

# Principles

# Social & Cultural Principles



WELCOMING & ACCESSIBLE  
TO ALL



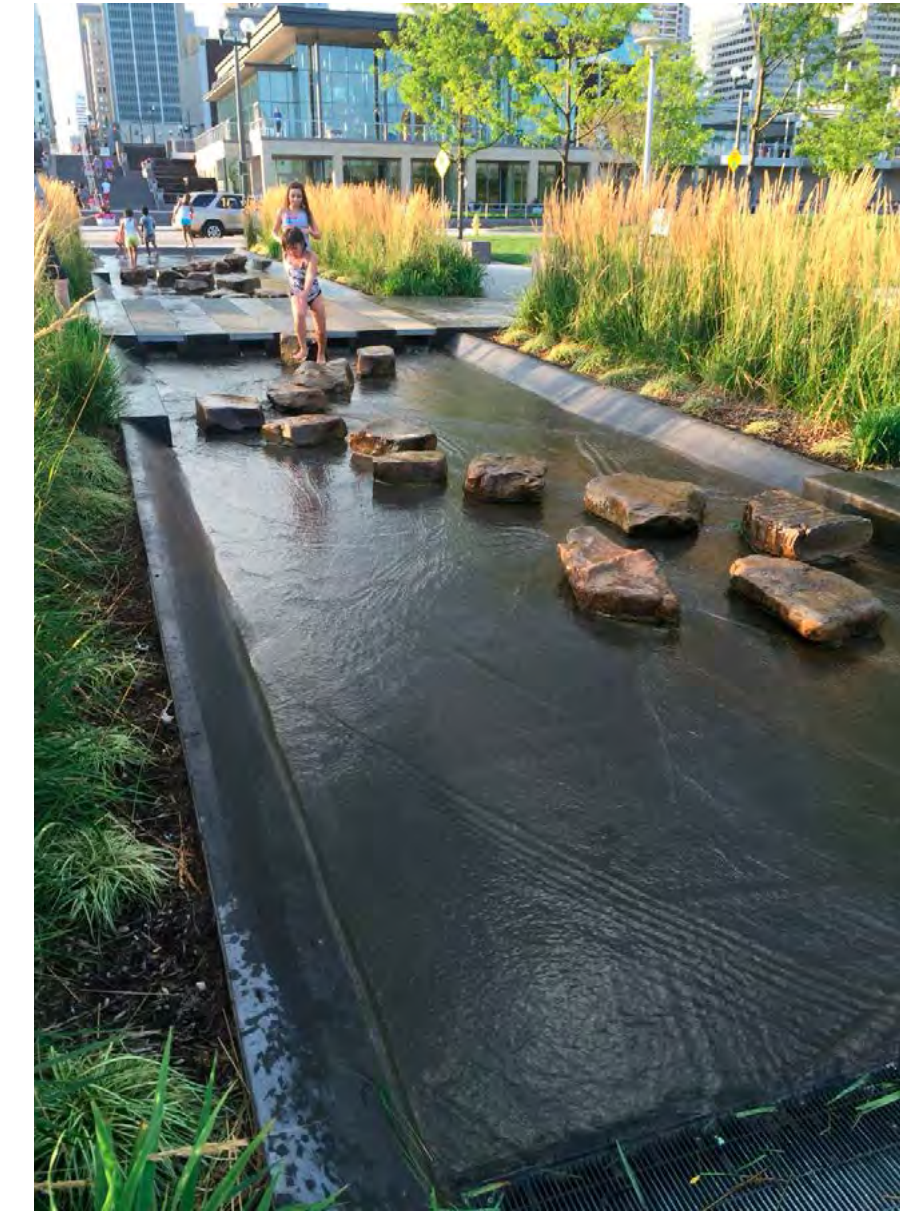
DIVERSITY OF AUDIENCE &  
EXPERIENCE



FLEXIBLE



FUN & FUNCTIONAL



PROMOTING WELLNESS

# Social & Cultural Principles



WELCOMING & ACCESSIBLE  
TO ALL

## 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

# Social & Cultural Principles



DIVERSITY OF AUDIENCE &  
EXPERIENCE

## 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

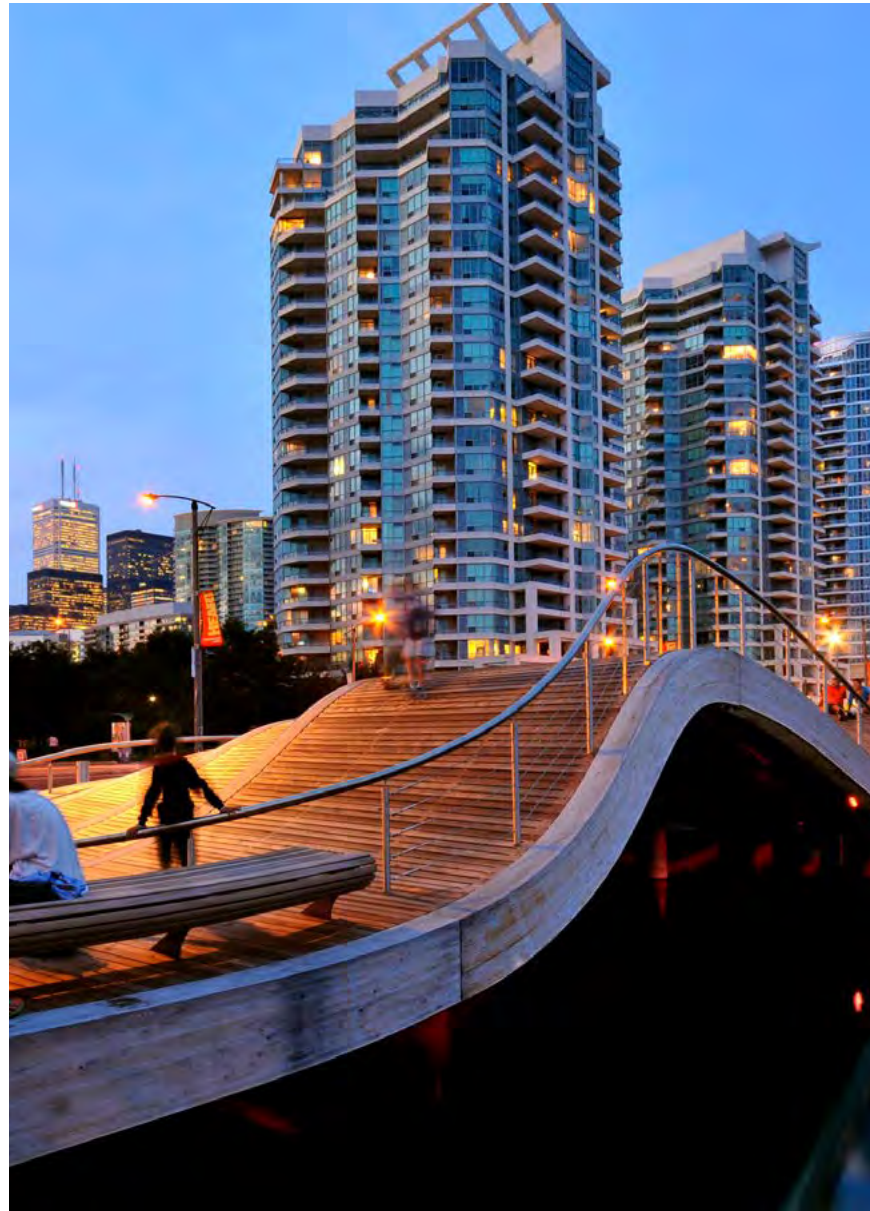


FLEXIBLE

## 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



FUN & FUNCTIONAL

## 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
4. Offer diverse and affordable options for food. Provide spaces for entrepreneurs and local food establishments on the riverfront

