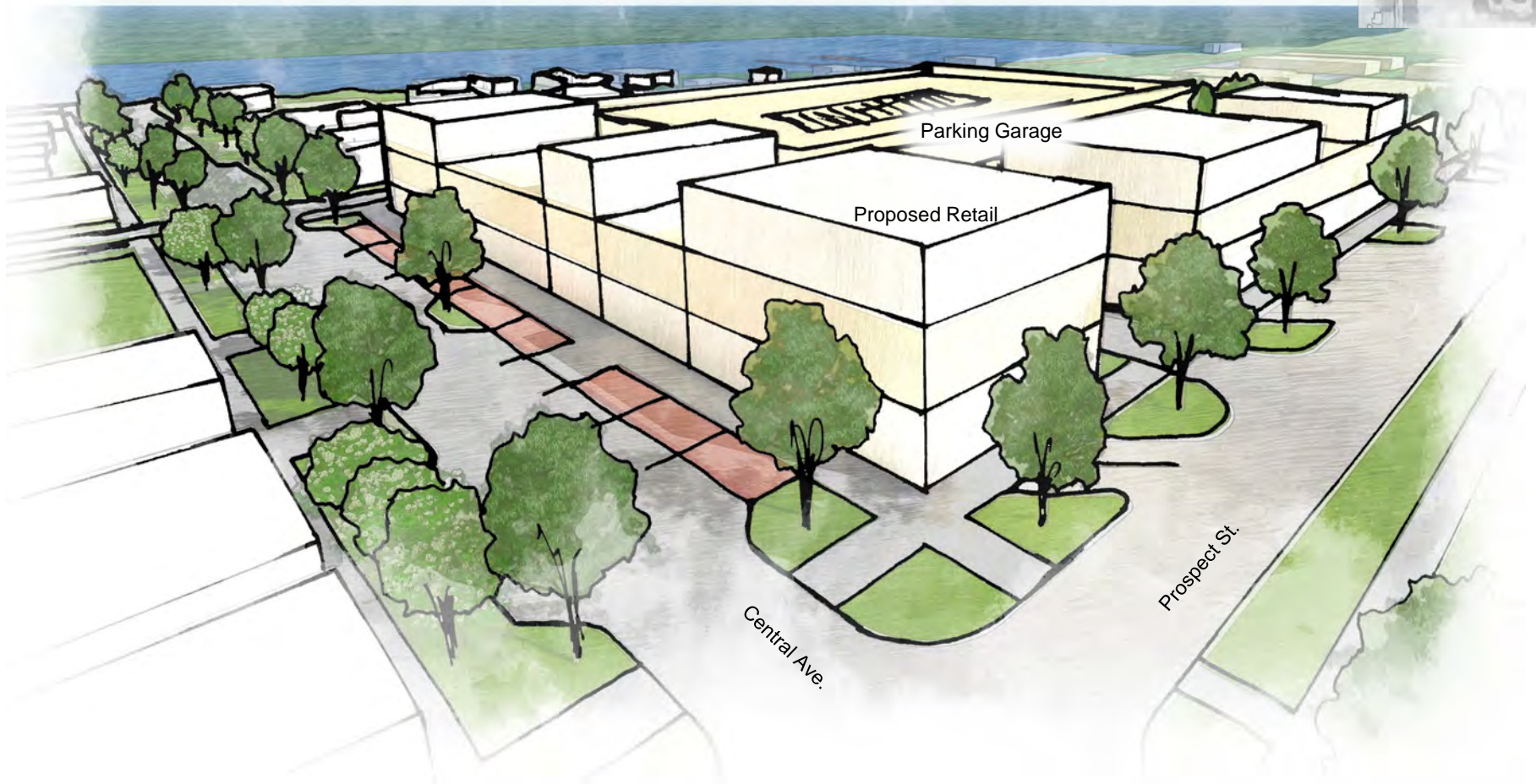
Key Features

- Proposed Buildings:
 - ±98,000 SF Retail
 - ±2,000 SF Marina Bldg.
 - ±96 Condo Units
 - ±56,000 SF Preserved School Bldgs.
 - Fire/Rescue Boat Storage
- Proposed Parking
 - ±460 Parking Garage Spaces
 - ±70 On-Street Parking Spaces
 - ±218 Off-Street Parking Spaces
 - ±20 Trailer Parking Spaces



