

Project Name: Retail Enhancement Incentive Programs

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost:

Comprehensive Plan Consistency:

Future Land Use Element Policy 1.1.19

Goal 3: Retail/Food & Bev/Entertainment
Goal 4: Vibrancy

The success of many great downtown streets has much to do with its continuity of retail uses on the first floors of buildings. This continuity increases the retail interest in a street, provides a heightened degree of liveliness, color, movement, and energy, and provides the necessary synergy among retailers that ultimately results in greater sales and interest from additional retailers.

The DIA supports the City's downtown revitalization objectives, and through community workshops and input from numerous stakeholders, has determined that retail and restaurant recruitment and art galleries and entertainment themed businesses are necessary for continued economic development and residential growth in the Downtown area, and a priority within the Northbank Core Retail Enhancement Area as identified in the incentive program guidelines. Two targeted food and beverage districts have been established to provide compact walkable dining districts with nearby public parking. Waterfront restaurants are a specific priority with their own incentive parameters as are sidewalk cafes and grants that help restore street facing building facades. Additional programs may be added, and proposed programs modified as market conditions dictate.

All Retail Incentive Enhancement programs will be structured as grants with clawbacks subject to maintaining performance requirements during a defined compliance period but are often referred to as Forgivable Loans. To streamline documentation, DIA has chosen to eliminate Loan agreements and recorded security instruments in favor of grant agreements with applicable clawback language. All eligible properties are located within the boundaries of either the Northbank or Southside CRA (the "Retail Program Areas"). As such, individual awards will be funded from the Retail Enhancement Program funding of the applicable CRA or from the available Forgivable Loan or Retail Enhancement Program funding within the Downtown Economic Development Fund.

The DIA will allocate funds on an as needed basis to provide recoverable grants to any property or business owner with qualified projects to assist with offsetting some of the costs associated with renovating or preparing commercial space for retail, salon, restaurant, gallery or other similar use for occupancy as identified more completely elsewhere in the incentive guidelines. Funds may be used to retain and improve existing businesses or to recruit new businesses in the geographic areas identified in each Retail Enhancement Program. The following identifies specific goals for the Program:

- Increase the mix of shopping, dining, and entertainment options for Downtown residents and visitors to the Downtown area;
- Expand the local property tax base by stimulating new investment in older, Downtown properties;
- Expand state and local sales tax base by increasing sales for new or existing shops; and
- Attract new and retain existing business to/in Downtown by decreasing renovation costs incurred for modernizing retail space in older, commercial properties in the Retail Program Areas.
- Establish new retail businesses in new properties deemed to be making significant contributions to growth within an identified area of importance within the Retail Program Areas.

To advance recruitment and marketability, the recoverable grant ("Grant") provides an incentive to improve the interior appearance and functionality and the utility of street level storefronts for the purpose of attracting retail and restaurant owners/investors and to draw more commercial activity to the

Downtown area. Within the Northbank CRA, the Basic Retail Enhancement Grant, the Core Area Retail Enhancement Grant, Food and Beverage Retail Enhancement Grants, Facade Grants, Waterfront Restaurant Grants and Sidewalk Café Grants will be available to eligible applicants as identified in the Retail Enhancement Program Guidelines and subject to available funding.

Project Name: Housing Incentive Programs

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: \$500,000 year 1

Comprehensive Plan Consistency:

Future Land Use Element Policy 2.3.1

Goal 2: Housing
Goal 6: Walkable/Bikeable
Goal 7: River Access

The future of Downtown Jacksonville depends on the future of Downtown housing. Urban housing density makes Downtown retail viable and enriches the character of Downtown for tourists and office workers who drive economic growth. The goal is to create market conditions in which residential is viable without public funding, but first, incentives must fill gaps to ensure that Downtown can compete with outlying areas.

Residential growth will have positive impacts on Downtown Jacksonville and serve as a for other forms of growth. Residential growth is the key to unlocking the positive benefits sought for the City, including amenities, redevelopment of existing building stock, and the presence of more vibrant neighborhood life on the streets and in the public realm. Providing a mix of housing typologies at a range of price points will allow for growth in the permanent population is key to area revitalization. Residents – more so than workers or tourists – are the vital human ingredient in defining a neighborhood's lasting character. Furthermore, establishing a permanent population base will provide evidence to retailers and employers that Downtown can and should be a viable location to operate. The best way to attract a diverse population is by providing high quality housing and a wide range of housing types that are accessible to a broad range of incomes.

The Plan recommends the DIA focus resources on increasing housing through the BID Strategy's use of grants, incentives, and tax abatements such as, but not limited to, a DIA Multifamily Housing REV grant Program, a DIA Small Scale Multifamily Incentive Program, and an Affordable Housing Development Loan Program. A predictable and consistent housing incentive program can facilitate development at the pace required to reach the DIA's conservative target of a minimum of 7,500 Downtown built and occupied dwelling units by 2030. Communities with residents who like where they live and live near their workplace are more successful and put less strain on the built environment, which leads to a growing local economy. The more people like Downtown and grow roots here, the more the local downtown economy will grow as well. Over time the incentive program and other actions will support reduction or modification of incentives, as a critical mass of dense urban development increases market demand and makes development projects feasible without subsidy.

Public benefits that developers should be expected to provide include:

- An exemplary standard of urban design with emphasis on density;
- Structured parking or contribution to shared parking; surface parking internal only (no surface parking lots unless screened by buildings fronting all streets); and
- Ground-floor transparency, façade differentiation and other zoning overlay criteria.
- Waterfront restaurants required for all riverfront residential; riverfront setbacks, height step backs and view and access corridors
- Public access and easements for riverfront and creekfront trails, enhanced sidewalks
- Mixed-use structures to create opportunities for residents to dine, shop, and find entertainment within walking distance of their homes

- Commitments to maintenance and programming of adjacent parks
- Consideration for resiliency

The CRA should consider an initial funding commitment for the Small Scale program of \$500,000, adding funds annually as needed dependent upon demand.

The Multi-family REV is self-funding from the CRA and the Development Loan program has previously budgeted funds available.

Project Name: Commercial Office Incentive Program

Plan Schedule: 2022-2027	Supporting Redevelopment Goals:
Estimated Cost:	<div style="border: 1px solid black; padding: 5px;"> Goal 1: Commercial Office Goal 4: Vibrancy </div>
Comprehensive Plan Consistency: Future Land Use Element 1.1.19	

In order to increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the region's epicenter for business, the DIA has established a Commercial Office Incentive program.

Office workers have served as the primary source of customers for Downtown businesses for many years. As residential opportunities increase, Downtown employees are a primary target market to occupy new housing developments and they remain a critical market that attracts shopping and food and beverage establishments to the Northbank CRA. The retention and growth of this important segment is integral to success and growth of the Northbank CRA in addition to Downtown overall.

The recent pandemic has changed office utilization patterns. To remain competitive with suburban markets where parking is often free and readily available, to encourage leasing of vacant Downtown office space and to incentivize new office construction when build to suit or accompanied by job creation, the CRA should consider use of its resources, or when inadequate, request funding from the City, to accomplish this goal and fund this program as needed. Initially funding will be requested for appropriation to the Downtown Economic Development Fund.

Project Name: Façade Grant Program

Plan Schedule: 2022-2027	Supporting Redevelopment Goals:
Estimated Cost: \$	<div style="border: 1px solid black; padding: 5px;"> Goal 1: Commercial Office Goal 5: Clean/Safe/Healthy/Accessible </div>
Comprehensive Plan Consistency: Historic Preservation Element Objective 1.4	

The DIA has created a Façade Grant Incentive program to assist in renovation and restoration of street front building facades. The program is designed to improve the appearance of the Downtown buildings facing the street, improve the pedestrian experience and enhance property values. It is available to assist property owners facing citations for exterior maintenance violations and for those seeking to upgrade their property.

Initial program efforts will be focused in the Central Core.

Project Name: Parking Screening Grant Program

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: \$

Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Improve Walkability/Bike_ability

Comprehensive Plan Consistency:
Future Land Use Element Policy 2.3.4

The DIA has created a Parking Screening Grant Incentive program to assist in property owners with the cost of improvements required by the Downtown Zoning Overlay. The Overlay adopted in 2019 established a phased -in requirement for screening of existing surface parking lots. The incentive program will require funding by the CRA in the current year but diminishing in successive years as the compliance deadline is reached.

