

# San Marco Times



The Official Newsletter of the San Marco Preservation Society • [www.smpsjax.com](http://www.smpsjax.com) • "Find us on Facebook"

## *Plans Underway for East San Marco Publix, Retail and Residential Project*

*By Robert Warren – SMPS PR/Newsletter Chair*

Back-to-life after several years of uncertainty, progress is now being made on the East San Marco project. The revised plans are slated to be a mixed-use development featuring a grocery store, boutique retail shops and restaurants as well as multi-family residences. In September, project developers announced plans to move forward with East San Marco, located at the intersection of Hendricks Avenue and Atlantic Boulevard, which received approval from the City of Jacksonville in 2006.

The new plans for East San Marco remain true to the original concept, calling for an anchor grocery store tenant, which has been confirmed to be Publix, and hand-crafted stores and dining spots designed to complement existing businesses in the neighborhood and attract additional shoppers to the area. The exterior of East San Marco, also designed to harmonize with the community's existing architecture, is inspired by the famous 1920s Palm Beach architect Addison Mizner. It includes an appealing design with attractive hardscape and landscape features on the first level and wider sidewalks to potentially accommodate outdoor dining.

New plans for East San Marco call for upscale multi-family residences as opposed to condominiums. This is in response to market trends in Jacksonville, and in other growing southern cities such as Asheville, Charlotte and Greenville, that show that young professionals and empty nesters are drawn to the amenities, flexibility and concierge-style services that accompany high-end multi-family living. East San Marco will be completely self-parked, meaning there will be dedicated parking on-site to accommodate all residents and shoppers.

According to the developers, the project will require approval from the city which is expected to take approximately three months. Once approved, construction will take approximately 18 months to completion.



2 NORTH ELEVATION

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

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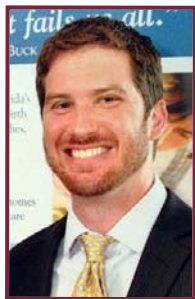
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## President's Message



I don't know if you've noticed it like I have, but there's an energy in San Marco that we haven't had in some time – and it's something we want to work hard towards fostering and continuing.

There's been a lot of activity during the past few months. Thanks to many of our friends and neighbors, the San Marco Library and Balis Community Center were spared from the budget chopping block, and your board continues to work hard on this project. We are currently working with several

groups to bring programming and activation activities to Balis Community Center. We also had two wonderful events this past October – Concert in the Park and the official grand reopening of Balis Park.

As many of you have heard, we also have quite a few commercial and retail projects coming online. Panera will be open soon, and Taverna has been working hard on their expansion. East San Marco has come back online as well. You may know this as the Publix that is coming to the corner of Atlantic and Hendricks. The partners for this project are working with the City and our neighborhood organizations, including SMPS, to ensure this development is the type of complement to our neighborhood that we can be proud of.

And there's even more on the horizon. In December we'll have our Christmas tree lighting on the 6th and luminaria and live nativity on the 14th. In addition, next spring SMPS will host the Spring Home and Garden Tour. Typically held in the winter, we've decided to give it a fresh twist this year due to all of the events we've had this fall and to have an event that allows us to enjoy another one of the unique qualities of our neighborhood – our outdoor garden spaces.

This organization works hard to help ensure our neighborhood is one we can be proud of, but none of this can be done without your support. As we move into our membership season, please consider renewing your membership or joining for the first time. With your support, we'll continue to work with developers, the City and our partners to ensure that San Marco continues to be one of the most attractive neighborhoods in the country.

Reese Riggle

# *SMPS Beautification*

*By Sherri Meadows, Chair & Pam Hall Co-Chair*

The SMPS Beautification Committee is responsible for helping to maintain and improve the beauty of San Marco. Periodically throughout the year, the committee presents awards to recognize homeowners and businesses who exemplify giving special care and loving attention to their property. It is through the efforts of these residents via landscaping and property improvements to their home, that our entire neighborhood is actually improved.

The most recent group of award recipients did an exceptional job of showing their fall colors. Please join us in congratulating the following recipients of the Fall Season Landscape Awards:



2720 Fieldston Ln



1837 Hendricks Ave.



1055 Sorrento Rd



2640 River Rd



2747 Fieldston Ln



1002 Balis Pl.



1027 Sorrento Rd

Be on the lookout in the SMPS Landscape signs in your neighborhood and be sure to recognize award recipients for all their hard work in keeping our neighborhood looking so beautiful!

