

San Marco Times

The Official Newsletter of the San Marco Preservation Society • www.smpsjax.com • "Find us on Facebook"

EVENTageous!

Local Fun Around Every Corner

We have seen great attendance at San Marco events this summer and appreciate the community's continued support. With every purchase of a drink, order of food or purchase of a ticket, you are supporting local businesses and organizations – plus you are creating a better place for our residents to work, play and live.

Whether you have enjoyed a local beer at San Marco Nights, or shared some tapas during Wine Down in the Parks, your support of the San Marco Preservation Society goes right back into improving our community. The San Marco Merchants Association and other groups also are promoting great neighborhood activity.

Haven't made it to one of these wonderful events yet? See what's happening this fall, and join in on the fun! See you soon at:

- Rhythm in Balis: Sponsored by the San Marco Merchants Association and The Parlour. This music series continues into the fall! On September 5, come to the park for "Luna Street and Friends" from 5 p.m. to 8 p.m.
- Story Time in San Marco, sponsored by the San Marco Bookstore and presented by the San Marco Merchants Association. (The second Saturday of every month!) Saturday, September 12, 10 a.m. to 11 a.m. in the Balis Park Gazebo. The September book is "The Day the Crayons Came Home," by Drew Daywalt and Oliver Jeffers. This delightful sequel to The Day The Crayons Quit is sure to entertain all ages! Meet the crayons who have left the box and are ready to come back, including Maroon Crayon, Red Neon Crayon and Pea Green Crayon. 10% discount at San Marco Bookstore to all participants.



Scenes from a successful San Marco Nights event at Beer:30 in San Marco this summer.

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

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From the President



Photo by Heather Stine

cross section of our neighborhood for music, games and fun.

Final plans for Whatley Park are being drafted by our own Emeritus Director Rob Smith, and we're anticipating completion by the holidays. Be on the lookout in the coming weeks for the opportunity to commemorate your loved ones with the donation of park benches and bridge railings.

Meanwhile, SMPS has recruited reps to the board from every neighborhood in San Marco, gathering an array of ages, professions, and backgrounds around the table. We are energized to do the work that needs to be done on behalf of our beautiful district!

All the best,

Andrew Dickson
President
San Marco Preservation Society

Tree-Planting Takes Root For National Neighbor Woods Month

National NeighborWoods Month kicks off in Jacksonville with a volunteer tree-planting in Alexandria Oaks Park on Saturday, October 3.

San Marco residents will join together to plant 30 trees in Phase One of the project. Green ReLeaf, a decades-old partnership between Greenscape of Jacksonville and JEA, will coordinate the event and provide a variety of trees, professional planting guidance and shovels. Species for the planting include red maples, east Palatka holly, live oaks, sweet bay magnolia and redbud trees.

The Jacksonville Parks Department has committed to ongoing watering of the new trees.

Volunteers of all ages are needed and encouraged to join their neighbors in this important park beautification and reforestation project. Come dressed to get dirty, rain or shine, from 9 a.m. to 12 p.m. For volunteer information, contact info@greenscapeofjacksonville.org.

SMPS will host a neighborhood outreach meeting with reps from Greenscape and JEA on Saturday September 20 at 10AM in the park, Marco Place entrance.

Friends and Neighbors:

It's a time of renewal in San Marco!

From north of the Square to Whatley Park, to the board of SMPS, exciting things are shaping up. Dozens of home renovations in the Cedar Street area are revealing the charm of north San Marco, as new businesses thrive on the north ends of Hendricks Avenue and San Marco Boulevard.

Beer:30 San Marco, SMPS and Kitchen on San Marco took advantage of this momentum to host two San Marco Nights, a monthly craft beer festival during the summer, drawing a broad



From District 5 City Council Representative Lori Boyer

I think it's going to be a great four years for our City. In July, we welcomed a new mayor and eleven new council members to City Hall and they are energetic, engaged and busy at work. Mayor Curry presented us with a balanced budget, and as proposed the Mayor's budget includes 40 new police and community service officers, a substantial reserve for additional crime prevention initiatives, and a reserve for potential restoration of pay cuts for rank and file City employees. City Council is immersed in the review process and at this point we have been able to set aside additional funds for increased library hours as well as increase our emergency reserve to the established minimum. The long list of infrastructure needs and deferred capital maintenance will still be a challenge but we are definitely moving in the right direction.

