Envisioning the Future Downtown Riverfront with the Community of Jacksonville

Public Input Report

September 2021
Public Input Overview (Aug 2021)

1 Public Space Survey
3,122 participants

6 Public Programs/Tours
755 participants

2 Public Meetings (Virtual)
227 attendees

5 Community Meetings
105 participants
(interactive dialogue-based meetings)

8 Stakeholder Meetings
51 organizations/groups represented
(3 groups engaged throughout)
Jaxsons Want...

A Waterfront for All
Ample Park and Public Space
Community
High Quality Design
Year-Round Activities

Accessibility
To Celebrate Diverse Cultures & History
A Variety of Food Options
Educational Opportunities
Connections with Nature & Water

...on the riverfront
The River is the Star of the Show

2. Jaxsons want Parks and Great Public Spaces

3. Jacksonville wants an Open, Accessible, and Welcoming Downtown Riverfront

4. Jaxsons want to Meet Each Other on the Riverfront

5. Jaxsons want High-Quality Public Space Design

6. Jaxsons want a Fun and Functional Riverfront

7. Jaxsons want to Welcome Visitors in Festive Ways

8. Jaxsons want a Variety of Food Options on the Riverfront

9. Jaxsons want to Connect with Nature and Learn Together

10. Jaxsons want the Riverfront to Respond to Extreme Weather Events

Activating Jacksonville’s Riverfront
The River is the Star of the Show

Activating Jacksonville’s Riverfront
Jaxsons want the Vast Beauty of the River to be Enjoyed by All

Jaxsons want to go to the riverfront for walking, biking, and reading a book in the shade while enjoying the river views.

[From Public Space Survey: Desired activities to do by yourself on the river]

Currently, only 19% of Jaxsons go to the riverfront often to enjoy greenspace and the outdoors.

[From Public Space Survey: Desired activities to do by yourself on the river]

The breathtaking beauty of the river itself and how it changes throughout the day is the key to drawing people Downtown.

[From stakeholder]

The St. John’s River is the longest river in Florida, but people can’t fully access it today.

[From Community member]
Jaxsons want to get Closer to the Water

Jaxsons want to interact with the river through boating, kayaking, fishing, and attending floating concerts and performances. [From Water Taxi Visioning tours, Stakeholder, and Community meetings]

Today, 59% of Jaxsons never go to the Downtown riverfront to picnic, kayak, fish, or boat. [From Public Space Survey]

“...We are surrounded by so much water, but many kids in our city don’t know how to swim. We need a pool on the river!” [From stakeholder]

 Desired On the Water Activities

[From Stakeholder and Community Meetings: Desired On-the-Water Activities – summarized qualitative input]
Jaxsons want Parks and Great Public Spaces

Activating Jacksonville’s Riverfront
Jaxsons want Parks and Great Public Spaces for Community Health

Jaxsons want high quality design in public spaces with a strong emphasis on nature and open green space. [From: Community and Stakeholder meetings]

"We need large amounts of greenspace on the riverfront. It is invaluable to the health and wellbeing of our City." [From Community Member]

Activating Jacksonville's Riverfront

Public Input Data Results

Priorities for Spaces Along the Riverfront—Water Taxi Responses

- Playgrounds/Kids Areas
- Art Installations
- Relaxation/ Quiet Areas
- Festivals/Large Event Spaces
- Greenspace
- Exercise Spaces

[From Water Taxi Visioning Tours – response cards]
Jaxsons want a Varied Riverfront Experience

Jaxsons want variety and a diversity of experiences on the riverfront to enjoy alone and with family and friends.
[From: Public Space Survey]

Activities and programs focused on exercise and physical activity are top priority for Jaxsons.
[From: Public visioning sessions, community, and stakeholder meetings]

Jaxsons want to see more designated areas for fishing and grilling along the Downtown Riverfront.
[From: Community and Stakeholder meetings]

