

STATE *of* DOWNTOWN REPORT

Jacksonville, Florida



DOWNTOWN
JACKSONVILLE

2025



LETTER FROM MAYOR DONNA DEEGAN



Donna Deegan

Donna Deegan, *Mayor*
City Hall, 117 W. Duval Street, Suite 400
Jacksonville, FL 32202
jacksonville.gov

I am proud to share the latest State of Downtown Report from Downtown Vision, Inc., reflecting a full year of progress in the heart of our city. As we move to a calendar-year format, this April 2026 report offers a comprehensive look at the investments, growth, and shared achievements that defined Downtown Jacksonville throughout 2025 and continue to shape its future.

Downtown Jacksonville is no longer defined by plans alone. It is being shaped in real time by steady investment, growing residential density, and a shared commitment to creating a more livable and connected urban core. With cranes in the air across Downtown and projects actively under construction, this progress is visible in every direction and continues to shape a stronger, more vibrant community.

That momentum is especially visible along our riverfront. In 2025, the opening of Riverfront Plaza, continued development at RiversEdge, and the debut of the St. Johns River Park playground expanded access to the St. Johns River and created new spaces for people to gather. Together, these investments are helping to build a connected network of public spaces that invite residents and visitors alike to experience Downtown in new ways.

As Downtown grows, the amenities that support everyday life are growing alongside it. The announcement of a future Publix at Pearl Square, along with the anticipated opening of Whole Foods, will double the number of grocery stores serving Downtown residents and surrounding neighborhoods. These additions are an important step toward a Downtown that is not only vibrant, but practical and livable.

Our educational and healthcare institutions continue to anchor this progress. Expansion at Baptist Health's Downtown campus and ongoing work on the University of Florida's graduate campus in LaVilla are reinforcing Downtown as a center for learning, innovation, and care. These investments are helping position Jacksonville to compete and lead in key industries while strengthening quality of life for our community.

Downtown also remains the place where Jacksonville comes together. From major sporting events and community traditions to the Jacksonville Jazz Festival and year-round concerts and cultural programming, our urban core continues to serve as a shared space for connection, celebration, and civic pride. The continued progress of the "Stadium of the Future," alongside significant investment by the Jacksonville Jaguars and other partners in the surrounding Sports and Entertainment District, reflects both the scale of development underway and the role Downtown plays as a destination for the entire region.

With more than \$3 billion in projects currently under construction and billions more in the development pipeline, the scale of activity underway reflects strong and growing confidence in Downtown Jacksonville's future. This progress is made possible through sustained public-private partnerships and a shared vision for a Downtown that works for everyone.

Thank you to Downtown Vision, Inc., the Downtown Investment Authority, and the many partners, residents, and stakeholders who continue to move this work forward. Together, we are building a Downtown that is more connected, more livable, and clearly defining the future of Jacksonville.

A Public Private Partnership for **Downtown Jacksonville**



DOWNTOWN INVESTMENT AUTHORITY (DIA)

The DIA is the Community Redevelopment Agency for Downtown Jacksonville and its primary economic development arm. Guided by a nine-member board, the DIA works to attract investment, facilitate job creation, support infrastructure improvements, and oversee 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.

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DOWNTOWN VISION

Downtown Vision 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, Downtown Vision is funded partially by Downtown's private property owners through a self-assessment. The organization 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.

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DTjax.com/about-dvi



Colin Tarbert
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SOURCES

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| 1 | American Community Survey | 6 | Placer.ai | 10 | City of Jacksonville, Office of Special Events |
| 2 | CoStar | 7 | Visit Jacksonville | 11 | Public Opinion Research Lab at the University of North Florida |
| 3 | Commercial Edge | 8 | International Downtown Association Value of Downtowns Comparisons Study | 12 | DTJax Resident, Employee, and Visitor Surveys |
| 4 | CBRE | | | | |
| 5 | JAXUSA Partnership | 9 | Pew Research Center | | |

About Downtown Jacksonville



As the 10th largest city by population in the United States with a population that just crossed the 1 Million mark,¹ Jacksonville is the anchor of the North Florida region. Spanning 874 square miles, it remains the largest city by land area in the contiguous U.S. Its consolidated government drives a strong economy through streamlined business permitting, low operating costs, and a high-tech workforce.

At the center of this urban expanse lies Downtown Jacksonville, serving as a vital gathering place and corporate hub where the city's vast scale finds its focus. This 3.9-square-mile central business district is capturing the First Coast's broader momentum through explosive development and growth. Today, Downtown's eight unique neighborhoods are quickly evolving into high-density corporate, residential, and cultural hubs along six miles of the St. Johns River waterfront.

JACKSONVILLE, FL

2nd Hottest Job Market in the U.S.

- *The Wall Street Journal*, April 2025

3rd in the United States for Economic Growth

- *CoworkingCafe*, August 2025

Top 5 City for Attracting College Graduates

- *Attracting College Graduates*

- *U.S. Census Bureau/USA Today*, January 2025

7th Best Big City to Live in the U.S.

- *U.S. News & World Report*, May 2025

JACKSONVILLE, FL⁵

PROJECTED POPULATION
BY 2028 (11% GROWTH):