Axonometric/Aerial View

Old Middle School Site (S Prospect St)



Street View

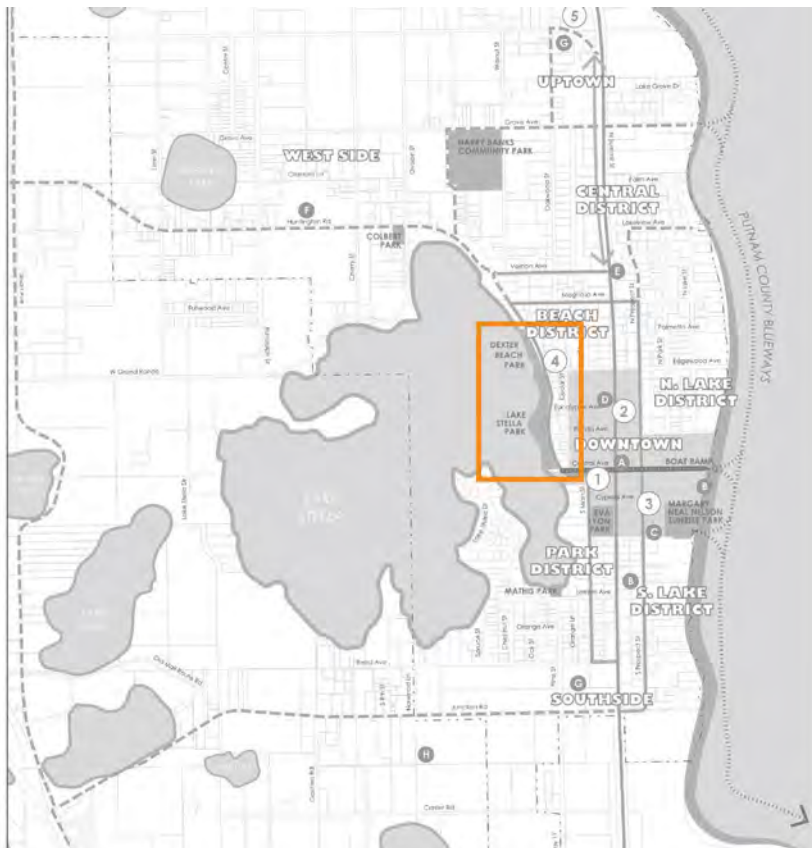
Old Middle School Site (S Prospect St)



Pedestrian walkway/woonerf reconnecting Cypress Ave.

4

Lake Stella Waterfront (Grand Rondo)



Design Brief

- Infill residential with mixed housing offerings ranging from low rise apartments, townhomes, and detached homes.
- Focus on active lifestyle and recreation.
- Walking and biking trails connecting to downtown and westside neighborhoods.
- Public space improvements and amenities on Lake Stella Park including lookouts for nature watching.

Reference Images



Master Plan

Lake Stella Waterfront (E Grand Rondo)

Key Features

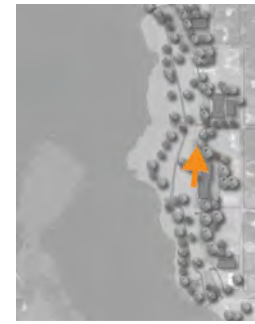
- Park with designated bike and walking trail with amenities.
- New sidewalk on East Grand Rondo
- Pedestrian crossings
- Proposed Buildings:
 - \pm 68, 00 sq ft Residential condominiums
- Proposed Parking
 - \pm 50 new parking spaces



Axonometric/Aerial View

Lake Stella Waterfront (E Grand Rondo)