Project Name: Downtown and Northbank Neighborhood Branding

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Goal 1: Commercial Office
Goal 2: Residential
Goal 3: Retail/Food & Bev/Entertainment
Goal 7: River Access

Comprehensive Plan Consistency:
Future Land Use Element Objective 2.3

The DIA may assist with funding and support of promotional activities in order to raise awareness and interest in the Northbank CRA, provide support for area businesses, and help brand Downtown Jacksonville regionally, nationally, and internationally. Promotional campaigns should create a positive image for the Northbank CRA neighborhoods, and be aimed at increasing business volume, development activity and residential interest in the each of the unique Downtown neighborhoods on the Northbank - Brooklyn, LaVilla, Cathedral Hill, City Center, and Sports and Entertainment.

Located within the City Center neighborhood is The Elbow District. Dubbed by locals as Downtown Jacksonville's entertainment district, this area has potential to become much like Beale Street in Memphis or Bourbon Street in New Orleans. The Elbow is also one of two DIA Food & Beverage Retail Enhancement Program districts. It is a key link to events and activities in the Sports & Entertainment neighborhood and its success has the potential to spill over onto the Hyatt Regency and the site of the former Duval County Courthouse Catalyst Site. As such, particular emphasis should be focused on branding The Elbow as its own sub-district within City Center.

Branding implementation may also include neighborhood specific streetscape improvements, art and light installations, landscape improvements and signage to reinforce the unique character of each neighborhood.

Project Name: Shotgun Houses

Plan Schedule: 2022-2025

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

Historic Preservation Element Goal 1

Goal 4: Vibrancy

The DIA has three historically designated shotgun houses in its inventory that have been vacant and deteriorating. The COJ Parks Department has sought to relocate one of the houses to Lift Ev'ry Voice and Sing Park and CRA has set aside funds to restore the exteriors of the remaining two including roof, siding and windows as well as structurally stabilize the foundation and floor. This work should be completed in 2022-2023.

DIA should actively pursue adaptive re-use opportunities thereafter that would respect the historic significance of the structures, allow public access, complete restoration of the buildings, ensure long term maintenance and add to the character and activation of LaVilla.

Project Name: Urban Art and Streetscape Program

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: \$500,000

Comprehensive Plan Consistency:

Future Land Use Element Policy 3.2.15
Future Land Use Element Objective 2.3

Goal 4: Vibrancy

The Urban Art and Streetscape Program is an arts-based civic engagement initiative to promote community development through urban design and attractive streetscape enhancements with semi-permanent and permanent public art installations. Individual artists or artist teams are encouraged to partner with property owners (public and private) to produce façade enhancements and streetscape designs that engage audiences of all ages at the street level. The Urban Art and Streetscape Program is complimentary to clean up and beautification initiatives with each community-based activity further enhancing and shaping the city's overall design and visual aesthetic while highlighting the individuality and identities of residents, schools, and businesses by neighborhood. Some projects will require joint agreements as they involve multiple administrations, agencies, and authorities. Installations could include murals on building facades, hanging light and art installations over streets, painted crosswalks, sculptures, interactive installations, etc.

Initial efforts will be focused in the two targeted Food and Beverage Districts in the Core Retail Enhancement area as well as installations in each Neighborhood that reinforce the neighborhood brand personalities.

Project Name: Historic Markers

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: \$ TBD- Downtown Economic Development Fund and CRA

Goal 4: Vibrancy

Comprehensive Plan Consistency:
Historic Preservation Element 1.7.2

In 2016, a portion of Downtown Northbank was declared a National Historic District, and within and beyond the District boundaries, the Northbank is home to many locally designated sites and landmarks. An historic walking tour brochure and mobile app were created by Visit Jacksonville. To complement the brochure and app, and to add to the interest and vitality of Downtown, DIA should consider funding creation and placement of historic markers throughout Downtown identifying not only the locations of historic buildings and sites, but also providing interesting and engaging content regarding noteworthy sites. Markers may be affixed to buildings, located in the sidewalk, or otherwise installed in proximity to the site or building.

Initial funding has been identified in the Downtown Economic Development Fund.

Project Name: Northbank Riverwalk Extension and Enhancement

Plan Schedule: 2022-2027

Supporting Redevelopment Goal:

Estimated Cost: TBD CRA and City CIP

Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Improve Walkability/Bike_ability
Goal 7: River Access

Comprehensive Plan Consistency:
Future Land Use Element Policy 8.2.4
Recreation and Open Space Policy 4.1.4

Complete the continuous Northbank Riverwalk from Fuller Warren on the west (the western boundary of the CRA) through Metropolitan Park on the East. Future segments could extend further west to Memorial Park. This will include both CIP projects such as the Riverwalk extension in front of the future MOSH location and extension from Shipyards West to Metropolitan Park, and Riverwalk enhancements/replacements such as at the Four Seasons and at Riverfront Plaza, as well as private developer constructed segments. Expansion of the existing Riverwalk clear zone should be evaluated and where possible additional landscaping and shade added to the Riverwalk. Additional access points to adjacent uplands should be required as conditions to incentives along with substantially extended duration public Riverwalk easements. All adjacent private developments shall be required to include Riverfront restaurants, retail or entertainment venues directly accessible by the public from the Riverwalk in order to be eligible for any incentive. DIA should consider funding enhancement of existing segments to create a sense of continuity and place following recommendations of the SWA Riverfront Design Guidelines completed for DIA in 2018 and the adopted Riverwalk Park Design Criteria and Plant Palette.

While Northbank Riverwalk Enhancements to implement the recommendation of the SWA and DuPont studies will be included in the CRA budgets, the extension of the Riverwalk from Catherine Street to metropolitan Park is a City CIP project.

Project Name: Acquisition and Development of New Northbank Neighborhood Parks

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible

Comprehensive Plan Consistency:

- Recreation and Open Space Policy 1.2.2
- Recreation and Open Space Policy 2.1.6
- Recreation and Open Space Policy 4.1.4

As recommended by the Downtown Parks Assessment and Plan completed in 2021 as part of this BID and CRA update, land for several new neighborhood parks on the Northbank should be located and acquired, or City owned parcels set aside, and developed to provide missing recreational and park amenities in proximity to residents within Downtown neighborhoods. Suggestions include a dog run, playground and sport courts in LaVilla, a playground and other amenities in Cathedral Hill, etc. Optional locations might include the JSO designated parcel on Ashley, and a City owned parcel in LaVilla. The CRA should consider funding land acquisition where needed and design of these parks, and development if funding is available or alternatively seek inclusion in the City CIP.

DIA will consider incentives for creative ideas that utilize the upper floor or rooftop of structured parking garages for public space such as sport lawns (bocce ball, putting greens, yoga, etc.), dog parks, and other recreational activities. Development of new public garages will similarly be considered for opportunities to build out such space for public parks and recreational uses that benefit of the community.

Project Name: Landmark Public Park System on the St. Johns River

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Walkable/Bikeable
Goal 7: River Access

Comprehensive Plan Consistency:

- Future Land Use Element Policy 8.1.7
- Future Land Use Element Policy 8.2.4
- Recreation and Open Space Objective 4.1
- Recreation and Open Space Policy 4.1.2
- Recreation and Open Space Policy 4.1.4

The following excerpts are from a presentation entitled *How Cities Use Parks for Community Revitalization* that Peter Harnick, Director of Green Cities Initiatives for Trust for Public Land, gave at an American Planning Association City Parks Forum.

Parks are complex elements of a city. They can serve scores of different uses, may be specialized in their function, or can simply provide visual appeal for residents. However they work, they act to define the shape and feel of a city and its neighborhoods. They also function as a conscious tool for revitalization. Parks can stem the downturn of a commercial area, support the stabilization of

faltering neighborhoods, and provide a landmark element and a point of pride for constituents. For all these things, to happen, the city needs to be open and aware of parks' potential to spur revival, and support the elements that are needed to make that happen.

Increasing the supply of residential units at strategic locations in either the Northbank Downtown or Southside CRAs creates an even greater need and draw for a landmark public riverfront park. A landmark public riverfront park would be an essential amenity to increase attractiveness of living and working Downtown.

The Northbank and Southside riverfronts, connected by an amenitized and programmed continuous Riverwalk linking a series of distinctive signature riverfront parks is that landmark park system for Downtown. On the Northbank, the signature parks will include a redesigned and renovated Metropolitan Park, the new 10 acre plus Shipyards West park, a newly constructed Riverfront Plaza park, and a new park at the mouth of McCoys Creek. These larger parks will be developed and maintained as first class destination parks with a variety of amenities and programs that appeal to a broad range of residents and visitors and are accessible to all. The Jessie Ball DuPont initiated Waterfront Activation Strategy and the Riverfront Plaza design competition both gathered extensive public input which will shape the design and programming of these parks. Funding for construction in most cases will be City CIP, however if sufficient CRA funds are available, one or more new riverfront park spaces or elements could be funded by the CRA.

