

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."

GOAL

To preserve the integrity of the past, while guiding the evolution of the compatible future development

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 that~~ 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 affect the historic character 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.~~

~~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 minority 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.~~

~~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.~~

~~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.~~

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-outstanding 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.

C. Removal of Overlapping Layers of Review Criteria

A focus group involved in the Municipal Code update, completed in 2016, revealed a recurring theme that the multiple layers of development code and design standards resulted in criteria that were difficult to understand and interpret. As a result, the focus group determined to follow the intent of the original design standards and review criteria. Therefore, the revised code was designed to accomplish the same

objectives, but in a way that is clear, user friendly, and alleviates the unnecessary layers of bureaucracy. The revised code maintains many of the critical design standards of the former code but eliminated Historic Character Units, viewsheds, and other Review Level Area Maps, finding them to contain overlapping and vague approval criteria. These actions were based on confirmation with SHPO that removal of these elements of the existing code would not endanger the status of the Landmark District in any way.

The Historic Character Units and Review Level Areas map were replaced with a much clearer Landmark list and regulations for those properties abutting a Landmark.

D. HARC Jurisdiction

Another recurring theme in the Code update was that the role of the Historic Architecture Review Commission grew outside of its intended purpose: to be a body for the review of historic structure applications. The HARC reviewed projects outside of the Historic Landmark District and for properties that are not designated Landmarks. The purpose of the HARC was to protect the District by protecting the landmark listed structures and control new development abutting landmark-listed structures. Over the years the HARC's review extended beyond its intended purpose.

The new code returns the focus of HARC to the preservation of historic landmarks. The intent is resources and staff time will be better spent protecting our listed landmarks. The proposed result is a change in focus and in name, to the Historic Preservation Commission (HPC).

The HPC jurisdiction is limited to locations that impact historic structures, and is no longer applicable to all new development within the city unless it is part of the Downtown Historic District (DHD).

The landmark list consists of those properties identified as contributing to the National Historic Landmark District recognized by the National Park Service, and properties that the City recognized as locally significant. The list was narrowed to include structures built in 1927 or earlier, and other more recent structures determined to have historic significance. The HPC's purview is to review any proposed exterior changes to these structures (as they do now). HPC will continue to have jurisdiction over any additions to existing structures directly abutting a landmark-listed property and any new construction directly abutting a landmark listed property.

As part of the code revision, the Landmark List will be readily available and accessible both online and in the Planning Department so that users will be able to quickly determine whether or not their property is a Landmark and subject to the HPC review process.

E. Replacement of the Core Enhancement Overlay with the Downtown Historic District (DHD)

The Comprehensive Plan adopted a stand-alone document that regulates the Core Enhancement Overlay District. This area is the main commercial historic core area encompassing California Street and deserves

[special consideration for design, pedestrian amenities, and for businesses to attract customers. While this Core Enhancement Overlay area was well-intentioned, it again was confusing and was not adopted into the code, so applicants were not aware of the additional requirements. The draft code refines it and creates a simpler way of enforcing the same idea. The new DHD keeps the same goals and policies but is a much more effective tool. This new DHD is described below.](#)

F. The DHD

[California Street, with its extensive collection of late 19th century masonry buildings and concentration of listed landmark properties, is the essential element to Jacksonville’s identity and an important part of the City’s status as a National Historic Landmark. When the CAC began the task of redrafting Jacksonville’s Development Code, the group recognized that the downtown core would continue to require special protections and standards. To that end, the CAC developed the Downtown Historic District \(DHD\), which, in addition to Article 5, adds standards and design guidelines specifically targeted toward downtown, and more specifically, California Street.](#)

