Riverfront Design Guidelines and Activity Nodes Plan

City of Jacksonville, Florida

DOWNTOWN INVESTMENT AUTHORITY
JACKSONVILLE, FLORIDA

August 25, 2018

Executive Summary

The aim of this document is to provide design guidance to the Downtown Investment Authority (DIA), The City of Jacksonville, city officials and developers on ways of looking at Jacksonville's Waterfront, North Bank and South Bank, as a large expansive opportunity site that is prime and ready for change, as part of a larger effort to make Downtown Jacksonville a destination, connected to neighboring communities and the center for business and culture.

Design Guidelines

We begin with an approach to understanding the North Bank and South Bank as an entity in and of itself, with its own history and character, with a potential to explore ways of impacting how we experience downtown, through reinforcing its identity and creating a sense of place. The focus is two-fold, the first being a large-scale urban strategy, and through its design guidelines for the North Bank and South Bank, we present a kit-of-parts which can be implemented to upgrade the physical conditions making up the built environment. For example, through introducing a system for wayfinding, outdoor lighting, and a palette of hardscape materials (paving), planting and landscape, an improved version of the open spaces along downtown's Riverwalk will begin to emerge, one that is more inviting, easy to get to and navigate through.

Activation Strategy

As a complimentary and parallel approach to an overarching waterfront strategy is our second focus: the nodes. Here, specific areas are presented in closer detail, as a starting point for refining the qualities and textures of the urban grain. These carefully selected sites or nodes, predetermined by the American Institute of Architects (AIA) – Jacksonville Chapter, are strategically located near opportunity sites along the waterfront. These sites hold a rich history that either contributed to Jacksonville's development throughout the years, and are no longer in operation, or have retained their charm and are present-day cultural assets for the city. These current cultural assets are distinguished as primary nodes, while the remaining sites are secondary nodes.

Exploring each of these waterfront sites: "the nodes", and their potential to generate activity through a public realm that is seamless in access and full of reasons to revisit, time and time again, is our objective. Through suggesting ways to create the ripe conditions that can accommodate weekend festivals and the everyday recreational and civic life is part of the call to action for the lively public spaces within reach of Jacksonville's future. The secondary nodes, comprised of both public spaces and on-plot sites, private or public, are treated differently than the primary nodes in this document. They are presented with a brief narrative about their connection to their past, one that merits its retention and celebration in its future redevelopment, coupled with potential programming for consideration.

We hope this document provides a framework that will allow for the gradual transformation of Jacksonville's waterfront to occur with a holistic approach, taking into consideration its current and future generations. Our aim is also to provide a seed that can inspire future development, within the waterfront, to be respectful of not only the physical environment, but also the naturally occurring habitat through the conservation of Jacksonville's existing natural resources. With these Design Guidelines, we also anticipate a deeper exploration of Jacksonville's heritage to be explored, expressed and experienced through its North Bank and South Bank in any new addition, be it physical or programmatic. Through a commitment to this shared vision from the DIA, a strategic progression of economic growth and cultural capital will begin to flourish, making the waterfront another proud asset for locals as well as for the institutions and the City that hosts them.

CITY OF JACKSONVILLE
FLORIDA

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Augustus Koch's birdseye view of downtown Jacksonville, Florida along the rive in 1893

Introduction

This Document is created for the DIA, which is acting on behalf of the City of Jacksonville, in a response to perform a riverfront design incentive strategy for Jacksonville's North Bank and South Bank. Stakeholders, including consultants have collaborated extensively with the DIA and the American Institute of Architects (AIA), Jacksonville Chapter, on the best way to give greater refinement and detail to existing goals and visions set in place for transforming Jacksonville's downtown area.

In particular, the focus is on the treatment of the stretch along the waterfront and includes specific sites which have great potential to be catalysts of change by creating the right conditions.

To achieve this, best practice urban design principles are used to ensure that public spaces are accessible, active, safe, beautiful and healthy environments for all partake in.

The waterfront in downtown Jacksonville, Florida in the 20s

Stakeholders

Over the past eight months the DIA, key stakeholders and the Advisory Committee have participated in an effort to transform Jacksonville's waterfront through knowledge-sharing, and feedback on design considerations and possible investment opportunities. These include The City of Jacksonville, Florida – Jacksonville Parks and Recreation; public institutions such as the Times-Union Center for the Performing Arts, Jacksonville's Museum of Science & History (MOSH); and consultants: HR&A Advisors, SWA Group, Acuity Design Group (ADG), and Haskell.

Other stakeholders were also consulted, and amongst others, a few are listed below.

City Groups

City of Jacksonville

Downtown Investment Authority

Jacksonville Parks and Recreation

Jacksonville Port Authority

Institutions

Times-Union Center for the Performing Arts

Jacksonville's Museum of Science & History (MOSH)

American Institute of Architects (AIA), Jacksonville Chapter

Consultants

HR&A Advisors, Inc.

SWA Group

Acuity Design Group (ADG)

Haskell

Others

InvestJAX

Jacksonville Jaguars

Thomas Moran (1837-1926)
Fort George Island
1880
Oil on Canvas

Purpose

This document is a response to the city of Jacksonville's desire, through the DIA, to provide guidance and direction on the development of events, outdoor activities, programming, and infrastructure in Jacksonville's downtown area. The effort aims to support existing design standards in place, including the North Bank and South Bank Community Redevelopment Area (CRA) Plan and key principles from the Urban Land Institute's (ULI) Building Healthy Places. In addition to these, recommendations by the AIA Jacksonville Chapter, found in the summary of Jacksonville Riverfront Activity Nodes are also considered as a basis to improve the quality of public spaces, and unify the character of the existing waterfront while maximizing its access and attractiveness.

2.1 Why use this Document?

This document should be used to reinforce the greater vision and goals of the DIA and the City of Jacksonville when pursuing development of the Riverwalk, or any properties adjacent to it or within the vicinity, as these can aid in complementing the character and vitality of the waterfront.

The City of Jacksonville along with the DIA have aspirations to improve the downtown waterfront and are committed to revitalizing these opportunity areas, of activating the downtown core and promoting the use of its waterfront and other underutilized sites.

This document looks at providing guidance to the enhancement of the public spaces along the Riverfront by focusing on:

- Understanding and reinforcing the vision and the goals of the DIA and the City of Jacksonville
- Supporting the AIA's recommendation and summary for site-specific nodes, and their activation through design and programming
- Providing Riverfront Design Guidelines for the North Bank and South Bank, which focus on Wayfinding, Paving, Landscape and a Dog Park
- Providing an Activation Strategy for pre-identified development areas, or nodes, which can be improved over time through design principles. Based on the existing phasing plan, these nodes are designated as primary or secondary.

The breakdown of the above chapters and their subsets is illustrated in the diagram to the right.

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2.2 How to use this Document

This Document is divided into five chapters that together form a collective vision that gives guidance on future developments within and around the waterfront, allowing for gradual changes to occur through time in an integrated way.

Chapter 1 is the Introduction and gives insight into the origins of the document.

Chapter 2 includes the Purpose of the document along with associated contextual background information that was used as part of the analysis for the city of Jacksonville.

The Riverfront Design Standards are found in Chapter 3. This area focuses on the greater urban context within the edges of the Riverwalk, spanning from east to west within the confines of the downtown city boundary on both banks. The experience and character of these areas fronting the water, aim to have a consistency of look and feel through the use of New elements; elements to Keep and Adopt elsewhere; elements to replace and phase out:

- NEW. The introduction and use of new elements
- KEEP AND ADOPT. Retaining existing elements, which are found in the South Bank and introducing them to the North Bank.
- REPLACE AND PHASE OUT. Providing replacement options for elements which will be phased out.

These design guidelines are split into components based on specialty disciplines or specialty places:

- Section 3.1: Approach and Vision (urban scale)
- Section 3.2: Wayfinding and Signage (NEW)
- Section 3.3: Lighting (REPLACE AND PHASE OUT)
- Section 3.4: Paving (NEW; KEEP AND ADOPT; REPLACE)
- Section 3.5: Landscape: (NEW)
- Section 3.6: Dog Park: (NEW)

Chapter 4 looks at the Activation Strategy which, aside from the approach, is split into two sections: for Primary and Secondary Nodes.

- Section 4.1: Approach to the Primary Nodes.
- Section 4.2: Primary Nodes
    - Times-Union Center for the Performing Arts and Friendship Park sites
    - This section focuses on ways of improving the area through the use of particular urban elements, furnishings, paving and planting within a typical area.
- Section 4.3: Secondary Nodes: Fairfield, Sports / Entertainment, Hogans Creek, Cowford Great Fire, Main Street, McCoy's Creek, Brooklyn, Cummer Gardens, Hendricks Point, Riverplace Tower / Treaty Oak Park, Lone Sailor Lookout, South Jacksonville and The District.
    - This section focuses on two main things: establishing a narrative and program.

Chapter 5 is the conclusion which aims to summarize the document, its goals and aspirations as they support the CRA Plan and the City of Jacksonville's development efforts within a given timeline and with recommendations to contact stakeholders.

2.3 Vision

Jacksonville's downtown riverfront and adjacent neighborhoods are at a moment of incredible possibility. Situated along the St. Johns River just west of where the river mouth meets the Atlantic, Jacksonville has a storied history tied to maritime ecologies, economies and pleasures.

Through reintegrating itself along the riverfront and re-conceptualizing movement within and throughout its downtown and surrounding areas, reaching the Brooklyn and Riverside communities, Downtown Jacksonville has the potential to forge into tomorrow as an urban hub enjoyed by city residents, workers and visitors alike.

The vision is to establish Jacksonville's Riverwalk as a destination, improve connectivity between its neighborhoods, while ensuring a quality experience throughout. Unlocking the waterfront's potential will be coupled by the creation of an active Riverwalk North and South of the St Johns River. This urban rebirth of shifting the connection and focus back to the waterfront will be one that is engaging to its users, providing new discoveries of a rich history, newly woven into its enhancements.

The guidelines are meant to ensure development of opportunity sites is maximized to contribute to this vision. This document focuses on the overarching Riverfront Design Guidelines and subsequently with the individual nodes, with the purpose to ensure future developments play a key role in strengthening this vision. This can be achieved by adhering to the desired character, quality and consistency of applying the development standards along the Riverwalk, while for the Activation Nodes it entails ensuring historical and cultural references are kept, and integrated, as an essential part of any future design concept.

WELLS FARGO
GO JAGUARS
SUNTRUST
EverBank

2.4. Goals of this Document

The DIA has four key goals adopted from the Community Redevelopment Area (CRA) Plan, which they would like to reinforce through the content in this document. These are:

- **Reinforce downtown Jacksonville as the city's unique epicenter for business, history, culture, education, and entertainment.**
- **Improve walkability / bikability and connectivity to adjacent neighborhoods and the St. Johns River while creating highly walkable nodes.**
- **Use planning and economic development policies to promote healthy living.**
- **Provide redevelopment strategies for underutilized riverfront properties.**
- **Establish a Riverfront design framework to ensure a unique experience and sense of place.**

The following pages and chapters endeavor to give guidance on the creation of successful places that will target the goals listed above.

2.5. Context

As part of a larger ecological, infrastructural, and social network, the St. Johns Riverwalk is an opportunity for the City of Jacksonville to reintegrate its riverfront area within and throughout its downtown and surrounding areas.

This section speaks to the critical step of establishing connections between key opportunity sites, underutilized sites and open spaces, including within the riverfront itself. It highlights elements within the North Bank and South Bank Riverwalk, that can benefit from physical enhancements and links to upland open spaces and neighborhoods where people live, such as Riverside and San Marco.

The following pages shows urban context diagrams which illustrate a range of networks which are interrelated and can be complimentary, such as investment opportunities, ecological corridors and open spaces, mobility links for pedestrians and cyclists, all of which set the stage for the conditions that will frame future development.

Understanding the context of Jacksonville, set within a rich historical milieu, will better inform the decision-making process when aiming to delve deeper into the existing framework set out by the CRA Plan.

There are multiple benefits to having a better-integrated, contiguous St. Johns Riverwalk. It will incentivize its users to explore one or two more streets, and seamlessly lead people into discovering or rediscovering their hometown, or the city of Jacksonville if exploring as a guest. Attracting users to linger, will with creating the informal clustering in public spaces; a natural result taking place in dynamic cities which offer options for recreation, entertainment and cultural events.

We envision this waterfront element as being a type of “ribbon” that connects through its character, feel and aesthetic. This metaphorical ribbon becomes a recognizable and distinct urban component which ties the North Bank and South bank, offering a similar experience with familiar urban and environmental components.

This threading element we call the St. Johns Ribbon Riverwalk, starts at Winter Point, from the west side and ends at North Florida Shipyards near the Mathews Bridge on the North, and extends from Hendricks Point to The District in the South.

Investment Opportunities

Investment in strategic opportunity sites and development projects with public-private partnerships along the riverfront will help the City to create a more dynamic and vibrant Riverwalk experience. Existing research into the downtown areas such as the DIA’s 2014 Downtown Feasibility Study can be utilized to further delve into the specifics of investment opportunities.

The diagram to the right shows investment opportunity sites along the waterfront, which are for the majority in close proximity to the node locations, those previously identified by the AIA.

The main opportunity sites are chosen for their inherent potential to improve the neighboring areas; for their strategic location in relationship to the water; cultural / historical significance and potential contribution to the larger picture within the city.

List of Investment Opportunity Sites
North and South Bank

1. Friendship Park-Adjacent Site
2. Times Union Building
3. City Hall Annex / Courthouse
4. Main Street Bridge
5. South Bank Riverwalk Shops
6. Snyder Memorial Church
7. Gefen Riverwalk
8. Berkman Phase II
9. Laura Street Trio
10. Shipyards / Metropolitan Park
11. Southbank Ventures
12. The District
13. Duval County Public Schools

Key

- Road Network
- JAX plots
- Downtown JAX plots
- Investment opportunity sites

Investment Opportunity Sites

1. Friendship Park-Adjacent Site
2. Times-Union Building
3. City Hall Annex / Courthouse
4. Main Street Bridge
5. South Bank Riverwalk Shops
6. Snyder Memorial Church
7. Gefen Riverwalk Site
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12. The District
13. Duval County Public Schools

2.5. Context (continued)

Ecological Corridors

McCoy's Creek and Hogans Creek, in addition to the St. Johns River (one of Jacksonville's single most identifiable features) are ecological corridors shaping the downtown experience. Future developments occurring along the St. Johns River Riverwalk, will benefit from respecting the existing natural habitats. It is recommended that new developments are sensitive to opportunities to both enhance and protect its ecological corridors.

By extending the reach of the ecological corridor, the connecting streets, plots and open spaces which link together can create a new urban environment which is richer in biodiversity, filled with natural beauty which can become an even greater landmark for the city.

Increasing access through these ecological corridors through to the waterfront will also help to increase the appreciation of the natural tidal movements, and prevailing flora and fauna.

The City of Jacksonville Planning and Development Department's *Enhance Access to the River* diagram, shows how proposed parks and proposed park expansion areas will contribute to both connecting public open spaces to the river and linking these through a larger surface area within the city blocks.

Also proposed in the above-mentioned diagram are vistas from specific streetscapes to the St Johns river and to the other side of the bank; these will also contribute to creating visual links to either side of the river and to the river itself.

Key

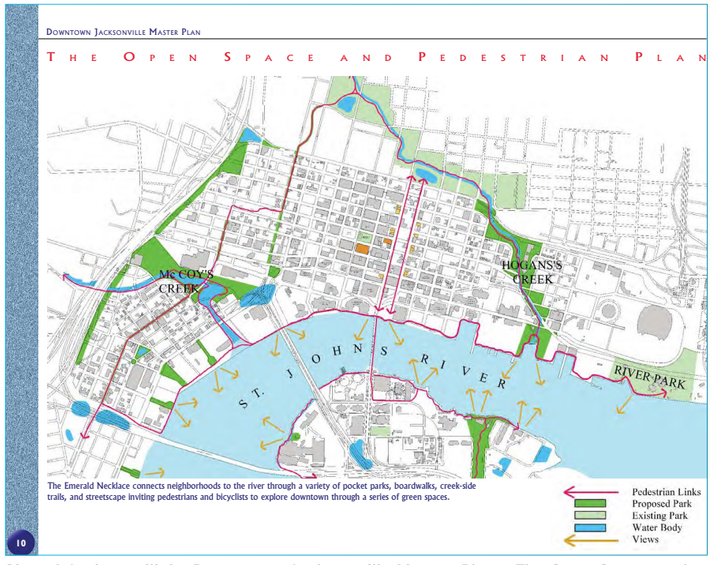
- Road Network
- JAX plots
- Downtown JAX plots
- Water Body
- Open / Green Space
- Ecological Corridor
- Proposed Parks

Ecological Corridor

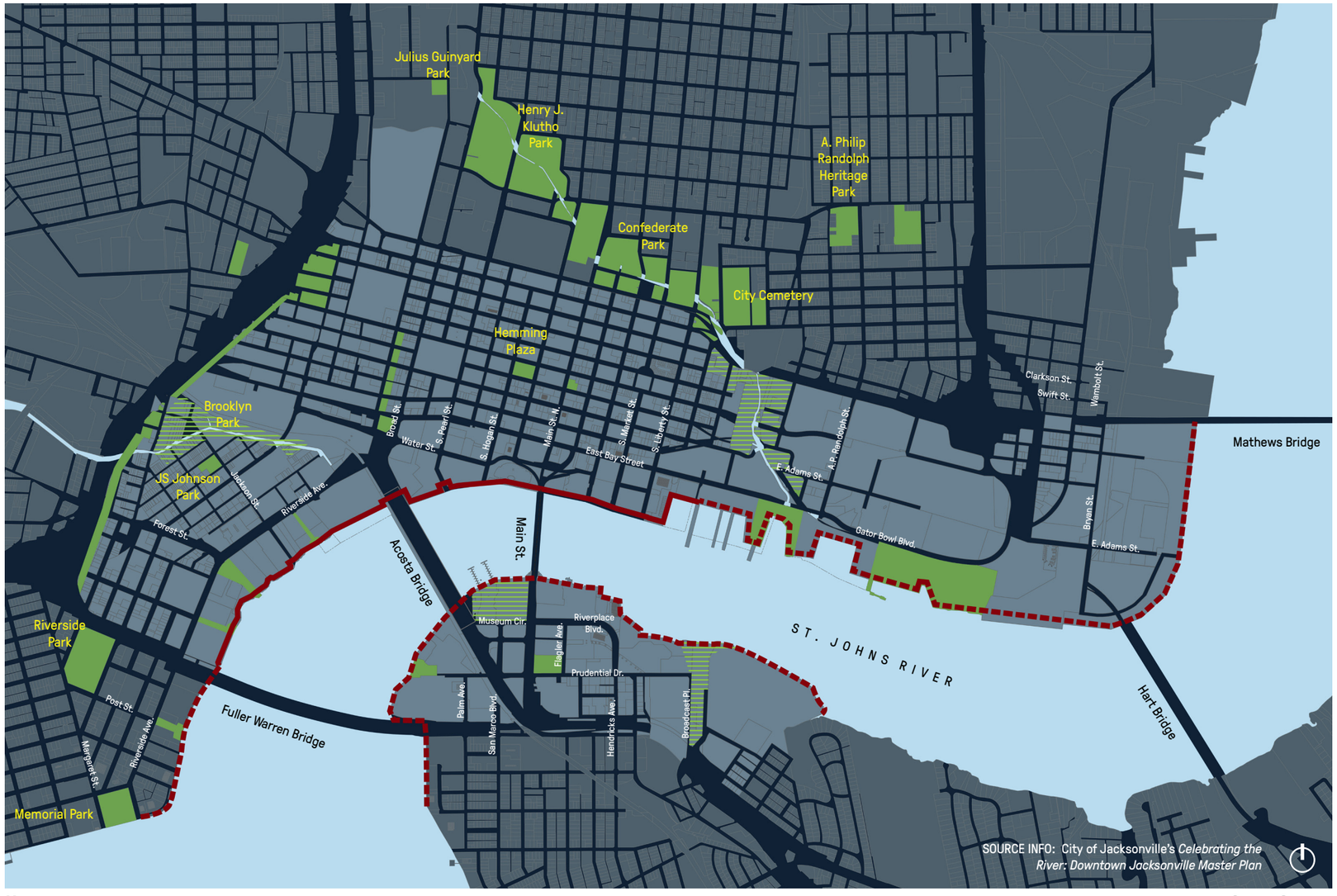
1. McCoy's Creek - Ecological Corridor
2. Hogans' Creek - Ecological Corridor

Open Space

Building off of *The Open Space and Pedestrian Plan* from the City of Jacksonville's Celebrating the River: Downtown Jacksonville Master Plan, the City's ambition is to invite Jacksonville residents and visitors to explore downtown through its existing and future network of open spaces: pocket parks, riverwalks, creek-side trails and streetscape.



City of Jacksonville's, Downtown Jacksonville Master Plan –*The Open Space and Pedestrian Plan*



Key

Open Space

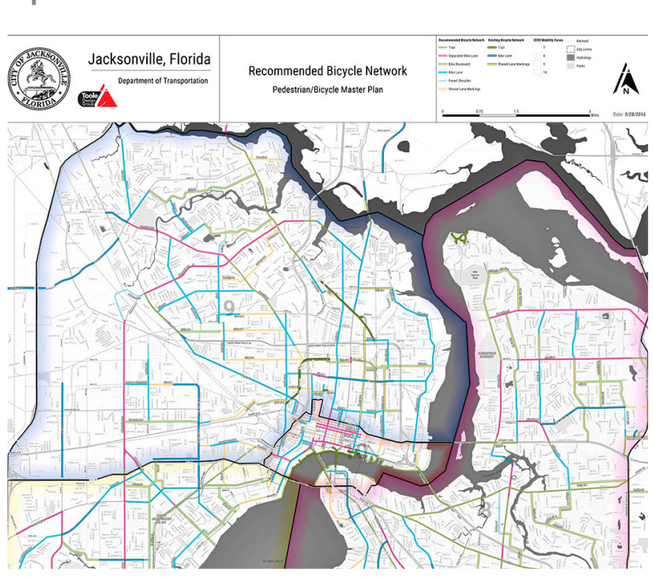
- Road Network
- JAX plots
- Road Network
- Water Body
- Open / Green Space
- Proposed Parks
- Existing pedestrian route
- Proposed pedestrian route / connection

2.5. Context (continued)

Bicycle Routes

The City of Jacksonville can create more clearly defined bicycle routes in its downtown by building off of the Jacksonville Department of Transportation's *Recommended Bicycle Network*. Creating safe streets, where cyclists and vehicle drivers can share a street adds benefits those on the road and even the pedestrians nearby. Clearly demarcating bike lanes and their types will help to increase their use.

By knowing that safe streets are welcoming to the cyclist and that these routes connect directly to the waterfront will aid in activating the waters edge, and improve business and commerce.



City of Jacksonville *Recommended Bicycle Network*

Key

- Road Network
- JAX plots
- Downtown JAX plots
- Bike Lane
- Separated Bike Lane
- Shared Lane Markings
- Riverwalk Pedestrian Connection
- Proposed Pedestrian Connection
- Future Riverwalk Connection
- Interim / alternative Riverwalk Connection
- Start / End of pedestrian Connection

Movement: Bicycle Routes

Walkability

As the City of Jacksonville develops its downtown urban core and capitalizes on the uniqueness of surrounding historic structures, neighborhoods, and other amenities and assets, it also looks to create a sense of interconnectedness, which starts with walkability.

Water Taxi

An integrated system of water taxis connecting the St. Johns Ribbon Riverwalk activity nodes is critical to building a robust and highly-trafficked waterfront. Water taxi stops should be accessible, convenient, and safe. Additions and improvements to the City's existing downtown water taxi system should build on the Downtown Investment Authority's 2015 Community Redevelopment Area Plans.

Key

- Road Network
- JAX plots
- Road Network
- 20 min or 40 min walk (see map)
- Water taxi stop
- Improved connectivity between nodes
- Existing pedestrian route
- Proposed pedestrian route / connection
- Start / End of pedestrian link

Movement: Walkability & Water Taxi

2.5. Context (continued)

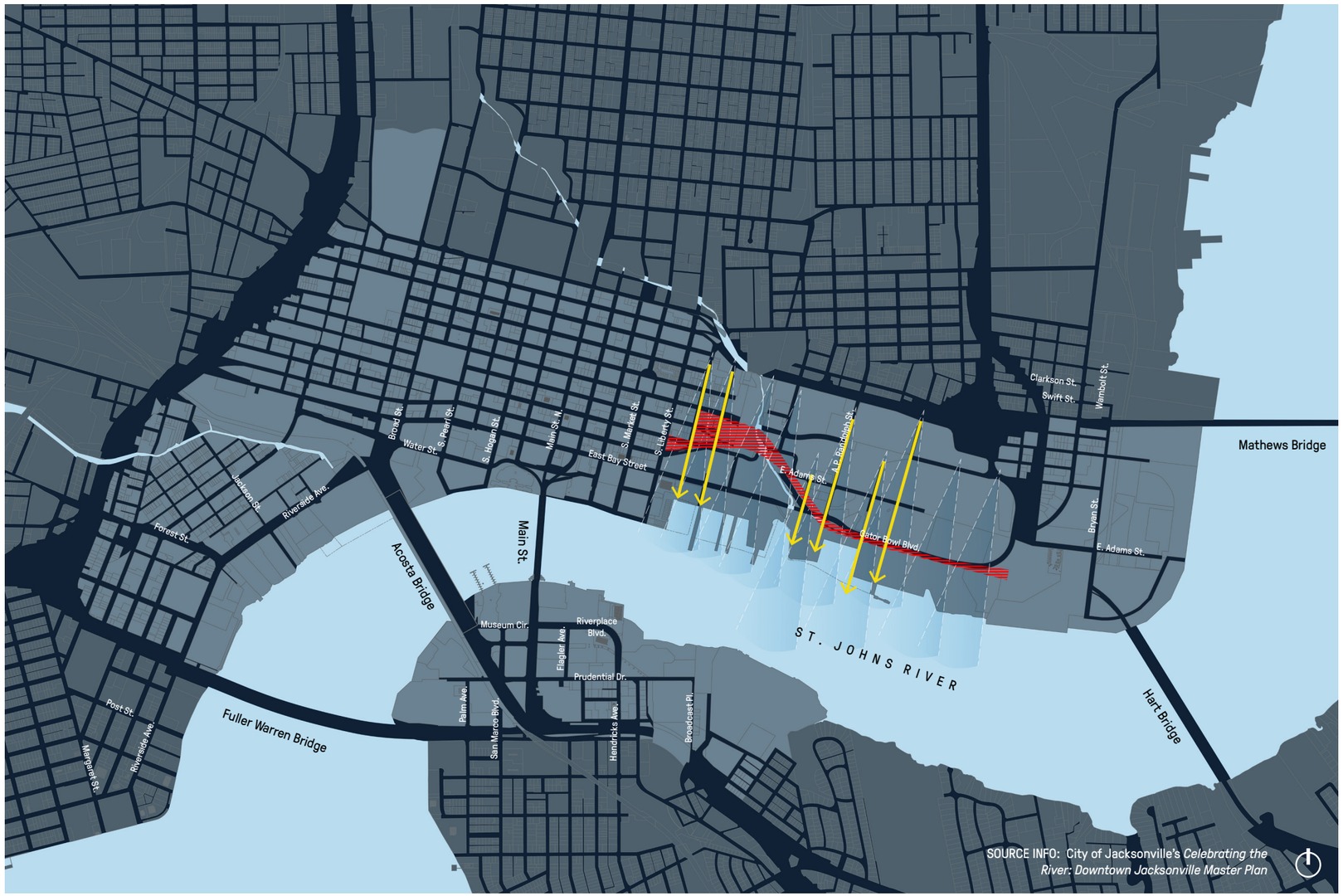
Elevated Highway Removal

With the planned removal of an elevated section of the highway along the North Bank Riverwalk, physical and visual barriers will disappear and the area will become more closely tied to the riverfront.

Benefits include:

- Improved pedestrian experience
- Release of available land under the bridge, for development
- Opportunity for larger plots to connect east / west and also north / south
- Opportunity for quality open spaces, dog parks and denser development with active ground floor uses.

Proposed removal of elevated highway



Key

- Road Network
- JAX plots
- Road Network
- Removal of Elevated Highway
- Improved Connection to Waterfront through view corridors and streets

Elevated Highway Removal

Potential Street Improvements

Certain streets in the downtown area are recommended for street improvements. As a starting point, it would be advantageous to select a point on the waterfront or street, running from the Northbank Riverwalk and ending north on an intersecting road (in parenthesis):

1. Post Street (to Margaret St)
2. Jackson Street (to McCoy's Creek)
3. S. Pearl Street (to Beaver Street)
4. Hogan Street (to West Bay St)
5. Laura Street (to Hogans Creek)
6. S. Market St. (to East Duval Street)

These streets connect north / south into Jacksonville's North Bank Riverwalk and terminate in an activity node, making them the ideal place to reinforce the pedestrian and cycle connection to the waterfront.

One way to improve walkability is to reduce oversized driving lanes and increase sidewalk widths and bike lanes. Benefits of transforming one-way streets into two-way streets are many, to name a few, they slow traffic and reduce confusion for drivers, ultimately providing a safer pedestrian experience throughout neighborhoods.

Making streets into more desirable spaces, and places, with unifying landscape elements and material treatments will make walking, cycling and even driving a more pleasurable experience.

Key

- Road Network
- JAX plots
- Downtown JAX plots
- Street Improvements
- Riverwalk Pedestrian Connection
- Proposed Pedestrian Connection

Potential Street Improvements

3 Riverwalk Design Guidelines

Riverwalk Design

With the goal of taking the city of Jacksonville to a world-class destination, one which attracts locals and visitors alike to its city center and waterfront, it is essential to establish governing urban design principles through design guidelines.

These design guidelines are meant to unify the existing Riverwalk through time, allowing for incremental changes to the urban landscape, which will be minimal in disruption and maximum in effect.

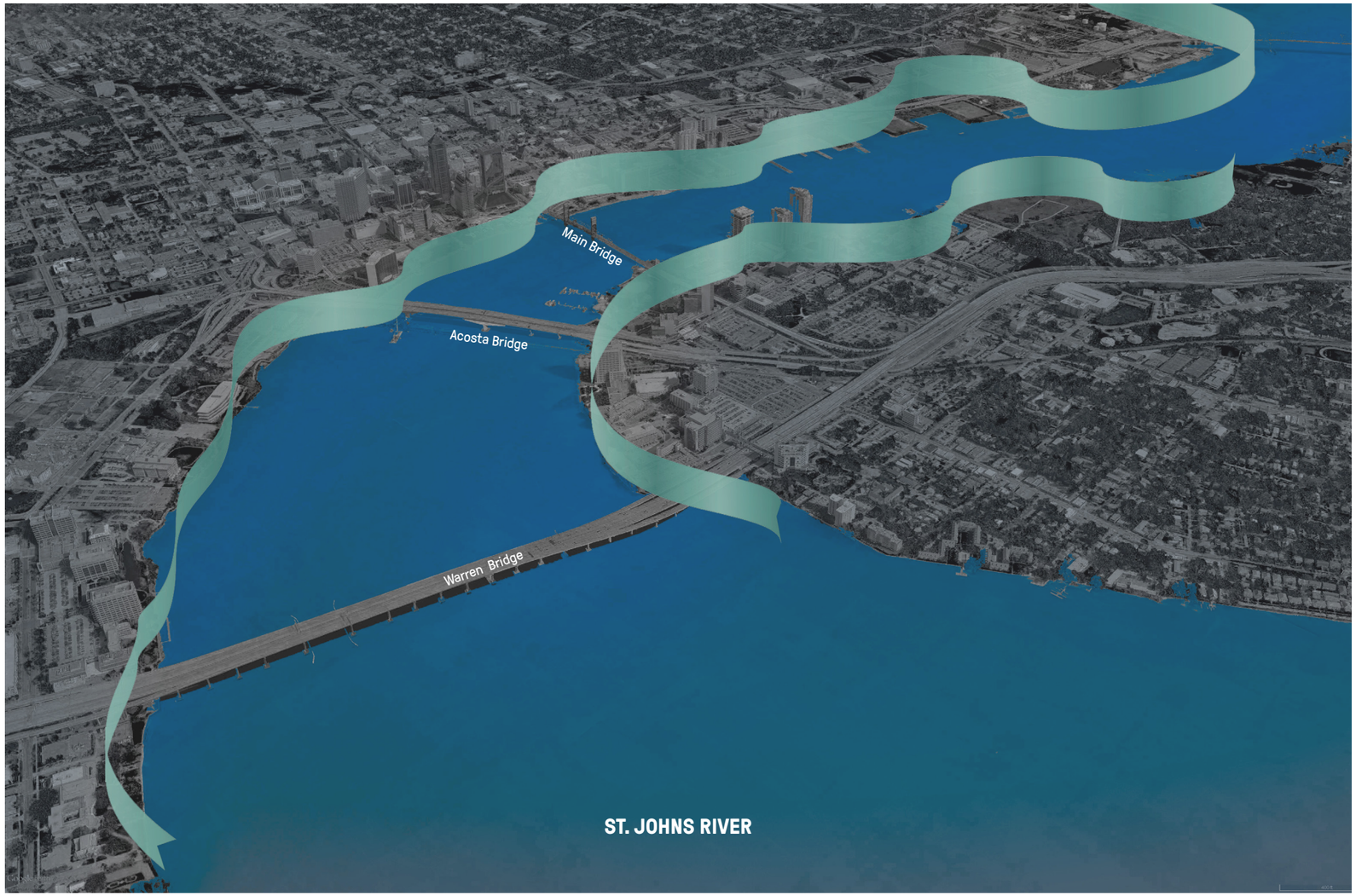
Six major components will be the focus of this section: wayfinding and signage, lighting, hardscape materials (paving), planting, furnishings and recommendations for a typical dog park in downtown Jacksonville.

3.1. Approach and Vision

The approach to the waterfront is based on design principles that reinforce the goals and vision of the DIA such as:

- Clarity of visual environment
- Easy access to the waterfront
- Unity; world-class character of the built environment
- Retaining and highlighting historic elements, as well as select character within the waterfront
- Contributing to long-term investment plans
- Applying principles from east to west and north to south within the downtown boundary for the city of Jacksonville
- Treating the waterfront Riverwalk as a continuous element: a 'ribbon', which becomes one seamless urban experience as one traverses through it, within it.

By re-envisioning the downtown Riverwalk as a "Green Ribbon" that connects through all the districts facing the waterfront on both the North and South Bank, we can begin to lay the foundation for an experience which will include greater planting and landscaping with areas that are inviting, safe and beautiful to walk through.



Riverwalk "Green Ribbon"

Section 3.2 Wayfinding

An easy-to-navigate system that allows greater exploration of the city and challenges one to go beyond their comfort zone by following the signage. Useful for those traveling by foot, by bike and / or water taxi.

Section 3.3 Lighting

A very important element related to the sense of place through its contribution to mood, ambiance and safety, while also having a physical presence that can support the identity of the North Bank and South Bank.

Section 3.4 Furnishings

A combination of furnishings which read as 'family', with a clear language and style that is characteristically of the Ribbon Riverwalk.

Section 3.5 Paving

It is important to have a robust material selection that is consistent and recognizable and that fits within the character and the spirit of the place.

Section 3.6 Planting

A landscape palette of planting which will aid in increasing biodiversity and also create beautiful and healthy outdoor areas.

Section 3.7 Dog park

A typical set of guidelines that will support dog owners through creating beautiful, fun, accessible and safe places for dog owners without excluding the general public as a participant.

As mentioned earlier, the focus areas of this chapter will include components that can, in combination with each other, improve and enhance the Riverwalk:

- **Section 3.2: Wayfinding**
- **Section 3.3: Lighting**
- **Section 3.4: Furnishings**
- **Section 3.5: Hardscape materials (paving)**
- **Section 3.6: Planting**
- **Section 3.7: Recommendations for a typical dog park in downtown Jacksonville**

All of these components add a necessary layer to the public realm, offering a complete experience that can contribute to the functional needs as well as the more undefinable aspects of experiencing the city outdoors.

For example, it is recommended that the waterfront is easy to move around in, and easily found, through the use of a consistent wayfinding system. Once city users decide to walk or cycle through the extensive waterfront, comfort, convenience and safety will also help to improve one's experience over time. For example, a moment of respite can be accommodated through strategically located benches; trash bins can help keep the city tidy and free of litter. At nighttime, clearly lit areas, which do not interfere with nocturnal wildlife, can also aid in safety / security and add to the mood and character of an area.

These strategic enhancements will support the concept of the "Green Ribbon".

3.2 Wayfinding

Signage Best Practices

Signage is an important element to implement as part of the St. Johns Ribbon Riverwalk wayfinding system. Installing cohesive / integrated signage throughout the North Bank and South Bank Riverwalk will create the sense of a contiguous Riverwalk user experience.

Cohesion can be realized through an adherence to the following:

1. Use of signage master material, color and typography
2. Use of clear information / iconography
3. Integration of signage with furnishings (accent signage and furnishings might adhere to a similar material / color palette)
4. Strategic placement of signage across the Riverwalk system at key navigational / historical / interpretive nodes.

Existing Signage

The existing signage and wayfinding on the North Bank and South Bank Riverwalk is an eclectic collection that provides a range of navigational experiences.

The challenge is to bring greater continuity to the signage and wayfinding on the Riverwalk in order to enhance Jacksonville Riverwalk site-goer's experience.

Greater unity and continuity can be achieved through a variety of strategies, including maximizing the use of uniform signage material, and style, and hierarchy in signage type.

Directional with map

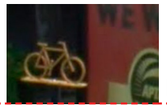
Branded Signage | Color Palette

Existing waterfront signage

3.2. Wayfinding | Existing Signage

Existing Signage | North Bank

NW-1: Bicycle rack signpost on East Bay Street



NW-1

NW-2: Bicycle rack signpost north of Times-Union Center for the Performing Arts

NW-2

NW-3: Bicycle rack signpost at Corkscrew Park

NW-3

NW-4: Park rules listed at Corkscrew Park

NW-4

NW-5: Landscape methods /environmental protection signage at Corkscrew Park

NW-5

NW-6: River-friendly yards informational signage at Corkscrew Park

NW-6

NW-7: History of the St. Johns River signage at Corkscrew Park

NW-7

NW-8: Informational signage on the Florida Manatee at Corkscrew Park

NW-8

NW-9: Interpretive signage on history of St. Johns River

NW-9

NW-10: Interpretive signage on industry and tourism on /around the St. Johns River

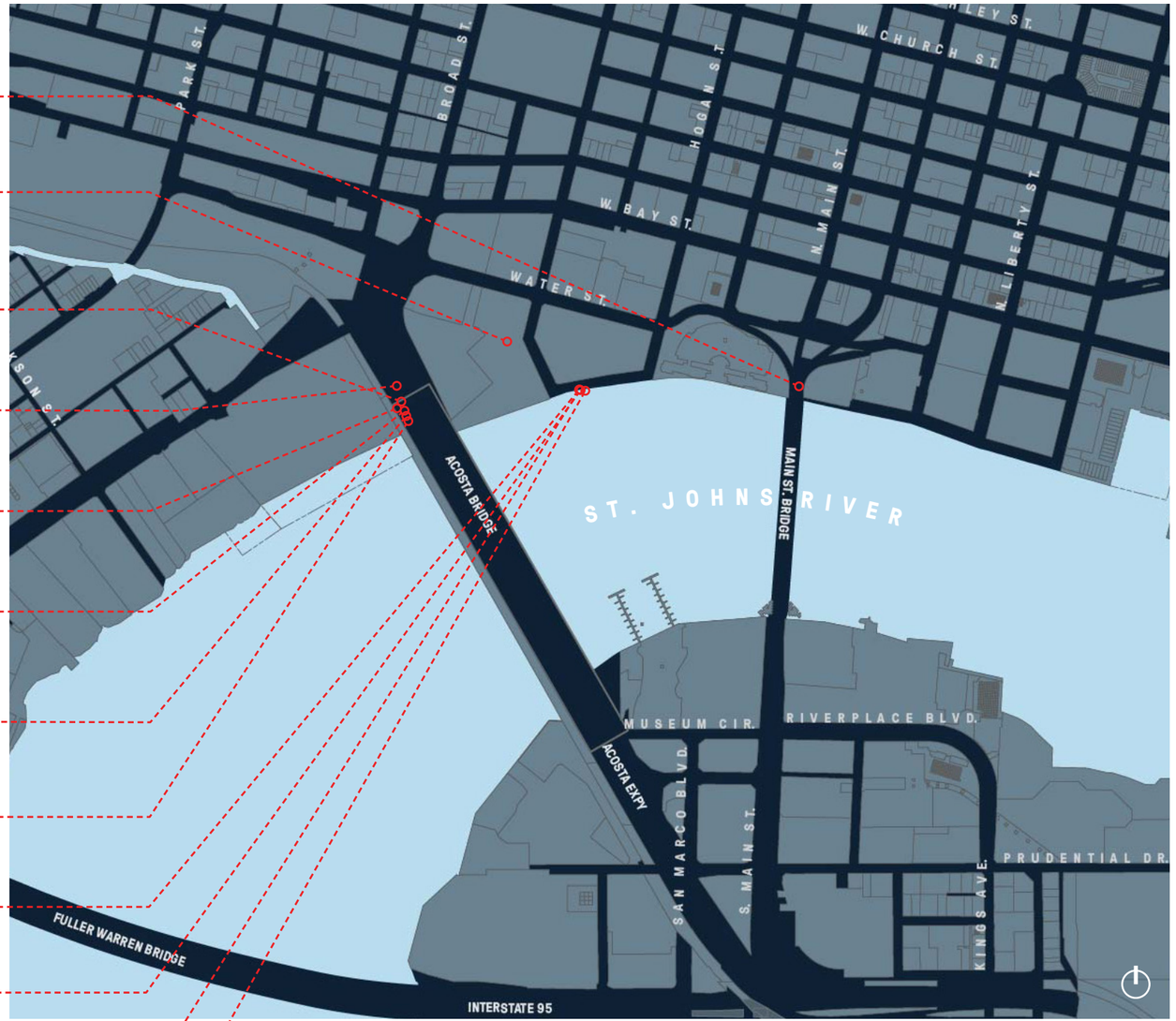
NW-10

NW-11: Interpretive signage on the history of shipbuilding in Jacksonville

NW-11

NW-12: Interpretive signage on historical events concerning fever, fire and war in Jacksonville

NW-12



Existing Signage: Locations (North Bank)

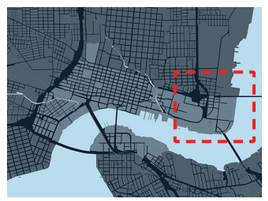
NE-1

NE-1: Water Taxi signage at Metropolitan Park

NE-2

NE-2: Water Taxi signage at Metropolitan Park

Existing Signage: Locations (North Bank)



3.2. Wayfinding | Existing Signage

Existing Signage | South Bank

SW-1: Historical signage on American Revolution soldiers and reference to botanist William Bartram at Riverplace Tower

SW-1

SW-2: Art placard commissioned by Cultural Council of Greater Jacksonville

SW-2

SW-3: Handwritten informal water taxi sign at Friendship Fountain

SW-3

SW-4: Historical signage at Friendship Fountain

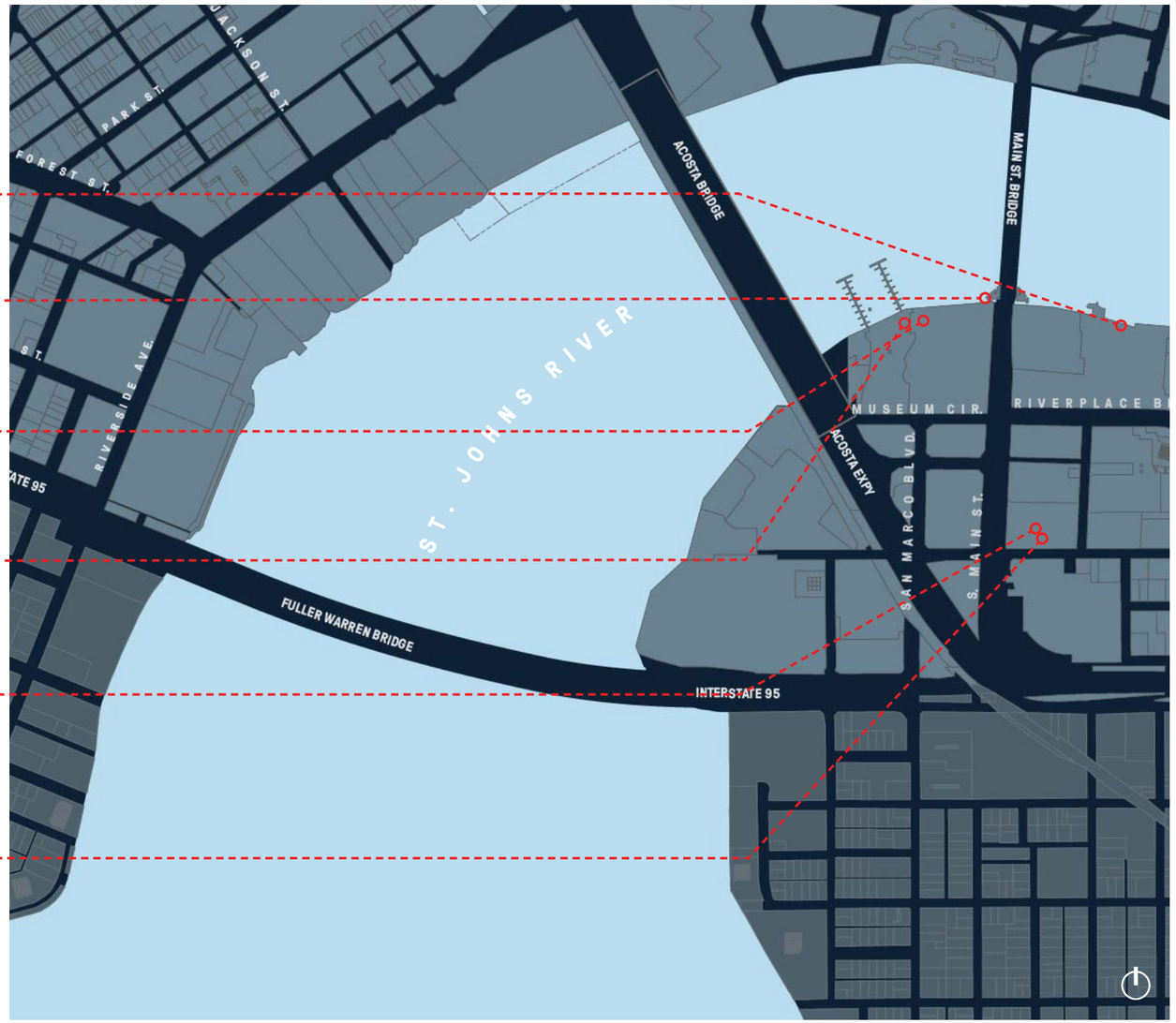
SW-4

SW-5: Ground mounted signage at Treaty Oak Park

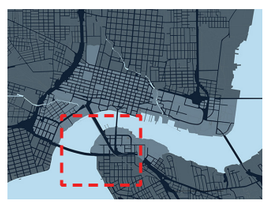
SW-5

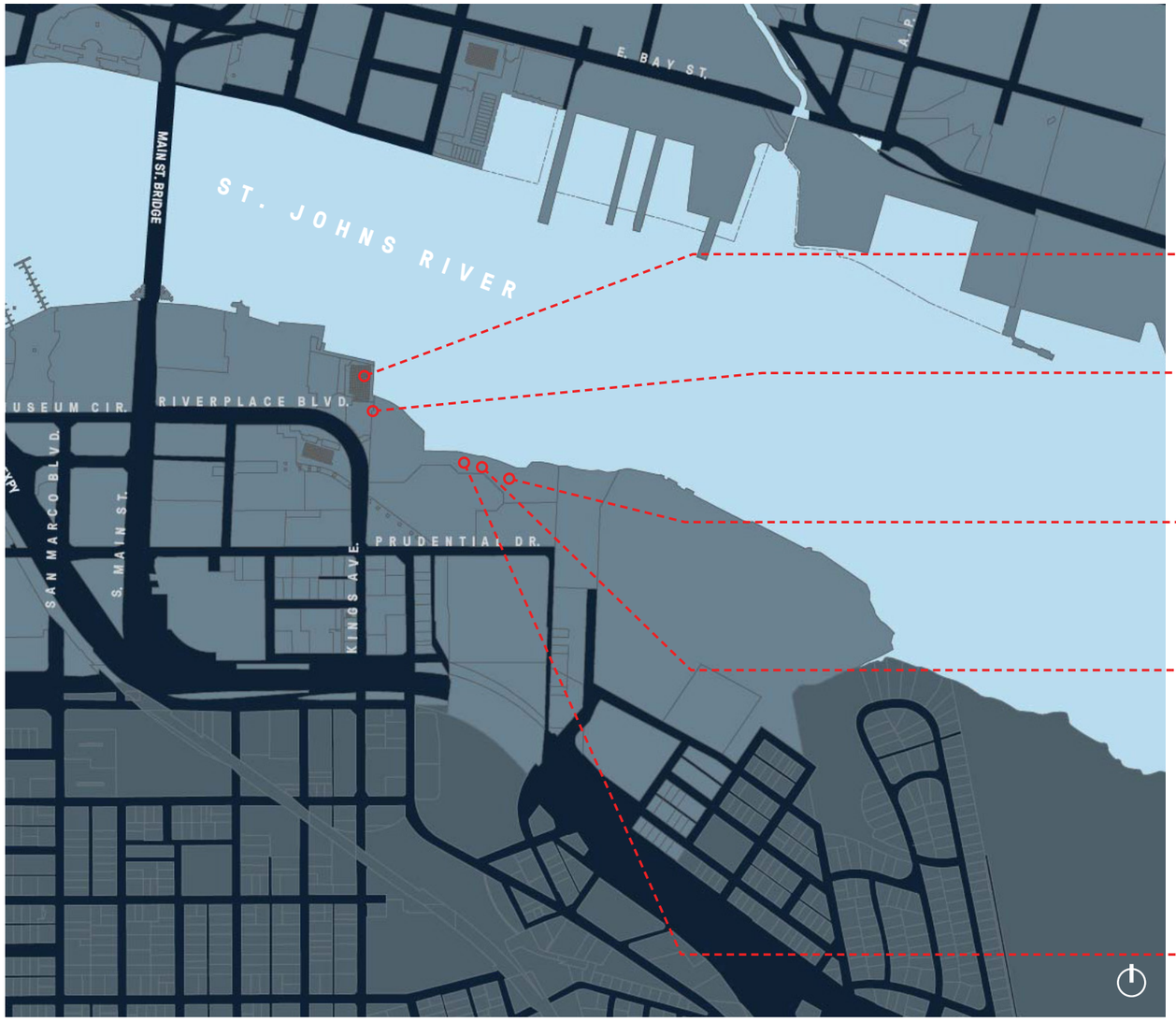
SW-6: Historical /informational signage on the southern live oak at Treaty Oak Park

SW-6



Existing Signage: Locations (South Bank)





SE-1

SE-1: Wayfinding signage at Strand Park

SE-2

SE-2: Ground-mounted rules of use sign at Lone Sailor Statue

SE-3

SE-3: Rules of use signage on South Bank Riverwalk near Chart House

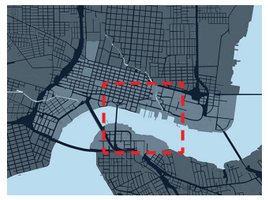
SE-4

SE-4: Water taxi signage on South Bank Riverwalk

SE-5

SE-5: Preventative cigarette butt litter signage and disposal box on South Bank Riverwalk

Existing Signage: Locations (South Bank)



Saw Palmetto – Inspiration for wayfinding / signage

Main Bridge – Inspiration for wayfinding / signage

Riverwalk Signage | Inspiration

After taking stock of existing conditions in both the North Bank and South Bank, we looked at the prospect of designing and proposing a new wayfinding system inspired by the site, its rich history and its local plant species.

