

# RIVERFRONT PLAZA

## TIMELINE



Hogan Street  
Entry Plaza

Outdoor  
Dining

Park Pavilion  
Building

Outdoor  
Dining

Laura Street  
Entry Plaza

Water Play

Hotel/  
Development

Outdoor  
Dining

Sky Garden  
Terrace

Outdoor  
Dining

Outdoor  
Dining

Tilted Lawn/  
Grass  
Amphitheater

Outdoor  
Dining

# RIVERFRONT PLAZA

## TIMELINE

Central Lawn

Iconic  
Sculpture

Connection to  
Main Street Bridge

Outdoor  
Dining

Coming Arts Center

Linear Plaza

Destination Play Space

Civic Stairs

Civic Stairs

Rain Garden

River Terrace

Beer Garden

Movable Chairs  
and Tables

Movable Chairs  
and Tables

Living  
Shoreline

Floating Docks

Floating Docks

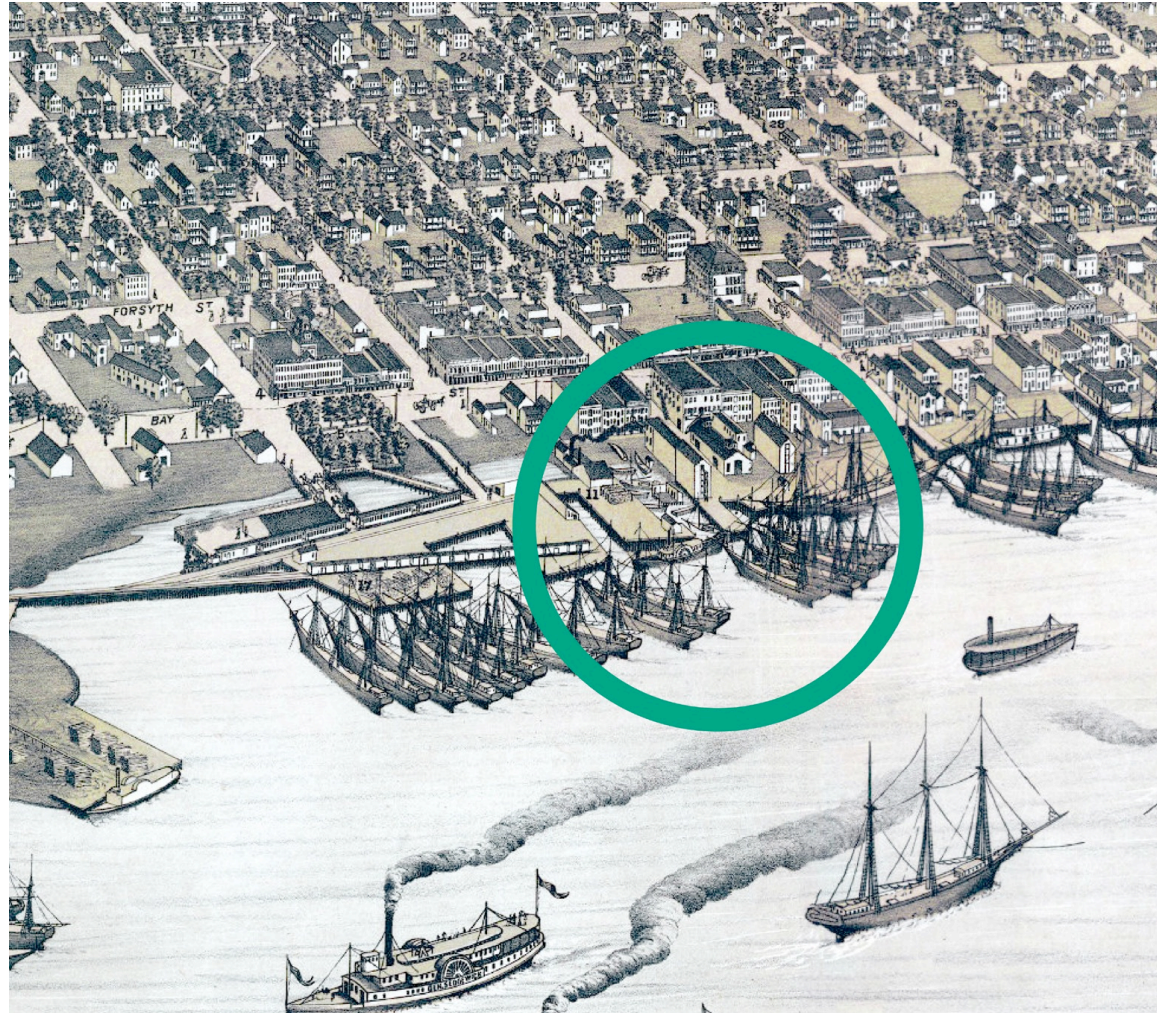
Water Taxi

St. Johns River

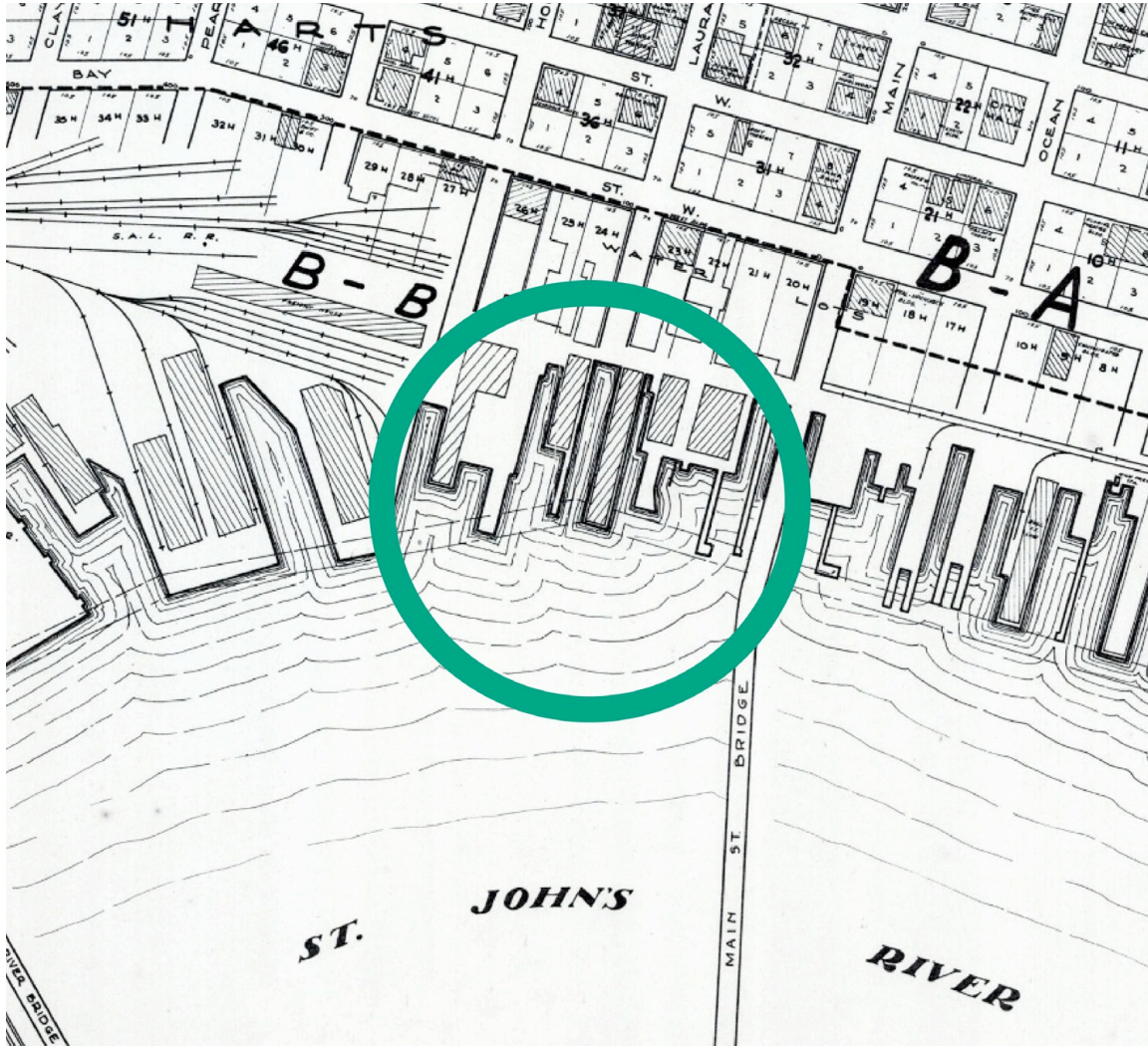
1864: Survey with Jacksonville Street grid. The site is primarily part of the St. John's River.



1893: The site is becomes a port location.



1904: The site is part of the working waterfront of Jacksonville.



1956: Parking lots dominated the waterfront.



