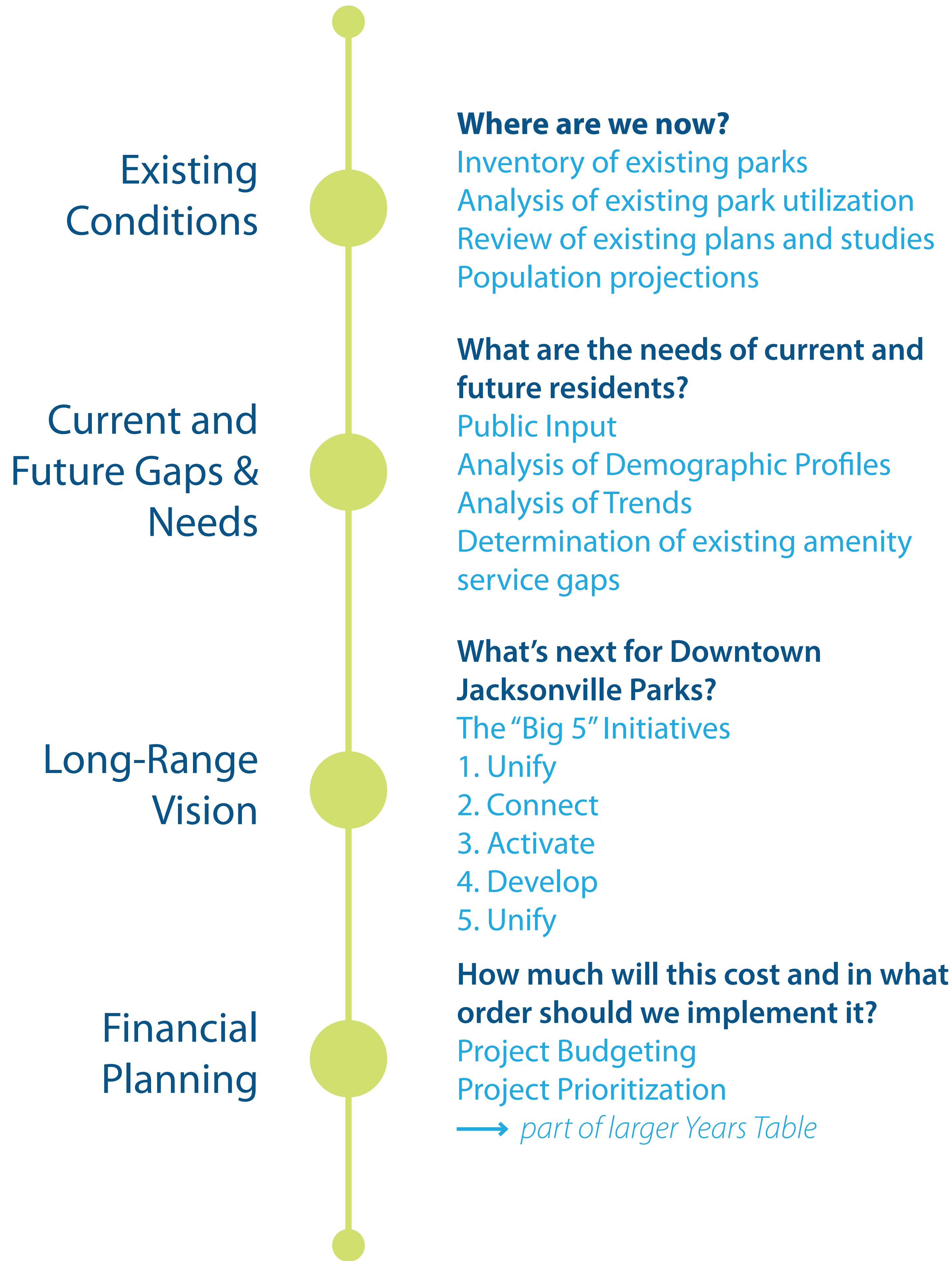


# What are we doing and why are we doing it?



How can **DWNTWN JAX** Parks meet the needs of existing and future residents?

## THE BIG 5 INITIATIVES

- Initiative

1

Unify the Northbank and Southbank Riverwalk as a premier downtown destination.
- Initiative

2

Connect parks through safe and comfortable trails, sidewalks, and bikeways.
- Initiative

3

Activate under-used parks – through capital improvements, maintenance upgrades, and programming – to meet resident and visitor needs.
- Initiative

4

Develop new neighborhood parks.
- Initiative

5

Update downtown codes and design standards to better define the role of new development in meeting needs for local parks and connectivity.

# Public Input + Emerging Trends

All DWNTWN residents  
JAX  
should have access to...

## Access and Connectivity

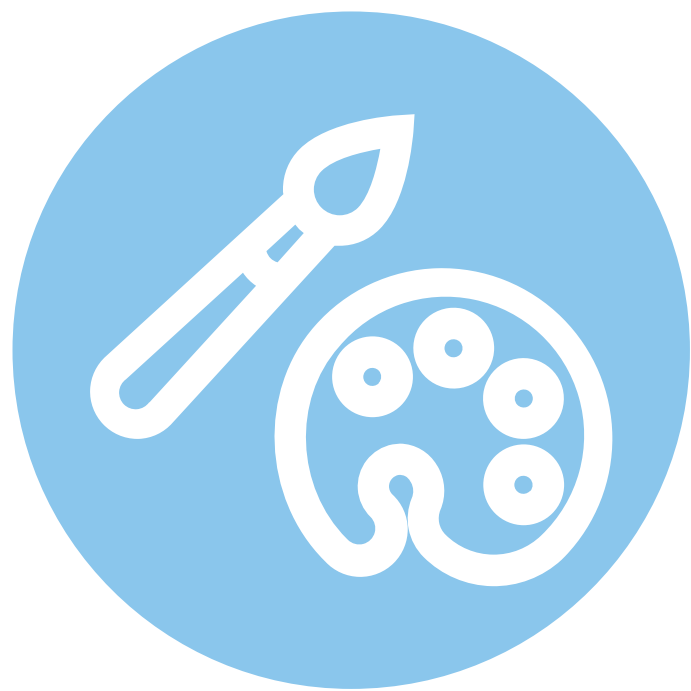
- Interconnected bike/ped network
- Access to transit
- Access to waterfront
- River and creek access

## Programming

- Music events, concerts, virtual streaming
- Free outdoor events i.e. yoga, concerts, movies

## Facilities and Amenities

- Variety of parks within 10-min walk
- Multi-purpose lawns for events and pick-up games
- Multi-purpose courts
- Outdoor table games
- Shaded outdoor seating
- Dog parks, dog runs, and related amenities
- Play areas
- Interactive Water Features
- Fitness, yoga, pilates, etc.
- Technological amenities
- Conversion of underused public spaces
- Kayak launches



### Arts & Culture Live Entertainment

- Art Supplies and Art Cart
- Music Education
- A Capella
- Community Theater
- Public Art/Sculpture
- Lighting Displays



### Fitness & Wellness

- Yoga
- Mediation
- Tai Chi
- Fitness
- Senior Aerobics



### Hobbies & Niche Interests

- Nature in your backyard
- Kayak Launch
- Book Club
- Art Lectures
- Knitting
- Reading Room
- Boardgames
- Happy Hours