Street View

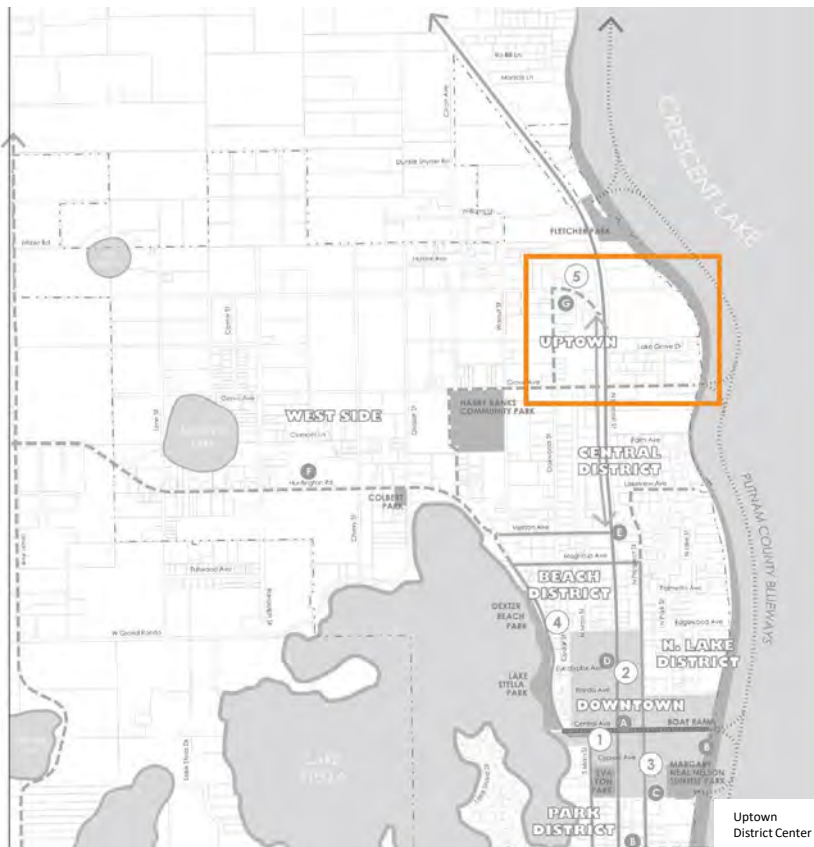
Lake Stella Waterfront (E Grand Rondo)



Waterfront promenade with active recreation spaces and amenities

5

Uptown District Center (N Summit St)



Design Brief

- District scale residential and commercial (re)development node focused on families.
- New mixed housing offerings including apartments, townhomes, and senior living.
- Fletcher Park upgrade with amenities for families and children.
- Anchor commercial such as shopping, hotels, educational support facilities and medical centers.

Reference Images



Master Plan

Uptown District Center (N Summit St)

