

Jacksonville BPAC Meeting Notes  
Hybrid Meeting  
December 1, 2022 @ 5:30 PM  
Ed Ball Building – 1<sup>st</sup> Floor Training Room  
214 N Hogan Street – Jacksonville FL

**Meeting Attendees:**

(in person): Chris Burns (Chair), Peter Borenstein (Vice Chair), Steve Tocknell (Secretary), Barry Cotter, Troy Mayhew, Len Burroughs, Wiatt Bowers, Sondra Fetner (duPont Fund), Alex Moore (Orange Park Trail), Michael Wallwork (Orange Park Trail), Lee Durban (Office of COJ Traffic Engineer), Matt Fall (COJ Bicycle Pedestrian Coordinator)

(virtual): Larry Roberts, David Fletcher, Lauren Rushing, Marlo Zurka (Blue Zones Jacksonville), James Hopkins, Gary Monahan Derek Dixon (FDOT), Lauren Christiansen (COJ Parks Department),

Chris Burns chaired the meeting.

**I. Introductions and Adoption of Minutes**

The minutes from the November 3, 2022 BPAC meeting were unanimously approved (Motion by Len Burroughs, Second by Peter Borenstein).

**II. Presentation – Riverfront Activation Plan Sondra Fetner, Jessie Ball DuPont Fund**

Sondra presented a comprehensive overview of the Riverfront Activation Plan project, on behalf of the Jessie Ball DuPont Fund. The Jessie Ball DuPont Fund was the Project Initiator, DVDL was the Project Lead, and Groundwork Jacksonville was the Community Partner. The Project Collaborators were Riverfront Parks Now and Creative Urban Alchemy.

The project boundaries were the North Bank of the St. Johns River, from Metropolitan Park west through downtown and south to Memorial Park, and the South Bank, west from the site of The District development through downtown, and south to the Baptist Hospital campus. The Riverfront project was conducted in 2021.

The checklist items in the Riverfront Activation Plan that are most closely related to the purposes and objectives of the Jacksonville BPAC include:

**Under Social and Cultural Principle 1 – Welcoming and Accessible to All**

3. Develop signage and wayfinding that is available in different languages and for people with different abilities.
4. Provide a wide range of transportation options for accessing public space and getting around. Consider different modes of transportation like wheelchairs, skateboards, bikes, rideshare vehicles, etc.

**Under Waterfront Public Realm Principle 7 – Multiple Connected Paths**

1. Develop a connected and cohesive waterfront experience that creates seamless East-West connections along the Riverfront.
2. Foster design strategies that allow for multiple paths of exploration and experience, ranging from passive to active.

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3. Clearly differentiate linear zones and create opportunities for multiple types of activity, including biking, walking, roller-blading, strolling, and contemplation.
4. Foster design strategies that allow for multiple paths of exploration and experience, ranging from passive to active.

#### Under Waterfront Public Realm Principle 8 – Framed View Corridors

1. Craft clear, legible, and direct pedestrian connections from upland neighborhoods to the Riverfront and from the river inland.
4. Prioritize pedestrian traffic and create a “vehicle as guest” environment throughout the entire Riverfront to ensure that parking, loading, and service functions feel integrated within the overall design, and

#### Under Waterfront Public Realm Principle 10 – Great Streets

1. Create pedestrian priority streets, with safe and enjoyable bicycling options and transit links.
2. Establish continuity between shade strategies, paving, and plantings.
3. Enhance the tree canopy and use trees and street walls to create a sense of calm, comfort, and enclosure.
4. Design multifunctional streets as public spaces that can also be used for events, fairs, etc.
5. Accommodate pedestrian desire lines to and from nearby destinations, ensuring frequent opportunities for safely navigating streets.

Sondra’s complete presentation is attached to these meeting notes.

In the Q&A that followed Sondra’s presentation, Peter Borenstein remarked that the existing Northbank Riverwalk, including the Corkscrew Park beneath the Acosta Bridge, is isolated and difficult to access. Sondra replied that the 1 Riverside development and the Hogan Street Cycle Track should help to mitigate this problem.

Chris Burns added that when is opened soon, the Fuller Warren Shared Use Path should also provide improved access to both the North Bank and South Bank Riverwalks.

Michael Wallwork and Chris Burns complimented Sondra for her presentation. Chris asked Sondra to keep the BPAC posted as the Riverfront Activation Plan moves forward to implementation.

### **III. Presentation – Black Creek Trail Design – Michael Wallwork, Town of Orange Park**

Michael was joined at the meeting by Alex Moore, who also represented the Town of Orange Park. This was Michael’s second presentation to the Jacksonville BPAC on the design for the Black Creek Trail Design project, which would extend the existing Black Creek Trail about 6 miles north to NAS Jacksonville, for a total trail length of about 13.6 miles. The extension would include about 3.5

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miles in the City of Jacksonville, less than 500 feet in Clay County, and about 1.6 miles in the Town of Orange Park. As a key component of the trail extension, a tunnel beneath I-295 would run along the east side of the CSX RR tracks.

Michael's complete presentation is attached to these meeting notes.

After Michael's presentation, Alex Moore noted that the Town of Orange Park is not yet on board with this project. Chris Burns said that support is needed from the whole community - support from bicyclists would not be enough.

Matt suggested that this project might be eligible for a Reconnecting Communities grant.

Matt was asked how to get this project into the City of Jacksonville 2017 Bicycle Pedestrian Master Plan, which is past due for an update. Matt suggested that since this would be a regional trail, the TPO should be asked for fund a plan for the trail. Matt added that planning for the trail extension should be included in the TPO's Unified Planning Work Program, and should include a 5% design and an opinion of probable cost.

Michael said that he would be meeting later in December with Jeff Sheffield, the TPO Executive Director. He added that FDOT would be another potential partner.

Chris Burns offered to submit a letter of support on behalf of the Jacksonville BPAC.

#### **IV. Announcements**

Matt encouraged BPAC members and friends to register for the FHWA workshop on Designing for Pedestrian Safety 101, which will be held on January 23 – 24 2023, in the First Floor Training Room of the Ed Ball Building (same location as the December 2022 BPAC meeting). There is no registration fee. Use [THIS LINK](#) to register.

#### **V. Next Meeting Info**

The next BPAC meeting is scheduled for January 5, 2023, beginning at 5:30 PM. It will again be a hybrid meeting.

#### **VI. Adjourn**

The meeting adjourned at 7:00 PM.

Activating  
Jacksonville's  
Riverfront



# Fun and Functional: Summary of the Activation Plan for Jacksonville's Downtown Riverfront

BPAC Meeting Dec. 2022



## Project Partners & Collaborators

**Project  
Initiator**



**Project  
Partners**



**Project  
Collaborators**



# Project Boundaries



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# Project Timeline: 2021



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# Project Output

- [Public Input Report](#)
- [Economic Impact Study](#)
- [Benchmarking Report](#)
- [Activation Plan](#)

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Activating Jacksonville's Riverfront



## Public Input Overview

### 1 Public Space Survey

3,122 respondents

### 6 Public Programs/Tours

755 participants

### 3 Virtual Public Meetings

400 attendees



### 5 Neighborhood Meetings

105 participants

Interactive, dialogue-based meetings

### 8 Stakeholder Group Meetings

51 organizations/groups represented across 3 groups

### Multiple HOA/community center meetings

Invited by City Council members



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## Stakeholder Groups: Taskforce



Barbara Ketchum,  
Riverfront Parks Now



Betzy Santiago,  
FSCJ



Bill Joyce,  
Dep. of Public Works



Brian Wolfburg,  
Vystar



Daryl Joseph,  
Dep. of Parks & Rec



Diana Donovan,  
Cultural Council



Diana Greene,  
Duval County Public Schools



Ennis Davis,  
Modern Cities



Irvin PeDro Cohen,  
LISC



Jake Gordon,  
Downtown Vision



Jimmy Orth,  
St Johns Riverkeeper



Melanie Patz,  
Baptist Health



Michael Corrigan, Visit  
Jacksonville



Mike Balanky,  
Chase Properties



Nancy Powell,  
Scenic Jacksonville



Sondra Fetner,  
Urban Vision Consulting



Suzanne Pickett, Historic  
Eastside CDC



Barbara Goodman,  
Riverfront Parks Cons.

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DVDL



WXY

JLP+D

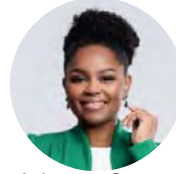
## Stakeholder Groups: Next Gen Group



Andrew Pantazi,  
Journalism



Aniyah Pendleton,  
HR and learning



Ashantae Green,  
Environmental justice



Brooks Dame,  
Homeless services



Danyelle Johnson,  
News / journalism



Ebony Payne English,  
Arts / Literature



Grace Stoyshich,  
Restaurants / journalism



Javon Knight,  
Public policy



Jose Morales,  
ADA advocacy



Mike Field,  
Economic development



Nadia Esha,  
Engineering and education



Pascal Rathle,  
Entrepreneurship



Shelby VanDervort,  
Downtown revitalization



Tia Keitt,  
Neighborhood resources

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## Stakeholder Groups: Activation Coalition



Andrea Barnwell  
Brownlee,  
Cummer Museum



Andrea Williams,  
Jumbo Shrimp



Basma Alawee,  
WeaveTales



Bruce Fafard,  
MOSH



Cindy Watson,  
JASMYN



David Clark,  
DESC



David McGowan,  
WJCT Public Media



Dawn Gilman,  
Changing  
Homelessness



Dimitri Demopoulos,  
Churchwell Condo  
Association



Eric Mann,  
First Coast YMCA

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## Stakeholder Groups: Activation Coalition, continued



Gabrielle Magid,  
Stronger Than Stigma



Hope McMath,  
Yellow House



Jessica Santiago,  
Art Republic



Justin Weakland,  
Jacksonville Naval Museum



Kyle Reese,  
One Jax



Linda Levin,  
Eldersource



Megan Denk,  
Players Center for  
Child Health



Michelle Barth,  
Jacksonville Symphony



Natasha Parks,  
UF/IFAS Extension



Shiva Thompson,  
Yoga 4 Change

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# What We Heard: Jaxsons want...



