



2
0
2
3

State *of*
Downtown
Report

jacksonville, florida

letter from

Mayor Donna Deegan

October 2023



I hope you are as pleased as I was after reading the 2023 State of Downtown Report from Downtown Vision. Building up Jacksonville's Downtown – the heart of our city – is a top priority for our administration. So, I am thrilled that this year's report tracks a significant increase in public and private projects in the pipeline, totaling roughly \$8 billion, which is up from \$5 billion last year.

And these projects are advancing swiftly, thanks in large part to the Downtown Investment Authority. Some of the major projects completed since the last State of Downtown report include Ashley Square Apartments, new headquarters for FIS and JEA, the Fuller Warren Bridge Shared Use Path (SUP), VyStar's new garage that is housing the Jacksonville Children's Chorus, the Miller Electric Performance Center, and the Critical Care Tower at Wolfson Children's Hospital.

Additionally, more than a half a billion dollars in projects that were under review by the City in last year's report have now broken ground, including the Artist Walk and Riverfront Plaza parks, The Shipyards and Home2 Suites. Plus, once the additional 5,000 residential units in review or in construction come online, Downtown's current housing inventory will double, expanding the number of residents to as many as 18,000.

The City of Jacksonville will continue to support these efforts to make Downtown the worldclass destination we know it can be. We will fully fund our riverfront parks and complete the Emerald Trail. These projects will add to our quality of life, and along with a focus on arts and culture, they will ignite downtown so more people will invest, live, and play there.

Together, we will build a vibrant, thriving Downtown that will benefit all the citizens of Jacksonville.

Sincerely,

Donna Deegan
Mayor

City Hall, Suite 400
117 W. Duval Street
Jacksonville, FL 32202
COJ.NET



Downtown Investment

Authority (DIA)



The 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 seeks to attract investment, facilitate job creation, support infrastructure improvements and oversees public property disposition. The DIA also strives to increase residential density through capital investment, planning, marketing, and public-private partnerships including the provision of incentives. In the fiscal year 2021-2022, the DIA invested more than \$100 million to leverage more than \$576 million in private capital investment into new businesses, rehabilitation of historic properties and the construction of new properties.

117 W. Duval Street #310, Jacksonville, FL 32202
(904) 255-5302
DIA.COJ.NET // INVESTDTJAX.COM



Lori N. Boyer
CEO



James P. (Jim) Citrano, Jr.
Board Chair

Downtown Vision, Inc. (DVI)

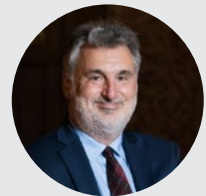


DVI is the non-profit Business Improvement District working to create and support a vibrant Downtown and promote Downtown as an exciting place to live, work, visit and invest. Founded in 2000, DVI is funded mainly by Downtown's commercial property owners through a self-assessment. DVI is governed by 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.

info@downtownjacksonville.org
DTJAX.COM/DVI



Jacob A. Gordon, Esq.
CEO



Numa Saisselin
Board Chair

Build Up Downtown (BUD)



Build Up Downtown is a privately funded, nonprofit resource, advocacy agency and supporter of the Downtown Investment Authority and Downtown Vision, Inc. Build Up Downtown facilitates and advocates for preservation, smart development and great public spaces in Downtown Jacksonville through communicating, connecting and informing current and future businesses and stakeholders.

BUILDUPDOWNTOWN.ORG

table of

contents





06

About Downtown

The Center of Florida's First Coast

08

Smart Growth

A Master Plan for Downtown

10

Eight Distinct Neighborhoods

12

Residential Growth:

The Allure of Downtown Living

16

Office Trends:

Adapting to Global Conditions

20

Attracting Destination Retail

22

A More Vibrant Downtown

- Visitation Trends
- Hospitality + Tourism
- Culture, Entertainment, Eds + Meds

28

Infrastructure + Mobility

30

Riverfront + Parks

32

Development Highlights

38

Board + Staff

39

Acknowledgments

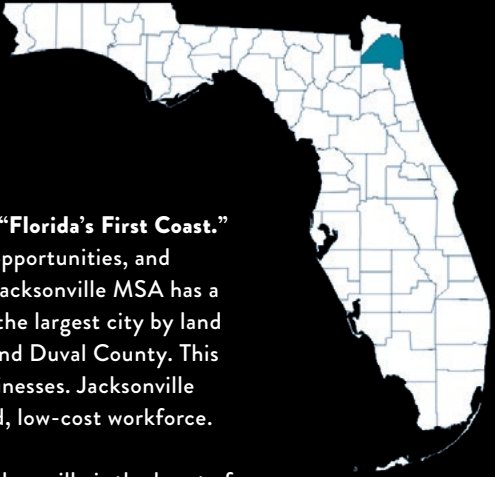
The 2023 State of Downtown Report is an 18-month recap of progress and development in Downtown Jacksonville from January 1, 2022 through June 30, 2023.



download the report at:

DTJAX.COM/RESEARCH

about downtown: the center of florida's first coast

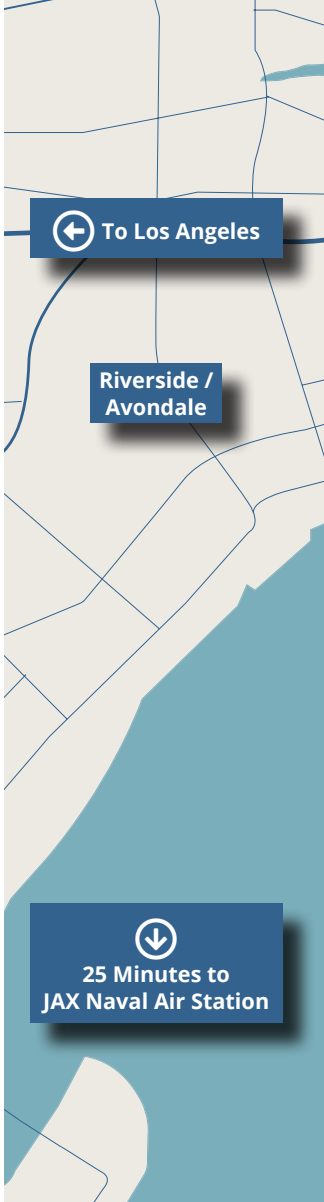


Jacksonville is the principal city in Northeast Florida, a region affectionately referred to as “Florida’s First Coast.” It’s distinguished by a growing population, strong economy, diverse culture and recreational opportunities, and abundant natural resources. By population, Jacksonville is the 12th largest U.S. city and the Jacksonville MSA has a population of more than 1.8 million across five counties. 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 the City of Jacksonville and Duval County. This consolidation provides many benefits including a streamlined permitting process for area businesses. Jacksonville businesses also enjoy low operating costs, strong broadband infrastructure and a highly skilled, low-cost workforce.

Geographically centered within Jacksonville and the Northeast Florida region, Downtown Jacksonville is the heart of the arts, history, business, innovation and civic engagement. Straddling nearly six miles of waterfront, Downtown is a sizable 3.9 square miles, including the St. Johns River. All of Downtown now falls under a singular Commercial Central Business District (CCBD) zone to allow for a dense mixture of uses, while eight neighborhoods districts offer unique histories, amenities and senses of place. Employees and residents cite walkability, events and activities, restaurants, the waterfront and its convenient location as the best things about the Downtown experience. In addition to a strong residential base in Downtown, dense historic neighborhoods surround Downtown and provide a strong residential base a short drive or bike ride away.

jacksonville rankings

One of the Best Places to Live on the East Coast	<i>Travel + Leisure, 2023</i>
Top 25 Best Places for Young Professionals	<i>Forbes, 2023</i>
#1 City for U.S. Job Seekers in 2023	<i>MoneyGeek, 2023</i>
2nd Best City to Start a Business	<i>WalletHub, 2023</i>
#2 Best Downtown for Pandemic Recovery	<i>The Business Journals, 2023</i>
#3 Hottest Job Market in America	<i>The Wall Street Journal, 2023</i>
1 of 5 Supernova Cities	<i>Urban Land Institute, 2023</i>
#6 Hottest Housing Market for 2023	<i>Zillow, 2023</i>
Top 10 Biggest Boomtown	<i>LendingTree, 2023</i>
Top City for New Residents in 2022	<i>North American Van Lines, Inc., 2023</i>
Fastest Growing Metro in the State	<i>JLL, 2022</i>
Top 5 City Where Millennials Are Moving	<i>SmartAsset, 2022</i>
Top 5 Best City for College-Educated Veterans	<i>LinkedIn, 2022</i>
8th Best U.S. City for Foreign Business	<i>Financial Times, 2022</i>
Top 25 Best City for Gen Z Professionals	<i>CommercialCafe, 2022</i>
#14 Fastest-Growing Places in the U.S.	<i>U.S. News & World Report, 2022</i>
Top 20 Large Metro for Employment Growth	<i>U.S. Bureau of Labor Statistics, 2022</i>
Top 25 Best Places to Live in the U.S.	<i>U.S. News & World Report, 2022</i>



← To Los Angeles

Riverside / Avondale

↓
25 Minutes to
JAX Naval Air Station



↑
To Georgia

↑
45 Min. to Fernandina & Amelia Island

↑
20 Min. to Jacksonville Int'l Airport

Brentwood

Phoenix



Durkeeville

New Town

Springfield

Rail Yard District

Eastside

→
25 Min. to the Beaches

Downtown Jacksonville:
3.9
square miles centered within Duval County



San Marco

St. Nicholas



St. Johns River

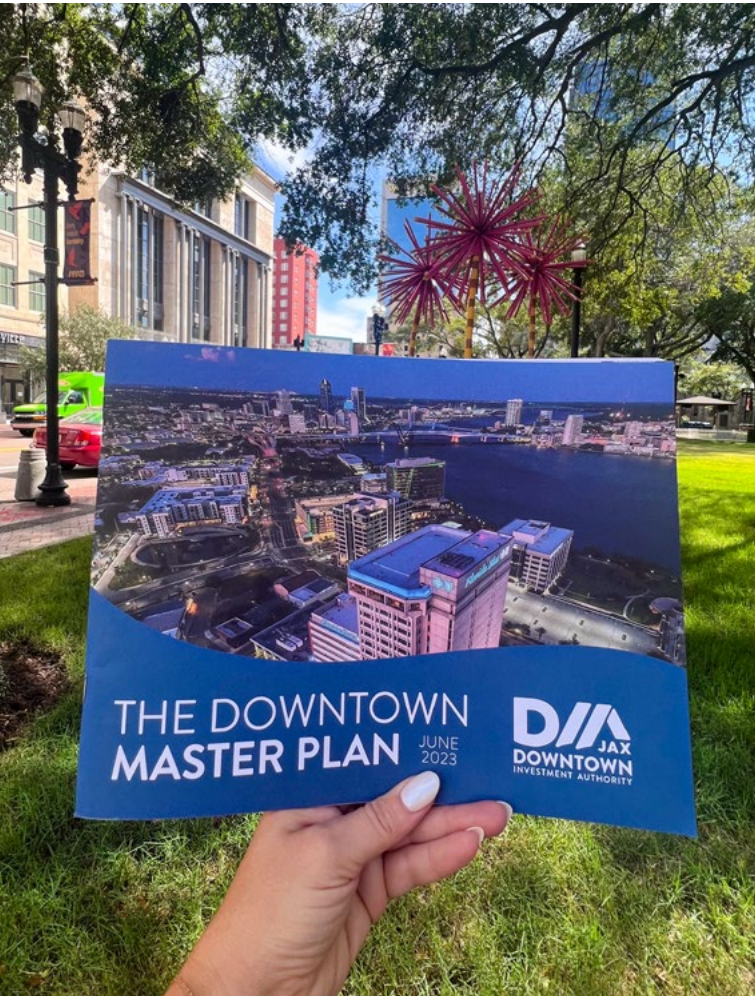
→
15 Min. to St. Johns Town Center

Miramar

↓
30 Minutes to TPC Sawgrass, Ponte Vedra & St. Johns County and 45 Minutes to St. Augustine

smart growth:

a master plan for downtown



 learn more at: DIA.COJ.NET/BID-PLAN

In June 2022, City Council adopted the updated Business Investment and Development (BID) Plan to provide a modern redevelopment blueprint for a unique urban environment that can take advantage of present day markets. The plan will be used as a long-term guide for decisions of the Downtown Investment Authority and will be updated in five years as required by city ordinance. The BID Plan is composed of the Community Redevelopment Area Plan, which is pursuant to State statutes, and a Business Investment and Development Strategy, which is pursuant to local ordinances.

