



**DWNTOWN**  
BUSINESS INVESTMENT &  
DEVELOPMENT STRATEGY UPDATE **JAX**

# Jacksonville Parks:

What's here and what's coming?



# Introduction & Agenda

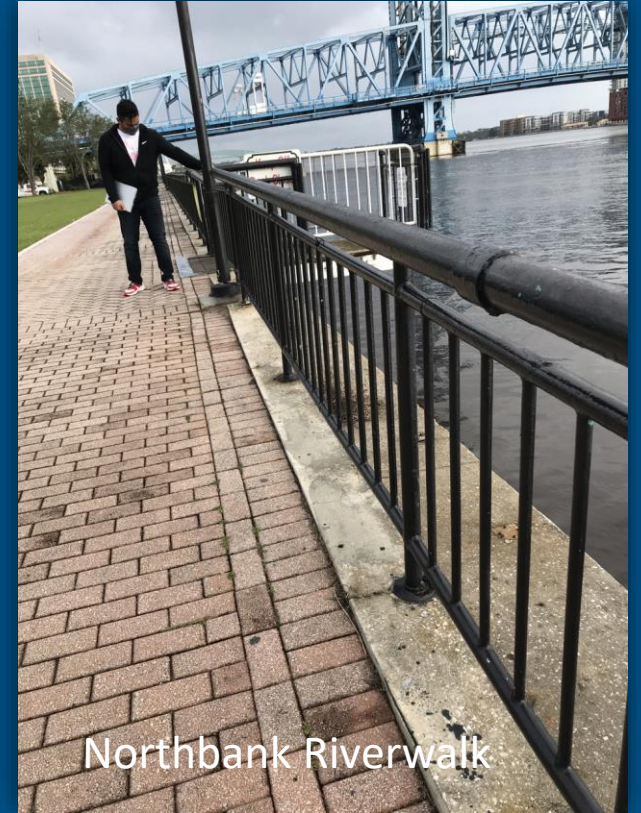
- Our project team
- What are we doing and why are we doing it?
- Planning Process:
  - Gaps & Needs Analysis
  - Inventory
  - Public Input
- Visioning – The Big 5 Initiatives
- Key Recommendations



Main Street Plaza Park

# How did we get here?

- Inventory
- Trends and best practices
- Benchmarking
- Casual discussions
- Online survey & website
- Emerging themes (to guiding principles)



Northbank Riverwalk

We are acting as “futurists” focusing on the needs of the growing residential population of Downtown Jacksonville.

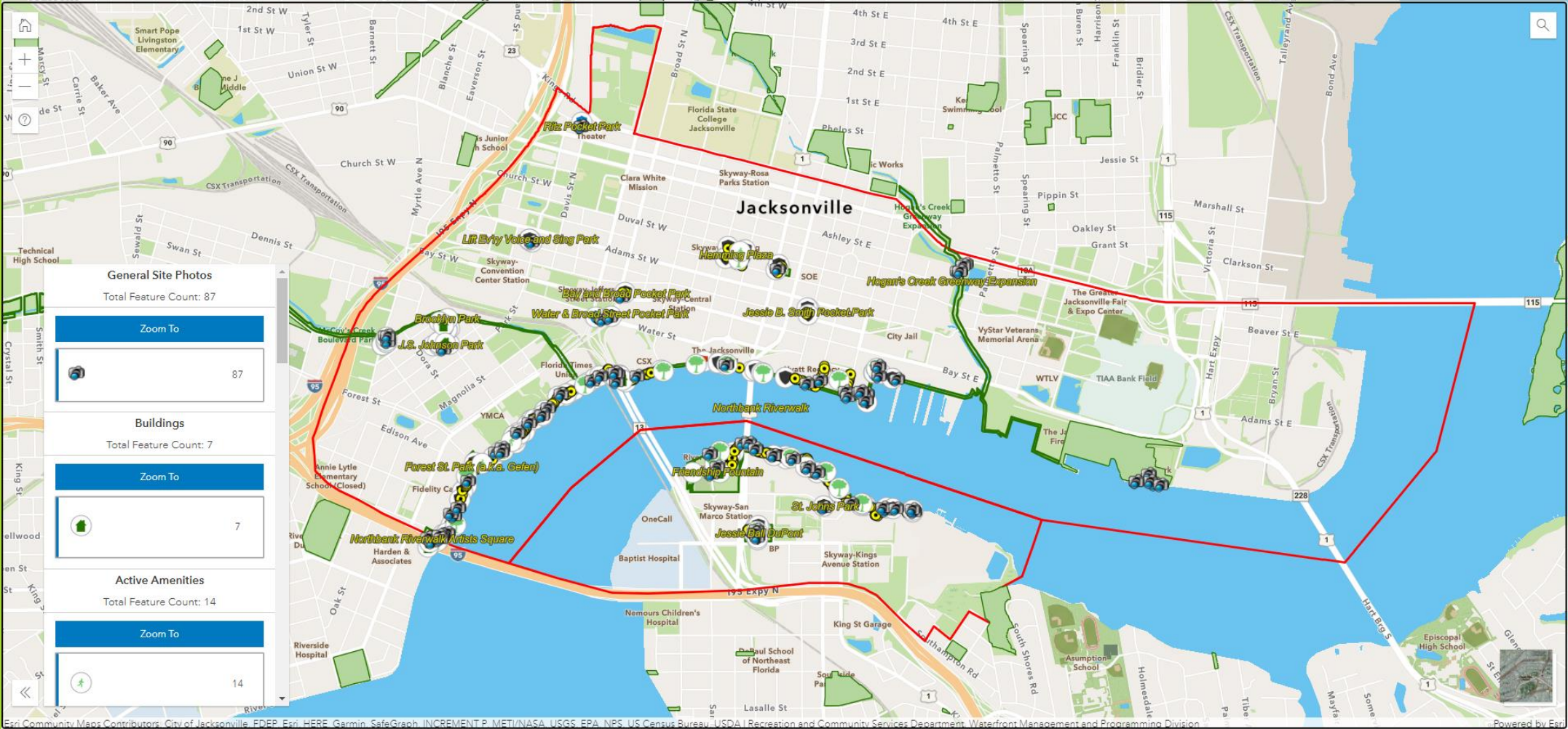
# What's Next for Downtown Jacksonville Parks?