...on the riverfront

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Public Input Data Results

[Photo credit: Trevor Neely, via Unsplash]

# The River is the Star of the Show

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# Jaxsons want the Vast Beauty of the River to be Enjoyed by All

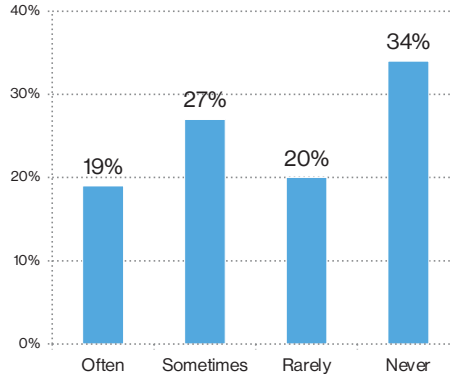
Jaxsons want to go to the riverfront for **walking, biking, and reading a book in the shade while enjoying the river views.**

[From Public Space Survey: Desired activities to do by yourself on the river]

Currently, only **19%** of Jaxsons go to the riverfront often to **enjoy greenspace and the outdoors.**

[From Public Space Survey: Desired activities to do by yourself on the river]

How Often Do You go to the Riverfront to Enjoy Greenspace or the Outdoors



[From Public Space Survey]

“ The breathtaking beauty of the river itself and how it changes throughout the day is the key to drawing people Downtown. ”

[From stakeholder]

“ The St. John’s River is the longest river in Florida, but people can’t fully access it today. ”

[From Community member]

## Activating Jacksonville’s Riverfront



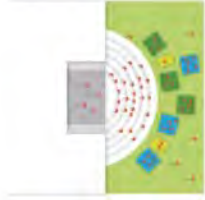
[Cumberland Park, Nashville: Photo credit: Kungfoofoo, via Creative Commons]

# Jaxsons want a Fun and Functional Riverfront

## Activating Jacksonville’s Riverfront



# Social and Cultural Principles



WELCOMING & ACCESSIBLE TO ALL



DIVERSITY OF AUDIENCE & EXPERIENCE



FLEXIBLE



FUN & FUNCTIONAL



PROMOTING WELLNESS

## Activating Jacksonville's Riverfront



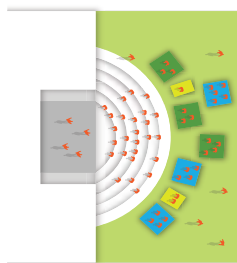
ACTIVATING JACKSONVILLE'S RIVERFRONT

08 SOCIAL, CULTURAL, AND PUBLIC REALM PRINCIPLES



### SOCIAL & CULTURAL PRINCIPLES

#### 1. WELCOMING AND ACCESSIBLE TO ALL



##### CHECKLIST

1. Provide spaces that represent Jacksonville and educate visitors about different cultures, neighborhoods, and histories.
2. Host activities and programs that are relevant and affordable to different groups across age, gender, race/ethnicity, and different abilities.
3. Develop signage and wayfinding that is available in different languages and for people with different abilities.
4. Provide a wide range of transportation options for accessing public space and getting around. Consider different modes of transportation like wheelchairs, skateboards, bikes, rideshare vehicles, etc.
5. Ensure accessibility and safety 24 hours/day. Consider different perceptions of personal safety, use non-polluting lighting, and implement ambassador programs.

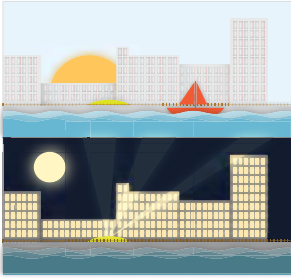
#### 2. DIVERSITY OF AUDIENCE & EXPERIENCE



##### CHECKLIST

1. Offer a broad range of uses and types of spaces that speak to diverse interests and diverse demographics.
2. Create activities and spaces that bridge the gap between different social groups and reinforce a sense of community.
3. Make the Riverfront a place for communities to come together and encourage both planned and spontaneous interactions.
4. Focus on spaces and activities that provide comfort, visual interest, and nature. Provide access to educational opportunities and affordable programming.
5. Prioritize the needs of communities that historically have been left out of planning processes.

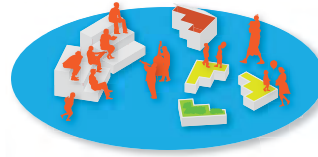
### 3. FLEXIBLE & COMMUNITY-DRIVEN



#### CHECKLIST

1. Develop a strategy for a vibrant waterfront that includes formal, informal, small, medium, and large activities. Include ways to branch off from the Riverfront and explore surrounding neighborhoods and the water itself.
2. Empower and enable community groups and residents to actively participate in the programming of the Riverfront.
3. Develop long term planning, flexibility, and resilience measures as the framework for the future.
4. Provide opportunities for residents, local organizations, and businesses to be stewards of Riverfront spaces through volunteerism and civic engagement.
5. Build and sustain community through the transformation of public space.

### 4. FUN & FUNCTIONAL



#### CHECKLIST

1. Bring communities from around the City together at the Riverfront by providing both fun and functional activities.
2. Activate the Riverfront throughout the day, week, month, and year by providing opportunities like exercise classes, outdoor classrooms, access to fresh produce, bike repair stations, pet adoption days, etc.
3. Provide convenient ways for doing everyday activities Downtown and foster elements of fun, creativity, and relaxation.
4. Offer diverse and affordable options for food. Provide spaces for entrepreneurs and local food establishments on the Riverfront.

### 5. PROMOTING WELL-BEING & CARE



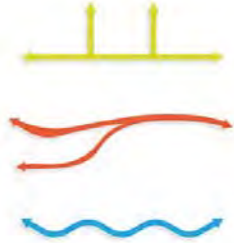
#### CHECKLIST

1. Promote an Ethic of Care among visitors by encouraging communities to care for each other through programming and activation.
2. Consider activities along and on the water that will connect residents to opportunities for exercise, recreation, relaxation, and play.
3. Provide opportunities for water sports, birding, dining, and learning about plants along the water.
4. Enhance natural features and organize regularly occurring and consistent programming that promotes mental health and wellbeing.
5. Design water features that make interaction more readily available and appealing, while also protecting individuals.

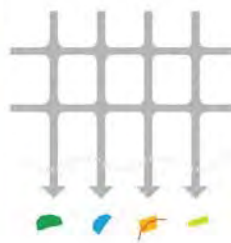
# Waterfront Public Realm Principles



ECOLOGY



MULTIPLE CONNECTED PATHS



FRAMED VIEW CORRIDORS



VARIETY



GREAT STREETS

## Activating Jacksonville's Riverfront



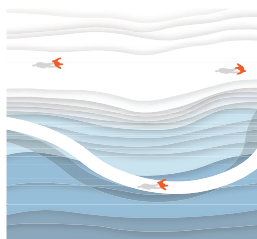
ACTIVATING JACKSONVILLE'S RIVERFRONT

08 SOCIAL, CULTURAL, AND PUBLIC REALM PRINCIPLES



### WATERFRONT PUBLIC REALM PRINCIPLES

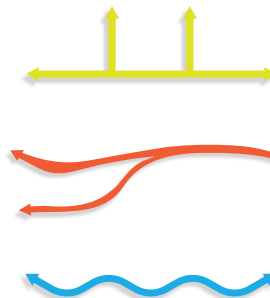
#### 6. ECOLOGY



##### CHECKLIST

1. Develop a landscape plan that builds off the region's native ecology, fostering local plant species, native tree growth, and habitats.
2. Integrate design features, technology, and art that provide formal and informal education for visitors and residents about the regional environment and ecology.
3. Foster intertidal zones where habitats can thrive, capable of diminishing wave action during storm events.
4. Allow direct interaction with water using rocks, beaches, and other shoreline design strategies that enable people to meet the river's edge.
5. Create a resilient landscape capable of withstanding sea level rise and storms. Encourage surrounding corridors to adopt ecological principles.
6. Integrate design features and landscaping that foster recovery following extreme weather events and changing ecological landscapes.

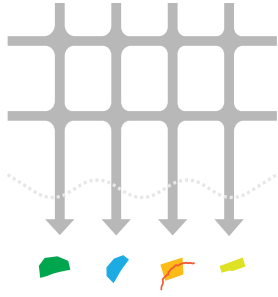
#### 7. MULTIPLE CONNECTED PATHS



##### CHECKLIST

1. Develop a connected and cohesive waterfront experience that creates seamless East-West connections along the Riverfront.
2. Foster design strategies that allow for multiple paths of exploration and experience, ranging from passive to active.
3. Clearly differentiate linear zones and create opportunities for multiple types of activity, including biking, walking, rollerblading, strolling, and contemplation.
4. Create a varied Riverfront experience using topography, skyline views, planting, paving, and programs to ensure playfulness and fun.

## 8. FRAMED VIEW CORRIDORS

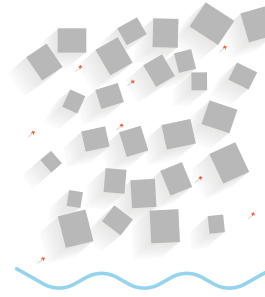


### CHECKLIST

1. Craft clear, legible, and direct pedestrian connections from upland neighborhoods to the Riverfront and from the river inland.
2. Develop activities and intriguing views of nature and people toward the end of each street to entice pedestrians to the water's edge.
3. Vary the activities and design strategies used at piers and destinations along the Riverfront, with a combination of active, passive, and retail programs.
4. Prioritize pedestrian traffic and create a "vehicle as guest" environment throughout the entire Riverfront to ensure that parking, loading, and service functions feel integrated within the overall design.
5. Heighten sensory experiences and include design elements focused on sound, smell, and touch.

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## 9. VARIETY

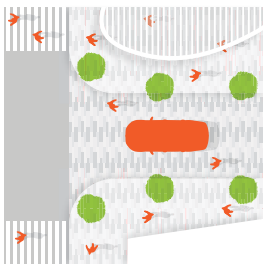


### CHECKLIST

1. Design Riverfront edges and experiences with a sense of play and dynamism.
2. Explore design strategies that create diverse vantage points, programs, and places to explore, using landform, public art, lighting, and plantings.
3. Merge landscape and building through the thoughtful integration of retail, parking, cultural institutions, and educational programs.
4. Design the Riverfront to clearly direct people to public space and use creative signage to clarify ownership.
5. Ensure a variety of experiences and programs between day and night, as well as across different seasons.

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## 10. GREAT STREETS



### CHECKLIST

1. Create pedestrian priority streets, with safe and enjoyable bicycling options and transit links.
2. Establish continuity between shade strategies, paving, and plantings.
3. Enhance the tree canopy and use trees and street walls to create a sense of calm, comfort, and enclosure.
4. Design multifunctional streets as public spaces that can also be used for events, fairs, etc.
5. Accommodate pedestrian desire lines to and from nearby destinations, ensuring frequent opportunities for safely navigating streets.

