

**Activating our Waterways
and Waterfront-
Making our Natural Asset
our Greatest Asset**

August 3, 2017

Remember where we started- Water Shapes our Identity and is at the Heart of Who Jacksonville Is

We Identified 5 Experiences

- **The Beach Experience**
- **The Downtown Experience**
- **The Nature Experience**
- **The Sports and Fitness Experience**
- **The Marine Life Experience**

What we have accomplished together in 2017

- Raised Awareness/Energized grassroots
- JAX USA through TRUJAX initiative adopts as Regional Identity
- New Tourist Development Plan and Contract for Marketing
- Developed Collaborations to advance broader Goals

Some Specifics

Projects Completed or Under Construction

Downtown



A Philip Randolph Dock and Sidewalk-complete

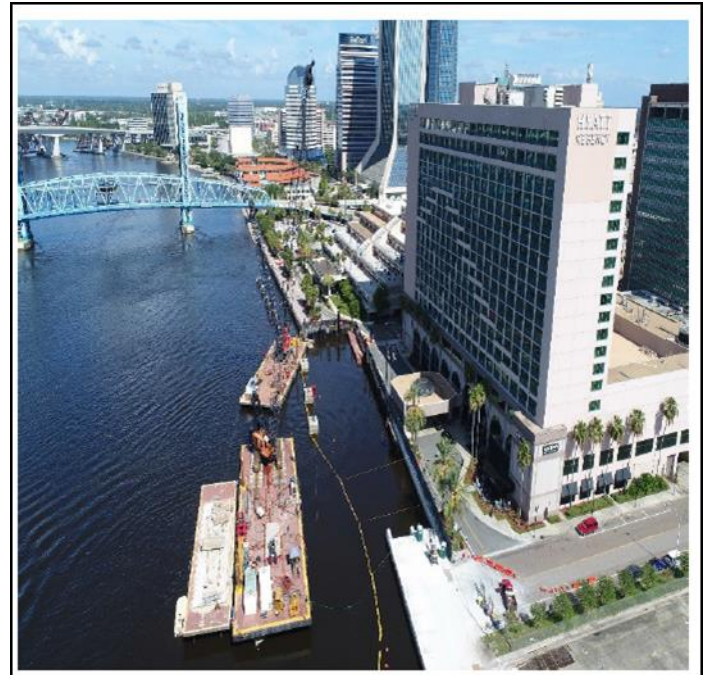
Downtown



**Liberty Street -
Coastline
underway**

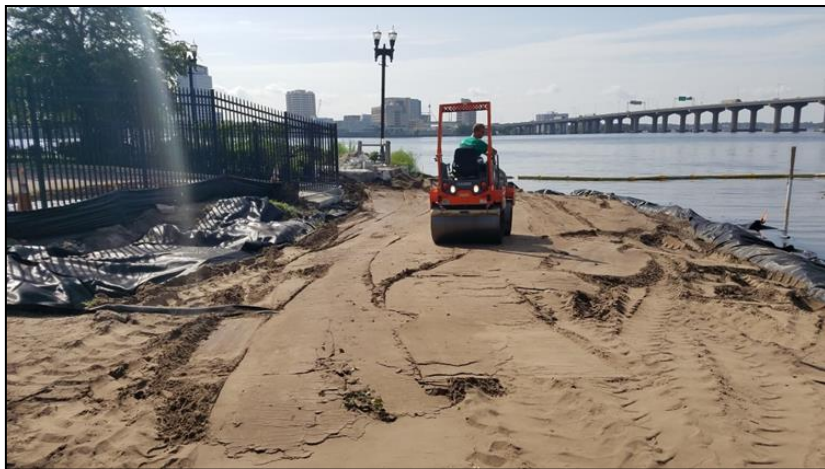
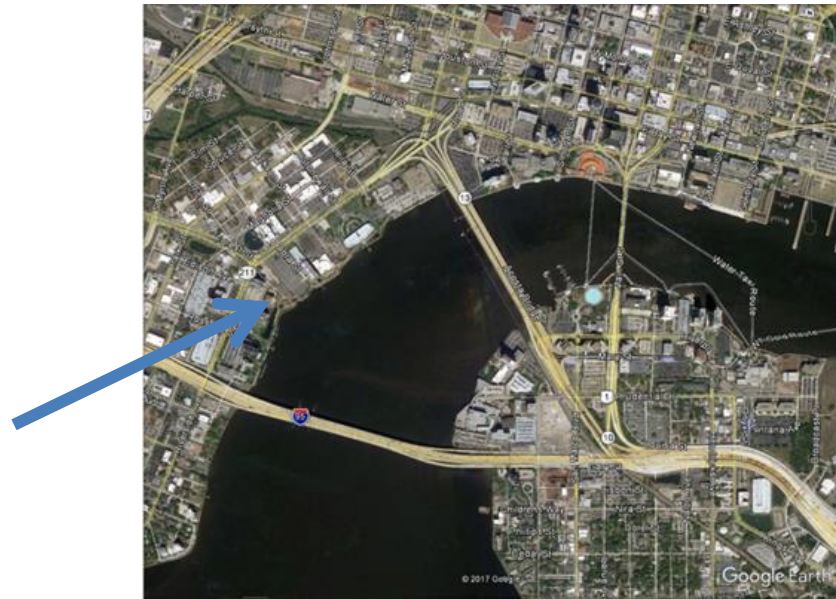


