

San Marco Times

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Real Estate / Property

By Robert Warren – President, Warren & Company Commercial Properties

There are lots of exciting real estate related happenings occurring in San Marco.

The following are a few of these:

- Northeast corner of San Marco Blvd and Cedar: First Citizens Bank continues to make progress on development of the site for a new retail bank branch and area HeadQuarters. Area Executive Vice President, Michelle McCorvey, said the bank is investing \$6 million to develop this 7,000-square-foot, Class-A facility. Estimated completion date is December 2014
- Northwest Corner of San Marco Boulevard and Cedar: Peterbrook Chocolatiers will be moving from this San Marco manufacturing and retail location they have been in for years. The company will still maintain a presence in San Marco however, via their store in the square. The building is currently on the market for sale.
- Northeast corner of Hendricks Avenue and Atlantic Boulevard: Boos Development Group continues construction on the site which used to be owned by Wilson & Wilson Optical. The corner will soon be a Chase Bank. Wilson and Wilson Optical will maintain a location in the east side of the building.
- Southwest corner of Hendricks and Nira: Construction continues on the site which will ultimately be Veloce, a true Napolitano pizza restaurant. The restaurant will use imported brick pizza ovens to prepare authentic Napolitano pizzas. Partner Ridge Sink commented, "just about all of the ingredients we will use for our pizzas, including tomatoes, flour, cheese, meat, spices, etc, will be imported from Naples. This will truly be unique as it is planned to be, as is common in Napolitano, more like a pizzeria bakery than a restaurant as Americans know it." The owners anticipate the restaurant to be open in the fall. Hours will likely be open Monday through Saturday from 11:30 a.m. to 10 p.m. The restaurant will have limited beer and wine, likely only from Italy.
- Beach Diner has officially completed their renovation and occupancy of the space in the square leased for years to the San Marco Deli. We will miss the San Marco Deli as it has been a part of the square for years. However, we welcome Beach Diner and are happy to report that their menu includes some of the most popular items from the San Marco Deli menu.



Mark Your Calendar!

General Meeting & Beautification Awards

San Marco Preservation Society

May 19 | 6 p.m. Social Hour, Meeting Begins at 7 p.m.

Aardwolf Brewing Co. | 1461 Hendricks Avenue

San Marco Times is the news and information publication of San Marco Preservation Society.

South Jax City Hall 396-0081

Courtney Reilly, Coordinator
1468 Hendricks Avenue

Office Hours: Mon, Wed, & Fri, 9:00 – 12:00
info@smepsjax.com

Shelley Cain, Bookkeeper

Office Hours: Tues. & Thurs., 9:00-12:00

Preservation Hall 396-4734

Gertrude Greene, Coordinator

1652 Atlantic Boulevard

Office Hours: Tues & Thurs, 10:00-2:00

SMPS Officers:

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President-Elect:

Mary Toomey

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Letter from SMPS President Reese Riggle:



With Spring in the air (and pollen on the ground) it made me think about where we were as a community this time last year. I can't believe it's April 2014 already. Where did February and March go? What a difference a year makes.

This time last year, recession continued to impact our business owners. San Marco Boulevard was nearly complete. Balis Park was in the middle of a major renovation. The East San Marco project was on hold with little to no momentum behind it. And home values were just beginning to correct.

Since that time, we have not allowed any grass to grow under our feet (although our parks, medians and entire neighborhood is more beautiful than ever). San Marco Blvd. is complete and gorgeous. Balis Park has opened, and I think you'll agree it's one of the most beautiful parks in the city. The real estate market has improved. We've had many new businesses open in the area, including some that have brought life back into buildings that were once vacant. We've continued to enjoy the neighborhood and our Northeast Florida weather with plenty of fun events including the Balis Park Block Party, our Concerts in the Park and Luminaria to name a few. Beautiful markers have been installed in many of our historic areas including Villa Alexandria, South Jacksonville City Hall, Balis Park and Oriental Gardens. With the support of the entire community, we were able to spare the San Marco Library and Balis Community Center from budget cuts. Dogipot station improvements were made in Alexandria Oaks Park. Extensive work and planning has been put into the East San Marco project. And there are many other projects currently underway that we'll see complete in the coming months.