1.12 Million

3rd

IN THE UNITED STATES
FOR ECONOMIC GROWTH

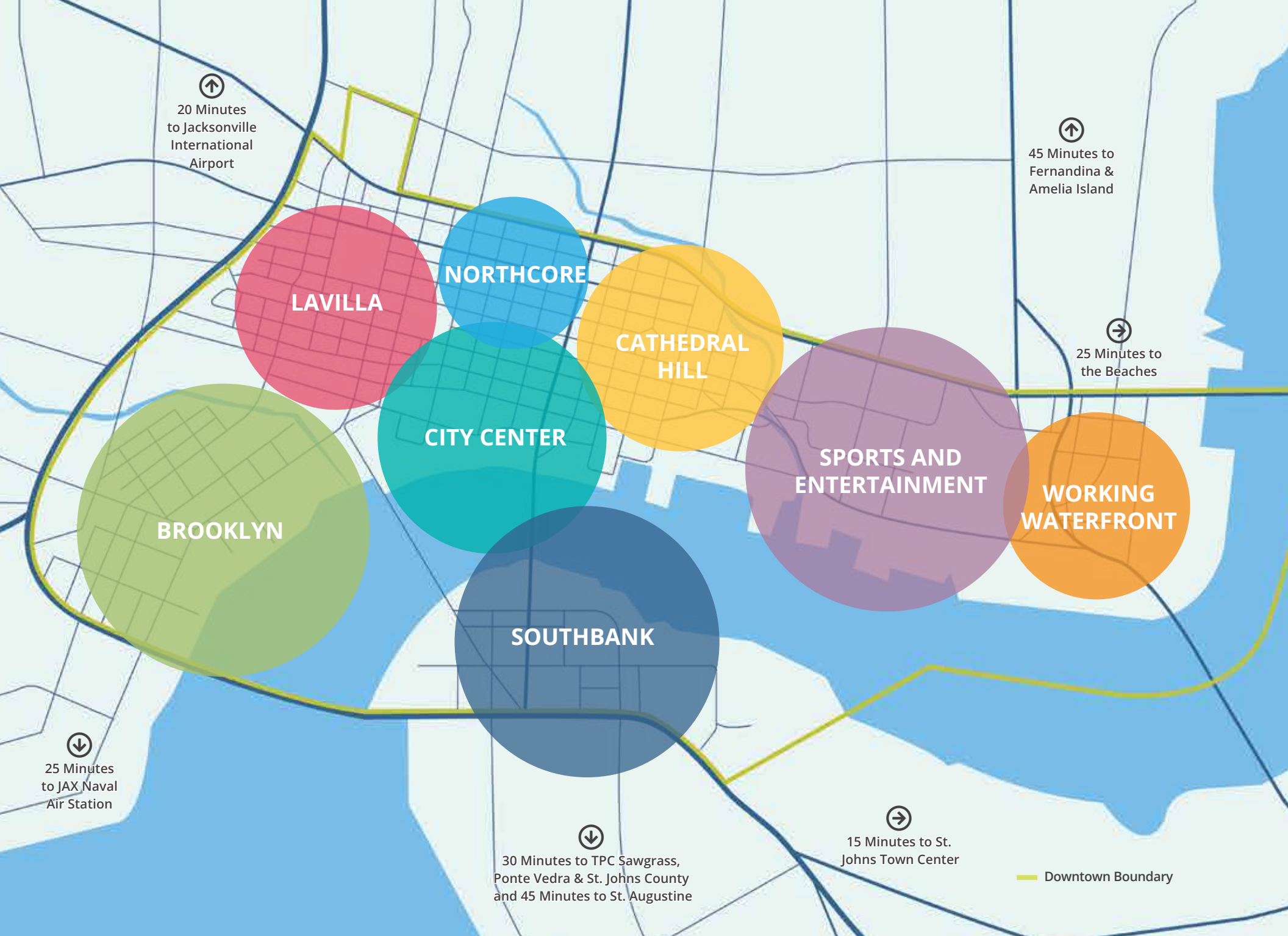
2,500

NEW JOBS IN 2025

COST OF LIVING

7%+

LOWER THAN NATIONAL
AVERAGE



The Importance of a Thriving Downtown



Downtown Jacksonville has reached a pivotal turning point, as its revitalization into a world-class urban center transitions from a conceptual vision into a high-growth reality. The realization of a thriving downtown district will prove to be a transformational benefit for the whole of Jacksonville. Anchored by major educational and healthcare institutions, a growing residential base, a robust corporate sector, and major sports and entertainment amenities, Downtown is the city's cultural center and primary economic engine.

Said directly, Downtown is a high-return investment for the greater Jacksonville community. At approximately 3.9 square miles, Downtown Jacksonville occupies less than 1% of the city's land area. Despite this small footprint, Downtown provides:

- **4.3%** of the city's **property tax revenue**⁸
- **32%** of the city's **hotel tax revenue**⁸
- **8%** of the city's **sales tax revenue**⁸

In addition, Downtown hosts 12% of the city's total jobs, with 56% of those jobs existing in knowledge-based industries.⁸ Historically resilient, this sector remained largely steady throughout the Covid-19 pandemic, mitigating its impact on the North Florida economy compared to peer communities. It is further home to three of the four Fortune 500 companies headquartered in Jacksonville, positioning Downtown as a primary driver of wage growth and economic stability in the North Florida region.

Downtown is more than a commercial hub; it is Jacksonville's cultural epicenter. With major sports facilities, iconic artistic venues, and signature public spaces, it serves as the city's primary driver of entertainment and community connection. **More than 5.3 Million people attended Downtown events in 2025,**⁶ reflecting a profound community investment in a vibrant Downtown that offers world-class cultural and entertainment amenities to every resident of the First Coast.

Downtown has the highest residential density in the North Florida region, with over 2,000 residents per square mile. This is a result of a years-long commitment to growing the residential base, which has produced a 97% increase in the Downtown population since 2016. This growth represents investment, not just in housing, but in the street-level vitality that will serve as an amenity for the entire city. "Retail follows rooftops," and Downtown is on the cusp of achieving a critical mass of residents and the density needed to support a thriving retail, dining, and nightlife ecosystem designed for the enjoyment of the entire Jacksonville community.

With cranes in the air, concrete being poured, and renderings becoming reality, Downtown Jacksonville is on the verge of becoming the world-class urban center pursued for decades. If momentum is sustained, this transformation of Jacksonville's primary cultural hub, community gathering space, and economic driver into a world-class urban district will benefit every Jacksonville resident.

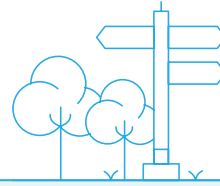
WITH LESS THAN 1% OF THE CITY OF JACKSONVILLE'S TOTAL LAND AREA, DOWNTOWN PROVIDES/HOSTS:

- **4.3%** of the city's **property tax revenue**⁸
- **32%** of the city's **hotel tax revenue**⁸
- **8%** of the city's **sales tax revenue**⁸
- **12%** of the **city's jobs**⁸

- **3 out of the 4 Fortune 500 Companies** headquartered in Jacksonville are located within Downtown⁵
- **3,100+ events** attracting more than **5.3 Million attendees**⁶



Downtown by the Numbers



2025 served as a landmark year for Downtown Jacksonville, as decades of visioning and planning yielded significant, tangible progress toward the multi-year transformation of North Florida's urban center. This momentum manifested in major riverfront park openings, multiple retail and restaurant debuts, and residential growth that is actively revitalizing the Downtown streetscape. Furthermore, the year saw the commencement of several cornerstone sports and entertainment, institutional, and core amenity projects, setting the stage for a sustainable shift into a vibrant metropolitan district. With **\$7 Billion** in the development pipeline, Downtown Jacksonville stands on the precipice of a generational transformation into a world-class destination for urban living, recreation, tourism, cultural experiences, and corporate and academic innovation. Covering January 1 through December 31, 2025, this **State of Downtown Report** analyzes the data shaping our downtown ecosystem, including real estate trends, tourism activity, and the vital public space and institutional improvements fueling our growth.

