

CHAPTER TWO

JACKSONVILLE'S HISTORIC ELEMENT

In Jacksonville's 1991 Vision Statement, the citizens stated

"It is our hope that Jacksonville will continue for many years to retain its importance as an attractive historic and cultural center, be a vital and thriving community, and a safe, comfortable home town for those of us who live here".



Nunan House - 635 North Oregon

GOAL

To preserve the integrity of the past, while guiding the evolution of the future.

I. BACKGROUND

A. Jacksonville's Significance:

1. Importance of History to Jacksonville

Jacksonville's physical form was well-defined by the beginning of the 20th century. The basic structure of the community remaining today was formed between the 1860's and the 1890's, following the gold mining heydays. It was a thriving regional center with a broad diversity of businesses and residences. After the County seat was moved to Medford, the City entered a period of economic stagnation; shops were locked up one last time with all of their furnishing left intact inside and there was no economic incentive to tear them down in favor of modern stores. This economic stagnation was the primary reason the City's charm and historic character are virtually intact today.

Beginning in the 1940's, community leaders began realizing that the City's historic resources were worthy of widespread attention and could bring tourist dollars to local businesses. The City's notoriety increased through the mid-20th century, and in 1966 a significant portion of Jacksonville was listed as a National Historic District.

A complete documentation of this unique development is contained in the Historic Context Statement prepared for the City of Jacksonville by George Kramer in August 1993, hereby referenced and incorporated herein.

2. Importance of Jacksonville to State and Nation

According to the Historic Context Statement, "The City of Jacksonville, Oregon has long been hailed as one of the most historically significant communities in the western United States". Landmarks have been recognized by the United States Secretary of the Interior as possessing national significance. Properties listed on the National Register are primarily of State and local significance with impacts restricted to a smaller geographic area; however, Landmarks are nationally significant and are of exceptional value in representing an important theme in the history of the Nation. As such, the community's leaders seek to establish a process for incorporating future development in a manner compatible with existing. They believe they must exhibit the stewardship so necessary to assure the City's successful future.

3. Threatened Landmark Status

With the recognition of its historic significance, development pressures, absent for more than half a century, once again began to affect the further evolution of the City. Such pressures have resulted in mixed success. There is a deep concern among the community's residents, business and community leaders, along with the National Park Service, regarding the nature of future development. The City has twice been placed upon the Park Service's Threatened Landmark List based upon the potential harmful effects that uncontrolled growth could have upon this fragile resource.

While the community needs to grow to continue to enjoy the fruits of the economic vitality inherent in its well-kept heritage; the key to growth as a positive experience lies in controlling the nature of such growth. Unless it manages growth in a manner compatible with its nationally significant historic and physical qualities, Jacksonville is poised to lose, systematically, the very qualities making it a treasured landmark.

4. Need to Preserve Sites and Context: Treatment of the City and Its Context

The City of Jacksonville's wonderful historic and physical qualities combine to form a place which is unique within Oregon and the nation. The historic character of Jacksonville permeates almost every corner of the City and shapes the sense of place for both visitor and resident. It is pervasive and powerful. As Jacksonville's historic character affects every aspect of the City, so does every aspect affect the character of the City as a whole.

While greater than the sum of its parts, maintaining the integrity of those parts (and thus the greater whole) is essential. The documentation provided by Kramer, in his 1993 Context Statement is an excellent step toward identifying the magnificent historical resources of Jacksonville. The design guidelines established in 1987 by the Architectural Resources Group of San Francisco provide a very good set of design guidelines for the City's architectural resources. What has been lacking to date is a strong statement tying together the City's historic, physical and aesthetic characteristics.

B. Purpose of Historic Element

The purpose of this Comprehensive Plan Historic Element is to retain the existing charming and valuable aspects of the City while facilitating compatible growth. The beauty that is Jacksonville has evolved over time through a unique assemblage of individual hopes and dreams. While preserving that integrity is this element's highest goal; it is recognized that it is difficult to regulate uniqueness. The City's beauty came into being through diversity.

Therefore, this Historic Element attempts to define the essential ingredients of the City's historic character, and to allow for their use as building blocks according to individual hopes and dreams. Defined herein are Neighborhood Character, Vegetation, Visual/Scenic Viewsheds, Architecture, Development Patterns/Land Use and Streetscape Character. Then, in order to implement methods of effectively managing the City's future growth, the development and adoption of policies and measures designed to apply these policies are established.

C. Character of National Historic District

1. Physical Sub-Areas: Neighborhoods

In order to define the physical character of the Jacksonville National Historic District, it was first necessary to identify the City in terms of sub-areas which are each definable by a specific set of physical features. Through a citizen involvement process, the City has been broken down into individual neighborhoods. The neighborhoods were selected as the preferred sub-areas to be used in defining the City's physical characteristics. (See *Neighborhood Boundaries*, page 4.)

For purposes of implementing this historic element, these neighborhood subareas will be referred to as "Historic Character Units" (HCUs). The Westmont/Paradise Ranch Road area is recognized as a distinct neighborhood, but is not included a HCU.

2. Neighborhood Character Charts

Each neighborhood had been characterized by a distinct set of features which were identified and charted: (a) Architecture; (b) Landscape; (c) Land-Use; (d) Transportation; (e) Topography; and (f) Streetscape.

The statements about each of these features found on the Neighborhood Character charts were the basis for the initial character descriptions. From this information the historic preservation consultants created a narrative and photographic description of each neighborhood's character.

(See Appendix A: Neighborhood Character Charts and Appendix B: Architectural Character of Jacksonville Historic Neighborhoods.)

3. Criteria for Defining Neighborhood Character

The following components have the greatest impact on the physical character of each neighborhood. Through the course of the study leading up to creation of this historic element, it was determined that these will have the greatest effect on assuring that Jacksonville evolves in a manner compatible with its historic content.

NORTH OREGON STREET

- BOUNDARY FORMED BY HISTORIC CORE EDGE, JACKSON CREEK, AND ADJACENT NBHDS.
- INCL. BUS. AREAS IN BOTH THE CITY AND COUNTY.
- HAS LARGEST VACANT AREA.
- CUL-DE-SAC AT MINERS WAY PROX. THE CEMETERY WHERE THERE IS PEDESTRIAN ACCESS.

