

An aerial photograph of Jacksonville, Florida, featuring the St. Johns River and the Jacksonville Bridge. The image is overlaid with vibrant, multi-colored light trails in shades of blue, green, yellow, and orange, creating a dynamic and futuristic visual effect. The text 'Downtown Visioning Initiative' is superimposed on the lower half of the image.

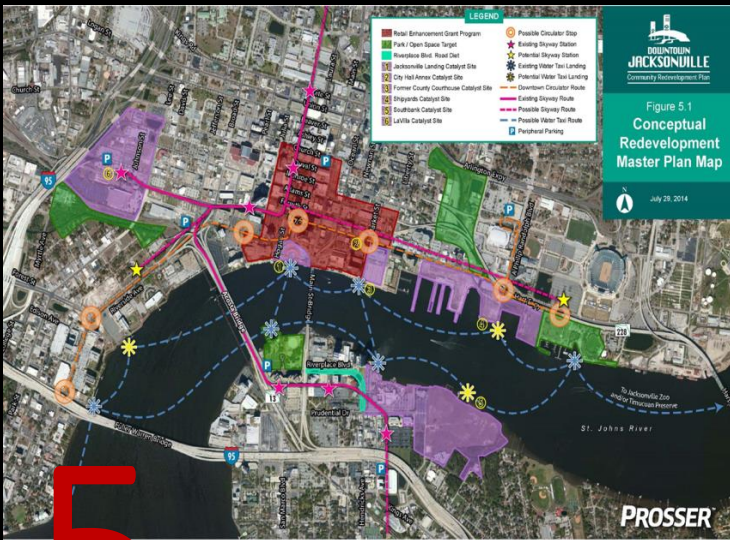
# Downtown **Visioning** Initiative



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Jacksonville



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 Downtown Visioning Initiative



2015





Jacksonville



Baltimore



Venice



London



Charleston



San Diego



Paris



Savannah



San Antonio



San Francisco



The Vatican, Rome



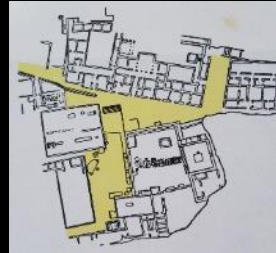
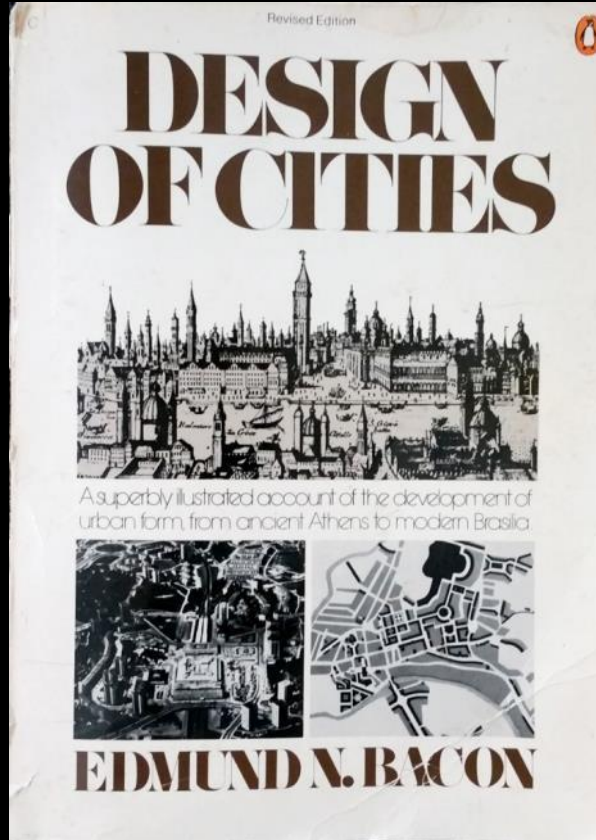
Chicago