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- How do we improve existing parks?
- Where do we need to add parks or buy land?
- How does this fit in with the development pattern?
- How much will this cost (and how much can we afford each year)?
- What order should we implement?

# Jacksonville Downtown Parks Inventory

JAX DIA Parks Inventory (Viewer)



Esri Community Map Contributors: City of Jacksonville, FDEP, Esri, HERE, Garmin, SafeGraph, INCREMENT P, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA | Recreation and Community Services Department, Waterfront Management and Programming Division. Powered by Esri

## Park Inventory

- Inventoried **20 Parks** within the DIA
- 14 Active Amenities
- 21 Passive Amenities
- 7 Buildings
- 350 Site Furnishings
- 67 Signs

# Public Input Summary & Trends Summary

## Access and Connectivity

- Interconnected bike/ped network
- Access to transit
- Access to waterfront
- River and creek access

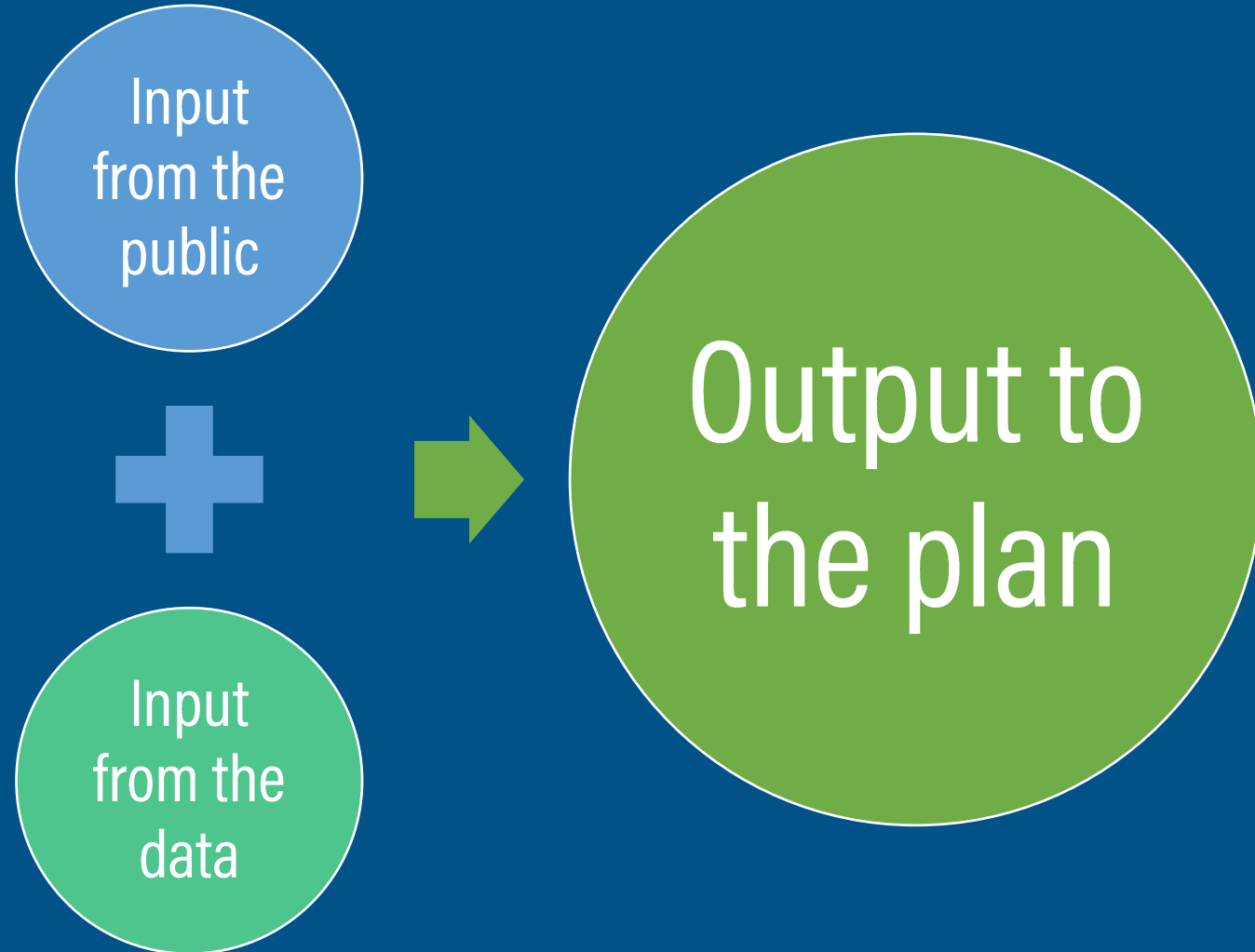
## Programming

- Music events, concerts, virtual streaming
- Financial operational funding support from the DIA
- Free outdoor events i.e. yoga, concerts, movies

## Facilities and Amenities

- Variety of parks within 10-min walk
- Multi-purpose lawns for events and pick-up games
- Multi-purpose courts
- Outdoor table games
- Shaded outdoor seating
- Dog parks, dog runs, and related amenities
- Play areas
- Interactive Water Features
- Fitness, yoga, pilates, etc.
- Green Infrastructure
- Areas for Outdoor Dining
- Technological amenities
- Conversion of underused public spaces
- Kayak launches

# Parks & Programming: What's going on?



# How can Downtown Jacksonville Parks be leveraged to meet the needs of existing and future residents?



# The “Big 5” Initiatives

Initiative 1:

**Unify** the Northbank and Southbank Riverwalk as a premier downtown destination.

Initiative 2:

**Connect** parks through safe and comfortable trails, sidewalks, and bikeways

Initiative 3:

**Activate** under-used parks – through capital improvements, maintenance upgrades, and programming – to meet resident and visitor needs.

