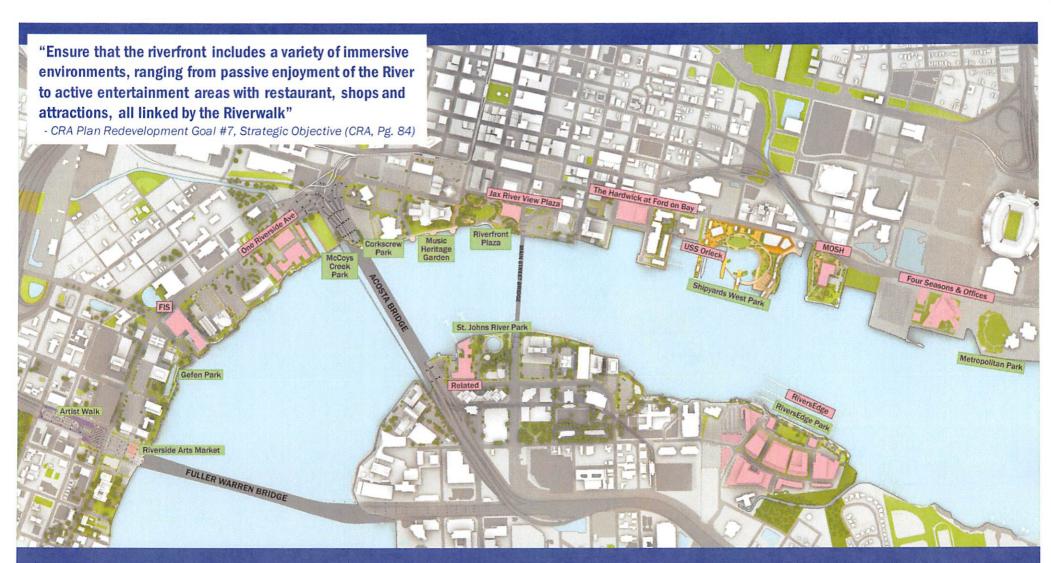
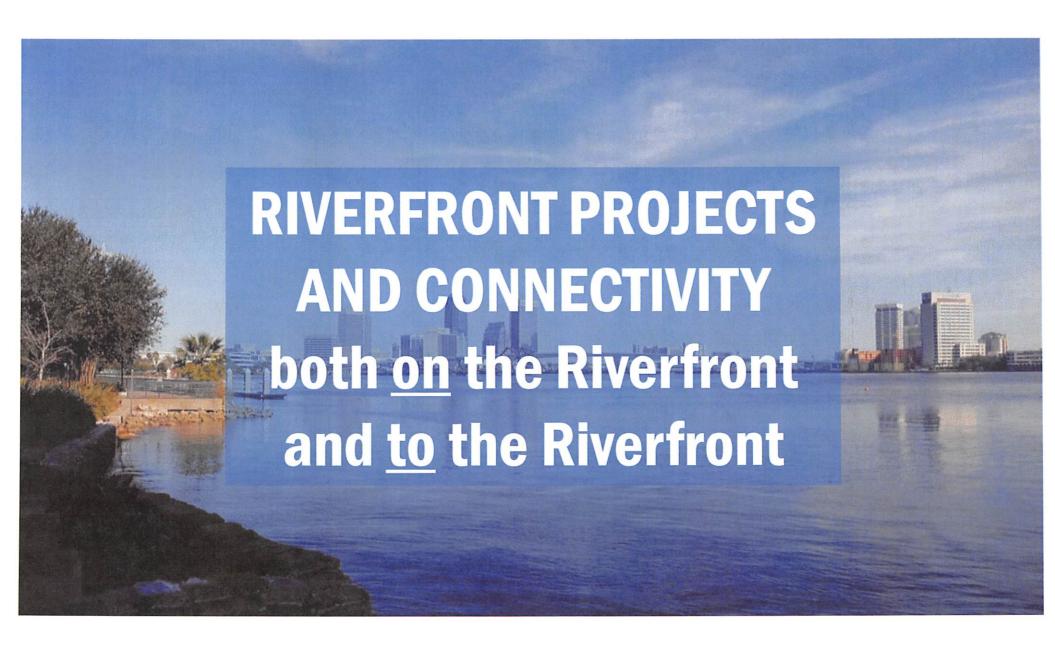