SOUTH OREGON STREET

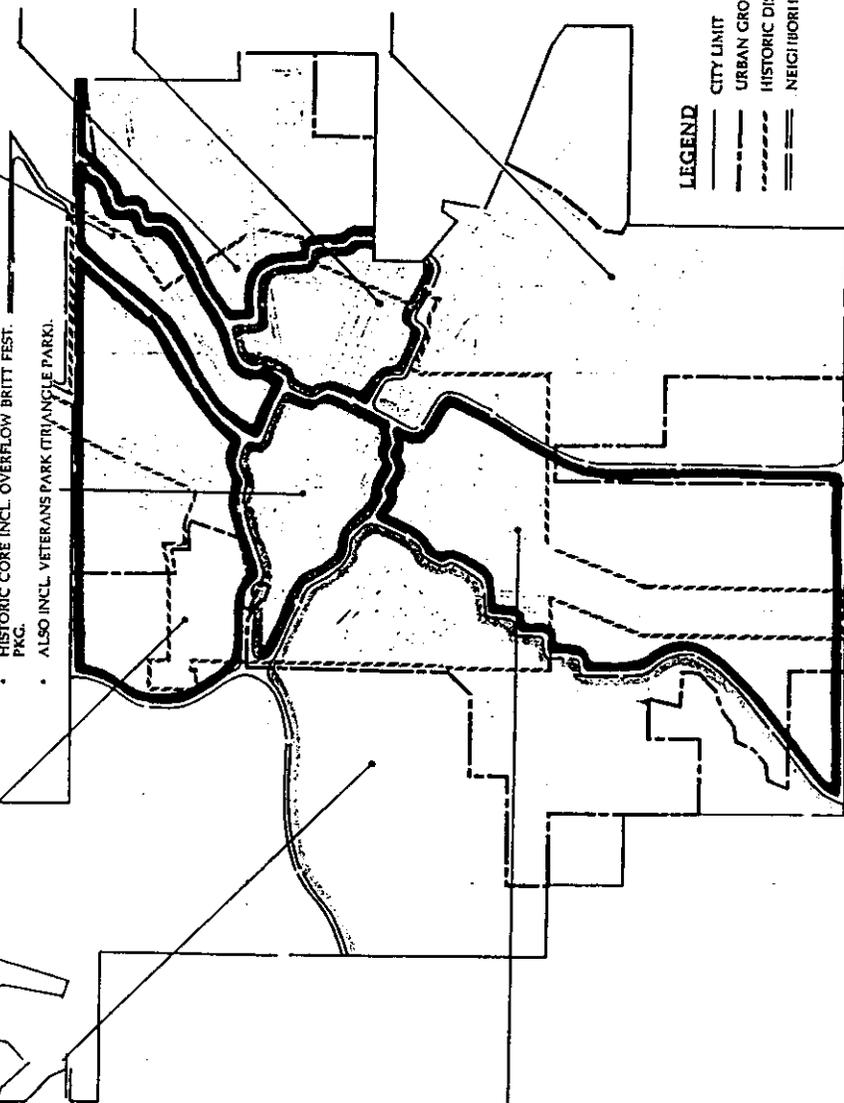
- BACK PROPERTY LINE OF LOTS ALONG APPLEGATE RD. FORMS EASTERN BOUNDARY.
- BOUNDARY RGS TO THE EAST AT BLUM ST. AND DAISY CREEK BECOMES EDGE BEHIND PARCELS THAT FRONT S. 3RD ST.
- BOUNDARY CUTS THROUGH LARGE PRIVATE PARCEL (ARTIST'S PROPERTY) AND BECOMES LESS DISTINCT ALONG HSE ST.
- TRANSITION TO HISTORIC CORE IS MID-BACK B/W HSE AND MAIN ST. BOUNDARY IS BACK LOT LINES ON S. SIDE OF MAIN ST.
- INCLUDES "CHINESE DIGGINGS," AND BRITT FESTIVAL GROUNDS.

3RD STREET CORRIDOR

- ARBITRARY EDGE BEHIND PARCELS HALF WAY UP WOODED HILLS.
- PARCELS OFF S. 3RD ST. EXTEND UP HILL TO CREATE "FISHBONE" PATTERN.
- EASTERN BOUNDARY IS RIDGE TOP (AT STAGE COACH HILLS).
- WESTERN BOUNDARY IS JUST BELOW RIDGE TOP ALONG APPLEGATE RD.
- SOUTHERN BOUNDARY IS CITY / COUNTY LINE.
- NORTHERN BOUNDARY IS HISTORIC CORE.
- THIS NBHD. SOUTH OF CLEVELAND ST. IS AN OLD PROSPECTORS ARCHBISHOPANT, DUE TO THE ABSENCE OF CLEAR, IT HAS THE MOST NATIVE VEGETATION.

HISTORIC CORE

- 6TH ST. IS EDGE OF HISTORIC CORE AND OLD SCHOOL DIST.
- RUNS ALONG THE REAR MUSEUM EDGE.
- LOOSE DEFINITION; EDGE IS NOT DISTINCT.
- NORTH EDGE OF HISTORIC CORE RUNS BEHIND THE CEMETERY ALONG ITS UPPER BOUNDARY AND ALONG "E" ST.
- CEMETERY RELATES IN LAND FORM TO N. OREGON ST.
- TOUVELLE HOUSE BELONGS TO N. OREGON ST. YET FEELS MORE LIKE THE HISTORIC CORE.
- HISTORIC CORE INCL. OVERFLOW BRITT FEST. PKG.
- ALSO INCL. VETERANS PARK (TRIANGLE PARK).



LEGEND

- CITY LIMIT
- - - URBAN GROWTH BOUNDARY
- HISTORIC DISTRICT
- NEIGHBORHOOD BOUNDARY

FINAL CITIZENS MEETING
5/3/95

NEIGHBORHOOD BOUNDARIES

NORTH 5TH STREET

- DERIVED ON THE N.W. EDGE BY JACKSON CREEK, & BY THE REAR OF PARCELS ON THE S.E. EDGE.
- ENDS AT HISTORIC DIST. BOUNDARY AT N.E. END.
- ENDS AT "E" ST. ALONG HISTORIC CORE BOUNDARY AT S.W. END.
- ZONED COMM'L., YET HAS MUCH RES. USE.
- DOWELL HOUSE HAS HISTORIC CHAR. UNIQUE TO 5TH ST., RELATES MORE WITH STYLES OF OLD SCHOOL DIST.

NEW SCHOOL DISTRICT

- DERIVED BY OTHER NBHDS & HIST. DIST. BOUNDARY

OLD SCHOOL DISTRICT

- FORMED BY REAR LOTS AT N. 5TH ST. NBHD BOUNDARY, AT 6TH ST. ALONG HIST. CORE BOUNDARY, & AT E. CALIFORNIA ST. ALONG SOUTHERN BOUNDARY.
- DIST. BOUNDARY EXPANDS TO PARTICULAR HISTORIC PROPERTIES.
- BLACKSTONE ALLEY HIST. HOME OF INTEREST.
- INCL. HISTORIC AND CONTEMPORARY HOMES.
- INCL. WHIPPLE DEVLPT. (HISTORICIZED ARCH.)

STAGECOACH HILLS

- DEF. BY E. CALIFORNIA ST. @ BORDER OF OLD SCHOOL DIST.
- HISTORIC HOMES ON SOUTH SIDE OF OLD STAGE RD. COULD BE PART OF OLD SCHOOL DIST.; HAS OLD SCHOOL DIST. "FEEL".
- TOPOGRAPHICALLY, THE HOMES DO RELATE TO STAGECOACH HILLS.
- CONSIDER INCLUDING THESE HISTORIC HOMES IN THE OLD SCHOOL DIST.
- LAND FORM CREATES BOUNDARY BETW. STAGE COACH HILLS AND ADJACENT 3RD ST. CORRIDOR TO THE WEST.

HISTORIC INFILL PROJECT CITY OF JACKSONVILLE

DEMUTH CLICK CONSULTANTS, LTD.
PORTLAND, OREGON
COMMUNITY DESIGN • LANDSCAPE ARCHITECTURE • HISTORIC PRESERVATION

a. Vegetation/Landscape Character

A significant component of the character of each neighborhood is the series of species of vegetation found. Each neighborhood was assessed through identification of dominant vegetative species. A windshield survey was undertaken to accomplish this. It was found that the majority of vegetation existing in Jacksonville today was planted by the early settlers, when sites were developed for habitation following the original platting.