CRA Plan The Community Redevelopment Area Plan is the guiding plan for future development, redevelopment, infrastructure and public projects, and ancillary programs, projects, and activities in the “Downtown Northbank” and “Southbank” community redevelopment areas (CRAs). It defines goals and objectives, and identifies the types of projects planned.

BID Strategy The Business Investment and Development Strategy identifies local, state, and federal incentives and funding programs, as well as outlines decision-making criteria by which projects, programs, and initiatives are selected and measured.

The BID Plan is a comprehensive playbook for attracting diverse types of private development, enriching the cultural environment and modernizing the infrastructure. It includes:

- Plans prepared by DIA partner stakeholders
- Applicable Downtown ordinances and state laws
- Mobility plans
- Sidewalk design standards
- Programming of parks and public spaces, including art
- Neighborhood branding and target market identification
- All public capital projects for parks, roads, etc.
- Establishment of dining and entertainment districts
- All known private plans for built environment
- Affordable housing
- Historic preservation
- Safety and maintenance
- On- and off-street parking strategy
- Waterfront docks, marinas, ramps, etc.

BID Plan goals: a framework for why and how the DIA does business

Everything the DIA does ties into eight distinct goals, which serve as the backbone of the BID Plan and a guide for all projects, programs, strategies and action items.

01 “Increase commercial office utilization, occupancy and job growth to reinforce Downtown Jacksonville as the region’s epicenter for business.”

02 “Increase rental and owner-occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle.”

03 “Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown.”

04 “Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks and attractions.”

05 “Improve the safety, accessibility and wellness of Downtown Jacksonville and cleanliness and maintenance of public spaces for residents, workers and visitors.”

06 “Improve the walkability/bikeability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River.”

07 “Capitalize on the aesthetic beauty of the St. Johns River, value its health, respect its natural force and maximize interactive and recreational opportunities for residents and visitors to create waterfront experiences unique to Downtown Jacksonville.”

08 “Simplify and increase the efficiency of the approval process for Downtown development and improve departmental and agency coordination.”

incentive programs: tools for sustainable growth

As part of the BID Plan update, the DIA updated criteria for existing programs and added a variety of new incentive programs.

These changes provide greater certainty to developers regarding applicable criteria; adjust incentives to updated market conditions by Downtown neighborhood; provide a greater menu of off-the-shelf programs with predetermined criteria to reduce the time and cost involved with extensive individual underwriting reviews; and provide a “carrot” for desired development activities and design features without imposing an absolute requirement. DIA incentives include:

- Multi-Family REV Grant
- Small-Scale Residential*
- Affordable Housing Support Loan*
- Commercial Revitalization Program*
- Retail Enhancement Program
- Food & Beverage Retail Enhancement Program
- Waterfront Restaurant Program*
- Sidewalk Enhancement Forgivable Loan
- Targeted Hotel REV Grant*
- Downtown Preservation & Revitalization Program
- Historic Preservation Trust Fund
- Storefront Facade Grant Program
- Parking Screening Grant*
- Storm water Quality Credits

* New program

learn more at: [INVESTDTJAX.COM](https://www.investdtjax.com)



**IN FISCAL YEAR 2021-2022, THE DIA INVESTED
\$100+ MILLION TO LEVERAGE \$576 MILLION IN PRIVATE
CAPITAL INVESTMENT AND NEW CONSTRUCTION.**

eight distinct districts



Brooklyn

Modern and colorful, Brooklyn connects LaVilla and City Center to the historic Riverside and 5Points neighborhoods. Home to major corporate headquarters such as Haskell, Black Knight Financial and FIS, Brooklyn offers an ideal location for businesses and residents alike. The district has a mix of uses, including riverfront office, multi-family housing, restaurants and retail. The community enjoys plentiful river access, and with various major projects currently underway and strong economics, the Brooklyn district is well-positioned for continued growth and success.



Cathedral Hill

Anchored by five historic churches, Cathedral Hill connects City Center to the Sports and Entertainment District and is home to Billy Goat Hill, the highest point in Downtown. Beginning in 2016, the area has been championed by Cathedral District Jax-Inc. (CD-J), a nonprofit organized to foster growth as Jacksonville's Downtown neighborhood. The CD-J master plan supports development efforts with a focus on the families who call the district home thanks to affordable, quality housing and amenities.



City Center

Jacksonville was founded on the riverbank of the City Center, and its small walkable blocks are filled with historic architecture, cultural amenities and public art. The district encompasses much of Downtown's office towers, government services, regional non-profits, various art and cultural centers and The Elbow nightlife district. Today, work continues on key riverfront properties to enhance Jacksonville's park system and iconic skyline. The availability of several unique and historic properties provide significant opportunities for adaptive reuse.



LaVilla

As Jacksonville's oldest suburb, LaVilla was once known as the Harlem of the South, the epicenter of Black culture and commerce in Northeast Florida, and Jacksonville's railroad hub. Its vibrant music and entertainment scene attracted nationally renowned artists to play at the local clubs in the early 20th Century. Following a decline in population, quality of life and the demolition of many buildings investment has returned in the form of workforce and new, for-sale housing, the regional transportation center, and new parks and greenways. Today, the area is guided by a 2019 LaVilla Neighborhood Development Strategy and LaVilla Heritage Trail and Gateway Committee.



NorthCore

Situated along the northern boundary of Downtown between City Center and the historic Springfield neighborhood, NorthCore is on the threshold of a major transition. The area is experiencing a resurgence thanks to numerous adaptive reuse projects aimed at preserving the rich, historic building stock and introducing new residential, retail and energy to the district.



Southbank

Home to tall riverfront office and residential towers, the Southbank sits between the St. Johns River and the residential San Marco neighborhood. It features a wealth of hotels and premier medical campuses, such as Baptist Medical Center, Wolfson Children's Hospital, MD Anderson Cancer Center and Nemours Specialty Care center. The community enjoys plentiful riverfront access via the Southbank riverwalk, boat docks, kayak launch and River Taxi stops.



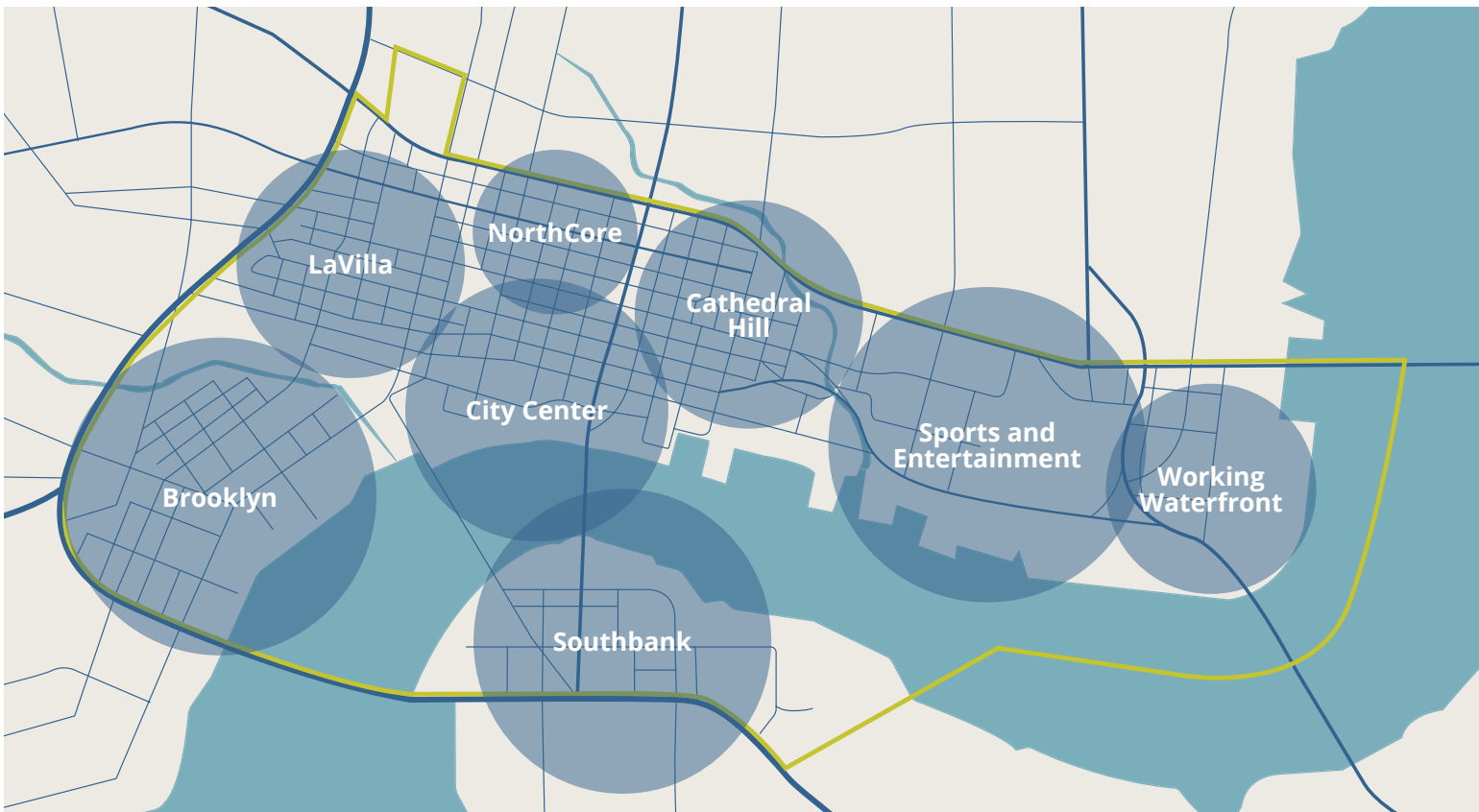
Sports and Entertainment

Sporting the biggest concentration of entertainment venues, the Sports and Entertainment District is home to four sports teams, major concerts, plus many family-friendly, non-profit and specialty retail events year-round. It was once home to a thriving maritime industry and its riverfront was lined with shipyards. The district's first multi-family property and hotel are currently under construction and major mixed-use developments are planned to bring residents, employees and visitors to the area.



Working Waterfront

The Working Waterfront sits on the eastern edge of Downtown and is home to the North Florida Shipyards. The district primarily supports industrial waterfront uses with a special district zoning overlay to accommodate the needs of shipping, lumber, concrete and oil businesses operating there.



residential growth: the allure of downtown living



1,442
Units Opened in the
Past Five Years

1,580
Units Under
Construction

3,448
Units in Review

1,984
Units Proposed

**DIA BID Plan goal:
8,140 multi-family
dwelling units built
and occupied by
2030. There are
4,600+ units today.**

Downtown residents enjoy the best of Northeast Florida living. The number of residents has grown by more than 50% in the past five years and Downtown is on track to quickly surpass 10,000 residents. Diverse housing options within both historic and modern buildings cater to all budgets and preferences.

A strong sense of community thrives among residents. They enjoy views of the scenic St. Johns River, ever-expanding river access, riverwalks and bridge loops that provide unique exercise options. Eclectic eateries, recreational activities, and cultural and entertainment attractions are all just a short stroll or scooter ride away.

Proximity to various work opportunities, quality healthcare facilities and educational options further solidify Downtown's appeal as an ideal address. And, residents relish the convenience of being centrally located. Swift access to Interstates 10 and 95 means short drives to the airport, the Beaches and everywhere in the region.

