



# DOWNTOWN JACKSONVILLE



# 2020-2021

STATE OF DOWNTOWN REPORT



# LETTER FROM MAYOR LENNY CURRY



Downtown Jacksonville continues to make great strides towards our vision of a community full of life, commerce, and growth. Many worried what impacts the COVID-19 pandemic would have on Downtown, but I am pleased to report that we remain on track and the state of Downtown continues to look bright.

In the past few years, many major companies have continued to invest in Downtown. VyStar Credit Union is adding multiple retailers and a parking garage to its already robust Downtown campus. FIS, a Fortune 500 company, is currently constructing its new 386,000-square-foot global headquarters along Jacksonville's Northbank Riverwalk. JEA is also adding to the skyline with a new headquarters. These companies all bring investments, increased foot traffic, and broader name recognition to Downtown Jacksonville.

Our goal of having 10,000 residents Downtown is close to becoming reality. These last five years have seen the number of residents Downtown grow by almost 40%. With 10 new multifamily projects now online, almost 3,000 more units in progress, and a 97.5% occupancy rate, Downtown can soon expect to have more than 12,000 residents. These residents are a crucial component to further encourage business, development, and culture in the area.

Visitors are already beginning to return to Downtown Jacksonville. New retail and events like the Jax River Jams concert series have led to 7.4 million visits this year alone. This is almost 70% of what we saw pre-pandemic and continues to grow. Hotels are operating at occupancy levels near 2019 numbers and more than 600 rooms are on the way.

Overall, Downtown Jacksonville is an incredibly hot market for investors. Since the beginning of 2020, \$200+ million in projects have been completed, and another \$2 billion are under construction. There is a special focus on the riverfront and incorporating adaptive reuse of Downtown's beautiful historic structures. The Downtown Investment Authority has contributed greatly to the revitalization of this area, and their Food and Beverage Retail Enhancement and Storefront Façade Grant programs are further encouraging the renewal and upkeep of a lively and vibrant Downtown.

I thank you all for your continued interest in and support of Downtown Jacksonville and I look forward to continuing to build a Downtown we are all proud of.

Sincerely,

A handwritten signature in blue ink that reads "Lenny Curry". The signature is written in a cursive, flowing style.

Lenny Curry  
Mayor of Jacksonville

[COJ.NET](http://COJ.NET)





## DOWNTOWN INVESTMENT AUTHORITY

The Downtown Investment Authority (DIA) works on behalf of the City of Jacksonville to stimulate investment, facilitate job creation and increase residential density Downtown. Through capital investment, marketing and public-private partnerships (including the provision of incentives), the DIA has directed Downtown revitalization leading to today's momentum. DIA has simplified the approval process for Downtown development and uses planning and economic development policies to promote a resilient, healthy, accessible and pedestrian-friendly environment essential to a vibrant and thriving Downtown.

**117 W. Duval Street #310**  
**Jacksonville, FL 32202**  
**(904) 255-5302**

**[DIA.COJ.NET](http://DIA.COJ.NET)**  
**[INVESTDTJAX.COM](http://INVESTDTJAX.COM)**



W. Braxton Gillam, Esq.  
Board Chair



Ron Moody  
Immediate Past Chair



Lori N. Boyer  
CEO



## DOWNTOWN VISION

Downtown Vision, Inc. (DVI) is the non-profit Business Improvement District (BID) for Downtown Jacksonville. Created in 2000, Downtown Vision is led by a 28-person board of directors representing Downtown stakeholders, from small and large property owners to residents and businesses to partner agencies. Downtown Vision's mission is to create and support a vibrant downtown community and promote Downtown as an exciting place to live, work, visit and invest.

**214 N. Hogan Street #120**  
**Jacksonville, FL 32202**  
**(904) 634-0303**

**[DTJAX.COM/DVI](http://DTJAX.COM/DVI)**



Numa Saisselin  
Board Chair



Jacob A. Gordon, Esq.  
CEO



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## Jacksonville Is:

- » **#1 in Florida for Recent College Graduates** – JAXUSA Partnership/  
*Tampa Bay Business Journal, 2021*
- » **#1 Best Metro for Digital Nomads**  
*Zillow/Yelp, 2021*
- » **#2 “Best Place to Live in Florida”**  
*Bankrate, 2021*
- » **#3 Best City for Job Seekers**  
*Money Geek, 2021*
- » **#4 City for Tech Worker Relocation**  
*LinkedIn, 2021*
- » **#5 in Growth of Local Tech Talent in Small Markets** – CBRE, 2021
- » **Top 10 City for Most Startups**  
*Rootstock, 2021*
- » **Top 10 City for Women in Tech**  
*SmartAsset, 2021*
- » **A Top 20 Best City to Start a Business** – *WalletHub, 2021*
- » **A Top 10 Best Place to Live on the Coast** – *Coastal Living, 2020*
- » **#7 for Where the Jobs Will Be in 2020** *Forbes, 2020*
- » **#4 City Where People Moved to in 2019** – *Hire A Helper, 2020*
- » **A Top 10 hottest city in the housing market** – *Zillow/CBS News, 2019*
- » **A Top 20 Best Tech Cities for IT Jobs** – *CompTIA, 2019*
- » **#1 City for Talent Attraction**  
*EMSI, 2019*



# JACKSONVILLE, FLORIDA'S FIRST COAST





**2021 Q1 Household  
Income Grew 7.6%  
in Jacksonville**  
(vs. 7.2% nationwide)  
*Source: REIS, Inc.*

Jacksonville is distinguished by a growing population, strong economy, diverse culture and recreational opportunities and abundant natural resources making it one of the nation's most dynamic cities. At 874 square miles, Jacksonville is the largest city by land area in the continental U.S. as a result of the 1968 consolidation of Jacksonville and Duval County. By population, Jacksonville is the 12th largest U.S. city and the Jacksonville MSA has a population of more than 1.5 million across five counties in Northeast Florida.

Regional collaboration is strong and our economic base is diverse. Top industries include advanced manufacturing, transportation and logistics, financial services, IT and innovation, and health and biomedical. Florida's favorable tax environment benefits both businesses and individuals with no corporate franchise tax, state personal income tax, inventory tax, or foreign income tax. Locally, Jacksonville's consolidated government means a streamlined permitting process. Businesses also enjoy low operating costs, strong broadband infrastructure, and a highly skilled, low-cost workforce.

As "America's logistics center," Jacksonville serves as a gateway to Florida and a major distribution point for goods being transported throughout the eastern seaboard and to the Midwest. Serviced by three major rail networks and three interstates, Jacksonville sits at the crossroads of the Southeast's rail and highway network. The deep-water port is the number one container port complex in Florida and one of the nation's top vehicle handling ports. In addition, Jacksonville International Airport offers more than 85 nonstop flights and connections to every major city in the world.

Home to top-rated K-12 schools and excellent colleges and universities, the region cultivates a wealth of young, experienced talent. Residents enjoy big-city arts and entertainment amenities, a hearty dose of Southern charm, and plenty of outdoor recreation options, including 1,100 miles of navigable water, 22 miles of beaches and the largest urban park system in the nation.

# DOWNTOWN, DISTRICTS & DESIGNATIONS

As the heart of the arts, history, business, innovation, and civic engagement in Northeast Florida, Downtown Jacksonville is in the middle of it all. Office and residential towers flank nearly six miles of beautiful waterfront and nearly three miles of riverwalk along the St. Johns River.

With a daytime population of 56,000 and nearly 7,000 calling Downtown home, employees and residents cite walkability, culture, entertainment, restaurants, river access and the city atmosphere as the best things about the Downtown experience.

Getting to and from Downtown is easy with direct access via Interstates 10 and 95. Nearly half of Downtown's employees enjoy commute times of 20 minutes or less. For travelers, Downtown is a quick 15-mile drive to the Jacksonville International Airport.

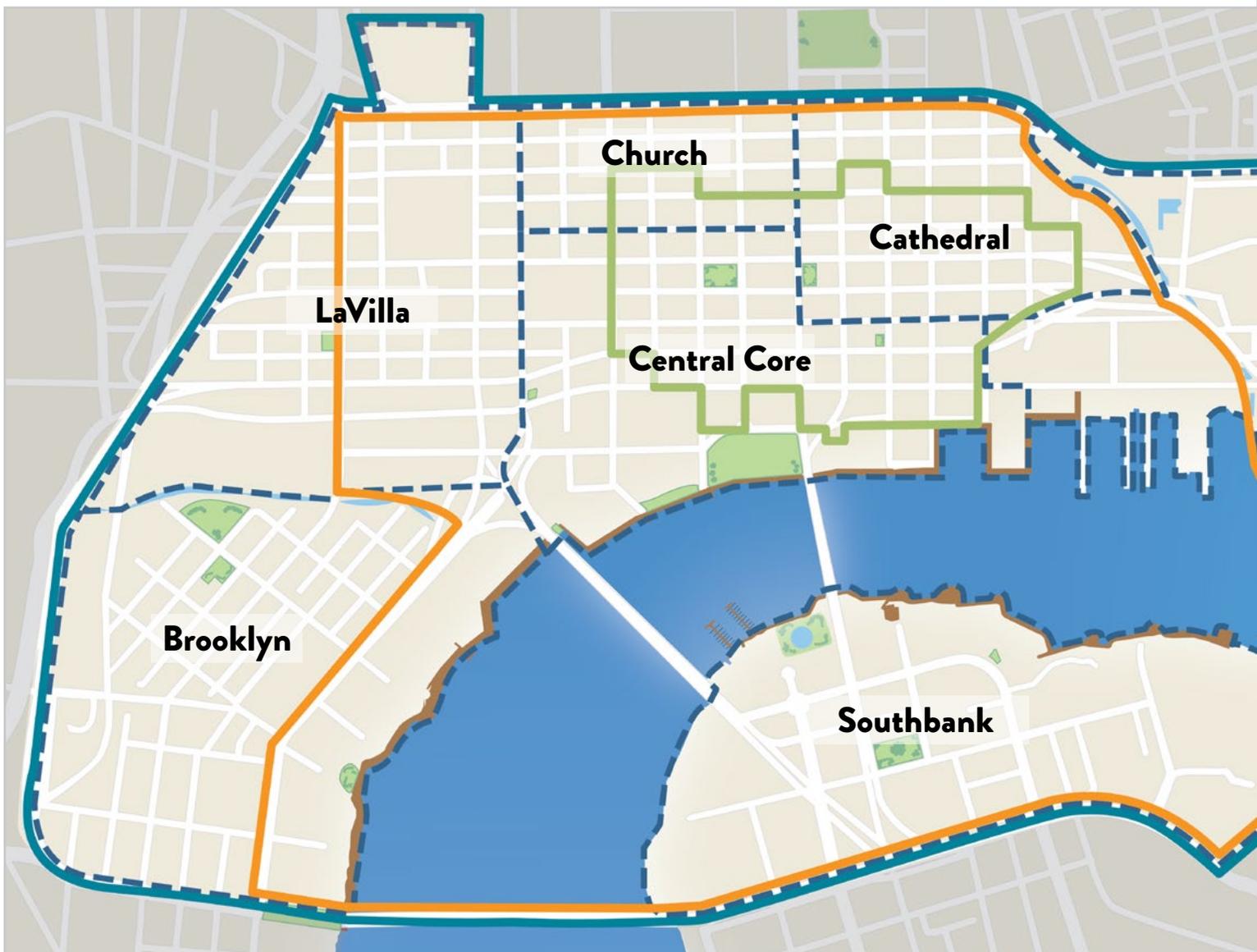
Downtown benefits from strong public-private partnerships. The City of Jacksonville's Downtown Investment Authority (DIA) guides

and incentivizes investment, job creation, and residential density throughout Downtown, while the Business Improvement District (BID) provides Downtown with clean and safe services marketing and events, and stakeholder support. As of October 1, 2021, the BID will more than double in size to serve a growing Downtown population.