The saw palmetto and the Main Bridge are two key inspirations which informed the design, scale, pattern and iconography of the wayfinding system.

Signage is an important element to implement as part of the St. Johns Ribbon Riverwalk wayfinding system. Installing cohesive / integrated signage throughout the North Bank and South Bank Riverwalk will create the sense of a contiguous Riverwalk user experience and also help guide the public into other areas either north or south of the existing waters edge, leading them to local attractions and destinations.

3.2. Wayfinding | Signage

Riverwalk Signage | Logo

The logo can help as an instant recognizable element when navigating through the city of Jacksonville, and especially when heading towards the waterfront, or when perusing through it. The use of the logo can also bring a common identity to the North Bank and South Bank, making it part of a brand that can be used and replicated in promotional and marketing campaigns.

Riverwalk Signage | Colors

The use of the colors for the signage types are inspired by the Main Street bridge and water, therefore making the use of blue the main component. In addition to this, the proposed signage found in the Downtown Jacksonville Wayfinding Signage Design Report also uses blue as a predominant color; making the proposed signs presented here to be in line with existing proposals.

Two different tones of blue are selected as per above, with the main hue paying homage to the Main Street bridge. To provide contrast to this dark blue, a brighter blue is used for contrast.

- For designated areas identified as water taxi stops, the yellow is used as an accent. It is a nod to the classic 'yellow taxi', which contrasts well with, and is complimentary to, the darker blue.

The primary use of white for text is recommended with special feature headings and graphics in the brighter blue (Pantone 299) as per the following Riverwalk Wayfinding illustrations, found in the following pages.

Proposed Logo

North and South Riverwalk branding

Riverwalk Signage | Typography

The use of typography should be consistent throughout all signage types to create a unified look and feel that is easy to read. The use of sans serif type is selected for its legibility and 'modern' look.

Recommendations on signage typography:

- Font Style: San Serif. No italic, oblique, script, or highly decorated Fonts
- Characters and backgrounds must contrast, either light on dark or dark on light.

- Architects / fabricators should consult with ADA, local codes, and requirements for signs or objects protruding into paths of travel in both interior and exterior environments.

Note: Research indicates that signs are more legible for persons with low vision when characters contrast with their background by at least 70%.

For guidance on best practice and regulatory signage please refer to the following documents:

- SEGD 2012 ADA White Paper Update
- Signage Requirements found in the 2010 Standards for Accessible Design
- Society for Environmental Graphic Design

For information on existing documents on wayfinding for the city of Jacksonville, please refer to:

- Wayfinding: Downtown Jacksonville Wayfinding Signage Program Design Report (2009)
- Wayfinding Signage Program – Construction Drawings (100% Submittal), Revised March 2010.

Notes:

- Primary directional typography must adhere to ADA standards for legibility
- Typeface: Source Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 → ↑ ↗

A. Characters: Font

Pantone 299

Pantone 2738

Pantone 1225

B. Colors

ABCDE
abcde
1234 →

ABCDE
abcde
1234 →

ABCDE
abcde

ABCDE →
abcde
1234

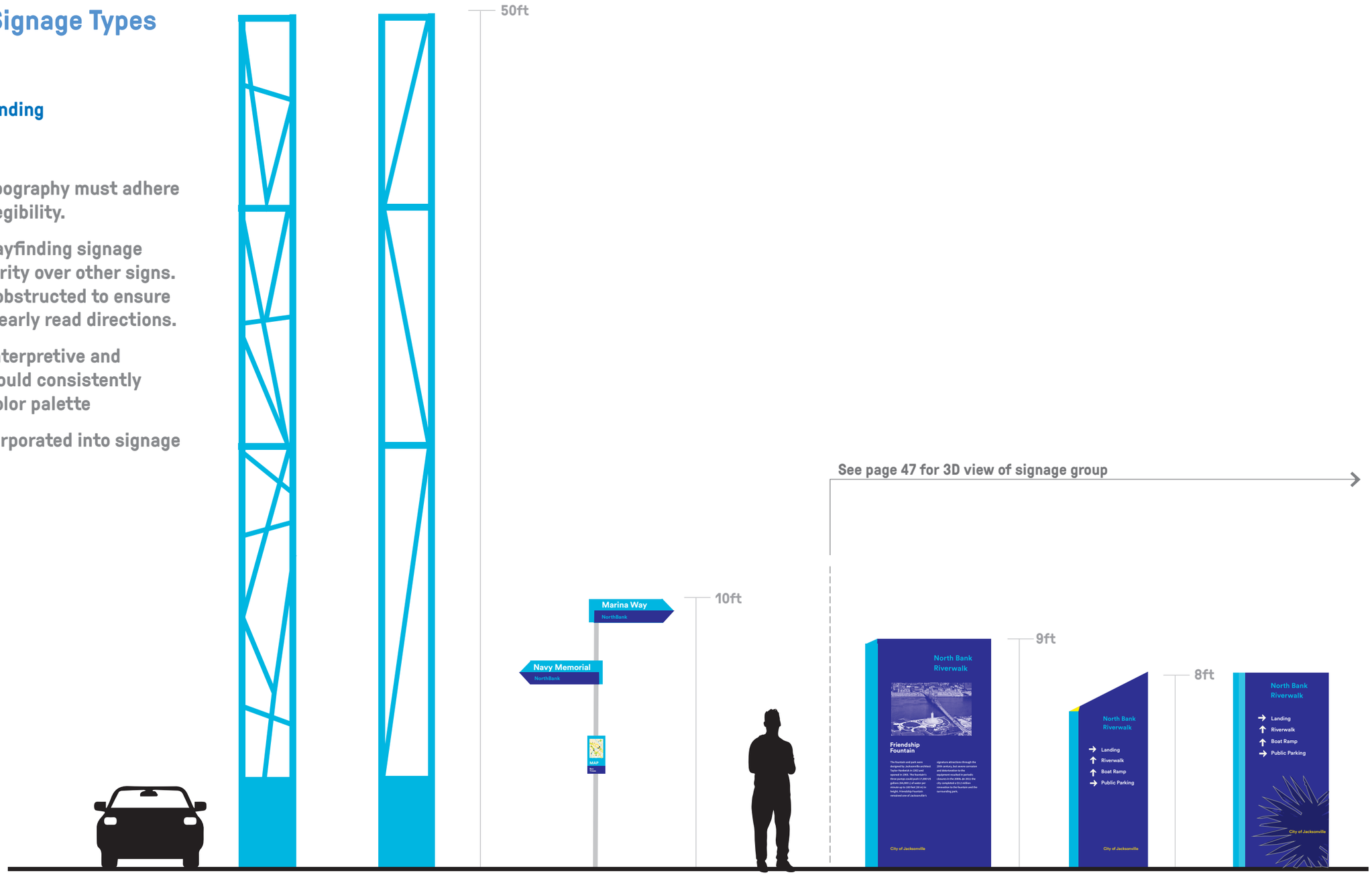
C. Use of contrasting characters with background

3.2. Wayfinding | Signage Types

Riverwalk Signage | Wayfinding

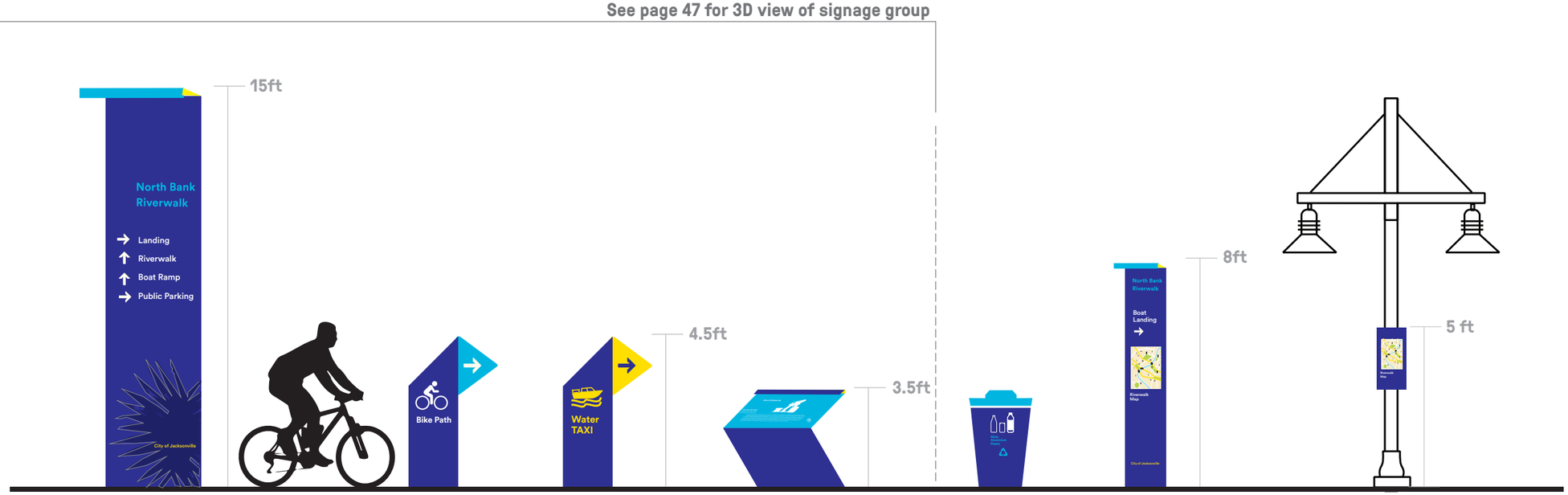
Requirements:

- Primary directional typography must adhere to ADA standards for legibility.
- Do Not Obstruct: All wayfinding signage should take visual priority over other signs. Views must remain unobstructed to ensure Riverwalk users can clearly read directions.
- Consistent Color: All interpretive and wayfinding signage should consistently adhere to a common color palette
- Lighting elements incorporated into signage



SIGN TYPE	A - Beacon	B - Street Pole	C - Monument	D - Medium Directional	E - Medium Directional
	(pg.40)	(pg.41)	(pg.42)	(pg.43)	(pg.43)

See page 47 for 3D view of signage group



F - Large Directional
(pg.44)

G - Bike Directional
(pg.45)

H - Water Taxi
(pg.45)

I - Interpretive
(pg.45)

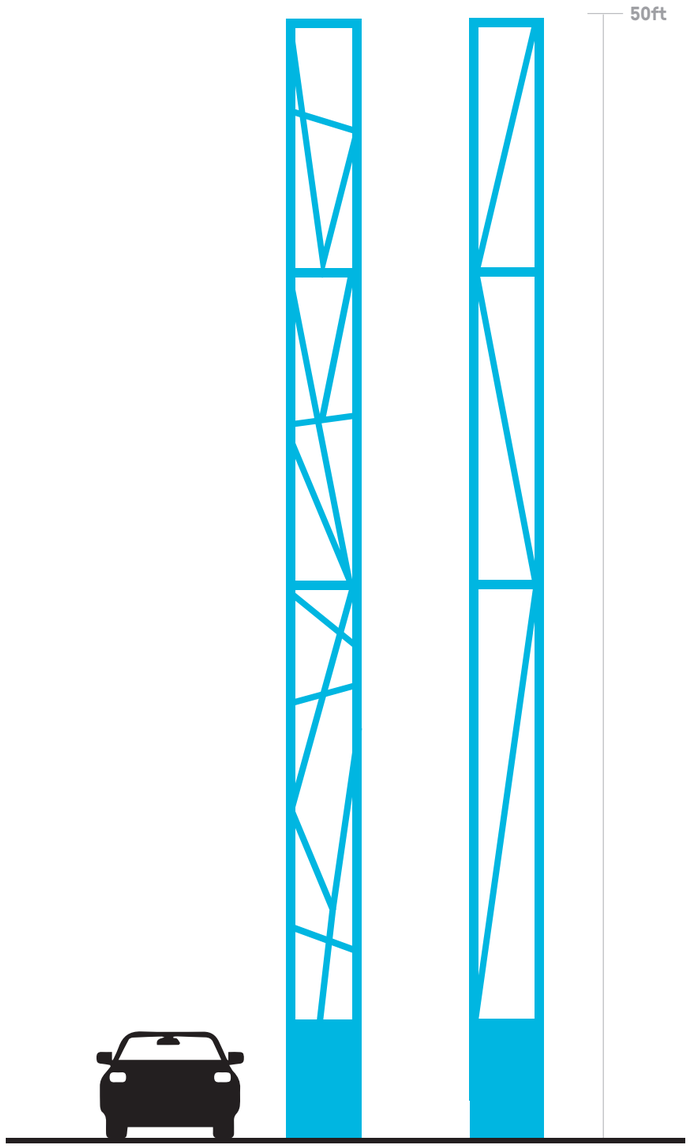
J - Trash Bin

K* - Marker with map
(pg.46)

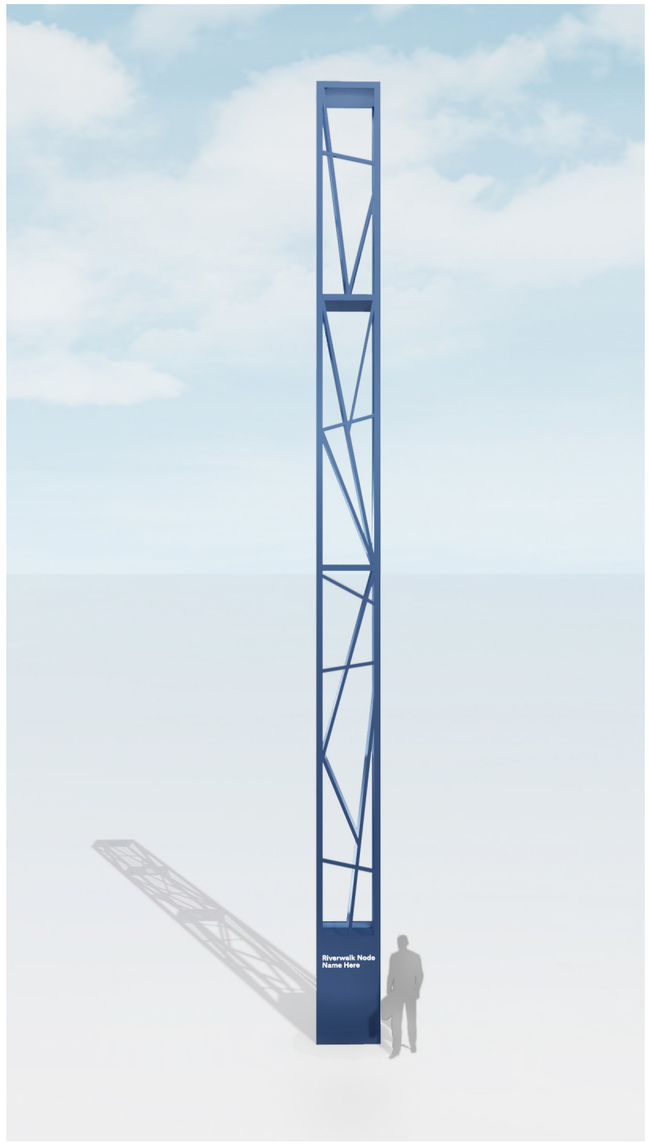
L - Light Pole
(pg.46)

*See pg.47 for alternate digital signage

Riverwalk Signage Sign Type A: Beacon at Node



SIGN TYPE A - Beacon

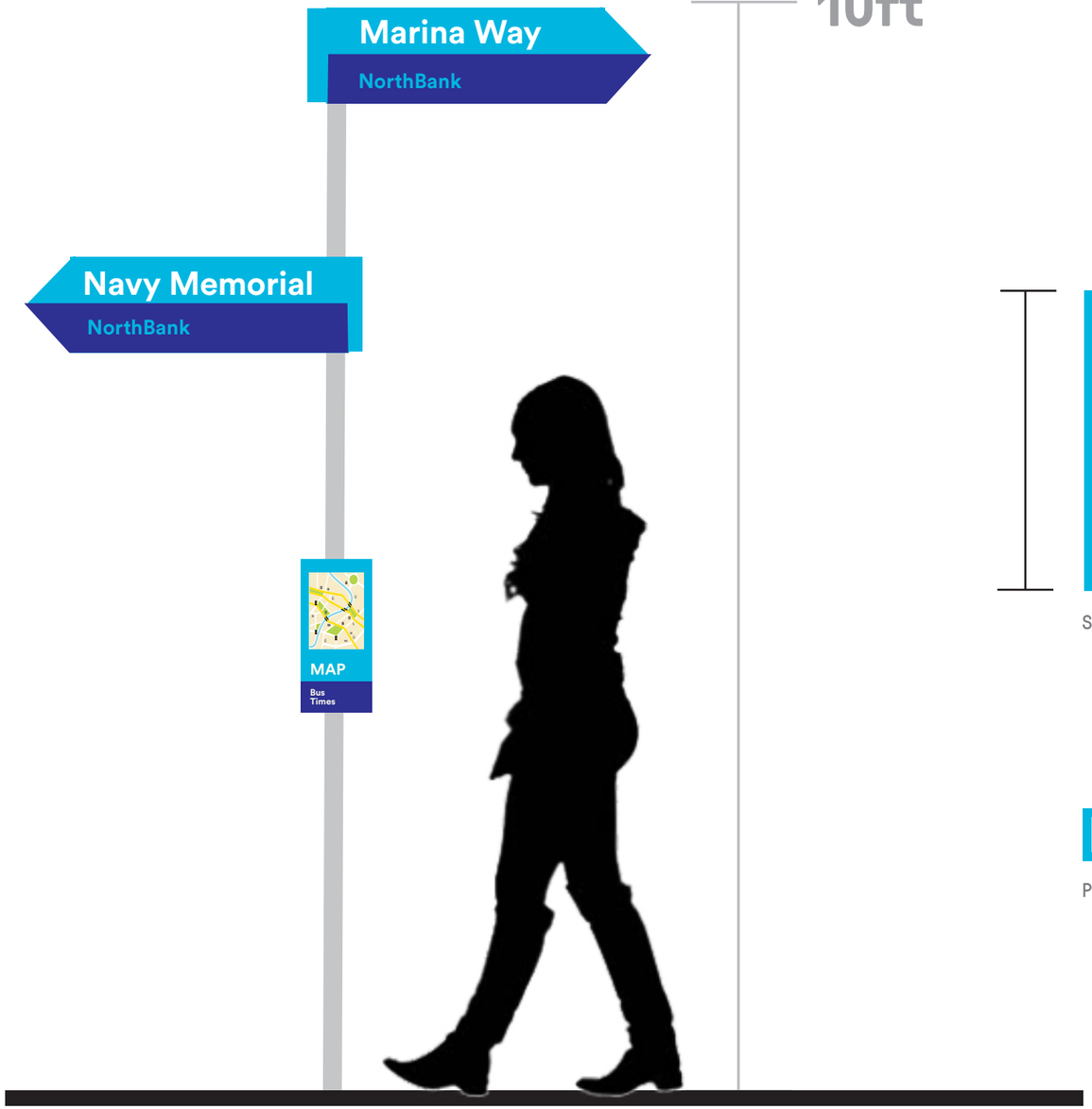


Day View

Precedent Beacon

- A vertical lighting element is required at each respective primary and secondary activity node. The vertical lighting element would reach a height of approximately 50’.
- Ideally, the vertical lighting beacon is to use the same blues as with the wayfinding and be of a reflective material, such that it is visible from a distance, as far away as the facing Bank or down the St. Johns River.

Riverwalk Signage | Sign Type B - Street Pole



SIGN TYPE B - Street Pole

- Signage Size: 24” wide x 6.5” high
- Lettering cap height: 1.5”
- Lettering color: reflective white.

Signage Elevation

Plan view

- Sign wraps around pole, secured with stainless hardware.
- .125” thickness, powder-coated metal.

3.2. Wayfinding | Signage Types (continued)

Riverwalk Signage | Sign Type C: Monument

- Photography mounted on signage, UV resistant digital print.
- Lighting Element mounted inside edge.
- Signage material: .5” thick metal, powder-coated for durability.
- Scratch resistant / graffiti resistant coating.

SIGN TYPE C - Monument

Riverwalk Signage | Sign Type D, E - Medium Directional

- Each sign identifies which bank you are on (North / South Bank)
- Type cap height: 2”
- Lighting element mounted inside.
- Sign to be .5” thick metal, powder-coated for durability.
- Scratch resistant / graffiti resistant coating.
- Palmetto design with thin laser cut outline around leaves.

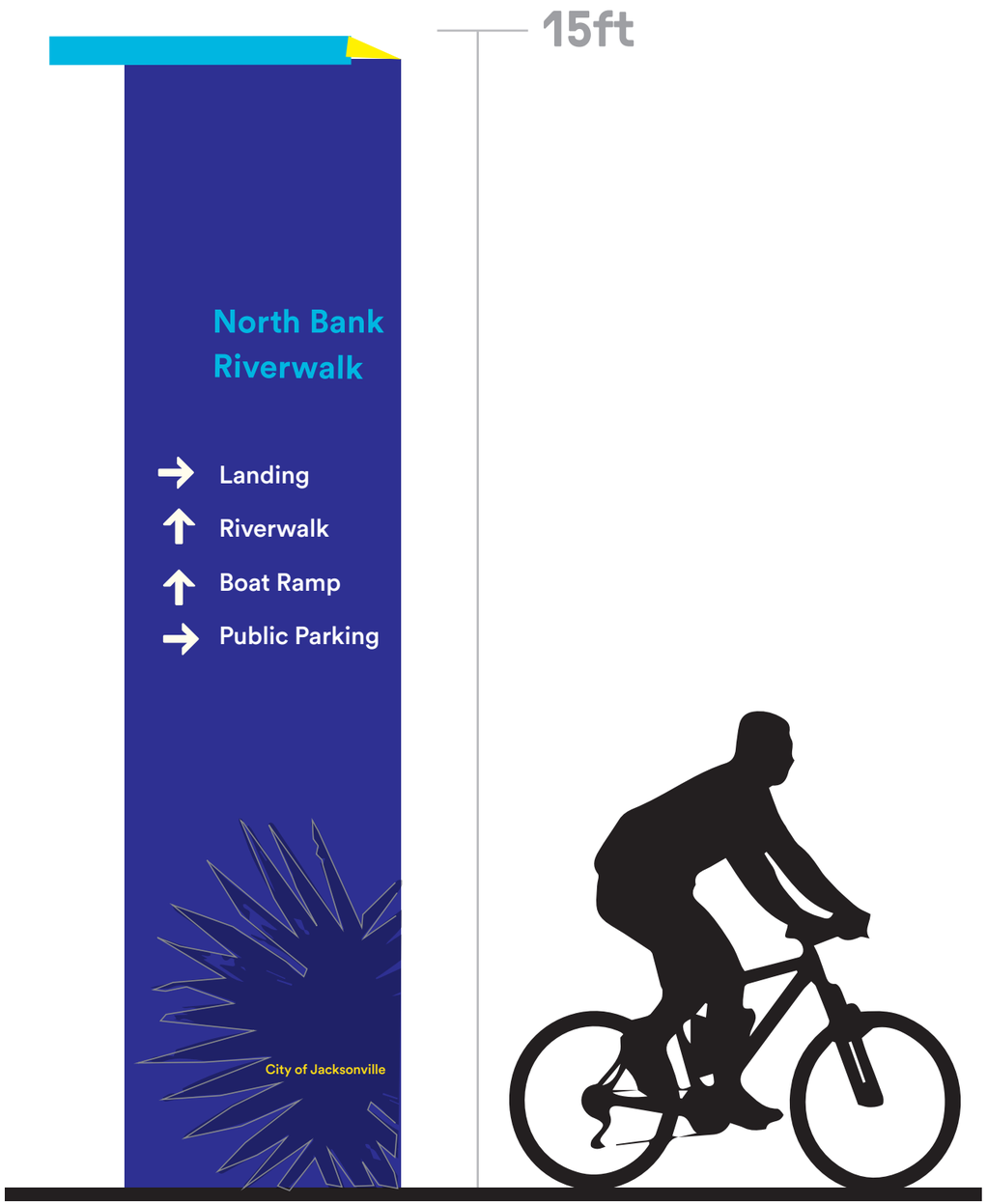
SIGN TYPE D - Medium Directional

SIGN TYPE E - Medium Directional

3.2. Wayfinding | Signage Types (continued)

Riverwalk Signage | Sign Type F - Large Directional

- Each sign identifies which bank you are on (North / South Bank)
- Type cap height: 3” minimum
- Lighting element mounted inside.
- Sign to be 1” thick metal, powder-coated for durability.
- Scratch resistant / graffiti resistant coating.
- Palmetto design with thin laser cut outline around leaves.



SIGN TYPE F - Large Directional

Elevation

Riverwalk Signage | Sign Types: G – Bike Directional, H – Water Taxi, I – Interpretive Sign

- Lighting Element mounted inside.
- Sign .5” thick metal, powder-coated for durability.
- Scratch resistant / graffiti resistant coating.
- Water Taxi signs use yellow for maximum visibility.
- Text would be minimum 2” high on directional
- Text for Interpretive signs to be at least 3/4” cap height.

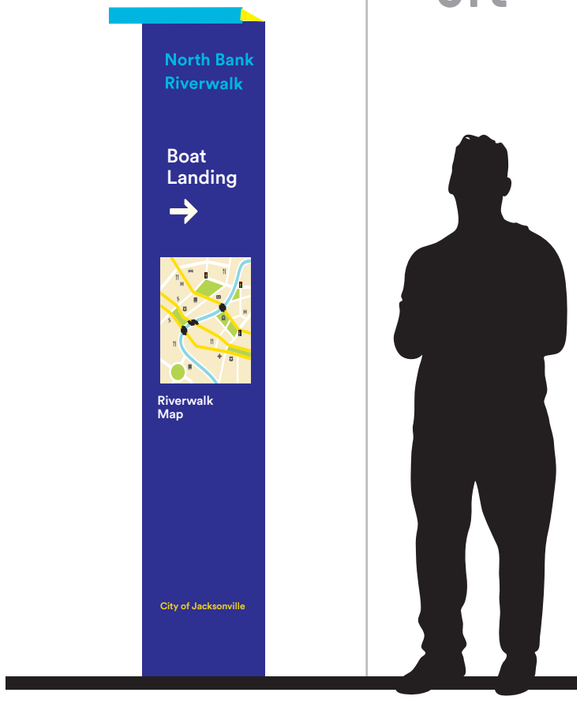
SIGN TYPE G - Bike Directional SIGN TYPE H - Water Taxi SIGN TYPE I - Interpretive

Elevation

3.2. Wayfinding | Signage Types (continued)

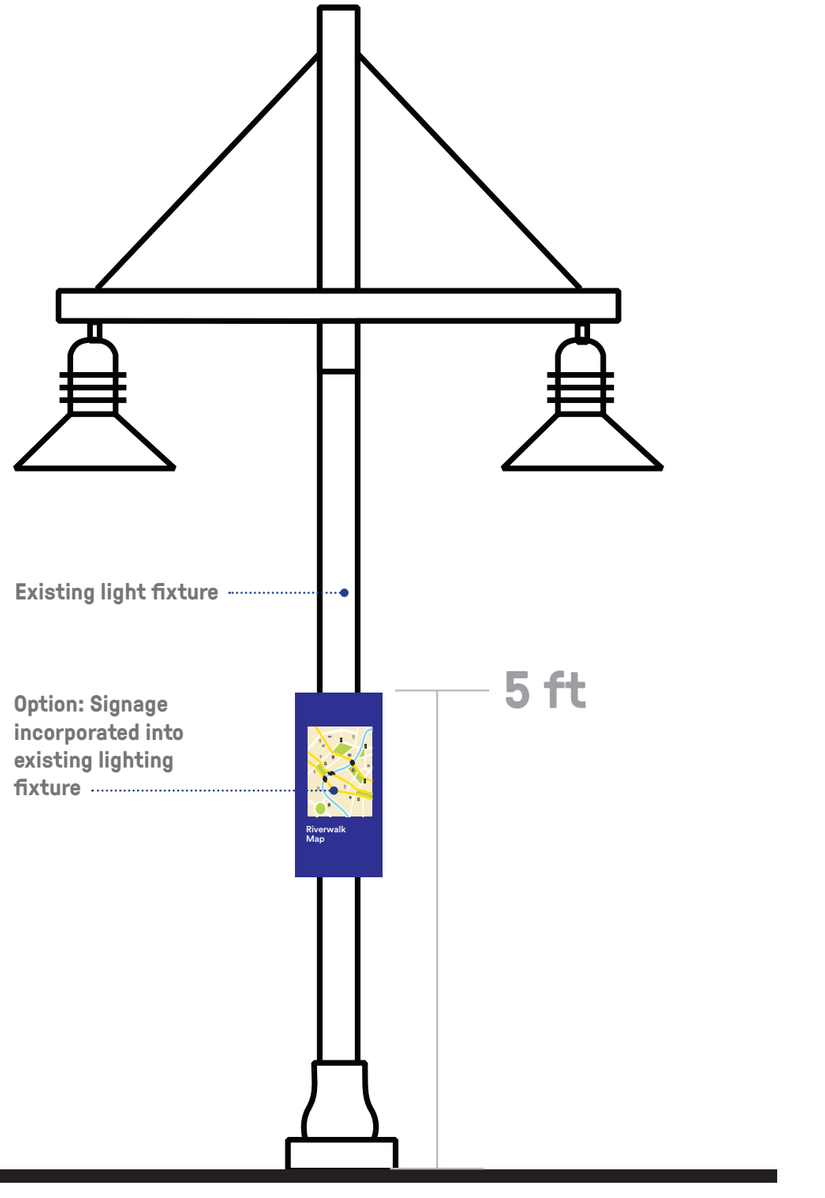
Riverwalk Signage | Sign Types: K – Marker w/map, L – Light Pole Sign

- Sign includes all information as is currently on present day signage, plus map of area.
- Lighted element on top edge.
- Scratch resistant / graffiti resistant coating.



SIGN TYPE K - Marker with map

See Sign Type K*on page 47 for alternative option (Digital / Dynamic Signage)

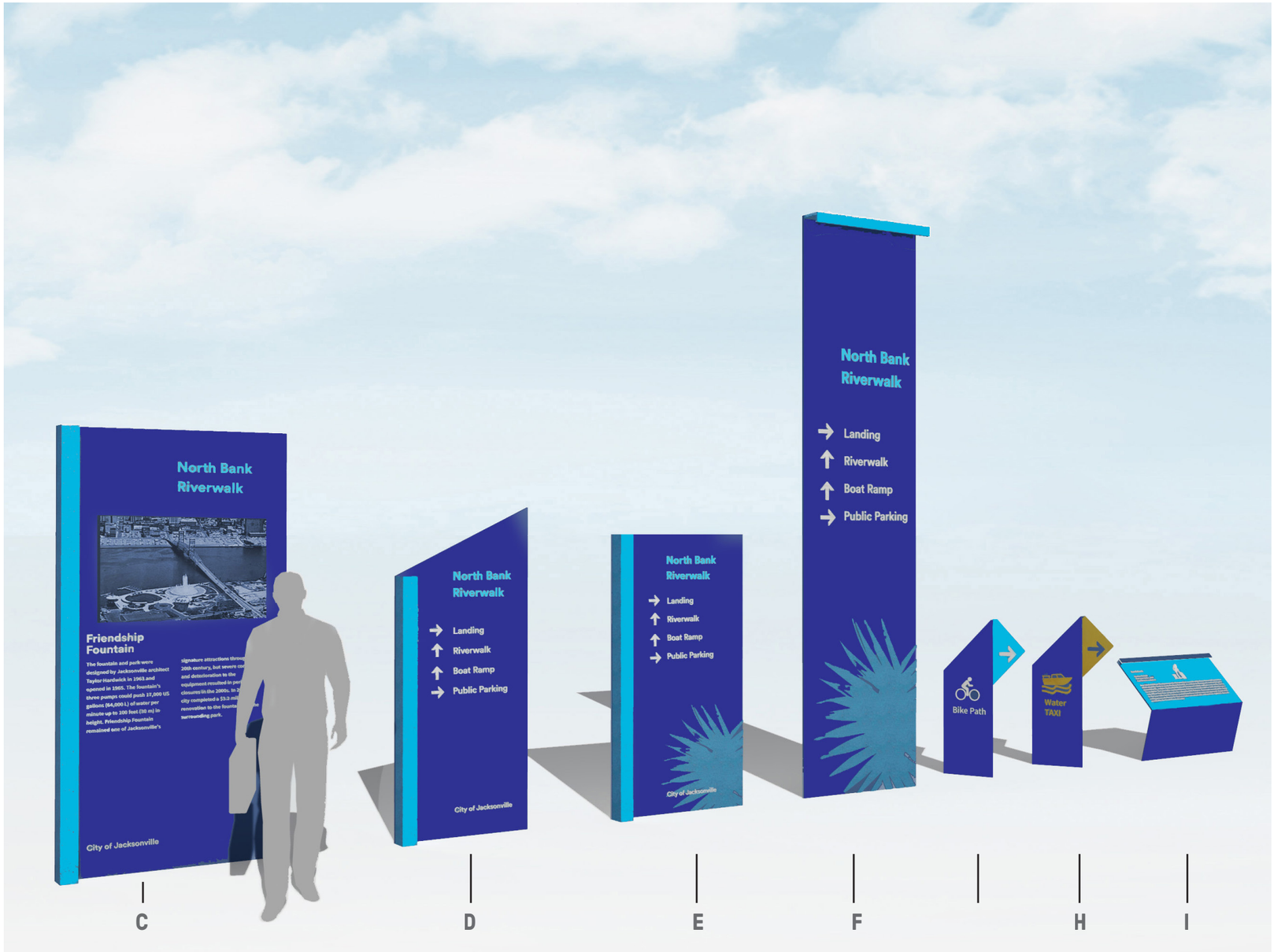


SIGN TYPE L - Light Pole

Riverwalk Signage | 3D (C through I)

- Digital / dynamic signage as a possible option for site specific and wayfinding information
- Opportunity area for advertising and sponsorship

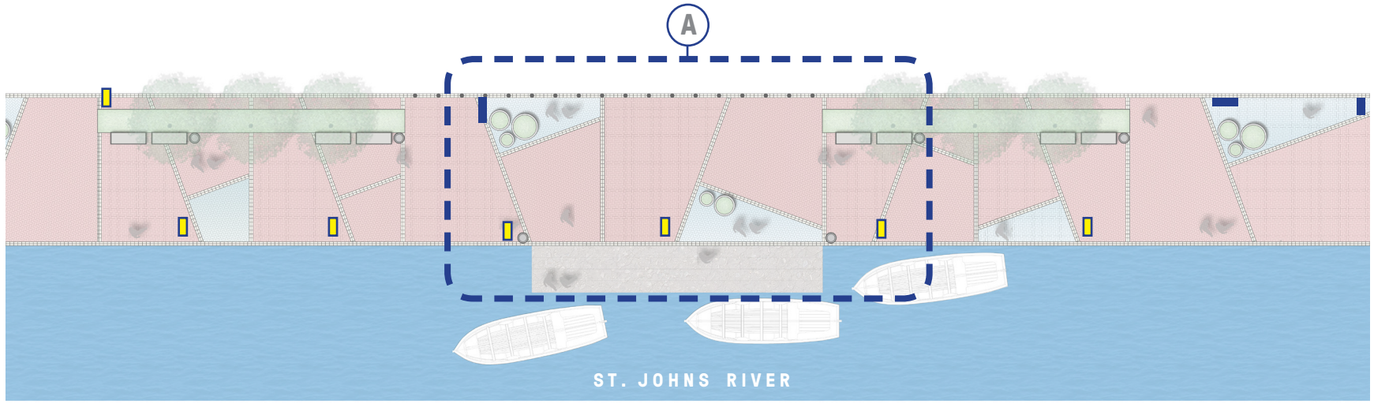
K* – Alternative Option for Digital / Dynamic Signage



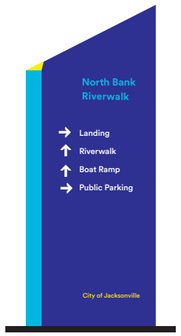
3D view of proposed signage types C through I.

SIGN TYPE K*

3.2. Wayfinding I Proposed Riverwalk Signage Locations / Typical Riverwalk Plan



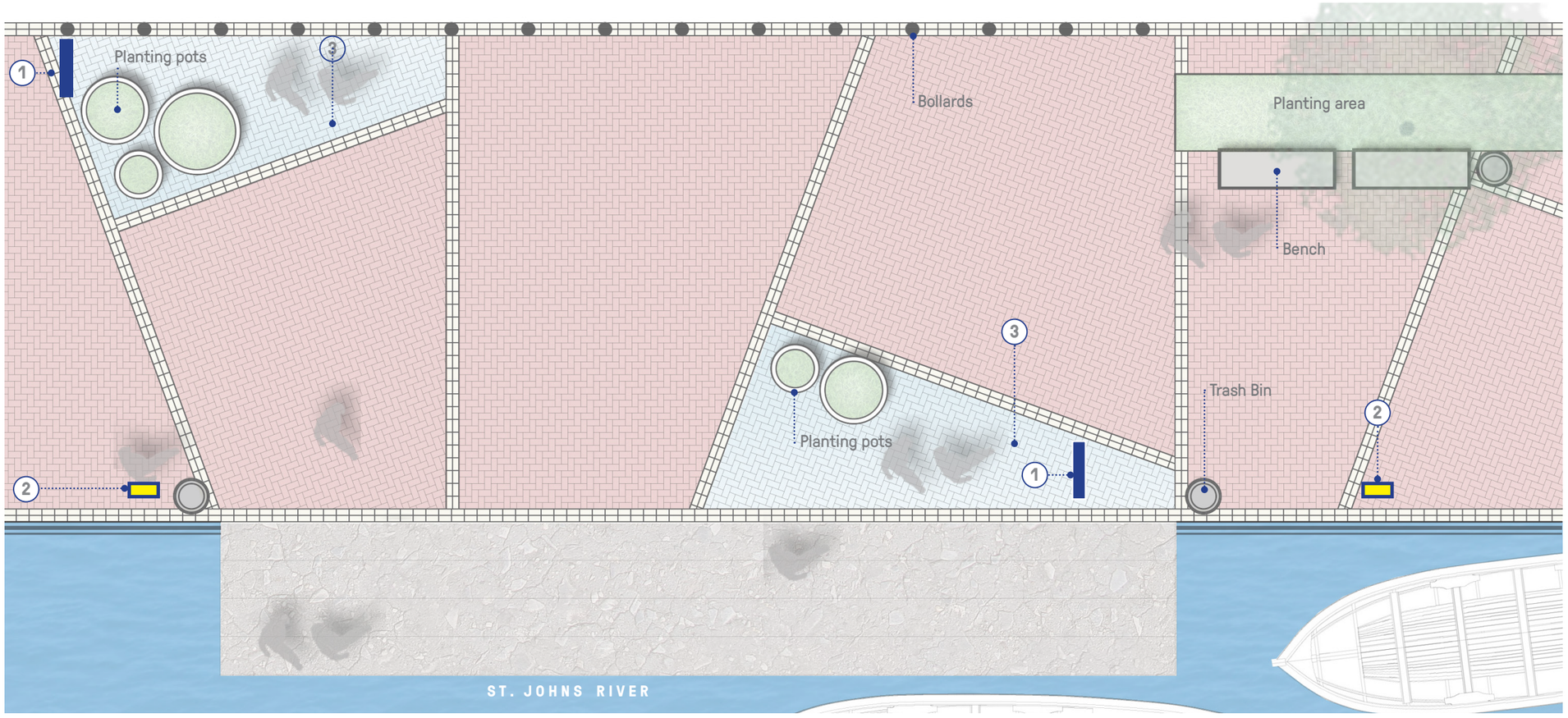
Key Plan



1 Sign Type D

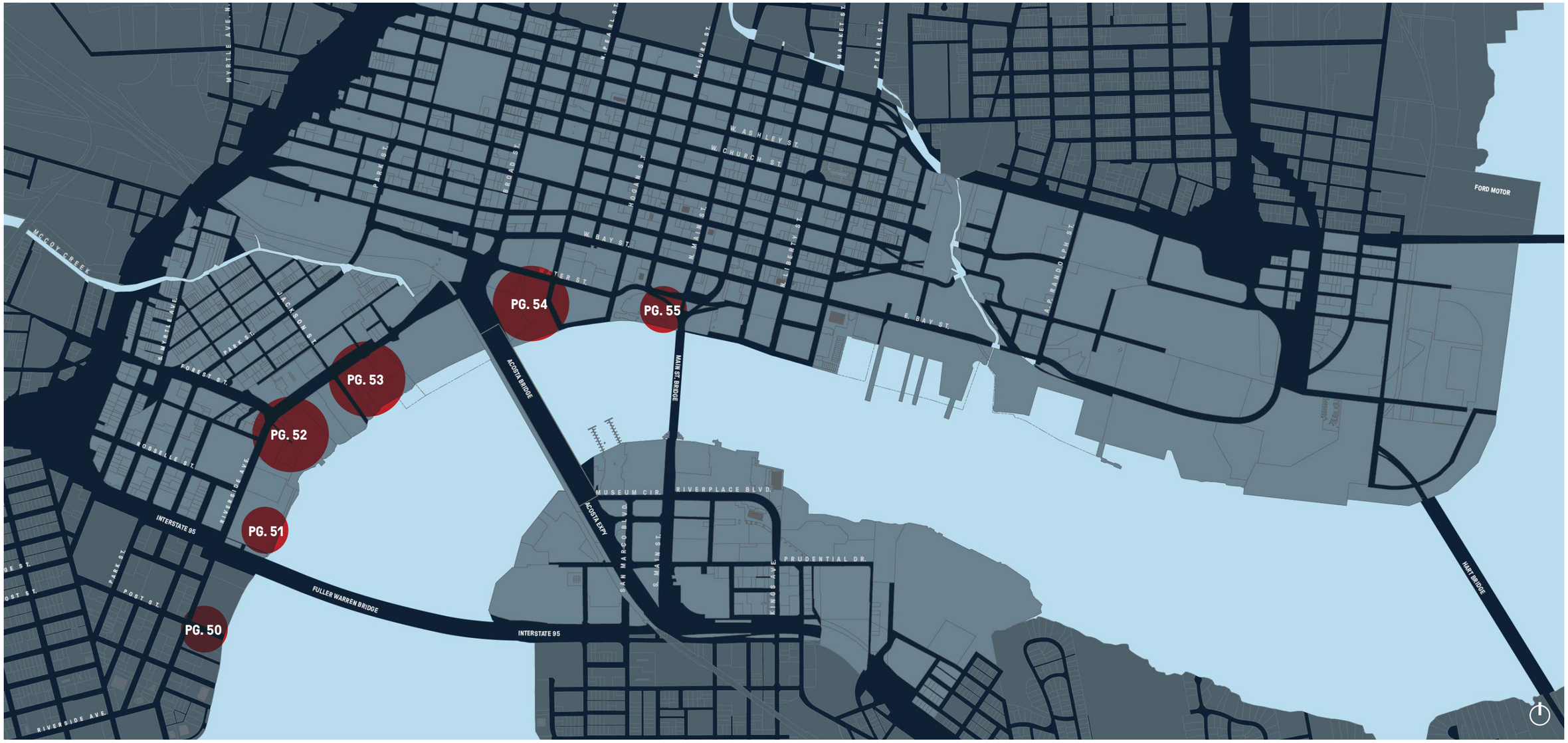
2 Sign Type H

3 Blue paving area designates placement for certain signage



A Enlargement Plan A – Typical Riverwalk Plan, Proposed Wayfinding locations

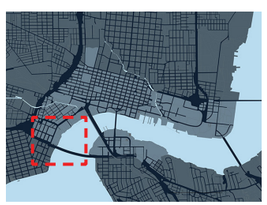
3.2. Wayfinding I Proposed Riverwalk Signage Locations I North Bank



North Bank: proposed areas for Riverwalk Signage Locations

3.2. Wayfinding I Proposed Riverwalk Signage Locations: North Bank

Riverwalk Signage Locations | Riverside Avenue and Rosselle Street

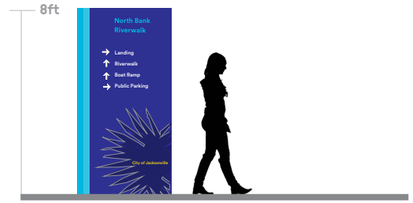


North Bank

Riverside Avenue and Rosselle Street, under the Fuller Warren Bridge

Refer to pages 38-47 for signage details

Suggested Signage Types

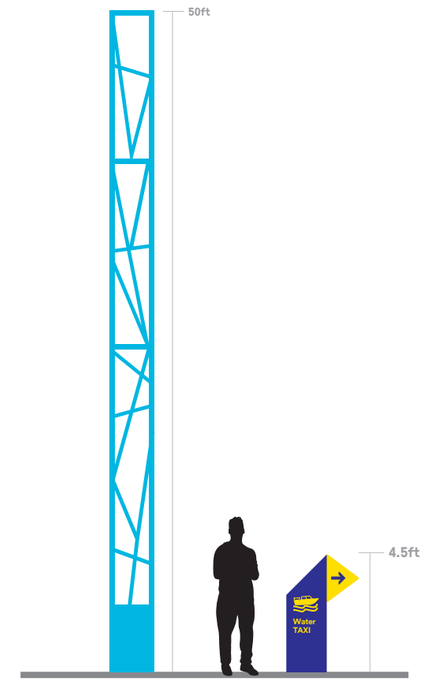


SIGNS E

Riverwalk
Restaurants
Cummer Museum
R.A.M.

