

How Did We Get Here

- **Multiple riverfront parcels held by DIA for redevelopment in 2019-2020**
- **Jessie Ball DuPont Study in 2021 re: how to activate the riverfront and what the public wants, and City Council provide direction**
- **DIA decision to dedicate multiple riverfront parcels to parks in 2021**
- **Riverfront Plaza Design competition to determine site layout and location of commercial vs. recreational pads**
- **Shipyards West swap for Kids Kampus and Four Seasons approval**

Public Input Overview (Aug 2021)

1 Public Space Survey

3,122 participants

6 Public Programs/Tours

755 participants

2 Public Meetings (Virtual)

227 attendees

5 Community Meetings

105 participants

(interactive dialogue-based meetings)

8 Stakeholder Meetings

51 organizations/groups represented

(3 groups engaged throughout)



Jaxsons Want...

A Waterfront
for All

Ample Park and
Public Space

Community

High Quality
Design

Year-Round
Activities

Accessibility

To Celebrate
Diverse Cultures
& History

A Variety of
Food Options

Educational
Opportunities

Connections
with Nature &
Water

...on the riverfront

Jaxsons want a Varied Riverfront Experience

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

[From: Public Space Survey]

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

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

Jaxsons want to see more designated areas for **fishing and grilling** along the Downtown Riverfront.

[From: Community and Stakeholder meetings]

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

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

Jaxsons want Diverse Options for Prepared Foods in all Price Ranges

Jaxsons want dining options that range from **high-end floating restaurants**, to **food trucks**, **food courts**, and **local food markets**.

[From Community and Stakeholder meetings]

Equitable options for prepared food is a strong priority and key in providing an inclusive Riverfront.

[From Community and Stakeholder meetings]



“ Food from various cultures and with various price points can help foster inclusivity and diversity on the Riverfront. ”

[From Community Member]

“ We need small vendors for food, coffee, ice-cream, and hot dog stands scattered along the whole Riverfront. ”

[From Community Member]

7

Perkins & Will

Capture the Energy of the Landing

Jaxsons think fondly of The Landing's heyday. Even for those who jeer at its final days or lament its demolition, there is a uniform consensus that the complex played a vital role for Jacksonville as a landmark cultural destination for many years. The land is steeped in tradition and memory, and Jaxsons are certain that this park can offer diverse amenities and events that restore the soul of the Landing. People charged us to strike a balance between an elegant park and one that can maximize activity with a mix of uses, including hosting treasured city-wide gatherings.

What We Heard

Community Feedback

"Bring back everything which used to be hosted at the site. Providing the citizens with a fun and safe environment is part of preserving any and all form of tradition!"

"Food and drink availability, retail that serves a purpose related to the park and river. Options that cater to a wide array of folks!"

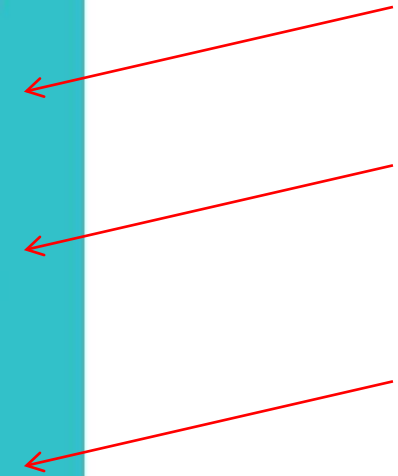
"A park without amenities is most likely not something people will visit often. A park with restaurants and retail would be a destination for everyone across our great city."

"A place for all our city-wide events."

"Drinks, ice cream, coffee, snacks, vendor for renting lounge chairs and lawn games, umbrellas."

"There was something really special during its heyday that I hope you will find a way to replicate!"

"No matter how beautiful the park is, sadly, it will require events and engagement. Green space is not enough to get anyone to drive there."



