



William Burgess
District Vision Book



WILLIAM BURGESS DISTRICT

A VISION BOOK FOR

A Railroad Community Reinvented



NASSAU COUNTY
DEPARTMENT OF PLANNING
AND ECONOMIC OPPORTUNITY
FLORIDA

Intentionally Blank

December 5, 2017

Produced by:



NASSAU COUNTY
**DEPARTMENT OF PLANNING
AND ECONOMIC OPPORTUNITY**
FLORIDA

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1. Railroad Community

URBAN

In the mid-19th Century, the railroad was the vein connecting incredible urbanism with ultra-rural towns and villages. To capture the essence of a locality there must be a thorough comprehension of the environmental, geographical and historical context of the area. While the railroad was the unifying element, the diversity in regionally available materials, climate and cultural preference resulted in creation of unique and identifiable places. The railroads of mid-19th Century Florida captured this regionalism in interesting and profound ways.



Train on Main St. in Gainesville, FL



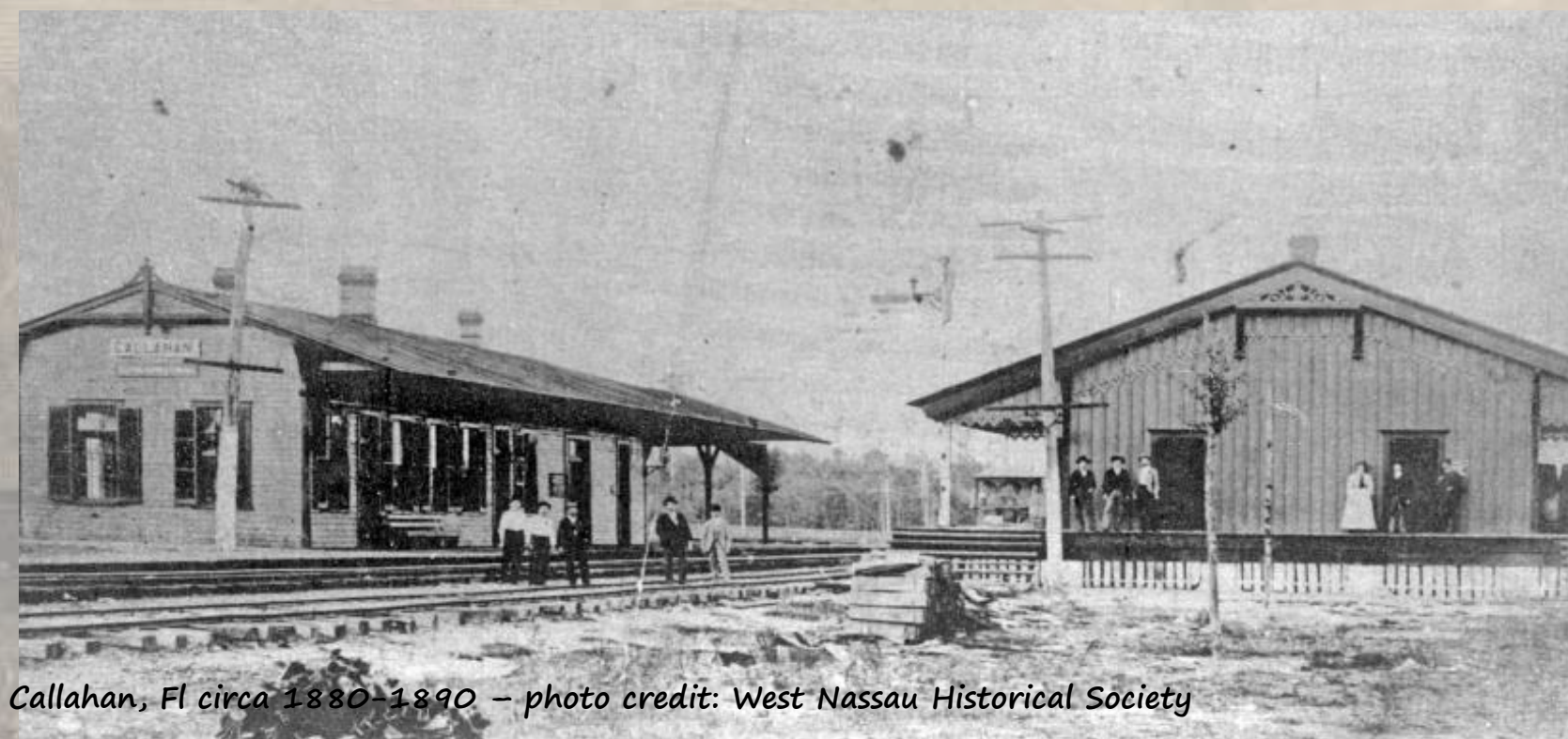
Royal Poinciana Guest 1896 (not FL RR Co.)



Putnam House in Palatka, FL

RURAL

The railroad has played a formative role in Nassau County and will continue to shape its future. The Florida Railroad was the catalyst for the creation of compact mixed-use village centers across the State in the late 19th and early 20th century. Along with depots in Fernandina and Callahan, Yulee, then known as the Hart's Road Station, is an example of a rural village that came to fruition as newly laid rail-lines of the Florida Railroad (1855-1861) intersected with the existing Hart's Road (Isaiah Hart's Jacksonville to St. Marys, GA (circa 1840). While the remnants of the Hart's Road station and the rail-based community can be seen in 'old Yulee', the automobile oriented development pattern of the second half of the 20th Century has long since overtaken the original development pattern.



Callahan, FL circa 1880-1890 – photo credit: West Nassau Historical Society



Fernandina, Florida Depot



Orange City, Florida Depot circa 1860



The Archer Florida Depot Late 1800's

Archer Florida
Historical Society

II. Intent

The William Burgess District(WBD) implements the 2032 Vision Plan and 2030 Comprehensive Plan. More specifically, the WBD is the implementation vehicle of Policy FL.02.05, the William Burgess Mixed-use Activity Center Overlay District. The William Burgess District is the same land area as defined in Comprehensive Plan Policy FL.02.05 as the William Burgess Mixed-use Activity Center Overlay District.

The William Burgess District (WBD) represents the philosophical shift in land-use planning away from the unsustainable automobile oriented development pattern that has been prominent in Nassau County over the preceding decades. It is the intent of the WBD to create a sense of place in the form of a compact, mixed-use, walkable community, designed at a pedestrian scale, that promotes strong social ties and the cultivation of community. Through the application of sound land-use planning, urban design and placemaking techniques, each element of the development program is designed to encourage the daily face-to-face interaction of community members lost with the sprawling suburban scale development pattern of the last half century.

As such, the WBD was not created within the vacuum of a single tract of land but rather as an integrated component of the greater environment. It is imperative to recognize that the built environment is not the 'community' but rather the vehicle that facilitates the creation of community. As Lewis Mumford so eloquently stated, "...today we must treat the social nucleus as the essential element in every valid city plan...". Community is cultivated and organically matured through equity, social engagement, shared values and a celebration of diversity. The goal of this project is to facilitate the cultivation of community through the built environment. The goal is not to maximize intensities and densities but rather provide for a healthy mix of uses at the scale necessary to activate the nucleus of the WBD and serve as a catalyst for community formation - to create lasting public value.

The WBD is based around a future multi-modal transit facility located at the intersection of CSX's rail-line and William Burgess Boulevard. Given the formative role the railroad has played in the community [ref. pages 2 and 3 of this document] and will continue to play in the future, it is only fitting the theme of the WBD be an emphasis on the Vintage Railroad. More specifically, Vintage Florida Railroad.

The aesthetic of Vintage Florida Railroad is captured in the rawness of the material, the grandness and power of the application set within a backdrop of a wild and untamed Florida. The era represented a colliding of modern man's greatest advancements and Florida's native magnificence - beauty and raw power are expressed in both. It is the intent of the WBD to provide balance between beauty and power, raw and finished, elegant and industrious, rustic and urban, and wild and tame. This aesthetic will be captured through the use of powerful materials and lush native landscapes with a mixture of rustic charm and refined modernism - raw unrefined material infused with cutting-edge technology set within the context of the theme. The theme is not defined by the era (time-based) of the Florida Railroad but rather the materiality and essence of application. The context of the Vintage Florida Railroad provides for limitless combinations of material and application allowing for design freedom that creates a sense of place while not limiting creativity.

It is the intent of Nassau County that this document will control development within the WBD. Furthermore, it is the intent of these regulations to promote creativity in design, a compact walkable development pattern, socially engaging and interconnected developments, and create a sense of place by capturing the historical context of the area and requiring implementation via the design and material standards defined herein.

III. 2032 Vision Plan

Below are specific Goals and Strategies identified in the 2032 Vision Plan which are implemented via the William Burgess District.

Issue Area 2: Multi-Modal Transportation

Goal 1: Achieve a network of safe and efficient multi-modal transportation that is capable of meeting the transportation needs of residents and visitors at an acceptable level of service in a safe and efficient manner.

Strategy 5 . Designate transit corridors for future public transportation service. These corridors may be designated for greater land use density and intensity.

Issue Area 4: Mixed Use Development

Goal 1: Encourage mixed-use developments designed to accommodate multiple community activities and services in close proximity. By reducing infrastructure demand, mixed-use developments can generate a positive fiscal impact on County's financial resources.

Strategy 2. Through the Local Planning Agency, establish design guidelines, dimensional criteria, and incentives to promote compact mixed-use development patterns. Characteristics of mixed-use zoning include multiple uses dispersed vertically, shared parking located behind buildings, public amenities such as schools and parks as community focal points, and extensive pedestrian connectivity.

Economic Impacts

As shown in the conclusions from the Fishkind Fiscal Sustainability Study incorporated in this Vision [2032 Vision Plan], the types of growth and development, which occur in Nassau County in the future, will have significant impacts on the financial abilities of the County to pay for current and future activities. Some very difficult choices will have to be made in order to ensure Nassau County maintains its current quality of life, pay for future growth, and ensures a continuation of the quality of life so important to residents.

- Type of Growth Determines Fiscal Impact.
- Not all land uses are created fiscally equal.
- Certain land uses yield a higher fiscal benefit to Nassau County.
- At current expenditure levels, typical residential land uses do not pay for themselves unless at very high price points.
- Office, retail, and industrial land uses have the ability to generate positive fiscal benefit.
- Mixed-use development also has the ability to generate a positive fiscal benefit for the County.

	Total	NPV
1 Single Family Home	-\$16,530	-\$11,885
50K sf Office	\$888,425	\$225,642
100K sf Retail	\$13,548,801	\$4,830,850
50K sf Industrial	\$471,895	\$48,957
100 Single Family Homes	-\$1,653,043	-\$1,188,506
Mixed Use Development	\$11,819,642	\$3,482,675

Source: Fishkind & Associates, August 2007, Proposal, "Fiscal Sustainability after Tax Reform," and "Nassau County Fiscal Sustainability Study," Fishkind & Associates, Inc., September 2, 2008.