E

(pg. 43)



SIGNS A & H

J.C.H
North Bank Riverwalk
Water Taxi

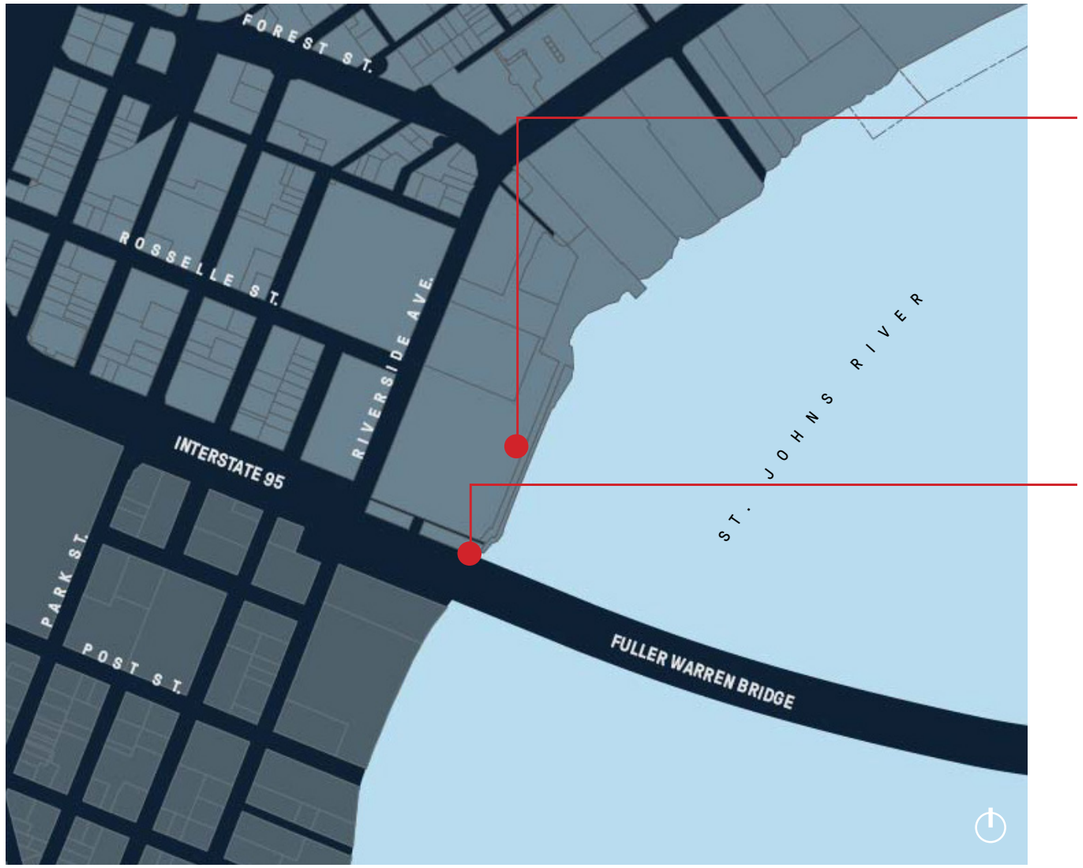
A

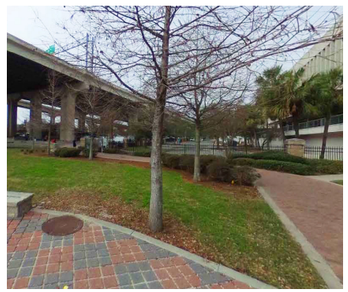
(pg. 40)

H

(pg. 45)

Riverwalk Signage Locations | Riverside Avenue and Rosselle Street



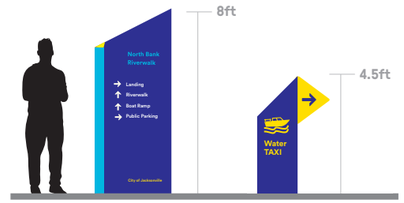


North Bank

Riverside Avenue and Rosselle Street, under the Fuller Warren Bridge

Refer to pages 38-47 for signage details

Suggested Signage Types

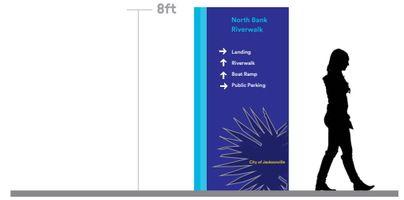


SIGNS D, H

Landing
R.A.M. Dock
R.A.M.
Geffen Park

D
(pg. 43)

H
(Pg. 45)



SIGNS E

Landing
R.A.M. Dock
R.A.M.
Geffen Park

E
(pg. 43)

3.2. Wayfinding I Proposed Riverwalk Signage Locations: North Bank (continued)

Riverwalk Signage Locations | Forest Street & Riverside Avenue

North Bank

Corner of Forest St. and Riverside Avenue, between Acosta and Fuller Warren Bridge

Refer to pages 38-47 for signage details

Suggested Signage Types

D (Pg. 43)

K, K* (Pg. 46, 47)

SIGNS D & K, K*

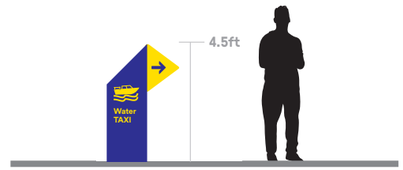
Unity Plaza
Restaurants
Retail
Riverwalk
Geffen Park
Kayak Launch

E (pg. 43)

K, K* (pg. 46, 47)

SIGNS E & K, K*

Unity Plaza
Restaurants
Retail
YMCA
Geffen Park
R.A.M.

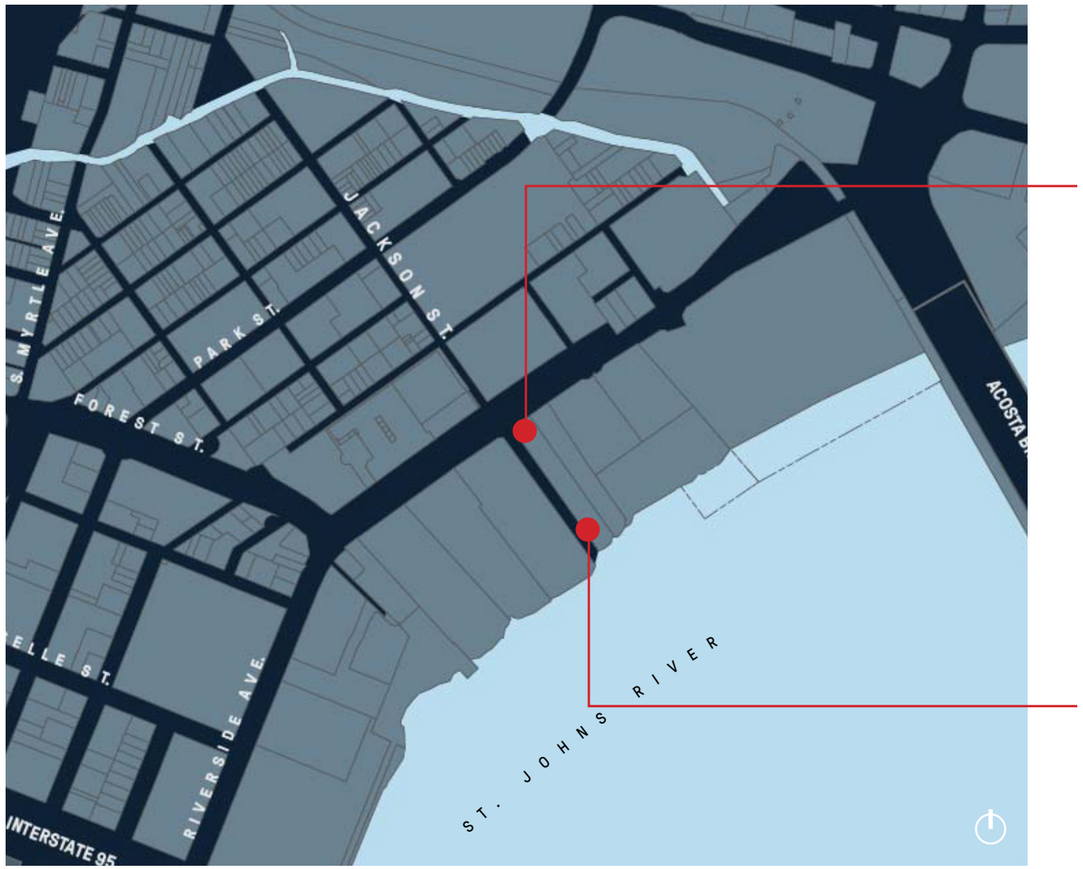


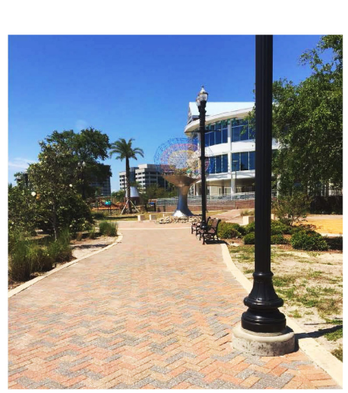
H (Pg. 45)

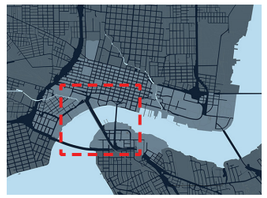
SIGN H

Kayak Launch

Riverwalk Signage Locations | Jackson Street and Riverside Avenue





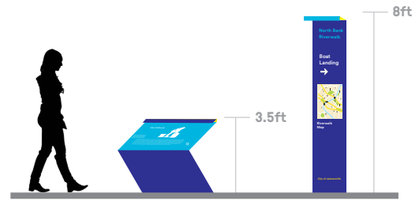


North Bank

Corner of Jackson Street and Riverside Avenue between Acosta and Fuller Warren Bridge

Refer to pages 38-47 for signage details

Suggested Signage Types

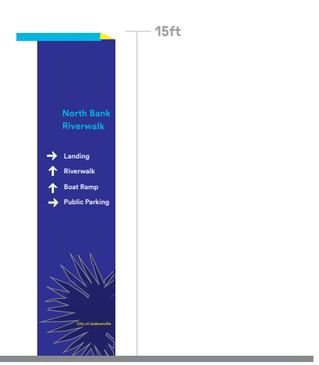


SIGNS I & K, K*

Sculpture
YMCA
Riverwalk
Geffen Park
R.A.M.

I
(Pg. 45)

K, K*
(Pg. 46, 47)



SIGN F

YMCA
Restaurants
Riverwalk

F
(Pg. 44)

3.2. Wayfinding I Proposed Riverwalk Signage Locations: North Bank (continued)

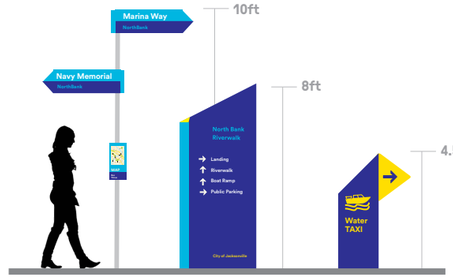
Riverwalk Signage Locations | Water Street & W Coastline Drive

North Bank

Corner of Water Street and Coastline Drive between the Acosta and Main Street Bridges

Refer to pages 38-47 for signage details

Suggested Signage Types



SIGN B, D, H

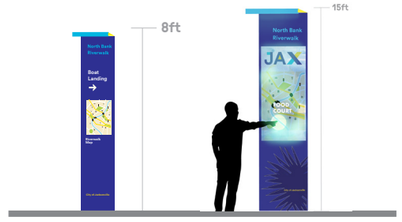
Riverwalk
Times-Union Center
Public Parking
Landing
Water Taxi

B (Pg. 41) D (Pg. 43) H (Pg. 45)

SIGN C, E

Riverwalk
Times-Union Center
Public Parking
JAX

C (Pg. 42) E (Pg. 43)

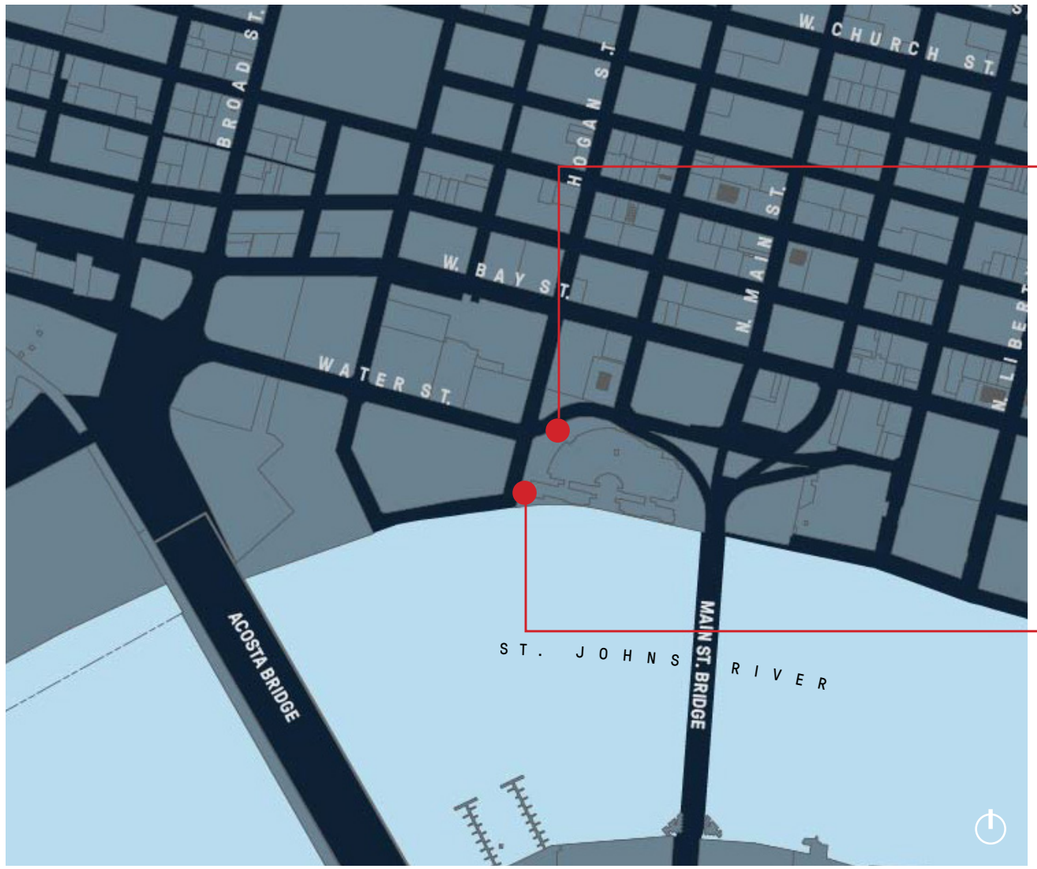


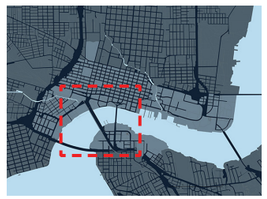
SIGN K, K*

Public Restrooms
Landing

K (Pg. 46) K* (Pg. 47)

Riverwalk Signage Locations | Water Street & Hogan Street



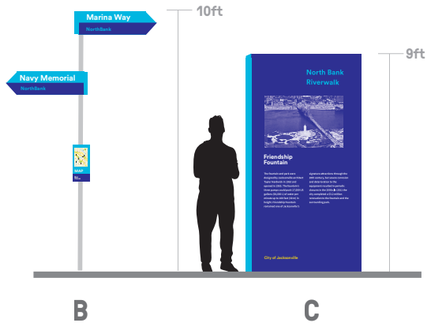


North Bank

Corner of Hogan Street and Water Street between the Acosta and Main Street Bridges

Refer to pages 38-47 for signage details

Suggested Signage Types

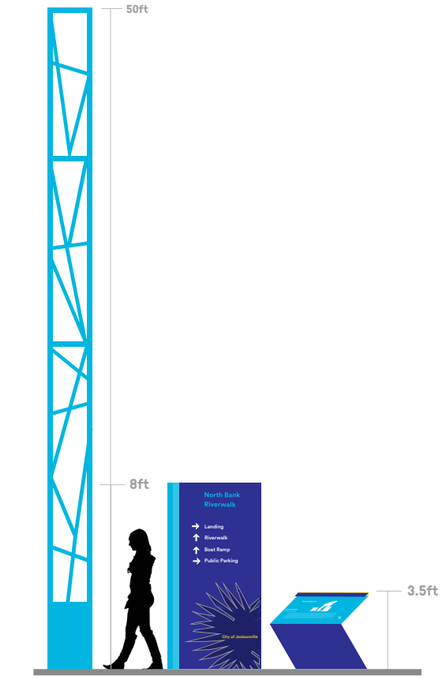


SIGNS B & C

Riverwalk
Hemming Plaza
Public Parking
Landing
Water Taxi
City Hall

B (Pg. 41)

C (Pg. 42)



SIGNS A, E & I

Riverwalk
Hemming Plaza
Public Parking
Landing
Water Taxi
City Hall

A (Pg. 40)

E (Pg. 43)

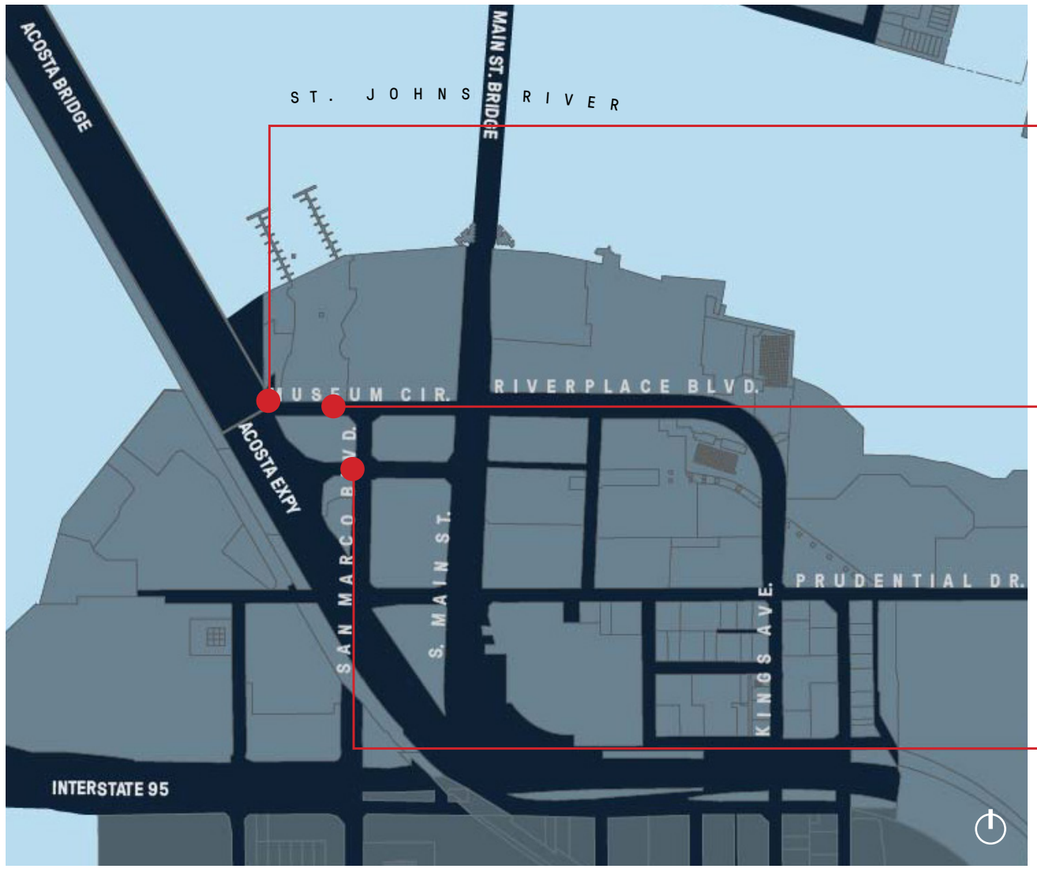
I (Pg. 45)

3.2. Wayfinding I Proposed Riverwalk Signage Locations: South Bank

Riverwalk Signage Locations | South Bank

South Bank: proposed areas for Riverwalk Signage Locations

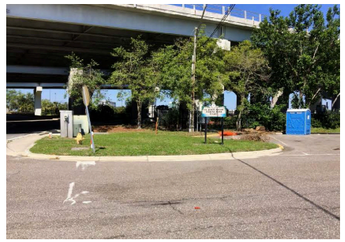
Riverwalk Signage Locations | Museum Circle & San Marco Boulevard

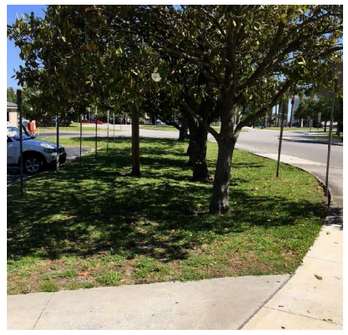


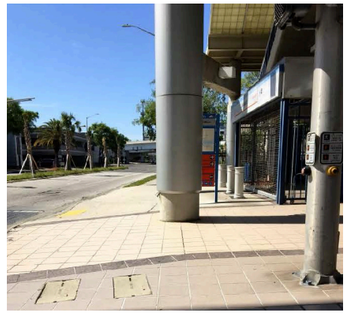
South Bank

Museum Circle and San Marco Boulevard, under the Acosta Bridge

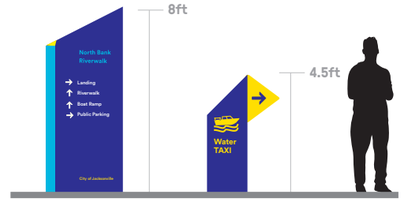
Refer to pages 38-47 for signage details







Suggested Signage Types

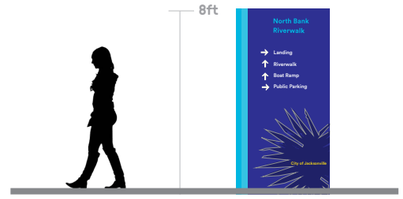


SIGNS D & H

Riverwalk
Public Parking
Water Taxi

D (Pg. 43)

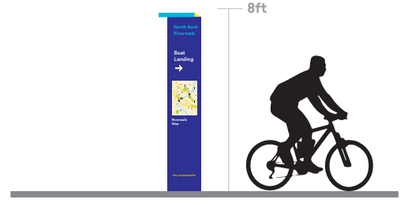
H (Pg. 45)



SIGN E

Riverwalk
Boat Ramp
Public Parking
Landing

E (Pg. 43)



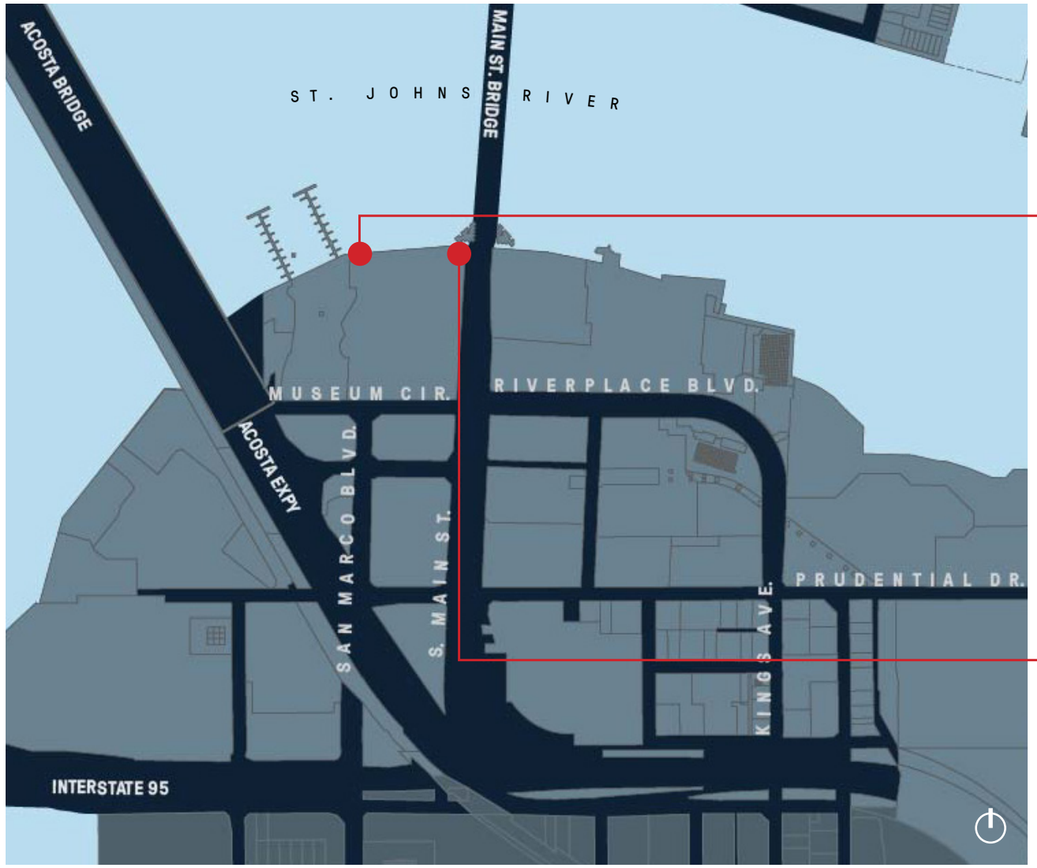
SIGN K, K*

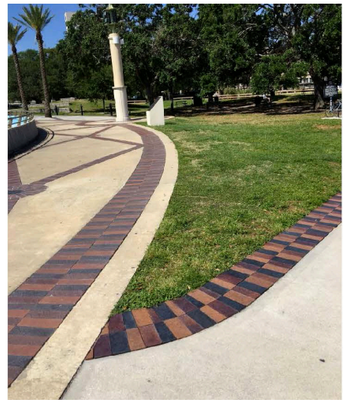
Riverwalk
MOSH
Boat Ramp
San Marco Station
Water Taxi

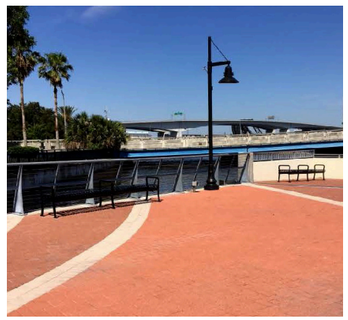
K, K* (Pg. 46, 47)

3.2. Wayfinding I Proposed Riverwalk Signage Locations: South Bank (continued)

Riverwalk Signage Locations | Riverwalk at Friendship Fountain





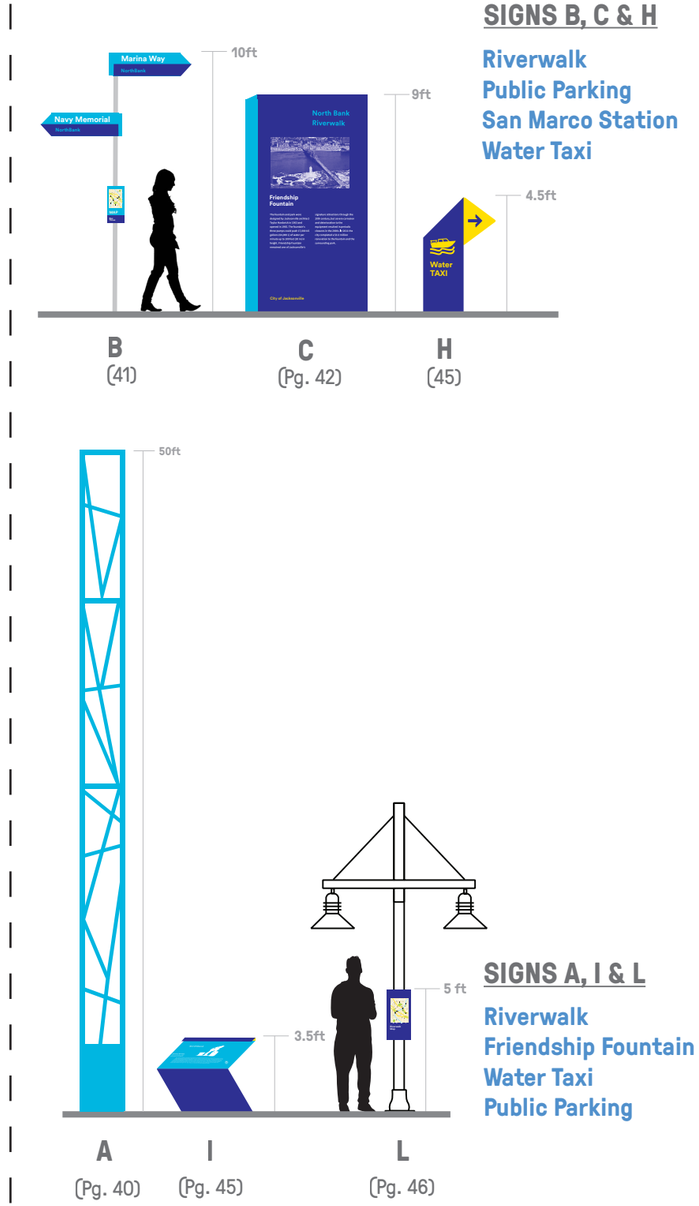


South Bank

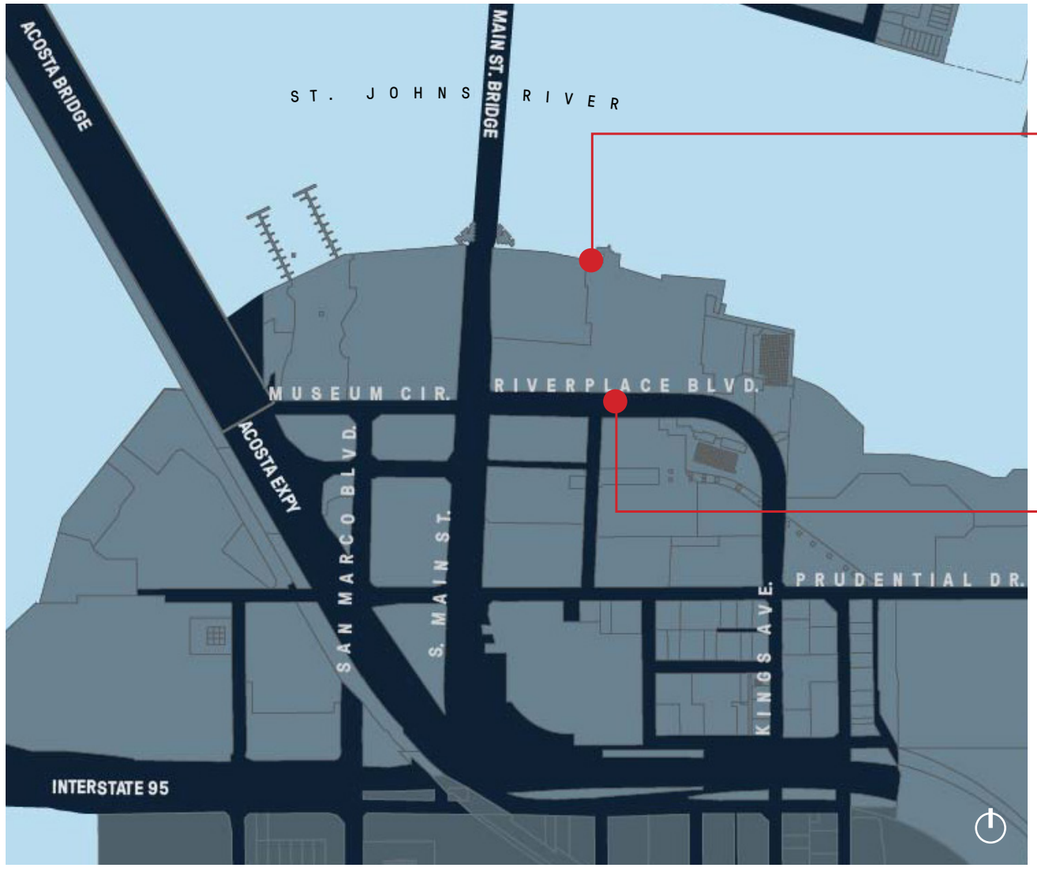
Riverwalk at Friendship Fountain, near Main Street Bridge

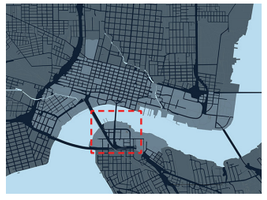
Refer to pages 38-47 for signage details

Suggested Signage Types



Riverwalk Signage Locations | Riverplace Boulevard & Flagler Avenue



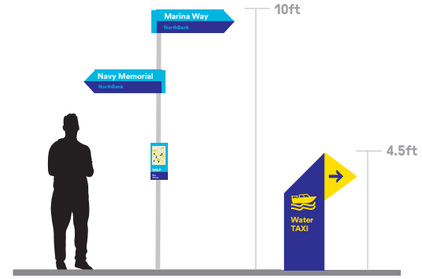


South Bank

Riverplace Boulevard and Flagler Avenue

Refer to pages 38-47 for signage details

Suggested Signage Types



SIGNS B & H

Other Nodes
Water Taxi

B (Pg. 41)

H (Pg. 45)

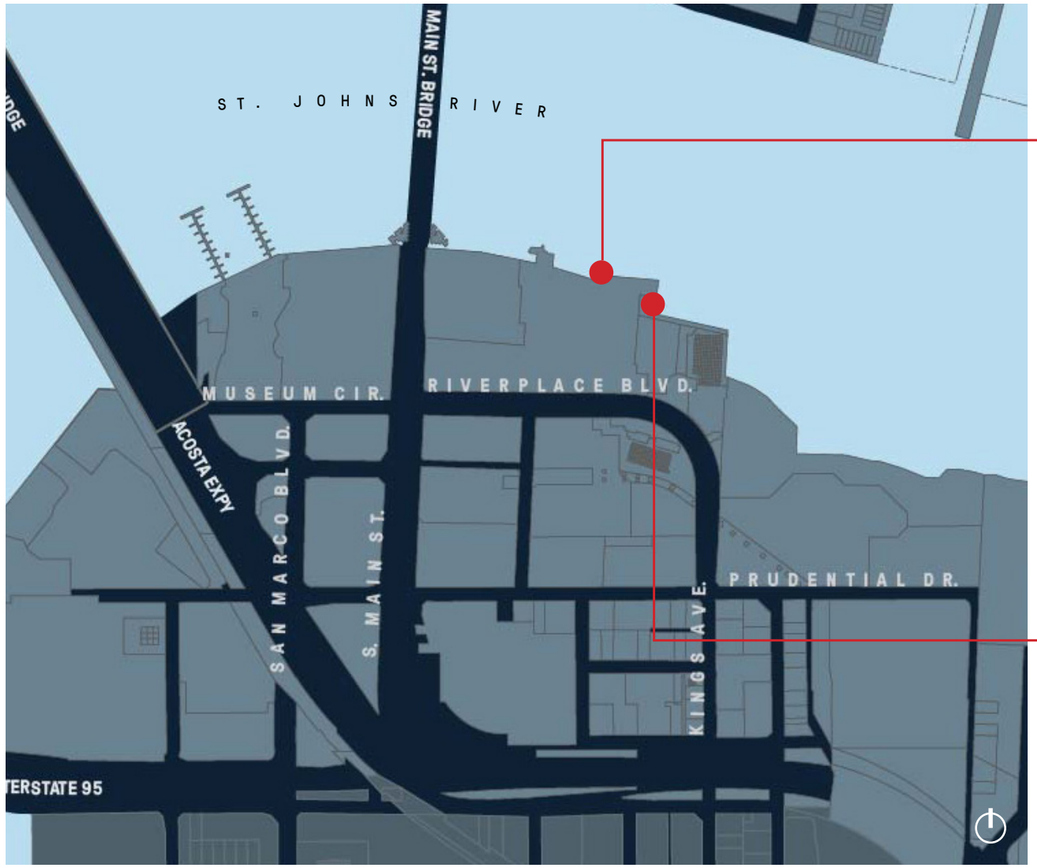
SIGN D

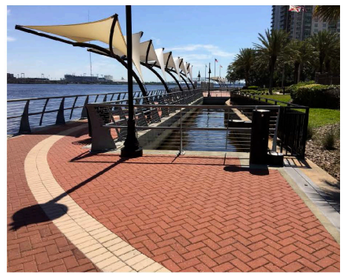
Riverplace Station
Riverplace Blvd.
Other Nodes

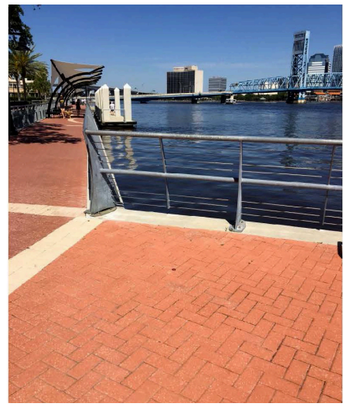
D (Pg. 43)

3.2. Wayfinding I Proposed Riverwalk Signage Locations: South Bank (continued)

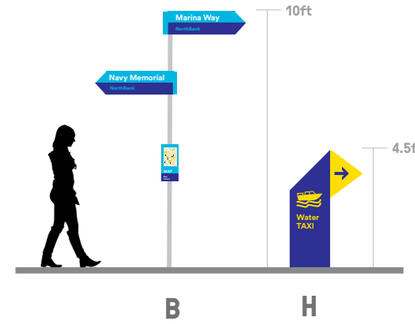
Riverwalk Signage Locations | Riverwalk and Flagler Avenue







Suggested Signage Types

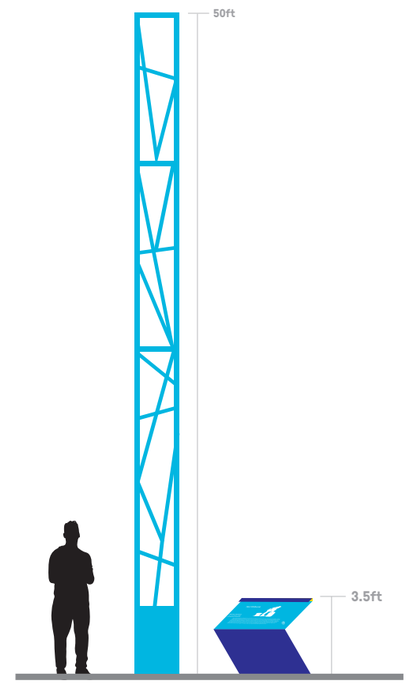


SIGNS B & H

Other Nodes
Water Taxi

B (Pg. 41)

H (Pg. 45)



SIGN A & I

Sailor Statue Outlook
Lone Sailor Lookout

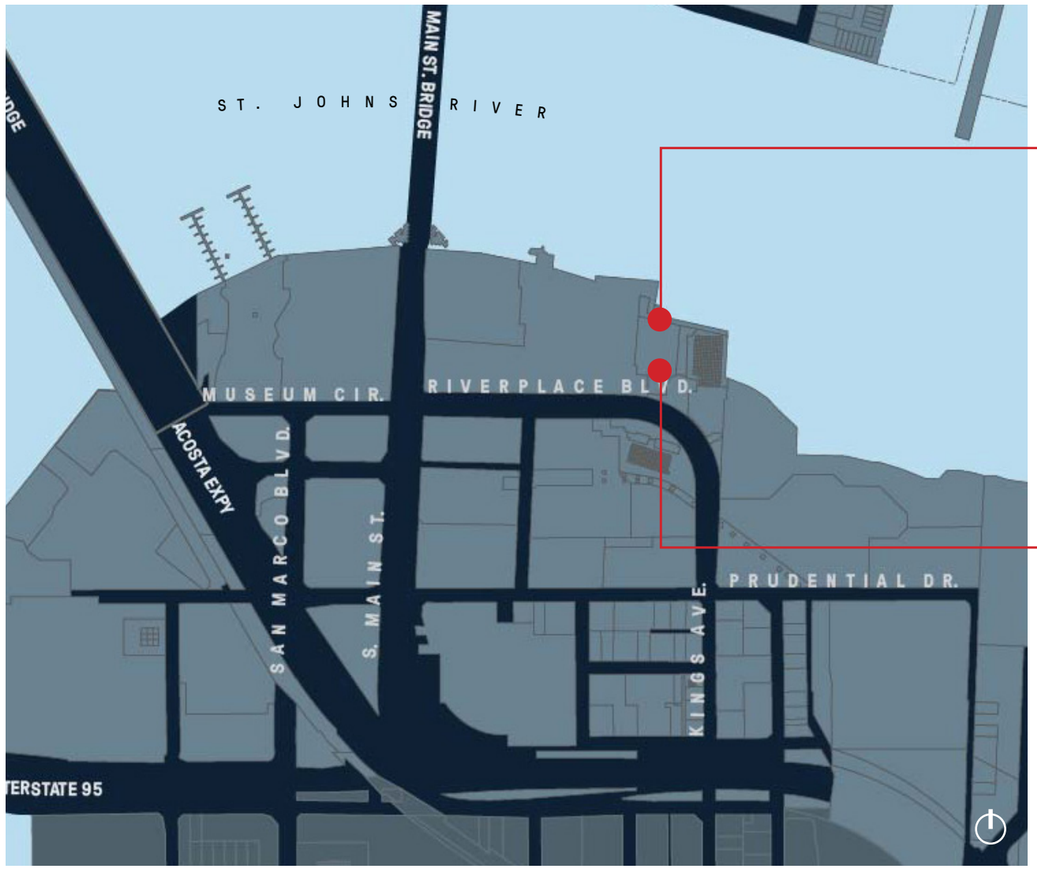
A (Pg. 40)

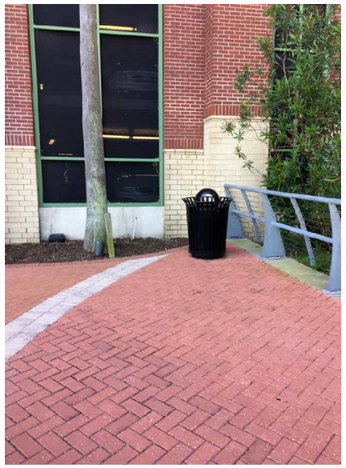
I (Pg. 45)

South Bank

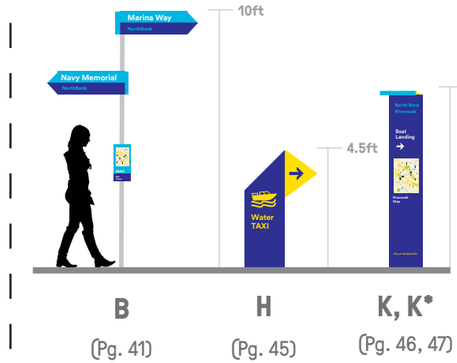
Riverwalk and Flagler Avenue, near Lone Sailor Lookout Node

Refer to pages 38-47 for signage details





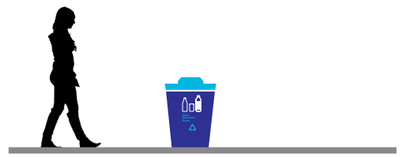
Suggested Signage Types



SIGN B, H, K, K*

Public Access to Riverplace Blvd. Water Taxi

B (Pg. 41) | H (Pg. 45) | K, K* (Pg. 46, 47)



TYPE J

Other Nodes Recycling Bin

J (Pg. 39)

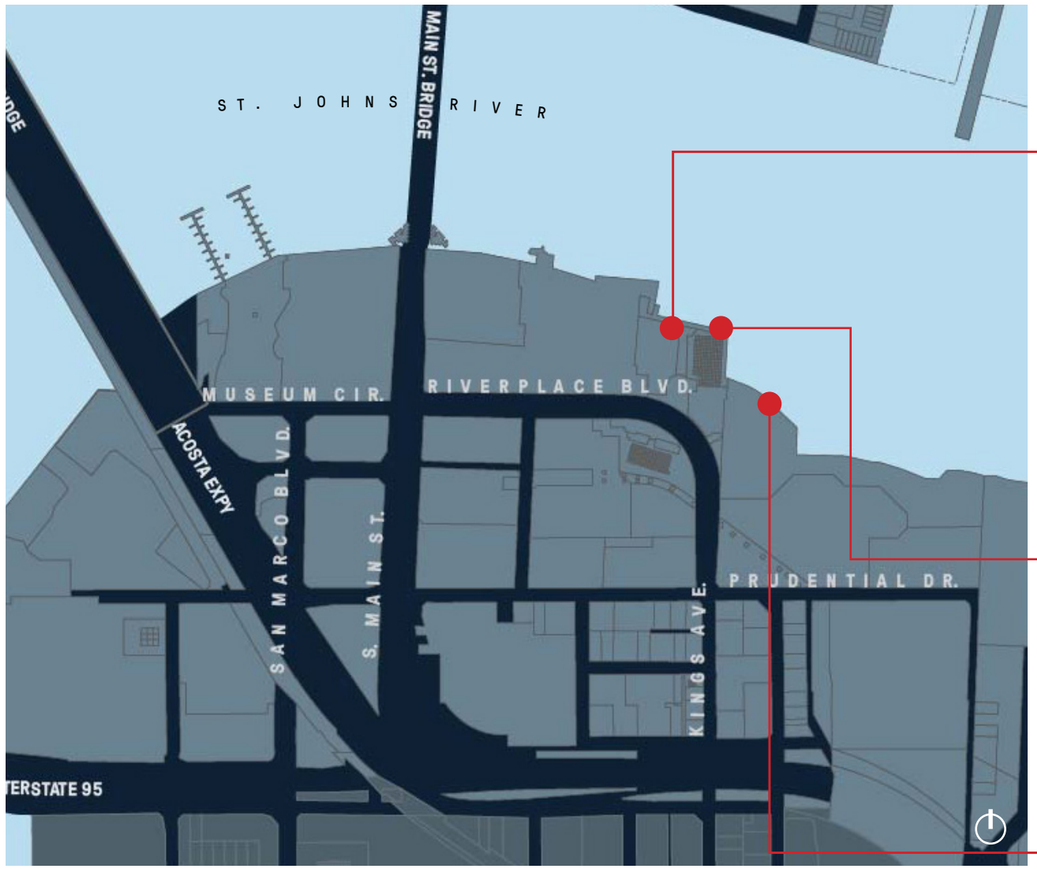
South Bank

Riverwalk and Riverplace Boulevard, near the Peninsula of Jacksonville

Refer to pages 38-47 for signage details

3.2. Wayfinding I Proposed Riverwalk Signage Locations: South Bank (continued)

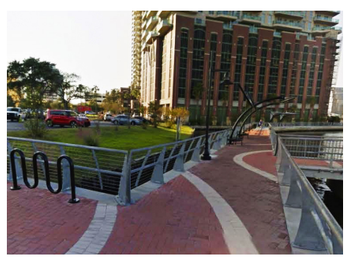
Riverwalk Signage Locations | Riverwalk and Riverplace Boulevard



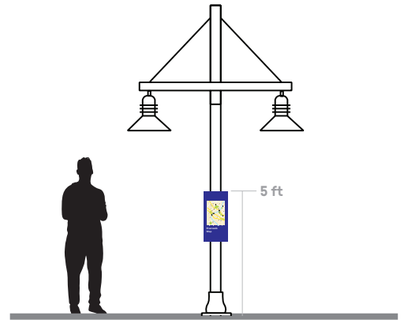
South Bank

Riverwalk and Riverplace Boulevard, near the Peninsula of Jacksonville

Refer to pages 38-47 for signage details



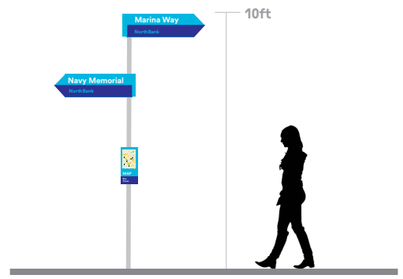
Suggested Signage Types



SIGN L

Other Nodes
Public Access to
Riverplace Blvd.