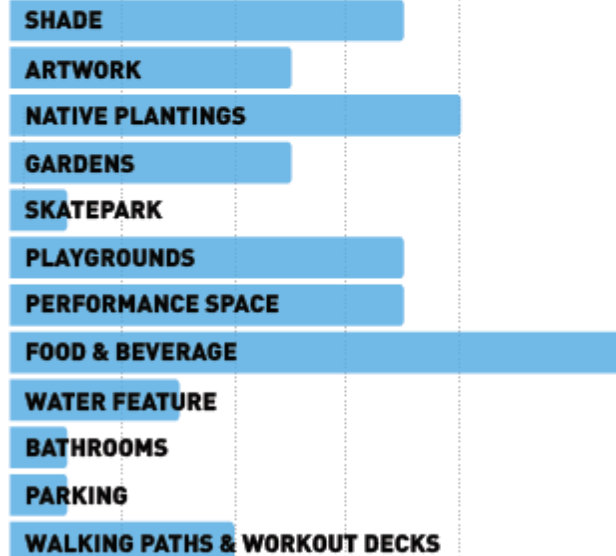
OLIN

Jacksonville Northbank Lawn Riverfront Plaza Competition 06.22.2021

Community Outreach Summary

In alignment with our in person conversations with local people, the themes of spacial desire were similar. People wanted more parkland, but with amenities and retails. They wanted shade and planting, but also understood the values of native vegetation, with an emphasis on botany and horticulture, including involving horticulture students. They wanted openness, but also wanted a rich program. There was again an emphasis on retail, food trucks, cultural events, and ART, public Art Arts Market, Displays etc. Several precedents were also listed, helping us further visualize their aspirations for the future park in their cities. Of these we can mention the Emerald Trail Project in Orlando, The Wharf in DC, the Sunken Gardens in St Petersburg, the Botanical Gardens at Largo, the Memorial Park in Riverside, the Amphitheater of St Auggie.

