



JUNE 2012

*William Bartram*  
SCENIC & HISTORIC HIGHWAY  
CORRIDOR MASTER PLAN



*William Bartram*  
SCENIC & HISTORIC HIGHWAY



MASTER PLAN





MAP LEGEND											
	Food		Picnic Area with Grill		Interpretive Signs		Fishing		Nature Trail		Group Meeting and Conference
	Lodging		Playground		Wildlife Observation		Boat Launch		Interpretive Trail		Gas
	Picnic Area		Gardens		Pier		Canoe/Kayak Launch		Historic/Cultural Point of Interest		Scenic Highway Information Stop
									Visitor Center		Vehicle Pull-off
									River Viewing/Access Point		Art Exhibition
									Public Restroom Facilities		Public Parking for Pathway
											Major Community Structure
											Minor Community Structure
											Interpretive Signs
											Existing Historic Markers
											Directional Signage
											Blueway
											7' Aggregate Pathway with Bike Lanes
											Multi Use Path Per Rivertown PUD
											5' Sidewalk with Bike Lanes
											5' Sidewalk
											Proposed 5' Sidewalk
											Pedestrian Trail
											Development of Regional Impact
											Public Lands
											Community Center District
											Critical Scenic Viewshed



# Acknowledgements

## 2010 ST. JOHNS COUNTY

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Furr & Wegman



The design work contained herein is the result of the efforts and dedication of the CMC, local residents, government staff, and local stakeholders who worked with the design team to develop the Corridor Master Plan.





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June 10, 2010

Al Abbatiello, Chair  
William Bartram Scenic and Historic Highway Management Council  
c/o St. Johns County Planning Division  
4020 Lewis Speedway  
St. Augustine, Florida 32084

**RE: William Bartram Scenic and Historic Highway – Corridor Master Plan  
AECOM Proj #10332066.91**

Dear Mr. Abbatiello:

We are pleased to present the completed Corridor Master Plan for the William Bartram Scenic and Historic Highway. The master plan is the culmination of almost two years of work and dedication by the Corridor Management Committee, St. Johns County, and the design team to refine the vision of the scenic highway's built environment.

The following document outlines recommendations for five major components of the scenic highway:

- Scenic Highway Character
- Parks and Resources
- Development and Infrastructure
- Livable Transportation
- Wayfinding and Interpretation

The implementation of the ideas set forth in this plan will bring cohesion to the corridor, improve visual quality, provide amenities and services to the scenic highway traveler, and ultimately integrate the corridor story into the built environment.

It has been a pleasure working with you and the Committee, and we look forward to seeing the vision outlined in this document come to fruition in the years to come.

Sincerely,

Daniel P. Manley, RLA, LEED®-AP  
Associate, Project Manager

Jay R. Hood, RLA  
Principal-in-Charge









## TABLE *of* CONTENTS

CORRIDOR INTRODUCTION CI

SCENIC HIGHWAY CHARACTER HC

PARKS AND RESOURCES

WILLIAM BARTRAM GARDENS WB

BELUTHAHATCHEE BE

ALPINE GROVES/SWITZERLAND COMMUNITY CENTER AG

SHANDS PIER SP

TROUT CREEK TC

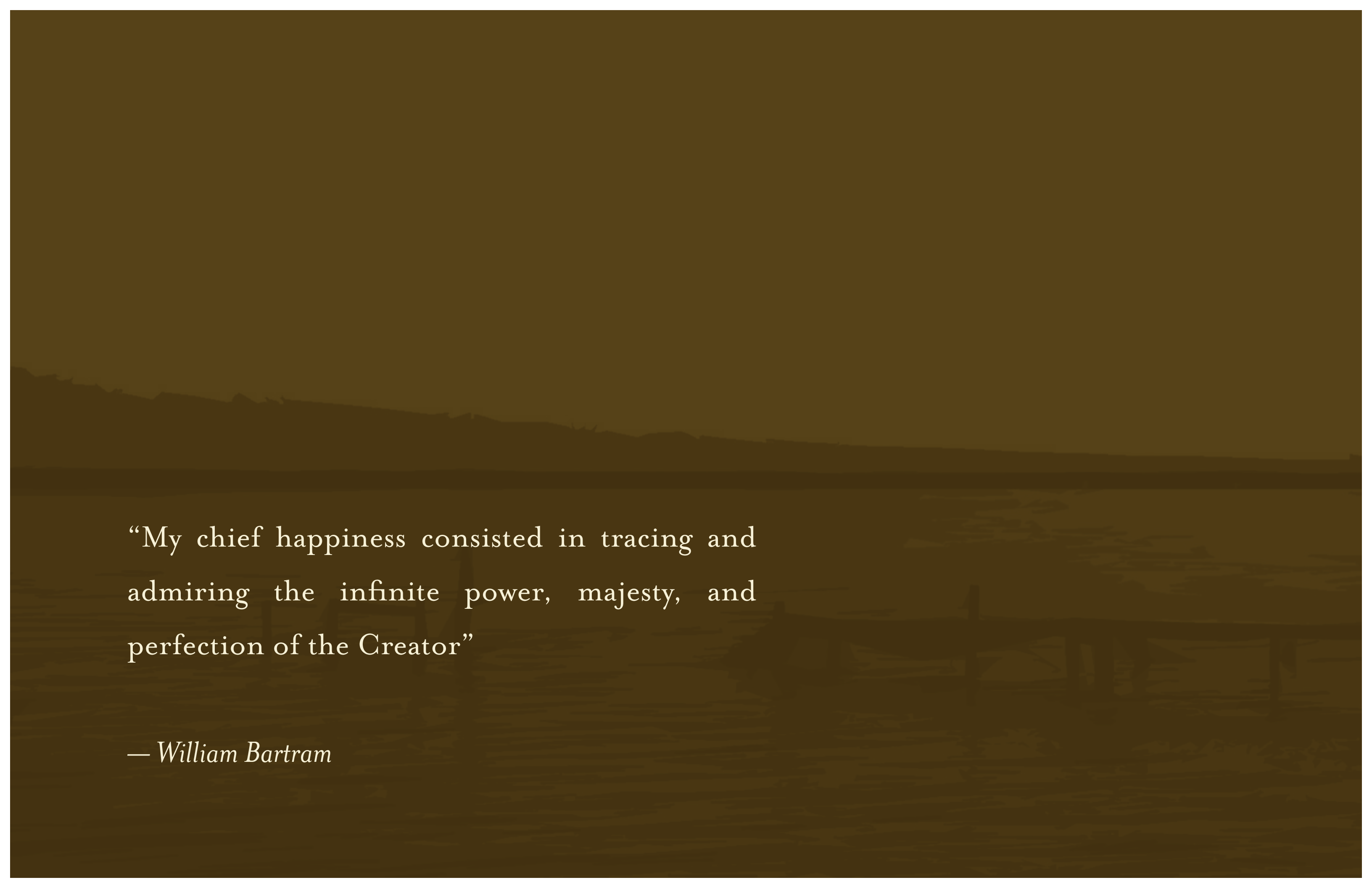
ADDITIONAL PARKS AND RESOURCES AP

DEVELOPMENT AND INFRASTRUCTURE DI

LIVABLE TRANSPORTATION PLAN LT

WAYFINDING AND INTERPRETATION WI





“My chief happiness consisted in tracing and  
admiring the infinite power, majesty, and  
perfection of the Creator”

— *William Bartram*





*William Bartram*  
SCENIC & HISTORIC HIGHWAY

# *Corridor Introduction*







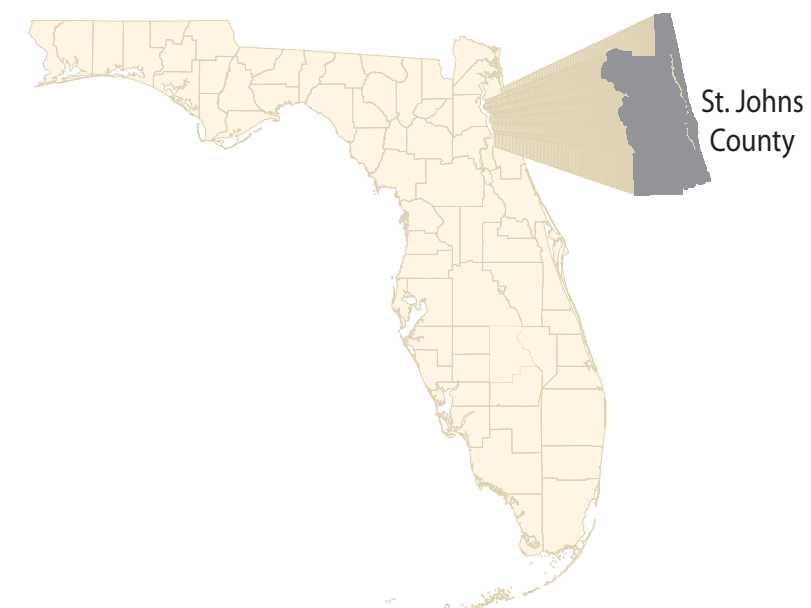
## CORRIDOR DESIGNATION

The William Bartram Scenic and Historic Highway beckons: explore the scenic highway and experience firsthand the best that Florida has to offer. This designated Florida Scenic Highway is a 17-mile stretch of State Road 13 in St. Johns County that begins at the Julington Creek Bridge and ends at the intersection of SR 16 and SR 13 or Wards Creek and offers unique opportunities to explore by road, river, or trail. Walk under the cover of historic and majestic oak canopies, canoe parts of the St. Johns River, bicycle along the roadway, or drive the corridor to catch glimpses of Florida’s spectacular flora and fauna.

