

Envisioning the Future Downtown Riverfront with the the Community of Jacksonville

Public Input Report



September 2021

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DU PONT

DVDL

GROUNDWORK
JACKSONVILLE

WXY

JLP+D

Public Input Overview (Aug 2021)

1 Public Space Survey

3,122 participants

6 Public Programs/Tours

755 participants

2 Public Meetings (Virtual)

227 attendees

5 Community Meetings

105 participants

(interactive dialogue-based meetings)

8 Stakeholder Meetings

51 organizations/groups represented

(3 groups engaged throughout)



Jaxsons Want...

A Waterfront
for All

Ample Park and
Public Space

Community

High Quality
Design

Year-Round
Activities

Accessibility

To Celebrate
Diverse Cultures
& History

A Variety of
Food Options

Educational
Opportunities

Connections
with Nature &
Water

...on the riverfront

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[Photo credit: Trevor Neely, via Unsplash]



The River is the Star of the Show

Activating Jacksonville's Riverfront



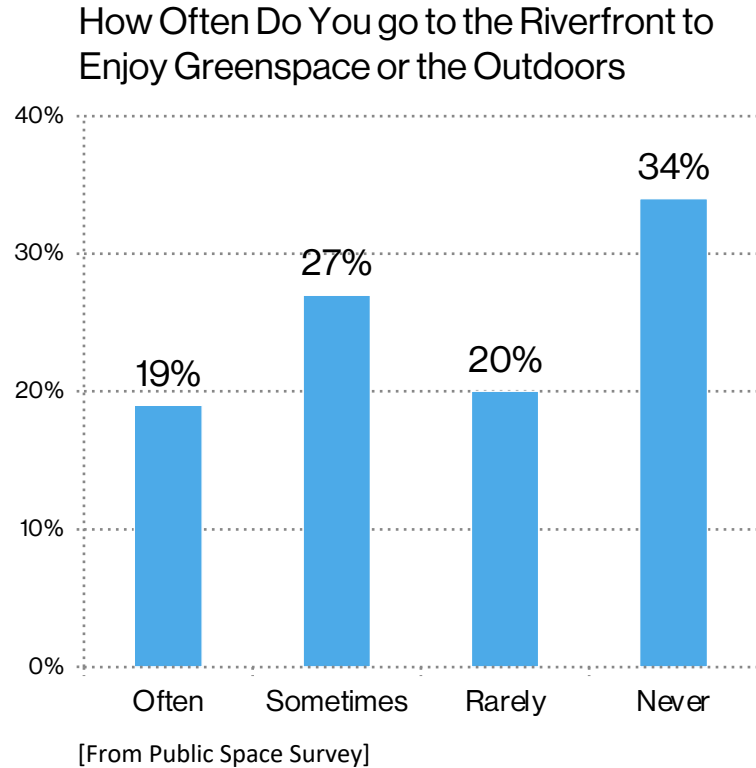
Jaxsons want the Vast Beauty of the River to be Enjoyed by All

Jaxsons want to go to the riverfront for walking, biking, and reading a book in the shade while enjoying the river views.

[From Public Space Survey: Desired activities to do by yourself on the river]

Currently, only 19% of Jaxsons go to the riverfront often to enjoy greenspace and the outdoors.

[From Public Space Survey: Desired activities to do by yourself on the river]



“ The breathtaking beauty of the river itself and how it changes throughout the day is the key to drawing people Downtown. ”

[From stakeholder]

“ The St. John’s River is the longest river in Florida, but people can’t fully access it today. ”

[From Community member]

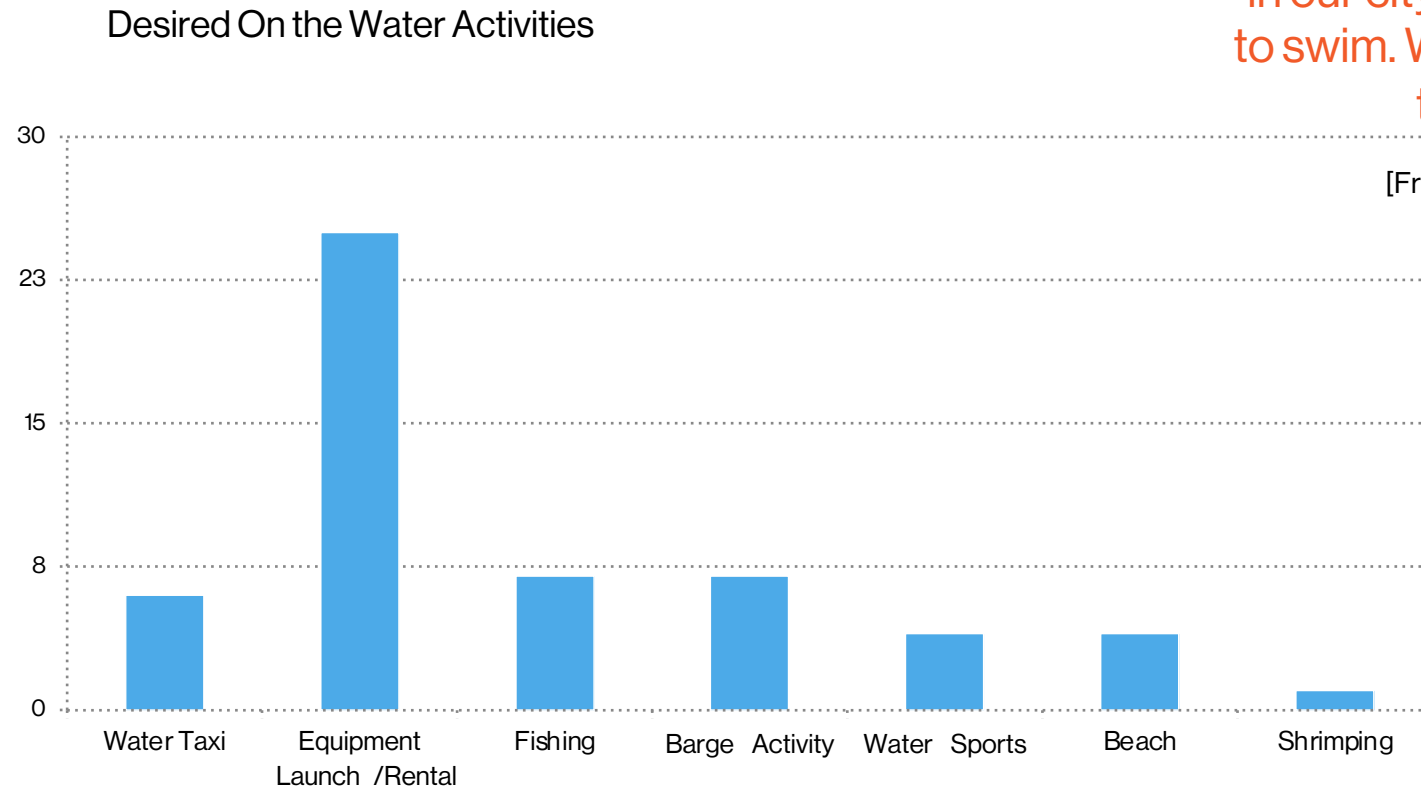
Jaxsons want to get Closer to the Water

Jaxsons want to interact with the river through boating, kayaking, fishing, and attending floating concerts and performances.
[From Water Taxi Visioning tours, Stakeholder, and Community meetings]

Today, 59% of Jaxsons never go to the Downtown riverfront to picnic, kayak, fish, or boat.
[From Public Space Survey]

“ We are surrounded by so much water, but many kids in our city don’t know how to swim. We need a pool on the river! ”

[From stakeholder]



[From Stakeholder and Community Meetings: Desired On-the-Water Activities – summarized qualitative input]



[Photo credit: North Charleston, via Creative Commons]

2

Jaxsons want Parks and Great Public Spaces

Jaxsons want Parks and Great Public Spaces for Community Health

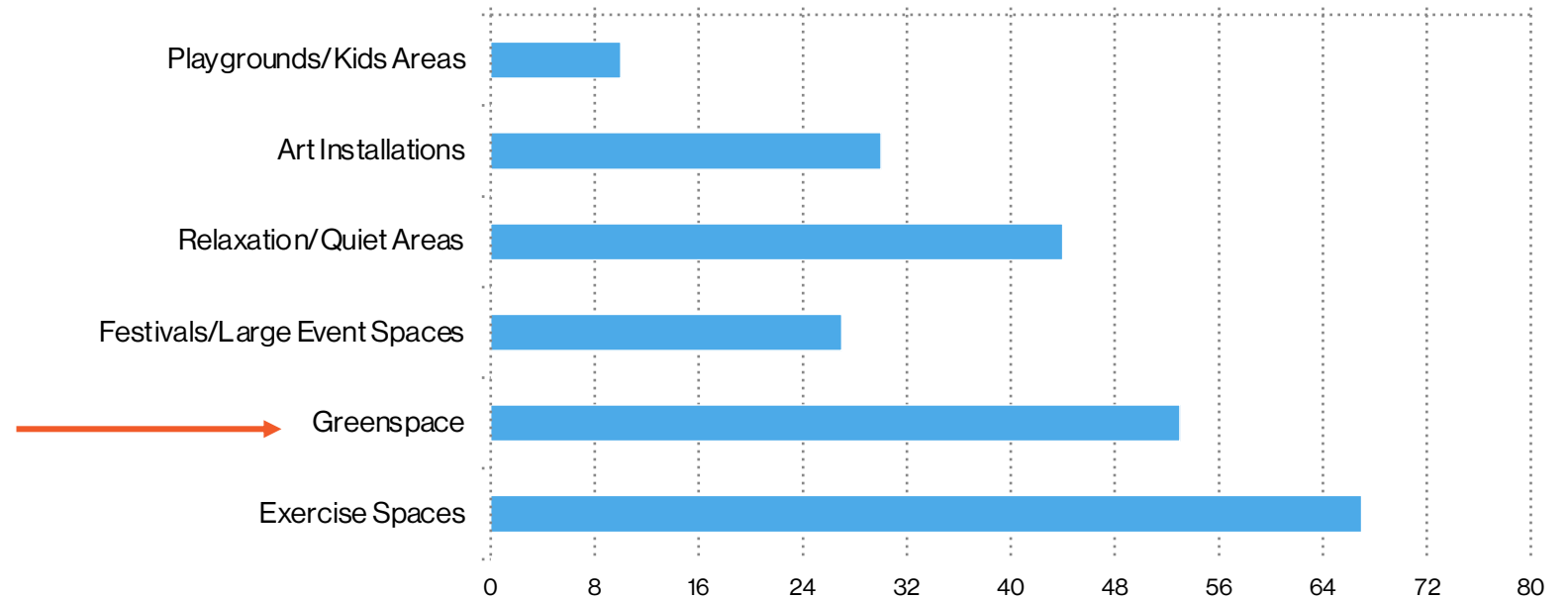
Jaxsons want **high quality design** in public spaces with a strong emphasis on **nature and open green space**.