# Social & Cultural Principles

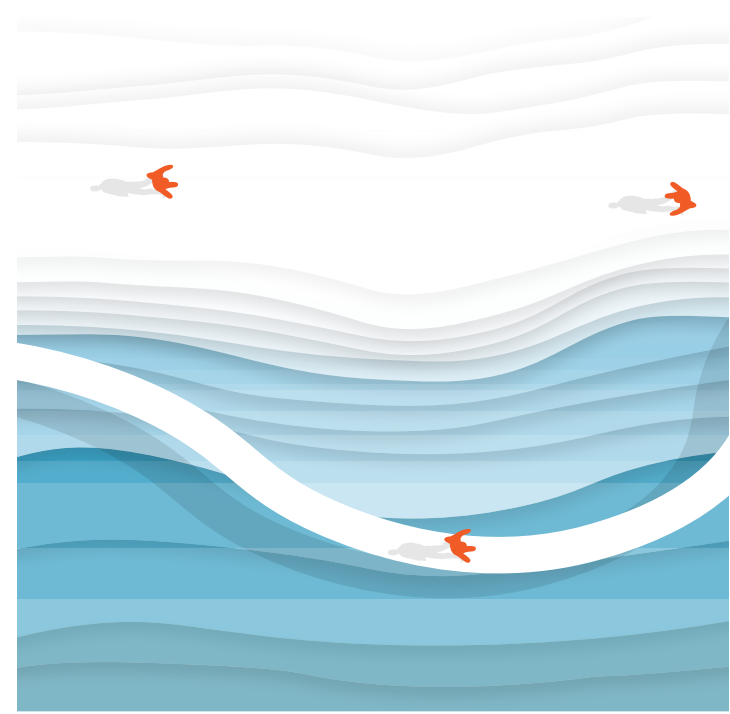


PROMOTING WELLNESS

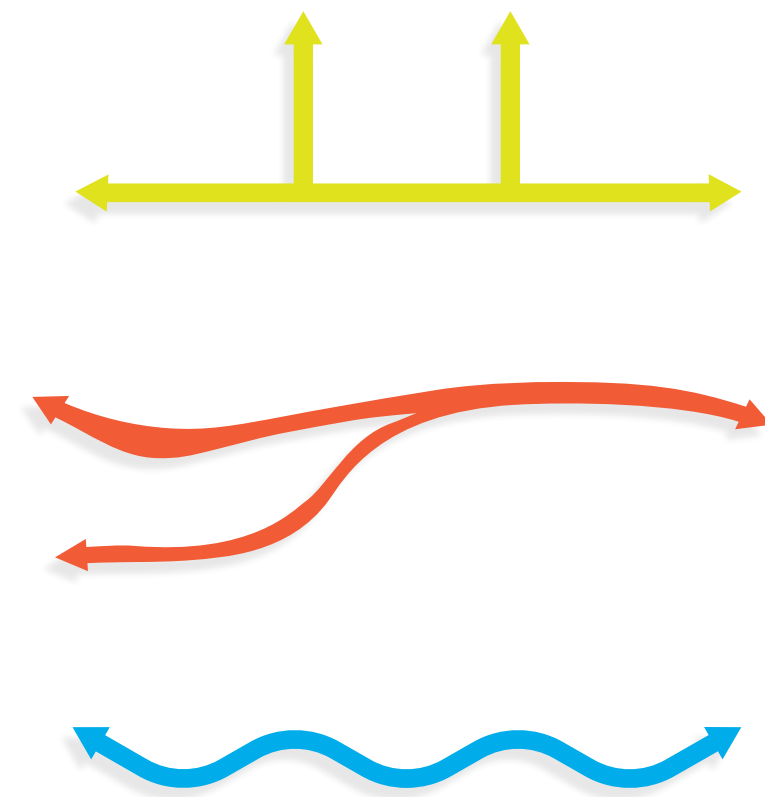
## CHECKLIST

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 makes interaction more readily available and appealing while also protecting individuals from it.