Recognizing the unique resources and opportunities the corridor offers the State of Florida, the William Bartram Scenic and Historic Highway was officially designated as a Florida Scenic Highway by Florida’s Secretary of Transportation in October 2005. This designation creates a framework for protecting and promoting the scenic highway’s resources, ensuring they will be available for the enjoyment and education of generations to come.

The grassroots efforts to preserve the resources along the corridor, however, began much earlier than that. In 1980, the Switzerland citizens voiced their concerns about the preservation of the centennial oak trees to Governor Martinez, and the state legislature passed an act, Chapter 80-427, House Bill 987, designating a portion of SR

13 (from the Julington Creek Bridge to SR 207) along the St. Johns River as the “William Bartram Scenic Highway” and directed FDOT to erect suitable historic markers. In the mid-1990’s, the Switzerland citizens soon discovered that the legislators’ House Bill was not enough to protect the centennial oaks and began pursuing Florida Scenic Highway designation.



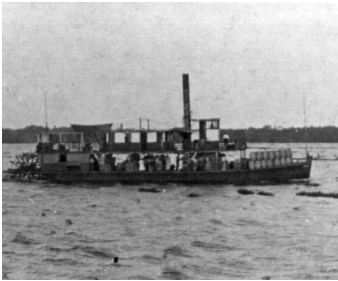


The designation as a scenic highway established the William Bartram Scenic and Historic Highway Corridor Management Council (CMC) that serves as the caretaker of the scenic corridor and is dedicated to the preservation and enhancement of this historic area.

As part of their continued efforts to protect and promote the scenic highway, the CMC undertook the task of developing a Corridor Master Plan to enhance the visitor’s experience and the residents’ quality of life. The Corridor Master Plan helps ensure the built environment complements and highlights the corridor’s diverse and unique resources, supports the scenic highway’s long-range vision, and communicates the corridor’s story in an engaging and authentic manner.

## CORRIDOR HISTORY

Although State Road 13 was not built until about 1930, it runs alongside the sinuous St. Johns River, which



William Bartram, the scenic highway’s namesake, and other notable explorers and settlers used as a waterway transportation system. Bartram is widely

considered America’s first native-born naturalist and one of the first writers to depict nature through personal experience as well as scientific observation. His monumental journey through the southeastern United States took him from the foothills of the Appalachians to the middle of Florida, and his subsequent literary documentation of the pristine, ‘Eden-like’ environments he encountered fast became an American classic, being described by some scholars as the “most astounding verbal artifact of the early republic.” Bartram’s written observations solidify his place as one of the great contributors to English literature, and his scientific discoveries are among the most important of America’s contributions to the study of horticulture and botany.

While the scenic highway pays homage to William Bartram specifically, the historic and cultural legacy of the entire corridor is rich with stories of exploration, agriculture, folklore, music and the fight for civil rights.

Archaeological studies have proven prehistoric Indians settled in the area, and, much later, other tribes of Indians established settlements on the banks of the St. Johns River paving the way for

developments by the Spanish as well. Bartram made his epic journey into Florida in the late 1700s, at a time when Europeans were also beginning to discover the exotic qualities of Florida and the ‘new world.’ The plantation era of the late 18th to mid-19th century brought major agricultural diversity to the area, including citrus groves and other fruit trees, indigo, cattle ranching, ferneries, turpentine camps and timber harvesting.

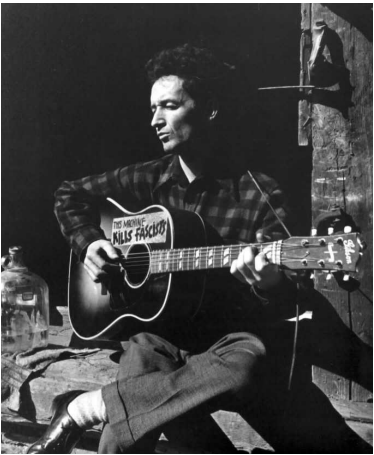
This magical land was also home to one of Florida’s most



influential and controversial authors, Stetson Kennedy. While documenting some of the earliest known recordings of Florida’s traditional African American folk heritage, Kennedy set about waging a fight against the KKK and worked countless hours battling against discrimination, all the while dually protecting the lakes, land and wildlife surrounding him and others along the corridor.

With such legacies to foster and celebrate, it is fitting that

the William Bartram Scenic and Historic Highway is a corridor supported and recognized by all who live in the area. To the citizens who began the grass roots efforts to earn the designation, it is imperative that the intrinsic resources of the corridor be protected and preserved for present generations and all who come after them.



*\*\* All images appearing on this page are property of the State Florida Archives and Florida Memory Project*



# Purpose of a Corridor Master Plan

## WHAT IS THE CORRIDOR MASTER PLAN?

The Corridor Master Plan is a valuable supplemental tool used as a “next step” in achieving the goals and objectives outlined in the Corridor Management Plan. Where the Corridor Management Plan outlines the framework for enhancing the scenic highway experience, the Corridor Master Plan applies this framework to the built environment to illustratively address site-specific issues and opportunities found along the scenic highway. Through this planning effort, the built environment, from wayfinding and park development to traffic calming and streetscape design, is planned comprehensively to compliment the intrinsic resources, realize the scenic highway’s long-range vision, and communicate its corridor story.

Addressing the built environment holistically provides for a number of benefits including:

- Continuity in the built environment
- Consensus-based solutions, partnership development, and public outreach
- Guidance in implementation and funding

### Continuity in the Built Environment

Perhaps the greatest benefit of the Corridor Master Plan is that it allows the built environment to help tell the corridor story. It is important to understand that the built environment is comprised of many different aspects that are all interrelated and interdependent. By looking at the corridor holistically, a continuity can be established within the scenic highway’s built environment through the use of a common vernacular architecture and landscape, appropriate colors and materials, and repetition of design elements. This continuity creates a “brand” for the scenic highway that helps communicate the story and grand vision of the scenic highway.

The Corridor Master Plan also ensures unified compatibility for all public works construction projects by providing an overall vision and framework from the outset of the scenic highway implementation process. By setting this vision early in the process, future projects have guiding principles that promote a unified built environment for the scenic highway regardless of the consultant, contractor, or scenic highway leadership. It also allows for flexibility in future implementation; if the corridor changes and specific concepts need to be modified, the main ideas and principles are documented and the changes can



be made in such a way that they complement previous implementation projects.

### Consensus-based Solutions, Partnership Development, and Public Outreach

Another valuable aspect of the master plan is the consensus-building and public outreach that occurs as part of the process. Public outreach and developing partnerships is critical to a successful Corridor Master Plan. As a result, multiple public meetings and workshops are included as part of the process. In addition, key stakeholders are identified and engaged in the process

early. By obtaining input from these groups throughout the process, the resulting plan is one that has broad support. Also, through the process of public involvement, interest is generated in the scenic highway which can bring beneficial advertisement and may result in potential new members joining the group. In addition, projects that other stakeholders are implementing in the area are identified and incorporated into the corridor master plan potentially resulting in synergistic implementation opportunities.

### Guidance on Implementation and Funding

Finally, the Corridor Master Plan provides a framework for implementation and provides a document that can provide leverage for funding opportunities.

The document provides probable costs for the various projects. This information combined with the design drawings makes the targeting of funding and the funding application process easier for the corridor management council. The document can also be used as a marketing tool to showcase the scenic highway to various governmental and private agencies and generate excitement about the scenic highway and the implementation phase.

# Elements of a Corridor Master Plan



There are ten aspects of the physical environment that are fundamental to the scenic highway's character which make up the *Elements of a Corridor Master Plan*:

## LANDSCAPE CHARACTER

Landscape character for a place is determined from both the native plants that are historically relevant as well as those plants that over time become culturally relevant. One example of a culturally relevant plant is the camellia. While not native, this plant has become very important and synonymous with southern gardens in the southeast. In addition to plant selection, character is determined based on the type of maintenance the landscape receives. Certain landscapes are maintained meticulously while others are left natural.



## ARCHITECTURAL CHARACTER

The architectural character or vernacular of a place can be attributed to the region's materials, climate, environment, and culture. Historically, structures used materials that were regionally available and were constructed in a way that addressed the region's climate and environment. For example, Florida structures were

built with locally available materials in a way to maximize natural ventilation in response to the hot and humid environment. Architectural character can also be affected by cultural aspects as well. For example, an ethnic group that settles a particular area often brings with them the architectural-style from their homeland. Therefore, it is important to understand the catalysts that establish a regional vernacular to ensure that they are incorporated into the Corridor Master Plan.

## TOURISM FACILITIES

Scenic highways are tourist destinations; therefore, it is appropriate to plan for facilities to accommodate the traveler. The traveler's needs can be as basic as food, gas, and lodging, or they can be resource specific uses such as bicycle or canoe rentals.

## PRIVATE DEVELOPMENT

Most scenic highways are not fully encompassed by public lands; therefore, it is imperative that private development is identified in the master plan and strategies are developed to accommodate and integrate private development into the context of the scenic highway corridor.

## URBAN DESIGN

Urban design focuses on the community centers and people places along the scenic highway. To fully address urban design, both land-use (i.e. what types of uses should be provided) as well as physical framework (i.e. building heights, relationship to the street, parking, et cetera) need to be considered so that vibrant community centers are created that provide the services required for the area and minimize the suburban sprawl that can negatively impact a scenic highway.