[From: Community and Stakeholder meetings]

“ We need large amounts of greenspace on the riverfront. It is invaluable to the health and wellbeing of our City. ”

[From Community Member]

Priorities for Spaces Along the Riverfront—Water Taxi Responses



[From Water Taxi Visioning Tours – response cards]

Jaxsons want a Varied Riverfront Experience

Jaxsons want **variety** and a **diversity of experiences** on the riverfront to enjoy alone and with family and friends.

[From: Public Space Survey]

Activities and programs focused on **exercise** and **physical activity** are top priority for Jaxsons.

[From: public visioning sessions, community, and stakeholder meetings]

Jaxsons want to see more designated areas for **fishing and grilling** along the Downtown Riverfront.

[From: Community and Stakeholder meetings]

	By Myself	With Family and Friends
1	Strolling	Restaurants
2	Shopping	Picnic
3	Feeling Safe	Eating
4	Exercising	Attending events
5	Running	Shopping
6	Relaxing	Aquarium
7	Walking my dog	Museums
8	Kayaking	Boating
9	Reading	Kayaking
10	Biking	Relaxing

[From Public Space Survey: Top 10 activities mentioned by survey respondents. "What do you dream of doing on the riverfront 1) By yourself 2) With Family and Friends]

Jaxsons believe new Development should follow Park and Green Spaces

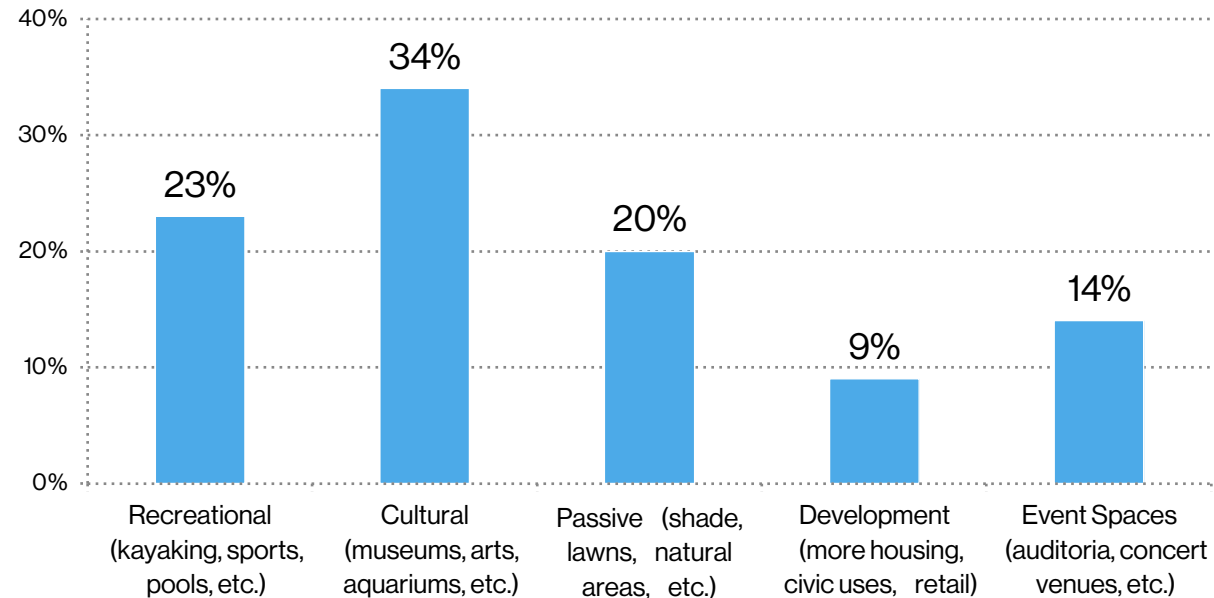
Jaxsons believe parks and green spaces should be the first priority, benefitting any new development Downtown.

[From Community and Stakeholder meetings]

Cultural, recreational, and passive spaces are the main priorities for Jaxsons on the future Riverfront, but new development is also encouraged.

[From Public Space Survey]

What do you think Should be the Main Priority for the Riverfront



[From Public Space Survey]



[Chicago Riverwalk. Photo courtesy of: Kate Joyce, Ross Barney, Sasaki]

3

Jacksonville wants an Open, Accessible, and Welcoming Downtown Riverfront

Jaxsons want a Riverfront that is Welcoming and Safe for all, independent of Socioeconomic status or background

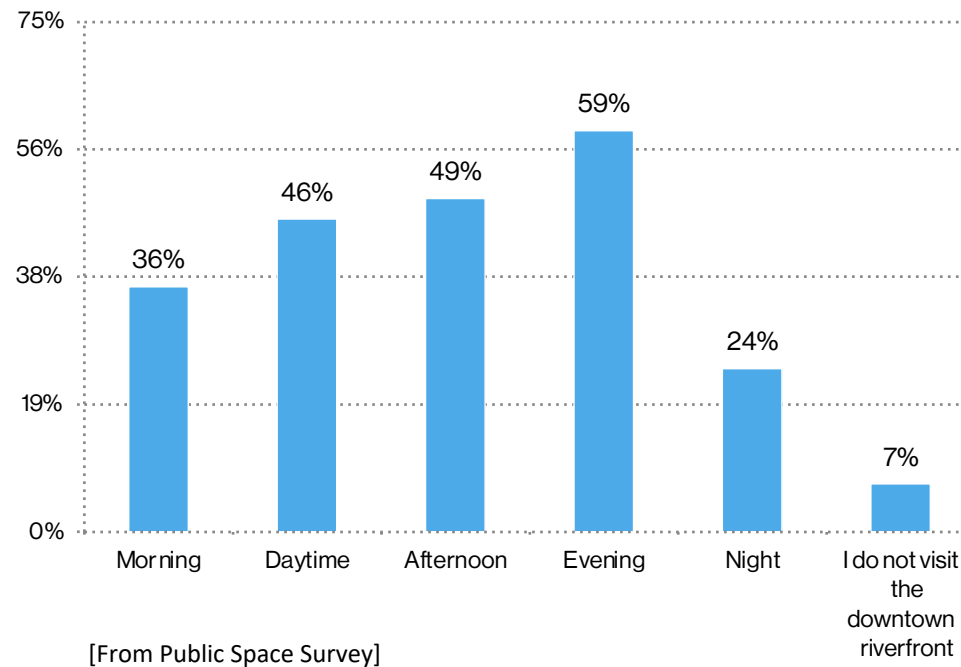
Jaxsons want to be able to visit the Riverfront at **all times of day** and **feel safe** going alone and with friends and family.

[From: Community and stakeholder meetings]

Low-cost and **free events** are top priorities to Jaxsons to ensure inclusivity and diversity on the river.

[From: Community and stakeholder meetings]

When are you most likely to visit the Riverfront?



“ Kids Kampus was a unique area that had free events, educational opportunities, and events for families. It’s important to bring that back in some way. ”

[From Community Member]

Jaxsons want a variety of Transportation Options to get to and around the Riverfront

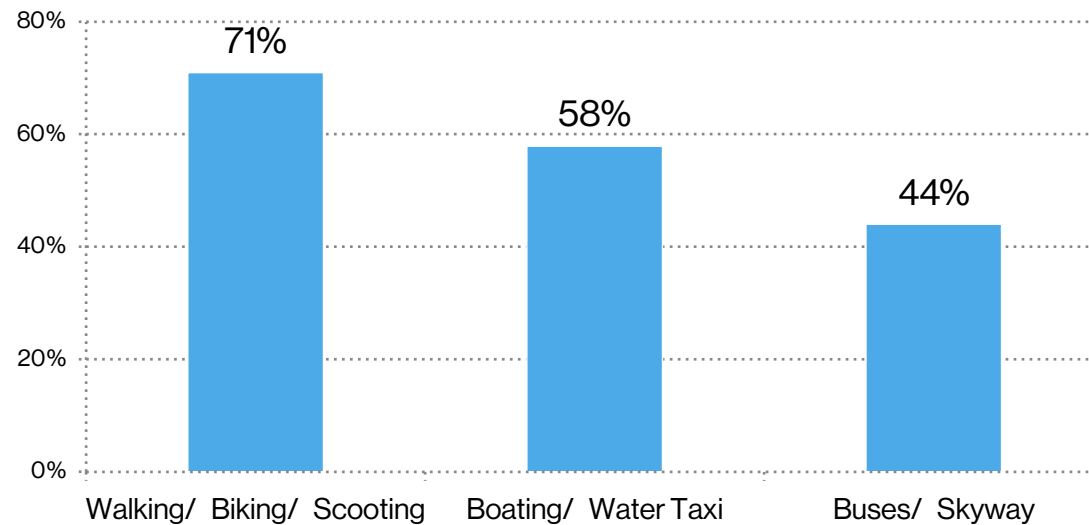
Jaxsons would choose walking, biking, scooting, public transportation, and boating to get to and around the riverfront if docks, trails, and paths were expanded.

[From Public Space Survey]

Today, Jaxsons primarily get to the Downtown Waterfront by car. Black or African American residents in Jax have less regular access to a car than other racial and ethnic groups.

[From Public Space Survey]

“How would you get around the riverfront if paths and trails and alternative transportation were available?”



[From Public Space Survey]

“ Jacksonville needs increased, convenient, and free water taxi services. ”

[From Community Member]

Jaxsons want a Riverfront that is Accessible to People of all Abilities

Seniors and long-time residents are eager to participate in an activated riverfront but need accessible transportation and ways to get around the riverfront.

[From Community and Stakeholder Meetings]

Accessibility and programming for all abilities are high priorities for Jaxsons.

[From Community and Stakeholder Meetings]



“ The Riverfront needs clear signage and promotion of activities and how people of all abilities can access them. ”

[From Community Member]



4

Jaxsons want to Meet Each Other on the Riverfront

Jaxsons miss Places for the Community to come Together

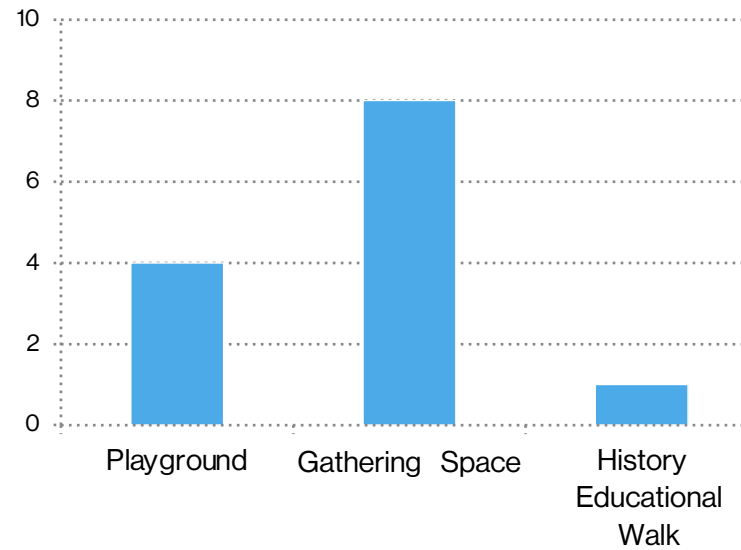
Jaxsons want intimate and large spaces for gathering on an everyday basis and for community events.

