

Northbank East and Northbank West 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** – Juliettes Balcony
 - **openings** – YWCA, 323 Bay Street, Union Terminal, 218 Church, Federal Reserve
- Historic Preservation and Revitalization Trust Fund (HPRTF)
 - Objective: The purpose of the Historic Preservation and Revitalization Trust Fund Guidelines ("HPRTF") is to establish the parameters for use of the Trust Fund to facilitate renovation of historically designated landmarks within the DIA boundaries (Downtown). The Trust Fund was created to foster the preservation and revitalization of unoccupied, underutilized, and/or deteriorating historic buildings located in downtown Jacksonville.
 - Measure: Inactive because of DPRP Program
 - Achieved in FY '25 – **no**
- 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
- Façade Grant Program
 - Objective – Enhance the sidewalk experience by assisting to restore building facades in the Historic District
 - Measure: Incentivize one façade per year
 - Achieved in FY '25 – **yes** – 10 Newnan, 21 E Adams
- Park Once – Park Smart
 - Objective: The CRA Redevelopment Plan recommends a Park Once – Park Smart strategy of consolidating existing parking, discouraging surface parking spaces, education, and better pricing to utilize the existing parking resources, upgrades of on-street and off-street parking systems to implement new technologies and dynamic

pricing, and consolidated management under DIA of all municipal parking facilities and the CRA leased garages.

- Measure: One major parking solution per year
- Achieved in FY '25 – **yes** – converted Forsyth and Adams to kiosk and removed 313 outdated meters around the City Center; removed 500 low demand coin meters and converted to Park mobile
- REV payouts
 - Objective: To make timely payments to REV grant recipients
 - Measure: Make timely REV payouts to all recipients
 - Achieved in FY '25 – **yes** multiple
- NF Land Trust lease
 - Objective: To lease a historic, city owned building and parking lot to a non-profit that also shares the same goals as DIA.
 - Measure: Active
 - Achieved in FY '25 – **yes** renewed lease
- 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 – **yes** multiple

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

Programs and Activities:

- 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 20 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** '25 loan went to Southside Lofts
- 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 – **yes** – Juliette Balcony
- Artist Live/Work Implementation Strategy
 - Objective: To repurpose derelict structures by converting them to affordable, viable, and sustainable housing and studio environments for artists. 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.
 - Measure: Repurpose one building per year
 - Achieved in FY '25 – **no**
- K-12 School in the Northbank CRA
 - Objective: In further support of Downtown employees and residents, the DIA should recruit a Downtown K-12 school in Cathedral or Central Core. One potential site might be the Supervisor of Elections site on Monroe Street
 - Measure: Bring one k-12 school Downtown: no time limit
 - Achieved in FY '25 – **no**
- Duval Street Structures
 - Objective: To demo 3 derelict and burned-out houses received by the city to facilitate development.
 - Measure: Demo the three structures
 - Achieved in FY '25 - **yes**
- Carling and Lynch loans
 - Objective: Monitor the loans created for the two Vestcor market rate apartment adaptive re-use projects and receive the payoff, when scheduled.
 - Measure: Monitor loans and request payout when due
 - Achieved in FY '25 – **yes**, monitored
- Johnson Commons Sales
 - Objective: To receive cost sharing funds from a for-sale town house development.
 - Measure: Receive payments from sale proceeds
 - Achieved in FY '25 - **yes**
- Riverfront Plaza Development Pad/East Parking Lot Catalyst Sites
 - Objective: The Perkins & Will plan for Riverfront Plaza Park 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.