## ENVIRONMENTAL GRAPHICS

One of the most important components, and often first addressed, aspects of the scenic highway are environmental graphics; specifically, wayfinding and interpretative signs. Both are essential to effectively communicate the story of the scenic highway and allow the traveler to easily navigate through the corridor. Successful signs and environmental graphics will reduce the amount of signs on the scenic highway resulting in a reduction of visual clutter.

## LIVABLE TRANSPORTATION

Livable transportation refers to a holistic approach



to transportation that does not solely focus on the automobile. Livable transportation addresses multi-modal transportation such as bicycles and pedestrians, ensures accessibility throughout, and employs physical (geometric) improvements to the roadway to improve pedestrian safety and calm traffic in a context-sensitive manner.

SCENIC RESOURCES AND VISUAL QUALITY

Preserving and enhancing visual quality is one of the most important and difficult challenges facing scenic highways. Visual quality is at the heart of experience; therefore, the reduction of visual clutter and preservation and enhancement of critical viewscales is essential to the master plan.

HISTORIC, ARCHEOLOGICAL, AND CULTURAL RESOURCES

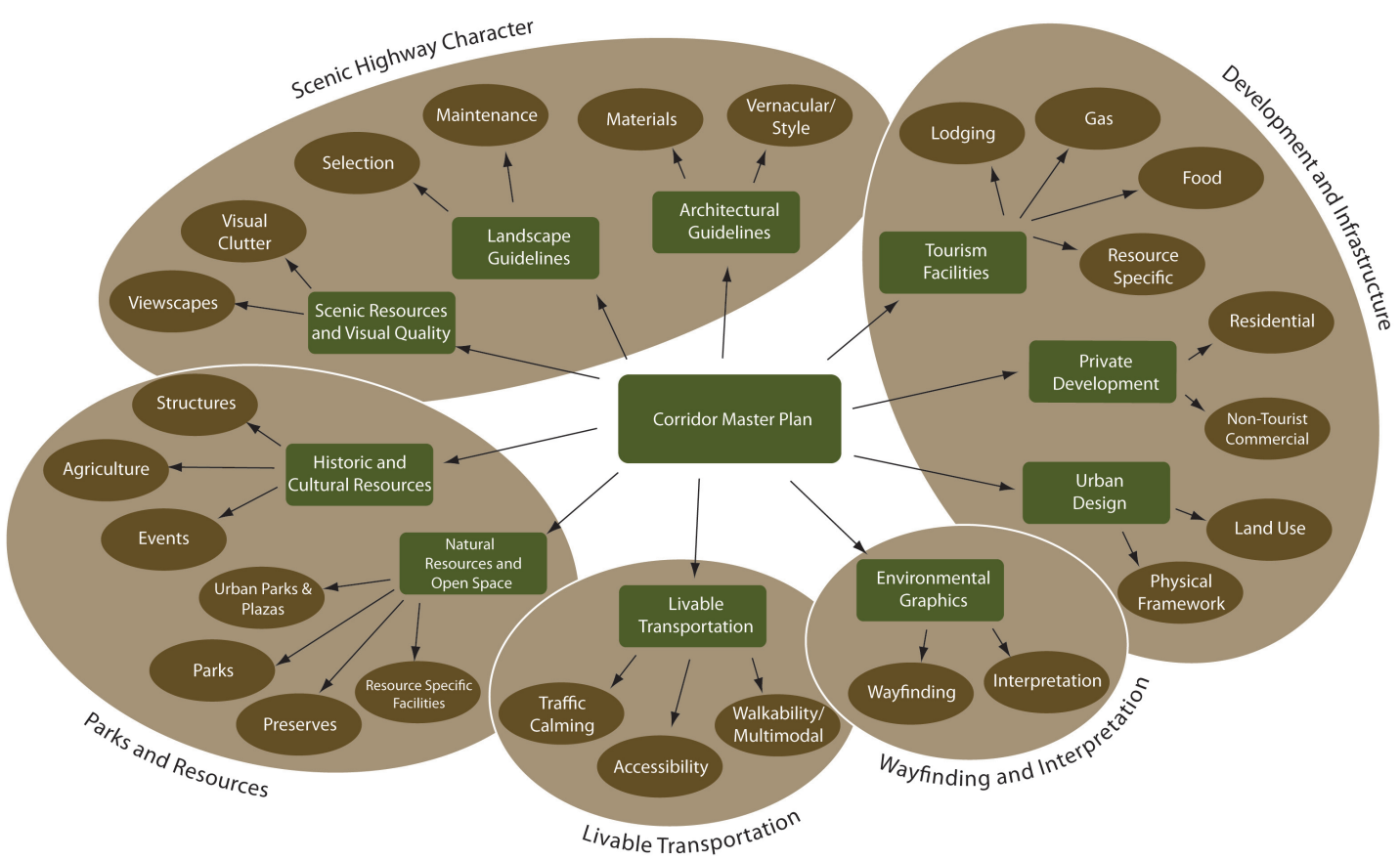
Preservation of historic, archeological, and cultural resources is a key aspect of any scenic highway and understanding and accommodating special cultural events, preserving time-honored traditions such as agriculture, and integrating historic structures and archeological features into the overall scenic highway plan is critical to successfully implementing future

improvements.

NATURAL RESOURCES AND OPEN SPACE

Natural resources and open space planning allows the scenic highway to identify existing parks and preserves as well as potential acquisitions. Improvements to existing parks and preserves can allow for better access to and protection of the scenic highway’s resources. Urban parks and plazas can also provide valuable open space and opportunities along the scenic highway. The ten elements of a corridor master plan mentioned above can be grouped into five main categories:

- **Scenic Highway Character:** includes landscape and architectural character as well as scenic resources and visual quality
- **Parks and Resources:** includes natural resources and open space as well as historic, archeological, and cultural resources
- **Community Development and Tourism:** includes tourism facilities, private development, and urban design
- **Livable Transportation**
- **Wayfinding and Interpretation (Environmental Graphics)**





# Corridor Master Plan Process

The process by which the corridor master plan is developed begins with understanding the vision established in the Corridor Management Plan. For successful implementation, it is imperative that consensus is achieved on the proposed designs identified within the plan. Strong public participation involving public meetings, workshops, interviews, and access to information (e.g. website postings) throughout the design process is essential to creating an effective master plan. The existing conditions analysis is necessary to fully understand the existing opportunities and constraints that are associated with the scenic highway so that informed design decisions can be made.



The William Bartram Scenic and Historic Highway design process was initiated through a series of meetings with St. Johns County and the Corridor Management Council (CMC) so the design team could understand

the master plan development desired expectations from these organizations. After the initial CMC Workshop, opportunities and constraints were identified and major questions began to be addressed as follows:

- What describes the character of the scenic highway?
- What would you like to see improved about your scenic highway?
- What are the scenic highway's needs?
- What things are not clearly evident about your scenic highway that should be known?

Answers for these questions were obtained through various methods including direct dialog with individuals as well as group exercises. A visual preference survey was conducted with the CMC whereby individual group members were supplied with disposable cameras prior to the CMC Workshop and asked to take pictures that were representative of landscape elements that the individual believed to be either visually appealing or distracting. These pictures were then assembled on boards according to categories (e.g. commercial, residential, landscape, et cetera) and participants were asked to place red or green dots on the pictures. Red dots noted photographs that were not visually appealing or representative of the scenic highway and green dots noted photographs that



were visually appealing and representative of the scenic highway.

In addition, the members of the CMC participated in a "sticky note" exercise. Each participant was provided with six sticky notes. On three of the notes, participants were asked to write the three words that described the character of their scenic highway, and on the other three, they were asked to write the three things they would like to see improved along the scenic highway. These sticky notes were placed on the wall and grouped into categories. During the workshop, the CMC was also divided into smaller groups and participants noted the issues and opportunities on maps of the scenic highway. These maps can be found in the Appendix.

After the CMC Workshop, an extensive background



analysis was performed to explore and validate the opportunities and constraints that were discussed in the CMC Workshop. A comprehensive review of the corridor and the previously developed planning studies and information for the area was performed. The background analysis included an in-depth review of the parks to assess what works well and what could be improved in each park, what potential park program elements were missing, and what permitting implications are associated with potential improvements. Also as part of the background analysis, a transportation analysis and speed study were performed for the corridor. (See the Livable Transportation section for findings.)

After the background analysis was complete, a Corridor Design Charrette (Workshop) was held for the corridor to





develop the preliminary ideas of the master plan. The workshop began with an evening public input (feedback) session. Participants were asked to provide input through a number of exercises including an additional visual preference survey to fine tune the understanding of the desired landscape and architectural character. The results of the visual preference survey can be found in the Appendix.

Also as part of the public workshop, a backcasting exercise was performed where participants were asked to envision themselves as future users of the scenic highway and provide a narrative of their day on the scenic highway. Participants were divided into small groups and were asked to view the scenic highway from the perspective of one of six hypothetical scenic highway travelers. For example, one group viewed the scenic highway experience from the perspective of a married couple with no children, age 32 and 34, that recently moved to the area and enjoyed riding motorcycles on the weekends. Each group then presented their “travelers’ story” to the overall group. The groups described what their travelers did on the scenic highway and what was good and bad about their experience. These stories were then analyzed as part of the workshop to determine the action steps and physical

improvements necessary to make those forward-thinking stories reality. The individual stories and backcasting analysis can be found in the Appendix.

For the three days, the design team worked on a variety of designs and drawings that began to address the opportunities and constraints identified by the CMC, public, and St. Johns County. The public was invited to stop by throughout the workshop to meet with the design staff and review the design solutions being developed. At the completion of the workshop, another public meeting was held to review the design ideas developed during workshop. Participants were asked to fill out a survey at the completion of the presentation to provide feedback. The drawings and presentations from the workshop were also placed on the project website for the public to download and review. The conceptual design drawings can be found in the Appendix.