Initiative 4:

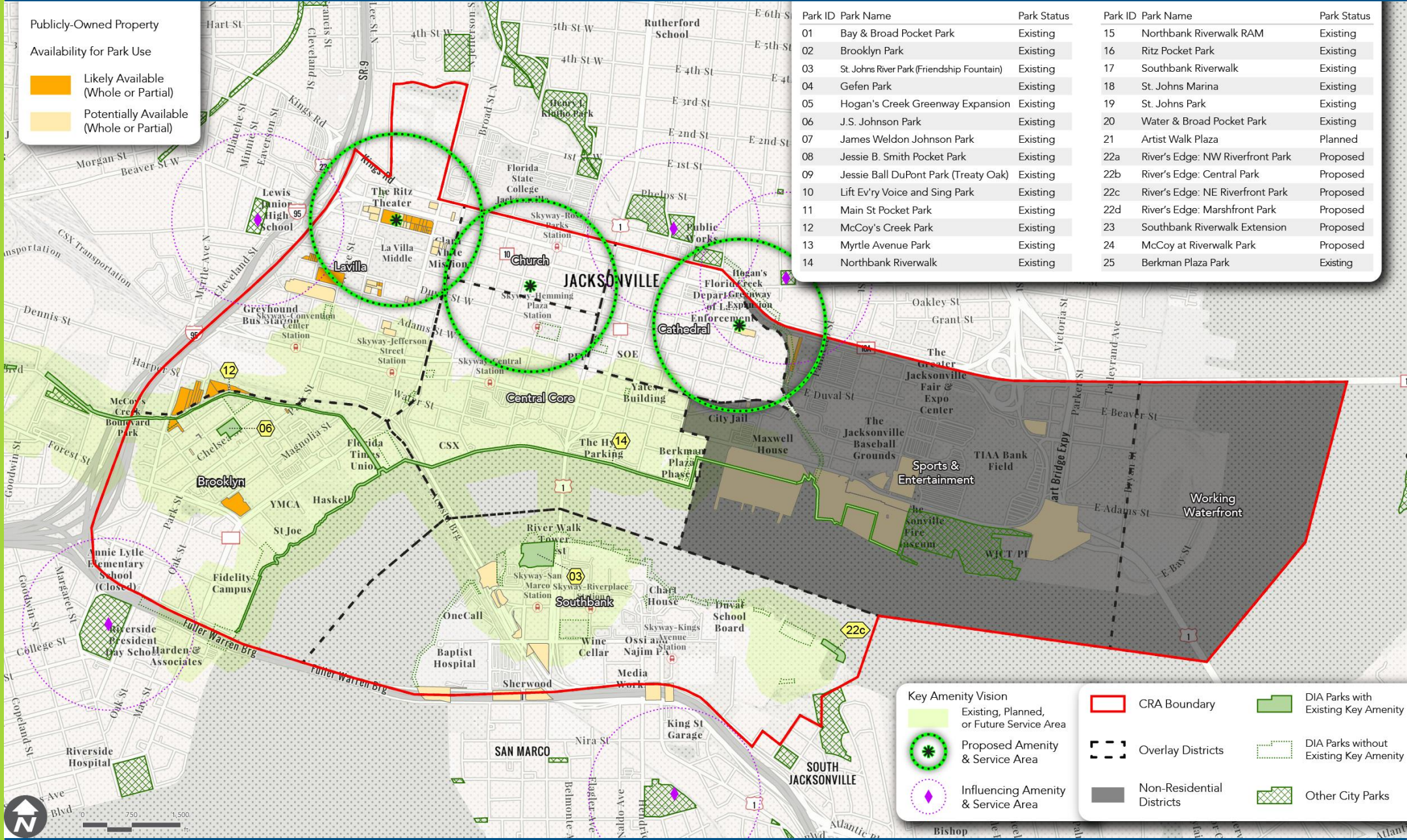
**Develop** new neighborhood parks.

Initiative 5:

**Update** downtown codes and design standards to better define the role of new development in meeting needs for local parks and connectivity.

Publicly-Owned Property  
Availability for Park Use

- Likely Available (Whole or Partial)
- Potentially Available (Whole or Partial)



Park ID	Park Name	Park Status	Park ID	Park Name	Park Status
01	Bay & Broad Pocket Park	Existing	15	Northbank Riverwalk RAM	Existing
02	Brooklyn Park	Existing	16	Ritz Pocket Park	Existing
03	St. Johns River Park (Friendship Fountain)	Existing	17	Southbank Riverwalk	Existing
04	Gefen Park	Existing	18	St. Johns Marina	Existing
05	Hogan's Creek Greenway Expansion	Existing	19	St. Johns Park	Existing
06	J.S. Johnson Park	Existing	20	Water & Broad Pocket Park	Existing
07	James Weldon Johnson Park	Existing	21	Artist Walk Plaza	Planned
08	Jessie B. Smith Pocket Park	Existing	22a	River's Edge: NW Riverfront Park	Proposed
09	Jessie Ball DuPont Park (Treaty Oak)	Existing	22b	River's Edge: Central Park	Proposed
10	Lift Ev'ry Voice and Sing Park	Existing	22c	River's Edge: NE Riverfront Park	Proposed
11	Main St Pocket Park	Existing	22d	River's Edge: Marshfront Park	Proposed
12	McCoy's Creek Park	Existing	23	Southbank Riverwalk Extension	Proposed
13	Myrtle Avenue Park	Existing	24	McCoy at Riverwalk Park	Proposed
14	Northbank Riverwalk	Existing	25	Berkman Plaza Park	Existing

**Key Amenity Vision**

- Existing, Planned, or Future Service Area
- Proposed Amenity & Service Area
- Influencing Amenity & Service Area
- CRA Boundary
- Overlay Districts
- Non-Residential Districts
- DIA Parks with Existing Key Amenity
- DIA Parks without Existing Key Amenity
- Other City Parks



- ## Play Area
- 5-min walk
- Play Area does not need to be a formal post and deck playground
  - Analysis includes both play areas and destination playgrounds

# Vision Overview: Programming

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## **Arts & Culture/Live Entertainment**

- Art supplies/art cart
- Music education
- A Capella
- Community Theater
- Public art/sculpture
- Lighting

## **Fitness & Wellness**

- Yoga
- Meditation
- Tai Chi
- Fitness
- Senior Aerobics

## **Hobbies & Niche Interests**

- Nature in your backyard
- Kayak Launch
- Book Club
- Art Lectures
- Knitting
- Reading Room
- Boardgames
- Happy Hours