IV. 2030 Comp Plan

Below are the specific Policies adopted in the 2030 Comprehensive Plan which are implemented via the William Burgess District.

Policy FL.08.04

The County shall discourage Urban Sprawl by requiring higher density compact development to occur in areas that are planned to be served by public facilities, providing for sound and cost-efficient public facility planning. It will also require lower density development to occur in areas that are environmentally sensitive or in areas that are not planned to receive a high level of public facilities or services.

Policy FL.08.05

The Land Development Code shall provide incentives to direct commercial and multi-family residential uses into clustered or nodal development patterns, that eliminate or reduce strip or ribbon development following major County or state roads.

Policy FL.08.06

The Land Development Code shall provide incentives to encourage new residential and commercial development in rural and transitioning areas to accomplish the following:

- A) Develop in a pattern that is a logical extension of existing urban development patterns avoiding leapfrog or scattered development.
- B) Develop in clustered or nodal patterns, eliminating or reducing strip-style development along arterial and collector roads.
- C) Develop in a pattern that enhances the potential for the extension and maximization of central (regional) water and sewer systems.
- D) Contribute to the development of mixed-use communities that provide for integrated residential and employment opportunities; and provide for civic and public facilities including emergency medical, fire protection and police facilities, parks and other recreational facilities, schools, hospitals and other public or institutional uses.
- E) Minimize the potential impact of urban development on the agricultural productivity of the areas.
- F) Where appropriate, use enhanced standards to create urban-level infrastructure and design elements for new development, including but not limited to streets, stormwater management facilities, landscaping, and signage.

Policy FL.09.05

The County shall evaluate development plans to ensure that open space is provided for recreation in all proposed residential or mixed use development projects in accordance with the established level of service.

Policy FL.10.01

The Land Development Code shall permit the use of innovative land development techniques and allow for appropriate density bonuses to encourage construction of affordable housing units.

Policy FL.10.06

The Land Development Code shall promote the construction of master planned and mixed use developments by providing incentives such as density bonuses, flexible design standards and funding options for required infrastructure improvements.

V. WBD Overlay Comp Plan

Below is the specific Policy adopted in the 2030 Comprehensive Plan creating the William Burgess Mixed Use Activity Center Overlay District.

Policy FL.02.05

William Burgess Mixed Use Activity Center Overlay District

One of the specific goals expressed in the County's Vision 2032 final report is to encourage mixed-use developments designed to accommodate multiple community activities and services in close proximity. By reducing infrastructure demand, mixed-use developments can generate a positive fiscal impact on the County's financial resources. It is the County's objective to coordinate community efforts to develop high-value mixed-use developments that achieve this goal.

As depicted in Future Land Use Map Series Map FLUMS-10, The William Burgess Mixed Use Activity Center establishes a model activity center that will be designed to create a quality of place that is integral for quality of life, while also serving to alleviate traffic from the State Road 200/ A1A Corridor.

Centered within ½ mile of the intersection of William Burgess Boulevard and the CSX rail line running parallel to U.S. Hwy. 17, development within the William Burgess Mixed Use Activity Center shall promote sustainable, compact mixed use development. It will include residential, commercial, office, and employment-generating uses. It will promote multi-modal transportation including walking, biking, and future transit systems. This includes the identification and reservation of a future commuter rail station.

A) Specific incentives and design guidelines will be adopted into the Land Development Code that will incorporate the following goals and principles for development of this Overlay:

1. A high level of interconnectivity of multiple modes of transportation to redirect traffic and alleviate the burden on SR 200/A1A.
2. Higher density, mixed use development that provides a strong work-life balance and opportunities for affordable housing and economic development.
3. Strong pedestrian and bicycle orientation that also welcomes potential commuter rail along the US Hwy 17 Corridor.
4. High quality public spaces that create opportunities for cultural experiences and outdoor interaction, entertainment, and play for all ages and ability levels.
5. Diversity of land uses, spaces, building types and styles designed to create a sustainable, compact development and community.
6. Serve as a template for the creation of a Mixed Use Future Land Use Category and mixed-use zoning districts that will serve to guide other compact nodes of development.

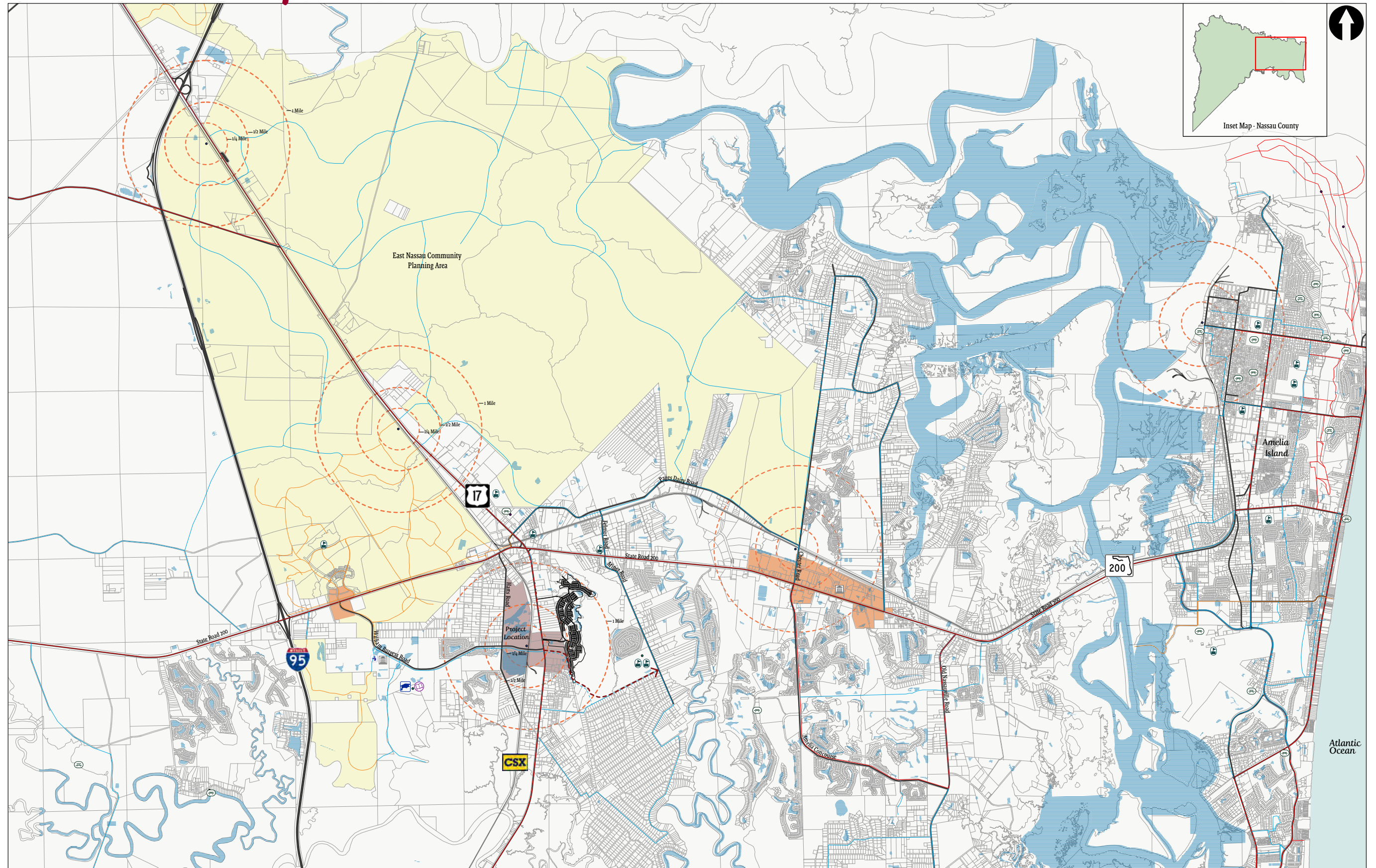
B) Within the boundaries of this overlay, the High-Density Residential (HDR) and Commercial (COM) Future Land Use Map (FLUM) designations, residential development may be permitted up to a maximum of twenty (20) units per acre, subject to conformance with goals and principles described above and with adopted design guidelines and performance standards in the Land Development Code.

C) Within the boundaries of this overlay, the High-Density Residential (HDR) and Commercial (COM) Future Land Use Map (FLUM) designations shall have a maximum Floor Area Ratio (FAR) of 2.0. Where residential and non-residential uses are vertically integrated within the same structure, FAR calculation will exclude those portions devoted to residential dwelling units.

D) Impervious Surface Ratio (ISR) requirements for properties within the overlay will be determined on a case-by-case basis.

VI. TOD Map

The TOD Map identifies future multi-modal transit facilities and the correlating cone of walkability. Data was gathered from the Nassau County Transit Study, JTA First Coast Commuter Rail Feasibility Study, the ENCPA Sector Plan and other sources including approved, pending and/or potential local development projects.