Written comments were received from both the public and CMC members as well as the County. In addition, a CMC meeting was held to further review the conceptual plans developed during the design workshop, and a series of stakeholder interviews was conducted to gather input and suggestions for improvements to the plans.

The list of stakeholders included the following:

- St. Johns County Transportation Planning
- St. Johns County Historical Resources
- St. Johns County Transportation Engineering
- Florida Department of Transportation
- Commissioner Cyndi Stevenson
- County Manager Michael Wanchick
- St. Johns County Parks and Recreation
- Bartram Trails Library
- RiverTown/St. Joe (interview conducted after follow-up workshop)

Based on comments received, a **Follow-up Design Workshop** was conducted with the public, and the design team presented new concepts and ideas for the three major design elements of the master plan as identified below:

- Performing Arts Pavilion
- Shands Pier Area Enhancements
- Logo and Signage Design

The attendees of the follow-up workshop reviewed and commented on the new concepts and voted to move forward on a specific concept for each of the elements discussed as part of the schematic submittal.





The conceptual designs generated for the Follow-up Workshop can be found in the Appendix.

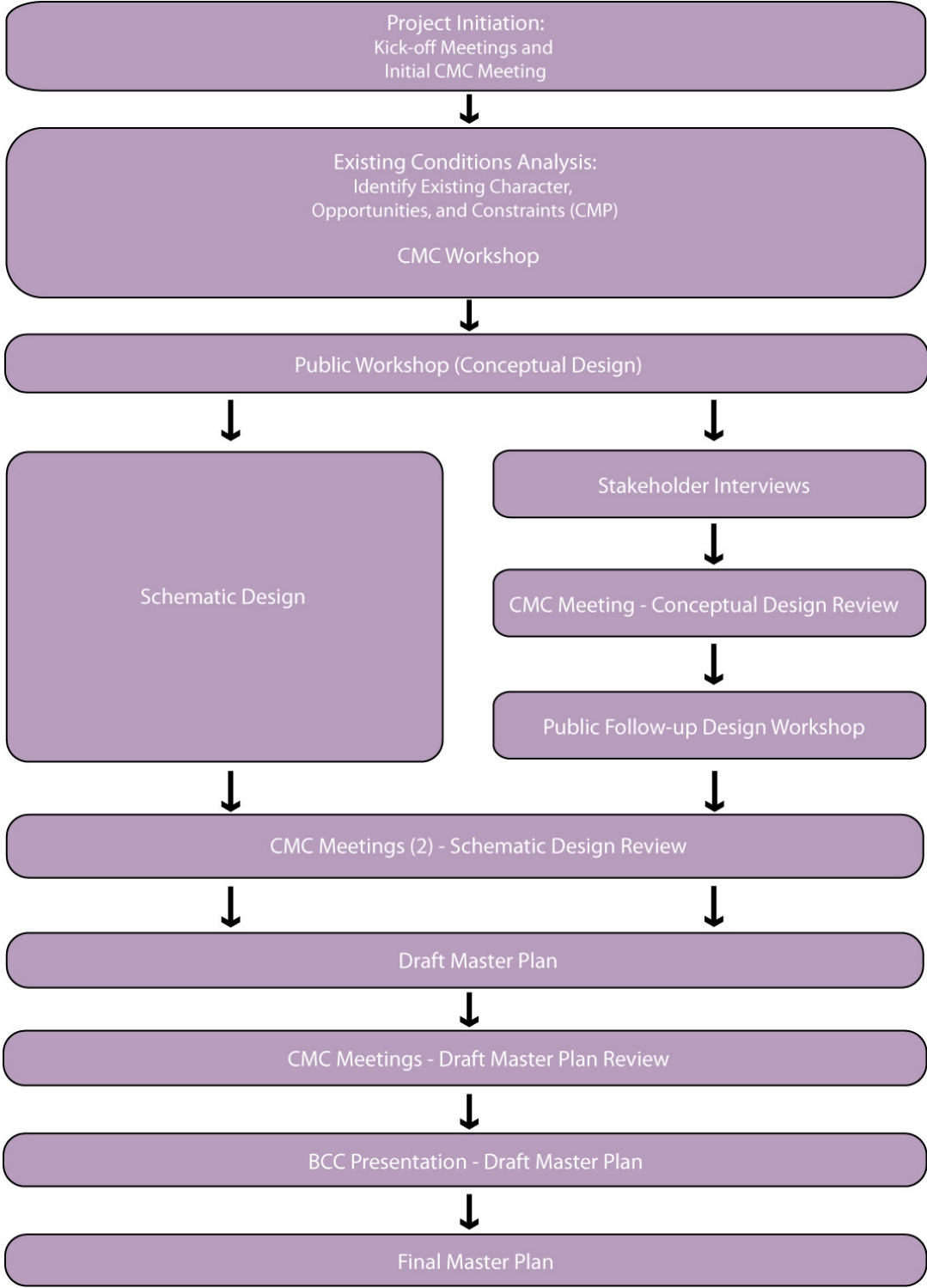
During the schematic design phase, all of the concepts from the conceptual phase and the design follow-up workshop were further developed incorporating the comments previously provided. During this phase of design, the design team looked at very specific details for each of the study areas. When completed, the concepts and ideas were put into a booklet format and a digital copy was placed on the project website for public, CMC, and County review and comment. In addition, two CMC meetings were held to review the schematic designs and receive comments, and consensus was achieved on the final designs for each of the design elements.



The final designs can be found herein and are grouped according to the five main master plan categories:

- Scenic Highway Character
- Parks and Resources
- Community Development and Tourism
- Livable Transportation
- Wayfinding and Interpretation





Phase		Month	Meeting Date	Description
Background Assessment	2008	September		
			September 4, 2008	Project Initiation
			September 11, 2008	CMC Meeting - Distribution of Cameras for Visual Preference Survey
		October		
			October 9, 2008	CMC Meeting - Distribution of Pictures from Visual Preference Survey
		November		
			November 13, 2008	CMC Workshop
Conceptual Design		December		
		January		
			January 13-16, 2009	Public Workshop
Schematic Design	2009	February		
			February 2009	Conceptual Design Submittal
		March		
		April		
		May		
		June		
			June 4 and 15, 2009	Stakeholder Interviews
			June 11, 2009	CMC Meeting - Conceptual Design Review
			June 24, 2009	Public Follow-up Workshop
		July		
		August		
		September		
		October		
			October 8, 2009	CMC Meeting - Schematic Design Review
		November		
			November 12, 2009	Stakeholder Interviews and CMC Meeting - Schematic Design Review
Master Plan	2010	December		
		January		
			January 14, 2010	Draft Master Plan Submittal
			TBD	BCC Meeting - Draft Master Plan Presentation
			TBD	CMC Meeting - Draft Master Plan Review
			TBD	Final Master Plan Submittal

The tables above show the general master plan process and schedule and outlines the various input and review meetings.



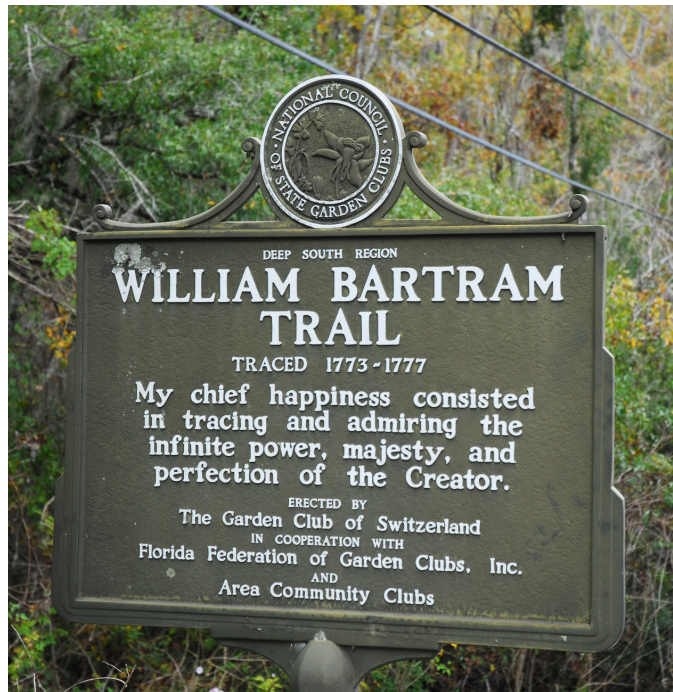


# Master Plan Overview

The following section provides an overview of the master plan and includes the design principles established prior to the design workshop, the “big ideas” of the overall plan, and the overall corridor master plan in graphic form. Each of the ideas represented on the overall plan can be found in further detail in the following chapters.



# Design Principles



In order to develop a cohesive master plan, a set of design principles were developed to guide the design workshop and future design efforts. These principles were, in part, formed using the feedback obtained from the Visual Preference Survey and CMC Workshop.

## 1. The Master Plan should communicate the scenic highway’s vision and grand story.

A rich and comprehensive story is integral to the development of a successful master plan; therefore, the Master Plan should tell the story of William Bartram as both a historical figure and the icon of man’s inherent desire to explore. While William Bartram is the most famous of the explorers that have traveled this area, this land was explored and inhabited much earlier and continues to be explored and experienced in new ways by new travelers. Therefore, the master plan should seek to encapsulate this explorative spirit by providing opportunities for learning, amazement, and discovery.