<table>
<thead>
<tr>
<th>By Myself</th>
<th>With Family and Friends</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Strolling</td>
<td>Restaurants</td>
</tr>
<tr>
<td>2 Shopping</td>
<td>Picnic</td>
</tr>
<tr>
<td>3 Feeling Safe</td>
<td>Eating</td>
</tr>
<tr>
<td>4 Exercising</td>
<td>Attending events</td>
</tr>
<tr>
<td>5 Running</td>
<td>Shopping</td>
</tr>
<tr>
<td>6 Relaxing</td>
<td>Aquarium</td>
</tr>
<tr>
<td>7 Walking my dog</td>
<td>Museums</td>
</tr>
<tr>
<td>8 Kayaking</td>
<td>Boating</td>
</tr>
<tr>
<td>9 Reading</td>
<td>Kayaking</td>
</tr>
<tr>
<td>10 Biking</td>
<td>Relaxing</td>
</tr>
</tbody>
</table>

Jaxsons believe new Development should follow Park and Green Spaces

Jaxsons believe parks and green spaces should be the first priority, benefitting any new development Downtown.
[From Community and Stakeholder meetings]

Cultural, recreational, and passive spaces are the main priorities for Jaxsons on the future Riverfront, but new development is also encouraged.
[From Public Space Survey]

What do you think Should be the Main Priority for the Riverfront

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreational (kayaking, sports, pools, etc.)</td>
<td>23%</td>
</tr>
<tr>
<td>Cultural (museums, arts, aquariums, etc.)</td>
<td>34%</td>
</tr>
<tr>
<td>Passive (shade, lawns, natural areas, etc.)</td>
<td>20%</td>
</tr>
<tr>
<td>Development (more housing, civic uses, retail)</td>
<td>9%</td>
</tr>
<tr>
<td>Event Spaces (auditoria, concert venues, etc.)</td>
<td>14%</td>
</tr>
</tbody>
</table>

[From Public Space Survey]
Jacksonville wants an Open, Accessible, and Welcoming Downtown Riverfront
Jaxsons want a Riverfront that is Welcoming and Safe for all, independent of Socioeconomic status or background

Jaxsons want to be able to visit the Riverfront at all times of day and feel safe going alone and with friends and family. [From: Community and stakeholder meetings]

Low-cost and free events are top priorities to Jaxsons to ensure inclusivity and diversity on the river. [From: Community and stakeholder meetings]

“Kids Kampus was a unique area that had free events, educational opportunities, and events for families. It’s important to bring that back in some way.” [From Community Member]

When are you most likely to visit the Riverfront?

- Morning: 36%
- Daytime: 46%
- Afternoon: 49%
- Evening: 59%
- Night: 24%
- I do not visit the downtown riverfront: 7%

[From Public Space Survey]
Jaxsons want a variety of Transportation Options to get to and around the Riverfront

Jaxsons would choose walking, biking, scooting, public transportation, and boating to get to and around the riverfront if docks, trails, and paths were expanded. [From Public Space Survey]

Today, Jaxsons primarily get to the Downtown Waterfront by car. Black or African American residents in Jax have less regular access to a car than other racial and ethnic groups. [From Public Space Survey]

“Jacksonville needs increased, convenient, and free water taxi services.” [From Community Member]

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**Activating Jacksonville’s Riverfront**

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**Public Input Data Results**

"How would you get around the riverfront if paths and trails and alternative transportation were available?"

- 71% Walking/Biking/Scooting
- 58% Boating/Water Taxi
- 44% Buses/Skyway

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Jaxsons want a Riverfront that is Accessible to People of all Abilities

Seniors and long-time residents are eager to participate in an activated riverfront but need accessible transportation and ways to get around the riverfront. [From Community and Stakeholder Meetings]

Accessibility and programming for all abilities are high priorities for Jaxsons. [From Community and Stakeholder Meetings]

“The Riverfront needs clear signage and promotion of activities and how people of all abilities can access them.” [From Community Member]
Jaxsons want to Meet Each Other on the Riverfront
Jaxsons want intimate and large spaces for gathering on an everyday basis and for community events.