Downtown falls under a singular Commercial Central Business District (CCBD) zone to allow for a dense mixture of uses.

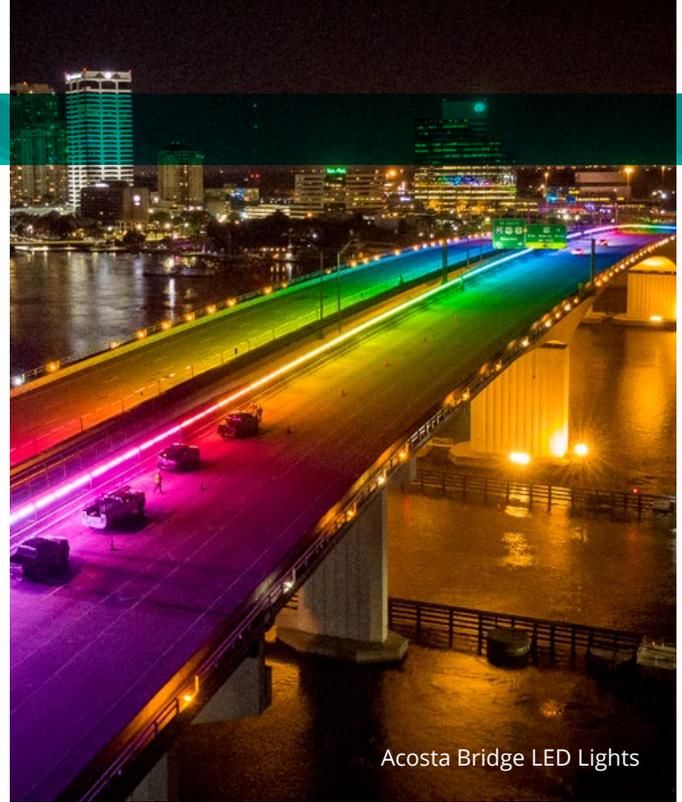
Downtown received a Historic District designation through the National Park Service's National Register of Historic Places in 2016. The district encompasses 64 blocks in the Central Core, Cathedral and Church District. According to the designation:

“ This particular area contains a contiguous group of resources that relate to the development of Downtown Jacksonville as a commercial, institutional, and residential

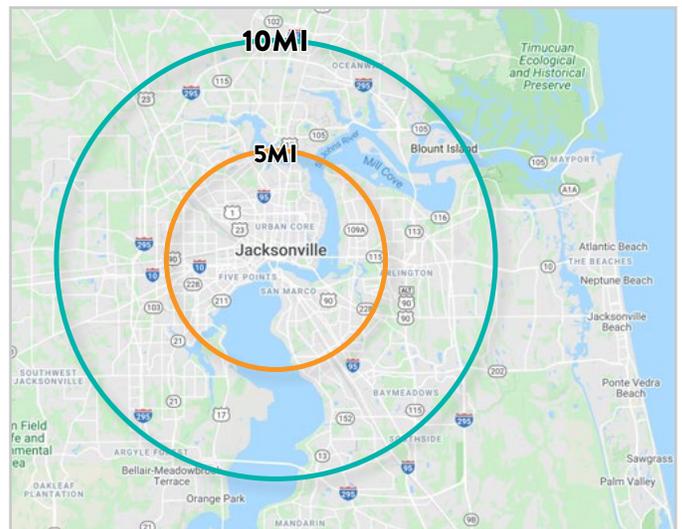
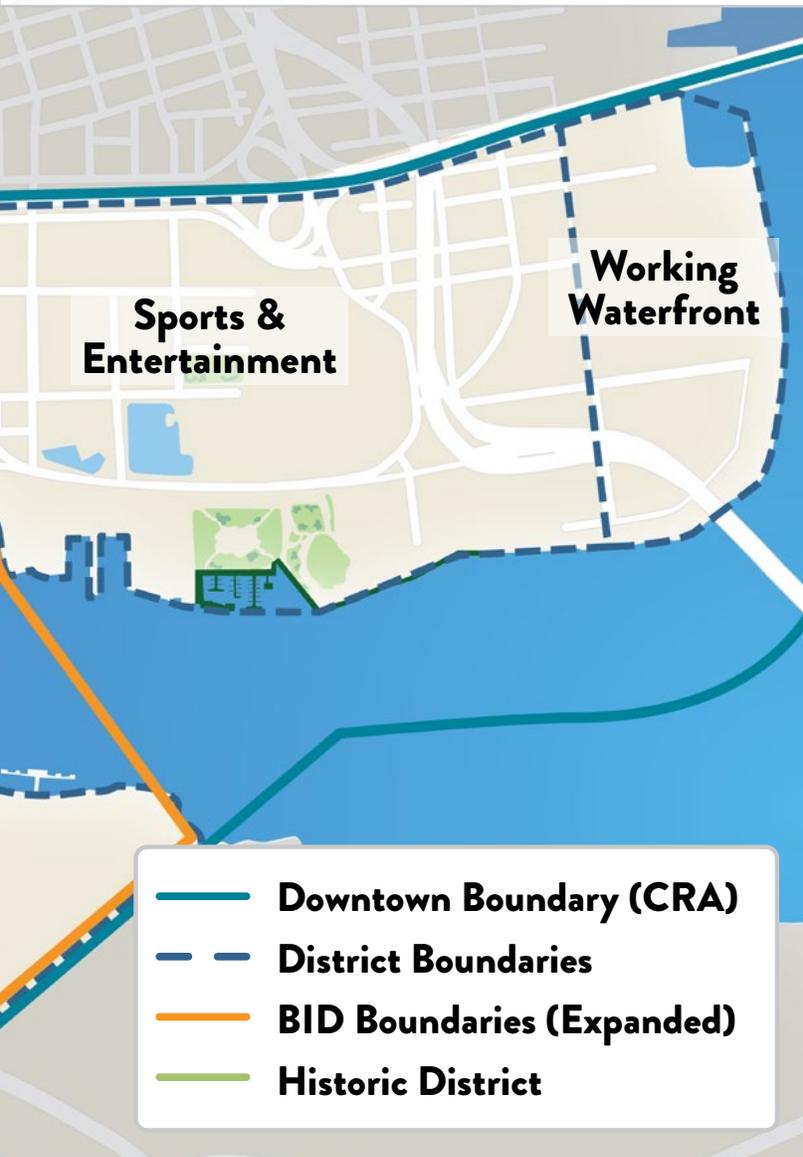


hub for the city following the Great Fire of May 3, 1901. The contributing resources host a number of uses such as single family and multi-family dwellings, commercial business, financial institutions, social and religious activities and government operations. The architectural styles include Frame and Masonry Vernacular, Prairie and Chicago School, Colonial Revival, Mediterranean Revival, Neoclassical Revival, Beaux Arts, Renaissance Revival, Gothic Revival, Romanesque Revival, Modernist, and others. ”

And in 2017, portions of the Cathedral District and the Sports & Entertainment District were designated as “Opportunity Zones” that offer investors tax breaks designed to encourage economic development in economically distressed areas created as part of the federal Tax Cuts and Jobs Act of 2017.



Acosta Bridge LED Lights



**POPULATION WITHIN FIVE & 10 MILES OF DOWNTOWN**

Source: Placer.ai, June 2021

**5 Miles**

Population - 204,443  
 Density - 2,615 (pop/sq. mi.)  
 Trade Area - 78.2 sq. mi.

**10 Miles**

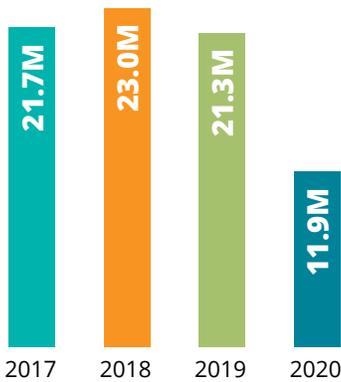
Population - 603,734  
 Density - 1,843 (pop/sq. mi.)  
 Trade Area - 327.5 sq. mi.



# TRACKING THE IMPACTS OF COVID-19

Source: Placer.ai

## Year-Over-Year Visits



Like every major metro area, Downtown Jacksonville felt the effects of the COVID-19 pandemic. Visitor foot traffic dropped dramatically beginning in March 2020 and remained low throughout the summer. Total visits in 2020 were 44% lower than in 2019.

Today, Downtown is rebounding as the community vaccinates, as events return and as new businesses open. Visitor traffic for the first two quarters of 2021 is 24% higher than the same time period in 2020.