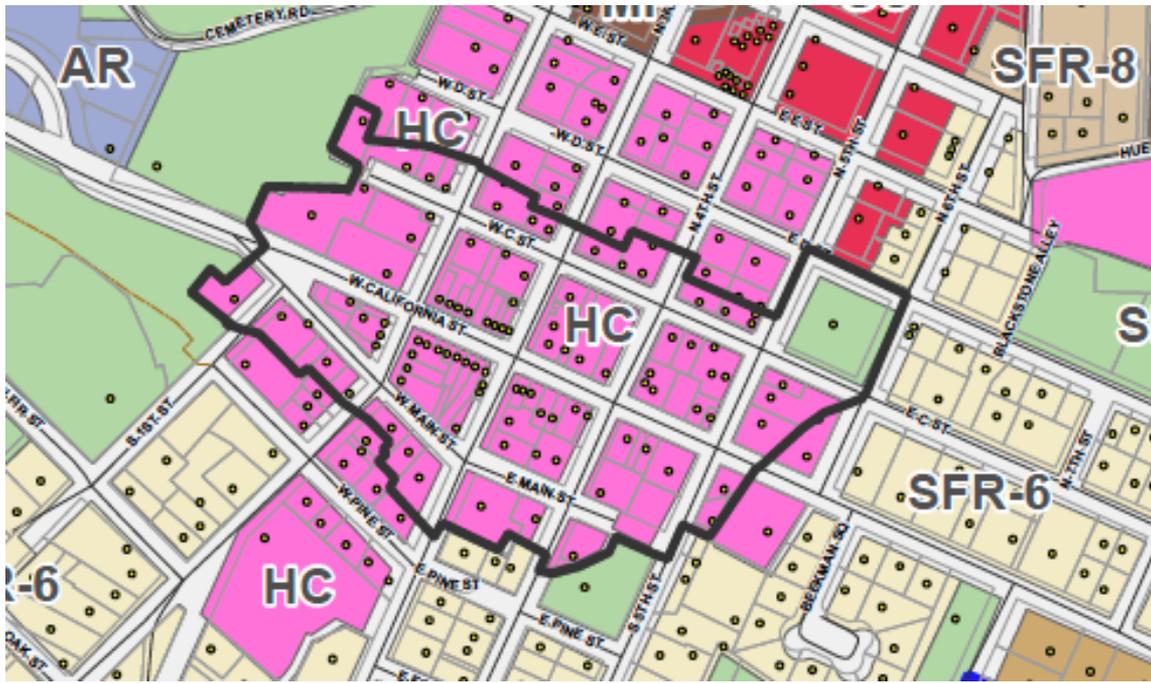


Figure 1: Proposed Downtown Historic District (DHD)

[In order to create a code that is an effective preservation tool for the downtown, staff and the CAC synthesized Jacksonville’s current design standards with the Core Enhancement Plan, as well as best practices derived from state and national agencies. The intent is to have downtown guidelines that effectively protect the City’s status as a National Historic Landmark yet allow appropriate downtown](#)

development. By balancing the historic character and economic opportunities of the downtown core Jacksonville can continue as a thriving, successful community.

The purpose of the DHD section of the code is to:

- Effect and accomplish the protection, enhancement, and perpetuation of the city's National Historic Landmark status;
- Safeguard the city's historic, aesthetic, and cultural heritages as embodied and reflected in the Downtown Historic District;
- Complement the National and Local Landmark designations;
- Foster civic pride in the city's unique past and historic structures;
- Protect and enhance the City support to local business and industry; and
- Strengthen the economy of the city.

G. Best Practices

To create a development code that also serves as an effective tool for preservation, staff and the CAC researched best practices. The result is a Downtown Historic District (DHD) section that is informed by several components, including input from the State Historic and Preservation Office, the Secretary of the Interior's Guidelines for Rehabilitation (regulatory standards established by the United States Department of the Interior for the preservation of historic properties), and historic protections from other Municipal Codes. The CAC incorporated the Core Enhancement Plan, and The City's Design into the new DHD standards and guidelines.

The end product is a code that includes modern day best practices by integrating national and state standards for historic preservation with standards and goals established through the Comprehensive Plan, reflecting the Jacksonville Community.

H. DHD Standards

Properties within the DHD are required to comply with additional protections and design guidelines. The standards in the DHD are established in order to encourage a high-quality built environment that enhances, rather than detracts from the existing historic structures. The standards are in place in order to protect the identity of the City and the City's most recognizable buildings. The guidelines prevent new construction from creating a false sense of history. The majority of the existing Design Guidelines and standards currently used by HARC will continue to be the standards within the DHD.

I. California Street Design Standards

Properties within the DHD that also front California Street are subject to additional design standards. The purpose is to ensure the protection of California Street. Some of the guidelines for California Street include:

- Zero Lot Lines: New buildings to be built on California Street between Oregon and 4th St. are required to build to the front property line of California Street.

- Building Elements: Building elements should be compatible with existing structures, but cannot create an artificial sense of history.

J. Additional Downtown Historic District Standards

In addition to the specific building design standards, the DHD section includes additional standards. These additional standards include:

- Streetscape: benches, chairs, bistro tables and other pedestrian amenities are allowed within the DHD
- Signs: Signs within the DHD are required to meet the standards in the base zone and additional standards such as:
 - No temporary construction or open house signs
 - Signs shall not overwhelm the building or any special architectural features

K. Role of the Historic Preservation Commission (HPC)

Any alteration, relocation, or demolition of any structure or property within the DHD is required to be reviewed by the HPC.

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 MEASURE:-~~

~~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 HCU 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., development abutting historic landmarks is 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 Core Overlay 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~~ Install street trees for new developments where it is not prudent to ~~utilize~~ plant 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 Downtown-Historic Core area District.

IMPLFMENTATION MEASURES:

Recognize that the Downtown Historic District 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 Right-of-Way. ~~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 drought-tolerant 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.

IMPLFMENTATION 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 in the Downtown Historic District.

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,~~ lower 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.g. 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 #1: 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.