The following summarizes the Project for Public Spaces' 9 Steps to Creating a Great Waterfront: Develop a Downtown Landmark Public Park central to the core, along the riverfront that ties in the surrounding built environment, social atmosphere, infrastructure, human element, and access to the River. Creating a great waterfront includes critical components such as, but not limited to: a focus on great public space, public input and goals, existing assets and context, shared vision, multiple-use destinations along the waterfront, connections to destinations, maximum public access, balance between environmental and human needs, and short-term actions that build confidence towards the greater project.

Project Name: Activation and programming of public spaces

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

Recreation and Open Space Policy 4.1.5
Recreation and Open Space Element Goal 8

Goal 1: Commercial Office
Goal 2: Residential
Goal 5: Clean/Safe/Healthy/Accessible
Goal 7: River Access

This recommended project should be done in concert with the DIA's Activation and Programming efforts within the Southside Downtown CRA. Both the Activating the Waterfront study conducted by the Jessie Ball DuPont Fund and the Downtown Parks Assessment and Plan which focused on off-the-waterfront parks recommended extensive programming to activate Downtown parks and public spaces.

It was recommended that programming follow two year general themes and within that framework, establish consistent daily themes. On the waterfront, a dispersed scenario where multiple sites are similarly activated on a regular basis was suggested as a way to phase in implementation. Options might include physical interventions as well as programs and smaller events. Large scale special events are welcome but do not form the backbone of regular activation. Initially, events on the Riverwalk, in James Weldon Johnson Park and at Riverfront Plaza and Metropolitan Park could include regular weekly, monthly and annual festivals and events to draw local citizens who may not utilize Downtown on a regular basis and should appeal to variety of audiences from single adults to families with small children. Possible events might include a concert series, kids' crafts and activities, outdoor movies, Art Walk, and exercise and art classes. Consistency and quality, as well as the diversity of the offerings, are important and should guide implementation strategies.

Programming should be funded annually over the next five years by the CRA but private sponsors and partnerships should eventually assume that responsibility. Incentive programs for office and residential development should incorporate funding commitments from developers whenever their properties benefit directly from park space or the Riverwalk.

Project Name: Enhanced maintenance of public spaces

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

Recreation and Open Space Goal 9
Recreation and Open Space Objective 9.1

Goal 1: Commercial Office
Goal 2: Residential
Goal 5: Clean/Safe/Healthy/Accessible
Goal 7: River Access

Appropriate maintenance of Downtown parks, public spaces, parking lots, streetscapes and publicly owned vacant lots and buildings is essential to Downtown's revitalization. The CRA should consider financial support of enhanced maintenance efforts and strive to ensure that City contracts and processes are put in place to enhance the level of regular maintenance, upkeep, and accountability regarding Downtown public spaces. The CRA should encourage adoption of public spaces for maintenance by private developers and reward private contributions toward maintenance of Downtown public spaces.

Project Name: St. Johns River & Tributary Access

Plan Schedule: 2022-2027

Supporting Redevelopment Goal:

Estimated Cost:

Goal 4: Vibrancy
Goal 7: River Access

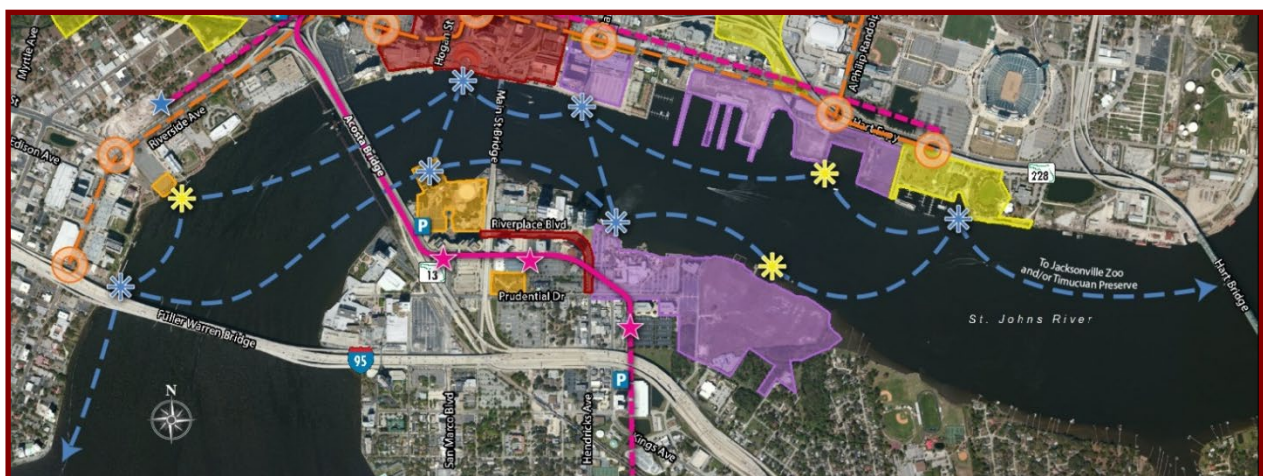
Comprehensive Plan Consistency:

- Future Land Use Element Policy 8.1.7
- Future Land Use Element Policy 8.2.4
- Recreation and Open Space Objective 4.1
- Recreation and Open Space Policy 4.1.2
- Recreation and Open Space Policy 4.1.4

The Plan recommends the creation of a network of sustainable water launches and increased water access for the public to enjoy the St. Johns River. The DIA could bolster water access by (i) improving identification of existing launches, (ii) creating new launches and amenitizing launch sites with fuel, docking, ship's stores, and dining and entertainment opportunities. The current Northbank network comprised of the Metropolitan Park Marina and floating docks at Riverfront Plaza, Jackson Street, and Fuller Warren, along with an ADA accessible kayak launch at Gefen Park, should be expanded to include public docking and a kayak launch at McCoys Creek and increased recreational dock capacities in other locations along the Riverwalk. Fuel should be made available at the public marina slated for reconstruction at Metropolitan Park and the proposed ship's store and restaurant in this location will be desirable boater amenities. The planned marina at Liberty Basin should be completed as soon as practicable and include commercial rental boat and tour opportunities as well as recreational boater slips. This marina will further enhance boater access and provide access to the adjacent existing and planned restaurants.

Secure storage could be made available in the future at kayak launch sites. Possible amenities for all dock areas could include fresh water to rinse boats/gear, trash cans, picnic area, and maps or navigation guides.

The DIA may investigate developing a mooring field for transient and short-term tenant boaters. This would increase the popularity of Downtown Jacksonville with vacationing boaters, increase the amount of marine activity during events (Jazz Fest, sporting events, concerts, others) and make the riverfront (through the addition of large boats and yachts) more aesthetically pleasing. Initial considerations suggest that long-term tenancy (liveaboards) may lead to issues with discharge and derelict vessels and would not be considered desirable.



Project Name: Improved Wayfarer Signage

Plan Schedule: 2024-2026

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

Future Land Use Element Policy 3.2.5

Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible

The Northbank Downtown CRA is comprised of several Neighborhoods or Districts, but no coordinated signage and wayfinding system was ever implemented to help people locate destinations and move from one neighborhood to another.

The implementation of a consistent, clean, and accurate system of wayfarer signs can better define the Northbank Downtown CRA portion of Downtown Jacksonville, reinforcing its unique character, attributes, and assisting both motorists and pedestrians in navigating through the area in a pleasant and easy way. These identifiers could not only provide improved directional information for both those in vehicles and pedestrians, but they also can become major elements of an improved public environment that add color, liveliness and a degree of celebration to the public realm. The combination of improved information for those residing or visiting Downtown Jacksonville, a reinforcement of the special character of the Northbank Downtown CRA, and a heightened level of liveliness makes the improved wayfarer signage system one of the most useful and cost-effective implementation measures the DIA can use to move the Plan forward.

The recommended project supports developing a dedicated brand identity with short-term beautification initiatives that improve connectivity and walkability. The improved signage has the ability to string other Downtown projects together and directly addresses an impediment for visitors of easily identifying parking, public spaces, and points of interest. It is a near-term effort to combat the negative perception that it is difficult to find your way around Downtown Jacksonville, while also serving as a form of beautification.