AMENITIES





Independent Drive

Hogan Street

Water Play

Playground

Cafe

Future Development Parcel

Water Street

Path to Main Street Bridge

Great Lawn

Pavilion

Performing Arts Center

Civic Stairs

Main Street Bridge

Future Development Parcel

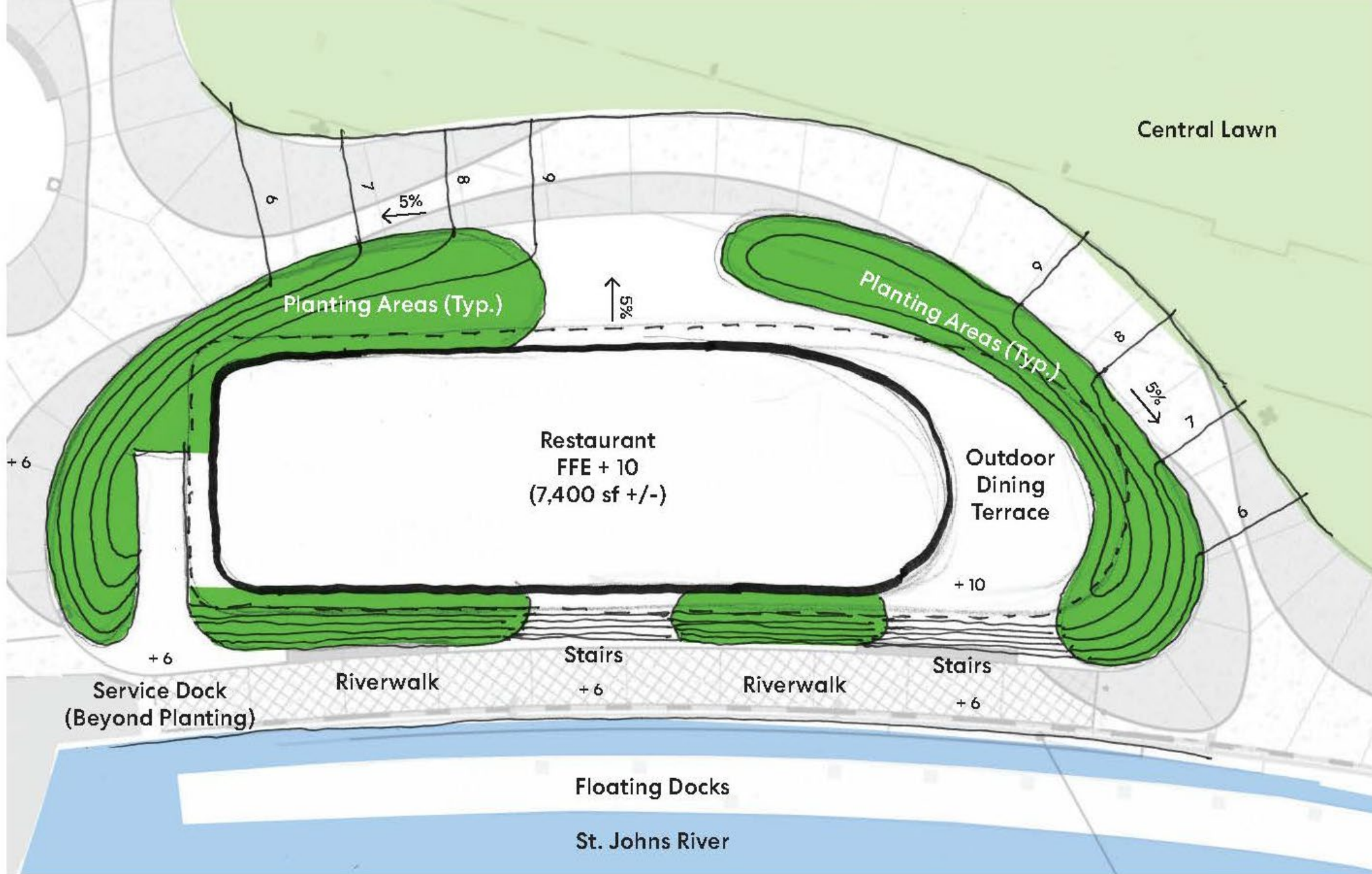
Riverside Fountain

Beer Garden

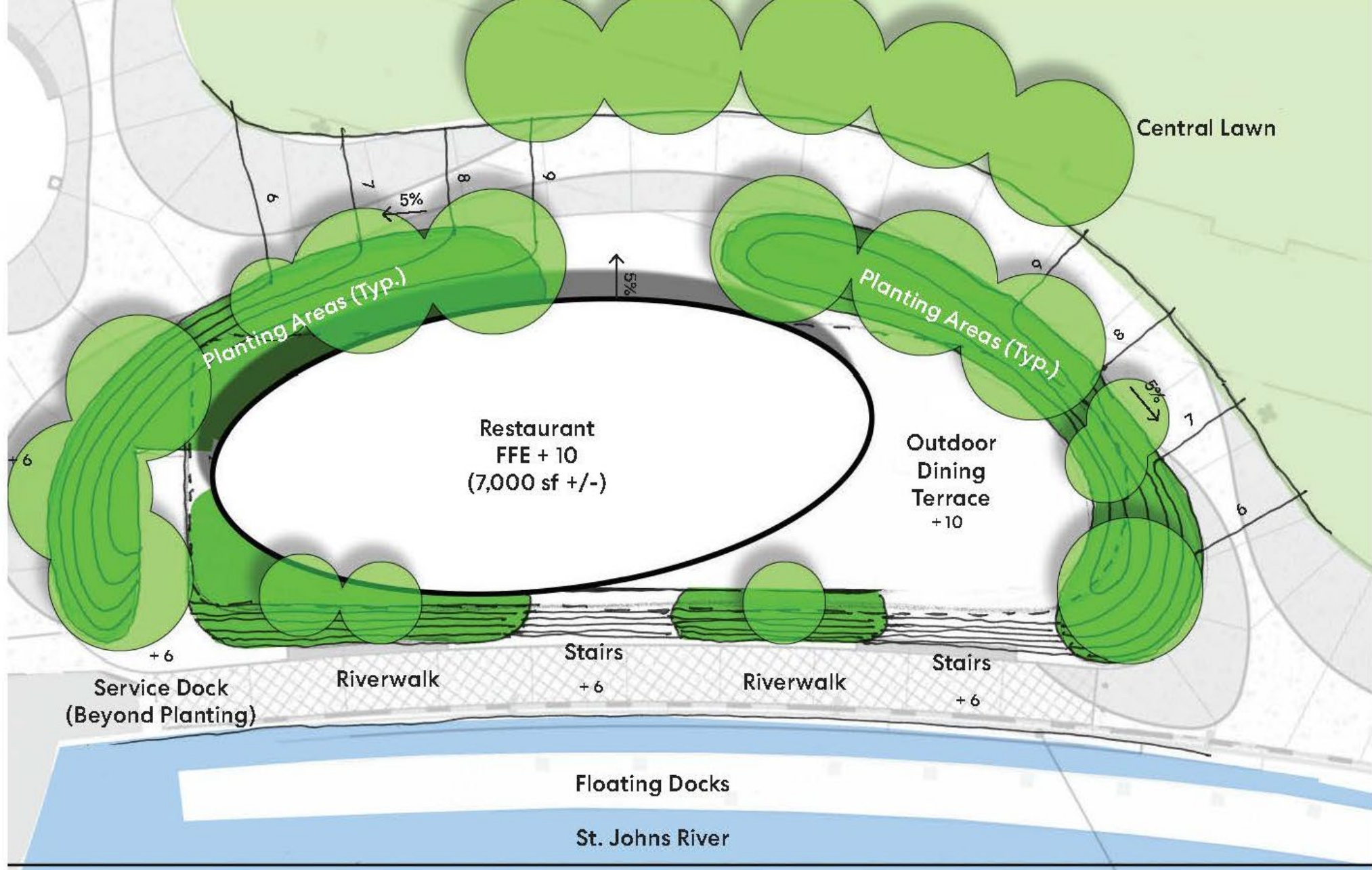