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# Waterfront Cities Benchmark Research



## Activating Jacksonville's Riverfront

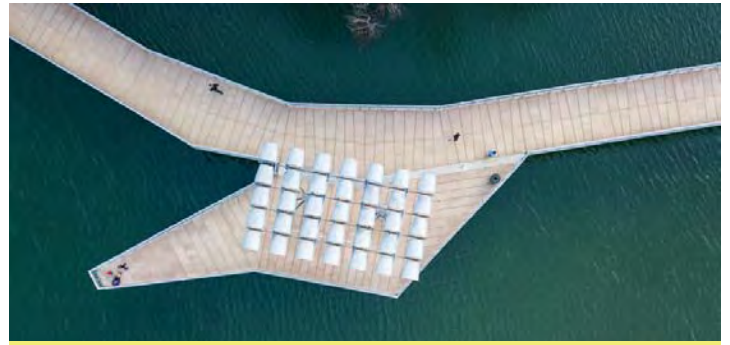


## Benchmark Cities – Highlights Design & Landscaping



**Queens Quay Waterfront, Toronto, Canada**

Reclaiming the street for bikes, pedestrians, and a streetcar, the city prioritized infrastructural changes along the boulevard. Many structures are multipurpose, such as the wave decks, which combine lighting, views, benches, interesting acoustics, and amphitheater seating.



**Boardwalk at Lady Bird Lake, Austin, TX**

Creating experiences on the water through the 10-mile-long Boardwalk meandering along the water's edge. Greenways from the inner city neighborhoods are being created to connect to the linear paths on the riverfront.

## Activating Jacksonville's Riverfront

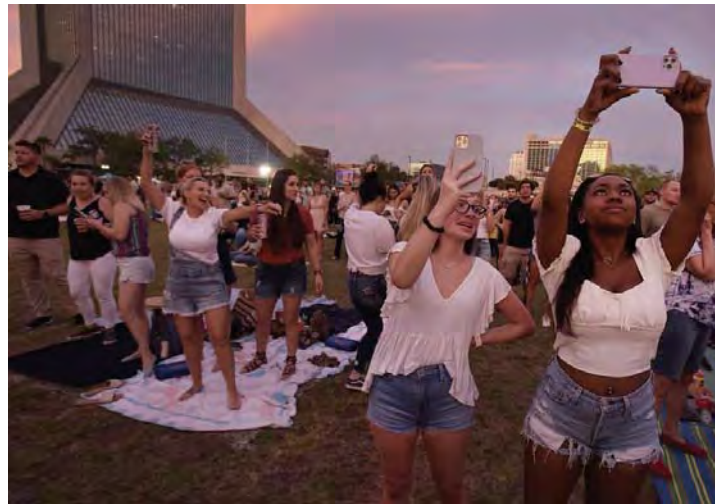


# The Vision for an Active Riverfront

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DUPLICATE DUPLICATE DVDL GROUNDWORK JACKSONVILLE WXY JLP+D

The Riverfront is the Central Spine that Brings Jacksonville together



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DUPLICATE DUPLICATE DVDL GROUNDWORK JACKSONVILLE WXY JLP+D



# The Riverfront is about People-First and Connecting with Nature



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# The Riverfront will improve Health, Happiness, and Economic Opportunities



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**\*Public Input\***

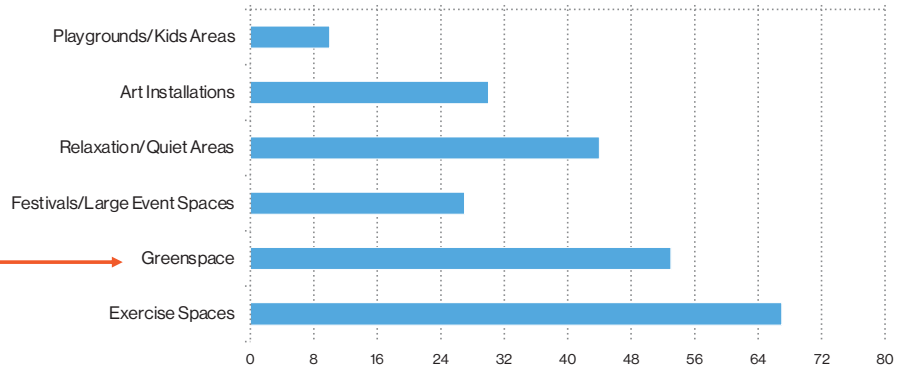
**Jaxsons want Parks and Great Public Spaces for Community Health**

Jaxsons want **high quality design** in public spaces with a strong emphasis on **nature** and **open green space**.  
 [From: Community and Stakeholder meetings]

“ We need large amounts of greenspace on the riverfront. It is invaluable to the health and wellbeing of our City. ”

[From Community Member]

Priorities for Spaces Along the Riverfront—Water Taxi Responses



[From Water Taxi Visioning Tours – response cards]

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Public Input Data Results

**\*Public Input\***

**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]

**Low-cost** and **free events** are top priorities to Jaxsons to ensure inclusivity and diversity on the river.  
 [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]

**Activating Jacksonville's Riverfront**



# The Riverfront facilitates Unexpected Interactions in Jacksonville



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## Design and Implementation



Relaxation & Reflection



Exercise & Wellness



Culture & Creativity



Dining & Shopping



Community & Resources

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# Incentivizing Partnership & Community Ownership

- Partners and groups to plug into consistent programming
- Program committees
- Access for civic groups to program the riverfront
- Advertisement through centralized riverfront calendar
- Co-programming and cross-collaboration



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## Activating Jacksonville's Riverfront



## Two-Year Riverfront Themes

- Overarching program **structure**
- Framework for community to **play, learn, and co-create**
- **Exploration** and **innovation** in the City
- **Narrative arch** from opening through closing community event

### Examples of Riverfront Themes



Dreams



Bridges



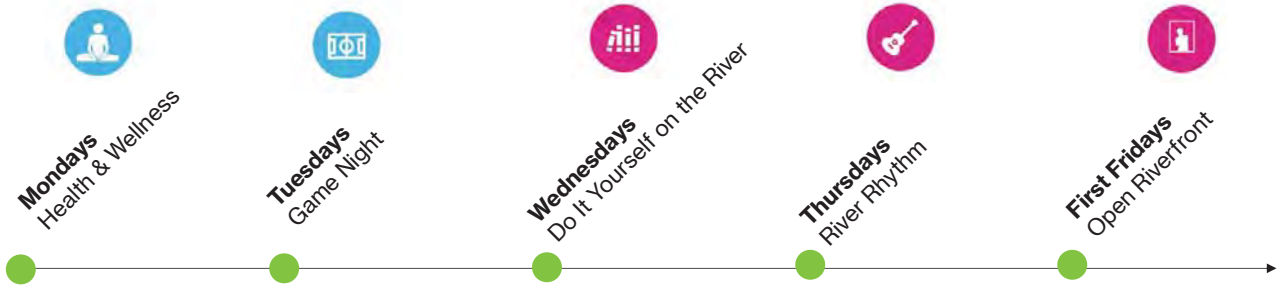
Roots

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## Activating Jacksonville's Riverfront



# Examples of a Weekday Program Series



## Activating Jacksonville's Riverfront

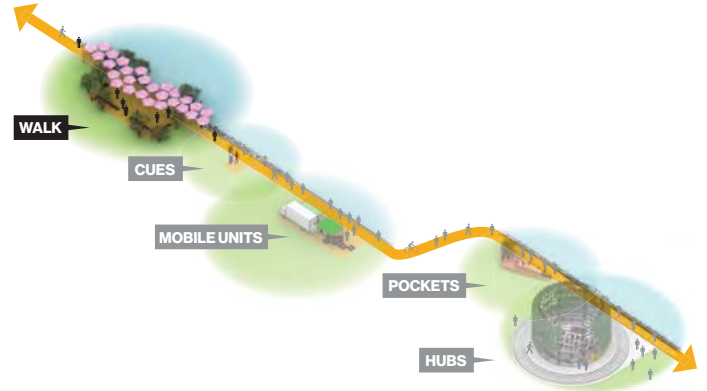


# Examples of Design Interventions

WALK		CUES	MOBILE UNITS	POCKET	HUBS
 STORYTELLING	 SHADE STRUCTURE	 WAYFINDING	 FOOD MARKET ON WHEELS	 PIER + PICNIC	 MULTIPURPOSE HUB
 GATES	 ART INSTALLATION	 GROUND + POST SIGNAGE	 MOBILE PROGRAM UNIT	 PLATFORM	 COMMUNITY CENTER
 PLANTER	 MURAL	 INFO STATION	 PARKING LOT AREA	 CONTAINER ART	 ECOLOGY ISLANDS
 SOCIAL SEATING	 LIGHTING INSTALLATION	 BANNERS	 FOOD TRUCK AREA	 GROVE	 PARK PAVILION

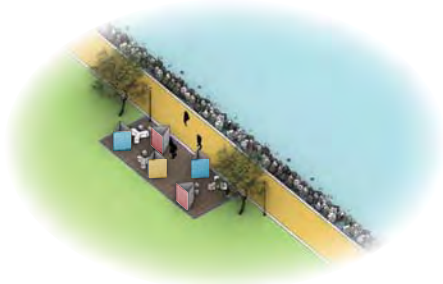
## Activating Jacksonville's Riverfront





### 10.5 WALK

Walks are activations that enhance the surfaces, edges, and the overall experience of moving along the Riverwalk path itself. This includes basic interventions like ground murals as well as more involved projects like continuous shade elements and planted edges. Shading will especially be crucial for activating the Riverfront in the hot, rainy summer months. Walk activations tend to emphasize the linearity of the Riverwalk and are meant to create a sense of movement, excitement, and dynamism as one moves along the path. Especially during events or exhibitions, walks can be brought to life as linear exhibits and stories or transformed into tunnels of color and light. In addition to activations along the path itself, walk activations can also engage the water adjacent to the path as an activation surface, using floating light elements and sculptures, projection and reflectivity, and other design measures that highlight the flow of the river.



### STORY-TELLING

Story-telling kiosks or platforms present an opportunity to exhibit work from artists and photographers, while bringing local voices to the Riverwalk. Stories can activate existing underused surfaces such as fences and blank walls or can be set up on dedicated free standing structures.

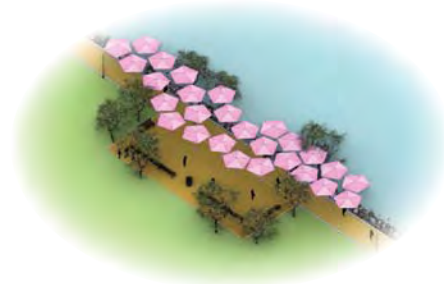
**Size/ Capacity:** Small / 1-50 people  
**Type:** Temporary  
**Use:** Arts + Culture  
**Look & Feel:** Open air and free to the public  
**Notes:** This can also be used for public information campaigns. Option to provide loose furniture for sitting and viewing.