**William Burgess
Small Area Plan**
Nassau County
Area Map
April 12, 2017

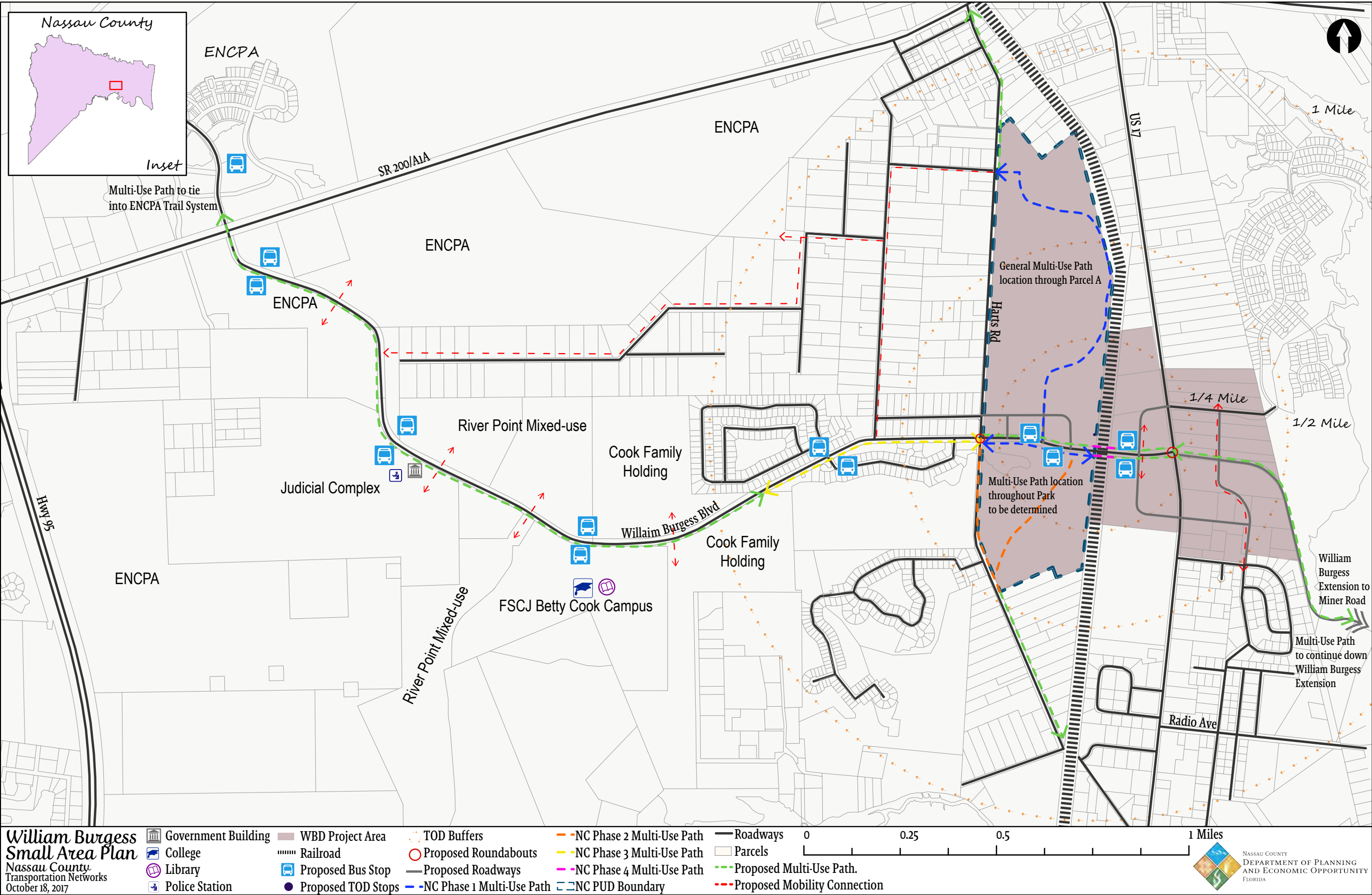
- Legend**
- East Nassau Community Planning Area
 - Project Area
 - Railroads
 - Major Roadways
 - TOD Radii
 - Surface Waters
 - Approximate William Burgess Extension
 - Existing Parks
 - Existing Schools
 - Existing Bike Facilities
 - ENCPA Proposed Multi-Use Facilities
 - Proposed Bike/Multi-Use Expansion
 - William Burgess Extension Multi-Use Trail
 - General Nuclei of TOD Stations
 - Police Station
 - Government Complex
 - College
 - Library

0 0.375 0.75 1.5 Miles



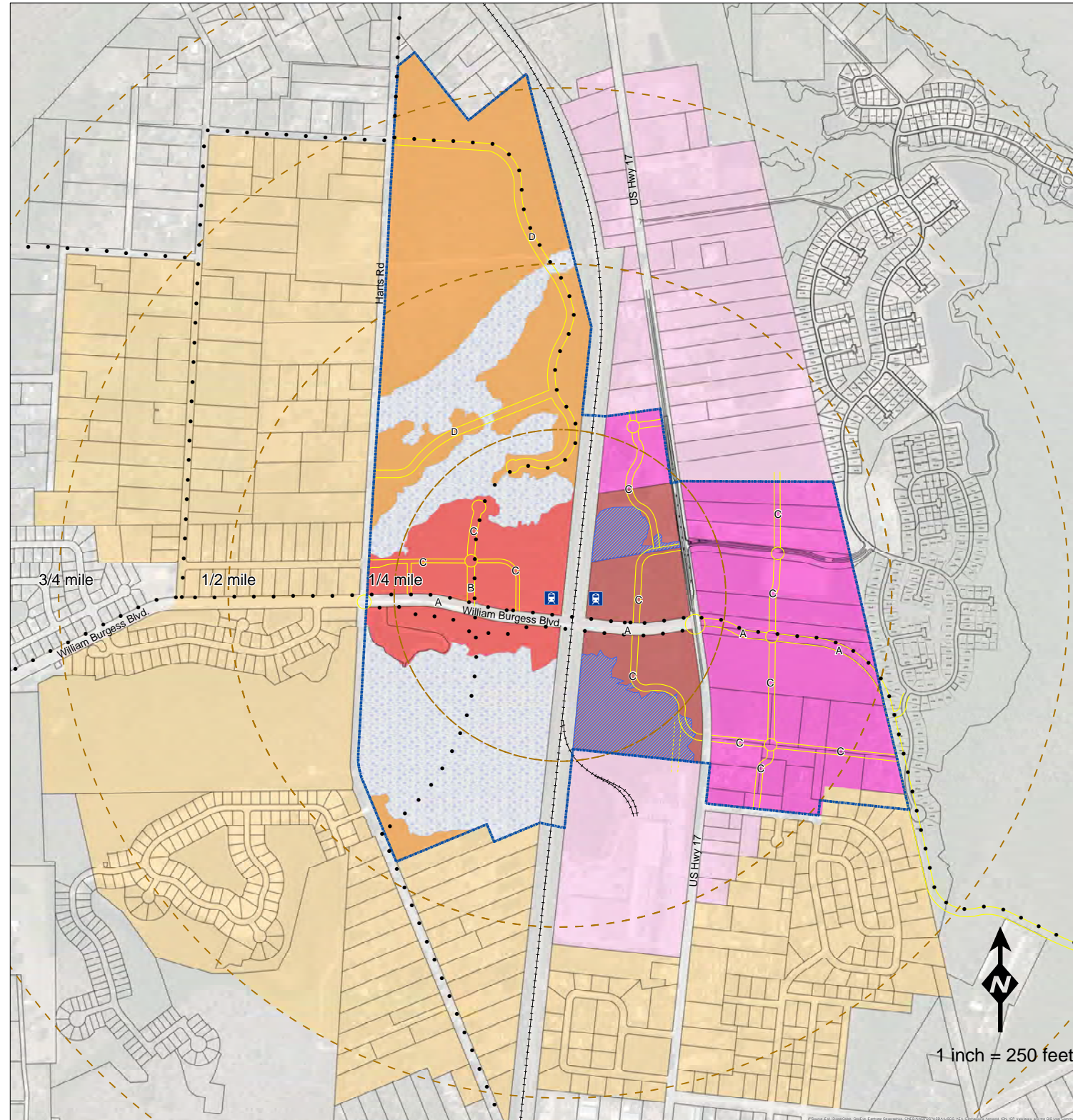
VII. Mobility

The Mobility (Transportation Networks) figure below concentrates on the William Burgess Boulevard Corridor between SR200 and Miner Road. The exercise identifies the integrated approach to mobility, the significance of the corridor and, more specifically, the potential opportunities the WBD offers those current and future residents.



VIII. Regulating Plan

IX. Transects

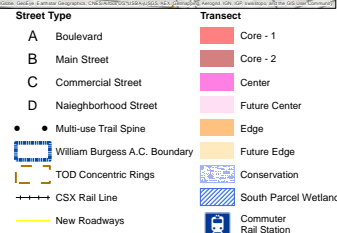
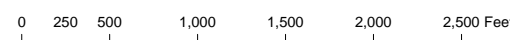


William Burgess Mixed-Use Activity Center Overlay
Regulating Plan
June 28, 2017 - Update



William Burgess Mixed-use Activity Center Transect Acreages

Existing	Potential
35 acres - Core 1	137 acres - Future Center
17 acres - Core 2	501 acres - Future Edge
86 acres - Center	
88 acres - Edge	
79 acres - Conservation	638 acres - Total
305 acres	



Village Core

Immediate Transit Oriented Development centered on the proposed commuter rail station and within a ¼ mile to promote walkability, pedestrian orientation and social engagement. The Village Core will feature vertically integrated mixed-use buildings of higher density and intensity standards to promote a vibrant and active nucleus. Site design shall be at a pedestrian scale with buildings oriented to the street.

There are two separate Core transects:

- A. Village Core I: within ¼ mile of the future commuter rail station west of the CSX rail line as depicted on the regulating Plan.
- B. Village Core II: within ¼ mile, of the future commuter rail station east of the CSX rail line as depicted on the Regulating Plan.
- C. Key Elements:

- (1) Compact, Mixed Use Development: Encourage high density, vertically and non-vertically integrated mixed use development, dynamic social spaces, lively events/entertainment, and an overarching vibrancy that places an emphasis on an engaging social nucleus. Transit oriented retail and restaurants combined with professional office spaces and multi-family residential uses on upper stories. Higher density/intensity buildings that are attached to create a nearly continuous street façade with greatest densities/intensities requirements closest to proposed commuter rail site.
- (2) Public Spaces: Public spaces includes Social Spaces, Recreational Spaces and Wild Spaces (Open Space). These public spaces are vital to the formation of community as they promote a shared sense of ownership, pride and value. These are the spaces where social engagement takes place and community is formed. Development within the Village Core shall progress in such manner that social spaces are seamlessly integrated from building site to building site. Social spaces shall be oriented to provide meaningful area/outdoor rooms for gathering socializing and community activity.
- (3) Urban Design Character: Primary orientation is towards the Boulevard (William Burgess Blvd.) and Main Street areas. Secondary orientation is to the public spaces and commuter rail station. All areas will be designed with an emphasis on the pedestrian. Village Core will use build-to lines, minimum densities, maximum parking standards, architectural design standards and placemaking techniques to ensure the desired development form is executed.
- (4) Mobility: The overall design of the William Burgess District is based upon the orientation towards multiple modes of transportation including commuter rail, bus, pedestrian, bicycle and auto. Urban design will all be oriented towards the pedestrian. Vehicular and pedestrian cross access shall be required within the Village Core.
- (5) Pedestrian Connections: Key pedestrian paths are proposed from the commuter rail to all key points throughout the William Burgess District. All street types will present opportunities for pedestrian crossings that are safe and attractive and oriented towards the scale of the pedestrian to alleviate the need for mid-block crossings. Development shall extend the multi-use trail system to provided seamless connectivity.
- (6) Housing: Vertically integrated mixed-use buildings, such as retail and office buildings with apartments or condos above, are anticipated throughout the William Burgess District with the greatest densities concentrated within the Village Core. The Village Core will utilize density bonuses to encourage integrated affordable rental units.

Village Center

Begins near the ¼ mile point and extends to approximately ½ mile from the proposed transit facility and commuter rail site and also features a pedestrian orientation with additional street types and parking configurations. The Village Center is also intended to be compact mixed use but at a lesser intensity than the Village Core to provide a transition to the Village Edge.