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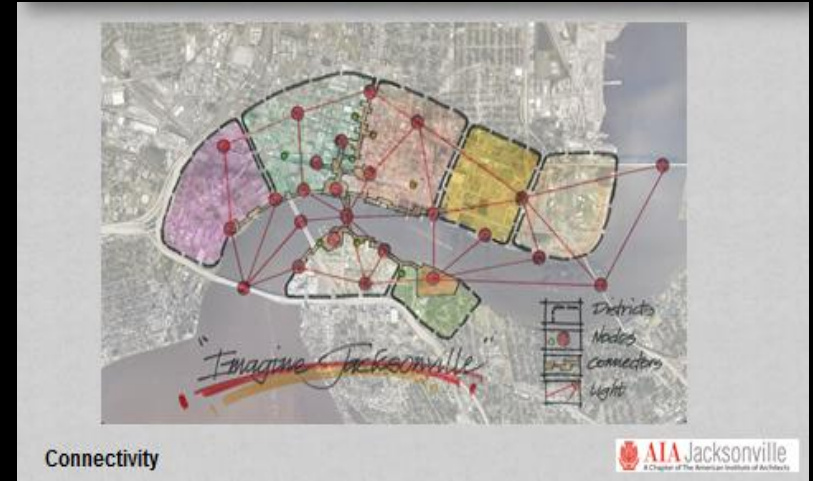
THE CITY AS AN ACT OF WILL- *"My hope is to dispel the idea...that cities are a kind of grand accident, beyond the control of the human will, and that they respond only to some immutable law. I contend that human will can be exercised effectively on our cities now, so that the form that they take will be a true expression of the highest aspirations of our civilization."*

*"Make no little plans; they have no magic to stir men's blood..."* Daniel H. Burnham, FAIA

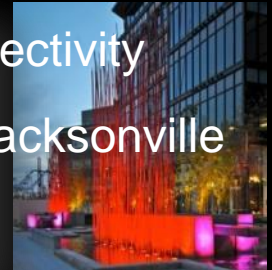
- Something uniquely Jacksonville
- Draw people downtown
- Flexible for large and small projects
- Framework for projects to plug into



**CONTINUITY OF EXPERIENCE-** “The role of design in the city should be to create a harmonious environment for each individual who resides in it  
 ....**Movement through space creates a continuity of experiences** derived from the nature and form of the spaces through which the movement occurs.”



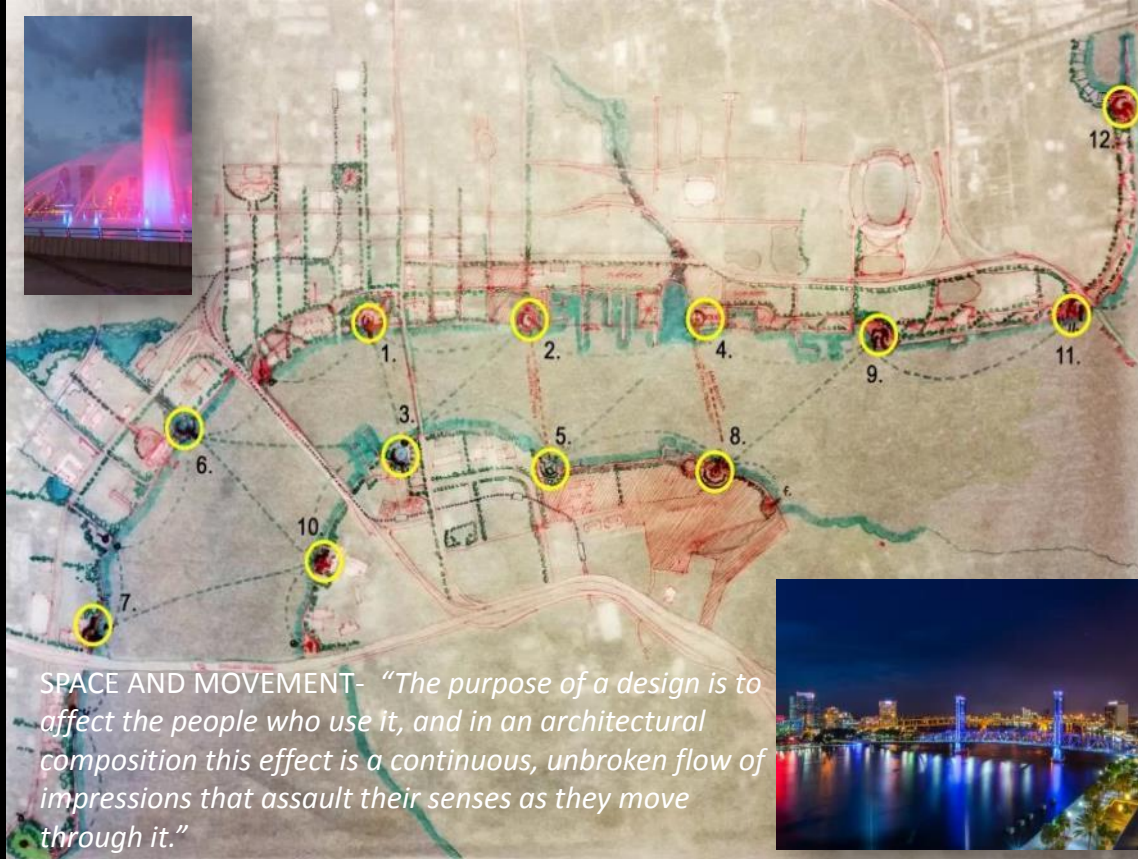
- Celebrate the river experience
- Start with iconic vision of downtown and connectivity
- Identify and design around what is uniquely Jacksonville
- Embrace the river in design and planning