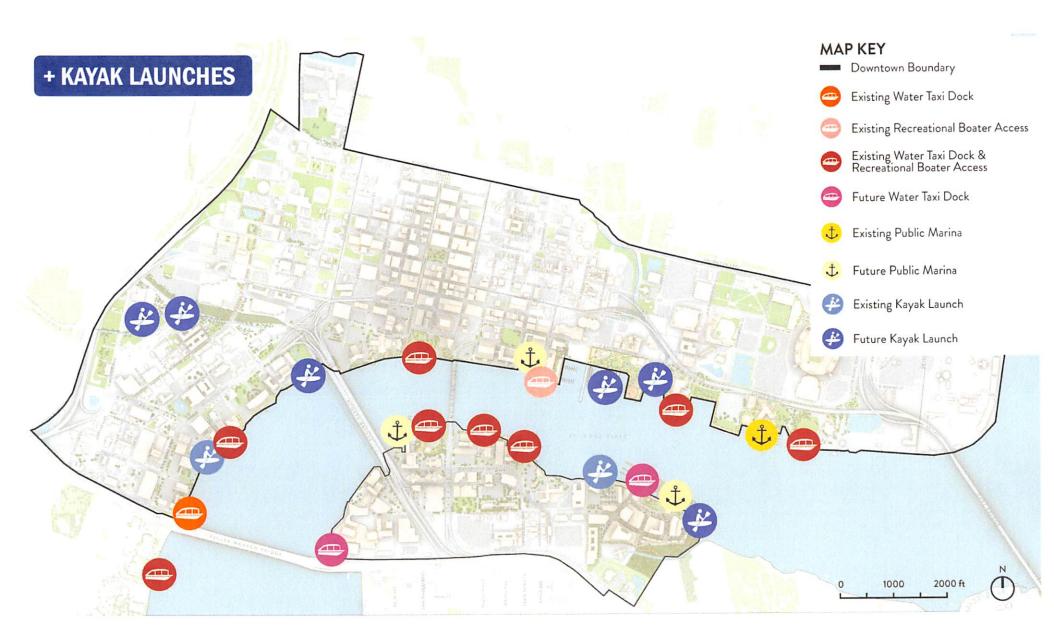
OUR VISION FOR THE RIVERFRONT