3.9 square miles

6 miles of riverfront

9,228 residents

(+20.5% in 2025, +97% since 2016)²

1,576 residential units under construction

(will support 2,100 new residents by 2028)

96% residential occupancy rate²

4 Colleges and Universities within 1 Mile

(\$300 Million UF Graduate Campus approved)

7 major healthcare facilities within 1 Mile

(\$170 Million Baptist Health Expansion in progress)

10 hotels with 2,596 rooms

(170-room five-star hotel under construction)⁷

614,005 total room nights in 2025

(+2.4% over 2024)⁷

19.7 Million visits in 2025

(+1.5% over 2024)⁶

46,833 Employees⁵

3 Fortune 500 Company headquarters⁵

70+ acres of urban greenspace

(3 signature riverfront park openings in 2025)

2.5 Miles of Riverwalk Trail

(+0.5 miles in 2025)

19 Sports and Entertainment Venues

(\$1.4 Billion stadium renovation in progress)

5.3 Million event attendees in 2025

(+10.3% over 2024)⁶

8 Million sq ft of office space

(150,000 sq ft of Class A office space under construction)⁴

1 Million sq ft of retail space

(500,000 sq ft under construction, proposed, or in review)²





TOTAL COMPLETED
INVESTMENT, 2000-2015:

\$2.6 Billion

TOTAL COMPLETED
INVESTMENT, 2016-2024:

\$3.4 Billion

2025 DEVELOPMENT
PIPELINE
(COMPLETED, UNDER
CONSTRUCTION, APPROVED/
IN-REVIEW/PROPOSED)

\$7 Billion



Downtown Investment Authority

DOWNTOWN INVESTMENT AUTHORITY

The **Downtown Investment Authority** (DIA) serves a dual role as the Community Redevelopment Agency (CRA) and the Economic Development Agency for Jacksonville's Downtown. Established in 2012 as an authority of the City of Jacksonville, the DIA provides a single, comprehensive organizational structure to manage redevelopment and promote business interests within the 3.9 square miles of Downtown Jacksonville.

MISSION AND STRATEGIC VISION

Mission: Through stewardship and collaboration, the DIA drives investment, facilitates growth, and fosters community to create a vibrant Downtown for all.

Vision: Downtown Jacksonville is a collection of thriving neighborhoods united by the St. Johns River and globally recognized as the economic, civic, and cultural heart of Northeast Florida.

Governed by a nine-member Board of Directors, **Key Responsibilities** of the DIA include:

Community Redevelopment Agency

- Tax Increment District Fund Management and Allocation
- Disposition of City-Owned Property
- Support for Redevelopment



Economic Development Agency

- Business Recruitment
- Public Parking Management
- Job Creation

2025 HIGHLIGHTS:

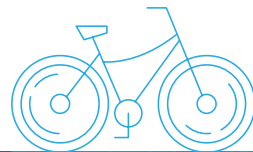
- **UF Graduate Campus:** Closed a landmark deal with the **University of Florida** for a **\$345M campus** in LaVilla, featuring the Florida Semiconductor Institute.
- **Pearl Square (N7):** Approved a mixed-use project featuring new residential units and Downtown's first full-service **Publix (31,000 sq. ft.)**.
- **Retail Growth:** Awarded **eight Retail Enhancement Program grants** to launch new dining and beverage concepts.
- **RiversEdge Parks:** Opened the **\$22.8M DIA-funded project** on the Southbank, adding a nature boardwalk and an extended Riverwalk.
- **Two-Way Conversion:** Completed the **\$4.5M+** Adams and Forsyth street conversion to improve Downtown walkability and connectivity.

The Downtown **Master Plan**

As the designated Master Developer for Downtown Jacksonville, key among the DIA's responsibilities are interpreting, implementing, and updating the **Downtown Master Plan**, last updated in 2022. This plan, which is updated every five years by statute, serves as a long-term guide for the decisions of the Downtown Investment Authority and is comprised of:

- **The Business Investment and Development Strategy**, which serves as a comprehensive blueprint that utilizes incentives to attract private investment and modernize Downtown infrastructure. By setting clear goals and criteria, it ensures projects, from historic preservation to waterfront development, align with a vision for a resilient urban core.
- **The Community Redevelopment Area Plan**, which serves as the guiding document for future development, redevelopment, infrastructure and public projects, and ancillary programs, projects, and activities within Downtown Jacksonville's three community redevelopment areas (CRAs). The plan essentially steers Downtown forward by defining goals and objectives and identifying the types of projects planned.

LEARN MORE AT:
dia.jacksonville.gov/bid-plan



The Downtown Master Plan lays out eight distinct goals to guide the work of the DIA and its partners in supporting Downtown Jacksonville's revitalization:

- **Employment:** Optimize commercial and office utilization and job growth while shaping Downtown as the epicenter for business across Jacksonville.
- **Rooftops:** Add housing for both renter- and owner-occupied units to attract people seeking a metro vibe and lifestyle.
- **Retail & Dining:** Increase the number and variety of shops, restaurants, and entertainment options Downtown.
- **Vibrancy + Activation:** Infuse the Downtown experience with the excitement of arts and culture, historic architecture and heritage, a destination sports district, premier concerts and events, signature parks, and unique entertainment options.
- **Welcoming Spaces:** Prioritize safety, accessibility, and wellness by ensuring clean, well-maintained, and inclusive public spaces.
- **Mobility:** Make Downtown more walkable and bike-friendly by linking nearby neighborhoods to the St. Johns River, parks, and greenways.
- **River Life:** Celebrate the beauty of the St. Johns River and protect its health while fostering distinctive and interactive waterfront activities for everyone.
- **Fast-Track:** Streamline investment and development processes to ensure quicker approvals, effective collaboration between city departments, and an open-for-business VIP experience.

\$7 Billion in the Development Pipeline

\$809 MILLION
Completed in 2025

\$3 BILLION
Under Construction

\$36 MILLION
Approved

\$2.8 BILLION
In Review/Proposed



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

PROJECT HIGHLIGHTS

2025 Project Highlights Significant Projects Under Construction



Stadium of the Future

Investment: \$1.4 Billion

A state-of-the-art renovation of EverBank Stadium into a world-class sports and entertainment hub, featuring a protective canopy, wider concourses, and a new community nature park.



RiversEdge: Life on the St. Johns

Investment: \$693 Million

A major Southbank mixed-use development delivering over 950 residential units, four acres of public parks, and a central riverfront park with direct water access.



Pearl Square (Phase 1)

Investment: \$500 Million

A multi-phase “city-within-a-city” in the Northcore, featuring over 1,250 apartments, the Northbank’s first Publix grocery store, and curated retail and dining.



One Tower Court and Four Seasons Hotel & Private Residences

Investment: \$387.6 Million

The centerpiece of the Jacksonville Shipyards, featuring the city’s first five-star hotel with 170 rooms, 26 luxury residences, and a Class A office building serving as the Jaguars’ headquarters.