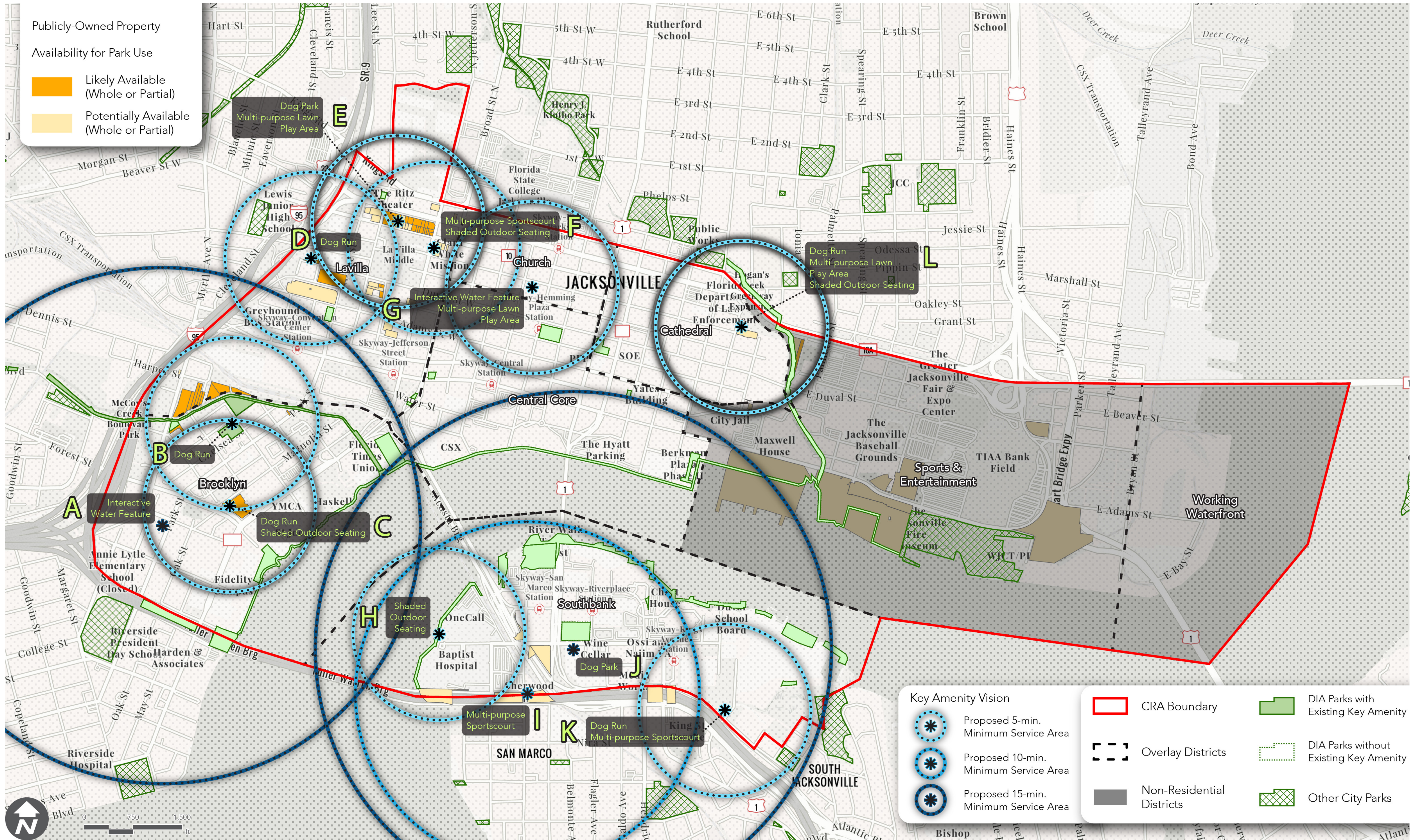
Amenities Vision  
&  
Connectivity  
Recommendations

Variety of parks  
within a walkable  
distance



# Amenities Vision

- A New Signature Park**  
Interactive Water Fountain
- B J.S. Johnson Park**  
Dog Run
- C New Neighborhood Park**  
Dog Run  
Shaded Outdoor Seating
- D New Dog Run**
- E New Neighborhood Park**  
Dog Park  
Multi-purpose Lawn  
Play Area
- F New Neighborhood Park**  
Multi-purpose Sportscourt  
Shaded Outdoor Seating
- G New Signature Park**  
Interactive Water Feature  
Multi-purpose Lawn  
Play Area
- H Southbank Riverwalk**  
Shaded Outdoor Seating
- I New Special Use Park**  
Multi-purpose Sportscourt
- J New Dog Park**
- K New Special Use Park**  
Dog Run  
Multi-purpose Sportscourt
- L New Neighborhood Park**  
Dog Run  
Multi-purpose Lawn  
Play Area  
Shaded Outdoor Seating



All **DWNTNJAX** residents  
should have access to...



Multi-Purpose  
Lawn



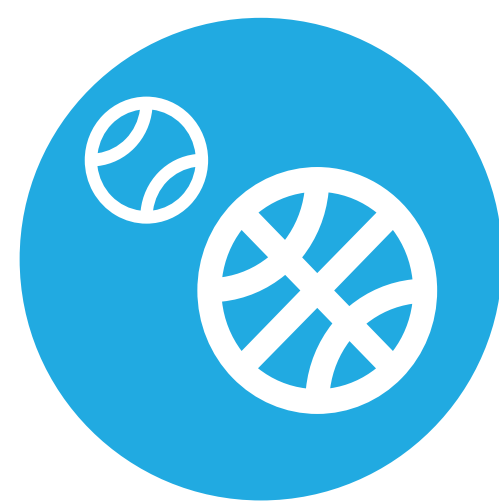
Play Area



Dog Run



Shaded Outdoor  
Seating



Multi-Purpose  
Sportscourt



Large Multi-  
Purpose Lawn



Destination  
Playground



Dog Park



Interactive Water  
Feature



# New Parks

New Parks will be established through both land acquisition and public/private partnerships (joint-use or dedication). Acquisition and planning of new parks will occur concurrently with other park construction throughout the districts.

## LaVilla Existing neighborhood with residential population

- D** New Dog Run  
*(with Emerald Trail Model Mile)*
- E** New Neighborhood Park
- F** New Neighborhood Park

## Southbank Existing neighborhood with incoming residential population

-  New Neighborhood Park  
*(along Riverside Blvd.)*
- K** New Special Use Park
- J** New Dog Park
- I** New Special Use Park