Three new residential properties—218 Church Street, Ashley Square Apartments and The Southerly—have come online since 2022 adding 329 new market rate and senior housing units. Five thousand units are under construction or in review today. The DIA offers developers a number of incentives in addition to those offered by the State of Florida, including:

- Multi-Family Housing REV Grants
- Small-Scale Multi-Family Housing Grants
- Affordable Housing Support Loans

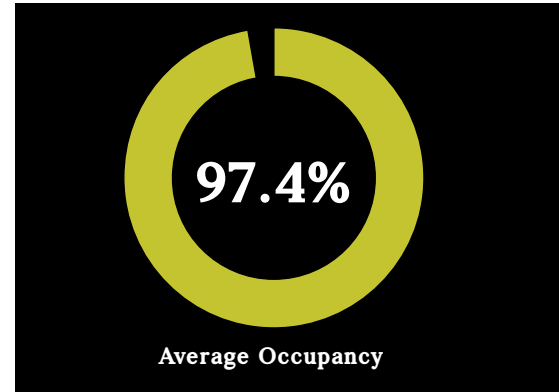
New Residential Buildings (Last 5 Years)	Units	Location	Year Opened
218 Church Street	24	NorthCore	2023
Ashley Square Apartments	120	Cathedral Hill	2022
The Southerly	185	Southbank	2022
Vista Brooklyn	308	Brooklyn	2021
Elena Flats	4	Cathedral Hill	2021
Shipping Container Apartments	18	Cathedral Hill	2021
Lofts at Brooklyn	133	Brooklyn	2021
Lofts at Jefferson Station	133	LaVilla	2020
SOBA Apartments	147	Southbank	2019
Broadstone River House	263	Southbank	2019
The Residences at Barnett	107	City Center	2019

Southbank Residential Towers

Under Construction	Units	Location	For Lease / Sale
Artea at Southbank	340	Southbank	For Lease
Independent Life Insurance Building	140	NorthCore	For Lease
Johnson Commons (townhomes)	91	LaVilla	For Sale
Lofts at the Cathedral	120	Cathedral	For Lease
One Riverside Ave.	396	Brooklyn	For Lease
RISE: Doro	247	Sports & Ent.	For Lease
Four Seasons Residences (The Shipyards)	26	Sports & Ent.	For Lease
Union Terminal Warehouse	220	Adjacent	For Lease

In Review	Units	Location	For Lease / Sale
225 Laura St. Apartments	8	City Center	For Lease
American Lions Highrise	332	City Center	For Lease
Block Nine	293	Brooklyn	For Lease
Cathedral Commons	175	Cathedral	For Lease
Central National Bank Building	139	NorthCore	For Lease
Furchgotts	40	City Center	For Lease
Jones on Hogan	177	NorthCore	For Lease
Laura Street Trio	169	City Center	For Lease
LaVilla Place	13	LaVilla	For Lease
Lennox on Park	342	Brooklyn	For Lease
McCoy's Landing	275	Brooklyn	For Lease
RiversEdge: Life on the St. Johns	950	Southbank	Mixed
The Den (Ashley & Hogan Apartments)	185	NorthCore	For Lease
The Hardwick at Ford on Bay	358	City Center	For Lease

Proposed	Units	Location	For Lease / Sale
Berkman II Development	469	City Center	Mixed
Pearl Street District	1,005	NorthCore	TBD
Related Apartments	410	Southbank	For Lease
The Armory Flats	100	Adjacent	For Lease



Newly Opened



218 Church Street

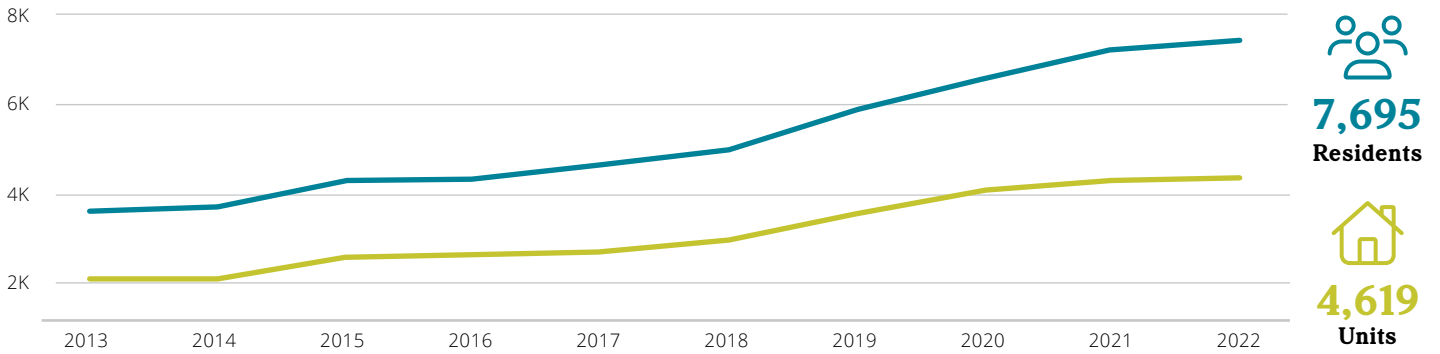


Ashley Square Apartments

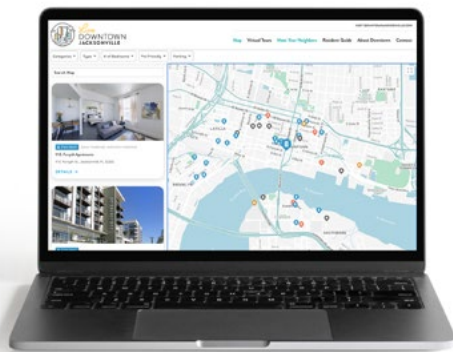


The Southerly

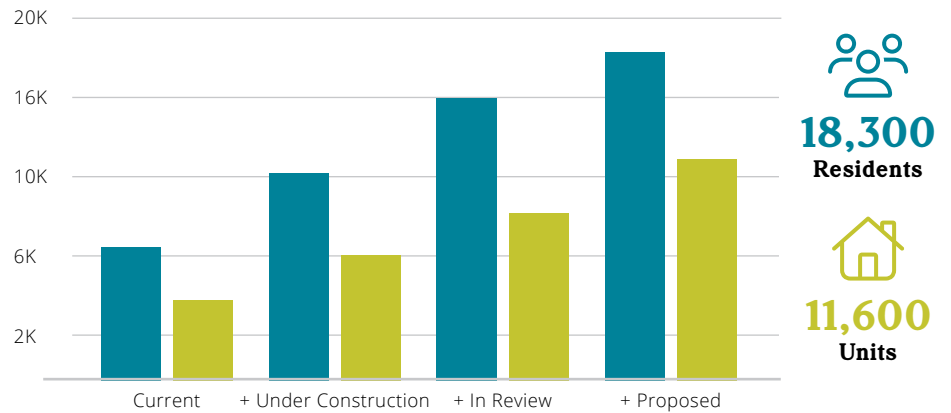
100% increase in multifamily residential growth over 10 years



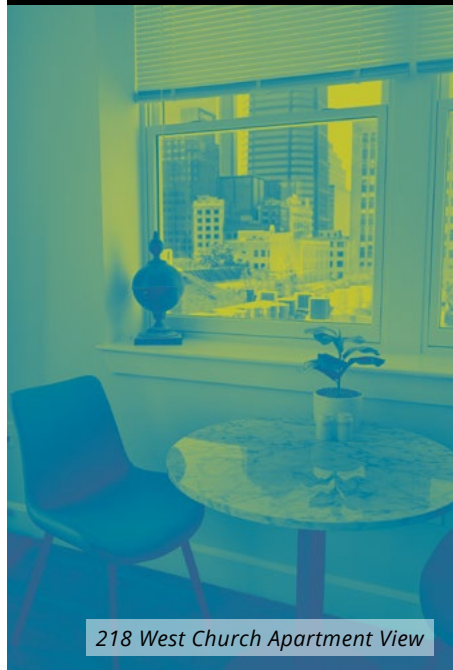
Note: The resident count is hand-compiled by Downtown Vision using occupancy rates and units from 32 Downtown multifamily residential properties and data from CBRE Group, Inc. This number does not include single-family units, transitional housing or other residents as tracked in US Census projections.



projected residential growth



view the complete list of residential properties at: **LIVEDITJAX.COM**



218 West Church Apartment View

residential sales and rental rates way up

Multifamily Sales 2022-2023

\$366,645
Average Sale Price

\$279
Average Price per SF

\$122-\$598
Price per SF Range

New Market Rate Multifamily Rents

\$2.28
Average Price per SF

\$1.67-\$3.75
Price per SF Range

(Properties opened 2019 and later)

All Market Rate Multifamily Rents

\$1.93
Average Price per SF

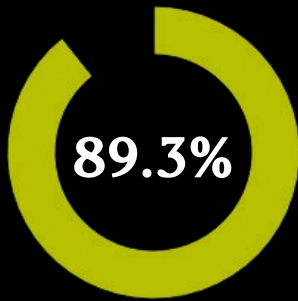
\$1.06-\$3.75
Price per SF Range

(Properties active for 20+ years)

Downtown supports a range of rents—from market rate to naturally occurring affordable housing (NOAH) to subsidized housing—providing a variety of options for those looking to live Downtown.

resident profile

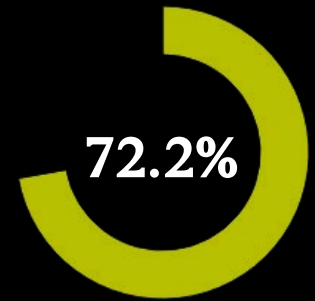
Source: Downtown Vision 2023 Downtown Resident Survey



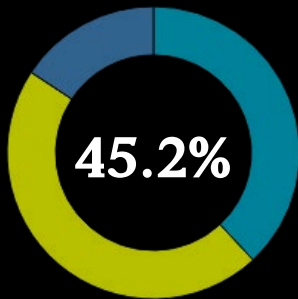
Like or Love Living Downtown
(Up from 87%)



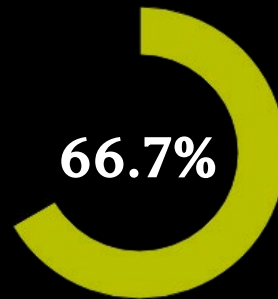
**Have an Annual Household
Income of \$80,000+**



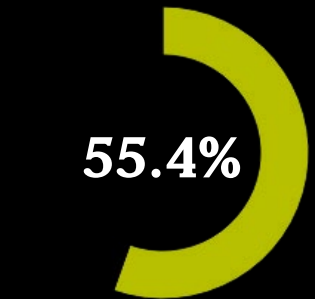
**Have a Four-Year
Degree or Higher**



Live in 2-Person Households
1-Person (38.1%)
3+ Persons (15.7%)



**Rent Their
Residences**



**Have Lived Downtown
for 3+ Years**



Most important factors in choosing to live Downtown

1. Convenience / central location
2. Walkability
3. Proximity to events and activities
4. City living / urban vibe
5. Proximity to bars and restaurants



Best Things About Living Downtown

1. Waterfront / river access
2. Walkability / bikeability
3. City living / atmosphere / vibe
4. Restaurants
5. Proximity to work



Worst Things About Living Downtown

1. Panhandling / loitering
2. Feeling unsafe
3. Lack of retail / shopping
4. Lack of cleanliness
5. Businesses not open in the evenings or on weekends

office trends:

adapting to global conditions

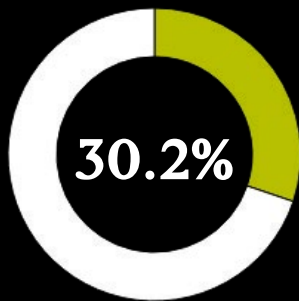


JEA Headquarters



7.95M

Square Feet of Office Space in Downtown



of Class A and B Office Inventory in Jacksonville is located Downtown

Downtown is a vibrant hub of commerce, with towering skyscrapers, prominent corporations, and a rich blend of historic and mid-century architecture. Anchored by three Fortune 500 Companies and boasting nearly eight million square feet of commercial office space, Downtown is a sought after business address. Two new headquarters, FIS (fintech) and JEA (public utility), have added more than 500,000 square feet of office space to Downtown. Prominent office towers are undergoing millions of dollars in tenant improvements and renovations to welcome new businesses, to invest in employee amenities and to adapt to evolving office needs.

