



# DIA BID Plan 5-Year Update

City of Jacksonville  
Downtown Investment Authority



# Who is the Downtown Investment Authority?

**City Agency Created in 2012 to Ensure:**

**1. Focused Effort on Downtown**

*(previously part of overall City Economic Development Department)*

**2. Continuity in Execution of Plan**

*(previously often changed focus with Mayoral administration)*

**3. Governing Board of Business Leaders**

*(to assume implementation of Community Redevelopment Plans in Downtown)*





## DIA Functions as Two Agencies and Oversees the Office of Public Parking

**Community  
Redevelopment  
Agency**

**Office of  
Public Parking**

**Economic  
Development  
Agency**



# There is a Plan

*Adopted by City Council in 2014*



# TODAY WE PRESENT THE NEW 5-YEAR PLAN

*& we welcome your input!*

**DIA**  
DOWNTOWN  
INVESTMENT AUTHORITY  
JACKSONVILLE, FLORIDA

- Downtown Epicenter
- Urban Living
- Strategic Partnerships
- Pedestrian Access
- River Access
- 24-7 Downtown
- Healthy Design

**Business Investment and Development Plan**

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**Downtown Northbank and Southside Community Redevelopment Area Plan**  
Summer 2014

PROSSER dp iGS URBANOMICS

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**Business Investment and Development Strategy**  
Summer 2014

RIG REDROCK dp DIETRICH PLANNING URBANOMICS

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# DIA Vision

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Downtown Jacksonville is a dynamic, resilient, people-friendly, urban center that capitalizes on the importance of the River and is the premier location for business, sports & entertainment, culture, and urban living in the heart of the Southeastern U.S.

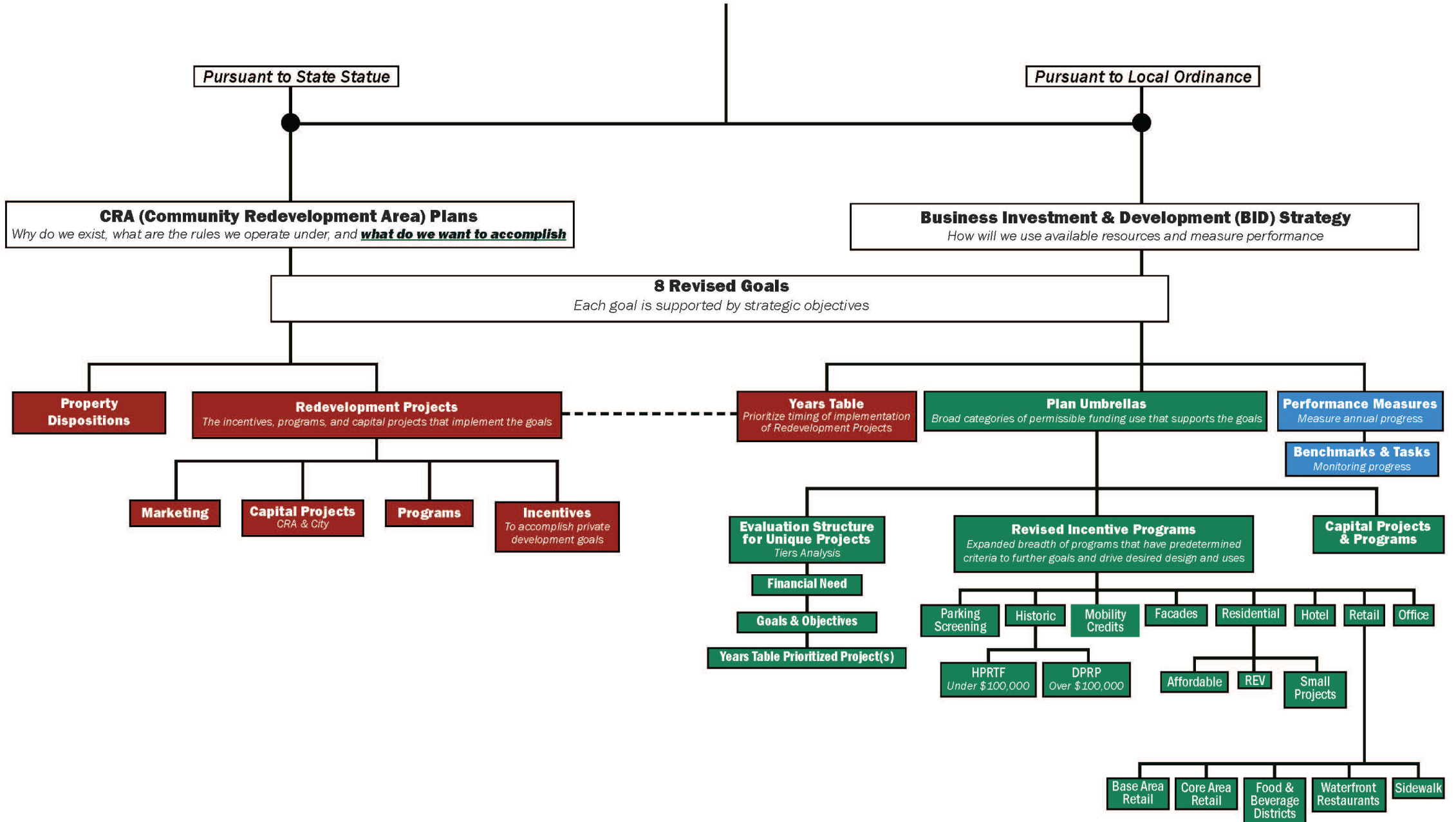
# DIA Mission

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To drive growth in business and investment, create a vibrant urban living environment, and enhance quality of life in Downtown Jacksonville through the transparent and responsible leveraging of public investments, assets, infrastructure, and policy.