[From: Stakeholder and Community Meetings]

Jaxsons would like to see more community events like Jazz Fest, River Jams, Starry Nights, and World of Nations Celebrations take place in Metropolitan Park and across the Riverfront.

[From Community Meetings]

“Jacksonville is the City of neighborhoods, but the Riverfront could become Jacksonville’s Neighborhood for All.”

[From Stakeholder]
Jaxsons want High-Quality Public Space Design
Jaxsons want great Design that prioritizes People, enhances Green Space, and celebrates the History of the City

Jaxsons miss shaded outdoor spaces to allow for year-round programming on the river. [From Public Space Survey]

Jaxsons generally want high-quality design while prioritizing playgrounds, performance spaces, and places for relaxation. [From Community and Stakeholder Meetings]

![Chart: The Southbank Has Enough Shaded Outdoor Space]

- 20% Agree
- 34% Disagree

![Chart: The Northbank Has Enough Shaded Outdoor Space]

- 20% Agree
- 37% Disagree
Jaxsons find Inspiration in other Waterfront Cities but want to see a Riverfront that is Uniquely Jacksonville

<table>
<thead>
<tr>
<th>Top 10 Reference Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tampa</td>
</tr>
<tr>
<td>2. Chicago</td>
</tr>
<tr>
<td>3. Savannah</td>
</tr>
<tr>
<td>4. San Antonio</td>
</tr>
<tr>
<td>5. Baltimore</td>
</tr>
<tr>
<td>6. St. Petersburg</td>
</tr>
<tr>
<td>7. Miami</td>
</tr>
<tr>
<td>8. New York</td>
</tr>
<tr>
<td>9. Charleston</td>
</tr>
<tr>
<td>10. Chattanooga</td>
</tr>
</tbody>
</table>

[Top 10 reference cities for Jacksonville listed by Public Space Survey respondents]

“ There is so much history and unique culture in Jacksonville—we should build on what we have but learn from other cities and their success. ”

[From Stakeholder]

“We have lots of things to be proud of in Jacksonville and people doing great things in the City. Let's celebrate this on a Riverfront that is uniquely Jax!”

[From Community Member]
Jaxsons want a Fun and Functional Riverfront
Public Input Data Results

**Jaxsons want Fun and Intergenerational Activities on the Riverfront**

Jaxsons' top priorities for fun on the riverfront include theaters, dog parks, festivals, and fishing on the riverfront. [From Community and Stakeholder meetings]

![Bar chart showing the desired social activities with the highest priority being fishing.]

“[I want to be able to take my grandchild to the riverfront and learn, play, and make art together."

[From Community Member]

“People from all backgrounds love to fish in Jacksonville! We need designated spaces all along the riverfront for this activity.”

[From Community Member]
Jaxsons need a Variety of Services that could be provided on the Riverfront

Jacksonville’s population is growing and becoming more diverse. This will increasingly put more pressure on services provided by the City. [From Census Data 2021]

Today, only 6% of Jaxsons go Downtown for services. [From Public Spaces Survey]

The Riverfront could become the City’s Resource Navigator and attract groups who might not otherwise come Downtown.

How Often Do You Go Downtown for Services (Medical, Cosmetic, etc)

- Often: 6%
- Sometimes: 13%
- Rarely: 17%
- Never: 63%

[From: Public Space Survey]
Jaxsons want to Welcome Visitors in Festive Ways

Activating Jacksonville’s Riverfront
Jaxsons want to share Culture, Food, and Nature with out-of-town Visitors

Jaxsons want to bring visitors to culturally dense areas on the riverfront with plenty of options for eating and drinking.