- Measure: Dispose of properties with a plan for redevelopment
 - Achieved in FY '25 - **yes**
- Former Duval County Courthouse/City Hall Annex Catalyst Site
 - Objective: The site is well-suited for large scale, mixed-use development and a Notice of Disposition will be advertised on the former courthouse site that both activates Bay Street and the future Liberty Basin marina. The DIA should insist that redevelopment of the site achieve the following goals:
 - Provides active uses along the waterfront such as marinas, restaurants, cafes, retail, amusement, entertainment, etc. that will help activate and offer amenity to the St. Johns River;
 - Provides public access to the waterfront by means of improved and expanded boardwalks, parks and/ or trails along the waterfront;
 - Conceals parking from street and river views by means of linear buildings, walls, and landscaping;
 - Provides a pedestrian link that does not block connecting the Jacksonville Landing to Metropolitan Park, the Baseball Grounds of Jacksonville, EverBank Field, and Veterans Memorial Arena.
 - Measure: Dispose of properties with a plan for redevelopment
 - Achieved in FY '25 - **no**
- First Baptist Church Campus Catalytic Sites
 - Objective: The 9 square blocks of Downtown Jacksonville property held by First Baptist Church and offered for potential redevelopment present a unique catalytic opportunity for the north end of Downtown Jacksonville. Proximity to FSCJ and major arterial roadways as well as an abundance of parking make these sites well suited for campus development- whether educational, institutional, or corporate.
 - Measure: Assist developer in acquiring and developing the parcels
 - Achieved in FY '25 - **yes**
- Emergency Rapid Response Grant
 - Objective: To incentivize and reward quick responses to emergencies and disasters to mitigate the effects on the owners property and surrounding neighbors.
 - Measure: Issue an ERR Grant when circumstances dictate
 - Achieved in FY '25 – **no** none needed in FY '25
- LaVilla Catalyst Sites – Arts Gateway and Convention Center
 - Objective: 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 Osborn Convention Center and Skyway, the 2014 CRA Redevelopment 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).
 - Measure: Dispose of at least five acres of LaVilla property each year for redevelopment

- Achieved in FY '25 – **yes**

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 (on North or Southbank)
 - Achieved in FY '25 – **yes** – Gateway grocer, Keane's, Besa, Dapper D's, Tavola, Salon, Koto
- CRA Hogan Street Project
 - Objective: To enhance the CIP project Hogan Street Cycle Track/Emerald Trail where needed.
 - Measure: Design and build the East side of Hogan Street in conjunction with the CIP project Hogan Street Cycle Track
 - Achieved in FY '25 – **yes** design underway
- JEA Electric Duct Bank Relocation
 - Objective: To assist JEA in moving an electrical duct bank running thorough Riverfront Plaza to facilitate the construction of the park and development of pad B.
 - Measure: Facilitate and partially fund the removal of the duct bank in Riverfront Plaza
 - Achieved in FY '25 – **yes** in progress
- Sports and Entertainment Surface Lots – Catalyst Sites
 - Objective: The underutilized surface lots surrounding the stadium are prime property for redevelopment for high density mixed-use redevelopment with a particular focus on entertainment venues, visitor attractions, hospitality and year-round activation complemented by traditional residential and retail. Particular attention should be paid to the Bay Street frontage and connections to the riverfront and Metropolitan Park as well as connectivity to other venues and adjacent neighborhoods.
 - Measure: Facilitate and incentivize the redevelopment of two acres or more of surface parking lots in the Sports and Entertainment District
 - Achieved in FY '25 – **no**
- Snyder Memorial Church Catalyst Site
 - Objective: To augment the programming efforts at James Weldon Johnson Park, the CRA Redevelopment 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.

- Measure: Prepare for and dispose of Snyder for redevelopment
- Achieved in FY '25 – **yes** – stabilization complete and ready for disposal

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:
 - Art – Install one public art piece per year
 - Banners – Maintain neighborhood banners and change out for Holidays
 - Street Furniture – Inventory and install sidewalk furnishings consistent with Neighborhood Design Standards, as needed
 - Achieved in FY '25 –
 - Art – **yes** two Musical Heritage Garden art pieces fabrication complete
 - Banners – **yes**
 - Street Furniture – **underway** Inventory complete and DIA Board approved \$50,000 to be spent on street furniture
- Northbank 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 Northbank
 - Achieved in FY '25 – **yes** improve Musical Heritage Garden with projection and financially supported activation in Geffen Parks
- Northbank Riverwalk Extension, Enhancements & Signage
 - 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 improved (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.
- Historic Markers (aka - Historic Downtown Landmark & District Signage)
 - Objective: In 2016, a portion of Downtown Northbank CRA was declared a National Historic District, and within and beyond the boundaries, the area 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 Jacksonville, DIA should consider funding creation and placement of historic markers throughout Downtown Jacksonville identifying not only the locations of historic buildings and sites but also providing interesting and engaging content regarding noteworthy sites.
 - Measure: Install markers by EOY 2026
 - Achieved in FY '25 – **no**
- LaVilla Trail and Gateways
 - Objective: Implementation of a LaVilla Heritage Trail to generate public awareness of, and celebrate, the cultural significance of the LaVilla Neighborhood. A series of markers and storyboards identifying important buildings, sites, people and stories of the community will be included as well as trail markers identifying the route.
 - Measure: Work with the Historic LaVilla Committee to implement the Gateway and erect markers
 - Achieved in FY '25 – **partial** completed committee work and markers designed
- LaVilla Cultural Destinations Park
 - Objective: The LaVilla Cultural destination parks include, first and foremost, Lift Ev'ry Voice and Sing Park. In addition to the historic Johnson Brother home site on Lee Street, DIA has provided the remainder of the Lee Street frontage of that block on Lee Street for the cultural park. A second cultural destination park in LaVilla is the planned improvements for the Ritz Pocket Park across from the historic Ritz Theater. The park will be refurbished and feature a large reproduction of the Augusta Savage sculpture entitled "The Harp".
 - Measure: Open one park every two years
 - Achieved in FY '25 – **yes** Lift Ev'ry Voice and Sing Park
- Shipyards & Kids Kampus Catalyst Site
 - Objective: The Shipyards/Kids Kampus 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 Jacksonville. 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.
 - Measure: Design and complete park, public spaces and dining options