The next group of award recipients will be recognized for holiday season landscaping and decoration, so, start planning now!

## *Interesting Happenings*

### **Gingerbread Extravaganza is a Jacksonville Tradition**

The holiday season is quickly approaching and the Gingerbread Extravaganza will soon be open. It is a confectionary adventure filled with gingerbread houses of all descriptions limited only by the builder's imagination. Houses range from historical buildings such as the St. James Building to fantasies such as the Lorax or the Grinch. Builders of all ages and skill levels participate making a great mix of creations. School groups, families, professional bakers, various organizations and individuals work very hard to design, build and decorate their houses.

This holiday event opens December 4 at the Old St. Andrews Church located at 317 A. Philip Randolph Boulevard next to the Jacksonville Baseball Grounds. It is open Monday-Friday from 11 am - 5pm and on Saturday from 10am - 5 pm.

The Gingerbread Extravaganza is sponsored by the Jacksonville Historical Society and is open to the public. Admission is based on a suggested donation of \$5 for adults and \$3 for children 3 and up. For more information call 904-665-0064 or email [info@jaxhistory.com](mailto:info@jaxhistory.com).



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## *Interesting Happenings*

### **Balis Bricks are Back!**

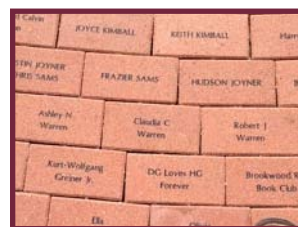
*By Danny Falero*

The San Marco Preservation Society is happy to announce that we have re-started the Balis Park brick sale fund raising initiative for San Marco square. The brick sales were halted in the middle of the year in order to focus on the park renovation and complete the area in which the bricks will be laid. The re-start of the sales effort has been met with great support from the local community and merchants alike.

Officially re-starting at this past Concert in the Park and continuing through the Balis Park grande re-opening, you will see a sales table at all preservation society events. We have recently added the ability to purchase bricks to both our website ([www.smpsjax.com](http://www.smpsjax.com)) and Facebook page.

When you buy a brick you are not only leaving your legacy etched in history, you are also helping to support the ongoing maintenance efforts for the new Balis Park.

Don't forget, a Balis Park brick makes a great holiday gift too!



## *Interesting Happenings*

### **Welcome to the Neighborhood**

*By Anita Vining*

I would like to welcome the Heavener Family to San Marco. The Heavener's are a great addition to the neighborhood as they settle in their new home. Meet Micah, Tiffany and son Dutch, who is soon to be celebrating his 10th birthday. The family also has two dogs, Daisy, a yellow lab, and Jed, a hound mix pound pup. Living in San Marco has been the family's desire since initially relocating to Jacksonville, however, they settled in a suburban neighborhood in St Johns County for a time, much to their dismay. After waiting for the perfect home for three years, finally, they are residents of San Marco. The charm of San Marco Square with all the shops, restaurants and convenient access to entertainment venues was the allure, as well as being able to walk from their home to it all.

Micah grew up in Jacksonville. After graduating from high school, he left to attend The Citadel in Charleston. After graduation Micha joined the army and later was sent to Afghanistan (Thank you for your time & service – we are thrilled you made it home safely). After finishing the tour in Afghanistan, Micah accepted a job with Citigroup and returned to Jacksonville. Tiffany, originally from Mississippi, attended Ole Miss and after graduating married Micah in 1998. They spent time in Hawaii, as this is where Micah was stationed, and while there were blessed with their son, Dutch. Tiffany is a pre-k teacher at Riverside Presbyterian Day School where son Dutch attends 4th grade. Their family attends nearby Hendricks Avenue Baptist for services.



Returning to where ones roots originate, speaks volumes for a city. However, even more exciting is the ability to move into a neighborhood filled with character, history and the small town feel of sidewalks, friendly people and stable neighbors. We are all so fortunate to have San Marco as one of the top neighborhoods in Jacksonville. This jewel, tucked behind the fabulous shopping district and beautiful Balis Park, continues to attract nice young families like The Heavener's.