Commercial lease rates in Downtown are stable reflecting a consistent demand for office space. However, the market is experiencing larger fluctuations in occupancy

due to businesses seeking greater flexibility, the rise of hybrid work schedules, and concerns over inflation and a potential recession. To incentivize use of Downtown's office inventory, the Downtown Investment Authority offers a Commercial Revitalization Program to provide funds to tenants signing new leases in existing office space as a way to offset parking costs. Additionally, the City provides a Business Infrastructure Grant/ Loan to attract economic development by providing access to capital for infrastructure improvements to commercial businesses that increase the tax base.

Today's robust investment in multi-family, hotel, retail and office developments throughout Downtown is expected to drive movement in the market ensuring Downtown is a key player in the city's economic landscape into the future.

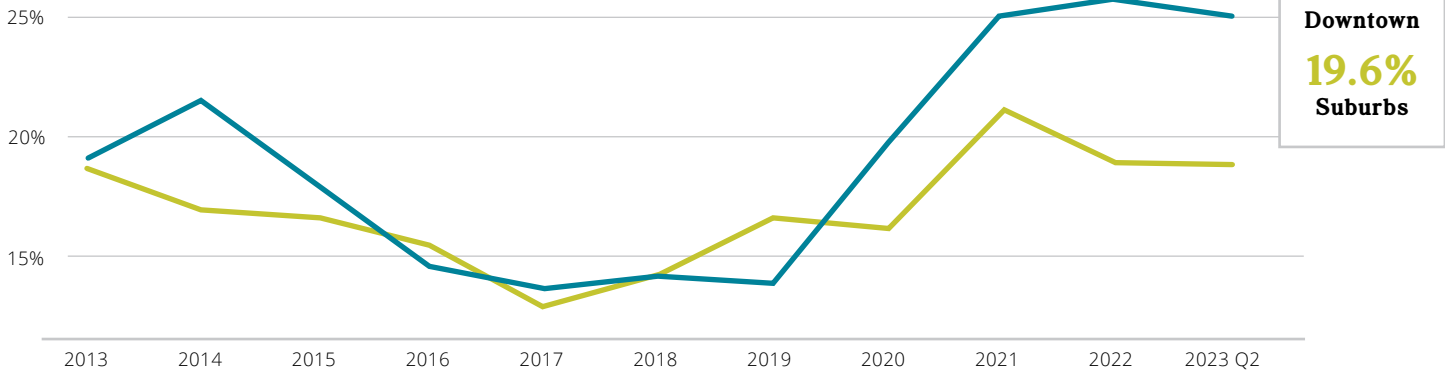


Downtown Vision Headquarters buildout

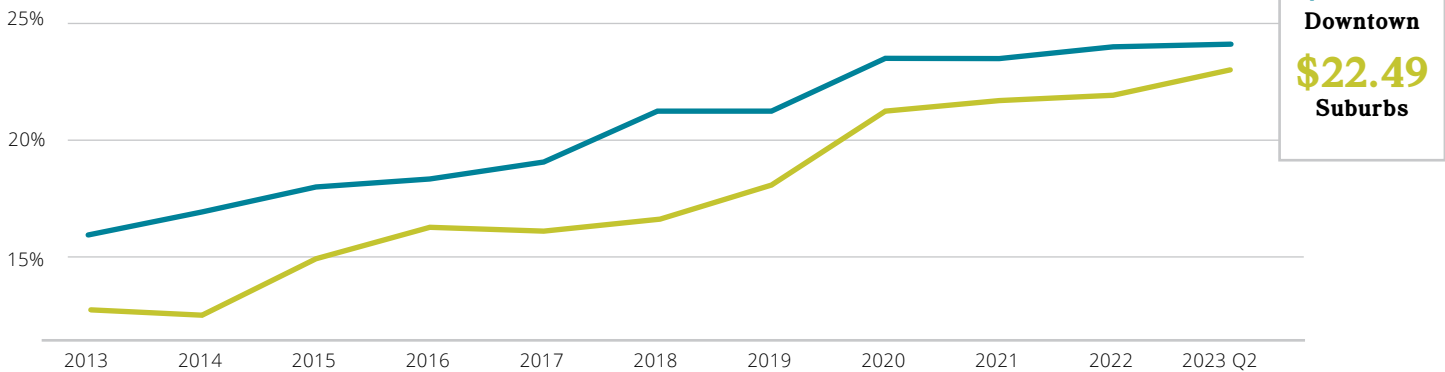
office market comparison of florida CBDs (2022 Q4)

	Total SF	Total Vacancy	Net Absorption	Avg. Lease Rate
Miami (Downtown & Brickell)	15,122,800	15.5%	377,300	\$62.31
Orlando	7,956,527	12.5%	136,635	\$29.83
Jacksonville	7,947,918	26.4%	1,683	\$23.10
Tampa	6,964,452	16.2%	46,386	\$38.96
St. Petersburg	1,934,307	11.1%	-33,245	\$33.29

Jacksonville market vacancy rates



Jacksonville market lease rates



Source: CBRE Group, Inc.

building sales



\$94,997,000
JEA
 436,053 SF



\$70,000,000
Prudential Office Tower
 467,500 SF



\$25,150,000
245 Riverside Avenue
 262,106 SF

Source: Duval County Property Appraiser



Jessie Ball duPont Center



53,600

Employees in Downtown

Unemployment Rates

Source: Bureau of Labor Statistics

2.5%
Jacksonville

2.6%
Florida

3.5%
U.S.



2,400

Businesses in Downtown

Top Business Sectors by Employment

Source: JAXUSA Partnership, NAICS Codes

1. Professional, Scientific & Tech
2. Legal Services
3. Finance & Insurance
4. Health Care & Social Assistance
5. Public Administration
6. Real Estate, Rental & Leasing
7. Retail Trade
8. Accommodation & Food Services
9. Food Services & Drinking Places
10. Administrative, Support & Waste Management Services

downtown's fortune 500 companies



major downtown employers



Source: JAXUSA Partnership

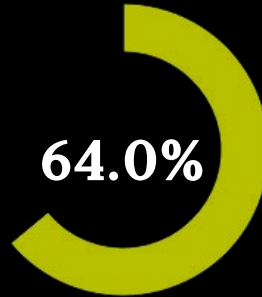
employee profile

Source: Downtown Vision 2023 Downtown Employee Survey



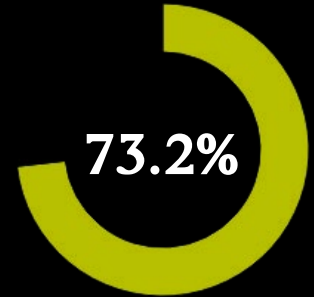
84.4%

Like or Love Working Downtown
(Up from 78.7%)



64.0%

Have an Annual Household
Income of \$80,000+

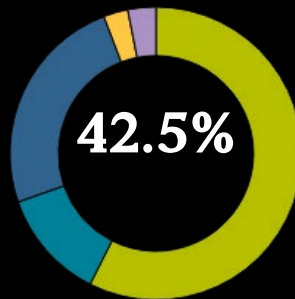


73.2%

Have a Four-Year
Degree or Higher

48.0%

Have a Commute Time of
20 Minutes or Less



42.5%

Work Remotely Part
or Full Time



Best Things About Working Downtown

1. Restaurants
2. Waterfront / river access
3. Convenience / central location
4. Walkability / bike-ability
5. Culture (public art and cultural venues)



Worst Things About Working Downtown

1. Panhandling / loitering
2. Lack of sense of place / curb appeal / empty store fronts
3. Feeling unsafe
4. Cost of parking
5. Lack of retail / shopping

how & where employees are working

57.5%

In office with limited
or no remote days

12.2%

Hybrid with designated
remote days

24.6%

Hybrid with flexible
remote days

2.7%

Remote with limited
or no days in-office

3.0%

Other

attracting destination retail



Greenhouse Bar

Dense and diverse retail is vital to creating character and driving visits to Downtown. While market shifts, such as online shopping and delivery services, have changed the retail landscape, Downtown's growing number of rooftops have created the demand for restaurants, specialty retailers and service providers. The DIA's retail incentive programs aim to attract new businesses, to expand the tax base, to increase sales, to modernize older spaces and to cultivate a lively environment. Property owners can seek various incentives for remodels, renovations, and interior and exterior additions to buildings with ground-level access and street-level visibility. Programs include:

core retail enhancement program (Core REP)

Core REP is designed to create momentum in recruiting and retaining restaurants and retail within the City Center and Southbank. The grant offers a maximum award of \$30 for every square foot leased or occupied by the proposed tenant or business, not to exceed 50% of the total project construction costs. An incentive boost of \$5 per square foot is available to businesses primarily selling goods instead of services.

basic retail enhancement program (Basic REP)

Basic REP covers Brooklyn, LaVilla, NorthCore and Cathedral Hill. The grant offers a maximum award of \$20 for every square foot leased or occupied by the proposed tenant or business, not to exceed 50% of the total project construction costs.

food and beverage retail enhancement program (FAB-REP)

FAB-REP was developed to cluster restaurants, retail and entertainment venues in two distinct, walkable corridors of the City Center: the Laura/Hogan Street Corridor and The Elbow Entertainment District Corridor. Three-year forgivable loans fund capital improvements up to 50% of the build-out costs. Eligibility requirements for businesses include certain dedicated hours of operation, service type and size. More than \$2.5 million is earmarked for FAB-REP and incentives will be scaled by type of business.

sidewalk enhancement grant

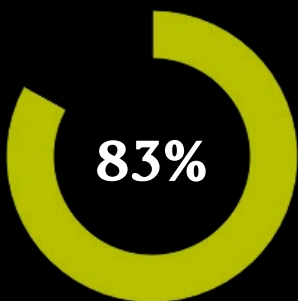
Property owners with a sidewalk cafe permit located within the FAB-REP boundaries may seek reimbursement up to 80% of eligible outdoor dining improvement costs, not to exceed \$15,000 for FAB-REP recipients, or \$5,000 if stand-alone.

waterfront restaurant program

To build on Downtown's scenic waterfront, riverfront parks and recreational docks, eligible riverwalk and creek front restaurants and new construction—either free standing restaurants or mixed-use properties—that offer a direct view of the water, access to the Riverwalk or creekside trail may apply for grants of up to 50% of eligible costs.

storefront facade grant program

To increase the utilization of existing buildings, enhance economic vitality, attract new tenants and strengthen the overall image of Downtown, property owners in the Northbank CRA's Historic District may seek reimbursement for the improvement of storefronts and, if applicable, second story facades. The grant offers up to \$30 per square foot and is capped at 50% of eligible costs, with a maximum grant award of \$75,000 per applicant.