# 1987: The Landing



2014  
Public  
Design  
Charette  
Outcome



JACKSONVILLE LANDING  
CONCEPT PERSPECTIVE

8 · 18 · 14





# 2015 Public Design Charette



## Proposed Blocks

JACKSONVILLE LANDING | JACKSONVILLE, FLORIDA

2015 charrette

15 JULY 2015

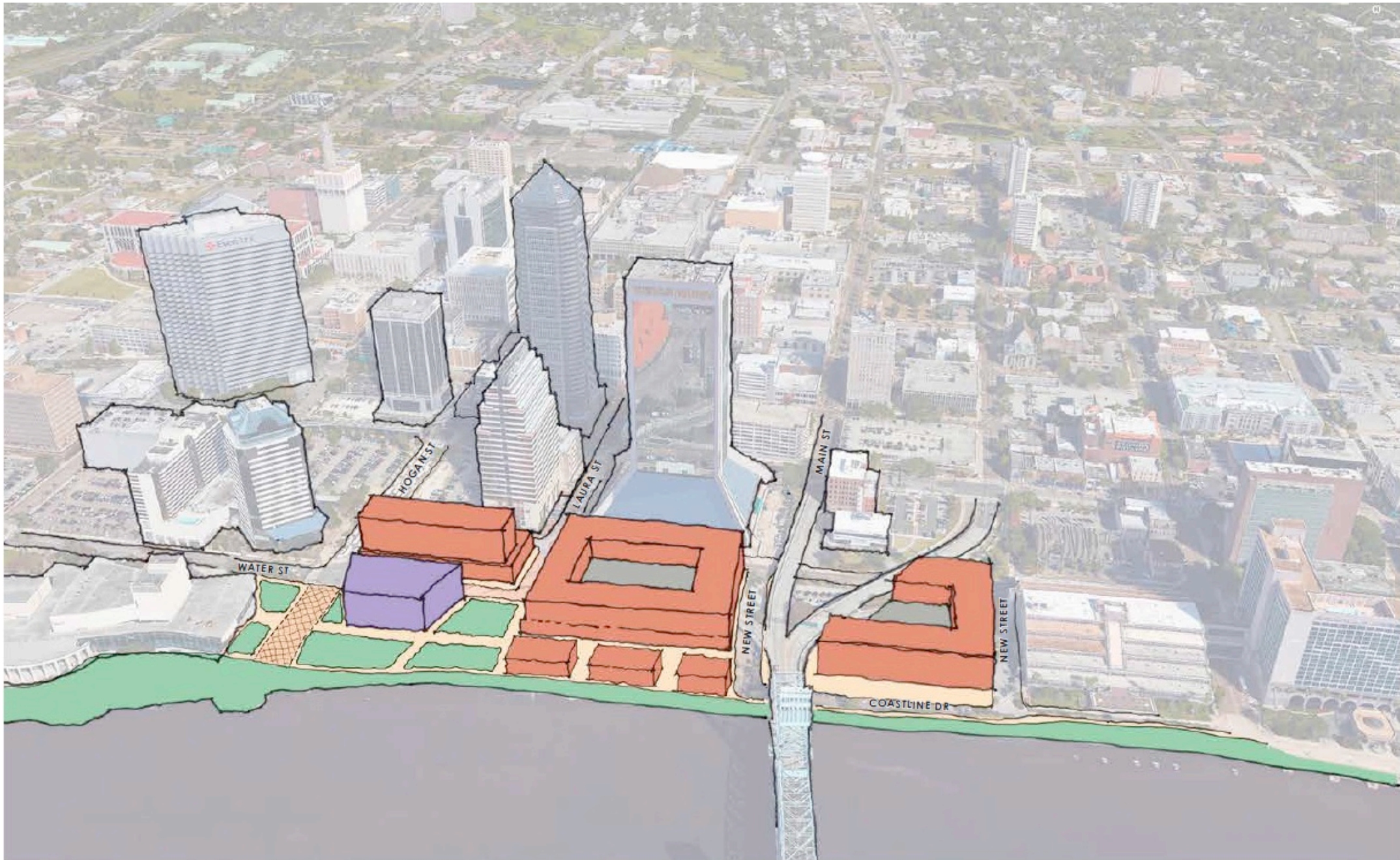


© 2015 URBAN DESIGN ASSOCIATES

# Proposed Development Blocks

JACKSONVILLE LANDING | JACKSONVILLE, FLORIDA

15 JULY 2015



Design Scheme 1



## Design Scheme 2

JACKSONVILLE LANDING | JACKSONVILLE, FLORIDA

15 JULY 2015

**Rooftop Venue**  
rooftop event space with commanding views to river and city skyline

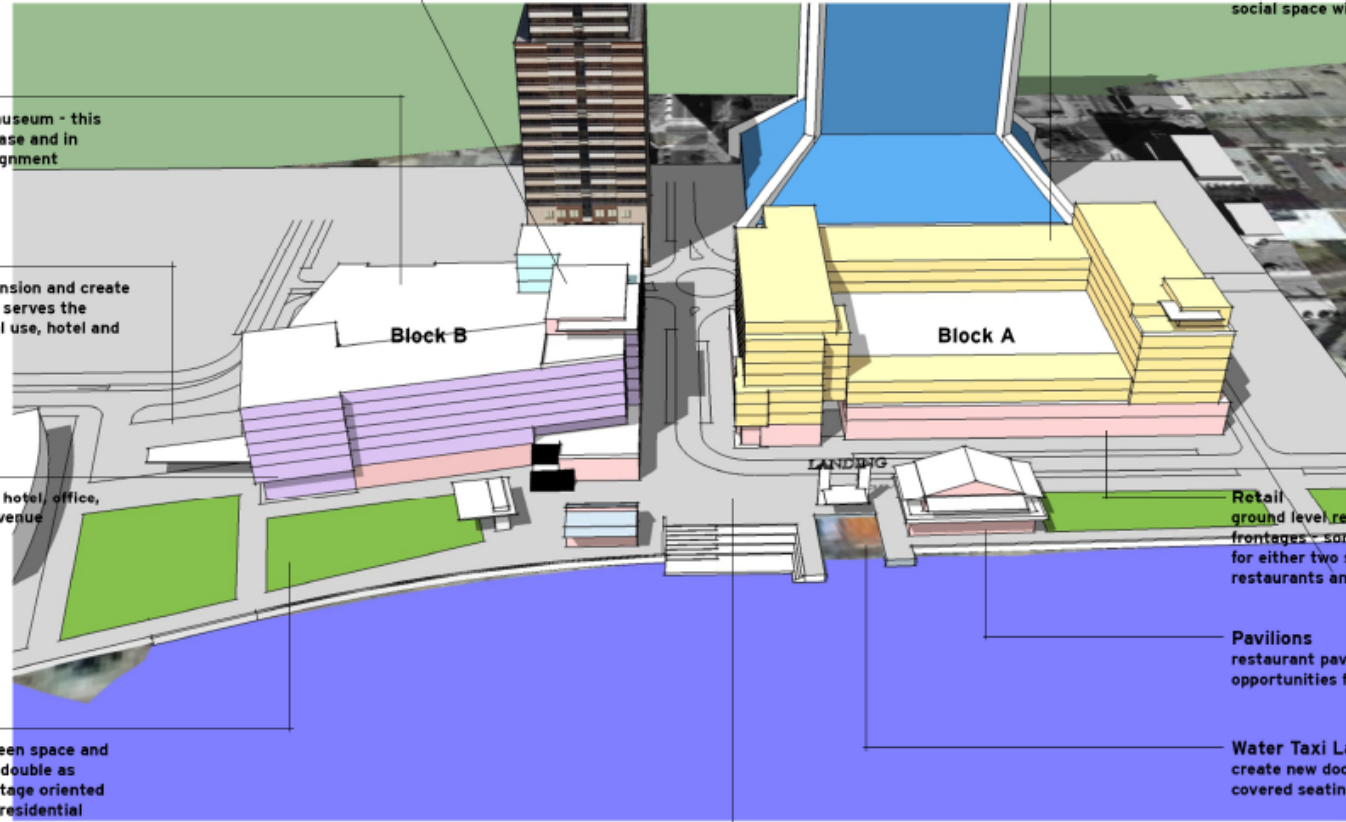
**Cultural**  
3 story cultural space for museum - this area developed in a later phase and in conjunction with road re-alignment

**Arrival Plaza**  
remove existing street extension and create a drop off/arrival plaza that serves the Times-Union center, cultural use, hotel and valet

**Block B**  
development block includes hotel, office, cultural and roof top event venue

**West Park**  
widen out park area with green space and open lawns - open lawn can double as entertainment venue with stage oriented toward the west away from residential

