



NO  
14

STATE *of*  
DOWNTOWN  
REPORT

JACKSONVILLE, FL



# LETTER FROM MAYOR DONNA DEEGAN

**NOVEMBER 2024**

I am delighted to present the 2024 State of Downtown Report from Downtown Vision, Inc (DVI). In just one year, our vision for Downtown Jacksonville has taken monumental strides forward.

Downtown Jacksonville is evolving into a dynamic, livable city center that will be home to thousands more residents, a growing number of world-class institutions, and an expanding array of cultural and recreational amenities that benefit our entire community.

This report highlights the remarkable pace of change underway in Downtown, with projects totaling billions of dollars in progress. These projects, driven by strategic public-private partnerships and led by the Downtown Investment Authority, are transforming our urban core into a model of smart growth, resilience, and vitality.

We are seeing the impact of a 50% population increase over the last five years, and with the many apartment and townhome projects underway, the growth of this community is only accelerating. New residential developments will double our housing inventory, creating demand for more businesses, services, and amenities. Our goal is to foster a Downtown where people of all ages can live, work, and thrive.

The transformation extends beyond housing. Our cultural and sports institutions are making unprecedented investments, including the Florida Theatre's renovation, the Museum of Science and History's new facility, and the Jacksonville Jaguars' ambitious "Stadium of the Future" project. Together with parks like Lift Ev'ry Voice and Sing, the expanded riverwalk, and the Emerald Trail, these additions and upgrades will bring new vibrancy and connection to Downtown Jacksonville.

Educational and healthcare facilities are also anchoring our growth. Jacksonville University's College of Law, the University of Florida's new graduate campus, and the expansion of healthcare facilities like Wolfson Children's Hospital and ShareMD are positioning Downtown as a premier destination for learning, innovation, and wellness.

The City of Jacksonville is committed to building on these foundations. We will continue to invest in our riverfront, parks, cultural, mobility, and hospitality sectors to ensure a Downtown that is as accessible and welcoming as it is vibrant. Projects like the Ultimate Urban Circulator and Emerald Trail make it possible to move safely and sustainably through Downtown, creating a pedestrian-friendly environment that reflects our commitment to connectivity and quality of life.

Thank you to everyone contributing to this transformation. Your investment, energy, and dedication are building the Downtown Jacksonville of the future—a place that benefits all residents, attracts new talent, and drives our city's success. Together, we are shaping a thriving urban heart for Jacksonville.

Sincerely,

Donna Deegan  
Mayor



## DOWNTOWN INVESTMENT AUTHORITY (DIA)

The DIA is the Community Redevelopment Agency for Downtown Jacksonville and its primary economic development arm. Guided by a nine-member board, the DIA works to attract investment, facilitate job creation, support infrastructure improvements, and oversee public property disposition. The DIA also strives to increase residential density through capital investment, planning, marketing, and public-private partnerships, including the provision of incentives.

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[DIA.JACKSONVILLE.GOV](http://DIA.JACKSONVILLE.GOV) // [INVESTDTJAX.COM](http://INVESTDTJAX.COM)



Lori N. Boyer  
CEO



Patrick Krechowski  
Board Chair



## DOWNTOWN VISION, INC. (DVI)

DVI is the non-profit Business Improvement District working to create and support a vibrant Downtown and promote Downtown as an exciting place to live, work, visit and invest. Founded in 2000, DVI is funded mainly by Downtown's commercial property owners through a self-assessment. DVI is governed by a large board of directors representing diverse Downtown stakeholders and has a corporate structure with both a 501(c)6 non-profit business association and a 501(c)3 charitable corporation, providing members and supporters with a wide range of support and benefits.

[info@downtownjacksonville.org](mailto:info@downtownjacksonville.org)

[DTJAX.COM/ABOUT-DVI](http://DTJAX.COM/ABOUT-DVI)



Jacob A. Gordon, Esq.  
CEO



Paul Davison  
Board Chair



## BUILD UP DOWNTOWN (BUD)

Build Up Downtown is a privately funded, non-profit resource, advocacy agency and supporter of the Downtown Investment Authority and Downtown Vision, Inc. Build Up Downtown facilitates and advocates for preservation, smart development and great public spaces in Downtown Jacksonville through communicating, connecting and informing current and future businesses and stakeholders.

[BUILDUPDOWNTOWN.ORG](http://BUILDUPDOWNTOWN.ORG)



Linzee Ott  
CEO



Alex Sifakis  
Board Chair





Lift Ev'ry Voice and Sing Park

## TABLE OF CONTENTS

- 06 ABOUT DOWNTOWN**  
The Center of Florida's First Coast
- 08 THE DOWNTOWN INVESTMENT AUTHORITY**  
Building the Future: A Master Plan for Growth
- 10 EIGHT DISTINCT NEIGHBORHOODS**
- 12 RESIDENTIAL**  
The Walkable, Waterfront City Life
- 16 OFFICE**  
Adapting to Market Changes and Planning for the Future
- 20 VISITORS**  
Tracking Trends and Engagement
- 22 HOSPITALITY**  
Expanding the Hotel Landscape to Attract Tourism
- 26 RETAIL**  
Attracting Premier and Locally Owned Experiences
- 28 CULTURE**  
Cultivating Downtown's Unique Center for Entertainment,  
Eds + Meds
- 30 OUTDOORS**  
Celebrating New World-Class Parks  
and Waterfront Amenities
- 32 INFRASTRUCTURE**  
Creating Access, Connectivity and Smart Mobility
- 34 DEVELOPMENT HIGHLIGHTS**  
\$8.8 Billion in the Project Pipeline
- 38 BOARDS & STAFF**
- 39 ACKNOWLEDGEMENTS**

The 2024 State of Downtown Report is an 18-month recap of progress and development in Downtown Jacksonville from January 1, 2023 through June 30, 2024.

Download the report at:  
[DTJAX.COM/RESEARCH](https://dtjax.com/research)

## ABOUT DOWNTOWN

# THE CENTER OF FLORIDA'S FIRST COAST

Jacksonville is the principal city of Northeast Florida, a region affectionately known as “Florida’s First Coast.” It is characterized by a growing population, a strong economy, diverse cultural and recreational opportunities, and abundant natural resources. By population, Jacksonville ranks as the 11th largest city in the U.S., with the greater Jacksonville metropolitan statistical area (MSA) encompassing more than 1.8 million residents across five counties. At 875 square miles, Jacksonville is also the largest city by land area in the continental U.S., a result of the 1968 consolidation of the City of Jacksonville and Duval County. This consolidation provides numerous benefits, including a streamlined permitting process for local businesses. Additionally, Jacksonville offers businesses low operating costs, strong broadband infrastructure, and access to a highly skilled, affordable workforce.

Geographically centered within Jacksonville and the Northeast Florida region, Downtown serves as the cultural, historical, business, and innovation hub of the area. Spanning nearly six miles of waterfront, Downtown covers 3.9 square miles, including the St. Johns River. The entire Downtown area falls under a singular Commercial Central Business District (CCBD) zone, which encourages a dense mix of uses. The area is also divided into eight distinct neighborhood districts, each offering unique history, amenities, and a different sense of place.

Employees and residents appreciate Downtown’s walkability, waterfront access, vibrant events and activities, diverse dining options, and central location as key elements of their experience. In addition to a growing residential base within Downtown, several dense historic neighborhoods surround the area, providing a strong residential base within a short drive or bike ride.

## JACKSONVILLE RANKINGS

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**#1 CITY IN FLORIDA FOR COLLEGE GRADUATES**

*Zumper, 2024*

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**#2 HOTTEST JOB MARKET IN AMERICA**

*The Wall Street Journal, 2024*

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**#3 CITY FOR U.S. JOB SEEKERS**

*MoneyGeek, 2024*

---

**#4 FASTEST GROWING CITY**

*Census Bureau, 2024*

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**#4 BEST CITY TO START A BUSINESS**

*WalletHub, 2024*

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**ONE OF THE BEST PLACES TO LIVE ON THE EAST COAST**

*Travel + Leisure, 2023*

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**#2 BEST DOWNTOWN FOR PANDEMIC RECOVERY**

*The Business Journals, 2023*

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**#5 BIGGEST BOOMTOWN**

*LendingTree, 2023*

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**1 OF 5 SUPERNOVA CITIES**

*Urban Land Institute, 2023*

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**#6 HOTTEST HOUSING MARKET FOR 2023**

*Zillow, 2023*

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**#7 BEST CITY FOR REAL ESTATE DEVELOPMENT**

*Storage Cafe, 2023*

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**TOP 20 BEST PLACES TO LIVE IN THE U.S.**

*U.S. News & World Report, 2023*

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**TOP 25 BEST PLACES FOR YOUNG PROFESSIONALS**

*Forbes, 2023*

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**TOP CITY FOR NEW RESIDENTS IN 2022**

*North American Van Lines, Inc., 2023*

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I-95

20 MIN.  
TO JACKSONVILLE  
INT'L AIRPORT

PHOENIX

DURKEEVILLE

NEW TOWN

SPRINGFIELD

RAIL YARD  
DISTRICT

EASTSIDE

25 MIN. TO  
THE BEACHES

DOWNTOWN JACKSONVILLE  
**3.9 SQUARE MILES**  
CENTERED WITHIN DUVAL COUNTY

I-10

RIVERSIDE

SAN MARCO

ST. NICHOLAS

I-95

15 MIN. TO ST. JOHNS  
TOWN CENTER

30 MIN. TO TPC SAWGRASS,  
PONTE VEDRA & ST. JOHNS  
COUNTY AND 45 MIN.  
TO ST. AUGUSTINE

ST. JOHNS RIVER

MIRAMAR

## BUILDING THE FUTURE:

LEARN MORE AT:  
[INVESTDTJAX.COM](https://investdtjax.com)

# A MASTER PLAN FOR GROWTH

In June 2022, City Council adopted the updated **Business Investment and Development (BID) Plan** to provide a modern redevelopment blueprint for a unique urban environment that can take advantage of present-day markets. The plan is used as a long-term guide for decision making by the DIA and city leaders and is updated every five years as required by city ordinance. The plan is composed of the Community Redevelopment Area Plan, which is pursuant to State statutes, and a comprehensive Business Investment and Development Strategy, which is pursuant to local ordinances.