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## *Merchants*

### **Joy to the world!**

*By Desiree Bailey – SMPS Merchants Chair  
San Marco Bookstore*



The construction is over and San Marco is ready to deck the halls! Even though Frosty is still at the North Pole, it's beginning to look a lot like Christmas in the Square.

Do you hear what I hear? It's the little drummer boy and our local choirs singing at the Lighting of the Christmas

Tree in Balis Park on Friday, December 6th (the shops will be open late for you). Santa and Mrs. Claus will be rocking round the Christmas tree at Holiday Magic, Saturday, December 7th.

And even though you may be dreaming of a White Christmas, don't let it make you act like a Scrooge. Remember, 'tis the season to discover all that the shops and restaurants of San Marco have to offer this holiday season. By supporting locally owned businesses, it's sure to be a holly jolly Christmas for all!



## *History*

### **The Tradition of Thanksgiving**

*By Robin Robinson – Past SMPS History Chair*

The Tradition of Thanksgiving Was Brought Alive in San Marco 20 Years Ago.

While we are coming up on the 400th anniversary of the “First Thanksgiving” celebrated in 1621, San Marco is looking back 20 years to its most memorable Thanksgiving celebration ever. The Pilgrims at Plymouth shared their feast with the Wampanoag Indian tribe while the San Marco observance of the event invited all the neighbors, both old and new, to share with one another. The Pilgrim’s celebration was in recognition of a successful growing season and was an act of thanksgiving to God for their well being. The feast lasted 3 days with both Indians and Pilgrims contributing to sumptuous meals including fish, venison, fowl, goose, duck, mussel, corn and squash, among other items.



The San Marco celebration may not have lasted 3 days but it was one glorious day of festivities designed to be as authentic in nature as possible. Lori Nemeyer Boyer said, “Pat Andrews and I did our research to locate recipes for the meal which would effectively recreate what the Pilgrims and Indians had shared.” Preparations began days in advance as the women crafted napkins out of muslin cloth, the men constructed tables and benches out of surplus wood, fire pits were dug in preparation for roasting mussels and clams, and the children made napkin rings by gluing corn to paper towel rolls. The event was held outdoors at the Nemeyer home at 2234 River Road where it took the entire community’s efforts to stage, prepare and conduct the festive occasion.

The host families for the feast were the Nemeyers, the Andrews, the Bachmans and the Carluccis. The invitation to the dinner stated that “In an effort to recreate both the flavor of the event and its intention, all old and new neighbors are invited to join together to cultivate new friendships and give thanks for bountiful lives.” The carefully prepared serving table was covered with vintage quilts and fall flowers. Pains were taken to keep the menu authentic and attendees were asked to prepare specific recipes supplied by the hosts in order to serve dishes true to the nature of those of the first Thanksgiving.

The children dressed as Indians and had their faces painted to complete the look. With the sure accompaniment of the menfolk, the children left Lake Marco in canoes paddling along the shore to arrive at the dock where the celebration was held. They were greeted there by their “Pilgrim” neighbors and ushered up the yard to share in the events of the day. The only casualty of the canoe ride was future Councilman Matt Carlucci who unceremoniously tipped his canoe over at the point of disembarkation and arrived for the meal soaking wet.

The Thanksgiving Proclamation authored by Abraham Lincoln in 1863 was read and prayers were offered giving thanks. The tables, by then groaning under the weight of the bountiful food to be served, had its food blessed and the epicurious adventure began. The weather was gorgeous and the celebration lasted the entire day while children played in the yard and neighbors connected with new friends. The children pictured here have long since grown up and ventured out on their own, but all who attended are left with sweet memories of this special day. In remembering the event, Melody Bachman said, “What a great lesson in history and in the value of friends and family it was.”

## Events

### Balis Park Block Party a Big Hit!

By Liz Morgan and Megan Moore – SMPS Events Temporary Co-Chairs

The San Marco Preservation Society proudly hosted the Balis Park Block Party: A Grand Reopening on Saturday, October 26th. It was a beautiful, sunny fall day and the park provided the perfect venue for our community to enjoy it. Children in costumes ran and played around fountain and in the expansive new green areas. Families lined the new park benches to listen to Sugar Bear's live music and walk the crowd. Our costume contests featured the funny and creative styles of our local kids and pets. Perfectly restored Model Ts and a wide range of classic cars lined the park, providing enough shine to stop traffic. And the shops and restaurants came out in full force with tables along the square and deals in the stores.