**Residential**  
6-8 stories of residential wrapped around central amenity courtyard with views to river - residential would also have a roof top social space with views to river



**Retail**  
ground level retail along road and park frontages - some two story space in eastern for either two story stores or upper level restaurants and balconies

**Pavilions**  
restaurant pavilions within park creating opportunities for river edge patios

**Water Taxi Landing**  
create new docking area for water taxi with covered seating for waiting passengers

**Central Plaza**  
located along the view corridor from Laura street create a plaza space with open paving and potential water feature - plaza steps down to waters edge to allow for true connection to the water

# 2015 Rendering (UDA)



# TIMELINE & PROCESS

## *Why Two Private Development Pads?*

**2019** Site re-acquired upon repurchase – Mayor’s Office and City Council (2019-0134)

**2019/20** Demolition and site prep for redevelopment (Public Works-CIP)

**2020** Site assigned to DIA inventory\* per state law

- DIA Reviews prior master plans for site and prior public input
- New public comments urge significant park space
- Mayor proposes and Council approves a CIP project for site that includes two Development pads
- ***DIA develops RFP for selection of a design firm to design minimum 4 acres park and two private development pads***

\*land within a CRA acquired for redevelopment





2019: The Landing is torn down and becomes a lawn.



## H. MINIMUM DEVELOPMENT PAD DIMENSIONS

The study below looks at various minimum development pad sizes for adjacent private development. It should be noted that street modification will facilitate potential reconfiguration of these pads but the analysis made clear that a minimum of 4.5 acres could be devoted to the public space while retaining development potential for two sites on the rear. The residential configuration shown is not favored due to its large footprint and the adjacent riverfront site on the opposite side of Main Street Bridge is better suited for that use.

2021:  
Design  
competition  
to select  
design team  
for site  
design and  
park space

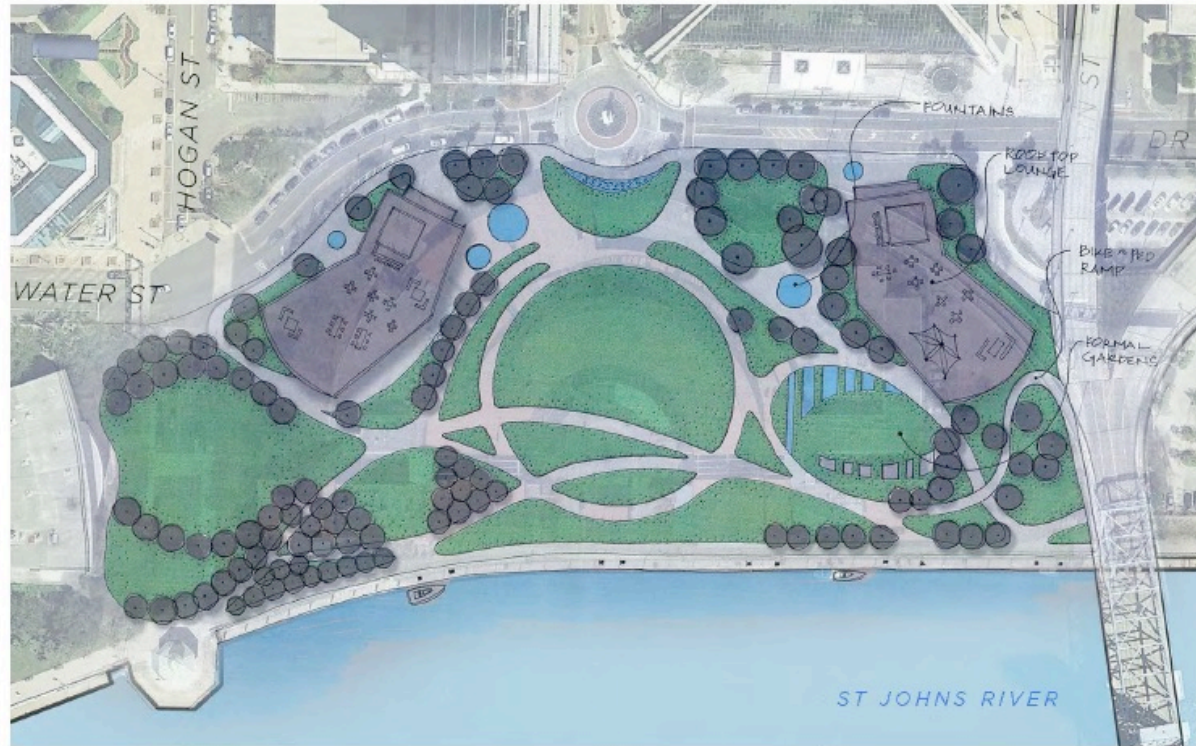
### EXISTING CONDITION



- Existing site area - 6.8 acres.
- Potential development sites at northeast and northwest corners of site.
- Former footprint of Jacksonville Landing - 143,000 SF (3.3 acres)
- 1** Continue Laura Street corridor to bisect the site.
- 2** Existing Easement (new development not to occur within or beyond)
- 3** Ramp connecting Independent Drive to Main Street Bridge (to be demolished)
- 4** Driveway to Jacksonville Landing lot (to be demolished)

2020 DIA Design competition for site

## POTENTIAL OPEN SPACE CHARACTER



## POTENTIAL CONFIGURATIONS



HOTEL (BLOCK A) + RESIDENTIAL (BLOCK B) =  
3.7 ACRES OPEN SPACE



OFFICE (BLOCK A) + HOTEL (BLOCK B) =  
4.6 ACRES OPEN SPACE

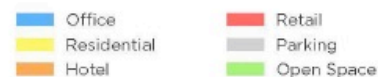


OFFICE (BLOCK A) + RESIDENTIAL (BLOCK B) =  
3.6 ACRES OPEN SPACE



HOTEL (BLOCK A) + OFFICE (BLOCK B) =  
4.5 ACRES OPEN SPACE

- Presented are several possible configurations for a development incorporating combinations of office, residential, hotel, and retail land uses that maximize the open space available along the center and riverside portions of the site.
- In all options, the site has been bisected into Block A and Block B to continue the Laura Street corridor.
- Each land use option has been optimized to provide a maximum program in a minimum footprint.
- Locating Residential on Block A in a 5+2 configuration results in an inefficient layout that does not yield an acceptable number of units.
- For additional configurations refer to the land use options later in this document, and add the open space totals for different Block A and Block B configurations.

