

Activating
Jacksonville's
Riverfront

Activation Plan – Framework

October 2021

October 2021



DVDL



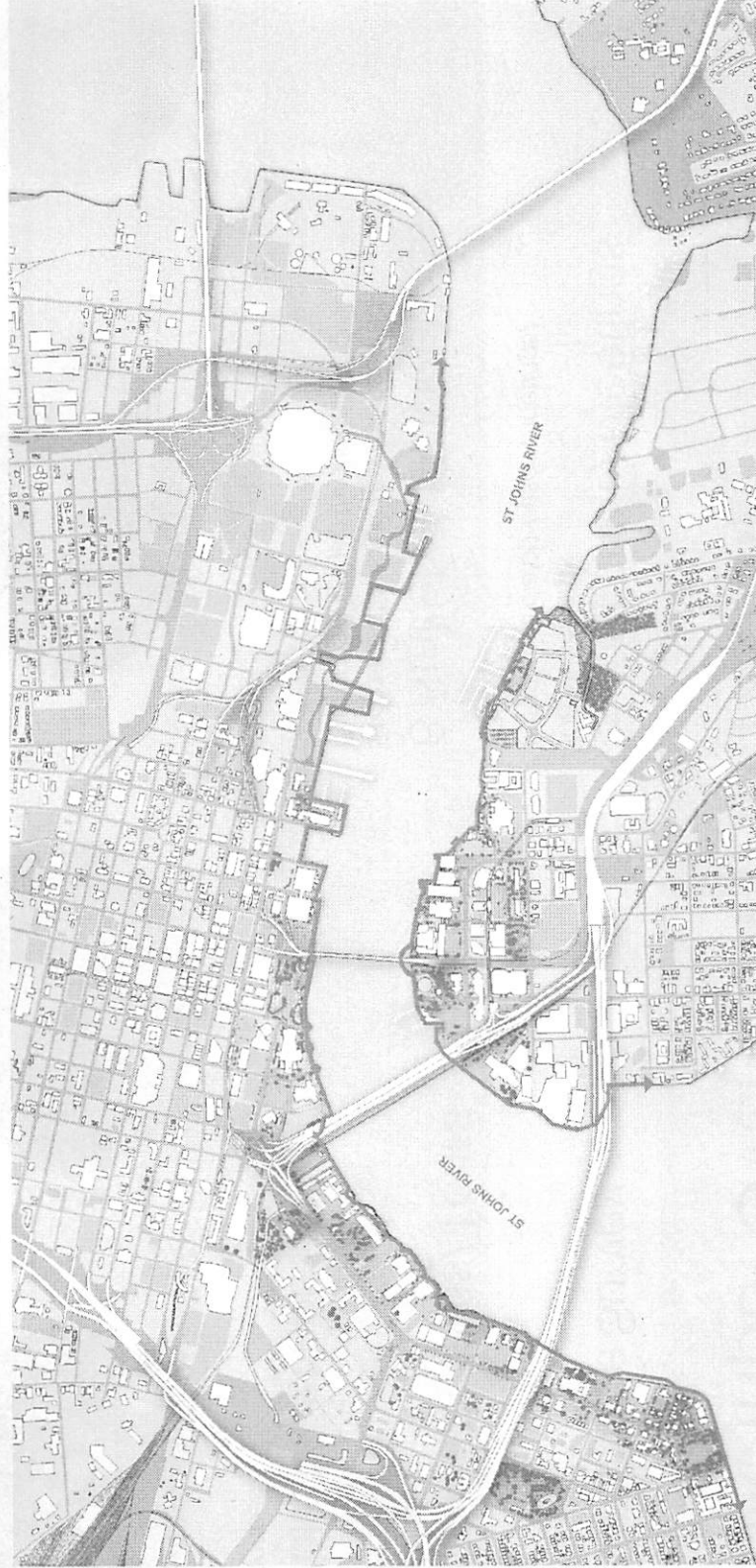
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Activation Plan for Jacksonville's Riverfront

Project Scope

- Bring **People and Energy** to Jacksonville's Riverfront
- **Program framework** for activities and sites along Jacksonville's Riverfront
- **An Active Riverfront** year-round
- **Public Space Design Interventions** (sustainable, maintainable and with the potential to grow)
- Recommendations for connecting to **new and diverse audiences**
- **Budget and funding analysis**

Project Boundaries



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Public Input Overview (Aug 2021)

1 Public Space Survey

3,122 participants

6 Public Programs/Tours

755 participants

2 Public Meetings (Virtual)

227 attendees

5 Community Meetings

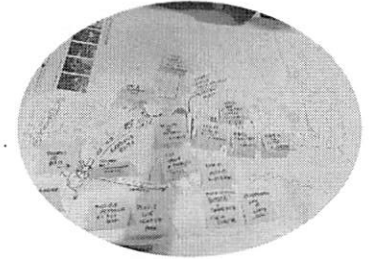
105 participants

(interactive dialog-based meetings)

6 Stakeholder Meetings

51 organizations/groups represented

(3 groups engaged throughout)



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Public Input Data Results



[Photo credit: Trevor Neely, via Unsplash]

The River is the Star of the Show

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Jaxsons want the Vast Beauty of the River to be Enjoyed by All

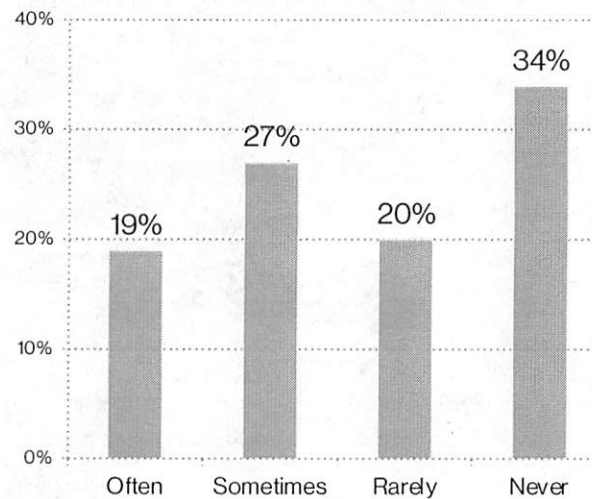
Jaxsons want to go to the riverfront for walking, biking, and reading a book in the shade while enjoying the river views.