# Vision Overview

## A. New Signature Park

- Interactive Water Feature

## B. New Dog Run at J.S. Johnson Park

## C. New Neighborhood Park

- Dog Park
- Shaded Outdoor Seating

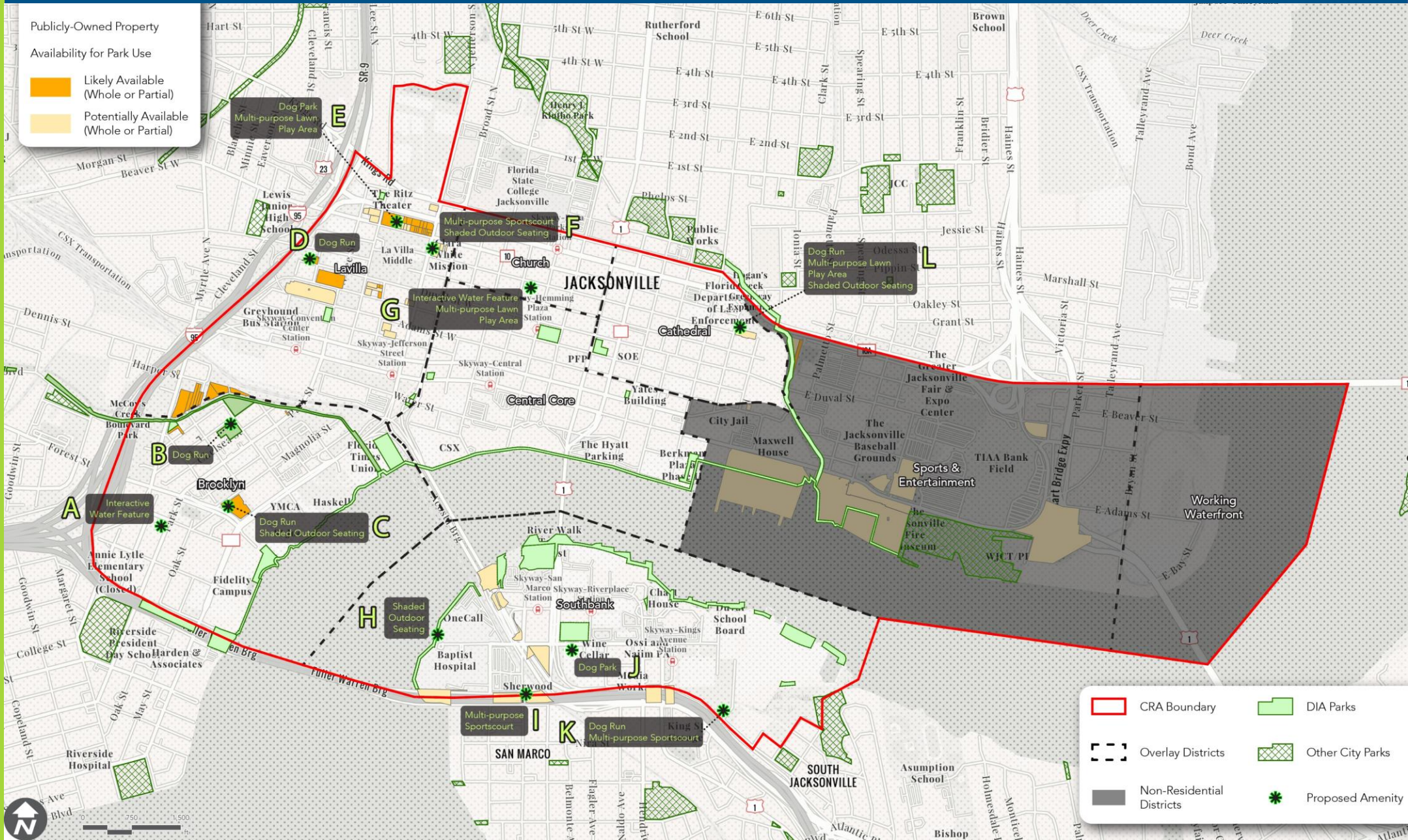
## D. New Dog Run

## E. New Signature Park

- Dog Park
- Multi-purpose Lawn
- Play Area

## F. New Neighborhood Park

- Multi-purpose Sportscourt
- Shaded Outdoor Seating



# Vision Overview

## G. New Signature Park

- Interactive Water Feature