# Business Investment Development (BID) Plan



# BID Plan Redevelopment Goals

**Goal No. 1:** Increase commercial office utilization, occupancy, and job growth to reinforce Downtown Jacksonville as the region's epicenter for business.

**Goal No. 2:** Increase rental and owner-occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle.

**Goal No. 3:** Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown.

**Goal No. 4:** Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions.

**Goal No. 5:** Improve the safety, accessibility, and wellness of Downtown Jacksonville and cleanliness and maintenance of public spaces for residents, workers, and visitors.

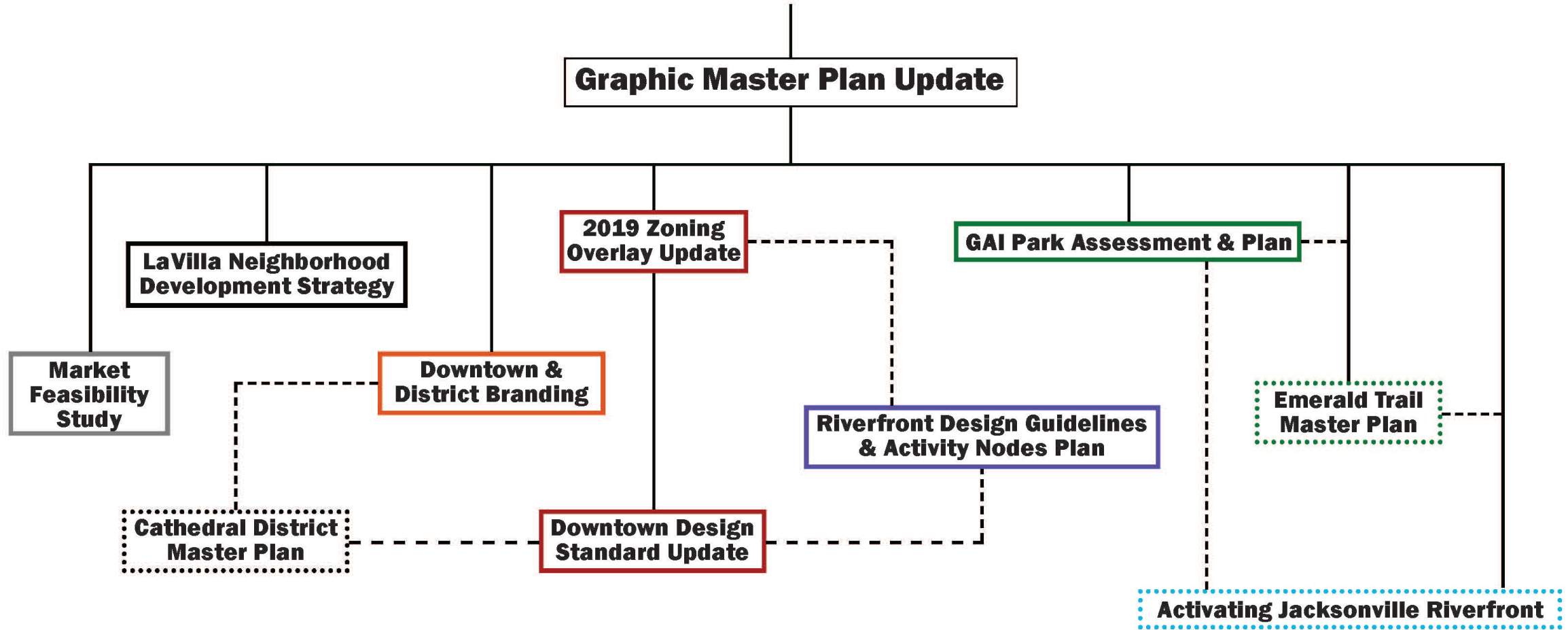
**Goal No. 6:** Improve the walkability/bike-ability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River.

**Goal No. 7:** Capitalize on the aesthetic beauty of the St. John's River, value its health and respect its natural force, and maximize interactive and recreational opportunities for residents and visitors to create waterfront experiences unique to Downtown Jacksonville.

**Goal No. 8:** Simplify and increase the efficiency of the approval process for Downtown development and improve departmental and agency coordination

# CRA & BID Strategy = BID Plan

5-year update consolidating and incorporating planning and design initiatives completed since adoption of current BID Plan in 2014



LEGEND	
—	Plan Commissioned by DIA
.....	Plan Commissioned by Others





**THANK YOU!**