- Achieved in FY '25 – **partial** design is nearly complete
- Shipyards West Park *CRA Scope*
 - Objective: To create park amenities to contribute to the CIP project, Shipyards West park. This DIA priority project is also a City CIP priority project since a Florida Recreational Assistance Program Grant (FRDAP) that is administered by the FDEP encumbers the site and commits the DIA and City to construct a “replacement park” for the acreage released on the former Kids Kampus site.
 - Measure: Design and construct an amenity for the Shipyards West Park
 - Achieved in FY '25 – **partial** consultant for F&B suggestions submitted deliverables and a design firm has been selected
- McCoys Creek Riverfront Park
 - Objective: As part of the McCoys Creek restoration project, the City has acquired a riverfront parcel between the future creek location and the Acosta Bridge. This future park site will become another destination park node along the Northbank Riverwalk. Its design and construction will follow completion of the creek project. The site includes City owned submerged lands which may also facilitate future recreational boater access or an overwater amenity.
 - Measure: Facilitate the creation of space and design and build the park
 - Achieved in FY '25 – **partial** – the space has been created, McCoys Creek is in its original outfall and design firm selected
- Landmark Public Park System on the St. Johns River
 - 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
- Redesign Metropolitan Park
 - Objective: The CRA Redevelopment 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.
 - Measure: Assist the Parks Department in initiating the redesign of Metropolitan Park
 - Achieved in FY '25 – **partial** in progress
- Bay Street Improvements
 - Objective: Originally envisioned as an east west bicycle route in future road diets, Bay Street has become the designated autonomous vehicle route. Until the requirement for a dedicated U2C lane on Bay Street is removed, bicycle improvements to Bay Street will be postponed and replaced with parallel facilities. Where possible, a multi-use path of sufficient width to accommodate both pedestrians and bicyclists will be provided beyond the curb line but within the right of way.
 - Measure: Identify space for a bike/ped lane and implement
 - Achieved in FY '25 – **no**

- McCoy's Creek Improvements & Emerald Trail
 - Objective: 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.
 - Measure: Complete design, improvements and Trail segment
 - Achieved in FY '25 – **partial** in progress
- Emerald Trail Model Mile
 - Objective: 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 Jacksonville area. This segment has the most logical start/endpoints that will ensure high use of the model project once it is built.
 - Measure: Complete Model Mile segment
 - Achieved in FY '25 – **yes**
- Hogans Creek Improvements & Emerald Trail
 - Objective: 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. 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 Hogan's Creek flood control, resiliency and creek restoration project will require significant land acquisitions within Downtown that should begin as soon as practicable to secure the necessary flood plain corridor.
 - Measure: Complete design, improvements and Trail segment
 - Achieved in FY '25 – **no**
- 100 Festival Park Avenue Signage
 - Objective: To install new signage for WJCT on redesigned Festival Park Avenue
 - Measure: Negotiate and execute new lease with WJCT and install signs
 - Achieved in FY '25 – **partial** Lease negotiated and executed; signs in design

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 requests
- Expanded Free Public Access to Downtown Wi-Fi
 - Objective: To expand free Wi-Fi Downtown
 - Measure: To have the entire Downtown Boundary covered by free city Wi-Fi
 - Achieved in FY ‘25 – **no**
- 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: Design and install signs, as needed
 - Achieved in FY ‘25 – **partial** design underway
- Restore Two-Way Street System CRA Forsyth & Adams
 - Objective: Downtown Jacksonville 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 Jacksonville to surrounding neighborhoods. 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.
 - Measure: Restore Forsyth and Adams to two-way streets
 - Achieved in FY ‘25 – **yes**