## CRA PLAN

The Community Redevelopment Area Plan is the guiding plan for future development, redevelopment, infrastructure and public projects, and ancillary programs, projects, and activities within Downtown Jacksonville's three community redevelopment areas (CRAs). The plan essentially steers Downtown forward by defining goals and objectives and identifying the types of projects planned.

## BID STRATEGY

The Business Investment and Development (BID) Strategy serves as a crucial blueprint for driving growth and revitalization in Downtown Jacksonville.

By identifying local, state, and federal incentives and funding programs, the BID Plan offers a clear pathway for attracting a diverse array of private developments. But it doesn't stop at funding. The plan meticulously outlines the decision-making criteria by which projects, programs, and initiatives are selected and measured, ensuring that each effort contributes meaningfully to the overall vision. This strategic approach not only enriches Downtown's vibrancy but also modernizes its infrastructure, reshapes its identity, and moves the needle on its resilience and sustainability.

The comprehensive nature of the BID Plan is part of its strength for driving growth and improvement. It encompasses plans from DIA partner stakeholders and city departments, applicable Downtown-specific ordinances and

state laws, and detailed mobility plans, including sidewalk design standards. It also prioritizes the programming of parks and public spaces with a focus on art, neighborhood branding, and target market identification. The BID Plan also places a strong emphasis on affordable housing, historic preservation, and safety and maintenance, which are essential for creating a thriving, inclusive community. It addresses the critical need for comprehensive on- and off-street parking strategies and considers the strategic development of waterfront docks, marinas, and ramps. By covering every element of the urban landscape, the BID Plan not only sets the stage for immediate improvements but also lays a solid foundation for long-term growth and prosperity.

This holistic view ensures that every aspect of the Downtown community is considered, from public capital projects and road improvement to the establishment of dining and entertainment districts. By integrating all these critical components, the BID Strategy ensures a cohesive and unified approach to Downtown development. Think of the BID strategy as a well-planned chess game, where each move—from funding to infrastructure and cultural enhancements—is thoughtfully calculated to position Downtown Jacksonville for a checkmate in economic growth and revitalization.





# BID PLAN GOALS: A FRAMEWORK FOR WHY AND HOW THE DIA DOES BUSINESS

Everything the DIA does ties into eight distinct goals, which serve as the backbone of the BID Plan and a guide for all projects, programs, strategies and action items. The basics of those goals are:

## EMPLOYMENT

Optimize commercial and office utilization and job growth while shaping Downtown as the epicenter for business across Jacksonville.

## ROOFTOPS

Add housing for both renter- and owner-occupied units to attract people seeking a metro vibe and lifestyle.

## RETAIL & DINING

Increase the number and variety of shops, restaurants, and entertainment options Downtown.

## VIBRANCY + ACTIVATION

Infuse the Downtown experience with the excitement of arts and culture, historic architecture and heritage, a destination sports district, premiere concerts and events, signature parks, and unique entertainment options.

## WELCOMING SPACES

Prioritize safety, accessibility, and wellness by ensuring clean, well-maintained, and inclusive public spaces.

## MOBILITY

Make Downtown more walkable and bike-friendly by linking nearby neighborhoods to the St. Johns River, parks, and greenways.

## RIVER LIFE

Celebrate the beauty of the St. Johns River and protect its health while fostering distinctive and interactive waterfront activities for everyone.

## FAST-TRACK

Streamline investment and development processes to ensure quicker approvals, effective collaboration between city departments, and an open-for-business VIP experience.

# INCENTIVE PROGRAMS: TOOLS FOR SUSTAINABLE GROWTH

As part of the BID Plan update, the DIA updated criteria for existing programs and added a variety of new incentive programs.

These changes provide greater certainty to developers regarding applicable criteria; adjust incentives to updated market conditions by Downtown neighborhood; provide a greater menu of off-the-shelf programs with predetermined criteria to reduce the time and cost involved with extensive individual underwriting reviews; and provide a “carrot” for desired development activities and design features without imposing an absolute requirement. DIA incentives include:

- Multi-Family REV Grant
- Small-Scale Residential
- Affordable Housing Support Loan
- Commercial Revitalization Program
- Retail Enhancement Program
- Food & Beverage Retail Enhancement Program
- Waterfront Restaurant Program
- Sidewalk Enhancement Forgivable Loan
- Targeted Hotel REV Grant
- Code Compliance Support Program\*
- Downtown Preservation & Revitalization Program
- Historic Preservation Trust Fund
- Storefront Facade Grant Program
- Water Quality Compensatory Credits

\* New program as of 2024

**SINCE JANUARY 2022,  
\$1.36B IN PRIVATE DEVELOPMENT HAS  
BEEN APPROVED FOR DOWNTOWN.**

**LEARN MORE AT: [INVESTDTJAX.COM](https://investdtjax.com)**

# EIGHT DOWNTOWN NEIGHBORHOODS



## BROOKLYN

Modern and colorful, Brooklyn connects LaVilla and City Center to the historic Riverside neighborhood and 5 Points shopping and entertainment district. Home to major corporate headquarters such as Haskell, Intercontinental Exchange, Inc. and FIS, Brooklyn offers an ideal location for businesses and residents alike. The district has a mix of uses, including riverfront office, multi-family housing developments, restaurants, retail and light industrial. The community enjoys plentiful river access, and with various major projects currently underway and strong economics, the Brooklyn district is well-positioned for continued growth and success.



## LAVILLA

West of City Center, LaVilla is home to a rich cultural heritage. As Jacksonville's oldest suburb, LaVilla was known as the Harlem of the South and the epicenter of Black culture and commerce in Northeast Florida. The neighborhood also was home to a wide array of immigrant communities attracted by the economic potential of LaVilla's role as Jacksonville's railroad hub. LaVilla's vibrant music and entertainment scene hosted many nationally renowned artists who came to play at the local clubs on and off Ashley Street. In 1929, the Ritz Theatre opened, becoming both an important stop on the Chitlin' Circuit and LaVilla's primary performance venue. Following a decline in population and quality of life in the 20th Century, the River City Renaissance (RCR) Plan aimed to revitalize the area in the 1990s, making room for future development through the acquisition and clearing of many acres. Recently, redevelopment has returned in the form of new workforce housing and transportation projects. The 2019 LaVilla Neighborhood Development Strategy calls for a LaVilla Heritage Trail that will engage and educate the public on LaVilla's rich history and a road diet to connect the historic district to the riverfront.



## CITY CENTER

City Center encompasses many of Downtown's office towers, government services, regional non-profits and various art and cultural centers, making it the most concentrated area of focus for economic development on the Northbank. City Center's small walkable blocks are filled with historic architecture, cultural amenities and public art. The City of Jacksonville was founded on the riverbank of City Center, and iconic cultural centers like the Jacksonville Center for the Performing Arts, the Museum of Contemporary Art and the Florida Theatre are located in City Center. Today, work is underway to re-establish key riverfront properties and enhance Jacksonville's iconic skyline. The availability of several unique and historic properties provide significant opportunities for adaptive reuse.



## NORTHCORE

Situated along the northern boundary of Downtown between City Center and the historic Springfield neighborhood, the NorthCore is on the threshold of a major transition. The area is experiencing a resurgence thanks to numerous adaptive reuse projects aimed at preserving the rich, historic building stock and at bringing residential, retail and a hotel to the district. There will be even more development projects in 2025.



## CATHEDRAL HILL

Anchored by five historic churches, Cathedral Hill connects City Center to the Sports & Entertainment District and is home to Billy Goat Hill, the highest point in Downtown Jacksonville. Beginning in 2016, the area has been championed by Cathedral District Jax-Inc. (CD-J), a nonprofit organized to foster growth as Jacksonville's Downtown neighborhood. CD-J created a master plan for the area to support development and revitalization efforts, including the continued support of the senior residents who call the district home via affordable, quality housing and amenities.



## SPORTS & ENTERTAINMENT

Sporting the biggest concentration of entertainment venues in the area, the Sports & Entertainment District is home to the NFL's Jacksonville Jaguars and other sports teams, major concerts and much more. The district was once home to a thriving maritime industry, its riverfront lined with shipyards. Today, major mixed-use developments are under construction to bring residents, employees and visitors to the area.

The Cathedral District and the Sports & Entertainment District were designated as "Opportunity Zones" that offer investors tax breaks designed to encourage economic development in economically distressed areas created as part of the federal Tax Cuts and Jobs Act of 2017.