(A) Key Elements:

- (1) Mix of Uses: Street-oriented retail and restaurants with professional office and apartments above will face commercial streets. Attached housing will range in density and unit type per block.
- (2) Public Spaces: Public spaces includes Social Spaces, Recreational Spaces and Wild Spaces (Open Space). Development with the Village Center shall provide for connectivity via public spaces.
- (3) Urban Design Character: All buildings and entrances shall be first oriented to the street to reinforce the pedestrian-oriented character and secondly oriented to public spaces. Individual development site shall be oriented in such a manner that each site provides connectivity to shared public spaces. It is the intent to create continuity between adjacent properties and create a walkable pedestrian scale environment. The Village Center will use build-to lines, maximum parking standards, architectural design standards and placemaking techniques to ensure the desired development form is executed.

X. Street Types

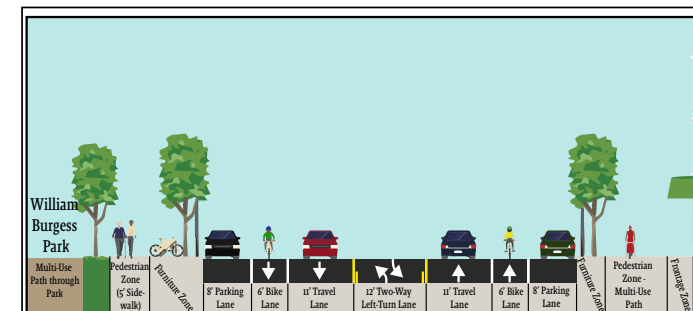
- (4) Mobility: The mobility system shall be based on the coordination and confluence of all modes of transportation, i.e. walking, bicycling, automotive, bus, and proposed commuter rail, to occur in or near the Village Center. Vehicular and pedestrian cross access shall be required within the Village Center.
- (4) Pedestrian Connections: Development shall extend the multi-use trail system to provided seamless connectivity. Bicycle and pedestrian accessibility to District facilities and amenities is integral to the development program.
- (5) Housing: The Village Center will provide for a variety of housing types and promotes diversity in style and price point. Vertically integrated mixed-use buildings, such as retail and office buildings with apartments or condos above, are anticipated throughout the William Burgess District with the greatest densities concentrated within the Village Core and only a slightly lesser concentration in the Village Center. The Village Center will utilize density bonuses to encourage integrated affordable rental units. The Village Center differs from the Village Core in that the “missing middle” of modern housing - the duplex, triplex, quadplex, courtyard apartment, town-home, and pocket neighborhoods are encouraged.

Village Edge

The Village Edge begins near the 1/2 mile point and extends to approximately 3/4 mile from the proposed transit facility and commuter rail site. The Village Edge has lower densities and intensities than the Core and Center. The Edge generally accommodates limited neighborhood scale commercial uses and housing in the form of the “missing middle” and the more traditional single family detached home.

(A) Key Elements:

- (1) Mix of Uses: A diversity of housing types coupled with neighborhood scale commercial development intended to serve the immediate community. The Edge shares with the Core and Center the overarching goal to provide a work, live, play environment that is socially connected. However, the Edge limits uses and provides a lower level of intensity and density.
- (2) Public Spaces: Public spaces includes Social Spaces, Recreational Spaces and Wild Spaces (Open Space). Development with the Village Edge shall provide for connectivity via public spaces. Neighborhood parks, informal play areas and non-programmed recreational and social amenities are encouraged.
- (3) Urban Design Character: All buildings and entrances shall be first oriented to the street to reinforce the pedestrian-oriented character and secondly oriented to public spaces. Individual development sites shall be oriented in such a manner that each site provides connectivity to shared public spaces. It is the intent to create continuity between adjacent properties and create a walkable pedestrian scale environment. The Village Edge will use build-to lines, maximum parking standards, architectural design standards and placemaking techniques to ensure the desired development form is executed.
- (4) Mobility: The mobility system shall be based on the coordination and confluence of all modes of transportation, i.e. walking, bicycling, automotive, bus, and proposed commuter rail, to occur in or near the Village Edge. Vehicular and pedestrian cross access shall be required within the Village Edge to the maximum extent possible.
- (4) Pedestrian Connections: Development shall extend the multi-use trail system to provided seamless connectivity. Bicycle and pedestrian accessibility to District facilities and amenities is integral to the development program.
- (5) Housing: The Village Edge will provide for a variety of housing types and promote diversity in style and price point, at lesser intensities and densities than provided for in the Core and Center Transects. The Village Edge differs from the Village Core and Center in that the “missing middle” of modern housing - the duplex, triplex, quadplex, courtyard apartment, town-home, and pocket neighborhoods are encouraged in addition to the traditional single family detached home.



Street Type: Boulevard

The boulevard street type allows for faster movements outside of the primarily commercial area and provides access from SR-200 to US-17. The street width should be no more than 64' curb-to-curb, including two lanes for through/right traffic, a center two-way left-turn lane (TWLTL), two bike lanes, and parallel on-street parking on each side of the road. The total right-of-way should be at least 100 feet.

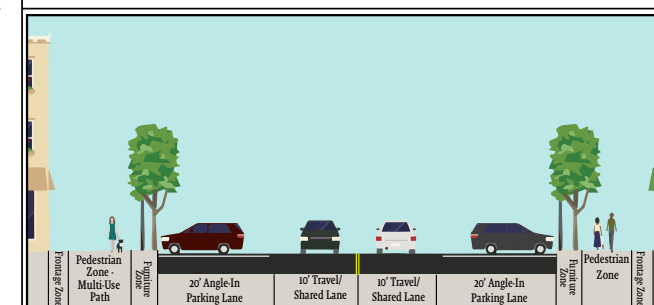
These streets should be designed so that while higher speeds may be facilitated, there are mechanisms to promote pedestrian safety. The TWLTL can be a raised median or pedestrian safety islands where appropriate.

Pedestrian activity is expected to be high along this street type due to the park, commercial center, and transit stops (adjacent land uses).

Buildings should be brought forward to the frontage zone.

The pedestrian zone throughout these streets are either paved sidewalks adjacent to the street and building, or the multi-use path extension. The furniture zone can be used for street trees, lighting, bike parking, benches, trash cans, etc.

These street types are found in the village core and center transect zones, however, it should not be used for internal roads.



Street Type: Main Street

A main street is used for the primary road connecting William Burgess Boulevard to internal commercial streets. They too have design treatments focused on pedestrian activity.

The street width should be no more than 60' curb-to-curb, including two lanes for diagonal on-street parking.

The total right-of-way for this street should be at least 80'.

These streets should be designed so that speeds are less than 25mph so that a bicyclist will feel comfortable riding on the street.

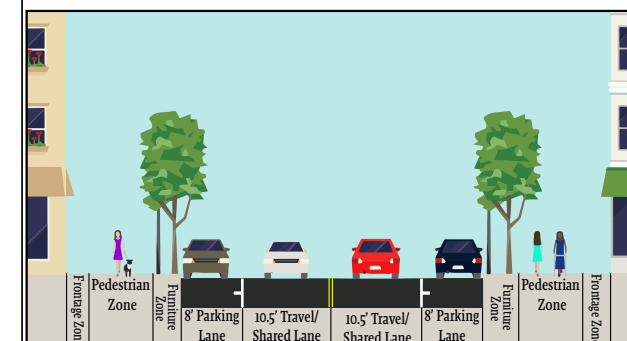
Pedestrian activity is expected to be high along this street type.

Buildings should be brought forward to the frontage zone.

The pedestrian zone throughout these streets are either paved sidewalks adjacent to the street and building, or the multi-use path extension. Sidewalks should be a minimum of 6 feet.

The furniture zone can be used for street trees, lighting, bike parking, benches, trash cans, etc.

These street types are found in the village core and center transect zones.



Street Type: Commercial Street

A commercial street is used for connector streets and are a subset of the main street, as they too have design treatments focused on pedestrian activity. These street types are usually found as “internal commercial streets”.

The street width should be no more than 48' curb-to-curb, including two lanes for parallel on-street parking. The right-of-way should be at least 70' to include the roadway, furniture zone, and pedestrian zone. However, if bike lanes are required on the roadway as determined by the Public Works Director, the lanes can be widened to accommodate them. Conversely, these streets may be narrowed to have parking on only one side.

These streets should be designed so that speeds are less than 25 mph so that a bicyclist will feel comfortable riding on the street.

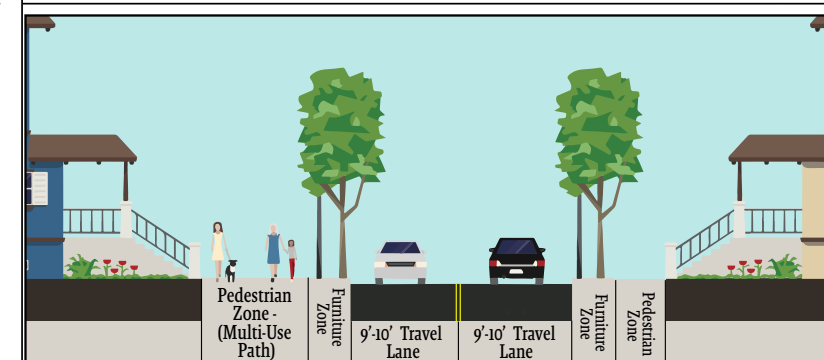
Pedestrian activity is expected to be high along these streets.

Buildings should be brought forward to the frontage zone.

The pedestrian zone throughout these streets are either paved sidewalks adjacent to the street and building. Sidewalks should be a minimum of 6 feet.

The furniture zone can be used for street trees, lighting, bike parking, benches, trash cans, etc.

These street types are found in the village core, center, and edge transect zones.



Street Type: Neighborhood Street

A neighborhood street is used for residential purposes.

The street width should be no more than 20' curb-to-curb*.

These streets should be designed so that speeds are less than 20 mph.

The furniture zone can include street trees, street lighting, and mailboxes.

The pedestrian zone can include sidewalks or the multi-use path extension. In some cases, when a pedestrian plan has been approved, sidewalks may be omitted.

These streets are generally found the village edge transect zone.

*The applicant may opt to do three (3) nine (9) foot lanes, with one dedicated to marked on-street parking.

William Burgess
Small Area Plan
Street Design
October 19, 2017



XI. Placemaking

PLACEMAKING

Today we must treat the social nucleus as the essential element in every valid city plan - Lewis Mumford

The William Burgess District is a rail community reinvented through a vibrant and engaging built environment that captures the essence of the railroad's rich heritage and related cultural progressions and applies that spirit in a new and modern way. The aesthetic is intended to reinvent the social nucleus of Yulee by creating an engaging and creative place by incorporating old styles with a new feel.



