



**Riverfront**  
**Parks Now**

**Great Cities Have Great Parks**

**February, 2021**





A coalition of non-profit organizations

## Scenic Jacksonville

Late Bloomers Garden Club

Garden Club of Jacksonville

St. Johns Riverkeeper

Duval Audubon Society

## Greenscape

Sierra Club of NE Florida

Memorial Park Association

Jacksonville Urban League

League of Women Voters

Jacksonville/First Coast

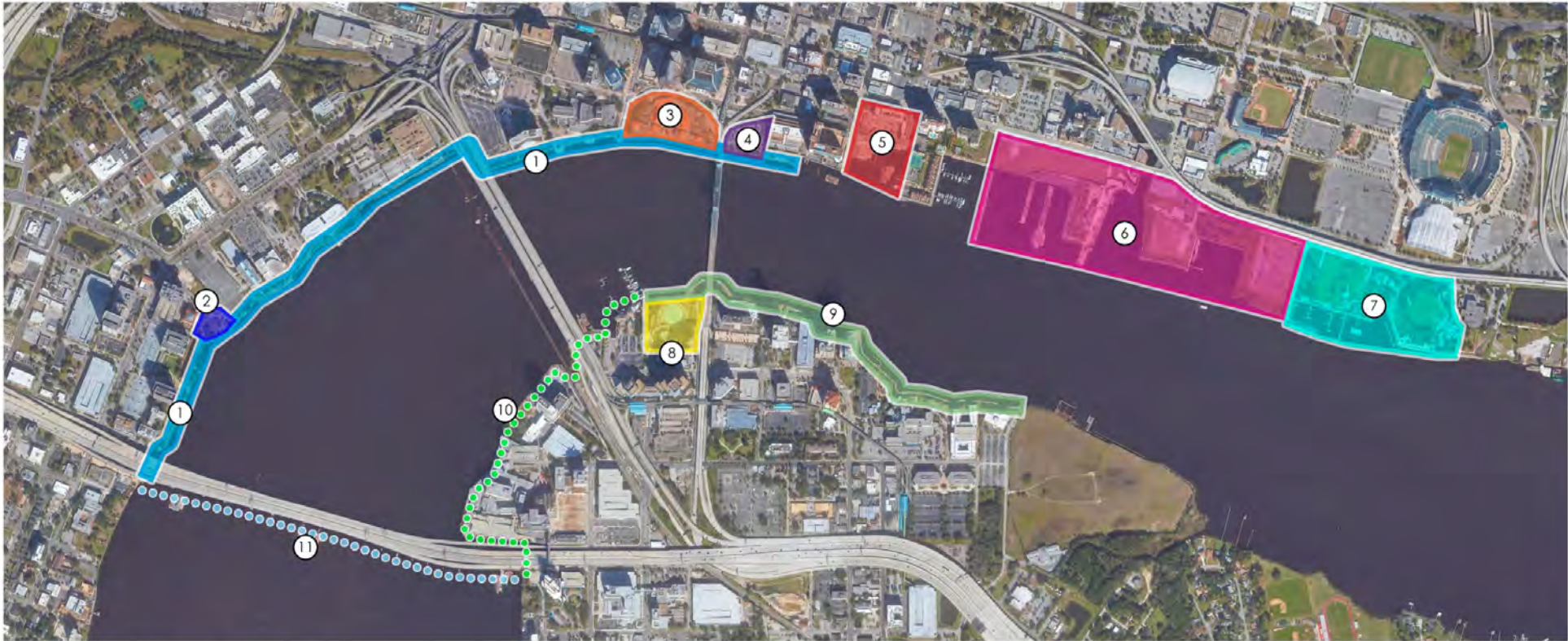


DOWNTOWN RIVERFRONT PROPERTIES

What we have

Publicly owned  
lands along our  
downtown riverfront

Includes  
Metropolitan Park  
and the Riverwalk



NUMBER/COLOR	PROPERTY	PUBLICLY OWNED	PUBLIC BUT UNDER CONTRACT	NOTES
1	Northbank Riverwalk	Yes		From RAM To Berkman
2	Sidney Geffen Park	Yes		
3	Jax Landing	Yes		2 Parcels
4	Jax Landing Parking Lot	Yes		
5	Old Courthouse	Yes	Spandrel	DIA Negotiating Terms
6	Shipyards	Yes		2 Parcels, Hogans Creek
7	Metropolitan Park	Yes		Land Swap Potential
8	Friendship Park	Yes		
9	Southbank Riverwalk	Yes		From Friendship Park To Duval School Building
10	Planned Expansion of Southbank Riverwalk from River City Brewing Company to Fuller Warren Bridge			
11	Expansion of Pedestrian / Bike Path across the Fuller Warren Bridge			