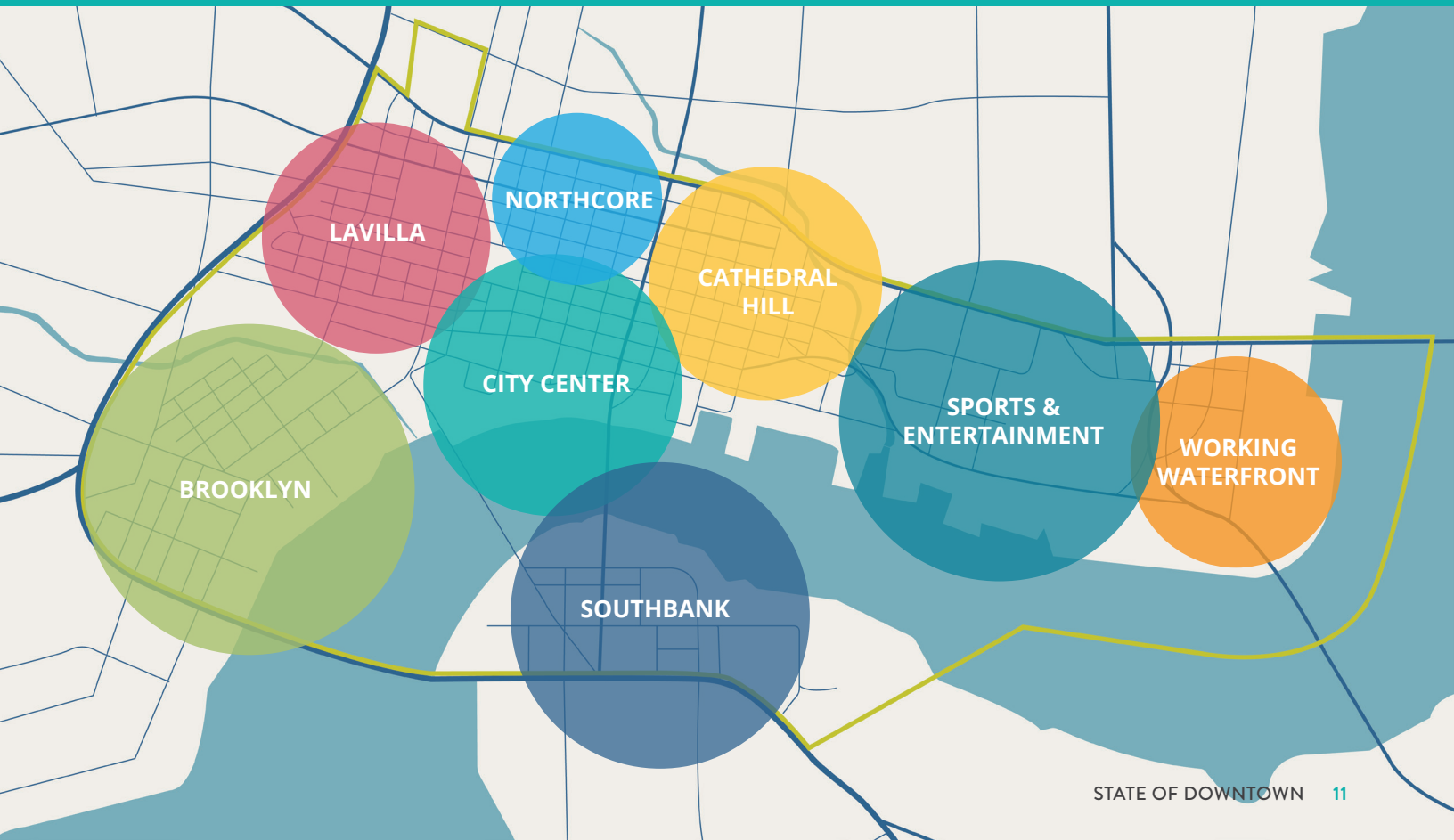
## WORKING WATERFRONT

The Working Waterfront sits on the eastern edge of Downtown beyond the Sports & Entertainment District. Home to the North Florida Shipyards, the district primarily supports industrial waterfront uses with a special district zoning overlay to accommodate the needs of shipping, lumber, concrete and oil businesses operating there.



## SOUTHBANK

Home to tall riverfront office and residential towers, the Southbank sits between the St. Johns River and the historic San Marco neighborhood to the south. It features a wealth of hotels and premier medical campuses including Baptist Medical Center, Wolfson Children's Hospital, MD Anderson Cancer Center and Nemours Children's Health Center. The community enjoys plentiful riverfront access via the Southbank riverwalk, a boat ramp, kayak launch and River Taxi stops.



## RESIDENTIAL

# THE WALKABLE, WATERFRONT CITY LIFE

**Living in Downtown offers the best of Northeast Florida, with scenic views of the St. Johns River and an eclectic mix of restaurants, shops, recreational activities and cultural attractions.** Additionally, proximity to major employers, quality healthcare and educational institutions enhances the appeal of Downtown living.

The number of residents has increased by more than 50% in the past five years, supported by a variety of new housing options, from modern high-rises to historic adaptive reuses, catering to a range of budgets and preferences. With more than 2,000 units under construction today, and more than 3,000 in review, Downtown's population is set to surpass 10,000 soon. This growing residential base is essential to its continued success, driving demand for businesses, services and amenities that foster a vibrant urban environment.

Recent developments reflect the area's growing residential appeal. In 2024, the first of 91 townhomes in LaVilla opened, marking the first for-sale, multifamily properties in the area. Large-scale apartment projects are also nearing completion, including Artea at Southbank, a transit-oriented development; the Lofts at Cathedral, a mixed-income community that includes the renovation of the historic YWCA building; and One Riverside Avenue, to be anchored by a Whole Foods.

While challenges such as the need for more affordable housing and improved infrastructure remain, Downtown Jacksonville continues to evolve through placemaking efforts, public-private partnerships, and the development of green spaces. These initiatives make Downtown an increasingly attractive destination for those seeking an urban, community-oriented lifestyle.

To encourage further residential growth, the Downtown Investment Authority (DIA) offers various incentives for developers, including Multi-Family Housing REV Grants, Small-Scale Multi-Family Housing Grants, and Affordable Housing Support Loans, alongside state-level incentives.

**937** Units Opened in the Past Five Years

**2,131** Units Under Construction

**3,139** Units in Review

**96%** Average Occupancy

### DIA BID PLAN GOAL:

8,140 multi-family dwelling units built and occupied by 2030. There are 4,600+ units today.



### JOHNSON COMMONS TOWNHOMES

#### INVESTMENT:

\$23,000,000

#### STATUS:

Partially Completed, Additional Townhomes Under Construction

<b>NEW RESIDENTIAL BUILDINGS (LAST 5 YEARS)</b>	<b>UNITS</b>	<b>LOCATION</b>	<b>YEAR OPENED</b>
Johnson Commons*	12/91	LaVilla	2024
218 Church Street	24	NorthCore	2023
Ashley Square Apartments	120	Cathedral Hill	2022
The Southerly	185	Southbank	2022
Vista Brooklyn	308	Brooklyn	2021
Elena Flats	4	Cathedral Hill	2021
Shipping Container Apartments	18	Cathedral Hill	2021
Lofts at Brooklyn	133	Brooklyn	2021
Lofts at Jefferson Station	133	LaVilla	2020

\*91 townhomes planned. 12 townhomes sold to owners, with 22 townhomes under construction.

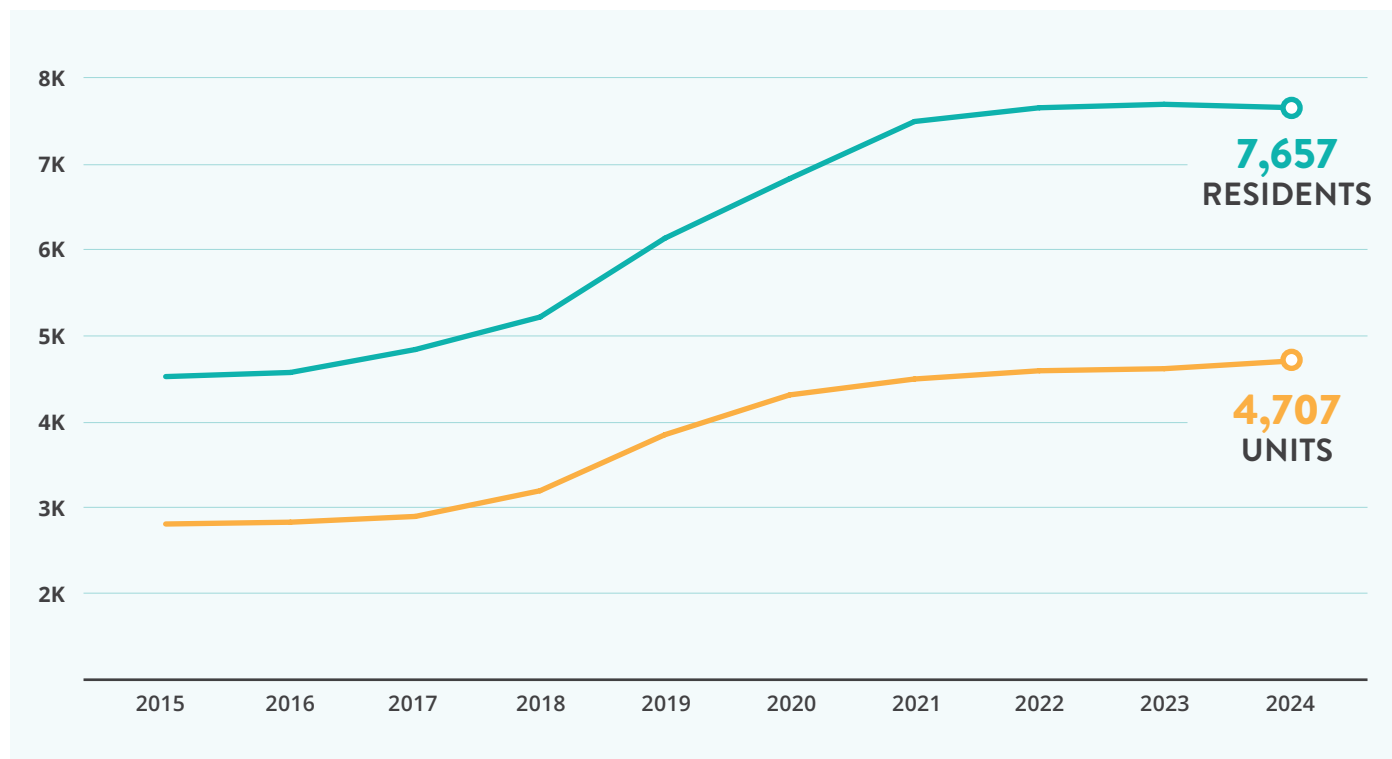
<b>UNDER CONSTRUCTION</b>	<b>UNITS</b>	<b>LOCATION</b>	<b>FOR LEASE/SALE</b>
Artea at Southbank	340	Southbank	For Lease
Lofts at the Cathedral	120	Cathedral	For Lease
One Riverside Ave.	396	Brooklyn	For Lease
RiversEdge: Life on the St. Johns	950	Southbank	Mixed
The Shipyards, Four Seasons Residences	26	Sports & Ent.	For Lease
Union Terminal Warehouse	220	Adjacent	For Lease