## Brooklyn Existing neighborhood with incoming residential population

- C** New Neighborhood Park
- A** New Signature Park












## Cathedral Existing neighborhood with incoming residential population

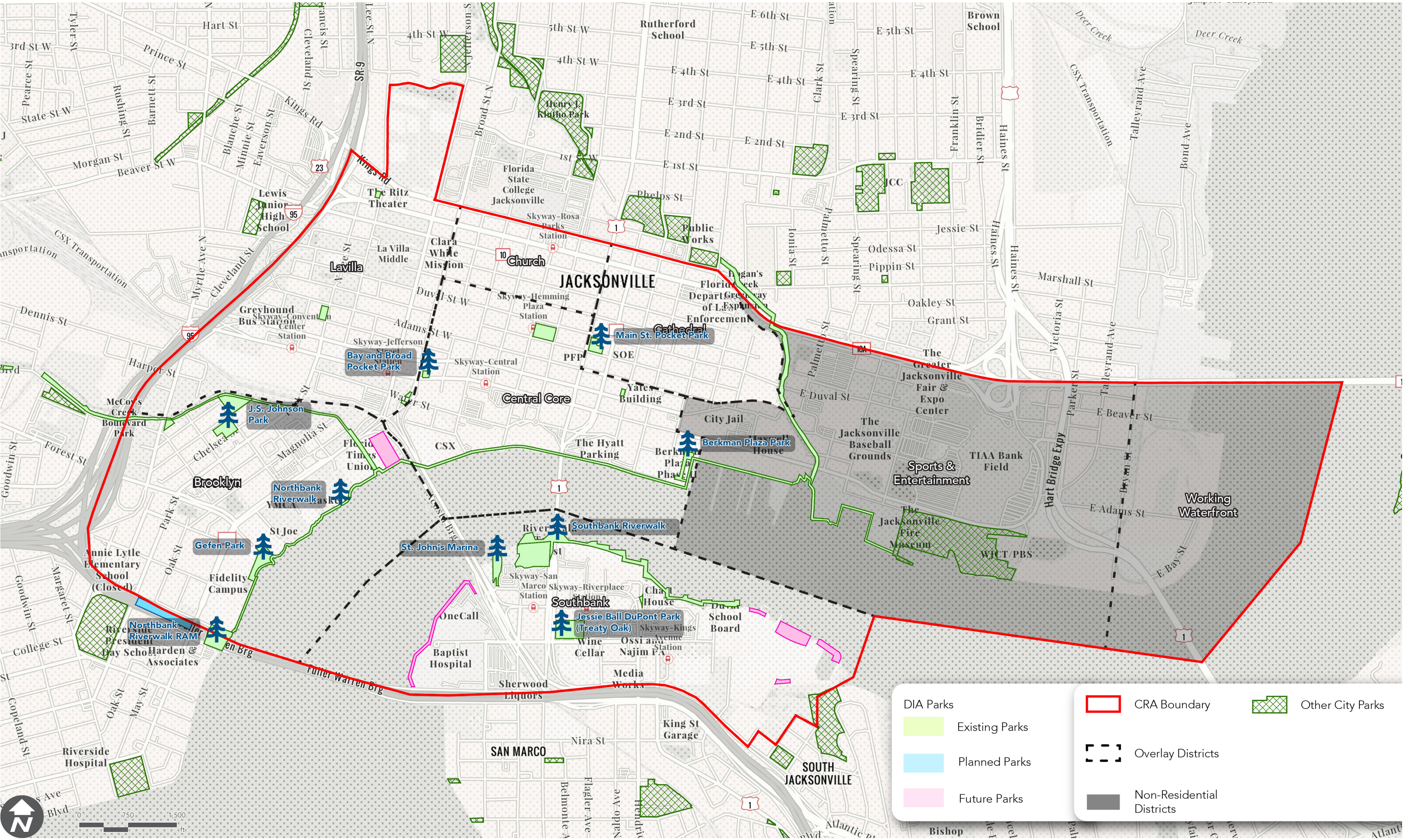
- L** New Neighborhood Park

## Church Eventual redevelopment

- G** New Neighborhood Park

# Existing Park Improvements

-  **Bay and Broad Pocket Park**  
Add trash receptacles
-  **Gefen Park**  
Update benches to Riverwalk standard
-  **Northbank Riverwalk RAM**  
Update benches to Riverwalk standard  
Stabilize Riverwalk edge  
Restore planting and irrigation
-  **J.S. Johnson Park**  
Repair sidewalk  
Replace basketball court  
Replace play structures  
New dog run
-  **Jessie Ball DuPont Park (Treaty Oak)**  
Repair uplighting  
Future boardwalk repair
-  **Southbank Riverwalk**  
Replace in-ground lighting
-  **St. John's Marina**  
Add benches
-  **Main St. Pocket Park**  
Add park name signage  
Repair in-ground lighting
-  **Northbank Riverwalk**  
Update benches to Riverwalk standard  
Stabilize Riverwalk edge  
Restore planting and irrigation
-  **Water & Broad Park**  
Replace benches  
Replace trash receptacles  
Repair loose pavers  
Provide park name signage
-  **Berkman Plaza Park**  
Provide park name signage & wayfinding





# Initiative 3: Activate

## 3.1 Key Amenities Strategy

The GAI team, along with City of Jacksonville staff, evaluated alternative implementation strategies to address the service gaps identified in prior analysis, including:

- Improvements to pedestrian infrastructure to increase access to existing parks
- Improvements to existing parks
- Utilization of existing publicly owned land to establish new parks and/or amenities
- Establishment of public/private partnerships to establish new amenities (joint-use or dedication)
- Land acquisition for development of new parks

The following maps portray planning scenarios for each amenity type, along with recommended implementation strategies. These strategies will be revisited as part of the 5-year BID plan update. Updates provide the opportunity to evaluate these strategies for potential revision as development and demographic patterns evolve within the downtown districts. To aid in visualization of planning scenarios, the following information has been added as overlays to the previously presented service area maps:

- A curated selection of publicly owned properties, containing properties which represent various degrees of potential use for establishment of new parks and/or amenities
- Locations of proposed amenities
- Estimated service areas of proposed amenities (according to previously established service delivery models)



Multi-Purpose Lawns Planning Scenario 5-Minute Walk

Existing Service Gaps

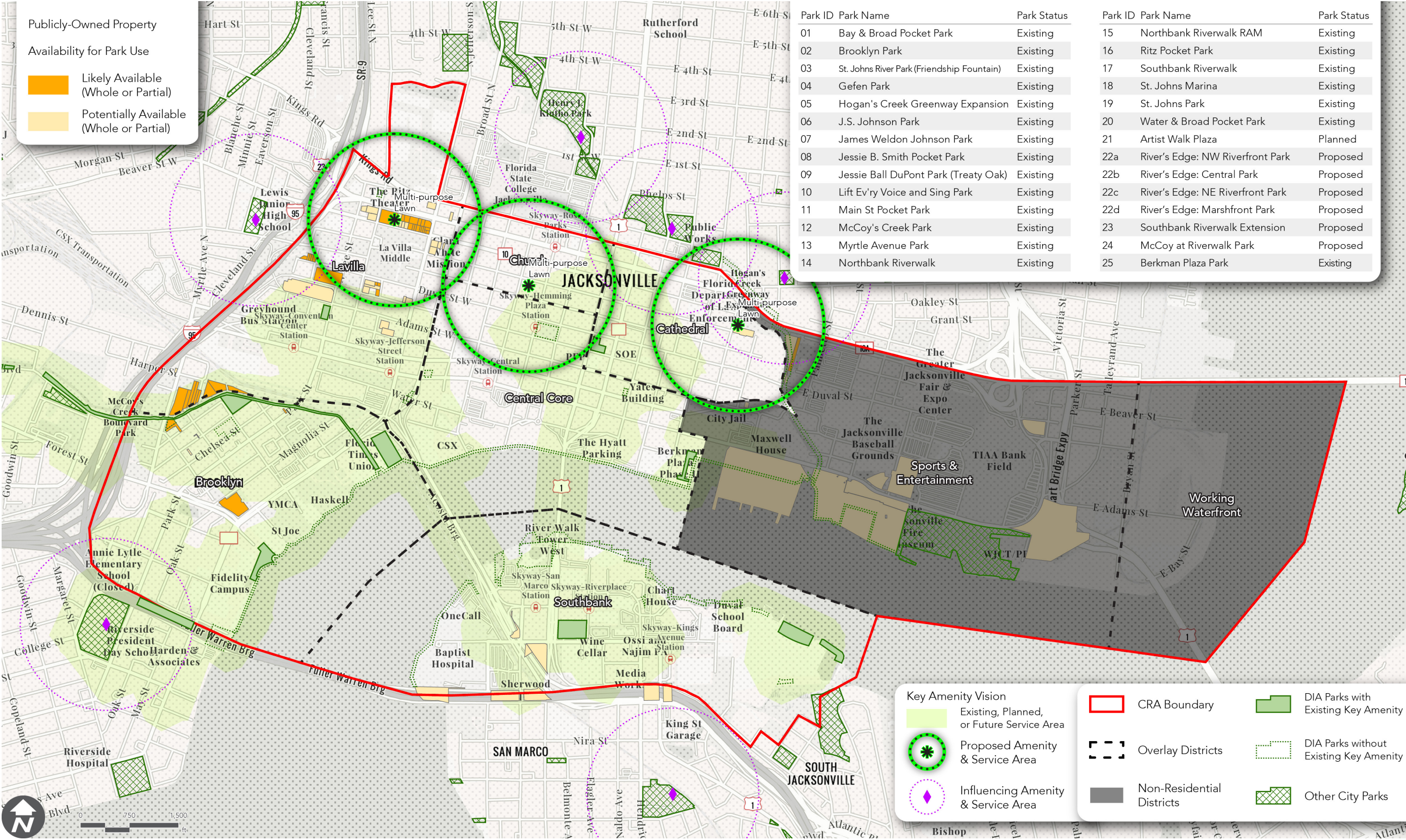
Gaps exist primarily north of the river toward the edges of the CRA and also through the Central Core district.

