Great Cities Have Great Parks

February, 2021
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
What we have

Publicly owned lands along our downtown riverfront

Includes Metropolitan Park and the Riverwalk

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

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
Contact:
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nancy@scenicjax.org

www.RiverfrontParksNow.org