**Exchange
Island - dock
completed**



Downtown

**Gefen Kayak
Launch- Old
Riverwalk bridge
demo'd,
construction
underway**



Downtown

Hogans

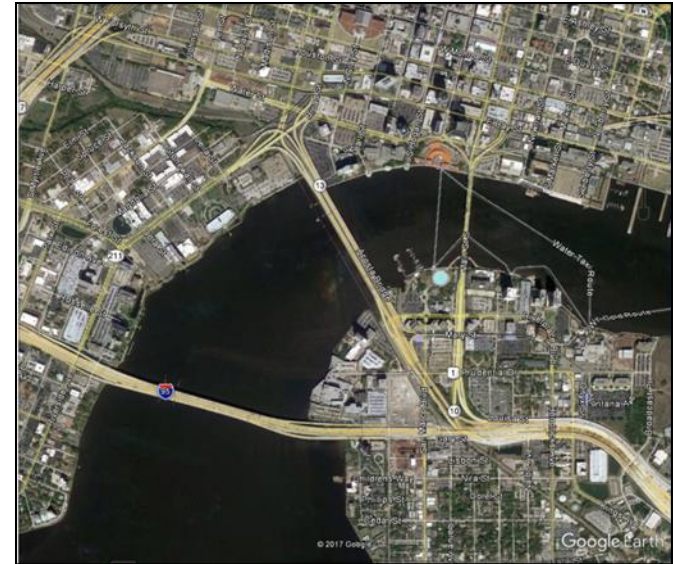
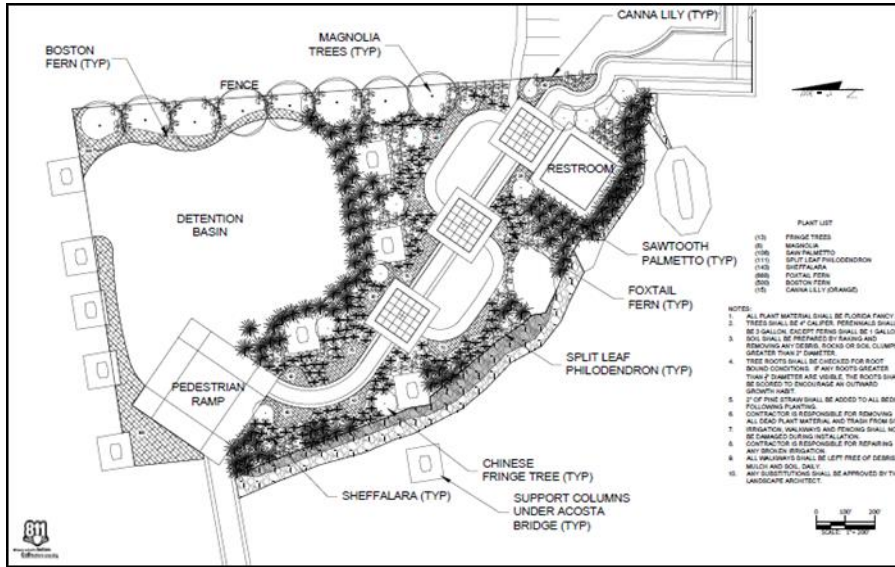
Creek