Retail Chains Recovery
in Downtown since COVID-19
Source: Placer.ai



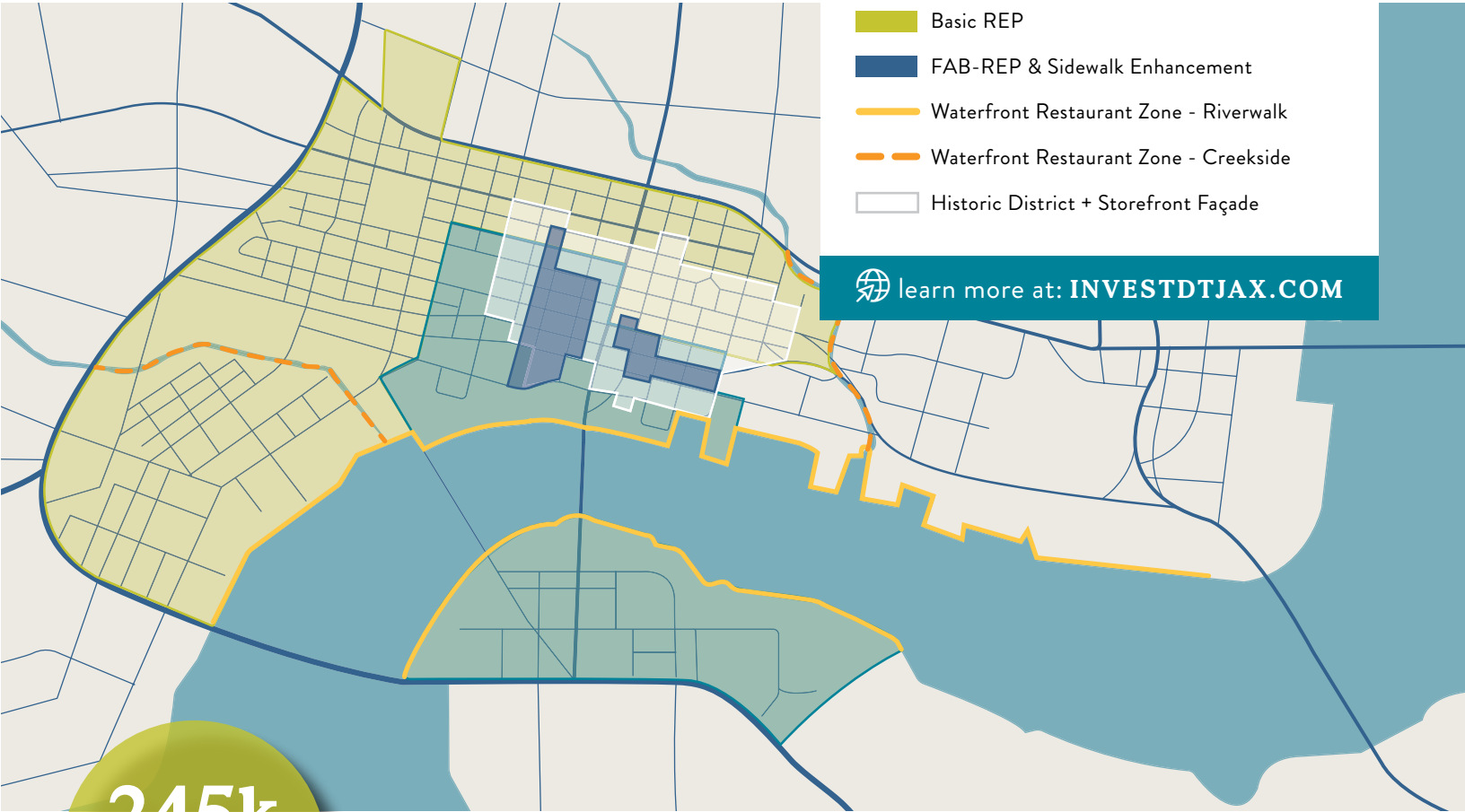
Estrella Cocina

DIA retail incentives map

Grant Area Footprint Key:

- Core REP
- Basic REP
- FAB-REP & Sidewalk Enhancement
- Waterfront Restaurant Zone - Riverwalk
- Waterfront Restaurant Zone - Creekside
- Historic District + Storefront Façade

learn more at: [INVESTDTJAX.COM](https://www.investdtjax.com)



245k

SF OF RETAIL SPACE IS UNDER CONSTRUCTION

openings since 2020

2023

- City Grille & Raw Bar
- Industry West
- Insomnia Cookies
- Panda Boba and Tea Shop
- Plenti | Poke, Bowls and Blends
- Setlan Coffee Company
- The RL Lounge: Jacksonville Cocktail Lounge

2022

- Cava Grill
- CX904 (Creative Exchange)
- Indulgence Southern Bistro
- My Salon Suites
- Ocean Street Tacos
- Panera Bread
- The Greenhouse Bar

2021

- Anejo Cocina Mexicana
- Back to the Grind
- BENTO asian kitchen + sushi
- Bread & Burger
- The Bread and Board
- Chipotle Mexican Grill
- Crazy Beans Coffee
- Estrella Cocina
- Fizzies and Fare
- Mayday Ice Cream
- Ruby Beach Brewing
- Toon Town Pizzeria
- Underbelly
- Waxology

2020

- Chop Barbershop
- Firehouse Subs
- Suterra Wellness

announced retail

- Alder & Oak
- Blueberry Bakery
- Daily's Gas Station and Bold City Brewery Taproom
- Decca Live (323 E. Bay)
- Dedalus Wine
- Hardwick's Bar
- J. Lea Florals
- Marathon Music Works
- Maritime 618
- Mathers Social Gathering
- Pet Paradise
- Players Grille
- Pour Taproom
- Southern Grounds & Co.
- Waypoint Liquors & Pub
- Whole Foods



Intuition Ale Works

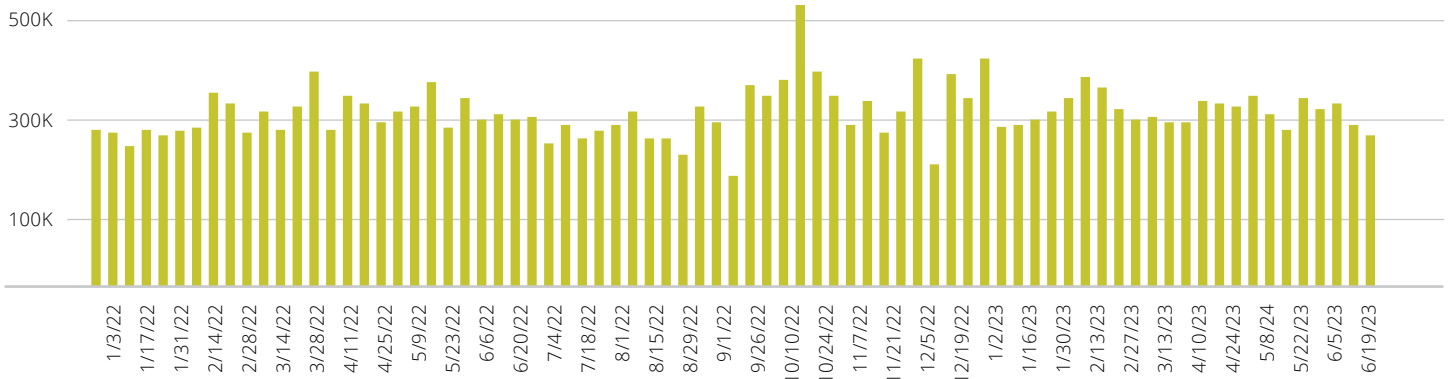


**more to do means
a more vibrant downtown**

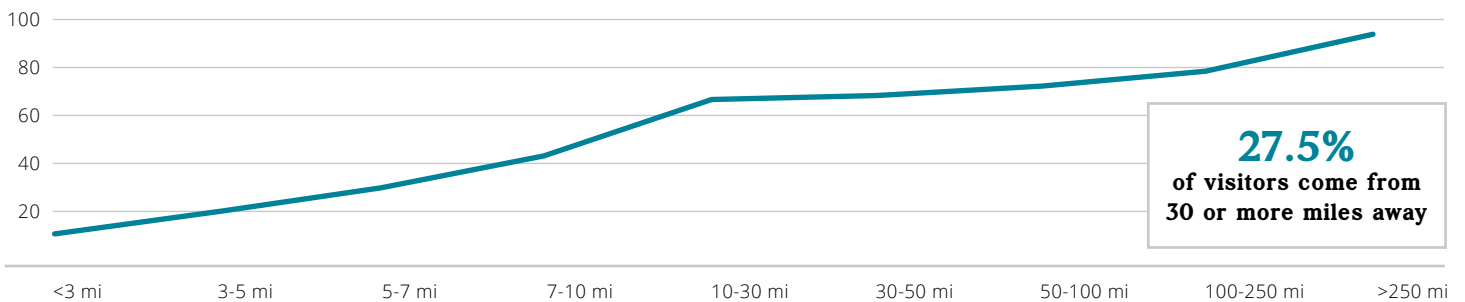
visitation trends: people are back

Source: Placer.ai

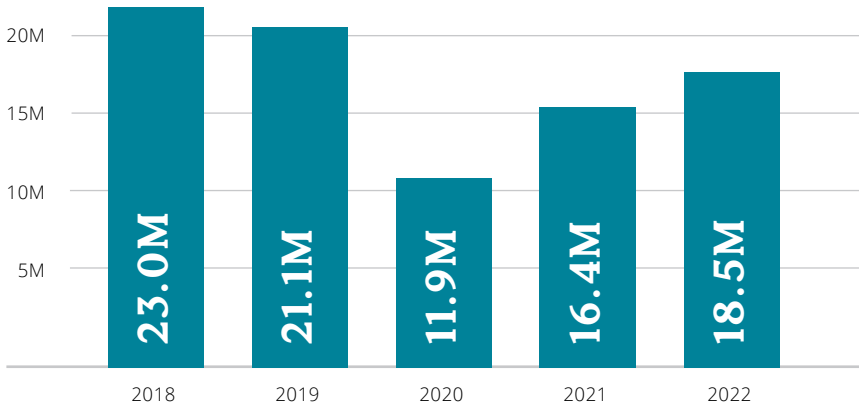
visits by week



trade area coverage by distance



visits by year



today's visitation metrics (2023 Q1-Q2)

351k
Avg. Weekly
Visits

4.2
Visit
Frequency

281
Avg. Dwell Time
in Minutes

+4.4%
Increase in Visits
(vs. 2022 Q1-Q2)



PlacemakingJax Little Alley Sessions



Page Views on
DowntownJacksonville.com

969,000



@DTJax Facebook
Followers

29,000



@DTJax X (Twitter)
Followers

62,000+



@DTJax Instagram
Followers

45,000+



Total Annual
Impressions

7.8 million



Average
Daily Reach

12,600



Total Annual
Engagement

303,200



e-Newsletter
Subscribers

12,200



Hyatt Regency and rooftop pool deck (left)

hospitality + tourism

Early 2022 marked the opening of Downtown's first new hotel since 2009, a Residence Inn by Marriott. Today work is underway on 396 new rooms, including a Four Seasons as a part of the Shipyards mixed-use development, a lifestyle boutique TRYP by Wyndham and a business traveler-targeted Home2 Suites by Hilton. To add to the variety of hotel options, such as boutique hotels, the DIA offers a Targeted Hotel REV Grant for full-service hotel projects creating between 25 and 150 rooms, with a 4-star or higher rating and containing a full-service restaurant.