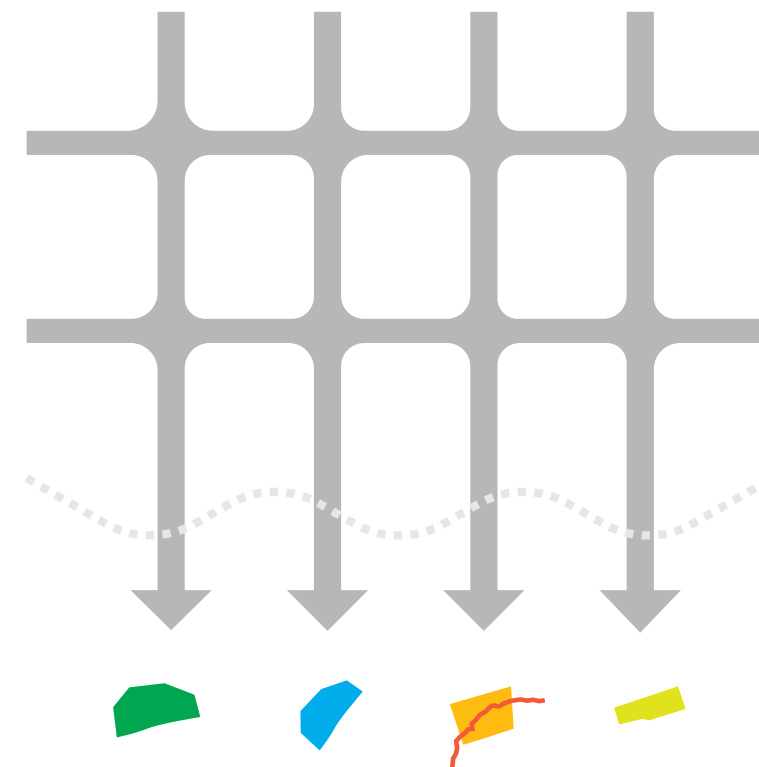
# Waterfront Public Realm Principles



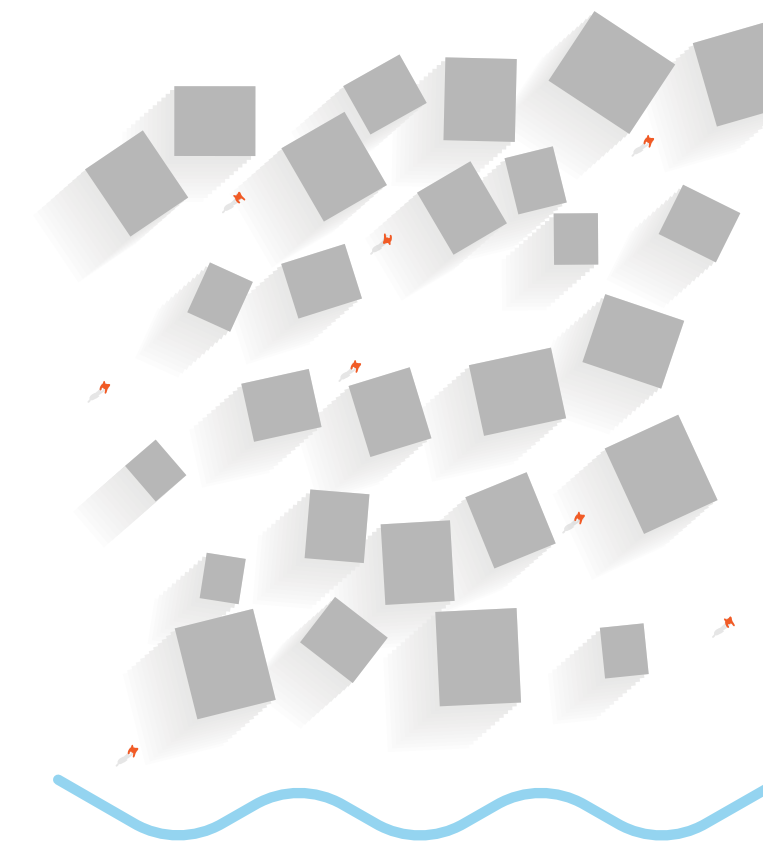
ECOLOGY



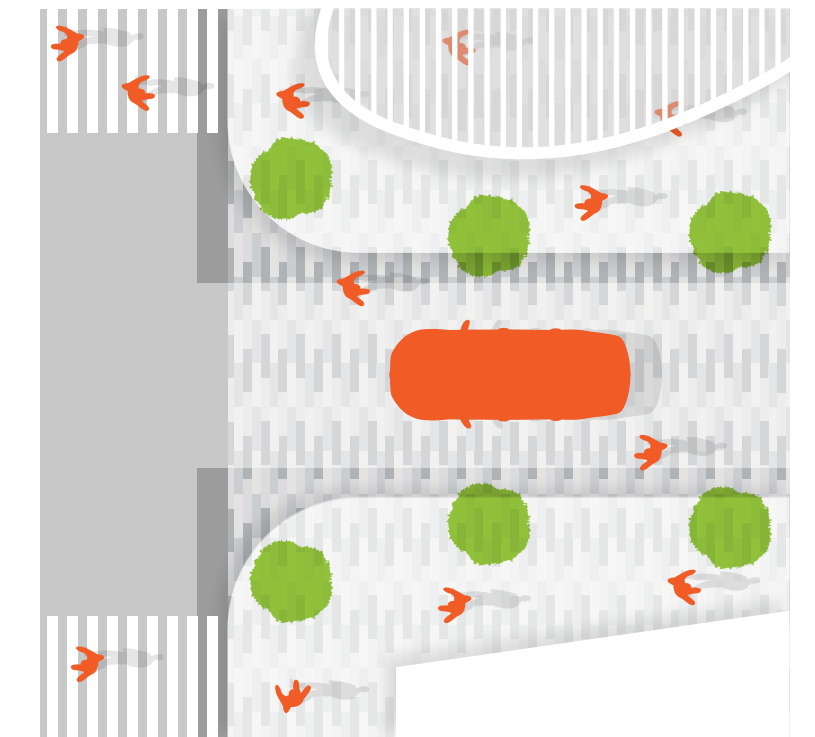
MULTIPLE  
CONNECTED PATHS



FRAMED VIEW  
CORRIDORS



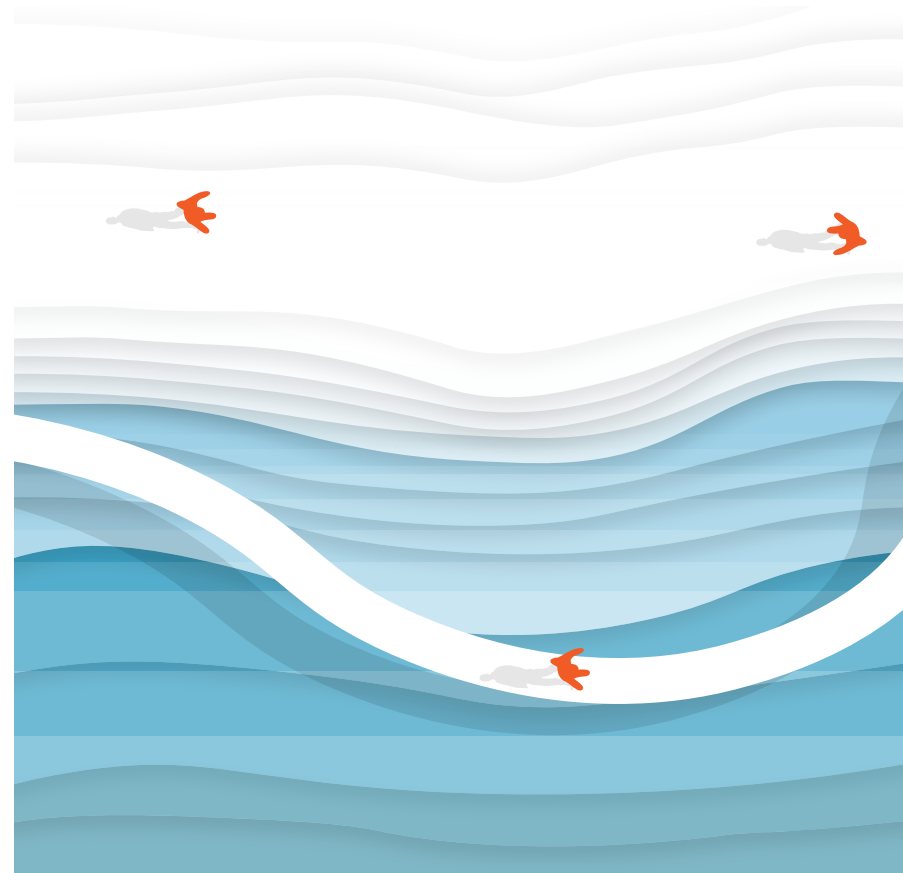
VARIETY



GREAT STREETS



# Waterfront Public Realm Principles



## ECOLOGY

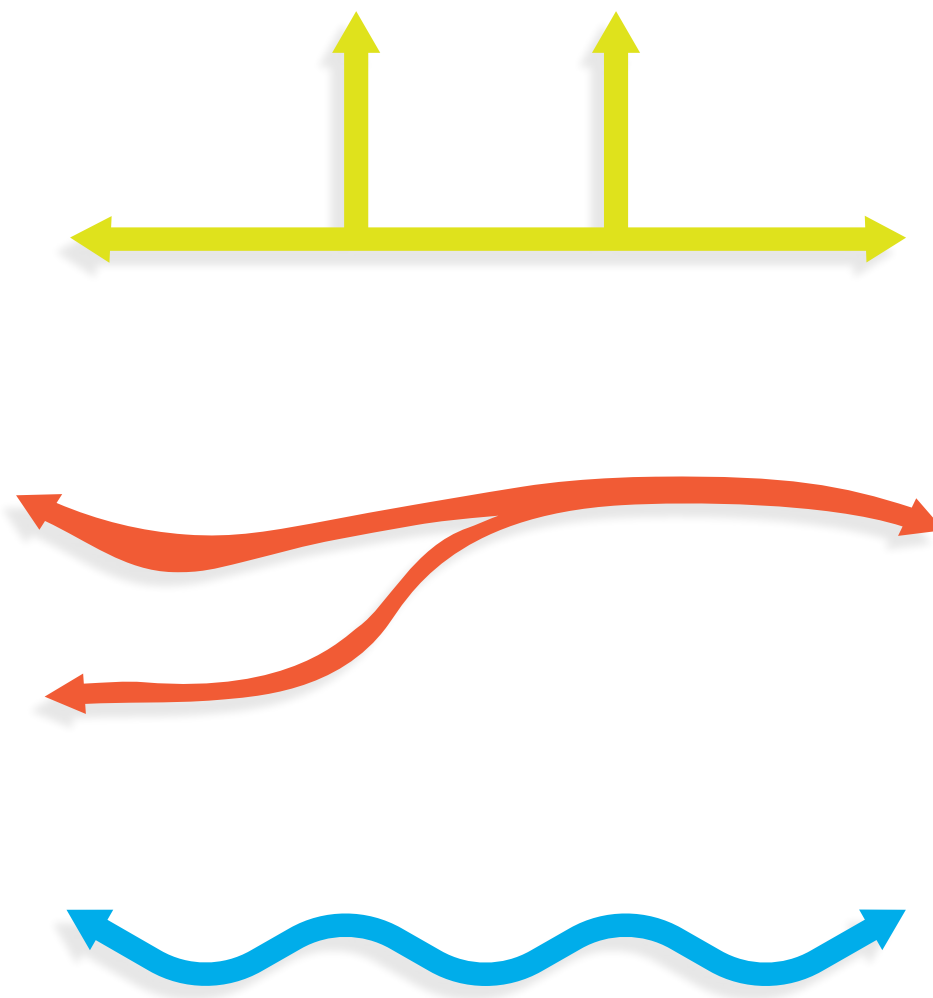
### CHECKLIST

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

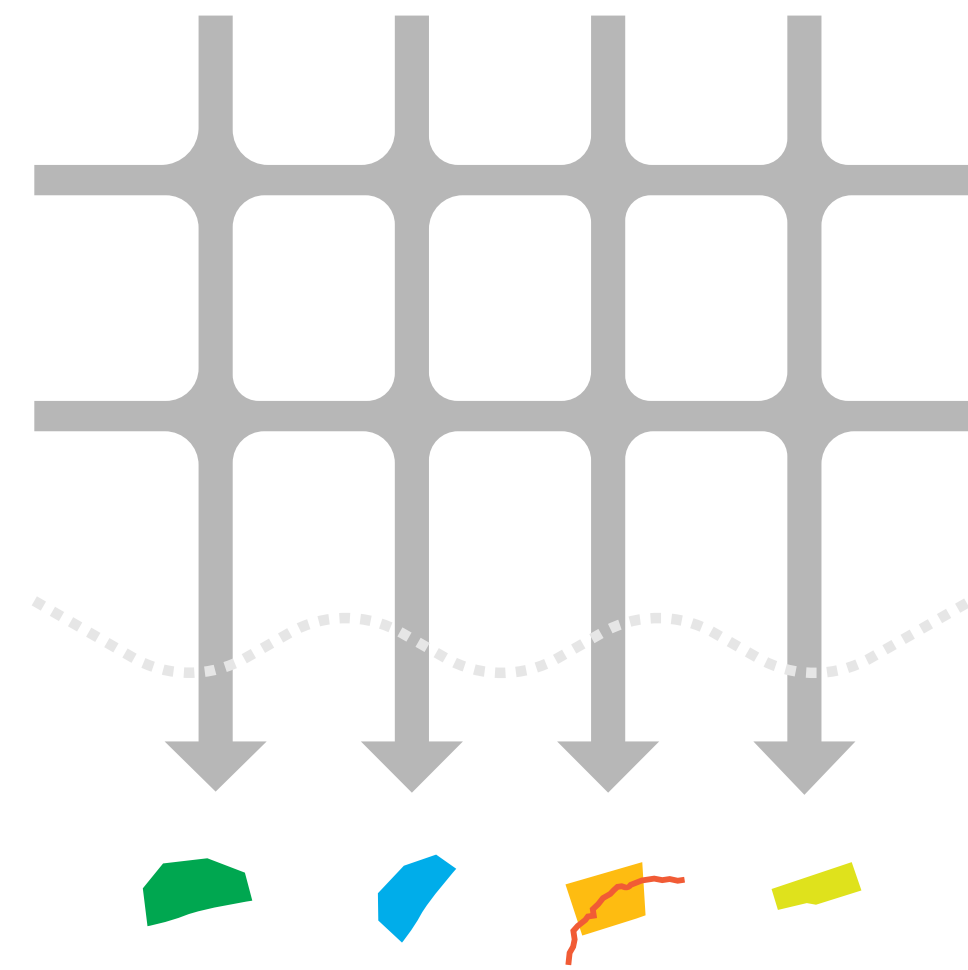
1. Develop a connected and cohesive waterfront experience that create seamless east-west connections along the riverfront
2. Foster design strategies that allows for multiple paths of exploration and experience, with a range of passive and active environments
3. Clearly differentiate linear zones and 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