In addition, William Bartram’s travels took him throughout much of the southeastern United States, and he documented his expeditions in journals which were later

published as a book entitled *Travels of William Bartram*. And while one might think that an entire book could be published solely on the larger-scale differences in natural communities experienced on his journeys, William Bartram eloquently wrote about his encounters with single plant species.

“Just without the trees, betwixt them, the water and marshes, is a barricade of Palmetto royal (*Yucca gloriosa*) or Adam’s needle, which grows so thick together, that a rat or bird can scarcely pass through them; and the stiff leaves of this sword plan, standing nearly horizontally, are as impenetrable to man, or any other animal, as if they were a regiment of grenadiers with their bayonets pointed at you.” - excerpt from *Travels*

Like William Bartram’s writings, the Master Plan should evoke two levels of understanding. First, there should be a macro-level of understanding or “big-idea” of the area which is experienced from the perspective of the scenic highway traveler in an automobile. However, when the scenic highway traveler parks his car and becomes a pedestrian, a new micro-level of understanding should emerge that focuses the pedestrian’s attention to details that cannot be experienced from the driver’s seat.

Also similar to William Bartram’s writings, his drawings show both his scientific side as well as his artful side. For example, his map of the Coast of East Florida not only documents the coastline as he understood it, but it also documents some of the flora and fauna that he experienced along the way in an artful, almost whimsical, way. Therefore, the Master Plan should express both a scientific and artful side. The places that are developed and/or enhanced should educate the public about the intrinsic resources of the area; however, they should also be about beauty, inspiration, and aesthetics and create environments where people would want to enjoy spending time.

Finally, as a naturalist, William Bartram documented the flora and fauna he experienced in his travels. Much in the same way, the Master Plan should reinforce the local flora and fauna of the area so the traveler can have a naturalist experience. Every destination along the byway should reinforce the naturalist experience through the development of places that encourage the user to experience existing natural communities (through appropriate trail development and river interactions) as well as creating new landscapes that are naturalistic and



promote wildlife interaction (through the use of native plants and trees that encourage butterflies and birds).

**2. The Master Plan should provide for a consistent, contextual design aesthetic.**

It is important to establish “common threads” or unifying design themes along the scenic highway that allow the user to say, “you know you’re on the scenic highway when....” This can be accomplished through the appropriate and repetitive use of design elements such as landscape, hardscape, and building materials that are indigenous to the area and authentic.

**3. The Master Plan should make the corridor accessible to as many people as feasible.**

The scenic highway is not solely intended to be experienced via the automobile traveler; its value is enhanced when it can be experienced through multiple-modes of travel: by automobile, motorcycle, bicycle, horseback, boat, and foot. Therefore, it is essential to find the balance between mobility (providing for efficient vehicular movement) and accessibility (providing for scenic highway users’ experience) so that the user experience is

maximized while maintaining a safe and acceptable level of transportation service.

**4. The Master Plan should protect and enhance the existing natural vegetation and tree canopy.**

One of the primary scenic qualities of the scenic highway is the existing natural vegetation and tree canopy found along the roadway. It is imperative that the existing centennial live oak canopies and their expansive roadway overhangs are protected as much as possible, and where it is necessary to impact the existing vegetation, it is replaced and enhanced so that, over time, the canopy is restored to its current beauty. In addition, new landscape installations should be predominately native with exceptions for plants that are culturally relevant.

**5. The Master Plan should encourage sustainability in its design solutions.**

The principles of environmental, economic, and social sustainability should be considered throughout the design process.



**6. The Master Plan should provide balanced design solutions that are ambitious and visionary, yet realistic and implementable.**

The intent of the Master Plan is to provide visionary design solutions for the scenic highway that guide the development of its resources and can be implemented over a long period of time. The plan is not only about the here and now, but about what the scenic highway could be in twenty to thirty years.

The ideas developed in the Master Plan strike a balance between what can reasonably be implemented now, in the short-term, and in the long-term.





# The "Big Ideas"

The list below summarizes the majority of the design ideas illustrated within the corridor master plan.

## Byway Character

- Proposed architecture is inspired by the rustic agricultural structures and “Cracker-style” vernacular of the local rural landscape.
- Proposed landscape is inspired by the historic natural landscape of the area and the iconic plants of traditional southern gardens.
- Preserve and maintain visual quality through the following steps:
  - Reduction of visual clutter
  - Protection of existing vegetation; most importantly, centennial canopy live oaks
  - Preservation and enhancement of river vistas
  - Scenic buffers for new development along the scenic highway

## Parks and Resources

- Create a series of parks that provide ample learning and recreation opportunities for travelers and residents

1

### William Bartram Gardens (at Bartram Trails Library)

- Create a northern introductory resource for the southbound traveler
- Display historic and cultural flora to traveler

2

### Beluthahatchee

- Create a cohesive park experience that provides opportunities to learn about Stetson Kennedy, Beluthahatchee, and the surrounding environment

3

### Alpine Groves Park and Switzerland Community Ctr

- Create a civic hub for the scenic highway that includes an official visitor’s center and enhanced facilities for cultural events.

4

### Shands Pier

- Create an enhanced visitor experience at the only river experience along the scenic highway that is accessible at all times.
- Provide the infrastructure and improvements necessary to encourage the development of a community center as outlined in the Northwest Sector Plan.

5

### Trout Creek Park

- Provide enhancements that create a better and more cohesive park experience
- Connect Trout Creek Park to Jack Wright Island

6

### Jack Wright Island

- Provide boardwalk through wetlands out to river

7

### Triangle Park

- Convert unused triangular space at the SR-13/SR-16 intersection into southern visitor information stop
- Slow traffic and improve safety for pedestrians crossing the highway to get to Shands Bridge Park
- Develop principles for reducing visual impact of the future outer beltway flyover

8

### Shands Bridge Park

- Create river-view park from existing Shands Bridge property when new outer beltway is completed

## Community Development and Tourism

- Identify needed traveler facilities and determine locations for those uses
- Ensure a future development pattern that complements scenic highway goals and objectives

## Livable Transportation

- Create a pedestrian pathway that connects the resources within the corridor
- Reduce vehicular speeds and increase pedestrian safety in specific locations along the scenic highway

## Wayfinding and Interpretation

- Provide a cohesive system of physical clues to guide visitors from destination to destination
- Create a recognizable sense of place and identity within a community
- Educate visitors and foster appreciation for the unique resources of the scenic highway
- Raise the awareness of the need for preservation and protection
- Enhance the emotional and intellectual connection between people and the stories of the land they inhabit and visit

## Other Corridor-wide Ideas

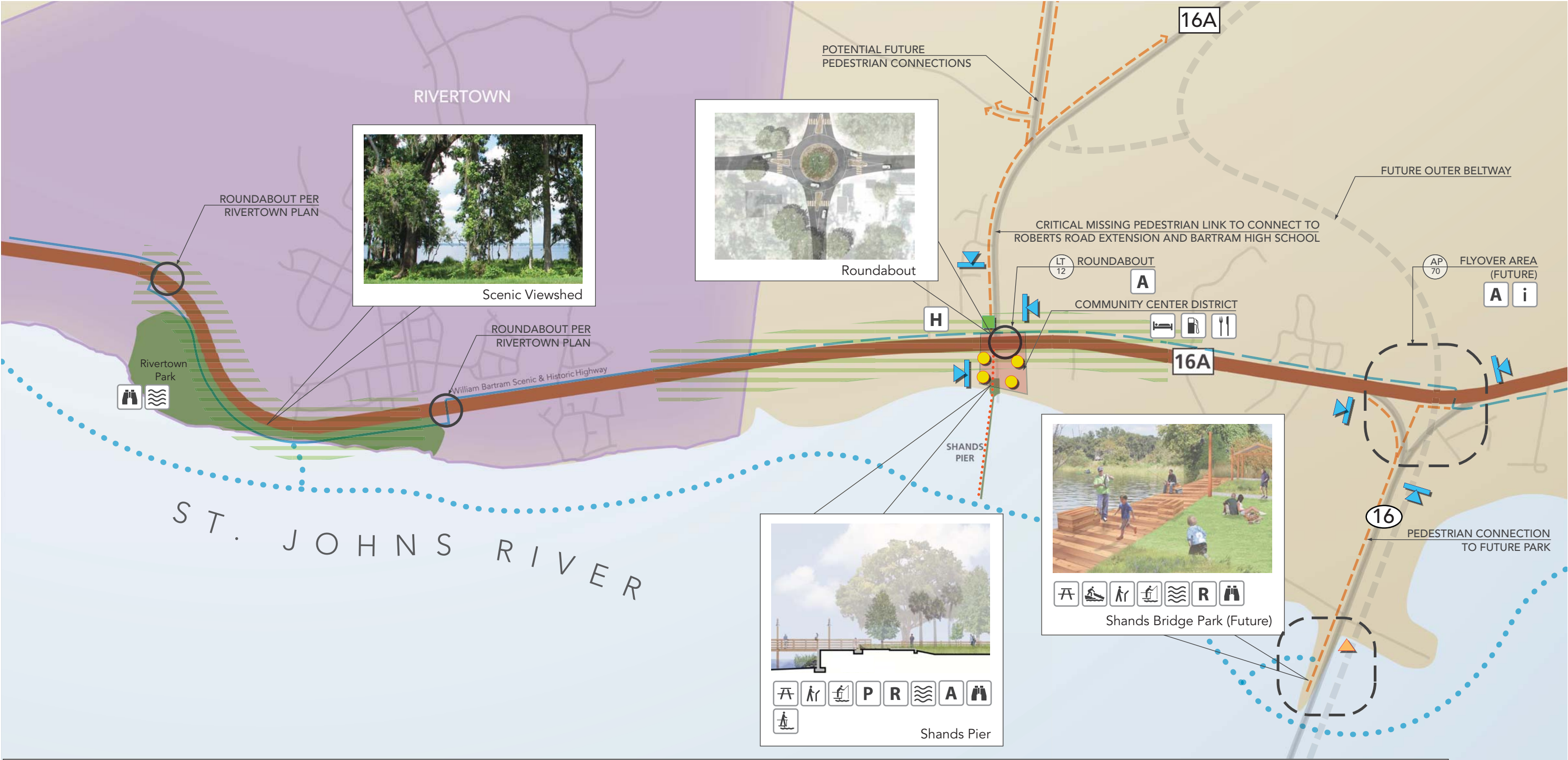
- Create a corridor-wide sculpture art exhibit with installations at various points and stops along the scenic highway.
- Create enhanced fishing opportunities at the waterfront parks located along the byway.