San Marco is a special community, and one I'm blessed to call home. Everyone has their own reasons as to why they call San Marco home. For me, it's the sense of community, walkability, beauty and charm, and most importantly – the people. As Spring turns to Summer and we get outside to enjoy our community, our river and our city, please continue to support the San Marco Preservation Society. None of this would be possible without your support, and we thank you.

Warm Regards,
Reese

SMPS Brings River Celebration & Cleanup to San Marco

For the first time in the 19-year history of the annual River Celebration & Cleanup Day, San Marco participated in the event as a neighborhood — even comprising 10 percent of the total number of cleanup sites around the city.

SMPS Parks Chair Andrew Dickson worked with Shannon Blankenship at the St. Johns Riverkeeper and Daniel Durbec with the city to help organize the sweeping San Marco effort. Their hard work resulted in seven neighborhood cleanup sites around local parks and waterways.



Site captains included Valerie Armstrong, Doug Skiles, Brian Mickler, Dickson, Anna Jacobson, Mary Toomey and Holly Kobrin. Area student participation also was strong. Students from the environmental and Riverdogs clubs at The Bolles School got their hands dirty in cleanup efforts, as did students and families from Hendricks Avenue Elementary School. The McIntyre, Kobrin and Parker families helped extend the reach of the cleanup beyond what was originally planned to include more parks, streets and vacant lots. The family of Riverkeeper Lisa Rinaman also added to the local scene, joining Mickler at River Oaks Park on Craig Creek.

By the end of the day, the entire group of more than 40 volunteers collected almost as many bags of trash.

Dickson said he is grateful to all and is happy with the outcome. He said he hopes for expanded participation and territory next year.



Safe Routes to School Street Improvements Underway

After a three-year planning process, the Julia Landon Middle School's Safe Routes to School recommendations are finally being installed in San Marco. At the start, students and parents located hazardous roads and intersections on the way to school and submitted a grant proposal to the Florida Department of Transportation. Here's a list of improvements underway:

Sidewalks are being installed on: Mitchell Avenue, Arcadia Avenue, LaSalle Street, Landon Avenue and Thacker Avenue.

New signals, designed to alert and stop traffic for pedestrians in crosswalks, are being installed at the intersection of Atlantic Boulevard and Hendricks Avenue. In addition, countdown crossing signals will be installed on Hendricks Avenue at Landon Avenue and LaSalle Street.

These are vital additions to our pedestrian network that keeps our kids independent and safe.

Parks Update

By Andrew Dickson, Parks Chair

Southside Park and Playground to get Upgrades

Once a neglected area by the tracks, Southside Park (the "library playground") is getting some overdue attention. Thick underbrush and improvised campsites have been removed, trash has been cleared from the wetlands enclosure, and new decorative fencing will be installed where the park meets the San Marco Branch Library's parking lot.

Most significantly, heritage-style lamp posts will be installed in six locations in the park, to enhance nighttime security. They will tie in with the streetscape design of nearby Hendricks Avenue, which is experiencing a renaissance of its own. Altogether these improvements are bringing the park new life as a safe, enjoyable resource for our community.

Brick by Brick

We are excited to report an order has just been placed for 85 bricks! This means we have received 85 brick orders since we re-started the sales campaign in the fall. Great news!

We expect to have the bricks back from the brick-maker and in the ground in 12 to 14 weeks. So if you ordered a brick and are looking forward to seeing your name etched in history, stay tuned for an email from SMPS once they have been installed.

If you are still interested in purchasing a brick for Balis Park, stay on the lookout for our next event or email today and Etch Your Name In History!



Welcome to the Neighborhood!