Infill or redevelopment sites should be characterized by the dominant species found on adjacent sites at a similar density of trees.

(See Appendix A: Neighborhood Character Charts and Vegetation Character Map, page 6.)

b. Visual/Scenic Character

What people see in and around Jacksonville is a significant component of its physical character. In addition to the viewsheds described in Kramer's 1993 work, locations from which people most frequently view the City have been evaluated herein for features and scenery which help people form an impression of the place. In this regard, two means of defining visual character were established. These include identification of (a) visual character: primary transportation corridors, and (b) external viewsheds (See *Visual Character: Primary Transportation Corridors*, page 7, and *External Viewsheds*, page 8).

(1) Internal Travel Corridors

Five travel corridors were identified *within* the District--those with historical and visual significance having an impact on the viewer's perception of the City. These include: North Oregon Street, North Fifth Street, East California Street, West California Street and South Third Street.

(2) External Scenic Viewsheds

Five locations along primary travel corridors at or near the perimeter of the City or District were selected for their visual linkage to the surrounding landscape. These are also frequently traveled corridors with locations from which the public forms an opinion and impression of the quality and character of Jacksonville as a distinctly unique place. The external viewsheds are identified from viewpoints where it is possible to see short-range, mid-range and distant views. At these locations, it is possible to see both Jacksonville's surrounding countryside/landscape as well as views of the City.

NORTH OREGON STREET

- BIG LEAF MAPLE
- BLACK LOCUST
- WHITE OAK
- MANZANITA
- CEANOTHUS

HISTORIC CORE

- BIG LEAF MAPLE
- MAPLE
- PIN OAK
- GINKGO
- ENGLISH WALNUT
- ALDER
- SMOKE TREE
- CHERRY
- PLUM
- CRAB APPLE
- DOUGLAS FIR
- WESTERN RED CEDAR

STREAM CORRIDOR

- BIG LEAF MAPLE
- WESTERN RED CEDAR
- ALDER
- COTTONWOOD

SOUTH OREGON STREET

- BIG LEAF MAPLE
- BLACK LOCUST
- RED OAK
- WHITE OAK
- MADRONE
- CHERRY
- PLUM
- PEAR
- MANZANITA
- CEANOTHUS
- SCRUB OAK
- DOUGLAS FIR
- PONDEROSA PINE
- WESTERN RED CEDAR
- BLUE SPRUCE

3RD STREET CORRIDOR

- BIG LEAF MAPLE
- CATALPA
- WHITE OAK
- LOCUST
- ELM
- ENGLISH WALNUT
- APPLE
- BLUE SPRUCE
- REDWOOD
- REDWOOD
- DECIDAR CEDAR
- WESTERN RED CEDAR

LELANDS

- PONDEROSA PINE
- MADRONE
- ALDER

NORTH 5TH STREET

- BIG LEAF MAPLE
- PIN OAKS
- BLACK LOCUST
- MONTEREY CYPRESS
- SWEET GUM
- RED & WHITE OAK
- DOUGLAS FIR

NEW SCHOOL DISTRICT

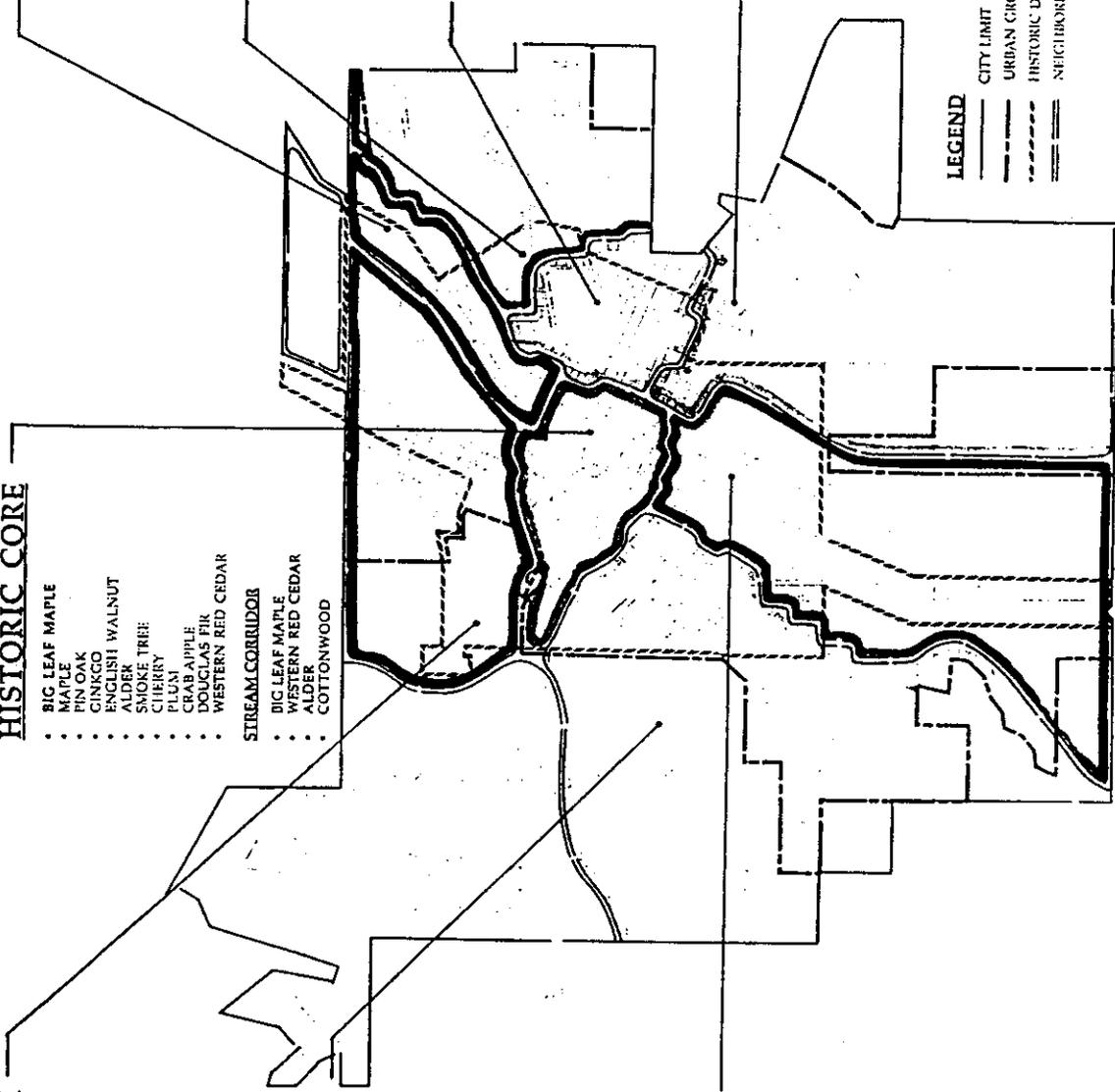
- BIG LEAF MAPLE
- RED & WHITE OAK
- ENGLISH WALNUT
- DOUGLAS FIR
- DECIDAR CEDAR
- PONDEROSA PINE