One Riverside

Investment: \$250 Million

With a partially-completed residential component, the mixed-use development in Brooklyn includes a total of 390+ apartments, a Whole Foods that is nearing completion, and additional retail space that will include a riverfront restaurant.



Southbank Residences

Investment: \$202.7 Million

A luxury high-rise residential project at the former River City Brewing site, designed to significantly increase the Southbank’s residential density, adding more than 390 units and riverfront activity with a marina office and waterfront restaurant.



Baptist Health: McGehee Family Tower

Investment: \$190 Million

A transformative four-story, 123,000-square-foot expansion of the Southbank flagship campus, featuring 100 patient rooms and separate specialized ERs for adults and children.



McCoys Creek Park

Investment: \$113.1 Million

A massive flood mitigation and recreation project that “day-lights” the creek to restore its natural flow, adding 15 acres of habitat and connecting to the Emerald Trail.



RISE: Doro

Investment: \$79.1 Million

A luxury mixed-use apartment complex in the Sports and Entertainment District featuring ground-floor retail and a signature rooftop bar with views of the stadium and river.

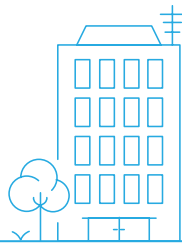


Riverfront Plaza (Phase 2)

Investment: \$46 Million

The second stage of the former Landing site redevelopment, featuring a beer garden, rain garden, and an iconic sculpture atop civic stairs.

Living and Dwelling



2025 was a banner year for the Downtown Jacksonville residential market, characterized by the addition of 1,380 residents occupying 958 newly constructed units primarily contributed by five new landmark projects: Artea on the Southbank, One Riverside in Brooklyn, Union Terminal Warehouse in Sports and Entertainment, Lofts at Cathedral in Cathedral Hill, and Johnson Commons in LaVilla.

This performance is not an anomaly, but the continuation of 10 years of incremental growth resulting from community-wide commitment to expanding the Downtown residential base. This sustained effort has resulted in a 97% population increase since 2016, placing Downtown on the cusp of achieving the long-pursued milestone of 10,000 residents. Through this transition, Downtown's residential inventory has continued to maintain a healthy mix of housing types, ranging from naturally occurring and designated affordable units to single-family residences, ground-level townhomes, and luxury penthouses.

Building on this recent momentum and validated by a 96% occupancy rate,

Downtown's residential market is poised for further explosive growth in the coming years.² As of the end of 2025, the development pipeline included over 2,100 residential units under construction with an additional 2,500+ units approved or in review. Based on current occupancy rates, the completion of units under construction alone is projected to attract roughly 2,100+ new residents, with an additional 4,500+ potentially supported by the completion of units in review or proposed. This recent, active, and projected growth is poised to finally push Downtown over the precipice of achieving the critical mass of residents necessary to sustain a thriving retail, dining, and nightlife ecosystem.



PEARL SQUARE (PHASE 1 UNDER CONSTRUCTION)

- **Pearl Square:** Investment: \$750M+ mixed use development transforming approximately nine blocks into a 2 million square foot, walkable neighborhood with residential, curated retail, office, hospitality, parks, and public spaces.
- **Vanderveer (515 N. Pearl Street / N11):** 205 residential units with ~22,000 SF of ground-floor retail, including a chef-driven restaurant, Pilates studio, and curated food and beverage. Delivery summer 2026.
- **Porter House Lawn, Garden & Klutho's Alley:** Thoughtfully integrated public realm around the historic Porter House, including a lawn, garden, and pedestrian alley designed for outdoor dining and community gatherings.
- **425 Beaver Street (N4):** 286 residential units with ground-floor retail.
- **Ambassador Hotel & Garage (420 N. Julia Street):** Adaptive reuse of a historic structure into a 109-key boutique hotel.
- **Pearl Garage (721 N. Pearl Street / N5):** Garage modernization retaining ~700 parking spaces and introducing ground-floor retail along Beaver Street.
- **119 W. Beaver Street (N7):** Residential building with ~250 units and Publix grocery store (~32,000 SF), plus additional retail.
- **440 W. Beaver Street (N8):** 537 residential units with ground-floor retail.
- **655 Pearl (655 Pearl Street / N9):** New Class A office building with ground-floor retail.

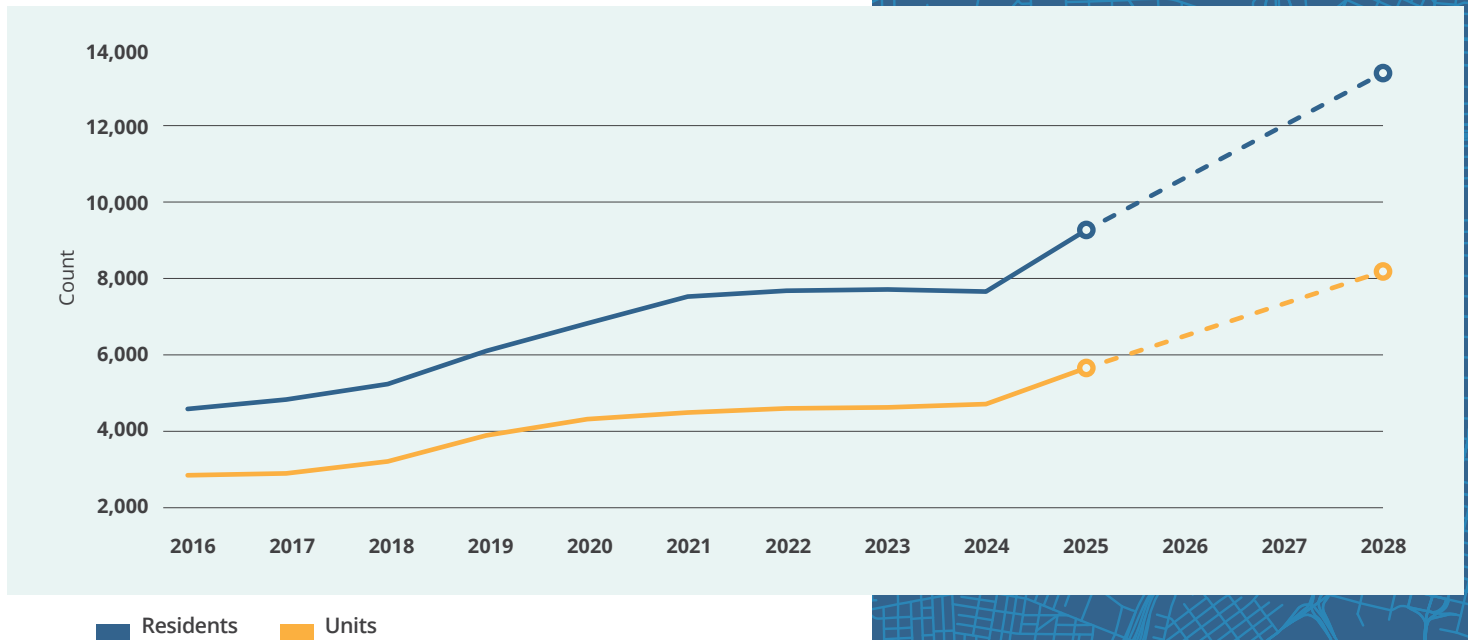
RESIDENTIAL POPULATION AND UNITS²

Current Population:
9,228

Current Units
5,655

Projected Population
(2028):
13,382

Projected Units
(2028):
8,200



2025 DOWNTOWN RESIDENT SURVEY HIGHLIGHTS¹²

Top Three Reasons Residents Choose to Live Downtown:

- 1 Walkability
- 2 Convenience / central location
- 3 City living / urban vibe

91.6%
of residents like or love living Downtown

88.3%
like or love their property

66.8%
of respondents have lived Downtown for three years or more



Eds and Meds



Educational and medical institutions are well-accepted as vital catalysts for urban stability and growth. These anchor institutions employ high-wage professionals and draw students, patients, and other visitors from regional, national, and global markets, “importing” significant spending into the local economy. Unlike more transitory sectors, their specialized infrastructure and long-term missions provide a stabilizing force for their host community. Consequently, the establishment or expansion of a substantial educational or medical presence has the potential to be a transformative boon for a Downtown district undergoing revitalization.

HIGHER EDUCATION

Consistent with its role as a hub for Jacksonville’s knowledge-based economy, Downtown is home or in close proximity to several higher education institutions, including Florida State College at Jacksonville’s Downtown Campus, Edward Waters University, Strayer University, and the Jacksonville University College of Law. Together, these institutions offer local residents opportunities for continued education and professional advancement and support area employers by adapting their programs to cultivate a strong talent pipeline. Beyond their academic mission, these institutions serve as powerful economic engines, providing a reliable customer base for retailers and creating exciting market opportunities for real estate developers. With a collective student body exceeding 22,000,¹¹ these Downtown colleges and universities act as a consistent driver of Downtown’s economic vitality and long-term workforce development.

In December of 2024, the University of Florida announced its intention to build a new graduate campus in the LaVilla neighborhood of Downtown

UF GRADUATE CAMPUS

20+
Acres in Historic
LaVilla

10,000
Students Annually

\$345 MILLION
Public-Private-
Partnership



Jacksonville. This campus will offer graduate degree programs aligned with Jacksonville’s key industries, including engineering, healthcare, legal studies, artificial intelligence, and related fields. The project further includes an applied research enterprise in partnership with the Florida Semiconductor Institute, supporting semiconductor research and development activities critical to industries such as defense, aviation, and technology. Supported by a public-private partnership exceeding \$345 Million, this project will serve as a transformative investment in this long-underserved historic Downtown neighborhood.

COLLEGES & UNIVERSITIES

Edward Waters University (HBCU)*

Florida State College at Jacksonville Downtown Campus

Jacksonville University College of Law

Strayer University

**Located within a mile of Downtown.*

HEALTHCARE

Downtown Jacksonville's robust healthcare sector continues to grow and innovate, supported by several leading medical facilities providing advanced pediatric care, cancer treatment, and other specialized services. With more than 4,000 healthcare employees in Downtown Jacksonville,⁵ these institutions serve as major drivers of job creation while also attracting significant out-of-area visitation as regional centers for high-quality patient care.

As healthcare needs evolve, Downtown's medical providers have continued to grow and adapt to remain responsive to the community they serve. In September 2025, Baptist Medical Center broke ground on the four-story, 123,000-square-foot McGehee Family Tower at its flagship campus. The \$190 Million expansion will feature two dedicated emergency departments with a combined total of 100 treatment rooms. Such investments establish the permanent infrastructure needed to draw spending into Downtown Jacksonville from across and beyond the North Florida region, serving as a sustainable engine for Downtown's emergence as a thriving, high-density urban neighborhood.

HOSPITALS

Ascension St. Vincent's Riverside Hospital*

Baptist MD Anderson Cancer Center*

Baptist Medical Center Jacksonville

Mayo Clinic Community Health Collaborative

Nemours Children's Specialty Care*

UF Health & Proton Therapy Institute*

Wolfson Children's Hospital

**Located within a mile of Downtown.*



MCGEHEE FAMILY TOWER

123,000 SF
of Emergency and
Inpatient Space

100
Emergency
Treatment Rooms

\$190 MILLION
Investment

Tourism and Visitation



HOSPITALITY

Downtown Jacksonville’s hotel market continued to demonstrate robust momentum in both activity and capacity. During 2025, Downtown hotels experienced average occupancy of 64.8% and recorded 614,005 total room nights.⁷ These figures reflected a steady, year-over-year uptick, reflecting growing interest in Downtown as a destination for business and recreational tourism. Transformational growth is further underway in this sector. With nearly 300 new hotel rooms under construction and more in the planning stages, the development community is signaling growing optimism regarding Downtown’s potential as a premier travel destination.

Featured amongst this progress is the ongoing construction of Jacksonville’s first five-star property, the Four Seasons Hotel and Private Residences in the Sports and Entertainment District. This landmark project includes 170 world-class hotel rooms along with 26 luxury residential units on the Downtown riverfront that will elevate the city’s hospitality offerings on a global scale. This and other forthcoming projects will further position Downtown as a premier destination for visitors, business travelers, and major event recruitment.



FOUR SEASONS HOTEL AND RESIDENCES (UNDER CONSTRUCTION)

170

Luxury Hotel Rooms

26

Residential Units

4

Dining Options including a
Rooftop Restaurant

HOTEL INVENTORY⁷

HOTEL	ROOMS	LOCATION	TYPE	MEETING SPACE SQ. FT.
Hyatt Regency Jacksonville Riverfront	951	City Center	Full Service	116,000
Marriott Jacksonville Downtown	354	City Center	Full Service	14,000
The Southbank Marriott	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 SB	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
Home2Suites by Hilton	100	Brooklyn	Select Service	N/A
Homewood Suites Jacksonville Downtown SB	98	Southbank	Select Service	N/A
Total	2,596			

FIVE-YEAR HOSPITALITY SUMMARY⁷

HOTEL	2021	2022	2023	2024	2025
Total Hotel Room Nights	556,448	532,945	552,948	599,792	614,005
Hotel Occupancy Rate	64.60%	61.90%	62.40%	63.60%	64.8%
Average Daily Rate	\$113.50	\$143.74	\$151.07	\$146.41	\$146.43
RevPar	\$73.30	\$88.92	\$97.03	\$93.18	\$94.85