## Q1-Q2 2021 vs. Q1-Q2 2020 Visits

2021 **8.0M Total Visits - 40.7K Daily Average**

2020 **6.4M Total Visits - 35.6K Daily Average**

## Visits by Week (January 1, 2020 - June 30, 2021)



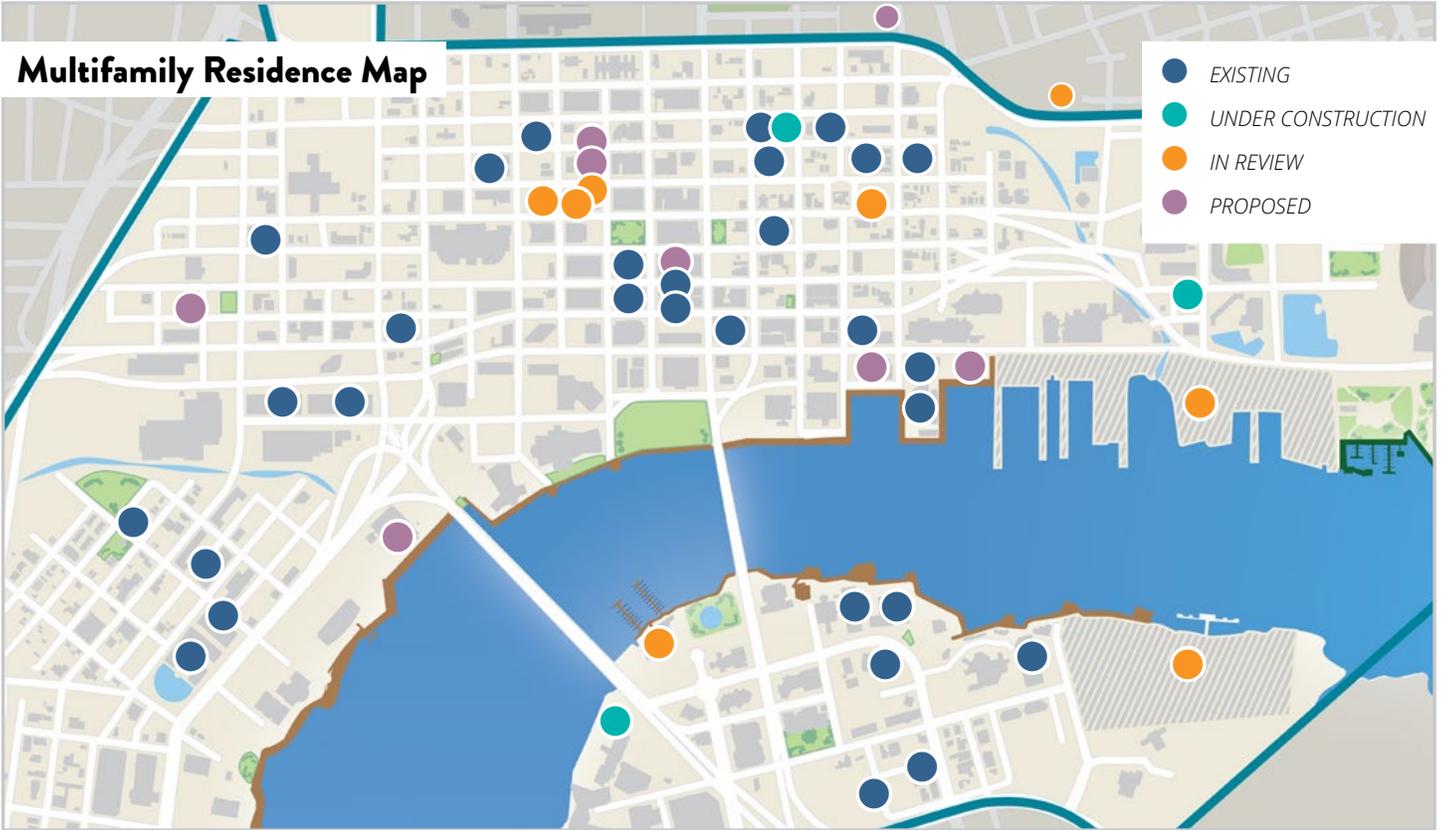


Live  
DOWNTOWN  
JACKSONVILLE

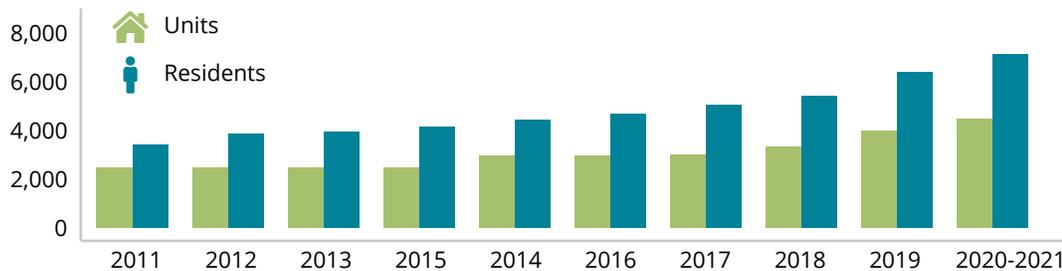
## RESIDENTIAL RAMPS UP

Downtown Jacksonville is a desirable address, offering an active and walkable quality of life like nowhere else in the region. The number of residential units has nearly doubled since 2015 and developers continue to be drawn to Downtown's historic buildings and available parcels. Five multifamily properties have opened since 2020 and four more properties are currently under construction, including the first multifamily residential property in the Sports & Entertainment District.

### Multifamily Residence Map



### 10 Year Increase in Residents and Units



**6,830**

RESIDENTS  
 Up 9%  
 From Last Year

**4,314**

MULTIFAMILY UNITS  
 Up 13%  
 From Last Year



**VIEW THE COMPLETE LIST OF  
RESIDENTIAL PROPERTIES AT  
[LIVEDTJAX.COM](http://LIVEDTJAX.COM).**

**i** The resident count is hand-compiled by Downtown Vision using occupancy rates and units from 29 Downtown multifamily residential properties. This number does not include single-family units, transitional housing or other residents as tracked in US Census projections.



# HOUSING PROFILE & GROWTH

Source: Duval County Property Appraiser, Zillow, Self Reported, Publicly Available News Sources

## Growth Snapshot



**596**  
NEW UNITS SINCE  
JANUARY 2020



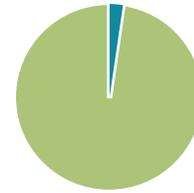
**552**  
UNITS UNDER  
CONSTRUCTION



**1.8K**  
UNITS UNDER REVIEW

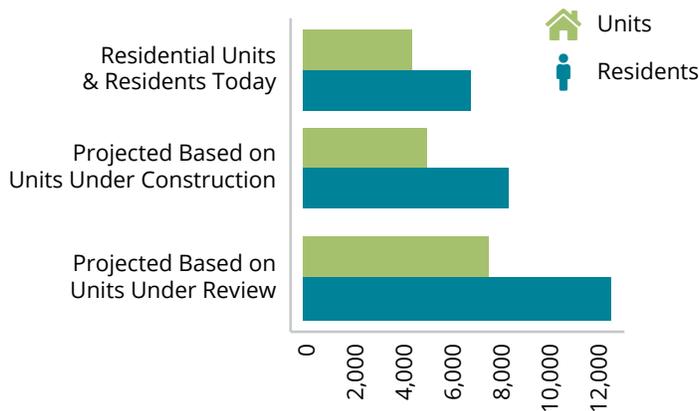


**981**  
PROPOSED UNITS



**Average Occupancy**  
**97.5%**  
*(Excludes properties opened in 2021)*

## Projected Increase in Residents and Units



## Residential Sales

AVERAGE SALE PRICE **\$299.9**

AVERAGE PRICE / SF **\$200**

RANGE / SF **\$86-\$363**

## Residential Leases

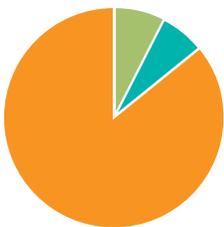
AVERAGE RENT / MO **\$1,579**

RANGE **\$675-\$5,785**

# RESIDENT PROFILE

Source: Downtown Vision 2020-2021 Downtown Resident Survey

## Affinity for Living Downtown



**86.0%** Like/love living Downtown  
**6.5%** Neutral  
**7.5%** Dislike/hate living Downtown



### Best Things About LIVING Downtown:

1. City living/atmosphere/vibe
2. Proximity to work
3. Walkability
4. Entertainment/events
5. River access



### Worst Things About LIVING Downtown:

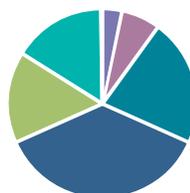
1. Feeling unsafe
2. Loitering/transient population
3. Lack of a walkable grocery store
4. Empty storefronts/not attractive
5. Panhandling

## Annual Household Income



**5.5%** Less than \$20,000  
**11.5%** \$20,000-\$39,999  
**14.1%** \$40,000-\$59,999  
**17.0%** \$60,000-\$79,999  
**12.6%** \$80,000-\$99,999  
**18.9%** \$100,000-\$149,999  
**20.4%** \$150,000 or more

## Education



**0.3%** Some high school  
**15.8%** High school diploma/GED  
**15.8%** Associate's degree  
**36.6%** Bachelor's degree  
**21.6%** Master's degree  
**6.6%** Doctorate/ Post-grad degree  
**3.3%** Other

# HOUSING SUMMARY

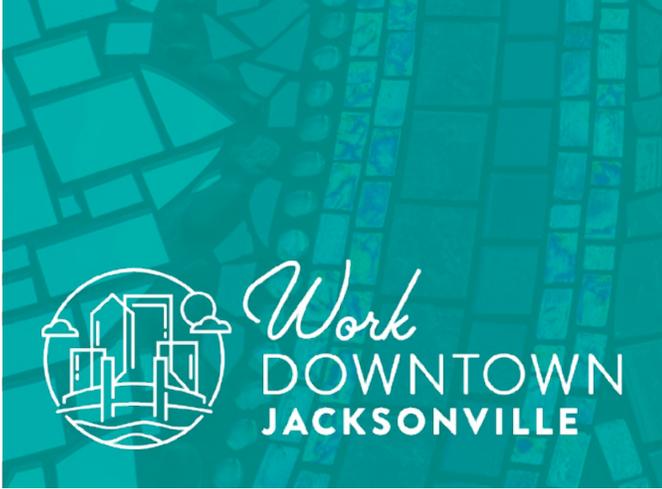
Source: Downtown Vision and self reported

Residential Community	Address	Units	Lease/Sale	Opened
Vista Brooklyn	200 Riverside Ave.	308	For Lease	2021
Elena Flats	122 E. Duval St.	4	For Lease	2021
Shipping Container Apartments	412 E. Ashley St.	18	For Lease & AirBNB	2021
Lofts at Brooklyn	Spruce & Jackson	133	For Lease	2021
Lofts at Jefferson Station	799 Water St.	133	For Lease	2020
SOBA (San Marco Apartments)	1444 Home St.	147	For Lease	2019
Broadstone River House	1655 Prudential Dr	263	For Lease	2019
The Residences at Barnett	112 W. Adams St.	107	For Lease	2019
Houston Street Manor	Houston St. & Jefferson St.	72	For Lease	2018
FSCJ Student Housing (Lerner Building)	20 W. Adams St.	58	For Lease	2018
Lofts at Monroe	Monroe St. & Davis St.	108	For Lease	2018
Lofts at LaVilla	Bay St. & Lee St.	130	For Lease	2018
220 Riverside	220 Riverside Ave.	295	For Lease	2015
The Brooklyn Riverside	Park St. at Jackson St.	310	For Lease	2015
Churchwell Lofts at East Bay	301 E. Bay St	20	For Sale	2008
The Peninsula	1431 Riverplace Blvd.	234	Sale/Lease	2008
San Marco Place	1478 Riverplace Blvd.	141	For Sale	2007
The Strand	1401 Riverplace Blvd.	295	For Lease	2007
Residences at City Place	311 W. Ashley St.	202	For Sale/Lease	2006
The Metropolitan	421 W. Church St.	125	For Lease	2006
The Carling	31 W. Adams St.	100	For Lease	2005
11 E. Forsyth	11 E. Forsyth St.	127	For Lease	2003
Home Street Lofts	1050 Hendricks Ave.	12	For Sale	2003
Parks at the Cathedral	303 E. Church St.	51	For Sale	2002
The Plaza Condominiums at Berkman Plaza	400 E. Bay St.	205	For Sale/Lease	2002
The Townhomes at Berkman Plaza		20	For Sale	2002
W.A. Knights Loft	113 W. Adams St.	12	For Lease	2002
Cathedral Residences (Senior Living)	601 N. Newnan	632	For Lease	1967
Stevens Duval (Senior Living)	601 N. Ocean St.	52	For Lease	N/A
		<b>4,314</b>		