A series of large signature parks and smaller unique nodes all connected by a welcoming and accessible Riverwalk that together form an extraordinary Riverfront destination for residents and visitors. This destination public riverfront is enhanced by interspersed private developments that bring activity, safety, dining, and people to the waterfront and assist with funding of programming and maintenance.



Celebrating the River through Design, Connectivity, and Placemaking











RIVERWALK CONTINUITY



City of Jacksonville
DOWNTOWN INVESTMENT AUTHORITY

2024

The Riverwalk Continuity guide combines various
City Council-adopted Riverwalk standards with
Parks Department selections (materials,
furnishing, signage fixtures, etc.) for easy
reference. The guide also defines the unified
approach for creating a continuous aesthetic along
both banks of the Riverwalk.



DOWNTOWN

- SUBPART H OF

CHAPTER 656

City of Jacksonville

RIVERFRONT DESIGN

GUIDELINES AND

ACTIVITY NODES PLAN

SWA Group for the DIA

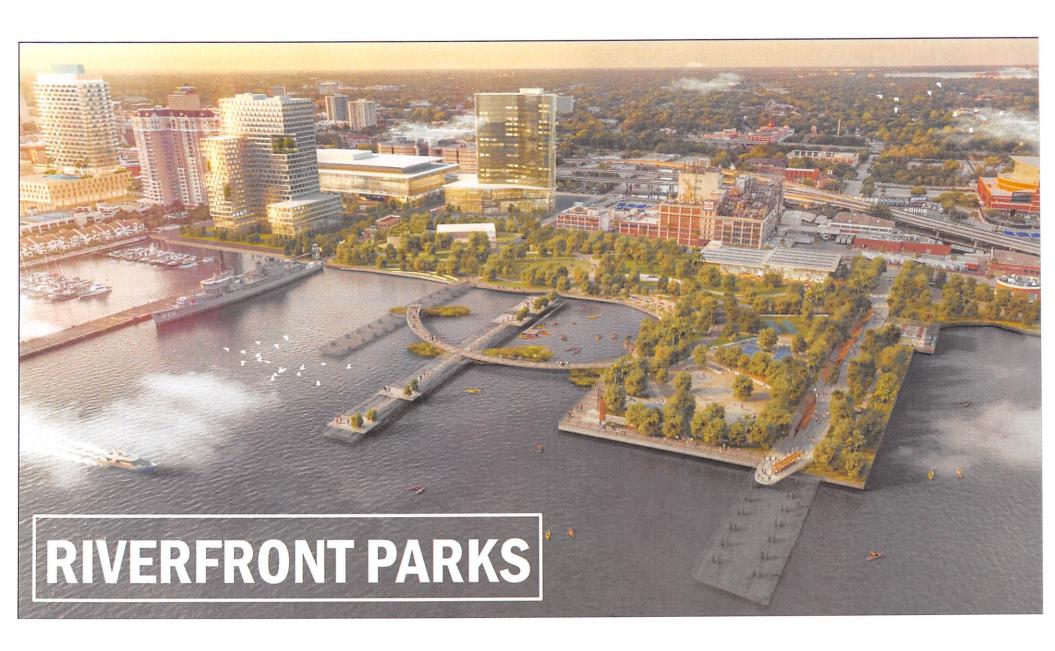


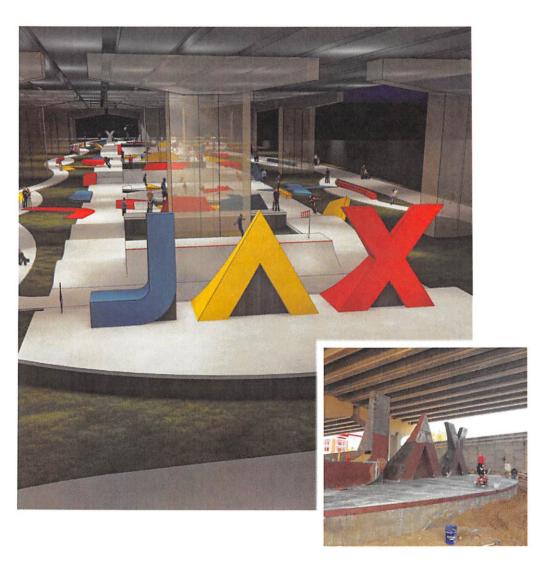




Public input drives program activation along the Downtown Riverfront







Emerald Trail - Artist Walk

Under Fuller Warren Bridge -Between Riverside Ave. & Park St.

Scope

 Artist Walk will include: pedestrian corridors art display areas skateable art landscaping multi-use trail connection

Status

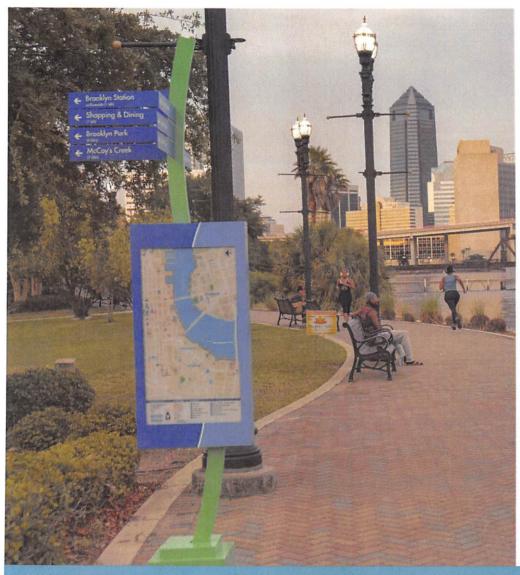
· Under construction

Phase 1 expected completion: Spring 2024

Responsible Entity: Parks/Public Works

Funding Source: CIP & FDOT grant

Funding Status: Fully funded



Northbank Riverwalk Enhancements & Signage

Scope

- Implement continuity improvements in pavement & furnishings
- · Install banner arms, upgraded signage & digital signage
- · Install "selfie spot" artistic signage
- Incorporate kiosks, wayfinding signage, sculptures & playscapes
- Enhance the app user experience
- Provide more interactive & educational in-person experiences

Status

- Design funding in place
- Design contract award expected this summer
- · Work to commence following design completion

Responsible Entity: DIA/Public Works/Parks

Funding Source: Northbank CRA
Funding Status: Design funded;

CRA transfer will cover construction funding

DOWNTOWN PROJECT UPDATES

03/06/2024



McCoys Creek Riverfront Park

Adjacent to One Riverside Ave.