Influencing Amenities

While a number of multi-purpose lawns are located near the periphery of the CRA, few are conveniently accessed by current and future downtown residents. This is due primarily to the small geographic service area of a 5-minute walk, and additionally due to barriers to convenient pedestrian travel, such as Hogan’s Creek and large highways.

Recommendation

Three additional multi-purpose lawns are recommended in order to address existing service gaps—one each in the LaVilla, Church, and Cathedral districts. A large service gap remains in the Central Core district in the vicinity of the future Jacksonville Landing park site; based on the current development solicitation documents for this site, it is anticipated that this service gap will be alleviated.

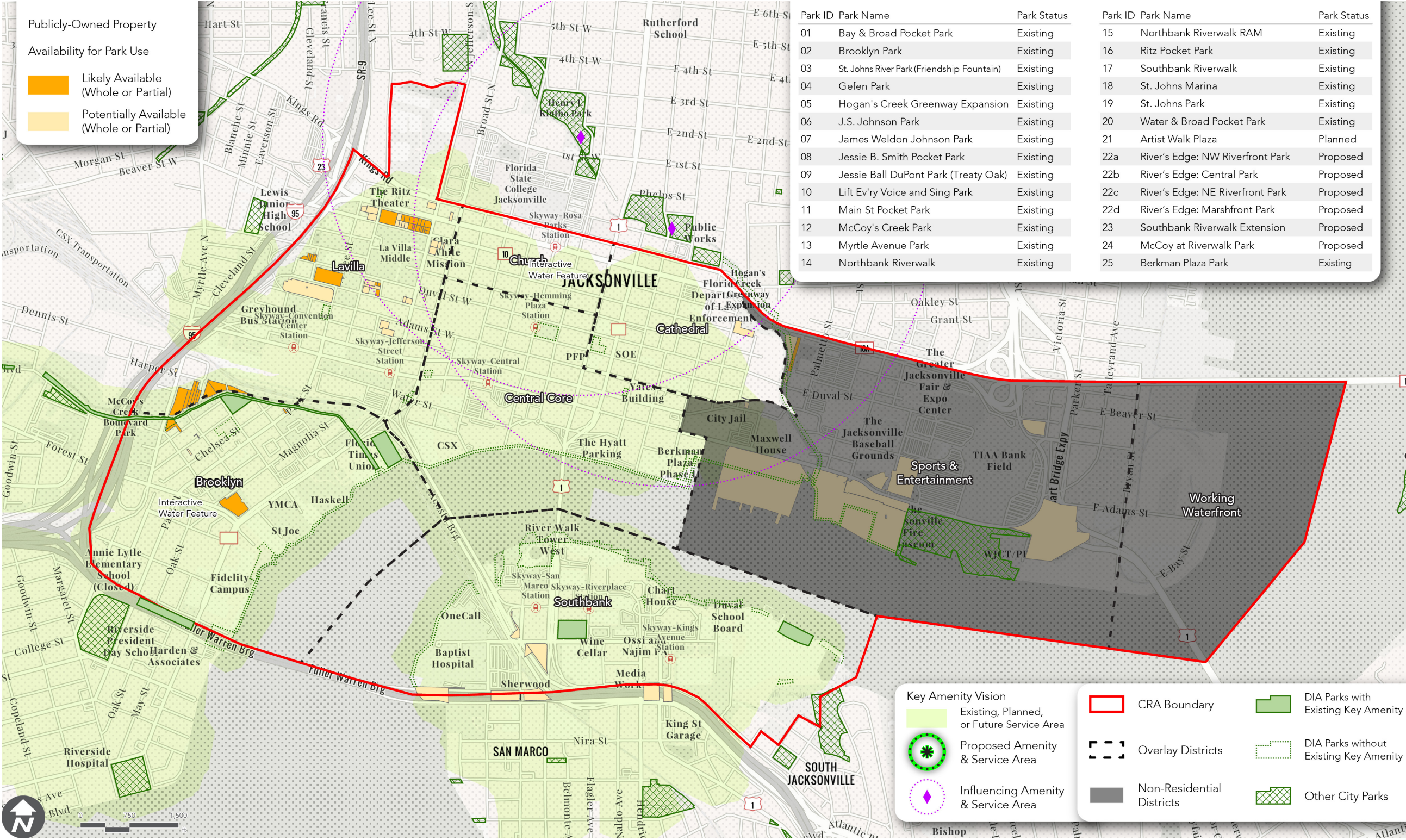




# Large Multi-Purpose Lawns Planning Scenario 15-Minute Walk

**Existing Service Gaps**  
There are no substantial service gaps for large multi-purpose lawns.

**Recommendation**  
No additional amenities recommended





# Shaded Outdoor Seating Scenario 5-Minute Walk

## Existing Service Gaps

Significant gaps exist in the eastern LaVilla/western Church districts, and the eastern half of the Cathedral district.