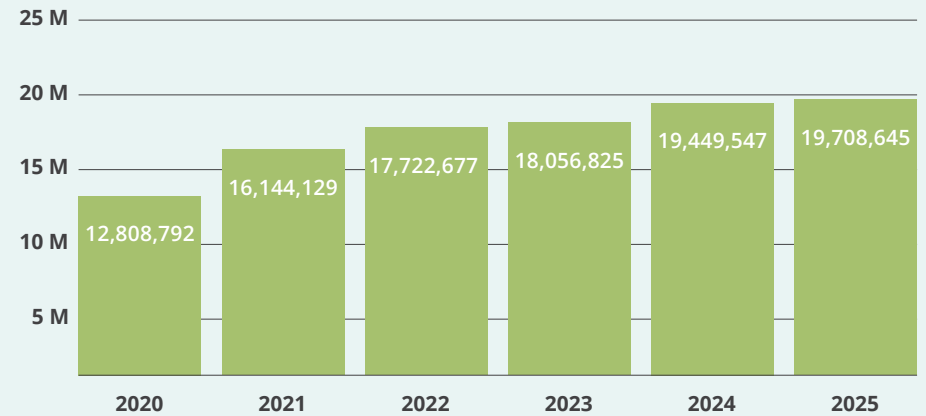
VISITATION

Progress in Downtown’s residential population, hospitality infrastructure, public spaces, retail environment, and portfolio of events and amenities have driven a corresponding increase in visitation. Specifically, **Downtown hosted 19.7 Million total visits during 2025**, an increase of nearly 300,000 visits over prior year figures and a continuation of steady, year-over-year growth since the Covid-19 global pandemic. Signaling an incremental shift towards a 24-hour economy, 34% of these visits occurred between the hours of 8 PM and 8 AM, a 4% increase from 2019 levels as after-hours activity gains momentum.⁶

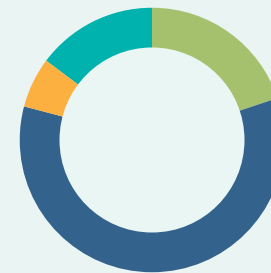


First Wednesday Art Walk

Annual Visitation by Year⁶



Visitation by Origination Point⁶



DISTANCE TRAVELED	PERCENTAGE OF VISITS
0-3 Miles	20%
3-30 Miles	59%
30-100 Miles	6%
100+ Miles	15%

53,999
Average Daily Visits

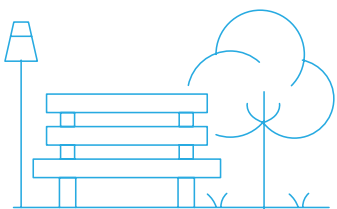
208 MINUTES
Dwell Time

5.08
Visit Frequency
(Average number of visits per person in 2025)

+1.5%
Increase from 2024

Parks and Public Spaces

2025 was a monumental year for Downtown Jacksonville's urban public spaces, which saw the opening of or substantial improvements to three world-class parks or park clusters along the Downtown riverfront. Public spaces such as Riverfront Plaza, the parks at RiversEdge, and St. Johns River Park/ Friendship Fountain serve as economic and community catalysts that drive foot traffic, enhance the quality of life for residents and visitors, and raise surrounding property values. They further enhance connectivity, create recreation and leisure opportunities, and ensure that Downtown's waterfront and other natural assets remain accessible to the entire community. These new cornerstone parks are a key feature of Downtown's revitalization strategy and join an existing network of more than 70 acres of urban greenspace, including the more than three miles of waterfront linear trail provided by the North- and Southbank Riverwalks.



Riverfront Plaza⁶

(Phase 1 completed November 2025)

Investment: \$32.5 Million

Within the first month of its opening, Phase One of Riverfront Plaza, a premier six-acre urban park on the Northbank Riverfront featuring a state-of-the-art playground and tiered lawn, saw nearly 21,000 visitors.



The Playground at St. Johns River Park/ Friendship⁶

(Completed April 19, 2025)

Investment: \$8 Million

Featuring the "La Trinité" history-themed play ship, this centerpiece of the St. Johns River Park renovation welcomed over 55,000 visitors to the Southbank within the first month of its opening.



The Parks at RiversEdge⁶

Investment: \$35 Million

Within the first month of its opening, the park component of the mixed-use RiversEdge development on Downtown's Southbank, featuring four interconnected parks, a 1,500-foot marsh Boardwalk, and over 0.5 miles of new Riverwalk, hosted more than 20,000 visitors.



DOWNTOWN IS FOR EVERYONE⁶

74% of visitors to Downtown's three new Riverfront Parks within the first month of their opening were from within 3 and 30 miles of Downtown Jacksonville.

Downtown’s parks are on the cusp of a total transformation. Anchored by park investments along the waterfront, more than \$230 Million in public space investment is currently flowing through the pipeline, spanning projects under construction, approved, or proposed / in review:



Shipyards West Park

Investment: \$50 Million

Status: In Review

A 10-acre park featuring a two-story event pavilion, a “rustic” playscape, a protected cove for pedal boats, and improved access to the USS Orleck and Fire Museum.



Riverfront Music Garden

Investment: \$6 Million

Status: Under Construction

Located behind the Jacksonville Center for the Performing Arts, this riverfront space celebrates the city’s musical legacy with note-shaped walkways, interactive sound stations, and a high-tech outdoor projection system for nightly light shows.



Metropolitan Park

Investment: \$15 Million

Status: In Design

A nature-based redesign of the 15-acre historic park. The new plan removes the old pavilion in favor of a performance lawn, a wild garden, splash pads, and a “living edge” riverfront to prevent flooding.



Riverfront Plaza (Phase 2)

Investment: \$46 Million (Total site investment: \$78.5 Million)

Status: Under Construction

The second half of the former “Landing” site, Phase 2 adds a beer garden, rain gardens, and a landmark bicycle/ pedestrian ramp connection to the Main Street Bridge.



James Weldon Johnson Park

Investment: \$7.25 Million

Status: In Review

Renovations to Downtown’s central square to modernize the facility while preserving its 160-year history. Updates include a permanent stage, upgraded café shell, and improved shaded seating for daily programming.



McCoys Creek Park

Investment: \$113 Million

Status: Under Construction

A massive environmental resilience project transforming the creek into a natural waterway. It features the “Branches” headwaters restoration, miles of the Emerald Trail, and flood-mitigating wetland parks.



Hogan’s Creek Restoration & Greenway

Investment: \$17.3 Million (trail only)

Status: Under Construction

A transformative 2.6-mile restoration project that will convert a flood-prone, concrete-lined creek into a naturalized waterway featuring 24 acres of wetland habitat and a scenic segment of the Emerald Trail for nature-based recreation.