Hotels	Rooms	Location	Type	Meeting Space
Hyatt Regency Jacksonville Riverfront	951	City Center	Full Service	116,000
Marriott Jacksonville Downtown	354	City Center	Full Service	14,000
The Southbank Hotel	323	Southbank	Full Service	35,000
DoubleTree Jacksonville Riverfront	293	Southbank	Full Service	12,000
Residence Inn by Marriott	135	Brooklyn	Select Service	N/A
Hilton Garden Inn Jacksonville Downtown Southbank	123	Southbank	Select Service	N/A
Hampton Inn Jacksonville Downtown I-95	118	Southbank	Select Service	N/A
Extended Stay America Jacksonville Riverwalk	101	Southbank	Select Service	N/A
Homewood Suites Jacksonville Downtown Southbank	98	Southbank	Select Service	N/A

Hotels Under Construction	Rooms	Location	Developer	Investment
Ambassador Hotel - TRYP by Wyndham	120	NorthCore	Augustine Development Group	\$15,000,000
Home2 Suites by Hilton	100	Brooklyn	Kelco Mgmt. and Dev. Inc. and Corner Lot Dev. Group	\$17,000,000
The Shipyards - Four Seasons	170	Sports & Ent.	Iguana Investments Florida LLC	\$441,000,000 (total project cost)

Hotels In Review	Rooms	Location	Developer	Investment
Laura Street Trio, Marriott Bonvoy Autograph Collection	143	City Center	SouthEast Development Group	\$89,105,000
RiversEdge: Life on the St. Johns, flag to be announced	147	Southbank	Preston Hollow Capital LLC	\$693,000,000 (total project cost)

Source: Visit Jacksonville and Downtown Investment Authority



2,496
Available Rooms

390
Rooms Under Construction

290
Rooms In Review

3,182
Combined Rooms

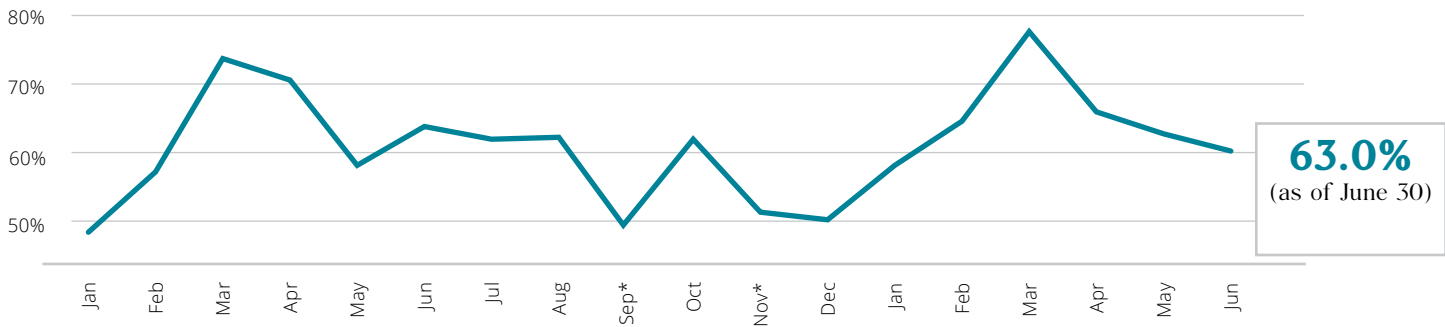
five-year hotel summary

	2018	2019	2020	2021	2022
Total Hotel Room Nights	619,700	611,010	342,285	556,448	532,945
Hotel Occupancy Rate	71.80%	70.90%	40.40%	64.60%	61.90%
Average Daily Rate	\$127.14	\$126.07	\$115.10	\$113.50	\$143.74
RevPAR	\$91.32	\$89.34	\$46.51	\$73.30	\$88.92

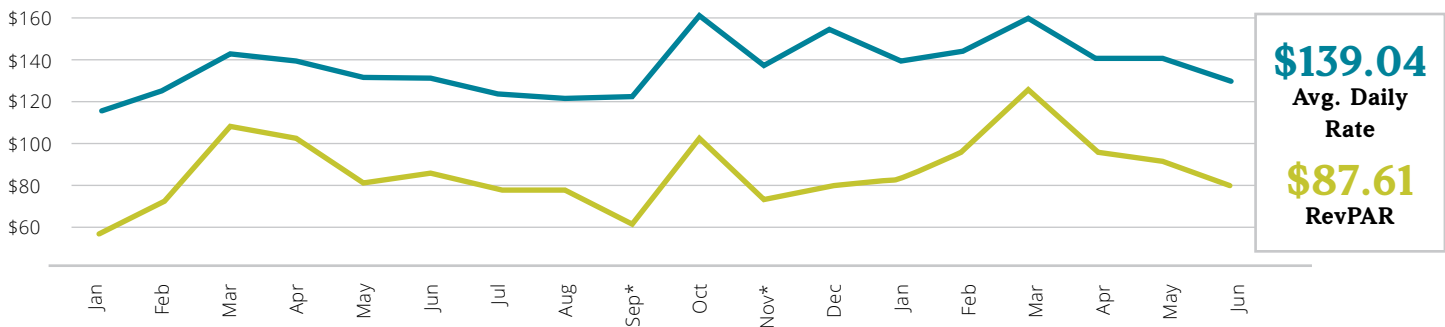
stats by month (2022 - 2023)

* denotes a hurricane

room occupancy rate



average daily rate + RevPAR



top conferences held in downtown (1,000+ attendance)

1. Thrill One Sports & Entertainment 2022 Championship Tour
2. National Collegiate Athletic Assn. 2023 Track and Field East Regional
3. Via Exito Summer 2022
4. International Pentecostal Holiness Church 2022 Conference
5. USA Taekwondo 2022 Presidents Cup
6. National and Independent Gospel Music Assn. 14th Annual Rhythm of Gospel Awards
7. Assn. of Positive Behavior Support 2023 Conference
8. United Supreme Council 2022 Annual Convention
9. National Academy of Christian Acapella Music Artists 2022 Music Awards
10. Mary Kay Cosmetics 2022 Career Conference
11. Shakespeare Assn. of America 2022 Conference
12. Evangelical Covenant Church 2023 Midwinter Conference
13. American Assn. of Community Colleges 2022 Conference

Source: Visit Jacksonville

culture, entertainment, eds + meds



Jacksonville Jaguars at EverBank Stadium

an intellectual hub

A growing concentration of universities, colleges and professional development centers in Downtown gives residents access to wide ranging educational opportunities, attracts a diverse student population, contributes to the local economy, fosters innovation and entrepreneurship, and provides workforce development programs aligned with local industries.

- Jacksonville University launched its College of Law—Florida’s first new law school in 20 years—in Downtown in 2022 and is seeking a new expanded location.
- The University of Florida is opening JaxLab, a Center for Architecture Education and Research in the Gothic St. Johns Episcopal Cathedral administration building, and is proposing a \$200 million graduate campus in Downtown.

a healthcare destination

Six exceptional facilities create a healthcare ecosystem that provides jobs, attracts medical tourism and stimulates the local economy. This density creates a network of comprehensive medical care as well as specialized expertise – from pediatric care to cancer treatment.

- Opening in 2023, the Mayo Clinic will launch a Community Health Collaborative to help researchers understand the healthcare needs of the community while sharing health education and biomedical research.

epicenter of culture & entertainment

Downtown’s cultural and entertainment venues offer more than 28,000 seats and host performances from Downtown-based groups such as the FSCJ Artist Series, Jacksonville Symphony, River City Fine Arts Academy and Theatreworks.

- The historic Florida Theatre is undergoing a \$15 million renovation leading up to its upcoming centennial celebration in 2027.
- MOSH, the Museum of Science and History, is planning a new \$100 million facility across the St. Johns River from its current location, near the USS Orleck and Jacksonville Fire Museum.
- In 2022, Corner Lot and JWB Real Estate Capital opened the new 40,000-square-foot NoCo Center to host immersive experiences such as Beyond Van Gogh and Beyond King Tut Nat Geo.

In addition, the Sports and Entertainment District provides year round games for sports fans with the Jacksonville Jaguars (NFL), Jacksonville Jumbo Shrimp (MiLB), Jacksonville Icemen (ECHL) and Jacksonville Sharks (NAL).

- This year, the Jacksonville Jaguars opened the \$120 million Miller Electric Center, a new, state-of-the-art, 125,000-square-foot sports performance center, and have announced conceptual plans for a new “stadium of the future.”

 view the downtown jacksonville directory and event calendar at: [DTJAX.COM](https://www.dtjax.com)



Beyond Van Gogh at the NoCo Center



Sip & Stroll Presented by PNC



Florida Theatre renovations

Colleges & Universities

1. Edward Waters University (HBCU)*
2. Florida State College at Jacksonville Downtown Campus
3. Jacksonville University College of Law
4. Strayer University
5. UF: JaxLab, Center for Architecture Education and Research (Coming Soon)

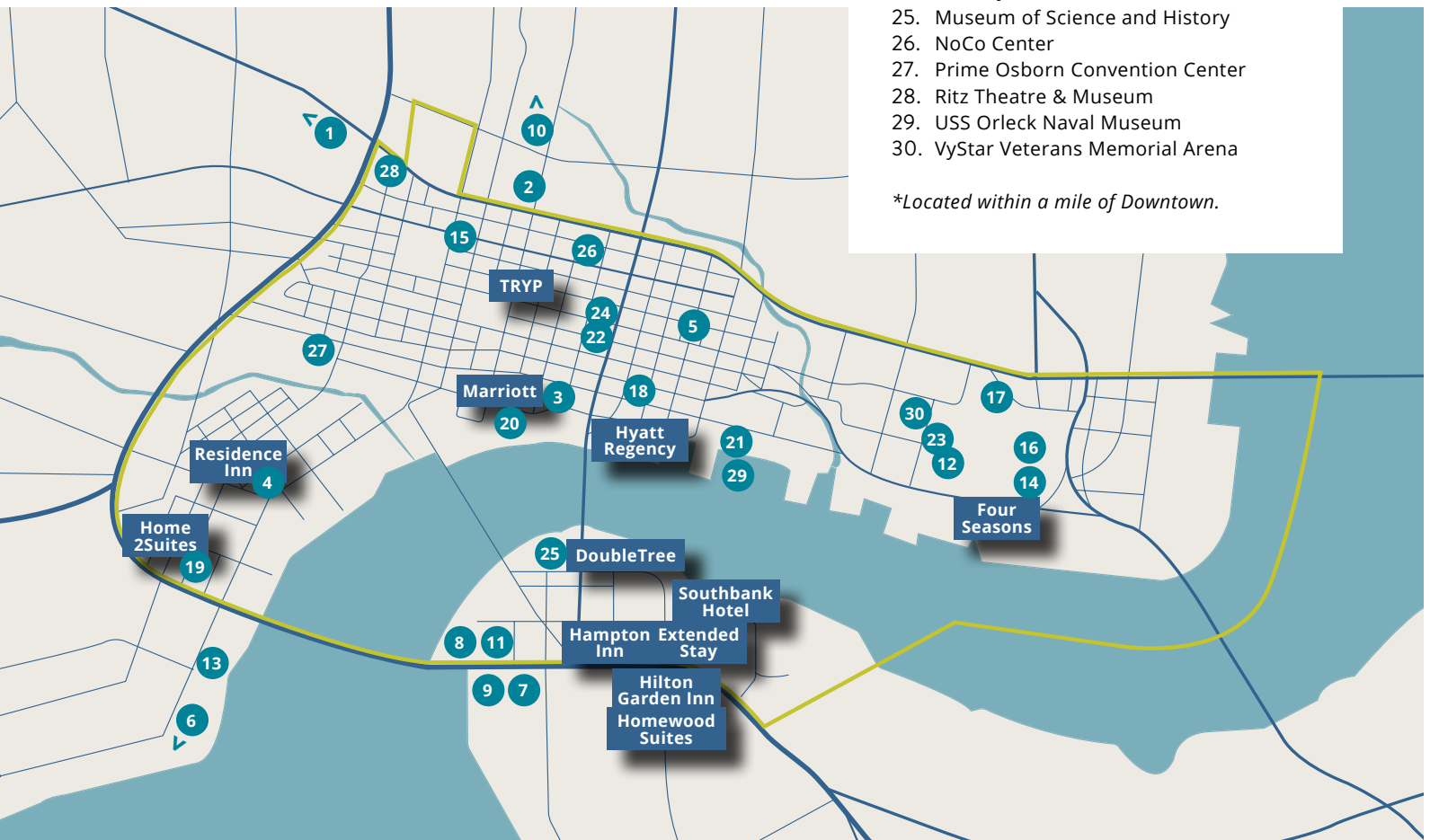
Hospitals

6. Ascension St Vincent's Riverside Hospital*
7. Baptist MD Anderson Cancer Center
8. Baptist Medical Center Jacksonville
9. Nemours Children's Specialty Care
10. UF Health & Proton Therapy Institute*
11. Wolfson Children's Hospital

Culture + Entertainment Venues

12. 121 Financial Ballpark
13. Cummer Museum of Art & Gardens*
14. Daily's Place Amphitheater
15. Eartha M. M. White Historical Museum
16. EverBank Stadium
17. Fairgrounds and Expo Center
18. Florida Theatre
19. Friday Musicale
20. Jax Center for the Performing Arts
21. Jax Fire Museum (Reopening Soon)
22. Jacksonville Public Main Library
23. Merrill House Museum
24. MOCA Jacksonville
25. Museum of Science and History
26. NoCo Center
27. Prime Osborn Convention Center
28. Ritz Theatre & Museum
29. USS Orleck Naval Museum
30. VyStar Veterans Memorial Arena

*Located within a mile of Downtown.