These drawings are provided for design intent only and are not for construction. No engineering review, structural or otherwise, has been performed. As such, they are subject to modification pending environmental and engineering considerations and agency review.







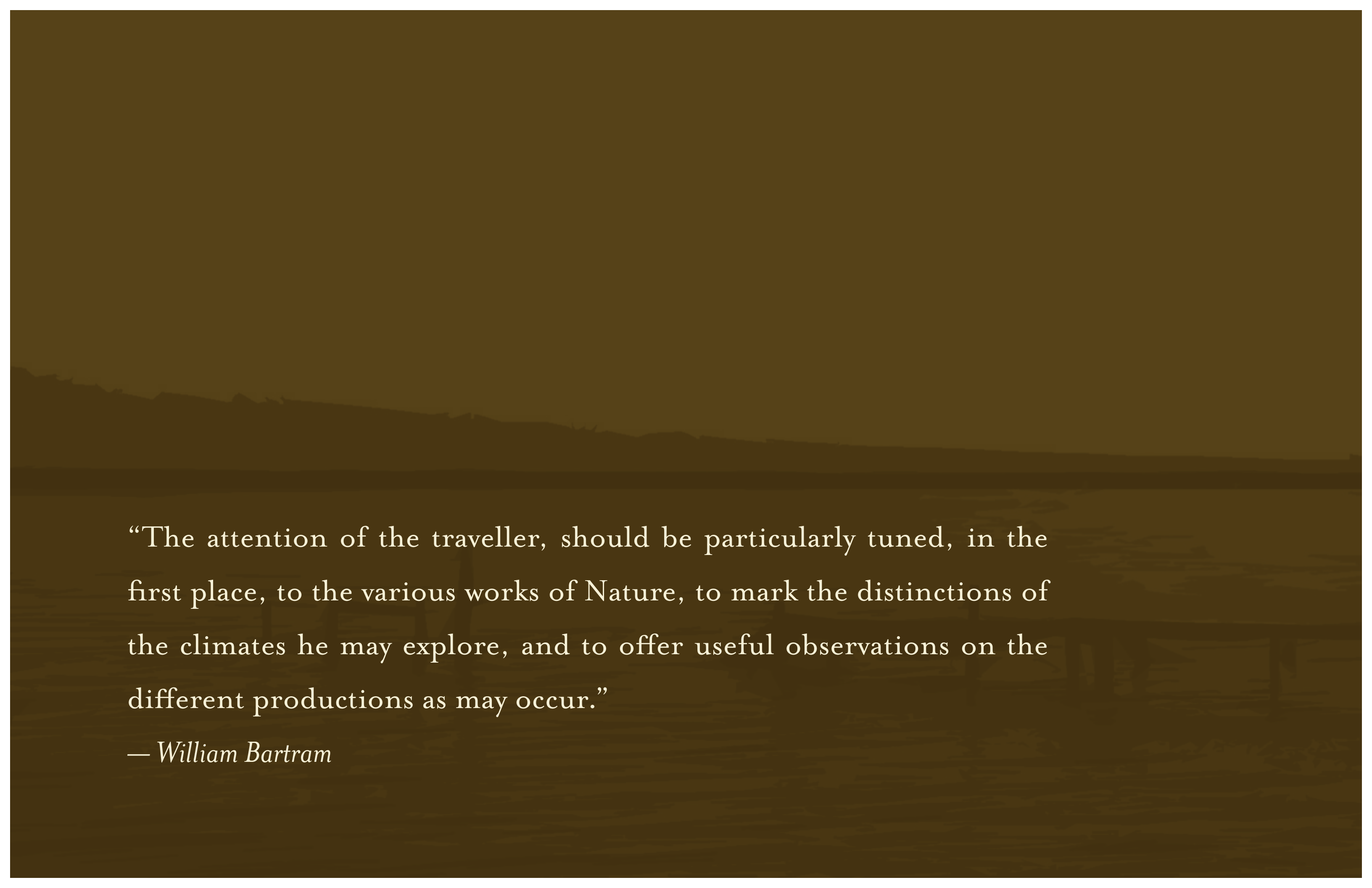
MAP LEGEND											
Food	Picnic Area with Grill	Interpretive Signs	Fishing	Nature Trail	Group Meeting and Conference	Vehicle Pull-off	Major Community Structure	Blueway	Pedestrian Trail		
Lodging	Playground	Wildlife Observation	Boat Launch	Interpretive Trail	Gas	River Viewing/Access Point	Minor Community Structure	7' Aggregate Pathway with Bike Lanes	Development of Regional Impact		
Picnic Area	Gardens	Pier	Canoe/Kayak Launch	Historic/Cultural Point of Interest	Scenic Highway Information Stop	Visitor Center	Interpretive Signs	Multi Use Path Per Rivertown PUD	Public Lands		
							Existing Historic Markers	5' Sidewalk with Bike Lanes	Community Center District		
							Directional Signage	5' Sidewalk	Critical Scenic Viewshed		
								Proposed 5' Sidewalk			

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A sepia-toned landscape photograph showing a calm body of water in the foreground, with a range of mountains or hills in the background under a hazy sky. The image has a vintage, historical feel.

“The attention of the traveller, should be particularly tuned, in the first place, to the various works of Nature, to mark the distinctions of the climates he may explore, and to offer useful observations on the different productions as may occur.”

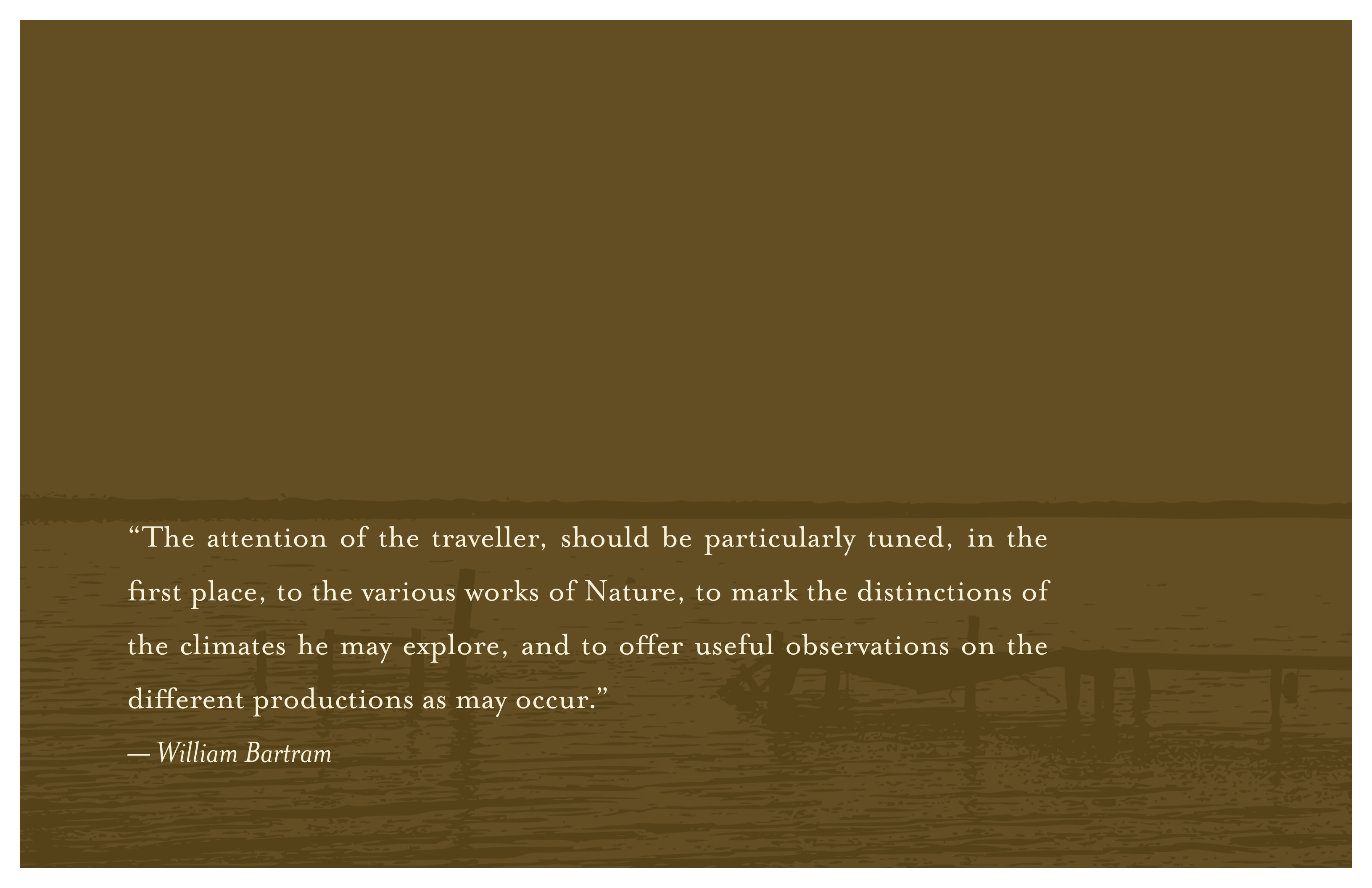
— *William Bartram*





*William Bartram*  
SCENIC & HISTORIC HIGHWAY

*Scenic Highway Character*



“The attention of the traveller, should be particularly tuned, in the first place, to the various works of Nature, to mark the distinctions of the climates he may explore, and to offer useful observations on the different productions as may occur.”