<b>IN REVIEW</b>	<b>UNITS</b>	<b>LOCATION</b>	<b>FOR LEASE/SALE</b>
225 Laura St. Apartments - Juliette's Balcony	8	City Center	For Lease
Block Nine	293	Brooklyn	For Lease
Cathedral Commons	175	Cathedral	For Lease
Furchgotts	40	City Center	For Lease
Jones on Hogan	177	NorthCore	For Lease
Laura Street Trio	169	City Center	For Lease
LaVilla Place	13	LaVilla	For Lease
Lennox on Park	342	Brooklyn	For Lease
Lofts at Southbank	100	Southbank	For Lease
Related Group Icon Apartments	390	Southbank	For Lease
RISE: Doro*	247	Sports & Ent.	For Lease
Pearl Street District - Phase 1	1,000+	NorthCore	For Lease
The Den (Ashley & Hogan Apartments)	185	NorthCore	For Lease

\*The 8-story RISE: Doro apartment building caught fire on Jan. 28, less than two months before its opening, requiring over 100 firefighters and several days to extinguish. The damaged wooden frame has since been demolished. The concrete parking garage and retail space were salvaged and the developer expects to begin rebuilding this year.

PROPOSED	UNITS	LOCATION	FOR LEASE/SALE
Cross Regions Condo Tower	TBD	City Center	For Sale
The Armory Flats	100	Adjacent	For Lease

## MULTIFAMILY RESIDENTIAL GROWTH OVER 10 YEARS<sup>1</sup>



## RESIDENTIAL SALES AND RENTAL RATES<sup>2</sup>

Multifamily Sales 2022-2023	New Market Rate Multifamily Rents	All Market Rate Multifamily Rents
<b>\$386,157</b> AVERAGE SALE PRICE	<b>\$2.20</b> AVERAGE PRICE PER SF	<b>\$1.95</b> AVERAGE PRICE PER SF
<b>\$289</b> AVERAGE PRICE PER SF	<b>\$1.60-\$4.01</b> PRICE PER SF RANGE	<b>\$1.06-\$4.01</b> PRICE PER SF RANGE
<b>\$99-\$529</b> PRICE PER SF RANGE	(Properties opened 2019 and later)	(Properties active for 20+ years)

Downtown supports a range of rents—from market rate to naturally occurring affordable housing (NOAH) to subsidized housing—providing a variety of options for those looking to live Downtown

## TOP RESIDENTIAL PURCHASES IN THE PAST FIVE YEARS<sup>3</sup>



**Vista Brooklyn**  
\$126,300,000

Capital Square, 2022



**The Southerly**  
\$57,700,000

Frontrange Capital Partners, LLC, 2022



**Broadstone River House**  
\$54,000,000

Trevato Development Group, 2024



**One Riverside Ave.**  
\$20,849,644

Fuqua Development, 2022

## RESIDENTIAL PROFILE<sup>4</sup>

[dtjax.com/surveys](https://dtjax.com/surveys)

**89.2%** Like or Love Living Downtown  
(from 89.3% in 2023)

**64.8%** Have an Annual Household Income of \$80,000+

**72.9%** Have a Four-Year Degree or Higher

**48.9%** Live in 2-Person Households  
1-Person (39.8%)  
3+ Persons (14.9%)

**53.9%** Rent Their Residences

**66.8%** Have Lived Downtown for 3+ Years

### MOST IMPORTANT FACTORS IN CHOOSING TO LIVE DOWNTOWN:

1. Walkability
2. Convenience / central location
3. Proximity to events and activities

### MOST IMPORTANT UNIT AMENITIES WHEN CHOOSING WHERE TO LIVE:

1. In-unit washer / dryer
2. Dishwasher
3. Balcony / patio

### MOST IMPORTANT COMMUNITY AMENITIES WHEN CHOOSING WHERE TO LIVE:

1. On-site parking
2. 24-hour emergency maintenance
3. 24-hour security

### BEST THINGS ABOUT LIVING DOWNTOWN

1. Walkability / bikeability
2. Waterfront / river access
3. City living / atmosphere / vibe

### WORST THINGS ABOUT LIVING DOWNTOWN

1. Panhandling / loitering
2. Lack of sense of place / curb appeal / empty storefronts
3. Lack of retail / shopping

1. The resident count is hand-compiled by Downtown Vision using self-reported occupancy rates, CoStar and CBRE Group, Inc. This number does not include single-family units, transitional housing or other residents as tracked in US Census projections.

2. Sources: Duval County Property Appraiser's Office, CoStar, Self-reports

3. Source: CoStar

4. Source: Downtown Vision 2024 Downtown Resident Survey

## OFFICE

# ADAPTING TO MARKET CHANGES AND PLANNING FOR THE FUTURE

**Downtown's office market is characterized by a blend of historic significance and modern growth.** The historical hub of Jacksonville commerce, Downtown boasts nearly eight million square feet of commercial office space and is home to three Fortune 500 companies. Recent additions, including the new headquarters for FIS (fintech) and JEA (public utility), have expanded the market by more than 500,000 square feet of office space.

Ongoing investments in tenant improvements and renovations in prominent office towers aim to attract new businesses and adapt to changing office needs, with a focus on enhancing employee amenities. Additionally, the nearby Rail Yard District's adaptive reuse project, The Workshop @ Dennis + Ives, offers flexible workspaces, showcasing the trend toward creative office solutions.

Despite stable commercial lease rates, vacancy is on the rise. According to CBRE, this is largely driven by concerns over interest rates, construction costs, and the shift to hybrid work schedules, which have slowed companies' decision-making processes. To address this, the Downtown Investment Authority offers a Commercial Revitalization Program, providing financial support to tenants for parking costs when signing new leases. The City also offers a Business Infrastructure Grant/Loan to stimulate economic development by assisting with infrastructure improvements.

Looking ahead, nearly 400,000 square feet of new office space is planned in developments such as RiversEdge, The Shipyards, and Union Terminal Warehouse. Spurred by robust investment in multi-family, hotel, and retail projects, Downtown's office market is poised to bounce back, ensuring it remains a vital part of the city's economic future.



