

Southside Community Redevelopment Areas

A majority of the Activities and Programs serve multiple goals but were categorized just once under their primary goal.

Goal 1: Increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the region's epicenter for business.

Programs and Activities:

- Downtown Preservation and Revitalization Program (DPRP)
 - Objective: The intent of the Downtown Preservation and Revitalization Program (the "DPRP") is to foster the preservation and revitalization of unoccupied, underutilized, and/or deteriorating historic, and qualified non-historic, buildings located in downtown Jacksonville.
 - Measure: Average one historic building put in service each year
 - Achieved in FY '25 – **yes**
 - **awards** – none
 - **openings** – 1001 Kings Ave
- Commercial Revitalization Program (CRP)
 - Objective: To backfill existing, vacant office spaces
 - Measure: Provide incentives for 50 or more employees per year
 - Achieved in FY '25 – **no** - no applicants
- REV payouts
 - Objective: To make timely payments to office REV grant recipients
 - Measure: Make timely REV payouts to all recipients
 - Achieved in FY '25 – **yes** multiple
- Incentive Program Payouts
 - Objective: To incentivize residential, retail and back fill office space through incentive programs created by the Board, some of which also required City Council approval.
 - Measure: Payout incentives to successful developments
 - Achieved in FY '25 – **no** awarded but non paid

Goal 2: Increase rental and owner-occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle.

Programs and Activities

- Broadcast Place Park
 - Objective: provide outdoor recreation space including pickleball and tennis in a space protected from the weather under the I95 Overland bridge. This park space will also connect the emerald trail from the Fuller Warren Shared Use Path to the Southbank Riverwalk.
 - Measure: Design, finance, develop and complete
 - Achieved in FY '25: **partial** design team chosen
- Housing Incentive Program – Small Scale

- Objective: To encourage smaller multifamily residential development projects within Downtown to accelerate development activity, achieve the Downtown population goals established by the CRA and fill the economic gap that exists between achievable rents/NOI and development costs. In the case of this program, the gap has been pre-determined on a neighborhood or district basis and current and projected rent-growth, eliminating the need for a financial gap analysis of individual projects that comply with the criteria.
- Measure: Put in service 10 small scale units per year
- Achieved in FY '25 – **no** - no applicants
- Housing Incentives: Development Loans
 - Objective: To facilitate housing development that meets the needs of workers in the Downtown area covering a wide range of income levels. The DIA includes “Improving the breadth and diversity of housing options across Downtown to provide all types and varied price ranges of rental and owner-occupied opportunities, including mixed-income and mixed-use structures” among its strategic objectives in meeting its goals
 - Measure: Incentivize at least 1 project a year (on North or Southbank) with an Affordable Housing loan
 - Achieved in FY '25 – **yes** Lofts on Southbank
- Housing Incentive Program – REV Grants
 - Objective: The program is designed to facilitate residential development within Downtown, to stimulate economic growth, and to fulfill the Downtown population goals established by the CRA by filling the economic gap that exists between achievable rents/NOI, capital requirements, and development costs.
 - Measure: Authorize two REV grants per year for residential development
 - Achieved in FY '25 – **no** - no applicants

Goal 3: Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown.

Programs and Activities

- Retail Enhancement Incentive Programs
 - Objective: 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. 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. 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.
 - Measure: Incentivize six (6) retail establishments per year
 - Achieved in FY '25 – **yes** – Gateway grocer, Keane’s, Besa, Dapper D’s, Tavola, Salon, Koto
- St Johns River Park Restaurant at Friendship Fountain

- Objective – Finance and manage the design and development of a waterfront restaurant at St. Johns River Park to enhance visitor experience, increase park activation, and create a new dining destination on the Southbank.
- Measure: Advance design, negotiate development terms, or complete.
- Achieved in FY '25 – **yes** design at 70%; RFQ for operator closed

Goal 4: Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions.