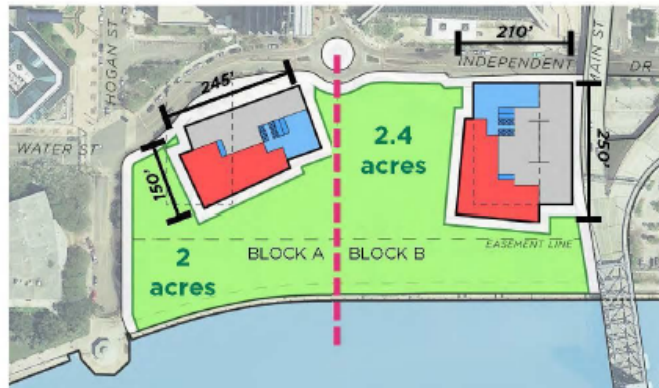


## OFFICE OPTIONS



**“Narrow” Office on Blocks A + B**

BLOCK A+B footprint:  
32,000 SF



**Alternate Office on Block B**

*“wider” option allows greater parking yield*

BLOCK B footprint:  
215' x 250' - 42,000 SF

### DESIRED PROGRAM (PER BLOCK)

	SF / units	spaces required
Office	300,000 SF	900 sp
Retail	15,000 SF	75 sp
<b>TOTAL</b>	<b>315,000 SF</b>	<b>975 sp</b>

### ASSUMPTIONS

- Depiction of buildings on both blocks is based on minimal footprint that can accommodate desired building program.
- Office program is intended to be located on one block only (either blocks A or B).
- Typical office plate assumes 26,400 SF (120'x220')
- Parking assumes 3 spaces per 1000 SF for office, 5 spaces per 1000 SF for retail, 1.5 spaces per unit for residential, and 1 space per unit for hotel.
- Garage assumes 350 SF / space.

## RESIDENTIAL OPTION



**Residential on Block B**  
*(based on current configuration)*

*BLOCK B footprint:  
77,000 SF*

### DESIRED PROGRAM *(PER BLOCK)*

	<i>SF / units</i>	<i>spaces required</i>
<span style="color: yellow;">■</span> Residential	250 units	375 sp
<span style="color: red;">■</span> Retail	15,000 SF	75 sp
<b>TOTAL</b>	<b>265,000 SF</b>	<b>450 sp</b>

### ASSUMPTIONS

- Depiction of building is based on minimal footprint that can accommodate building program.
- Residential program is intended to be located on one block only. Development on Block A is not recommended due to residential configuration based on 5+2 podium construction. As a result, placing Residential on Block A is not efficient.
- Overall residential unit count based on 1000 SF/unit.
- Parking assumes 3 spaces per 1000 SF for office, 5 spaces per 1000 SF for retail, 1.5 spaces per unit for residential, and 1 space per unit for hotel.
- Garage assumes 350 SF / space.

# HOTEL OPTIONS

10



**Hotel on blocks A + B**  
*(based on current configuration)*

*BLOCK A footprint:  
260' x 180' - 33,000 SF*

*BLOCK B footprint:  
185' x 225' - 34,000 SF*

## DESIRED PROGRAM (PER BLOCK)

	<i>SF / units</i>	<i>spaces required</i>
<span style="color: orange;">■</span> Hotel	150 units	150 sp
<span style="color: red;">■</span> Retail	15,000 SF	75 sp
<b>TOTAL</b>	<b>105,000 SF</b>	<b>225 sp</b>

## ASSUMPTIONS

- Depiction of buildings on both blocks is based on minimal footprint that can accommodate building program.
- Hotel program is intended to be located on one block only (either blocks A or B).
- Hotel assumes 600 GSF/unit.
- Parking assumes 3 spaces per 1000 SF for office, 5 spaces per 1000 SF for retail, 1.5 spaces per unit for residential, and 1 space per unit for hotel.
- Garage assumes 350 SF / space.





An aerial photograph of a city skyline, featuring several prominent skyscrapers. The image is overlaid with a semi-transparent blue filter. In the foreground, a riverfront plaza design is visible, showing a curved promenade, walkways, and green spaces along the water's edge. A bridge with a railing is visible on the right side of the river. The text 'RIVERFRONT PLAZA' is prominently displayed in the center of the image.

# RIVERFRONT PLAZA

*Design Competition Winning Submittal*



Hogan Street  
Entry Plaza

Park Pavilion  
Building

Outdoor  
Dining

Outdoor  
Dining

Laura Street  
Entry Plaza

+5

Water Play

Outdoor  
Dining

Tilted Lawn/  
Grass  
Amphitheater

Outdoor  
Dining

Sky Garden  
Terrace

Outdoor  
Dining

Hotel/  
Development

+32

Outdoor  
Dining

Central Lawn

Iconic  
Sculpture

+15

Outdoor  
Dining

+8

Connection to  
Main Street Bridge

+20

+5

Performing Arts Center

+8

Civic Stairs

+5

River Terrace

Linear Plaza

Civic Stairs

+5

Rain Garden

+5

Beer Garden

Movable Chairs  
and Tables

Destination Play Space

Living  
Shoreline

Movable Chairs  
and Tables

Water Taxi

St. Johns River

Floating Docks

Floating Docks

- Perkins and Will selected based on **Qualifications** per state law- as reflected in design concept
- Concept is never a final design – it identifies essential elements of program and concept of site plan
- Immediately following selection and during contract negotiation, Public Works identified that omission of Development Pad A from the scope and treating park services as private development would not work since the park would have no restrooms , storage or office space and the splash pad and other features that require bathroom proximity would have to be eliminated
- Scope was negotiated to include those program elements somewhere within the park- requiring evaluation of options
- Small café/coffee shop was added to the park building at Perkins and Will request to activate Laura Street entry