[From Public Space Survey]

Jaxsons want visitors to be wowed by the river and explore the natural beauty through boat tours and water activities.

[From Public Space Survey]

<table>
<thead>
<tr>
<th></th>
<th>Top 10 Desired Activities to do with Out-of-Town Visitors on the Future Riverfront</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cultural Events (museums, aquaria, art exhibitions)</td>
</tr>
<tr>
<td>2</td>
<td>Destination Parks and Trails (walking, showing the river)</td>
</tr>
<tr>
<td>3</td>
<td>Dining and Drinking (riverfront and rooftop dining, picnics)</td>
</tr>
<tr>
<td>4</td>
<td>Concerts and Festivals (jazz, live music)</td>
</tr>
<tr>
<td>5</td>
<td>Kayaking, River Cruises, and Boat Tours</td>
</tr>
<tr>
<td>6</td>
<td>Strolling along the River</td>
</tr>
<tr>
<td>7</td>
<td>Historic Jacksonville Tours</td>
</tr>
<tr>
<td>8</td>
<td>Holiday Markets and Events</td>
</tr>
<tr>
<td>9</td>
<td>Shopping</td>
</tr>
<tr>
<td>10</td>
<td>Sporting events</td>
</tr>
</tbody>
</table>

[From Public Space Survey]
8

Jaxsons want a Variety of Food Options on the River

Activating Jacksonville’s Riverfront
Jaxsons want a Variety of Healthy Food Options and Markets on the Riverfront

Jacksonville’s overall food insecurity rate is 16%, higher than the national average of 14%. Fast food makes up more than half of the City’s eateries. [From Blue Zones: Jacksonville Assessment, Readiness, and Feasibility Report, May 2021]

Jaxsons want access to a variety of restaurants, food trucks, green markets, and community gardens on the Riverfront. [From Community and Stakeholder Meetings]

Mobile farmers market could serve both the riverfront and food deserts around the city.
Jaxsons want diverse options for prepared foods in all price ranges.

From Community and Stakeholder meetings:

Jaxsons want dining options that range from high-end floating restaurants, to food trucks, food courts, and local food markets.

Equitable options for prepared food is a strong priority and key in providing an inclusive Riverfront.

“Food from various cultures and with various price points can help foster inclusivity and diversity on the Riverfront.”

[From Community Member]

“We need small vendors for food, coffee, ice-cream, and hot dog stands scattered along the whole Riverfront.”

[From Community Member]
Jaxsons want Places for People to BBQ and Enjoy their Own Food

Having places to bring your own food, BBQ, and Picnic are high priorities for Jaxsons.  
[From Community and Stakeholder meetings]

Jaxsons want to grow their own food on the Riverfront and build on the success of community gardens around the City.  
[From Community and Stakeholder Meetings]
Jaxsons want to Connect with Nature and Learn Together

Activating Jacksonville’s Riverfront
Jaxsons want to see Enhanced Natural Ecosystems along the River

Trees and natural elements are top priorities for Jaxsons in enhancing the future riverfront experience. [From Community and Stakeholder meetings]

Jaxsons want a variety of Trees and Nature experiences on the riverfront, like:

- Shaded Gardens
- Fruit Trees
- Native Species
- Sensory Gardens
- Esplanades
- Butterfly Garden

[From Community and Stakeholder Meetings]
Jaxsons want the Riverfront to become a Hub for Science and Ecological education

Jaxsons see huge potential for all age groups to come together on the riverfront to learn about the history and ecology of the St. John's River.
[From Community and Stakeholder meetings]

Jaxsons want hands-on ecology classes, boat and walking tours, as well as signage and apps to learn about the river history.
[From Community and Stakeholder Meetings]

“Theres a great potential for MOSH to bring educational and interactive activities for all ages to the riverfront.”
[From Community Member]

“Our community lacks after-school youth activities. I would like to see education for youth, after-school programs, and connecting schools to the waterfront.”
[From Community Member]
Jaxsons want the Riverfront to Respond to Extreme Weather Events
Jaxsons want a plan for how the riverfront can help the City adapt to extreme weather events

Jaxsons want flood protection integrated into the design and planning for the future riverfront.