Under Construction	Address	Units	Lease/Sale
Ashley Square Apartments (senior housing)	650 N. Newnan St.	120	For Lease
The Doro	960 E. Adams St.	247	For Lease
The Southerly	959 Prudential Dr	185	For Lease
		<b>552</b>	

In Review	Address	Units	Lease/Sale
Central National Bank Building	404 N. Julia St.	139	For Lease
Florida Baptist Convention Building	218 W. Church St.	24	For Lease
Independent Life Insurance Building	233 W. Duval St.	135	For Lease
LaVilla Townhomes	Adams, Lee, Houston & Forsyth	91	For Sale
Lofts at the Cathedral	325 E. Duval St.	120	For Lease
RD River City Brewery Apartments	835 Museum Circle	327	For Lease
RiversEdge: Life on the St. Johns	0 Broadcast Pl.	950	For Sale/Lease
The Shipyards (Four Seasons)	Bay St.	25	TBD
		<b>1,811</b>	

Proposed	Address	Units	Lease/Sale
225 Laura St. Apartments	225 N. Laura St.	4	For Lease
Berkman II Development	500 E. Bay St.	293	For Sale/Lease
Ashley & Hogan Apartments	Ashley & Hogan	260	For Lease
Jones Brothers Furniture Building	Ashley & Hogan	28	For Lease
One Riverside Ave (Phase 1)	1 Riverside Ave	271	For Lease
One Riverside Ave (Phase 2)	1 Riverside Ave	125	For Lease
		<b>981</b>	



# OFFICE MARKET & EMPLOYEE OUTLOOK

Downtown is home to all of Jacksonville's tallest buildings, three Fortune 500 Companies, seven million square feet of commercial office space, more than two million square feet of government buildings, and a robust collection of historic and mid-century architecture. This year, FIS (fintech) and JEA (electric authority) are topping off their new headquarters in Downtown.

Sources: CBRE Group, Inc., ESRI and Duval County Property Appraiser



**30.2%**  
OF JACKSONVILLE'S OFFICE  
INVENTORY IS LOCATED  
DOWNTOWN.

## JACKSONVILLE'S THREE FORTUNE 500 COMPANIES ARE LOCATED DOWNTOWN.

### MAJOR HEADQUARTERS

Source: JAXUSA Partnership

HEADQUARTERS	REGIONAL EMPLOYEES
CSX Corporation*	2,900
Black Knight	2,120
JEA	2,000
One Call	1,970
VyStar Credit Union	1,790
FIS*	1,500
Wells Fargo	1,450
TIAA Bank	1,400
GuideWell	1,300
Fidelity National Financial*	1,168
Citizens Property Insurance	1,040
Suddath	850
JTA	800

\*Fortune 500 Companies



**6.98M SF OF  
OFFICE INVENTORY**

(Class A & B only - excludes government-owned inventory)

**539K SF OF OFFICE  
UNDER CONSTRUCTION**

**FIS Headquarters - 386,000 SF**  
**JEA Headquarters - 153,000 SF**



**56K**  
DOWNTOWN  
EMPLOYEES



**2,400**  
DOWNTOWN  
BUSINESSES

### TOP BUSINESS SEGMENTS

Excluding Miscellaneous Services & Unclassified

1. Legal, Scientific & Tech Services
2. Health Care & Social Assistance
3. Finance & Insurance
4. Retail Trade
5. Public Administration
6. Real Estate, Rental & Leasing
7. Accommodation & Food Services

### 2020 Q4 STATS BY CLASS



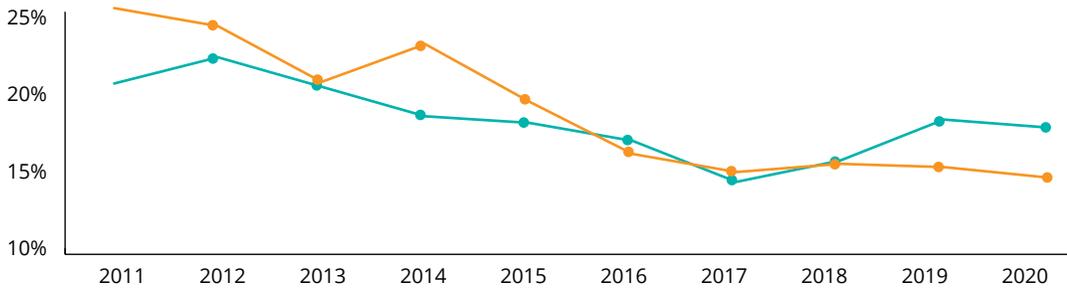
**CLASS A**  
Inventory:  
**4,201,455 SF**  
Vacancy Rate:  
**15.2%**  
Average Lease  
Rate Per SF:  
**\$22.42**



**CLASS B**  
Inventory:  
**2,774,828 SF**  
Vacancy Rate:  
**13.1%**  
Average Lease  
Rate Per SF:  
**\$21.00**

### Jacksonville Office Vacancy Rates Year over Year

Source: CBRE Group, Inc.



### JACKSONVILLE SUBURBS

**16.5%**

↑ to 19.0% (2021 Q2)

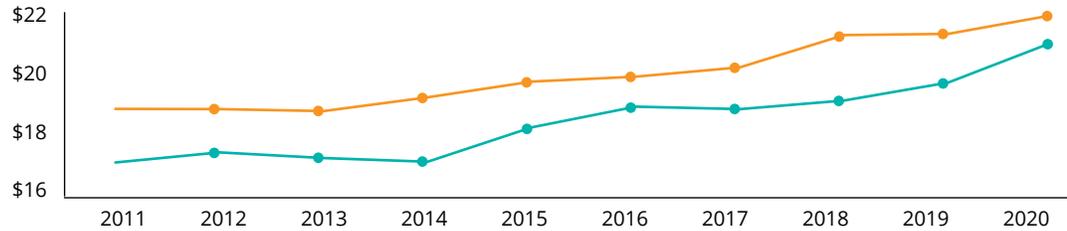
### DOWNTOWN JACKSONVILLE

**14.4%**

↑ to 19.7% (2021 Q2)

### Jacksonville Average Lease Rates Year over Year

Source: CBRE Group, Inc.



### DOWNTOWN JACKSONVILLE

**\$21.94**

↑ to \$22.41 (2021 Q2)

### JACKSONVILLE SUBURBS

**\$21.04**

↑ to \$21.32 (2021 Q2)



### 2020 Q4 Office Market Comparison of Florida CBDs

Source: CBRE, Inc.

Florida Central Business Districts	Total Square Footage	Total Vacancy	Net Absorption	Average Lease Rate
Miami (Downtown & Brickell)	12,308,547	18.9%	-215,7018	\$48.72
Downtown Tampa	6,543,405	13.1%	66,392	\$33.45
Downtown Orlando	7,830,027	12.3%	-45,188	\$29.23
<b>Downtown Jacksonville</b>	<b>6,976,283</b>	<b>14.4%</b>	<b>-14,701</b>	<b>\$21.94</b>
vs. Jacksonville Suburbs	15,995,927	16.5%	123,455	\$21.04



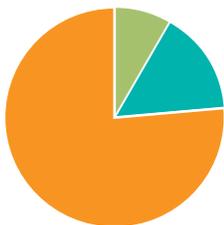
**\$86.3M**

**in Major Commercial Sales in 2020**

# EMPLOYEE PROFILE

Source: Downtown Vision 2020-2021 Downtown Employee Survey

## Affinity For Working Downtown



- 76.5%** Like/love working Downtown
- 15.4%** Neutral
- 8.1%** Dislike/hate working Downtown



### Best Things About WORKING Downtown:

1. Restaurants
2. Entertainment & Events
3. Walkability
4. Proximity to residence
5. Culture



### Worst Things About WORKING Downtown:

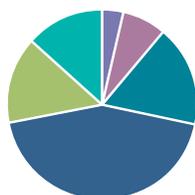
1. Feeling unsafe
2. Loitering/transient population
3. Panhandling
4. Empty storefronts/not attractive
5. Businesses closed evenings/weekends

## Annual Household Income



- 1.9%** Less than \$20,000
- 9.0%** \$20,000-\$39,999
- 15.2%** \$40,000-\$59,999
- 15.0%** \$60,000-\$79,999
- 14.5%** \$80,000-\$99,999
- 22.3%** \$100,000-\$149,999
- 22.1%** \$150,000 or more

## Education



- 0.2%** Some high school
- 13.2%** High school diploma/GED
- 14.6%** Associate's degree
- 43.7%** Bachelor's degree
- 17.1%** Master's degree
- 7.7%** Doctorate/ Post-grad degree
- 3.5%** Other



**Employee Commute Times**  
**48%** - 20 minutes or less  
**80%** - 30 minutes or less



Expansive Workspace



Estrella Cocina



Visit  
DOWNTOWN  
JACKSONVILLE

# CENTRAL HUB FOR COMMUNITY & CULTURE



## 4 COLLEGES & UNIVERSITIES

Edward Waters University\*  
Florida State College at Jacksonville  
*Downtown Campus and Dorms*

Jacksonville University  
*Davis College of Business Campus*  
*Brooks Rehabilitation College of Healthcare Sciences*  
*Nathan M. Bisk Center for Professional Studies*

University of North Florida  
*Coggin College of Business Campus*  
*UNF Center for Entrepreneurship and Innovation*  
*MOCA Jacksonville, A Cultural Institute of UNF*

» *Coming Soon: Private business, healthcare and IT university, Strayer University has leased 4,500-square-feet of space in Brooklyn. The University of Florida announced a 3,500-square-foot center for architecture education and research in the St. John's Cathedral Education Building.*



## 3 SPORT VENUES

121 Financial Ballpark  
TIAA Bank Field  
VyStar Veterans Memorial Arena



## 6 THEATERS & PERFORMANCE HALLS

Daily's Place Amphitheater  
Florida Theatre  
Friday Musicale  
Ritz Theatre and Museum  
Times-Union Center for the Performing Arts  
VyStar Veterans Memorial Arena



## 6 PERFORMANCE GROUPS

Cathedral Arts Project  
Florida Ballet  
FSCJ Artist Series  
Jacksonville Symphony  
River City Fine Arts Academy  
Theatreworks



## 8 LIBRARY & MUSEUMS

Cummer Museum of Art & Gardens\*  
Eartha M. M. White Historical Museum  
Jacksonville Public Library Main Branch  
Karpeles Manuscript Library\*  
Merrill House Museum  
MOCA Jacksonville  
Museum of Science and History  
Ritz Theatre & Museum