# A Unique, Once in a Lifetime Opportunity:

A connected network of  
active parks and  
extensive public green space

...to include  
a signature park...

along our downtown riverfront





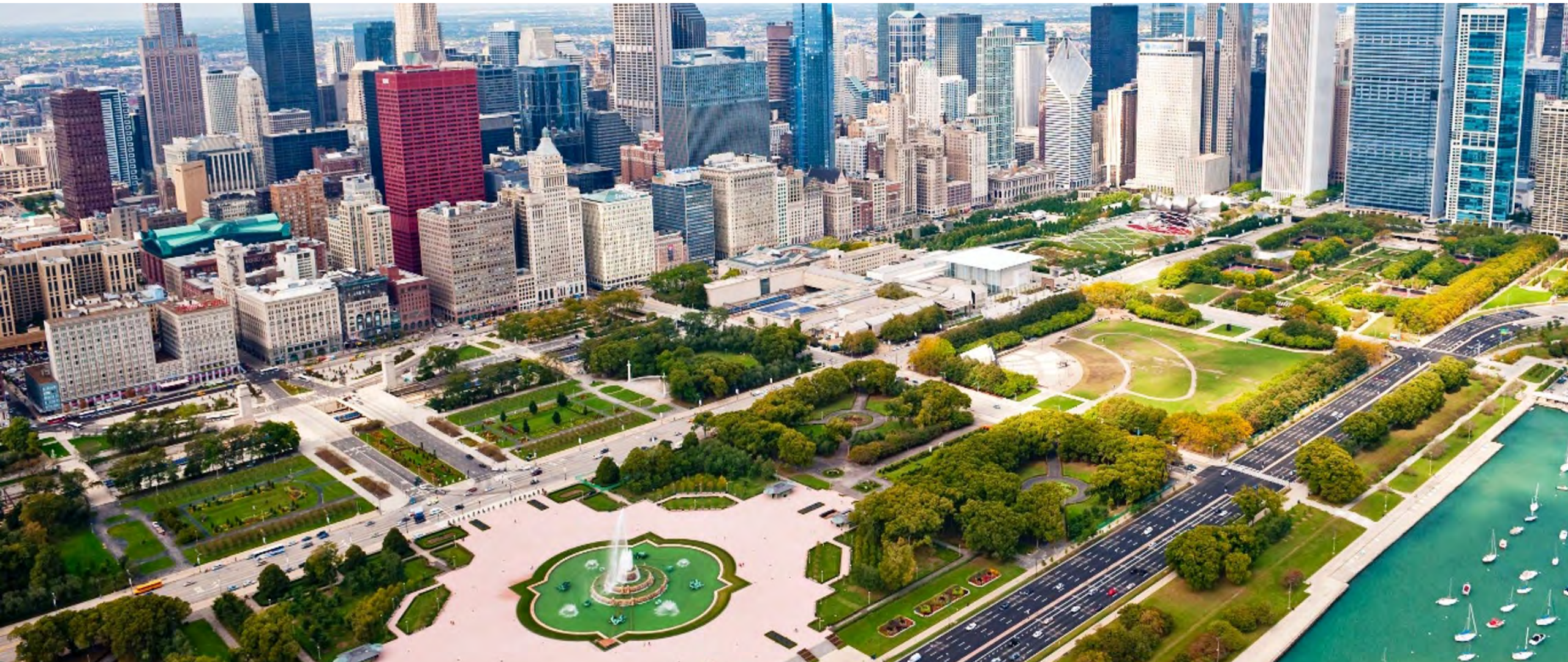
# An Iconic Riverfront for All

- Provide a gathering place for the community
- Stimulate surrounding economic development
- Create a more resilient riverfront





# Grant Park | Chicago



- Chicago's "Front Lawn" is a connected series of civic spaces in a constant state of change and renewal. Real estate surrounding the park is among the most valuable in the city.



# Chicago Riverwalk

- Connects to 18-mile Lake Trail and Grant Park
- Themed amenities
- Education about ecology of the river





# Ralph C. Wilson, Jr. Centennial Park | Detroit



- One of many transformational projects along Detroit's riverfront. 22 acres, \$50 million renovation, 3 million visitors annually. Designed by Van Valkenburg Associates.



# Louisville Waterfront Park



- This 85-acre park designed by Hargreaves & Associates will soon add 22 acres more.