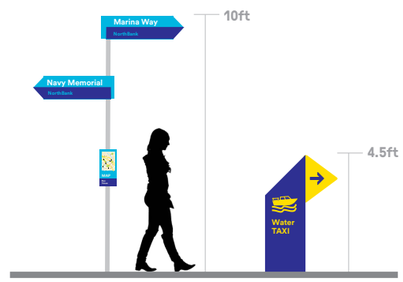
L
(Pg. 46)



SIGN B

Other Nodes
Riverplace Blvd.

B
(Pg. 41)

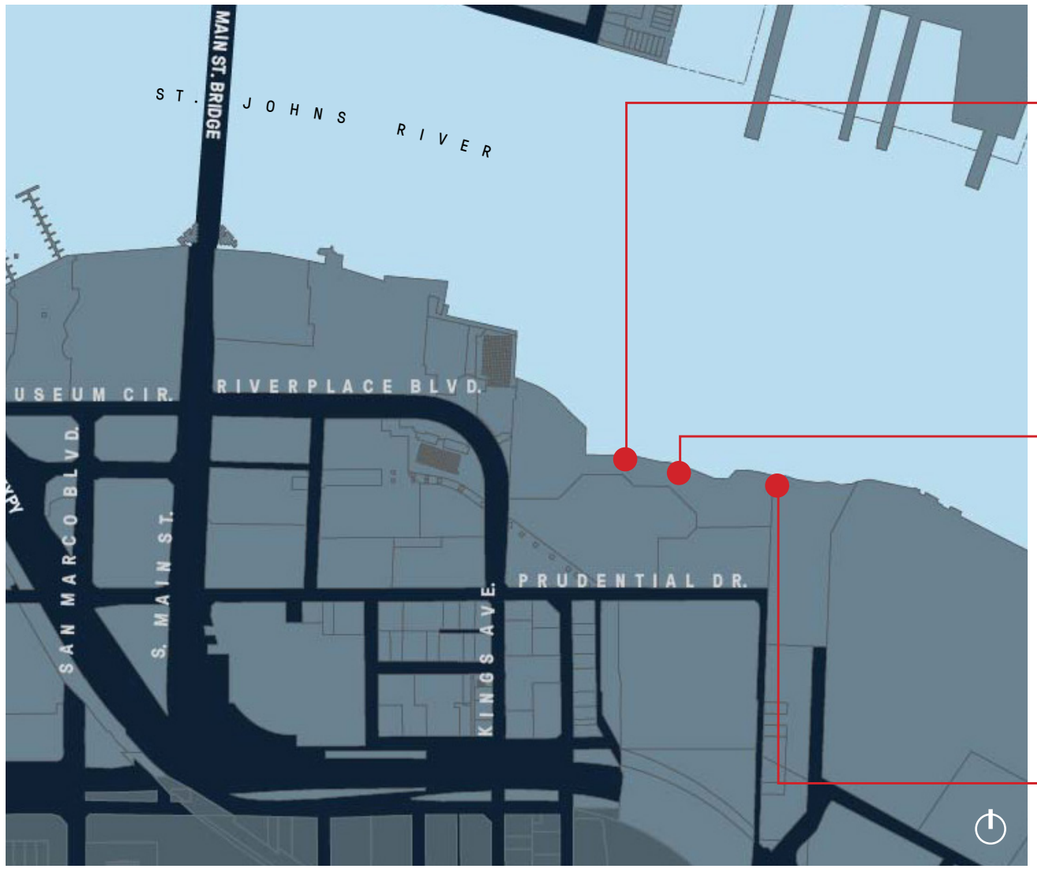


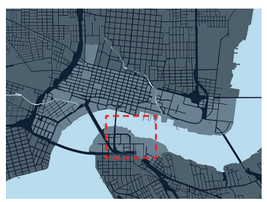
SIGN B & H

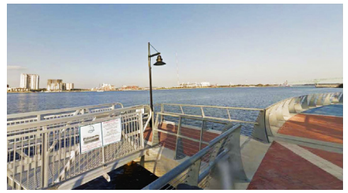
Other Nodes
Recycling Bin

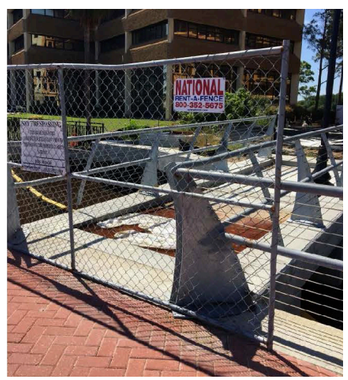
B
(Pg. 41)

H
(Pg. 45)







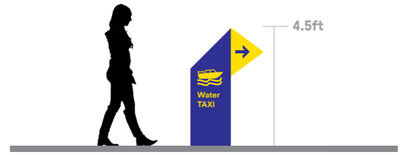


South Bank

Riverwalk and Wharfside Way, between South Jacksonville and The District Nodes

Refer to pages 38-47 for signage details

Suggested Signage Types



SIGN H

Water Taxi

H

(Pg. 45)

SIGN K, K*

Public Access to Prudential Dr.

K

(Pg. 46)

K*

(Pg. 47)

SIGN C & D

South Jacksonville Node
The District Node
Public Access to Prudential Dr.

C

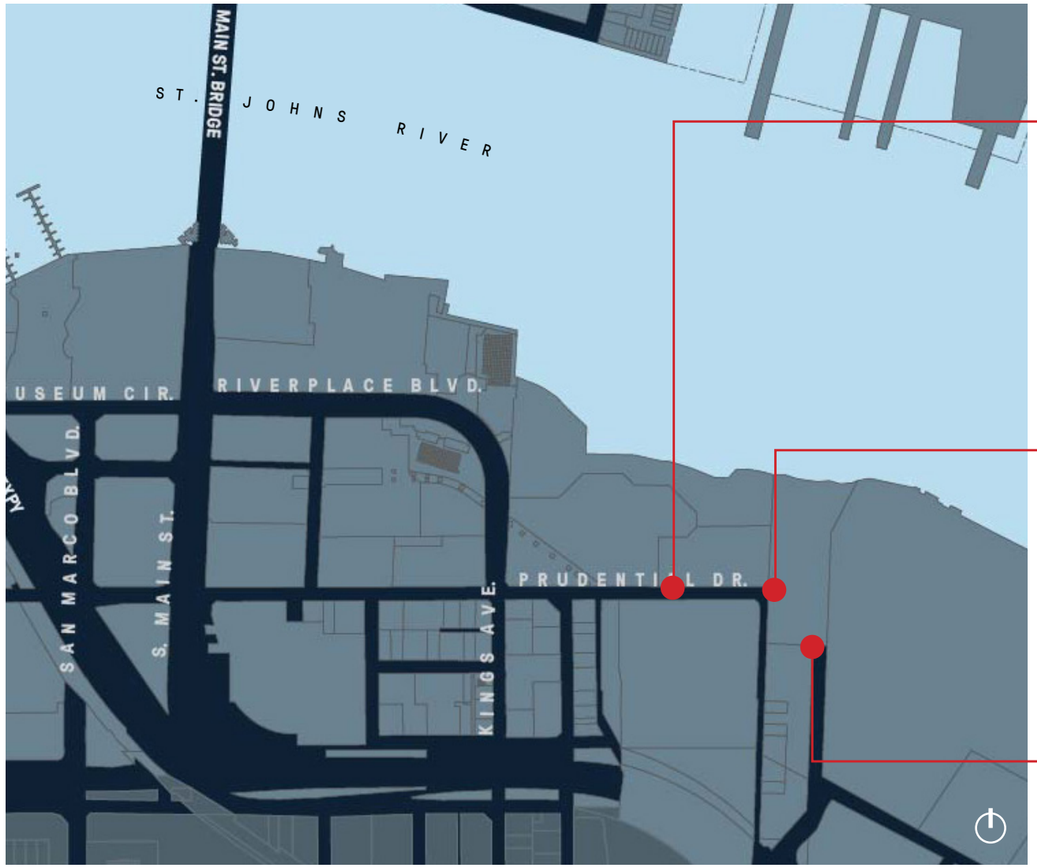
(Pg. 42)

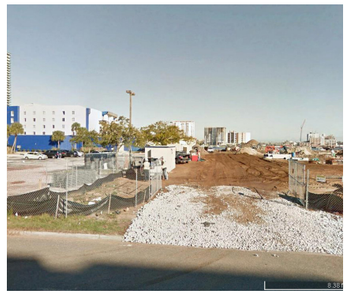
D

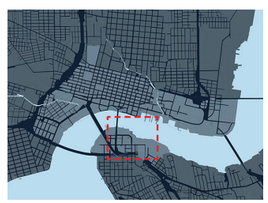
(Pg. 43)

3.2. Wayfinding I Proposed Riverwalk Signage Locations: South Bank (continued)

Riverwalk Signage Locations | Broadcast Place & Prudential Drive





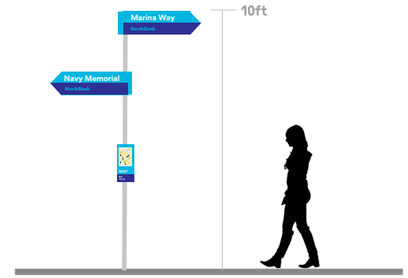


South Bank

Broadcast Place and Prudential Drive, near The District Node

Refer to pages 38-47 for signage details

Suggested Signage Types

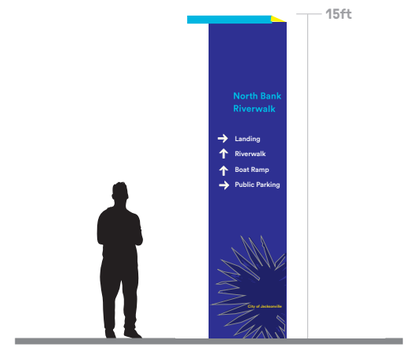


SIGN B

Other Nodes

B

(Pg. 41)



SIGN F

Public Parking
Access to District Node
Riverwalk

(Pg. 44)

SIGN K, K*

Public Parking
Access to District Node
Riverwalk

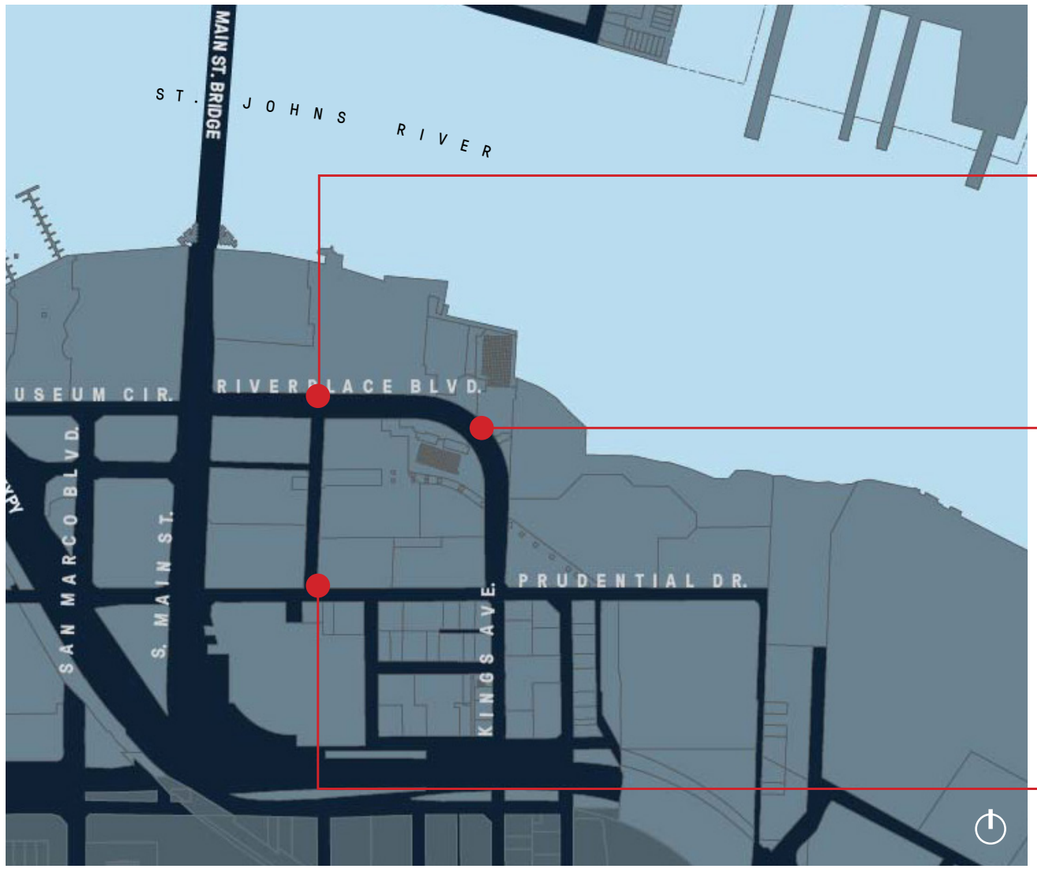
K

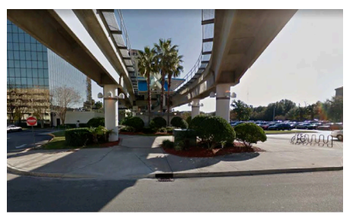
(Pg. 46)

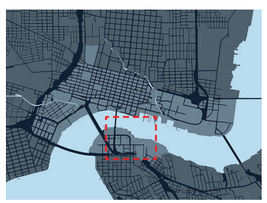
K*

(Pg. 47)

Riverwalk Signage Locations | Riverplace Boulevard & Flagler Avenue







South Bank

Riverplace Boulevard and Flagler Avenue, near the Riverplace Skyway Station

Refer to pages 38-47 for signage details

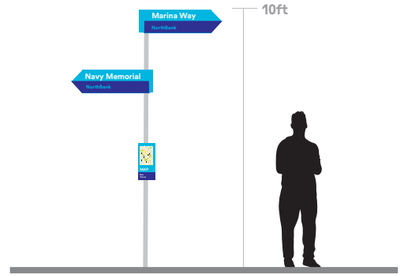
Suggested Signage Types

K (Pg. 46)

K* (Pg. 47)

SIGN K, K*

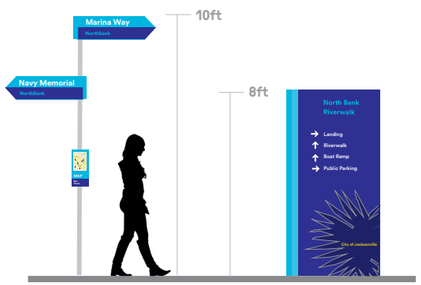
Access to Riverwalk & Skyway Station
MOSH



B (Pg. 41)

SIGN B

Nodes
The Strand



B (Pg. 41)

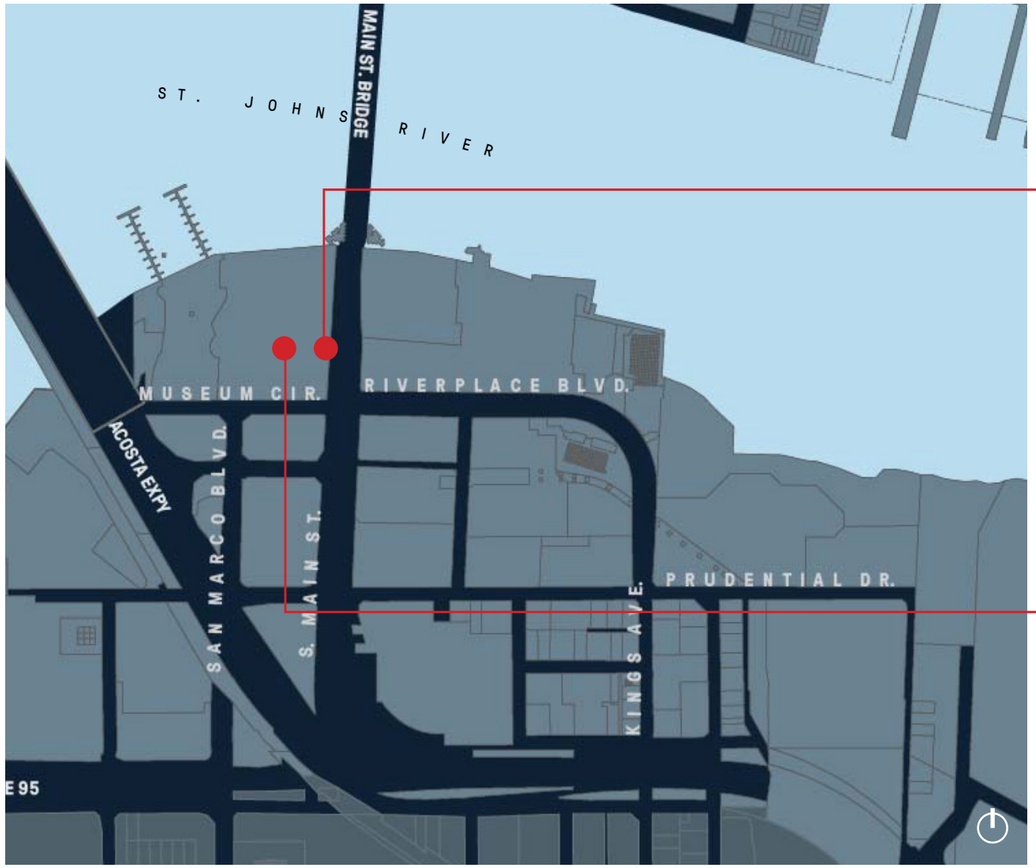
E (Pg. 43)

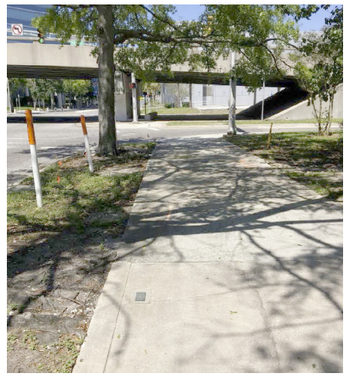
SIGN B & E

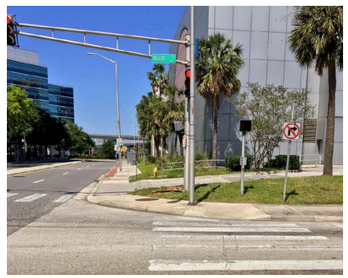
Skyway Station
Access to District Node & Riverwalk

3.2. Wayfinding I Proposed Riverwalk Signage Locations: South Bank (continued)

Riverwalk Signage Locations | Museum Circle and Main Street







Suggested Signage Types

SIGN D

Access to Riverwalk & Public Parking
MOSH

D
(Pg. 43)

SIGN K, K*

MOSH
Public Parking

K
(Pg. 46)

K*
(Pg. 47)

South Bank

Museum Circle and Main Street, either side of the Main Street Bridge

Refer to pages 38-47 for signage details

3.3 Lighting Guidelines

3.3. Lighting

Existing Lighting

The existing lighting on the North Bank and South Bank Riverwalk includes a range of pedestrian scale and pavement lighting types.

Lighting is in good condition, though the range of pedestrian scale and pavement lighting types create a sense of discrete spaces along the Riverwalk rather than one continuous system.

Lighting element differences are especially exaggerated between the older North Bank spaces and the newer South Bank Riverwalk area.

North Bank

South Bank

Promenade and Pavement Lighting

With the possible exception of limited lighting pieces used to accent the Riverwalk, the existing city standard Riverwalk lighting will remain.

Greater continuity can be created along the Riverwalk through the identification and adherence to a limited lighting palette. Two main lighting typologies identified for a more integrated Riverwalk include the below.

1. Pedestrian Promenade Lighting: Identify a pedestrian-scale lighting type (new or existing, as per those used on the South Bank) to provide continuous Riverwalk lighting between activity nodes.
2. Pavement Lighting: Identify a pavement lighting type (possibly, the existing type used on the South Bank) and employ throughout the Riverwalk.

Existing Pole Top Lighting to remain on South Bank and to be used on North Bank

Existing Bollard Lighting to remain on South Bank and to be used on North Bank.

3.3. Existing Lighting at South Bank

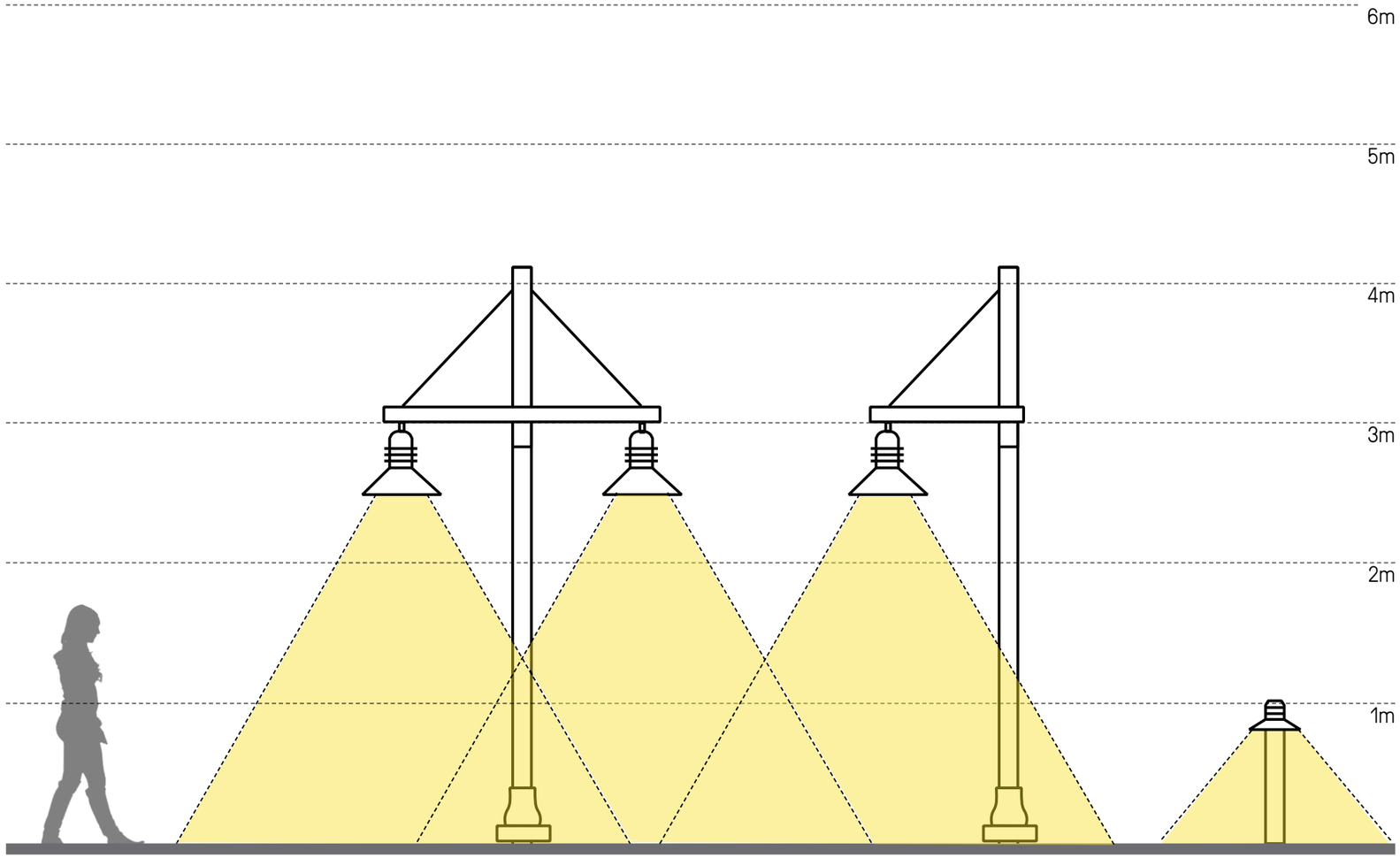
Existing Lighting

Specifications

MARITIME LIGHT POLE & FIXTURE

Manufacturer:

Architectural Area Lighting



EXISTING MARITIME LIGHT POLE & FIXTURE

Manufacturer:
Architectural Area Lighting

Color: Black

Existing Location: South Bank and North Bank Riverwalk

Proposed Location: North Bank (To replace existing lighting fixture per Phasing Plan

BOLLARD

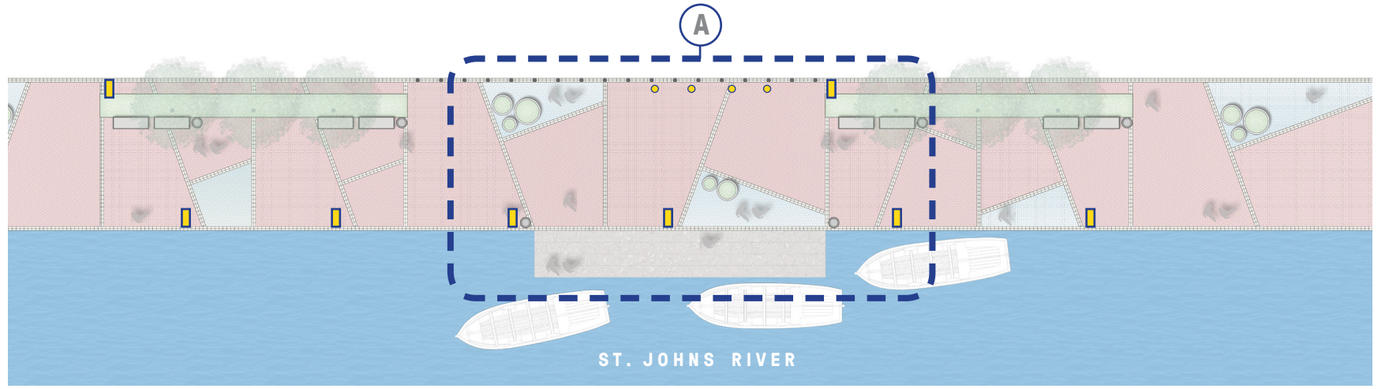
Color: Black

Location: South Bank and North Bank Riverwalk

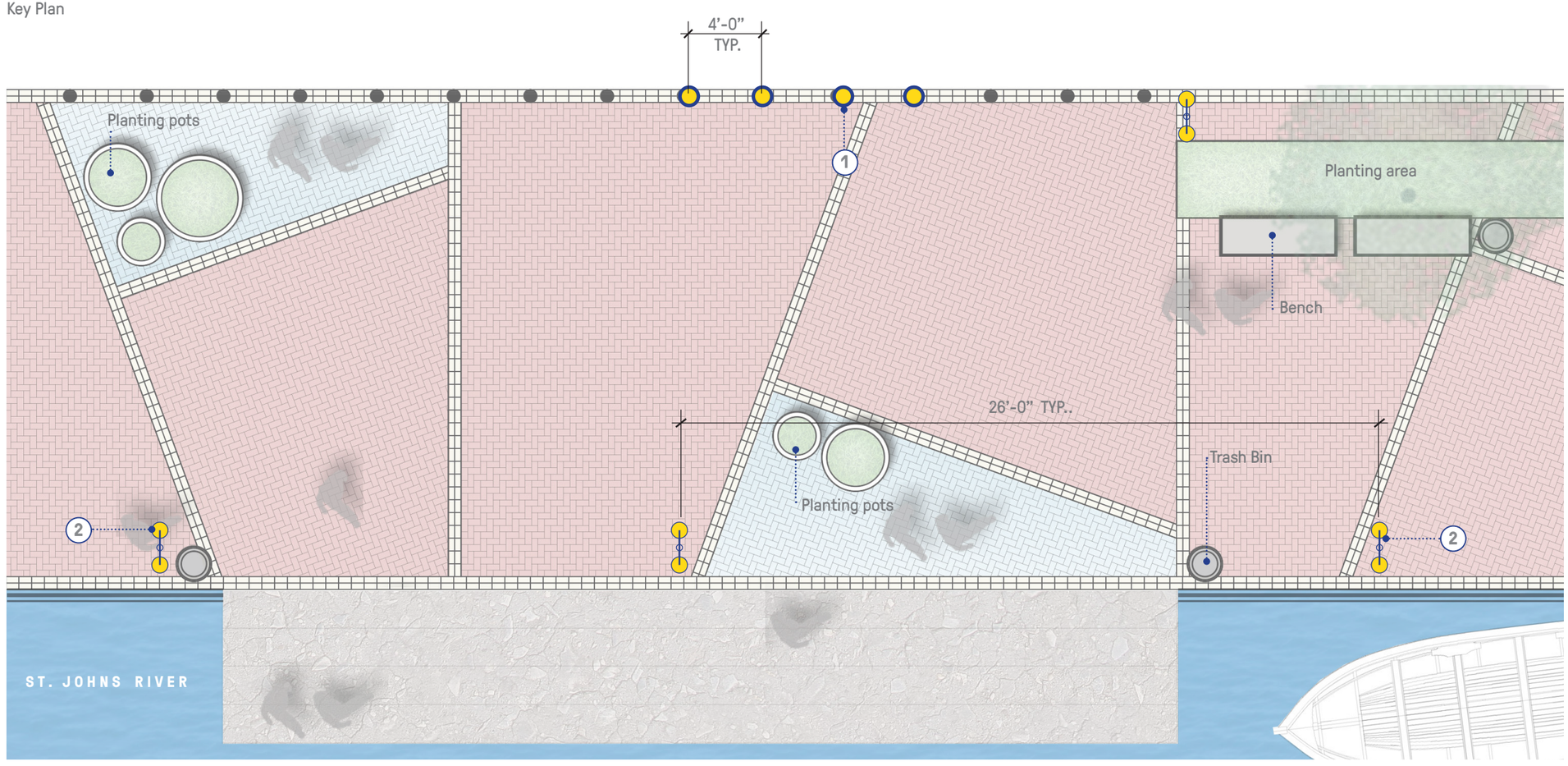
Proposed Typical Riverwalk Lighting

1 Lighting bollards in North Bank to match existing type from South Bank

2 Existing pole top lighting type to replace existing North Bank pole light fixtures per phasing plan



Key Plan



A Enlargement Plan A – Typical Riverwalk Plan, Proposed Lighting Locations

3.3. Lighting

Riverwalk Lighting
Replacement Phasing Plan, North Bank

All existing light fixtures are to be replaced with existing Maritime light pole and bollard type as used in South Bank. All other lighting will be phased out in sequence, starting from the central lighting post located in the Times-Union Center for the Performing Arts and moving outwards towards the east and west.

3.4 Furnishing Guidelines

3.4. Furnishings

Existing Furnishings, North Bank + South Bank

Furnishings along the existing Riverwalk include benches, trash receptacles, drinking fountains, bike racks, and traffic control bollards.

While the City of Jacksonville's *Riverfront Park Design Criteria* from 2000 specifies models, styles and types for riverfront furnishings, there is a range of furnishings within each specified furnishing group that site-users encounter along the Riverwalk. For example, in the case of benches, at least five distinct bench types have been identified.

North Bank - Existing Furnishing

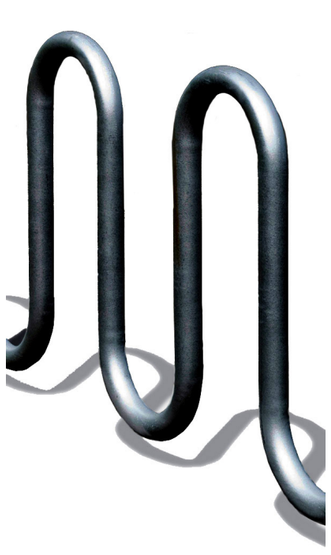
South Bank - Existing Furnishing

Existing Furnishings, South Bank Specifications

BIKE RACK

Model 2170-9
Manufacturer:

TimberForm, Columbia
Cascade Company



BENCH

70” Towne Square Bench
Manufacturer:

LandscapeForms

TRASH RECEPTACLE

2817-HT Hamper Top Litter Container
Manufacturer:

TimberForm, Columbia
Cascade Company

3.4. Furnishings

Enhanced Node Furnishings

The use of one inter-nodal sculptural bench accent element can be used as a tool to bring together the diverse collection of existing furnishings along the riverfront.

Inter-nodal sculptural benches should be of the same family and have a modern, clean aesthetic. Using a bright and vibrant color for these pieces will clearly signal to users that they are in a Riverwalk zone.

In some cases, sculptural benches can also function as playful planters featuring trees and / or understory planting.

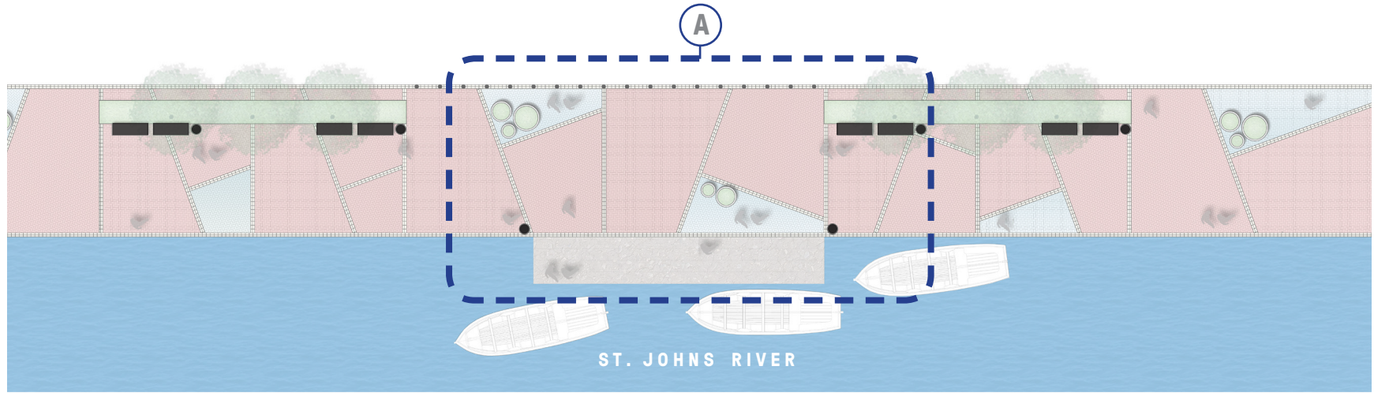
Planter/Benches

Bench

Accent Furniture

Proposed Riverwalk Site Furnishings, Typical Plan

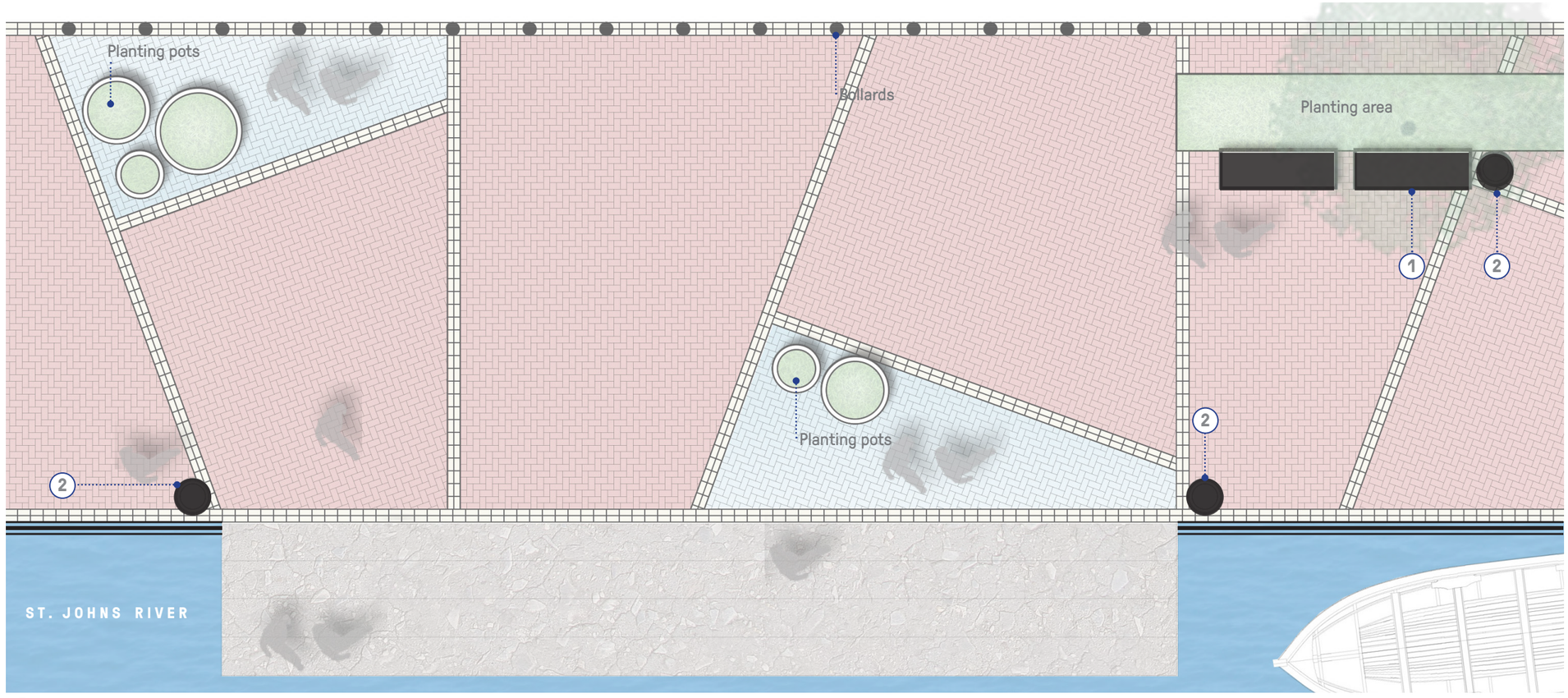
The diagram shows a typical / generic area and how the various elements can be used to create a space with furnishing which are from the same ‘family’.



Key Plan

1 Bench

2 Trash Receptacle



A Enlargement Plan A – Typical Riverwalk Plan, Proposed Furnishing Locations

3.5 Paving Guidelines

3.5. Paving

Existing Paving

A colorful collection of paving materials and patterns are identified along the existing North Bank and South Bank Riverwalk system.

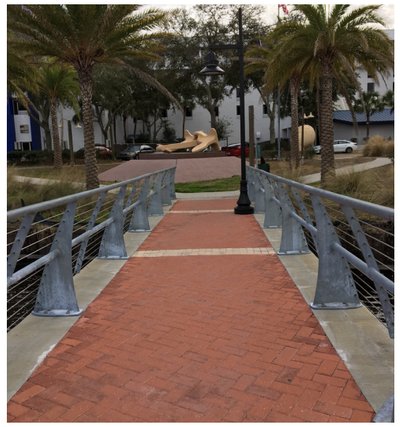
In the City of Jacksonville's *Riverfront Park Design Criteria* from 2000, four different paving products are identified for various application:

1. Brick Pavers
2. Interlocking Concrete Pavers-Crosswalks (for vehicular traffic)
3. Concrete Pavers
4. Color Stained Decorative (CSD) Concrete Paving System

Overall, more recently constructed areas of the South Bank appear to have a unified and repeated paving strategy while the North Bank holds a greater range of distinct paving types that meet along the riverfront.

North Bank – Existing Paving (various types)

South Bank – Existing Paving (unified)



3.5. Paving

Enhanced Waterfront Paving

Paving patterns and markings can be used in coordination with a greater Riverwalk wayfinding and lighting strategy to more clearly direct and inform Riverwalk site users during both daytime and nighttime use.

Areas where paving / ground marking is coordinated with wayfinding can be used in the following ways:

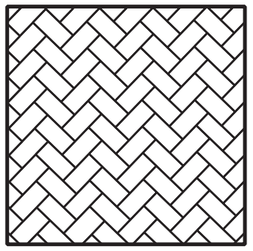
1. **Guide users along the Riverwalk**
2. **Reveal the historical significance / narrative of a particular area of the Riverwalk**
4. **Playfully integrate "moments" along the Riverwalk, such as a dog pocket park**
3. **Indicate particular use types. For example, in areas where bike and pedestrian paths come together.**

Note: See page 81 for reference diagrams.

Riverwalk paving should utilize the existing range of paving specified by the city in the City of Jacksonville Riverfront Park Design Criteria, July 2000 Draft. Note: this pattern is intended to be phased out.

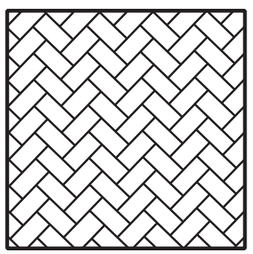
4" x 8"x 2-3/8" Stacking pattern Concrete Pavers, Holland-Stone, "Three Color", Manufacturer: Paver Systems or Approved Equal.

EXISTING



4"x8"x2-3/8"
Holland Stone
Concrete Pavers
Stacking Pattern

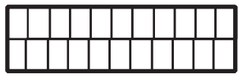
PROPOSED



Paving decisions at the Riverwalk should take into account the most recent South Bank Riverwalk paving aesthetic and work to create a more cohesive paving experience by integrating the South Bank paving aesthetic into the North Bank promenade areas.

Per the South Bank paving precedent, a double row of brick pavers at 4" x 8" x 2-3/8", offset by approximately 1/2", shall be used when different paving patterns meet or when an interpretive paving area meets an existing or new paving pattern.