Brooklyn District

## 7.95M

Square Feet of Office Space in Downtown

## 30.2%

of Class A and B Office Inventory in Jacksonville is located Downtown

## 53,450

Employees in Downtown

### WITHIN 3 MILES OF DOWNTOWN<sup>1</sup>

Total Businesses : **8,922**

Total Employees : **97,401**

Company Headquarters : **273**

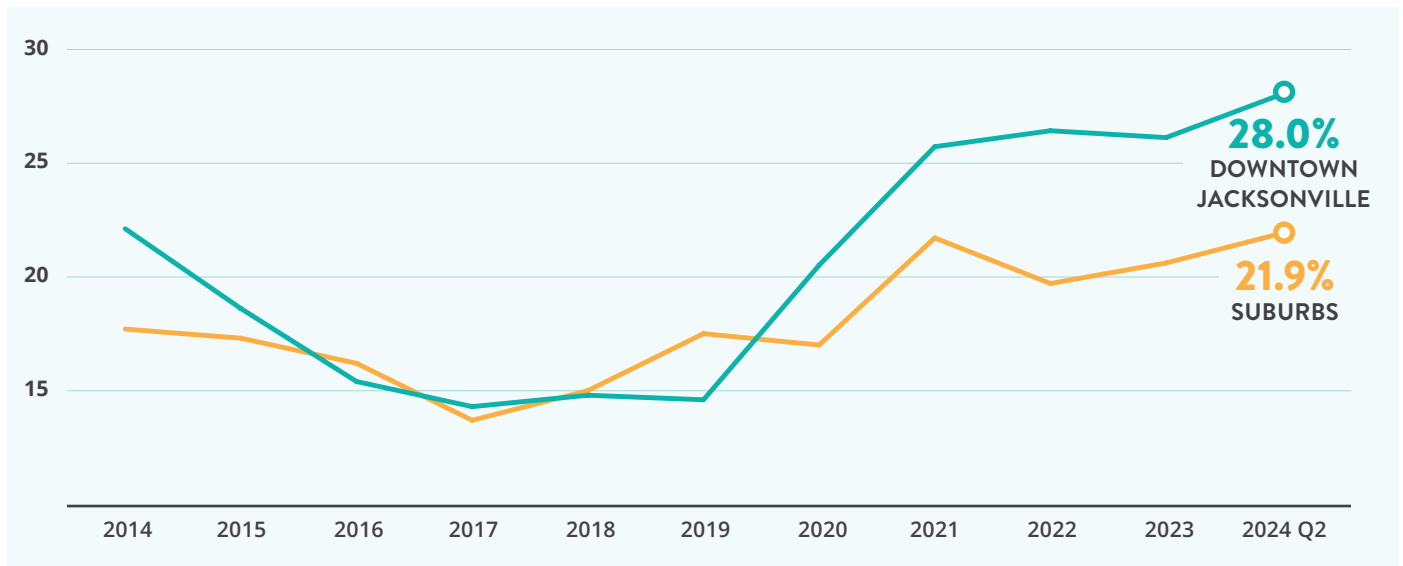
Daytime Population : **141,835**



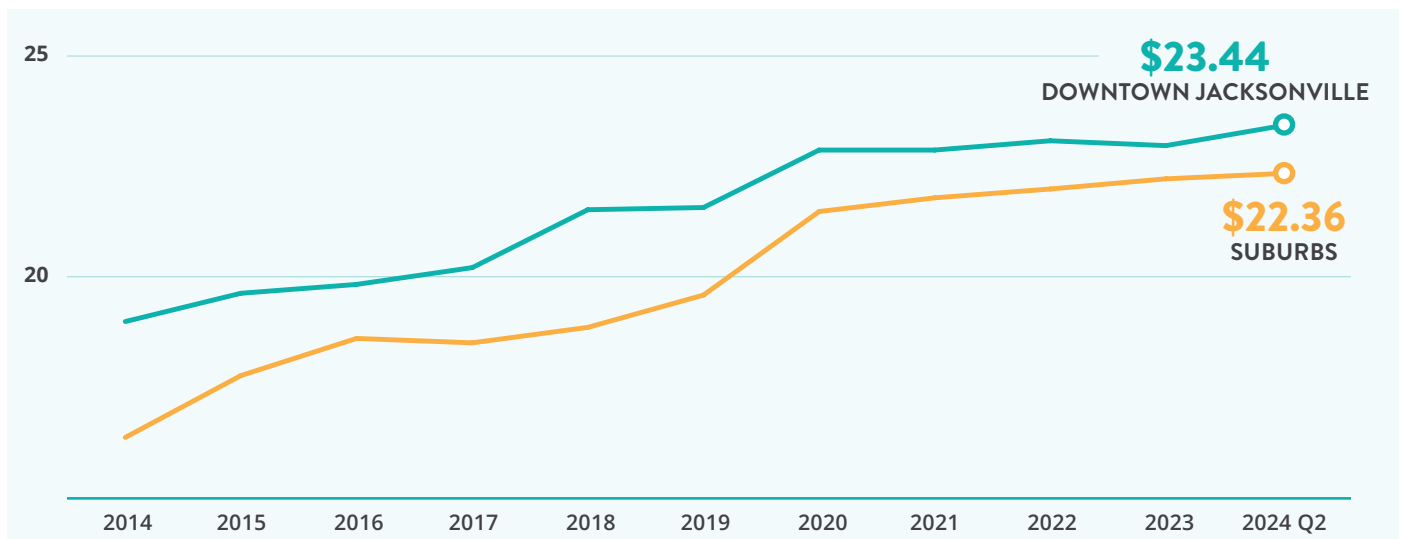
## OFFICE MARKET COMPARISON OF FLORIDA CBDS AS OF 2023 Q4<sup>2</sup>

CITY	TOTAL SF 2023	TOTAL VACANCY	ANNUAL NET ABSORPTION RATE	AVERAGE LEASE
Miami (Brickell)	7,013,200	11.8%	-97,800	\$83.90
Miami (Downtown)	7,834,200	17.6%	129,500	\$53.36
Tampa	6,955,143	14.5%	148,393	\$41.80
St. Pete	1,914,907	12.4%	-11,560	\$36.87
Orlando	8,308,453	11.8%	34,043	\$32.10
Downtown Jacksonville	7,948,546	26.1%	34,327	\$22.99

## JACKSONVILLE MARKET VACANCY RATES<sup>3</sup>



## JACKSONVILLE MARKET LEASE RATES<sup>4</sup>



1. Source: Placer.ai

2. Source: CBRE Group, Inc.

3. Source: CBRE Group, Inc.

4. Source: CBRE Group, Inc.



Federal Reserve

## TOP OFFICE PURCHASES IN THE PAST FIVE YEARS<sup>5</sup>

### JEA HEADQUARTERS

\$94,997,000  
Real Capital Solutions, Inc., 2022

### RIVERPLACE TOWER

\$73,200,000  
Acram Group, 2021

### PRUDENTIAL OFFICE TOWER

\$70,000,000  
Bradford Allen Investment Advisors, 2022

### EIGHT FORTY ONE

\$67,000,000  
ShareMD, 2020

### BANK OF AMERICA TOWER

\$66,958,118  
Group RMC, 2020

### 1 INDEPENDENT DR

\$41,715,000  
Argent Investment Management LLC, 2024

### GATES OF RIVERSIDE, FORMERLY 245 RIVERSIDE

\$25,150,000  
Hakimian Holdings, 2022

### 1301 RIVERPLACE BLVD.

\$20,670,000  
Hanania Automotive Group, 2021

## TOP BUSINESS SECTORS BY EMPLOYMENT<sup>7</sup>

1. Professional, Scientific & Tech Services
2. Legal Services
3. Other Services (except Public Administration)
4. Finance & Insurance
5. Health Care & Social Assistance
6. Public Administration
7. Real Estate, Rental & Leasing
8. Retail Trade
9. Accommodation & Food Services
10. Food Services & Drinking Establishments

## DOWNTOWN'S FORTUNE 500 COMPANIES



## MAJOR DOWNTOWN EMPLOYERS<sup>6</sup>



## EMPLOYEE PROFILE<sup>8</sup>

[dtjax.com/surveys](https://dtjax.com/surveys)