# Louisville Waterfront Park

\$40 Million Annual Economic Impact



- Attracts 2.2. million visitors each year with annual economic impact of \$40 million.



# Tom Lee Park | Memphis Riverfront



- Vision is for a “connected, catalytic, and fun riverfront.” 30 acres designed in four distinct zones including Civic, Active Core, Community and Habitat. Designed by Studio Gang and SCAPE.



## Brooklyn Bridge Park | NYC

- 85-acres stretching along 1.3 miles of the East River
- Adjacent development pays for 90% of the park's budget, while on only 10% of the land





# Smale Riverfront Park | Cincinnati





# Smale Riverfront Park | Cincinnati





# Smale Riverfront Park





## Smale Riverfront Park | Cincinnati





# Downtown Columbus, Ohio and the Scioto Mile



- Opened in 2011, the Scioto Mile was a previously neglected civic asset. The public-private partnership invested \$44 million and established an endowment for maintenance. Greenway 10 miles.



## Bicentennial Park along the Scioto Mile | Columbus, Ohio





# Hunter's Point Waterfront Park | NYC



- An 11-acre model of urban ecology and sustainable design. Recreated wetlands and pathways replace concrete bulkhead. Richly planted bioswale.



# Resilient Boston Harbor

“Parks are essential infrastructure for 21st century cities.”

Catherine Nagel  
*Executive Director*  
City Parks Alliance





## Cumberland and Riverfront Parks | Nashville

- Underground cistern captures about 1 million gallons of stormwater.
- \$1 billion investment within two blocks of park boundaries.





## Coolidge Park | Chattanooga, TN

- Historic Park
- Walnut St.  
Pedestrian Bridge





## Renaissance Park | Chattanooga, TN

- 23 acres on North Shore across river from Ross's Landing.
- Former industrial site
- Wetland system collects and cleans runoff
- Adjacent mixed-use developments





## Buffalo Bayou | Houston



- One of two major downtown urban parks at 165 acres. The other is 445-acre historic Hermann Park.



## Buffalo Bayou | Houston



- Literally built to flood. Lawn was reduced by 50% replaced by 14,000 trees, wildflowers and native grasses.



# Smale Riverfront Park - Designed to Flood





# Curtis Hixon Waterfront Park | Tampa



- 8 acre park along the 2.4 mile Tampa Riverwalk. Attracts over 1 million annually to special events.



# Julian B. Lane Riverfront Park | Tampa

- 25 acres
- \$36M to build
- Opened 2018
- Active park with athletic fields and performance boat house
- Award winning design by Civitas, W Landscape Architecture and Stantec





# Tampa Riverwalk





# Armature Works, Tampa FL – at the end of the Riverwalk



NOTE: not a public park but a public space accessible to all



## St. Petersburg Pier

- 26 acre pier district opened in 2020.
- \$92 million investment
- Est \$80 million annual economic impact.





# Resiliency and Native Landscaping in Areas of Pier





## Janet Echelman Sculpture – St. Pete Pier







Additional mid sized cities with major urban waterfront parks

Pittsburgh - *Three Rivers Park*

Tulsa OK - *The Gathering Place*

Omaha NE - *The Riverfront*

Buffalo NY - *Ralph Wilson*

Charleston SC - *Joe Riley Park and  
the Battery*

Lakeland, FL – *Bonnet Springs Park*



## Connectivity

- A major network of Riverfront Parks perfectly complements the Emerald Trail
- Enhancing connectivity, recreational opportunities, and downtown mobility
- Amplifies the many Downtown initiatives





# The opportunity









# Funding Sources for Riverfront Parks Investment

## Public Sources

- Grants – Federal, State
- Tax Increment Districts
- Capital Improvement Budget (CIP)
- Annual city budgets
- Park Operations: Events, concessions, rental fees

## Private Sources

- Corporate support
- Private philanthropy & foundations
- Developer fees
- “Conservancy” non-profit partnership for fundraising to support maintenance and operations, and capital campaigns



# Economics and Impact of Riverfront Parks

## Funding is from Diverse Sources

### Public

- Grants – Federal, State
- Tax Increment Districts
- Capital Improvement Budget (CIP)
- Park events, concessions, rental fees