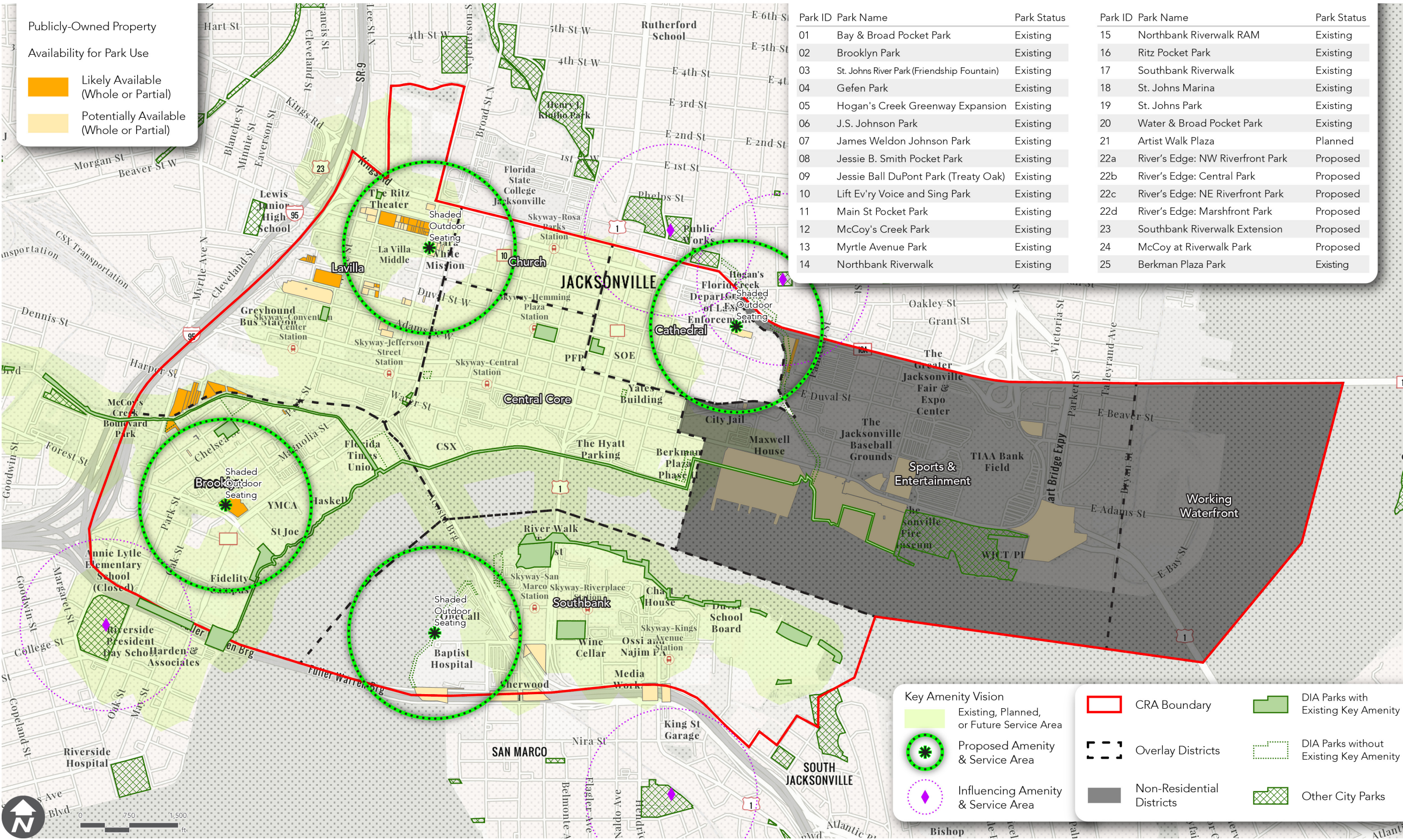
## Influencing Amenities

Opportunities for shaded outdoor seating in parks are located near the existing service gap in east Cathedral; however, the estimated 5-minute walk service area of these amenities does not adequately address the service gaps.

## Recommendation

Establish opportunities for shaded outdoor seating at four additional locations through the CRA. All recommended locations will co-locate shaded outdoor seating with other recommended key amenities.

Note: Although the Brooklyn district is not shown to have significant areas outside of a 5-minute walk to shaded outdoor seating, an additional installation is recommended here to complement the dog run recommended on p. 136. Shaded outdoor seating need on the Southbank is likely to be covered by amenities implemented in the new Southbank Riverwalk expansion.





Dog Run Scenario  
5-Minute Walk

Existing Service Gaps

There are no existing dog runs within the CRA.

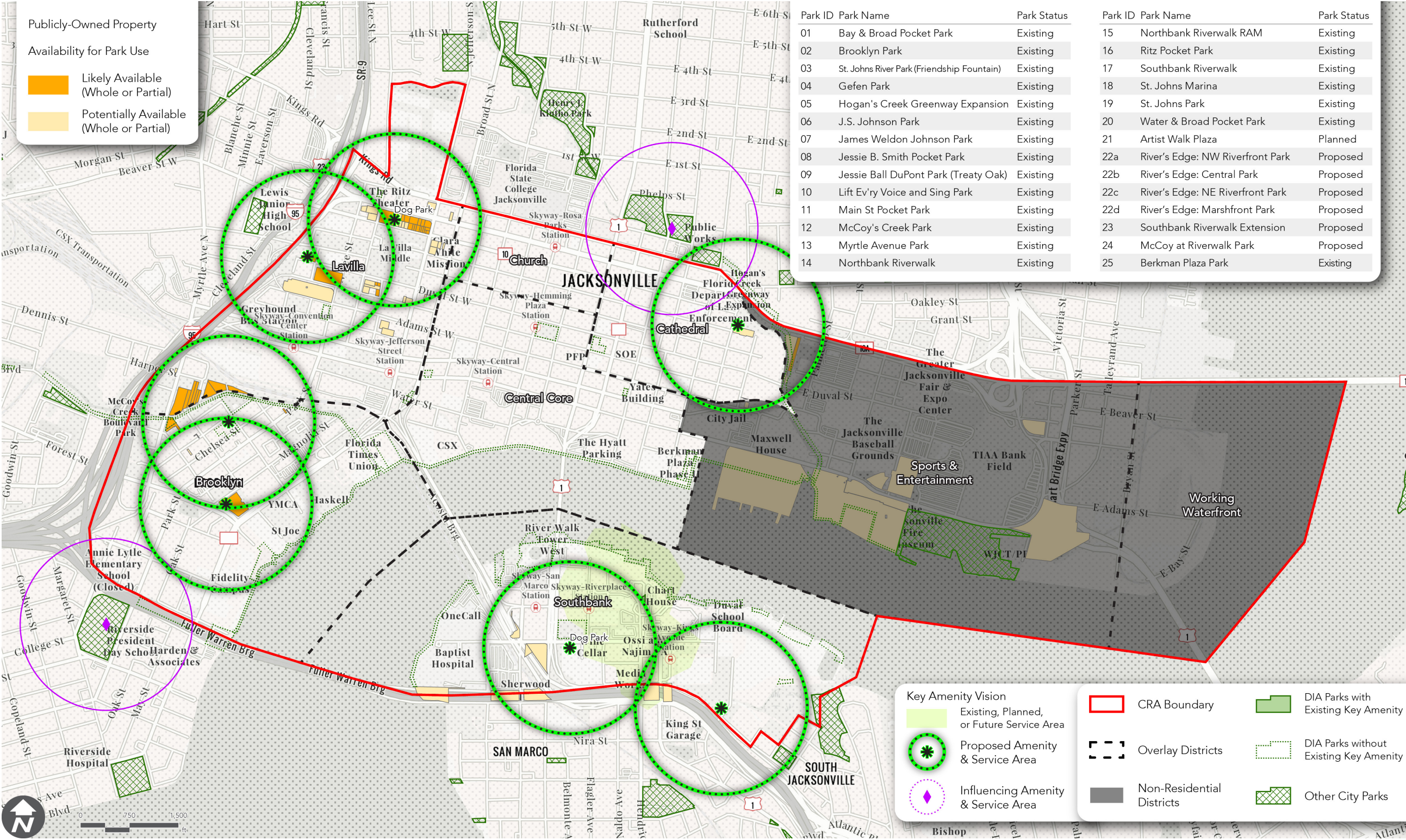
Influencing Amenities

Existing dog parks in close proximity to the CRA are located at Riverside Park and Springfield Park. For the purpose of evaluating the service that they provide as a dog run, they are shown within an estimated 5-minute walk service area.

Recommendation

Establish six dog runs throughout the CRA to provide service to current and future residents. Substantial gaps remain in the Church and Central Core districts—the type of development anticipated in the Central Core district may support establishment of an additional dog run(s) in the future through public/private partnerships.

Note: In addition to proposed dog runs, two proposed dog parks are shown on this map within an estimated 5-minute walk service area.