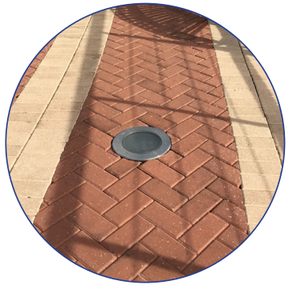
EXISTING



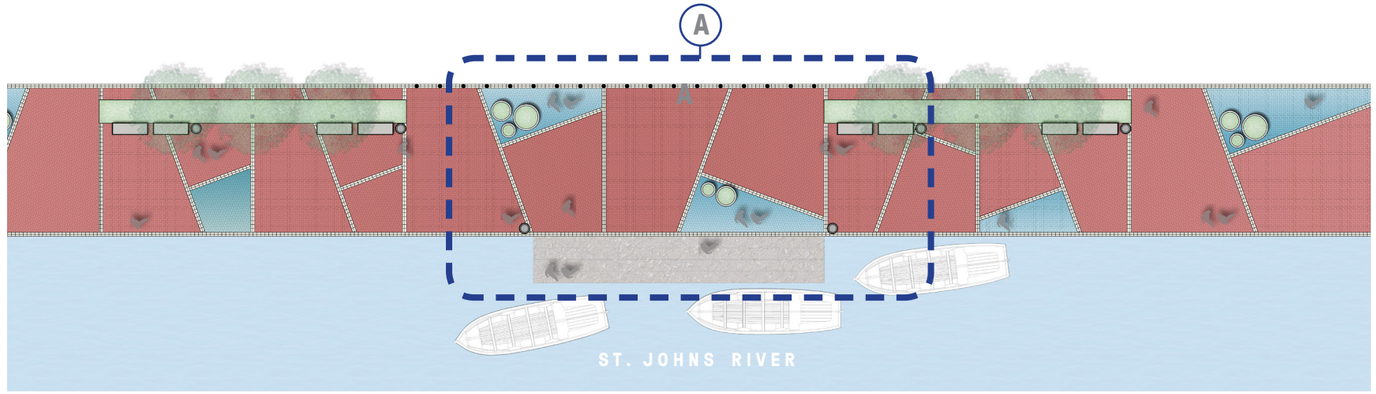
Proposed Riverwalk Paving Patterns (Typical area)

1 4”x8”x2-3/8” Holland-Stone Concrete Pavers Stacking Pattern

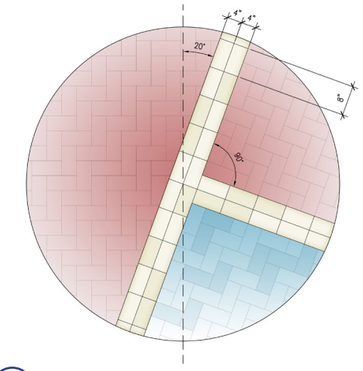
2 4”x8”x2-3/8” Brick Pavers Boundary



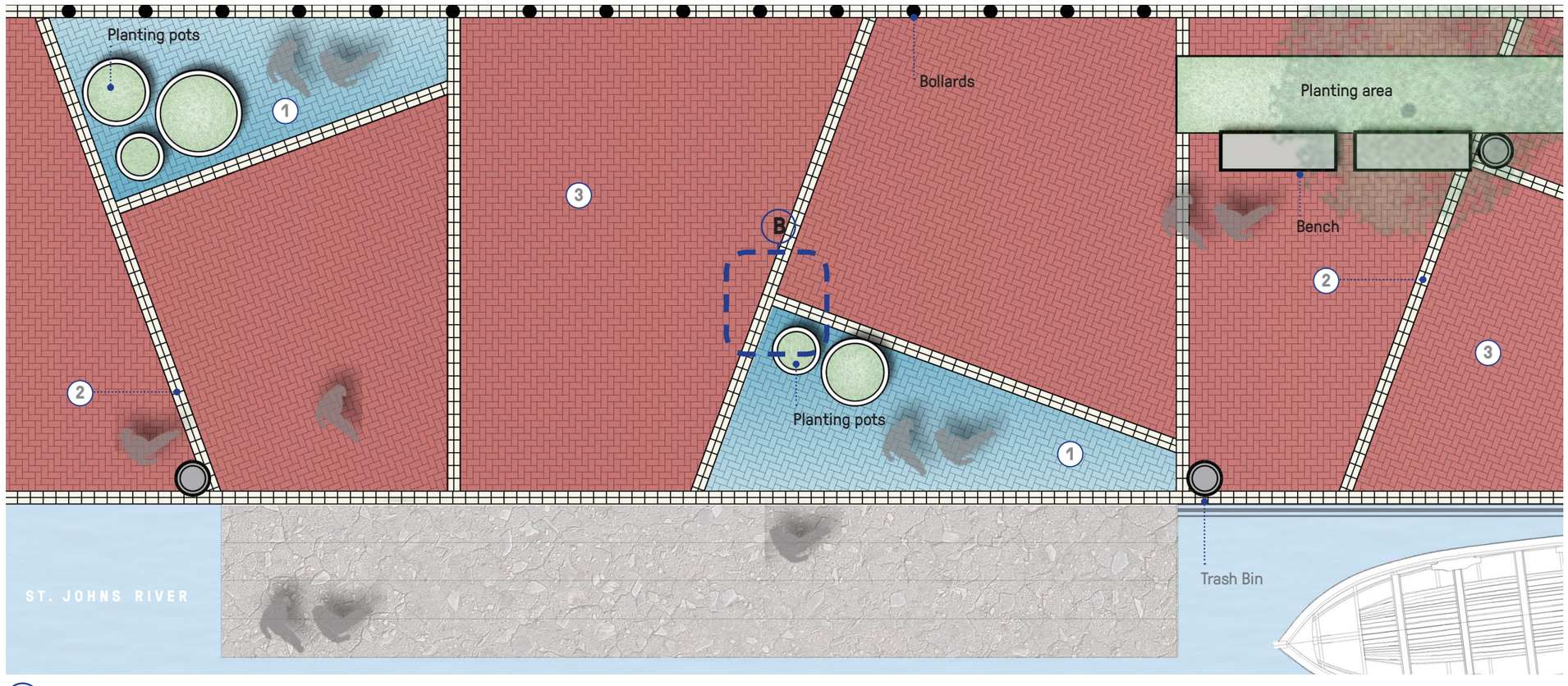
3 4”x8”x2-3/8” Holland-Stone Concrete Pavers Stacking Pattern



Key Plan



B Enlargement Plan B – Paving Connection

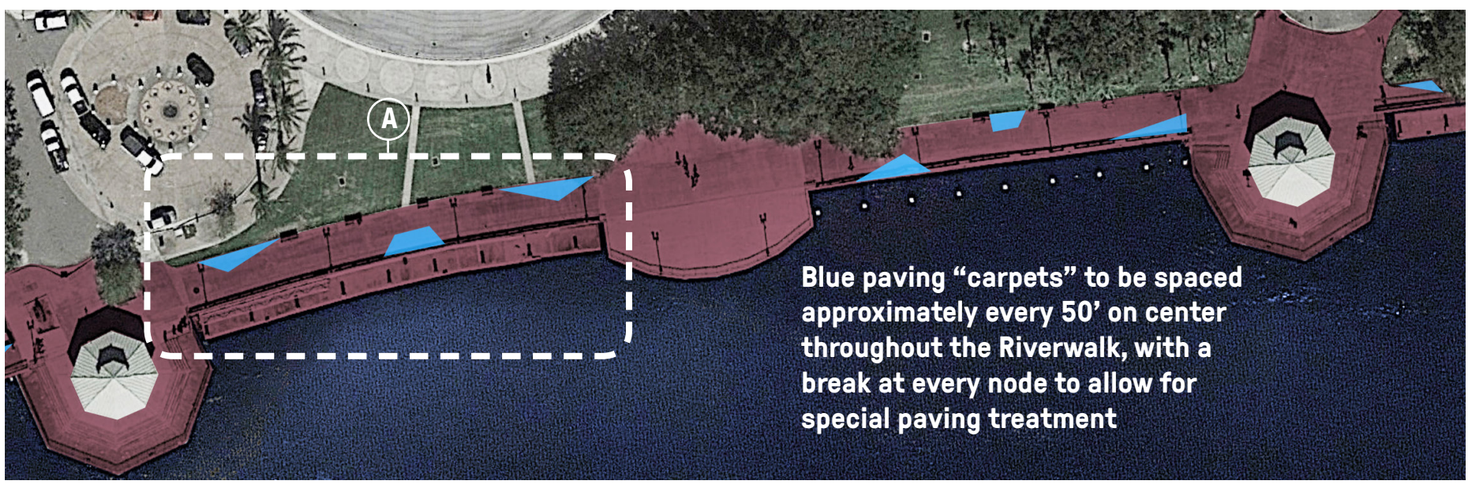


A Enlargement Plan A – Typical Riverwalk Plan, Proposed Paving

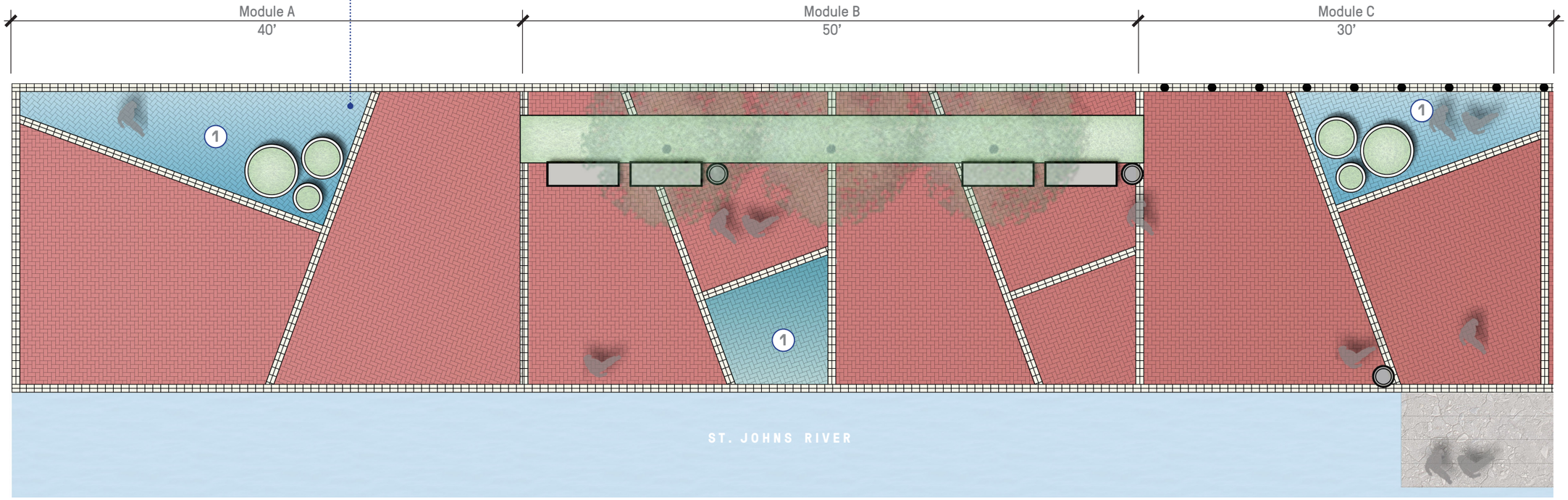
3.5. Paving

Proposed Riverwalk Paving Pattern Spacing (Typical area)

1 4”x8”x2-3/8” Holland-Stone Concrete Pavers Stacking Pattern



Key Plan



A Enlargement Plan A – Typical Riverwalk Plan, Proposed Paving

3.6 Planting Guidelines

3.6. Planting

Existing Planting

Existing planting strategies along the present North Bank and South Bank Riverwalk embrace a minimal approach. Live oaks, palms and informal grassy areas decorate the riverfront.

The City of Jacksonville's Riverfront Park Design Criteria from 2000 articulates recommendations on maintaining quality control along the riverfront, and also provides a partial plant pallet developed for the North Bank.

Specificity on how the City can deploy distinctive planting typologies in order to build a more unified and integrated Riverwalk experience would greatly enhance the waterfront.

North Bank – Existing Planting

South Bank – Existing Planting

Proposed Waterfront Planting

Employing a limited yet distinctive planting palette along the riverfront would lead to a more unified Riverwalk experience.

Unlike the social gardens of the activity nodes that are designed to hold users in the space for public events and other programming, the Riverwalk planting areas are more passive (users primarily experience Riverwalk planting as they pass through it).

Planting as a platform for integrated pleasurable movement at the North Bank and South Bank Riverwalk is achieved through strategic, repeated planting utilizing shade trees and understory. Shade trees paired with seating areas allow for users to rest or contemplate river views. Understory creates a sense of a greener, more vibrant space.

SHADE TREES

Sweetgum

Palms

Live Oak

Dogwood

UNDERSTORY & LAWN

Philodendron

Saw Palmetto

Native Flower Blend

Silver Saw Palmetto

Bird Of Paradise

Bottlebrush

Centipede Grass

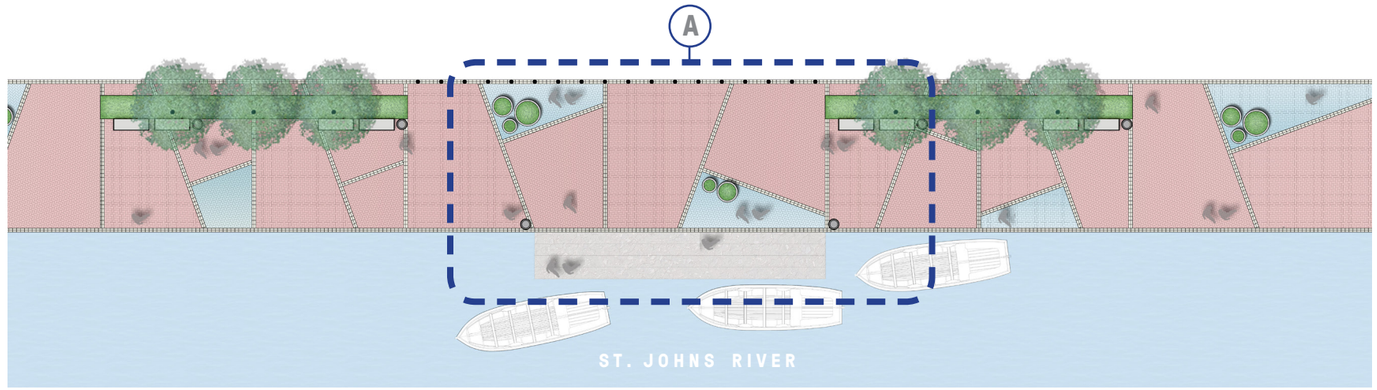
3.6. Proposed Planting

Riverwalk Planting Areas

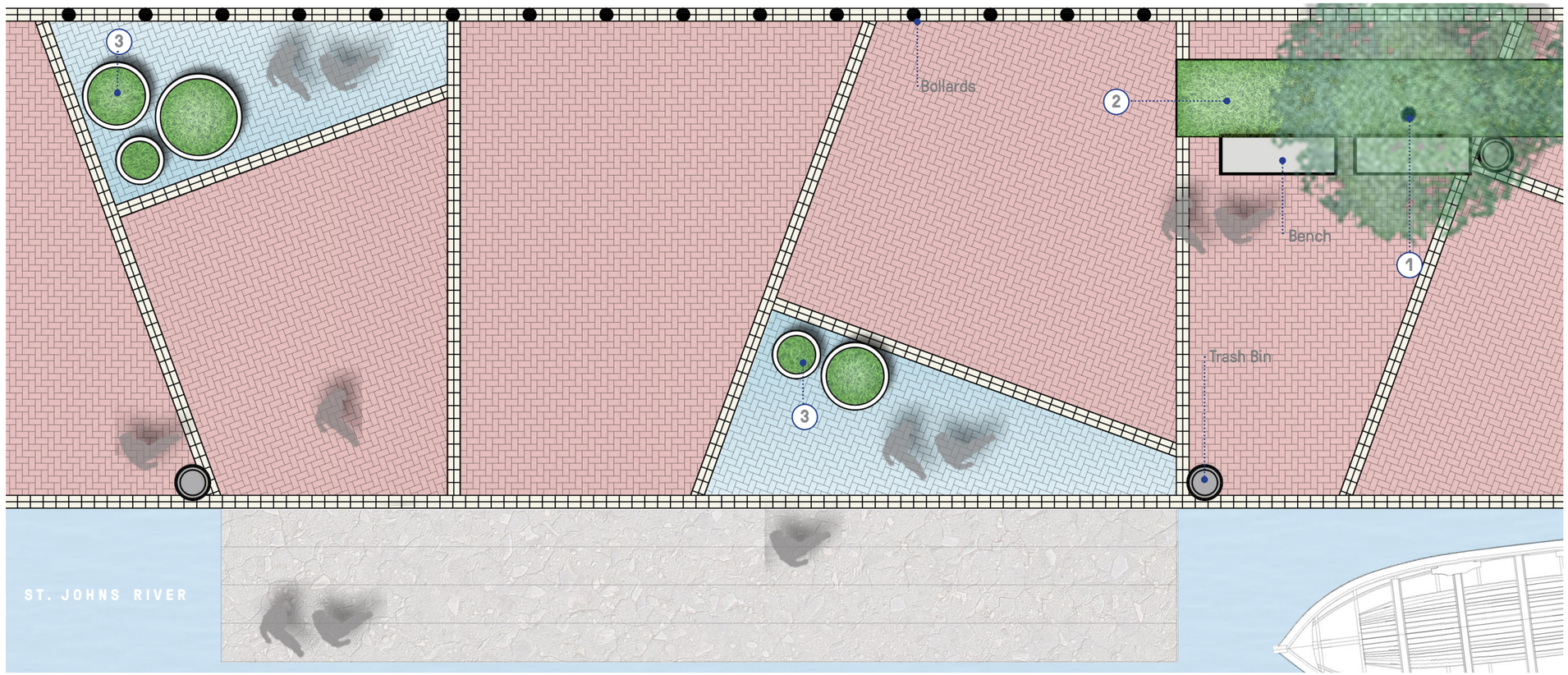
1 Shade Tree

2 Understory Planting

3 Planter Pots



Key Plan



A Enlargement Plan A – Typical Riverwalk Plan, Proposed Planting

3.7 Dog Park Guidelines

3.7 Dog Pocket Parks

Proposed Dog Pocket Park Spaces and Programming

Dog pocket parks should be identified and included as part of the greater Riverwalk experience.

According to the 2014 study *On the Fence: Dog Parks in the (Un)Leashing of Community and Social Capital,* which was published in Leisure Sciences: An Interdisciplinary Journal, dog parks can help residents build relationships and enhance communities.

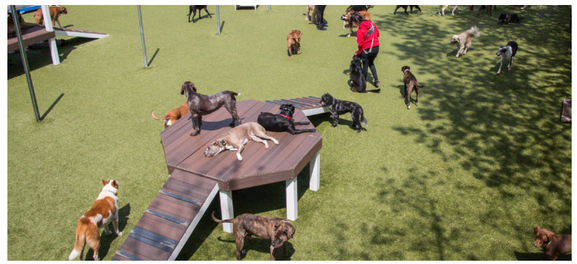
Distributed equal access to dog pocket parks is important. It is suggested that dog pocket parks and areas be installed and integrated into the Riverwalk starting with one in the North Bank and one in the South Bank.

Possible sites could be investment and opportunity sites, for example, should land be available after removal of freeways terminating from the Main Street bridge on the North Bank; opportunity sites previously of industrial use; and sites near or adjacent to proposed green spaces, with links to pedestrian routes along the waterfront.

Proximity between dog parks should not be less than 1500', and should be considered as a neighborhood amenity to be incorporated over time, as developments and upgrades are made along the North Bank and South Bank Riverwalk.

Suggested Implementation: 1 dog pocket park near primary nodes on North and South Banks.

Water Play Area



Dog Playground

Dog Run

Proposed dog park/dog area

4 Activation Strategy

Nodes Along the River

The AIA identified strategic sites along Jacksonville's riverfront, each designated as an "activity node", and these specific areas provide opportunities for positive change within the built environment. With strategic design guidance and investment, these nodes have the potential to be catalysts of change, and to transform how people use and perceive the waterfront, increasing its use and allowing for greater appreciation of its location through a rippling effect into neighboring areas, especially, uptown and into Brooklyn and Riverside communities.

These nodes total 15 and are located along the Riverwalk on the North Bank and South Bank. Each of these node locations has been carefully studied, and in this following section we will look at ways of enhancing these node locations through the use of particular design elements, materials, landscape, furnishings, lighting, and wayfinding.

4.1. Approach: Green Ribbon

St. Johns Ribbon Riverwalk forms a contiguous green canopy promenade along the north and south banks of St. Johns River. Punctuated by distinctive activity nodes, illuminating Jacksonville's natural and man-made attributes, it is a riverwalk for all to enjoy.

PRIMARY NODES

- A Performing Arts Centre (Node 6)
- B Friendship Park (Node 11)

SECONDARY NODES NORTH BANK

- A Fairfield (Node 1)
- B Sports / Entertainment (Node 2)
- C Hogans Creek (Node 3)
- D Cowford Great Fire (Node 4)
- E Main Street (Node 5)
- F McCoy's Creek (Node 7)
- G Brooklyn (Node 8)
- H Cummer Gardens (Node 9)

SECONDARY NODES SOUTH BANK

- I Hendricks Point (Node 10)
- J Riverplace Tower / Treaty Oak Park (Node 12)
- K Lone Sailor Lookout (Node 13)
- L South Jacksonville (Node 14)
- M The District (Node 15)

Primary Node

Secondary Node

4.2

Primary Nodes

4.2 | Primary Nodes

Primary activity nodes are centrally located along the riverfront, are connected to key downtown areas, and they are the first in line as generators of change, being first in the agenda with secure funding for their future development.

These primary nodes are: the Times-Union Center for the Performing Arts in the North Bank, and the Friendship Fountain site in the South Bank.

Aerial view of Primary Node sites: Times-Union Center for the Performing Arts and Friendship Park

Context plan showing Primary Nodes: Times-Union Center for the Performing Arts and Friendship Fountain

Activity Node Criteria

A

VERTICAL BEACON

A vertical lighting element needs to be a part of each node (both Primary and Secondary Interpretive Nodes). The design of the vertical lighting element must adhere to standards, though variation is allowed from one node to the next, depending on each respective node's identity / narrative.

The vertical lighting element will adhere to the larger St. Johns Ribbon Riverwalk identity and form a part of the Riverwalk inter-modal wayfinding system.

B

NARRATIVE

All Active Node designs will connect to a narrative. Narratives will typically relate to an existing or historical person, event, or place that illuminates some aspect of Jacksonville.

C

GARDEN

Primary activity nodes will have a major garden element, and it is recommended for secondary nodes to consider providing a garden area.

In general, shading is important throughout the year and tree canopies can contribute to this effect in both primary and secondary activity nodes.

D

SPATIAL

Each activity node to have a spatial design and landscape relating to interpreting the node's concept or theme.

Site concepts must be flexible and take into consideration site constraints such as topography, site orientation, and safety along the waterfront.

E

LIGHTING

Consider interactive lighting and sculpture elements at the two primary activity nodes that can engage each other, and work together as part of a larger concept.

4.2a

Times-Union Center for the Performing Arts (Node 6)

Times-Union Center for the Performing Arts

The Times-Union Performing Arts Center has multiple opportunities to transform its waterfront by revealing the performances and musical productions it holds inside and allowing for these to take place outdoors, for all to see and hear. By taking advantage of the many open spaces, we can begin to re-imagine how particular areas within the extended site can be conducive to organized musical events / performances that pull a large audience, especially families to the site. In addition, key zones can either become spots for contemplation, or areas with an outdoor cafe with movable chairs and tables under the existing dense tree canopy. The idea is to imagine an erosion of the walls that keeps the art indoors, and use this magnificent site as a platform to display, to congregate and walk through the seasonal fluctuations of culture and entertainment.

4.2a | Times Union Center for the Performing Arts (Node 6)

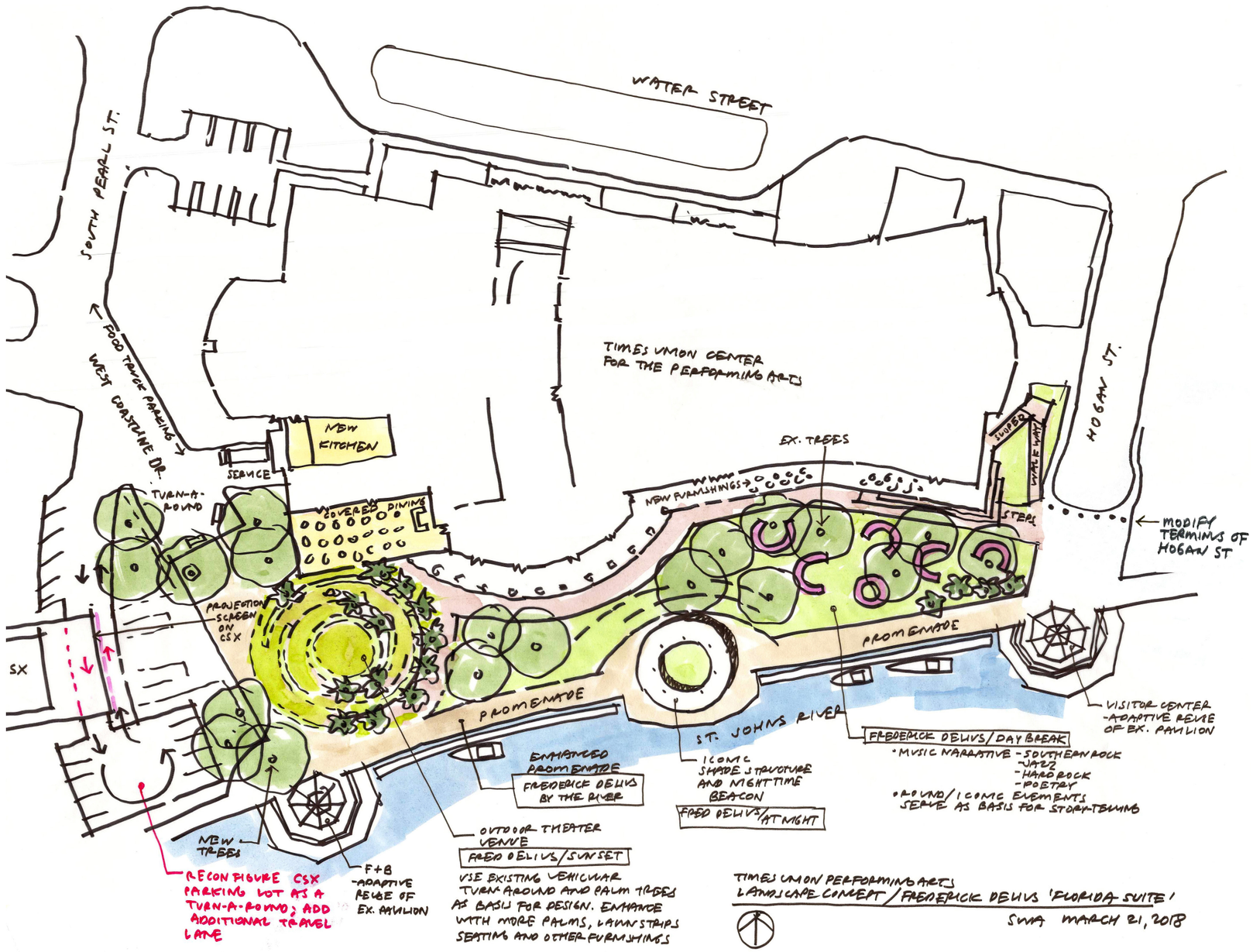
Illustrative Master Plan :

As Jacksonville's center for musical and cultural performance, the Times-Union Center for the Performing Arts node is an opportunity to extend expressions of rhythm, color, and movement onto the St. Johns Ribbon Riverwalk.

The Times Union Center for the Performing Arts venue becomes a center for the design of a new waterfront park.

"Florida Suite," an 1888 orchestral work by English composer Frederick Delius, which was inspired by the landscape forms, culture, and sounds Delius experienced during his time managing an orange grove in Florida, serves as inspiration for the park.

Landscape forms are derived from the four movements of "Florida Suite": 1) Daybreak/Dance; 2) By the River; 3) Sunset; 4) At Night.



Illustrative Master Plan

Considerations

Four main areas are to be explored; areas that have the potential to increase footfall and create dynamic open spaces that are flexible, beautiful and suited for the site.

Active Area 1

Consider a cafe space located in the Times-Union Center for the Performing Arts that serves and is adjacent to this area.

Active Area 2

Keep existing pavilion exterior the same and explore options for transforming the underside / interior through a change of color, surface, added acoustic elements, lighting, or similar.

In general, shading throughout this area is important.

Kinetic art to be used in the central riverwalk area with a vertical lighting element as a new landmark.

Active Area 3

Look into options for having a dining area just north of this area that would utilize the existing kitchen in the Times-Union Center for the Performing Arts building.

This existing drop-off zone can function as a place to gather with an amphitheater-like venue.

Active Area 4

Work with lighting/projection integrated into the building façades, trees, and site furnishing to bring the space to life at night.

4.2a | Times Union Center for the Performing Arts (Node 6)

Musical Aesthetic

As Jacksonville's center for musical and cultural performance, the Times-Union Center for the Performing Arts node is an opportunity to extend expressions of rhythm, color, and movement onto the St. Johns Ribbon Riverwalk.

Existing 'node' along the waterfront

Context Map

Future – artistic interpretation / rendition of site

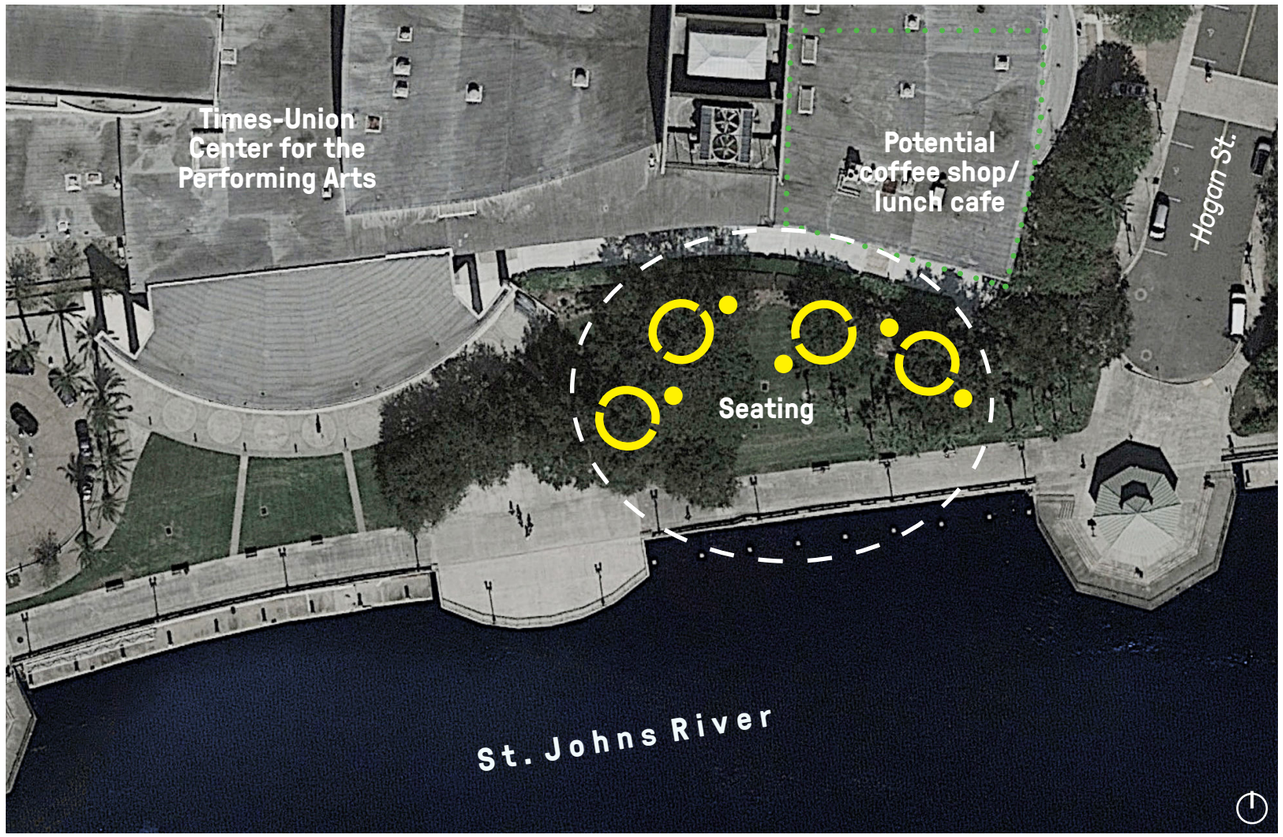
Active Area 1

- Round shapes – as in records – benches, tables (perhaps recalling famous artists/composers from Jacksonville and accompanying music).
- Connect to possible coffee shop / lunch cafe in Times-Union

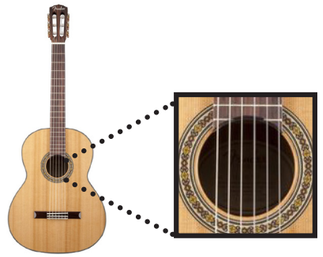
The Daybreak / Dance zone of the Times-Union Center is an opportunity to integrate local music and arts history / culture through furnishings, lighting, and program. Physical aspects of musical devising, such as the record and phonograph, could inspire a circular form to be used in lighting and furnishing elements, and be extended to other activation ideas.

Component Area Materials and Other Elements

Custom seating nodes should be able to sit two or more people and have the capability of being illuminated from within (and thus be made of a translucent material like fiberglass) or be underlit at night.



Phonograph



Guitar Sound Hole

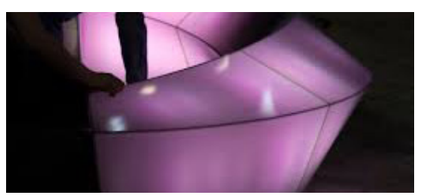
Vinyl Records

Inspiration objects, inspiring shapes within the landscape

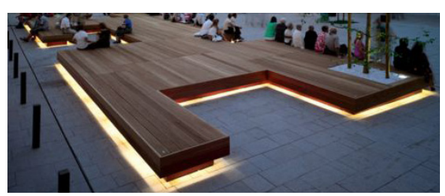
Existing Lawn

Record-Shaped Tree Rings

Enhance with Planting



Approximately six Custom Seating Nodes



Underlit Bench

Existing Conditions

Proposed Elements

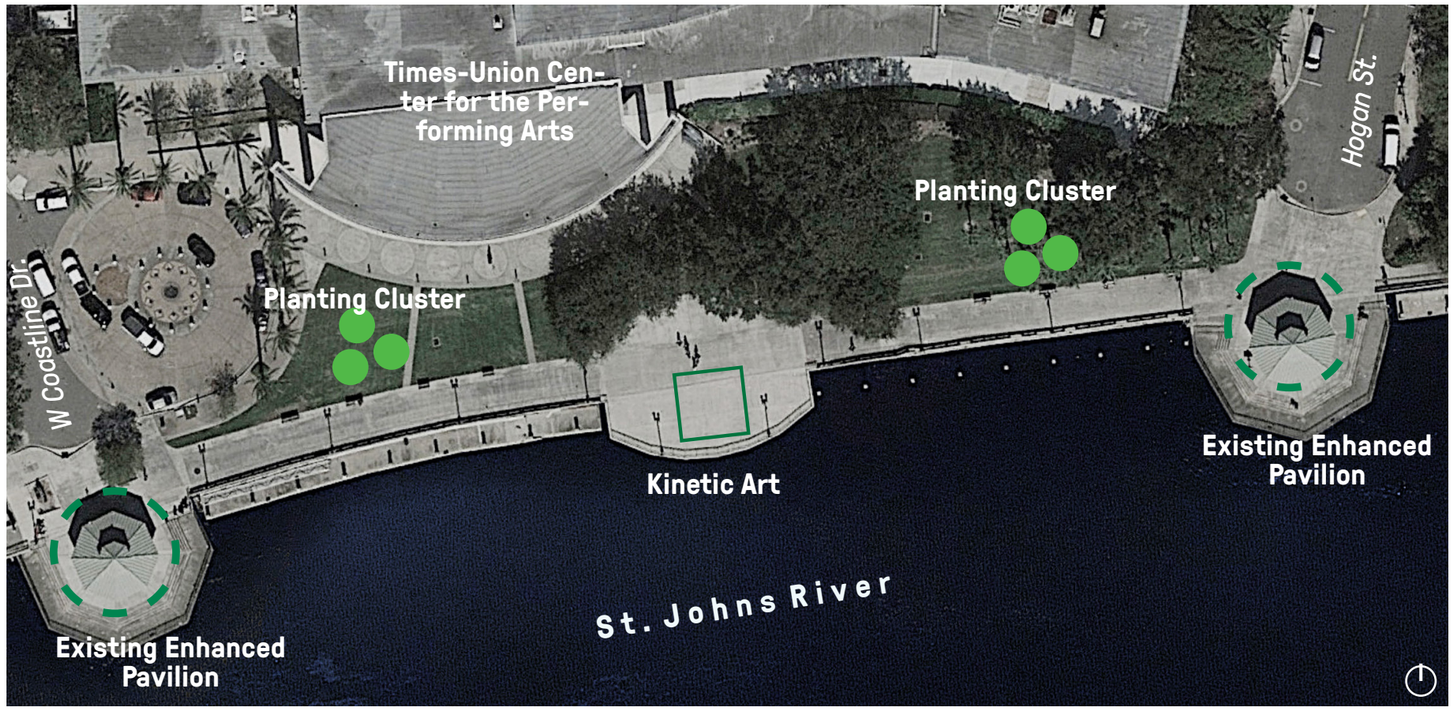
4.2a | Times Union Center for the Performing Arts (Node 6)

Active Area 2

- New shade structure over center section that is colorful and work of art.
- Enhance existing pavilions with landscape and reflected ceiling / lighting inside structures.
- Add ground walk of stars / piano keys to Riverwalk to create interest / flowing movement in pavement.
- Create photo-ready areas which frame views, and are sculptural nods to Jacksonville local artists and local music.
- Add colorful pots in a line with clusters of orange trees (Delius plantation).
- Pavilion railings to include iconography of musical notation or similar.

Component Area Materials and Other Elements

Add a custom vertical element which must be tall (reaching a height of approximately 50'), well-illuminated, such that it can be seen from across the river. It should also provide shade with a break in its interior that opens up to the sky.



Existing Stage Area and walkway

Existing Pavilion

Orange Tree Planting Clusters

Illuminated Existing Pavilions

Kinetic Art

Existing Conditions

Proposed Elements

Active Area 3

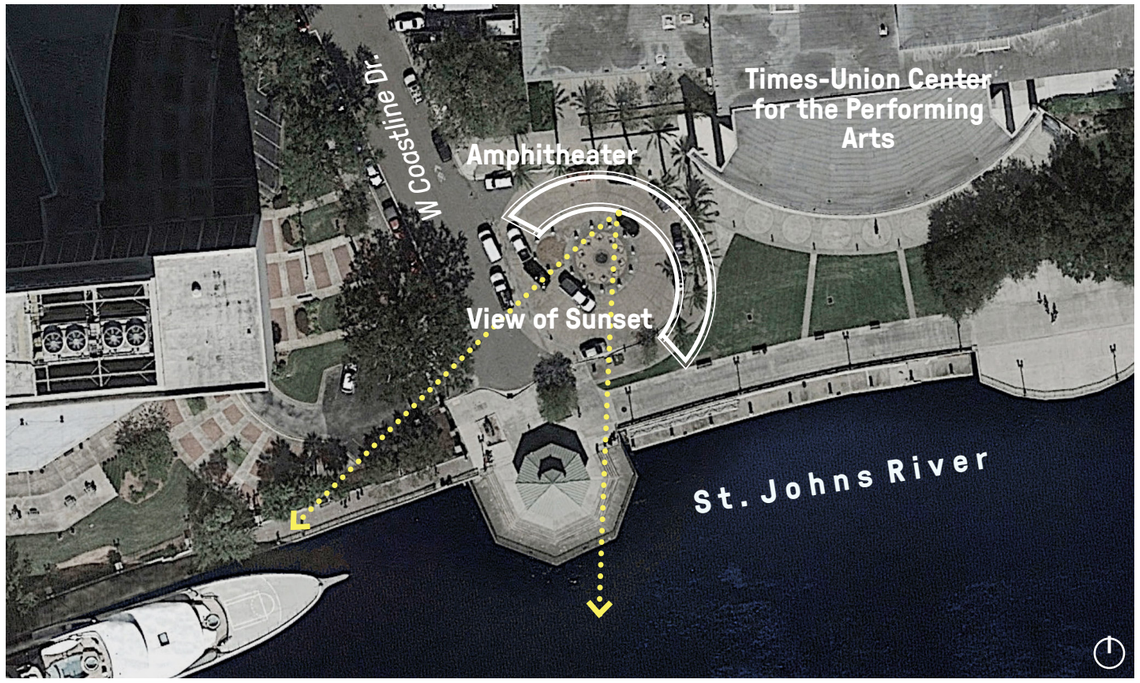
This zone is a place where in the evening, site-goers can watch the sunset from the amphitheater, and then transition into enjoying an evening music performance, or watch a movie projected on the large wall of the CSX building.

Events in this zone, as well as throughout the node, should extend the theme of performing arts and music.

Other aspects of this zone, pick up on Delius's description of colors for the setting sun, which can be referenced through lush plantings used to pull the space together in a cohesive way.

Component Area Materials and Other Elements

- Amphitheater area should accommodate at least 150 people and be oriented to have an optimal view of the sunset, as well as the façade of the CSX building.
- Stage area surface, to use paving consistent with the existing Riverwalk design guidelines. For example, brick pavers per the South Bank Riverwalk paving can be used.

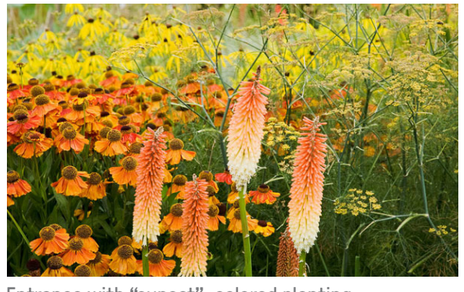


Existing Lawn

Existing Parking with Palm Row

Sloped green area / amphitheater-like

Reseed Lawn Areas


Entrance with "sunset", colored planting

Existing Conditions

Proposed Elements

4.2a | Times Union Center for the Performing Arts (Node 6)

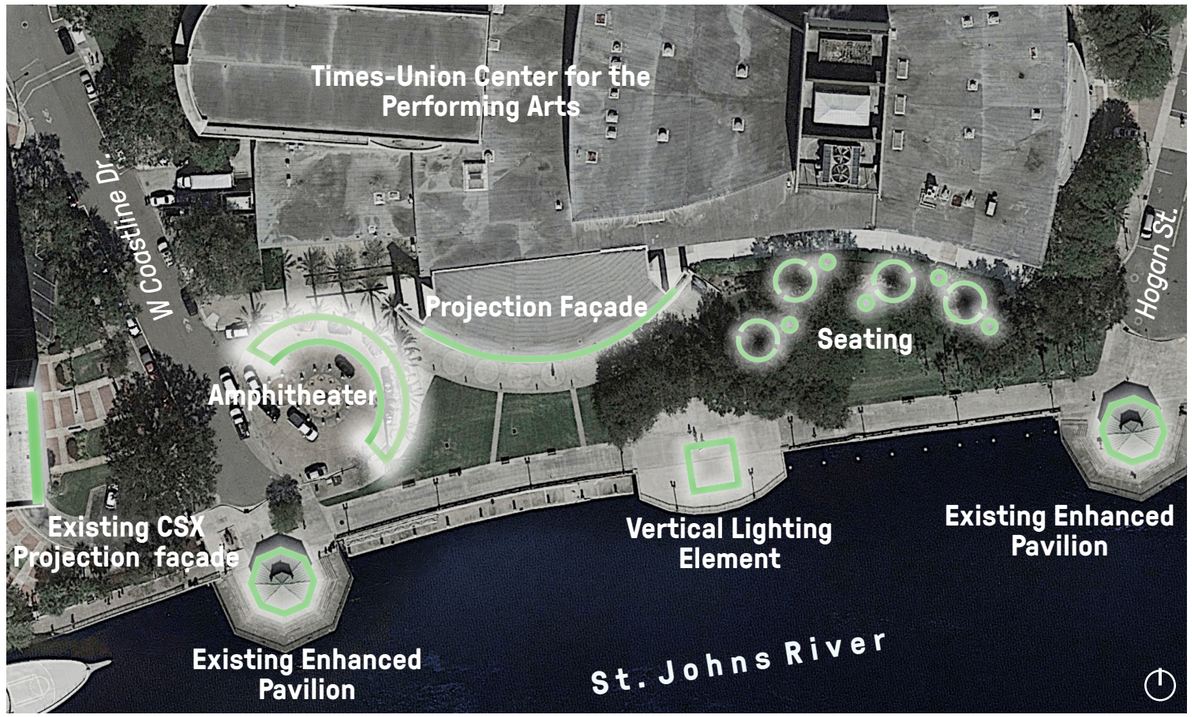
Active Area 4

The node's main kinetic vertical lighting element is celebrated in its At Night space when it illuminates the Times-Union Center for the Performing Arts garden area, improving safety and can be seen from across the river in relation to the other St. Johns Ribbon Riverwalk nodes.

Projection and lighting throughout the space work to further illuminate and animate the nighttime waterfront.

Component Area Materials and Other Elements

- Use lighting opportunities to create "mystical atmosphere" (fireflies, trees, laser holograms).
- Light feature "show" nightly – could use surfaces at lobby façade, pavilions, trees, shade sculpture.
- Opportunity to live-stream symphony / performances taking place in venue on CSX façade, or also project movies.
- Outdoor dining potential as a way to attract downtown workers, residents, families and visitors to the waterfront.



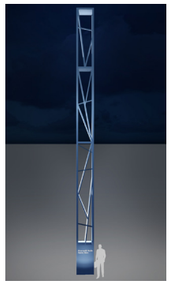
Accent Lighting at Amphitheater

LED Lighting

Existing Projection façade

Existing Projection façade

Lighting Projection


Lighting Beacon

Existing Conditions

Proposed Elements

The Times-Union Center node can utilize its proximity to downtown Jacksonville and the concert hall to create and activate itself as an exciting place for professionals who work downtown and those visiting the concert hall.

Night /evening events could be themed as a way to engage with those who come downtown during the week for work, inviting and encouraging them to enjoy a rich and diversely programmed downtown experience.

Events should extend the theme of performing arts and music throughout the node and could integrate dance lessons, concerts, and music-inspired dinners.

Events here and throughout the site should aim to dissolve existing boundaries between the concert hall and the Riverwalk.

Independence Hall, Philadelphia, Opera On The Mall

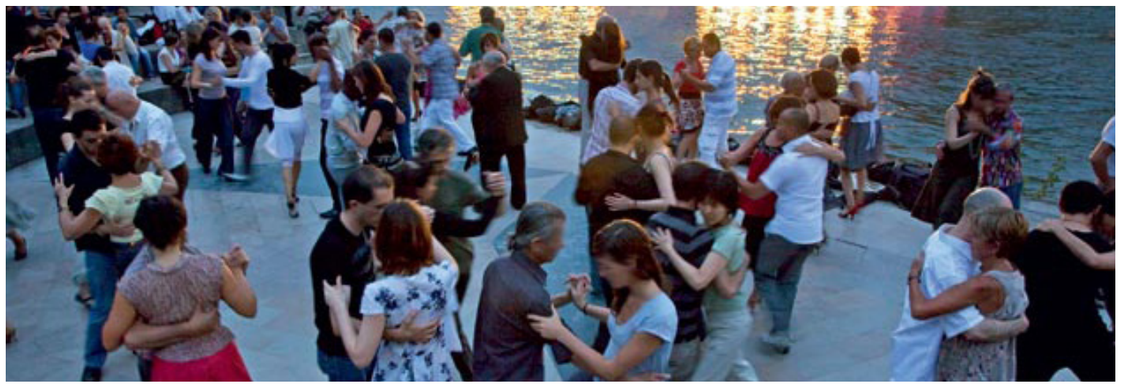
After-work Painting Event

Jazz In The Garden (DC Sculpture Garden)

Dining/Happy Hours

Diner En Blanc

Concert



Tango and Dance Event

Proposed Elements

4.2b

Friendship Park (Node 11)

Friendship Park

Friendship Park is large enough to accommodate a spectacular variety of outdoor activities, independently and also in concert with the nearby grounds of the Museum of Science and History (MOSH). Through careful curation of Friendship Park, a more vibrant type of year-round civic public space can be created. By introducing landscaped areas with grassy mounds and shade trees, as well as designated play areas for kids to explore near water inlets, Friendship Park can become a natural place to attract more visitors of all ages. This park is the perfect place to enjoy temporary events and festivals, as well as a place to take in the view of the North Bank and the downtown beyond.