Scope

- Public recreational area (~2.5 acres) will include an event lawn & natural play space with a railroad theme
- · Riverwalk accessible
- Western edge creekfront multi-use path (25 ft.) (Emerald Trail)

Status

- CRA-funded design
- Issuance of design bid pending
- CIP/CRA construction funding undetermined
- Expected commencement after outfall completion

Responsible Entity: DIA (design)

Funding Source: CRA for Design

Undetermined CRA or CIP for Construction

Funding Status: Design funded

Construction unfunded and amount unknown



SAMPLE PROJECTION



Performing Arts Center Musical Heritage Park

300 Water St, Jacksonville, 32202

Scope

- A "Musical Heritage Park" celebrating Jacksonville's musical heritage of outstanding composers and performers
- Includes a treble clef landscape design & children's musical play area
- River-facing façade will display nightly projection shows.
 Projectors for Riverfront façade included in CIP Scope

Status

- Bulkhead work complete
- · Park design nearing completion
- · Construction has begun

Responsible Entity: Parks/Public Works

Funding Source: CIP

Funding Status: Additional \$2,000,000 requested in CIP

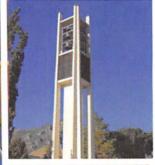
to complete













Performing Arts Center Musical Heritage Garden

Art & Projection Tower

300 Water St, Jacksonville, FL 32202

Scope

- Interactive art built around the theme of Jacksonville's rich musical heritage of composers and performers
- Projection tower to house fly loft projectors & include interactive or musical elements in the design
- Possible features: murals, sculptures, digital art, etc.
- Walk of Stars

Status

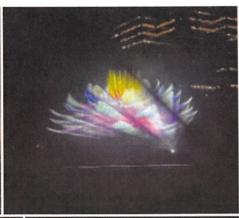
 Scope of individual art pieces and the projection tower are being finalized with artist selection and fabrication to begin later this year

Responsible Entity: DIA/Public Works

Funding Source: Northbank CRA

Funding Status: Adequate funding allocated;

or can be supplemented as needed by CRA









Images from projection testing

Multimedia Light & Sound Show

Riverfront and Riverfront Plaza-facing façades of Performing Arts Center (PAC) & Friendship Fountain's Center Mist

Scope

- Multimedia cinematic show (visual, light, sound) to project on South & East PAC facades & Friendship Fountain's center mist screen:
- Immersive nightly shows are based on Jacksonville's past/present/future with synchronized music & lighting
- Programming goals include engaging audiences, fostering civic pride, cultivating community relationships, attracting residents & visitors to Downtown Jacksonville & providing family-friendly nightly programming

Status

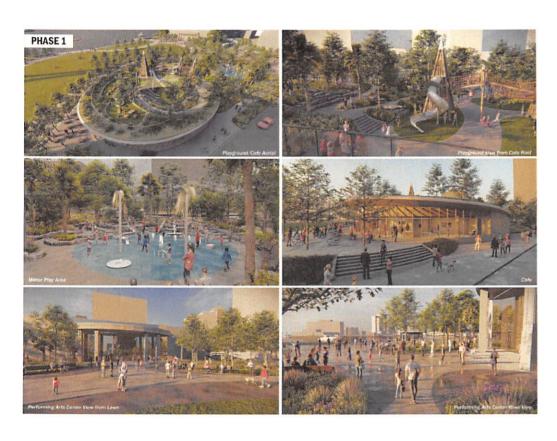
 DIA-funded projection show programming (visual, light, sound) in progress, with completion coinciding with Performing Arts Center park construction

Responsible Entity: DIA/Public Works/Parks

Funding Source: Northbank CRA

Funding Status: Initial show fully funded;

Sponsorships will be sought for additional shows



Riverfront Plaza (Park)