Floating Docks

St. Johns River

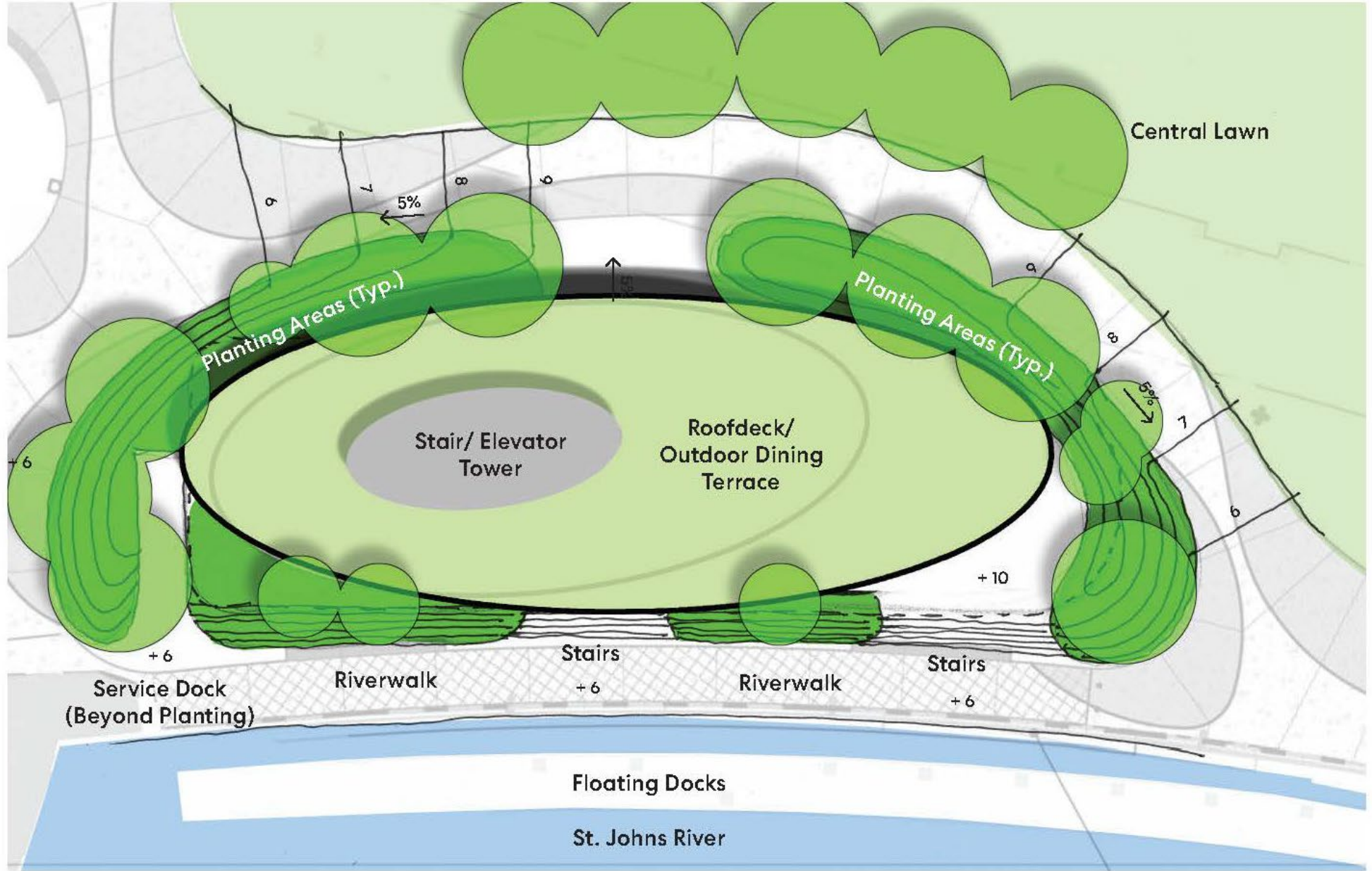
RIVERFRONT PLAZA



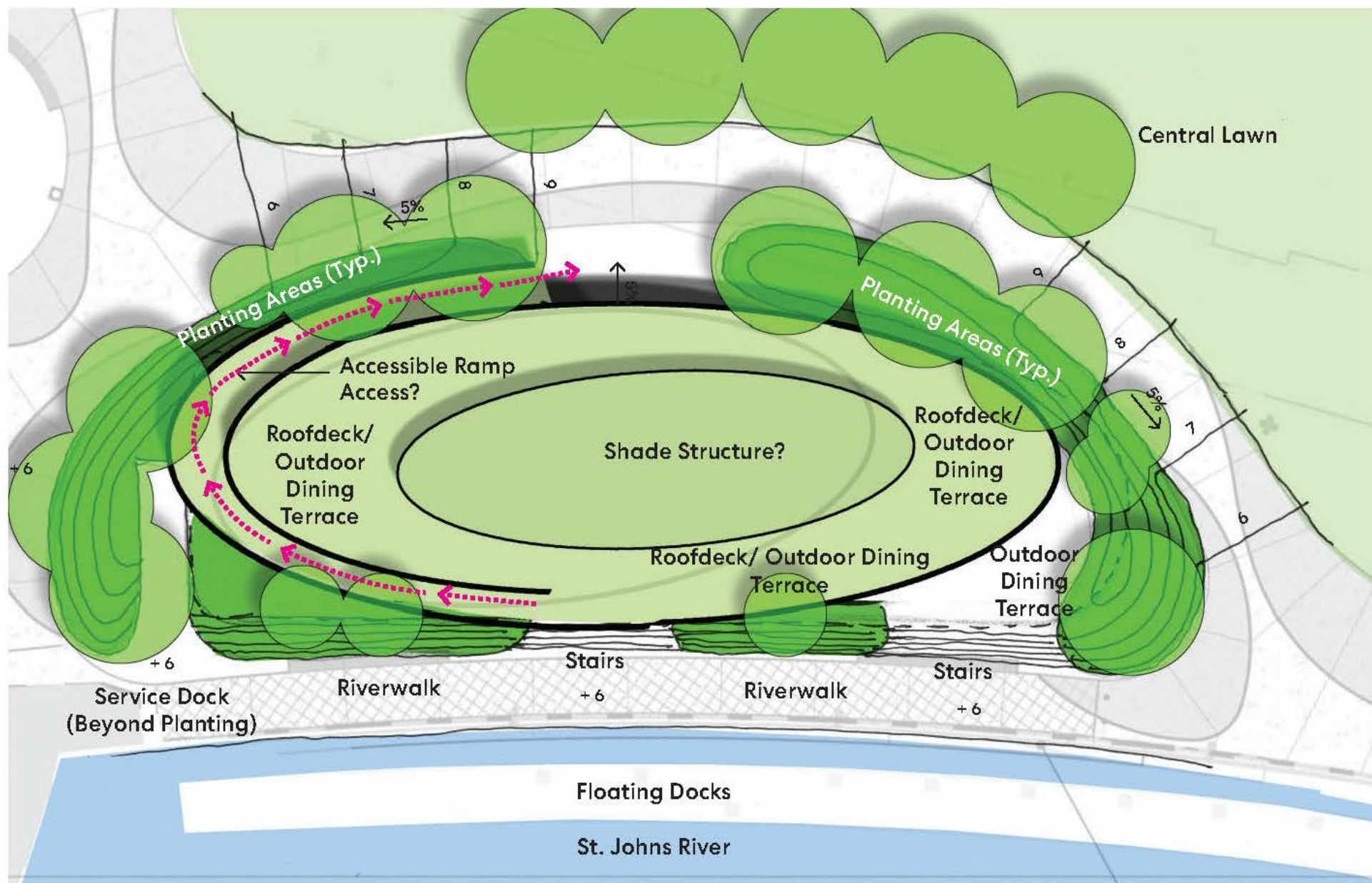
Possible One Story Restaurant Plan Diagram