[From Public Space Survey: Desired activities to do by yourself on the river]

Currently, only 19% of Jaxsons go to the riverfront often to enjoy greenspace and the outdoors.

[From Public Space Survey: Desired activities to do by yourself on the river]

How Often Do You go to the Riverfront to Enjoy Greenspace or the Outdoors



[From Public Space Survey]

“ The breathtaking beauty of the river itself and how it changes throughout the day is the key to drawing people Downtown. ”

[From stakeholder]

“ The St. John’s River is the longest river in Florida, but people can’t fully access it today. ”

[From Community member]

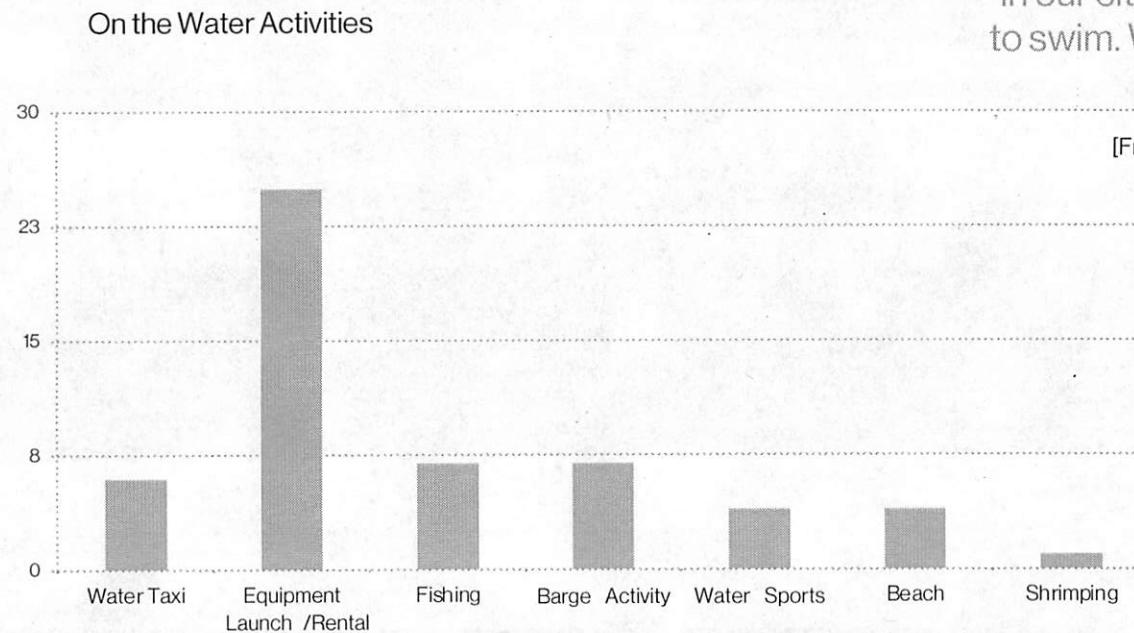
Jaxsons want to get Closer to the Water

Jaxsons want to interact with the river through boating, kayaking, fishing, and attending floating concerts and performances.
[From Water Taxi Visioning tours, Stakeholder, and Community meetings]

Today, 59% of Jaxsons never go to the Downtown riverfront to picnic, kayak, fish, or boat.
[From Public Space Survey]

“ We are surrounded by so much water, but many kids in our city don't know how to swim. We need a pool on the river! ”

[From stakeholder]



[From Stakeholder and Community Meetings: Desired On-the-Water Activities]



Public Input Data Results

[Photo credit: North Charleston, via Creative Commons]

Jaxsons want Parks and Great Public Spaces

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Jaxsons want Parks and Great Public Spaces for Community Health

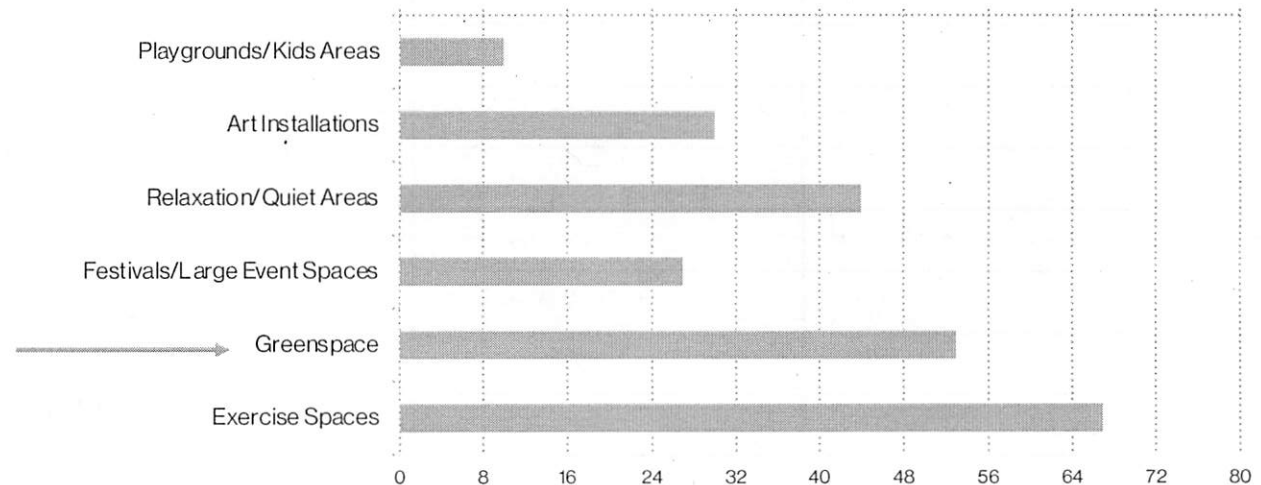
Jaxsons want high quality design in public spaces with a strong emphasis on nature and open green space.