**Park Plan with Conventional Development Pad Alternative**



**Park Plan with Pavilion**

### Development Criteria Concepts

- Integrate landscape and architecture
- Program uses should be prioritized that have daytime and evening hours and provide eyes on the park and those that engage the outdoor space/ outdoor dining
- Maximize active program at ground level with an emphasis on food and beverage
- Include public bathrooms that serve the park
- Ease of circulation around buildings blind corners around buildings
- No service areas facing the park
- Ground level program along Independent Drive
- Upper-level food and beverage/ entertainment at 20-30 above park grade for river views

### Design Brief Objective

- Restrooms (at this location or adjacent)
- Interface and criteria for development of adjacent private pads use, design, activation, programming

### Selection Criteria

#### 5) Innovation and Creativity of Proposed Project Design

- How would the design integrate with potential adjacent development pads?



### Hotel Development (NE) Program Concept

- Hotel Development Concept may include signature restaurant(s), event space, public bathrooms, outdoor seating and dining, retail, coffee shop, cocktail bar



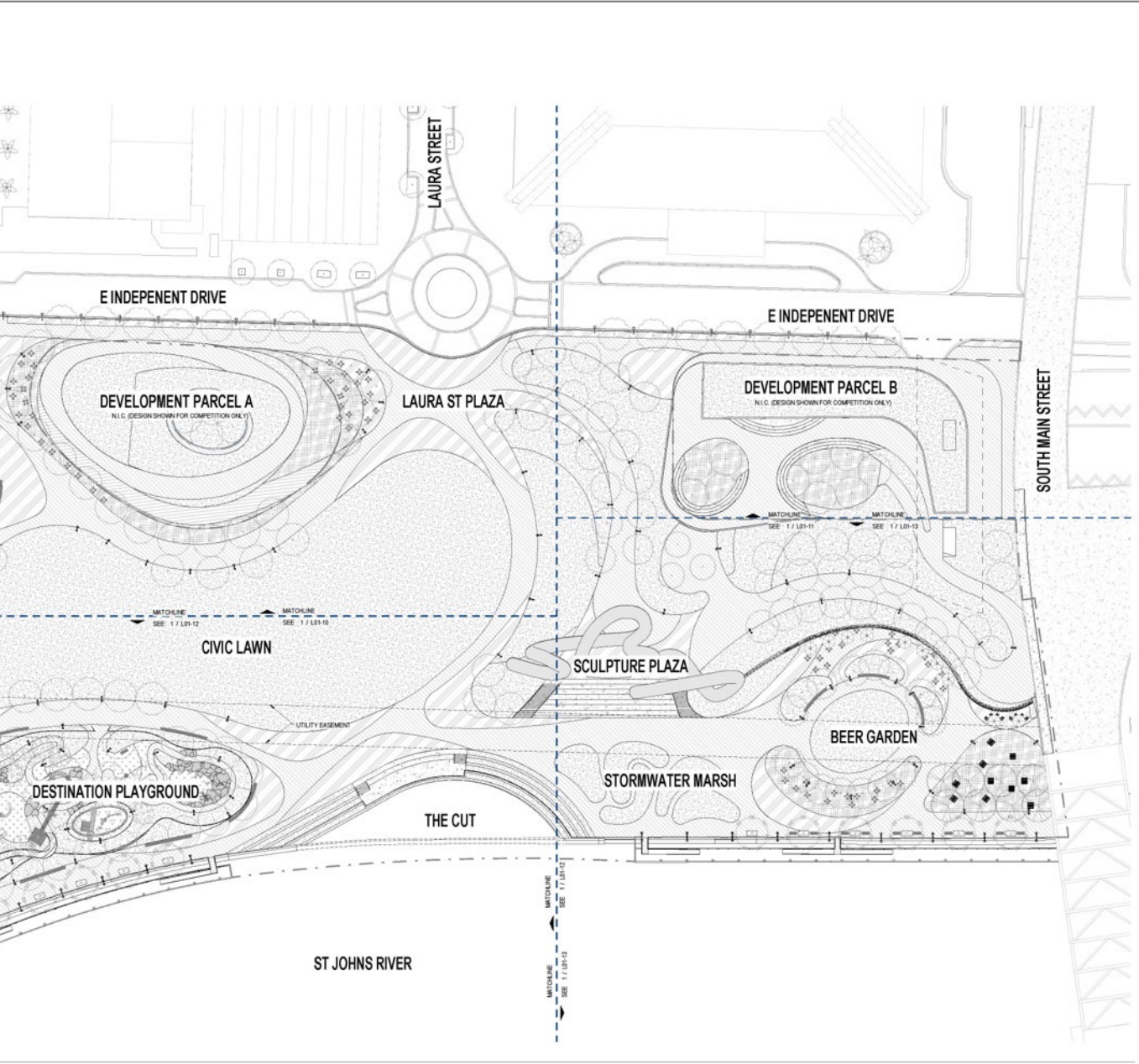
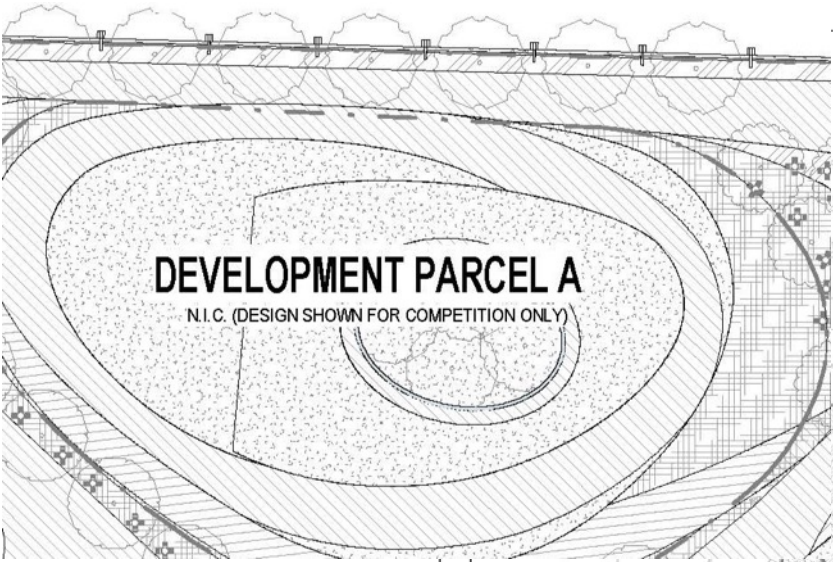
### Park Pavilion Development (NW) Program Concept