**73.6%** Like or Love Working Downtown  
(from 84.4% in 2023)

**69.3%** Have an Annual Household  
Income of \$80,000+

**73.2%** Have a Four-Year Degree  
or Higher

**49.3%** of Employees Have A Commute  
Of 20 Minutes Or Less

**39.5%** Work Remote Part of Full Time



Downtown Jacksonville

### HOW & WHERE EMPLOYEES ARE WORKING

**52.7%**  
In office with limited/no remote days

**13.0%**  
Hybrid with designated remote days

**28.3%**  
Hybrid with flexible remote days

**2.5%**  
Remote-first model with limited/no days in-office

**3.4%** Other

### MOST IMPORTANT WORKPLACE AMENITIES

1. Easy access to parking
2. Reliable, fast Wi-Fi
3. Outdoor greenspace

### BEST THINGS ABOUT WORKING DOWNTOWN

1. Waterfront / river access
2. Restaurants
3. Walkability / bike-ability

### WORST THINGS ABOUT WORKING DOWNTOWN

1. Panhandling / loitering
2. Lack of sense of place / curb appeal / empty storefronts
3. Lack of restaurant options

5. Source: CoStar

6. Source: JAXUSA Partnership

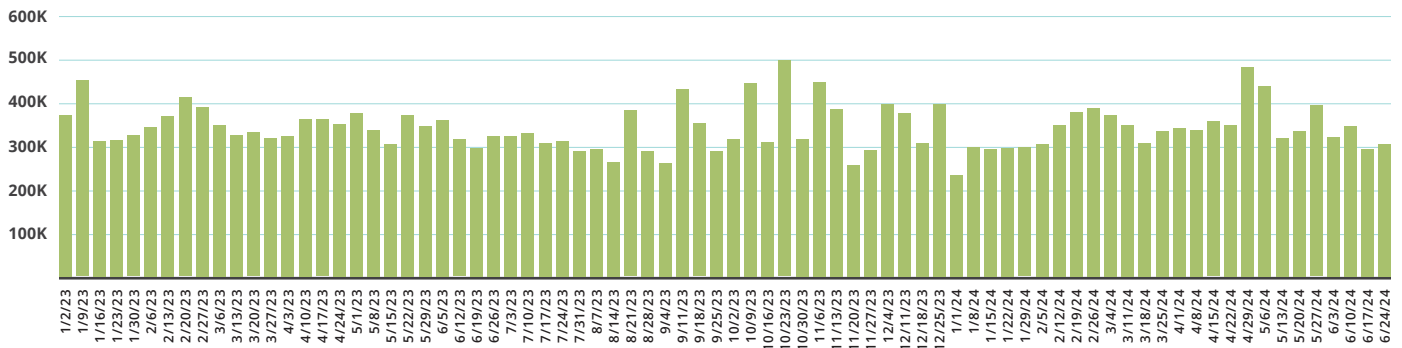
7. Source: JAXUSA Partnership

8. Source: Downtown Vision 2024 Downtown Employee Survey

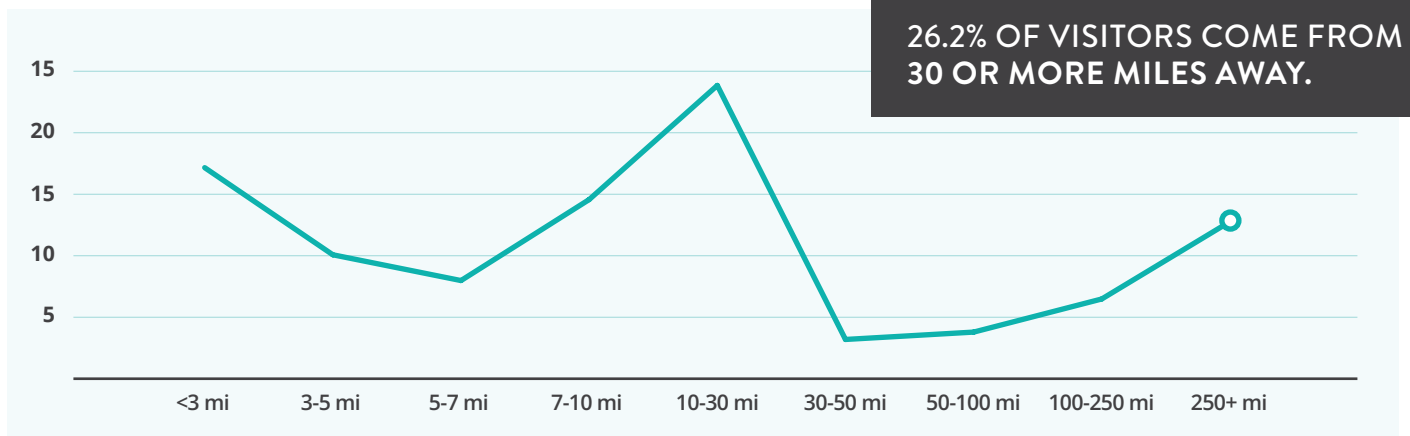
## VISITORS

# TRACKING TRENDS AND ENGAGEMENT<sup>1</sup>

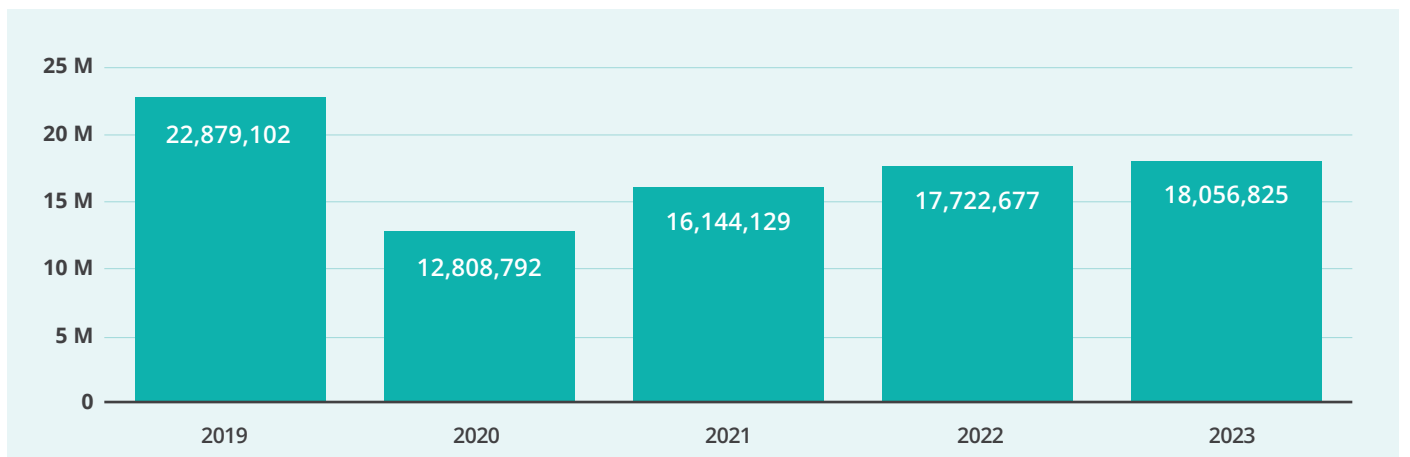
## VISITS BY WEEK



## TRADE AREA COVERAGE BY DISTANCE



## VISITS BY YEAR





Sweet Pete's



Lift Ev'ry Voice and Sing Park

## TODAY'S VISITATION METRICS (2024 Q1-Q2)

**341k** Avg. Weekly Visits

**4.5** Visit Frequency

**225 Avg.** Dwell Time in Minutes

1. Source for this section: Placer.ai

## PROMOTING DOWNTOWN



**1.1 Million**

Page Views on  
DowntownJacksonville.com



**30,800**

@DTJax Facebook Followers



**62,000**

@DTJax X (Twitter) Followers



**50,700+**

@DTJax Instagram Followers



**6.6 million**

Total Annual Impressions



**294,800**

Total Annual Engagement



**10,700**

Average Daily Reach



**12,700**

e-Newsletter Subscribers

## HOSPITALITY

# EXPANDING THE HOTEL LANDSCAPE TO ATTRACT TOURISM

**Downtown Jacksonville's expanding hotel and hospitality scene is fueled by increasing demand for accommodations tied to business, tourism and events in the city's core.**

New developments will offer a wide range of options to meet diverse market needs and enhance the city's appeal as a destination.

In May 2024, the 100-room, \$24 million Home2 Suites by Hilton opened, becoming the second select-service hotel in the Brooklyn neighborhood since 2022, following the Residence Inn by Marriott. A recently announced AC Hotel by Marriott will further expand lodging options in this growing area. Meanwhile, in the Sports & Entertainment District, the highly anticipated Four Seasons Hotel is currently under construction as part of the Shipyards mixed-use development to provide a luxury hospitality offering.

Existing properties are also undergoing significant upgrades. The Marriott Jacksonville Downtown has announced a \$6 million renovation of its guest rooms, and the DoubleTree by Hilton Hotel Jacksonville Riverfront on the Southbank is planning a \$14.6 million overhaul. This latter project will update guest rooms, the exterior, pool deck, and dining options, and introduce a new riverfront dining concept, culminating in the rebranding of the property as Hotel Bellamy.

To further drive hospitality growth, the Downtown Investment Authority (DIA) offers a Targeted Hotel REV Grant, designed to attract full-service hotel projects with 25 to 150 rooms. The program requires a 4-star rating or higher and a full-service restaurant, encouraging the development of boutique and luxury hotels.

In addition to new and upgraded hotels, Downtown benefits from unique event and meeting spaces. The Prime F. Osborn III Convention Center is the only southern railroad station in the nation that has been converted into a state-of-the-art convention center, while Downtown hotels contribute roughly 200,000 square feet of on-site meeting space. This

is complemented by distinctive venues such as 927 Events, the soon-to-open Federal Reserve Building, Friday Musicale, Old St. Andrews, and The Lark, among others, creating a rich environment for both visitors and locals alike.

## ONE YEAR DOMESTIC TRAVEL SUMMARY: JULY 2023 - JUNE 2024<sup>1</sup>

**8.9 Million Visitors (+3.9% YoY)**

**20.8 Million Visit Nights (+6.6% YoY)**

**Estimated Visitors' Spending Potential (+5.7 YoY)**



Autograph Hotel

# HOTEL INVENTORY

HOTELS	ROOMS	NEIGHBORHOOD	TYPE	MEETING SPACE
Hyatt Regency Jacksonville Riverfront	951	City Center	Full Service	116,000
Marriott Jacksonville Downtown	354	City Center	Full Service	14,000
The Southbank Hotel	323	Southbank	Full Service	35,000
DoubleTree Jacksonville Riverfront	293	Southbank	Full Service	12,000
Residence Inn by Marriott	135	Brooklyn	Select Service	N/A
Hilton Garden Inn Jacksonville Downtown Southbank	123	Southbank	Select Service	N/A
Hampton Inn Jacksonville Downtown I-95	118	Southbank	Select Service	N/A
Extended Stay America Jacksonville Riverwalk	101	Southbank	Select Service	N/A
Home2 Suites by Hilton	100	Brooklyn	Select Service	N/A
Homewood Suites Jacksonville Downtown Southbank	98	Southbank	Select Service	N/A

## FIVE-YEAR HOSPITALITY SUMMARY<sup>2</sup>

	2019	2020	2021	2022	2023
Total Hotel Room Nights	611,010	342,285	556,448	532,945	552,948
Hotel Occupancy Rate	70.90%	40.40%	64.60%	61.90%	62.40%
Average Daily Rate	\$126.07	\$115.10	\$113.50	\$143.74	\$151.07
RevPAR	\$89.34	\$46.51	\$73.30	\$88.92	\$97.03