[From: Community and Stakeholder meetings]

“ We need large amounts of greenspace on the riverfront. It is invaluable to the health and wellbeing of our City. ”

[From Community Member]

Priorities for Spaces Along the Riverfront—Water Taxi Responses



[From Water Taxi Visioning Tours – response cards]

Jaxsons want a Varied Riverfront Experience

Jaxsons want variety and a diversity of experiences on the riverfront to enjoy alone and with family and friends.

[From: Public Space Survey]

Activities and programs focused on exercise and physical activity are top priority for Jaxsons.

[From: public visioning sessions, community, and stakeholder meetings]

	By Myself	With Family and Friends
1	Strolling	Restaurants
2	Shopping	Picnic
3	Feeling Safe	Eating
4	Exercising	Attending events
5	Running	Shopping
6	Relaxing	Aquarium
7	Walking my dog	Museums
8	Kayaking	Boating
9	Reading	Kayaking
10	Biking	Relaxing

[From Public Space Survey: Top 10 activities mentioned by survey respondents. "What do you dream of doing on the riverfront 1) By yourself 2) With Family and Friends]

Jaxsons believe new Development should follow Park and Green Spaces

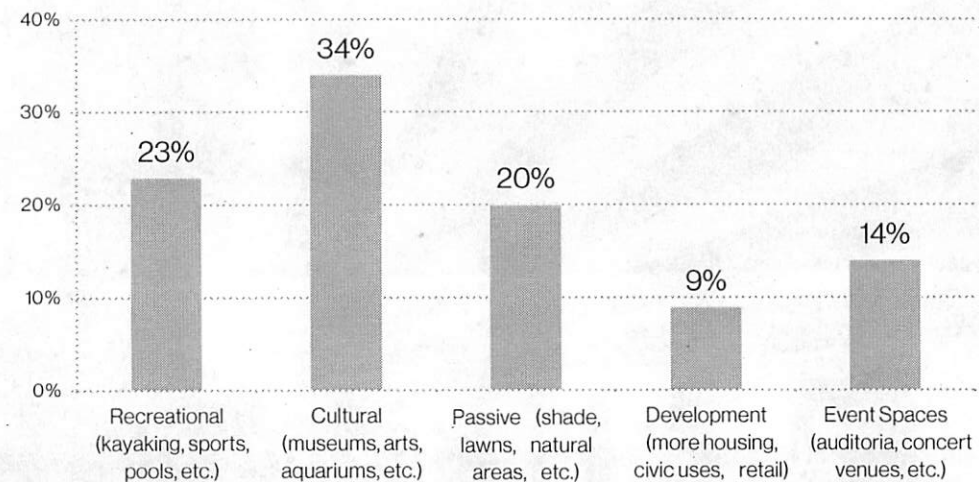
Jaxsons believe parks and green spaces should be the first priority, benefitting any new development Downtown.

[From Community and Stakeholder meetings]

Cultural, recreational, and passive spaces are the main priorities for Jaxsons on the future Riverfront, but new development is also encouraged.

[From Public Space Survey]

What do you think Should be the Main Priority for the Riverfront



[From Public Space Survey]

Public Input Data Results

[Chicago Riverwalk. Photo courtesy of:
Kate Joyce, Ross Barney, Sasaki]

Jacksonville wants an Open, Accessible, and Welcoming Downtown Riverfront

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Jaxsons want a Riverfront that is welcoming and safe for all, independent of socioeconomic status or background

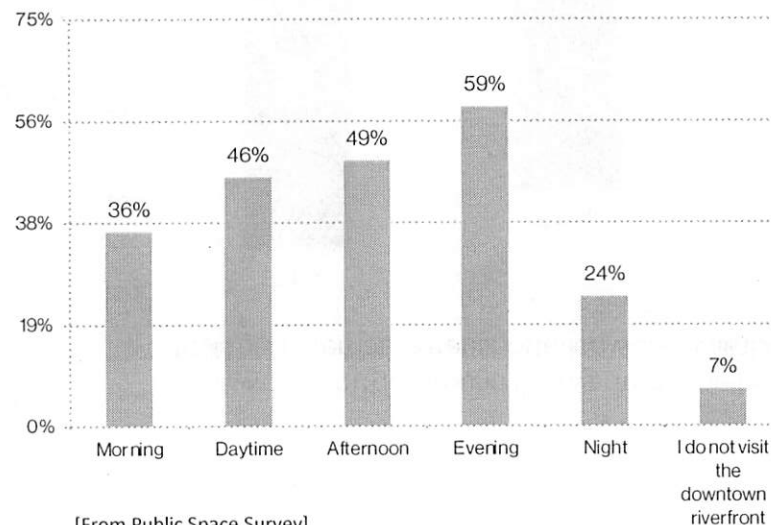
Jaxsons want to be able to visit the Riverfront at all times of day and feel safe going alone and with friends and family.