By Anita Vining

Spring has sprung — and how awesome it is to be in San Marco where residents enjoy bursts of color from the beautiful azaleas and blooming plantings. Sidewalks, crosswalks and the new Balis Park are bustling with people and distinctive opportunities to “Shop, Live and Dine.”

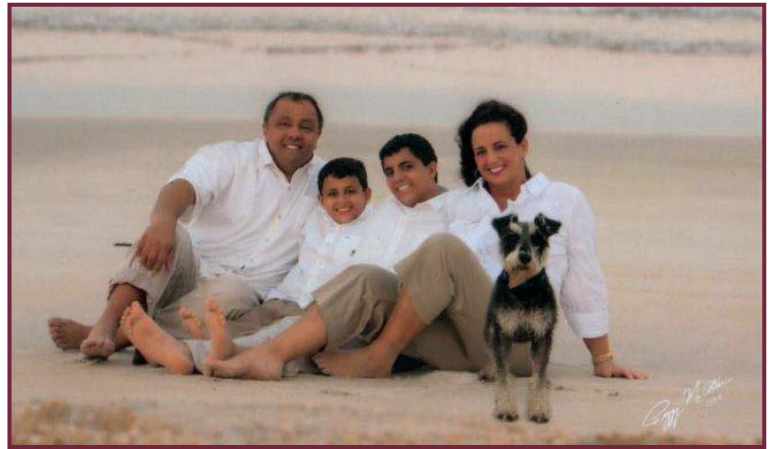
San Marco is a treasure. It's a neighborhood many have known for generations, and a place in which newcomers long to reside. In this issue, “Welcome to the Neighborhood” highlights a family well known to Jacksonville. Please allow me to introduce The Hananias: Jack, Debbie, Jack, Jr. and Mark.

“We have always loved the San Marco area and the history here,” Debbie said. “Our desire to live on the riverfront brought us to consider San Marco. We are excited and fortunate to have found this home in such a beautiful part of San Marco and look forward to a long and happy relationship with neighbors and the neighborhood.”

Jack, a native of Jacksonville, grew up in Lakewood and went to Wolfson High School. He attended college in Jacksonville and studied accounting. A summer job selling cars in 1981 became a passion, and he now owns 10 dealerships in Jacksonville and two in South Florida.

Debbie grew up in Cleveland and at age 15 she moved to Birmingham, where she graduated from Mountain Brook High School. She continued her studies at Auburn University and graduated in 1987 with a degree in architecture.

Jack and Debbie married in 1990 and decided to establish themselves in Mandarin, where they built their family home and resided until they found their dream home in San Marco this past year. The Hananias are a devout Catholic family. Their son, Jack, Jr. graduated from Bishop Kenny High School in 2012 and is now a sophomore in Gainesville. He is quickly learning the automotive business and is following in dad's footsteps. Their son Mark is graduating from St Joseph's Catholic School this May and looks forward to entering Bishop Kenny High School and playing football and basketball. Proximity to school and being able to walk to San Marco Square are two factors that have contributed greatly to the positive nature of the family's move to San Marco.



“As a family we enjoy all sporting events — Jaguar and Gator games and an occasional Auburn game — they are a regular part of life for us,” Debbie said. “We love to dine, travel, enjoy the arts and, of course, look at and talk cars! Strolling the square and San Marco neighborhood adds to a wonderful quality of life and we feel blessed to be here.”

Continuing Education at Balis Community Center

This time last year the Balis Community Center adjoining the San Marco Library was on the chopping block in the city budget process for chronic underuse.

After reforming the shared use agreements that made scheduling the center an onerous and expensive process, the Parks and Recreation Department are in talks with FSCJ and UNF to bring continuing education classes to Balis in the mornings and evenings.

Representatives from the two colleges toured the 10-year old facility, which features a large multi-use room, a kitchen, an exercise studio, a computer lab, and an art room with a functioning ceramics kiln.

In addition to the afternoon drop-in center for Landon Middle School students, these new programs could conceivably have the center fully booked from 9am to 9pm five days a week, with programs that cater to ages 10 to 100.