OLD SCHOOL DISTRICT

- BIG LEAF MAPLE
- WHITE OAK
- RED OAK
- STAMOKO
- SILVER MAHLE
- ENGLISH WALNUT
- WESTERN RED CEDAR
- DECIDAR CEDAR
- PONDEROSA PINE
- DOUGLAS FIR
- CHERRY

STAGECOACH HILLS

- MADRONE
- PONDEROSA PINE
- CATALPA
- BLACK LOCUST
- ALDER
- DOUGLAS FIR
- WESTERN RED CEDAR



LEGEND

- CITY LIMIT
- URBAN GROWTH BOUNDARY
- - - HISTORIC DISTRICT
- == NEIGHBORHOOD BOUNDARY

FINAL CITIZENS MEETING
5/3/95

**HISTORIC INFILL PROJECT
CITY OF JACKSONVILLE**

DEMIUTH GUCK CONSULTANTS, LLP
PORTLAND, OREGON

NEIGHBORHOOD VEGETATION

WEST CALIFORNIA STREET

- WEST FROM OREGON ST., PHONE CO. BLDG. & "OLD BUTCHER SHOP" ANNOUNCE CORRIDOR.
- THIS IS EDGE OF TOWN, COMM'L. EXTENDS ONLY 1/2 BLOCK. VERY RURAL. BEYOND.
- SOUTH: WOOD PLANK SIDEWALK EXTENDS 25' GRAVEL & ASPHALT SHOULDER BEYOND. UTILITY POLES VISUALLY PROMINENT; NO TREES.
- NORTH: CONCRETE WALK EXTENDS 1/2 BLOCK; 3 NEW GINKGOS & SEVERAL LOW STREET LAMPS.
- VIEW IS CLUTTERED WITH TRAFFIC SIGNS.
- VETERANS PARK: MEMORIAL TREES, PICNIC AREA.
- MIXED CANOPY: DECID. & CONIFER BOTH SIDES.
- STREET RISES STEADILY WEST OF OREGON ST.
- CORRIDOR TERMINATES VISUALLY WITHIN 1000 CALIF. ST. DIPS OVER HILL & WINDS OUT OF TOWN. "BACKDROP" IS WOODED MOUNTAIN.

NORTH OREGON STREET

- NORTH FROM CALIF., CORRIDOR ANNOUNCED BY BRICK BLDGS. BOTH SIDES OF STREET.
- WEST: FIRST BLOCK INSTITUTIONAL. SIDEWALK EXTENDS TO "C" ST. RES. BEGINS AT "C" ST.
- EAST: RES. BEGINS MID-BLOCK BETW. CALIF. & "C" ST. CONTRAST TREE LINED CORRIDOR N. OF "C".
- PED. ACCESS OTHERWISE LIMITED TO EARTH & ASPHALT SHOULDER.
- PARKING AREAS UNDERLINED.
- UTILITY POLES BOTH SIDES. WEST: VISUALLY INTRUSIVE. EAST: OBSCURED BY VEGETATION.
- PARTIAL MIXED CANOPY NORTH OF "C" ST.

NORTH 5TH STREET

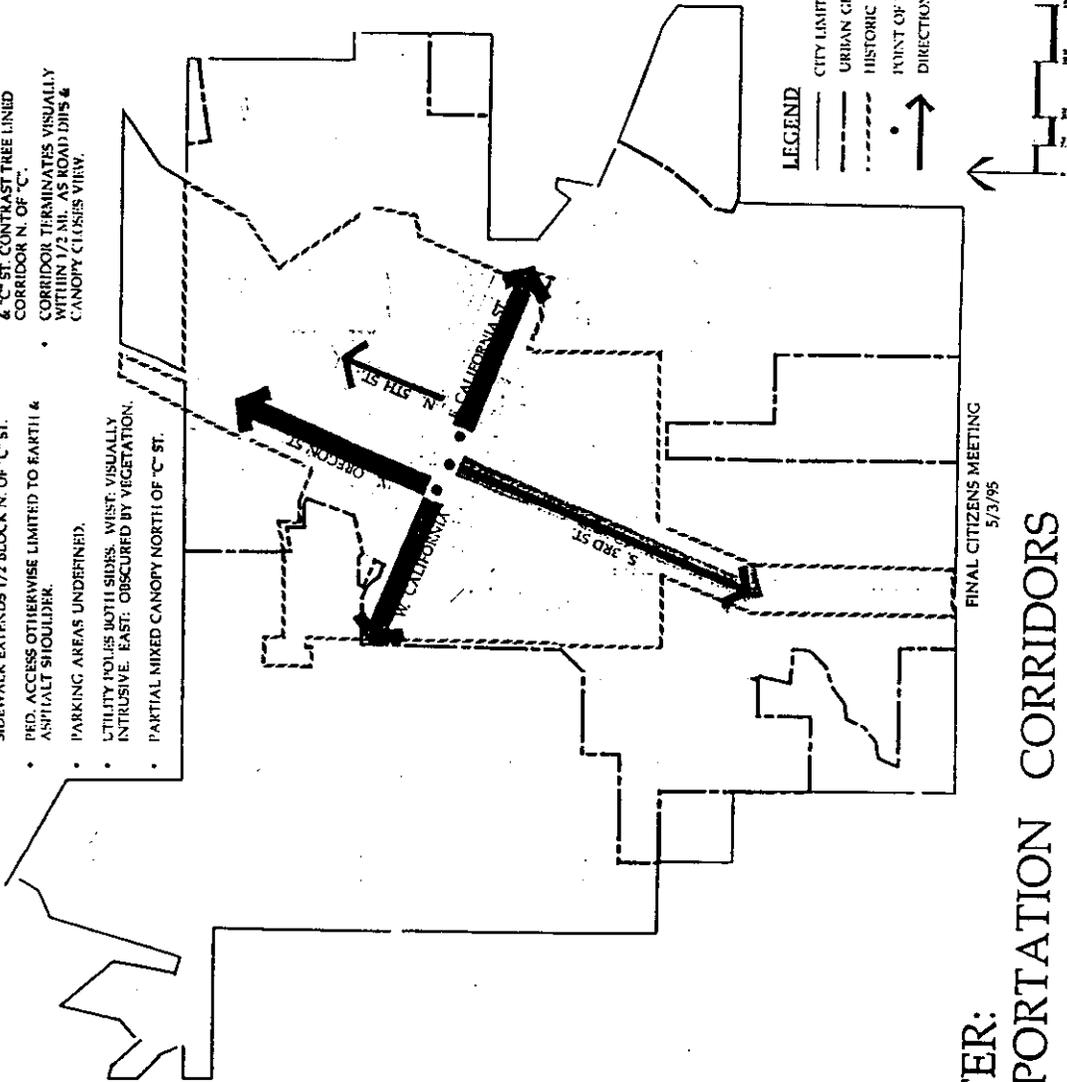
- STREET TREES & VEG. FORM URBAN FORESTED CORRIDOR.
- MUSEUM SITE OFFERS NICE INSTIT. PRESENCE.
- HIST. BLDGS. & SETBACKS (BOTH SIDES) STRENGTHEN HIST. CORP. CHARACTER.
- APPROPRIATE STREET WIDTH & PARKWAYS PROVIDE WONDERFUL PED. ENVIRONMENT LANDMARK QUALITY.
- MUSEUM TOWER EMPHASIZES ARCHITECTURAL LANDMARK QUALITY.
- THIS VIEW EMPHASIZES THE GREAT QUALITY OF THE TOWN'S HISTORIC CHARACTER.