[From: Community and stakeholder meetings]

Low-cost and free events are top priorities to Jaxsons to ensure inclusivity and diversity on the river.

[From: Community and stakeholder meetings]

When are you most likely to visit the Riverfront?



[From Public Space Survey]

“ Kids Kampus was a unique area that had free events, educational opportunities, and events for families. It's important to bring that back in some way. ”

[From Community Member]

Jaxsons want a variety of transportation options to get to and around the Riverfront

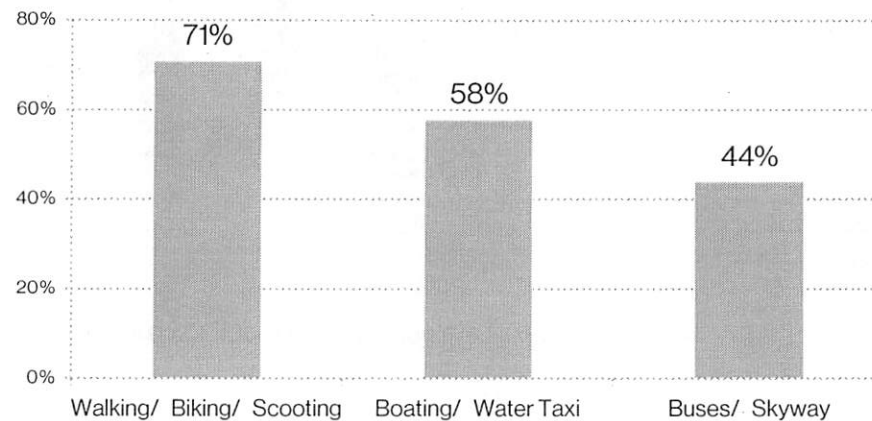
Jaxsons would choose walking, biking, scooting, public transportation, and boating to get to and around the riverfront if docks, trails, and paths were expanded.

[From Public Space Survey]

Today, Jaxsons primarily get to the Downtown Waterfront by car. Black or African American residents in Jax have less regular access to a car than other racial and ethnic groups.

[From Public Space Survey]

"How would you get around the riverfront if paths and trails and alternative transportation were available?"



[From Public Space Survey]

"Jacksonville needs increased, convenient, and free water taxi services."

[From Community Member]

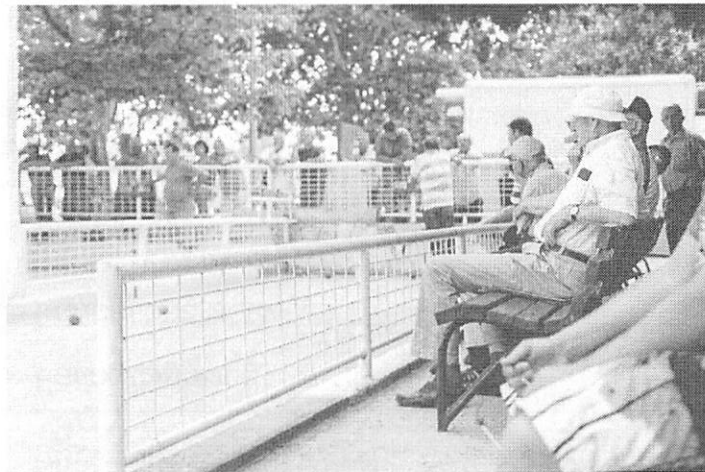
Jaxsons want a Riverfront that is Accessible to People of all Abilities

Seniors and long-time residents are eager to participate in an activated riverfront but need accessible transportation and ways to get around the riverfront.

[From Community and Stakeholder Meetings]

Accessibility and programming for all abilities are high priorities for Jaxsons.

[From Community and Stakeholder Meetings]



“ The Riverfront needs clear signage and promotion of activities and how people of all abilities can access them. ”

[From Community Member]

Jaxsons Top Priorities and Desired Activities for the Riverfront

From stakeholders, community members, and survey respondents

Concerns/Priorities	Activities	Spaces
Accessibility & Transportation	Physical Activity (including Water Activities)	Green park spaces & Playgrounds
Programming & Activation	Eating/Drinking	Picnic and BBQ places
Affordability	Educational activities	Equipment rental and boat launches
Safety & Maintenance	Shopping	Amphitheater/Performance Spaces
Investments in Public Space	Relaxation	Shaded spaces for quiet and views of river
Flood Protection	Festivals/Community events	Intimate gathering spaces
Partnerships	Arts & Culture	Community garden and markets
Funding & Implementation	Fishing	Fishing piers
Talent & Retention	Gardening	Splash Park & Dog Park

3. Vision & Programming Framework



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The Riverfront is the Central Spine that Brings Jacksonville together



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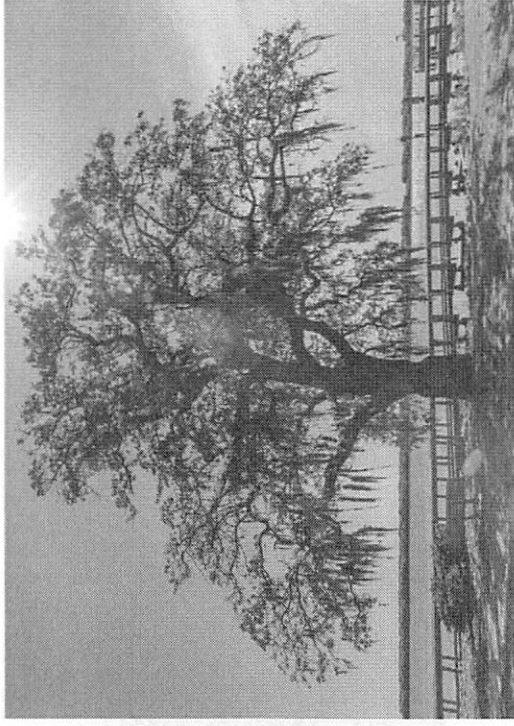