- Pavilion Concept may include visitors center, public bathrooms, rooftop bar, café, restaurants, fast casual dining, outdoor seating and dining amenities, event space, community center, courtyard with rotating art exhibits, gift shop, civic program, park maintenance and operations space, ice cream parlor, coffee shop
- Maintain Hogan Street entrance and connection to food truck plaza



### River Plaza Development (SE) Program Concept

- River terrace program activation under connection to Main Street Bridge include cafe's, restaurants, bar and grill, public bathrooms, beer garden, coffee shop, and ice cream parlor, and gift shops



07/20/2011 11:30:40 AM S:\182\Jacksonville\Living\Comp\08080301\_01\LANDING.DWG PERKINS & WILL

**1** OVERALL SITE PLAN  
 1" = 40'-0"

**Perkins&Will**

808 Douglas Rd  
 Suite 200  
 Coral Gables, FL 33134  
 305.569.1333  
 305.569.1334  
 www.perkinswill.com

PROJECT

**NORTHBANK LAWN / RIVERFRONT PLAZA**



**CITY OF JACKSONVILLE**

214 N. HOGAN STREET SUITE  
 800  
 JACKSONVILLE, FL 32202

KEYPLAN

ISSUE CHART

DESIGN DEVELOPMENT	08/22/11
ISSUE	30/9
Job Number	TITLE

OVERALL SITE PLAN

SHEET NUMBER

**L01-00**

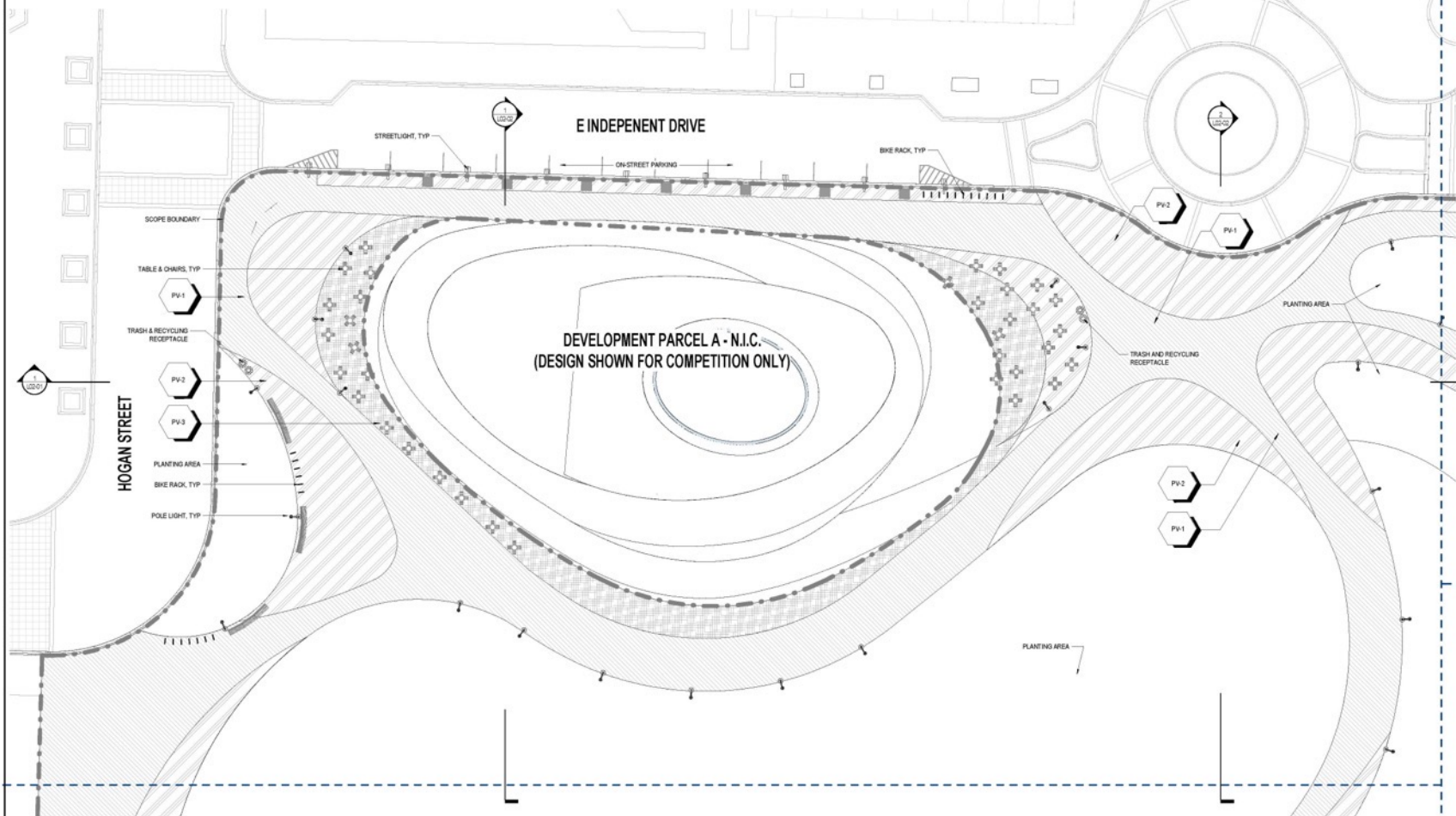
© 2011 Perkins and Will

**LAYOUT AND MATERIALS NOTES:**

1. BASE TOPOGRAPHICAL AND EXISTING CONDITIONS AS SHOWN ON EXISTING CONDITIONS DRAWINGS.
2. UTILITY WORK IS NOT INDICATED ON THIS DRAWING. REFER TO GRADING AND DRAINAGE AND UTILITY PLANS.
3. DO NOT SCALE THESE DRAWINGS.
4. DIMENSIONS ARE FROM BACK OF CURB, TO FACE OF WALL, TO OUTSIDE EDGE OF PAVEMENTS; FROM COLUMN CENTERLINES TO LANDSCAPE CENTERLINES; TO CENTERLINE OF PAVEMENTS; TO OUTSIDE EDGE OF PAVEMENTS; TO CENTERLINES OF STAIRS; FROM EDGE OF PAVEMENT TO FACE OF WALL.
5. ALL CURVES TO BE TRUE RADIUS WITHOUT STRAIGHT SEGMENTS.
6. ALL ANGLES ARE 90 DEGREES UNLESS OTHERWISE NOTED.
7. THE CONTRACTOR SHALL VERIFY ALL EXISTING CONDITIONS, DIMENSIONS AND ELEVATIONS PRIOR TO CONSTRUCTION.
8. ALL WALLS, COLUMNS, SIDEWALKS, PATHWAYS, FENCES, AND STAIRWAYS SHALL BE COMPLETELY Laid OUT AND STAKED WITH VISIBLE MARKERS. THE STAKES SHALL BE APPROVED IN THE FIELD BY OWNER'S REPRESENTATIVE PRIOR TO CONSTRUCTION. THE CONTRACTOR SHALL NOTIFY THE OWNER'S REPRESENTATIVE 48 HOURS PRIOR TO SITE VISIT.

MATERIAL LEGEND				
GRAPHIC	AREA	KEY	TYPE	DESCRIPTION
	13450 SF	PV-1	CONCRETE PAVING	VEHICULAR RATED, COLOR: DARK GREY, FINISH: EXPOSED AGGREGATE
	41954 SF	PV-2	UNIT PAVING	4"x4" GRANITE COBBLES
	29624 SF	PV-3	GRUSHED STONE PAVING	STABILIZED DECOMPOSED GRANITE
	724 SF	PV-5	SAND	SAND PLAY SURFACING
	4615 SF	PV-4	PLAY SURFACING	RUBBERIZED PLAY SURFACING, MULTIPLE COLORS

SITE FURNISHINGS LEGEND		
SYMBOL	QTY	DESCRIPTION
	82	BENCH - LANDSCAPE FORMS, GEN 50, NO ARMS