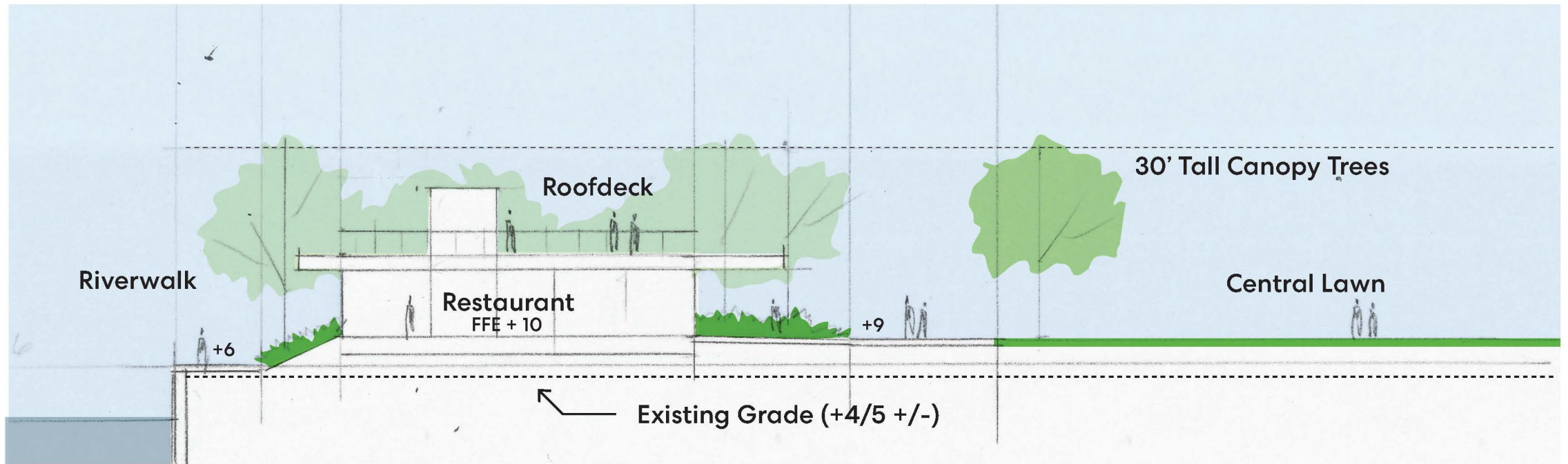
Possible One Story Restaurant Plan Diagram