Pedestrians enjoyed free cookies from Publix, complimentary tacos from Hightide Burrito and many other fun activities and giveaways from tables by Bistro Aix and Peterbrooke. Adults were able to enjoy tastes of two new brews from our local brewery on Hendricks, Aardwolf. Their IPA and Belgian Pale Ale got rave reviews from the crowd. And Waffle House was onsite making waffles for the early birds, providing all their proceeds to the good of our park and SMPS.



We also took time to appreciate those who helped us create this great new space. Councilwoman Lori Boyer was on site to officially reopen the park and kick off our raffle giveaways. She spoke about the host of people who helped with the redesign as well as our desire to support our local merchants, who have weathered the storm of construction and continue to excite. Our raffle featured over \$750 in prizes from our merchants on the square!

A big thank you to all of you who came out to celebrate with us! And to the wonderful merchants and benefactors who continue to make our parks inviting, thriving places to meet, greet and grab a seat!

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## Events

### Live Nativity / Luminaries

By Jill Whipple – Event Co-Chair

This season's annual Live Nativity will be held on Saturday, December, 14th from 6:00 pm to 9:00 pm, coinciding with the Luminaries. The Live Nativity will be held at the same location as has become tradition - the home of the Sohas, located at 1090 Arbor Lane (the corner of Arbor and Hendricks).

The Live Nativity has been a long standing Christmas Gift of the San Marco neighborhood to our community. Please make plans to stop by and enjoy the beautiful and reverent depiction of that first Holy Night



If you are receiving this newsletter, you should participate, and please invite your neighbors to participate too! Kits will be on sale for \$12 in front of Take Out Gourmet (where San Marco Blvd. and Hendricks Ave. intersect) and include 12 candles, 12 white bags, and sand, on Friday, Dec 13 (11:00 am - 5:00 pm) and Saturday, Dec. 14 (9:00 am - 5:00 pm.).

We also need volunteers to light the luminaries in the parks. For more information please contact Rosemary at [jerseryoro@yahoo.com](mailto:jerseryoro@yahoo.com) or Alejandra Cole ([ricyalecole@bellsouth.net](mailto:ricyalecole@bellsouth.net)).



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## Membership

### SMPS Membership — Your Support Helps Us Do More for Our Community

By Jan Bebeau and Susan Masucci — SMPS Membership Co-Chairs

Over the years, the San Marco Preservation Society has played a major role in advocating for a number of initiatives that have benefited each of the more than 5,500 residents that call San Marco their home.

The following are just a few examples of these important initiatives:

- Maintaining or modifying Zoning Codes that preserve and/or enhance the value of our area and properties
- Bringing neighbors together for events such as Concerts in the Park, Duck Pond Races, Pop-Up Block Parties, Farm to Table dinners, holiday events in the Square, and much, much more
- Raising funds and helping determine how to best utilize them to maintain and improve the popular San Marco Square, our parks and recreational facilities
- Supporting efforts that have resulted in grant funding for special projects to benefit all San Marco residents
- Renovating the South Jacksonville City Hall building

All of these efforts were designed with one goal in mind — to help protect, preserve and promote our neighborhood — San Marco. However, we didn't, and cannot, do it alone.

SMPS Membership fees cost very little; however, these funds make a BIG difference in our ability to continue fulfilling our mission. In fact, membership fees range between \$40 and \$200 per year, which equates to just pennies per day.

**If you are already a member — THANK YOU, we are very grateful for your support. Your contribution means a lot to our volunteer-driven, non-profit organization.**

**If you are not a member, please join today and help us continue our efforts to make San Marco the BEST neighborhood in Jacksonville.**

There are many convenient ways to become a member or continue your membership:

Mail your check, payable to: San Marco Preservation Society, to:  
South Jacksonville City Hall  
1468 Hendricks Avenue  
Jacksonville, FL 32207

Pay online at [www.smpsjax.com](http://www.smpsjax.com)

Annual Membership fees are as follows:

Individual: \$40    Family: \$50    Preservation Partner: \$100  
Small Business: \$100    Corporate Partner: \$200

Please keep in mind that the San Marco Preservation Society is a 501(c)(3) non-profit organization, so your contribution is tax deductible to the fullest extent of the law.