— *William Bartram*



# Architectural Inspiration and Theme



The structures and details developed as part of this schematic design package are inspired by the rustic structures and “Cracker-style” vernacular (i.e. wood frame construction with a metal roof) of the local rural landscape. The structures reflect the simple detailing and utilitarian form of many of the farm and river structures found throughout the area, many of which are shown on this page.

## WHAT IS CRACKER ARCHITECTURE?

The term “Florida Cracker” originally described the historic Florida Cowboy known to drive cattle by cracking a long bullwhip. Over time, the name encompassed the general population of rural Floridian settlers. Cracker architecture refers to the dwellings and structures built by rural Floridians prior to the development of modern buildings that include HVAC systems. Cracker houses typically were set off the ground, were well ventilated, and had deep-shade porches.

“ Today, Cracker refers to the unpretentious people and architecture found on farms and in rural communities still sprinkled throughout these peninsular and panhandle wetlands.” – Ronald W. Haase, *Classic Cracker*





# Landscape Inspiration and Themes



The following plant list is a comprehensive list recommended for the William Bartram Scenic and Historic Highway corridor. It is largely inspired from the historic, native plant communities and ecosystems found within the area. The scenic highway is located along what essentially is a ridge, or high point, within the Eastern Valley physiographic region in western St. Johns County. Generally, flatwoods and swamps occur within this region. The natural vegetation includes slash pine (*Pinus elliotii*), longleaf pine (*P. palustris*), and saw palmetto (*Serenoa repens*) in the flatwoods and hardwoods and cypress in the swamps. The flatwoods are dispersed with many poorly defined drainageways and depressional areas, which are flooded or ponded for long periods of time.

In addition, the plant list includes a number of plants selected for their strong ties to southern gardens and the cultural landscape. These plants, such as camellias, roses, azaleas, and wisteria, are typically found in a more refined garden setting found within many of the large homesteads and plantations throughout the south. This refined aesthetic requires a more intensive maintenance program, and therefore, should be used sparingly in high impact areas along the scenic highway.

Finally, a number of plants were selected because they are considered “Florida-friendly” and are excellent choices for specific areas requiring low-maintenance or hardy plants. Please note that

not every plant listed in this plant list is suitable for every location along the scenic highway, and it is the responsibility of the project landscape architect or designer to properly select the right plant for the right place.

Generally speaking, a natural appearance is the desired landscape aesthetic for the majority of the landscape within the corridor; a manicured, high-maintenance landscape, except for specific areas such as gardens, is not appropriate. Plants should be selected so that maintenance is minimized:

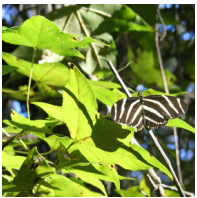
- Select appropriately sized plants to avoid excessive pruning
- Use low groundcovers in lieu of sod to reduce mowing requirements
- Use native plants appropriate for the existing soils to reduce fertilizer use

To reduce water consumption, the following recommendations should be considered during landscape design and installation:

- Use plants with high drought tolerance where possible
- Group plants according to water needs (hydrozoning)
- Minimize the use of lawn areas with high water requirements

In addition, best management practices should be implemented for irrigation design and installation, and the selected water source should minimize or eliminate potable water usage.





OVERALL PLANT LIST

TREES

American Elm - <i>Ulmus americana</i>	910	Live Oak - <i>Quercus virginiana</i>	389	Saucer Magnolia - <i>Magnolia x Soulangeana</i>	5	Tulip Poplar - <i>Liriodendron tulipifera</i>	5910
American Holly - <i>Ilex opaca</i>	3691112	Loblolly Bay - <i>Gordonia lasianthus</i>	3459	Slash Pine - <i>Pinus elliottii</i>	3911	Turkey Oak - <i>Quercus laevis</i>	91011
Ash - <i>Fraxinus spp.</i>	910	Loblolly Pine - <i>Pinus taeda</i>	39	Southern Magnolia - <i>Magnolia grandiflora</i>	3589	Water Oak - <i>Quercus nigra</i>	9
Bald Cypress - <i>Taxodium distichum</i>	891011	Mockernut Hickory - <i>Carya tomentosa</i>	91011	Swamp Chestnut Oak - <i>Quercus michauxii</i>	891011	Wax Myrtle - <i>Myrica cerifera</i>	368911
Black Gum - <i>Nyssa sylvatica</i>	691011	Pignut Hickory - <i>Carya glabra</i>	91011	Sweet Bay - <i>Magnolia virginiana</i>	359		
Dahoon Holly - <i>Ilex cassine</i>	369	Red Bud - <i>Cercis canadensis</i>	5911	Sweet Gum - <i>Liquidambar styraciflua</i>	4910		
Dogwood - <i>Cornus florida</i>	56910	Sabal Palm - <i>Sabal palmetto</i>	38911	Sycamore - <i>Platanus occidentalis</i>	910		

UNDERSTORY

Adams Needle - <i>Yucca filamentosa</i>	35911	Chickasaw Plum - <i>Prunus augustifolia</i>	567911	Muhly Grass - <i>Muhlenbergia capillaris</i>	25911	Swamp Rose Mallow - <i>Hibiscus grandiflora</i>	4579
Alligator Flag - <i>Thalia geniculata</i>	459	Confederate Jasmine - <i>Trachelospermum jasminoides</i>	1358	Oakleaf Hydrangea - <i>Hydrangea quercifolia</i>	5910	Sweet Viburnum - <i>Viburnum odoratissimum</i>	35611
American Wisteria - <i>Wisteria frutescens</i>	1579	Cordgrass - <i>Spartina bakerii</i>	24911	Passion Flower - <i>Passiflora spp.</i>	15911	Tea Olive - <i>Osmanthus fragrans</i>	358
Arrowhead - <i>Sagittaria latifolia</i>	459	Duck Potato - <i>Sagittaria latifolia</i>	459	Pickernel Weed - <i>Pontederia cordata</i>	459	Virginia Willow - <i>Itea virginica</i>	45910
Azalea spp.	3589	Dwarf Huckleberry - <i>Gaylussacia dumosa</i>	459	Purple Coneflower - <i>Echinacea purpurea</i>	5789	Walter’s Viburnum - <i>Viburnum obovatum</i>	356911
Beautyberry - <i>Callicarpa americana</i>	6911	Elliot’s Lovegrass - <i>Eragrostis elliottii</i>	2911	Purple Lovegrass - <i>Eragrostis spectabilis</i>	25911	Waxmyrtle - <i>Myrica cerifera</i>	368911
Blackeyed Susan - <i>Rudbeckia hirta</i>	579	Fakahatchee Grass - <i>Tripsacum dactyloides</i>	2911	Roses - <i>Rosaceae spp.</i>	358	White Water Lily - <i>Nymphaea odorata</i>	459
Blazing Star - <i>Liatris spp</i>	578911	Ferns spp.	39	Sages - <i>Salvia spp.</i>	569	White Yarrow - <i>Achillea millefolium</i>	356911
Blue Porterweed - <i>Stachytarpheta jamaicensis</i>	5711	Florida Tickseed - <i>Coreopsis floridanum</i>	5679	Sandanqua Viburnum - <i>Viburnum suspensum</i>	356	Wiregrass - <i>Aristida stricta</i>	2911
Blueberry - <i>Vaccinium spp.</i>	6911	Gallberry - <i>Ilex glabra</i>	369	Saw Palmetto - <i>Serenoa repens</i>	36911	Yaupon Holly - <i>Ilex vomitoria</i>	3891112
Blueflag Iris - <i>Iris virginica</i>	459	Goldenrod - <i>Solidago chapmanii</i>	579	Schilling’s Dwarf Holly - <i>Ilex vomitoria ‘Schilling’s Dwarf’</i>	3	Yellow Canna - <i>Canna flaccida</i>	459
Bougainvillea spp.	13511	Indian Hawthorn - <i>Rhaphiolepis indica</i>	356	Soft Rush - <i>Juncus effusus</i>	249	Yellow Coneflower - <i>Echinacea paradoxa</i>	5789
Boxwood - <i>Buxus microphylla</i>	38	Lion’s Ear - <i>Lionitis nepetaefolia</i>	5611	Spatterdock - <i>Nuphar luteum</i>	459		
Camellia - <i>Camellia japonica</i>	358	Joe Pye Weed - <i>Eupatorium fistulosum</i>	5679	Spikerush - <i>Eleocharis spp.</i>	49		
Carolina Jessamine - <i>Gelsemium sempervirens</i>	135911	Meadow Beauty - <i>Rhexia virginica</i>	59	Star Magnolia - <i>Magnolia stellata</i>	58		





# Scenic Plan

# Conservation

Scenic conservation and the preservation and improvement of visual quality is paramount to any scenic highway, and the William Bartram Scenic and Historic Highway is no exception. The following subsection provides a preliminary baseline visual quality assessment as well as some general recommendations to improve visual quality. In the future, the preliminary visual quality assessment will be finalized, and it is anticipated that this will be used to help guide future decisions that positively or negatively affect visual quality.