MULTIPLE CONNECTED PATHS

# Waterfront Public Realm Principles

## CHECKLIST



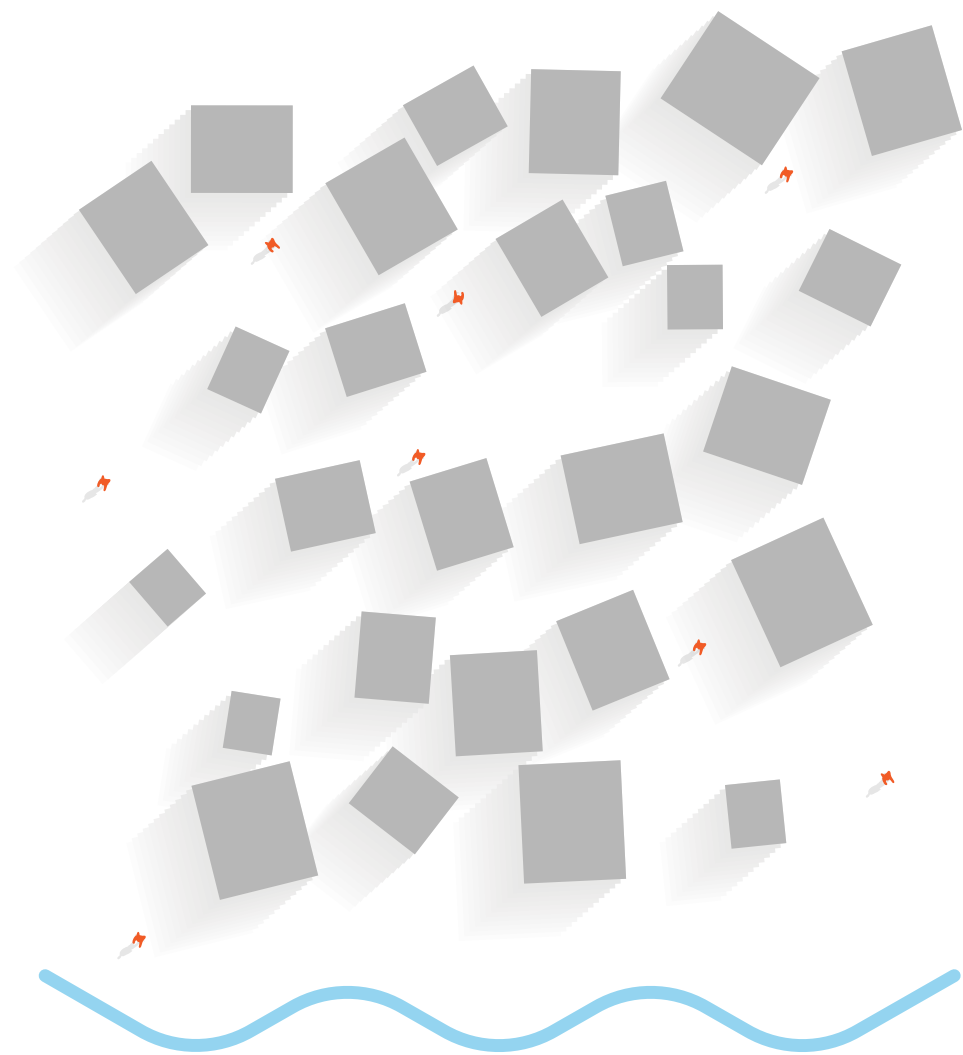
FRAMED VIEW CORRIDORS

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

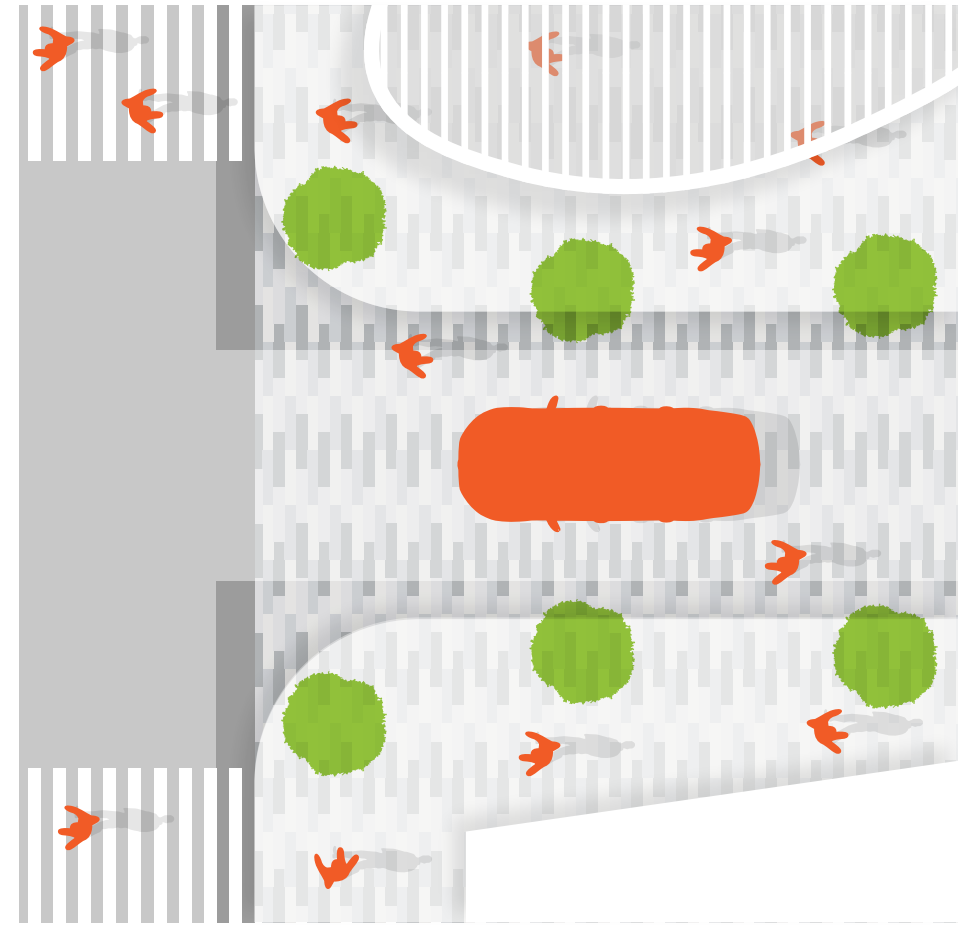
## CHECKLIST

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



VARIETY

# Waterfront Public Realm Principles



GREAT STREETS

## 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

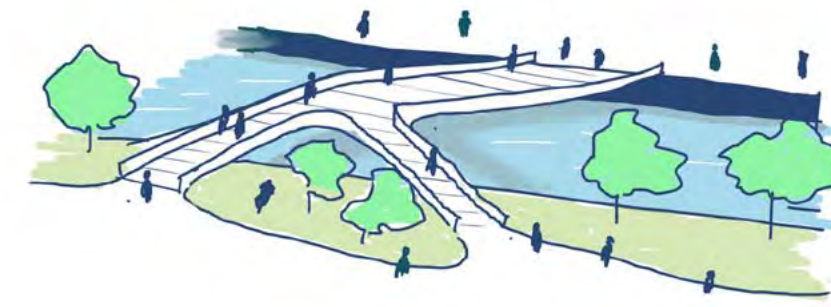