EAST CALIFORNIA STREET

- EAST FROM 4TH ST. COMM'L. USE ON FIRST BLOCK INCOMPATIBLE.
- SOUTH: PED. ORIENTED RETAIL. SHOPS. NORTH: AUTO ORIENTED STRIP COMM'L. FORM CORRIDORS VIS. AT EDGE.
- STREET TREES & VEG. ON PRIVATE PROPERTIES FORM CORRIDORS VIS. AT EDGE.
- BLDGS. BEHIND TRANSITION BUILT UP VIS. SETBACKS 1/2 BLOCK BEYOND "C" ST.
- MIXED DECID. AND SOME CONIFER DRAINAGE UTILITY POLES ON SOUTH CROSS TO NORTH.
- TRAFFIC SIGNS CREATE SOME VISUAL CLUTTER.
- NARROW ASPHALT SHOULDER NORTH SIDE DRAINAGE SWALE SOUTH SIDE.
- SIDEWALKS EXTEND EAST TO 5TH ST. WORN NARROW PATH BEYOND.
- FOOT BRIDGE (WOOD) CROSSES DAISY CRK. JUST EAST OF 5TH STREET.
- CHURCH & STEEPLE VISUAL ARCH. LANDMARK.
- VIEWSHED TERMINATES APPROX. 1/2 MI. EAST OF 5TH ST. AS ROAD TURNS BE OUT OF TOWN.

SOUTH 3RD STREET

- SOUTH FROM CALIF. ST., TAVERN BLDG. VISUALLY STRONG; VACANT LOT: VISUALLY WEAK.
- ADVERTISEMENTS ON SIDES OF BLDGS. COULD BE REPAINTED (e.g. BULL DURIAN TOBACCO).
- CORRIDOR EDGE EARTHEN SHOULDER. MIXED DECID. & CONIFER TREES, & STRUBS.
- UTILITY POLES ON EAST SIDE.
- WHITE PICKET FENCES DEFINE PRIVATE PROPS WEST SIDE OF STREET.
- ON STREET SHOULDER PARKING OCCURS WITHOUT CONTROLS.
- RES. SCALE BLDGS DEFINE CORRIDOR TO 1/2 BLOCK S. OF CALIF. BEYOND THAT POINT, VEG. & LARGE BLDG. SETBACKS CREATE RURAL FEEL.
- NO DEFINED PED. WAYS EITHER SIDE OF STREET.
- FORESTED HILLSIDE VISUALLY ENDS CORRIDOR.



FINAL CITIZENS MEETING
5/3/95

VISUAL CHARACTER: PRIMARY TRANSPORTATION CORRIDORS

HISTORIC INFILL PROJECT
CITY OF JACKSONVILLE

DEMOTTI GUCK CONSULTANTS LTD.
PORTLAND, OREGON

COMMUNITY DESIGN & PLANNING BY ARCHITECTURE & PLANNING CONSULTANTS

WEST CALIFORNIA STREET

- APPROACHING FROM THE WEST, VIEW IS FORMED BY BEAUTIFUL CANYON-LIKE WOODED HILLS ALONG JACKSON CREEK WHICH WINDS INTO TOWN.
- MIXED NATIVE FOREST OF MADRONE, PONDEROSA PINE, DOUGLAS FIR, BIG LEAF MAPLE, ETC. GIVES THIS ENTRANCE TO TOWN THE MOST "NATURAL" FEELING.
- ENTERING TOWN, THE CANYON OPENS UP WITH VIEWS OF DISTANT CASCADE PEAKS, NEARBY FOOTHILLS, AND THE FIRST VIEW OF THE CITY CENTER. VERY DRAMATIC.

SOUTH 3RD STREET

- FROM SOUTH END OF 3RD ST. AT HISTORIC DISTRICT BOUNDARY, VIEW SIDED IS NARROW WITH LOW WOODED HILLS BOTH SIDES.
- DENSELY WOODED WITH MIX OF DECID., CONIFER, & ORNAMENTAL TREES.
- RURAL RES. QUALITY.
- AT BEND IN ROAD SOUTH OF "N" ST., VIEW SIDED OPENS UP TO DISTANT MOUNTAINS & NEARBY FOOTHILLS.

NORTH OREGON STREET

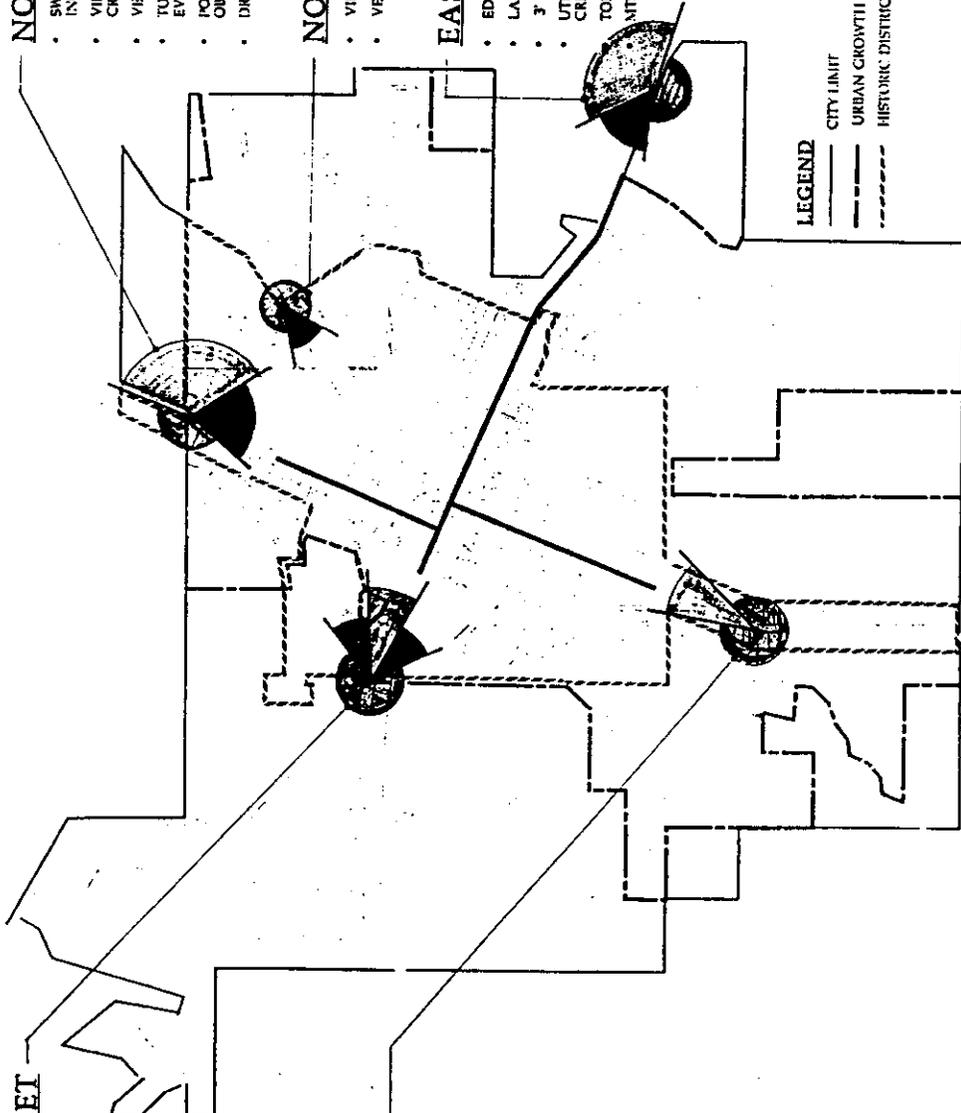
- SW FROM CITY ENTRANCE SIGN, VIEW SHED INCL.'S CASCADE MTS. FROM NE TO SW.
- VIEW OF MTS., FOOTHILLS, MEADOW, & PARK. CREATE 360 DEGREE RURAL QUALITY.
- VEG. IS MIX OF DECID. AND CONIFER TREES.
- TO THE EAST, RURAL MOUNTAINS WITH EVENTUALLY BE SCREENED BY MATURE TREES.
- POWER LINES ARE PROMINENT ON WEST SIDE, OBSCURED BY VEGETATION ON EAST SIDE.
- DRAMATIC VEG. ENTRANCE TO TOWN.