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SPACE AND MOVEMENT- *"The purpose of a design is to affect the people who use it, and in an architectural composition this effect is a continuous, unbroken flow of impressions that assault their senses as they move through it."*











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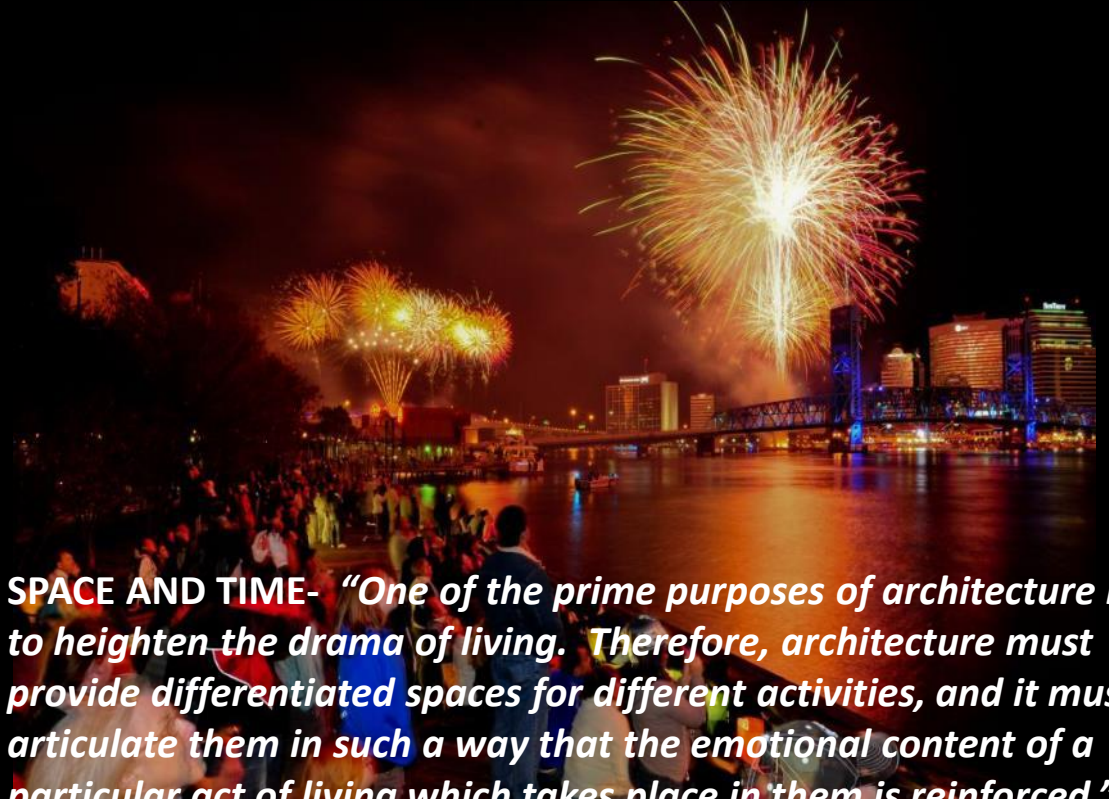
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**SPACE AND TIME-** *“One of the prime purposes of architecture is to heighten the drama of living. Therefore, architecture must provide differentiated spaces for different activities, and it must articulate them in such a way that the emotional content of a particular act of living which takes place in them is reinforced.”*