2 W. Independent Dr., Jacksonville, FL 32202

Scope

- Perkins & Will design team named winner of the Riverfront Plaza (FKA The Landing) Design Competition
- Design includes:

central festival lawn, destination play space, pavilion building, bike/pedestrian connection to the Main Street bridge & "civic stairs" providing a platform for future art installation

- · Phase 1 includes:
 - Bulkhead, Riverwalk, playground, pavilion, festival lawn & Hogan Street plaza

Status

- Phase 1 under construction as of July 10, 2023
- Phase 1 expected completion: late 2025

Responsible Entity: Parks/Public Works

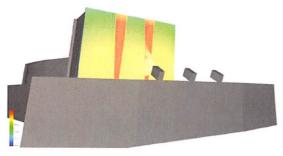
Funding Source: CIP

Funding Status: Phase 1 additional \$6 million needed

Phase 2 CIP request of \$10 million for 25-26;

\$25,000,000 for 26-27





Surface # 4 - FlyLoft – Hogan St / Riverfront Park Side 77' tall x 108' wide Resolution for content creation = 5,396 x 3,848 Total # of Projectors Required = 3

Riverfront Plaza Projection & Sound Equipment

2 W. Independent Dr., Jacksonville, FL 32202

Scope

- Projection study identified the eastern façade (facing Riverfront Plaza) of the Performing Arts Center
- Riverfront Plaza's flex lawn will provide seating & an installation site for required projectors/speakers

Status

- Projection study complete
- Projectors procured
- Engineering design underway for projector installation & speakers
- · Installation occurs with Riverfront Plaza park construction

Responsible Entity: DIA/Public Works

Funding Source: Northbank CRA
Funding Status: Fully Funded





Riverfront Plaza Restaurant

2 W. Independent Dr., Jacksonville, FL 32202

Scope

- · Approximately 4000 sq. ft. interior single-story building
- Will includes outdoor seating & Elevation 10+ finished floor
- Design will complement the park
- Shell will be leased to the operator

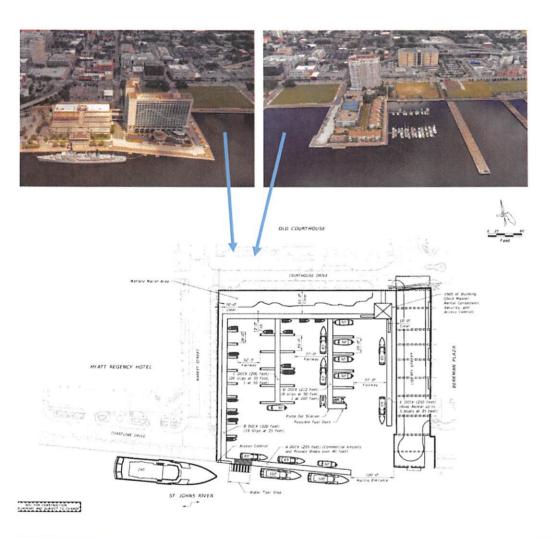
Status

- RFP for architect closes March 20, 2024
- Expected Design start: May 2024
- Public meeting on restaurant design will be held after an architect is under contract

Responsible Entity: DIA/Public Works

Funding Source: Northbank CRA
Funding Status: Design funded;

Construction funding available by CRA transfer



Hans Tanzler Marina

330 E. Bay St., Jacksonville, 32202

Scope

- Develop a public marina in a daylighted basin
- Accommodate 50± boats of varying sizes
- Includes a designated water taxi landing, fuel dock, pump-out station & marina office with restrooms/showers.