Project Name: Liberty Street Improvements

Plan Schedule: TBD

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

- Transportation Element Policy 1.5.3
- Transportation Element Objective 4.1
- Transportation Element Policy 4.1.4

Goal 4: Vibrancy Goal 5: Clean/Safe/Healthy/Accessible Goal 6: Walkability/Bike-ability Goal 7: River Access

All Downtown infrastructure improvements shall accommodate pedestrians and bicyclists within existing street network to establish a dedicated network. These facilities will provide for improved access, convenience, and safety to major destinations within Downtown to surrounding neighborhoods. Each improvement and project shall build upon priorities identified in the 2030 Multimodal Transportation Plan and the North Florida Transportation Planning Organization (NFTPO) Downtown Jacksonville Bicycle and Pedestrian Route Plan, and the COJ Bicycle Pedestrian Master Plan as well as other previous work to identify strategic corridors and a variety of facility types to be determined. In addition, each improvement and project shall consider bicycle treatment options outlined in both the AASHTO Guide for Development of Bicycle Facilities and the National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide.

All improvements and projects will take into consideration the following traffic analysis essentials:

- Ease of Implementation
- Connectivity
- Crash Data
- Gap Analysis
- Count Data
- Volume Data
- Speed Data
- Impact Assessment
- Synchronization of Signals
- Pedestrians and Bike Signal Improvements
- Traffic Calming Recommendations

Cycle tracks provide bicyclists exclusive space in the roadway by separating them from motor vehicle traffic with raised medians. The Plan recommends giving Liberty Street a road diet reducing lanes from four to two lanes. The Plan recommends north-south protected bike lanes (cycle tracks) along the west side of Liberty Street connecting the Klutho Park Greenway with the Northbank Riverwalk. Liberty Street is a four-lane undivided road with some on-street parking and very low traffic volumes. In the context of the new American urban economy, protected bike lanes (cycle tracks) promote economic growth in several common ways:

- **Fueling Redevelopment to Boost Real Estate Value** Protected bike lanes can bring order and predictability to streets and provide transportation choices while helping to build neighborhoods where everyone enjoys spending time.
- **Helping Companies Attract Talented Workers** Millennials and members of Generation X increasingly prefer downtown jobs and nearby homes. Protected bike lanes make biking more comfortable and popular and can help companies locate Downtown without unnecessary expenses on parking.
- **Making Workers Healthier and More Productive** By creating a clear delineation between auto and bike traffic, protected bike lanes get more people burning calories, clearing minds, and strengthening hearts and lungs. As companies scramble to lower health care costs, employees benefit from the exercise of pedaling to work helping boost overall productivity and reduce bills.
- **Increasing Retail Visibility and Sales Volume** When people use bikes for errands, they're the ideal kind of retail customers: regulars. They stop by often and spend as much or more per month as people who arrive in cars. Plus, ten customers who arrive by bike fit in the parking space of one customer who arrives by car.

Project Name: Bay Street Improvements

Plan Schedule: TBD

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

- Transportation Element Policy 1.5.3
- Transportation Element Objective 4.1
- Transportation Element Policy 4.1.4

Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Walkability/Bike-ability
Goal 7: River Access

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- Traffic Calming Recommendations

The Plan recommends the development of a greenway, including increased walkability and accessibility and two-way protected bike lanes (cycle track) on the north side of Bay Street offering a protected east-west bicycle connection all the way from **Jefferson Street to Liberty Street**, connecting with new north-south bicycle paths also recommended in the Plan. This can be accomplished by removing one travel lane with the one-way portion of Bay Street remaining one-way.

- Segment A (Stadium to Liberty) 4,600'
- **Segment B (Liberty to Ocean) 1,275'**
- **Segment C (Ocean to Hogan) 1,250'**
- **Segment D (Hogan to Jefferson) 1,885'**
- Segment E (Riverside Ave Ramps)

Project Name: Pearl Street Improvements

Plan Schedule: TBD

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

- Transportation Element Policy 1.5.3
- Transportation Element Objective 4.1
- Transportation Element Policy 4.1.4

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| Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Walkability/Bike-ability
Goal 7: River Access |
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- Pedestrians and Bike Signal Improvements
- Traffic Calming Recommendations

This recommended project is a simple and reasonably low-cost model project aimed at making Downtown Jacksonville a great bicycle friendly urbanized area linked to adjacent neighborhoods to the north. Apart from the recreational opportunities, bikeways and trails offer excellent opportunities for transportation. Dollar for dollar, bicycle infrastructure is the most cost effective means of transportation available.

The existing configuration of Pearl Street is a confusing combination of two-lane, four-lane, one-way and two-way sections. In support of the Plan recommendation to convert Pearl Street to two-way traffic, the Plan also recommends a simple improvement to the Pearl Street corridor that will facilitate and encourage safe bicycle travel all the way from Springfield and the downtown campus of Florida State College at Jacksonville and to the St. Johns River.

These improvements can be as simple as bicycle lane markings and enhanced intersection markings, to complement the Hogan Street cycle track and multiuse trail. The project would result in a pleasant and safe bike route between Springfield and Riverside via the Northbank Riverwalk and the sidewalk on Riverside Avenue.

The recommended bikeway would extend from State Street (the Northbank Downtown CRA's northern boundary) to the Northbank Riverwalk. This is a critical link in the urban bikeway system connecting residential and employment uses and cultural and entertainment assets along the St. Johns River.

Section One extends from State Street to Duval Street. It contains wide pavement areas that are good candidates for installation of bike lanes that could link residential uses to the north to Downtown employment, recreational, and entertainment opportunities.

Section Two extends from Duval Street to the Northbank Riverwalk. If there is not sufficient space for a protected bike lane for every block, a shared street marking could accommodate bicycle travel.

Project Name: Restore Two-Way Street System

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: \$ TBD

Comprehensive Plan Consistency:

- Transportation Element Policy 1.5.3
- Transportation Element Policy 1.6.1
- Transportation Element Objective 4.1
- Transportation Element Policy 4.1.4

Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Walkability/Bike-ability

All Downtown infrastructure improvements shall accommodate pedestrians and bicyclists within existing street network to establish a dedicated network. These facilities will provide for improved access, convenience, and safety to major destinations within Downtown to surrounding neighborhoods.

Existing Downtown one-way street patterns promote faster speeds and reduce wayfinding and traffic dispersion for motorists and lead to confusion and circuitous travel to destinations and attractions. For the casual visitor to Downtown Jacksonville, the one-way street grid often presents a confusing circulation pattern and a frustration at the inability to find a specific location. Often times, drivers are taken blocks out of one's way in trying to return to a destination or find off-street parking. As Downtown Jacksonville redevelops over the coming years, the need for traffic dispersion in the Northbank Downtown CRA will be increased. Two-way streets, coupled with on-street parking and street trees tend to work together to slow automobile travel speeds thereby creating a more walkable, pedestrian-friendly environment. The Plan Update recognizes that some streets are best retained as one-way, to facilitate safer travel and increase vehicle capacity. In order to improve the pedestrian experience and make businesses more visible and accessible, the Plan Update recommends that several one-way streets be converted to enable two-way travel in order to improve wayfinding, improve access to properties, and reduce travel distance to destinations. Listed below those streets the Plan Update recommends being converted to two-way travel in an effort to enhance street-level activity and vibrancy in the Northbank Core Retail Enhancement Area and increasing the visibility of downtown businesses and retailers. The recommended conversions do not alter the arterial loop of one-way roadways that frame the Northbank Core Retail Enhancement Area.

<u>Roadway</u>	<u>From</u>	<u>To</u>
Monroe Street	Pearl Street	Liberty Street
Adams Street	Jefferson Street	Liberty Street
Forsyth Street	Broad Street	Liberty Street
Pearl Street	Riverwalk	State Street
Julia Street	Bay Street	State Street

The DIA will coordinate and partner closely with the City's Public Works Department because the signal synchronization system in place Downtown assumes a certain flow and speed of vehicles that is used to maximize the timing of signal sequences. However, the operational disadvantages associated with one-way streets, in which the existing system forces drivers to follow out-of-direction routes to their destinations, causing an increase in the number of turning movements required and the vehicle-miles of travel offsets the signal synchronization issue. Signal synchronization can be dealt with so that signal progression can be maintained on two-way streets to favor the peak direction movement during the morning and afternoon peak periods with minimal effect on vehicular delay or the capacity of the network. Oversized driving lanes should be repurposed to improve walkability with increased walk widths and bikeways. Bicyclists and pedestrians' presence in turn slow cars down, and new bike lanes are a great way to utilize excess road width currently dedicated to oversized driving lanes.