[From: Stakeholder and Community Meetings]

Jaxsons would like to see more community events like Jazz Fest, River Jams, Starry Nights, and World of Nations Celebrations take place in Metropolitan Park and across the Riverfront.

[From Community Meetings]

Desired Family & Group Activities



[From: Stakeholder and Community Meetings]

“ Jacksonville is the City of neighborhoods, but the Riverfront could become Jacksonville’s Neighborhood for All. ”

[From Stakeholder]



[Steel shade structure, Tampa Riverwalk. Photo credit: Maciek Lulkol, via Creative Commons]

5

Jaxsons want High-Quality Public Space Design

Jaxsons want great Design that prioritizes People, enhances Green Space, and celebrates the History of the City

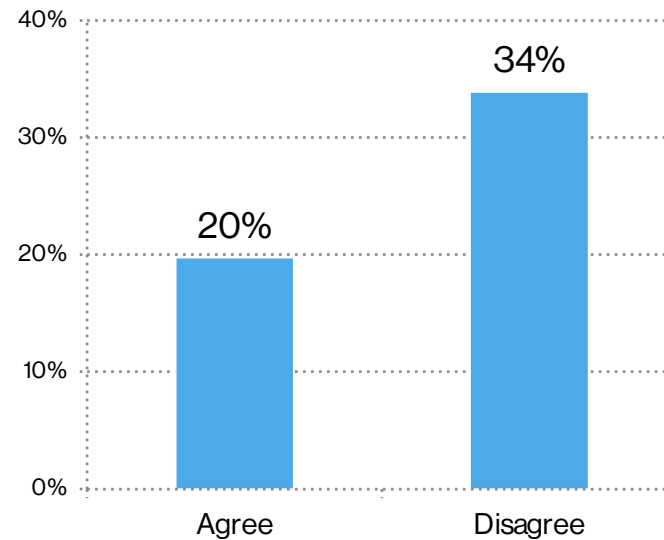
Jaxsons miss **shaded outdoor spaces** to allow for year-round programming on the river.

[From Public Space Survey]

Jaxsons generally want **high-quality design** while prioritizing **playgrounds, performance spaces, and places for relaxation.**

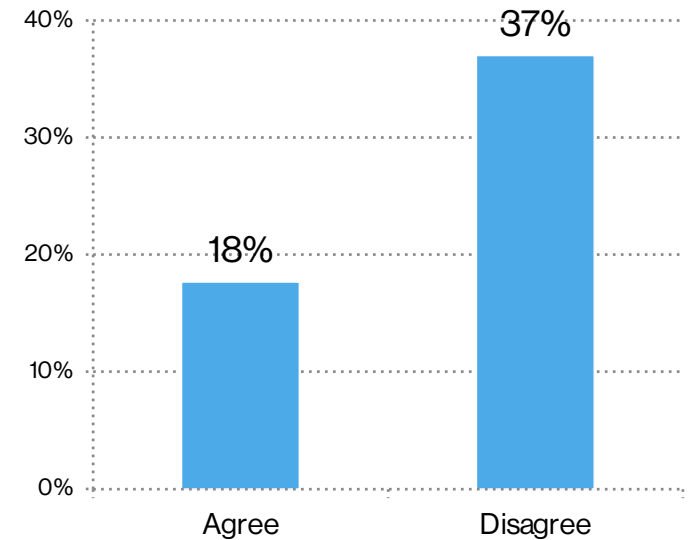
[From Community and Stakeholder Meetings]

The Southbank Has Enough Shaded Outdoor Space



[From Public Space Survey]

The Northbank Has Enough Shaded Outdoor Space



[From Public Space Survey]

Jaxsons find Inspiration in other Waterfront Cities but want to see a Riverfront that is Uniquely Jacksonville

	Top 10 Reference Cities
1	Tampa
2	Chicago
3	Savannah
4	San Antonio
5	Baltimore
6	St. Petersburg
7	Miami
8	New York
9	Charleston
10	Chattanooga

[Top 10 reference cities for Jacksonville listed by Public Space Survey respondents]

“ There is so much history and unique culture in Jacksonville—we should build on what we have but learn from other cities and their success. ”

[From Stakeholder]

“ We have lots of things to be proud of in Jacksonville and people doing great things in the City. Let’s celebrate this on a Riverfront that is uniquely Jax! ”

[From Community Member]



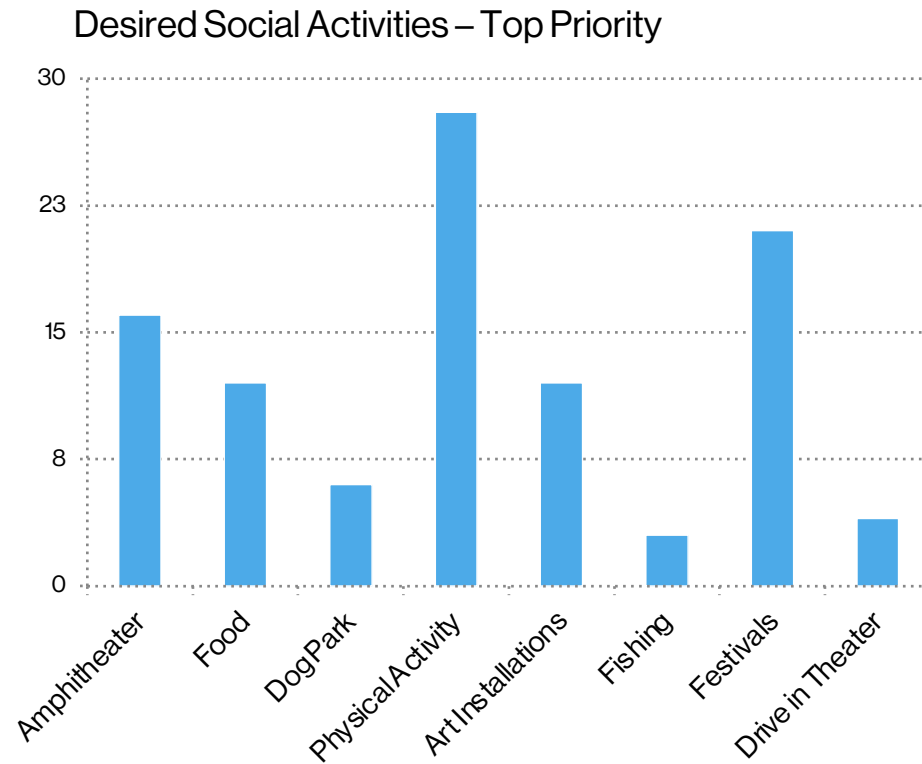
6

Jaxsons want a Fun *and* Functional Riverfront

Jaxsons want Fun and Intergenerational Activities on the Riverfront

Jaxsons' top priorities for fun on the riverfront include theaters, dog parks, festivals, and fishing on the riverfront.

[From Community and Stakeholder meetings]



[From: Community and Stakeholder meetings]

“ I want to be able to take my grandchild to the riverfront and learn, play, and make art together. ”

[From Community Member]

“ People from all backgrounds love to fish in Jacksonville! We need designated spaces all along the riverfront for this activity. ”

[From Community Member]

Jaxsons need a Variety of Services that could be provided on the Riverfront

Jacksonville's **population is growing** and becoming more diverse. This will increasingly put more pressure on **services provided by the City**.

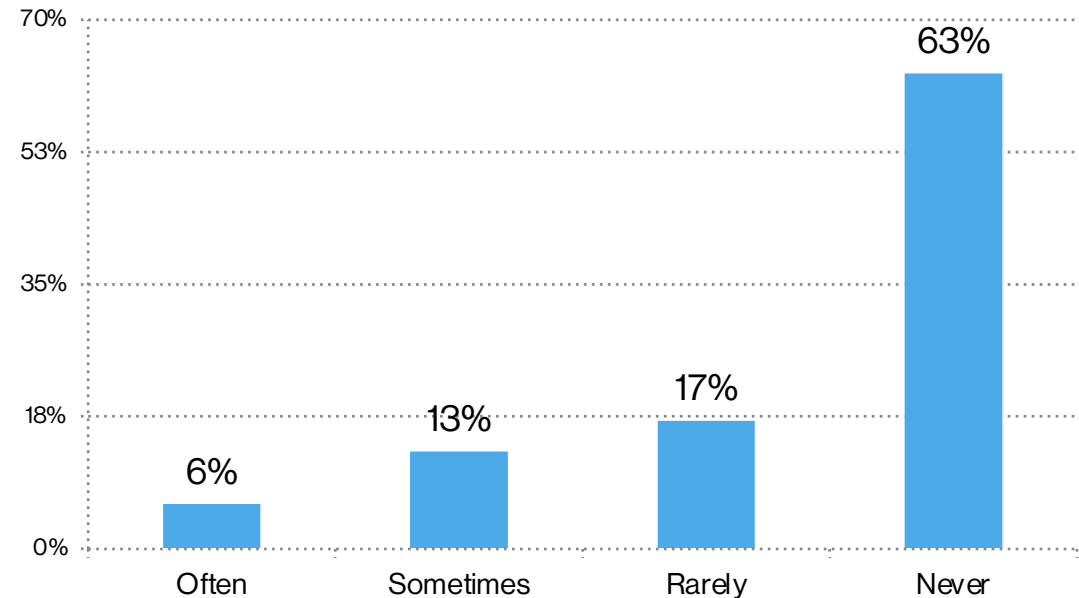
[From [Census Data 2021](#)]

Today, only **6%** of Jaxsons **go Downtown for services**.

[From Public Spaces Survey]

The Riverfront could become the **City's Resource Navigator** and attract groups who might not otherwise come Downtown.

How Often Do You Go Downtown for Services (Medical, Cosmetic, etc)



[From: Public Space Survey]



["Thunder Over Louisville, Kentucky Derby Festival. Photo credit: LuAnn Snawder, via Creative Commons"]

7

Jaxsons want to Welcome Visitors in Festive Ways

Jaxsons want to share Culture, Food, and Nature with out-of-town Visitors

Jaxsons want to bring visitors to **culturally dense areas** on the riverfront with plenty of options for **eating** and **drinking**.

[From Public Space Survey]

Jaxsons want visitors to be **wowed by the river** and explore the natural beauty through **boat tours** and **water activities**.

[From Public Space Survey]

	Top 10 Desired Activities to do with Out-of-Town Visitors on the Future Riverfront
1	Cultural Events (museums, aquaria, art exhibitions)
2	Destination Parks and Trails (walking, showing the river)
3	Dining and Drinking (riverfront and rooftop dining, picnics)
4	Concerts and Festivals (jazz, live music)
5	Kayaking, River Cruises, and Boat Tours
6	Strolling along the River
7	Historic Jacksonville Tours
8	Holiday Markets and Events
9	Shopping
10	Sporting events

[From Public Space Survey]



[Reffen in Copenhagen, Denmark. Photo credit: Stig Nygaard, via Creative Commons]



Jaxsons want a Variety of Food Options on the River

Jaxsons want a Variety of Healthy Food Options and Markets on the Riverfront

Jacksonville’s overall food insecurity rate is 16%, higher than the national average of 14%. Fast food makes up more than half of the City’s eateries.