The Overland Bridge has created major traffic challenges but the project is progressing on schedule and the end is in sight. I think we will see a reduction in neighborhood speeding and cut through traffic once the construction is complete. In the meantime, reduced speed limit signs have been installed on a few streets and more are in process.

Our neighborhood is truly exceptional and you are the reason why—whether you volunteer with SMPS, our schools, churches, garden clubs or just clean up your local park. Your collective efforts, and active advocacy, do make a difference. Thank you for the opportunity to serve you.



Photo from the Florida Department of Transportation

Welcome to the Neighborhood

Welcome to San Marco, Gatlin Family! The Gatlin Family includes Frank III, Christina, Dylan (six) and Elton (three). They moved to Jacksonville from Ft. Lauderdale in June and are enjoying neighborhood life in their historic Swisher Estate home in San Marco.

Frank and Christine married in 2005 while living in Rancho Santa Fe, California. Frank is the CEO of Gatlin Development Company, a nationwide developer that has acquired and developed projects in Minnesota, Wisconsin, Michigan and all across the state of Florida. In 2010, he relocated the company to Ft. Lauderdale to be closer to the water and boating life of Florida. A good choice for his company, he said, was also an ideal situation for his family.

Frank visited Jacksonville on business and was immediately impressed with the city's offerings. He encouraged Christina to visit and she, too, was taken with the Jacksonville and its huge oak trees, Spanish moss and beautiful beaches. In the end, a move to Jacksonville was not just for the Gatlins – it was for a much bigger family unit. The Gatlins wanted to find a community for extended family, as well. Also making the move were: Franklin Gatlin IV, his wife Jenna and their son, Frank's sister Sherry, Frank's two nephews, Christina's father and Christina's 91-year-old grandmother.

It was love at first sight when the Christina and Frank toured the Swisher Estate on River Road. Christina said the home was the perfect blend of Southern foliage and Mediterranean architecture.

"We love the historic aspect of the home, yet it is also extremely well built and laid out well for our family," Christina said. "The charm of San Marco was very appealing."

The Gatlins also fell right in to a warm and friendly school environment in the neighborhood. One son was accepted to The Bolles School and the other son will attend Lakewood Presbyterian Preschool in the fall.

"The business community and our neighbors in San Marco have provided us with an extremely warm welcome," Christina said.

She said Frank's favorite new quote is, "I never thought I'd have to move 300 miles north to get back to the South." She said Jacksonville should be rated the friendliest city in America. Frank aims to use his talents as a developer to bring thousands of new jobs to Jacksonville, "the Gatlins' new hometown."



The Gatlin Family

San Marco Real Estate

By Robert J. Warren

San Marco continues to have some exciting real estate related developments occurring in 2015. With the economy clearly on the road to recovery, investment in commercial real estate continues to increase and San Marco is one of the primary areas of interest in Jacksonville.

San Marco East: Whitehall Partners is planning to move forward in the first quarter of 2016 with the project as approved by the Jacksonville City Council last year. The development is slated to have about 46,000 square feet of retail space, including a Publix Supermarket, and 275 apartments.

The Peterbrooke Building: The Peterbrooke Building on the corner of San Marco Blvd and Cedar Street traded hands recently. It is making the transition to a Hollingsworth Showroom.

Additional Retail: Ashco, Inc. Commercial Developers has completed their renovation of the retail center located at 1550 Hendricks. Called Mango Plaza, the building is 8,000 square feet and currently has one 2,600 square-foot space remaining for lease.

San Marco Boulevard and LaSalle Street: Accubuild Development continues to invest in San Marco with the acquisition of the building located at the signalized intersection of San Marco Boulevard and LaSalle Street. The combined square footage, inside / outside, is +/- 2,200. The company is looking for a tenant that will further enhance the quality of life for residents of San Marco. Mark Rubin, AccuBuild's President, said "we have a tremendous amount of interest and expect to select a tenant in the fall with occupancy to occur in the first quarter of 2016. The user will likely be food-related."