ENTERTAINMENT AND EVENTS

Sports and Cultural Venues



Downtown Jacksonville is more than a commercial hub; it is the cultural epicenter of the region, anchored by a dense concentration of 27 world-class cultural and entertainment facilities. This diverse ecosystem of venues, which include high-capacity stadiums and arenas, premier performing arts and convention spaces, immersive museums, and intimate boutique performance venues, serves as a consistent economic engine that sustains local retail and hospitality. By providing a home for professional sports, the fine arts, and daily educational experiences, these facilities ensure Downtown remains a high-value asset that fosters a shared identity for the entire North Florida region.

Transformative progress in this sector is accelerating rapidly, with long-term visions now transitioning into physical reality through massive public and private investment. A cornerstone of this evolution is the \$1.4 Billion “Stadium of the Future” renovation to EverBank Stadium, a landmark deal finalized in late 2024. The project features a state-of-the-art transparent cooling canopy and accompanied a lease extension securing the Jaguars’ presence in Jacksonville for the next 30 years. Beyond the stadium, the project’s Community Benefits Agreement includes \$56 Million specifically dedicated to the development and completion of Downtown’s riverfront parks. This generational

investment will prove transformative for Downtown and surrounding neighborhoods, driving inclusive economic growth and creating a more vibrant, connected destination for residents and visitors.

Further changes to the skyline are nearing reality through the planned relocation and enhancement of the Jacksonville Museum of Science and History (MOSH). MOSH’s capital campaign for this effort has successfully raised just under \$100 Million to date, the largest cultural fundraising effort in Jacksonville’s history, signaling deep community support for the vision of a modernized museum experience at the “Shipyards” site on the Northbank. Termed “MOSH Genesis,” this project is designed to be a defining regional landmark, creating a seamless blend of indoor learning and outdoor waterfront park space that will serve as a high-energy social anchor for both residents and tourists.

Together, these strategic venue enhancements, along with existing facilities, serve as the catalyst for a more resilient urban economy, ensuring Downtown’s cultural fabric continues to thrive for generations to come.

Stadium of the Future

\$1.4 Billion investment

State of the art shade canopy

\$56 Million for the development of nearby public spaces



MOSH Genesis

\$131+ Million investment

130,000-square-foot state-of-the-art facility

7 acres of integrated indoor and outdoor learning space



EVENTS AND ACTIVATIONS

As the primary gathering space for the Jacksonville community, Downtown hosted 3,195 significant cultural, sporting, and other entertainment events during 2025. These events drew over 5.3 Million attendees, marking a substantial increase over 2024 and continuing a strong year-over-year recovery trend following the Covid-19 pandemic.⁶ These activations generated substantial economic impact through hotel stays and increased spending at local retail and restaurant establishments, while fostering a shared identity for the entire North Florida region.

As the community’s premier sports destination, Downtown Jacksonville is home to four professional teams: the NFL’s Jacksonville Jaguars, Triple-A Baseball’s Jacksonville Jumbo Shrimp, the ECHL’s Jacksonville Icemen, and the Indoor Football League’s Jacksonville Sharks. The Jacksonville Armada FC, an independent MLS NEXT Pro club, will soon begin play at a new soccer-specific stadium, currently under construction in the Eastside neighborhood just north of Downtown’s Sports and Entertainment District. The area also hosts iconic annual events, including the Florida-Georgia Game, the TaxSlayer Gator Bowl, and the nation’s largest 15K road race, the Gate River Run.¹⁰

Beyond athletics, Downtown functions as Jacksonville’s cultural heart. The City Center hosts major annual traditions like the Jacksonville Jazz Festival, the Light Boat Parade, and signature holiday celebrations, alongside popular recurring activations such as First Wednesday Art Walk, Third Thursday Sip & Stroll Presented by PNC Bank, and the Riverside Arts Market. This year-round vitality is further supported by a continuous rotation of national concert tours, premier comedy shows, and diverse artistic performances at the world-class collection of venues, including the Florida Theatre, Daily’s Place, VyStar Veterans Memorial Arena, the Jacksonville Center, and EverBank Stadium.

This sustained annual increase in event frequency and attendance serves as a barometer for Downtown Jacksonville’s overall vitality, signaling a city center that is becoming more culturally and economically vibrant. This resulting momentum ensures that Downtown remains a high-value community asset, projecting a strong national image while remaining accessible and engaging for every resident.

EVENTS AND ATTENDEES⁶

YEAR	EVENTS	ATTENDEES
2021	820	1,958,259
2022	843	4,189,628
2023	1,117	4,055,224
2024	2,990	4,876,485
2025	3,195	5,377,869



EVENT CATEGORY BREAKDOWN⁶

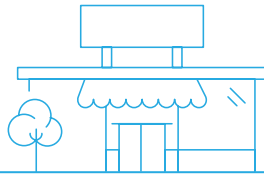


EVENT CATEGORY BREAKDOWN	2025 EVENTS	2025 ATTENDANCE
Sports Games	300	2,145,207
Concerts	852	1,106,187
Expositions	135	659,616
Festivals	240	631,726
Performing Arts	595	495,208
Community	800	276,783
Conferences	273	63,142
Total	3,195	5,377,869

Downtown experienced a 10% increase in event attendees from 2024 to 2025

View the Downtown Jacksonville directory and events calendar at: [DTJax.com](https://www.dtjax.com)

Office and Retail



The nationwide office market has shifted fundamentally since the pandemic, as hybrid and remote models redefined occupancy standards. Downtown Jacksonville is no different, experiencing heightened vacancy and declining headcounts in line with national trends. Despite these headwinds, the district maintains a robust core of finance, government, insurance, and healthcare sectors, consistent with its identity as a regional knowledge hub. This foundation positions the market for renewed growth as return-to-office mandates accelerate. A late 2024 Pew study found that 75% of workers are now required to be in the office regularly, up from 63% in 2023.⁹ This trajectory has the potential to add daily consistent foot traffic that will further support Downtown's long-term energy, vibrancy, and economic sustainability.

While the market is evolving, the office sector remains a vital component of Downtown's economic ecosystem with reason for optimism. Significant growth is on the horizon, as evidenced by the more than 140,000 square feet of Class A office space under construction as part of the One Shipyards Place development in the Sports and Entertainment District, along with more than 200,000 square feet of

developable office space currently proposed as part of the RiversEdge development on the Southbank. These catalytic investments indicate a renewed confidence in the potential of Downtown's commercial office market and signal the enduring role the sector will continue to play as a primary driver of the city-wide economy.