"Cheka Kidogo exhibition". Image by allispossible.org.uk, via Creative Commons



"Thx 4 The Memories. Christchurch." Image by Bernard Spragg, via Creative Commons



### SHADE STRUCTURES

Shade Structures can be both functional and visually engaging as public art pieces. They can be deployed over stretches of the Riverwalk itself or adjacent spaces, such as sitting areas, to create more pleasant areas for relaxing or being active.

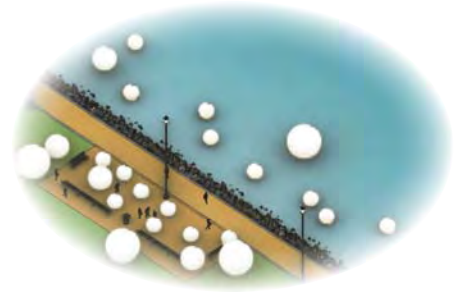
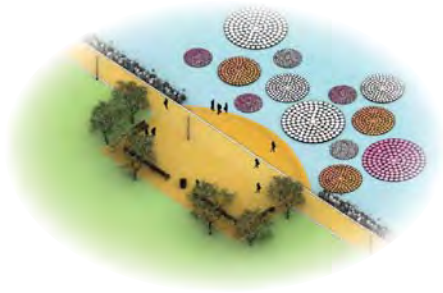
**Size/ Capacity:** Medium / 1-100 people  
**Type:** Temporary or Permanent  
**Use:** Arts + Culture, Public Green Space  
**Look & Feel:** Site Specific  
**Notes:** Structure and material must be resistant to wind and precipitation



"1.8 in London, UK." Image by Studio Echeiman, via Wikimedia Commons



"Umbrella Sky Art Installation Giralda Avenue Coral Gables." Image by Phillip Pessar, via Creative Commons



**ART INSTALLATIONS**

The river itself can be the site of intervention for public art installations as a way of activating the river, engaging the local community, and bringing visitors to the waterfront. Consider a singular installation or a series of installations along the waterfront as anchor points for activation.

**Size/ Capacity:** Small-Large  
**Type:** Temporary  
**Use:** Arts + Culture  
**Look and Feel:** Site-specific  
**Notes:** Floating installation locations should consider the currents of the river.



"Florentijn Hofman: Rubber Duck." Image by See-ming Lee, via Creative Commons



"Giant Hand-Painted Balloons." Image by Linnaea Mallette, via Public Domain Pictures/Creative Commons

**LIGHT INSTALLATIONS**

Creative lighting installations enhance public spaces by making them feel safe, welcoming, and interesting. They can range from large scale digital projections, to sculptures and interactive user-operated installations. **Lighting can support safe activity at the Riverwalk at night and during off-hours.**

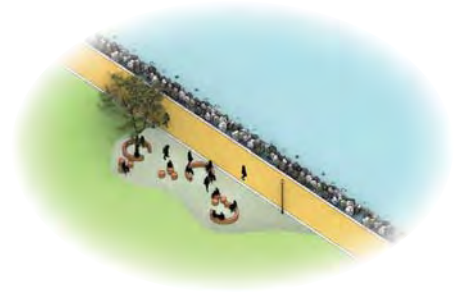
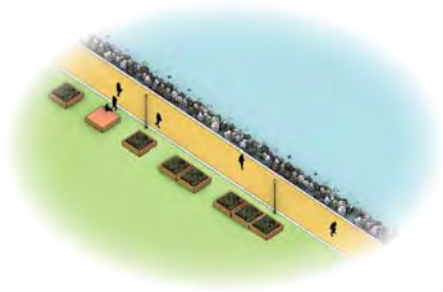
**Size/ Capacity:** Small  
**Type:** Temporary or Permanent  
**Use:** Arts + Culture  
**Look and Feel:** Friendly and Inviting  
**Notes:** Color can be used to mark and/or celebrate specific holidays or events



"Rami Bebawi / KANVA: Entre les rangs." Image by Socarra, via Creative Commons



"Voyage by Aether & Hemera." Image by The Puzzler, via Creative Commons



**PLANTERS**

Planters help bring greenery to public spaces that lack adjacent soil depth. They can be placed strategically to demarcate spaces and act as a visual and physical access barriers. Integrate seating or locate close to existing seating areas to encourage people to spend time along the Riverwalk.

**Size/ Capacity:** Small  
**Type:** Mobile, Temporary  
**Use:** Public Green Space  
**Look and Feel:** Lush, vibrant, friendly  
**Notes:** Ensure adequate soil depth and consider low maintenance and native species for planting



"Valencia St parklets." Image by Payton Chung, via Creative Commons



"Planters in the Meatpacking District, NYC." Image courtesy of WXY Studio

**SOCIAL SEATING**

**Public seating should offer the choice of how and where people can sit.** Seating options may include steps, hammocks, benches, and moveable chairs. Seating can be placed in different locations of the same area, such as in the shade and the sun, in groups and alone, close to activity and away from the action.

**Size/ Capacity:** 1-50 people  
**Type:** Temporary or Permanent  
**Use:** Public Green Space  
**Look and Feel:** Accessible, comfortable, well maintained



"3876 Noriega Street Parklet." Image by S/planning, via Creative Commons



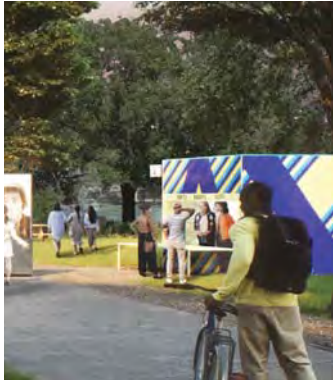
"3868 24th Street Parklet (Hosted by Martha Brothers)" Image by S/planning, via Creative Commons



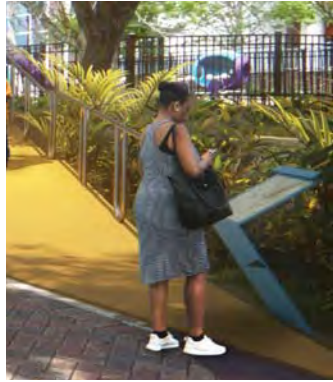
Directional Lines



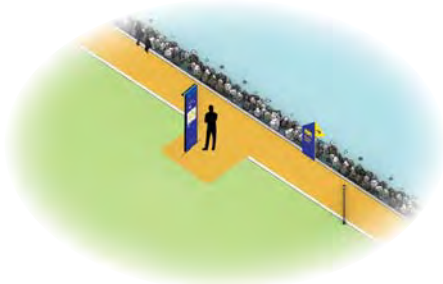
Banners



Info Stations



Wayfinding Kiosks



**WAYFINDING**

Wayfinding is a collection of maps and signs to orient the public along Riverwalk. Located at key decision making points for pedestrians such as access points from streets, bridge, and water taxi stops. They can also be placed near adjacent parks, popular destinations, and areas that are difficult to navigate.

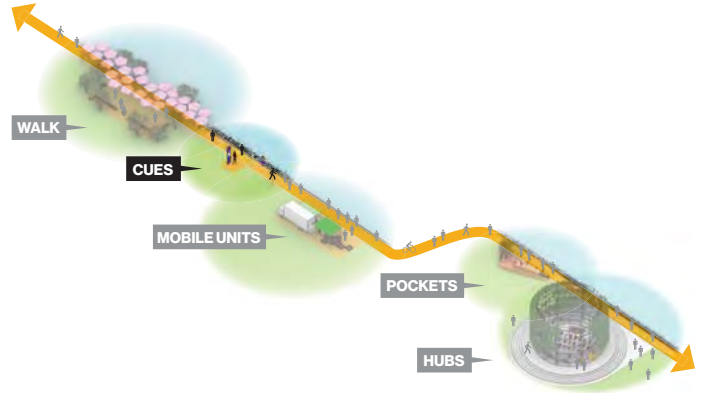
**Size/ Capacity:** Refer to Riverwalk Signage Guidelines  
**Type:** Permanent  
**Use:** Wayfinding  
**Look and Feel:** Refer to Riverwalk Signage Guidelines



"Pedestrian Wayfinding Sign London." Image by Andynash, via Creative Commons



"Info graphics, wayfinding." Image by La Citta Vita, via Creative Commons



**10.6 CUES**

Cues are points of activation that act as a series of breadcrumbs to users of the riverfront. Cues let people know where they are, what's happening, and how one place relates to the whole. In contrast to walk activations, which are intended to activate the existing path through installation and design, cues are part of the typical DNA of the Riverwalk, providing a basic design vocabulary reassuring people that they are making progress, heading in the right direction, and at or near the Riverfront. While some cues are functional, like maps and wayfinding points, other cues may be more subtle, like a series of creative banners linked to the same space or an interactive mural over a fence. In all cases, cues help people find their way and identify the Riverfront as an active, public space.



**GROUND + POST SIGNAGE**

Guide post signs point in the direction of key destinations at locations where maps are not needed. Ground signage can promote and help direct the general public to events and special programming along the Riverwalk.

**Size/ Capacity:** Refer to Riverwalk Signage Guidelines  
**Type:** Temporary or Permanent  
**Use:** Wayfinding  
**Look and Feel:** Refer to Riverwalk Signage Guidelines

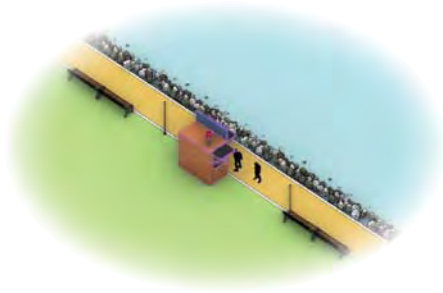


"Ground signage" Image by nicolasnova, via Creative Commons



"Rainier Beach wayfinding signs." Image by Oran Viriyincy, via Creative Commons





**INFO STATIONS**

Info Stations are a resource center for information on programs, events, and schedules, supply handouts and maps, and host amenities such as wifi and phone charging. Info Stations can be a stand-alone community board or a staffed booth.

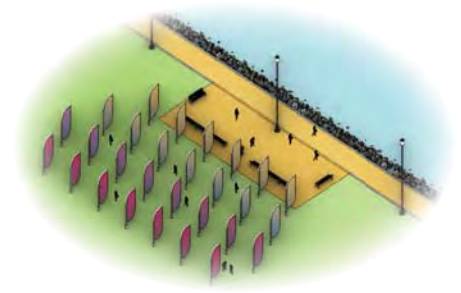
**Size/ Capacity:** Small, 1-2 Staff  
**Type:** Mobile or Permanent  
**Use:** Wayfinding  
**Look and Feel:** Friendly and Accessible  
**Notes:** Provide shade during the day and lighting at night



"Information booth in Chinatown." Image by Sunfox, via Creative Commons



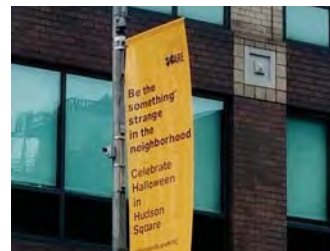
"I even liked the information booths at the Tokyo Forum." Image by Eliazar, via Creative Commons



**BANNERS**

Banners publicize and celebrate events and programs along the Riverwalk. They can be an installation to activate events or mounted to existing walls and light fixtures.