The Northbank CRA has currently funded design of this project on Forsyth and Adams and has allocated funding for basic implementation subject to cost estimate revisions.

Project Name: Artists Live/Work Implementation Strategy

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Goal 2: Housing
Goal 3: Retail/Food & Bev/Entertainment
Goal 4: Vibrancy

Comprehensive Plan Consistency:

Future Land Use Policies 2.3.8, 2.3.11 and 2.3.15
Housing Policies 1.2.14 and 1.4.7

Great cities are known for their distinct and unique art, cultural, and entertainment (ACE) offerings. ACE are not only relevant in creating a sense of place, but they also contribute to the economic vitality of Downtown. Economic research notes that steady growth in downtowns contributes directly to the demand and success of ACE destinations and programs. Downtown Jacksonville is not only undergoing a physical renaissance but cultural awakening as well. The Plan seeks to differentiate and brand Downtown's ACE offerings as part of an overall competitive and market positioning strategy. Specifically, the DIA seeks to:

- Build on cultural strengths and assets to differentiate Jacksonville as an international city and authentic place;
- Strengthen Downtown's role as the center of culture and commerce;
- Leverage arts to expand visitor, residential, and business base;
- Enhance quality of life for urban residents, their guests, and visitors; and
- Maximize direct/indirect qualitative and economic benefits.

Artists require affordable space to live and make art, and communities require economic, creative and cultural stimulus to support an attractive public realm. Relocation projects establish an arts scene in buildings that may have been formerly unoccupied or had a different use. Incentives are often used to attract artists and arts-related activity by providing subsidies and assistance for moving, property rehabilitation and start-up costs.

The Plan recommends repurposing derelict structures by converting them to affordable, viable, and sustainable housing and studio environments for artists. Doing so will not only reduce the number of vacant and deteriorating structures, but will help create excitement and boost efforts to create an Arts District in Downtown Jacksonville. The goal of this endeavor is to create an influx and concentrated clusters of creative energy (density) that becomes a mechanism for the community to encourage future livability and prosperity. Renovation should allow the creation of live/work units and complementary space, including offices for arts, cultural and educational organizations and galleries that can be used for exhibitions by tenants and for meetings. For purposes of this Plan, "artists" are defined broadly as individuals committed to and participating in the arts, even if they don't earn their living that way. These include painters, sculptors, dancers, actors, musicians, writers, filmmakers, photographers, and others.

Project Name: Park Once

Plan Schedule:

Estimated Cost:

Comprehensive Plan Consistency:

Transportation Element Policy 1.4.7
Transportation Element Objective 1.5
Transportation Element Policy 1.5.4
Transportation Element Policy 2.3.8

Supporting Redevelopment Goals:

Goal 1: Office Goal 2: Housing Goal 3: Retail/Food & Bev/Entertainment
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Adequate and convenient parking is always a primary element of the health of any downtown, and Downtown Jacksonville is no exception. Jacksonville has been blessed with more than 30,000 public parking spaces, and while the demand is catching up to this supply, a very large amount of land Downtown is still devoted to parking. Peripheral parking areas are underutilized while certain areas experience high occupancy levels. While such a supply can be a boon to commuters, it nevertheless has a negative impact on the activity level of downtown's streets and neighborhoods.

The Plan recommends a Park Once strategy of consolidating existing parking, discouraging surface parking spaces, education, and better pricing to utilize the existing parking resources.

The DIA shall work to prevent new permanent surface parking lots Downtown, a notion consistent with Downtown parking legislation from 2010. In order to maximize the amount of parking Downtown while at the same time minimizing the negative impacts of parking facilities on the Downtown streetscape, the following improvements to the parking system are recommended:

- Connect parking facilities with clear and logical transit and pedestrian linkages.
- Encourage parking as part of mixed-use developments, rather than as standalone.
- With some exceptions, mandate first floor retail uses in parking facilities.
- Identify, consolidate, and market fringe parking locations.
- Enhance the identity of the peripheral parking structures with public art.
- Promote the education of the lower prices for parking at peripheral locations.
- Hire a "parking concierge" to consolidate parking supply for prospective developers and tenants looking for parking beyond that which is dedicated to the targeted property.
- Consider implementation of a Downtown parking shuttle.
- Adjust on-street and off-street rates to market in order to balance supply and demand and influence parker choices
- Implement flexible on-demand parking rate adjustments and weekend charges
- Utilize increased parking revenue to upgrade facilities, implement mobile apps and pay kiosks, and modernize downtown public parking

The Northbank Downtown CRA should be a place where visitors have the ability to park once and experience several destinations without repeatedly utilizing their automobile. Active and vibrant downtowns provide alternative transit options that are reliable, clean, and attractive to encourage ridership and reduce the need for excessive convenience parking at each destination.

The DIA should partner with JTA to implement a pilot program combining activity nodes that will support redevelopment and increase mobility between activity nodes. As redevelopment occurs and Downtown Jacksonville becomes a more active and vibrant area, a new Northbank east-west Circulator route, possibly the U2C, should be reconsidered to link key existing and new destinations to one another within the Northbank Downtown CRA. Circulator buses or autonomous vehicles could run at frequent intervals to

minimize wait times and compete with riders' option of driving to their destination. The goal is to have a reliable, easy to use shuttle that anyone can utilize after they park and know they will make it back to their car safely after venturing out to all Downtown has to offer them.

The circulator or U2C is a means to link the various surrounding neighborhoods with Downtown Jacksonville and eliminate the perception Downtown is difficult to navigate and support the use of peripheral parking facilities. The DIA should explore operational funding sources (perhaps through the JTA) that allow reduced or free fares for the circulator; free fares will help promote ridership and reduce frequent and unnecessary automobile trips within Downtown.

Project Name: Expand Free Public Access to Downtown Wi-Fi

Plan Schedule: 2023-2025

Supporting Redevelopment Goals:

Estimated Cost: TBD

Goal 4: Vibrancy

Comprehensive Plan Consistency:

Future Land Use Element Policy 1.1.25

The City of Jacksonville and the DIA would like to expand the Downtown free wireless internet access in several areas of Downtown. The public would be able to collect E-mail or browse the Web while having a meal at an outdoor cafe, relaxing in James Weldon Johnson Park, or strolling down one of the corridors where the free Wi-Fi would be provided.

The DIA has expanded WiFi to include retail corridors and the Elbow District within the Core of Downtown. In order to provide a seamless WiFi experience within the Northbank, the DIA would undertake the expansion of the free Downtown Wi-Fi would be located in the following corridor areas:

Riverfront Plaza

Metropolitan Park

Bay, Forsyth, Adams, Monroe, and Duval Streets from Julia Street to Lee Street

Church and Ashley Streets from Laura Street to Lee Street

Liberty Street from the St. Johns River to Ashley Street

Market Street from Forsyth Street to Ashley Street

Newnan Street from Adams Street to Ashley Street

Main and Ocean Streets from Monroe Street to Ashley Street

Access points let wireless devices use the resources of a wired Local Area Network (LAN). The City of Jacksonville and the DIA Wi-Fi program currently use several overlapping access points to create a Wi-Fi zone. Keep in mind that the signal from the access points travels in a straight line and you could possibly encounter "dead" areas in places where the street slopes sharply up or down relative to the transmitter. Note: the specific range within which wireless access is available can be influenced by several things. A lot of metal, lead in glass, and reinforced concrete may reduce signal strength.

As with any Internet access you should take appropriate security precautions. While the City of Jacksonville and the DIA provide free wireless access to the Internet in limited parts of Downtown, they do not provide direct support to users of this service. A knowledgeable friend or network administrator from your carrier may help if you have problems connecting.

Expanding Downtown free Wi-Fi access provides public connections which help to promote the urban community by attracting people and business to Downtown. Expanding this free service may be a function of the network that is already in place and will help bring more customers Downtown and encourage business growth.

Project Name: Riverwalk Informational Signage & Wayfinding App

Plan Schedule: 2022-2025

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

- Future Land Use Element Policy 8.1.7
- Future Land Use Element Policy 8.2.4
- Recreation and Open Space Policy 4.1.4

- Goal 4: Vibrancy
- Goal 5: Clean/Safe/Healthy/Accessible
- Goal 7: River Access

Riverwalk Informational Signage has been installed in limited locations and without full digital map functionality or the full menu of signage types, including “selfie spot” artistic signage. Installation of upgraded signage and new signage in newly completed Riverwalk segments should be a priority.

