

Objective 1.3.1: Develop and promote Mayport as a historic village and a Florida Working Waterfront. Mayport dates back to 1562 and contains many important historic and cultural assets with which the community strongly identifies, including, the St. Johns Lighthouse, the Capt. W.J. King Residence, and historic School. Mayport's state designation as one of twenty-one Florida Working Waterfronts has established the Mayport Waterfront Partnership to help guide its revitalization. Created under the Department of Community Affairs' Waterfronts Florida Program to provide technical support and resources to revitalize the State's working waterfronts. This includes financial assistance to create community-designed vision plan and special area management plan to steer revitalization. The vision plans are intended to address public access, hazard mitigation, environmental and cultural resource protection, and economic enhancements linked to the traditional economy.

Given this set of goals, Mayport Village has a clear directive to upgrade and improve its viability as a fishing village. The village can be made more viable by capitalizing on the "village" character. Like other traditional fishing towns across the United States, Mayport can improve its building stock, building uses, and public realm with complementary renewal described earlier in this chapter. Small scale specialty retail, galleries, and restaurants in renovated and updated spaces will preserve the existing scale of the village while upgrading the quality and character. Pedestrian and vehicular activity generated from the Mayport Ferry, the East Coast Greenway and potential eco-tourism industry should support additional commercial establishments and develop a symbiotic relationship between the working and recreational activities of the waterfront. An economic analysis could provide more specific recommendations for the most viable programming opportunities.

The Village has executed numerous plans for revitalization. The Village's Vision Plan identifies zoning overlays as the best tool to implement changes in the area. Design guidelines established in 1999 begin to address standards to complement the overlay once it is created. The standards are designed to preserve character and reinforce identity. The Recreational Facilities Master Plan identifies opportunities that are related to recreation and additional cultural resources like a maritime museum, new parks, trails, a boardwalk, landscape improvements, and improvements to the lighthouse. This document supports the findings of these documents and the State's Working Waterfront program.

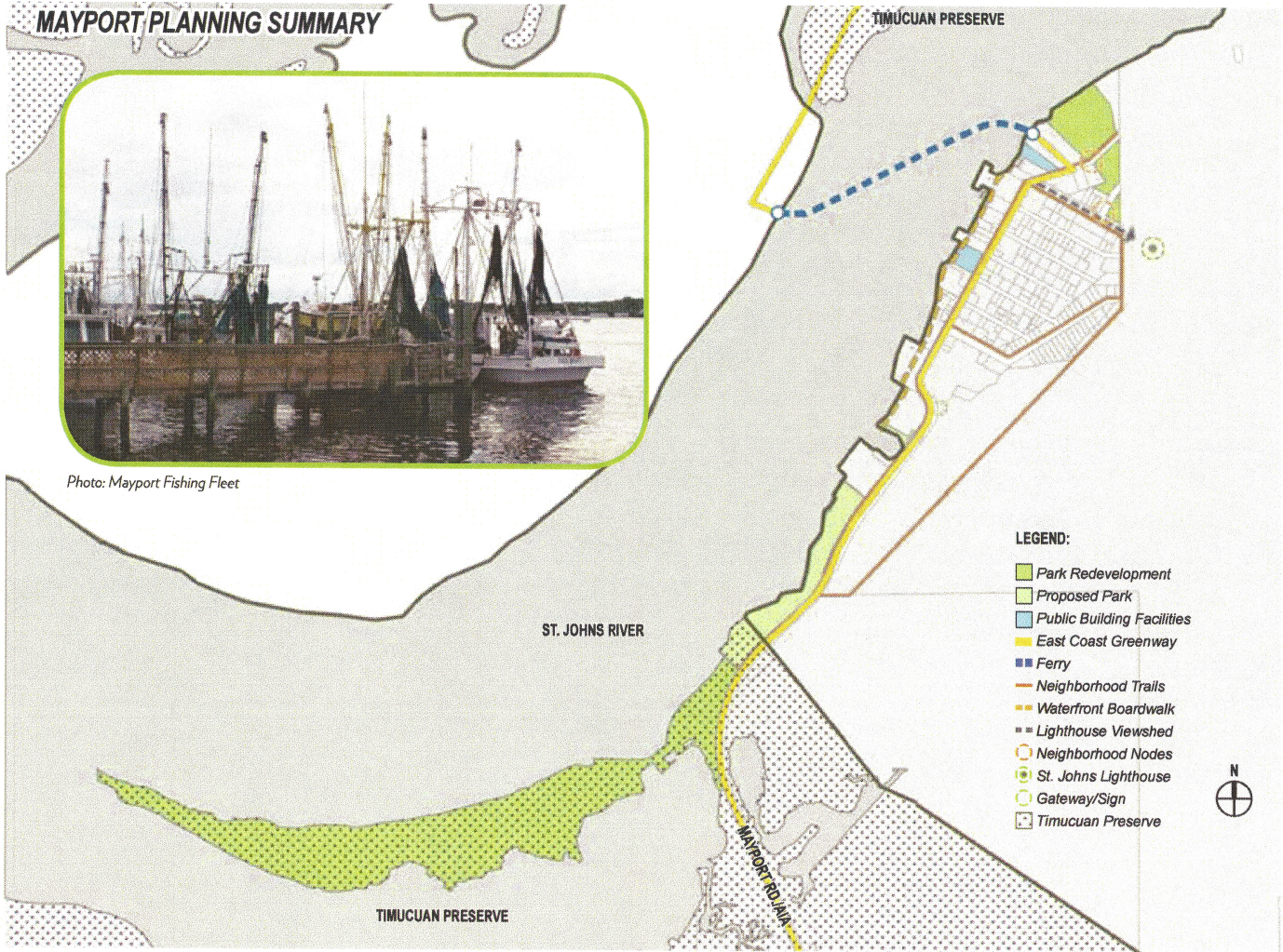


Diagram: The diagram above summarizes the various plans that have been completed for Mayport Village. (Source: Zyscovich Architects, 2009)