

Expanded Special Committee on the Future of Downtown Jacksonville

Focus Area One

January 12, 2026



DOWNTOWN
JACKSONVILLE



An aerial photograph of Jacksonville, Florida, showing the downtown skyline with various skyscrapers and buildings. The text is overlaid on this image.

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.



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.

Cathedral District Jax
COJ Downtown Investment Authority
COJ Office of Sports and Entertainment
COJ Parks, Recreation and Community Services
COJ Public Works
Downtown Vision, Inc.
Friends of James Weldon Johnson Park
Groundwork Jacksonville
Jacksonville Fire and Rescue Department
Jacksonville Riverfront Alliance
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.

An aerial photograph of a city skyline, likely San Francisco, with a body of water in the background. The image is used as a background for the text.

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.

An aerial photograph of the Jacksonville, Florida skyline, featuring numerous skyscrapers and buildings along the riverfront. The image is slightly faded to serve as a background for the text.

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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COJ PRCS activation slides