» *The DIA, Jessie Ball duPont Fund and other community leaders are working on a holistic plan to activate the riverfront that includes the USS Orleck Naval Museum and Jacksonville Fire Museum at The Shipyards.*



## 9 HISTORIC CHURCHES

Basilica of the Immaculate Conception  
First Baptist Church of Jacksonville  
First Presbyterian Church  
First United Methodist Church  
Greater Hill Temple, Faith United Church of the Living God, Inc.  
Historic Mt. Zion AME Church  
St. John's Episcopal Cathedral  
St. Philip's Episcopal Church  
The Bethel Church\*



## 18 PARKS & TRAILS

Brooklyn Park  
Cathedral Park  
The Corkscrew  
Emerald Trail (Proposed)  
Friendship Fountain / St. Johns River Park  
Gefen Riverwalk Park  
Henry J. Klutho Park\*  
James Weldon Johnson Park  
Jessie Smith Pocket Park  
Lift Ev'ry Voice & Sing Park  
Memorial Park\*  
Metropolitan Park  
Northbank and Southbank Riverwalks  
Riverfront Plaza  
Riverside Park\*  
Treaty Oak Park  
Unity Plaza  
Veterans Memorial Wall



## 6 HOSPITALS

Ascension St Vincent's Riverside Hospital\*  
Baptist MD Anderson Cancer Center  
Baptist Medical Center Jacksonville  
Nemours Children's Specialty Care  
UF Health & Proton Therapy Institute\*  
Wolfson Children's Hospital



## 5 SPORTS TEAMS

Jacksonville Giants, National Champions, 2021 (ABA)  
Jacksonville IceMen (ECHL)  
Jacksonville Jaguars (NFL)  
Jacksonville Jumbo Shrimp (MiLB AAA)  
Jacksonville Sharks (NAL Champions, 2019)



## 2 EXPO CENTERS

Fairgrounds and Expo Center  
Prime Osborn Convention Center

\*Located within one mile of Downtown.

# RETAIL REBOUND

Fortunately, many of Downtown’s existing retailers withstood the challenges of the pandemic. More than 20 retailers, many in the food and beverage category, have opened since the beginning of 2020, and the Downtown Investment Authority (DIA) has launched targeted incentives to attract additional retailers by offering to offset build-out and storefront upgrade costs. The DIA is also working to make it easier to operate small full-service restaurants by easing seating and space requirements for liquor licenses.

## FAB-REP Targeted Retail Activation: Food & Beverage Establishments

The DIA’s Food and Beverage Retail Enhancement Program (FAB-REP) aims to cluster restaurants and bars in two distinct, walkable corridors of Downtown: the Laura/Hogan Street Corridor and The Elbow Entertainment District Corridor in the Central Core. The DIA will incentivize investment through five-year forgivable loans to eligible businesses. The program will fund capital improvements up to 50% of the build-out costs. More than \$2.5 million is earmarked for FAB-REP and incentives will be scaled by type of business. Eligibility requirements for businesses include certain dedicated hours of operation, service type, size and locations with ground-level access and street-level visibility. **LEARN MORE AT [DIA.COJ.NET/FAB-REP](http://DIA.COJ.NET/FAB-REP).**



### Ruby Beach Brewing, 228 E. Forsyth St.

**Grant Amount: \$75,000**

**Opens August 2021**

Ruby Beach Brewing is a specialty craft brewery that relocated from its Jacksonville Beach location to Downtown Jacksonville, providing a 24-tap rotating lineup of premium, unique microbrews in its tap room. This commercial microbrewery and brew pub features a 1,278 sq. ft. taproom, a 440 sq. ft. outdoor patio/beer garden, and 2,557 sq. ft. upstairs meeting and event space.

### The Bread & Board, 100 W. Bay St.

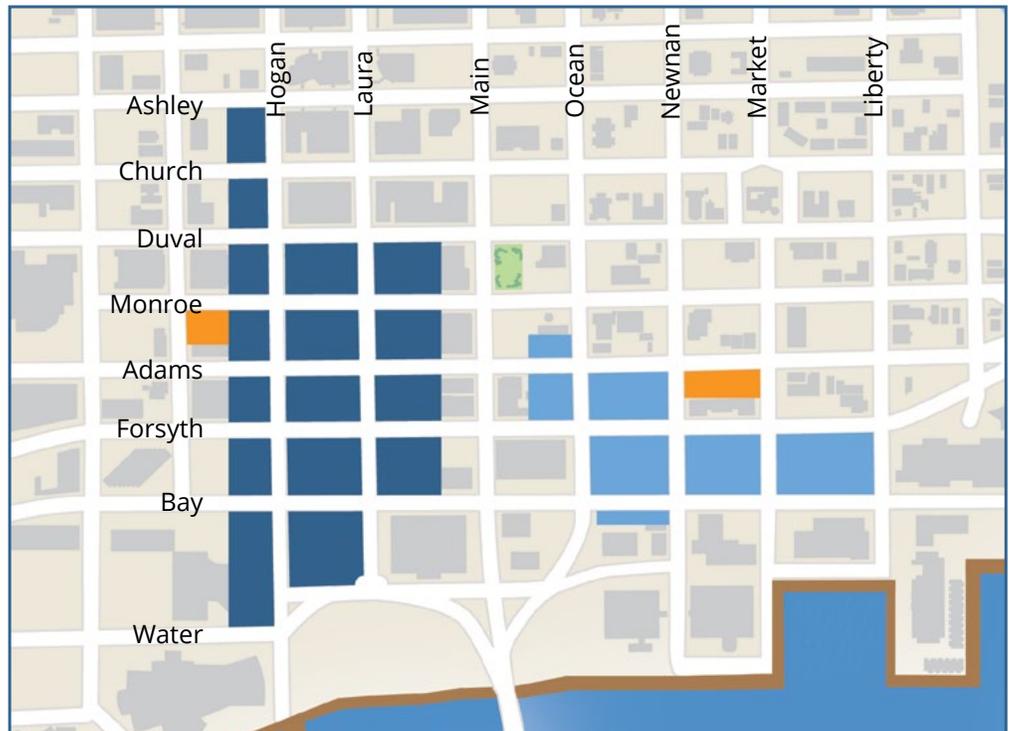
**Grant Amount: \$371,590**

**Opens August 2021**

Dubbed Bread & Board Provisions, this full-service restaurant and market space offers high-quality options for breakfast, lunch, and dinner as well as seasonally focused food and goods sourced from local vendors. Designed for 150 patrons, the renovated space features a 4,298 sq. ft. restaurant and kitchen area and a 2,462 sq. ft. market space. The new indoor porch features large windows that open up to the intersection of Bay and Laura Street achieving a FAB-REP goal of street-front activation

## FAB-REP Map

- Laura/Hogan Street Corridor
- The Elbow Entertainment District Corridor
- Designated Parking



Brooklyn Station



### Storefront Façade Grant Program

This DIA program provides grant funding to Downtown property owners in the Northbank CRA's Historic District for the improvement of storefronts and, if applicable, second story façades. The restoration and renovation of storefront façades—while sometimes seemingly minor—have a big impact transforming tired, drab storefronts into an inviting places that attract visitors and create a pleasant pedestrian experience. These funds increase the utilization of existing buildings, enhance economic vitality, attract new tenants, strengthen the overall image of Downtown and foster community pride. Interested parties may receive funding at a maximum amount of \$30 per square foot of eligible storefront façade. The grant is capped at 50% of eligible costs, with a maximum grant award of \$75,000 per applicant. **LEARN MORE AT [DIA.COJ.NET/FACADE-GRANT-PROGRAM](http://DIA.COJ.NET/FACADE-GRANT-PROGRAM).**

#### Hatfield & Hatfield, 210 E. Forsyth St.

**Grant Amount: \$7,370**

Hatfield & Hatfield, a local law firm doing business in Downtown since 2016, received the first DIA Storefront Façade Grant to help preserve the building's exterior quality and enhance the aesthetics of the building. Improvements include replacing street-facing windows to provide better protection from the elements, removing aging window frames and glazing, and adding protective film to the entrance doors to better match the new-and-improved windows and to provide additional security.

### New Retail (Opened 2020-2021)



### Announced Retail

East Bay Street Bar    Maritime 618    Panera Bread    Southern Grounds



## TOURISM RETURNS

While tourism was hit hard by COVID-19, according to the Convention and Visitors Bureau, Visit Jacksonville, hotel room demand in June 2021 is rebounding to 2019 levels. Meanwhile, planning and construction on numerous hotels is moving forward. The Residence Inn by Marriott is near completion in Brooklyn, marking the first Downtown hotel to open since 2012.

### HOTEL SUMMARY

	Rooms	Type	Meeting Space
Hyatt Regency Jacksonville Riverfront	951	Full service	110,000 SF
Jacksonville River City Downtown Hotel (formerly Omni)	354	Full service	14,000 SF
The Southbank Hotel at Jacksonville Riverwalk	355	Full service	35,000 SF
DoubleTree Jacksonville Riverfront	293	Full service	12,000 SF
Hilton Garden Inn Jacksonville Downtown Southbank	123	Select Service	N/A
Hampton Inn Jacksonville Downtown I-95	118	Select Service	N/A
Extended Stay America Jacksonville Riverwalk	101	Select Service	N/A
Homewood Suites Jacksonville Downtown Southbank	98	Select Service	N/A
	<b>2,361</b>		

Project	Rooms	Status	Location	Developer
Residence Inn by Marriott	135	Under Construction	Brooklyn	Baywood Hotels
Ambassador Hotel, TRYP by Wyndham	127	In Review	Church	Augustine Development Group
Home2 Suites by Hilton	100	In Review	Brooklyn	Kelco & Corner Lot Development Group
Laura Street Trio, Marriott Bonvoy Autograph Collection	145	In Review	Central Core	SouthEast Development Group
The Shipyards, Four Seasons	176	In Review	Sports & Entertainment	Iguana Investments Florida LLC
RiversEdge: Life on the St. Johns	147	Proposed	Southbank	Preston Hollow Capital LLC