# Preliminary Visual Quality Analysis



As the landscape of the corridor evolves, it is important to establish a baseline for scenic quality so that critical scenic viewsheds can be protected and preserved and impacted viewsheds can be improved and enhanced. For this corridor master plan, a preliminary visual quality analysis was conducted using a qualitative analysis where a ranking of five was given for high scenic quality and a ranking of one was given for low scenic quality. The evaluation ranking was made for every three tenths of a mile as experienced from a car and considered such elements as the amount of tree canopy over the roadway, presence of scenic vistas, lack of visual clutter, and the cohesiveness of visual landscape. Also, it is important to note that the score given was based on scenic quality relative to the corridor and the surrounding area.



The corridor was evaluated by both the driver and the passenger and was evaluated traveling in both directions. These four scores (two evaluators' scores in both directions) were then averaged to provide an aggregate score for each segment. Areas with a score of 3.75 or higher are considered critical scenic viewsheds and steps should be taken to protect and preserve the viewshed in these areas. Areas with a score of 2.25 or lower are considered impacted viewshed and efforts to improve scenic quality should be focused there first. This is only a preliminary analysis of the visual quality of the corridor. Future work and public involvement will be performed related to visual quality prior to the final master plan being adopted.





Preliminary Assessment Map





# Detailed Viewshed Analysis



In *Landscape Aesthetics - A Handbook of Scenery Management*, the U.S. Forest Service defines landscape character as “particular attributes, qualities, and traits of a landscape that give it an image and make it identifiable or unique.” One of the primary concerns of the CMC is to preserve the quality of the scenic highway, and deviations to the highway’s landscape character can have a negative effect by decreasing scenic attractiveness, scenic integrity, interest in the scenery, or the ability to tell the corridor story. Therefore, the detailed viewshed analysis was developed, as a follow-up to the preliminary analysis, to identify the areas along the scenic highway that are sensitive to deviations in the landscape character.

The following viewshed analysis is:

- A methodology to analyze the scenic highway and identify sensitive viewsheds.
- A snapshot in time based on the characteristics of the viewsheds at the time they were analyzed.
- A tool to help guide decision making along the highway.

To begin the process, a literature review was performed to document previous methodologies used to assess and determine visual quality and identify sensitive viewsheds.

The following three documents were used as the basis for the William Bartram methodology:

- *Landscape Aesthetics – A Handbook for Scenery Management*, USDA, Forest Service, Agriculture Handbook Number 701, December 1995
- *Views from the Road – A Community Guide for Assessing Rural Historic Landscapes*, Copps, David H. , Island Press, 1995.
- *Visual Impact Assessment for Highway Projects*, U.S. Department of Transportation, Federal Highway Administration, Office of Environmental Policy, Publication No. FHWA-HI-88-054

The above documents were reviewed in detail to find commonalities and to determine their applicability for the William Bartram viewshed analysis. Based on the document review, four primary factors were established for the methodology that influence the sensitivity of a viewshed to deviations from the landscape character:

- **Scenic Quality:** The inherent quality of a scene or viewscape from a point along the roadway.
- **Visibility (Opacity):** The ability of the landscape to buffer the deviation from the roadway.

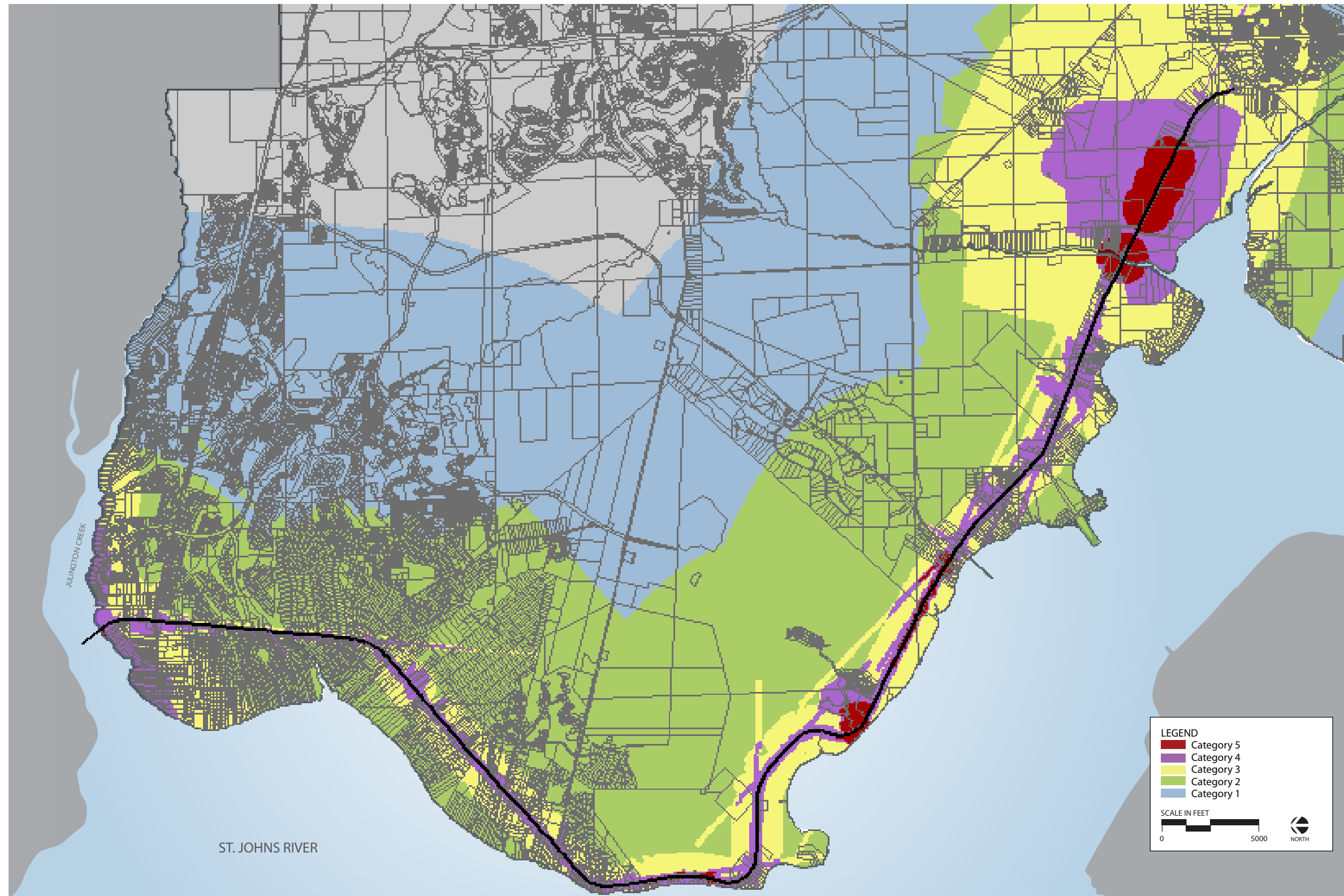
- **Distance (Degree of Discernable Detail):** The distance to the deviation from the roadway affects its influence on the viewshed.
- **Frequency (Duration of View):** The duration of view, i.e., how long you see the deviation, affects its influence on the viewshed.

Each of the above factors was analyzed in detail and they were combined using a GIS model in order to create a composite viewshed analysis map. A detailed account of the viewshed analysis process and methodology can be found in the *Viewshed Analysis* planning document prepared for the CMC and St. Johns County.

The viewshed analysis map consists of five sensitivity categories; Category Five is most sensitive, and Category One is least sensitive. A review of the map based on existing deviations suggests that visible deviations located within Categories Five and Four can have significant impact on landscape character. Deviations within Category Three may be visible and could impact landscape character, but their impact should be significantly less. For Category Two, The likelihood of a deviation being visible is low, and if visible, its impact should be low as well. Deviations in Category One should have virtually no impact.



# Composite Viewshed Analysis Map



# Scenic Quality Recommendations

In order to improve scenic quality within the corridor, the following recommendations are provided:

1

## Recommendation 1:

Decrease visual clutter by reducing the number of signs, developing a set of signage standards for development, minimizing the variety of fencing materials, and avoiding redundant fencing.

2

## Recommendation 2:

Protect existing vegetation particularly historic canopy live oak trees.

3

## Recommendation 3:

Preserve and enhance existing river vistas along roadway.

4

## Recommendation 4:

Encourage scenic buffers for new developments along scenic highway.

5

## Recommendation 5:

Preserve agriculture and scenic vistas along the scenic highway through voluntary partnerships such as scenic conservation easements.

6

## Recommendation 6:

Encourage a contextual aesthetic for future architecture and landscape improvements along the scenic highway that complement the ideas outlined in the master plan.

7

## Recommendation 7:

Reduce trash and debris along roadway through volunteer efforts.

8

## Recommendation 8:

Implement roadside landscape programs for wildflower and tree plantings.

9

## Recommendation 9:

Minimize visual impact of utilities through proper location and screening.

10

## Recommendation 10:

Work with FDOT to select an acceptable substitution that meets required standards for typical metal guardrails found along the corridor. Potential acceptable substitutions may be a steel-backed timber guardrail or cortin metal guardrail.

## NEXT STEPS

While the master plan outlines a general architectural character for the byway, an architectural pattern book would be a beneficial tool to encourage development that aesthetically blends into the context of the scenic highway.



Before - Redundant fencing along SR-13 near Fruit Cove



After - Sketch showing the elimination of redundant fencing and increased landscaping to improve visual quality