- N Broad Façade stabilization
 - Objective: To stabilize a historic, 1904 façade in between two other historic buildings so that it may be restored, saved and re-used with new construction on the rear.
 - Measure: Stabilize the Historic facade
 - Achieved in FY '25 – **no**

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:

- Liberty Street Improvements
 - Objective: Liberty Street is a planned north-south bicycle corridor. This corridor will provide a parallel facility to the Emerald Trail segments at Hogan's Creek, Hogan Street, and Lee Street to connect Beaver Street to the Riverwalk. A redesign of the roadway to provide a cycle track or protected bike lanes is contemplated.
 - Measure: Design and Complete Project
 - Achieved in FY '25 – **yes**
- Monroe Street LaVilla Road Diet
 - Objective: City Traffic Engineering has identified Monroe Street between I-95 and Jefferson Street as a prime candidate for a road diet to enhance vehicular safety as well as provide a cycle track connecting to the eastern segment of Monroe. This segment currently has a high vehicular crash rate and excessive speeds that can both be improved by the proposed road diet. The CRA plan fully supports this effort both for its value to the safety and quality of life for LaVilla residents and businesses, but also for the potential to provide a fully connected east-west bicycle corridor centrally located between Beaver Street and the Riverwalk.
 - Measure: Design and Complete Project
 - Achieved in FY '25 – **no**
- Park Street Road Diet
 - Objective: 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 Jacksonville area. This segment has the most logical start/endpoints that will ensure high use of the model project once it is built.
 - Measure: Complete Project
 - Achieved in FY '25 – **yes**
- Beaver Street Road Diet
 - Objective: FDOT has identified Beaver Street between I-95 and Liberty Street as a prime candidate for a road diet to enhance vehicular safety. City departments and the DIA have requested a continuous multi-use path within this corridor to connect the Lee Street and Hogan Street segments of the Emerald Trail as well as the proposed Liberty Street bicycle corridor. This multi-use corridor would provide a

east-west route across the northern side of Downtown on a much lower traffic volume street than State or Union, and provide a parallel facility to Monroe Street and the Riverwalk.

- Measure: Design and Complete Project
- Achieved in FY '25 – **partial** - design underway
- Hogan Street Improvements – Emerald Trail Link
 - Objective: 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 Jacksonville destinations.
 - Measure: Design and Complete Project
 - Achieved in FY '25 – **partial** - design underway

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

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**
- Liberty Street Basin Marina
 - Objective: The planned marina at Liberty Basin (a City CIP project) is a priority and should be completed as soon as practicable and include commercial boat clubs, rental boats, and tour opportunities as well as recreational boater slips. This marina will further enhance boater access and provide access to the existing adjacent and planned restaurants. Timing of construction should be coordinated to precede or coincide with completion of the adjacent private development on the former courthouse site.
 - Measure: Design and complete project

- Achieved in FY '25 – **partial** – design complete and presented to DDRB; permit in review
- Riverfront Plaza Projection and Sound
 - Objective: This project encompasses the former Water Activation project which is currently in design and will provide choreographed light sound projection content for projection at Friendship Fountain on a nightly basis. This project also includes other activation and programming which should be done in concert with the DIA's Activation and Programming efforts within the Downtown Northbank CRA.
 - Measure: Design and complete projects
 - Achieved in FY '25 – **partial** – design complete, equipment purchased
- Musical Heritage Garden Projection Tower
 - Objective: This project encompasses the former Water Activation project which is currently in design and will provide choreographed light sound projection content for projection at Friendship Fountain on a nightly basis. This project also includes other activation and programming which should be done in concert with the DIA's Activation and Programming efforts within the Downtown Northbank CRA.
 - Measure: Design and complete project
 - Achieved in FY '25 – **partial** design underway
- Riverfront Plaza Restaurant
 - Objective: Food and beverage are always listed by the general public as a top three desire in public, destination parks when polled. The DIA has a CRA development pad on the river at Riverfront Plaza with the goal to build a 5-6,000 SF restaurant there to be leased to a third party.
 - Measure: Design and complete projects
 - Achieved in FY '25 – **no** funding put in contingency by Council

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
- 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
- MPS Garages
 - Objective: To initiate a settlement with MPS that will lower the debt burden on the Northbank, thereby freeing up tax increment funding to offer more incentives and do capital projects
 - Measure: Complete Settlement
 - Achieved in FY '25 – **yes** completed in previous years