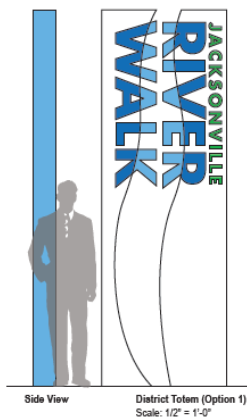
Furthermore, a digital interactive app for the Riverwalk should be implemented to complement the signage and provide information about Riverwalk programs and activities. This project leverages technology to activate underutilized space along the Northbank and Southbank Riverwalks and the urban core in downtown Jacksonville. This initiative gathers and curates high quality content from a variety of community partners and feeds it to an interactive app and website to enhance the user experience along the Riverwalk and in the urban core.

This project contributes to downtown revitalization, promotes healthy lifestyles, drives commerce, helps position the city as a tourist destination, activates public space, encourages community involvement, supports community nonprofits and local business, and ultimately emphasizes the value of the St. Johns River as central to the city’s identity.

This project also incorporates kiosks, wayfinding signage, sculptures and playscapes along the Riverwalk and throughout the urban core. These physical features will serve to not only enhance the experience of a user engaging the app, but also provide an interactive and educational experience for in person visitors.

This project focuses on integrating content from five primary core content channels:

- Health and Wellness
- Arts and Culture
- Sports and Entertainment
- Environment
- History and Architecture



- Guided Tours Platform
- Three Guided Tours
- Aggregation of Places
- Profile, Login, Third Party App Integration
- Business and Sponsor Analytic Dashboard
- User Enhancement for Places
- Subscription Channels
- Friends
- Business Enhancement for Places
- Sight Seen
- Popular



Project Name: LaVilla Catalyst Site

Plan Schedule: Market-driven

Supporting Redevelopment Goals:

Comprehensive Plan Consistency:

Historic Preservation Element Goal 1
Historic Preservation Policy 1.7.2
Transportation Element Policy 1.3.9
Transportation Element Policy 1.5.4

Goal 1: Office
Goal 2: Housing
Goal 3: Retail/Food & Bev/Entertainment
Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Walkability/Bike-ability
Goal 8: Efficiency



With the burgeoning new residential, retail and restaurant development presently happening in the nearby Brooklyn neighborhood, the cultural attractiveness of the LaVilla neighborhood, and the presence of the Prime Osborne Convention Center and Skyway, the 2014 Plan recommended examining the potential redevelopment of 40 acres in LaVilla which are composed of properties owned by three public entities: the City of Jacksonville, the Jacksonville Transportation Authority (JTA), and the Florida Department of Transportation (FDOT). The 40-acres are bound by Duval Street to the north, Lee/Park Street to the east, I-95 to the west, and the southern property boundary of the Prime Osborne Convention Center to the south. A jointly funded document, the LaVilla Neighborhood Development Strategy, was the final deliverable and guides future dispositions and redevelopment activities.

JTA recently completed the Jacksonville Regional Transportation Center (JRTC) office structure primarily for Jacksonville Transportation Authority (JTA). The JRTC connects local and regional bus services, First Coast Flyer Bus Rapid Transit, the Skyway, intercity bus, intercity rail and future commuter rail. Additionally, the JRTC will support development of the LaVilla neighborhood as a master planned transit-oriented development opportunity encompassing parcels controlled by the JTA and City of Jacksonville's Downtown Investment Authority. The vision for the area would be an urban metropolitan center with mixed-income housing, retail and office development with a direct connection to a proposed regional transportation hub.

The high quality educational opportunities at the LaVilla School for the Arts, Florida State College at Jacksonville, and Ritz Theater, and the spillover effect from Fresh Market, 220 Riverside and Unity Plaza easily connected to the site by Park Street offers tremendous potential for redevelopment of this location.

The DIA will insist that redevelopment activities within LaVilla reinforce LaVilla's role as an important center of African-American heritage and Downtown's center for cultural and arts facilities. It should be a vibrant, mixed-use urban area where commercial, cultural, entertainment, and urban housing such as loft apartment and walk-ups coexist side by side and create the synergy needed to sustain a neighborhood. With future plans for LaVilla to be redeveloped as a mixed-use transit-oriented neighborhood, it should also be considered appropriate for locating higher education institutions in LaVilla, perhaps a culinary arts college, or a fintech academy as a catalyst to nurture an academic environment Downtown.

Project Name: Snyder Memorial Church Catalyst Site

Plan Schedule: 2022-2024

Supporting Redevelopment Goals:

Comprehensive Plan Consistency:

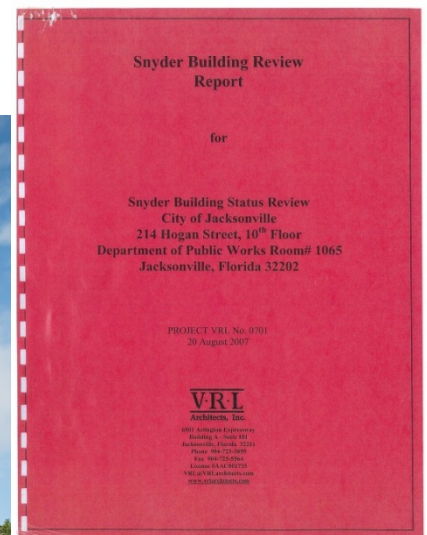
Historic Preservation Element Goal 1
Historic Preservation Policy 1.7.2

Goal 3: Retail/Food & Bev/Entertainment
Goal 4: Vibrancy

To augment the programming efforts at James Weldon Johnson Park, the Plan recommends that the DIA determine the disposition for the reuse of the City-owned Snyder Memorial Building to improve activity along the Laura Street corridor. In 2007, and again in 2021, the City reviewed the current status of the existing building at 226 North Laura Street, to determine the general extent of previous construction bid contract work that was accomplished. The review considered what general areas of work must be completed to allow use as an Assembly Occupancy under the current Florida Building Code. This review did not include any design or engineering revisions to the existing documents and is general in nature to determine the approximate extent of remaining items and related probable cost to make the facility usable.

The Public Works Department is currently engaging a contractor to perform a number of building repairs to further stabilize, waterproof and ensure the longevity of the structure.

The DIA should work to ascertain an optimal user for the Snyder Memorial Church that can bolster and support the event programming going on in the vicinity, ensure long term maintenance of the building and its accessibility to the public, be respectful of the building's history, and add to Downtown's activation. The Plan recommends that any cultural, experiential retail, or recreational use of the building not restrict public access, that anyone can enter the building.



Project Name: Shipyards & Kids Kampus Catalyst Site

Plan Schedule:

Shipyards West:
Shipyards Central:
Shipyards East:

Supporting Redevelopment Goals:

Comprehensive Plan Consistency:

The 46-acre Shipyards Site is located between a convention hotel and the sports & entertainment venues and is optimally located for large-scale holistically planned redevelopment that will serve as the missing link providing an activated corridor from the Central Core to the Working Waterfront District and enhance the daytime, nighttime and weekend appeal of Downtown. It's location along the majestic St. Johns River provides a once-in-a-generation opportunity to create a mixed-use destination that includes robust park and public spaces, dining and entertainment opportunities, and office and residential options.



Due to complete in _____, the joint effort between the City and DOT, the removal of the Hart Bridge Expressway overpass between X and X streets, will provide easier access to the Shipyards and Sports & Entertainment complex. This will allow motorists travelling from US-1 into Downtown Jacksonville to "arrive" on the street level rather than fly over this soon-to-be vibrant Downtown District.

Beginning in Q2 2022, the eastside of Shipyards, comprising of the site of the former Kids Kampus Park, will be redeveloped into a luxury Four Seasons resort hotel and condominiums, a Class A office building, and a marina support building (which will include a ship's store and casual dining) with an event lawn. Further, the Developer and/or City will make significant improvements to the Riverwalk and Metropolitan Park Marina. The Developer commits to annual contributions towards maintenance and programming of Metropolitan Park.

Immediately to the West of the office building and marina support building/events lawn is a 3 +/- acre site available for development, in which the Developer retains a Right of First Offer to develop. The site is well-suited for high-quality residential or mixed-use development with retail or other publicly accessible uses on the ground floor fronting Gator Bowl Blvd and the River. Due to the central location of the parcel within the Shipyards, the contribution of public amenities, such as unique placemaking and programming along the Riverwalk that cohesively integrates into the overall Shipyards Redevelopment should be required.