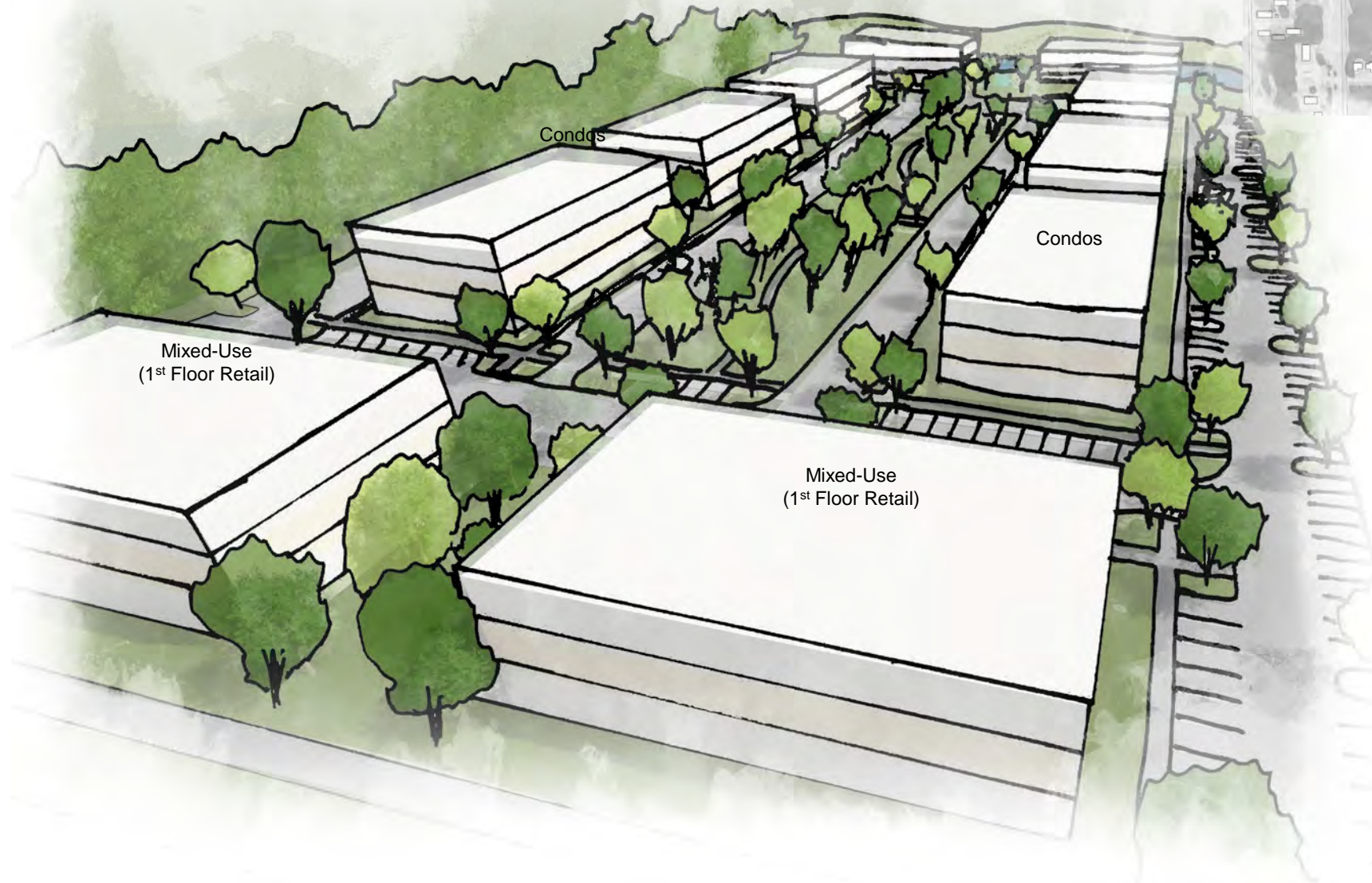
Key Features

- Proposed Buildings:
 - ±30,000 SF Retail
 - ±57,000 SF Mixed Use
 - ±228 Condo Units
- Proposed Parking
 - ±810 Spaces



Axonometric/Aerial View

Uptown District Center (N Summit St)



Street View

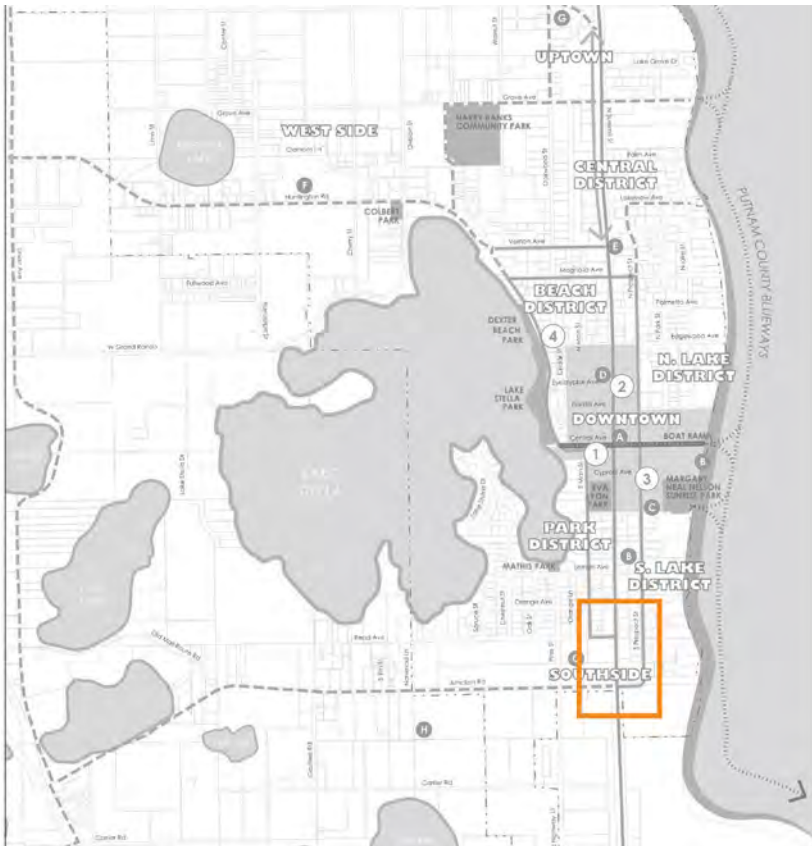
Uptown District Center (N Summit St)



Shopping plaza with mixed-use buildings and retail

6

Southside Neighborhood Center (S. Summit Street)



Design Brief

- Neighborhood center commercial node.
- Services and amenities including a gas station and neighborhood commercial.
- Mixed residential including apartments and townhomes.