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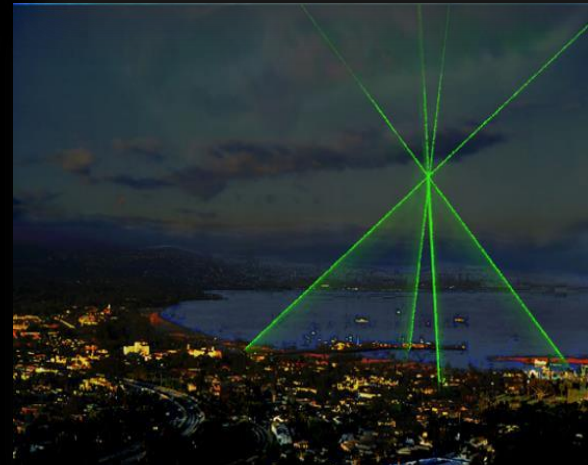
**ARTICULATING SPACE-** *“It is one thing to delimit space by structural devices such as walls. It is quite another to infuse the space with a spirit which relates to the activities and emotions of the people who use it. Architecture encompasses both.”*

Edmund N. Bacon





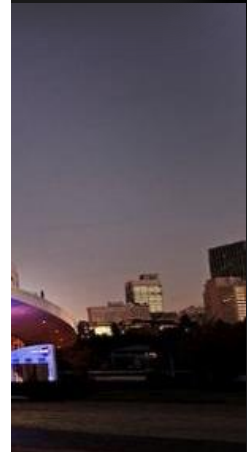
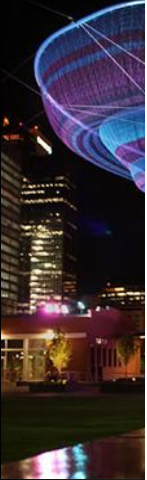
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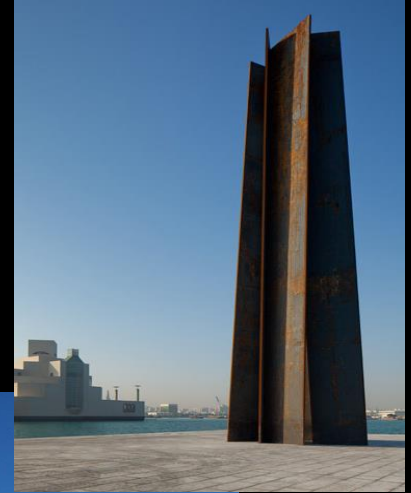






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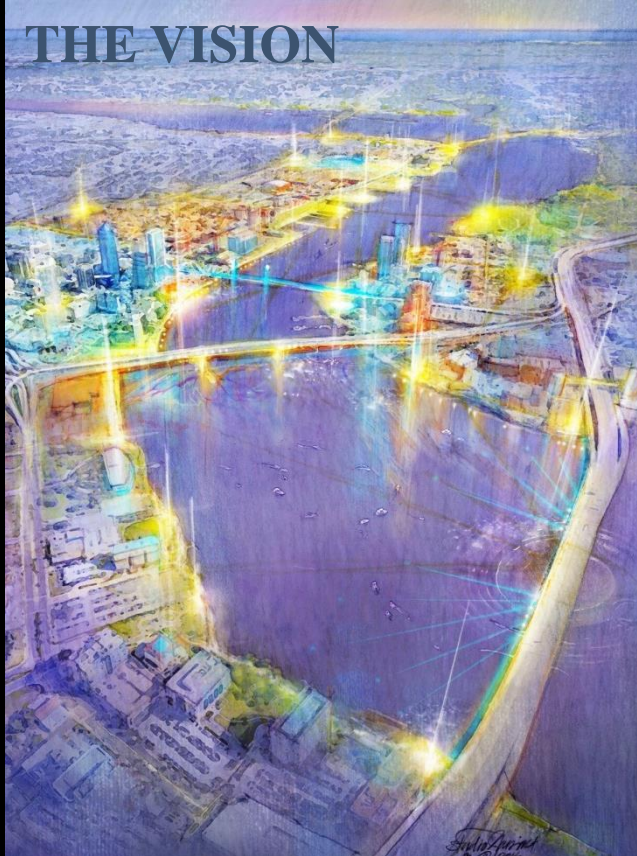