Status

- Design phase in process
- FIND grant secured
- Construction CIP funding in FY 24/25

Responsible Entity: Parks/Public Works

Funding Source: CIP/FIND

Funding Status: Funded in CIP



Shipyards West Park

750 Bay St. E "Shipyards West" Parcel

Scope

- A world-class riverfront park with complimentary amenities
- Will provide the missing link between Riverfront Plaza & Metropolitan Park
- Must comply with grant restrictions for recreational facilities

Status

- Contract awarded to Agency Landscape + Planning for park design & CRA improvements
- Fire Museum moved March 2022
- · 60% park design nearly complete
- Expected construction start date: 2025

Responsible Entity: Parks/Public Works

Funding Source: CIP

Funding Status: Partially funded; Additional CIP funds requested:

24-25 \$ 5,000,000 25-26 \$35,000,000 26027 \$ 5,000,000



Shipyards West CRA project

750 Bay St. E "Shipyards West" Parcel

Scope

- CRA redevelopment property for commercial use initial concept was to develop commercial use supporting adjacent park
- Currently no desire to sell the land outright or long-term ground lease; prefer to retain control over use and long-term maintenance

Status

- Concept design for Food Hall, parking & creekfront restaurant completed by Agency Landscape + Planning
- Market study completed by Streetsense suggests these facilities are not yet viable based on park construction timing & nearby developments
- Consider interim use

Responsible Entity: Parks/Public Works

Funding Source: Northbank CRA

Funding Status: Funding for Design and substantial portion

of construction cost already allocated





PUBLIC ART "BEACON" SAMPLES



Confluence Park & Riverwalk

950 Bay Street East Surrounding MOSH

Scope

- Riverwalk
- Outdoor Lawn
- · Node marker/beacon
- Outdoor Classrooms
- Playground
- · Learning Lab

Status

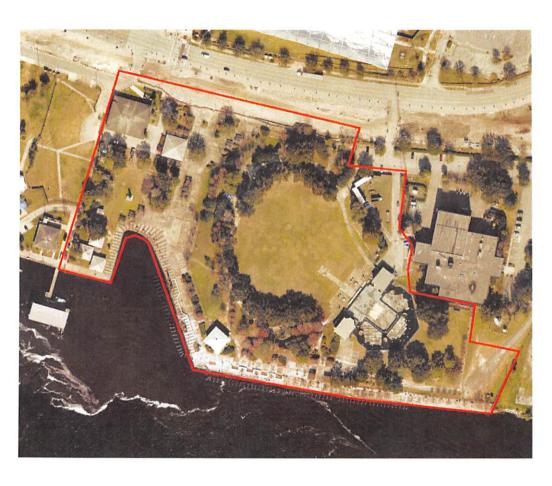
- · SCAPE has completed 30% design phase for park
- · Work is on hold pending MOSH museum design completion

Responsible Entity: Parks/DIA/Public Works

Funding Source: CIP; possible grant

Funding Status: Basic project scope appropriated;

Grant would fund additional amenities



Metropolitan Park

1410 Gator Bowl Blvd., Jacksonville, FL 32202

Scope

- Improvement scope not yet locked in but will include:
 - Large flexible lawn programmed for concerts & festivals
 - · Public restrooms
 - · Possible recreation fields/courts
 - · Subject to LWCF grant restrictions

Status

- Park design contract awarded to Civitas
- · Design in progress- initial phase

Responsible Entity: Parks/Public Works

Funding Source: CIP

Funding Status: Additional funds may be required but

unknown at this stage

Support Building & Riverwalk Metropolitan Park Marina,

Gator Bowl Blvd., Jacksonville, FL 32202

Scope

- First-class upgrade of Metropolitan Park Marina
- for transient boats Will provide 78-slip public marina facility providing wet slips
- Will also provide public use fueling & pump-out services,
- Ship's store, restrooms with showers, dockmaster office &
- Total investment: \$13.1M (Marina) + \$7.9\$ (support bldg.) catè

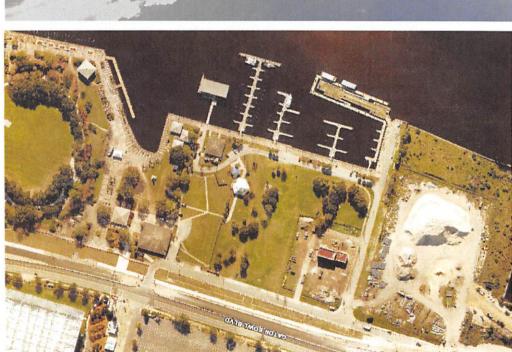
Status

- Marina closure: October 2023
- Iguana has commenced construction of bulkhead
- Expected completion: 2027

Developer/Parks/Public Works Responsible Entity:

Funding Status: Fully Funded, cost overruns by Funding Source: CIb

Developer









Northbank Riverwalk Extension

750 Bay St. E

Shipyards Parcels between Catherine Street and Met Park

Scope

- · Extend Riverwalk from Catherine St. to Met Park.
- Connect Northbank Riverwalk to Brooklyn & the Sports & Entertainment District.