Trail



Obvious work to be done to achieve aesthetic objectives

Corkscrew Park



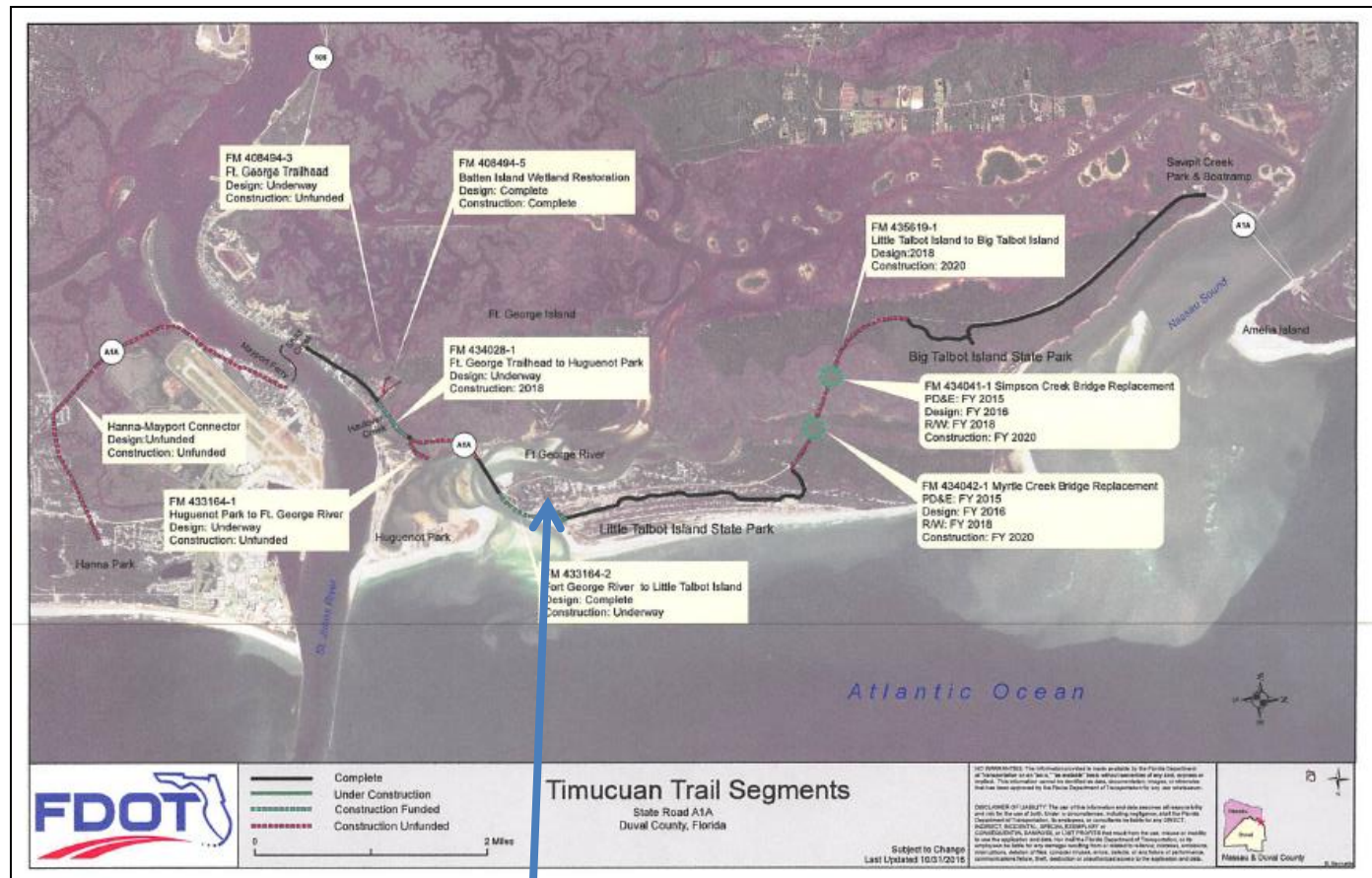
Northbank Riverwalk: Corkscrew Park



Shoreline stabilization complete.