[From Blue Zones: Jacksonville Assessment, Readiness, and Feasibility Report, May 2021]

Jaxsons want access to a variety of restaurants, food trucks, green markets, and community gardens on the Riverfront.

[From Community and Stakeholder Meetings]



Mobile farmers market could serve both the riverfront and food deserts around the city.

Jaxsons want Diverse Options for Prepared Foods in all Price Ranges

Jaxsons want dining options that range from high-end floating restaurants, to food trucks, food courts, and local food markets.

[From Community and Stakeholder meetings]

Equitable options for prepared food is a strong priority and key in providing an inclusive Riverfront.

[From Community and Stakeholder meetings]



“ Food from various cultures and with various price points can help foster inclusivity and diversity on the Riverfront. ”

[From Community Member]

“ We need small vendors for food, coffee, ice-cream, and hot dog stands scattered along the whole Riverfront. ”

[From Community Member]

Jaxsons want Places for People to BBQ and Enjoy their Own Food

Having places to **bring your own food**, **BBQ**, and **Picnic** are high priorities for Jaxsons.

[From Community and Stakeholder meetings]

Jaxsons want to **grow their own food** on the Riverfront and build on the success of **community gardens** around the City.

[From Community and Stakeholder Meetings]





[River ecology class. Photo credit: Sterling College, via Creative Commons]

Jaxsons want to Connect with Nature and Learn Together

Jaxsons want to see Enhanced Natural Ecosystems along the River

Trees and natural elements are top priorities for Jaxsons in enhancing the future riverfront experience.

[From Community and Stakeholder meetings]

Jaxsons want a variety of Trees and Nature experiences on the riverfront, like:

- Shaded Gardens
- Fruit Trees
- Native Species
- Sensory Gardens
- Esplanades
- Butterfly Garden

[From Community and Stakeholder Meetings]



[Detroit Riverwalk: Gabriel Richard Park has lush landscaping, butterfly gardens, a labyrinth, and fishing areas. A new birding station incorporates wildlife-spotting scopes. Image courtesy of: Detroit Riverfront Conservancy]

Jaxsons want the Riverfront to become a Hub for Science and Ecological education

Jaxsons see huge potential for **all age groups** to come together on the riverfront to learn about the **history and ecology of the St. John's River.**

[From Community and Stakeholder meetings]

Jaxsons want **hands-on ecology classes, boat and walking tours, as well as signage and apps** to learn about the river history.

[From Community and Stakeholder Meetings]

“ There’s a great potential for MOSH to bring educational and interactive activities for all ages to the riverfront. ”

[From Community Member]

“ Our community lacks after-school youth activities. I would like to see education for youth, after-school programs, and connecting schools to the waterfront. ”

[From Community Member]



[Hunters Point South Park, Tidal Marsh. Photo credit: Singing with Light, via Creative Commons]

10

Jaxsons want the Riverfront to Respond to Extreme Weather Events

Jaxsons want a plan for how the riverfront can help the City adapt to extreme weather events

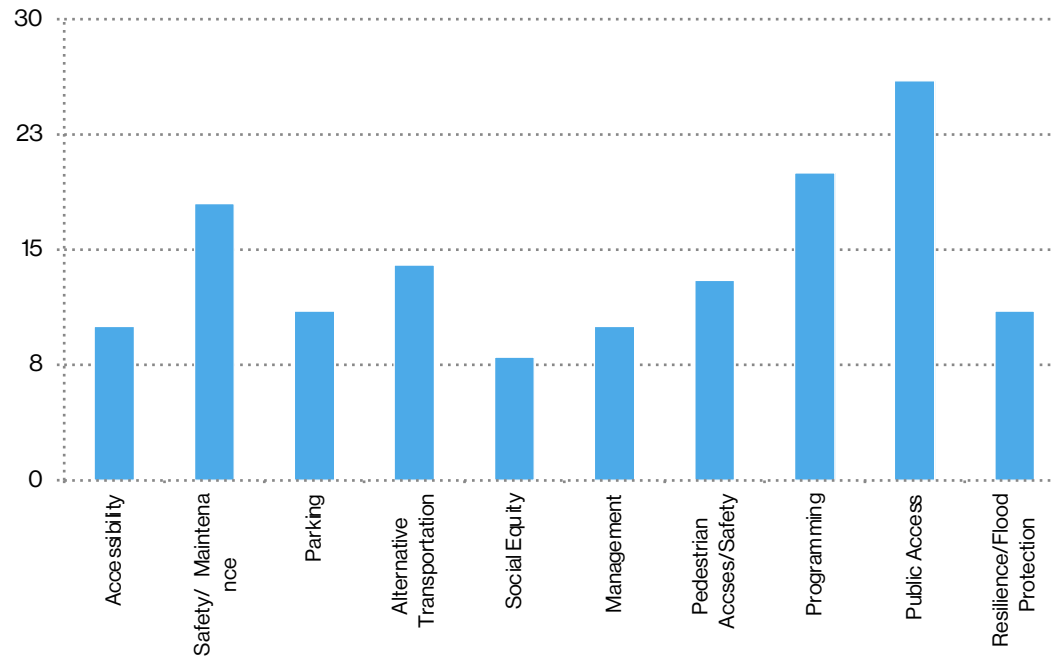
Jaxsons want to see **flood protection** integrated into the design and planning for the **future riverfront**.

[From Community and Stakeholder meetings]

Jaxsons want **less concrete** on the riverfront and **softening of the water's edge** to protect against storm surges.

[From Public meetings]

Top Priorities and Concerns for the future Riverfront



[From Community and Stakeholder meetings – summarized qualitative input]

“ It is critical to address climate change, flooding, and ecological protection. Everything should be built back from the river and include green space between the river and built amenities. ”

[From Community Member]





Social, Cultural, and Public Realm Principles for Jacksonville's Public Spaces *Developed through Community and Stakeholder Feedback*

Activating Jacksonville's Riverfront

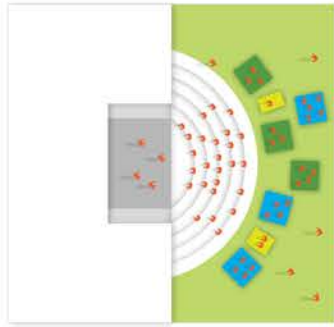


DVDL



WXY JLP+D

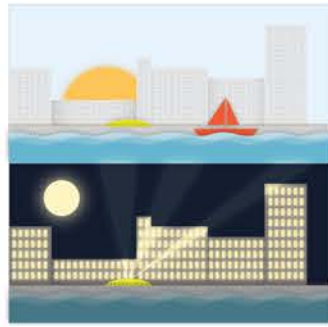
Social & Cultural Principles



WELCOMING & ACCESSIBLE
TO ALL



DIVERSITY OF AUDIENCE &
EXPERIENCE



FLEXIBLE

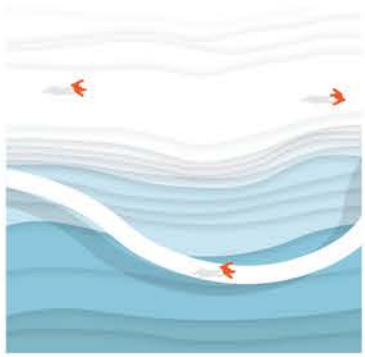


FUN & FUNCTIONAL

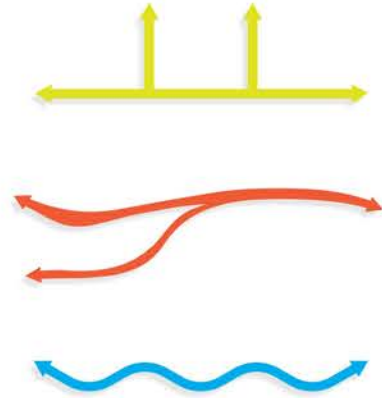


PROMOTING WELLNESS

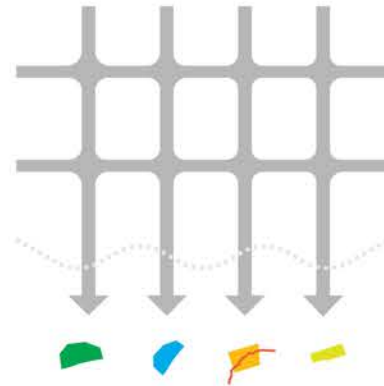
Waterfront Public Realm Principles



ECOLOGY



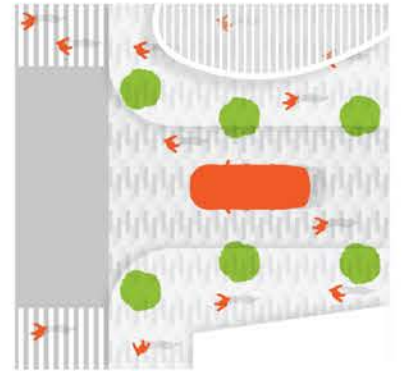
MULTIPLE
CONNECTED PATHS



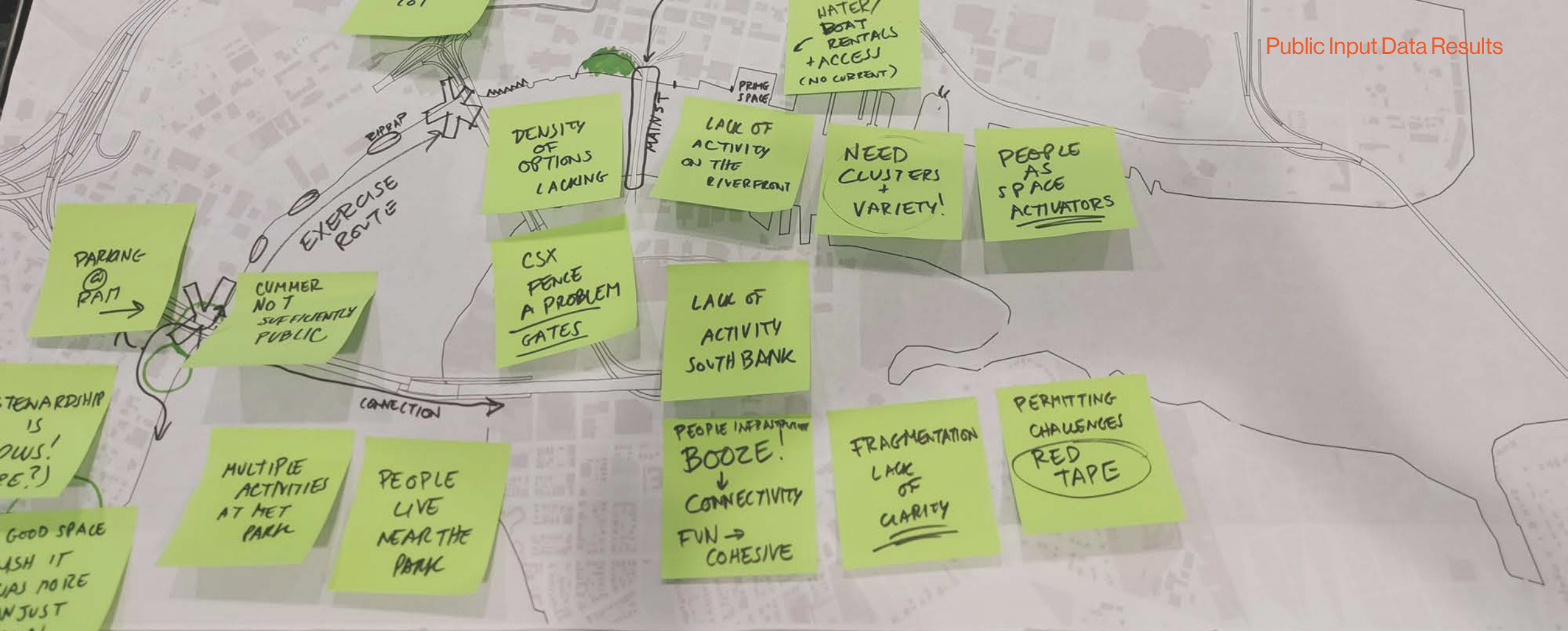
FRAMED VIEW
CORRIDORS



VARIETY



GREAT STREETS



Public Input Process & Partners

Public Input – April 2021 through September 2021 (cont.)