Fuller Warren Bridge Shared Use Path (SUP)



a focus on infrastructure and mobility

Downtown Jacksonville is the central hub for regional transportation and innovative infrastructure and mobility initiatives.

The myriad projects underway will support economic growth and local businesses, and will enhance quality of life by contributing to accessibility, environmental sustainability and public health.

In 2020, the Jacksonville Transportation Authority (JTA) opened its new \$57 million multimodal station. The state-of-the-art Jacksonville Regional Transportation Center integrates the JTA bus transfer facility, First Coast Flyer Bus Rapid Transit, Skyway/U2C transit system, rideshare and bikeshare, and the Intercity Bus Terminal.

Today, JTA is collaborating with the City, North Florida TPO, JEA and JAX Chamber on the Bay St. Innovation Corridor and the Ultimate Urban Circulator to create a national model for smart mobility. Plans call for dynamic signals, integrated data exchange, pedestrian sensors, flood warning sensors and power consumption reduction. And, the existing Skyway system will be modified for automated vehicle use and extended service throughout Downtown.

Ambitious projects are underway to establish a network of dedicated bike and pedestrian trails, to calm traffic and to provide better parking solutions.

- Opened in 2023, the Fuller Warren Bridge Shared Use Path (SUP) provides a dedicated bike-ped path connecting Brooklyn and Riverside to the Southbank and San Marco.
- Planned Southbank Riverwalk extensions and roadway improvements will create a Southbank Overland Loop.
- Park Street in Brooklyn is being reconfigured to support growing residential and retail needs by adding on-street parking and shade trees.
- The City has awarded the contract to restore one-way streets to two-way streets to calm traffic, widen sidewalks, and give priority to pedestrians and cyclists.
- Groundwork Jacksonville’s Master Plan for the Emerald Trail will create a 30-mile network of bike-ped trails to connect Downtown to 14 historic neighborhoods, 18 schools, two colleges and nearly 30 parks. Groundwork will soon open the “Model Mile,” which connects the S-Line Rail Trail in Springfield to the Prime Osborn Convention Center. The next phase will include a one-mile cycle track along Hogan Street connecting the Northbank Riverwalk to the Springfield.

Additionally, the DIA is implementing its comprehensive parking strategy to reduce the number of garages and lots by eliminating minimum parking requirements and to incentivize projects aimed at improving bike-ped accessibility. Adjusted rates for city-owned garages and on-street parking balance supply and demand ensuring the availability of on-street parking for short-term needs. The Park Mobile App allows users to pay for and monitor parking sessions on-the-go. And, after a one-year pilot, the City expanded Downtown’s scooter program to cover all of Downtown.



The SUP

Investment: \$146,000,000

Status: Completed



Emerald Trail

Investment: \$184,300,000

Status: Under Construction



Bay St. Innovation Corridor & the Ultimate Urban Circulator (U2C)

Investment: \$379,000,000

Status: Proposed

transportation and infrastructure improvements

48k
PARKING SPACES



Key:

- Downtown Boundary
- First Coast Flyer BRT
- Riverwalk, the SUP & Bike-Ped Routes
- Planned Riverwalk & Bike-Ped Routes
- Skyway & Stations
- ▨▨▨ Two-way Street Conversions
- Proposed Expansions
- Park Street Road Diet
- Bay St. Innovation Corridor
- ⚓ River Taxi Dock
- Emerald Trail
- ⚓ Future River Taxi Dock
- ⚓ Boater Access
- ⚓ Public Marina
- ⚓ Future Public Marina
- ⚓ Kayak Launch
- ⚓ Future Kayak Launch

🚶
73
WALK SCORE
 DOWNTOWN IS THE MOST WALKABLE NEIGHBORHOOD IN JACKSONVILLE

🚲
53
BIKE SCORE
 MULTIPLE PROJECTS UNDER WAY INCLUDE BIKE INFRASTRUCTURE

🚌
58
TRANSIT SCORE
 PUBLIC TRANSPORTATION OPTIONS ARE CONSOLIDATED IN DOWNTOWN

capitalizing on a world-class riverfront and parks

Downtown Jacksonville was built on the banks of the scenic St. Johns River—one of Florida’s major commercial and recreational waterways—and today, boasts nearly 70 acres of parks. These incredible assets enhance the quality of life for residents, serve as vibrant and central community gathering spaces, provide recreational opportunities and rich ecology, and contribute to improved health and well-being.

Nearly three miles of riverwalk winds along the waterfront, with plans for extensions along both banks. Enlivened by public art, the riverfront is a hub of activity with recurring events like the weekly Riverside Arts Market and the monthly Southbank Sip & Stroll Presented by PNC. To further enhance water access for the community, the City is installing floating docks, kayak launches and piers; creating new and upgrading existing marinas; and working to restore Downtown’s creeks.

To create more opportunities for recreation and cultural enrichment, work is underway on a number of themed destination parks—many connected by the riverwalk—that will



Northbank boat dock

celebrate the unique essence of Jacksonville. Additionally, major mixed-use riverfront developments such as One Riverside and RiversEdge: Life on the St. Johns are allocating land for multi-acre public parks, and all new riverfront projects are required to contain waterfront restaurants to qualify for incentives. This considerable investment into Downtown’s system of parks and waterways will make the city more resilient while improving property values and enriching Jacksonville for generations to come.

DIA’s BID Strategy Parks Initiatives

01

Unify the Northbank and Southbank Riverwalk as a premier destination

02

Connect parks through safe and comfortable trails, sidewalks and bikeways

03

Develop a connected network of riverfront parks that offer year round programs, activities and events for people of all backgrounds

04

Activate under-used parks—through both capital improvements, maintenance upgrades and programming—to meet resident and visitor needs

05

Develop new neighborhood parks

18

**PARKS & TRAILS
WITHIN ONE MILE OF
DOWNTOWN**



Corkscrew Park

Corkscrew Park, a free, shaded public gym under the Acosta Bridge

01. St. Johns River Park and Friendship Fountain

Investment: \$15,000,000

Status: Under Construction

The City is near completion on an “Exploring the St. Johns River” activity node with a botanical garden, history-themed play park, concessions and fountain upgrades to tell the story of the indigenous Timucuan people, Ribault’s landing in 1562, and botanist and horticulturist John Bartram’s travels.



01

02. Musical Heritage Garden

Investment: \$7,250,000

Status: Under Construction

The Jacksonville Center for the Performing Arts riverfront lawn will be reimagined as a musical heritage-themed activity node with symbolic landscaping, a musical play area and outdoor projection venue with live stream performances and movie projections.



02

03. Riverfront Plaza

Investment: \$27,250,000

Status: Under Construction

Work is underway to turn Downtown’s seven-acre central lawn into a destination with a playground, river terrace, park pavilion, bike and pedestrian connection to the Main Street bridge, iconic public art and native landscaping.



03

04. Shipyards West Park

Investment: \$26,410,000

Status: In Review

Agency Landscape + Planning is designing the park space on this vacant riverfront property, which will be the future home the Jacksonville Fire Museum and the USS Orleck Naval Museum, and be home to a food hall, protected kayak area and more.



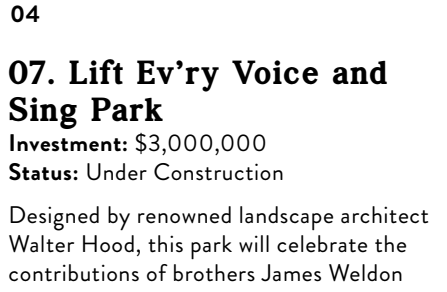
04

05. McCoys Creek Restoration & Greenway

Investment: \$105,400,000

Status: Under Construction

The City has begun a multiphase project to daylight McCoys creek, perform environmental remediation and flood mitigation, and add a new pedestrian bridge, greenway trail and kayak launches.



05

06. Hogans Creek Restoration & Greenway Trail

Investment: \$17,300,000 (Trail Only)

Status: Proposed

The City is restoring Hogans Creek to improve resilience and water access, and is designing a trail to connect the riverwalk, creek and Sports and Entertainment District.



05



06



07



08

07. Lift Ev'ry Voice and Sing Park

Investment: \$3,000,000

Status: Under Construction

Designed by renowned landscape architect Walter Hood, this park will celebrate the contributions of brothers James Weldon Johnson and J. Rosamond Johnson in the creation of the country’s “Black National Anthem,” and serve as a major landmark in the redevelopment of LaVilla.

08. Artist Walk

Investment: \$8,800,000

Status: Under Construction

The City is creating a plaza space under the Fuller Warren Bridge that will feature a skateboarding plaza, stage and turf lawn. The Walk will connect the Fuller Warren bike/pedestrian bridge, Emerald Trail and Northbank Riverwalk.

development highlights: \$8 billion in the project pipeline



\$723 Million

COMPLETED SINCE 2022



\$2.42 Billion

UNDER CONSTRUCTION



\$1.57 Billion

IN REVIEW



\$3.39 Billion

PROPOSED



January 1, 2022 - June 30, 2023



y Square Apts

Lofts at Cathedral

Cathedral Hill

Hogans Creek Greenway

Sports and Entertainment

The Hardwick at Ford on Bay

Shipyards Park West

Miller Electric Center

RISE: Doro

MOSH Genesis

The Shipyards & Four Seasons

Working Waterfront

Fincantieri

RiversEdge: Life on the St. Johns

Artea

Key:

- | | |
|-------------|------------------------------------|
| Mixed Use | Eds, Meds, Culture + Entertainment |
| Residential | Infrastructure + Mobility |
| Office | Parks + Waterfront |
| Retail | Marine |
| Hotel | |

select project highlights

01. American Lions High Rise

Investment: \$166,600,000

Status: In Review

American Lions plans to construct a 44-story tower housing 332 apartments, a 7,500 SF restaurant, 330-space parking garage on one acre of the seven-acre Riverfront Plaza. Plans include a sky garden terrace and ground-floor retail.

02. Artea

Investment: \$93,000,000

Status: Under Construction

Corner Lot Development Group is constructing a four-story, transit oriented, multi-family property with 340 apartments and 425 parking spaces adjacent to the Skyway system.

03. Block Nine

Investment: \$100,000,000

Status: In Review

Trevato Development Group plans to build a seven-story, mixed-use development with 293 multifamily units, 7,000 SF of ground-floor retail space and 5,000 SF of coworking space.

04. The Den (Ashley & Hogan Apartments)

Investment: \$45,000,000

Status: In Review

AWP331 LLC is renovating two existing structures and constructing a third to develop 185 apartments with 12,000 SF of retail and 89 parking spaces.

05. Federal Reserve Bank

Investment: \$9,600,000

Status: Completed

JWB Real Estate Capital has restored the building's historic facade and the interior to house 7,400 SF of ground level retail and 9,000 SF of high-end event space.

06. Fincantieri North Florida Dry Dock

Investment: \$30,000,000

Status: Under Construction

Fincantieri Marine Systems North America is improving marine infrastructure on the Working Waterfront in preparation for a 500-foot, Navy-certified dry dock.

07. Furchgotts

Investment: \$18,000,000

Status: In Review

Lotus Commercial USA LLC will renovate the former department store to include 40 apartments, cowork and fitness facilities, and 3,900 SF of retail space.