As of Q1 2022, the City and the DIA are in the process of leasing a portion of the 7 +/- acre parcel to the east of Hogan's Creek to the Museum of Science and History (MOSH). The addition of a public institution to the Shipyards, such as a science museum, will attract many visitors from around the region to the Downtown Riverfront and beyond.

A world-class riverfront park and complimentary amenities are planned to be situated on the 10 +/- acre site the west side of Hogan's Creek. This site is encumbered by a Florida Recreational Assistance Program Grant (FRDAP) that is administered by the FDEP. It serves as the "replacement park" for the acreage released on the former Kids Kampus site for the above-described redevelopment. This signature destination park will provide the missing link between Riverfront Plaza and Metropolitan Park. The design of the Park will be completed by Q4 2022 and construction will commence on _____. Further, an entertainment venue is being pursued for the western banks of Hogans Creek as well. The Jacksonville Fire Museum will also be relocated to this western side of this parcel, facing Bay Street and a historic Naval Ship & museum (USS Orleck) has been approved for Pier One at the western end of the Shipyards.

The 2 +/- acre site situated east of the museum parcel is envisioned to be a vibrant space that not only invigorates the Shipyards but also ensures cohesive activation from the Shipyards West Park to Metropolitan Park.

Any new waterfront private development in the Shipyards should include a restaurant or destination venue accessible from the Riverwalk, retail shops fronting the waterfront, or other publicly accessible and engaging first floor activated space on the waterfront.

Project Name: Riverfront Plaza

Plan Schedule: 2022-2025

Estimated Cost: \$TBD

- Comprehensive Plan Consistency:**
- Future Land Use Element Policy 8.1.7
 - Recreation and Open Space Goal 4
 - Recreation and Open Space Element Objective 4.1
 - Recreation and Open Space Element Policy 4.1.4
 - Recreation and Open Space Element Policy 4.1.5

Supporting Redevelopment Goals:

- Goal 4: Vibrancy
- Goal 5: Clean/Safe/Healthy/Accessible
- Goal 6: Walkability/Bike-ability
- Goal 7: River Access

Riverfront Plaza, the site of the former Jacksonville Landing, is important to the revitalization of Downtown as it is located at the crossroads where everything comes together: James Weldon Johnson Park and the Laura and Hogan Street corridors, the river and road connections to the Southbank, the Northbank Riverwalk and east-west collectors like Water Street, Independent Drive, and Bay Street.

The importance of the site as a public space has long been recognized and a design competition was held to select the team who would design the minimum 4-acre public park space. Three shortlisted firms completed conceptual designs, with Perkins&Will being selected as the lead designer for the park. Both of the top-scoring designs shifted density of adjacent private redevelopment to the corner parcel adjacent tot Main Street bridge leaving the Hogan street corner largely open.

The park will include a new pedestrian ramp access to Main Street bridge, a large flexible lawn for concerts and events connected to the Performing Arts Center, a destination playground, water features, a beer garden and other food and beverage options in a new distinctive free-standing building that will house restrooms, park office, visitor center, and the like. The park will also include the foundation for an iconic monumental sculpture raised on a platform, and eventual inclusion of a sculpture by internationally acclaimed artist Jefre'.

The plan recommends the DIA partner with the private sector in any redevelopment initiative regarding the adjacent development that repositions Riverfront Plaza with more destination experience events, mixed-use including residential, shopping, ample pedestrian access to the river, and unique restaurants.

Project Name: Redesign Metropolitan Park

Plan Schedule: TBD

Supporting Redevelopment Goals:

Estimated Cost:

Comprehensive Plan Consistency:

- Future Land Use Element Policy 8.1.7
- Recreation and Open Space Goal 4
- Recreation and Open Space Element Objective 4.1
- Recreation and Open Space Element Policy 4.1.4
- Recreation and Open Space Element Policy 4.1.5



Downtown
Epicenter



24-7
Downtown



Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Walkability/Bike-ability
Goal 7: River Access

Metropolitan Park lies at the eastern end of the Downtown waterfront and is used almost exclusively for large, ticketed events and is underutilized the remainder of the year. Every great city has its iconic park or public space. Such a place shapes the image or identity of the City and is a destination and attraction for all its citizens. The Plan recommends the redesigning of Metropolitan Park into one of the City's signature waterfront parks and connecting it to other signature waterfront parks through a series of smaller parks and the Riverwalk, creating a landmark public park system on the waterfront.

Metropolitan Park itself should become an engaging prime waterfront venue which becomes a regional destination that provides a relevant space for all Jacksonville's citizens at all times. The redesign and/or relocation needs to outline how to better utilize beautiful public space so that it satisfactorily engages the river and provides connectivity to the surrounding uses and Downtown overall. The DIA should strive to release or relocate the National Park Service restriction that limits the number of permissible ticketed events in Metropolitan Park since this location is the only location capable of hosting large scale outdoor festivals and concerts, but such events are rarely fully sponsored or free. If the limitation is not removed or relocated, other free recreational uses should be combined with flexible festival lawn space so that public use and enjoyment is maximized on days other than the limited ticketed event days.

The use of Metro Park can be improved by both a physical redevelopment of the area, but also by better programming large events, encouraging greater passive and active use of the park and increasing existing marine linkages and services. Currently, it is physically separated from the rest of Downtown Jacksonville with no defined entry and a lack of a connection to the St. Johns River. Access to the park could be maximized by creating a new welcoming entrance and eliminating existing visual barriers to the street.

The site could also serve as a trailhead for the Riverwalk, with opportunities for vendors, a destination waterfront restaurant, and ecotourism themes. The DIA should encourage the City to implement a redevelopment plan that enables Metro Park to provide a variety of amenities and events with spaces that are flexible for both passive and programmed uses that engage the St. Johns River. The adjacent marina and its services should be enhanced to further activate the park.

Shotgun Houses

Project Name: Lift Ev'ry Voice and Sing Park

Plan Schedule: 2022-2025

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

Goal 4: Vibrancy

- Historic Preservation Element 1.4.7
- Recreation and Open Space Element Goal 7
- Recreation and Open Space Element Policy 7.1.2

In addition to the historic Johnson Brother home site on Lee Street, DIA has committed the remainder of the Lee Street frontage of that block on Lee Street for a cultural park. COJ Parks Department engaged Walter Hood a& Associates to design the tribute park and the design is complete and funds have been secured for construction through the CIP, Jessie Ball duPont Fund and private donors.

This park will become a cultural attraction for tourists as well as a neighborhood amenity for LaVilla. It will further activate Lee Street (the route of the Emerald Trail Model Mile) connect to other cultural sites in LaVilla such as the Ritz Theater, and provide opportunities for community concerts and gatherings restoring a sense of community to this once vibrant neighborhood.

Other suggested amenities such as string lights across Lee Street, gateway signage, etc. may be considered by DIA for funding in the future. Furthermore, it will be important to develop restaurants and retail nearby and DIA should consider filling the retention pond facing Lee Street across Adams Street from the park and facilitating its redevelopment for a restaurant/music venue adjacent to the Park with additional parking for the park. Similarly, a restaurant on the Houston /Forsyth side of the Park will also further activate the park and should be encouraged on the remaining City-owned land.

Project Name: Hogan Street Improvements- Emerald Trail Link

Plan Schedule: TBD

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Walkability/Bike-ability
Goal 7: River Access

- Transportation Element Objective 4.1
- Transportation Element Policy 4.1.4
- Transportation Element Policy 1.5.3

Hogan Street, between State Street and the Riverwalk is a designated Emerald Trail link and improvements for bicyclists and pedestrians are currently in design. The cycle track and expanded sidewalk will facilitate and encourage safe bicycle travel all the way from Springfield and the downtown campus of Florida State College at Jacksonville and to the St. Johns River. This important link will parallel proposed Liberty and Pearl

Street improvements connecting nearby neighborhoods to the Riverwalk and East Coast Greenway as well as other Downtown destinations.

All Downtown infrastructure improvements shall accommodate pedestrians and bicyclists within existing street network to establish a dedicated network. These facilities will provide for improved access, convenience, and safety to major destinations within Downtown to surrounding neighborhoods. Each improvement and project shall build upon priorities identified in the 2030 Multimodal Transportation Plan and the North Florida Transportation Planning Organization (NFTPO) Downtown Jacksonville Bicycle and Pedestrian Route Plan as well as other previous work to identify strategic corridors and a variety of facility types to be determined. In addition, each improvement and project shall consider bicycle treatment options outlined in both the AASHTO Guide for Development of Bicycle Facilities and the National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide.