NORTH 5TH STREET

- VIEWS OF STRIP COMMERCIAL DEVELOPMENT.
- VEGETATION ON HILLS BEYOND.

EAST CALIFORNIA STREET

- EDGE CONSISTS OF DECID. AND CONIFER TREES.
- LARGE RES. SETBACKS.
- 3' WHITE FENCES ON SOME PROPS BOTH SIDES.
- UTILITY POLES & LINES VISUALLY INTRUSIVE.
- CRISS-CROSS STREET.
- TOPOGRAPHY IS GENTLY ROLLING.
- MTS. & NEARBY FOOTHILLS END VIEW TO WEST.



LEGEND

- CITY LIMIT
- - - URBAN GROWTH BOUNDARY
- - - HISTORIC DISTRICT



- SHORT RANGE VIEW
- MEDIUM RANGE VIEW
- DISTANT VIEW

FINAL CITIZENS MEETING
5/3/95

HISTORIC INFILL PROJECT CITY OF JACKSONVILLE

DEMUTTI, GLICK CONSULTANTS, LTD.
PORTLAND, OREGON
CANNON BLDG. • 545 1/2 AVENUE • TEL: 325-1111 • FAX: 325-1111

EXTERNAL VIEWSHEDS

c. Architectural Character

Architectural character has been defined for each of the neighborhoods within the District. A brief definition is highlighted for each neighborhood in *Appendix A: Neighborhood Character Charts*. A more thorough, narrative description is found in *Appendix B: Architectural Character for Jacksonville Historic District*.

(See Appendix A: Neighborhood Character Charts; and Appendix B: Architectural Character for Jacksonville Historic District.)

d. Development Patterns/Land Use

Development Patterns and Land Use are important descriptors of the Character of Jacksonville. In this case, development pattern is described as the physical expression of land use. Development patterns include street patterns (e.g., gridded streets), placement of building(s) on site(s), location of driveways (whether paved or unpaved), nature of development (whether exhibiting uniformity or diversity), scale of development and amount of developed floor area in relation to site area (floor area ratio). The combination of these features which most closely characterizes historic precedents shall become the development patterns/land use design criterion for development sites within a neighborhood.

(See Appendix A: Neighborhood Character Charts)

e. Streetscape Character

The character of the Jacksonville streetscape is defined as all features physically within or adjacent to the public right-of-way. This includes the street, pedestrian areas, utilities, trees, lighting, signs, pedestrian amenities and drainage features. Views of buildings *from* the right-of-way are considered an important aspect of the streetscapes character. This is the area from which the public experiences the City of Jacksonville when not on a private property. It is the area from which people see the City from their homes and from businesses. It is the area, always linear in nature, through which people pass, en-route to other locations within the City or other cities beyond. Streetscape Character has been described in the Neighborhood Character Charts.

(See Appendix A: Neighborhood Character Charts)

For implementation purposes, these five criteria shall be called "Character Criteria".