Stakeholder Engagement

- 3 Stakeholder groups:
- Taskforce
- Activation Coalition
- Next Gen
- 8 interactive workshop meetings
- Input on programs, audiences, implementation, funding

Community Engagement

- Partner: Groundwork Jacksonville
- Interactive community meetings
- Water taxi visioning sessions
- Community events
- Input on neighborhoods needs, visions and dreams for the future riverfront

Public Space Survey

- Developed by project partners
- Distribution: digital campaign, community meetings and events, partner outreach, and paper surveys in underrepresented neighborhoods
- Input on the current use of public space, transportation, and dreams for the future riverfront

WJCT local radio

- Monthly radio conversations with Melissa Ross
- 2 invited guests each month
- Listener questions and feedback
- Topics: Health, Community, Ecology, Public Art, Funding

Groundwork Jacksonville—Community Partner

Community Meetings

- Arlington
- Eastside
- New Town
- Lavilla
- San Marco

Public Tours

- 5 River Taxi Visioning Tours
- 1 Shipyards Sunset Walk

Special events

- Riverside Arts Market
- Juneteenth
- Kickin' It on the River

Survey Distribution



GROUNDWORK

Jacksonville

September 2021



DVDL



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Riverfront Activation Stakeholder Groups

Activation Coalition

- Expertise: Local entities (art, food, culture, education)
- Input: Program ideas and collaborations

Taskforce

- Expertise: Political, non-profit, financial, real estate
- Input: Implementation and execution

Next Gen

- Expertise: Young generation in the field of art, activism, media, and hospitality
- Input: Program ideas and future-proofing spaces



Activation Coalition—Activating Jacksonville's Riverfront



Andrea Barnwell
Brownlee, Cummer
Museum



Andrea Williams,
Jumbo Shrimp



Basma Alawee,
WeaveTales



Bruce Fafard,
MOSH



Cindy Watson,
JASMYN



David Clark,
DESC



David McGowan,
WJCT Public Media



Dawn Gilman,
Changing
Homelessness



Dimitri Demopoulos,
Churchwell Condo
Association



Eric Mann,
First Coast YMCA

Activation Coalition Cont.—Activating Jacksonville’s Riverfront



Gabrielle Magid,
Stronger Than
Stigma



Hope McMath,
Yellow House



Jessica Santiago,
Art Republic



Justin Weakland,
Jacksonville Naval
Museum



Kyle Reese,
One Jax



Linda Levin,
Eldersource



Megan Denk,
Players Center for
Child Health



Michelle Barth,
Jacksonville
Symphony



Natasha Parks,
UF/IFAS Extension



Shiva Thompson,
Yoga 4 Change

Taskforce—Activating Jacksonville's Riverfront



Barbara Ketchum,
Riverfront Parks Now



Betzy Santiago,
FSCJ



Bill Joyce,
Dep. of Public Works



Brian Wolfburg, Vystar



Daryl Joseph,
Dep. of Parks and Recreation



Diana Donovan,
Cultural Council



Diana Greene,
Duval County Public Schools



Ennis Davis,
Modern Cities



Irvin PeDro Cohen,
LISC



Jake Gordon, Downtown
Vision



Jimmy Orth,
St. Johns Riverkeeper



Melanie Patz,
Baptist Health



Michael Corrigan, Visit
Jacksonville



Mike Balanky,
Chase Properties



Nancy Powell,
Scenic Jacksonville



Sondra Fetner,
Urban Vision Consulting



Suzanne Pickett, Historic
Eastside CDC

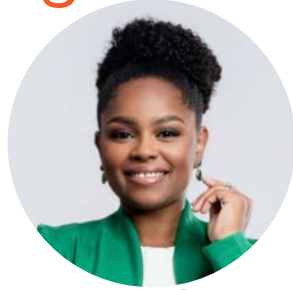
Next Gen Group—Activating Jacksonville's Riverfront



Andrew Pantazi,
Journalism



Aniyah Pendleton,
HR and Learning



Ashantae Green,
Environmental Justice



Brooks Dame,
Homeless Services



Danyelle Johnson,
News/Journalism



Ebony Payne English,
Arts/Literature



Grace Stoyshich,
Restaurants/Journalism



Javon Knight,
Public Policy



Jose Morales,
ADA Advocacy



Mike Field,
Economic
Development



Nadia Esha,
Engineering and Education



Pascal Rathle,
Entrepreneurship



Shelby VanDervort,
Downtown Revitalization



Tia Keitt,
Neighborhood Resources

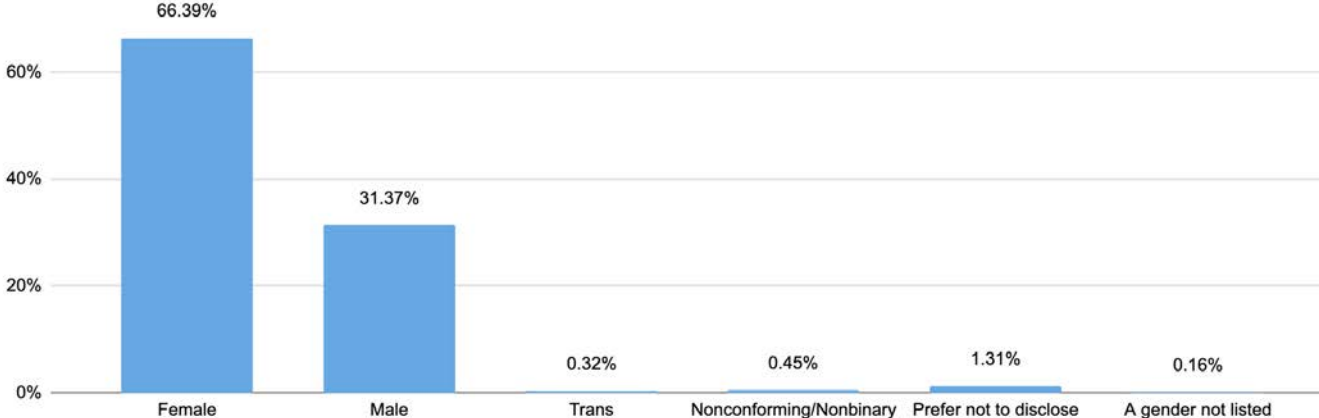
Thank you to everyone who participated in community meetings, public sessions, events, tours, and the public space survey