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The Riverfront is about People-First and Connecting with Nature



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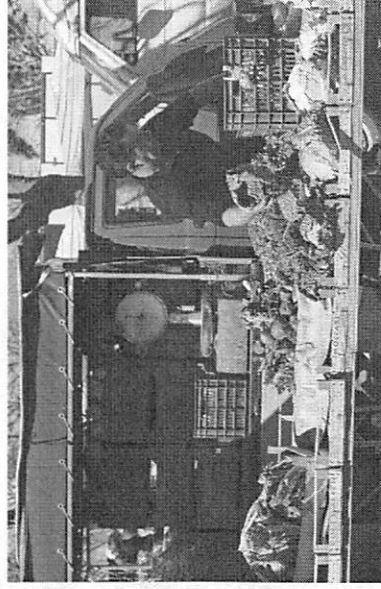
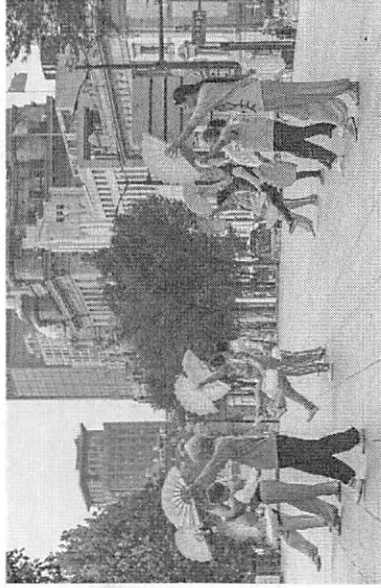
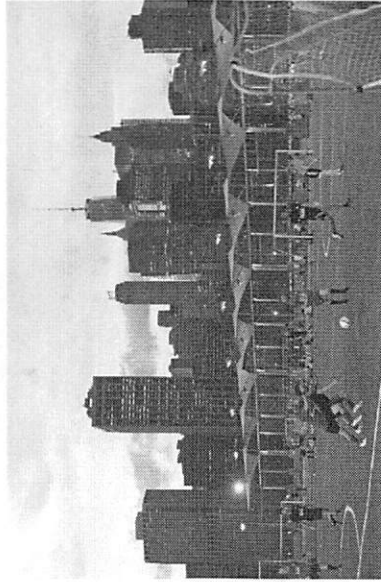


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The Riverfront will improve Health, Happiness, and Economic Opportunities



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The Riverfront will help Rethink what a Working Waterfront means for Jacksonville Today



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The Riverfront facilitates Unexpected Interactions in Jacksonville



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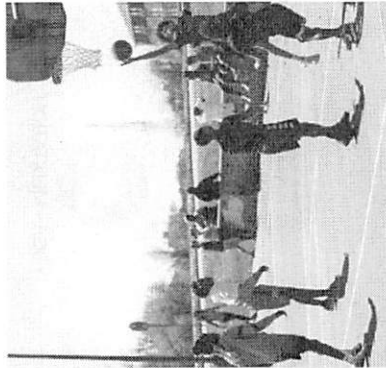
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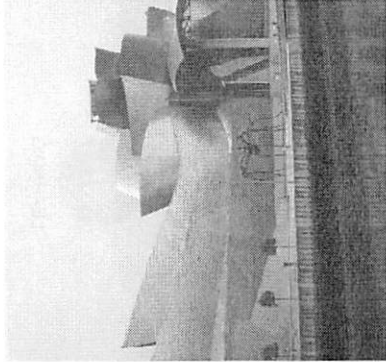
JLP+D



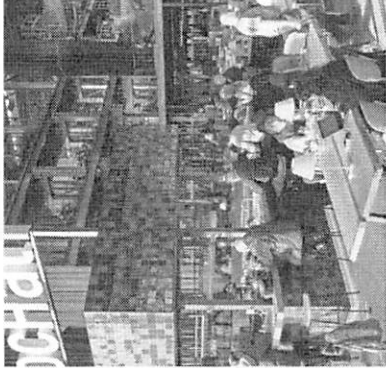
**PUBLIC
GREEN SPACE**



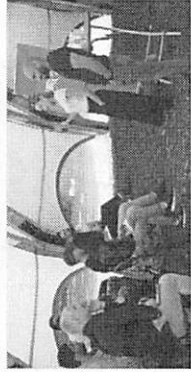
SPORTS



**ARTS +
CULTURE**



**COMMERCIAL +
RETAIL**



**COMMUNITY +
SERVICES**

PROGRAM

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PICNICING



FISHING



DANCING



SHOP LOCAL



BIKE REPAIR STATION



HABITAT



PLAYING



ART



INCUBATING



COMMUNITY RESOURCES



RELAXING



SPORTS



MUSIC



CONCESSIONS



GAME NIGHTS



ECOLOGY



YOGA + MEDITATION



LEARNING



EAT + DRINK



COMMUNITY GARDEN

**PUBLIC
GREEN SPACE**

SPORTS

**ARTS +
CULTURE**

**COMMERCIAL +
RETAIL**

**COMMUNITY +
SERVICES**

ACTIVITIES

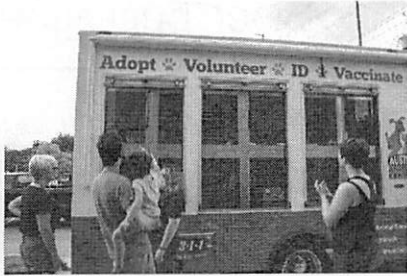
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Pet Adoption Days