Dog Park Scenario  
15-Minute Walk

Existing Service Gaps

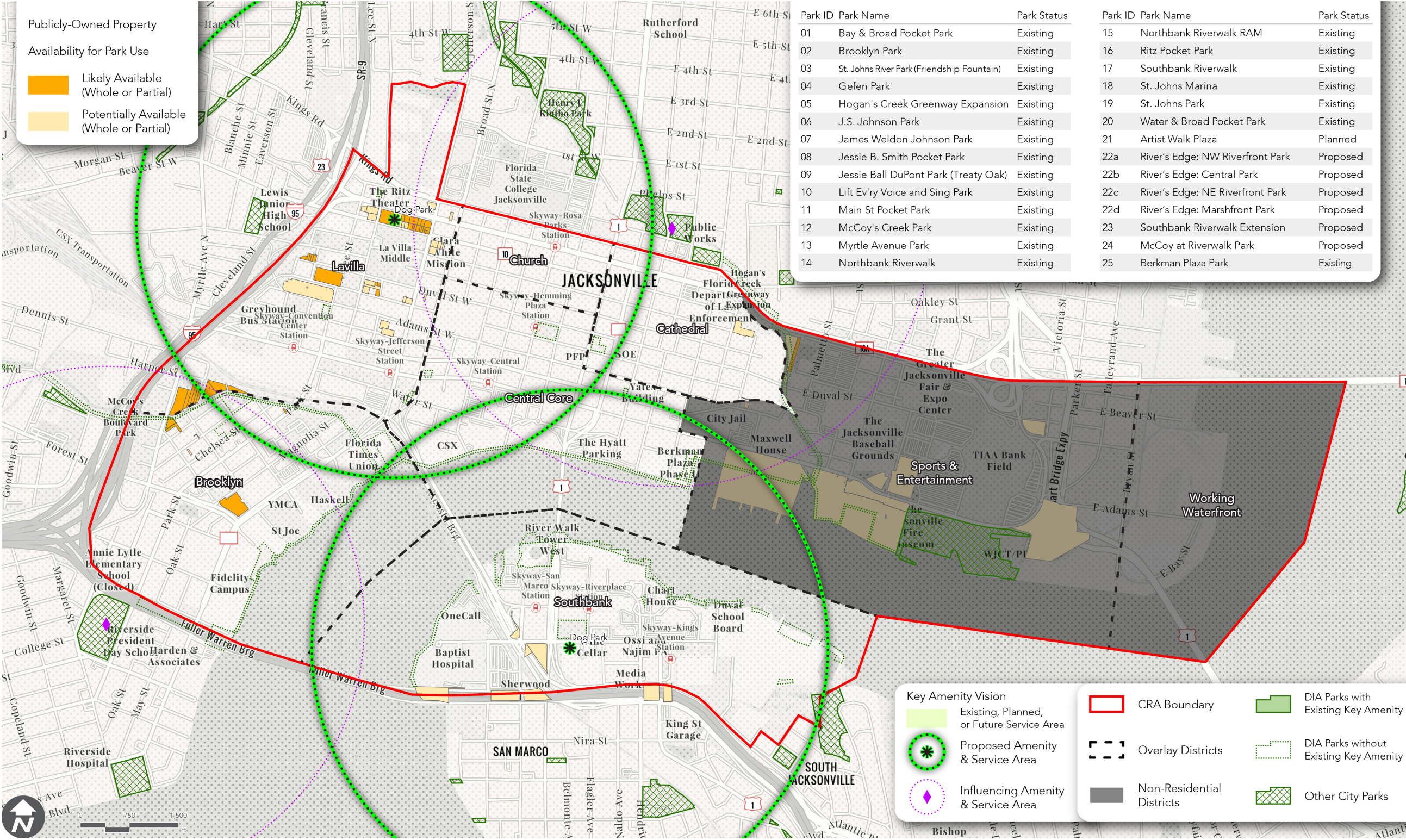
There are no existing dog parks within the CRA.

Influencing Amenities

Existing dog parks in close proximity to the CRA are located at Riverside Park and Springfield Park. They are shown with an estimated 15-minute walk service area, providing service to much of the Brooklyn and Central Core districts, and the entirety of the Church and Cathedral districts.

Recommendation

Establish two dog parks in the CRA to provide service to current and future residents. Combined with service provided by influencing amenities, the placement of the proposed dog parks in the LaVilla and Southbank districts effectively eliminates all existing service gaps in the CRA.





# Play Area Scenario 5-Minute Walk

## Existing Service Gaps

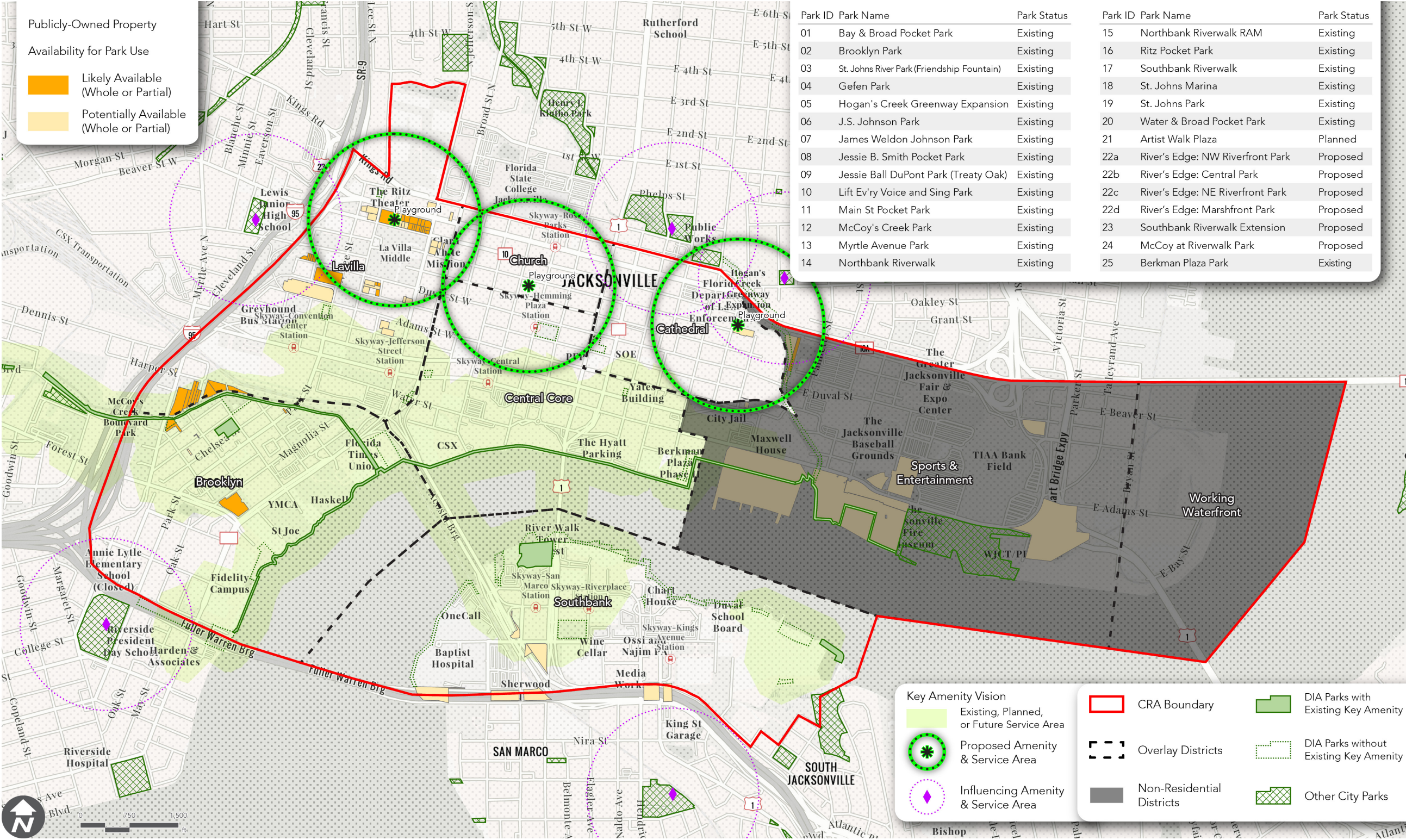
Substantial service gaps exist along the northern edge of the CRA, in the southwest of the Brooklyn district, and portions of the Southbank district.

## Influencing Amenities

Existing play areas in close proximity to the CRA are located east of LaVilla at Florida C. Dwight Memorial Playground, south of Brooklyn at Riverside Park, north of Cathedral at Springfield Park, and Oakland Park. The play area located at Southside Park (south of Southbank) does not provide service to CRA residents in accordance with the estimated 5-minute walk service area.

## Recommendation

Establish three play areas in the CRA to provide service to current and future residents. The proposed play areas are located in the LaVilla, Church, and Cathedral districts. The remaining service gaps are largely non-residential areas (e.g., convention center in LaVilla, Baptist hospital campus, southwestern portion of Brooklyn, and central area of Southbank).