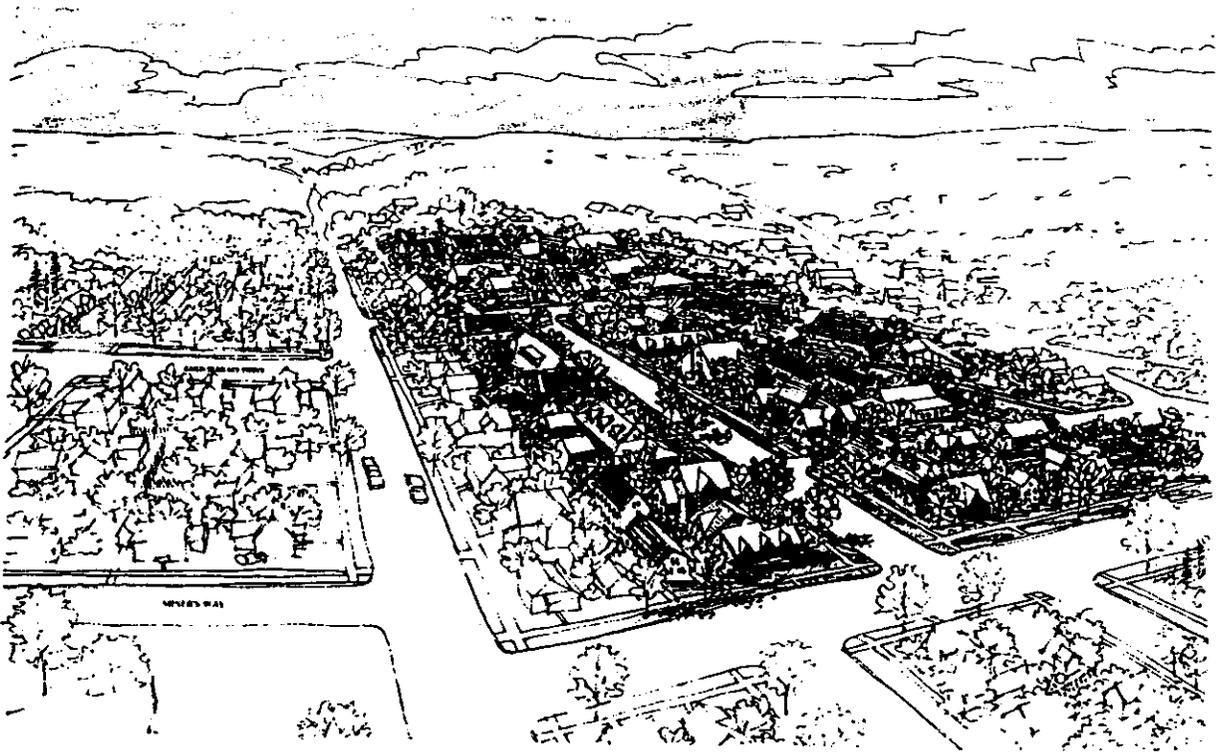


Historic Streetscape Photograph

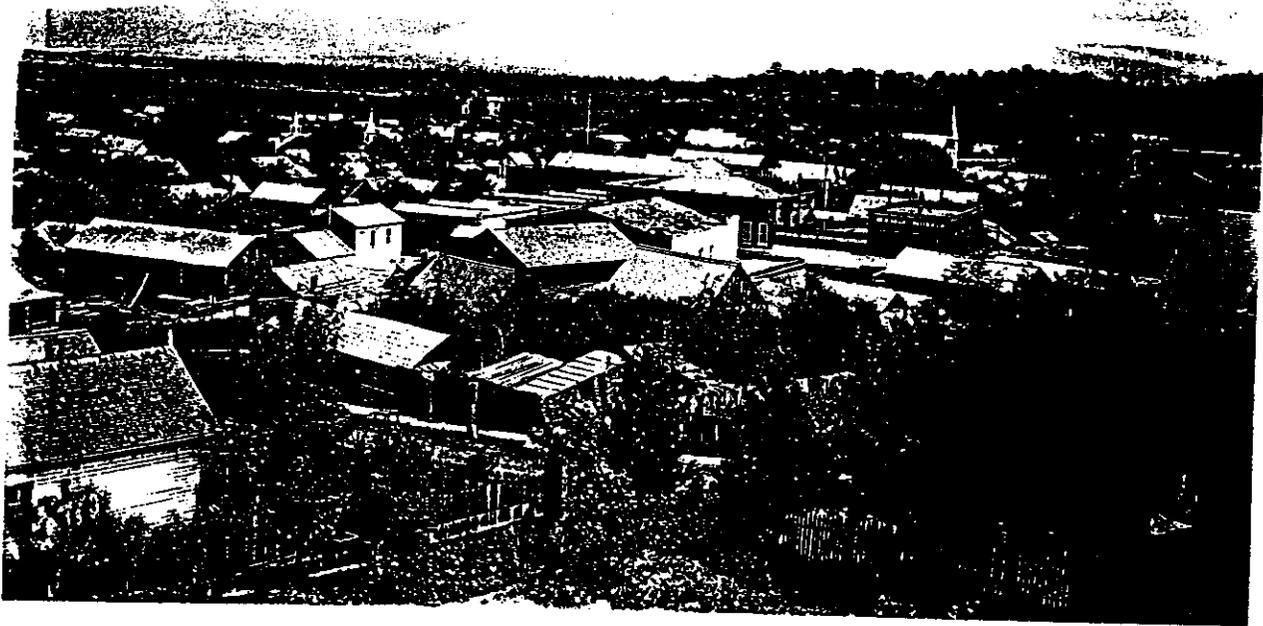
When all of the "Character Criteria" are applied to an infill or redevelopment site within a neighborhood, the newly constructed site(s) should be compatible with the existing, adjacent development in all ways. The aerial perspective sketch below illustrates an example of how this approach can work when all five "Character Criteria" are applied to the North Oregon Street "Historic Character Unit" on a large site across from the Nunan House.

D. Implementation of this Historic Element

The intent of this Historic Element is for the City of Jacksonville to have the necessary information and process for guiding the course of all future development within the City of Jacksonville to assure compatibility with the incredible historic "fabric" which still exists.



This Historic Element provides the City with a basis for making decisions about implementation of development proposals. The Historic Element offers a decision-making structure which can have the effect of assuring an historically compatible infill and redevelopment strategy. This process must ensure that the evaluation of every proposal submitted is effectively undertaken. In this manner, the City's historic character will not be "watered down" systematically, but will be maintained indefinitely.



Historic Photograph of Jacksonville prior to 1883. This photograph was taken after completion of the Presbyterian Church steeple in July, 1880 (Demo. Times July 9, 1880) and before the foundation of the new courthouse was laid in May, 1883 (Demo Times May 18, 1883). Note: See St. Mary's Academy Building under construction at right. It was built between September 1881 and September 1882.

II. POLICY STATEMENTS

A. Design Review/Neighborhood Character

POLICY #1: Create historic design review areas consistent with identified neighborhoods, hereinafter called Historic Character Units (HCUs).

Policy Definition: Historic Character Units: *Historic Character Units are the City's historic neighborhoods, which include: Historic Core, North Oregon Street, South Oregon Street, South Third Street, North Third Street, New School District, Old School District, and Stagecoach Hills. Each neighborhood has internal physical features which are generally consistent.*

Policy Definition: Character Criteria: *Character Criteria are those features which uniquely describe each Historic Character Unit's own visual character and physical fabric. Character Criteria are graphically and/or narratively depicted for purposes of this Historic Element in Appendix A, using descriptions of the neighborhood's Architecture, Vegetation, Development/Land Use, Streetscape, Visual/Viewshed, and Neighborhood Character. These features are (1) integral to the historic context of the City; and (2) basic "building blocks" of the neighborhood's sense of place.*

IMPLEMENTATION MEASURES:

Implement Contextual design review standards and require all new development to be compatible with its neighborhood Character Unit.

POLICY #2: Adopt a design review process which embraces and relies upon Neighborhood Character driven decision-making.

IMPLEMENTATION MEASURES:

Revise Jacksonville code using design standards compatible with the six Character Criteria. (i.e., Architecture, Vegetation, Development/Land Use, Streetscape, Visual/Viewshed, Neighborhood Character.)

POLICY #3: Allow for amendment of HCUs through resolution of the City Council, upon recommendation the Historic and Architectural Review Commission.

POLICY #4: Establish new design standards to assure compatibility of new development with existing.

IMPLEMENTATION MEASURES:

Implement design review standards for buildings such as shape, height, fenestration, materials, color, roofline and form.

Carefully evaluate scale, proportion, and rhythm of structures.

B. Architecture

POLICY #1: Require that all new architectural additions to the City of Jacksonville are contextually appropriate with Historic Character Unit (i.e., architecturally compatible with adjacent and surrounding development).

POLICY #2: Implement the contextual information presented in this Comprehensive Plan Element when evaluating future development proposals.

POLICY #3: Utilize the Architectural Character descriptions accompanying this document when reviewing architectural proposals. Architectural context shall have equal importance to Design Guidelines.

C. Neighborhood Vegetation

POLICY #1: Recognize that Jacksonville developed historically with the planting of introduced species. The majority of tree canopy and visual enclosure found in the City today is formed by introduced species.

IMPLEMENTATION MEASURES:

Require use of both introduced and indigenous tree species where compatible with other species within the Historic Character Unit.

Allow use of introduced species today where compatible with other species in the Historic Character Unit.

POLICY #2: Require that all new site developments utilize the same relative density per acre for new tree and other vegetative plantings as are found in the sites Historic Character Unit (and/or adjacent units, where appropriate).

IMPLEMENTATION MEASURES:

Utilize street trees to achieve the relative density of trees found in the sites Historic Character Unit.

Require that trees and vegetation be planted at the same density per acre on new development sites as exist on adjacent properties within the sites Character Unit.

POLICY #3: Identify locations where street trees would be consistent with the Historic Character Unit and an asset to the City's overall Historic Character, travel corridors and residential neighborhoods. Where appropriate, implement street tree standards based on indigenous and historic tree species in the area.

IMPLEMENTATION MEASURES:

Utilize street trees for new developments where it is not prudent to utilize trees on private properties close to the right-of-way for site specific reasons (e.g., site constraints, or functional, site use reasons).