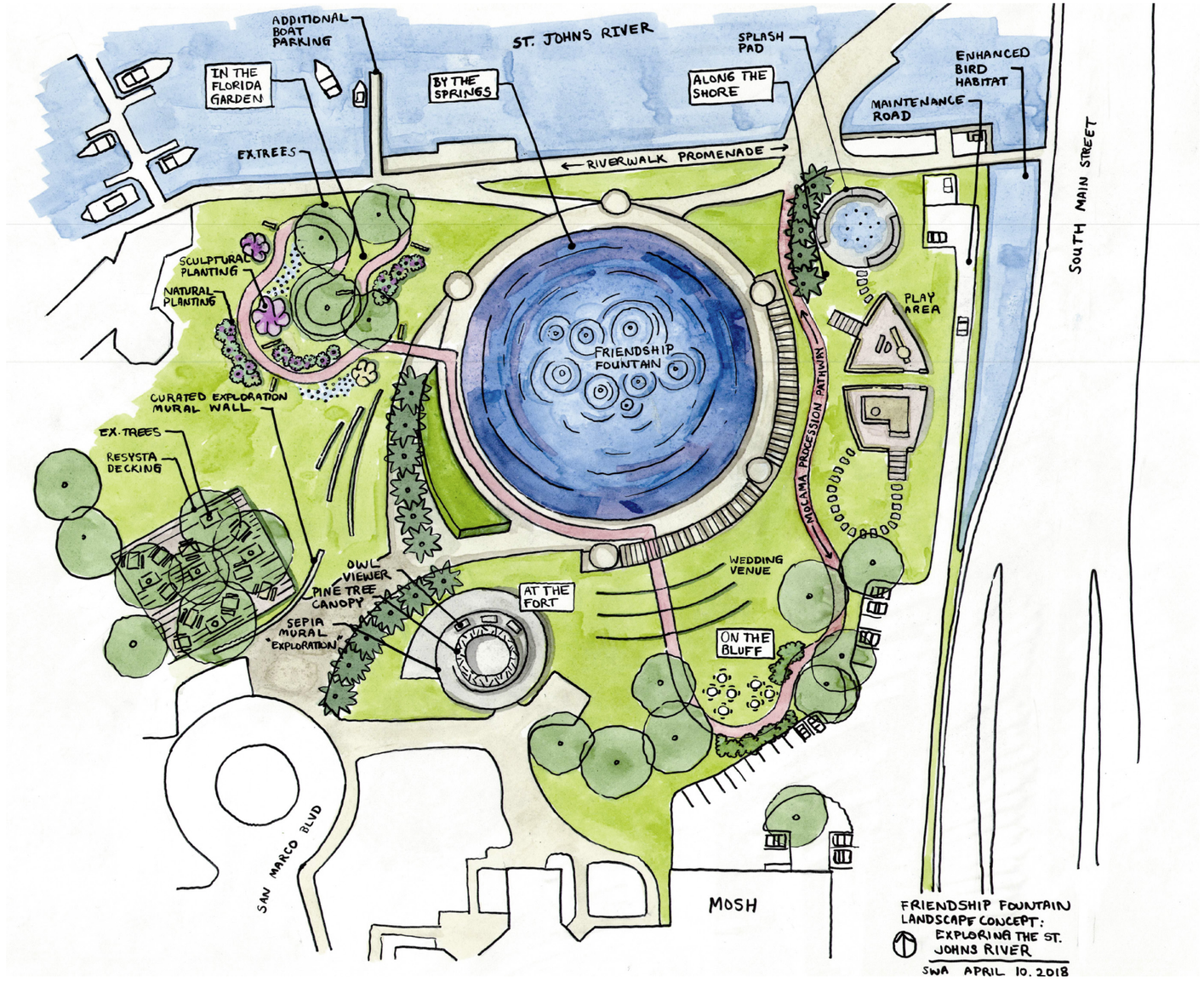
4.2b | Friendship Park (Node 11) (continued)

Illustrative Plan:

Exploring the St. Johns River

Present Day 'node' along the waterfront

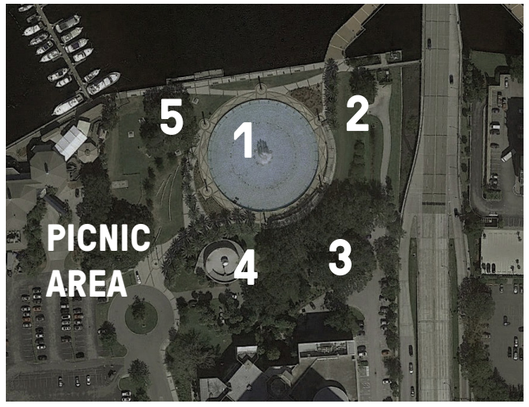
Context Map



Illustrative Master Plan

Considerations

Five main areas and a picnic area are to be explored; areas that have potential to increase footfall and create dynamic open spaces that are flexible, beautiful and suited for the site.



Active Area 1

Friendship Fountain's proposed lights should tie to the node's theme revolving around history of exploring the St. Johns River to reinforce site narrative. Lights should be programmed such that they are uniquely suited to this site.

Potential Lighting/projection consultants include Moment Factory, Fluidity Design Consultants, and Klip Collective.

Active Area 2

Consider options for both separate and combined splash pad and ship play structures.

Design should consider benefits of risky play as well as the importance of an inclusive design approach in the design of this area.

Play areas need to remain visible with no hiding spots, for safety reasons.

There needs to be a restroom within 200' of the splash pad.

There is an opportunity to use interactive playground sculpture in this area.

Active Area 3

A MOSH building may be built at the existing plateau area of this site in the near future

There is a high demand for weddings in this area.

Be sensitive to where parking lot ends and begins at the rear of MOSH as it relates to the adjacent park area.

Active Area 4

The existing pump house walls should be utilized in the design.

The redesigned park should consider how people enter the park from various locations.

Look into possibilities for linking site to past or existing parks. For example, today there is a memorial around where Fort Caroline once stood.

Shading throughout the year is important, so consider how a shading structure will work at the top of the pump house.

Study accessibility options with secondary access to the pump house.

Active Area 5

Look into incorporating both whimsy sculptural and natural Bartram-observed northern Florida botanicals in this area.

Picnic Area

It is not necessary to specify materials of decking and picnic benches here, though it is preferred that color is indicated.

Food trucks could be part of the programming in the turnaround south of the picnic area.

4.2b | Friendship Park (Node 11) (continued)

Exploring the St. Johns River

Central to Jacksonville's downtown area, the Friendship Park node is an opportunity to explore and celebrate the essential role of the St. Johns River in shaping Jacksonville's past, present and future.

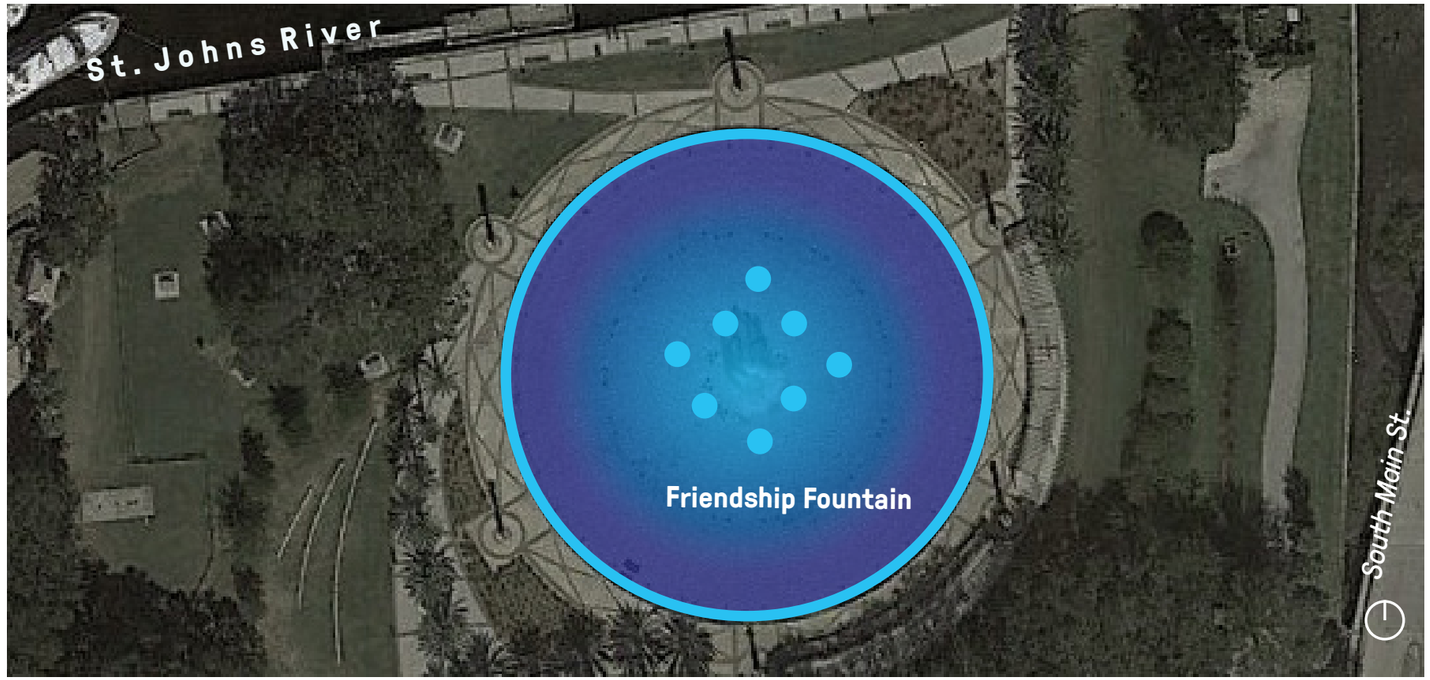
Future – artistic interpretation / rendition of site

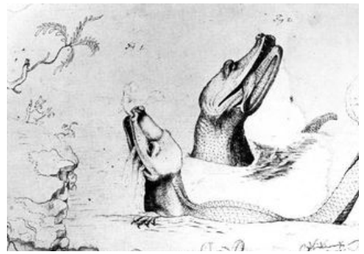
Active Area 1

- Friendship Fountain jet lighting and heights should be programmed in a way that make the show unique to the area (tie to node's exploration narrative). Link fountain jet heights to river-related data coming from existing National Oceanic and Atmospheric Association (NOAA)v station at the northeast corner of the site
- Fountain base color changes from light blue to a light to dark blue / indigo gradient
- Darker blue base color absorbs existing mechanical nozzles at fountain base currently seen when water jets are not running
- Utilize existing columns surrounding fountain as infrastructure for 3D projection / light shows.

Component Area Materials and Other Elements

- Water jet enhancements (additional new water jets at fountain center). Fountain should have night lighting and be able to reach heights of approximately 50' so it can be seen from across the river
- Fountain base enhanced through repainting. Fountain center should be painted light blue and radiate out to darker blue / indigo at fountain edges.




Spring Water

Existing Exterior Edge

Built-in Projection Capability

Repaint Fountain Base "Spring"

Water Jet Enhancements

Narrative Image | Existing Conditions | Proposed Elements

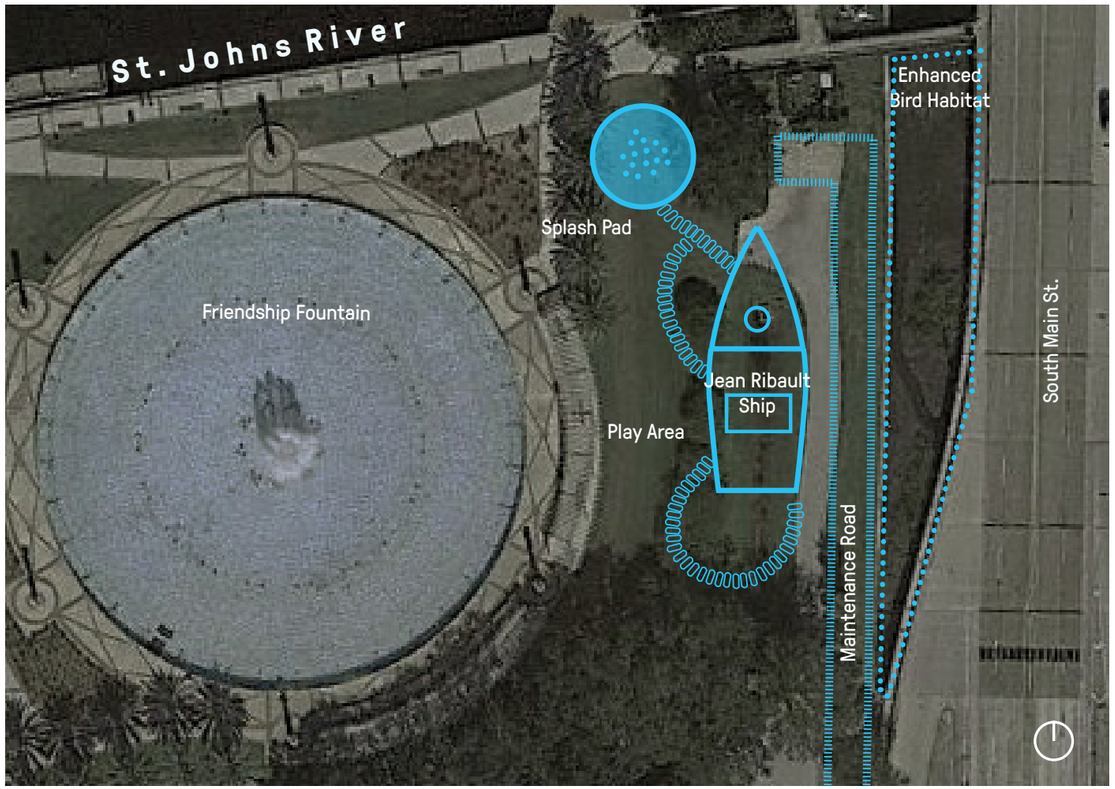
4.2b | Friendship Park (Node 11) (continued)

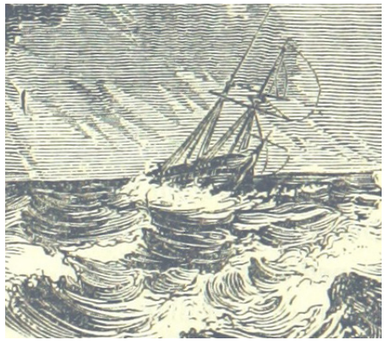
Active Area 2

- Programmable splash pad (theme incorporating birds and other animals native to river area)
- Adventure pathway which will connect the play area to the splash pad
- Enhance existing bird habitat area
- Shift or relocate existing maintenance road to make more room for play area.

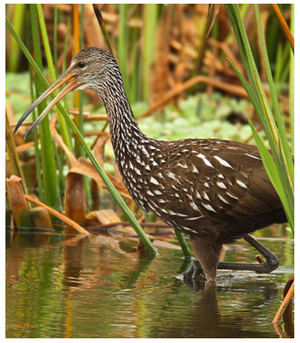
Component Area Materials and Other Elements

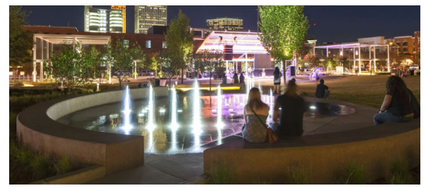
- Splash pad should function as a programmable area that can work as an open space or a splash pad
- *Kompan* (brand) ship play structure.




Jean Ribault Ship

Existing Access Road


Enhance Bird Habitat


Splash Pad

Maintenance Road Relocation

Reseed Lawn Areas

Ship Play Structure

Mocama-Themed Play

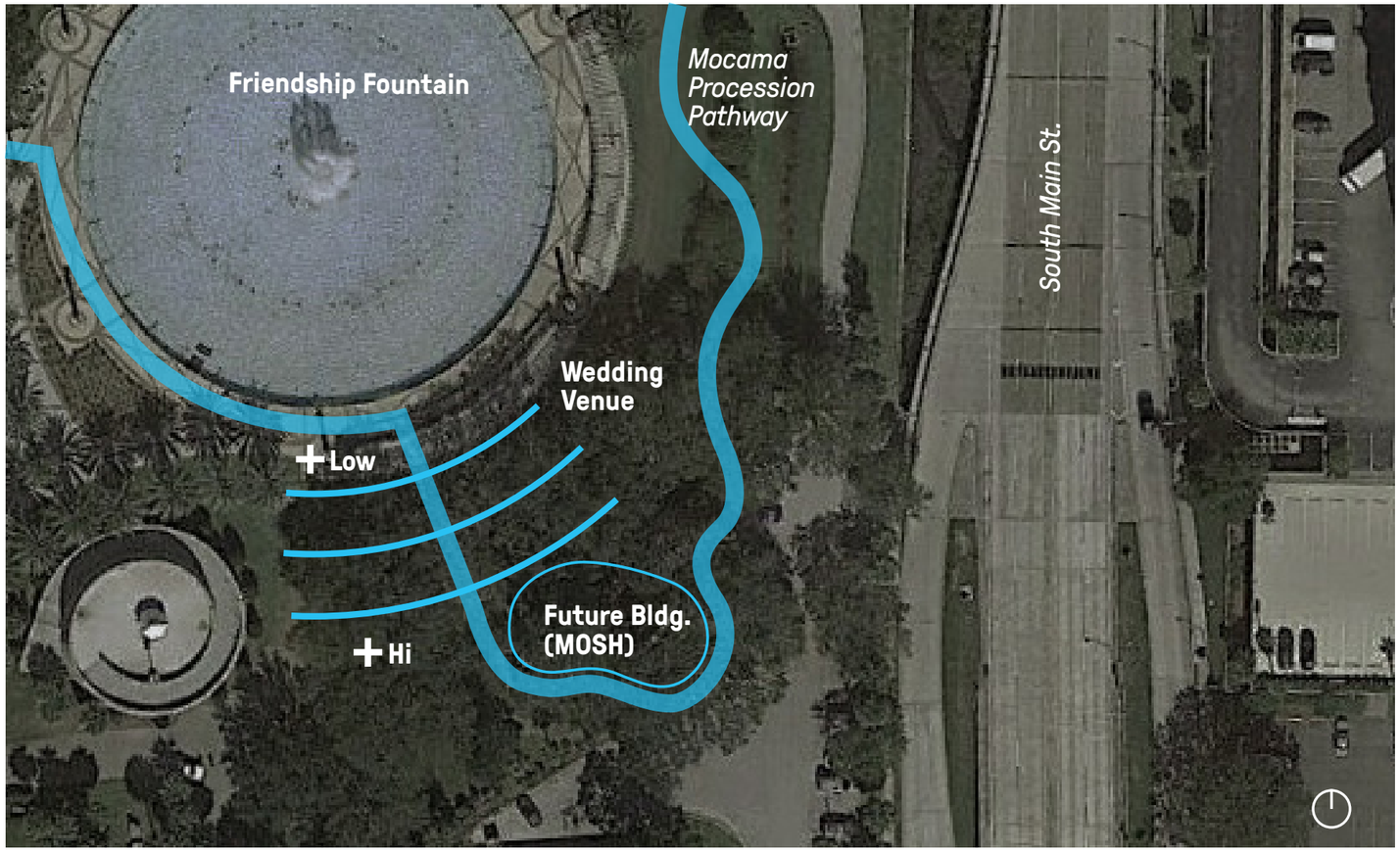
Narrative Image | Existing Conditions | Proposed Elements

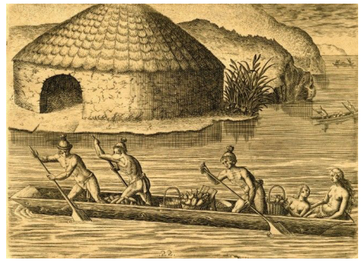
Active Area 3

- Subtle terraced area that can be utilized for events such as weddings
- Transition down slope into wedding venue area with natural garden planting
- Stronger connection to MOSH through educational programming
- Existing plateau area is a potential location for a future MOSH building.

Component Area Materials and Other Elements

- Owl Viewer installed at pump house should have unobstructed views across the river
- Sepia mural with “exploration” theme should be integrated into exterior surface walls of pump house.




Mocama

Existing Path On Slope

Dugout Canoe Seating

Educational Programming

Narrative Image | Existing Conditions | Proposed Elements

4.2b | Friendship Park (Node 11) (continued)

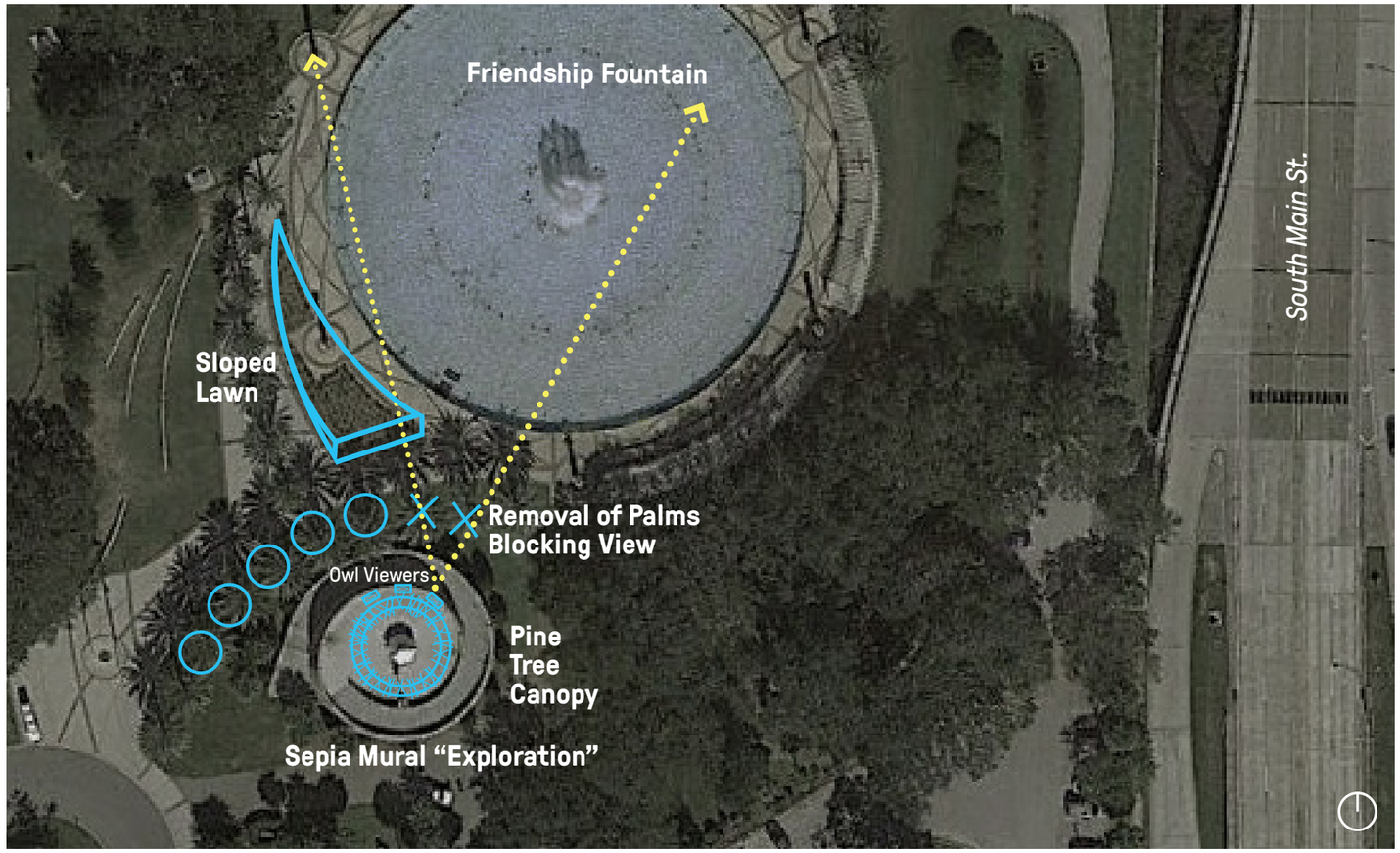
Active Area 4

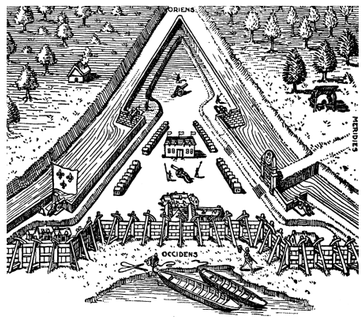
- Utilize existing pump house through addition of shade structure and tower viewers and telescopes
- Sloped lawn at west end of Friendship Park to enhance views of fountain programming
- Removal of palms at north face of pump house (open view)
- Potential “Exploration” mural at pump house.

The views experienced at the pump house are an asset that can be further strengthened by incorporating tower viewers, which could utilize augmented or virtual reality as seen in the Owl Viewer.

Due to the heat experienced on site during parts of the year, a canopy structure (ideally in the form of a cylindrical shape / void mirroring the pump house’s geometry, and possibly incorporating a pine-needle aesthetic) is desirable for creating a pleasurable space.

The sepia mural exploration story could be applied to the surface of the pump house as it winds its way to the top of the structure.





Fort Caroline

Existing Pump House Ramp

Custom Pine Tree Canopy

Sloped Lawn

Approx 3 Owl Viewers

Narrative Image | Existing Conditions | Proposed Elements

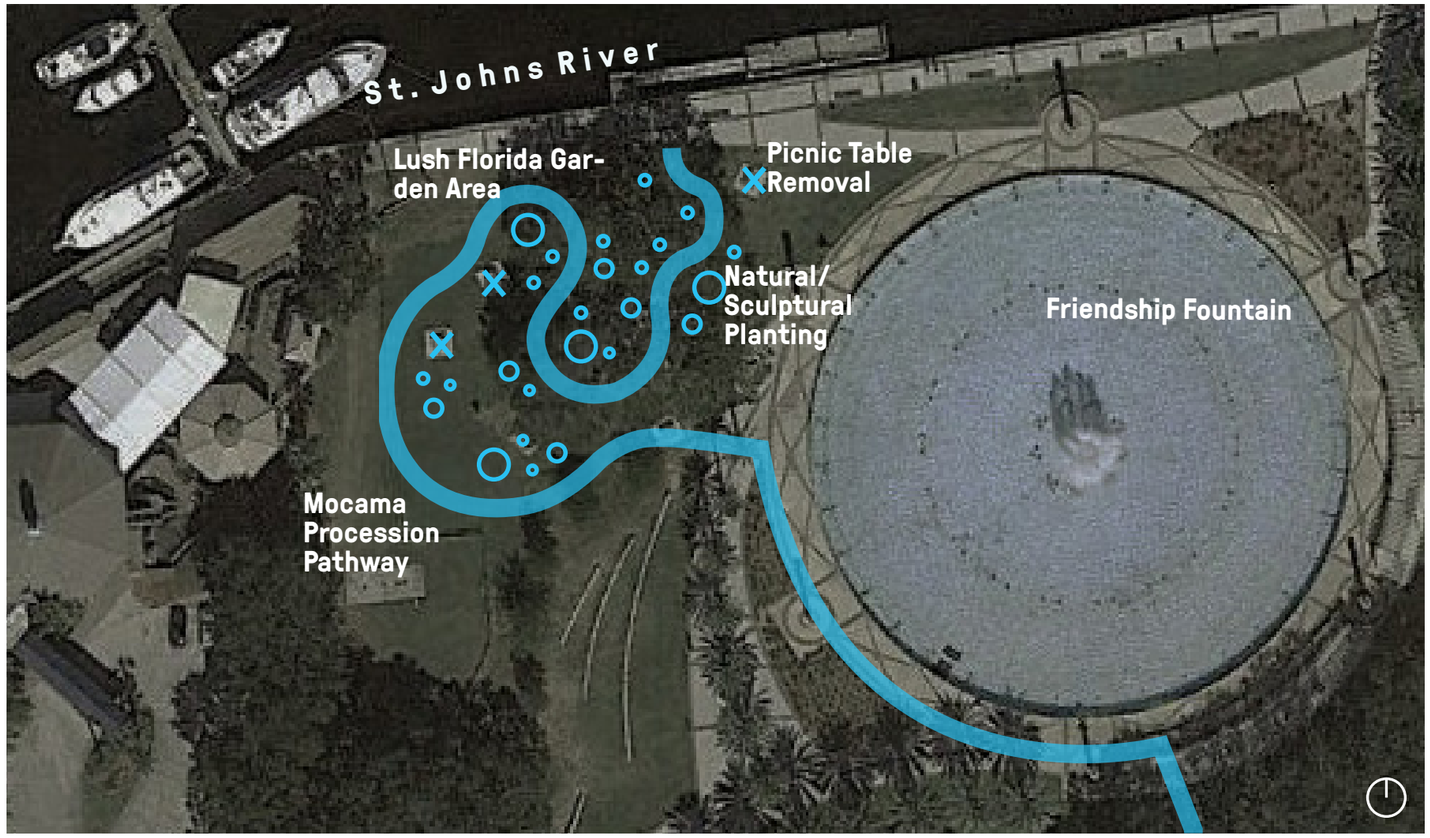
Active Area 5

- Lush colorful planting and edible plants inspired by diverse flora recorded by explorers of the St. Johns River area
- Possible removal or relocation of existing picnic areas at site
- Benches along procession pathway to enjoy river and fountain views.

Component Area Materials and Other Elements

Installation and maintenance of Kathy Stark watercolor paintings should be integrated with natural and sculptural planting elements making up the garden area.

Removal or relocation of approximately eight picnic benches and concrete bases will entail lawn reseeding in former picnic bench areas. Also, Resysta decking materials to be purchased and installed in newly relocated picnic area to protect existing trees.

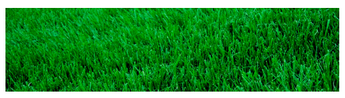


Flora

Edge Of Ex Amphitheater

Fiber Optic Planting

Garden Planting

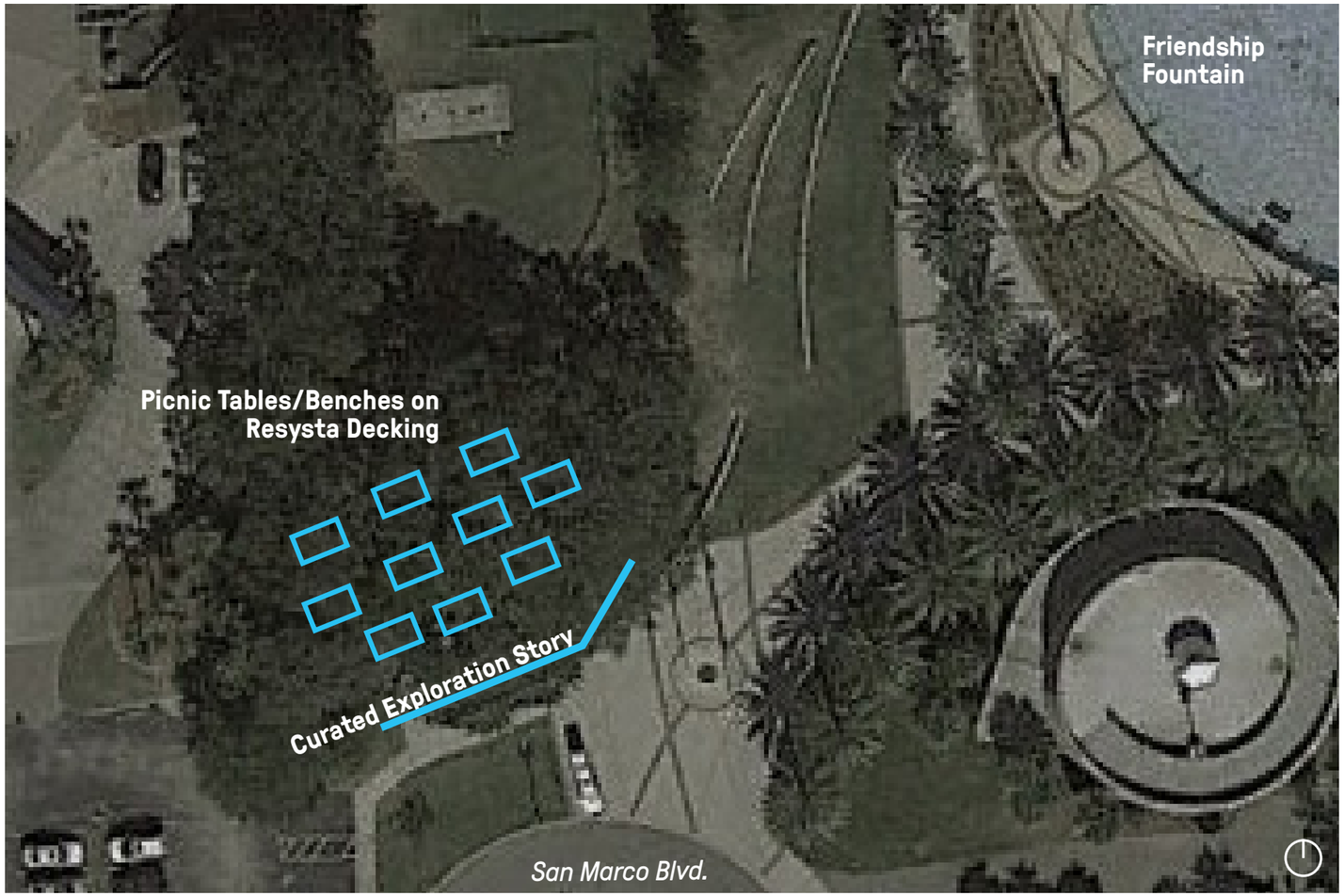

Reseed Lawn Areas

Narrative Image | Existing Conditions | Proposed Elements

4.2b | Friendship Park (Node 11) (continued)

Enhanced Picnic Area

- New / augmented seating at the existing picnic area improves seating capacity
- Slightly raised Resysta decking (for protecting tree root systems) using materials that integrate into the exploration-themed palette at Friendship Park
- Possible curated exploration story element on backside of wall at picnic area.



Existing Picnic Area At Wall

Modular Shared Table

Picnic Under The Oaks

Existing Conditions

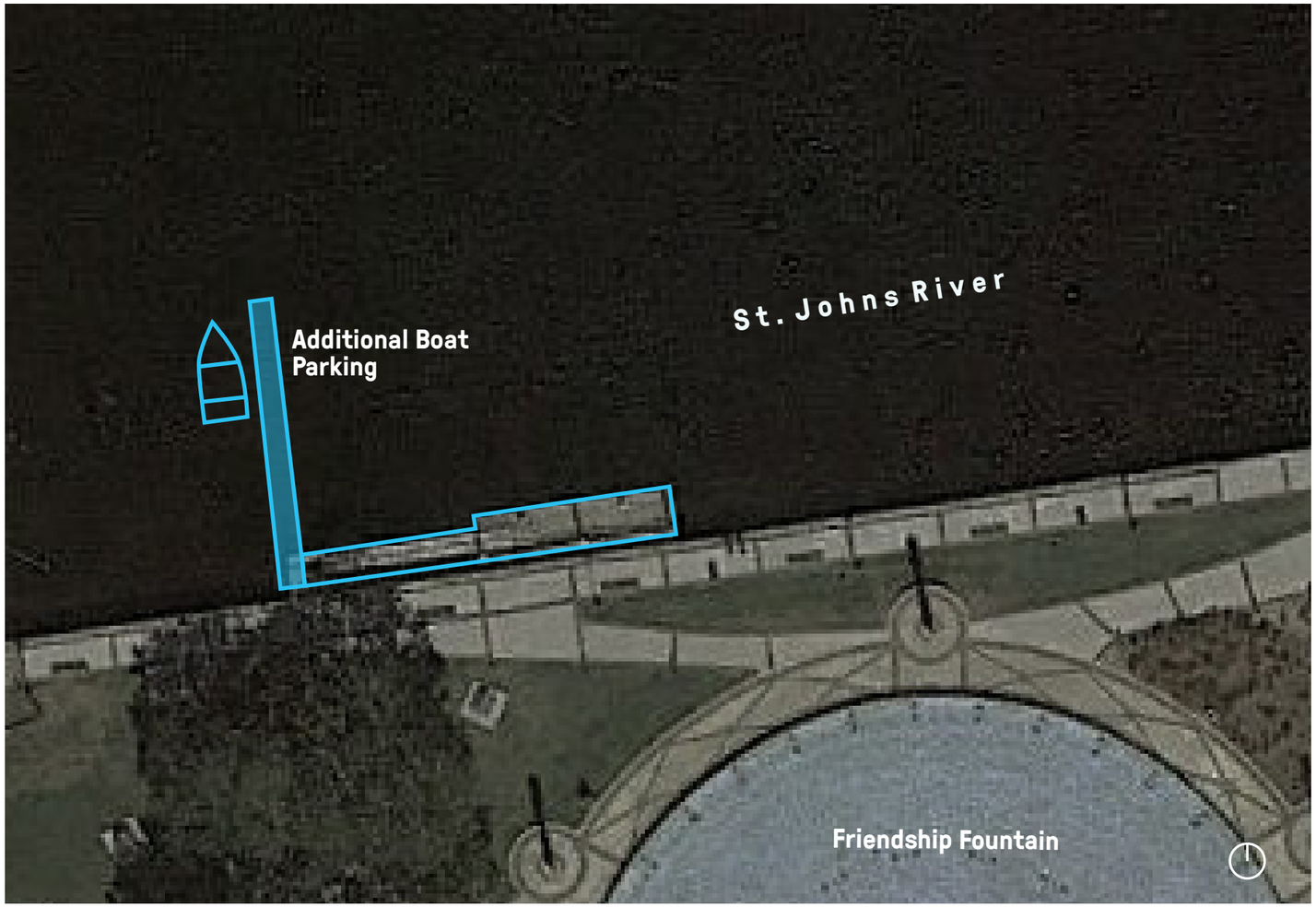
Proposed Elements

Enhanced Water Taxi Stop

- Additional boat parking built into existing water taxi stop to allow for higher usage
- Sensitivity to material choices that are true to the exploration of St. Johns River theme at Friendship Park.

Existing Water Taxi Entry

Riverwalk At Water Taxi



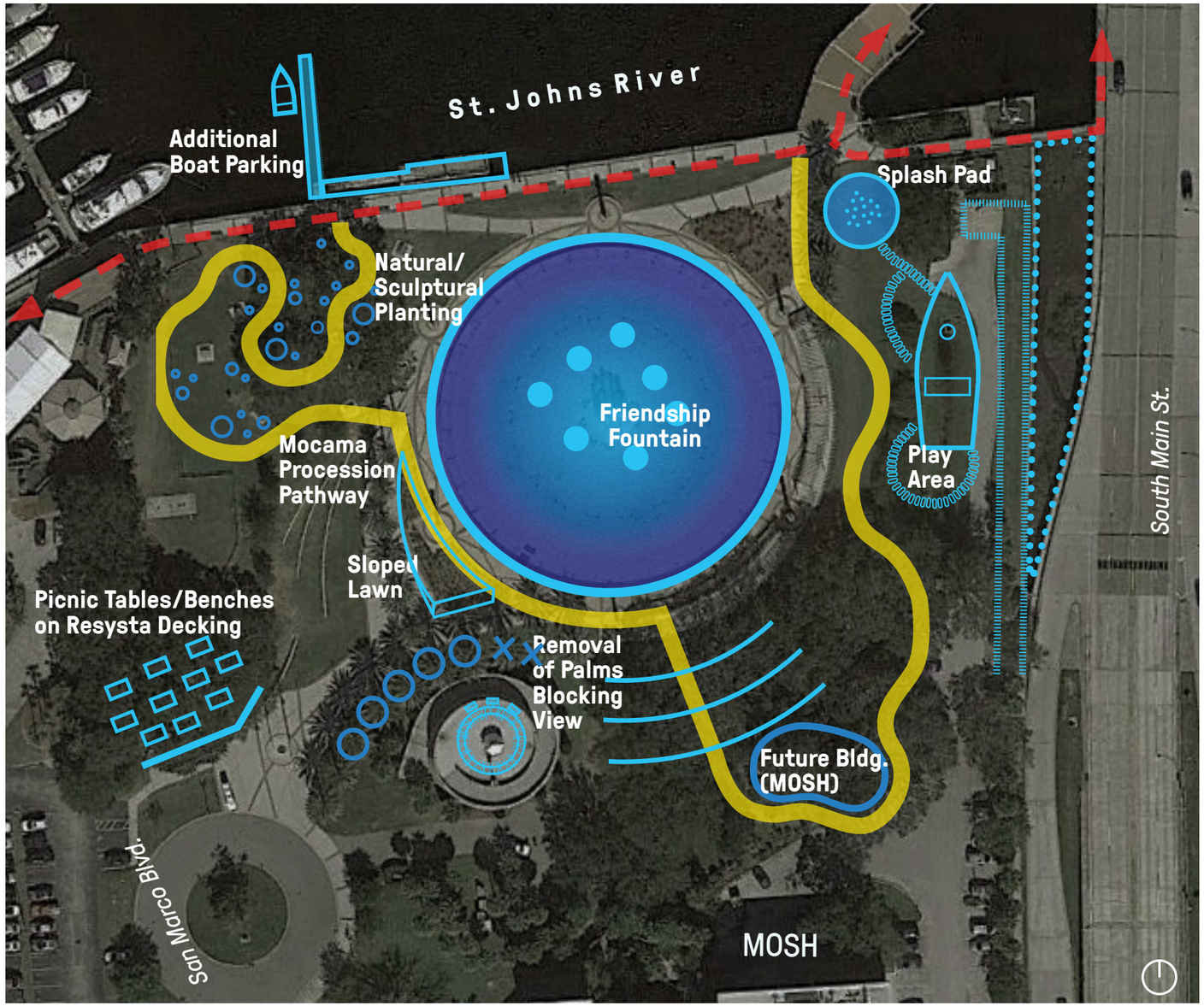
4.2b | Friendship Park (Node 11)

Exploring the St. Johns River Trail

Creating an exploration trail through the site will help as an educational tool and also as a way to experience the varied activity areas better defined with an enhanced public realm. With the aid of a wayfinding system as described in Chapter 3, the experience can be augmented with additional information, digital or otherwise.

Wayfinding

Exploratory Trail



Conceptual master plan with new programming for Friendship Park

4.3 Secondary Nodes

4.3 | Secondary Nodes

Secondary activity nodes are identified as areas that activate Jacksonville's waterfront by providing unique experiences along the St. Johns Ribbon Riverwalk system, but that will likely be implemented at later phases than the primary nodes. Some secondary nodes have surrounding private development plans underway that will impact their design and programming; others will require relatively less capital investment in the near-term.

Implementation of the secondary nodes will follow the primary nodes and cannot all be completed at once. Therefore, the execution and phasing of the secondary nodes should be prioritized as upland and adjacent real estate development is taking place. The investment in the open space at key locations will serve as a way to bolster the activity at these developments and support the success of the investment taking place, which in turn is important for the economic health of Downtown Jacksonville and can lead to further private investment.

This also allows the City to concentrate its investment in key areas, which will have spinoff impacts of strengthening neighborhoods and growing the overall brand for the riverfront. For example, Node 15 should be implemented as development for the District is taking place, to improve the success of this private investment and ensure public access along the riverfront. Other nodes that do not have near-term development plans should also receive investment but should be prioritized only if funding is available and there are clear opportunities for broader neighborhood benefits as a result of this investment.

Map of Secondary Nodes

4.3a | Fairfield (Node 1)

Ford Plant

In 1923, founder of Ford Motor Company, Henry Ford, purchased the former Bentley Shipyards property to construct what would become a leading facility for the production of Ford's model T automobile.

By the end of 1927, Ford had built a recorded 74,908 automobiles at the Jacksonville plant, most of which were Model Ts.

At its peak, Ford's Jacksonville plant employed more than 800 workers. The plant continued in full operation until 1932, when the Great Depression brought about its close.

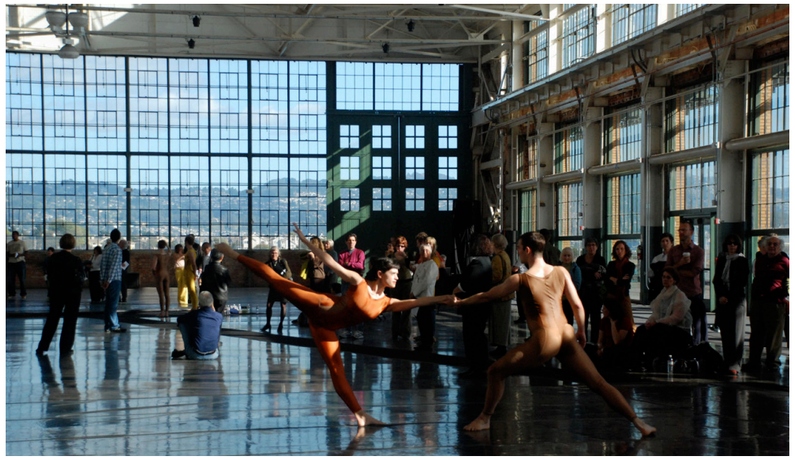
Programming and Placemaking

Given its location adjacent to the remnants of a former Jacksonville Ford plant site, the Fairfield node should embrace and re-explore an industrial aesthetic as part of its identity.

Programming at this area should be sensitive to the fact that the Fairfield node is well outside Jacksonville's downtown center. A large farmers market could draw people to the site on some weekdays or over the weekends. The city could also host public events or rent out the riverfront node space to hold private gatherings.

Context Map

Ford Factory Interior



Renovated Ford Building, Richmond, CA

1926 Ford Model T

Industrial aesthetic

Narrative Images

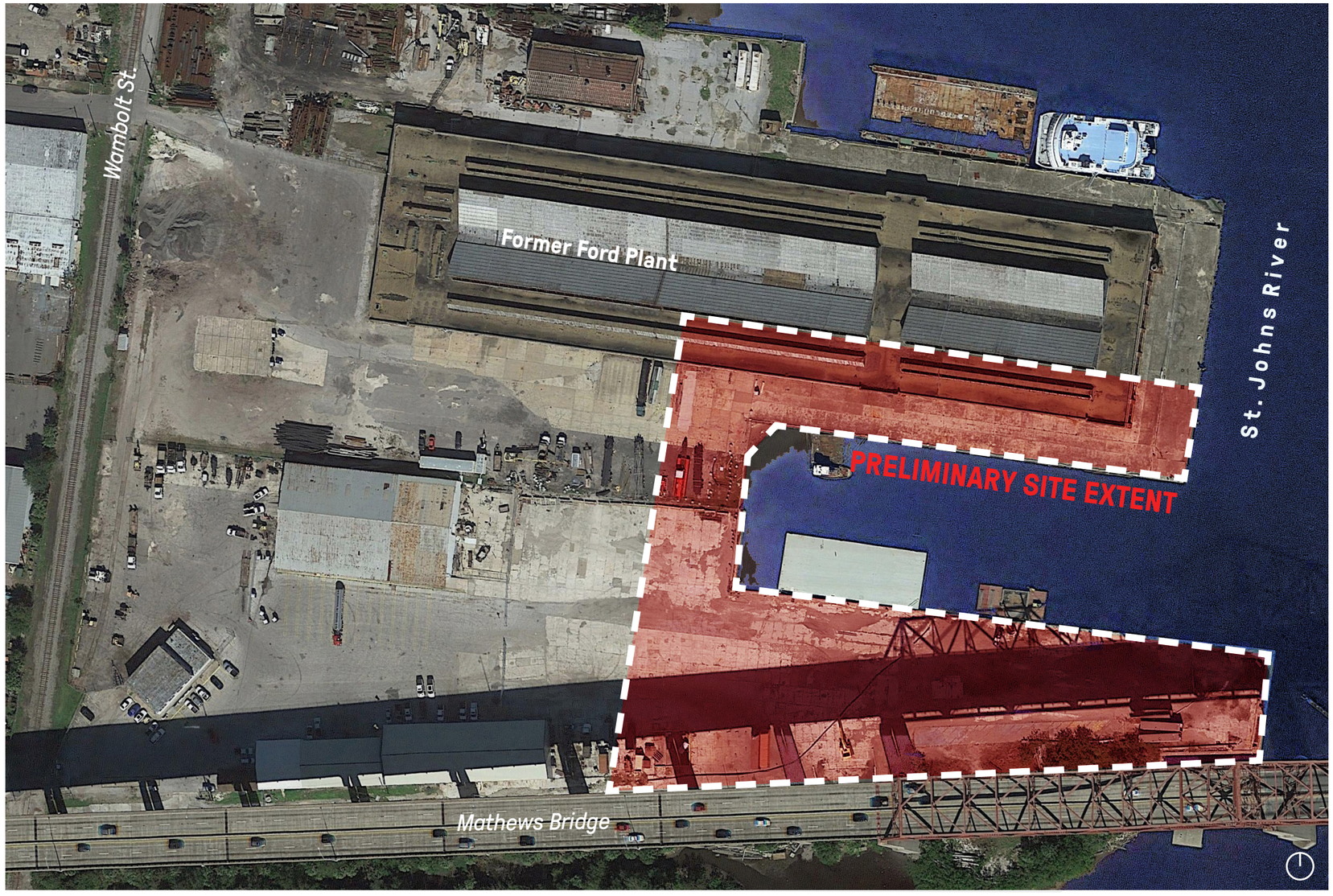
Proposed Elements

4.3a | Fairfield (Node 1) (continued)

Ford Plant

Fairfield forms the northeastern end of the St. Johns Ribbon Riverwalk and sits on the site of a former Ford plant, which serves as a reminder of Jacksonville's strong industrial past.