Message From District 5 Council Member Lori Boyer

When you think of springtime in San Marco, warm days, cool evenings, and beautiful blooming azaleas come to mind. Our neighborhood is looking great thanks to all of you who keep your yards so attractive and helped with efforts in the square, local park clean-ups and the river clean-up. But spring also brings showers, and we have had more than a few heavy rains that brought flooding to some parts of the neighborhood. Areas near LaSalle Street and Pennsylvania Avenue near the Duck Pond are both on the list for Public Works improvements that are designed to offer significant relief. Meanwhile, I have learned that due to changes in federal law, flood insurance premiums for a number of local businesses will be increasing substantially. I am looking into available local options. Considering the drainage improvements that have been made in the area, it would be a shame to have federal requirements force the relocation of businesses.

I am sure you have read that the recently approved East San Marco development proposed for the corner of Atlantic and Hendricks has been delayed by financing challenges. It was precisely because zoning remains in place despite changes in ownership that I insisted on specific design details and parameters in the PUD. The zoning limits the building to one substantially as depicted in the renderings displayed at our town meetings and quite similar to the structure originally proposed for the site. If you would like to read more on this topic, check out the article on my website at www.loriboyer.org, and subscribe for future newsletter updates.

The problem of cut-through speeding traffic has been a hot topic, too. I have heard from residents on Marco Place and Broadmoor, River Road, Alhambra Drive, and Northwood- all with a shared concern. Perhaps construction detours taught drivers alternate routes, but the issue of speeding and reckless drivers on our residential streets is making it unsafe for young and old alike. I am working with JSO and Public Works on alternative solutions- but in the meantime, beware, radar will be used.

I have also posted articles on my website on a number of broader City issues. Pension reform is making headlines, but is entirely in the Mayor's court at this point as the executive branch has exclusive authority to engage in collective bargaining. The terms of any deal will only reach City Council if there is an agreement between the unions, the fund management, and the Mayor's administration or if parties reach an impasse. Legislation is currently pending that would modify our mobility plan (the system that imposes impact fees to offset the traffic impacts of development). And, Council President Gulliford has introduced legislation to extend the existing gas tax in order to fund construction of new roads as well as provide local funds for road maintenance, and bicycle and pedestrian improvements. The Task Force on Consolidated Government is close to completing its work and will make some noteworthy recommendations. Work has begun on next year's budget and if that isn't enough, the 2015 election cycle is now upon us. Council District boundaries are changing as a result of redistricting, but San Marco will remain in District 5. The District will now include Southbank, South Shores, and St. Nicholas, Englewood and Pine Forest as well.

I remain so grateful for the opportunity to serve as your City Council representative. Please do not hesitate to contact me if I can be of assistance.

Warm regards,
Lori Boyer

Take a Hard Pass on the Shortcuts

By Andrew Dickson, Traffic Safety Chair

Our neighborhood streets are lot of things. They are the paths to our doorsteps, the streams that drain the storms, the exercise trails for our workouts, and even the playgrounds for our kids.

Although neighborhood streets are designed to take cars to our homes, they also take traffic past our homes. And when speeding cars make home a blur between points A and B, they ignore the fact that people live there.

A shortcut is a guilty pleasure. But let's face it, shortcuts come at a cost to the folks that live on them. Cut-through traffic takes away the safety and usefulness of a residential street. Nobody would want to bear those risks to kids, pets and the elderly.

San Marco, for better or worse, sits between downtown and the whole Southside of Jacksonville. Its streets funnel traffic to the interstate, the hospitals, and the stadiums. So when Hendricks backs up in the morning, drivers take advantage of well-connected side streets to get where they're going, usually in a hurry.

Right now a handful of streets are taking a beating: Marco Place has become a speedway for Bishop Kenny High School, Douglas Anderson School for the Arts, and Episcopal School of Jacksonville students. River Road is a motor-cross from Baptist and Wolfson hospitals. Northwood and Lakewood Roads in Colonial Manor are dodges to avoid the drop-off lines at Hendricks Avenue Elementary School.