All improvements and projects will take into consideration the following traffic analysis essentials:

- Ease of Implementation
- Connectivity
- Crash Data
- Gap Analysis
- Count Data
- Volume Data
- Speed Data
- Impact Assessment
- Synchronization of Signals
- Pedestrians and Bike Signal Improvements
- Traffic Calming Recommendations

Segment #2 | Hogan Street Connector



Project Name: Hogan's Creek Improvements & Emerald Trail Link

Plan Schedule: TBD

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

- Transportation Element Objective 4.1
- Transportation Element Policy 4.1.4
- Transportation Element Policy 1.5.3
- Recreation and Open Space Element Goal 4
- Recreation and Open Space Element Policy 4.1.4
- Recreation and Open Space Element Policy 4.2.5

- Goal 4: Vibrancy
- Goal 5: Clean/Safe/Healthy/Accessible
- Goal 6: Walkability/Bike-ability
- Goal 7: River Access

Both McCoy's Creek and Hogan's Creek offer marvelous links between surrounding Urban Core neighborhoods, the redevelopment of Downtown Jacksonville, and new infill development connections to the St. Johns River. Accessibility to Hogan's Creek and surrounding linear parklands will add value to the adjacent neighborhoods and inland properties while completing a major segment of the overall Emerald Trail, a connected and beautiful system of trails, active and passive open spaces that foster a greater sense of community Downtown. To realize these important links involves resolving longstanding environmental contamination issues, creating practical and pedestrian-friendly connections, linking the creeks and the river, and providing programmed active elements along the trails.

In order to begin any improvements, the creeks and their banks must be cleaned and contaminants removed. While such an effort might appear straightforward, the breadth and scope of the task expands to the pollutant sources located well north and west of Downtown. These sources are often times privately-owned properties contaminated by ash or failing septic tanks that continually deposit silt along the bottom or banks of the creeks. This project is currently included in the City CIP and underway.

The long-term recommended actions for Hogan's Creek should endeavor to widen the creek edge from Beaver Street to Monroe Street and the creation of an informal park with a pedestrian and bicycle promenade connecting the parks in Springfield through Downtown leading into the Shipyards Catalyst Site and the St. Johns River. Property and easements should be obtained to expand access to greenways that can be utilized by Downtown residents, visitors and workers.

East of Main Street, this segment of the Emerald Trail will extend the Hogans Creek Greenway along the creek corridor to the south of Duval Street where the segment will create a loop connection on the east side of downtown with the Northbank Riverwalk and the TIAA Bank Field, Veterans Memorial Arena, and Baseball Grounds of Jacksonville sports venues. Along the St. Johns River, the side path that runs along Newnan Street and Courthouse Drive to Liberty Street is under construction as of November 2018. The transition from the eastern end of the Northbank Riverwalk at Catherine Street will land the trail as a riverfront greenway traveling east and bridging over the Hogans Creek confluence with the St. Johns River and connect to A.P. Randolph Street. There is a funded project along A.P. Randolph Street running north to Duval Street and along the south side of Duval Street to Palmetto Street. The trail completes a loop south of Beaver Street as a side path on the west side of Palmetto Street.

Segment #9 | Hogans Creek to Riverwalk



Project Name: McCoy's Creek Improvements & Emerald Trail Link

Plan Schedule: TBD

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

- Transportation Element Objective 4.1
- Transportation Element Policy 4.1.4
- Transportation Element Policy 1.5.3
- Recreation and Open Space Element Goal 4
- Recreation and Open Space Element Policy 4.1.4
- Recreation and Open Space Element Policy 4.2.5

- Goal 4: Vibrancy
- Goal 5: Clean/Safe/Healthy/Accessible
- Goal 6: Walkability/Bike-ability
- Goal 7: River Access

Both McCoy's Creek and Hogan's Creek offer marvelous links between surrounding Urban Core neighborhoods, the redevelopment of Downtown Jacksonville, and new infill development connections to the St. Johns River. Accessibility to Hogan's Creek and surrounding linear parklands will add value to the adjacent neighborhoods and inland properties while completing a major segment of the overall Emerald Necklace, a connected and beautiful system of trails, active and passive open spaces that foster a greater sense of community Downtown. To realize these important links involves resolving longstanding environmental contamination issues, creating practical and pedestrian-friendly connections, linking the creeks and the river, and providing programmed active elements along the trails.

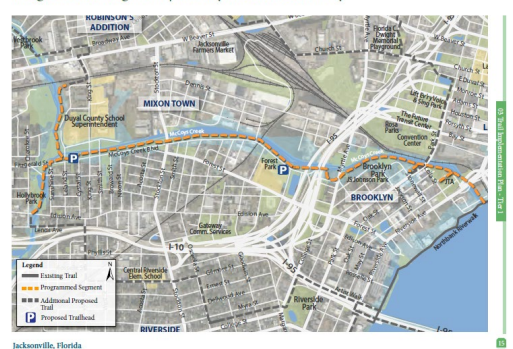
The long-term recommended actions for McCoy's Creek should create an amenity that could stimulate and support the creation of new residential development. A new park space along the banks of a relocated creek has been negotiated as part of an adjacent redevelopment proposal and will facilitate project completion. In conjunction with this project could be the redevelopment of Park Street as a boulevard with a landscaped median acting as the gateway to the LaVilla District.

In order to begin any improvements, the creeks and their banks must be cleaned and contaminants removed. While such an effort might appear straightforward, the breadth and scope of the task expands to the pollutant sources located well north and west of Downtown. These sources are often times privately-owned properties contaminated by ash or failing septic tanks that continually deposit silt along the bottom or banks of the creeks. This project is currently included in the City CIP and underway.

The Plan recommends DIA partner with federal, state and local agencies in their efforts to restore the health of the creeks. This effort will likely involve the dredging of the creeks to remove sediments that have been deposited over the years, wetland creation and restoration of a littoral shelf to aid treating water and reduce the effects of pollutants and sedimentation, remove exotic species, debris, pipes, and non-contributing structures.

A segment of the Emerald Trail has been designed to follow the creek and that segment is included in the City CIP projects for McCoy's. DIA could assist affiliated agencies and the private sector in the design and construction of enhanced amenities for the greenway and parks such as lighting, pavilions, landscaping, tables, benches, and trash receptacles along the portion of the creeks located Downtown.

Programmed Segment | McCoy's Creek Greenway



Project Name: Emerald Trail Model Mile

Plan Schedule: TBD

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

- Transportation Element Objective 4.1
- Transportation Element Policy 4.1.4
- Transportation Element Policy 1.5.3

- Goal 4: Vibrancy
- Goal 5: Clean/Safe/Healthy/Accessible
- Goal 6: Walkability/Bike-ability

The first segment in the implementation Tier 1 was chosen by PATH/KAIZEN team and vetted through the Steering Committee as the model project to kick-off the implementation of the Emerald Trail. The model project will make the connection from the south end of the existing S-Line trail to the intersection of Park Street and Stonewall Street, providing multiple access points for the LaVilla and Brooklyn neighborhoods, as well as establishing the future opportunity to connect to the McCoy's Creek Greenway. In addition, there is a funded COJ project for a road diet on Park Street between Stonewall and Forest Street with a two-way cycle track on the west side of Park Street. Constructing this segment will meet the project goal to provide connections between the S-line trail and its surrounding neighborhoods towards the Riverwalk and downtown area. This segment has the most logical start/endpoints that will ensure high use of the model project once it is built.

The proposed trail starts at the intersection of the existing S-Line on State Street by adding an at-grade crossing with a pedestrian activated signal. Then, it becomes a side path on the south side of State Street to the west side of Eaverson Street by utilizing the extra green space on the existing shoulder. As the side path reaches the signalized intersection at West Beaver Street, it will cross to the south side and transition into a greenway trail through the Florida Dwight Memorial Playground. Crossing Cleveland Street with the traffic signal, the proposed trail continues as a side path on the north side of Church Street. It will then make a mid-block crossing over to the south side of Church Street with Rectangular Rapid Flashing Beacon. Coordination with FDOT is needed to make the trail transitions off the street onto its property. The trail transitions off the street and becomes a greenway on the City-owned green space adjacent to the detention ponds until it reaches Lee Street. There are several vacant parcels along the west side of Lee Street, which could be utilized as space for a greenway trail. The Brooklyn Road Diet Study has proposed converting the western half of the Park Street viaduct to a bike/pedestrian space. The planning team has reviewed and incorporated the proposed facility on the viaduct as part of the model project.

Model Project | S-Line to Stonewall Street