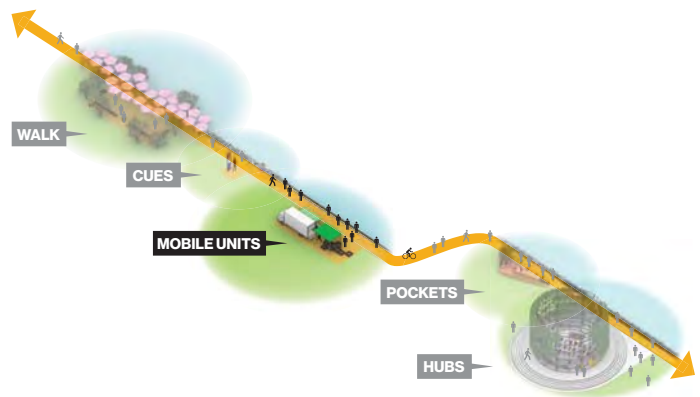
**Size/ Capacity:** Small  
**Type:** Temporary  
**Use:** Wayfinding  
**Look and Feel:** Graphics to be consistent with Riverwalk Signage Guidelines



"Halloween in Hudson Square." Image by Mike Licht, via Creative Commons



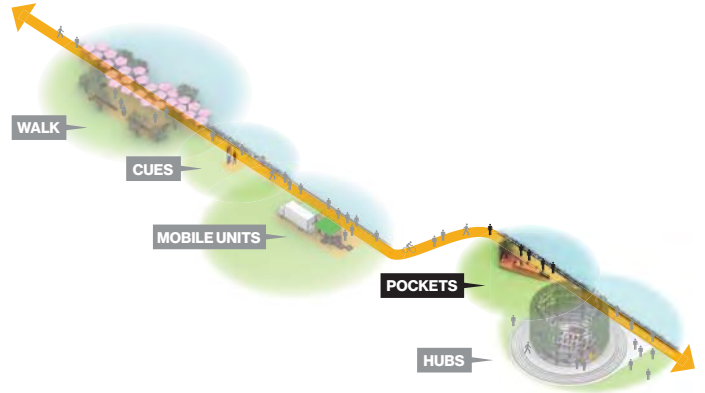
"Royal Academy Summer Exhibition - The Entrance." Image by Gareth1953, via Creative Commons



**10.7 MOBILE UNITS**

Mobile units are moveable, modular systems that can activate portions of the Riverwalk for events or for longer periods of time. Mobile units may serve as platforms for small group gathering spaces, concessions, or even regular classes/activities and are meant to be easily deployed, branded, and activated.

While mobile units can take multiple forms, including as moving trucks or small vehicles, this plan proposes that Jacksonville prototype and build out a fleet of mobile units that can be easily deployed, maintained, and branded with the city's branding. These can serve as a basis for a range of different types of programs, provide information to the public, and support small businesses and entrepreneurial ventures along the river.



### 10.8 POCKETS

Pockets are moments where the Riverwalk thickens to include additional public space, seating, shade, greenery, and other amenities. Pockets are intended to increase the overall width of the Riverwalk, to provide an interactive space for playing, lounging, and sitting, and to create a more dynamic interface between the Riverwalk, the river, and the upland areas.

Pockets may be designed as branded, modular units and could also include more elaborate landscape plantings, small fishing piers, barbecue pits or even art galleries. In general, pockets tend to garner a higher level of investment, though they are still envisioned as temporary activations rather than capital work in most cases.



### PICNIC + FISHING PIERS

Fishing piers provide an opportunity for recreational fishing, but can also serve as a new vantage point onto the river. Picnic tables with BBQ areas can become a gathering spot for friends and families. Locate picnic areas, fishing piers, and restrooms in close proximity to each other.

**Size/ Capacity:** 10-50 people  
**Type:** Permanent  
**Use:** Recreation, Public Green Space  
**Look and Feel:** Shaded, Welcoming  
**Notes:** Provide shade and accessible routes to eating areas, appropriate tables, and firm ground surfaces for people with mobility aids



"Transmitter Park and Pier." Image courtesy of WXY Studio



"BBQ in Angrigon Park." Image by Jiaqian AirplaneFan, via Wikimedia Commons



### SEATING POCKETS

Seating Pockets are areas for pause and play adjacent to the Riverwalk. Gentle slopes, steps, and ramps form surfaces for sitting, lounging, and playing. The pocket leaves enough flexibility to allow unexpected uses and appropriations so that individuals can choose how to experience the river.

**Size/ Capacity:** 1-25 people  
**Type:** Permanent  
**Use:** Recreation, Public Green Space  
**Look and Feel:** Bright, Colorful, Friendly  
**Notes:** Consider integrating planting, shading, and lighting



"2410 California Street Parklet." Image by Sfplanning, via Creative Commons



"754 Post Street Parklet." Image by Sfplanning, via Creative Commons



**RIVERFRONT STUDIOS**

Modular and stackable units can support a variety of activities. Their placement along the Riverwalk can enhance the pedestrian experience and create courtyards ideal for cultural programming. They are easily disassembled and deployed at various locations along the Riverwalk.

**Size/ Capacity:** 2-5 Modular Units  
**Type:** Temporary  
**Use:** Arts + Culture  
**Look and Feel:** Include glass area for visual connectivity  
**Notes:** Retrofit to provide power, cooling, and water infrastructure to support artists



"Stackt Container Market" Image by wyliepoon, via Creative Commons



"DeKalb Market: BBOX Radio DJ Booth" Image by Inhabitat, via Creative Commons



**BOSQUE**

A bosque of trees offers welcome respite, shade, and a protected atmosphere for individual enjoyment or casual gatherings. Incorporating moveable seating and furniture can encourage people to stay and enjoy the Riverwalk beside a bosque or grove of trees.

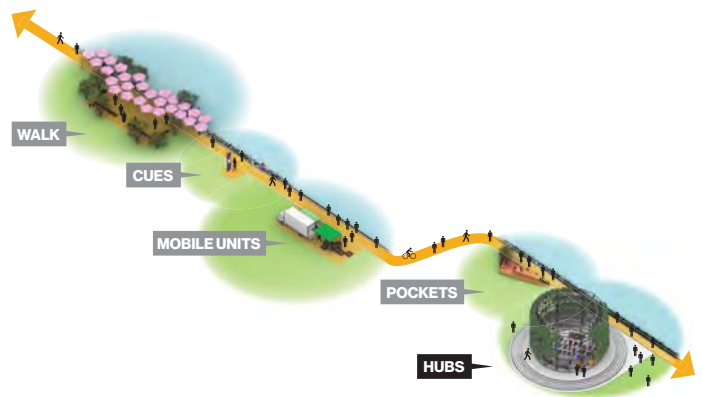
**Size/ Capacity:** Medium  
**Type:** Permanent  
**Use:** Public Green Space  
**Look and Feel:** Shady and comfortable  
**Notes:** Tree groves can be on land or floating in the River. Area should be well lit in the evening



"Lincoln Center" Image by Focus, via Creative Commons



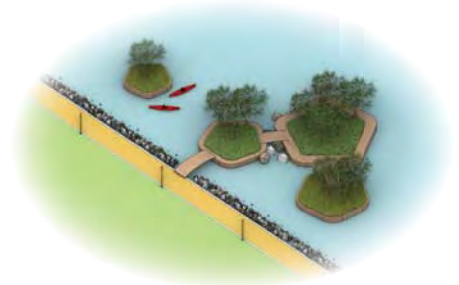
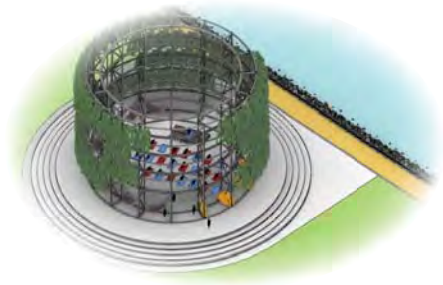
"Zucotti Park." Image by Ken Lund, via Creative Commons



**10.9 HUBS**

Hubs are flexible concentrations of programmatic activity that are capable of supporting larger events and programs. Hubs are typically housed in a larger structure or off-the-shelf modules that can accommodate multiple activities at once or multiple types of activity.

Hubs may be created using a range of different building types, from large, flexible tensile structures to more traditional multipurpose buildings or pavilions. The design of hubs should prioritize multi-functionality and flexibility since these spaces need to be able to host regular programs, educational activities, and community resources—sometimes simultaneously.



**MULTIPURPOSE HUBS**

A Multipurpose Hub is an open hall and trellis that is free of function and open to any use ranging from individual activities to collective events, from tournaments to open air cinemas, theater, and concerts. The structure can be used to integrate lights, signage, and plants to provide shade and greenery.

**Size/ Capacity:** Large  
**Type:** Permanent  
**Use:** Multifunctional  
**Look and Feel:** Green, Open, and Shaded



"MFO-Park, Oerlikon." Image by Cranker, via Creative Commons

"MFO Park, Oerlikon." Image by Mélisande, via Creative Commons

**ECOLOGY ISLANDS**

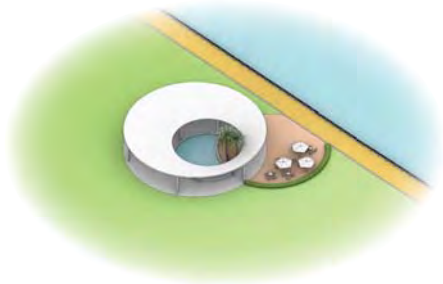
Accessible by boat or bridges and foot paths, Ecology Islands are clusters of climate resilient floating platforms for fishing, relaxing, and learning about the river. The Islands are habitats for birds and plant life, and act as artificial reefs for fish and aquatic creatures below.

**Size/ Capacity:** Large  
**Type:** Permanent  
**Use:** Public Green Space  
**Look and Feel:** Lush, Wild  
**Notes:** Use recycled floating elements and sustainable materials, consider currents of the River



"Pontikonisi, Corfu." Image by Ava Babilii, via Creative Commons

Christo and Jeane-Claude "The Floating Piers." Image by Riccardo Palazzani, via Creative Commons



**PARK PAVILIONS**

A Park Pavilion is a multipurpose structure that is flexible enough to accommodate a variety of uses from individuals to groups and larger events. It should provide wifi, charging stations, and include restrooms or be located close to a comfort station.