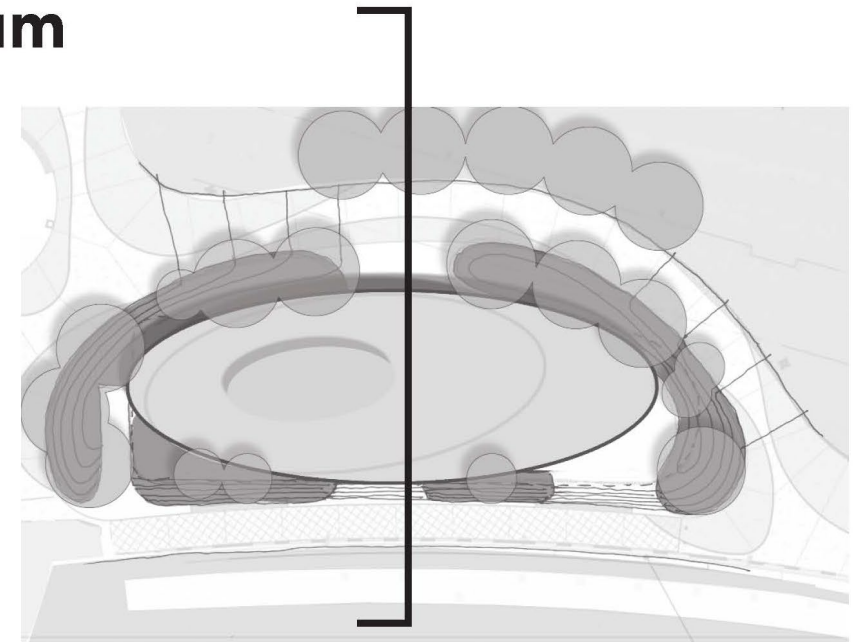
Possible One Story Restaurant Roof Deck Plan Diagram with Stair/ Elevator Tower



Possible One Story Restaurant Roof Deck Plan Diagram with Integrated Accessible Ramp