Destination  
Playground  
Scenario  
15-Minute Walk

Existing Service Gaps

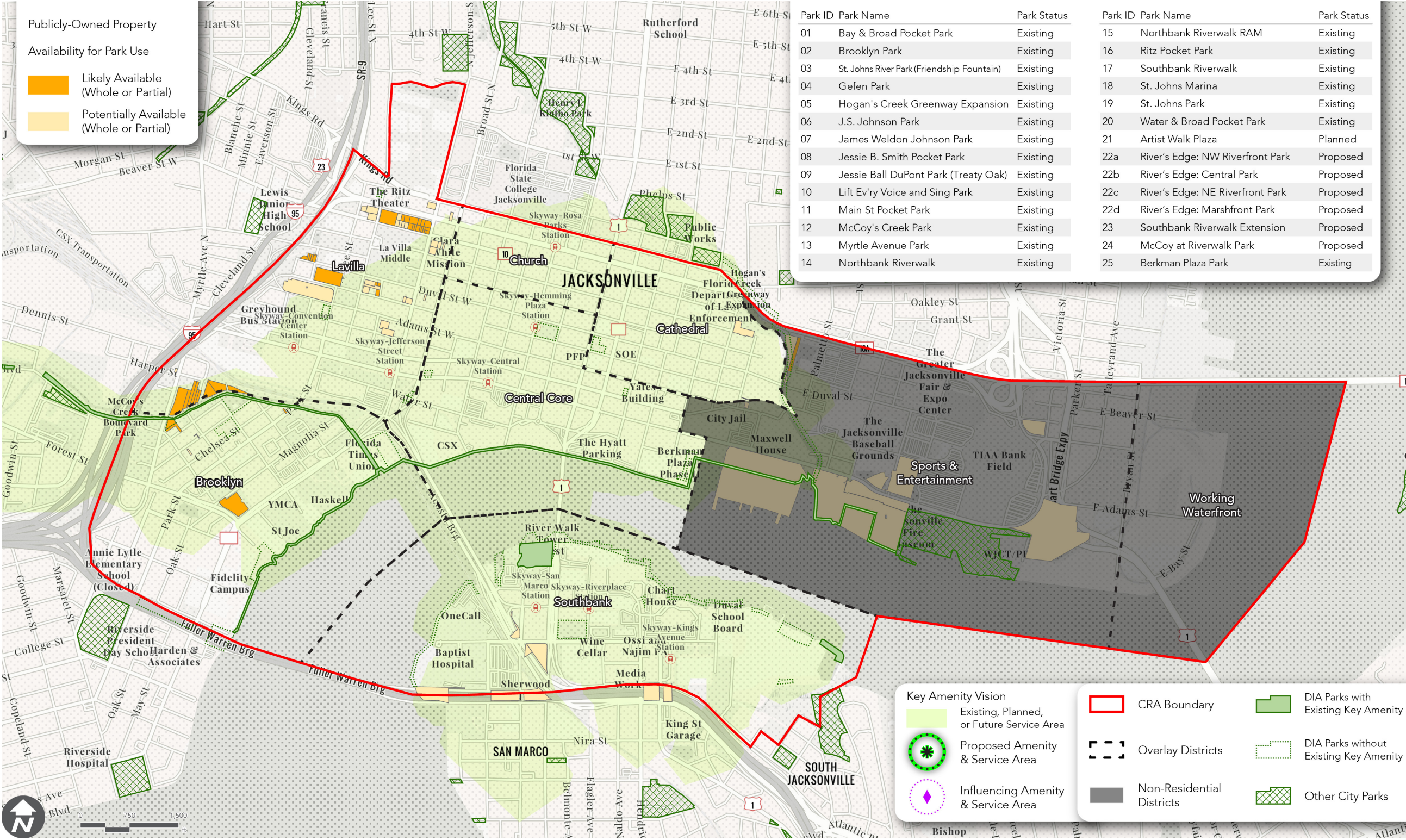
There are no substantial service gaps in residential areas within the CRA. Areas in east LaVilla and south Brooklyn that are shown to be outside of a 15-minute walk to an existing destination playground currently have low residential populations and are in close proximity to either existing or proposed smaller play areas.

Influencing Amenities

There are no destination playgrounds in the immediate vicinity of the CRA.

Recommendation

No additional destination playgrounds are recommended.





Multi-Purpose Sports court Scenario 10-Minute Walk

Existing Service Gaps

Substantial service gaps exist along the northern edge of the CRA, portions of the Central Core district, and the eastern portion of the Southbank district.

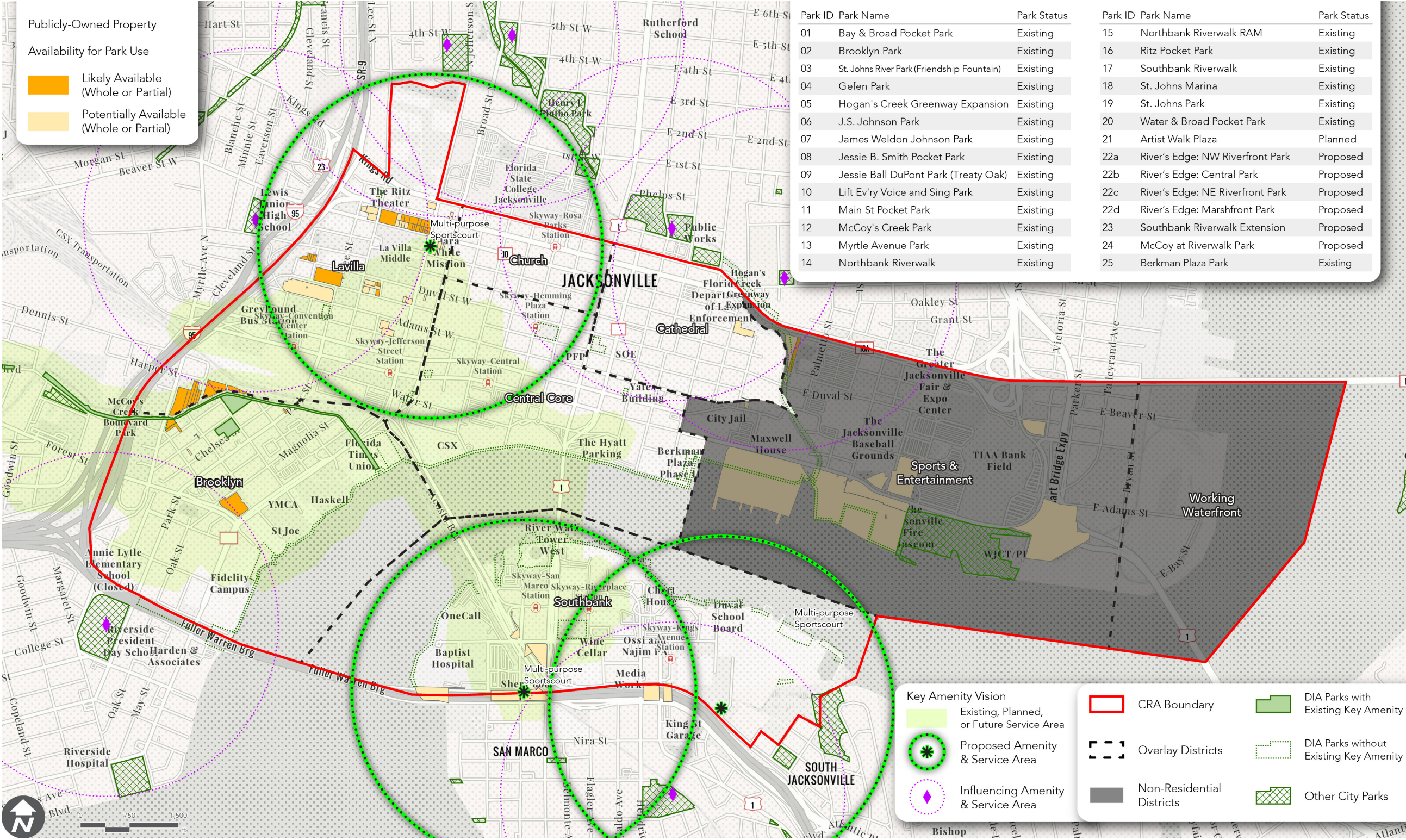
Influencing Amenities

Existing multi-purpose sports courts are found in a number of parks in close proximity to the CRA. These locations effectively provide access to the amenity for existing and future residents in many of the smaller existing service gaps.