08. The Hardwick at Ford on Bay

Investment: \$150,000,000

Status: In Review

Carter plans to construct a riverfront mixed-use property that will include 360 apartments, 25,000 SF of retail—including a 1,500 SF restaurant—plus a 10,000 SF exterior elevated green space and 590 parking spaces.

09. Home2 Suites by Hilton

Investment: \$17,300,000

Status: Under Construction

Kelco Management and Development Inc. and Corner Lot Development Group are nearing completion on a 100-room extended stay hotel.

10. The Hub Brooklyn

Investment: \$7,300,000

Status: In Review

A collaboration among Restaurant & Hospitality Investment Group LLC, CD+Urban LLC and Cronk Duch Architecture will construct 11,000 SF of retail, to feature a Southern Grounds & Co., Blueberry Bakery, and new restaurant concept Alder & Oak.

11. Johnson Commons

Investment: \$18,000,000

Status: Under Construction

Corner Lot Development Group and JWB Real Estate Capital is building 91 townhomes and 10,000 SF of ground-level retail next to Lift Ev'ry Voice and Sing Park in LaVilla.

12. Jones on Hogan

Investment: \$40,000,000

Status: In Review

Corner Lot Development Group plans to redevelop the seven-story historic building to include 177 apartment units, 10,200 SF of retail and 25 internal parking spaces.

13. Laura Street Trio

Investment: \$178,865,000

Status: In Review

SouthEast Development Group is planning the adaptive reuse of three historic buildings for a 143-room Marriott Bonvoy – Autograph Collection Hotel and 29,000 SF of retail to include a high-end “Sophisticated Southern” restaurant, a 4,400 SF bodega, a rooftop bar, plus a parking garage. A second phase will construct 169 apartments and 6,550 SF of retail space.



01



02



03



04



05



06



07



08



09



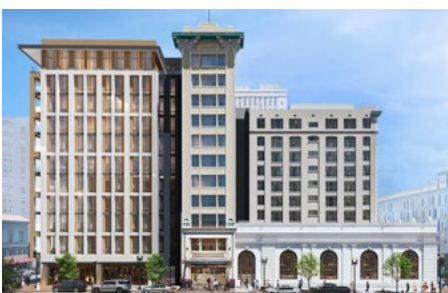
10



11



12



13





14



15



16



17



18



19



20



21



22



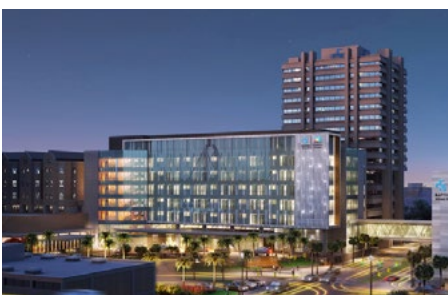
23



24



25



26



Multi-block Pearl Street District rendering

14. Lennox on Park

Investment: \$100,000,000

Status: In Review

Columbia Ventures is planning a five-story, 342 unit apartment building with 8,338 SF of restaurant and retail space, and 450 parking spaces on a vacant Brooklyn parcel.

15. Lofts at Cathedral

Investment: \$39,000,000

Status: Under Construction

The Vestcor Companies Inc. will add 120 workforce housing apartments to the Cathedral District through the renovation of the former YWCA building and a new, adjacent structure.

16. McCoy's Landing

Investment: \$97,000,000

Status: In Review

Garrison Companies is planning a 275 apartment complex with a flex lawn, dog run and bicycle shop along McCoy's Creek on the edge of Brooklyn and LaVilla districts.

17. Miller Electric Center

Investment: \$120,000,000

Status: Complete

The Jacksonville Jaguars in partnership with the City, constructed a 125,000 SF center to house the Jacksonville Jaguars' football operations and training facility with indoor practice field and outdoor grass fields with bleacher seating for 2,090 fans, and amenity area with concessions, public art and a pro shop.

18. MOSH Genesis

Investment: \$100,000,000

Status: In Review

MOSH announced plans to construct a new 130,000 SF museum on the Shipyards property with offerings including a walk-through aquifer exhibit and a water quality bio-lab.

19. One Riverside Avenue

Investment: \$250,000,000

Status: Under Construction

Fuqua Development is constructing phase one of this mixed-use project with 396 apartments and 54,256 SF of retail space to include a Whole Foods and riverfront restaurant space on the 18-acre riverfront site of the former Florida-Times Union.

20. Pearl Street District

Investment: \$500,000,000 (Phase I)

Status: In Review

Gateway Jax LLC is planning a multiphase, mixed-use development across 20 blocks in the NorthCore to include 1,160 apartments, office, 120,000 of grocery-anchored retail space, and parking.

21. RD River City Brewery Apartments

Investment: \$85,000,000

Status: In Review

Related Group is planning a new eight-story, riverfront tower with 325 apartments, a 5,000 SF restaurant space and 511 parking spaces. The City will finance the restoration of a 29-slip marina and boat ramp at the site.

22. RISE: Doro

Investment: \$67,000,000

Status: Under Construction

Rise: A Real Estate Company is nearing completion on a 247-unit building with first floor retail, rooftop amenities and a 284-space garage. It will be the first major multifamily residential property in the Sports and Entertainment district.

23. RiversEdge: Life on the St. Johns

Investment: \$693,000,000

Status: Under Construction

Preston Hollow Capital LLC has begun work on this healthy-living-inspired mixed-use project on 30-acres along the riverfront. The development is slated to bring 950 residential units, 147 hotel rooms, 200,000 SF of office space, 134,000 SF of retail, and a 125-slip marina. The project will include more than four acres of public park space and active water access.

24. The Shipyards and Four Seasons

Investment: \$370,000,000

Status: Under Construction

Iguana Investments Florida LLC has broken ground on a 170-room Four Seasons hotel with 26 residences. The second phase includes a 157,000 SF, Class-A office tower, 200 parking spaces and a 6,000 SF marina building with restaurant. The plan also calls for a \$4 million, 20-year investment to maintain city-owned Metropolitan Park.

25. VyStar Parking Garage

Investment: \$22,000,000

Status: Completed

Danis built an 807-space parking garage adjacent to the VyStar campus with 13,169 SF of ground-floor office and retail space, including the new Jacksonville Children's Chorus headquarters and announced Pour Tap Room.

26. Wolfson Children's Hospital Critical Care Tower

Investment: \$187,000,000

Status: Completed

DPR Construction & Perry-McCall Construction completed a seven-story, 250,000 SF critical care tower that serves 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.

Downtown Investment Authority

board of directors

James P. (Jim) Citrano, Jr.
Chair

George Saoud, Esq.
Vice Chair

Joshua A. Garrison
Secretary

Oliver Barakat

Craig A. Gibbs, Esq.

W. Braxton Gillam, Esq.

Joe Hassan

Carol Worsham

staff

Lori Boyer
Chief Executive Officer

Ric Anderson
Marketing & Communications Specialist

John R. Crescimbeni
*Contract & Regulatory Compliance
Manager*

Wanda G. James Crowley
Financial Analyst

Steven T. Kelley, DBA
*Director of Downtown Real Estate
& Development*

Susan Kelly
Redevelopment Coordinator

Ina Mezini
Strategic Initiatives Coordinator

Guy Parola
Operations Manager

Todd Higginbotham
Parking Strategy Coordinator

Ava Hill
Administrative Assistant

 DIA.COJ.NET

Downtown Vision

board of directors

Numa Saisselin, *Chair*
Florida Theatre

Kerri Stewart, *Vice Chair*
Miller Electric

Paul Davison, *Treasurer*
BDO USA, LLP

Oliver Barakat, *Secretary*
CBRE Group, Inc.

Teresa Durand-Stuebben, *Immediate
Past Chair, Downtown Resident*

Councilmember Raul Arias
Jacksonville City Council

Zach Ashourian
Ash Properties

Lori Boyer
Downtown Investment Authority

Caryn Carreiro
Inlight Real Estate Partners

Austin Collins
First Baptist Church

Stephen Crosby
Retired - CSX / InvestJax

Katie Ensign
Baptist Health

Sondra Fetner
Jessie Ball duPont Fund

Nathaniel P. Ford Sr.
Jacksonville Transportation Authority

Paul Grainger
Iconic Real Estate

Soo Gilvarry
Lotus Commercial USA

Jan Hanak
Regency Centers

Elias Hionides
PETRA

Allan Iosue
Haskell

Vince McCormack
Perdue, Inc.

Chad Meadows
VyStar Credit Union

William (Bill) R. Prescott
Heritage Capital Group

Roger Rassman
Community First Credit Union

John Ream
The Connect Agency

Assistant Chief Jimmy Ricks
Jacksonville Sheriff's Office

Ryan Rogers
Danis

Laura Marshall Schepis
JEA

Alex Sifakis
JWB Real Estate

Cyndy Trimmer
*Driver, McAfee, Hawthorne & Diebenow,
PLLC*

Aundra Wallace
JAXUSA Partnership

staff

Jacob A. Gordon, Esq.
Chief Executive Officer

Katherine Hardwick
Vice President of Marketing & Research

Eric Miller, Esq.
*Vice President of District Services &
General Counsel*

Kady Yellow
Sr. Director of Placemaking

Noah Moran
Director of Administration

Eduardo Santos
Director of Stakeholder Support

Haley Tinkle
Events Director

Laken Gudzak
Communications Manager

Savanne Giroire
Marketing Assistant

Phoebe Mullis
Events Assistant

downtown ambassadors

Jason Hatley
Operations Manager

Mike Ryan
Operations Supervisor

Lionel Roberts
Safety Team Lead

Eric Grant
Clean Team Lead

Troy Harris
District Coverage

Azain Aldor, Kerry Byrd, Mike
Carpenter, Jason Clark, Myra

Hedglin, Brandy Hicks, Russell Hill,

Mark Jenkins, Potrena Jones, Ron
Jones, Alton Knox, Dion Mathews,

Ali Nelson, Anna Rudd, Evelyn
Thomas, David Thompson, Duan

Thompson and Thomas Tuohy

 DTJAX.COM

acknowledgments

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 Bureau of Labor Statistics, City of Jacksonville, CBRE Group, Inc., Downtown Investment Authority, Duval County Property Appraiser, JAXUSA Partnership, Jacksonville Business Journal, JLL, Jacksonville Daily Record, Jacksonville Transportation Authority, Placer.ai, Visit Jacksonville (CVB) and Walkscore.

Photography and renderings provided by: Amanda Rosenblatt, Aristotle Montemayor of @hungrywolfco, Downtown Investment Authority, D'Avril Grant / April Visuals, Groundwork Jacksonville, Hyatt Regency, Jacksonville Jaguars, JEA, Katherine Hardwick, Kram Kran Photo, Lily Snowden, Laken Gudzak, Lexi Brantman, Rakimism Photography, Ryan Ketterman, Seamus Payne, Shane Heuer, SouthEast Development Group and Toni Smailagic / Cre8Jax.

many thanks to Downtown Vision's sponsors and partners:



Avant Construction; BDO USA; bestbet Jacksonville; The Community Foundation for Northeast Florida; Corner Lot Development Group; Cre8Jax; Cushman Wakefield - David Hillegas; Driver, McAfee, Hawthorne & Diebenow, PLLC; Friends of James Weldon Johnson Park; kasper architects + associates, England-Thims & Miller, Inc.; Cecil W. Powell & Company; Gate Petroleum; Gresham Smith; Haskell; Iconic Real Estate Investments; Intuition Ale Works; Jacksonville Police and Fire Pension; Lee & Cates Glass; Manifest Distilling; Meskell & Associates Engineering; Perdue Office Interiors; Regency Centers; S3 Security; Seacoast Bank; and The Whiting-Turner Contracting Company.

The 2023 State of Downtown Report is an 18-month recap of progress and development in Downtown Jacksonville from January 1, 2022 through June 30, 2023, published by Downtown Vision in October 2023.

 download the report at: DTJAX.COM/RESEARCH



 DTJax.com |    @DTJax |  Downtown Vision Inc.