Programs and Activities

- Targeted Hotel Incentive Program
 - Objective: To attract hotel projects that meet defined criteria of boutique hospitality and contribute to the vibrancy, design quality, and economic impact of Downtown Jacksonville through a Targeted Hotel REV Grant
 - Measure: Incentivize 1 new boutique style hotel every two years
 - Achieved in FY '25 – **no**
- Neighborhood Streetscape Improvements including public art, banners, benches, pavers, etc.
 - Objective: Create and promote a consistent brand for Downtown that conveys a sense of excitement and within the boundary of Downtown foster distinct neighborhood identities that evoke a unique sense of place. Support the installation of public art and aesthetic and sensory enhancements, as well as wayfinding and technology throughout Downtown
 - Measure: Complete at least one streetscape enhancement project (art, signage, seating, landscaping, lighting, etc.) per year.
 - Achieved in FY '25 – **in progress** Flagler Ave; designer selected
- Southbank Parks Acquisition, Capital Improvement and Activation
 - Objective: To purchase, when necessary, and invest in city owned assets that are or could become parks.
 - Measure: Acquire land, improve or activate parks on the Southbank
 - Achieved in FY '25 – **yes** improve St. John River Park with projection and financially support activation in St. Johns River Park and the Southbank Riverwalk
- Southbank Riverwalk Extension, Enhancements & Overland Connector
 - Objective: 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.
 - Measure: 500 feet of new or expanded riverwalk or riverwalk improvement (increased landscaping, shade, etc. North or Southbank)
 - Achieved in FY '25 – **Partially**. There was 1,050 linear feet of new and improved riverwalk under construction with another 4,200 linear feet of new riverwalk under design.

- Landmark Public Park System on the St. Johns River/Riversedge
 - Objective: The Northbank and Southbank riverfronts, connected by an amenitized and programmed continuous Riverwalk linking a series of distinctive signature riverfront parks will be the landmark park system for Downtown Jacksonville.
 - Measure: Assist Public Works and the Parks Department in creating a public parks system on the St. Johns River
 - Achieved in FY '25 – **partial** in progress
- RiversEdge CRA Parks & Infrastructure
 - Objective – Activate public space along the St Johns River by developing park spaces for users of all ages and abilities. This includes walking tracks, playground equipment and a marsh boardwalk. Kiosks will encourage visitors to stay active and eat healthy.
 - Measure: Design, finance, develop and complete
 - Achieved in FY '25 – **in progress** will be delivered in November 2025
- Complete Renovation of St. Johns River Park and Friendship Fountain
 - Objective – Complete capital improvements to Friendship Fountain and the surrounding St. Johns River Park to create a signature waterfront destination featuring updated infrastructure, enhanced lighting, and expanded public amenities.
 - Measure: Achieve substantial completion of improvements.
 - Achieved in FY '25 – **partial** Friendship Fountain complete, park partially complete
- Southbank Park Enhancements
 - Objective – Upgrade amenities, landscaping, lighting, and connectivity in Southbank parks to improve safety, usability, and activation opportunities.
 - Measure: Complete one enhancement or activation-supporting project per year.
 - Achieved in FY '25 – **yes** financially supported Sip 'n Stroll

Goal 5: Improve the safety, accessibility and wellness of Downtown Jacksonville and cleanliness and maintenance of public spaces for residents, workers, and visitors.

Programs and Activities

- Mobility Fee Credit Incentive Program
 - Objective: the DIA is authorized to “To negotiate, assign and allocate development rights within the Central Business District, including assigning mobility fee credits pursuant to any applicable mobility fee contract.” Mobility Fee Credits may be applied as an incentive to offset Mobility Fees, or a portion thereon, associated with a new allocation of development rights and may be issued within the Central Business District. Mobility Fee Credits are granted in exchange for a number of benefits to the city and other citizens that include better streets and sidewalks, easements of land or property for more sidewalks or bike lanes, shared parking agreements, public improvements such as lighting, benches, shade trees, trash receptacles, etc., as well as number of other costs that improve both the project and the surrounding area.
 - Measure: Provide mobility fee credits to developers in exchange for certain public benefits
 - Achieved in FY '25 – **no** no applicants

- Improved Wayfarer Signage
 - Objective: The implementation of a consistent, clean, and accurate system of wayfarer signs can better define the Downtown Northbank 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.
 - Measure: Install x number of signs per year
 - Achieved in FY '25 – **partial** design underway

Goal 6: Improve the walkability/bike-ability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River.