Jaxsons want less concrete on the riverfront and softening of the water’s edge to protect against storm surges.

It is critical to address climate change, flooding, and ecological protection. Everything should be built back from the river and include green space between the river and built amenities.

[From Community and Stakeholder meetings]

[From Public meetings]

[From Community Member]
Social, Cultural, and Public Realm Principles for Jacksonville’s Public Spaces

*Developed through Community and Stakeholder Feedback*

Activating Jacksonville’s Riverfront
Social & Cultural Principles

WELCOMING & ACCESSIBLE TO ALL

DIVERSITY OF AUDIENCE & EXPERIENCE

FLEXIBLE

FUN & FUNCTIONAL

PROMOTING WELLNESS
Waterfront Public Realm Principles

ECOLOGY

MULTIPLE CONNECTED PATHS

FRAMED VIEW CORRIDORS

VARIETY

GREAT STREETS

Activating Jacksonville’s Riverfront
Public Input Data Results

Public Input Process & Partners

Activating Jacksonville’s Riverfront
Public Input – April 2021 through September 2021 (cont.)

Stakeholder Engagement
• 3 Stakeholder groups:
  • Taskforce
  • Activation Coalition
  • Next Gen
• 8 interactive workshop meetings
• Input on programs, audiences, implementation, funding

Community Engagement
• Partner: Groundwork Jacksonville
• Interactive community meetings
• Water taxi visioning sessions
• Community events
• Input on neighborhoods needs, visions and dreams for the future riverfront

Public Space Survey
• Developed by project partners
• Distribution: digital campaign, community meetings and events, partner outreach, and paper surveys in underrepresented neighborhoods
• Input on the current use of public space, transportation, and dreams for the future riverfront

WJCT local radio
• Monthly radio conversations with Melissa Ross
• 2 invited guests each month
• Listener questions and feedback
• Topics: Health, Community, Ecology, Public Art, Funding

September 2021
Groundwork Jacksonville—Community Partner

Community Meetings
• Arlington
• Eastside
• New Town
• Lavilla
• San Marco

Public Tours
• 5 River Taxi Visioning Tours
• 1 Shipyards Sunset Walk

Special events
• Riverside Arts Market
• Juneteenth
• Kickin’ It on the River

Survey Distribution

September 2021
Riverfront Activation Stakeholder Groups

Activation Coalition
• Expertise: Local entities (art, food, culture, education)
• Input: Program ideas and collaborations

Taskforce
• Expertise: Political, non-profit, financial, real estate
• Input: Implementation and execution

Next Gen
• Expertise: Young generation in the field of art, activism, media, and hospitality
• Input: Program ideas and future-proofing spaces
Activation Coalition—Activating Jacksonville’s Riverfront

Andrea Barnwell, Cummer Museum
Andrea Williams, Jumbo Shrimp
Basma Alawee, WeaveTales
Bruce Fafard, MOSH
Cindy Watson, JASMYN

David Clark, DESC
David McGowan, WJCT Public Media
Dawn Gilman, Changing Homelessness
Dimitri Demopoulos, Churchwell Condo Association
Eric Mann, First Coast YMCA
Activation Coalition Cont.—Activating Jacksonville’s Riverfront