Dance Classes



Chess on the River



Bike Repair Shop



Roller-Disco



Resume Building Workshop



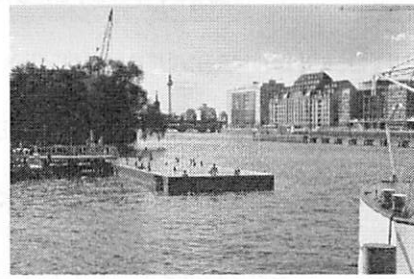
Open Air Band Practice



Craft Fair



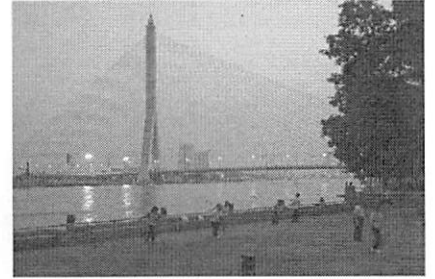
Ecology Class



Swim Lessons



Start-Your-Garden Workshop



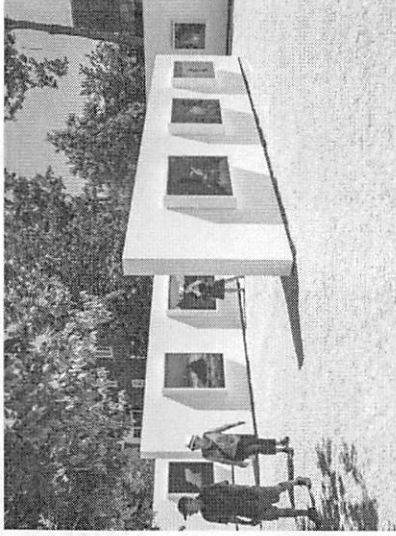
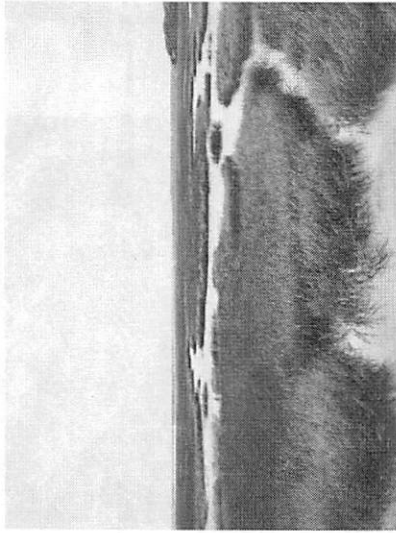
Tai Chi Sunrise Class

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“Roots” – Sample Riverfront Theme

- Explore 6,000 years of archeological history in Jacksonville
- *Forgotten histories of Jacksonville* poster campaign
- Youth community radio program interviewing long time residents on childhood memories
- Cooking classes and nutritious food talks



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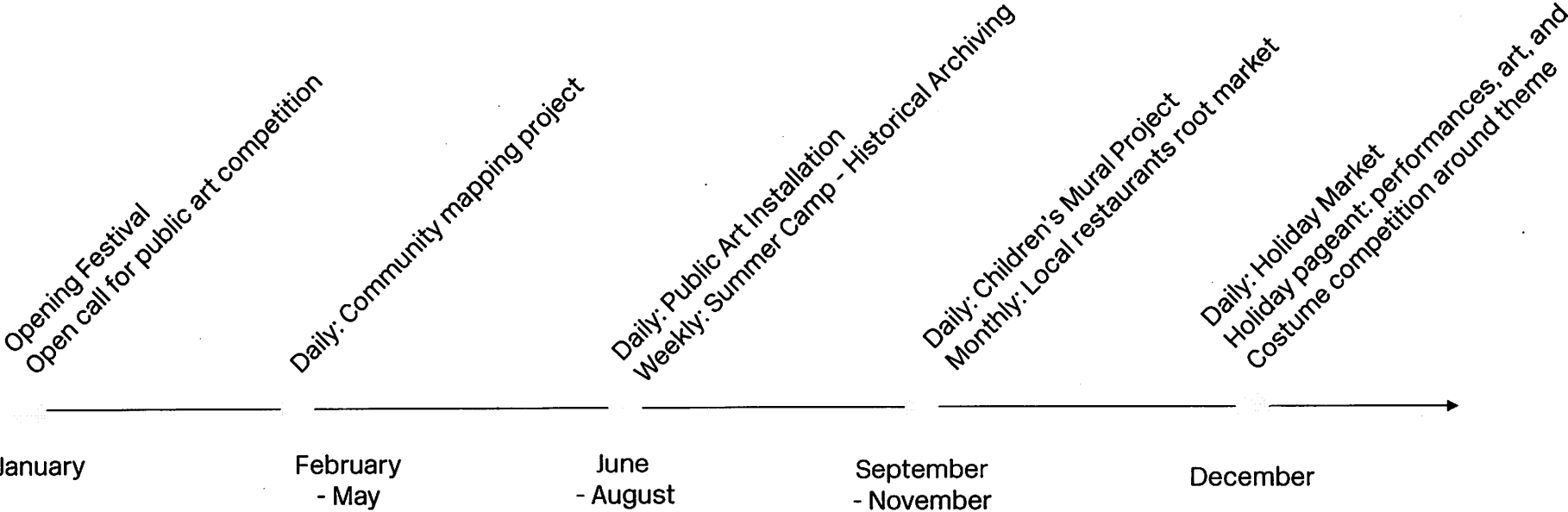
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Sample "Roots" Theme Calendar - Year 1