**Size/ Capacity:** Large  
**Type:** Permanent  
**Use:** Multifunctional  
**Look and Feel:** Shady, but well-lit at night, welcoming and open  
**Notes:** Incorporate or locate close to a comfort station



"Watching the sunset at Hudson River Park Pier 45." Image by Anne Ruthmann, via Creative Commons

"Far Rockaway Park Pavilion." Image courtesy of WXY Studio

**COMMUNITY CENTERS**

A Community Center is a multipurpose building that may include recreational amenities, enclosed shaded areas for a small cafe or restaurant, restrooms, and storage. Centers should incorporate flexible seating for casual hanging out and enjoying views of the river wherever possible.

**Size/ Capacity:** Large  
**Type:** Permanent  
**Use:** Sports+Recreation, Community+Services  
**Look and Feel:** Welcoming, Open, Fun  
**Notes:** Can be floating or constructed on land, consider river currents if floating

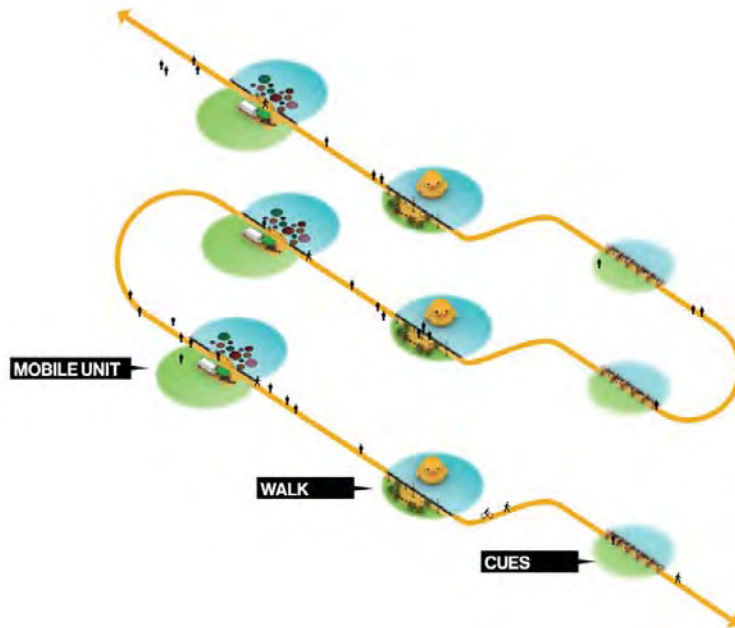


"Floating football stadium." Image by Christian Haugen, via Creative Commons

"Basketbar." Image by Pedro Kok, via Flickr



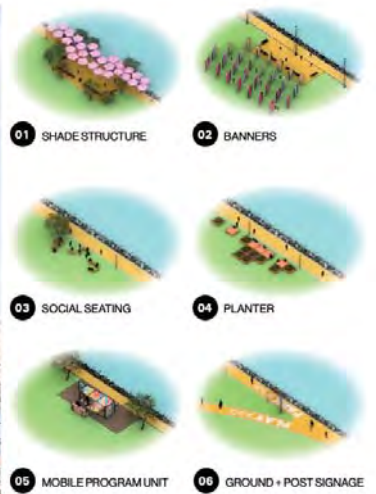
## Activation Toolkit





**SOUTHBANK**

Activating Jacksonville's Riverfront



**SOUTHBANK**

Activating Jacksonville's Riverfront

# The Economic Case for Activation

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Activating Jacksonville's Riverfront



DVDL



WXY

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Capital Follows People,  
People Follow Place,  
Place Needs Investment.

Investing in the experience of place is  
a smart business strategy.

---

Activating Jacksonville's Riverfront



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# Public spaces have become an increasingly important part of equitable economic development strategies for cities and regions.

Across the country, waterfront activations and public space improvements demonstrate the investment's potential to:

- Spur New Development
- Improve Quality of Life
- Create Good Jobs
- Attract Talent & Businesses
- Generate compelling public sector ROI's

## Activating Jacksonville's Riverfront



*Pittsburgh Three Rivers Park:*  
\$130M public investment catalyzed \$2.6B in development.



*Denver Confluence Park:*  
Outdoor recreation helped park users get healthier and save \$65M in medical costs.



*Chattanooga Waterfront, TN*  
Attracting Volkswagen to create jobs for local residents and fostering businesses in the Innovation District

## Activating Jacksonville's Riverfront

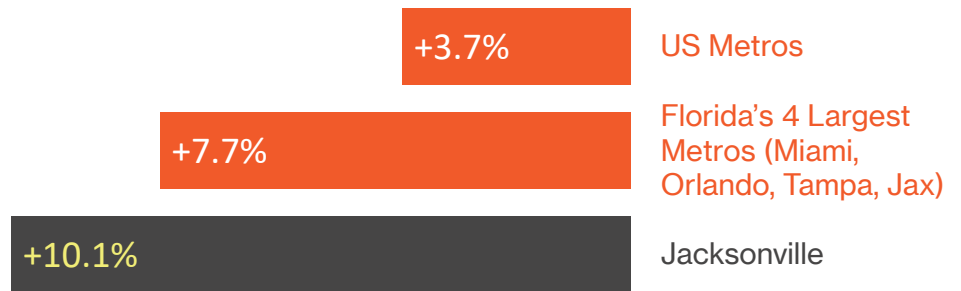




# Now is the time for Jacksonville to invest in its public realm to benefit its residents and compete for more talent and investment.

Jacksonville enjoyed some of the fastest population growth in the region and the country.

Population Growth (2014-2019)

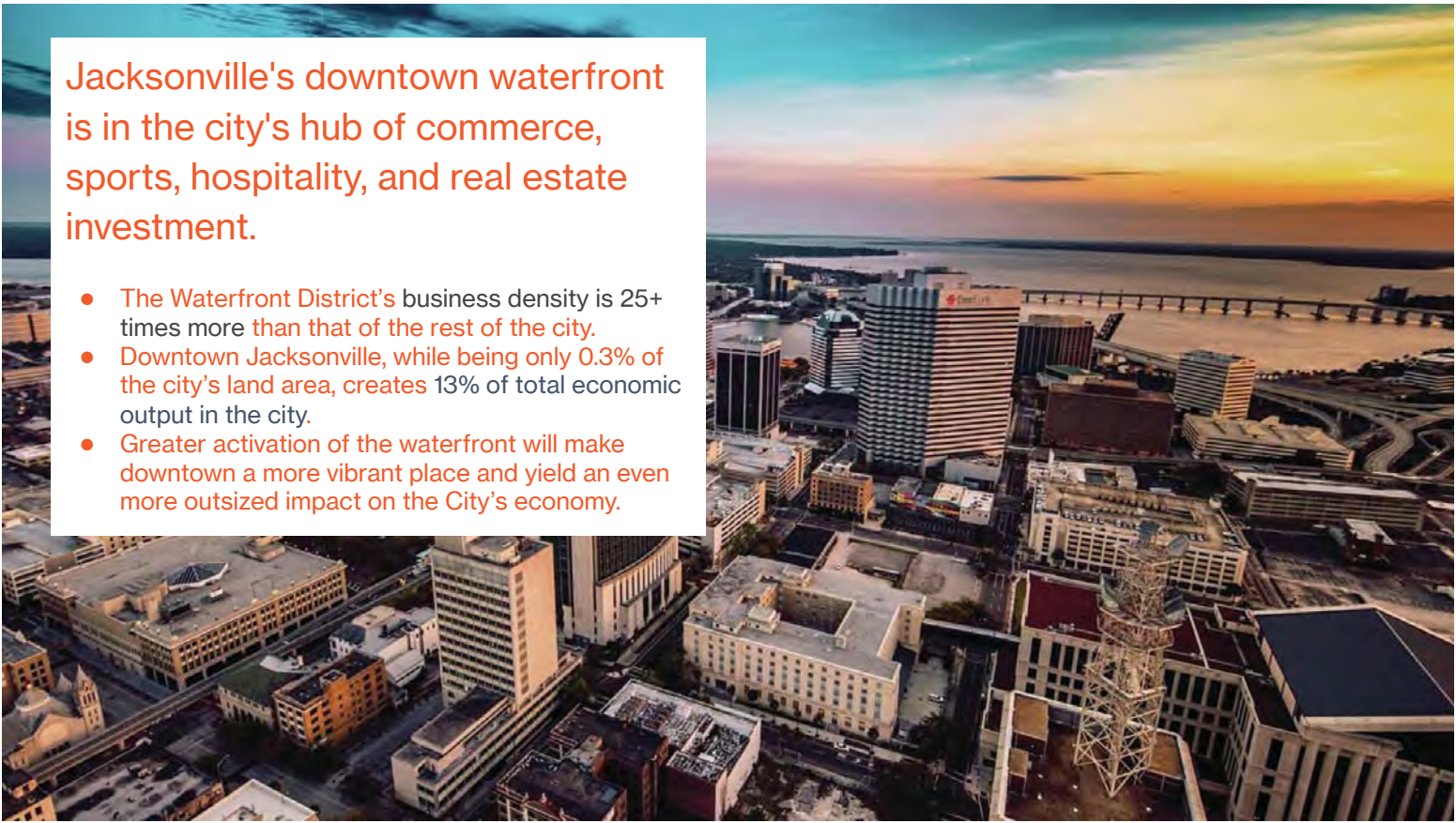


Compared to other cities in Florida and the Southern United States, Jacksonville can better compete in areas vital for long-term economic growth:

- Fostering a more attractive environment for its young people
- Creating and attracting skilled workforce
- Leading technological innovation


	Jacksonville	Tampa	Tallahassee	Charleston	Savannah
Young adults who are new residents	19%	22%	34%	29%	25%
College degree holders who are new residents	1.7%	2.2%	2.7%	3.3%	2.9%
Innovation: growth rate of patents	1.4	5.4	5.0	1.9	2.1
Prosperity: growth rate of GDP per capita	2.7	2.8	2.9	3.8	3.5

**Downtown Waterfront is One of the Most Strategic Locations for Improvement that Can Benefit the Entire City**



Jacksonville's downtown waterfront is in the city's hub of commerce, sports, hospitality, and real estate investment.

- The Waterfront District's business density is 25+ times more than that of the rest of the city.
- Downtown Jacksonville, while being only 0.3% of the city's land area, creates 13% of total economic output in the city.
- Greater activation of the waterfront will make downtown a more vibrant place and yield an even more outsized impact on the City's economy.