- Multi-Purpose Lawn
- Play Area

## H. Shaded Outdoor Seating at Riverwalk Extension

## I. New Special-Use Park

- Multi-purpose Sportscourt

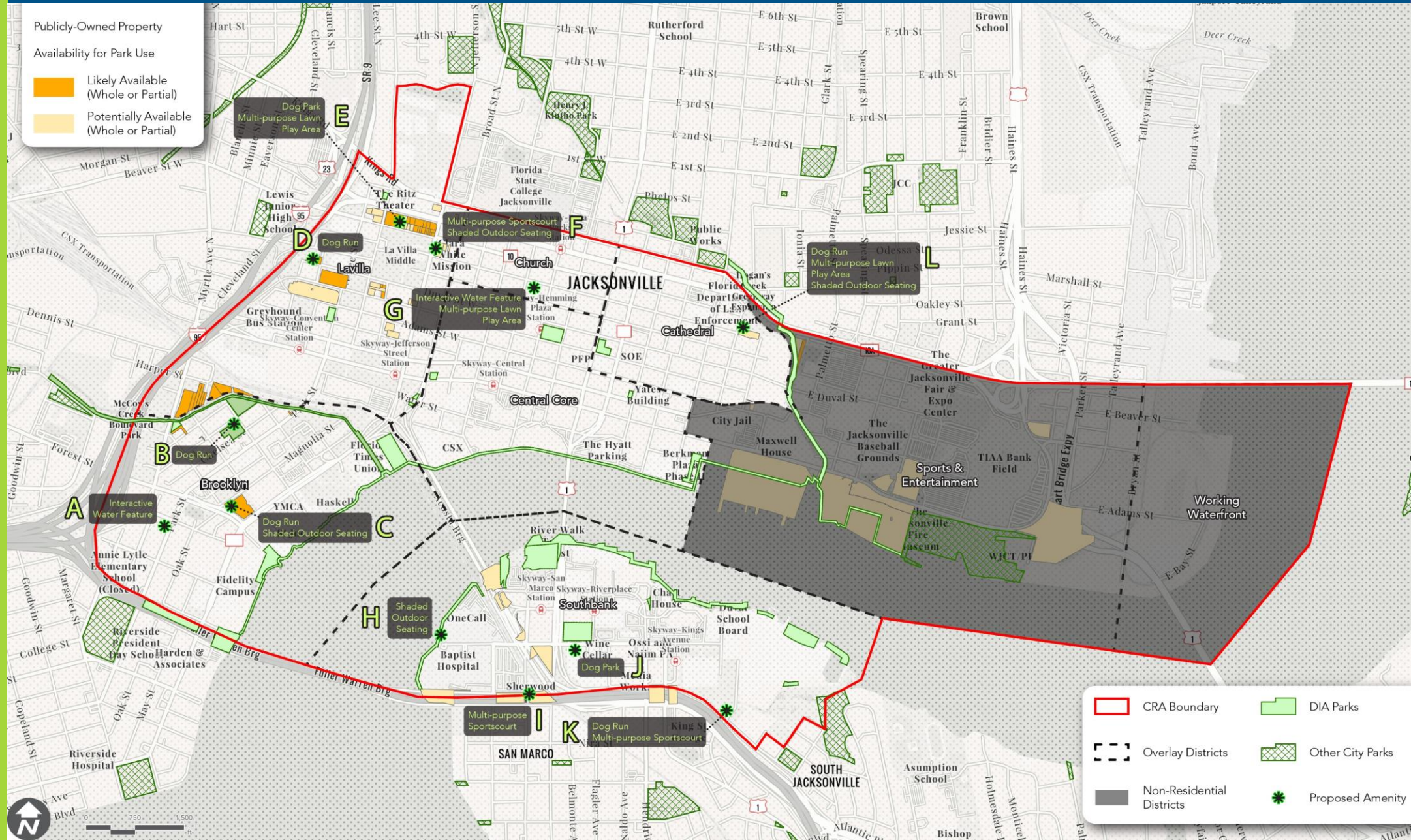
## J. New Dog Park

## K. New Special-Use Park

- Dog Run
- Multi-purpose Sportscourt

## L. New Neighborhood Park

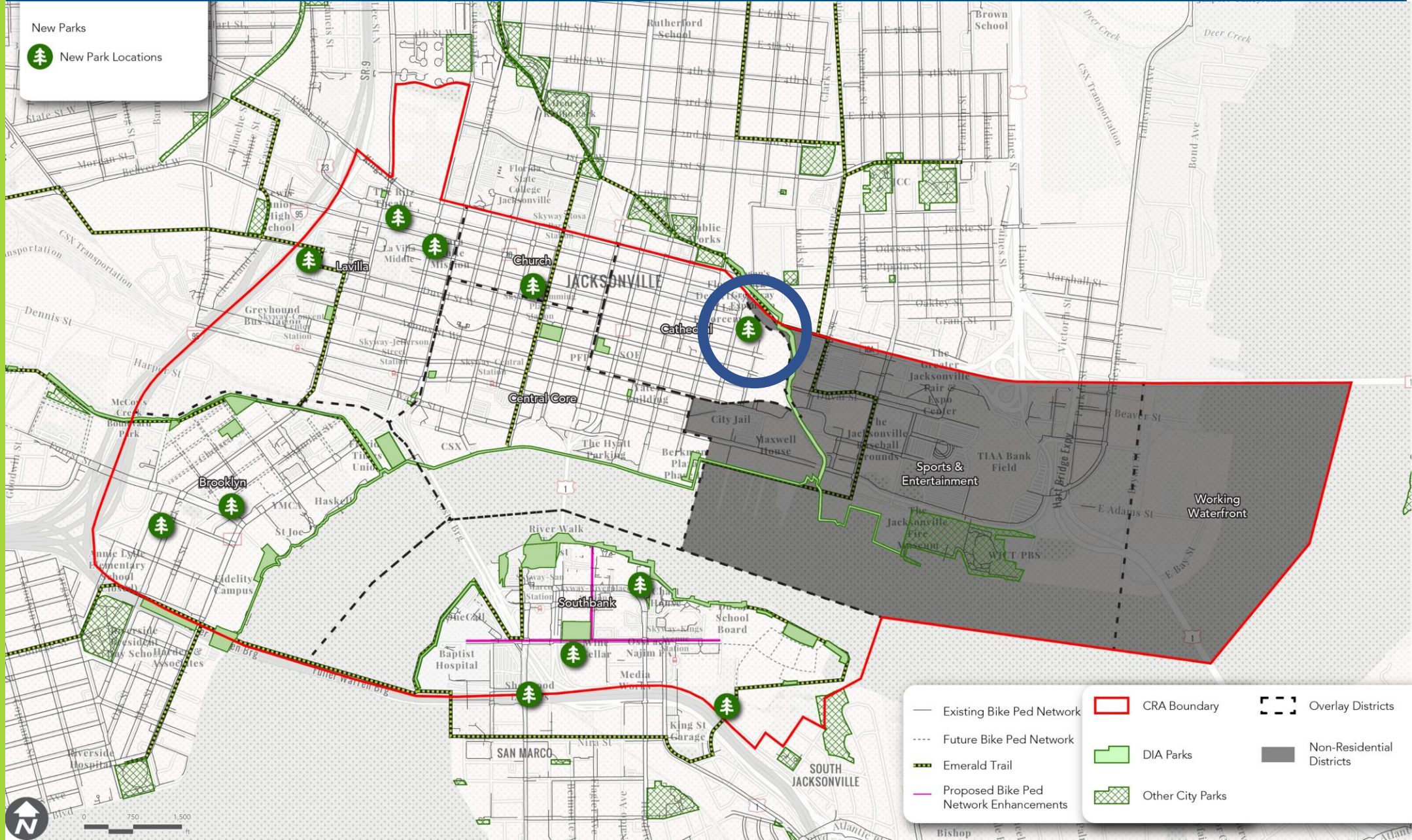
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# Key Priorities