- *Daily: : *Forgotten Histories of Jacksonville* poster exhibition
- *Weekly: boat rides to Timucuan Ecological Preserve
- *Bi-weekly: Neighborhood walking tours, Lectures



Riverfront Weekday Program Series



Mondays
Health & Wellness

*Sample Programs

- Morning meditation
- Health care resource desk
- Wellness demonstrations
- Massage river pop-ups
- Running Club training



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Riverfront Weekday Program Series



Tuesdays
Game Night

*Sample Programs

- Lawn games
- Ping-pong tournament
- Pick-up soccer
- Bingo Night



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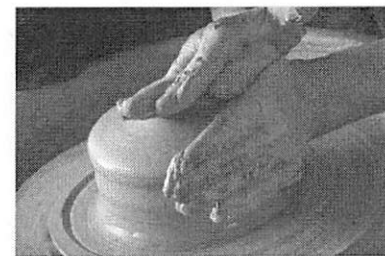
Riverfront Weekday Program Series



Wednesdays
Do It Yourself on the River

*Sample Programs

- Riverfront cleanup
- Compost class
- Bike repairs workshop
- Nutrition and cooking class



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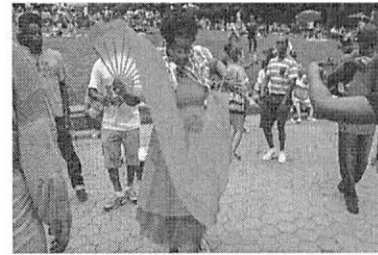
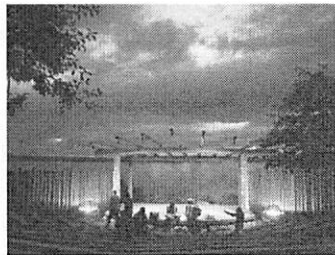
Riverfront Weekday Program Series



Thursdays
River Rhythm

*Sample Programs

- Kids music session
- Open air band practice
- Tiny Dock concerts
- River karaoke night



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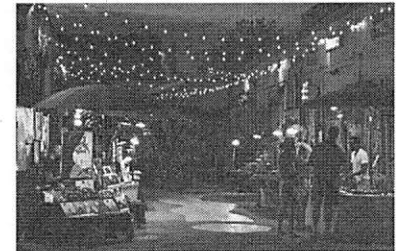
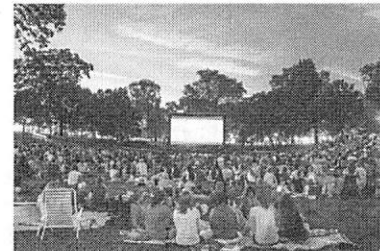
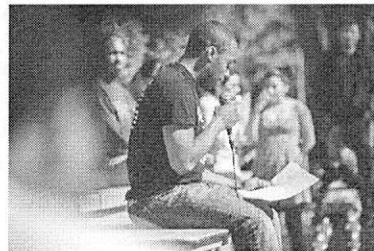
Riverfront Weekday Program Series



First Fridays
Open Riverfront

*Sample Programs

- Art walks
- "Made in Jax" market
- Art-making classes
- Food trucks
- Performances



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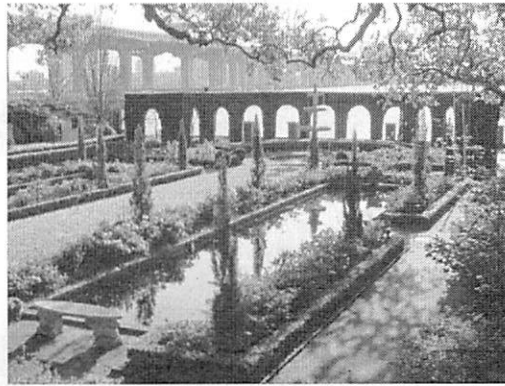
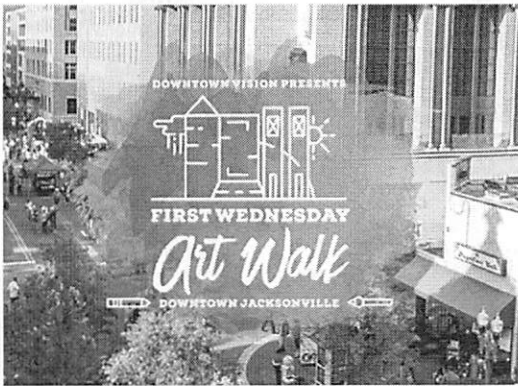
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Incentivizing Partnerships on the Riverfront

- Consistency and excitement around programming
- Plug into theme days
- Promote business on the Riverfront
- Advertisement through centralized Riverfront calendar
- Co-programming and cross-collaboration



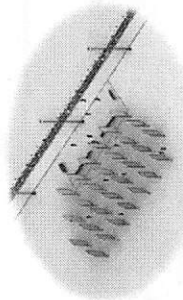
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JAMES BAY
DU PONT
UNIVERSITY

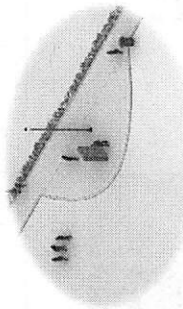
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GROUNDWORK
JACKSONVILLE