#### New Hotel Rooms

**135** Under Construction

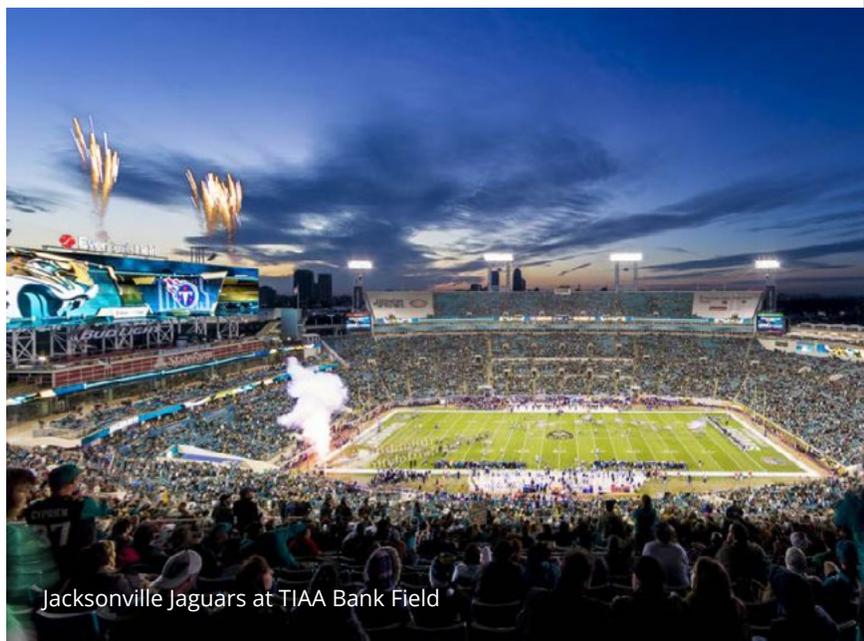
**519** Under Review

**147** Proposed



**342,300**  
Total Room Nights in 2020

*Down from 611,010 (2019)*



Jacksonville Jaguars at TIAA Bank Field

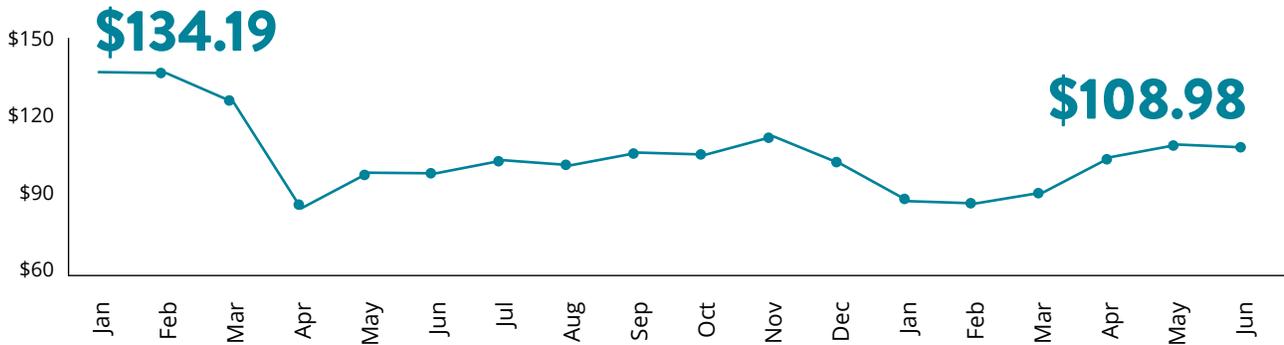
## Occupancy Rate - January 2020-June 2021

Source: Visit Jacksonville



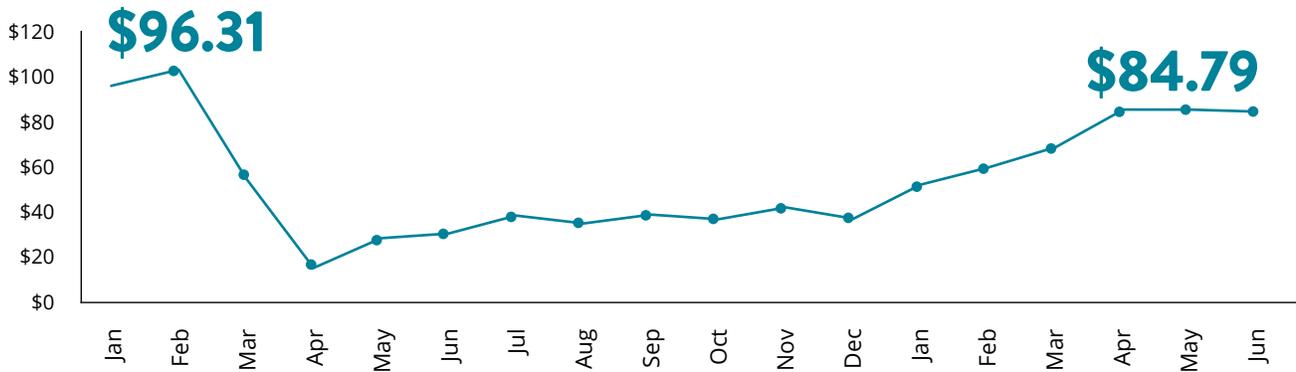
## Average Daily Rate - January 2020-June 2021

Source: Visit Jacksonville



## Revenue Per Available Room (RevPAR) - January 2020-June 2021

Source: Visit Jacksonville

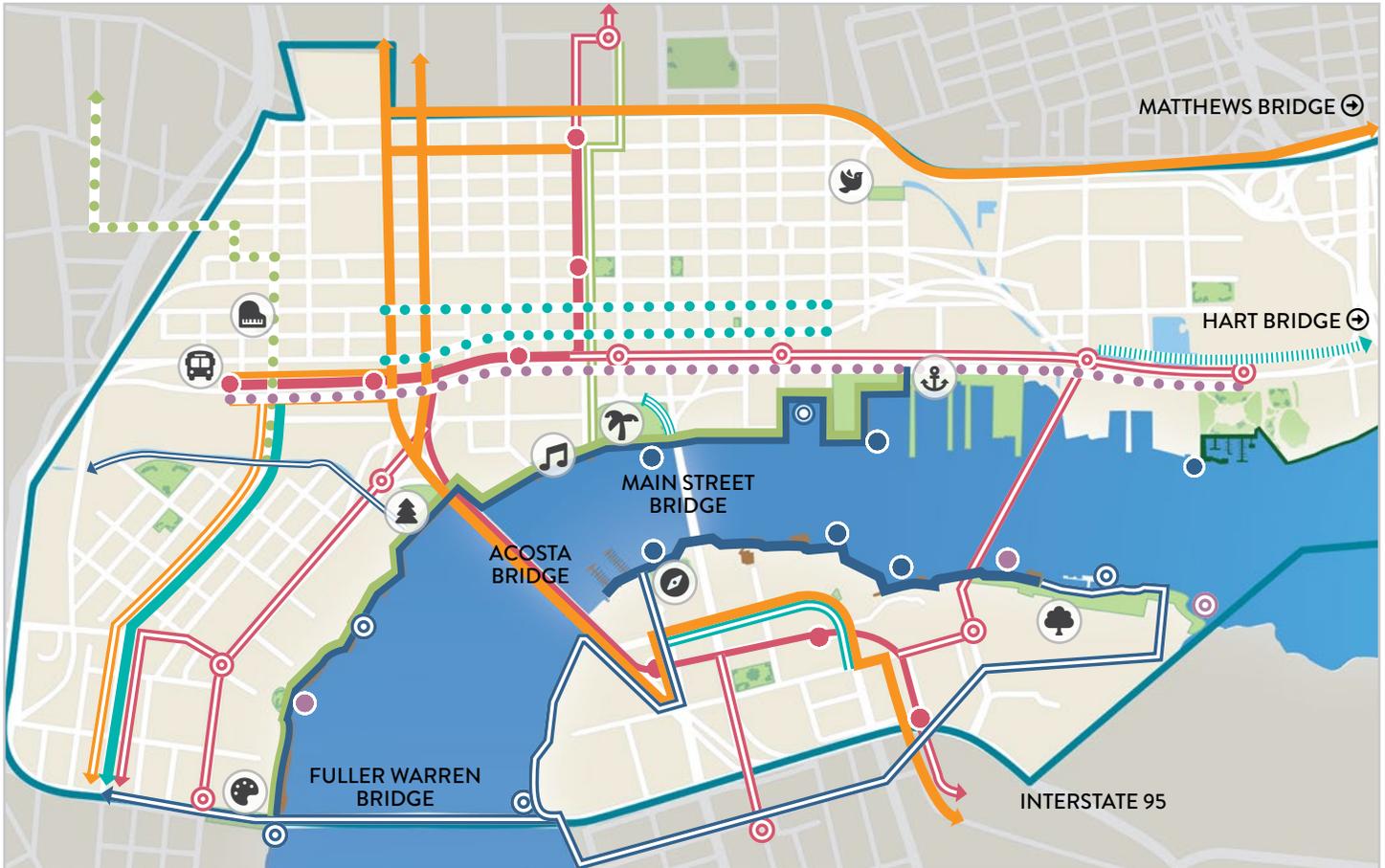


Florida Theatre



Pedal Pub Jax

# IMPROVED MULTIMODAL TRANSIT & INFRASTRUCTURE



**74 WALK SCORE**

Downtown is the most walkable neighborhood in Jacksonville



**60 TRANSIT SCORE**

Public transportation options are consolidated in Downtown



**57 BIKE SCORE**

Multiple projects under way include bike infrastructure



**57-MILE BRT NETWORK**

JTA is completing the final line of the First Coast Flyer



**30-MILE EMERALD TRAIL**

The Master Plan is fully funded and the Model Mile construction is underway



**2.8 MILES OF RIVERWALK**

North and south banks connect via a five-mile bridge loop

Jacksonville Regional Transportation Center



**Key:**



**Jacksonville Regional Transportation Center** (Page 29)

- First Coast Flyer BRT** – Launched in 2015, the \$151.8-million First Coast Flyer BRT connects Jacksonville’s Northside, Southside and Beaches. Once fully completed, the 57-mile network will link the region to Downtown. [fcf.jtafla.com](http://fcf.jtafla.com)
- Planned Flyer BRT** – In 2019, JTA received a \$16.6-million Capital Investment Grant from the Federal Transit Administration for the final line to Orange Park.
- Bay St. Innovation Corridor** [U2c.jtafla.com](http://U2c.jtafla.com) (Page 27)
- Skyway**                      **Proposed Expansions**
- Skyway Stations**                      **Proposed Stations**
- Park Street Road Diet** – The City will reconfigure a main artery through Brooklyn to support growing residential and retail needs.
- Riverplace Blvd. Road Diet** – The reconfigured main artery through the Southbank’s office and residential towers benefits multi-modal use.
- Two-way Street Conversions** – The City is working to calm traffic and boost walkability on east-west corridors through LaVilla, the Central Core and the Sports & Entertainment District.
- Hart Bridge Modification** – Ramp removal will bring the expressway down to street level to open up parcels on and near the St. Johns for redevelopment.
- Main St. Bridge Ramp Removal** – The City is better connecting the Main Street Bridge to the street grid.



**Emerald Trail Model Mile** (Page 28)



**Planned Hogan St. Cycle Track**



**Bike Facility**



**Planned Multiuse Path** – The Florida Department of Transportation is constructing a \$128 million shared-use bicycle and pedestrian lane on the Fuller Warren Bridge to link Brooklyn and the Southbank/San Marco neighborhoods. Planned riverwalk expansions and roadway improvements will create a Southbank loop for walkers, runners and cyclists.