### Four Seasons, The Shipyards

170 Rooms Under Construction

**INVESTMENT:** \$441,000,000 (total project cost)

### AC Hotel by Marriott

128 Rooms In Review

**INVESTMENT:** \$32,000,000

### Marriott Bonvoy Autograph Collection, Laura Street Trio

143 Rooms In Review

**INVESTMENT:** \$89,105,000

### RiversEdge: Life on the St. Johns Boutique Hotel

200 Rooms In Review

**INVESTMENT:** \$693,000,000 (total project cost)

**2,600 AVAILABLE ROOMS  
500+ PLANNED ROOMS**

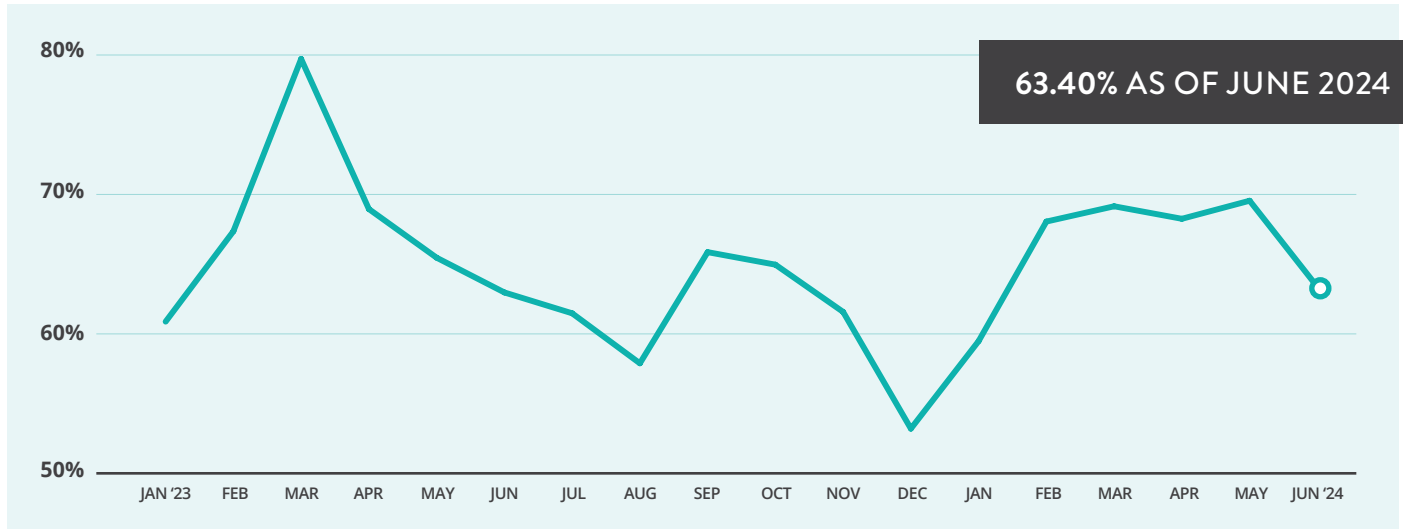
1. Source: Placer.ai

2. Source: Visit Jacksonville

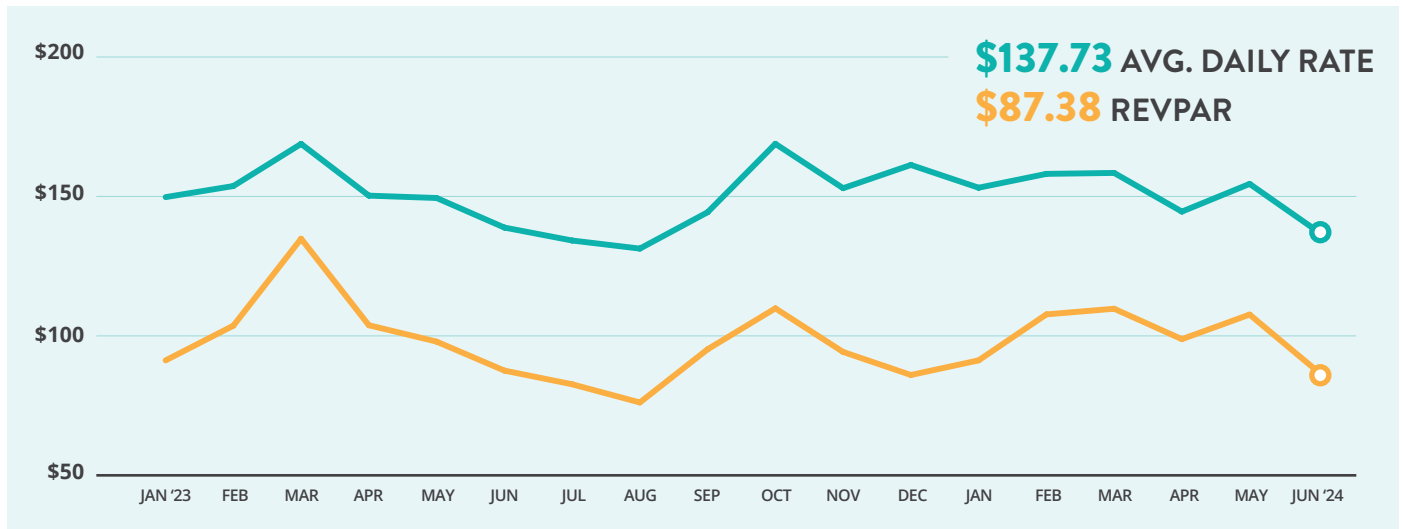
## STATS BY MONTH (2022 - 2023)<sup>3</sup>

\* denotes a hurricane

### ROOM OCCUPANCY RATE<sup>4</sup>



### AVERAGE DAILY RATE + REVPAR<sup>5</sup>



## TOP CONFERENCES HELD IN DOWNTOWN (900+ ATTENDANCE)<sup>6</sup>

1. SkillsUSA: Florida State Leadership and Skills Conference 2024
2. 2023 U.S. National Taekwondo Championships
3. Association of Positive Behavior Support 2023
4. IPHC YouthQuest/Fine Arts Festival 2023
5. Most Worshipful Union Grand Lodge PHA 2024 Annual Session
6. 2023 Aglow International Hybrid Event
7. Evangelical Covenant Church: ECC 2023 Midwinter
8. American Institute for Conservation Annual Meeting
9. Southern Association for College Admission Counseling 2023
10. Via Exito: SEV Summer 2023
11. Christian Leadership Alliance Annual Conference 2024



## 2023 EVENTS SUMMARY<sup>7</sup>

	# OF EVENTS	TOTAL ATTENDANCE
Sports Games	167	1,657,128
Festivals	55	726,849
Concerts	624	646,164
Expositions	43	564,034
Performing Arts	241	388,256
Community	136	49,937
Conferences	95	22,856
<b>TOTAL</b>	<b>1,361</b>	<b>4,055,224</b>



THE GATE RIVER RUN HAS BEEN A US NATIONAL CHAMPIONSHIP 15K SINCE 1994 AND IS NOW THE LARGEST 15K IN THE COUNTRY.

- 3. Source: Visit Jacksonville
- 4. Source: Visit Jacksonville
- 5. Source: Visit Jacksonville
- 6. Source: Visit Jacksonville
- 7. Source: Placer.ai

## RETAIL

# ATTRACTING PREMIER AND LOCALLY OWNED EXPERIENCES

Dense and diverse retail is vital to creating character and driving visits to Downtown. While market shifts such as online shopping and delivery services have changed the retail landscape, Downtown's growing number of rooftops have created the demand for restaurants, specialty retailers and service providers. According to Placer.ai, Downtown Jacksonville has experienced a 107% recovery rate in retail chains since 2019.

Since 2020, 38 new retail stores and restaurants have opened, with more than 20 additional locations announced. A number of locations are currently under construction including Baby Got Brunch, Co-op Frosé & Eatery, Decca Live, Pizza Dynamo, Pour Taproom and Prudential Club Garden, Lounge & Liquors with many more in permitting review.

To support this growth, the Downtown Investment Authority (DIA) offers retail incentive programs designed to attract new businesses, expand the tax base, modernize older spaces, and create a vibrant, lively environment. Property owners can access incentives for remodels, renovations, and enhancements to buildings with street-level visibility, fostering a diverse and dynamic retail landscape. Programs include:

### CORE RETAIL ENHANCEMENT PROGRAM (CORE REP)

Core REP is designed to create momentum in recruiting and retaining restaurants and retail within the City Center and Southbank. The grant offers a maximum award of \$30 for every square foot leased or occupied by the proposed tenant or business, not to exceed 50% of the total project construction costs. An incentive boost of \$5 per square foot is available to businesses primarily selling goods instead of services.

### BASIC RETAIL ENHANCEMENT PROGRAM (BASIC REP)

Basic REP covers Brooklyn, LaVilla, NorthCore and Cathedral Hill. The grant offers a maximum award of \$20 for every square foot leased or occupied by the proposed tenant or business, not to exceed 50% of the total project construction costs.

### FOOD AND BEVERAGE RETAIL ENHANCEMENT PROGRAM (FAB-REP)

FAB-REP was developed to cluster restaurants, retail and entertainment venues in two distinct, walkable corridors of the City Center: the Laura/Hogan Street Corridor and The Elbow Entertainment District Corridor. Three-year forgivable loans fund capital improvements up to 50% of the build-out costs. Eligibility requirements for businesses include certain dedicated hours of operation, service type and size. More than \$2.5 million is earmarked for FAB-REP and incentives will be scaled by type of business.

**1.2M SF** of Existing Retail

Market Asking Rent/SF **\$20.39**

**WITHIN 3 MILES OF DOWNTOWN<sup>1</sup>**

**Total Retail Establishments - 1,162**

**Total Retail Employees - 8,873**

**Total Retail Sales - \$1.56B**

1. Source: Placer.ai

## SIDEWALK ENHANCEMENT GRANT

Property owners with a sidewalk cafe permit located within the FAB-REP boundaries may seek reimbursement up to 80% of eligible outdoor dining improvement costs, not to exceed \$15,000 for FAB-REP recipients, or \$5,000 if stand-alone.

## WATERFRONT RESTAURANT PROGRAM

To build on Downtown's scenic waterfront, riverfront parks and recreational docks, eligible riverwalk and creek front restaurants and new construction—either free standing restaurants or mixed-use properties— that offer a direct view of the water, access to the Riverwalk or creekside trail may apply for grants of up to 50% of eligible costs.