# Toolkit



MARINA



RIVERWALK POOLS



BRIDGES



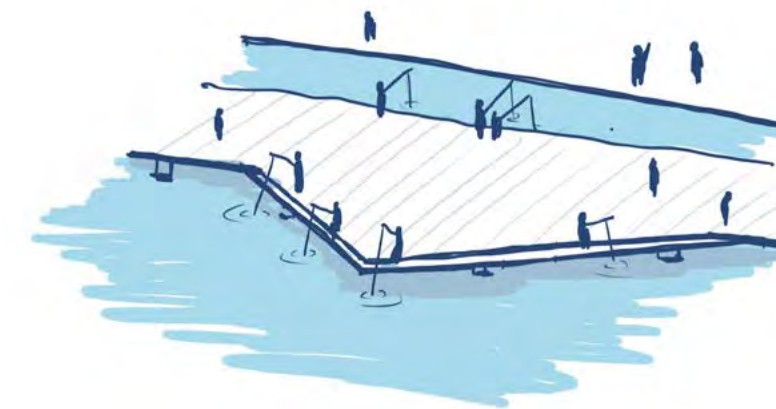
ISLANDS



ACTIVITY PIERS



AMPHITHEATRE

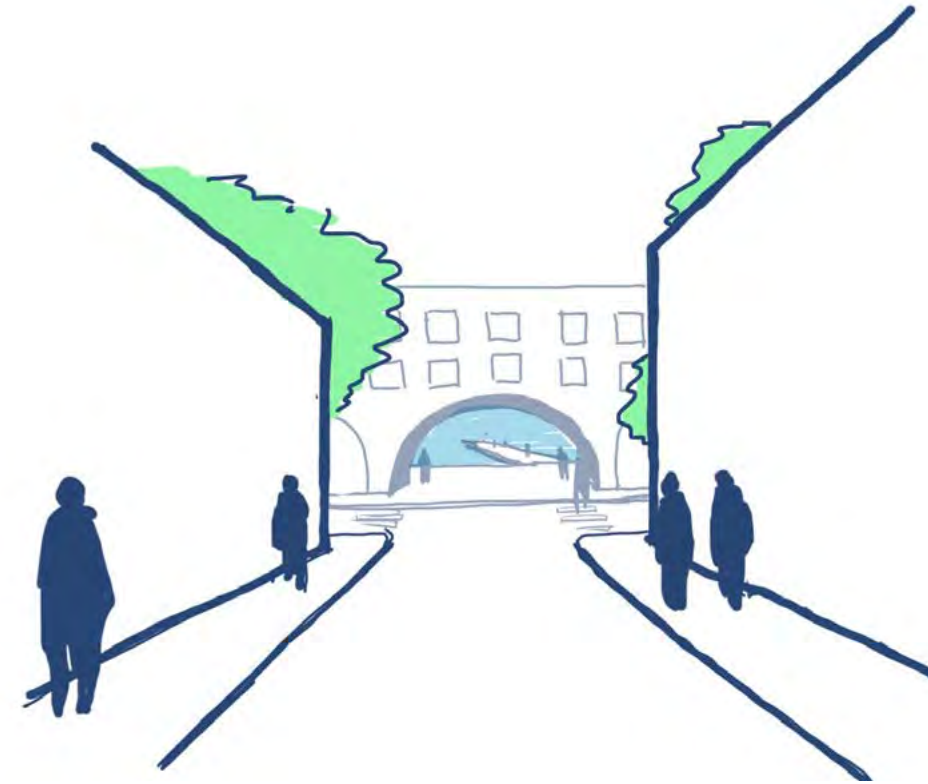


FISHING PIERS

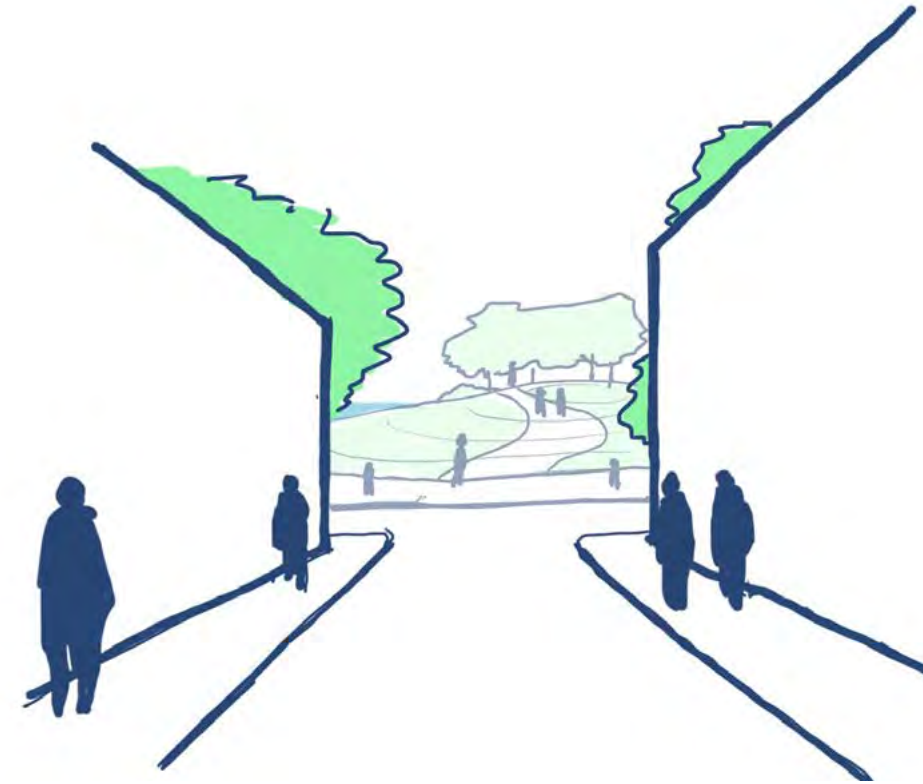


LANDFORMS

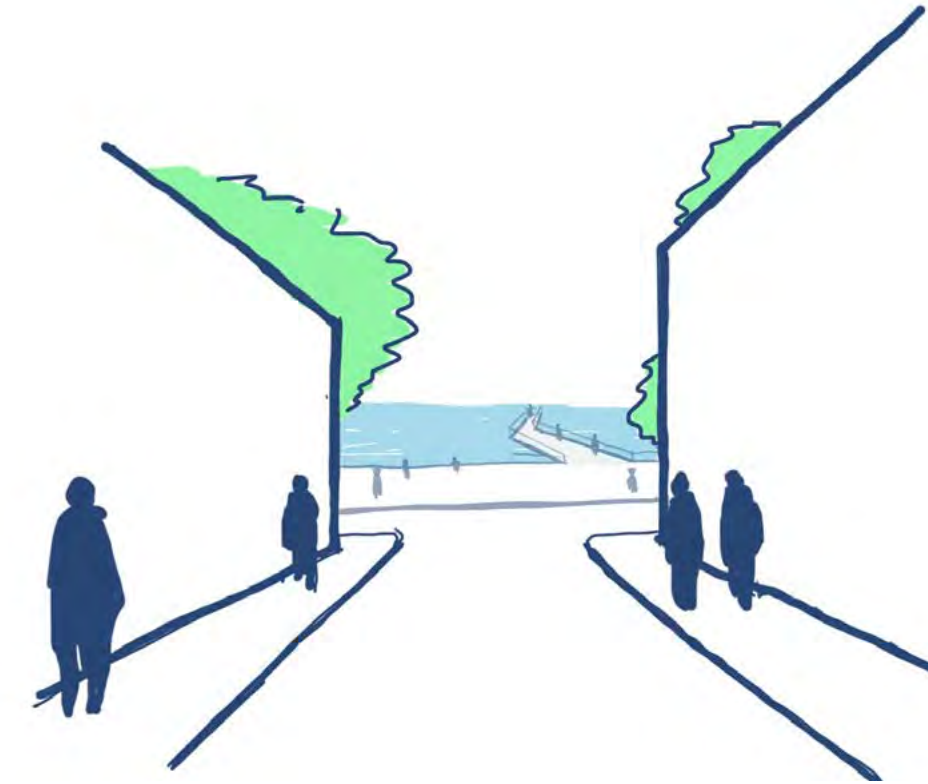
# Visual Corridors



STREETSTHAT FRAME THE RIVER



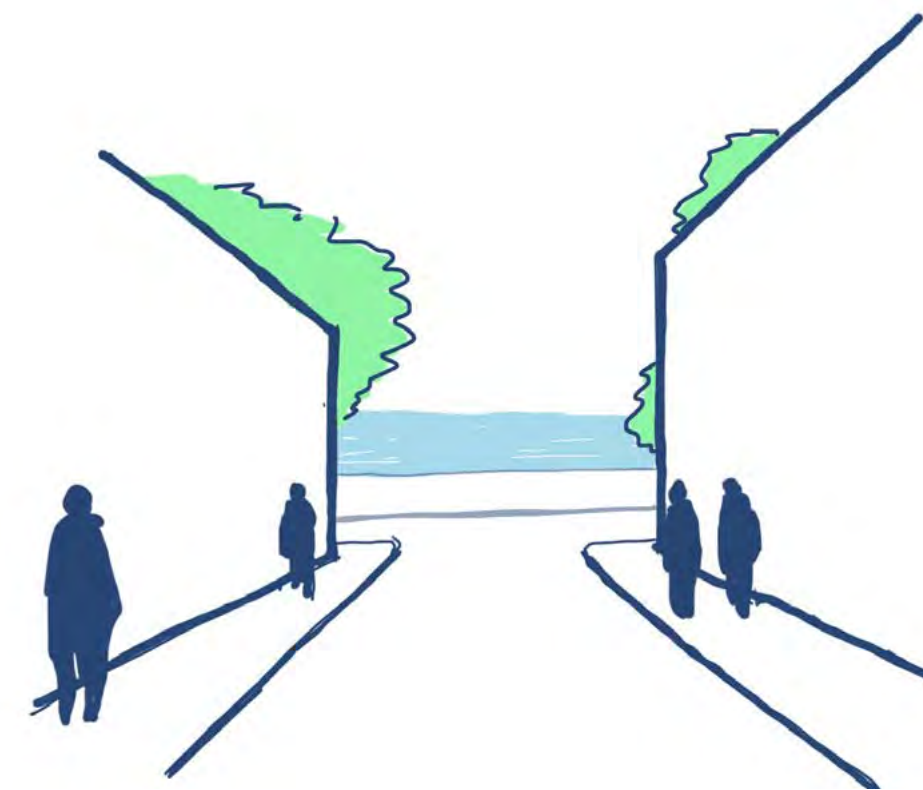
STREETS LOOKING ONTO  
RAISED LANDSCAPES