Utilize street trees where the scale of the site and proposed use on that site warrant use of street trees and where the two measures above are also warranted.

Utilize street trees to enhance the pedestrian right-of-way where trees planted on adjacent private properties cannot produce the same functional result.

POLICY #4: Street trees should not be permitted within the commercial center of the Historic Core area.

IMPLEMENTATION MEASURES:

Recognize that the Core areas commercial architecture needs to be easily viewed and photographed by tourists.

Recognize that sidewalks in the commercial core are not wide enough to comfortably accommodate street trees and adequate pedestrian width for convenient walking and window shopping.

POLICY #5: Develop landscape material design standards based on indigenous and historic tree species in the area.

IMPLEMENTATION MEASURES:

Require that new trees are compatible with the dominant species found in the neighborhood. (See Vegetation Character map.)

POLICY #6: Identify inappropriate landscape treatments (e.g. berms, inappropriate use of barkdust and aggregate) along, adjacent to or near the public R.O.W.

IMPLEMENTATION MEASURES:

Create a recognized list of indigenous plants of the Jacksonville area for distribution to the development community. Promote their use.

POLICY #7: Utilize indigenous plants having inherent water conservation value wherever feasible.

POLICY #8: Require diversity of tree species in new subdivisions and on new development sites, reflective of the composition and density of trees in the Historic Character Unit.

IMPLEMENTATION MEASURES:

Require compatible landscape design and use of compatible species of vegetation with all new development applications.

D. Visual/Scenic Viewsheds

POLICY #1: Preserve mid-range to long-range views from properties within the City. Utilize Internal View Corridors and External Scenic Viewsheds identified on accompanying maps and in Kramer's 1993 survey.

IMPLEMENTATION MEASURES:

Assure compatibility with external viewsheds described on accompanying map and in Kramer's 1993 survey.

Coordinate and implement with neighboring jurisdictions, all methods for assuring the long-term integrity of the spectacular rural setting completely surrounding the City of Jacksonville.

Provide stewardship in protecting the high scenic quality of the surrounding rural setting, which is as important a part of Jacksonville's historic character as is historic land and development within the City.

POLICY #2: Develop site plan review guidelines, to enable preservation of view corridors.

IMPLEMENTATION MEASURES:

Require project compatibility with internal viewsheds and view corridors.

Require project compatibility with external viewsheds and relationship to medium range and long range scenic vistas.

POLICY #3: Establish new building design standards addressing building height, mass, color and roofing materials within significant viewshed areas.

POLICY #4: Identify significant viewshed areas that should be purchased or fully protected.

IMPLEMENTATION MEASURES:

Evaluate internal viewsheds and view corridors for feasibility of acquiring certain sites in fee simple or through purchase of a scenic easement.

E. Development Patterns/Land Use

POLICY #1: Maintain character and scale of development in core area. This includes maintaining a balanced open space component. Prepare a Specific Development Plan for the Historic Core area between Main and 'C' Streets and First and Fifth Streets in order to preserve the appropriate component of open space.

IMPLEMENTATION MEASURES:

Consider requiring all new development proposals within increased density areas allow buildings that are no greater than 15% to 20% larger than the historic buildings in its Historic Character Unit.

POLICY #2: Assure compatible multi-family development.

IMPLEMENTATION MEASURES:

Consider increasing densities east of North Oregon Street.

POLICY #3: Eliminate opportunities for incompatible development in core area. Implement performance standards requiring character-driven compatibility.

IMPLEMENTATION MEASURES:

Adopt historically-compatible, urban design performance standards.

POLICY #4: Open opportunities for cottage industrial activities to ensure the economic vitality of the community. Assure compatible industrial development.

IMPLEMENTATION MEASURES:

Promote cottage industry zoning.

POLICY #5: Maintain overall community density pattern of radiating from the concentrated core out to lessening , more rural, densities on the periphery.

POLICY #6: Require architectural diversity on projects with more than a single building (e.g. multi-family residential, office complexes, etc.) require that building footprints and facades are not repeated.

POLICY #7: Require diversity of lot sizes in new subdivisions (i.e. no more than four lots of similar width in a row).

POLICY #8: Supplement neighboring farm uses with historic scenic designation.

IMPLEMENTATION MEASURES:

Work with Jackson County to ensure protection of the farmland buffer between Medford and Jacksonville and the City's wooded backdrop.

F. Streetscape

POLICY #1: Establish street standards based on historic character of the area.

IMPLEMENTATION MEASURES:

Reflect existing development patterns in new street widths and improvements.

Develop streets in historic area of the community without curbs and gutters. Vary width of streets depending on street classification.

POLICY #2: Promote development of pedestrian pathways throughout the City.

POLICY #3: Maintain the community's historic character by allowing a variety of walkway surfaces to encourage pedestrian use.

IMPLEMENTATION MEASURES:

Develop curbed streets with sidewalks only in (a) the newly developing area(s) in the northeast portions of the community; and (b) the heart of the Central Business District within the historic core.

Utilize flexible sidewalk standards in the historic portion of the community, relative to paving materials used.

Allow decomposed granite, concrete or other appropriate material in residential areas, depending upon adjacent composition and volume of use.

Walks should be a minimum of four feet in width, separated from street by a drainage swale.

Define edges of walks with rock-work, bricks, or other appropriate materials.

POLICY #4: Promote pedestrian-oriented development throughout the City of Jacksonville.

IMPLEMENTATION MEASURES:

Avoid automobile (strip-) oriented development.

Locate buildings at the pedestrian right of way in the commercial section of the historic core.

POLICY #5: Pave parking lots in Historic Core if located within one block of an arterial street.

IMPLEMENTATION MEASURES:

Locate parking lots in the rear of buildings.

Heavily landscape parking lots. Intent is to create canopy over and visual enclosure around parking lots. (e.g., One tree per four spaces, depending upon size of tree species utilized. Small trees should be planted closer together; larger trees should not be placed at greater distances apart than their crown spread.)

Prevent development of strip commercial projects; locate parking lots behind commercial building wherever feasible.

Require that other parking lots in historic portion of community utilize permeable surface, with well-compacted earth base and sufficient sub-base.

G. Incentives

POLICY #1: Promote financial incentives for historic preservation.

IMPLEMENTATION MEASURES:

Disseminate information on and promote the use of federal, state, and private financial incentive programs for historic preservation. Prepare, recommend and advocate state and local financial incentive programs for the preservation of buildings on the Landmark List.

Place plaques, decals, present certificates, or make other official recognition of the structures on the Landmarks List.

POLICY #2: Encourage affirmative maintenance of the structural and historical integrity of all resources included on the City's Landmark List.

POLICY #3: Establish and maintain a preservation education program.

IMPLEMENTATION MEASURES:

Maintain a preservation educational program to help the public understand the purpose and importance of historical preservation to the City of Jacksonville.

Maintain a viable Historic Preservation Reference Library for the benefit of all citizens.

Hold informal discussions with the business community on the decisionmaking procedures of HARC, and how and why decisions are made.

POLICY #4: Facilitate the exchange of preservation technologies and information wherever possible.

IMPLEMENTATION MEASURES:

Prepare and maintain a database of available contractors and technology specializing in historic preservation.