Status

- 1st segment to be completed simultaneously with Shipyards
 West Park construction
- 2 2nd segment to be completed simultaneously with MOSH & Confluence Park construction
- Expected completion: 2027

Responsible Entity: Parks/Public Works

Funding Source: CIP

Funding Status: fully funded in CIP

03/06/2024







St. Johns River Park/Friendship Fountain Node Inspiration

Friendship Fountain & St. Johns River Park

1015 Museum Cir, Jacksonville, FL 32207

Scope

- Interactive node theme: Exploring the St. Johns River
- Will include a botanical garden, concession area & restroom
- Will include themed play park inspired by the Timucuan & Ribault's Landing
- Completed fountain upgrades include fully-functional dancing jets choreographed to music & lights
- · Will include mist screen in fountain

Status

- · Fountain upgrades completed
- Expected completion of overall park: 2025

Responsible Entity: Parks/Public Works

Funding Source: CIP

Funding Status: Additional CIP funding of \$3.5M needed to

complete park construction





St. Johns River Park Restaurant

1015 Museum Cir., Jacksonville, FL 32207

Scope

- Approximately 1800-2000 sq. ft. interior & additional outdoor seating
- · One story with finished floor at Elevation 9-10
- Design to complement the park
- Tapas, beverages, and/or brunch with full alcohol service
- · Shell will be leased to operator

Status

- Has not yet been authorized by DIA Board
- If authorized, DIA would engage architect to design
- Southbank CRA would contract for construction

Responsible Entity: DIA/Public Works

Funding Source: Southbank CRA
Funding Status: Design funds available;

Construction funding could be provided in FY

25 CRA budget or CRA transfer



Rivers Edge Parks & Boardwalk

O Broadcast Place, Jacksonville, FL 32207

Scope

- 4+ acres of public park spaces: central riverfront park, northeast park, northwest park, marsh front park & boardwalk
- Will be wellness-themed & inspired by Jacksonville's extraordinary medical sector
- Will include public art, exercise space, gardens & interactive features
- Major sculpture in Central Park along with amphitheater & track
- Destination playground & adult fitness in NE Park

Status

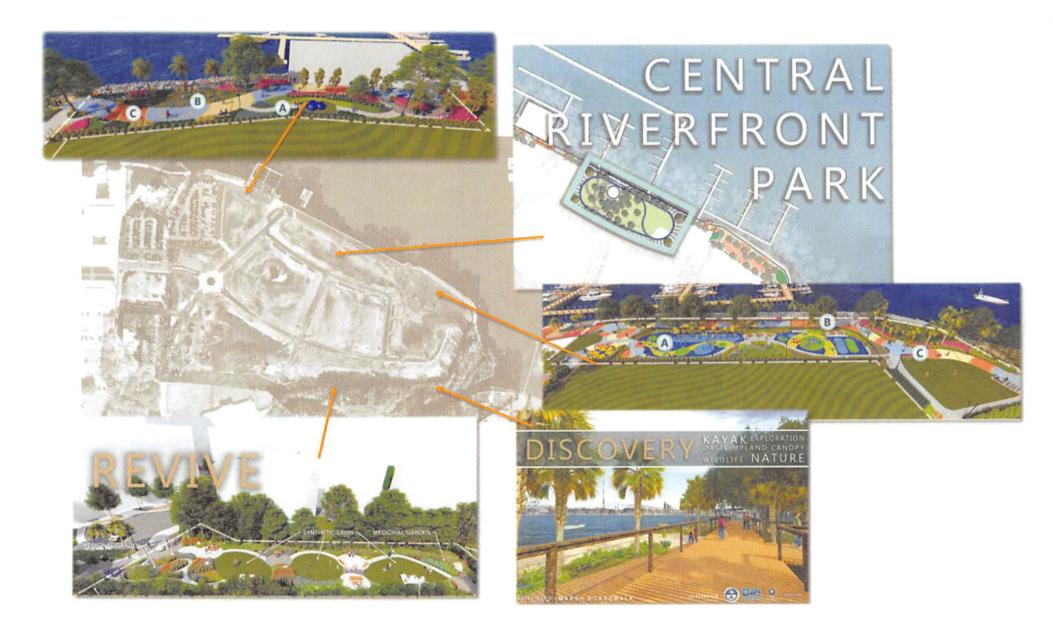
- Under Construction
- Expected park completion: late 2024