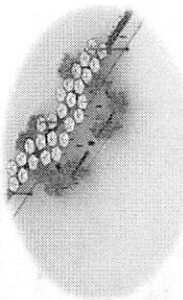
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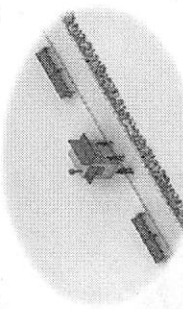
INSTALLATIONS



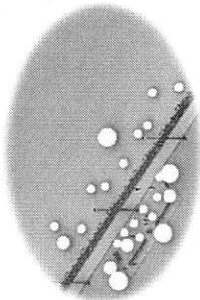
WAYFINDING



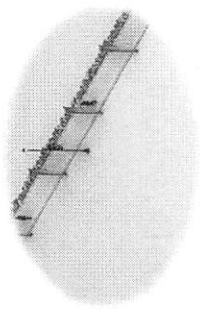
SHADE



INFO STATIONS



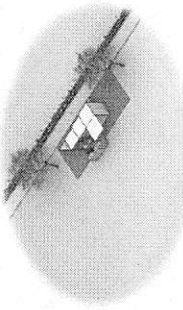
LIGHTS



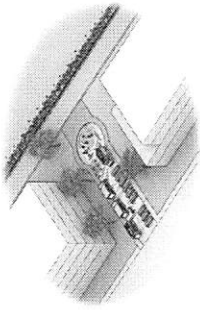
FLAGS + BANNERS



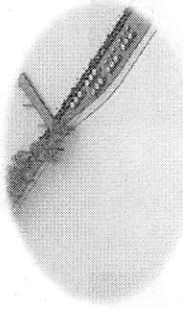
FOOD MARKET



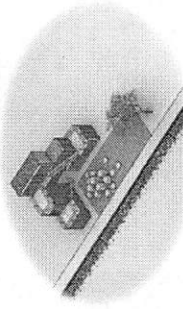
PUBLIC UNITS



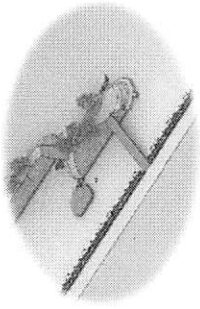
AREAS



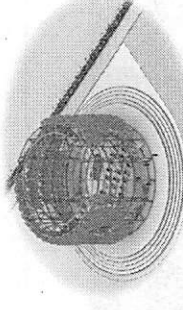
SEATING + SHADE



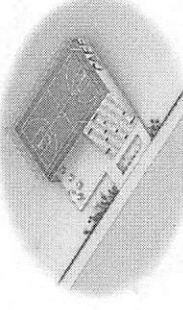
CULTURAL CONTAINERS



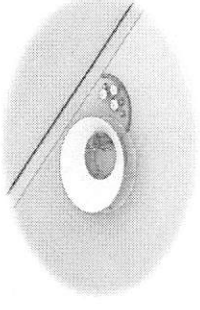
ECO ISLANDS



MULTIPURPOSE PAVILION



COMMUNITY CENTER



PARK PAVILION

Walk

Cues

Mobile Units

Pockets

Hubs

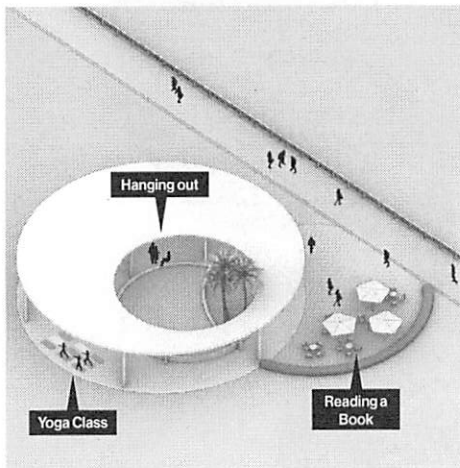
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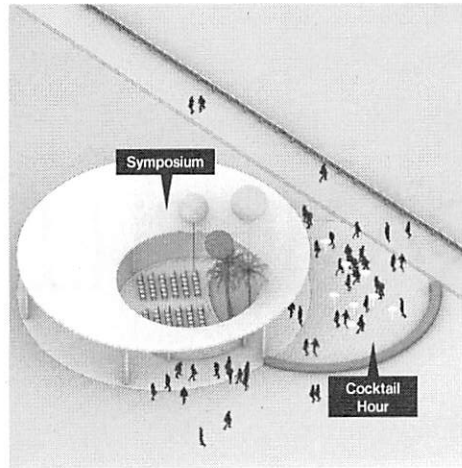
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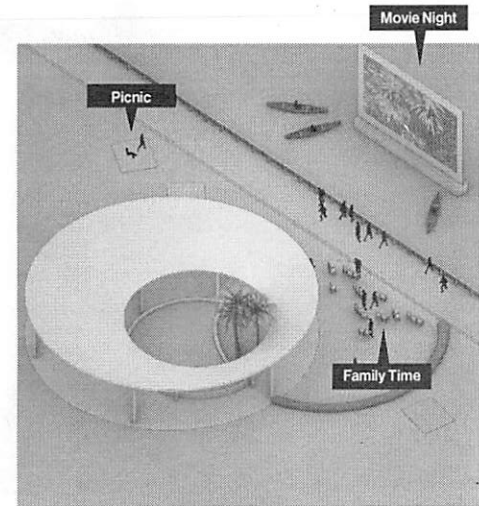
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Daytime



Special Event



Evening

A DAY IN THE LIFE

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Thank you.



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