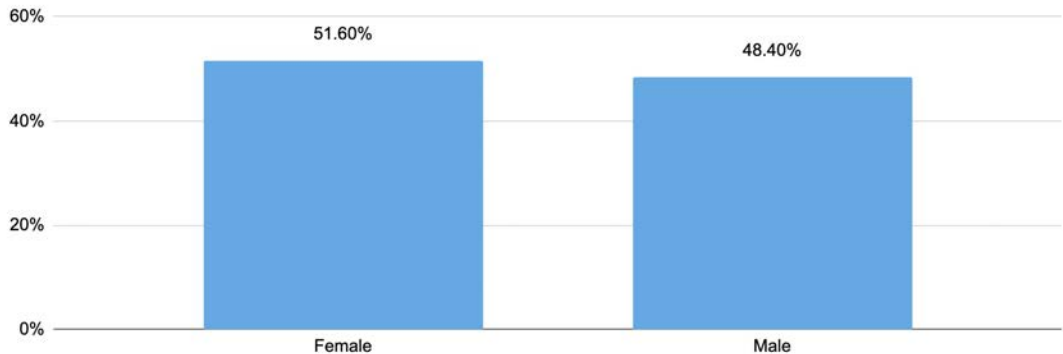
Appendix

Background of Survey Respondents

Gender — survey respondents

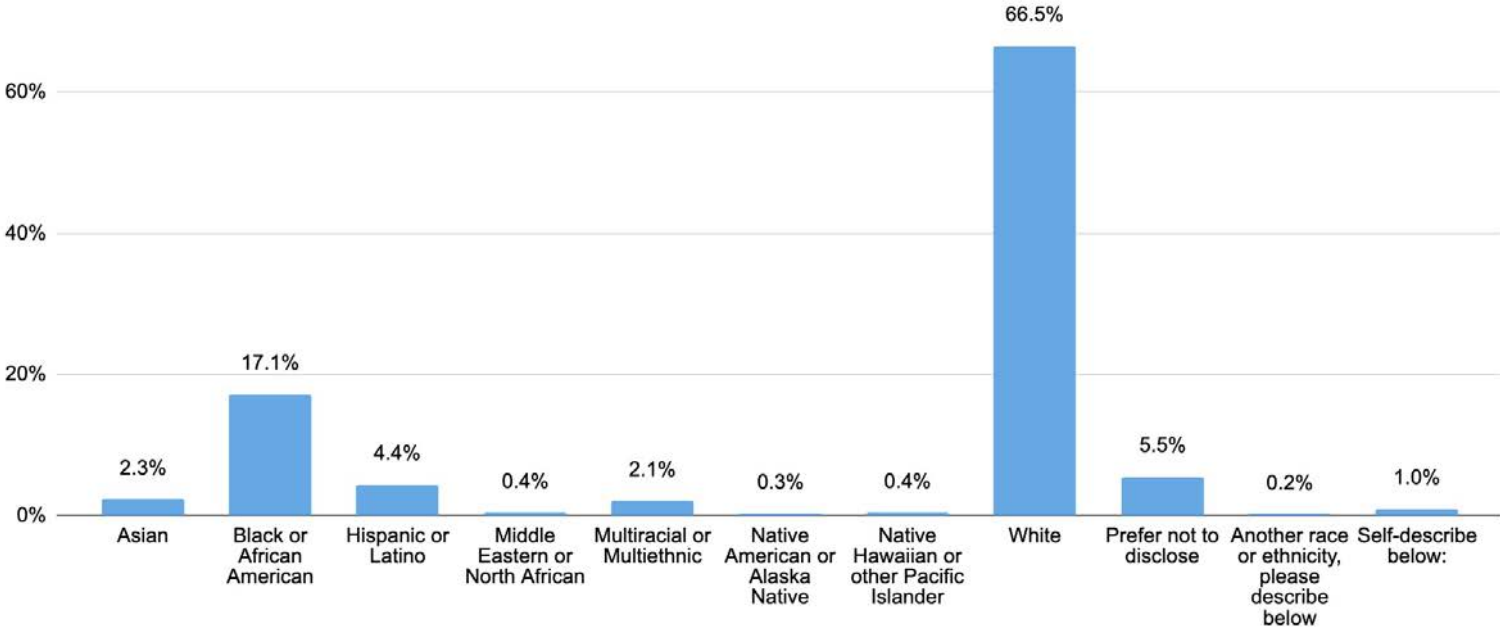


Gender demographics — Jacksonville



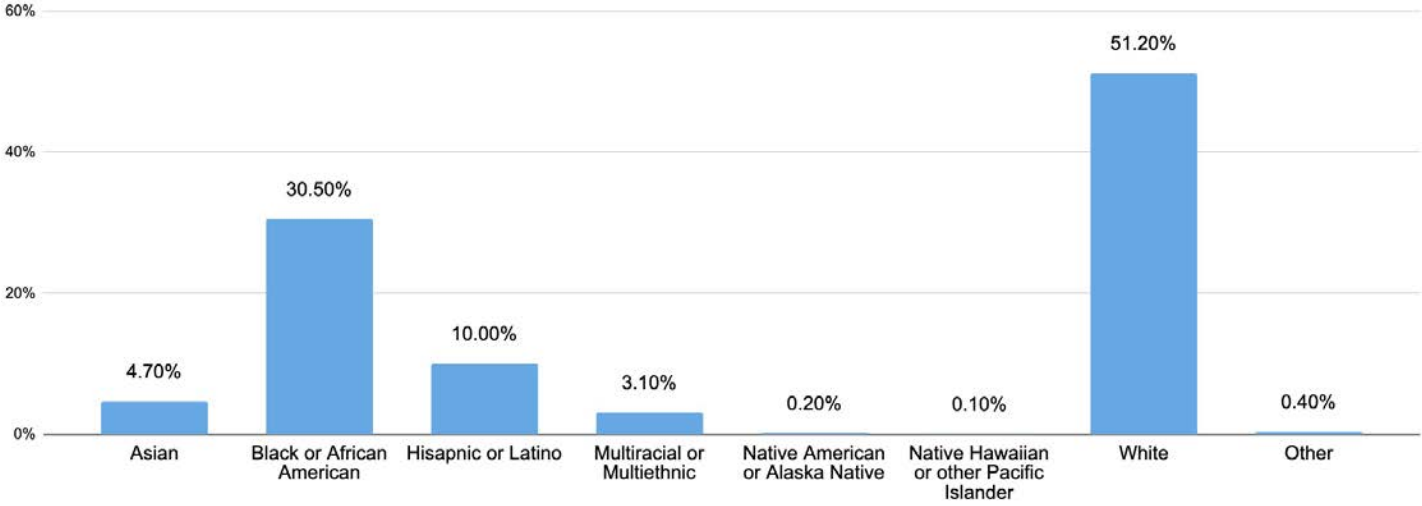
Answer Choices	Responses	
Female	66.39%	2076
Male	31.37%	981
Trans	0.32%	10
Nonconforming/Nonbinary	0.45%	14
Prefer not to disclose	1.31%	41
A gender not listed	0.16%	5
	Answered	3127

Race/ethnicity—survey respondents



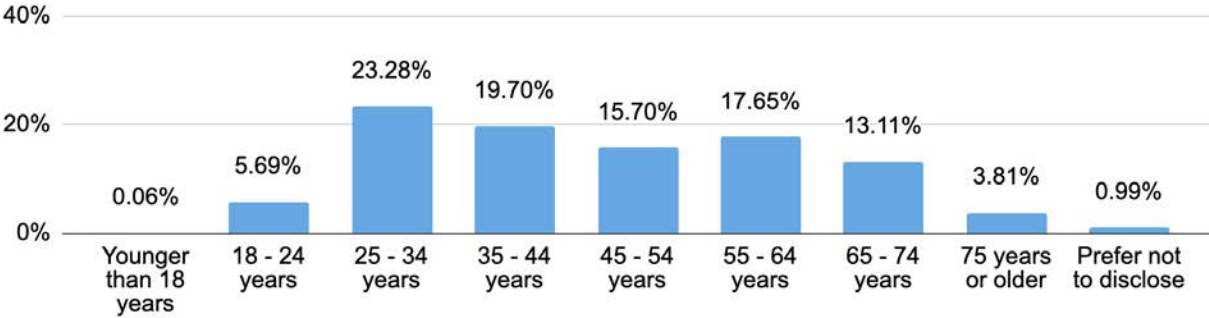
Answer Choices	Responses	
Asian	2.3%	72
Black or African American	17.1%	535
Hispanic or Latino	4.4%	137
Middle Eastern or North African	0.4%	11
Multiracial or Multiethnic	2.1%	64
Native American or Alaska Native	0.3%	8
Native Hawaiian or other Pacific Islander	0.4%	12
White	66.5%	2079
Prefer not to disclose	5.5%	169
Another race or ethnicity, please describe below	0.2%	6
Self-describe below:	1.0%	29
	Answered	3122

Race/ethnicity demographics—Jacksonville



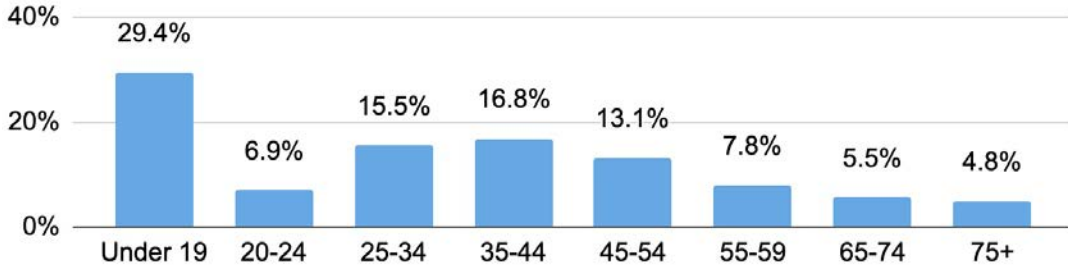
Answer Choice	Responses
Asian	4.70%
Black or African American	30.50%
Hispanic or Latino	10.00%
Multiracial or Multiethnic	3.10%
Native American or Alaska Native	0.20%
Native Hawaiian or other Pacific Islander	0.10%
White	51.20%
Other	0.40%

Age—survey respondents



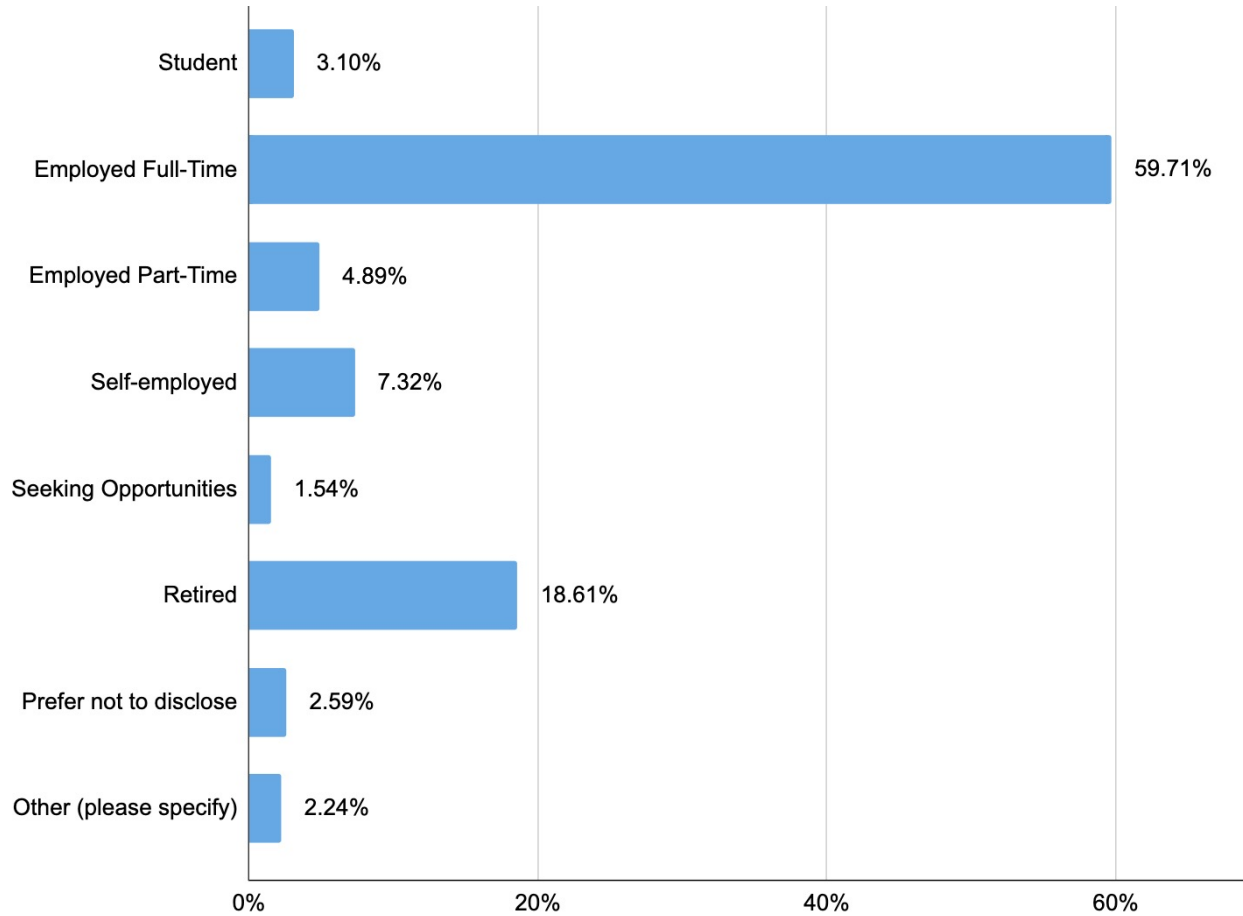
Answer Choices	Responses	
Younger than 18 years	0.06%	2
18 - 24 years	5.69%	178
25 - 34 years	23.28%	728
35 - 44 years	19.70%	616
45 - 54 years	15.70%	491
55 - 64 years	17.65%	552
65 - 74 years	13.11%	410
75 years or older	3.81%	119
Prefer not to disclose	0.99%	31
	Answered	3127

Age demographics—Jacksonville



Answer Choices	Responses
Under 19	29.4%
20-24	6.9%
25-34	15.5%
35-44	16.8%
45-54	13.1%
55-59	7.8%
65-74	5.5%
75+	4.8%