Responsible Entity: DIA/District CDD/Public Works

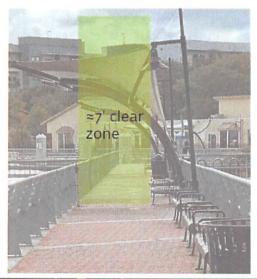
Funding Source: Southbank CRA; Developer cost overruns

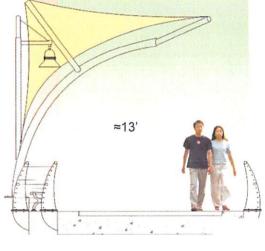
Funding Status: FY 25 budget will complete full CRA

responsibility



Current Condition at Narrowest width







Southbank Riverwalk Enhancements & Signage CRA Project

Main Street to RiversEdge

Scope

- Design & construction to expand the functional width of the current Riverwalk
- Will include relocation of rails & shade sails, increased shade via installation of landscaping & additional shade structures, improved lighting & signage

Status

· Design firm not yet engaged

Responsible Entity: DIA/Public Works

Funding Source: Southbank CRA

Funding Status: Design funds & partial construction

funding budgeted; future funding, as

needed, from CRA budgets

Programmed Segment | San Marco Connector



Southbank Riverwalk Extensions & Overland Loop

Various Locations

Scope

- Design & construction to extend the Southbank Riverwalk to include enhancements such as pavers, benches & other amenities
- Complete an overland multi-use loop trail aesthetically integrated with the Southbank Riverwalk

Status

- @ Baptist: 100% design complete & estimated construction start in 2024-2025 depending on permitting (in front of Baptist Medical; adjacent to Fuller Warren Bridge)
- @ Nemours/Nira Street completed
- @ San Marco Blvd to Prudential Dr: TBD
- @ FEC Railroad Crossing at Prudential: TBD
- @ Kings Ave to RiversEdge: TBD

Responsible Entity: Parks/Public Works

Funding Source: CIP

Funding Status: Funding for Segment 1 in CIP

Funding for segments 2,3 and 4 unfunded



Southbank Riverwalk Extensions

Various Locations

Scope

- Design & construction to extend the Southbank Riverwalk
- Will include enhancements such as pavers, benches & other amenities

Status

Multi-Use Path (non-COJ build)

- Southerly: Complete (part of The Southerly development & adjacent to Acosta Bridge)
- RiversEdge/FKA The District: Under Construction (work to be done by The District Community Development District & funded by the Southside Community Redevelopment Area)
- 3 1230 Hendricks Ave: Complete
 Riverwalk extension construction required per PUD terms

Responsible Entity: DIA/private/Public Works

Funding Source: Private Developments/Southbank CRA

Funding Status: Fully funded



Fuller Warren Park

Under Fuller Warren Bridge

Scope

- Park to include accessible sensory play equipment for children of all abilities & other amenities
- Connection to FDOT Shared-Use Path (SUP)

Status

Design has not commenced

Responsible Entity: Parks/Public Works

Funding source: CIP

Funding Status: Design funded in CIP;

Full construction price unknown

Support annual budget transfer to DEDF for funding of maintenance and programming using lapsed CRA funds.

Additional staff for parks and public works to help design and oversee these projects, or contract for program manager.

Review and streamline park permitting processes to:

- Provide annual permits or license agreements for eligible groups (DVI, conservancy)
- Simplify individual program permits, excluding large-scale events

Support and strengthen riverfront conservancy or similar entity for programming and maintenance.

Pursue grant opportunities to assist with construction and programming.

Pursue naming right sponsorships with limited terms and significant donations.



THANK YOU!

FOR MORE INFORMATION ON DOWNTOWN DEVELOPMENT, VISIT INVESTDTJAX.COM