STREETS HINTING AT PIERS



STREETSTHAT END IN BUILDINGS

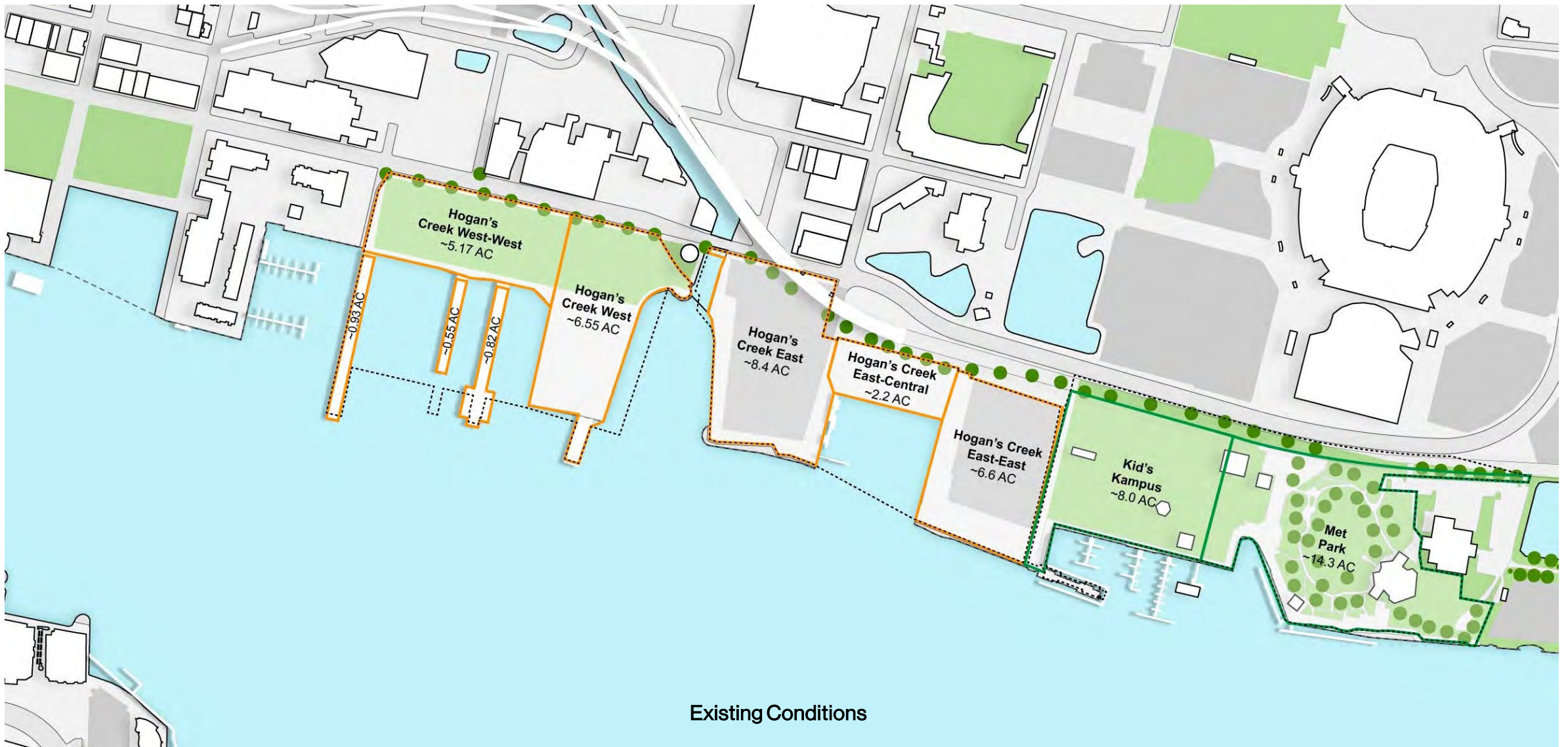


STREETSTHAT OPENTO THE RIVER

# Shipyards Space Plan

June 2021

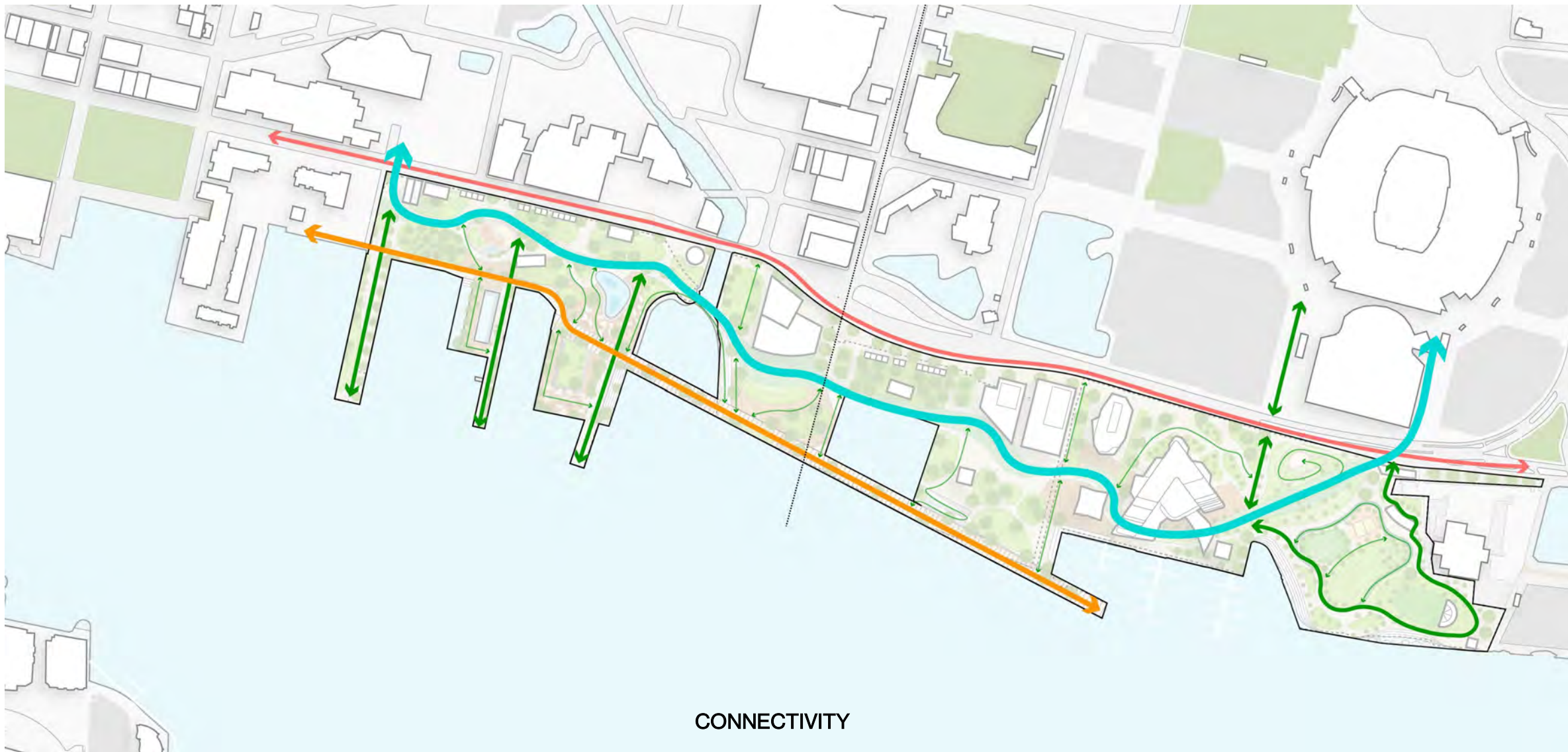




June 2021



June 2021

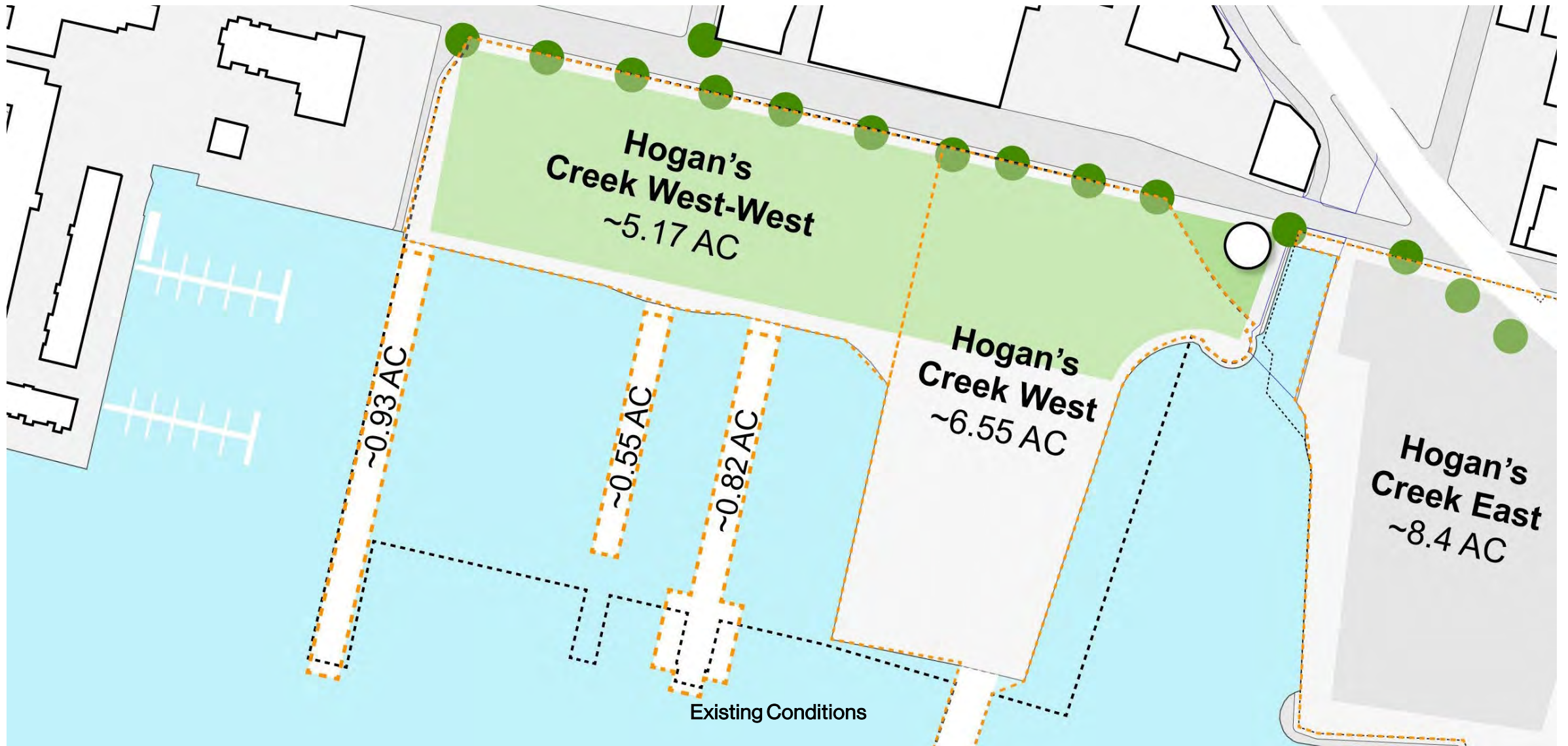


CONNECTIVITY

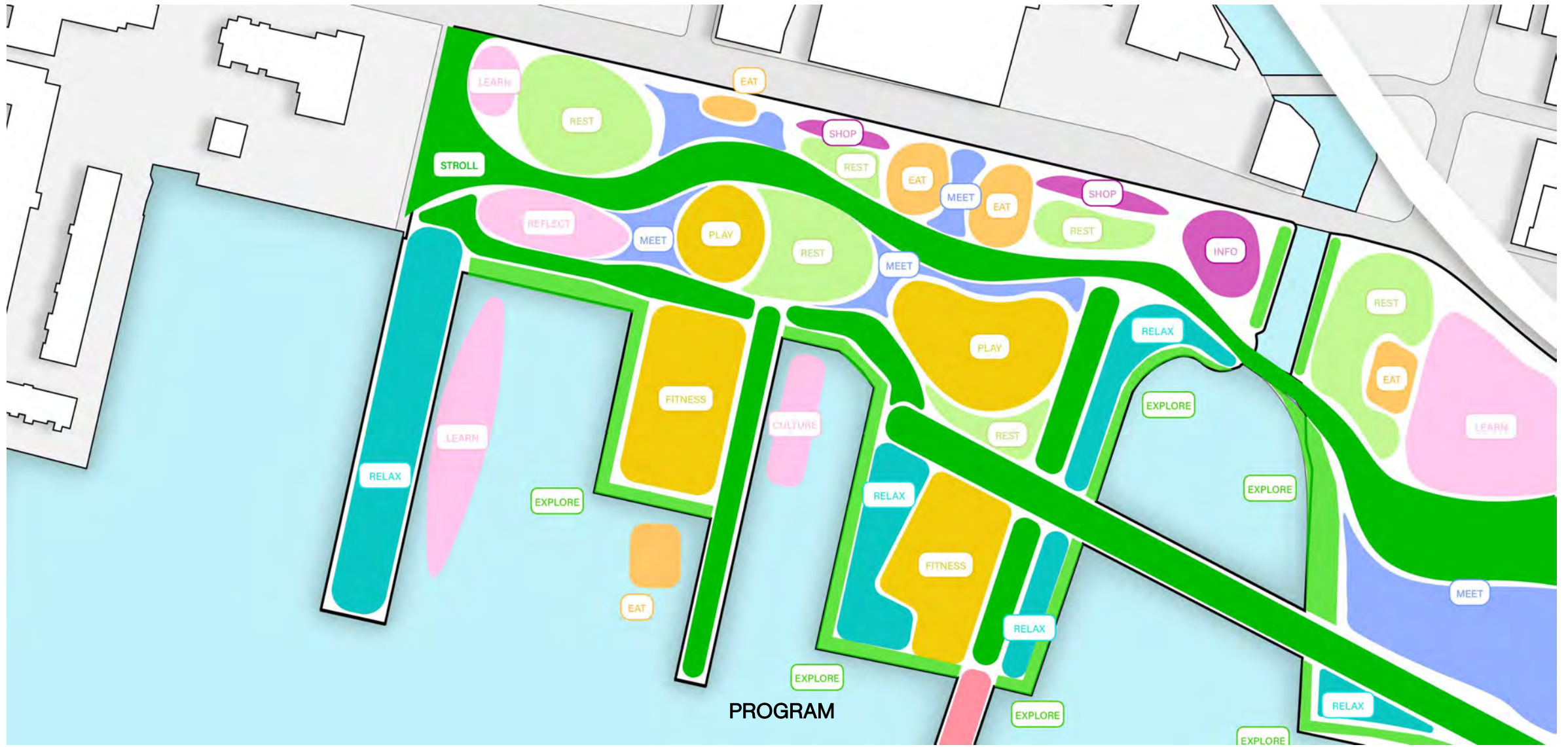