Preserve Areas

Timucuan Trail



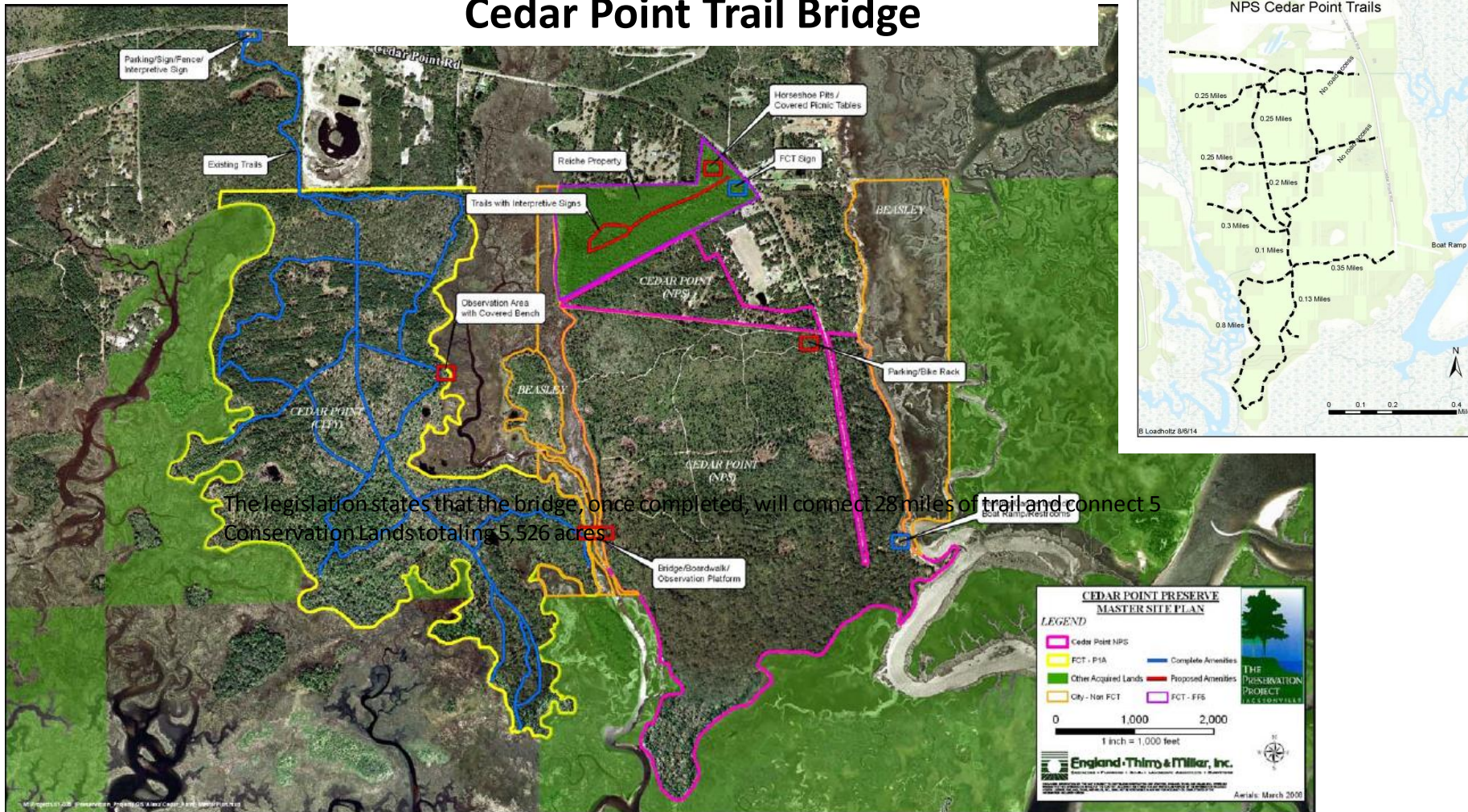
Ft. George to Little Talbot complete this summer
Ft. George to Huguenot Construction 2018