Context Map

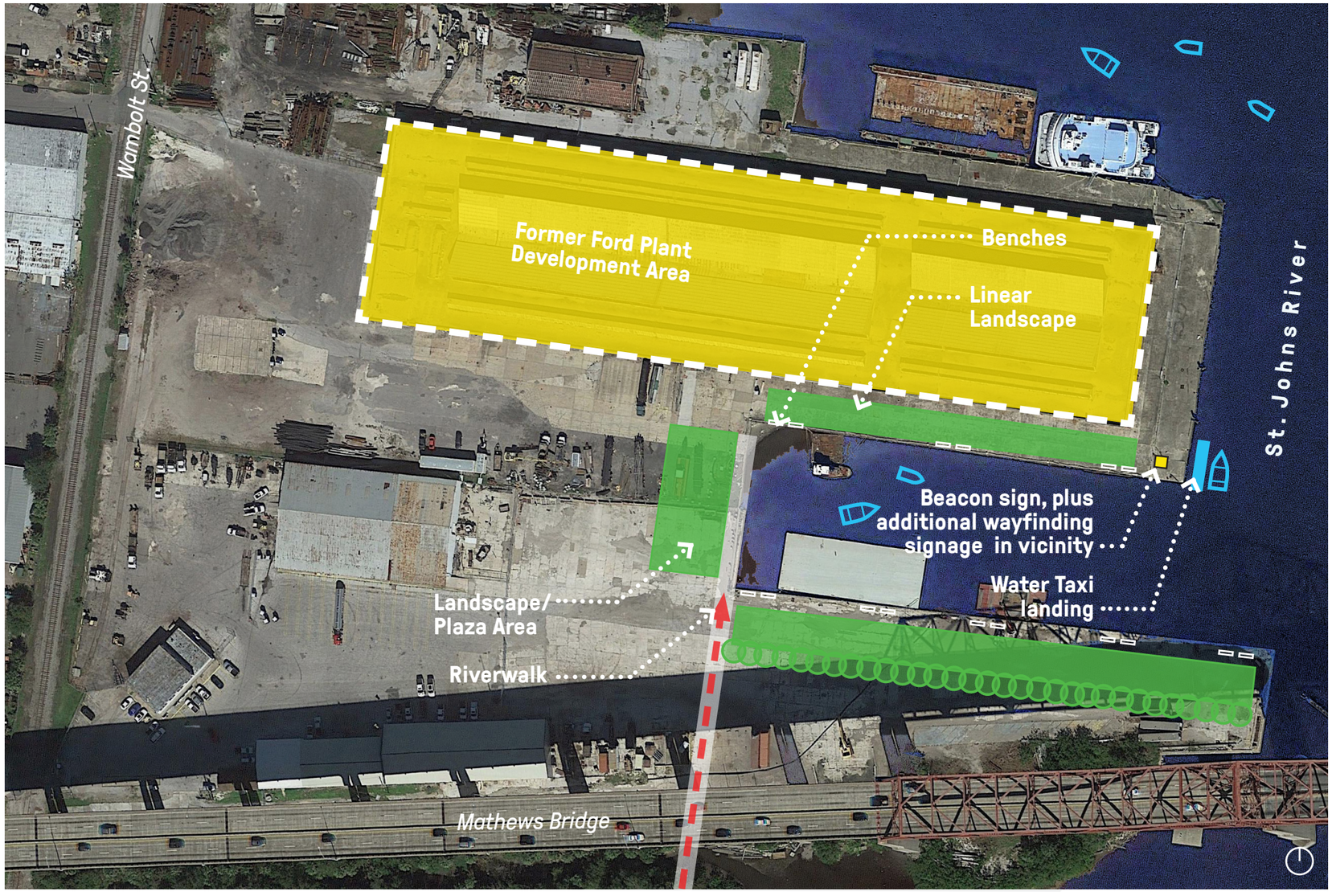


Preliminary Design Sketch

Goal:

Highlight unique features of the former Ford plant to create character within the node while maintaining a sense of place.

Context Map



4.3b | Sports / Entertainment (Node 2)

Celebrating Jacksonville

Jacksonville has a long history of being home to a range of professional sports teams and events. Some of Jacksonville's present sports teams include the Jacksonville Jaguars of the National Football League (NFL), the Jacksonville Jumbo Shrimp minor league baseball team, and the Jacksonville Icemen ice hockey team. Jacksonville is also headquarters for the Professional Golf Tour (PGA), where it hosts The Players Championship every year.

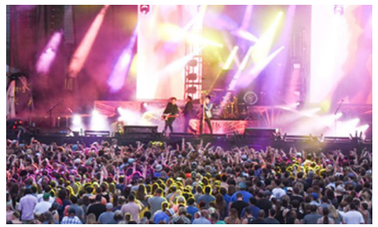
A suggested sports-themed development zone is located somewhere in the vicinity of the new marina development and would privilege water connectivity.

Programming and Placemaking

The Sports / Entertainment Activity Node should leverage its proximity to EverBank Stadium to create an active hub that celebrates Jacksonville's sports and recreation.

Potential partnerships with the Jaguars at EverBank Stadium (or with other professional sports teams) can be utilized to celebrate the node's active recreation landscape and exercise-centered programming. An example of this is in Charlotte, where the Panthers created Play 60 Kidzone, a space aimed at encouraging kids and families to be more active. Partnerships with the proposed Shipyards District could also work to create inviting spaces integrating entertainment uses.

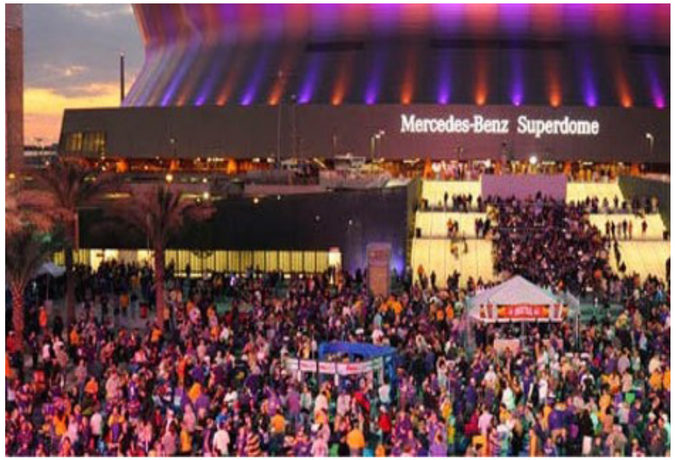
Jacksonville Jaguars Inaugural Jersey



Champions Plaza New Orleans

Opportunities at Freedom Park (Charlotte, NC)

Ice Hockey Team



Private event at KC Live!

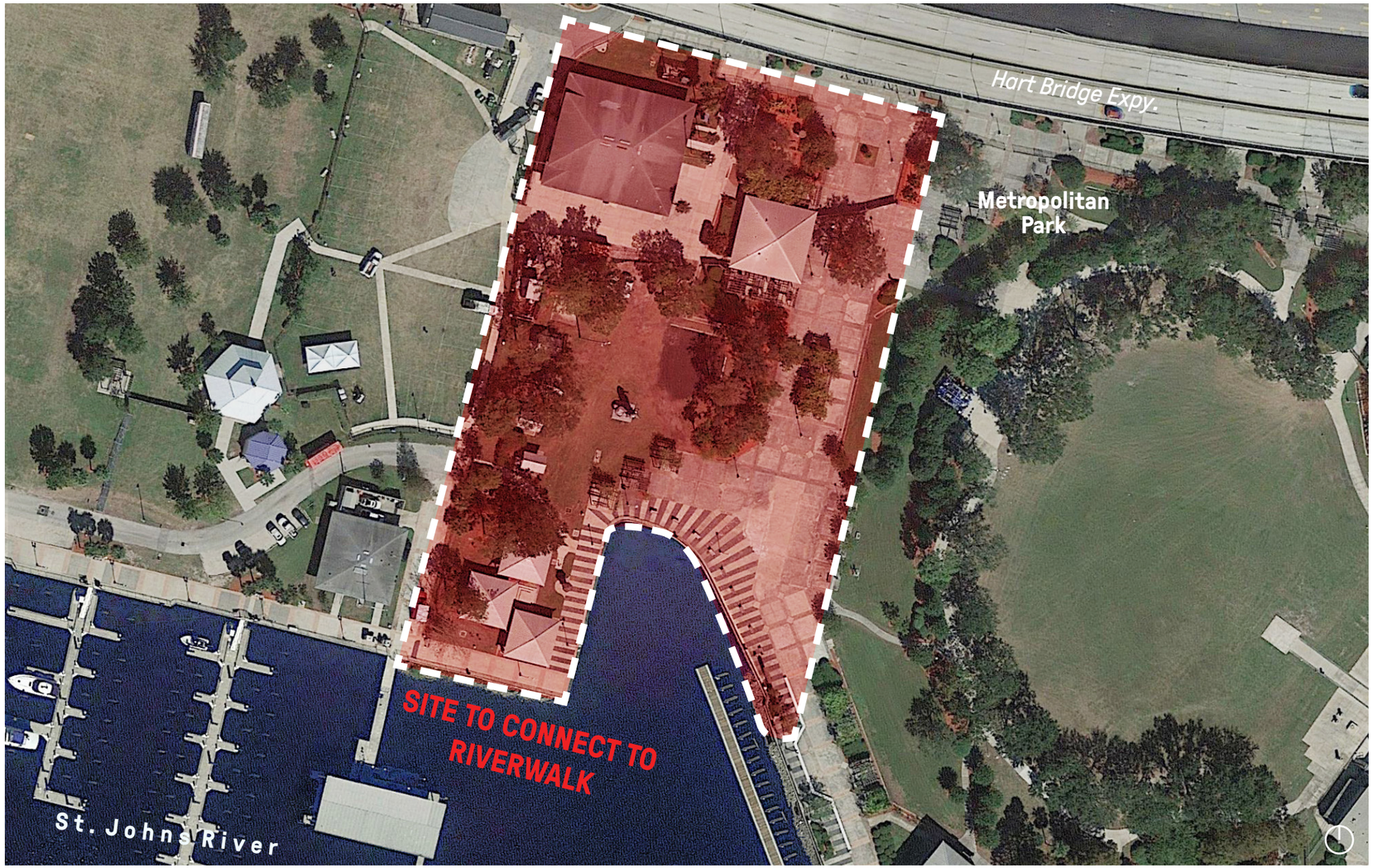
Narrative Images

Proposed Elements

Contemporary and Historical Sports

Sports / Entertainment's adjacency to EverBank Field makes it a great site for realizing partnerships and programming in collaboration with the Jacksonville Jaguars football team, as well as other notable Jacksonville sports teams.

Context Map



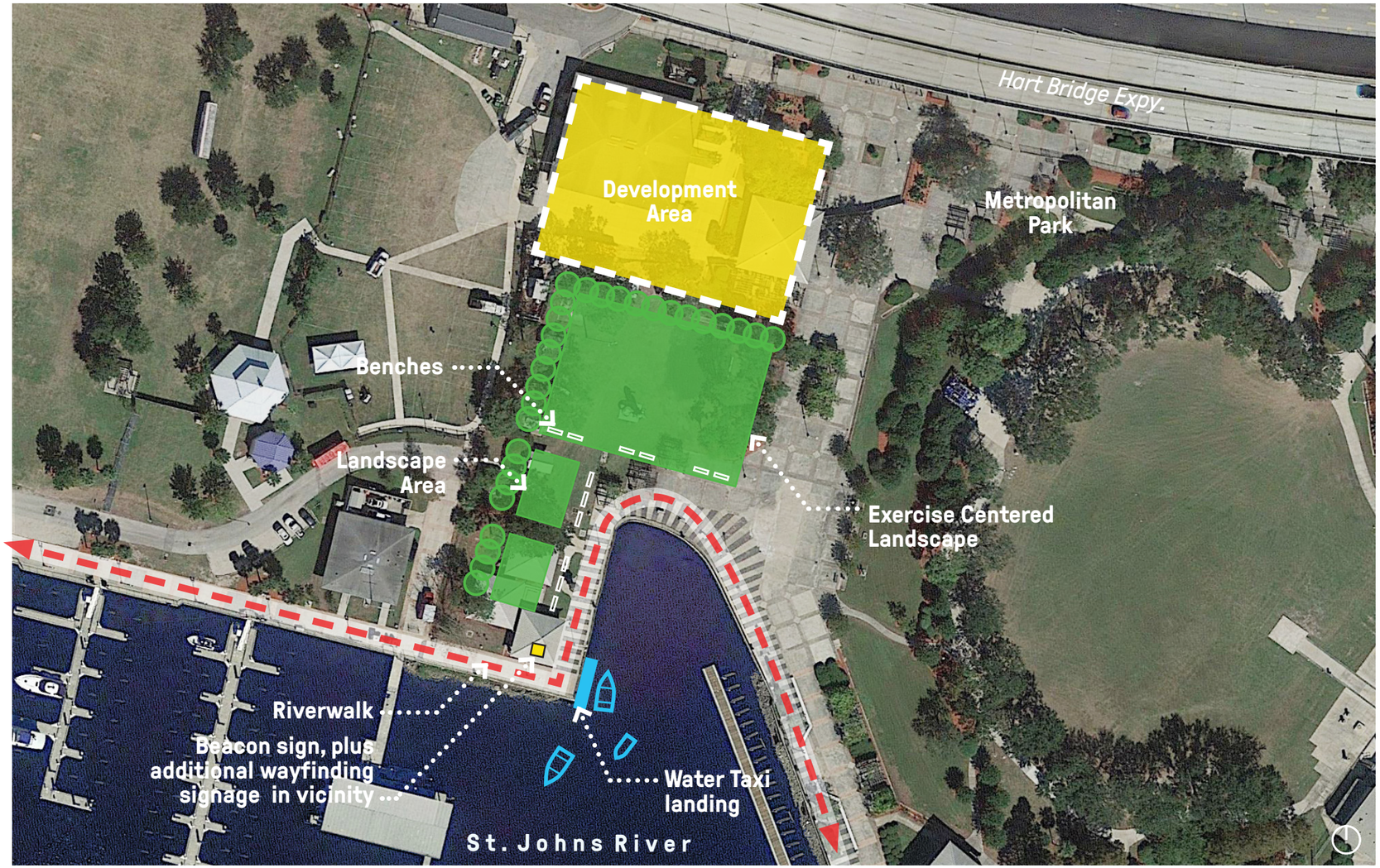
4.3b | Sports/Entertainment (Node 2) (continued)

Preliminary Design Sketch

Goal:

Add exercise centered landscape and programming to promote healthy living.

Context Map



4.3c | Hogans Creek (Node 3)

US Navy / USS Adams Military Tribute

Jacksonville's strategic location adjacent to the estuary of St. Johns River makes it an ideal location for navy presence. Going back to the sixteenth century, the city has served as a site where sailors have both sought refuge from the sea and positioned themselves well to defend the northeastern Florida territory from attacks.

This activity node leverages Jacksonville's rich navy history, which includes the role of the then Mayport-stationed USS Adams leading a class of guided missile destroyers in blockading thousands of miles of the Caribbean sea during the Cold War. Today, Jacksonville holds the third largest concentration of naval assets in the United States.

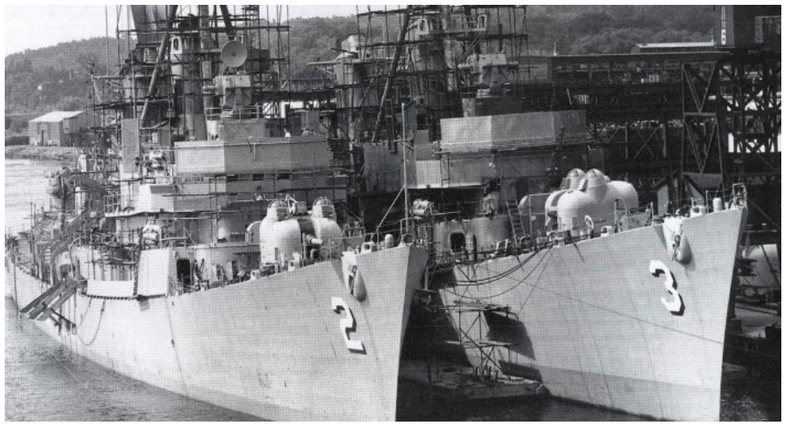
Programming and Placemaking

The Military or Logistics Node should pay homage to Jacksonville's legacy of military veterans, who used the St. Johns River as a critical waterway to transport soldiers and materials to our troops. Programming events can focus on military veterans and their families, while also remaining accessible to the general public, so as to help strengthen the bond between the two.

New residential development tied to the Shipyards district is also a consideration, so the node should provide a neighborhood amenity for new residents. Lakeshore Park East in Chicago, which helped create a vibrant new residential neighborhood and attract billions of dollars of investment, is a strong precedent.

Mayport Basin 1940s

An outdoor concert by a military band (Washington D.C.)



USS Adams Construction

Annual picnic for Veterans and families at Coe Lake Pavilion (Ohio)

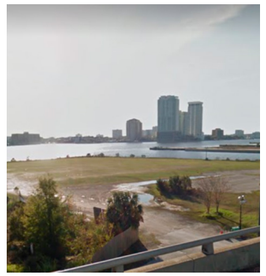
Narrative Images

Proposed Elements

4.3c | Hogans Creek (Node 3) (continued)

US Navy / USS Adams Military Tribute / Shipbuilding Node / Hogans Creek

Situated at the mouth of Hogans Creek, the Hogans Creek node explores Jacksonville's rich navy history.



Context Map

Preliminary Design Sketch

Goal:

Create an inviting space for the public to gather and enjoy community events celebrating Jacksonville's legacy of military veterans.

Context Map

4.3d | Cowford Great Fire (Node 4)

The Great Fire of 1901

As one of the largest urban fire disasters in US history, the Great Fire of May 3rd, 1901 devastated Jacksonville's city fabric burning 146 city blocks and destroying more than 2,368 buildings in less than eight hours.

The fire, which started at the Cleveland Fiber Factory when chimney sparks from a nearby building landed on a pile of Spanish moss, would trigger a rebuilding of much of Jacksonville's city core. During Jacksonville's rebuilding, architects like Henry John Klutho injected the city with popular contemporary building styles, like the "Prairie Style".

Programming and Placemaking

This node should seek to be integrated with the future investment at the Convention Center to create a place with activities and uses that both visitors and locals can enjoy.

The realization of an inlet creates an opportunity for waterborne activities. There are also ample programming opportunities embracing food and beverage facilities and indoor / outdoor shared public spaces, similar to those realized at Denver Union.

Thematically, the site might link back to the 1901 Great Fire through an expanded memorial space, furnishings, and signage.

Aftermath of the fire

Denver Union public space

Burned Districts

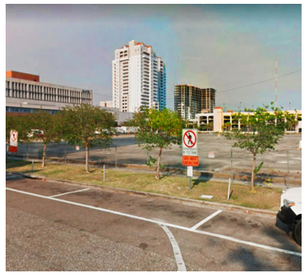
Active and Passive recreation at Chicago Riverwalk

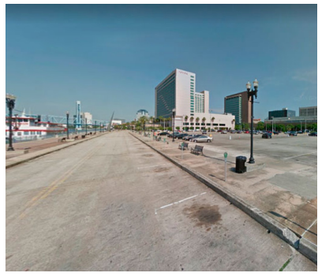
Narrative Images

Proposed Elements

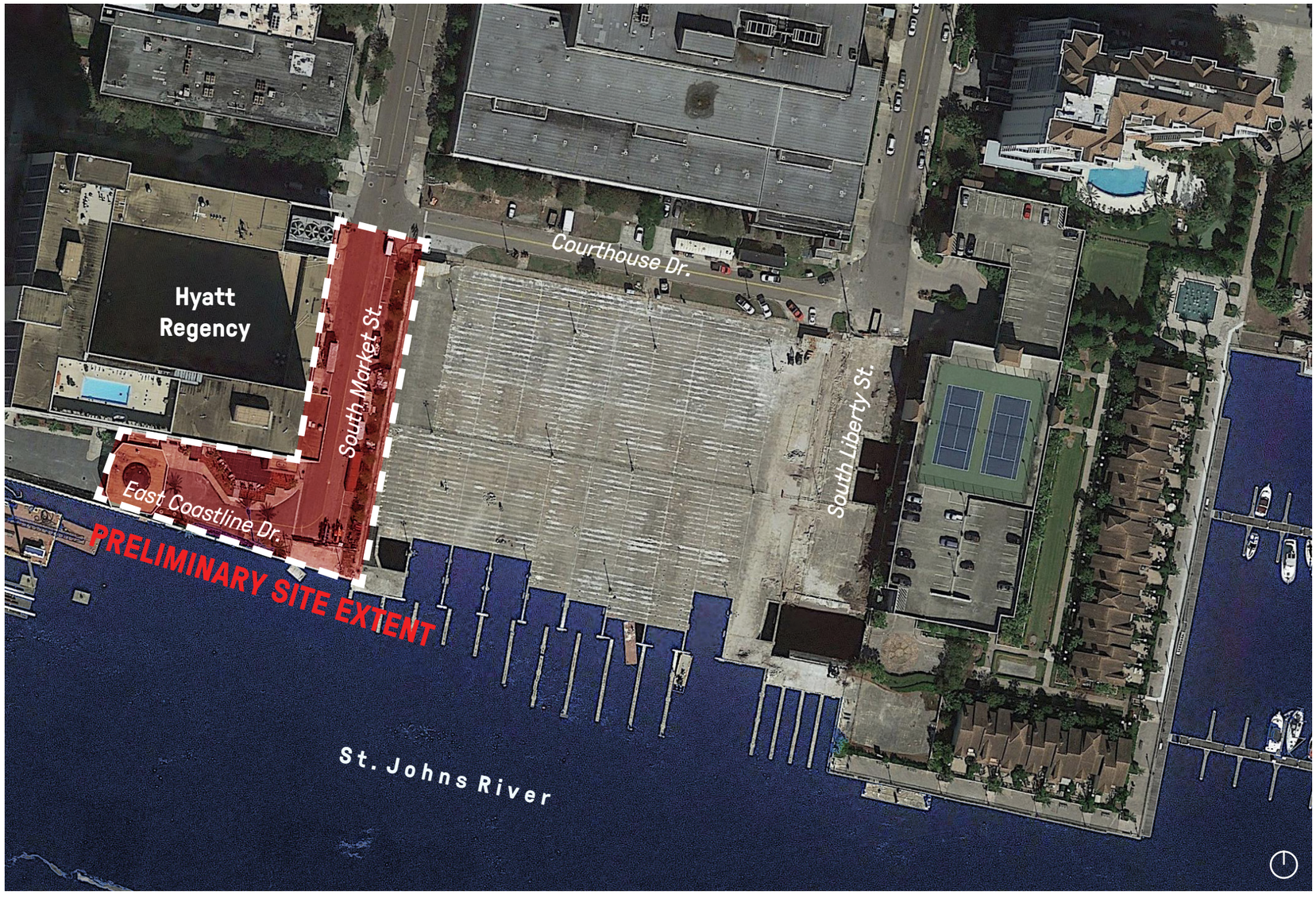
The Great Fire of 1901

A commemorative space for Jacksonville's Great Fire of 1901, the Cowford Great Fire node transforms an existing parking deck into a water activity attraction.





Context Map



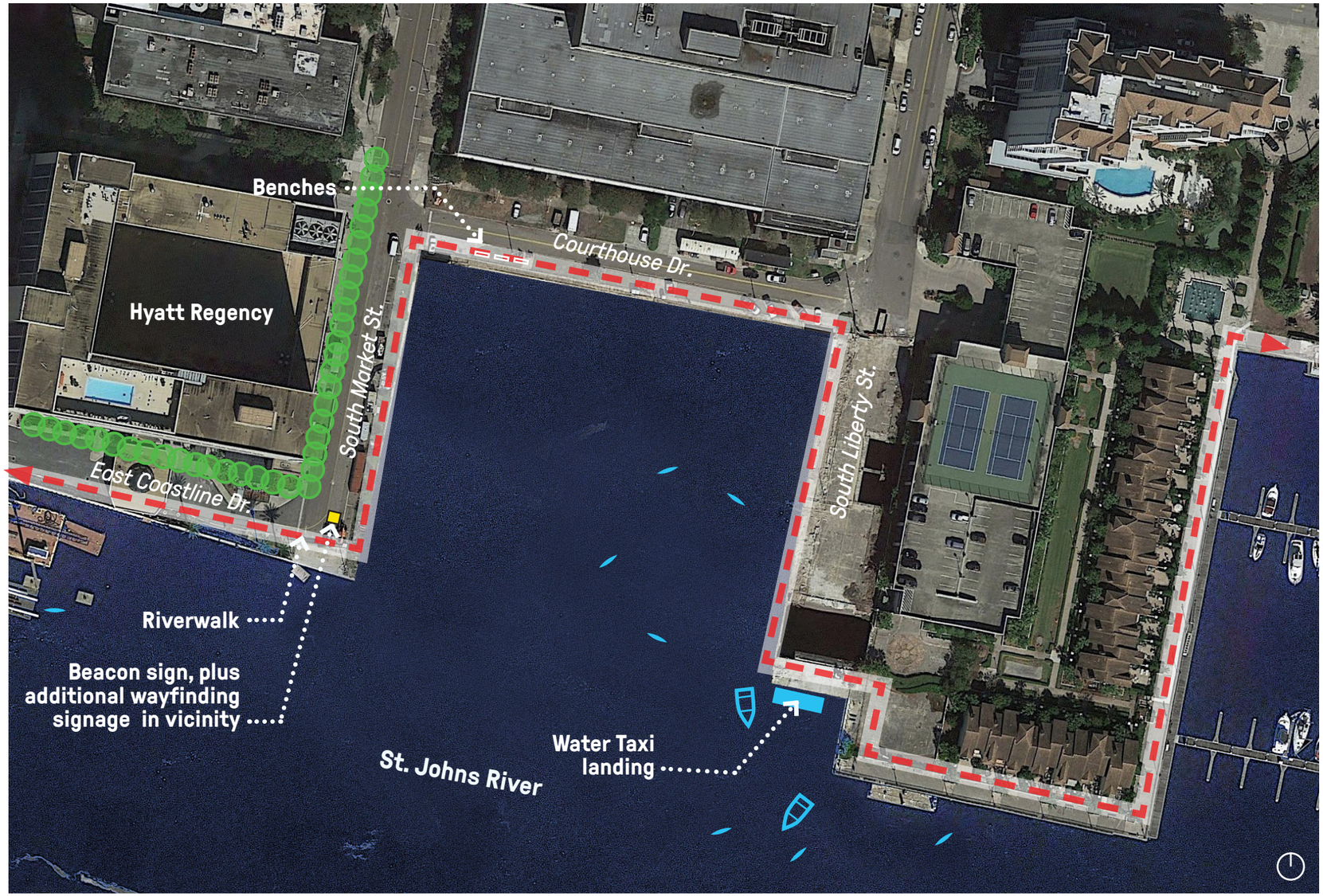
4.3d | Cowford Great Fire (Node 4) (continued)

Preliminary Design Sketch

Goal:

Create a space for visitors and locals to enjoy with plenty of food and beverage facilities, indoor / outdoor public space, and water activities.

Context Map



4.3e | Main Street (Node 5)

Steamboat Landing / Filibuster / Gunrunning

Steamboat Landing explores Jacksonville's history as a transportation hub, especially in the late eighteen hundreds as steamboats transformed the St. Johns River and Jacksonville into an epicenter for trade and culture.

Programming and landform draw on Jacksonville's historical filibustering efforts (specifically revolutionary attempts to undermine Spanish rule at the turn of the eighteenth century) as well as its role as a center for smuggling illegal arms, or gunrunning, during the Spanish-American War of 1898.

Programming and Placemaking

The Main Street activity node can use programming to connect the Northshore Riverwalk.

While space is limited, this area can serve to visually connect the Riverwalk through lights, art, and passive recreation. It can also support programming taking place in nearby areas, such as the Main Street Bridge, Times-Union Center, Jacksonville Landing, and the future Convention Center.

Elements incorporated into the Main Street site could visually reference themes, like the steamboat paddle wheel, which are tied to Jacksonville's history as a transportation hub.

Steamboat landing early 1920s

Lighting and furnishing

Paddle Wheel

Art installations under bridge

Art installation

Narrative Images

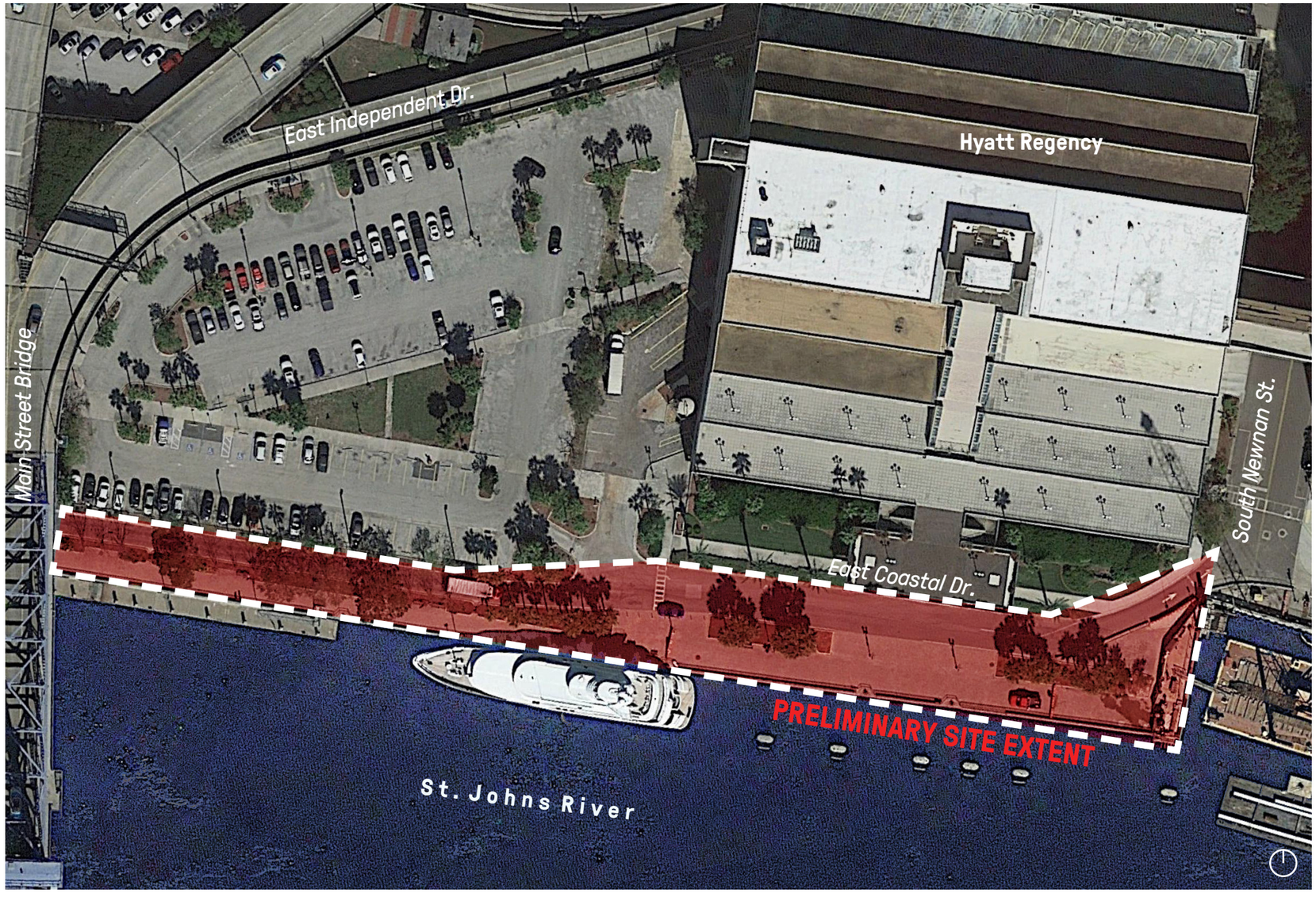
Proposed Elements

4.3e | Main Street (Node 5) (continued)

Steamboat Landing / Filibuster / Gunrunning

At the base of Main Street Bridge, the Main Street node provides an opportunity to re-explore underutilized space under and alongside the bridge through showcasing Jacksonville's history.

Context Map



Preliminary Design Sketch

Goal:

Use programing and art installations to connect and activate this stretch of the Northshore Riverwalk.

Context Map

4.3f | McCoy's Creek (Node 7)

Railroad History

Jacksonville was an important railroad hub for many years. The first Union Station was built in La Villa by the Savannah, Florida and Western Railway in 1883. When the second Union Station opened in 1919 on the original site, it was the largest railroad station in the South and it served up to 142 trains and 20,000 passengers a day.

As of 1986, Jacksonville's Union Terminal was transformed into the Prime F. Osborn III Convention Center, which houses a mix of exhibition halls, ballrooms, and meeting rooms. Amtrak relocated Jacksonville's train station several miles north, situating it well outside of Jacksonville's city center.

Programming and Placemaking

McCoy's location at the mouth of McCoy's Creek on the St. Johns River provides it with ideal components for active recreation.

This node will serve as a crucial connection point for the future St. Johns Ribbon Riverwalk, integrating with trails alongside McCoy's and Hogans Creek and connecting to the riverfront. It is also a potential redevelopment site that would bring new multifamily and commercial uses to the riverfront, building off of the momentum in Riverside.

Future uses and programming should allow for a dynamic synthesis between open space, active uses, and new development, similar to the Midtown Minneapolis Greenway in Minnesota.

Union Terminal (2011)

Bike along the Greenway

Interstate Highway view (1973)

River kayaking

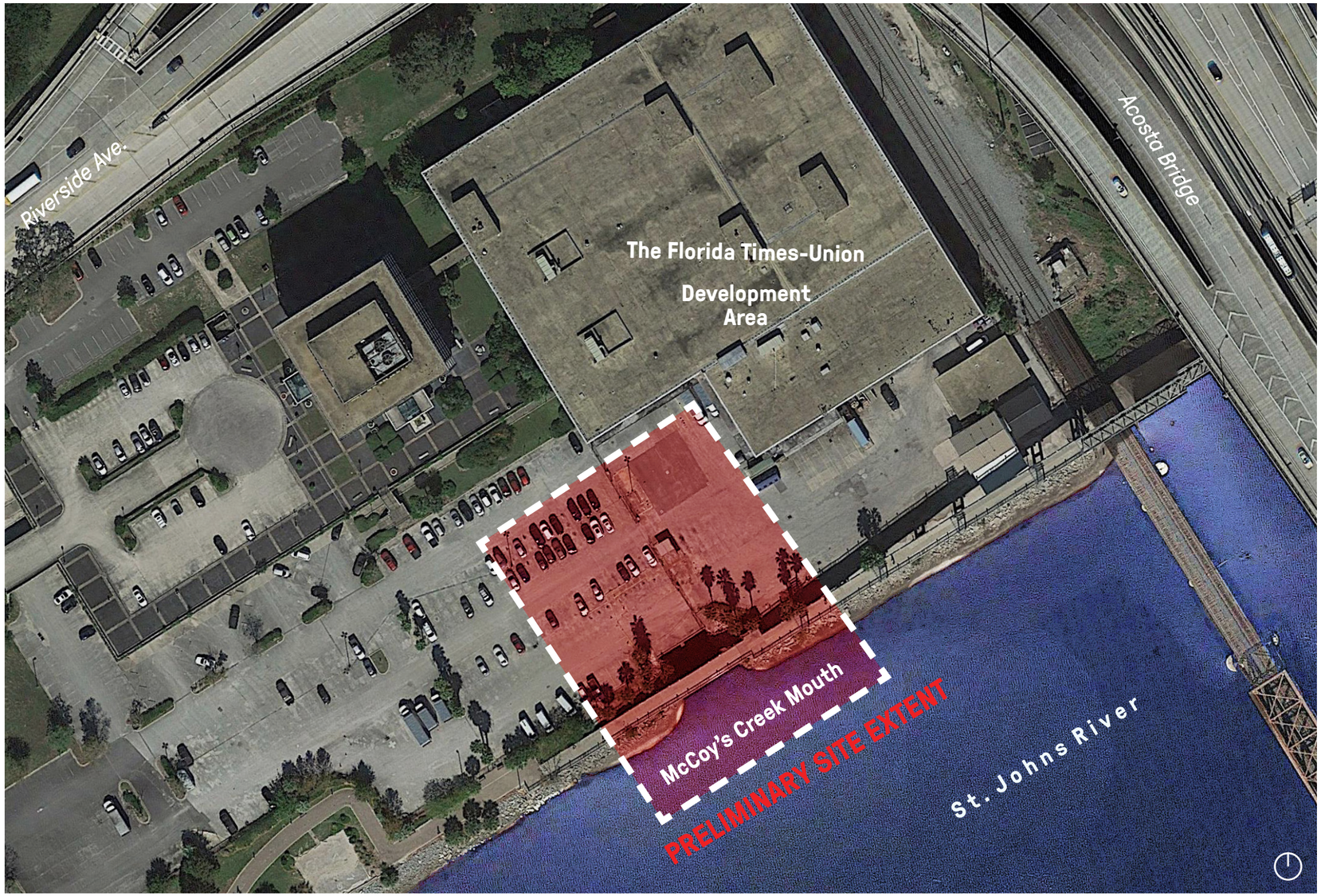
Narrative Images

Proposed Elements

Railroad History / Railroad Aesthetic

An imminent major commercial development and the introduction of public space and water programming at the mouth of McCoy's Creek opens the area up to new and exciting activities. With the City's initiative to uncover McCoy's Creek through its daylighting, a greater opportunity for riverfront properties will be created. The daylighting of the creek is a flood mitigation measure.

Context Map



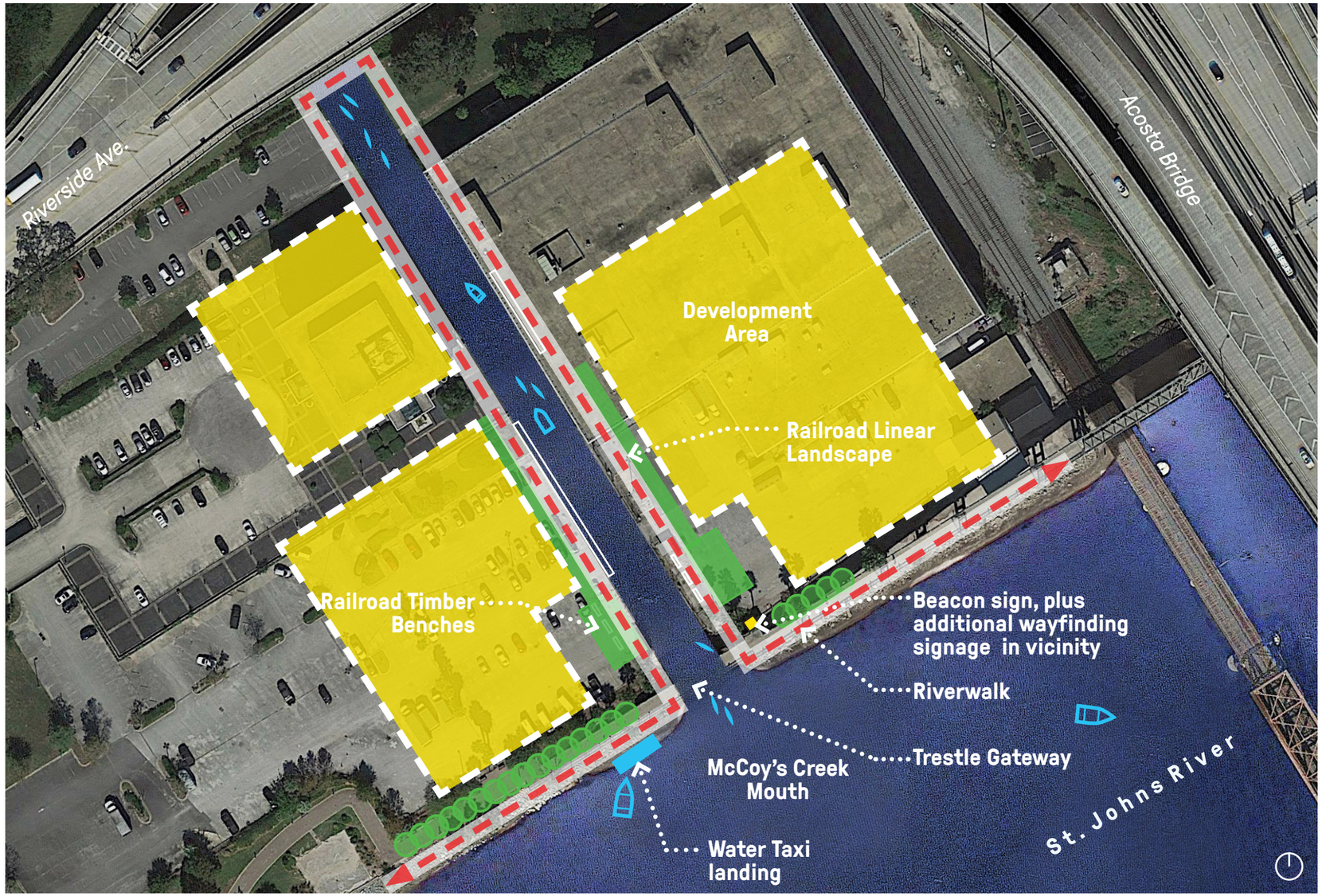
4.3f | McCoy's Creek (Node 7) (continued)

Preliminary Design Sketch

Goal:

Incorporate active recreation while still allowing a seamless connection between riverwalk and adjacent trails.

Context Map



4.3g | Brooklyn (Node 8)

Cultural Renaissance of the South Narrative

Drawing on a rich history of arts and culture, the Brooklyn activity node is an opportunity to showcase works coming out of the cultural renaissance of the south, which situated itself in Jacksonville at the turn of the nineteenth century.

Potential works to consider for inspiration at this site include but are not limited to: 1) Harriet Beecher Stowe's 1873 memoir and travel guide, Palmetto Leaves, in which she observes nuances of Northern Florida's seasons. 2) The progressive educational efforts (for the time) of 1868 ninth Governor of Florida Harrison Reed and his wife Chloe Merrick to extend greater education opportunities to all children.

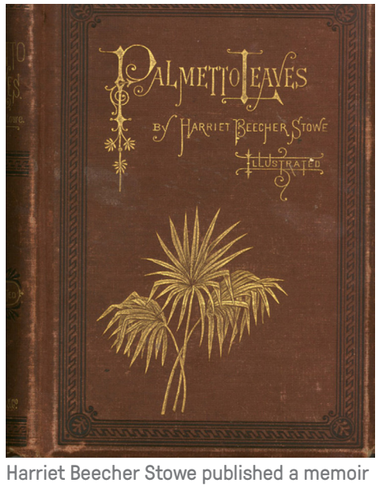
Programming and Placemaking

The Brooklyn node should seek to integrate not only with existing but also the emerging neighborhood fabric in the area, which is being led by new multi-family development and retail. Linking cycle and pedestrian paths can have pocket parks which can attract communities to the waterfront.

The node should work with both the Sidney J. Gefen Riverwalk Park and the newly-renovated Winston Family YMCA for at-scale neighborhood programming for all ages. San Francisco's Mission Bay Parks are a good example of how to use smaller parks to create a cohesive sense of place that is integrated with substantial new development.

Harrison Reed & Chloe Merrick Reed

Concert at Mission Bay Park (San Francisco)



Harriet Beecher Stowe published a memoir and travel guide about her Florida winters (1973)

Pocket park for kids

Narrative Images

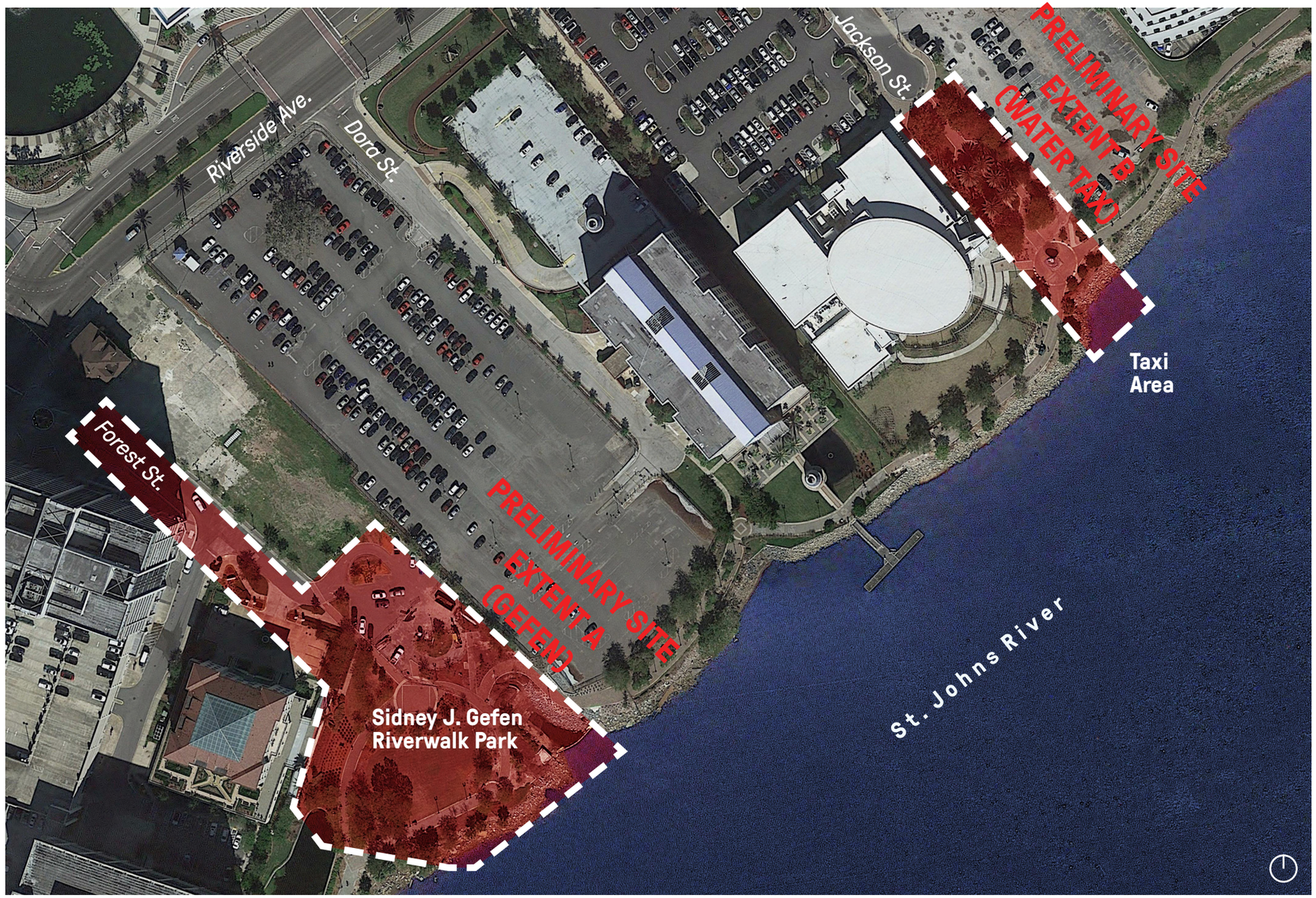
Proposed Elements

4.3g | Brooklyn (Node 8) (continued)

Cultural Renaissance of the South / 1864 Maple Leaf Sinking / Buffalo Soldiers

Situated at the northwestern bank of the St. Johns Ribbon Riverwalk, Brooklyn provides a space for both neighborhood locals as well as visitors to connect to Jacksonville's river and cultural sites.