Recommendation

Establish three multi-purpose sports courts in the CRA to provide service to current and future residents—one in the LaVilla district, and two in the Southbank district. The remaining service gaps are either within a 15-minute walk of an influencing amenity, or just over a 15-minute walk to existing or proposed amenities.

Note: The proposed multi-purpose sports court located on FDOT property underneath I-95 is intended to serve existing and future Southbank residents while eliminating the need to walk across the Acosta Bridge to amenities north of the river.





# Interactive Water Feature Scenario 15-Minute Walk

## Existing Service Gaps

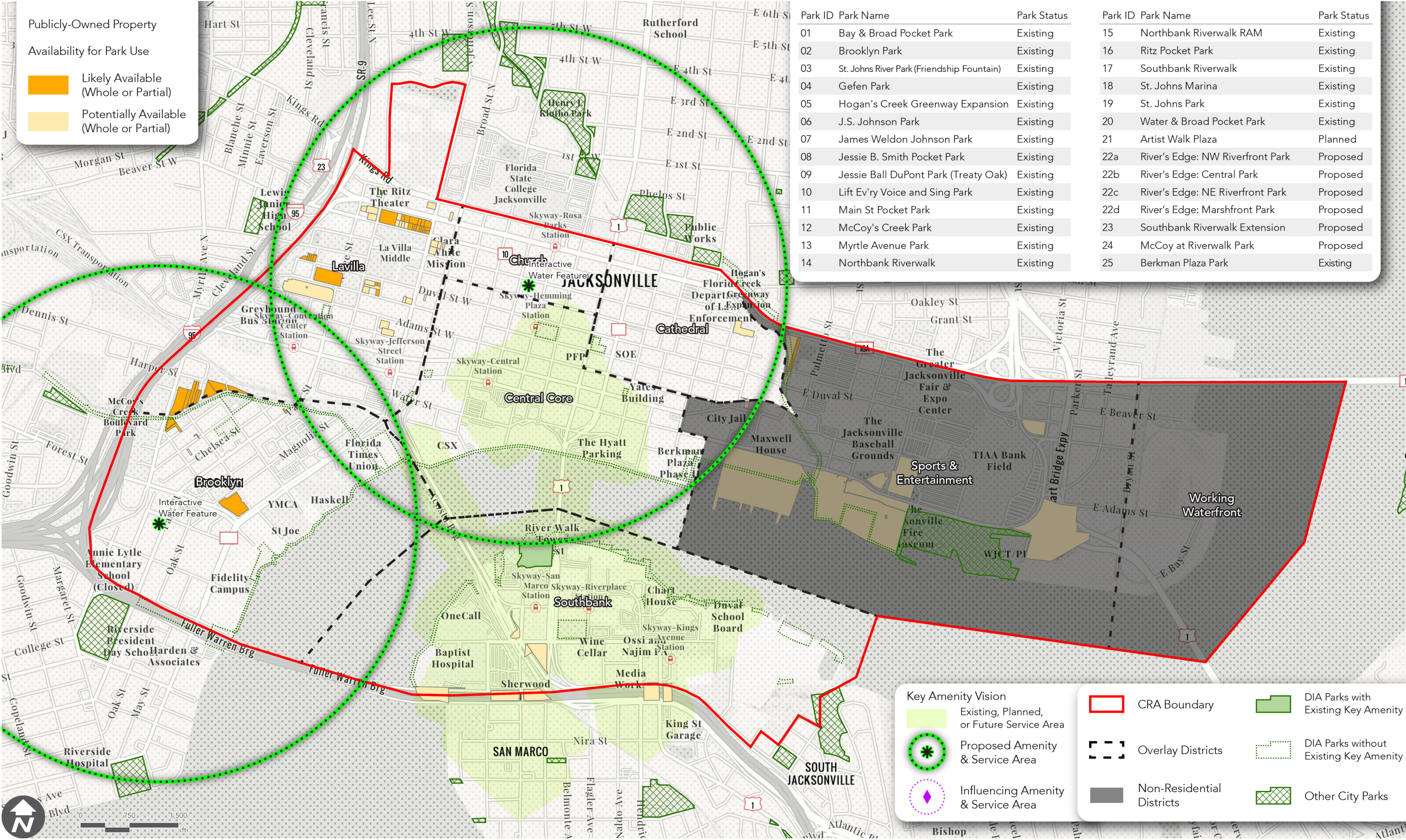
Substantial service gaps exist in the majority of the CRA north of the river.

## Influencing Amenities

There are no interactive water features in the immediate vicinity of the CRA.

## Recommendation

Establish two interactive water features in the CRA to provide service to current and future residents. The proposed amenities are both located north of the river—one in the Church district and one in the Brooklyn district. This strategy effectively provides access to an interactive water feature within a 15-minute walk to nearly all current and future CRA residents. Future residents of River’s Edge development in Southbank will be located just over an estimated 15-minute walk to the interactive water feature located at St. John’s River Park (Friendship Fountain); however, with its location along the riverfront and the lack of a feasible location for implementation, there are no additional interactive water features recommended in the Southbank district.





Combined Vision  
Park Planning Scenarios

- A. Establish a new signature park featuring an interactive water display. Suitable publicly owned property is not available within the area of need for this key amenity. It is recommended to pursue establishment through a joint-use agreement, land dedication during future redevelopment activities, or through acquisition of additional parkland.
- B. Establish a dog run within J.S. Johnson Park.
- C. Establish a new neighborhood park featuring a dog park and shaded outdoor seating on publicly owned property. This land is currently subject to agreements with adjacent residential development and managed by RWSM.
- D. Establish a dog run on publicly owned property. This land is currently in use by JSO for police K-9 unit training; however, it is expected to become a park as part of the Emerald Trail system.
- E. Develop a new signature park on publicly owned properties with the following amenities: dog park, multi-purpose lawn, and play area. This land is currently partially allocated through the LaVilla neighborhood Development Strategy to become a gateway entry park into LaVilla.
- F. Establish a new neighborhood park on publicly owned properties with the following amenities: multi-purpose sports court and shaded outdoor seating.





Combined Vision  
Park Planning Scenarios

- G. Establish a new signature park within the Church District with the following amenities: interactive water feature, multi-purpose lawn, and play area. Suitable publicly owned land is not available within the area of need for these key amenities.
- H. Ensure that shaded outdoor seating is included with the development of the Southbank Riverwalk extension.
- I. Establish a new special-use park with a multi-purpose sports court on publicly owned land currently owned by FDOT.
- J. Establish a dog park. Suitable publicly owned property is not available within the area of need for this key amenity. While there is publicly owned land nearby to the east (currently owned by JTA), it is not suitable for a dog park. It is recommended to pursue acquisition of a portion of the Prudential parking lot or adjacent properties for future use as a park.
- K. Establish a new special use park at southeast Southbank including a dog run and multi-purpose sports courts.
- L. Establish a new neighborhood park on publicly owned land in the Cathedral district with the following amenities: dog run, multi-purpose lawn, play area, and shaded outdoor seating. Segments of this property are currently in use by JSO; however, undeveloped portions and a vacant building fronting North Washington Street are available for use as a park.