	72	(5) TABLE - LANDSCAPE FORMS, CHEPMAN (6) CHAIRS - LANDSCAPE FORMS, CHEPMAN
	10	UMBRELLA - LANDSCAPE FORMS, EQUINOX, PLAIN EDGE
	10	PICNIC TABLE - WOOD
	18	TRASH / RECYCLING RECEPTACLE
	57	PEDESTRIAN POLE LIGHT
	23	RIVERWALK POLE LIGHT
	17	STREET LIGHT



1 PLAN ENLARGEMENT - NORTHWEST  
1" = 20'-0"

**Perkins&Will**

800 Douglas Rd.  
Suite 300  
Coral Gables, FL 33134  
1 305 569 1333  
1 202 569 1034  
www.perkinsandwill.com

PROJECT

**NORTHBANK LAWN /  
RIVERFRONT PLAZA**



**CITY OF  
JACKSONVILLE**

214 N. HOGAN STREET SUITE  
800  
JACKSONVILLE, FL 32202

KEYPLAN

ISSUE CHART

DESIGN DEVELOPMENT	DATE
ISSUE	DATE

Job Number

TITLE

**MATERIAL  
ENLARGEMENT PLAN**

SHEET NUMBER

**L01-10**

© 2021 Perkins and Will

07/2021 11:43:37 AM BIM 30: Unkenrath, Ludwig, Compston@DW: JAX\_LANDING\_COMP.rvt

# Park Design Alternatives Approach

As previously suggested in our park design section, the Main Street Bridge Bike and Pedestrian connection may be phased and constructed in a variety of ways. Though we believe that the proposal to integrate architecture, landforms, canopy trees, native landscaping, and the development may be the best design alternative, we understand the potential complexity involved in implementing such an innovative approach. As a complement to our proposal we would like to offer the following phasing and implementation alternatives.

## **Option 1\_ Build the development and the park together as one project**

This is the most ideal option for many reasons. Such a strategy may provide the best opportunity to integrate the park, development, and City and ensure that the DIA goal of allowing the park design to lead the design of the development pads are fully realized. However, we also recognize the new territory we are in with our post-Covid world and the unknown effects this unprecedented time is and will be having on our real estate market and feel obligated to describe how such a park element could be realized in a variety of ways.

## **Option 2\_Build the landscape bridge structure/architecture infill to come Later**

In this option we propose building the concrete structure that will support the elevated landscape, path, and plantings that connects to the Main Street bridge. The structure will be supported by columns spaced 25' on center to maximize flexibility of architectural infill of leasible space to come at a later time. This may be an option that allows for the developer of the adjacent building pad to better coordinate and integrate design elements and/or maximize the range of possibilities for individual tenant needs that may or may not be associated with the northwest development pad project.



2023: Project design as bid. Construction started in 2023.



Riverfront Plaza Plan