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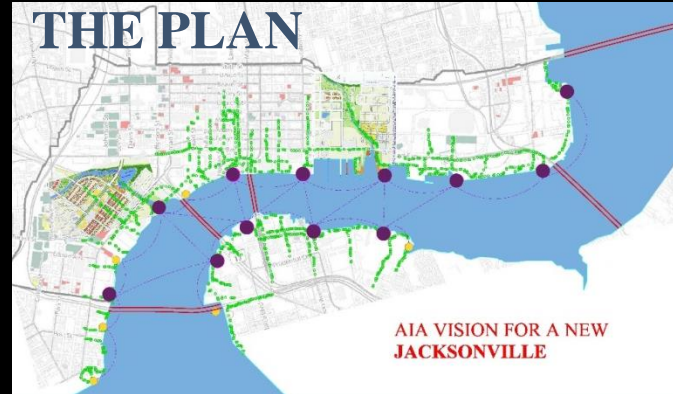
**THE VISION**



**THE CONCEPT**

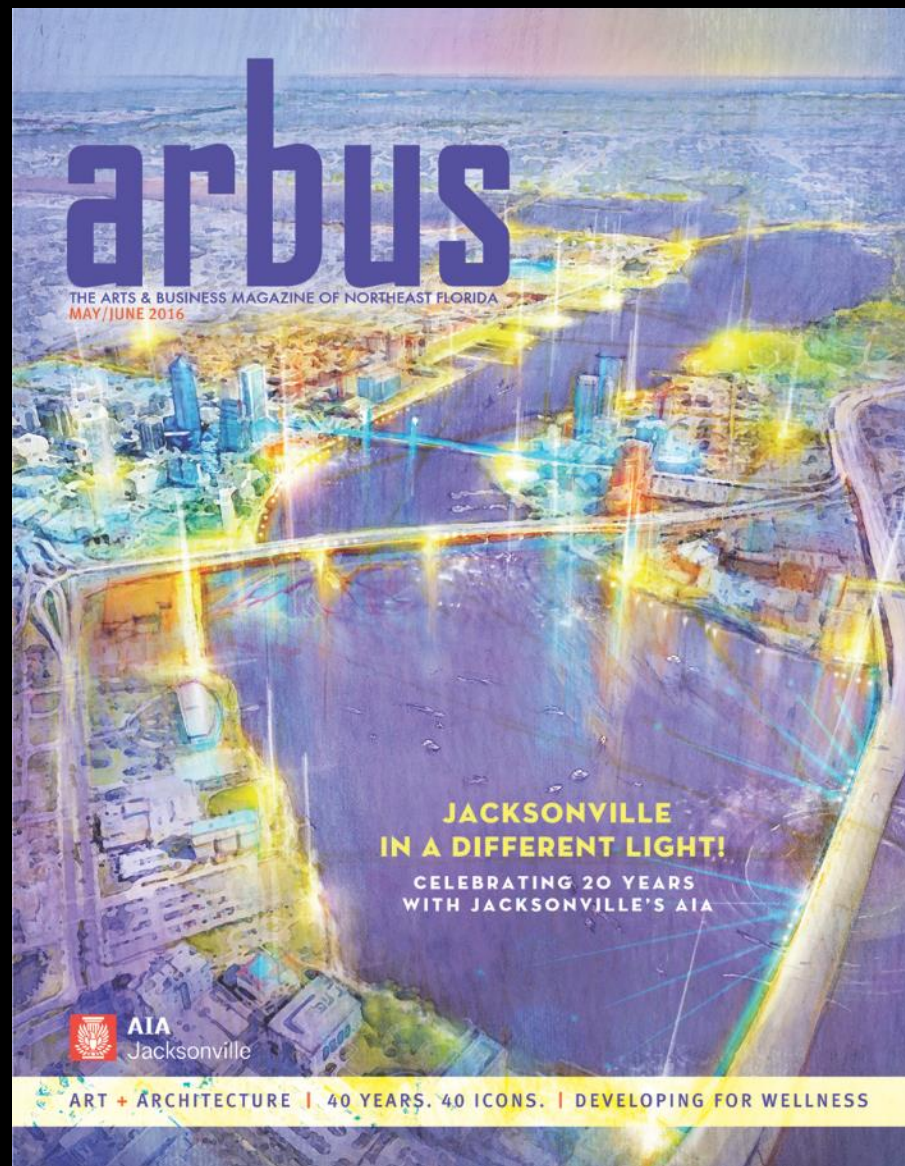


**THE PLAN**



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Thank You