**Existing Northbank and Southbank Riverwalk**



**Existing Docks**



**Proposed Docks**



**Existing Kayak Launch**



**Proposed Kayak Launch**



**Artist Walk**



**“Exploring the St. Johns River” Node** (Page 31)



**“Jacksonville’s Musical Heritage” Commons** (Page 31)



**Lift Ev’ry Voice & Sing Park** (Page 29)



**Planned Cathedral District Park**



**Planned One Riverside Park** (Page 30)



**Planned RiversEdge Park** (Page 27)



**Planned Riverfront Plaza** (Page 30)



**Planned Shipyards West Park** (Page 30)



## MAKING PARKING EASIER

Adequate and convenient parking contributes to the health of downtowns. Downtown Jacksonville boasts more than 44,000 parking spaces, and while the demand is catching up to this supply, a large amount of land is still devoted to parking.

The DIA is leading the way on a comprehensive Downtown parking strategy based on a 2019 Downtown Parking Study by Tim Haahs (now known as THA consulting).

- » Revised parking standards eliminate minimum requirements throughout Downtown and clarify the requirements for street-front retail or Urban Open Space wrapping the ground floor.
- » Rates for city-owned garages and on-street parking were adjusted in early 2021 to better manage supply and demand insuring the availability of on-street parking for short-term needs.
- » Public parking was added on Magnolia Street.

# DOWNTOWN INVESTMENT AUTHORITY



The Downtown Investment Authority (DIA) is the Community Redevelopment Agency and the Economic Development arm of the City for Downtown Jacksonville. Guided by a nine-member board of directors, the DIA works

to make Downtown a thriving and vibrant economic center for all. In the fiscal year 2020-2021, the DIA invested approximately \$70 million to leverage more than \$400 million in private capital investment and new construction.

## DIA Primary Functions Include:

- » Incentivizing private development projects to achieve revitalization goals
- » Managing property dispositions for City-owned assets
- » Planning, funding and supporting City infrastructure and public realm improvements
- » Procuring and managing design contracts and planning studies
- » Promoting Downtown via marketing and events
- » Reviewing construction permitting and supporting the Downtown Development Review Board



### DIA Mission

To drive growth in business and investment, create a vibrant urban living environment, and enhance quality of life in Downtown Jacksonville through the transparent and responsible leveraging of public investments, assets, infrastructure and policy.



### DIA Vision

Downtown Jacksonville is a dynamic, resilient, people-friendly, urban center that capitalizes on the importance of the river and is the premier location for business, sports and entertainment, culture, and urban living in the heart of the Southeastern U.S.

## Community Redevelopment Area Goals\*

1. Reinforce Downtown as the City's unique epicenter for business, history, culture, education and entertainment
2. Increase rental and owner-occupied housing Downtown, targeting key demographic groups seeking a more urban lifestyle
3. Simplify the approval process for Downtown development and improve departmental and agency coordination
4. Improve walkability/bikeability and connectivity to adjacent neighborhoods and the St. Johns River while creating highly walkable nodes
5. Establish a waterfront design framework to ensure a unique experience and sense of place
6. Maintain a clean and safe 24-7 Downtown for residents, workers, and visitors
7. Promote design for healthy living by using planning and economic development policies

*\*As required by ordinance, the DIA is currently updating its Business Investment and Development Plan (BID Plan) for Downtown and as such, is in the process of re-evaluating its Community Redevelopment Area Goals to better meet the needs of Downtown today, and to ensure Downtown continues to prosper in the years to come.*

## Incentivizing Investment

To achieve revitalization goals, the DIA provides to developers and those looking to invest Downtown numerous incentives such as the Multi-Family REV Grant, a real estate tax recovery grant. And, in 2020, the DIA launched three new programs: the Downtown Preservation and Revitalization Program, the Food and Beverage Retail Enhancement Program (FAB-REP) and the Storefront Façade Grant Program. Incentives include:

- » Commercial lease and job creation incentives
- » Retail build-out incentives
- » Residential incentives
- » Incentives for preservation and revitalization of historic structures
- » Storefront facade grants
- » Sidewalk café grants

Some development incentives are available Downtown without regard to job creation or specific property use. The following benefits are available for any Downtown development/redevelopment:

- » No State Income Tax
- » Simplified zoning
- » No parking requirements
- » Storm water quality credits available for purchase
- » Allocation of development rights free of mobility fees
- » Reduced mobility fee rates compared to other zones
- » Registration as a National Historic District
- » Qualification for federal Historic Tax Credits

**LEARN MORE ABOUT DIA INCENTIVES AT:**  
[DIA.COJ.NET/INCENTIVES](http://DIA.COJ.NET/INCENTIVES).





[DIA.COJ.NET](http://DIA.COJ.NET) &  
[INVESTDTJAX.COM](http://INVESTDTJAX.COM)

## Simplified Zoning for Development

In 2019, the 2030 Comprehensive Plan was modified to eliminate Downtown's minimum parking requirements and the Downtown Zoning Overlay was updated to clarify form and design regulations. The entirety of Downtown was rezoned to Commercial Central Business District (CCBD) thus eliminating a patchwork of 14 zoning categories. The new CCBD permits myriad uses: residential, office, retail and entertainment, mixed-use, "eds and meds," utilities and parking garages. Seven districts allow for differences in heights and character reflective of the neighborhoods. Water views and public access are maintained through waterfront setbacks for the Riverwalk and creeks, height transitions and view corridors. Permitted alternatives are illustrated and explicitly identified thus providing transparency and certainty to prospective developers.

## Updated Market Feasibility Analysis

The DIA is currently working with a consultant to update the market feasibility analysis for Downtown. This analysis will provide market demand and expected rental rates and values in each Downtown neighborhood as well as expected growth rates and demographic trends. It will form the basis for incentive program changes in the updated Business Investment and Development Plan.

## Updating the Business Investment and Development Plan for Downtown

The DIA is also working with a consultant to update the current Business Investment and Development Plan for Downtown, which includes the Community Redevelopment Area Plans. This update is in progress and focuses on four major elements:

1. Revision of existing incentive programs and creation of new incentive programs to better meet current market conditions and further the mission of the DIA;
2. Creation of a master park plan for Downtown;
3. Creation of a branding plan for each Downtown neighborhood; and
4. Update of Downtown Design guidelines to refine and conform to the recently adopted zoning overlay

In addition, the update will include a condensed, highly illustrative version of the plan that can be distributed to the public and the development community. This "Downtown Master Plan" will graphically illustrate the vision for Downtown and the goals and projects in the Business Investment and Development Plan.



# 2020-2021 DEVELOPMENT MAP & NOTABLE PROJECTS

Source: Downtown Investment Authority, Downtown Vision  
and publicly available news sources





The Patio on Hogan



**VIEW PROJECT DETAILS,  
AVAILABLE REAL ESTATE,  
INCENTIVES AND MORE AT  
[INVESTDTJAX.COM](http://INVESTDTJAX.COM).**

	COMPLETED
	UNDER CONSTRUCTION
	IN REVIEW
	PROPOSED



## \$4.7B IN MAJOR PROJECTS IN THE PIPELINE



**\$204.4M**

Completed Since 2020

**\$1.7B**

Under Construction

**\$976.3M**

In Review

**\$1.7B**

Proposed



**552**

Residential Units  
Under Construction



**539,000**

SF of Office Space  
Under Construction



**135**

Hotel Rooms  
Under Construction



## PROJECT SPOTLIGHT

### RiversEdge: Life on the St. Johns

**Developer:** Preston Hollow Capital LLC

**Status:** Under Construction

**Investment:** \$600,000,000

This long-awaited catalytic project broke ground in May 2021 on the Southbank riverfront. RiversEdge—with its vision for sustainable design—will encourage a healthy lifestyle and diversity. The development is slated to bring 950 residential units, 147 hotel rooms, 200,000 square feet of office space, 134,000 SF of retail, and a 125-slip marina to the long-vacant, 30-acre JEA site.

RiversEdge will include more than four acres of public park spaces, including a large central riverfront park, and will tell the story of Jacksonville's extraordinary medical facilities through art, exercise, gardens and interactive features. Active water access will be plentiful and include a marsh boardwalk, an extension of the Southbank Riverwalk, transient boater slips and a kayak launch site. With scenic views of both the river and the Downtown skyline, this unique setting will be a place that empowers residents and visitors to pursue and achieve wellness in their everyday lives.



## PROJECT HIGHLIGHTS



### Ambassador Hotel

**Developer:** Augustine Development Group

**Status:** In Review

**Investment:** \$15,000,000

The City is reviewing the adaptive reuse of a vacant hotel for a 100-room TRYP by Wyndham with a \$1.5 million Downtown Historic Preservation and Revitalization Trust Fund grant.



### Ashley & Hogan Apartments

**Developer:** AWP331 LLC

**Status:** Proposed

**Investment:** \$40,000,000

Site owners have proposed the adaptive reuse of two existing structures and new construction on an adjacent parking lot to create 260 residential units.



### Bay St. Innovation Corridor & the Ultimate Urban Circulator

**Developer:** Jacksonville Transportation Authority

**Status:** Proposed

**Investment:** \$350,000,000

This collaboration with the City, North Florida TPO, JEA and JAX Chamber will create a national model for the deployment of autonomous vehicles. The existing Skyway will be converted and smart technologies such as dynamic signals, connected intersections, integrated data exchange, pedestrian sensors, flood warning sensors and power consumption reduction will be installed.



## **Berkman II**

**Developer:** Jacksonville Riverfront Revitalization LLC

**Status:** In Review

**Investment:** \$135,000,000

The City is reviewing a new construction project on the riverfront site which will include 249 apartments, 40 townhouses, four penthouses and 50,000 SF of first-floor retail with a proposed grocery store and pharmacy following the demolition of a never-completed tower on the site.



## **Central National Bank Building**

**Developer:** Augustine Development Group

**Status:** Proposed

**Investment:** \$38,150,000

The developer has proposed the adaptive reuse of a 1950s building and new construction of an eight-story apartment building to create a 139-unit mixed-use apartment with 3,240 SF of commercial-retail space.



## **The Doro**

**Developer:** Rise: A Real Estate Company

**Status:** Under Construction

**Investment:** \$45,960,000

The developer is constructing a 247-unit building with first floor retail, rooftop amenities and a 284-space garage and will be the first major multifamily residential property in the Sports & Entertainment district.



## **Emerald Trail**

**Developer:** Groundwork Jax

**Status:** Under Construction

**Investment:** \$31,000,000

Work has begun on both the "Model Mile," which connects the S-Line Rail Trail in Springfield to the Prime Osborn Convention Center as well as the Hogan Street cycle-track segment, which will connect riders from the Northbank Riverwalk to the Springfield neighborhood to the north.



## **FIS Headquarters**

**Developer:** Hines

**Status:** Under Construction

**Investment:** \$156,000,000

Work is underway on the 12-story, 386,000 SF, riverfront headquarters and 1,650-space parking garage to accommodate this growing, global fin-tech leader.