## Northbank New Neighborhood Park

- Dog Run
- Multi-purpose Lawn
- Play Area
- Shaded Outdoor Seating

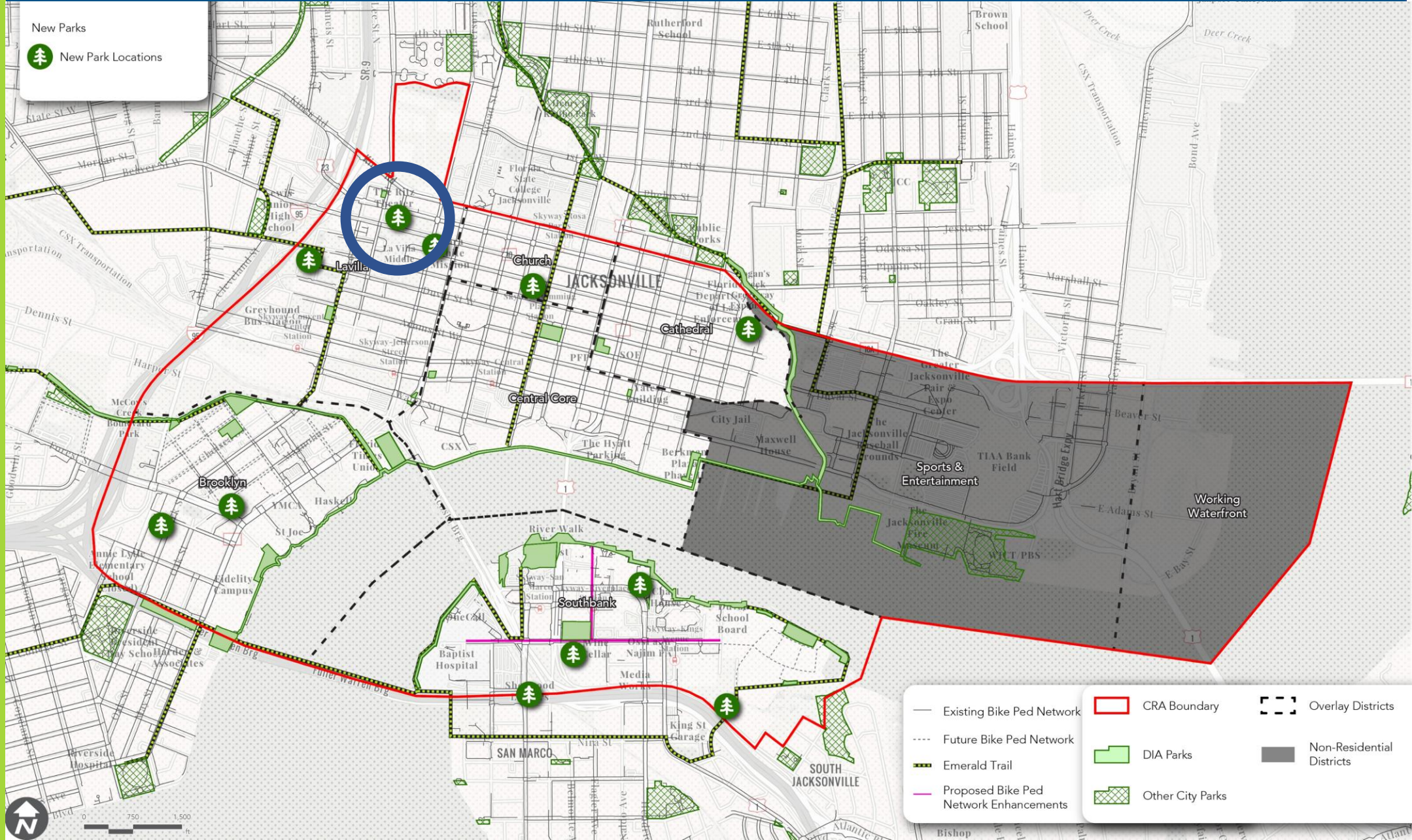


# Key Priorities

## Northbank

### New Neighborhood Park

- Dog Park
- Multi-purpose Lawn
- Play Area

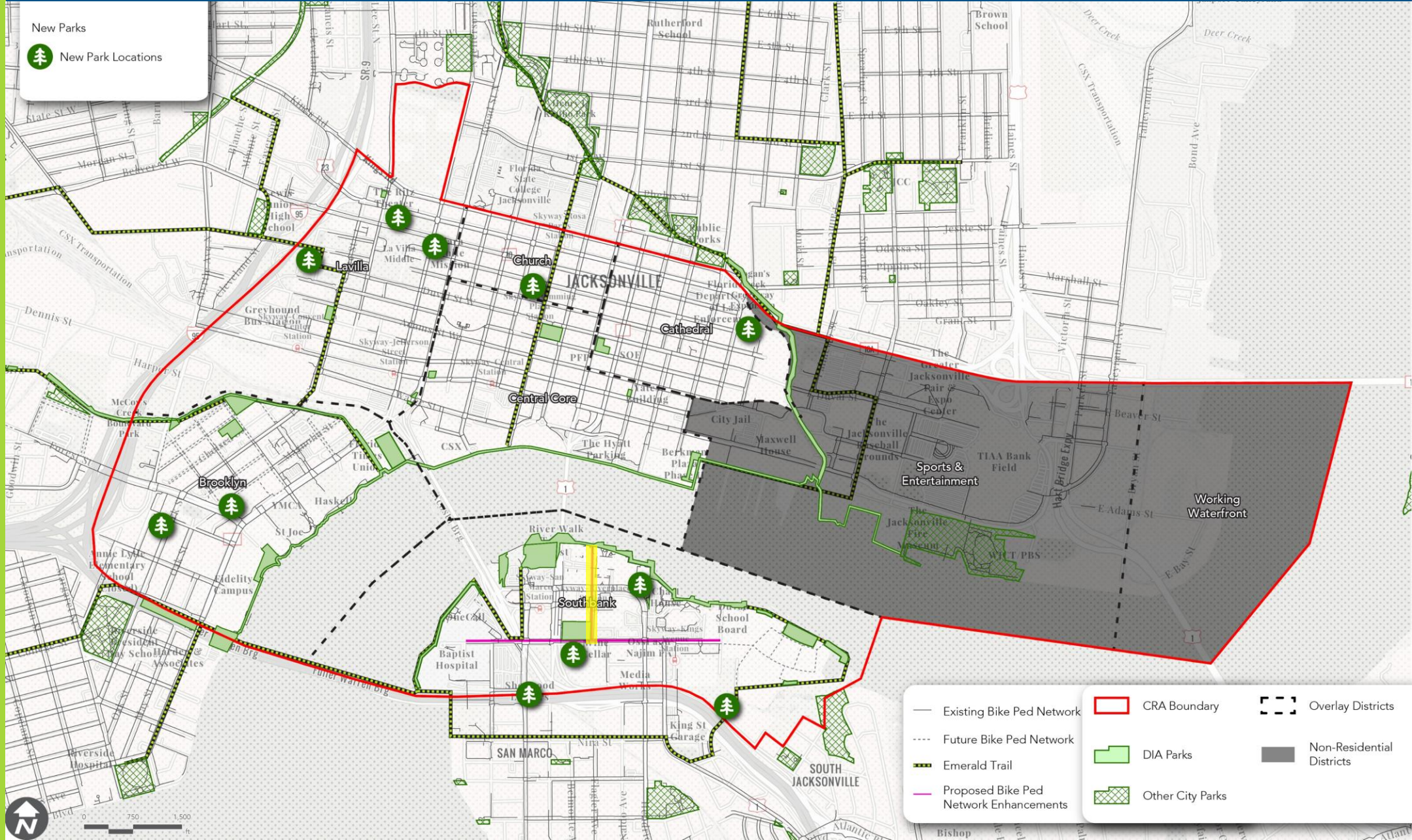


# Key Priorities

## Southbank

### Flagler Avenue Shared Street

- Wider Sidewalks w/ Enhanced Pavement
- Vegetated Bump-Outs
- Tree Canopy
- Street Furnishings
- Lighting Upgrades
- Mural