Gabrielle Magid, Stronger Than Stigma

Hope McMath, Yellow House

Jessica Santiago, Art Republic

Justin Weakland, Jacksonville Naval Museum

Kyle Reese, One Jax

Linda Levin, Eldersource

Megan Denk, Players Center for Child Health

Michelle Barth, Jacksonville Symphony

Natasha Parks, UF/IFAS Extension

Shiva Thompson, Yoga 4 Change
Taskforce—Activating Jacksonville’s Riverfront

Barbara Ketchum, Riverfront Parks Now
Betzy Santiago, FSCJ
Bill Joyce, Dep. of Public Works
Brian Wolfburg, Vystar
Daryl Joseph, Dep. of Parks and Recreation
Diana Donovan, Cultural Council
Diana Greene, Duval County Public Schools
Ennis Davis, Modern Cities
Irvin PeDro Cohen, LISC
Jake Gordon, Downtown Vision
Jimmy Orth, St. Johns Riverkeeper
Melanie Patz, Baptist Health
Michael Corrigan, Visit Jacksonville
Mike Balanky, Chase Properties
Nancy Powell, Scenic Jacksonville
Sondra Fetner, Urban Vision Consulting
Suzanne Pickett, Historic Eastside CDC

Activating Jacksonville’s Riverfront
Thank you to everyone who participated in community meetings, public sessions, events, tours, and the public space survey.

Thank you.
Appendix
Background of Survey Respondents
Gender — survey respondents

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>66.39%</td>
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<tr>
<td>Male</td>
<td>31.37%</td>
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<td>Trans</td>
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<td>A gender not listed</td>
<td>0.16%</td>
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<td><strong>Answered</strong></td>
<td><strong>3127</strong></td>
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Background of Survey Respondents

Race/ethnicity—survey respondents

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Asian</td>
<td>2.3%</td>
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<td>Black or African American</td>
<td>17.1%</td>
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<td>Hispanic or Latino</td>
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<td>Middle Eastern or North African</td>
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<tr>
<td>Multiracial or Multiethnic</td>
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<tr>
<td>Native American or Alaska Native</td>
<td>0.3%</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>0.4%</td>
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<tr>
<td>White</td>
<td>66.5%</td>
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<tr>
<td>Prefer not to disclose</td>
<td>5.5%</td>
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<tr>
<td>Another race or ethnicity, please describe</td>
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<tr>
<td>Below:</td>
<td>1.0%</td>
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<tr>
<td>Answered</td>
<td></td>
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</tbody>
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Race/ethnicity demographics—Jacksonville

<table>
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<tr>
<th>Answer Choice</th>
<th>Responses</th>
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<tbody>
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<td>Asian</td>
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<td>White</td>
<td>51.20%</td>
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<tr>
<td>Other</td>
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### Age—Survey Respondents

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<th>Age Group</th>
<th>Percentage</th>
<th>Responses</th>
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<tbody>
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<td>Younger than 18 years</td>
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<tr>
<td>18 - 24 years</td>
<td>5.69%</td>
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<tr>
<td>25 - 34 years</td>
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<tr>
<td>35 - 44 years</td>
<td>19.70%</td>
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<tr>
<td>45 - 54 years</td>
<td>15.70%</td>
<td>491</td>
</tr>
<tr>
<td>55 - 64 years</td>
<td>17.65%</td>
<td>552</td>
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<tr>
<td>65 - 74 years</td>
<td>13.11%</td>
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</tr>
<tr>
<td>75 years or older</td>
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<td>Prefer not to disclose</td>
<td>0.99%</td>
<td>31</td>
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**Answered**: 3127

### Age Demographics—Jacksonville

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
<th>Responses</th>
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<tbody>
<tr>
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<td>25-34</td>
<td>15.5%</td>
<td>478</td>
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<tr>
<td>35-44</td>
<td>16.8%</td>
<td>516</td>
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<tr>
<td>45-54</td>
<td>13.1%</td>
<td>411</td>
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<tr>
<td>55-59</td>
<td>7.8%</td>
<td>244</td>
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<tr>
<td>65-74</td>
<td>5.5%</td>
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<tr>
<td>75+</td>
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Answer Choices