Current employment status

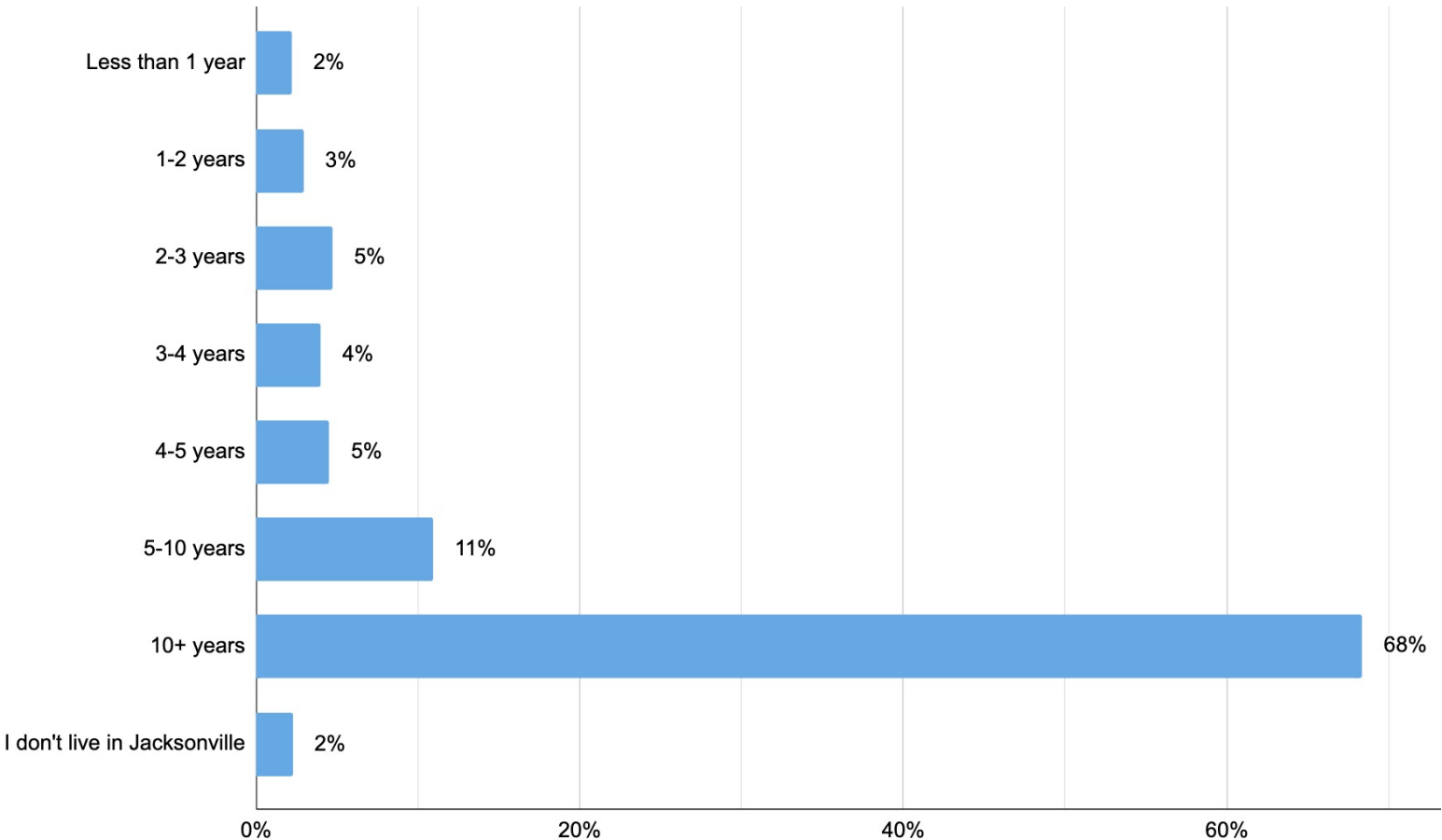


Open ended responses include

- *Unemployed
- *Stay at home parent
- *Military
- *Disabled
- *Homemaker
- *Volunteer

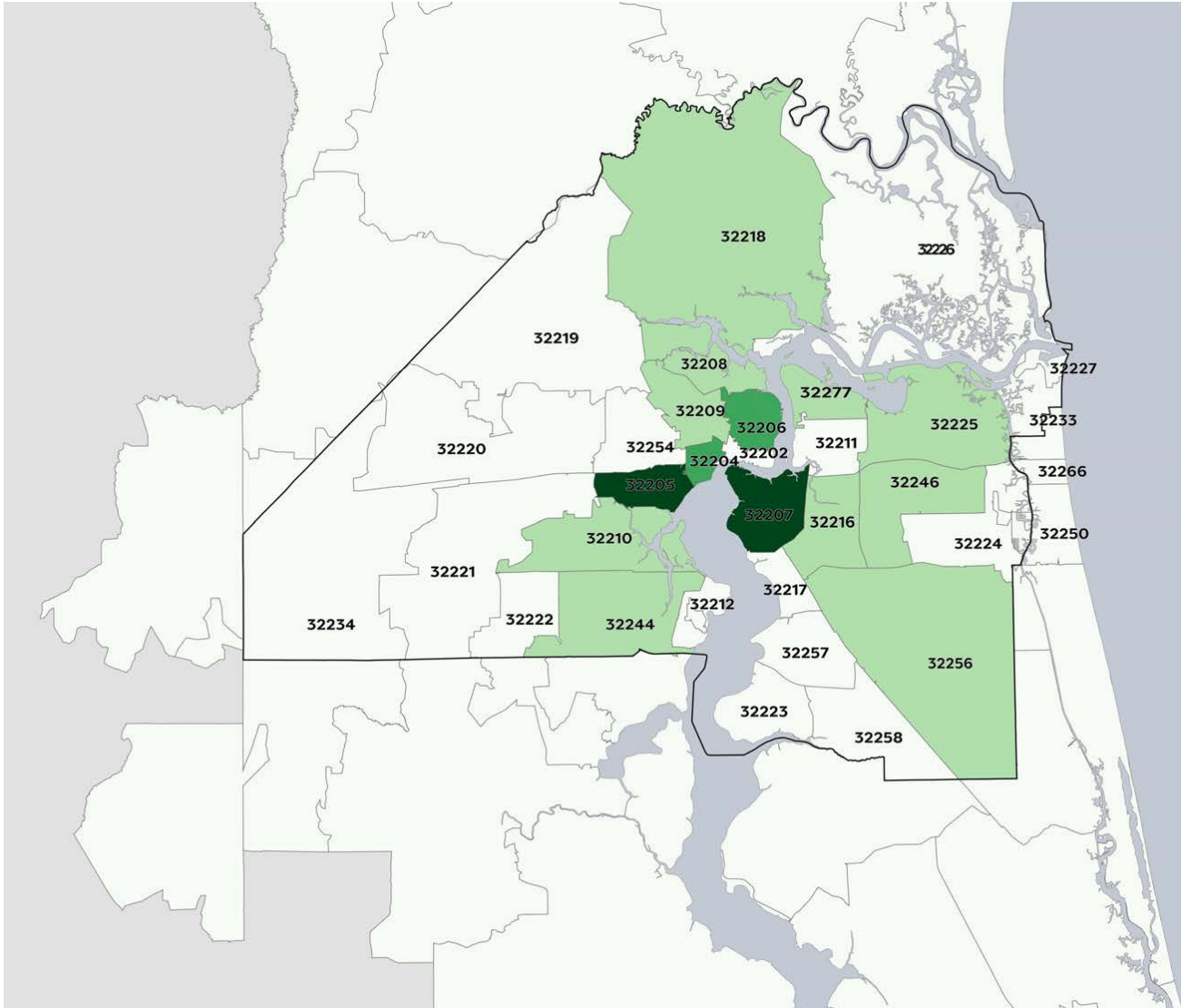
Answer Choices	Responses	
Student	3.10%	97
Employed Full-Time	59.71%	1867
Employed Part-Time	4.89%	153
Self-employed	7.32%	229
Seeking Opportunities	1.54%	48
Retired	18.61%	582
Prefer not to disclose	2.59%	81
Other (please specify)	2.24%	70
	Answered	3127

How long have you lived in Jacksonville?



Answer Choices	Responses	
Less than 1 year	2%	69
1-2 years	3%	92
2-3 years	5%	148
3-4 years	4%	125
4-5 years	5%	142
5-10 years	11%	342
10+ years	68%	2138
I don't live in Jacksonville	2%	71
	Answered	3127