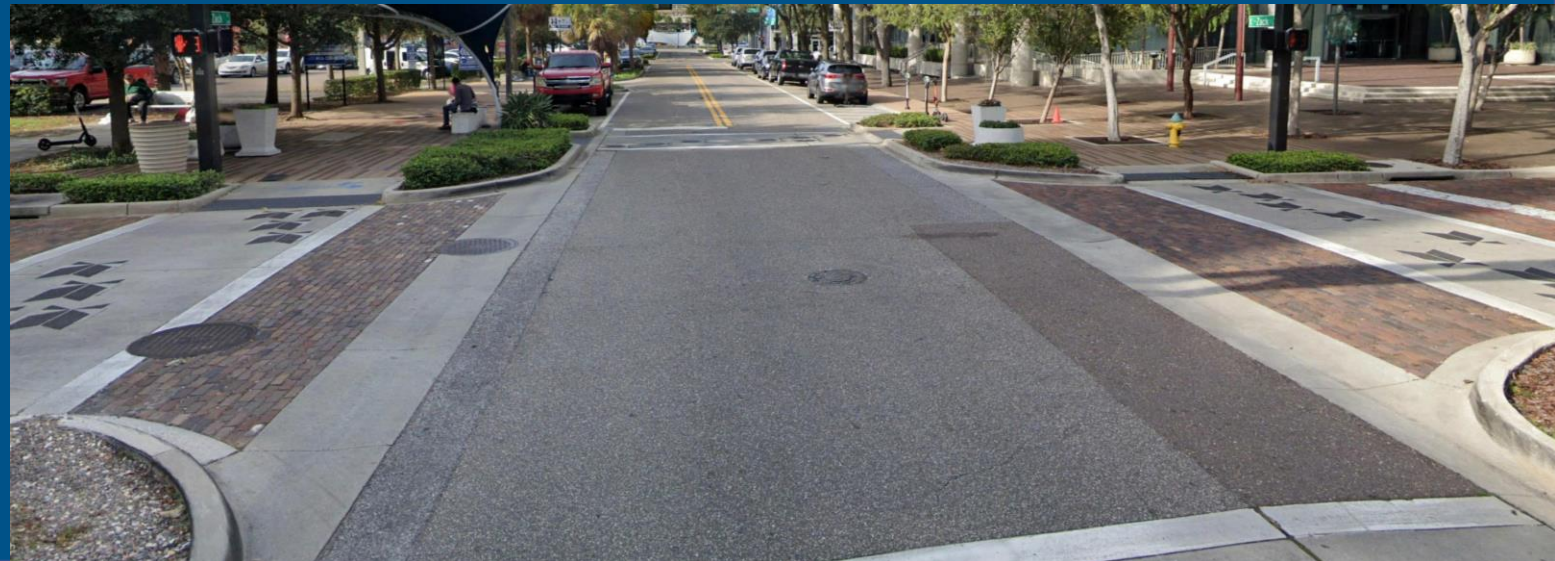




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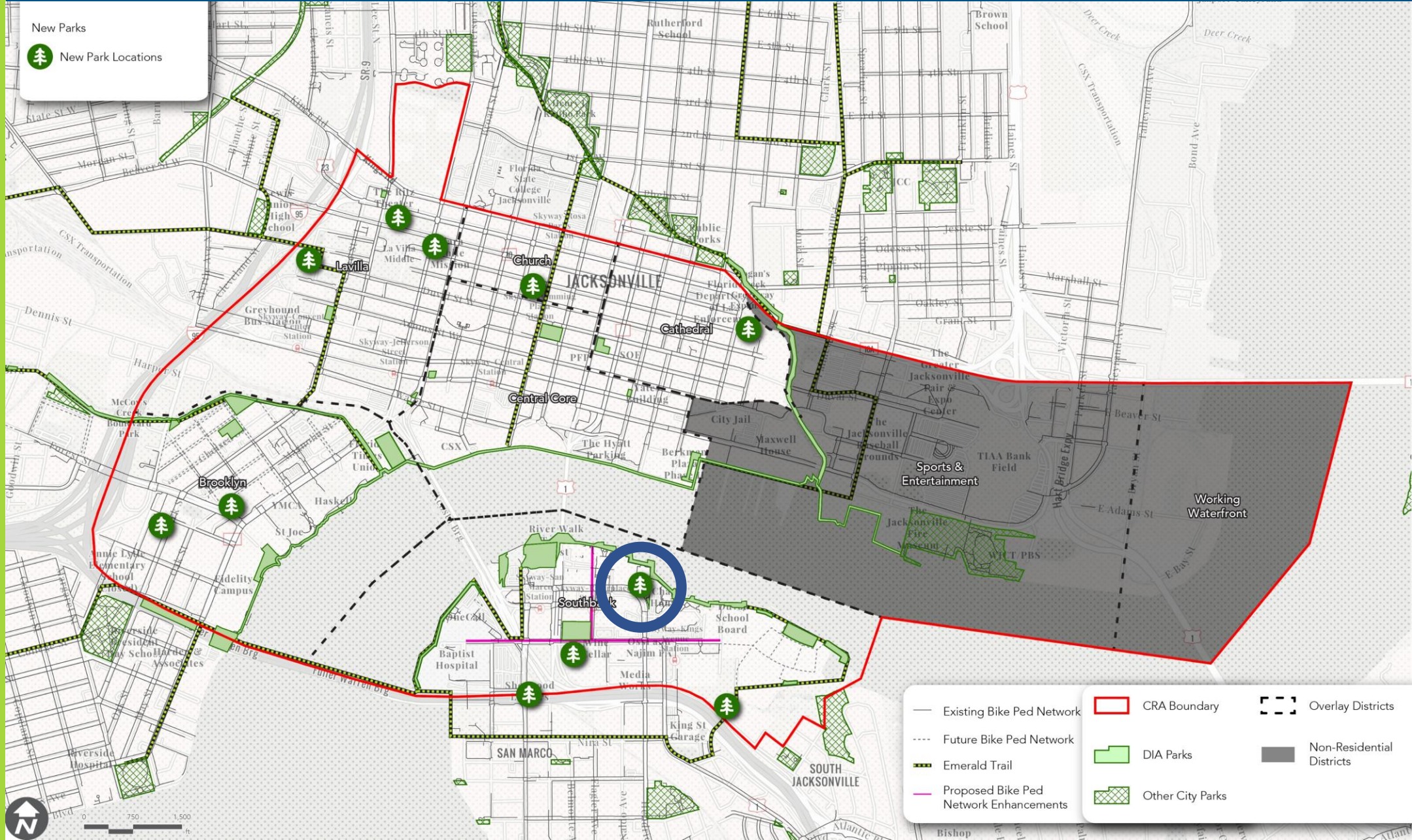


# Key Priorities

## Southbank

### New Neighborhood Park

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- Play Area
- Shaded Outdoor Seating



# City of Jacksonville

## Master Recreation Improvement Plan

### Phase I – Existing Conditions Analysis

- Documentation Review
  - Existing reports, studies, and plans
- Demographics and Population
- Analysis of Facilities
  - Inventory/Scoring Matrix
  - Social Equity
  - Social Resiliency



# FOCUS Matrix

- **F**uture **O**pportunity **C**ontinuous **U**ppgrade **S**trategy
- Initially developed by PRG & DPRE staff during 2003 Master Recreation Improvement Plan update
- Functions:
  - Identify and prioritize specific capital improvements in parks
  - prioritize renovation of existing parks and development of new parks
- Components:
  - Continuous Upgrade Matrix
  - Future Opportunities Matrix
  - Social Equity Matrix (new for 2022 MRIP Update)
  - Resiliency Matrix (new for 2022 MRIP Update)



# FOCUS Matrix

## Continuous Upgrade Matrix

Evaluation Category	Criteria
Health, Safety, and Welfare	<ul style="list-style-type: none"><li>• Safety issues</li><li>• Park rating</li><li>• ADA (Accessibility) issues</li><li>• Park maintenance mode [maintenance needs]</li></ul>
Planning Principles	<ul style="list-style-type: none"><li>• Intensity of use</li><li>• Need to develop, as identified in MRIP, Comprehensive Plan, or other plan or study</li><li>• Property Ownership</li><li>• Proximity to other parks (public and private)</li></ul>
Development	<ul style="list-style-type: none"><li>• Grant obligations</li><li>• Project status</li><li>• Availability of other funds (grants and partnerships)</li><li>• Development issues</li></ul>



# FOCUS Matrix

## Future Opportunities Matrix

Evaluation Category	Criteria
Development	<ul style="list-style-type: none"><li>• Development issues</li><li>• Project status (if applicable)</li><li>• Need to develop, as identified by Users</li><li>• Property Ownership</li></ul>