<table>
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<td>15.5%</td>
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<td>35-44</td>
<td>16.8%</td>
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<td>45-54</td>
<td>13.1%</td>
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<td>55-59</td>
<td>7.8%</td>
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<tr>
<td>65-74</td>
<td>5.5%</td>
</tr>
<tr>
<td>75+</td>
<td>4.8%</td>
</tr>
</tbody>
</table>
Background of Survey Respondents

Current employment status

- Student: 3.10% (97 responses)
- Employed Full-Time: 59.71% (1867 responses)
- Employed Part-Time: 4.89% (153 responses)
- Self-employed: 7.32% (229 responses)
- Seeking Opportunities: 1.54% (48 responses)
- Retired: 18.61% (582 responses)
- Prefer not to disclose: 2.59% (81 responses)
- Other (please specify): 2.24% (70 responses)

Open ended responses include:
- Unemployed
- Stay at home parent
- Military
- Disabled
- Homemaker
- Volunteer

Answered: 3127
How long have you lived in Jacksonville?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>2%</td>
</tr>
<tr>
<td>1-2 years</td>
<td>3%</td>
</tr>
<tr>
<td>2-3 years</td>
<td>5%</td>
</tr>
<tr>
<td>3-4 years</td>
<td>4%</td>
</tr>
<tr>
<td>4-5 years</td>
<td>5%</td>
</tr>
<tr>
<td>5-10 years</td>
<td>11%</td>
</tr>
<tr>
<td>10+ years</td>
<td>68%</td>
</tr>
<tr>
<td>I don't live in Jacksonville</td>
<td>2%</td>
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</table>

Answered: 3127
Zip code: Live
Zip code: Work

Background of Survey Respondents

Responses based on where people work

<table>
<thead>
<tr>
<th>ZIP</th>
<th>Total Respondents</th>
<th>Percent of Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>32202</td>
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<tr>
<td>32207</td>
<td>378</td>
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<td>106</td>
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<td>3.49</td>
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<td>94</td>
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Top 30 zip codes by respondents

Percent of Total Respondents (Where do you work?)

- 0-2.5%
- 2.5-5%
- 5-7.5%
- 7.5-10%
- >10%
Social, Cultural, and Public Realm Principles Checklists
Social & Cultural Principles

WELCOMING & ACCESSIBLE TO ALL
DIVERSITY OF AUDIENCE & EXPERIENCE
FLEXIBLE
FUN & FUNCTIONAL
PROMOTING WELLNESS

Activating Jacksonville’s Riverfront
Social & Cultural Principles

CHECKLIST

1. Provide spaces that represent Jacksonville and educate visitors about different cultures, neighborhoods, and histories

2. Host activities and programs that are relevant and affordable to different groups across age, gender, race/ethnicity, and different abilities

3. Develop signage and wayfinding that is available in different languages and for people with different abilities

4. Provide a wide range of transportation options for accessing public space and getting around. Consider different modes of transportation like wheelchairs, skateboards, bikes, rideshare vehicles, etc.

5. Ensure accessibility and safety 24 hours/day. Implement non-polluting lighting, ambassador programs, and consider different perceptions of personal safety

Activating Jacksonville’s Riverfront
Social & Cultural Principles

CHECKLIST

1. Offer a broad range of uses and types of spaces that speak to diverse interests and therefore diverse demographics

2. Create activities and spaces that bridge the gap between different social groups and reinforce a sense of community

3. Make the riverfront a place for communities to come together and encourage both planned and spontaneous interactions

4. Focus on spaces and activities that provide comfort, visual intrigue, and nature. Provide access to educational opportunities and affordable programming

5. Prioritize the needs of communities that historically have been left out of planning processes
Social & Cultural Principles

CHECKLIST

1. Develop a strategy for a vibrant waterfront that includes formal, informal, small, medium, and large activities. Include ways to branch off from the riverfront and explore surrounding neighborhoods and the water itself.