Preserve Areas



Palms Fish Camp

Cedar Point Trail Bridge



2017-303 passed May 24 appropriating **\$428,778.00** from the Florida Department of Transportation (FDOT) to fund the construction of the **Cedar Point Preserve Trail Bridge**

The bridge, once completed, will connect 28 miles of trail and connect 5 Conservation Lands totaling 5,526 acres. Project completion Summer 2018

JaxParks Hurricane Repair Status

Parks Impacted	Projects Completed
Riverside Arts Market	Floating Dock Repairs
Hood Landing	Gangway Repairs
Mayport (Michael B. Scanlon) Boat Ramp	Gangway Repairs And Reattachment
Mike McCue Boat Ramp	Floating Dock Repairs
Reddie Point Preserve Park	Small Scale Floating Dock / Fishing Pier Repairs
Alimacani Park	Floating Dock And Gangway Repairs
Jim King Boat Ramp	Floating Dock And Gangway Repairs

Parks Impacted	Projects Ongoing
Northbank Riverwalk	Floating Docks Repairs
Trout River	Floating Docks Repairs
Arlington Lions Club	Fishing Pier / Boardwalk Repairs
County Dock	Pier Repairs
Reddie Point Preserve Park	Large Scale Floating Dock / Fishing Pier

Projects Funded, In Design or Construction Imminent

School Board Kayak Launch - ADA accessible; construction funds in 17/18 CIP to accelerate

Friendship Fountain Repairs – engineering eval. nearing completion, repair funds in CIP