Possible One Story Restaurant Section Diagram

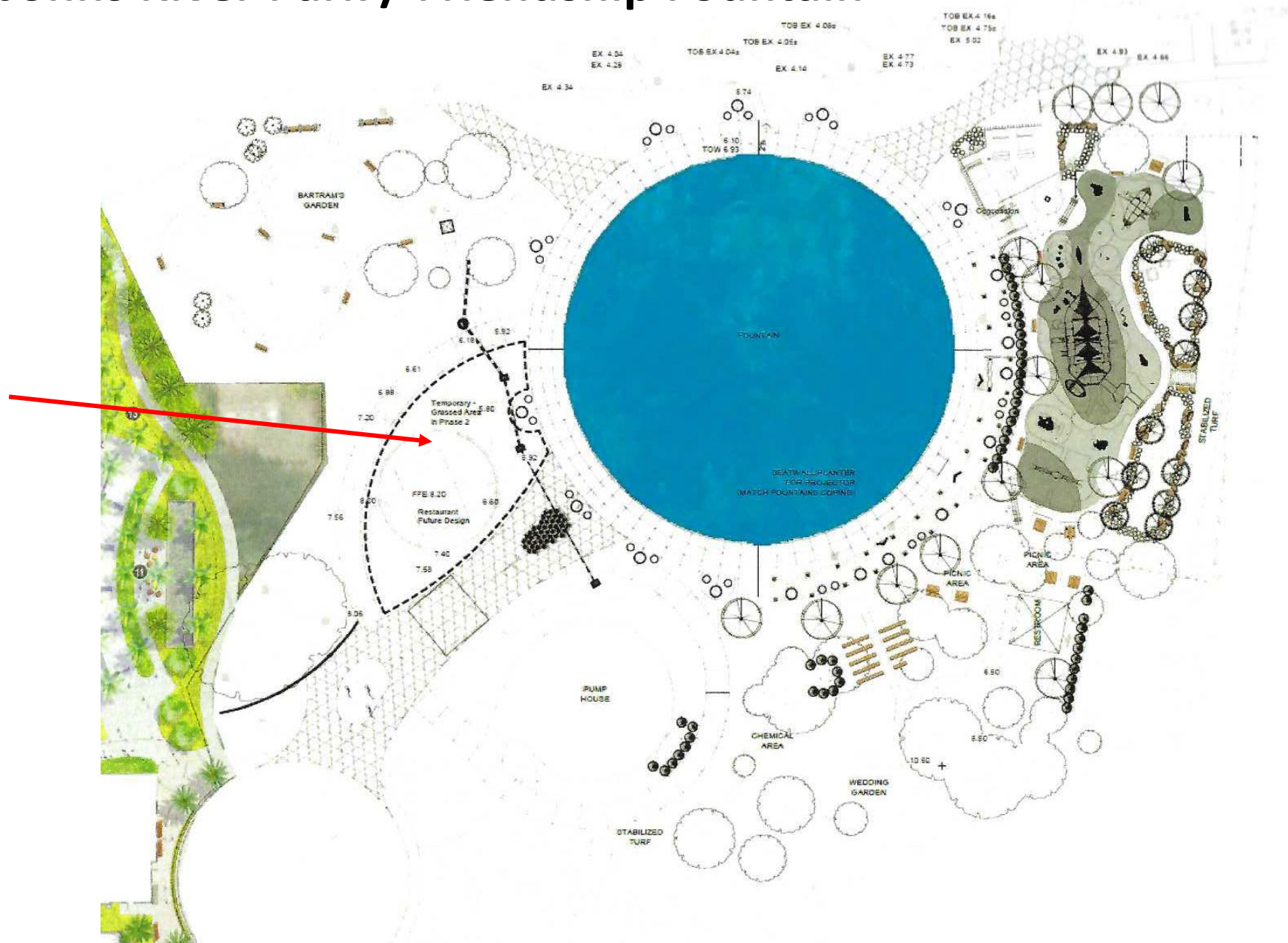


SITE PLAN



St. Johns River Park / Friendship Fountain

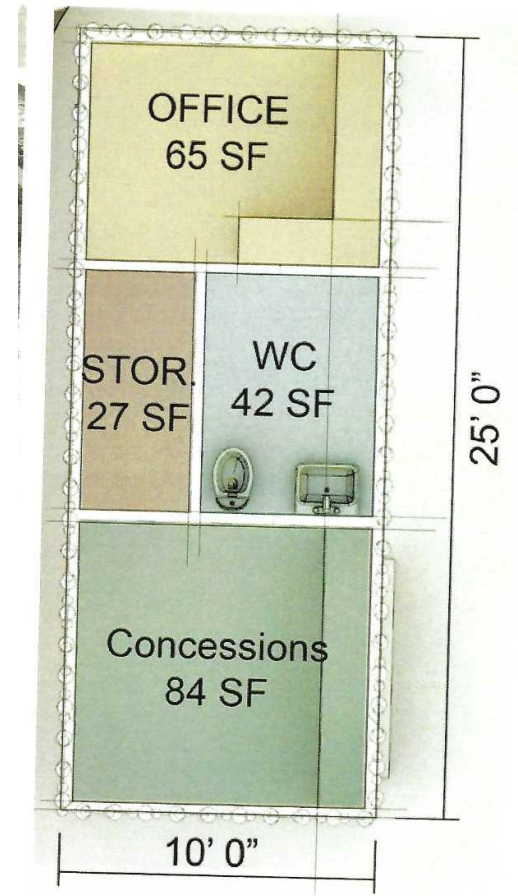
Current
Halff site
and park
design
depicting
restaurant
pad in
addition to
concession
stand at
Riverwalk



Concession and office concept



 **halff** Timucuan Plaza





**Precedent images of
small park-side F & B**