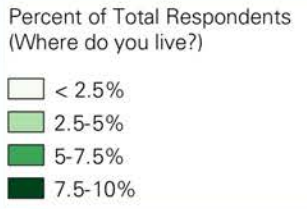
Zip code: Live



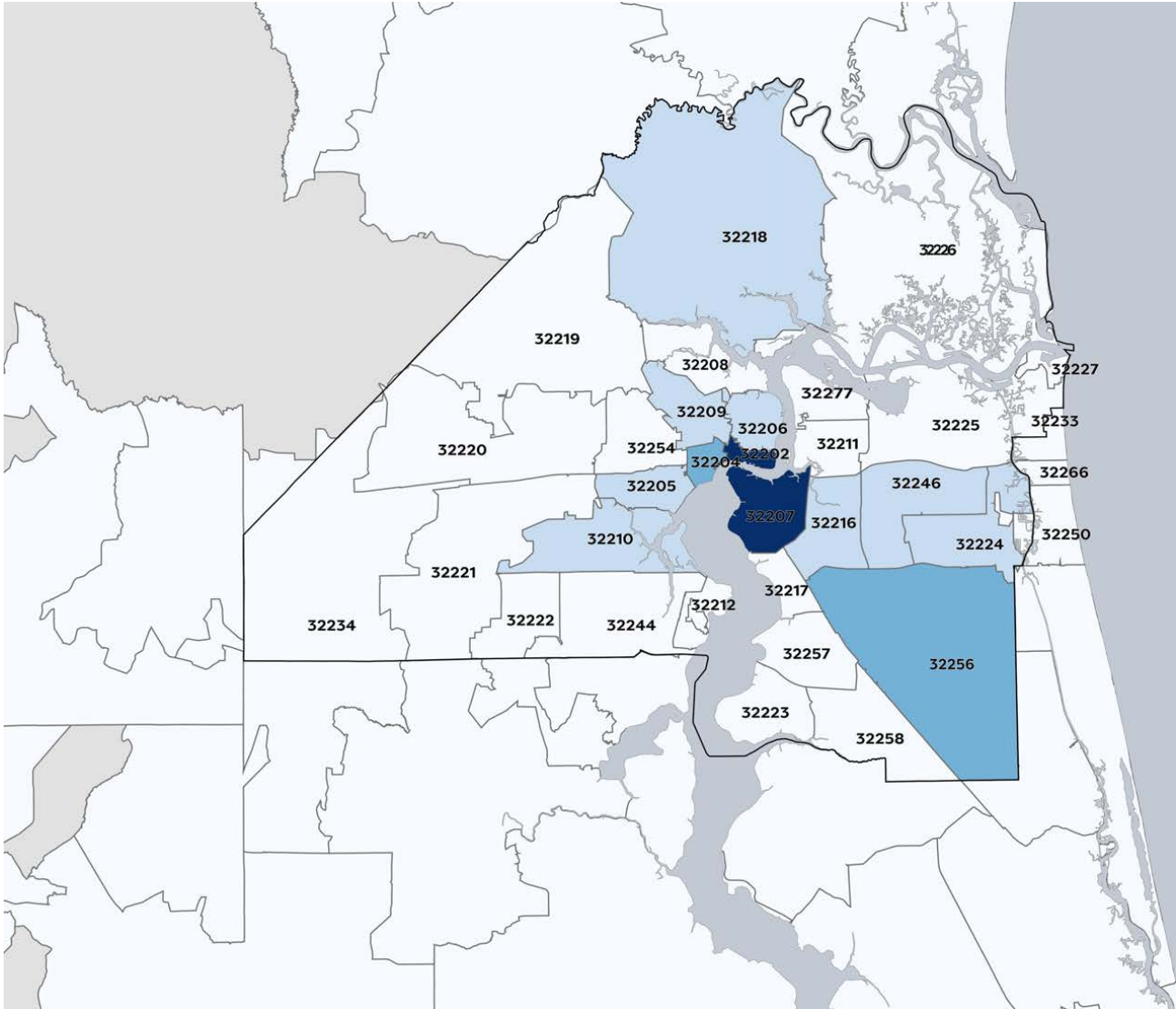
Responses based on where people live

ZIP	Total Respondents	Percent of Total Respondents
32207	283	9.06
32205	243	7.78
32206	175	5.6
32204	164	5.25
32210	156	4.99
32246	150	4.8
32218	147	4.71
32216	119	3.81
32277	117	3.75
32256	113	3.62
32225	109	3.49
32209	94	3.01
32244	89	2.85
32208	79	2.53
32257	77	2.46
32224	74	2.37
32258	64	2.05
32259	62	1.98
32211	61	1.95
32202	61	1.95
32250	58	1.86
32217	54	1.73
32233	51	1.63
32223	44	1.41
32082	38	1.22
32221	30	0.96
32073	29	0.93
32068	29	0.93
32003	29	0.93
32226	29	0.93

Top 30 zip codes by respondents



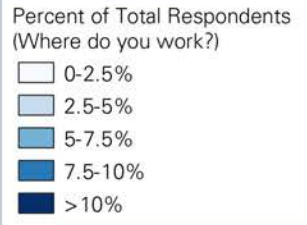
Zip code: Work



Responses based on where people work

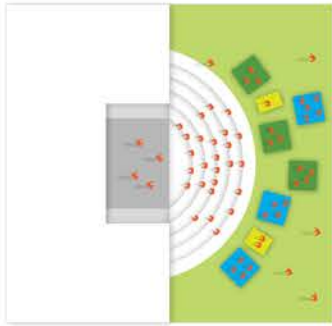
ZIP	Total Respondents	Percent of Total Respondents
32202	409	13.58
32207	378	12.55
32204	189	6.28
32256	170	5.65
32209	127	4.22
32205	118	3.92
32246	110	3.65
32218	108	3.59
32224	106	3.52
32206	105	3.49
32216	94	3.12
32210	90	2.99
32277	70	2.32
32225	66	2.19
32250	60	1.99
32211	59	1.96
32257	55	1.83
32244	46	1.53
32233	40	1.33
32217	40	1.33
32082	39	1.3
32208	38	1.26
32254	34	1.13
32212	23	0.76
32221	21	0.7
32226	15	0.5
32219	13	0.43
32266	11	0.37
32220	9	0.3
32222	5	0.17

Top 30 zip codes by respondents



Social, Cultural, and Public Realm Principles Checklists

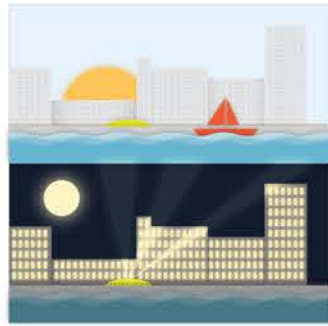
Social & Cultural Principles



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

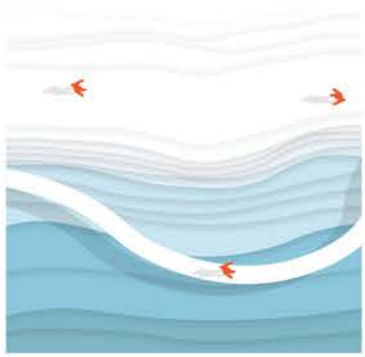


PROMOTING WELLNESS

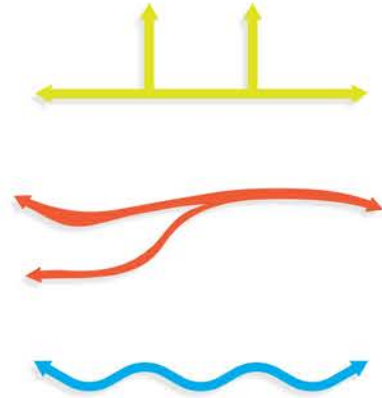
CHECKLIST

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.

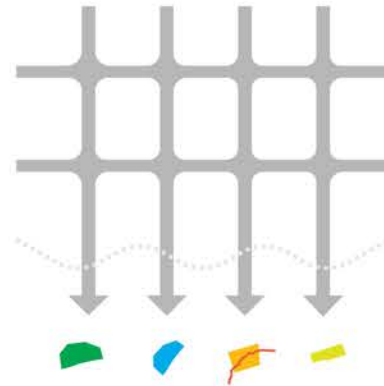
Waterfront Public Realm Principles



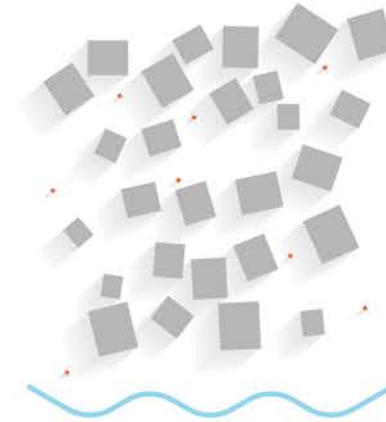
ECOLOGY



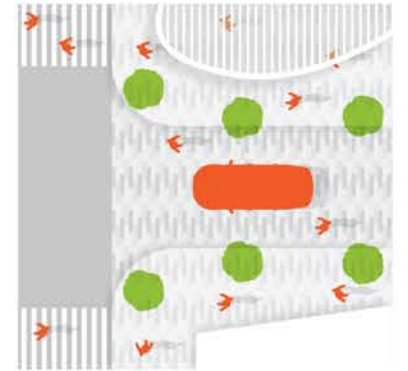
MULTIPLE
CONNECTED PATHS



FRAMED VIEW
CORRIDORS

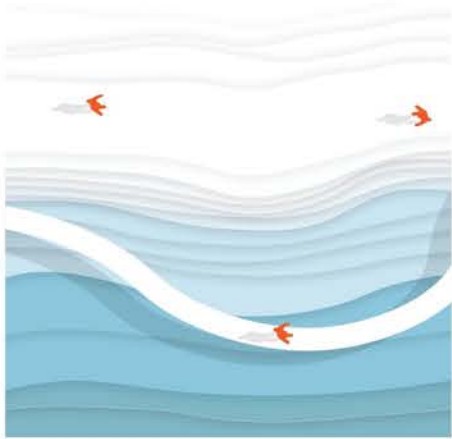


VARIETY



GREAT STREETS

Waterfront Public Realm Principles



ECOLOGY

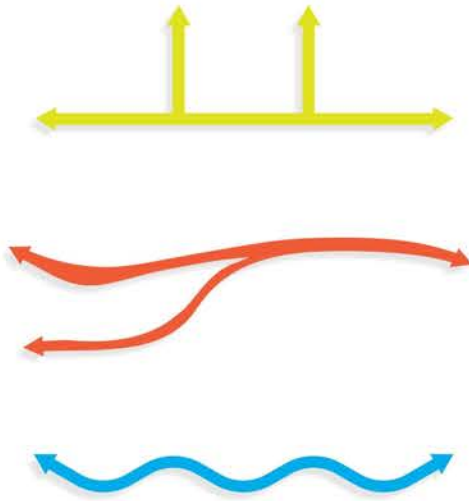
CHECKLIST

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

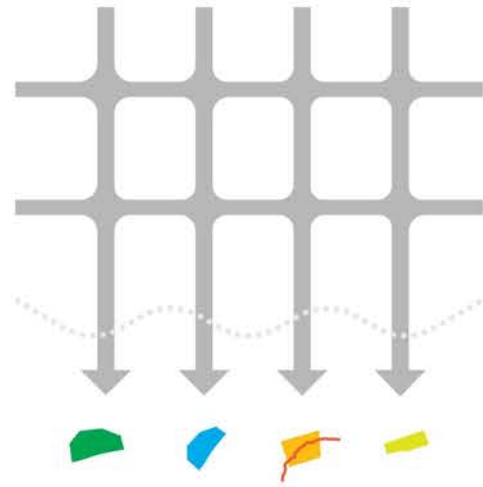
1. Develop a connected and cohesive waterfront experience that create seamless east-west connections along the riverfront
2. Foster design strategies that allows for multiple paths of exploration and experience, with a range of passive and active environments
3. Clearly differentiate linear zones and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

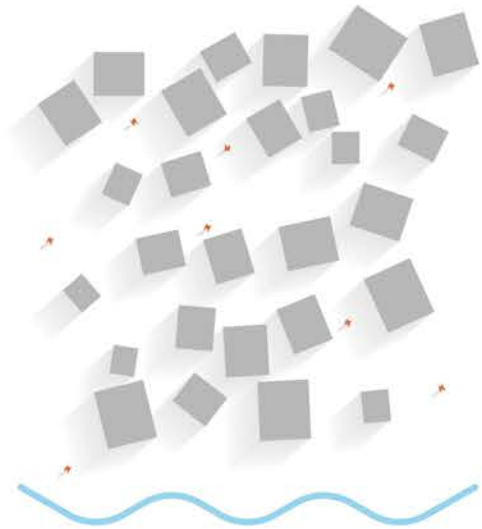
CHECKLIST



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

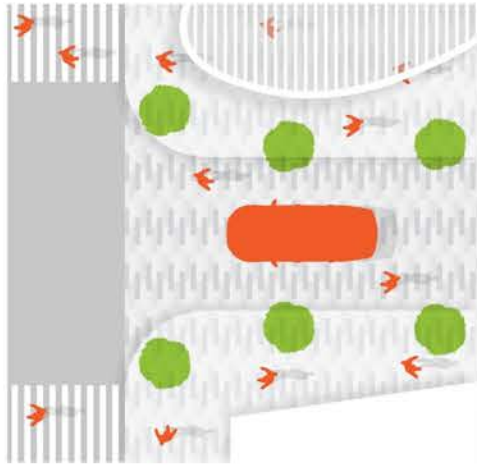


VARIETY

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

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