



ACTIVATING OUR WATERWAYS & WATERFRONT

ACKNOWLEDGING THAT OUR NATURAL
ASSETS ARE OUR GREATEST ASSET

September, 2018



RECOGNIZING THE VALUE

THERE IS NOTHING MORE **UNIQUE** AND
EMBLEMATIC OF OUR CITY THAN OUR
TREMENDOUS RIVER, SCENIC CREEKS, AND
BEAUTIFUL BEACHES. OUR NATURAL ASSETS ARE
ENDURING, AUTHENTIC AND EXTRAORDINARY.
IT IS WHAT MAKES US JACKSONVILLE.



A FEW NUMBERS

1 200+
MILES OF
SHORELINE

50,000+
ACRES OF
PRESERVATION
PARKS

4
OCEANFRONT
PARKS

1
NATIONAL
PARK WITHIN
OUR CITY

1
AMERICAN HERITAGE
RIVER-THE ST. JOHNS

12
TRIBUTARIES WITHIN
THE CITY

THE OPPORTUNITY CAN BE DIVIDED INTO 5 EXPERIENCES BASED ON AUDIENCES

- + **The Beach Experience**
- + **The Nature Experience**
- + **The Marine Life Experience**
- + **The Sports and Fitness Experience**
- + **The Downtown Experience**



THE BEACH EXPERIENCE

- + The Beach Communities
- + Hanna Park
- + Hugenot Park
- + Talbot Islands



THE BEACH COMMUNITIES

Fun, Sun, Restaurants and Festivals



TALBOT ISLANDS



TALBOT ISLANDS



HUGENOT PARK



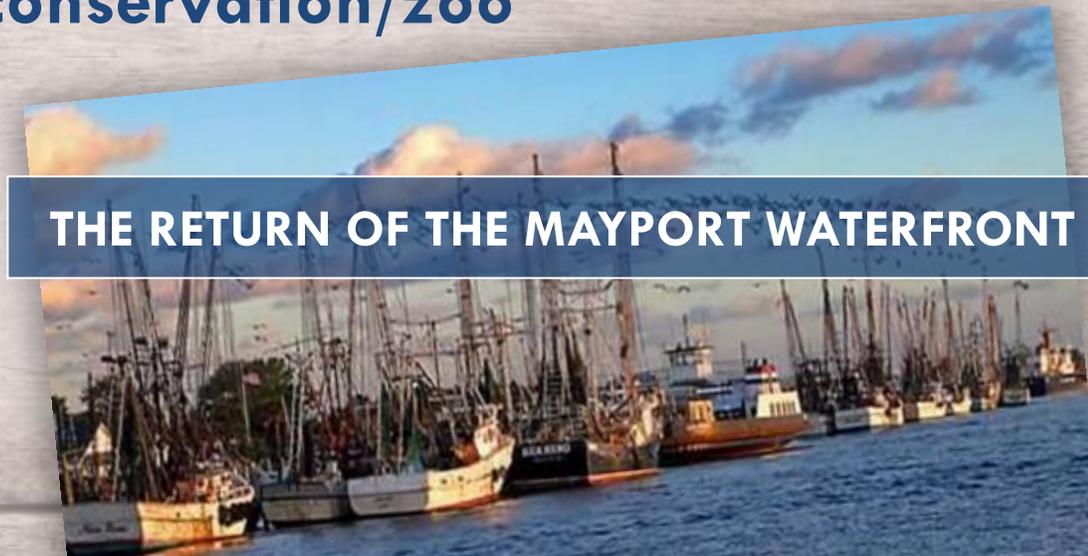
THE NATURE EXPERIENCE

Kayaking and Canoeing, Fishing, Bird-watching, Hiking, Archaeology and History, Camping



THE MARINE LIFE EXPERIENCE

- + OCEARCH research
- + Fishing in shore and off shore
- + Diving our natural and artificial reefs
- + Working waterfront at Mayport- Commercial
 - Shrimpers and Charter Captains
- + Manatee conservation/zoo



THE RETURN OF THE MAYPORT WATERFRONT

SPORTS AND FITNESS EXPERIENCE

An aerial photograph of a wide river at sunset. The sun is low on the horizon, creating a bright, shimmering reflection on the water's surface. Two kayakers are visible in the foreground, paddling away from the viewer. The river is bordered by green marshland and a line of trees in the distance. The sky is a clear, pale blue.

- + Rowing Center on Arlington River
- + Water Sports - surfing, sailing, paddleboard...
- + Kayak/Canoe trails Nassau River, St. Johns, Intracoastal to Ocean
- + Over 30 miles of hiking trails
- + Connected Bike/ped multiuse
Timucuan Trail - Core 2 Coast – S-line
Baldwin Rail Trail- Cecil;
- + Connected downtown Riverwalk/bridges loop
- + Life safety swim lessons for all children
- + Rehab structured programs

THE DOWNTOWN EXPERIENCE:

Landscaped Riverwalks Featuring a Series of Unique and Engaging Discreet Spaces

Immerse yourself in beauty, inspiration, music, food and history along a vibrant Downtown waterfront



JACKSONVILLE RIVERWALK NODES



The goal for each Node is to **become an attraction in its own right**

Each node should add **garden and landscape** if at all possible to balance the existing hardscape

Engage the user/visitor in a **uniquely Jacksonville story**

When searching things to do in **Jacksonville**, each space should be **worthy of its own listing and named as a distinct place on the greater Riverwalk network**

TODAY OUR RIVERWALK IS FUNCTIONAL BUT COLD AND STERILE

Landscape and Wayfaring Signage is a first step



McCOYS CREEK



Upstream segment-
restored floodplain and
creek

Legend

- Existing Trail
- Programmed Segment
- Additional Proposed Trail
- Proposed Trailhead

North arrow pointing up.

ACTIVATING OUR WATERWAYS & WATERFRONT THANK YOU