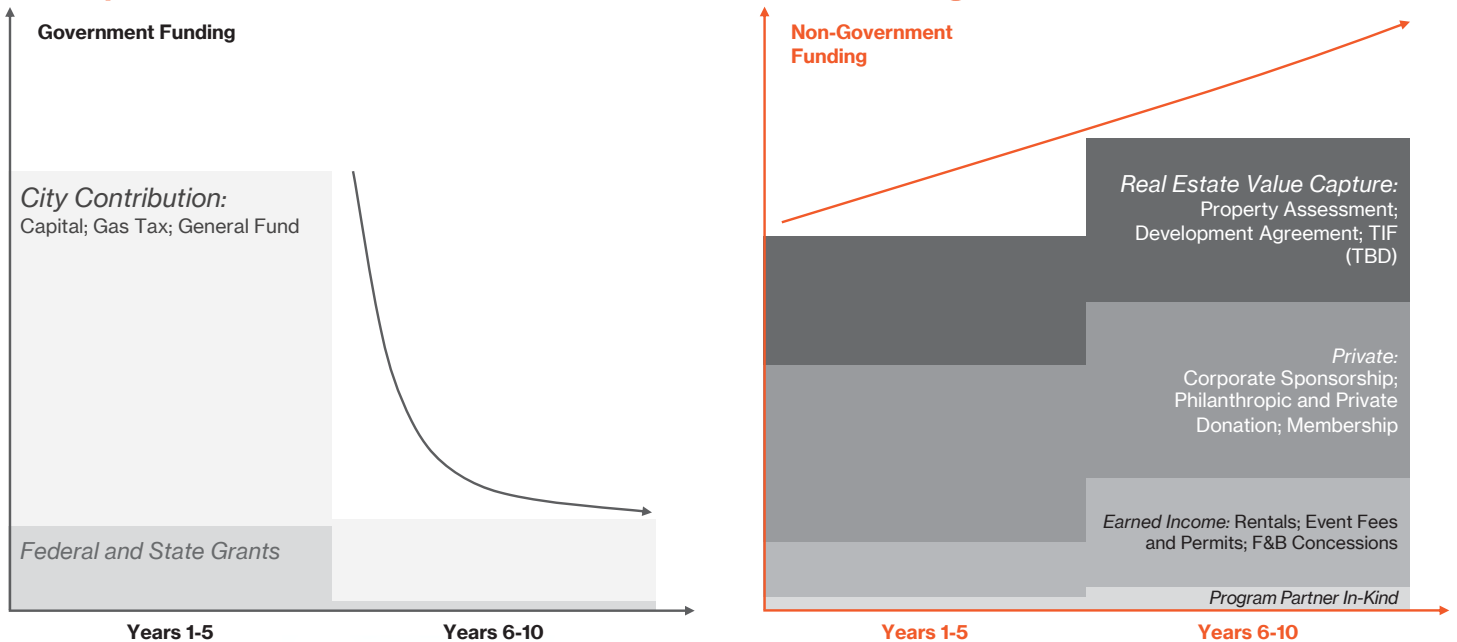


An activated riverfront catalyzes additional new development.

- The City owns a significant number of properties in the Waterfront District.
- As demonstrated in other places, well-designed, maintained, and programmed public spaces strengthen the real estate market.
- In Jacksonville, if some of the river-adjacent properties were to be developed, they would produce even greater economic dividends to the City, its residents, and employers.

# Funding and Governance Considerations

## Capitalize on Initial Success for Lasting Momentum



# Earned Income



Events = 75% of total operating revenue



Commissions and rentals = 23% of total non-property tax operating revenue



**Riverside Arts Market (Jacksonville, FL)**  
The non-profit keeps the revenue from the the weekly Riverside Arts Market, which most recently amounted to approximately \$400,000 a year.



**Minneapolis Park and Recreation Board (Minneapolis, MN)**  
Commissions and rental revenue amounted to \$11M in 2020.

## Activating Jacksonville's Riverfront



# Private (Philanthropy, Individual, Corporate)



NRPA-sponsored corporate donation = 38% of total capital cost



Membership income = 11% of total operating revenue



Privately raised endowment income = 42% of total operating revenue



**Grand Avenue Park (Orlando, FL)**  
External corporate donors across the nation through NRPA's (National Recreation and Park Association) Parks Build Community project (\$450,000).



**Jacksonville Zoo and Gardens (Jacksonville, FL)**  
The annual revenue from a multi-tiered membership system amounted to \$2.5M.



**Millennium Park (Chicago, IL)**  
Capital campaign, including corporate sponsorship, paid for more than 40% of the construction and included a \$30 million endowment for maintenance.

## Activating Jacksonville's Riverfront



# Cities succeed at capturing the value of public realms through strategic planning and coordinated investments

- Continue to convene public and private funding partners. Build political support and advocacy.
- Plug into regional and national funding networks. Broaden the resource pool.
- Dedicate staff resource to manage a grant application strategy, fundraising plan, and revenue generation business plan.



## Downtown Myrtle Beach, SC

Through Enterprise Community Partners and the new Downtown Alliance, the City of Myrtle Beach accessed grant funding from Waccamaw Community Foundation and the Knight Foundation to advance an equitable economic and community development agenda.

## Why Public-Private Partnerships

- Efficiency** Reducing public investment risk while enhancing the overall outcome of user experience
- Funding** Increasing the funding pool via private fundraising potential
- Expertise** Ensuring additional and specialized staff and expertise without adding the City's overhead
- Creativity** Implementing flexible, creative, and entrepreneurial programming and activation strategies

# Looking Ahead...

The migration from large cities caused by COVID-19 presents Jacksonville with an unparalleled opportunity to capitalize upon its already high quality of life and low cost of living.

Data suggests that Jacksonville outcompeted other places during the pandemic in regaining the initially lost jobs and drawing new residents.

## 2020's Migration Trends: Smaller cities gain ground

Biggest gains in net arrivals		
1.	Jacksonville	+10.7%
2.	Salt Lake City	+9.6%
3.	Sacramento	+7.6%
4.	Milwaukee	+4.5%
5.	Kansas City, MO	+3.9%

Source: LinkedIn Economic Graph Research

LinkedIn News

Activating Jacksonville's Riverfront



JESSIE BALL  
DU PONT  
FUND

DVDL

GROUNDWORK  
JACKSONVILLE

WXY JLP+D

# Activating Jacksonville's Riverfront



Learn more about the project and explore background research: [www.dupontfund.org/waterfront](http://www.dupontfund.org/waterfront)

Invite your stakeholders to share their feedback:  
[www.dupontfund.org/feedback](http://www.dupontfund.org/feedback)

[sfetner@dupontfund.org](mailto:sfetner@dupontfund.org)



DVDL



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# Black Creek Trail to NAS-Jax Trail MultiModal Corridor/shared-use Path

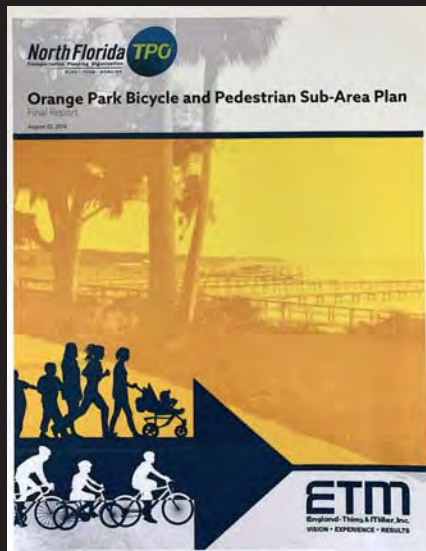
Michael J. Wallwork, P.E.  
Alternate Street Design, PA  
Chair of T.O.P. Environmental Quality Board

## Definitions

- Shared use paths provide users with a variety of transportation options, - important for those who are unable to drive, would prefer not to drive, or cannot afford the costs of car ownership. People who are usually overlooked in transportation design
- Shared-use trail is an improved facility, paved, vs a trail which is an unimproved facility
- Shared-use paths should have a defined start and ending with wayside stops

# North Florida TPO Plan

May 2019 Mayor Thomas asked me to tell her what I thought the following TPO report



Background, I Started designing trails in 1982, Melbourne, Australia



First shared-use trail was about 5 miles long with an overpass for bike path partially along railroad track



It started in a Mall parking lot and ended at a park in the hills, a terminus where people have a reason to get out and enjoy the outdoors.

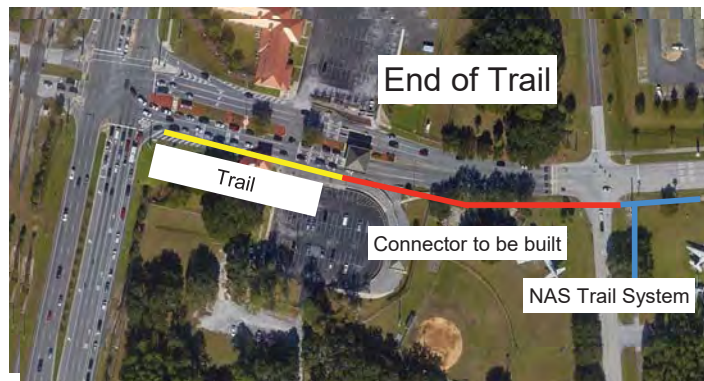
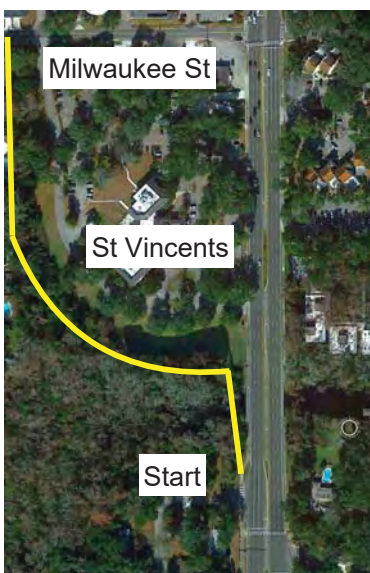


I designed trail on the Southside of the river. Years later a floating bike path was added to the other side