Healthy Town: Developers and San Marco residents Peter Rummell and Mike Balanky are working their way through the entitlement process and are optimistic about the outcome. Assuming all goes according to plan, they would like to close on the property in the first quarter. Their site plans and marketing materials are being finalized and will be available soon. The Downtown Investment Authority signed off on development rights at its meeting on August 26.

Shell Gas and Convenience Station: Keith Dow, General Counsel for First Coast Energy said "Construction is underway at the new San Marco/ Atlantic Boulevard Daily's, with site and foundation work proceeding currently. Look for Daily's to join the San Marco community by early 2016."

Membership: Why YOU Should Join the San Marco Preservation Society

Since its beginning in 1976, when a small group of neighbors gathered in the Landon School auditorium to voice concerns about our neighborhood, the San Marco Preservation Society has been growing to serve our community. And SMPS continues to lead in revitalizing one of Jacksonville's most charming neighborhoods.

Over the years, through thoughtful planning, grassroots community involvement and a variety of community events, we have made San Marco a wonderful place to live.

When you join SMPS, you are joining an organization that:

- Works to protect the integrity of our neighborhood
- Continually beautifies parks and public areas
- Maintains vigilance on zoning issues that would affect the quality of life in our neighborhood
- Coordinates festive events to reinforce community identity
- Creates awareness of San Marco's rich history and heritage
- Expands our membership base to increase visibility and political clout
- Builds community spirit and involvement
- Has a great time being a part of San Marco!

San Marco Preservation Society isn't just an organization. It's you and your neighbors working together...supporting and encouraging the efforts of volunteers in making this the best community in the city.



Welcome New SMPS Members!

Since June, welcome:

Chris Bath
Price Pickett
Anna Valent
Karen and Christopher Western
Deanna and Steve Furey
David and Patricia Price
Katherine Thomas
Janice and Stephen Kolderup
James Poindexter
Erica Koch
Louella Stewart
Leah Walker
Ed and Kris White
Leigh Burdett
First Citizens Bank
Kitchen on San Marco
Linda Cunningham Designer Boutique



Go to www.SMPSJax.com and join today, and while you're there, check out all the discounts offered by the San Marco Merchants!

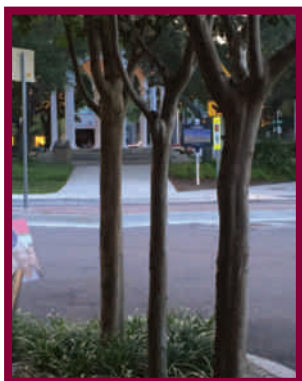


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EVENTageous!...continued from cover story

- On Saturday, October 17 from 10 a.m. to 2 p.m., the Jacksonville Sheriff's Office and the Sheriff's Advisory Councils from Zones 1, 2, and 3 will host a combined Safety Fair at The Avenues Mall, located at 10300 Southside Blvd. Local law enforcement, health and public safety agencies will have a wide variety of safety exhibits, displays and interactive demonstrations. ShAdCo (Sheriff's Advisory Council) is a partnership between law enforcement and the community founded in 1995. Each zone meets once a month to discuss issues pertaining to their area of the city and plan solutions. Topics range from eliminating drug houses to vehicular traffic to home security and education, and may include a guest speaker. Membership is open to the public, and is highly encouraged! Zone 3 meets on the 3rd Thursday of the month @ 7 p.m. at Southside Baptist Church, 1435 Atlantic Blvd. However, the next meeting is a Joint ShAdCo Meeting on September 17, 2015 @ 7:00 p.m. at University Christian Church, 5520 University Blvd. West. To learn more about ShAdCo, please visit <http://tinyurl.com/jsoshadco> or call (904) 630-2160.



DON'T DELAY, JOIN TODAY!

It's not too late to join for the 2015 membership year! For \$40 Individual, \$50 Family, \$100 Small Business, \$200 Corporate Business, or \$100 Preservation Partner, you will receive the *San Marco Times*, a Membership Card for discounts in the shops and restaurants in San Marco, a window decal, and an opportunity to purchase a Metal House Plaque for \$50. Go to www.SMPSJax.com and join today, and while you're there, check out all the discounts offered by the San Marco Merchants!