### Private

- Corporate & Individual Philanthropy
- Development fees

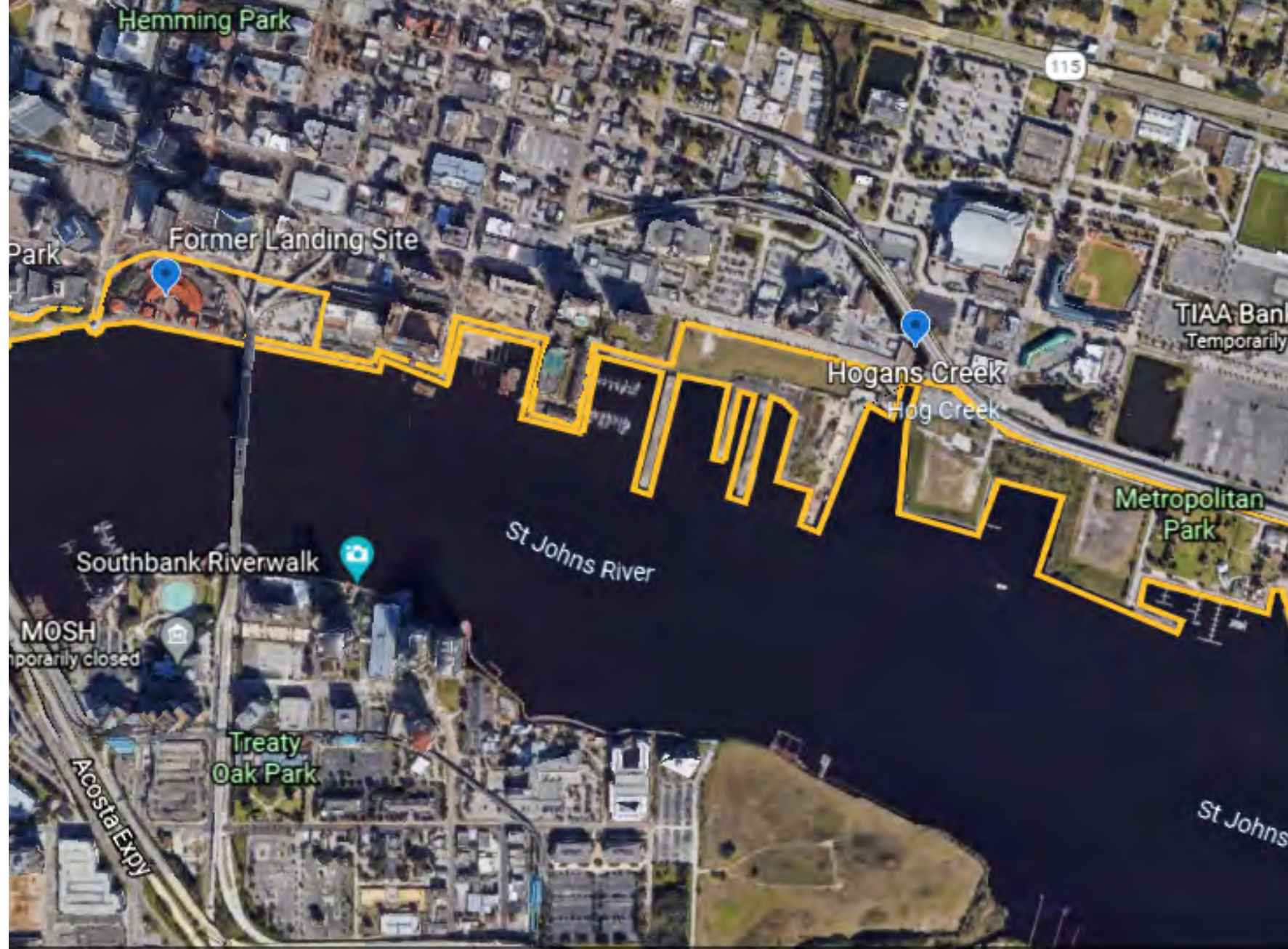
## Financial Impact

- \$1 invested = +\$6 to +\$40 return
  - Spurs and accelerates downtown revitalization, events and activity
  - Major attraction for attracting residents downtown
  - In town and out of town visitors
- Mitigates costs of resiliency efforts



## A Riverfront for All

- A gathering place for the community
- Recreation, health and wellness
- Economic impact
- A more resilient riverfront





## What it will take

- A riverfront master plan
- Public involvement and shared vision
- Prioritize public access
- Leadership at all levels
- Commitment to excellence
- Support from the community







## What you can do

1. Spread the word
2. Advocate for a holistic plan with public input
3. Stay informed
4. Participate in “call to action” requests
5. Send us your feedback and ideas





**Riverfront**  
**Parks Now**

[www.RiverfrontParksNow.org](http://www.RiverfrontParksNow.org)

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