2. Empower and enable community groups and residents to actively participate in the programming of the riverfront.

3. Develop long term planning, flexibility, and resiliency measures as the framework for the future.
Social & Cultural Principles

CHECKLIST

1. Bring communities from around the city together at the riverfront by providing both fun and functional activities and services.

2. Activate the riverfront throughout the day, week, month, and year by providing services like job opportunities, education, access to fresh produce, bike repair shop, package pickup, etc.

3. Provide convenient ways for doing everyday activities and errands downtown and foster elements of fun, creativity, and relaxation.


Activating Jacksonville’s Riverfront
Social & Cultural Principles

CHECKLIST

1. Consider activities along and on the water that will connect residents to opportunities for exercise, recreation, relaxation, and play.

2. Provide opportunities for water sports, birding, dining, and learning about plants along the water.

3. Enhance natural features and organize regularly occurring and consistent programming that promotes mental health and wellbeing.

4. Design water features that make interaction more readily available and appealing while also protecting individuals from it.

Activating Jacksonville’s Riverfront
Waterfront Public Realm Principles

ECOLOGY
MULTIPLE CONNECTED PATHS
FRAMED VIEW CORRIDORS
VARIETY
GREAT STREETS

Activating Jacksonville’s Riverfront
Waterfront Public Realm Principles

CHECKLIST

1. Develop a landscape plan that builds off the region’s native ecology, fostering local plant species, native tree growth, and habitats

2. Integrate design features, technology, and art that provide formal and informal education for visitors and residents about regional environment and ecology

3. Foster intertidal zones where habitats can thrive and capable of attenuating wave action during storm events

4. Allow direct interaction with water using rocks, beaches, and other shoreline design strategies that enable people to meet the river’s edge

5. Create a resilient landscape capable of withstanding sea level rise and storms. Encourage surrounding corridors to adopt ecological principles
Waterfront Public Realm Principles

CHECKLIST

1. Develop a connected and cohesive waterfront experience that create seamless east-west connections along the riverfront

2. Foster design strategies that allows for multiple paths of exploration and experience, with a range of passive and active environments

3. Clearly differentiate linear zones and create opportunities for multiple types of activity, including biking, walking, rollerblading, strolling, and contemplation

4. Create a varied riverfront experience, using topography, skyline views, planting, paving, and programs to ensure consistent activity and playfulness
Waterfront Public Realm Principles

CHECKLIST

1. Craft clear, legible, and direct pedestrian connections from upland neighborhoods to the riverfront and from the river inland

2. Develop activities and intriguing views of nature and people at the prolongation of each street to entice pedestrians to the water’s edge

3. Vary the activities and design strategies used at piers and destinations along the riverfront, with a combination of active, passive, and retail programs

4. Prioritize pedestrian traffic and create a “vehicle as guest” environment throughout the entire riverfront to ensure that parking, loading, and service functions feel integrated within the overall design

5. Heighten sensory experiences and include design elements focused on sound, smell, and touch
Waterfront Public Realm Principles

CHECKLIST

1. Design riverfront edges and experiences with a sense of play and dynamism

2. Explore design strategies that create diverse vantage points, programs, and places to explore, using landform, public art, lighting, and planting

3. Merge landscape and building through the thoughtful integration of retail, parking, cultural institutions, and educational programs

4. Design the riverfront to clearly direct people to public space and use creative signage to clarify ownership

5. Ensure a variety of experiences and programs between day and night, as well as across different seasons

Activating Jacksonville’s Riverfront
Waterfront Public Realm Principles

CHECKLIST

1. Create pedestrian priority streets with safe and enjoyable bicycling options and transit linkages
2. Establish a continuity between shade strategies, paving, and planting
3. Enhance the tree canopy and use trees and street walls to create a sense of calm, comfort, and enclosure
4. Design multifunctional streets as public spaces that can also be used for events, fairs etc.
5. Accomodate pedestrian desire lines to and from nearby destinations, ensuring frequent opportunities for safely navigating streets