

DEVELOPMENT PRINCIPLES (from page 1)

Community Development:

- Create a walkable mixed-use community
- Develop “urban” waterfront housing
- Focus development on a variety of new public open spaces

Retail Development:

- Create “gateways” along NASA Parkway to increase awareness, drawing visitors into the City
- Attract services and boutique retail to provide shopping experience for local residents
- Provide infrastructure that will attract visitor-related entertainment development

These are the principles being aggressively pursued by the City’s leadership. In the months and years ahead, you will see the principles in action. You will be able to see with your own eyes what they will mean to our City.

Griffin Partners has already used these principles to design the projects on their property along NASA Parkway and Space Park Drive between Point Lookout and Upper Bay Road. The approximately 27-acre development embraces almost every principle to some degree. For example:

Themes: Emphasize small town feel. The mixed-use development includes a luxury, 313 unit, multi-family project with stoops along the sidewalks. The residential units are close to the retail and office components, allowing residents to safely walk to close-by restaurants and shops. Some residents may even walk to work. This development will provide a modest boost in our retail customer base living in close proximity to new and existing retail uses while encouraging a small town feel due to its scale and walkable design.

Themes: Leverage historic association with space program. The architectural theme used throughout the development will be contemporary, yet timeless, with exploration elements such as the compass rose (the City of Nassau Bay’s symbol) that has guided explorers since the 1300’s.

Community Development: Create a walkable mixed-use community. Early developers in Nassau Bay made sidewalks rare. It was assumed that people would move from place to place by car. Griffin’s new development pulls the buildings closer together and mixes retail, office, residential, and hospitality uses. Streets, notably Space Park Drive, get new curves, a narrower right-of-way, on-street parking, and other traffic calming measures to encourage visitors (and residents) to leisurely walk through the development.

Community Development: Develop “urban” waterfront housing. While the Griffin project is not on the waterfront, it does propose a luxury multi-family project that has an

urban feel. Again, the proximity of the new housing to the retail and hospitality venues will support the success of these new businesses.

Community Development: Focus development on a variety of new public open spaces. The main feature of the new Griffin development will be Saturn Promenade, a City-owned public space. Saturn Lane, which currently ends at NASA Parkway, will be extended southward into the new development. There will be north and south bound traffic along this area, but with a wide open, programmable public space in between the lanes with water features.

Retail Development: Create “gateways” along NASA Parkway to increase awareness, drawing visitors into the City. The new entrance into Nassau Bay from NASA Parkway at Saturn Promenade will be the most exciting and inviting entrance into our City, clearly distinguishing and branding our community.

Retail Development: Attract services and boutique retail to provide shopping experience for local residents. Lined with boutique and regional retail and restaurants, Saturn Promenade is expected to become the City’s most productive sales tax generating location. Residents can drive less, relax more, and experience the quality of life advantages that remain a hallmark of our community.

These are exciting times in Nassau Bay. After many years of decline and lack of investment in our commercial areas, positive change is upon us. We should heartily embrace the future. All citizens are invited to stop by City Hall and view the architectural renderings that will begin taking shape in 2008.

NEW FIRE STATION



The new Fire Station at 120 Surf Court is under construction and making good progress. The building will be the temporary home of the Nassau Bay Volunteer Fire Department and then converted to use for the Public Works Department offices. The building is scheduled to be completed at the end of January 2008 and occupied by the Fire Department in mid-February.