June 2021



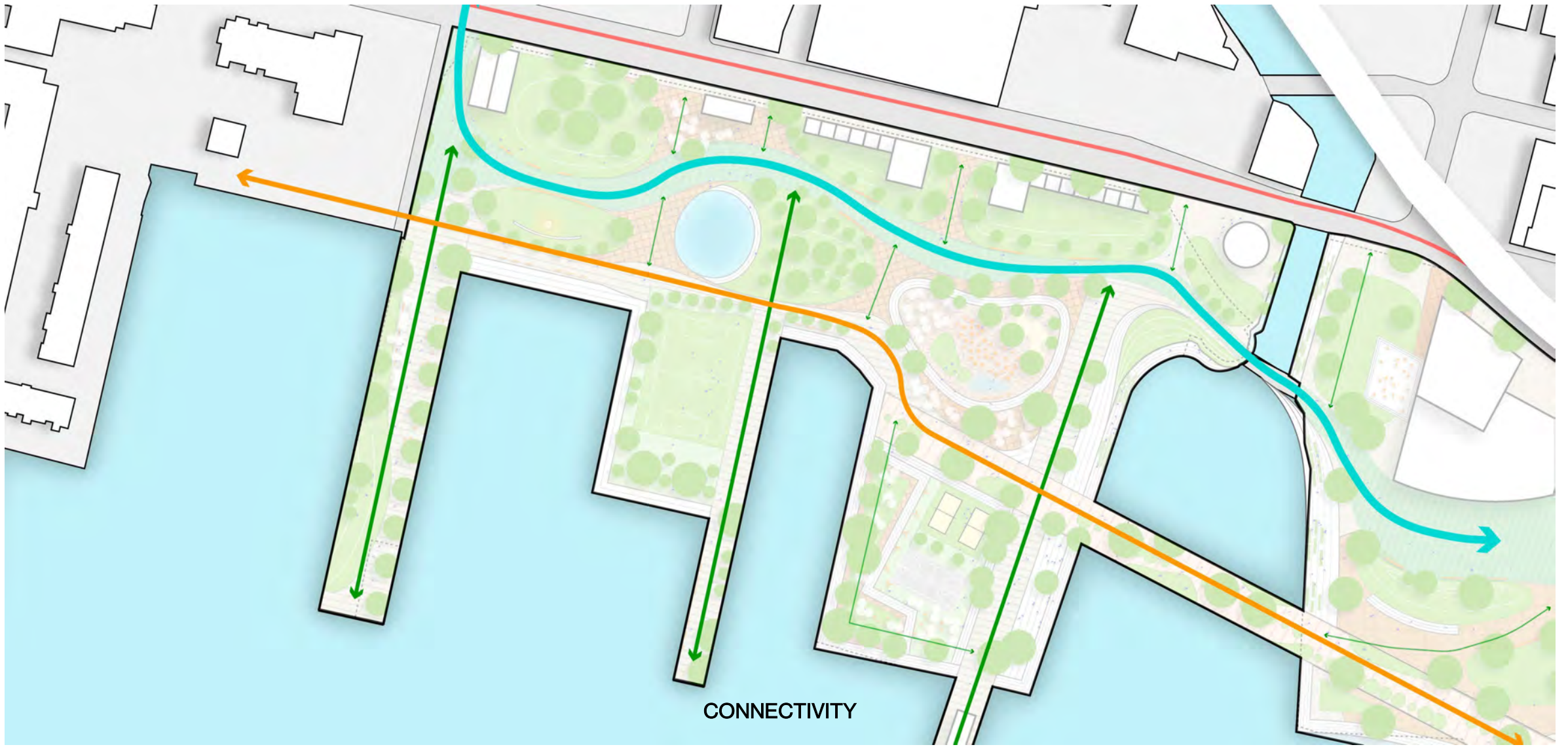
June 2021



June 2021



June 2021

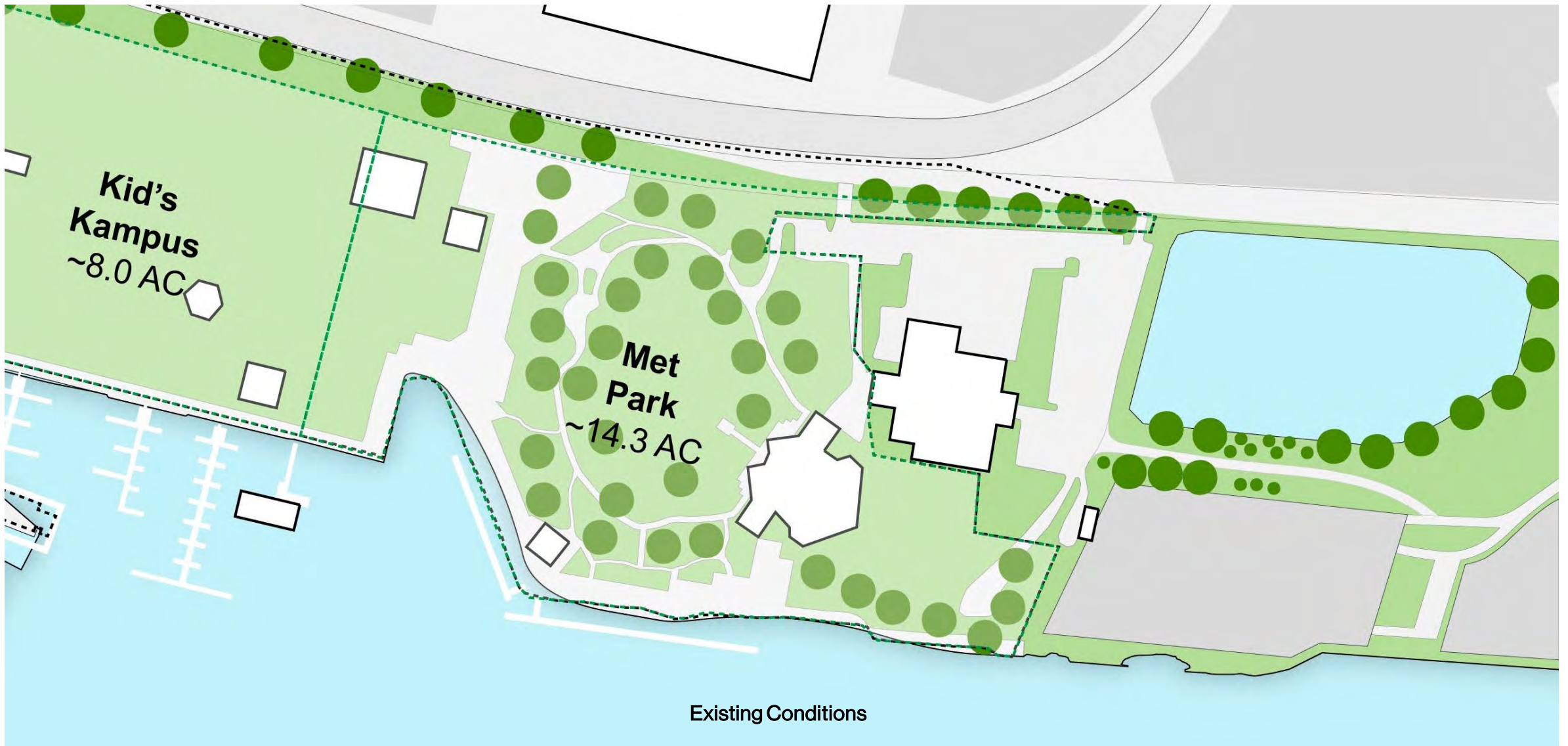


June 2021

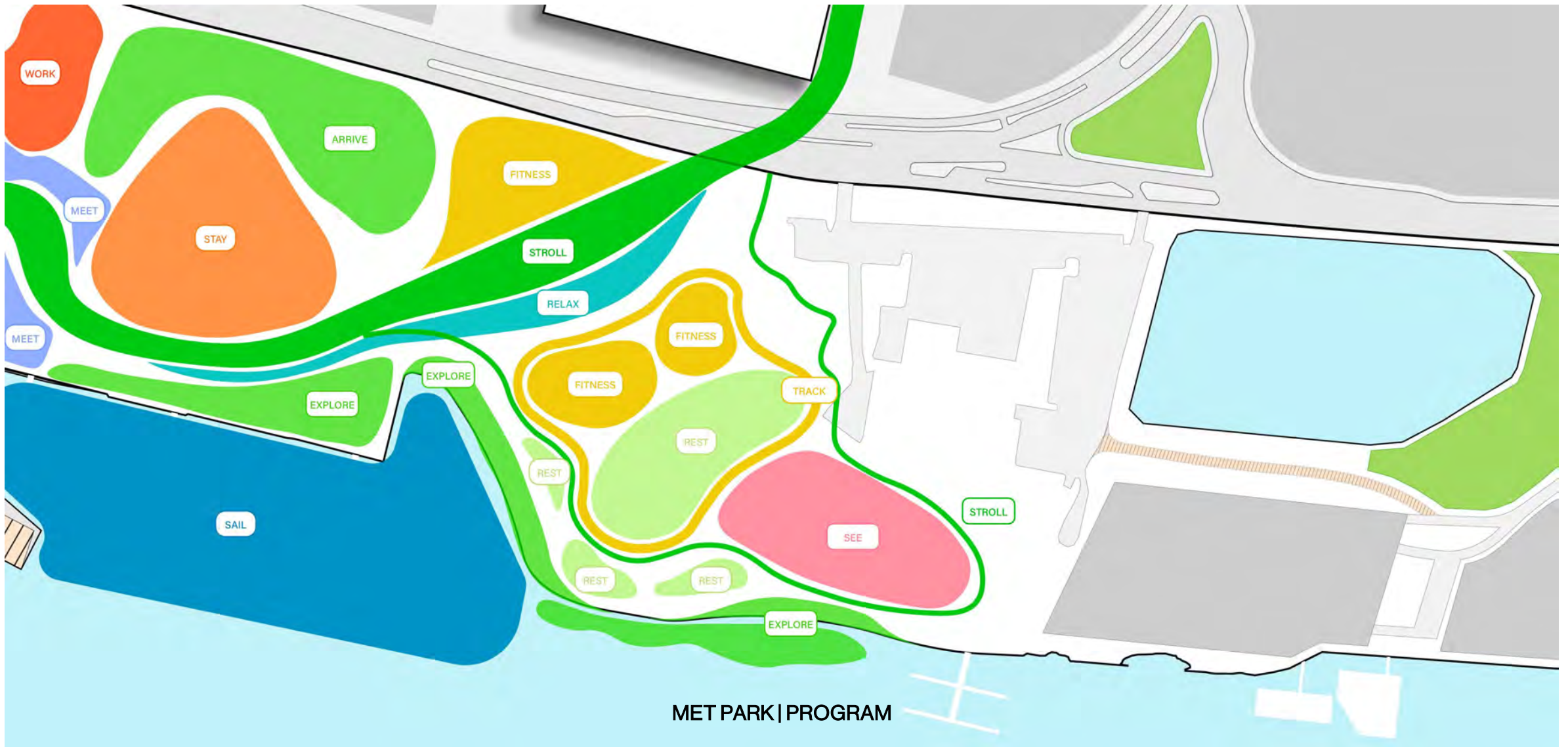


June 2021





June 2021



June 2021



June 2021



- PROGRAM LEGEND**
- 1. Proposed Office
  - 2. Marina Support
  - 3. Four Seasons Hotel
  - 4. River Club
  - 5. Pier Lookout
  - 6. Marina
  - 7. Fitness Mound
  - 8. Pavilion
  - 9. Mound Steps
  - 10. Park Bridge
  - 11. Food/Concessions
  - 12. Athletic Court
  - 13. Flex Field
  - 14. Picnic Lawn
  - 15. Performance Space
  - 16. Rip Rap
  - 17. Fire Boat Station

June 2021