Fernandina Train Depot Refurbished



CHRISTMAS 2016

Dickens on Centre



West Nassau Historical Society
at the historic Callahan Train Depot



Callahan Rail Depot Refurbished



XII. Building Examples



XIII. Materials

Timber/Wood



Iron and Steel



Brick



Glass



Corrugated Metals



Stone/Tabby



XIV. Signage



XV. Streetscape



XVI. Public Spaces & Art

Social Spaces



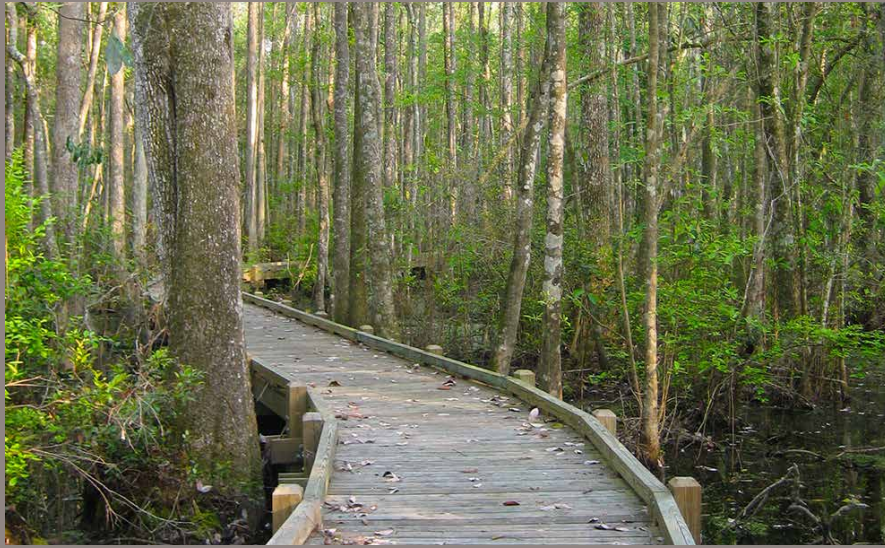
Social Spaces



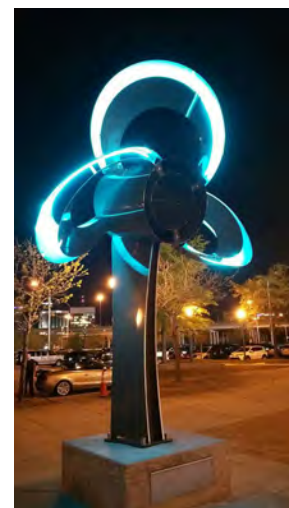
Recreational Spaces



Wild Spaces/Open Space



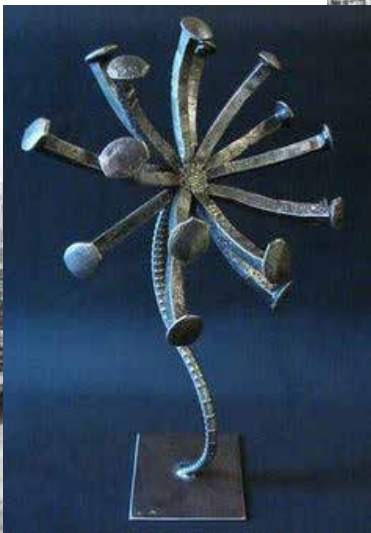
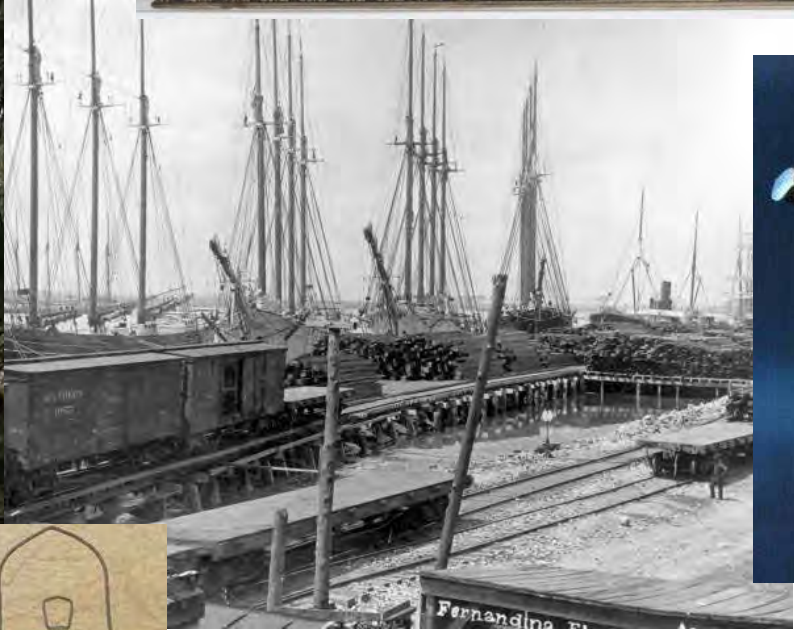
Public Art

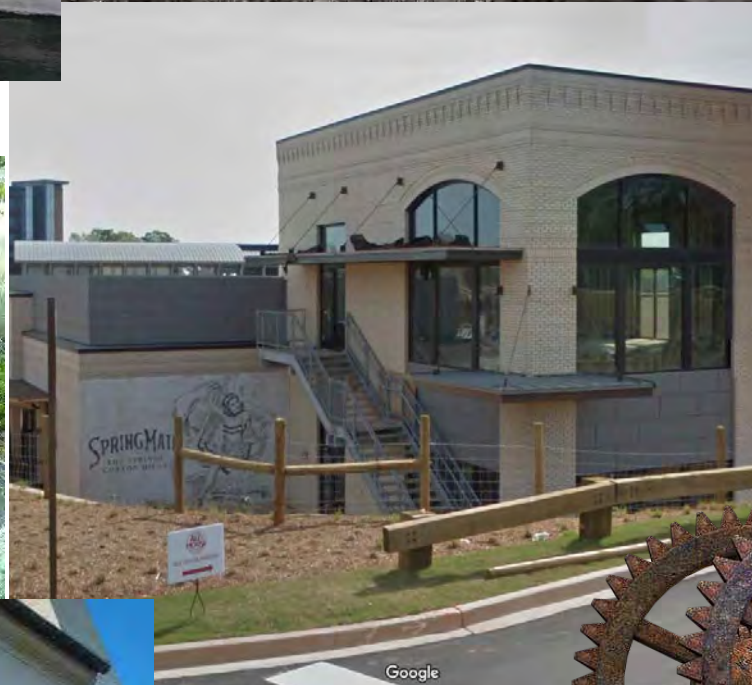
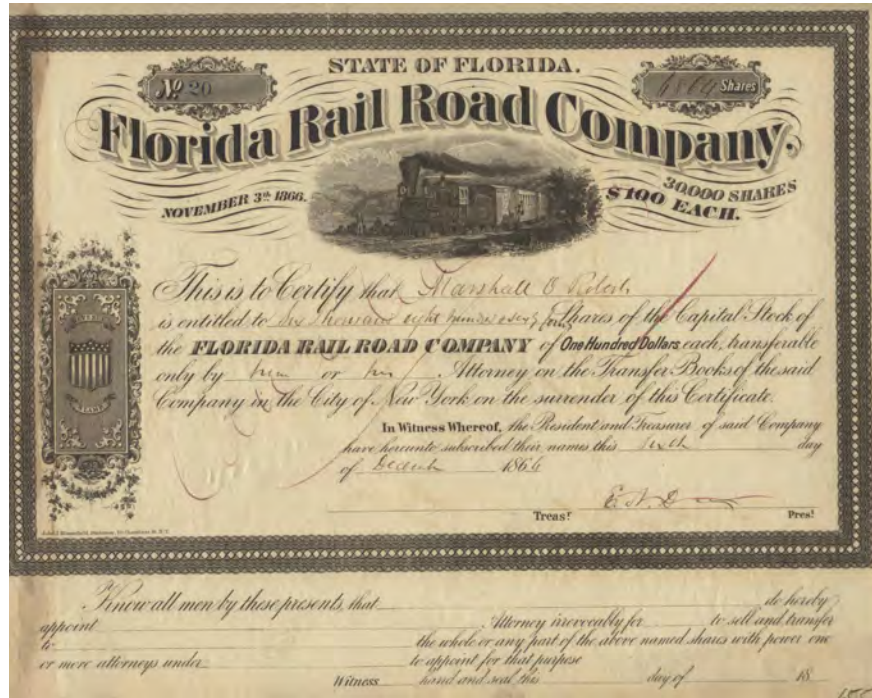


Public Art



XVII. Other Inspirations





XVIII. Supplemental Design Guidelines

Section XVIII.1 - General Regulations

It is the intent that these supplemental design guidelines and the William Burgess District (WBD) Vision Book in its entirety will serve as the implementing regulation of the William Burgess Activity Center Overlay District as provided for in Policy FL.02.05 of the 2030 Comprehensive Plan. The William Burgess District (WBD) is the same geographic area as the William Burgess Activity Center Overlay as adopted in Policy FL.02.05 and Future Land Use Map Series - Map 10 of the 2030 Comprehensive Plan.

XVIII.1.1 - Applicability

- (a) All development, unless expressly exempted, located within the WBD shall be consistent with the WBD Vision Book and the supplemental design guidelines defined herein.
- (b) The construction or replacement of a single family home on an individual tract of land existing as of December 11, 2017 shall not be subject to these supplemental design guidelines.

XVIII.1.2 - Zoning Classification and Future Land Use Map Designation

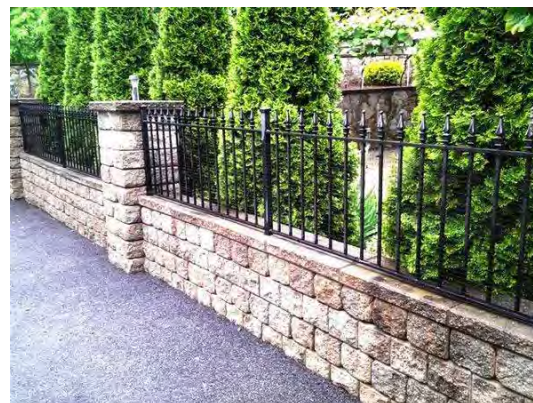
- (a) Properties within the WBD may choose to develop according to the existing zoning classification and Future Land Use Map (FLUM) designation subject to the WBD supplemental design guidelines and the parameters defined in the WBD Vision Book.
- (b) If a property within the WBD is developed in accordance with the existing zoning classification the uses defined therein shall control and development shall be consistent with the Future Land Use Map (FLUM) designation.
- (c) If a property is developed outside of a Planned Unit Development (PUD), the project shall not be eligible to utilize the density and intensity bonuses defined in Policy FL.02.05.
- (d) No rezoning application within the WBD will be approved unless the request is to Planned Unit Development (PUD) and demonstrating consistency with all applicable review criteria.
- (e) No FLUM amendment application will be processed except in conjunction with an application for a PUD.
- (f) Within the William Burgess District there shall be no minimum acreage requirement for filing a PUD.
- (g) In addition to the requirements of Article 25 of the Nassau County Land Development Code, all Planned Unit Developments shall be consistent with the parameters of the WBD Vision Book and the WBD supplemental design guidelines. A Planned Unit Development shall only be approved upon a finding of consistency with the intent of the WBD and Article 25 LDC.