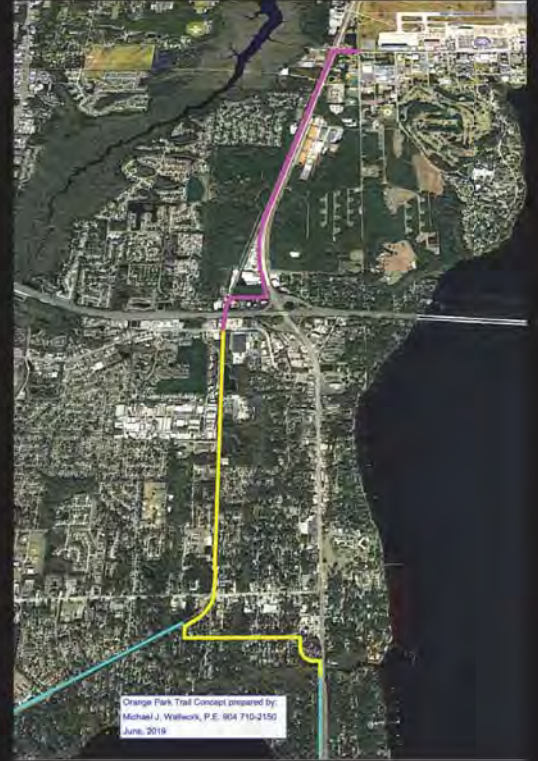
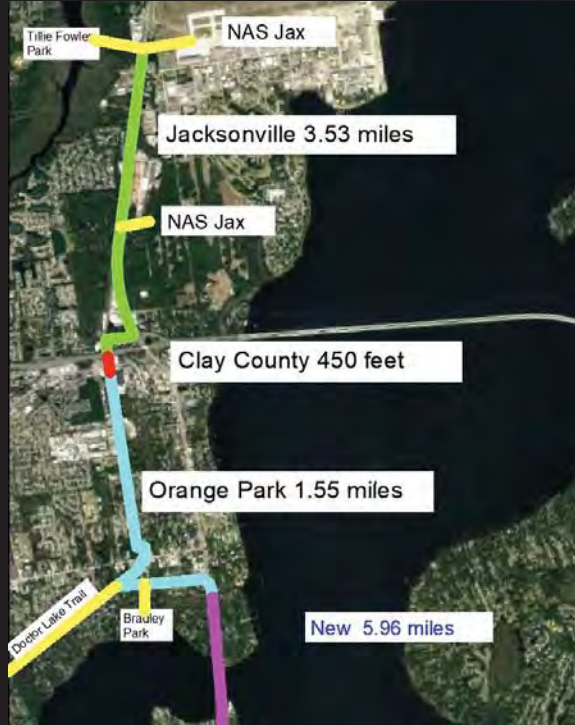
# Benefits

1. Alternate form of transportation
2. Reduces Air Pollution 2%
3. Reduce pollutant run off from roads into waterways
4. Enhance property Values
5. Supports local businesses
6. Increases the value of open space by providing access
7. Provide opportunity for people to exercise, get Vitamin D and socialize

# Start/Finish



## Transportation Corridor Overview From Black Creek to NAS Jax 13.6 miles



83

Most Critical Component  
 Accession Board Approved a 20-foot easement  
 around the outside of their property



84

# Orange Park Section only



# Southern Section

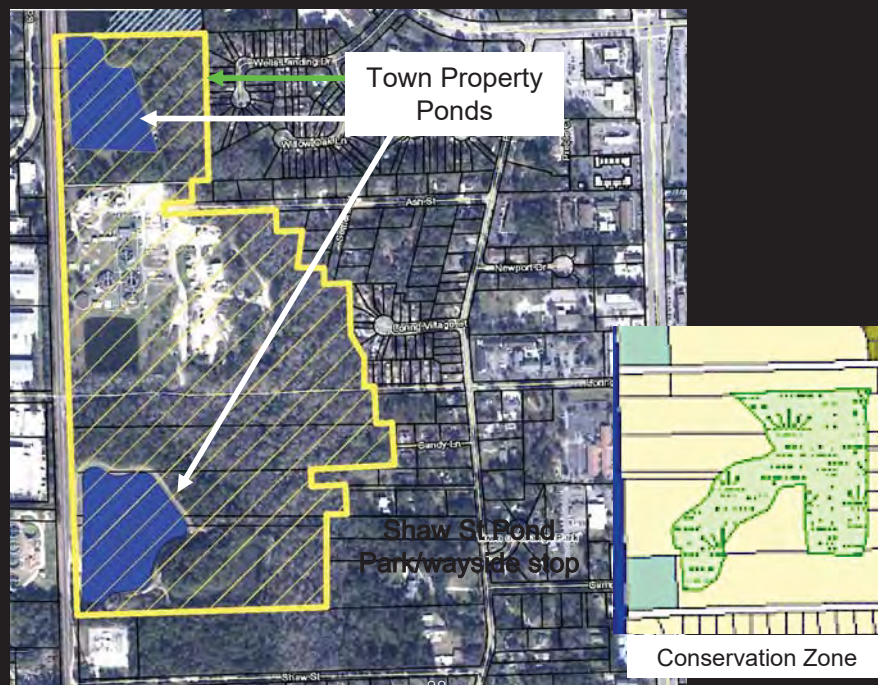


Connects to Bradley Park and Doctors Lake Bike Path, and Tillie Fowler Park

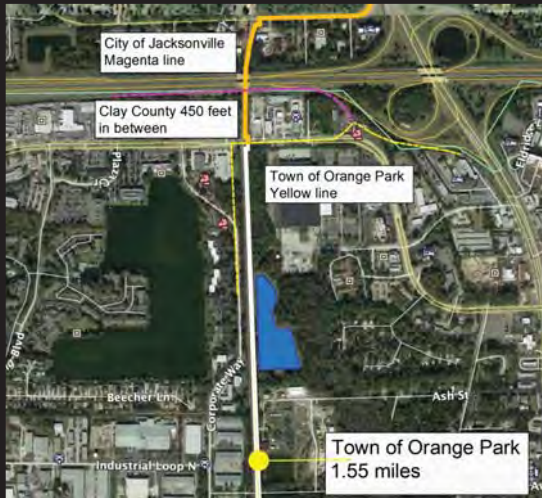
### NAS Entrance and Fowler Park



## Town Property next to Trail



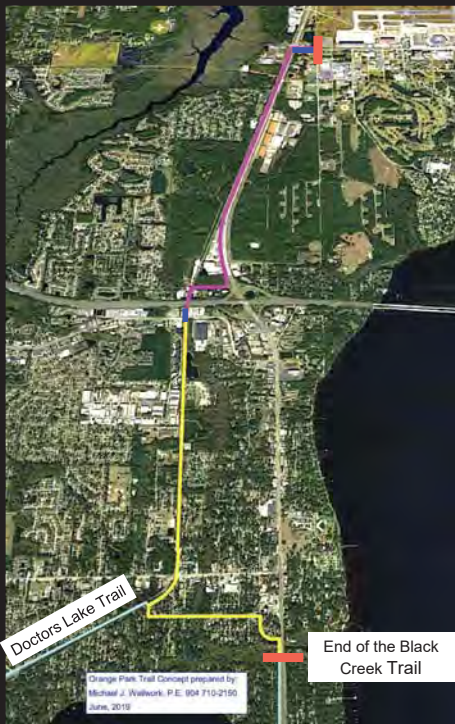
# I-295 Crossing



Build a pedestrian tunnel under I-295

# NAS Jax

And Ultimately NAS Entrance and Fowler Park

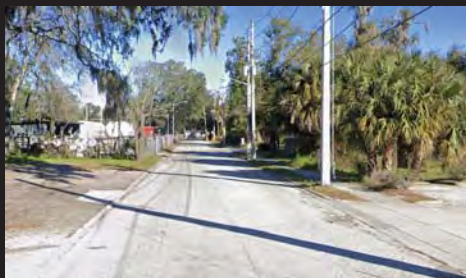


# NAS Jax

## NAS Entrance at Birmingham



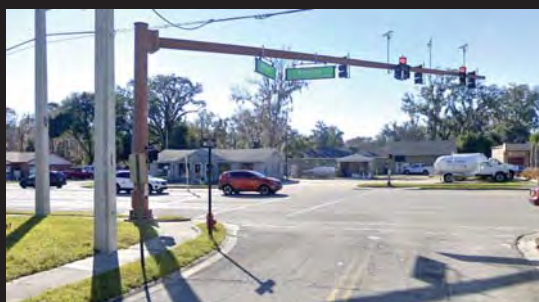
## A Few Issues



Railroad Avenue Right-of-way east side



Railroad



Kingsley Avenue Crossing



Milwaukee Avenue - Adjustment



# Environmental Issues

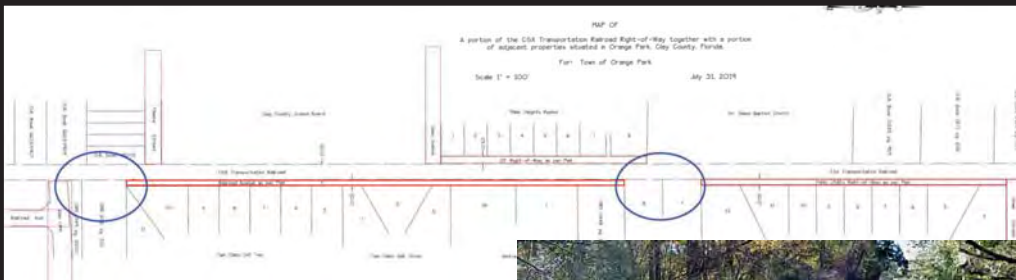


Conservation Zone south of Wells Road



Clay County Appraiser site image is on the left, with the latest Google image, which is much clearer on the right. The extensive clearing within the Conservation Zone is clear. 600 Wells Road property line is just east of the transmission poles white line. It is interesting to see the road and other openings through the Conservation Zone.

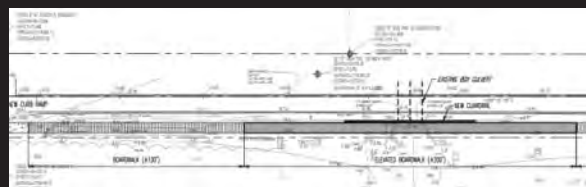
# Oddities



Appraiser Web Site shows right-of-way line along this fence line



Elevated Section on Southside



Town Proposal Milwaukee 6-foot sidewalk back of curb

# Details

1. Walked the trail
2. Took lots of photos
3. Checked title of every affected property title and then some
4. Could not get in contact with anyone at CSX
5. JEA gave me their right-of-way maps that showed CSX right-of-way
6. Had many meetings, met many people
7. Met with Jim Knight FDOT - underpass at I-295
8. Gave presentations to Clay County Commissioners, Town Council, NAS CO and Staff ,CCBB&T, JAX BPAC
9. Met with City of Jacksonville Staff, Jax Council member DeFOOR, Jax staff, JEA, SJWMD, etc

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Bicycle and Pedestrian Advisory Committee



Challenge Enterprises have around 100 people who they have trained and who work at Navy Base, some of them used to ride bicycles until:

1 employee was killed. Around the same time another bicyclist was killed.  
Reason- no safe trail for them to ride along US-17

Result - they have lost the independence of making their own way to work where they earn their own money and now they must rely on JTA Buses, Clay Paratransit or be driven by others

It is odd that there is lots of money to provide people with limited abilities to buy adaptive bikes, bicycles, electric bikes and other athletic equipment but not the trails for them to ride along - that is up to us to provide

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Bicycle and Pedestrian Advisory Committee

## Questions

Support Yes/No