## **Florida Baptist Convention & Federal Reserve Bank**

**Developer:** JWB Real Estate Capital

**Status:** In Review

**Investment:** \$18,550,000

The developer is planning the restoration of buildings' historic facades with 24 studio and one-bedroom residential units and 4,200 SF of ground-level retail in the Baptist Convention building and 6,500 SF of ground-level retail with 9,000 SF of high-end event space in the Federal Reserve building.



## Independent Life Building

**Developer:** Augustine Development Group

**Status:** In Review

**Investment:** \$30,000,000

The City is reviewing plans for 135 market-rate apartments, a 21,000 SF grocery store, and a 10,000 SF restaurant and an executive sky lounge with a \$3 million Downtown Historic Preservation and Revitalization Trust Fund grant.



## Jacksonville Regional Transportation Center

**Developer:** Jacksonville Transportation Authority

**Status:** Complete

**Investment:** \$57,300,000

The new multimodal station for all public transit in the region integrates a 40,000 SF JTA bus transfer facility, the First Coast Flyer Bus Rapid Transit (BRT), Skyway/U2C, rideshare and bike share, and a 10,000 SF Intercity Bus Terminal, Greyhound and MegaBus.



## JEA Headquarters

**Developer:** Ryan Companies

**Status:** Under Construction

**Investment:** \$68,000,000

Work is under way on the new headquarters that will include 153,000 SF of office space, 10,690 SF of mixed-use commercial space and 657 parking spaces.



## Laura Street Trio

**Developer:** SouthEast Development Group

**Status:** In Review

**Investment:** \$70,480,000

The City is reviewing the adaptive reuse of three historic buildings for a 145-room Marriott Bonvoy – Autograph Collection Hotel, a high-end “Sophisticated Southern” restaurant, a 4,400 SF bodega, a rooftop bar, and a parking garage with \$24.67 million incentives package.



## Lift Ev'ry Voice and Sing Park

**Developer:** City of Jacksonville

**Status:** In Review

**Investment:** \$2,500,000

The City is reviewing a park design by renowned landscape architect Walter Hood to celebrate the contributions of brothers James Weldon Johnson and J. Rosamond Johnson in the creation of the country's “Black National Anthem,” which will serve as a major landmark in the redevelopment of the LaVilla neighborhood.



## McCoy's Creek Greenway

**Developer:** City of Jacksonville

**Status:** In Review

**Investment:** \$91,177,000

The City is working to remediate the creek and restore the bulkhead to mitigate flooding and add recreational opportunities including a new pedestrian bridge and kayak launches.



## MOSH Genesis

**Developer:** To be determined

**Status:** Proposed

**Investment:** \$85,000,000

MOSH announced plans to construct a new 120,000 SF museum on the Shipyards property with offerings including a walk-through aquifer exhibit and a water quality bio-lab.



## One Riverside Avenue

**Developer:** Fuqua Development

**Status:** Proposed

**Investment:** \$250,000,000

The developer has proposed mixed-use project with retail, office, restaurant and 396 apartments at the 18-acre former Florida Times-Union site which would be developed concurrent with the day-lighting and restoration of McCoy's Creek. The developer is seeking a \$18.27 million incentives package.



## RD River City Brewery Apartments

**Developer:** Related Group

**Status:** In Review

**Investment:** \$99,160,000

The City is reviewing the plan for a new eight-story, riverfront tower with 327 apartments and a 5,000 SF restaurant space, plus parking on the current River City Brewing Company site with a \$18.27 million incentives package. The City will finance the restoration of a 29-slip marina and boat ramp at the site.



## Riverfront Plaza

**Developer:** To be determined

**Status:** In Review

**Investment:** \$2,250,000

Three firms have submitted proposals for the design of the seven-acre space. Two acres will be reserved for development with five acres reserved for public space with a focus on native landscaping, ample shade and iconic public art.



## Riverfront Jacksonville\*

**Developer:** SouthEast Development Group

**Status:** Proposed

**Investment:** \$1,100,000,000

The developer has submitted an unsolicited proposed for a 20-acre riverfront master plan on City-owned property that would include 755 residential units, 208 hotel rooms, 330,000 square feet of commercial space, 200,000 square feet of retail including dining, entertainment and a food hall. *\*Not included in investment, residential and hotel figures.*



## The Shipyards - Phases 1 & 2

**Developer:** Iguana Investments Florida LLC

**Status:** In Review

**Investment:** \$441,000,000

The City is reviewing plans for a 176-room Four Seasons hotel with 25 residences and a 16,000 SF Class A office tower and City-owned marina. Plans include a \$4 million investment to maintain Metropolitan Park.



### **St. Johns River Park and Friendship Fountain Activity Node**

**Developer:** City of Jacksonville

**Status:** Under Construction

**Investment:** \$9,400,000

This re-imagined “Exploring the St. Johns River” activity node will include a botanical garden, history-themed play park, concessions and fountain upgrades will tell the story of the indigenous Timucuan people, Ribault’s landing in 1562, the Ft. Caroline settlement, and botanist and horticulturist John Bartram’s travels through Jacksonville.



### **Times-Union Center Music Commons**

**Developer:** City of Jacksonville

**Status:** In Review

**Investment:** \$1,700,000

“Jacksonville’s Musical Heritage” activity node at the Times-Union Center for the Performing Arts will offer a musical heritage garden and a new Wallcast Outdoor Venue with live stream performances and movie projections.



### **Vista Brooklyn**

**Developer:** HP-DBG 200 Riverside LLC

**Status:** Complete

**Investment:** \$60,000,000

Opened June 2021, this 308-unit apartment building features a rooftop pool and beer garden. Monthly rents range from \$1,340 to \$3,790. The building includes 13,000 SF of ground-level retail and 450-space parking garage.



### **VyStar Credit Union Headquarters & Garage**

**Developer:** Danis

**Status:** Complete with Parking Garage In Review

**Investment:** \$4,696,000

VyStar continues to build out its campus adding amenities for the area including the rooftop restaurant Estrella Cocina, first-floor restaurant Bread & Board Provisions, Peterbrooke Chocolatier, and active alleyway with a Bread & Burger concept. Next, VyStar will add a 798-space parking garage adjacent to the campus with ground-floor retail.



### **Wolfson Children’s Hospital Critical Care Tower**

**Developer:**

**Status:** Under Construction

**Investment:** \$187,000,000

The new seven-story, 250,000 SF critical care tower will serve as the “new front door” to both Wolfson Children’s Hospital and Baptist Medical Center and offer 75 new neonatal intensive care beds and 26 pediatric intensive care beds.



# BUSINESS IMPROVEMENT DISTRICT



## SUPPORTING A VIBRANT DOWNTOWN JACKSONVILLE

Founded in 2000, Downtown Vision, Inc. (DVI) is the Business Improvement District (BID) for Downtown Jacksonville, a not-for-profit organization funded mainly by Downtown's commercial property owners through a self-assessment. Downtown Vision is governed by a large board of directors representing diverse Downtown stakeholders and has a corporate structure with both a 501(c)6 non-profit business association and a 501(c)3 charitable corporation, providing members and supporters with a wide range of support and benefits.



### DVI MISSION

Create and support a vibrant Downtown and promote Downtown as an exciting place to live, work, visit and invest.



### DVI VISION

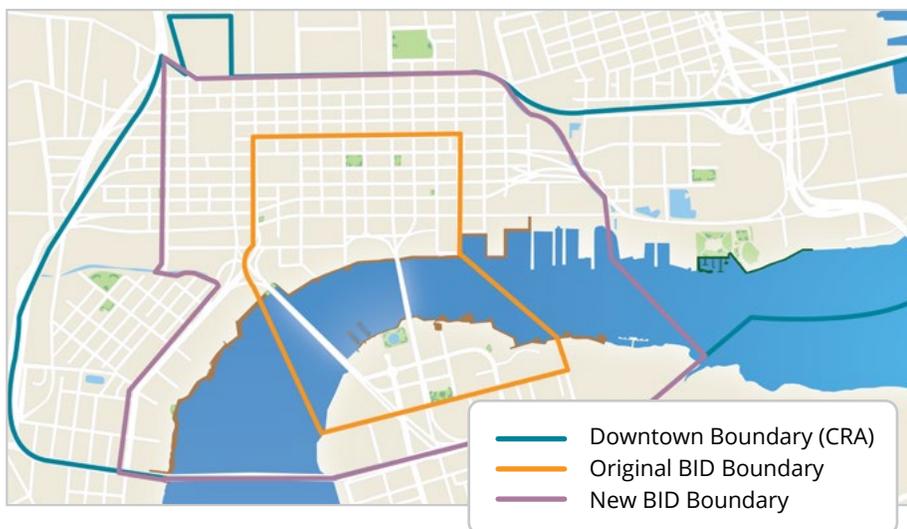
A dynamic, 24-hour, pedestrian-friendly Downtown Jacksonville that serves as the premier center for the arts, dining, retail, entertainment, business and urban living in Northeast Florida.

## A PUBLIC-PRIVATE PARTNERSHIP FOR DOWNTOWN

Downtown Vision is tightly aligned to the vision, mission and priorities of the Downtown Investment Authority (DIA). This enables private sector integration in the execution of the Community Revitalization Area (CRA) plans and benefits the property owners in the BID, the businesses that operate here, and their employees and customers.



## BID BOUNDARY EXPANSION



Since Downtown Vision began in 2000, Downtown has grown rapidly. With an infusion of investment and more people calling Downtown home, more support is needed over a larger area of Downtown.

After months of outreach and public input, Jacksonville City Council approved an expansion of Downtown Vision's Downtown district in June 2021. Growing from 0.5 square miles to 1.3 square miles will bring the BID's robust services, such as: expanded Downtown Ambassador clean and safe teams, homeless outreach, marketing and research, public space activation and improvements to more of Downtown.



VIEW DOWNTOWN VISION'S ANNUAL REPORT AT: [DTJAXREPORTS.COM](http://DTJAXREPORTS.COM).



# LOOKING TO VISIT, LIVE OR INVEST IN DOWNTOWN JACKSONVILLE?

Visit the suite of websites to learn what Downtown has to offer:

- » [DTJAX.COM](https://www.dtjax.com)
- » [LIVEDTJAX.COM](https://www.livedtjax.com)
- » [INVESTDTJAX.COM](https://www.investdtjax.com)



# BOARD & STAFF



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# CREDITS

The data presented in this report are derived from many sources and collected directly from organizations when available. We would like to thank Downtown property owners and facility managers for sharing information for this report, as well as the following organizations for their assistance and data: CBRE Group, Inc., City of Jacksonville, Colliers International, Cushman & Wakefield, Duval County Property Appraiser, Downtown Investment Authority, Franklin Street, JAX Chamber, JAXUSA Partnership, Jacksonville Business Journal, JLL, Jacksonville Daily Record, Jacksonville Transportation Authority, Placer.ai, Visit Jacksonville (CVB), Walkscore and Zillow.

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This report is available for download at: [DTJAXREPORTS.COM](https://www.dtjaxreports.com).

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