Programs and Activities

- Flagler Avenue Shared Street
 - Objective: Implement a shared-street concept that prioritizes pedestrians and cyclists, reduces vehicle dominance, and improves multimodal access between the Southbank and nearby neighborhoods.
 - Measure: Advance design or begin construction of shared-street elements
 - Achieved in FY '25 – **partial** design team chosen
- Cross Southside Connector
 - Objective – Create east to west bicycle and pedestrians along Prudential Drive. Improve pedestrian and bicycle connectivity across the Southside to link neighborhoods, parks, and the Riverwalk through upgraded crossings, sidewalks, and protected pathways.
 - Measure: Achieve one design, funding, or construction milestone per year.
 - Achieved in FY '25 – **partial** in planning

Goal 7: Capitalize on the aesthetic beauty of the St. Johns River, value its health and respect its natural force, and maximize interactive and recreational opportunities for residents and visitors to create waterfront experiences unique to Downtown Jacksonville.

Programs and Activities

- St. Johns River & Tributary Access – *CRA signage, amenities, programs, mooring field*
 - Objective: The CRA Redevelopment 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 magnetizing launch sites with fuel, docking, ship's stores, and dining and entertainment opportunities, and (iii) introducing boat clubs and rentals that allow for a broad range of income levels to experience the river directly.
 - Measure: Improve identity, add amenities and begin boat rentals
 - Achieved in FY '25 –

- i. **yes**
- ii. **design underway**
- iii. **no**

- Southbank Parking/Boat Ramp
 - Objective: Enhance public access to the St. Johns River by moving and improving parking capacity and upgrading the boat ramp to better serve recreational boaters and visitors.
 - Measure: Complete one phase of planning, permitting, or capital improvement per year.
 - Achieved in FY '25 – **partial** design complete; construction to begin in 2026
- Southside Catalyst Site - RiversEdge/School Board
 - Objective – Support redevelopment of the RiversEdge/School Board catalyst site by coordinating infrastructure, development agreements, and land-use entitlements to accelerate mixed-use development.
 - Measure: Complete one entitlement, infrastructure, or development agreement milestone per year.
 - Achieved in FY '25 –**partial** RiversEdge parks and infrastructure complete; School Board being disposed of in FY '26

Goal 8: Simplify and increase the efficiency of the approval process for downtown development and improve departmental and agency coordination.

Programs and Activities

- Code Compliance Support Program
 - Objective: Assist Downtown businesses with updating their buildings and leased spaces to new code updates by the governmental bodies assuming it does not involve deferred maintenance.
 - Measure: Provide support grants as needed
 - Achieved in FY '25 – **yes** awarded in '24 paid in '25 (Northbank)
- Participation in the Special Committee on the Future of Downtown
 - Objective: Streamline process and reduce bureaucracy for future developments
 - Measure: Pass one ordinance per year to increase the efficiency of the development process
 - Achieved in FY '25 – **yes** passed 2025-0220-E
- Water Quality Comp Credits
 - Objective: Within Downtown, water quality compensatory credits are available for purchase in accordance with the procedure established in Chapter 55, Part 2, of the Jacksonville Ordinance Code.
 - Measure: Provide credits as needed to developers
 - Achieved in FY '25 – **no** no applicants
- Professional Services
 - Objective: To use outside industry professionals on an as needed basis to assist and speed up processing of incentives, design and programs
 - Measure: Contract on as needed basis
 - Achieved in FY '25 – **yes** multiple

- Relocation of River City Underground Storage Tank
 - Objective – Relocate or remediate the underground storage tank to eliminate site constraints, reduce environmental risk, and prepare the parcel for future redevelopment.
 - Measure: Complete regulatory, design, or construction milestone toward relocation or remediation.
 - Achieved in FY '25 – **partial** location determined and design complete