Reference Images

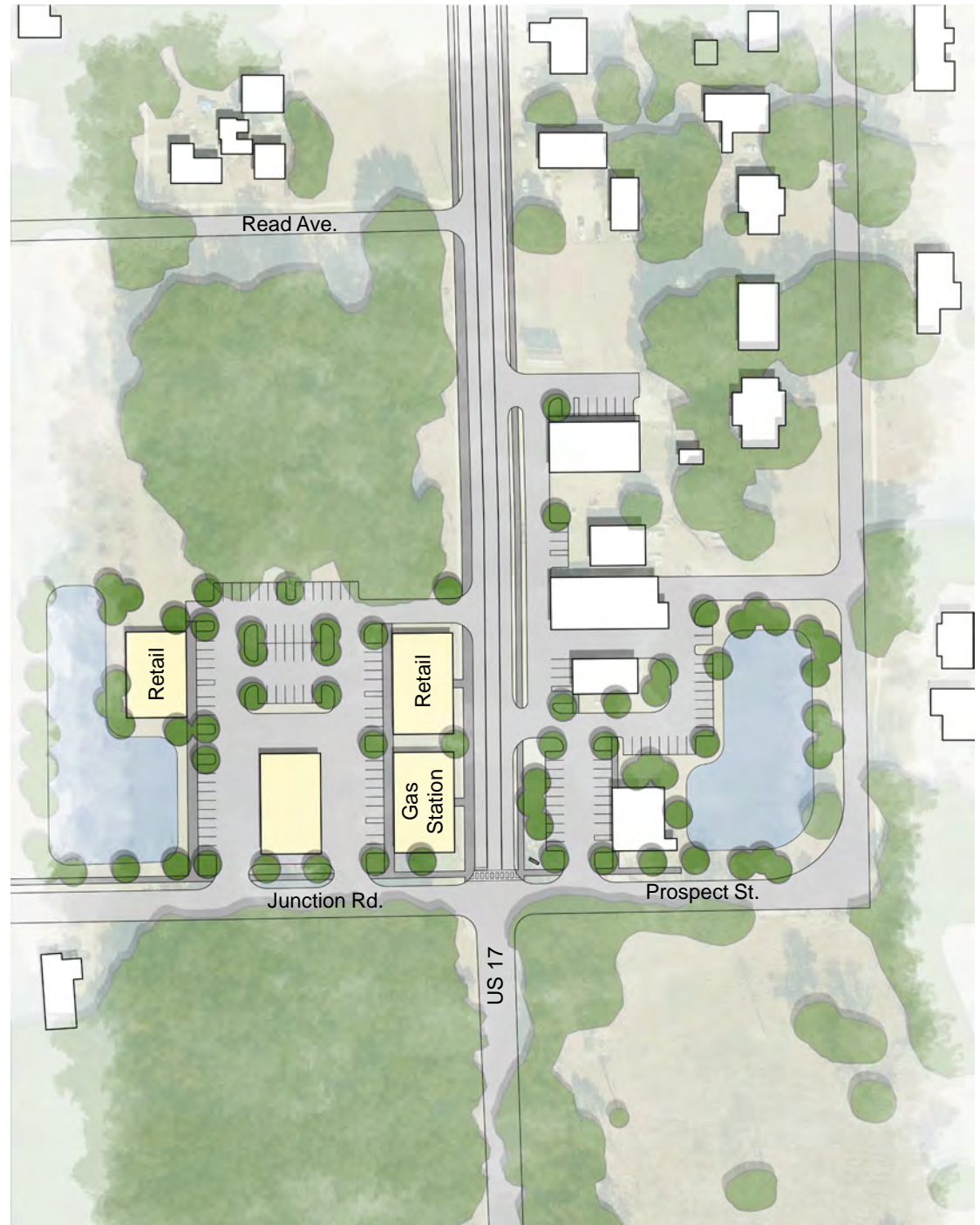


Master Plan

Southside Neighborhood Center (S. Summit Street)