XVIII.1.3 - Parking

- (a) On-site parking shall not exceed 110% of the minimum requirement defined in Article 31 LDC.
- (b) Within the Core 1 and Core 2 Transects the minimum parking requirements are 50% of that defined in Article 31 LDC.
- (c) Within the Center Transect, the minimum parking requirements are 75% of that defined in Article 31 LDC.
- (d) Parking requirements can be further reduced through the provision of on-street parking and shared parking facilities/agreements. Shared parking agreements and on-street parking are strongly encouraged. On-site surface parking is discouraged.
- (e) Except for the construction or replacement of a single family home, all on-site parking shall be located behind or beside the primary structure and screened from the street. Parking shall not be located between the street and the primary structure. Parking lots shall not be located in any required yard (setbacks).
- (f) To the extent possible, surface parking within the Core 1 and Core 2 Transects should be minimized to maintain the density/intensity standards and general form of the Transects. Parking shall be provided through on-street parking and shared parking facilities to the maximum extent possible.
- (g) Parking areas will be separated and screened from public streets, sidewalks or rights-of-way using a landscaped area at least five (5) feet wide that includes a 3' high wall and 2' tall shrubs to screen public parking lots and service areas. Walls over 3' in height shall be at least 50% transparent. This provision does not exempt a project from meeting the perimeter landscape buffer requirements defined in Section 37.05 LDC - see Section XVIII.7.



fig. 1



XVIII.1.4 - Trails, Streets and Pedestrian Facilities

- (a) All development fronting on William Burgess Boulevard and the extension to Miner Road located within the WBD shall be required to complete the portion of the multi-use trail running parallel and adjacent to the roadway at the time of site development or redevelopment.
- (b) All new development and redevelopment, except for the construction of a detached single family home on an individual tract of land existing as of December 11, 2017, located within the WBD shall provide for pedestrian cross connectivity throughout the WBD in the form of sidewalks or multi-use trails.
- (c) As approved by the Public Works Director of Nassau County, streets may be constructed at widths beneath the minimum standard defined in the Road Way and Drainage Standards of Nassau County to promote form and walkability.
- (d) Narrow streets/travel lanes are encouraged. See page 24.

XVIII.1.5 - Cross-access

- (a) All non-residential, multi-family and mixed-use projects shall be designed to allow for vehicular cross access to adjacent non-residential, multi-family and mixed-use properties. Where there are stub-outs on adjoining properties, the site under review shall complete the connection. Where a vacant lot/tract of land with a Commercial, Industrial, High Density Residential or Multi-use FLUM designation is adjacent to the site under review, the cross access stub-out shall be constructed to the property boundary with the initial site development or appropriate phase of the project as determined by the Development Review Committee

XVIII.1.6 - Utilities

Extension of utilities within the WBD shall be underground. This provision shall not apply to the construction of detached single family homes on an individual tracts of land existing on December 11, 2017.

XVIII.1.7 - Signage

- (a) Upon adoption of a unified signage program for the WBD all signage shall comply with the adopted program.
- (b) Until such time Nassau County adopts a unified signage program for the WBD all signage shall be consistent with materials, theme and styling defined herein.
- (c) Creativity in the application of materials is encouraged.
- (d) Unless specified elsewhere in the WBD Vision Book or the supplemental design guidelines, the size and location standards of the sign regulations defined in Article 35 LDC shall control. Notwithstanding the requirements of Article 35 LDC, the materials and application of materials illustrated in the WBD Vision Book shall control. All applications for signage shall demonstrate consistency with the WBD Vision Book.
- (e) Notwithstanding the provision of Article 35 LDC, page 27 of the WBD Vision Book provides further detail related to appropriate signage type and application within the WBD. The examples provided on pages 16 and 27 shall control signage permitted within the WBD.

XVIII.1.8 - Lighting

- (a) Upon adoption of a unified lighting program for the WBD all lighting shall be consistent with the adopted lighting program.
- (b) Until such time the Nassau County adopts a unified lighting program all lighting shall be consistent with materials, theme and application defined herein.
- (c) All sidewalks and multi-use trails shall be lighted to enhance usability and security subject to approval by the County Manager

XVIII.1.9 Alcohol

Within the WBD, the requirements defined in Section 33.01 of the Nassau County Land Development Code establishing a distance separation between vendors of alcoholic beverages and certain uses shall not apply. All other related provision shall apply.

Section XVIII.2 Core 1 and Core 2 Transects

- (a) All development within the Core 1 and Core 2 Transect shall provide Pubic Spaces in the form of greens, court-yards, squares, plazas or similar spaces that promote social interaction. These public spaces shall be interconnected by orientation or multi-use trails.
- (b) Building Setbacks shall be 0' to 15' (build to line of 15'). On curvilinear streets, the setback may vary slightly but the intent for the building to engage the street and provide consistent pattern, rhythm and form shall not be compromised.
- (c) On the Boulevard and Main Street street types, a minimum of 85% of block width must be building frontage.
- (d) Building heights may vary but shall not exceed 60-feet or five stories.
- (e) Block widths shall not be over two-hundred feet (200'). A pedestrian pass-through measuring at least 40' in width that provides pedestrian access to a publicly accessible courtyard, square, green or other similar public space designed to encourage social activity and provide for a sense of shared space may serve to define a block. These public spaces are intended to be outside rooms that may be used for dining, entertainment, meeting space, pocket parks, community functions or any other similar use provided said space is available to the general public and is generally open and inviting.

Section XVIII.3 Center Transect

- All development within the Center Transect, except single-family homes on a individual tract of land existing on December 11, 2017 shall provide Public Spaces in the form of greens, court-yards, squares or similar spaces that promote social interaction. These public spaces shall be interconnected by orientation or multi-use trails.
- Building Setbacks shall be 0' to 15' (build to line of 15'). In other words, buildings shall not be setback from the ROW more than 15'. On curvilinear streets, the setback may vary slightly but the intent for the building to engage the street and provide consistent pattern, rhythm and form shall not be compromised.

Section XVIII.4 Edge Transect

- Within the Edge Transect, it is encouraged that a variety of housing types be established and orientated to provide high quality recreational spaces interconnected via bicycle and pedestrian facilities to create a series of public and pseudo-public spaces.

Section XVIII.5 General Architectural Design Standards

Except for single-family homes the following shall apply:

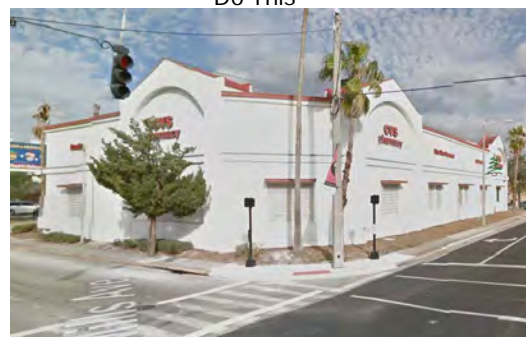
XVIII.5.1 Building Orientation:

Buildings shall be oriented so as to enhance the appearance of the streetscape. It is the intent of these architectural standards to create interactive and permeable street level facades. The street and sidewalk zone shall be engaged and utilized as meaningful public space. This requirement shall be met by incorporating the following techniques into project design:

- The building's primary entrance(s) shall face the public streets and be oriented to the sidewalk zone. In the event that access is provided by two (2) or more streets, the building's primary façade shall face the street determined by the County to be the major street in addition to any primary pedestrian traffic entrance from common areas and dedicated public spaces.
- Buildings located at street intersections shall be designed to address the intersection and engage the street in an interactive manner. The primary entrance shall be at the corner or entrances shall be provided on each frontage.
- Corner buildings whether free standing or developed as part of a block shall be designed to visually accentuate the vehicular and pedestrian experience. These elements shall be designed to exemplify the aesthetic of the overall WBD. It is not intended these features to be developed as individualistic signage.
- Each façade that is visible from a street or public area of adjoining properties shall be designed with full architectural treatment oriented towards the scale of the pedestrian and engaged with the sidewalk zone. Such treatments shall be consistent with the design requirements of this section and shall incorporate door and window placements, façade architectural treatments and detail, roof design and building material applications necessary to give the appearance that each visible façade is a primary façade oriented towards the pedestrian.
- The architectural treatment requirements defined herein shall also be applied to any building façade which is situated where it is visible from a street or public space of an adjoining building.
- Building orientation shall be such that service areas are placed out of view from a street and adjacent properties. Blank walls or service areas are not allowed at frontages.
- Ornamental and structural architectural details, such as bays, columns, gables, belt courses, lintels and pilasters shall be applied.
- Automobile oriented uses such as banks with drive through tellers/atms and automotive service stations/gas stations shall be oriented in such a manner that the vehicular drive through areas/gas pumps/bay entrances and other



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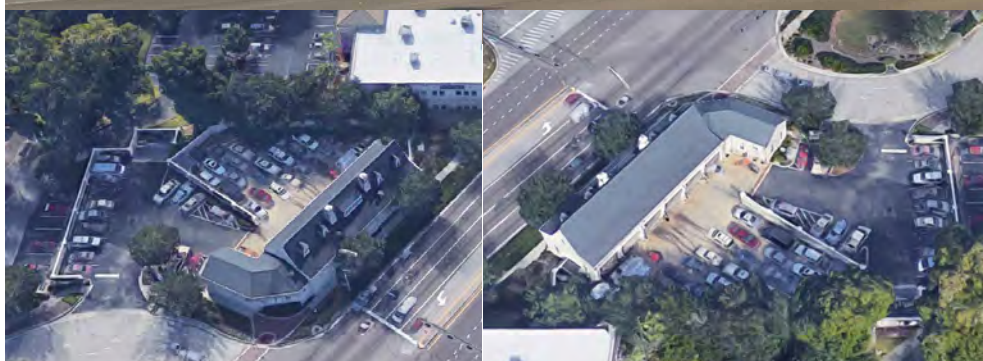
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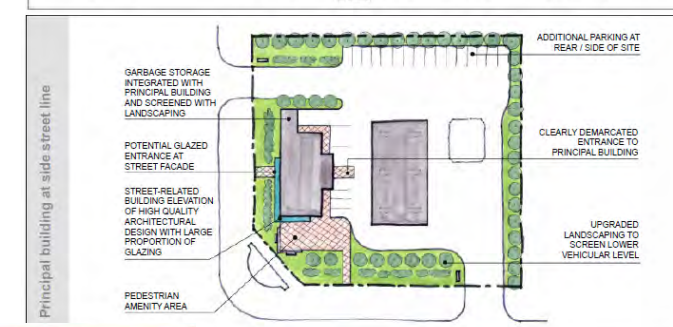
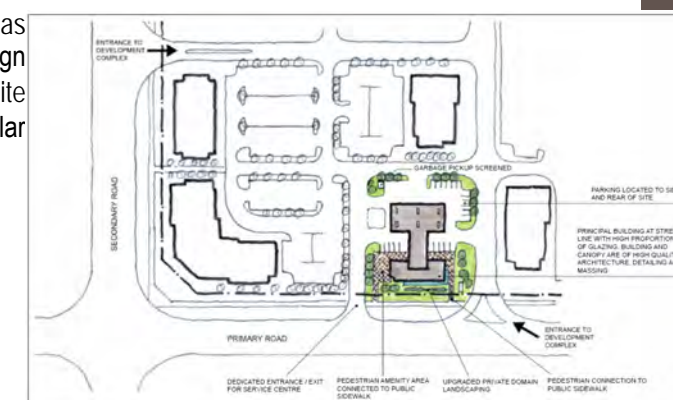


fig. 3

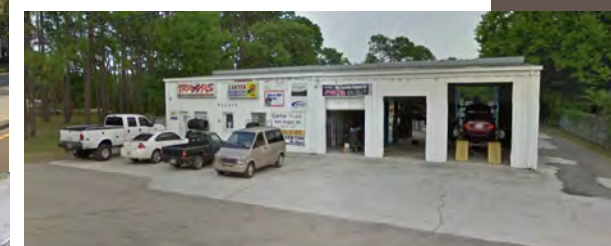


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fig. 2



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similar site components are located to the side or rear of the building as depicted in the below examples. All other architectural and site design requirements defined herein shall apply. The design principles for site planning for automotive service centers/gas stations, banks and similar uses are based on:

- Developing a strong community character
- Enhancing the visual experience
- Creating an enriched public domain
- Creating a high quality of streetscapes
- Designing for pedestrian comfort

XVIII.5.1 Building Transitions:

Facade and height transitions between buildings are key elements in creating and maintaining an attractive streetscape. Height and scale of a new development and redevelopment shall be compatible with that of surrounding development, provided such surrounding development complies with the standards set forth in this section. The following transitional techniques shall be applied to new development and redevelopment when within three hundred (300) feet of an existing building.

- Buildings shall be designed to provide transitional elements and architectural features that are architecturally compatible with adjacent structures. Buildings that are twice the height, or greater, than an adjacent structure shall also provide transitional elements and features that provide for transitional blending of heights.
- The pattern of placement, proportions, and materials of windows and doors shall be harmonious with surrounding structures.
- The ratio of wall surface to openings and the ratio of width and height of windows and doors shall be consistent and compatible with surrounding structures.

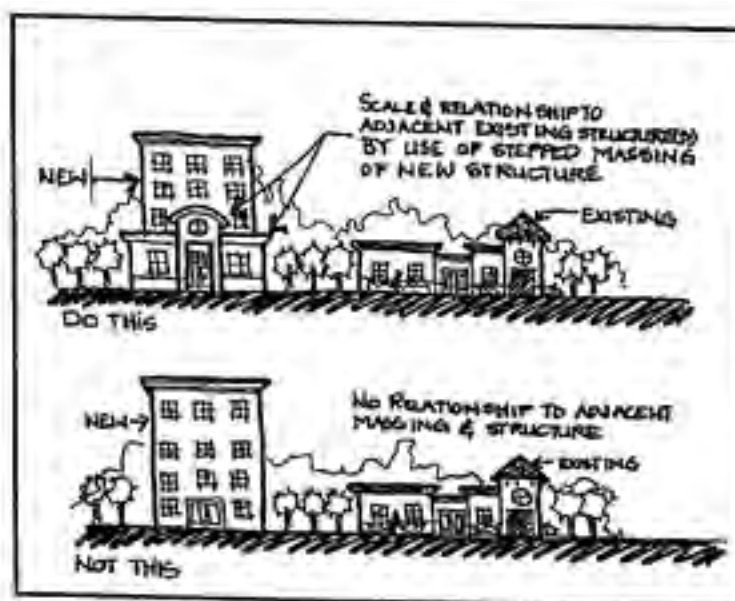
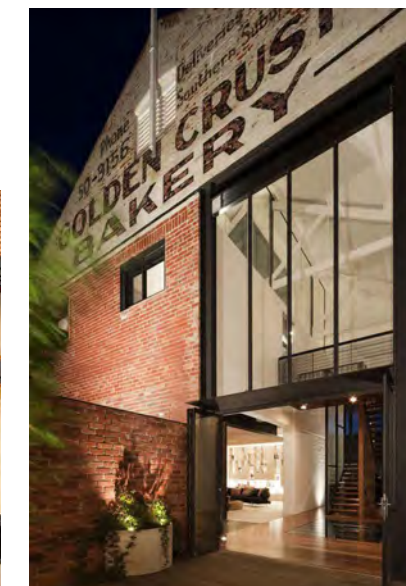


fig. 4



XVIII.5.2 Exterior Materials and Colors:

Exterior building materials and colors contribute significantly to the visual impact of a building on a community, which, individually and collectively reflect upon the visual character and quality of a community. In order to project an image of high quality aesthetics, building materials and colors shall conform to the following requirements:

- The exterior design of all new structures must incorporate at least two (2) of the following elements:
 - Color change
 - Texture change
 - Material change
 - Pattern change
 - Architectural banding
- Exterior facing materials shall be consistent with the materials listed and applied in the WBD Vision Book on all facades that are, or will be, exposed to the general public. Vinyl siding and opaque reflective glass (or similar) shall not be permitted. Corrugated metal shall only be used as a facade accent and not exceed 10% of the facade.
- Building materials and colors shall be consistent around the entire building. Exceptions to this provision may be made for portions of a structure that are not exposed to the general public.
- Bay doors, roll up doors or similar shall not be permitted on a frontage facades.



fig. 5 - Transit station perspective



fig. 6 - Perspective from the proposed roundabout at the intersection of Harts Road and William Burgess looking East. This view is depicting the mixed-use core juxtaposed with the public park to the right.

XVIII.5.3 Roof design:

- Roofs are an integral part of building design and shall be designed and constructed to add interest to and reduce the massing of buildings. Roofs shall incorporate the design elements listed below.
- (a) The design of roof structures shall be of hip, gambrel, gable, skillion/lean-to, shed, jerkinhead and true mansard styles and shall be extended to all sides of the structure. Roof-like appurtenances such as false roofs, parapets and other similar features may be allowed only if such features are required for mechanical equipment screening or acoustical control that cannot be accomplished through utilization of approved roof styles.
 - (b) Application of such roof-like features shall be accomplished in such a manner as to minimize the appearance of a flat roof design. Roofs shall be designed to be of such height, bulk and mass so as to appear structural even when the design is non-structural.
 - (c) If flat roofs are utilized, the roof shall be surrounded on all sides by a continuous parapet wall and shall have the bulk and mass so as to appear structural in nature. In no instance shall the parapet height exceed 1/3 of the supporting wall height.
 - (d) The roof edge, where visible from any street, shall have, at a minimum of two (2) locations, a vertical change from the dominant roof-line. Such change shall be a minimum of three (3) feet.
 - (e) Towers are recommended on buildings which terminate street vistas.

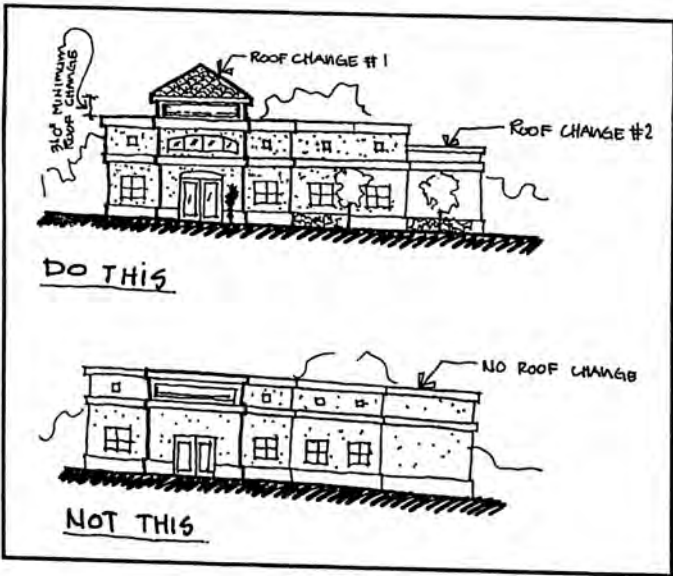


fig. 7



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Notice the difference between the roof elements that are of a scale and mass to appear structural in nature. The example to the right fails to provide roof elements of a mass and scale to appear structural.



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Roof elements are of a mass and scale to appear structural.

XVIII.5.4 Windows/Transparency and Entryways: Windows and entryways shall be designed in accordance with the techniques listed below:

- (a) For all buildings fronting a street with non-residential uses on the ground floor, a minimum of 60% of the area between 2' and 8' vertically shall be transparent. For stories above the ground that contain non-residential uses, a minimum of 25% of the facade shall be transparent.
- (b) Windows shall be recessed or shall project at least two(2) inches and shall include prominent sills, shutters, relief or other such forms of framing.
- (c) Entryways shall be differentiated from the remainder of the façade through the use of color, change in materials, application of architectural features (arches, columns, colonnades, etc.), setbacks, offsets, arcade or gallery.
- (d) Entryway design shall incorporate hardscape features such as low walls, decorative paving, water features and the like.
- (e) Entryway areas shall be provided with structural or vegetative shading features and benches or other seating components are encouraged.
- (f) All glass shall be clear, not dark or reflective.
- (g) Solid security gates or roll-down security window/door covers are prohibited.