Context Map



Preliminary Design Sketch

Goal:

Integrate neighborhood programing appropriate for Riverwalk Park, YMCA, and existing neighbors.

Context Map

4.3h | Cummer Gardens (Node 9)

Cummer Gardens / Culture of Gardening

The Cummer Museum of Art and Gardens is a highlight of Jacksonville's North bank. Bequeathed to the new museum by Ninah Cummer in 1961, Cummer's home-turned-museum includes her original garden designs, the oldest of which dates back to 1903, as well as adjacent Cummer family property.

The Cummer Museum of Art and Gardens includes spaces that the Cummer family designed in collaboration with landscape designers such as the Olmsted Brothers, Thomas Meehan & Sons, and Ellen Biddle Shipman, making this site a center of a rich garden design history in Jacksonville.

Programming and Placemaking

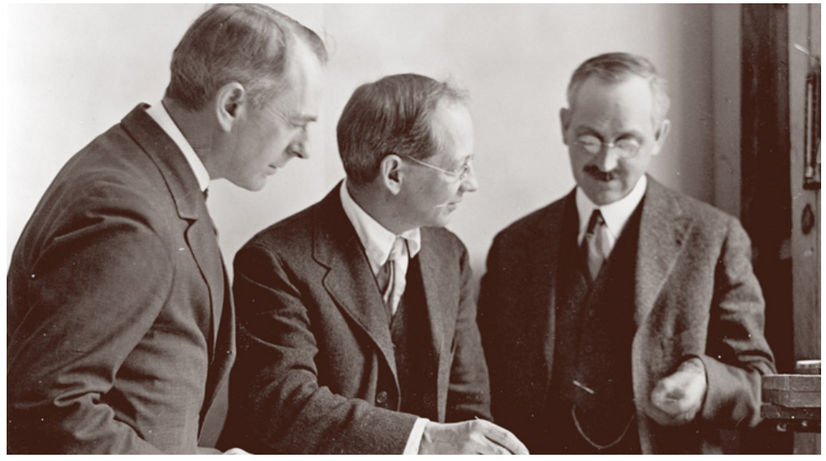
Situated between the Cummer Museum and the Garden Club of Jacksonville, the Cummer Gardens node is in a uniquely opportune position to celebrate the history and future of gardens in Jacksonville while leveraging neighboring garden resources in the form of existing programs and potential partnerships.

Potential celebratory garden programming in the area might include a weekend plant market, educational activities revolving around ecology, or specially-themed neighborhood events.

The historic Cummer waterfront should be preserved, and the Riverwalk should connect visitors and locals back to the neighborhood of Brooklyn.

ADA Cummers Olmsted brother designed garden (1924)

Holiday themed wreath making class



Members of Olmsted Brothers firm

Ecology educational activities

Narrative Images

Proposed Elements

Cummer Gardens / Culture of Gardening in Jacksonville / Olmsted Brothers / Klutho Park

As the farthermost activity node on the northwestern river bank, Cummer Gardens provides an area for activity and programming working in coordination with the Cummer Museum of Art and Gardens.

Context Map

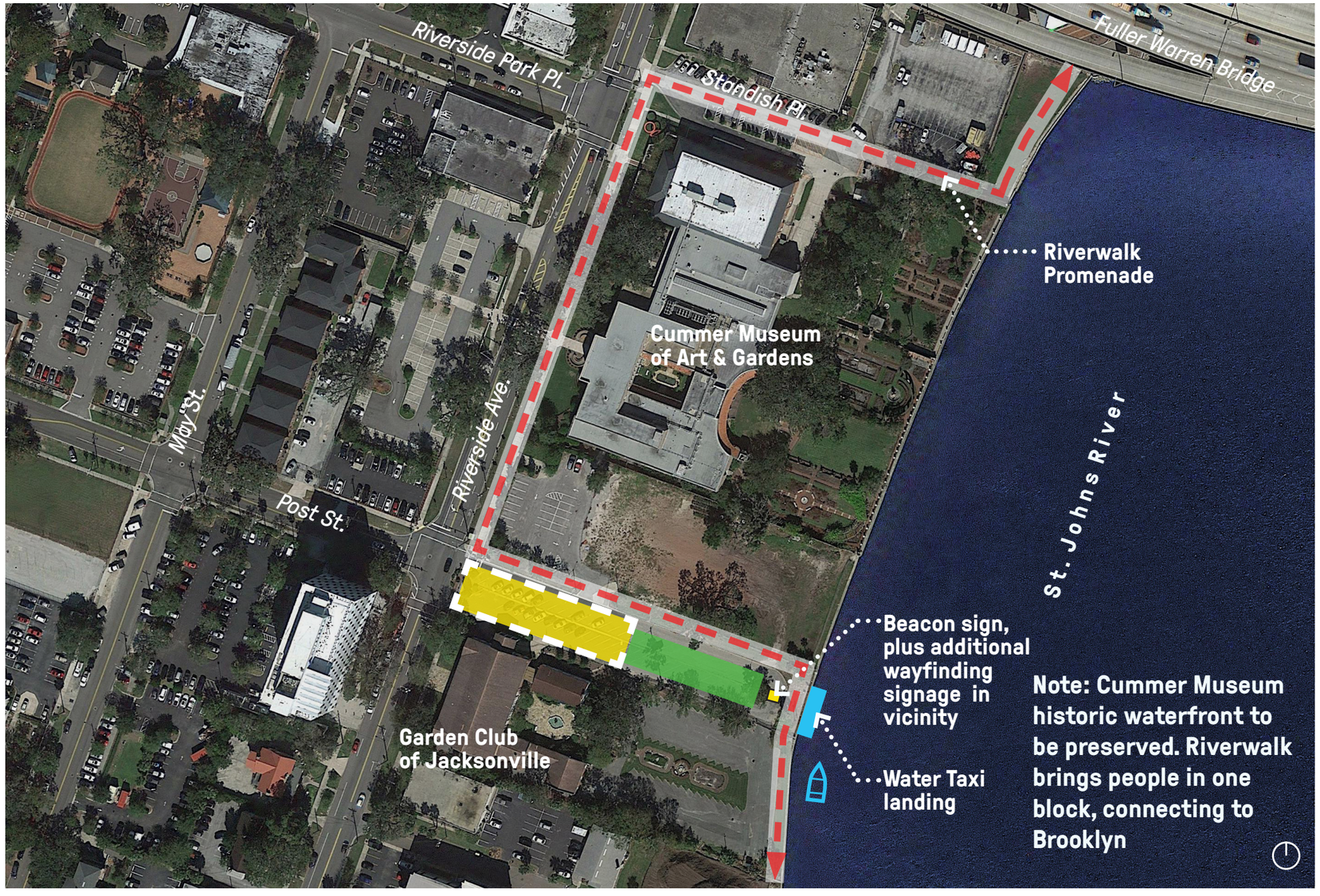
4.3h | Cummer Gardens (Node 9) (continued)

Preliminary Design Sketch

Goal:

Form partnership with existing Garden Club of Jacksonville to create programming in the area to celebrate the history and future of gardens in Jacksonville.

Context Map



4.3j | Hendricks Point (Node 10)

History of Bridges Crossing St. Johns River

Downtown Jacksonville is located along a narrow passage of the St. Johns River, which historically made it an easier place for river crossing. Native Floridians living along the river called the area Wacca Pilatka, which means “place of cow’s crossing.” Early British colonists came to Downtown Jacksonville (what they called Cow Ford until 1822) to drive their cattle across the river.

As Jacksonville grew, people relied on a ferry to regularly carry them and any belongings (including cows) across the river. And in 1921 a golden-yellow lift bridge called the St. Johns River Bridge (replaced by the Acosta Bridge in 1993) took the place of the ferry, permanently connecting North and South Jacksonville.

Programming and Placemaking

Given its proximity to Baptist Medical Center and the Wolfson Children’s Hospital, the Hendricks Point node should include uses that respond to the needs of patients and their companions. In contrast to Friendship Fountain, which is the central node on this section of the south Riverwalk, Hendricks Point can serve as a site for art installations, a garden, and other passive interesting spaces on which people could sit or play.

Programming recommendations include temporary or more permanent sensory play and inclusive play spaces for children, as well as events (for both children and adults) related to the node theme of infrastructure and the growth of the city.

Jacksonville St. Johns River Bridge (1930s)

Jean Lafitte Ferry at Mayport Crossing (1950s)

Inclusive play structure

Petting zoo

Older adults socializing

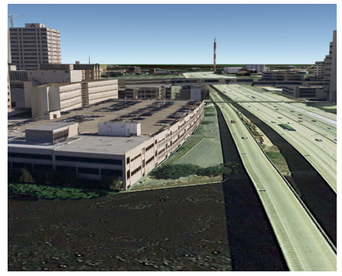
Narrative Images

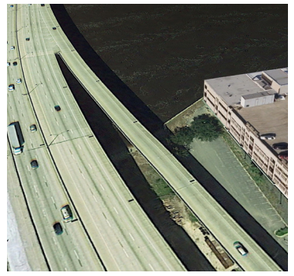
Proposed Elements

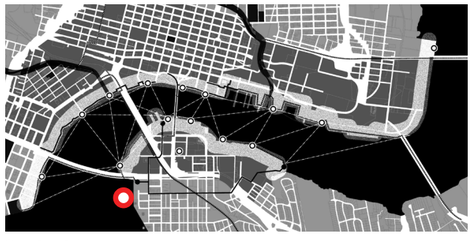
4.3j | Hendricks Point (Node 10) (continued)

Transportation / Infrastructure / Logistics / History of Bridges Crossing St. Johns River

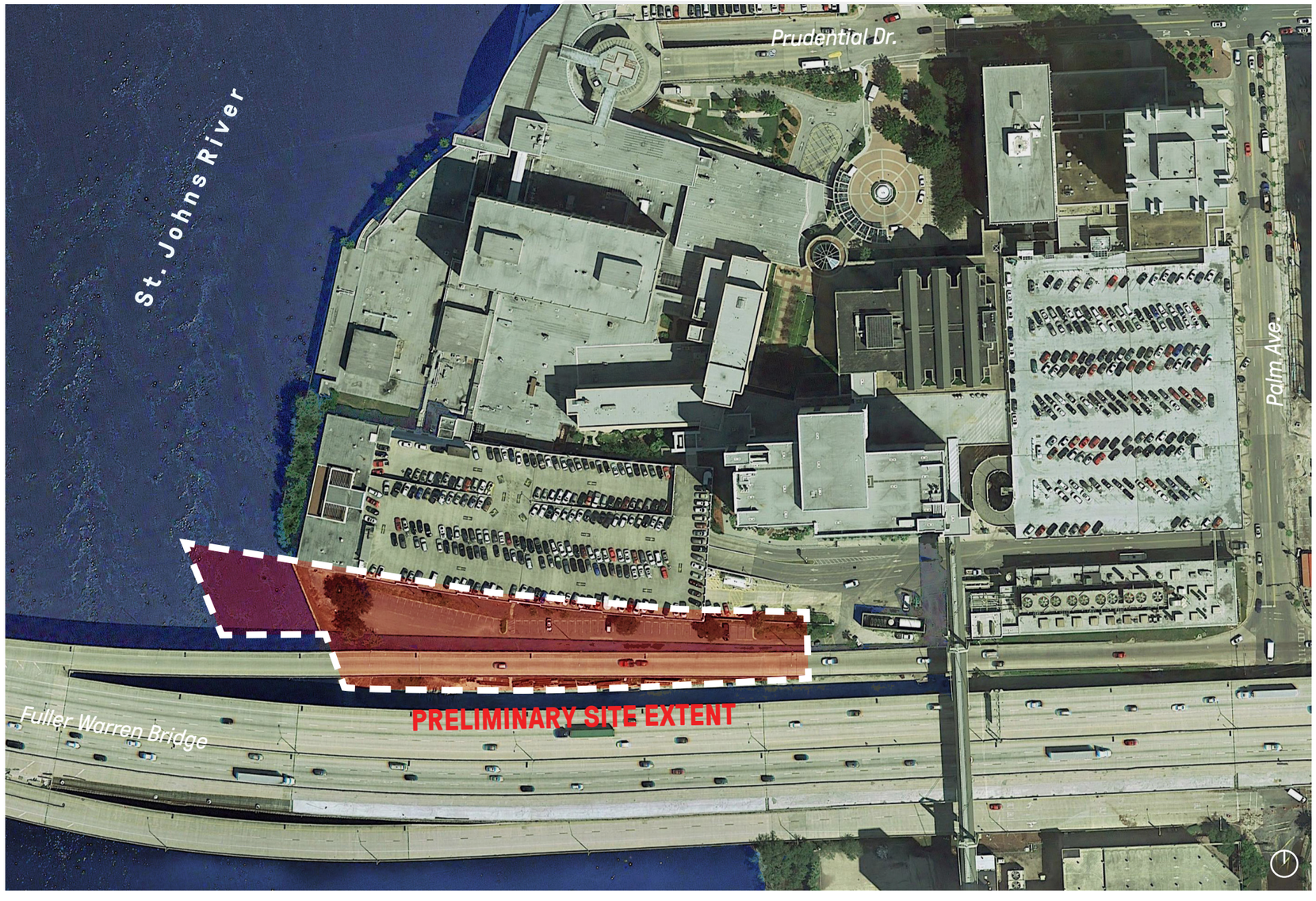
Adjacent to the Fuller Warren Bridge at the southwestern edge of the St. Johns Ribbon Riverwalk, the Hendricks Point node is especially suited as a space to embrace the history of infrastructure and the future of growth in Jacksonville.







Context Map

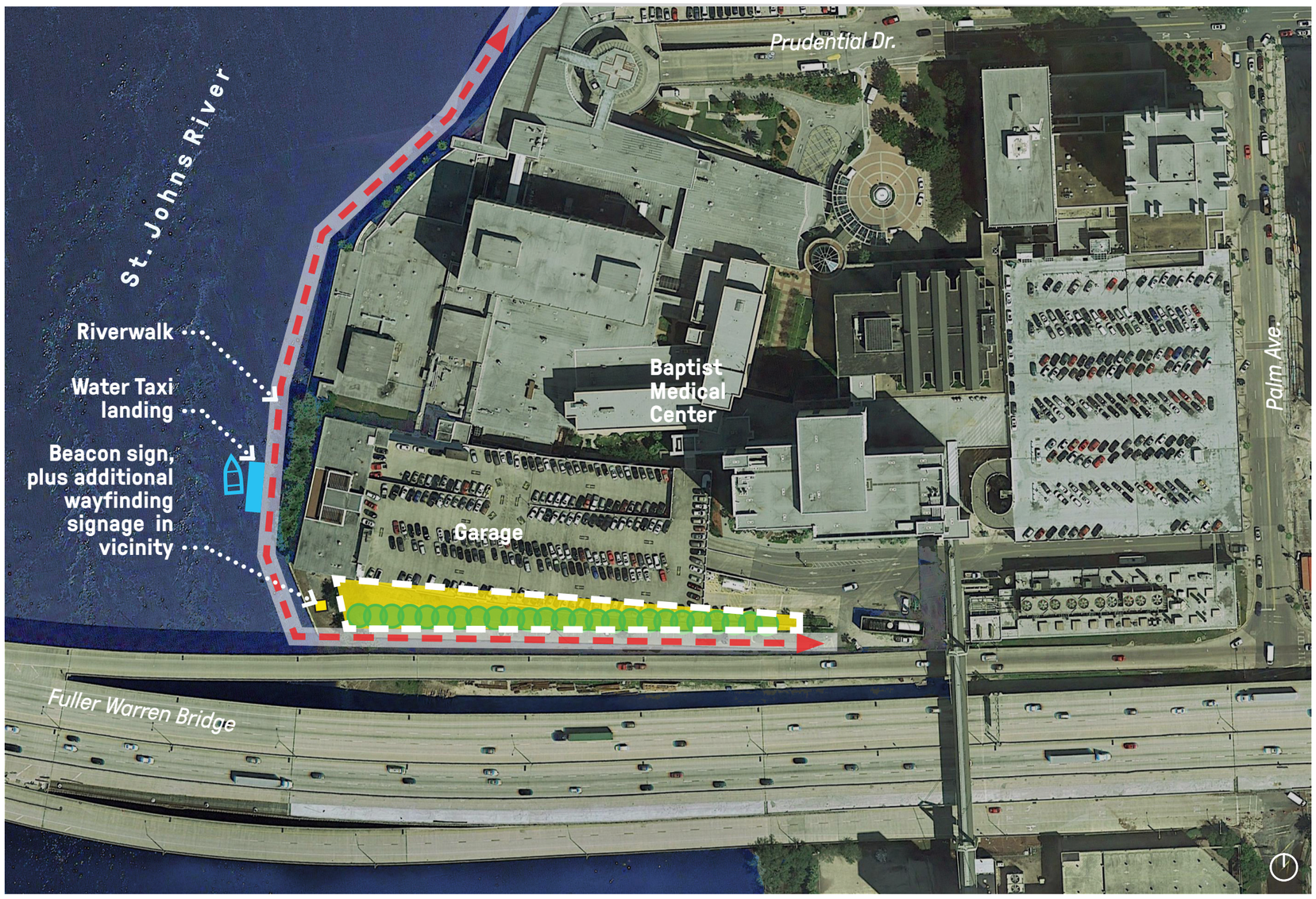


Preliminary Design Sketch

Goal:

Create interesting spaces for patients of the medical center and children's hospital, including art installations, a garden, and other passive play area.

Context Map



4.3k | Riverplace Tower / Treaty Oak Park (Node 12)

Amusement Parks / Tourism Narrative

For Jacksonville residents and tourists in the early 1900s, amusement parks were a source of entertainment.

In 1903 Lincoln Park opened on the northwestern edge of the city and offered a merry-go-round, roller coasters, and vaudeville shows. From 1907 until the time of World War I, Dixieland Park stood in the area of Jacksonville's present day Hilton Hotel on the Southbank. Billing itself as "The Coney Island of the South," Dixieland featured a range of attractions including alligators, ostrich races, and a 160-foot roller coaster, and a "House of Troubles."

Programming and Placemaking

In the spirit of amusement and tourism, the Riverplace Tower / Treaty Oak Park node serves as a staging ground for small markets, food events, and film screenings.

Amusement and tourism events in this space should aim to bring the greater Jacksonville population and its visitors together to enjoy the St. Johns Ribbon Riverwalk. Potential market events could include a local weekend craft or flea market; small-scale festivals could revolve around celebrating local music or food.

Signage and wayfinding at Riverplace Tower can direct St. John's Ribbon Riverwalk-goers to Treaty Oak Park, the site of a live oak tree more than two centuries old.

Dixieland main hall

Neighborhood food festival

Dixieland cafe and dancing pavilion

Park movie screening

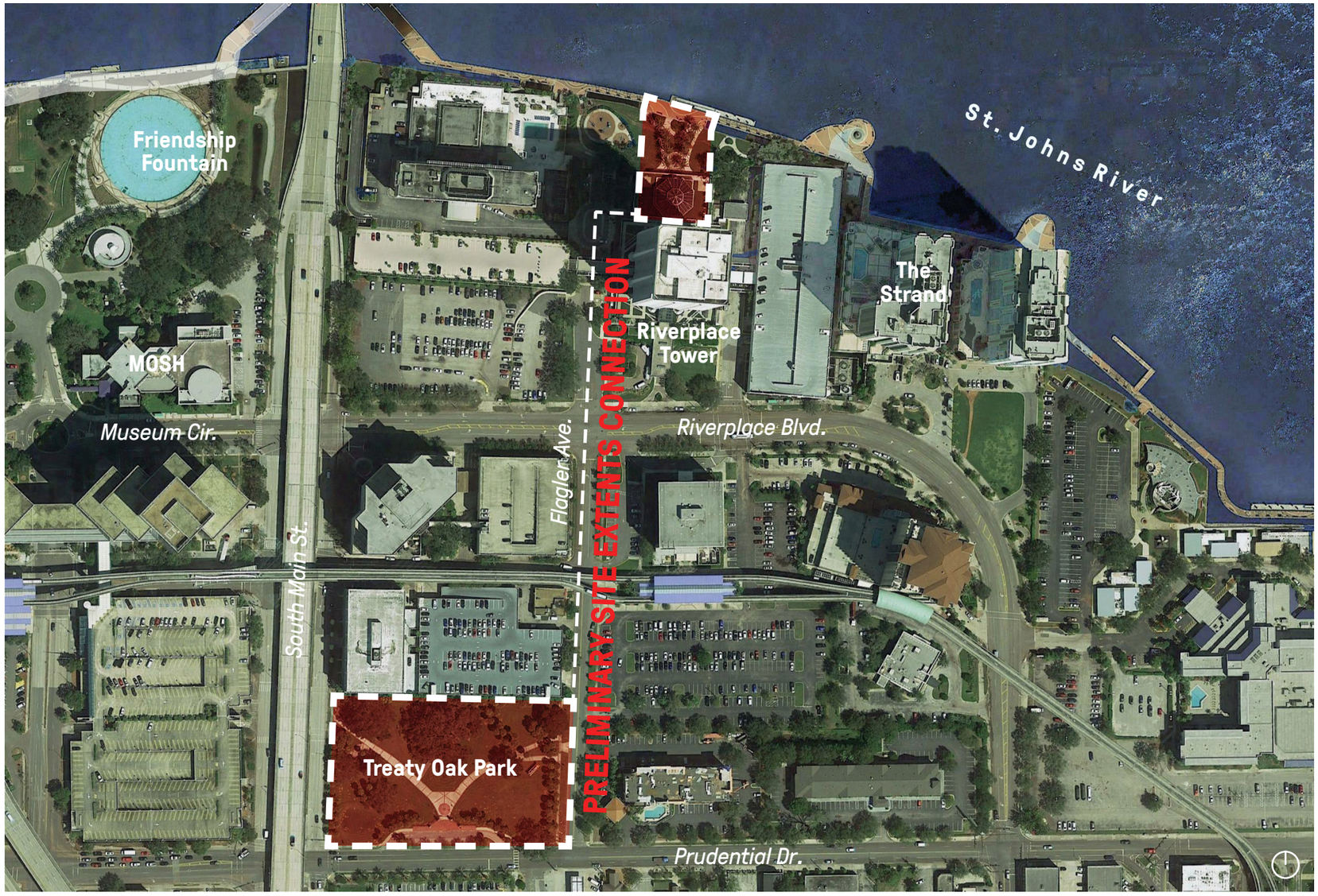
Narrative Images

Proposed Elements

Amusement Parks/Tourism/Film

A unique junction at which signage along the St. Johns Ribbon Riverwalk invites site-goers to venture off of the river's edge to see one of Jacksonville's green gems: the resplendent Treaty Oak Park.

Context Map



4.3k | Riverplace Tower / Treaty Oak Park (Node 12) (continued)

Preliminary Design Sketch

Goal:

Bring Jacksonville's population and its visitors together to enjoy the Riverwalk with small markets, food events, and film screenings.

Context Map

4.3I | Lone Sailor Lookout (Node 13)

Personal Navy Narratives

An existing sailor statue is situated along the river in South Jacksonville, which highlights the untapped personal navy narratives that form a part of Jacksonville's cultural fabric.

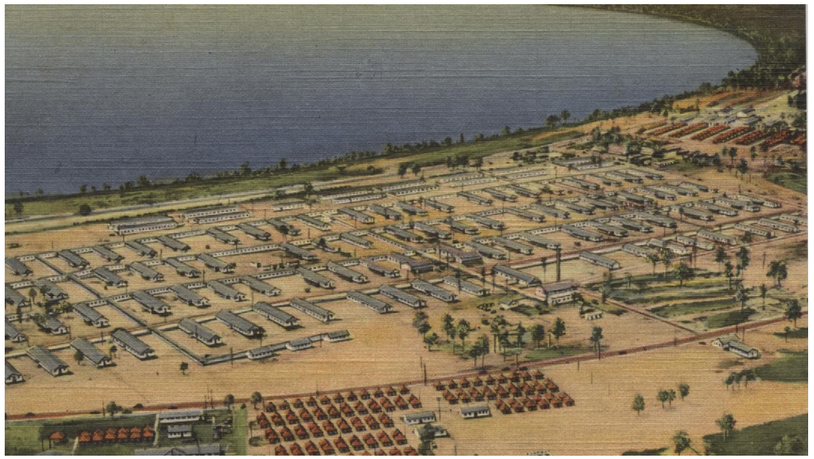
With its mild climate and variety of terrain, Jacksonville has a long history of being an excellent training ground for the navy. Sailors have taken to Jacksonville's beaches and marshes in preparation for amphibious warfare. Furthermore, in times of war, Jacksonville's strategic location on the St. Johns River and nearby the Atlantic make it an excellent site for installing military personnel at bases like Camp Blanding, which is just outside Jacksonville.

Programming and Placemaking

The Lone Sailor Lookout node is an opportunity to hold Navy-related small-scale events engaging the existing naval population of Jacksonville.

The Lone Sailor Lookout serves as a site for reflection and commemoration. The site can use landscape, shading, and art to create a place where Jacksonville residents of all stripes can reflect on personal and city histories of military involvement, heroism and tragedy.

Navy-related films or other content could also be projected on the parking garage wall adjacent to the Lone Sailor Statue. Given its size, the parking garage could serve as a marker across the river, through large scale video art for example.



Camp Blanding aerial (1940s)

Space for reflection

Sailors heading to class at the Jacksonville Naval Technical Training Center (1940s)

Sailor's memorial

US Navy memorial and Heritage Center

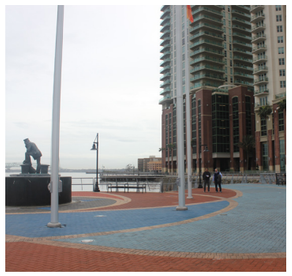
Narrative Images

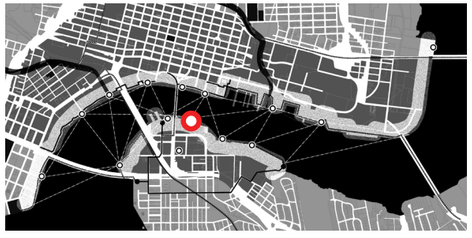
Proposed Elements

4.3I | Lone Sailor Lookout (Node 13) (continued)

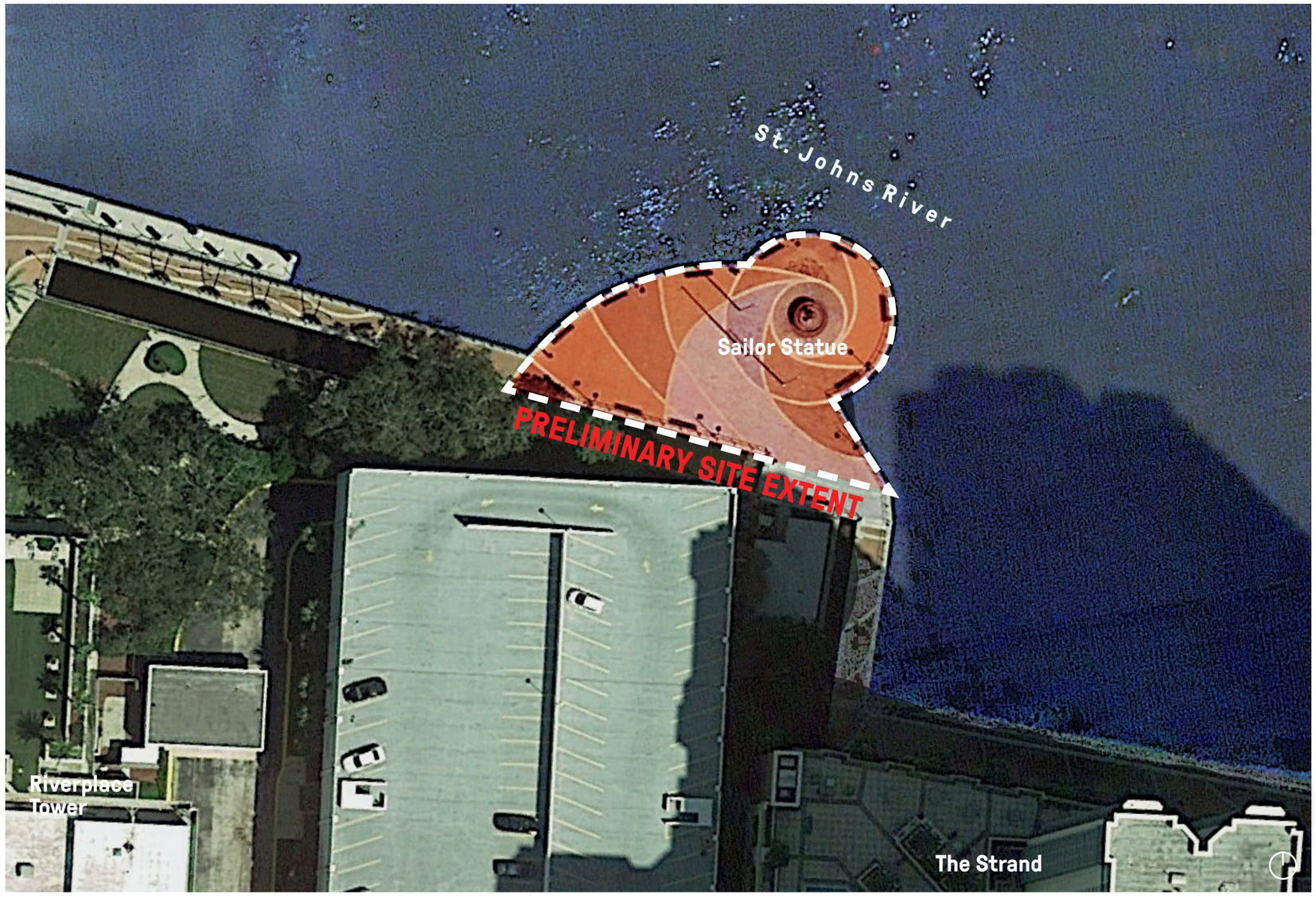
Personal Navy Narratives

An existing unmarked statue of a sailor looking out onto the St. Johns River on the Ribbon Riverwalk's south bank becomes the starting point for exploring personal navy narratives coming out of Jacksonville's large naval community.





Context Map

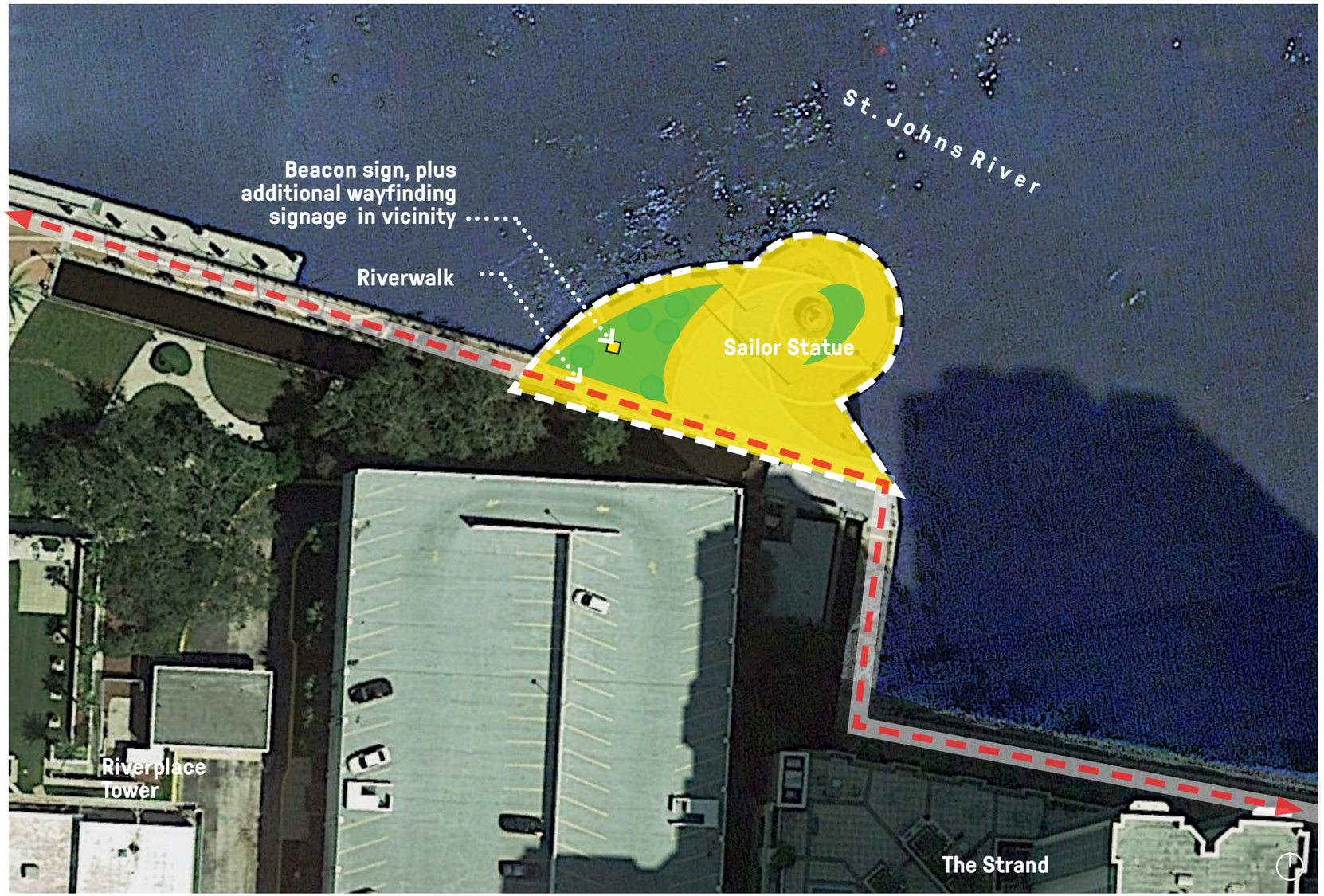


Preliminary Design Sketch

Goal:

Use landscape, shading, and art to create a place where Jacksonville residents can reflect on histories of military involvement, heroism and tragedy.

Context Map



4.3m | South Jacksonville (Node 14)

Ferry Crossing Narrative

Ferries have served as a tool for stitching together Jacksonville, a city otherwise separated by the St. Johns River, since its very beginnings.

In the early 1900s, Jacksonville-dwellers took ferryboats that would leave from a landing on the South bank (located nearby in today's Hilton Hotel) to get across the river to the downtown North bank area.

As automobile bridges began to connect the city's two banks, which started in 1921 when the St. Johns River Bridge opened, the demand for ferries diminished. By 1938, the last ferry boat in downtown Jacksonville ended its service.

Programming and Placemaking

The Ferry Crossing node presents the St. Johns Ribbon Riverwalk with an opportunity to once again embrace the river and encourage activity from residents and visitors along its banks.

The City of Jacksonville could host a St. Johns River fishing event, which would engage the local community. Neighboring communities could also be encouraged to use the node area for local gatherings like picnics and other forms of celebratory events as well as small-scale special classes or workshops.

Ferryboats leaving from Southbank Landing (1917)

Giant Jenga

Ferryboat float parade in Jacksonville (1920s)

Giant chess

Narrative Images

Proposed Elements

Ferry Crossing

As a space on the south bank with to-be-determined development direction, the South Jacksonville node will seek to illuminate the history of ferry crossing in Jacksonville utilizing partnerships with adjacent establishments / communities.

Context Map

4.3m | South Jacksonville (Node 14) (continued)

Preliminary Design Sketch

Goal:

Embrace river and encourage activity from residents and visitors along its banks by creating space for community events and playful installations.

Context Map

4.3n | The District (Node 15)

Healthy Living / Innovation Narrative

Healthy living is becoming increasingly important for the people of Jacksonville.

In 2016, Jacksonville Mayor Lenny Curry launched the "Journey to One" campaign aimed at promoting a healthier lifestyle through exercise, nutrition and weight loss. Efforts tied to the campaign include encouraging Jacksonville residents to run at least 26.2 miles a month, as well as an initiative to make fresh produce available at local churches.

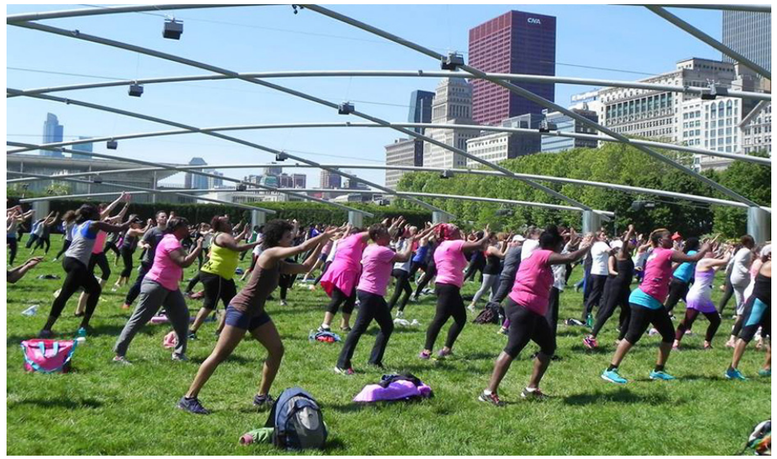
The city government is utilizing new media and technology to connect Jacksonville in this collective health effort.

Programming and Placemaking

The District presents Jacksonville with an exceptional space to explore programming that furthers a more healthful lifestyle.

At this node, both fixed furnishing / equipment available to the public, like a fitness trail built into the park space, as well as programmed activities like yoga and meditation classes, hula hoop contests, and farm to table events can be used to promote a more healthy way of life.

Spin class



Workouts

Mayor Curry Twitter Post (2017)

Farm to table events

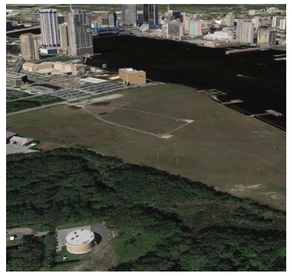
Narrative Images

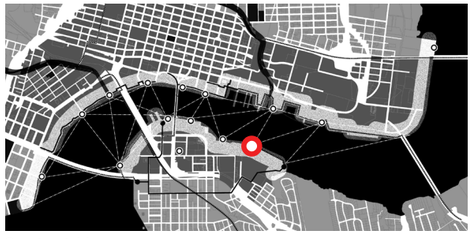
Proposed Elements

4.3n | The District (Node 15) (continued)

Healthy Living / Innovation

A large open space forming the southeast edge of the St. Johns Ribbon Riverwalk is planned as part of The District development, now approved by the City of Jacksonville. This new development will offer a variety of equipment, programming and new technologies to help guide site-users on a path to more healthy living.





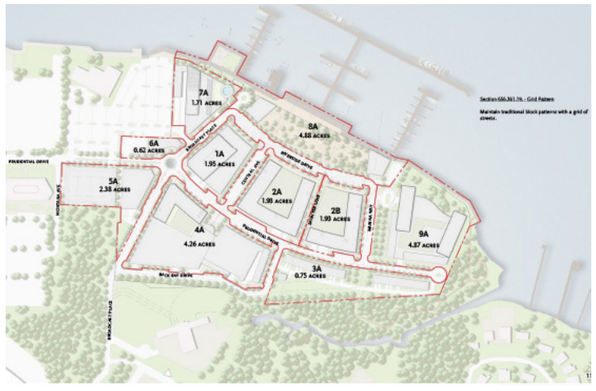
Context Map

Preliminary Design Sketch

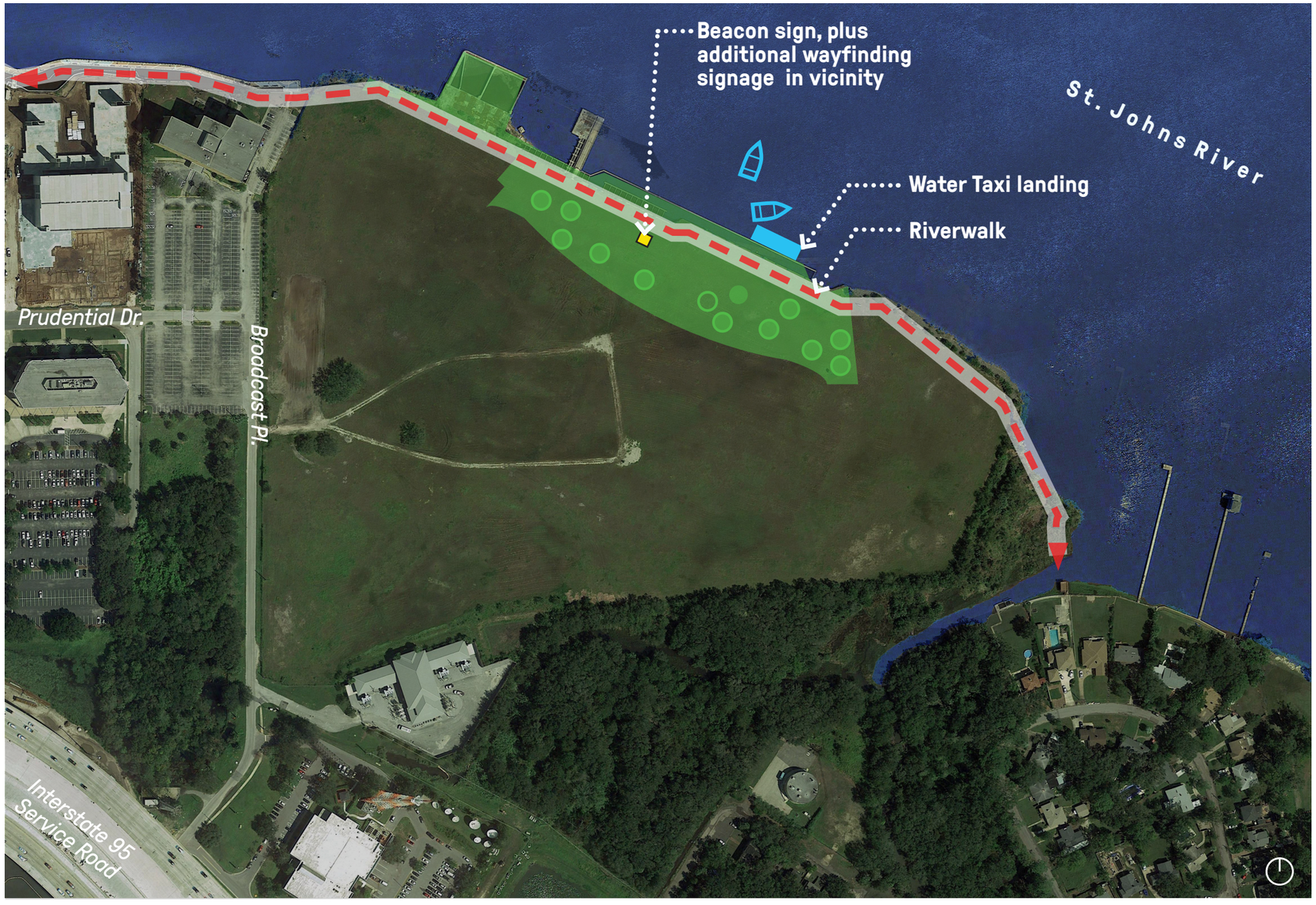
Goal:

Promote healthy living by incorporating both fixed furnishing / equipment available to the public and programed exercise classes or farm-to-table events.

Context Map



DIA Approved Master Plan / Plot Development for The District Site



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CAFE

MOTION PICTURES

THE WINDLE

HOTEL WINDLE

Conclusion

Elevating the status and quality of the waterfront experience in Jacksonville is paramount and one that the DIA, in partnership with the City of Jacksonville, hopes will soon become an exemplary and lively part of downtown for the North and South banks. The focus on creating thriving businesses, active public spaces and safe streets which are accessible, beautiful and inviting, begins with a strategy that focuses on key areas of investment: the “nodes”, and through particular attention to the presence and contribution of a new waterfront wayfinding system.

Through reinforcing the already existing North Bank and South Bank Community Redevelopment Area (CRA) Plan and key principles from the ULI’s Building Healthy Places report, the City of Jacksonville will first focus on the nodes, and ensure these are carefully curated as they are developed. The nodes will be an emblematic part of downtown’s waterfront, helping the city with its healthy living agenda, providing active and attractive environments in which to engage the public. The primary nodes, already being part of key public spaces, are meant to diversify in their program and increase their reach, tapping into the richness found in overlapping schedules and events year-round.

This document, through the secondary nodes section, also aims to reinvigorate previously industrial and busy sites to create a road-map which looks to unveil historical and environmental and cultural aspects of the city through a new set of design guidelines. Each secondary node is meant to memorialize a historic or current narrative through specific goals and ideas on programming and placemaking.

Design guidelines are easily presented in discrete chapters and are meant to be adopted and implemented. As a summary, these include details for wayfinding: types and general locations; planting areas: local species to enhance and ‘soften’ up the waterfront; outdoor lighting: necessary to create a pleasant evening and nighttime mood; furniture: creating a place through high-quality robust pieces that offer a place for respite and socialization; and a dog park: to create a meeting and gathering place for the locals. It is very important that moving forward, any new elements added or developed are unified in design, character and quality as per the design intent and specifications found here. The aim is to rectify disparate styles evident in the waterfront through an adherence to the guidelines set herein.

The Riverfront Design Guidelines were created by consulting a consortium of specialists, multiple community and city groups, and the results are woven into this document; they encapsulate the City of Jacksonville’s vision for the Riverfront. The success of the revitalization of the downtown’s waterfront relies not only on following the specifics of the Design Guidelines and Activation Strategy in design proposals, yet more importantly, it relies on the DIA and the City of Jacksonville’s consistent enforcement and unwavering commitment to champion and steward this collective vision for the next five, 10 and 20 years.

The City of Jacksonville will take the lead in transforming its waterfront by interpreting and approving development proposals, and through following these, up until implementation. In addition, the City will look to continuously celebrate opportunities to fund and invest in this vision.

The DIA and the City of Jacksonville are interested in collaboration and forming strong partnerships with the people and entities who share in their vision, and with those interested in creating a legacy for the Jacksonville Riverfront, one that begins today and will continue on well into the future.

Do contact the DIA and the City of Jacksonville with any ideas on how to be a part of this effort and to contribute to strengthening the vision set out in this and other supporting documents prepared by the DIA and the City of Jacksonville.