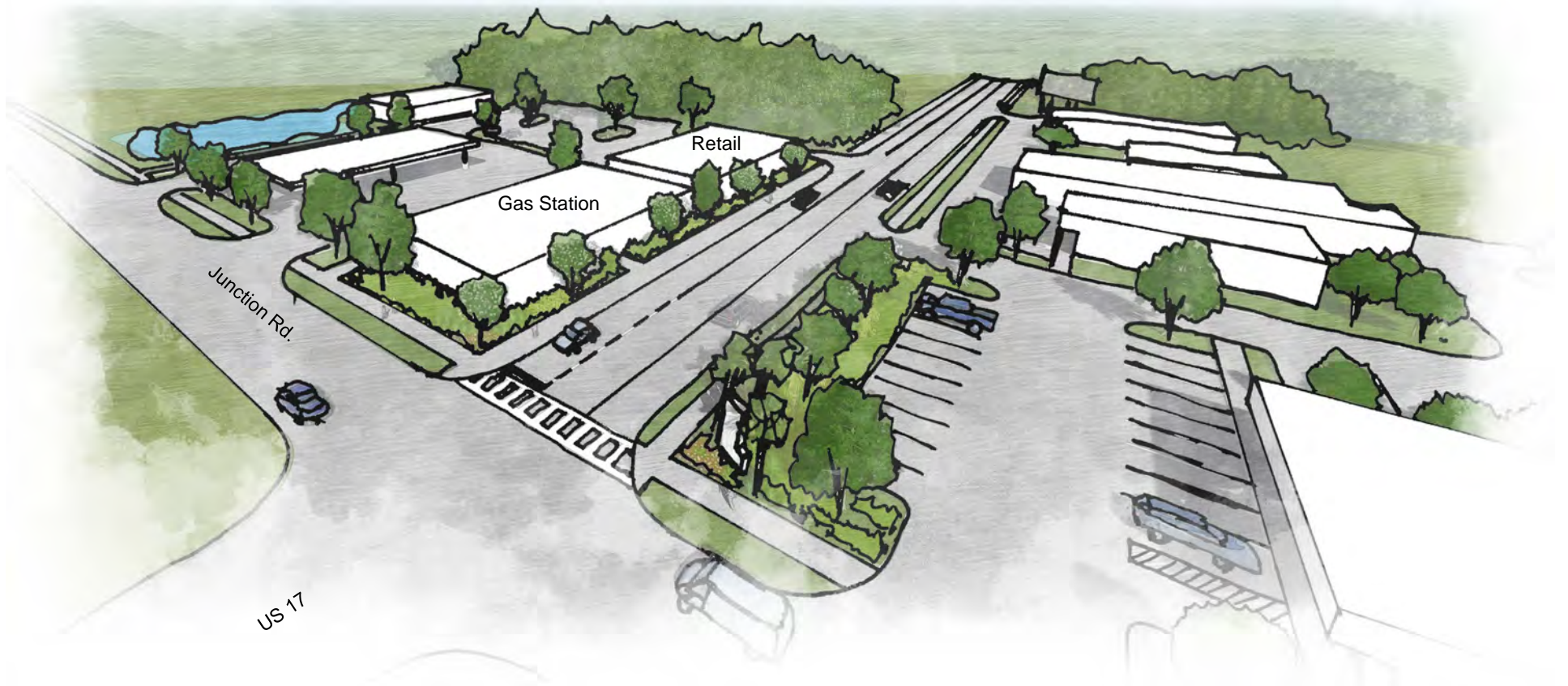
Key Features

- Welcome Sign
- Proposed Buildings:
 - ±11,000 SF Retail
 - ±6,000 SF Gas Station
- Proposed Parking
 - ±74 New Parking Spaces
 - ±55 Reconfigured Parking Spaces

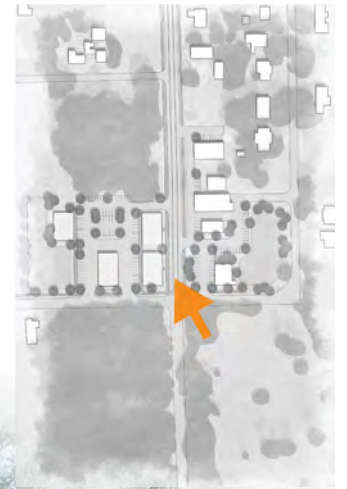


Street View

Southside Neighborhood Center (S. Summit Street)



Street View



View of gas station and potential welcome sign.



Crescent City
VISION MASTER PLAN
& REDEVELOPMENT PLAN UPDATE