Recently Funded Projects

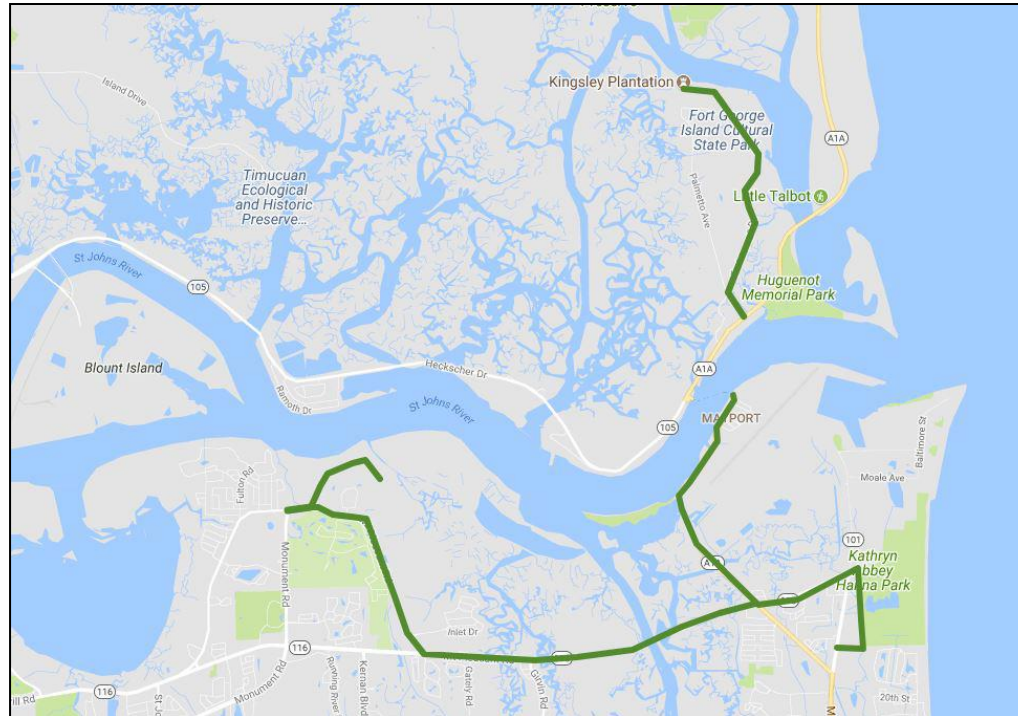
June 2017

Hanna \$335,616 for Pelican Plaza

Huguenot \$116,000 for campground

Betz Tiger \$1M for trails, pavilions,
launch

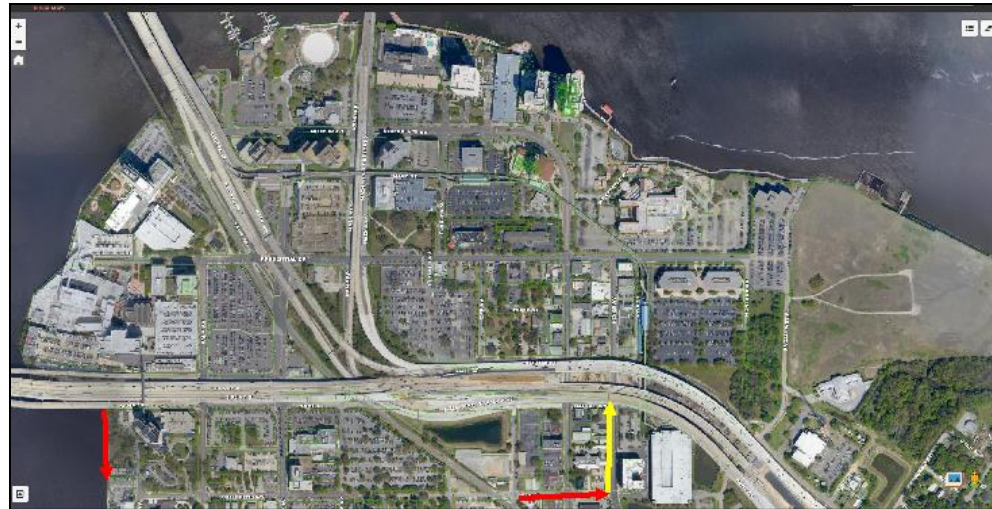
\$1M FLAP grant - received for Design of Ferry-Hanna-Neptune-Spanish Fort Trail



TPO List of Priority projects included
\$3M for McCoys in three phases
\$8.7M for Timucuan on Heckscher

City Council Approved:

Nemours Easement- Southbank trail loop
1230 Hendricks PUD link-Southbank Trail loop



**Parks Partnership Program to accept donations
and sponsorships**

Ongoing Cleanup Efforts

- Starr Bishop Award given to Clean Waterway Society, Island Keepers, Groundworks, Rising Tides and Beaches Sea Turtle Patrol
- Post July 4th cleanups at Beach and Exchange



Downtown Riverwalks

Riverwalk Nodes Enhanced Landscape
Maintenance

Jacksonville Chamber

Riverwalk Property Management role

Downtown Vision

Node Design / content development

Planning, DIA, AIA, DVI, TDC

Marketing and Awareness

- TDC contract with Visit Jacksonville/Dalton to include development of new digital and print content this year- water is one focus area
- DIA contract for Downtown wayfaring signage design awarded
- AIA Ocean Trail
- J Magazine

Marketing and Awareness

- Update of current paddling guide from St. Johns County line to St. Johns River along the Intracoastal waterway
- New Paddling guide for Nassau River area from Thomas Creek Fish Camp to Nassau Sound
- Content development for website, brochure, and signage for Betz/Pumpkin/Cedar using Putnam Bartram Trail as inspiration