So it makes sense when neighborhoods get together to find solutions. Shane Sheffield and his neighbors in the Marco Place neighborhood have called for changes to the pattern that routes traffic down their streets. In meetings with Council Member Lori Boyer and Public Works head Jim Robinson, reps from the neighborhood have discussed a number of tactics that discourage short cuts.

To air these ideas, SMPS will host a neighborhood meeting on Wednesday May 28th at Preservation Hall in Fletcher Park from 6-7:30pm. Residents of the Alexandria Place neighborhood are encouraged to review the proposals, and work towards a consensus, in order to start the petition process with the city.

Any changes must be approved by 75% of residents in an affected area, and could require up to 50% of the costs to be paid by the neighborhood. That's why the simplest solutions, like turning a street segment one-way against the direction of shortcuts, seem to be the strongest options.

In the meantime, as residents of San Marco, it's up to us to treat side streets as if we lived on them, because we do. Let's do our best to respect the safety of our neighbors, and take a hard pass on the shortcuts.

Spring Concert in Park May 16

Don't forget to join us for the Spring Concert in the Park from 6 p.m. to 9 p.m. on May 16!

Come relax and dance to fun tunes by the band No Clu. Dine on fabulous gourmet eats from local food trucks! Bold City Beer and select wines will be available to enjoy. The kids can get their faces painted and eat a tasty treat from 3 Mom's Ice Cream! Tables are available for \$60 (table of 6) and \$80 (table of 8).

Please contact Meghan Moore by May 7 at (904) 899-2991 to reserve a table or with any questions you have.

We hope to see you there!



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New for 2014 — SMPS Membership Benefits Program

To thank SMPS members for the benefit of their support through membership dues, we engaged our local San Marco merchants and retailers to structure a membership benefits program that will benefit the entire community.

When you shop local, 2014 SMPS members (who present their Membership Cards) can enjoy the following*:

- 10% off purchase at **Impressions**
- 10% off purchase at **Peterbrooke in San Marco**
- 10% off purchase at **Therapie, San Marco**
- 10% off purchase at **Leila's San Marco**
- 10% off total bill at **The Loop Pizza Grill in San Marco**
- 10% off anything purchased for on-premise consumption at **The Grape and Grain Exchange** and at **The Parlour Speakeasy**
(Note: does not apply to packaged goods at Grape & Grain Exchange)
- 10% discount on non-sale merchandise at **1st Place Sports, San Marco**
- 10% discount on three or more pieces of dry cleaning at **Herman Jackson**
- 15% off purchase at **Reve, San Marco**
- 20% off purchase at **The Wardroom Ltd.**
- 20% off purchase at **San Marco Bookstore**
- One complimentary personal styling session at **Rosie True, San Marco**
- One complimentary glass of a "Preservation feature" (red or white wine) with the purchase of \$20.00 or more at **Taverna**

*Be sure to visit www.smpsjax.com for the latest list of participating retailers.

How it Works: Join or renew your 2014 membership online at smpsjax.com or mail a check (made payable to "San Marco Preservation Society") to: 1468 Hendricks Avenue, Jacksonville, FL 32207.

Once you join or renew, you will receive a letter in the mail acknowledging your membership along with your 2014 SMPS Membership Benefits Card. You **MUST** present your card in order to receive these benefits from our generous merchants. Note: Your card is YOUR responsibility. There will be one card issued per membership.

Thank you for supporting San Marco!

2014 Membership Rates

INDIVIDUAL \$40 annual rate	FAMILY \$50 annual rate	PRESERVATION PARTNER \$100 annual rate
SMALL BUSINESS \$100 annual rate	CORPORATE PARTNER \$200 annual rate	

San Marco Preservation Society is a 501(c)(3) non-profit organization. We depend upon members' donations, advocacy and volunteerism to sustain our efforts. We're active residents working together for the restoration, maintenance and improvement of San Marco's historic neighborhood.