8 MILLION
SF of Office Space
in Downtown²

46,833
Employees⁵

ONE TOWER COURT (PHASE 1 COMPLETE)

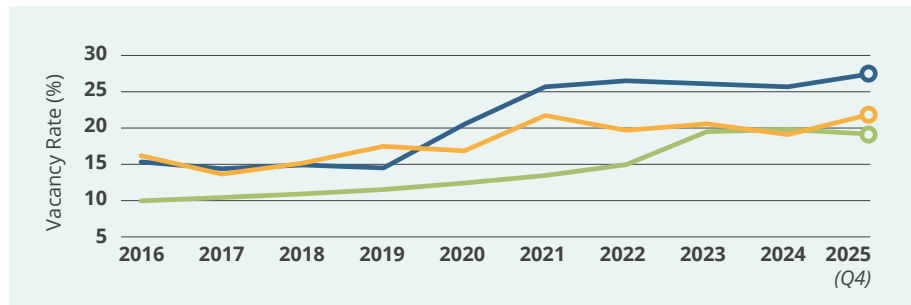
- \$166 Million Class A office tower
- 140,000 square feet of office space
- 12,000 square feet of street-level retail and dining space



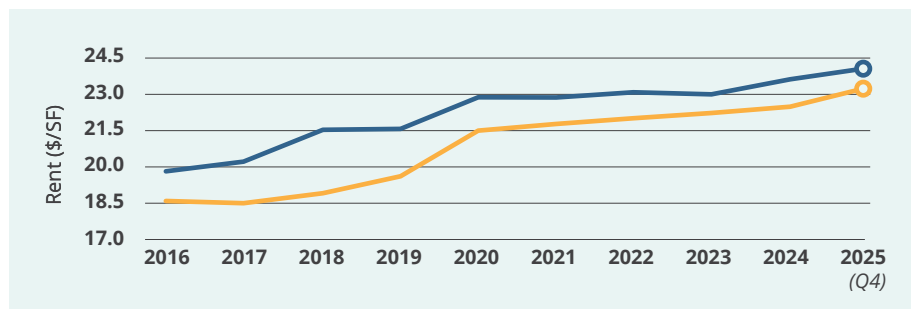
OFFICE MARKET COMPARISON⁴

CITY	TOTAL SQ. FOOTAGE	TOTAL VACANCY	ANNUAL NET ABSORPTION RATE	AVERAGE LEASE
Miami (Brickell)	6,634,600	14.50%	-46,400	\$91.73
Miami (Downtown)	6,283,300	17.00%	-55,300	\$65.99
Tampa	7,068,158	10.20%	1,176	\$65.99
St. Pete	1,671,052	7.60%	18,569	\$45.30
Orlando	8,332,784	13.00%	205,699	\$33.93
Downtown Jacksonville	8,116,143	27.40%	38,249	\$24.09
Nationwide* ³	—	18.50%	—	\$32.77

OFFICE MARKET: VACANCY RATES⁴



OFFICE MARKET: LEASE RATES⁴



■ Downtown Jacksonville
 ■ Jacksonville Suburbs
 ■ National Average

TOP BUSINESS SECTORS BY EMPLOYMENT⁵

(56% of Jacksonville's knowledge-based jobs are in Downtown)⁸

- Professional, Scientific, and Tech
- Legal
- Other Services
(Except public administration)
- Finance and Insurance
- Healthcare and Social Assistance
- Public Administration
- Real Estate, Rental, and Leasing
- Retail Trade
- Accommodation and Food Services
- Food Services and Drinking Establishments

**DOWNTOWN
FORTUNE 500
COMPANIES⁵**



DOWNTOWN RETAIL

Few metrics are more critical to a Downtown's vibrancy than a thriving retail and dining environment. In 2025, Downtown Jacksonville witnessed the opening of a number of new establishments that are making substantial contributions to Downtown's street-level vitality. This momentum is accelerating: driven by projected foot traffic increases from a rapidly growing residential base, there is currently 500,000 square feet of new retail space either in review or under construction, with an additional 15,000 square feet proposed. Anchored by two upcoming full-service grocery stores, these investments are essential to Downtown's emergence as a complete, walkable urban neighborhood and an energetic hub for entertainment and amenities to be enjoyed by locals and tourists alike.

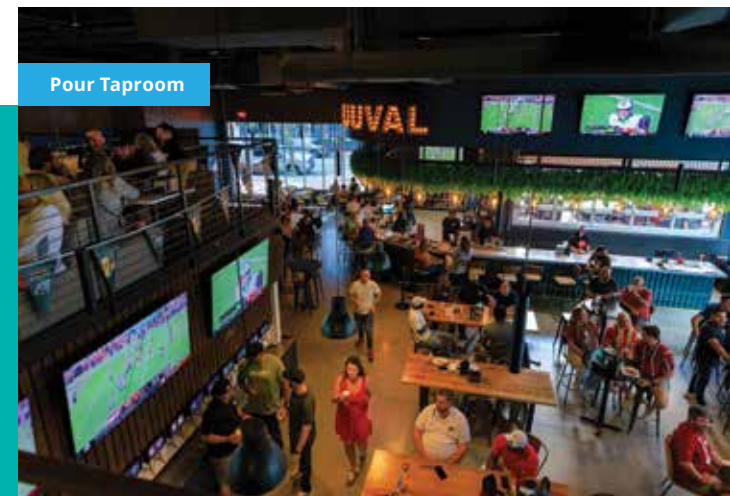
Retail Openings in 2025

- The Albatross
- Bagels R Us
- The Cady Club
- The Circuit Arcade Bar
- Decca Live
- Dorothy's
- Jacksonville Coffee Company
- Lettuce Eat
- Mixed Fillings Pie Shop
- Panda Express
- Pizza Dynamo
- Player's Grille
- Pour Taproom
- SIP
- Keane's Irish Pub
- The Garden at Prudential

1 MILLION
Current Retail SQF²

500,000+
Retail SQF Under
Construction, Proposed /
In Review²

\$19.54/sq foot
Marketing asking rent²



CURRENT AND FUTURE DOWNTOWN GROCERY STORES

STORE	LOCATION	STATUS
Fresh Market	Brooklyn	Opened
Whole Foods	Brooklyn	Under Construction
Aldi (Formerly Harvey's)	Northbank	Under Construction
Publix	Northbank	Planned

Supporting Downtown Retail

The DIA administers a number of programs that provide funding and support for Downtown retail establishments, including:

- Core Retail Enhancement Program
- Sidewalk Enhancement Grant
- Basic Retail Enhancement Program
- Waterfront Restaurant Program
- Food and Beverage Retail Enhancement Program
- Storefront Facade Grant Program

ONE RIVERSIDE (PHASE 1 COMPLETE)

- Anchored by Whole Foods
- 396 residential units planned
(271 recently completed)
- 40,000 SF Retail including a Riverfront restaurant
- Adjacent to McCoys Creek



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dia.coj.net



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The 2025 State of Downtown Report is a recap of progress and development in Downtown Jacksonville from January 1, 2025 through December 31, 2025. Published by Downtown Vision in April of 2026, this report is available for download at: DTJax.com/reports.

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