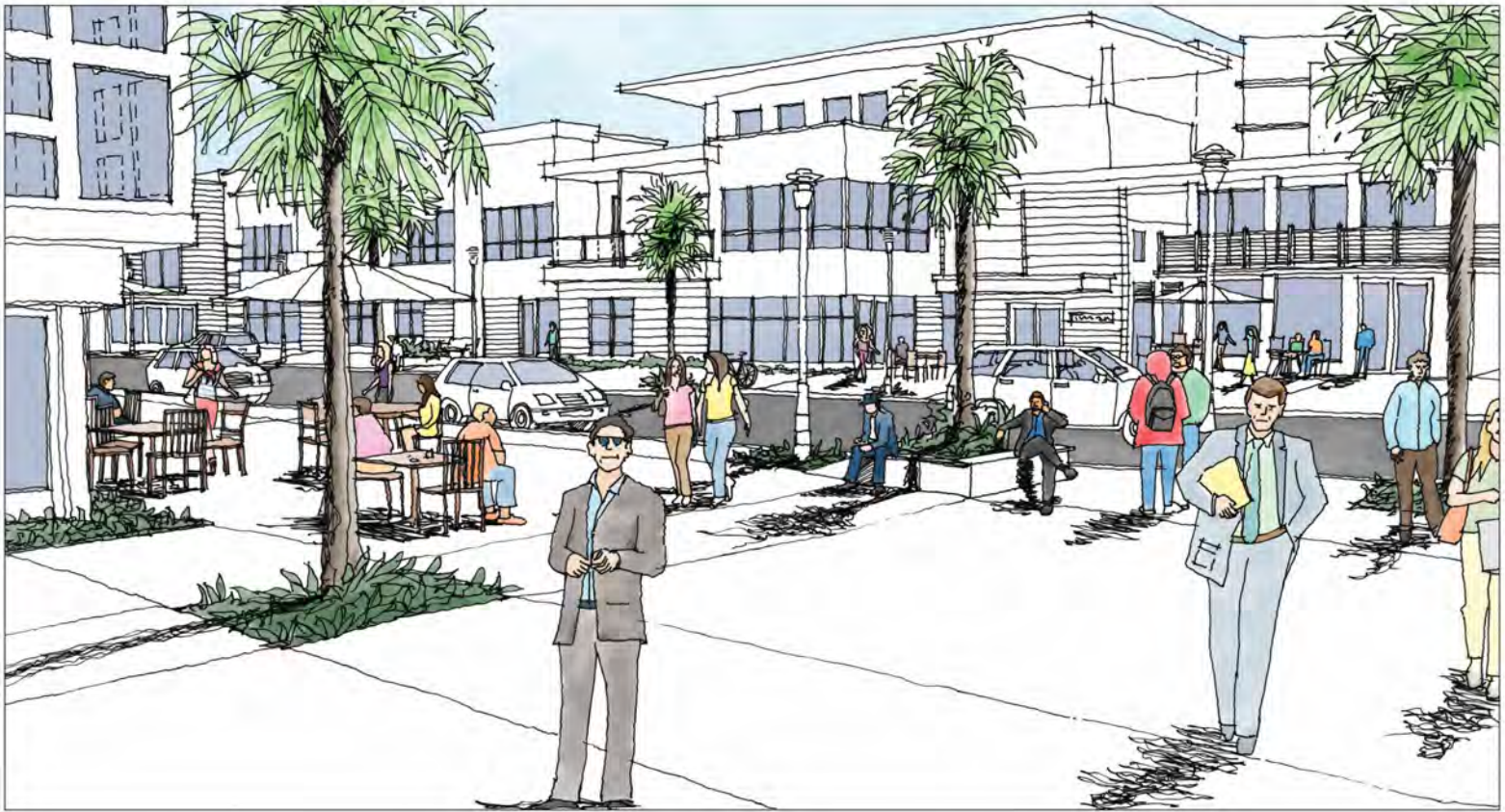


fig. 9 Perspective from a Commercial Street. This scene illustrates the vibrant streetscape within the core.

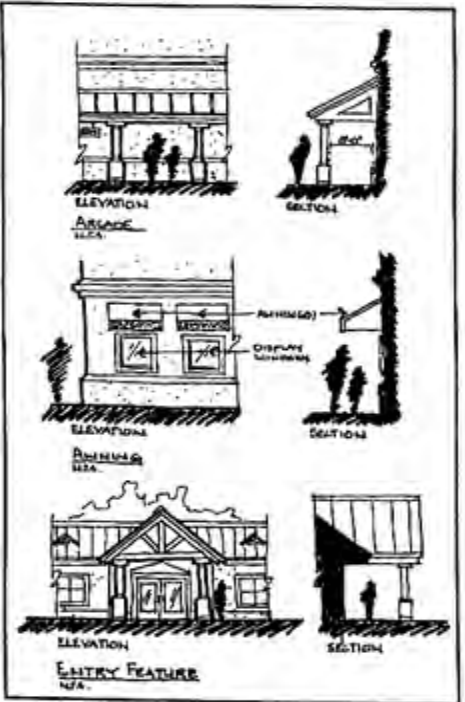


fig. 8

XVIII.5.5 Projections, Recesses and Massing:

Projections, recesses, and massing: In order to eliminate unadorned big box development and create structures and facades oriented towards the scale of the pedestrian, new development shall conform to the following requirements:

- (a) The exterior design of all new structures must incorporate at least four (4) of the following features:
 - (i) Canopies or porticos
 - (ii) Arcades (8 ft. minimum width)
 - (iii) Raised cornice parapets over windows, doors, roofline
 - (iv) Peaked roof forms
 - (v) Arches
 - (vi) Clock towers, bell towers, cupolas and the like
 - (vii) Reveals, offsets or projecting ribs, through a change in plane of no less than twelve (12) inches in width
 - (viii) Building setbacks or projections, a minimum of three (3) feet in width on upper level(s)

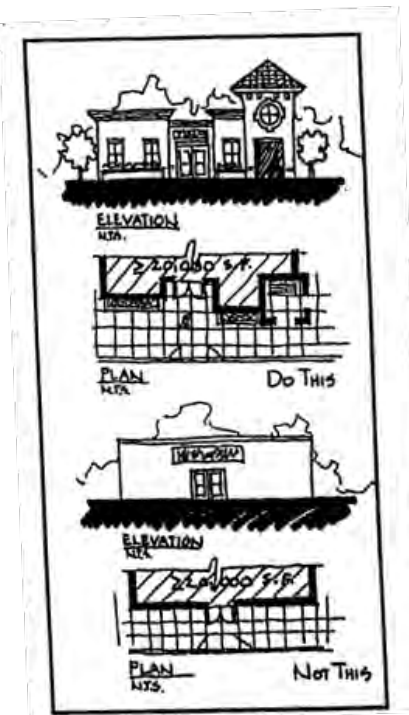


fig. 10



XVIII.6 Section Walls and fences

- (a) Walls over 3' in height shall be at least 50% transparent. This provision is not applicable to equipment, dumpster and other similar service/operations equipment screening.
- (b) Except for single family single family home on an individual tract of land existing as of December 11, 2017, chain link fencing is prohibited.
- (c) All retention and detention facilities shall either be sloped as to not require fencing or, be bulkheaded (or similar) and include a stylistic fencing and incorporated in to the design of the site.



Section XVIII.7 Landscaping and Streetscaping:

- (a) All sites shall meet the minimum standards for landscaping defined in Sec. 37.05 of the Nassau County Land Development Code unless expressly stated otherwise in the WBD Vision Book or subsequent PUD. The Planning and Zoning Board may waive or modify aspects of the landscape requirements when demonstrated to be directly implementing the supplemental design guidelines and intent of the WBD Vision Book. The Planning and Zoning Board will consider the intent of the WBD, the relationship of the building/landscape material to the street, and impact to other properties. Financial implications on the applicant/site developer shall not be considered.
- (b) A streetscape plan shall be submitted with each application for development. The streetscape plan shall depict the sidewalk zones and correlating features such as, but not limited to, street furniture, street trees, pedestrian areas and on-street parking. Native canopy trees shall be provided along all streets spaced no more than thirty (30) feet on-center. See the typical cross sections and sidewalk zones provided for on page 11.
- (c) Native canopy trees shall be planted along pedestrian and bicycle facilities at a spacing of no more than thirty (30) feet on-center to provide shading and define the non-automobile spaces.
- (d) Where possible and appropriate, landscaping should be native and wild in expression allowing the native under-story to flourish. Incorporating swaths of native vegetation into a project design is encouraged.
- (e) All landscaping shall have permanent irrigation.
- (f) Building walls that are 25' in length with no windows or a pedestrian pass-through shall utilize landscaping, in addition to architectural elements described in the WBD Vision Book, to soften the facade.
- (g) Landscaping shall be placed on the outside of any wall or fence to provide visual interest.
- (h) The use of planters, tree wells and other similar elements of urban design shall be incorporated into the landscape program.
- (i) All public/social spaces, including but not limited to, greens, courtyards, squares, etc, shall incorporate landscape programs, in addition to architectural element such as pergolas, into the design in such a manner that the space is aesthetically inviting and provides shade to encourage use.



Section XVIII.8 Variations, Waivers and Interpretation

XVIII.8.1 Variations and Waivers

Request for variations and Waivers to the WBD supplemental design guidelines and WBD Vision Book shall be considered by the Planning and Zoning Board. Request for a waiver or variation shall be submitted to the Department of Planning and Economic Opportunity. The request for a waiver or variation shall include the material necessary for Planning and Economic Opportunity staff to review and make a recommendation to the Planning and Zoning Board. The request shall, at a minimum, induce the following:

- (a) Thorough narrative describing the nature of the request and reason the request is necessary to make reasonable use of the land/building/site in question. the site plan shall incorporate enough of the WBD to provide context for the requested variation or waiver.
- (b) Site plan. A site plan shall include the subject property and the necessary areas of the surrounding lands to determine the interrelationship of the WBD.
- (c) Building elevations.
- (d) Facade treatment details.
- (e) Material list.
- (f) Streetscape plan
- (g) Landscape plan
- (h) Any other material deemed necessary by PEO staff or the Planning and Zoning Board to adequately review and make an informed decision as to the request.

Upon receipt of a complete packet, the Planning and Zoning Board shall consider the request for a variation or waiver within 90 days of the request being made, or the first regularly scheduled meeting thereafter. The meeting at which the Planning and Zoning Board hears the request shall be publicly noticed. The Planning and Zoning Board shall base their decision on the following:

- (a) A variation or waiver shall only be issued upon a finding the request maintains the intent of the WBD as described in the WBD Vision Book and the supplemental design standards.
- (b) The variation or waiver does not compromise the development form defined in the WBD supplemental design guidelines and WBD Vision Book.
- (c) The variation or waiver does not adversely impact adjacent properties or the relationship of the building/site to other buildings, development sites, public spaces or interaction/engagement with a street.
- (d) The variation or waiver does not adversely impact mobility, access to other sites, amenities, public spaces or transportation options.
- (e) Financial implication on the owner/developer is not a criteria of consideration by the Planning and Zoning Board.

A fee for processing a request for a variation or waiver may be set by separate Resolution of the Board of County Commissioners.

XVIII.8.2 Interpretations

Questions of interpretation, intent and application of the WBD Vision Book and supplemental design guidelines shall be addressed to the Planning and Zoning Board. In cases of conflict, the Planning and Zoning Board shall have authority to render determinations of consistency, or lack thereof, with the WBD Vision Book and supplemental design guidelines.



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- fig 6. page 25 Shawn Bliss - Prosser Inc.
- fig 7. page 26 City of Mount Dora, FL
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- fig 9 page 26 Shawn Bliss - Prosser Inc.
- fig 10 page 27 City of Mount Dora, FL

WILLIAM BURGESS DISTRICT A RAILROAD COMMUNITY REINVENTED



NASSAU COUNTY
**DEPARTMENT OF PLANNING
AND ECONOMIC OPPORTUNITY**
FLORIDA

Produced by the Department of Planning and Economic Opportunity - December 2017