

Expanded Special Committee on the Future of Downtown Jacksonville

Focus Area One

January 12, 2026



DOWNTOWN
JACKSONVILLE



Charge

The renewed charge of the Special Committee on the Future of Downtown is to strengthen how Jacksonville plans for, governs and invests in its urban core. This includes mapping and aligning the roles of all public space stakeholders and agencies, reviewing the City's strategy for CRA development and project negotiations, and evaluating the impact and structure of existing incentive programs. Together, these focus areas will inform a clearer, more coordinated, and future - ready approach to Downtown revitalization.

Focus Area One

Public Space Stakeholders and Agencies:
Mapping, alignment and recommendations for changes or improvements



Public Space Stakeholders and Agencies

ASM Global
Cathedral District Jax
COJ Downtown Investment Authority
COJ Office of Sports and Entertainment
COJ Parks, Recreation and Community Services
COJ Public Works
Cultural Council of Greater Jacksonville
Downtown Vision, Inc.
Florida Theatre
Friends of James Weldon Johnson Park
FSCJ Artist Series
Groundwork Jacksonville
JAX Chamber
Jacksonville Fire and Rescue Department

Jacksonville History Center
Jacksonville Public Library
Jacksonville River Taxi
Jacksonville Riverfront Alliance
Jacksonville Sheriff's Office Downtown District
Jacksonville Symphony Orchestra
Riverside Avondale Preservation
Ritz Theatre
Urban League
USS Orleck
Visit Jacksonville
Vibrant Places Collective



Questionnaire

The questionnaire collected information across five domains:

- asset stewardship and operations
- governance and agreements
- programming and activation
- funding and resources
- performance and collaboration.

The background of the slide is a photograph of the Tampa, Florida skyline. The Wells Fargo Center is the most prominent building in the foreground. Other recognizable buildings include the SunTrust Center, the Regions Tower, and the Curtis Hixon Waterfront Park. The city extends into the distance with a bridge visible over water.

Key Gaps

Lack of clear role definition.

Lack of sustainable funding and capacity.

Lack of consistent vibrancy and event density.

Lack of an overarching Downtown marketing and positioning strategy.

Request to Council and Proposed Next Step

Given the strong participation and the clear opportunity for alignment, I am requesting that Council allow participating organizations a focused two month working period to come together, build on these findings and develop coordinated recommendations for solutions.

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Jacksonville Sheriff's Office Downtown District

Request to Council and Proposed Next Step

Given the unique needs of additional community partners, I am requesting that Council allow participating organizations a focused two month working period to identify independent recommendations for solutions or how they can integrate into the collective recommendations.

Request to Council and Proposed Next Step

We would return to the Committee in April with a consolidated set of recommendations developed collaboratively by the organizations that steward and operate Downtown's public realm.

A high-angle, aerial photograph of the Jacksonville, Florida skyline. The city is densely built with a mix of modern skyscrapers and older, lower-rise buildings. Notable landmarks include the Wells Fargo Center, the SunTrust Center, and the First Bank Center. The St. Johns River is visible in the background, with a bridge spanning across it. The overall scene is bright and clear, suggesting a sunny day.

Thank you

Focus Area One is about creating clarity, capacity and cohesion. Downtown Jacksonville already has committed partners and meaningful momentum.

With a shared framework for governance, funding, marketing and activation, these efforts can align into a consistently vibrant, well maintained and strategically managed Downtown that delivers lasting value to the City and its people.



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COI PRCS activation slides