Planning Principles	<ul style="list-style-type: none"><li>• Need to develop, as identified in MRIP, Comprehensive Plan, or other plan or study</li><li>• Proximity to existing parks (public and private)</li><li>• Facility needs per capita (Courts)</li><li>• Facility needs per capita (Fields)</li></ul>



# FOCUS Matrix

Environmental Resiliency Matrix (New for 2022 MRIP Update)

Evaluation Category	Criteria
Environmental Resiliency	<ul style="list-style-type: none"><li>• Flooding</li><li>• Hurricane</li><li>• Tree Canopy/Natural Ecosystem</li><li>• Stream/Drainage Networks</li><li>• Vegetation/Soils</li><li>• Environmental Education</li></ul>



# FOCUS Matrix

Social Equity Matrix (New for 2022 MRIP Update)

Evaluation Category	Criteria
Demographics	<ul style="list-style-type: none"><li>• Demographically concentrated areas</li><li>• Population density</li><li>• Vulnerable Age Group concentration</li></ul>
Facility Access	<ul style="list-style-type: none"><li>• Distance to nearest average quality facility for each recreation type</li><li>• Distance to nearest average quality recreation center</li><li>• Distance to nearest linear park facility/trail connection</li></ul>
Mobility	<ul style="list-style-type: none"><li>• Mobility level of service</li></ul>
Specific Community Needs	<ul style="list-style-type: none"><li>• Distance to nearest average quality community-specific amenity/experience</li></ul>





# FOCUS Matrix

Social Resiliency Matrix (New for 2022 MRIP Update)

Evaluation Category	Criteria
Social Resiliency	<ul style="list-style-type: none"><li>• Public Life</li><li>• Stewardship</li><li>• Civic Engagement</li><li>• Trust in Local Gov't</li><li>• Trust in Others</li><li>• Median Household Income</li><li>• Educational Attainment</li><li>• Racial/Ethnic Composition</li></ul>



# Where do we go from here?

## Phase II – Master Plan

- Hypothetical Visioning
- Public Input
  - Project Website
  - Survey
  - Public Workshops & Focus Groups
- Master Plan
  - Master Plan
  - Level of Service and Equity Standards
  - Resiliency and Environmental Sustainability
- Strategy & Recommendations
  - Recommendations & Capital Improvements