## STOREFRONT FACADE GRANT PROGRAM

To increase the utilization of existing buildings, enhance economic vitality, attract new tenants and strengthen the overall image of Downtown, property owners in the Northbank CRA's Historic District may seek reimbursement for the improvement of storefronts and, if applicable, second story facades. The grant offers up to \$30 per square foot and is capped at 50% of eligible costs, with a maximum grant award of \$75,000 per applicant.



The Flamingo Bar & Cafe

## RETAIL OPENINGS SINCE 2020

### 2024

Cereal Bar Live  
Cinco de Mayo  
Degree Wellness  
Toon Town Pickleball

### 2023

City Grill & Raw Bar  
Duval Kickz  
Flavorikan  
Hardwicks Bar  
Industry West  
Insomnia Cookies  
J. Lea Florals  
Ocean Street Tequila  
Plenti | Poke, Bowls and Blends  
Setlan Coffee Company  
Starving Like Marvin

### 2022

Cava Grill  
CX904 (Creative Exchange)  
Indulgence Southern Bistro  
My Salon Suites  
Ocean Street Tacos  
Panera Bread  
The Greenhouse Bar

### 2021

Anejo Cocina Mexicana  
Back to the Grind  
Bread & Burger  
The Bread and Board  
Chipotle Mexican Grill  
Crazy Beans Coffee  
Estrella Cocina  
Fizzies and Fare  
Mayday Ice Cream  
Ruby Beach Brewing  
Toon Town Pizzeria  
Underbelly  
Waxology

### 2020

Chop Barbershop  
Firehouse Subs  
Suterra Wellness

### UNDER CONSTRUCTION

Baby Got Brunch  
Co-op Frose & Eatery  
Decca Live Formerly East Bay Street Bar)  
Pizza Dynamo  
Player's Grille (Home2Suites)  
Pour Tap Room  
Prudential Club Garden, Lounge & Liquors

### IN REVIEW & PROPOSED

Alder & Oak at the Hub  
Blueberry Bakery at the Hub  
Daily's Gas Station & Bold City Brewery Taproom  
Dorothy's Downtown  
Flamingo Bar & Cafe  
Jersey Mike's  
Marathon Music Works  
Maritime 618  
Panda Express  
Southern Grounds & Co. at the Hub  
Vantage Point Coffee  
Whole Foods

## CULTURE

# CULTIVATING DOWNTOWN'S UNIQUE CENTER FOR ENTERTAINMENT, EDS + MEDS

## EPICENTER OF CULTURE & ENTERTAINMENT

With over 28,000 seats across various venues, Downtown is home to vibrant performances by groups such as the FSCJ Artist Series, Jacksonville Symphony, Jacksonville Children's Chorus, River City Fine Arts Academy and Theatreworks. Key cultural developments include the historic Florida Theatre's \$15 million renovation ahead of its 2027 centennial, featuring upgraded seating, lighting, sound systems, and a new VIP lounge. The Museum of Science and History (MOSH) is set to build a \$100 million state-of-the-art facility across the river from its current location, next to the USS Orleck and new home of the Jacksonville Fire Museum, enhancing the city's cultural and educational footprint.

In the Sports and Entertainment District, fans enjoy year-round action from Jacksonville Jaguars (NFL), Jacksonville Jumbo Shrimp (MiLB), Jacksonville Icemen (ECHL) and Jacksonville Sharks (NAL). Catalytic investments are expanding infrastructure and fueling economic growth. In 2023, the Jacksonville Jaguars opened the \$120 million Miller Electric Center, a 125,000-square-foot sports performance facility, and are moving forward on a \$1.5 billion "stadium of the future" slated to open in time for the 2028 season. Meanwhile, the Jacksonville Jumbo Shrimp are also planning \$35 million in upgrades to elevate their 2003 AA stadium to AAA standards.

## AN INTELLECTUAL HUB

Downtown is emerging as a hub for higher education and professional development, creating exciting opportunities for developers and investors. A growing concentration of universities, colleges and training centers provides residents with diverse educational opportunities while attracting a broad student population that stimulates the local economy, fosters innovation, and drives workforce development aligned with key local industries.

In 2024, the Jacksonville University College of Law opened its permanent, \$10 million, 50,000-square-foot, adapted reuse campus in the historic former Atlantic National Bank building. This strategic move for Florida's first new law school in 20 years enhances Downtown's appeal as an educational destination and promotes legal expertise and professional growth.

Additionally, the University of Florida is establishing a temporary campus within the new JEA headquarters while developing a \$200 million graduate campus where students can obtain one of nine master's degrees:

- Management in artificial intelligence
- Artificial intelligence and analytics
- Engineering management in data analytics
- Computer science in artificial intelligence and cybersecurity
- Artificial intelligence in biomedical and health sciences
- Physician assistant studies
- Genetic counseling
- Legal studies
- Architectural studies

VIEW THE DOWNTOWN JACKSONVILLE  
DIRECTORY AND EVENT CALENDAR  
AT: [DTJAX.COM](http://DTJAX.COM)





Setlan Coffee Co. at MOCA Jacksonville

### CULTURE + ENTERTAINMENT VENUES

1. 121 Financial Ballpark
2. Cummer Museum of Art & Gardens\*
3. Daily's Place Amphitheater
4. Eartha M. M. White Historical Museum
5. EverBank Stadium
6. Florida Theatre
7. Friday Musicale
8. Jacksonville Center for the Performing Arts
9. Jacksonville Fire Museum - Reopening Soon
10. Jacksonville Public Main Library
11. Kanine Social
12. Merrill House Museum
13. MOCA Jacksonville
14. Museum of Science and History
15. Prime Osborn Convention Center
16. Ritz Theatre & Museum
17. River City Railway
18. Toon Town Pickleball
19. USS Orleck Naval Museum
20. VyStar Veterans Memorial Arena

### HOSPITALS

21. Ascension St Vincent's Riverside Hospital\*
22. Baptist MD Anderson Cancer Center
23. Baptist Medical Center Jacksonville
24. Mayo Clinic Community Health Collaborative
25. Nemours Children's Specialty Care
26. UF Health & Proton Therapy Institute\*
27. Wolfson Children's Hospital

### COLLEGES & UNIVERSITIES

28. Edward Waters University (HBCU)\*
29. Florida State College at Jacksonville Downtown Campus
30. Jacksonville University College of Law
31. Strayer University

\*Located within a mile of Downtown.

## A HEALTHCARE DESTINATION

Downtown serves the region as a premier healthcare destination, featuring six exceptional medical facilities. This network not only provides a broad range of specialized services—spanning from pediatric care to cancer treatment—but also creates jobs, attracts medical tourism, and drives economic growth.

In 2023, the \$187 million Wolfson Children's Hospital Critical Care Tower was completed, establishing a new gateway for both Wolfson Children's Hospital and Baptist Medical Center. This state-of-the-art facility introduced 75 neonatal intensive care beds and 26 pediatric intensive care beds. Also in 2023, the Mayo Clinic launched a Community Health Collaborative to better understand local healthcare needs, while advancing health education and biomedical research.

Looking ahead, ShareMD is planning to open a 24,000-square-foot medical facility and care center in 2027, marking the first non-hospital medical office development Downtown in over two decades. This development further strengthens Downtown's position as a hub for medical innovation and care.



## OUTDOORS

# CELEBRATING NEW WORLD-CLASS PARKS AND WATERFRONT AMENITIES

Downtown Jacksonville's riverfront and parks are undergoing significant enhancements, solidifying their role as central community assets and improving the quality of life for residents. Today, Downtown boasts 70 acres of parks that offer recreational opportunities, ecological richness, and community gathering spaces that promote health and well-being.

The nearly three miles of riverwalk, already a popular feature, is being extended along both riverbanks, with major improvements underway to enhance the waterfront for decades to come including new riverwalk bulkheads, floating docks, kayak launches, piers, and marinas, as well as creek restoration to further connect the community to the river.

Several themed destination parks are in development, many linked by the riverwalk, celebrating Jacksonville's unique identity. In 2024 alone, the City opened Lift Ev'ry Voice and Sing Park in LaVilla, the first phase of Artist Walk in Brooklyn, and the fully renovated Friendship Fountain on the Southbank. Additionally, Riverfront Plaza, iconically situated along the Northbank skyline— is under construction, and the Musical Heritage Garden, Shipyards West Park, and Metropolitan Park are funded and in the design phase.

Mixed-use developments like One Riverside and RiversEdge are also allocating land for multi-acre public parks, and new riverfront projects are required to include waterfront dining to qualify for incentives. This extensive investment in Downtown's parks and waterways not only boosts resilience and property values but ensures that Jacksonville's riverfront will be a vibrant part of the city for generations to come.

## DIA'S BID STRATEGY PARKS INITIATIVES

1. Unify the Northbank and Southbank Riverwalk as a premier destination
2. Connect parks through safe and comfortable trails, sidewalks and bikeways
3. Develop a connected network of riverfront parks that offer year-round programs, activities and events for people of all backgrounds
4. Activate under-used parks—through both capital improvements, maintenance upgrades and programming—to meet resident and visitor needs
5. Develop new neighborhood parks

**20 PARKS & TRAILS WITHIN ONE MILE OF DOWNTOWN**



Emerald Trail



**LIFT EVERY VOICE AND SING PARK**

**INVESTMENT:** \$3,000,000 **STATUS:** Completed

Designed by renowned landscape architect Walter Hood, and opened in the summer of 2024, this park celebrates the contributions of brothers James Weldon Johnson and J. Rosamond Johnson in the creation of the country's "Black National Anthem," and serves as a major landmark in the redevelopment of LaVilla.



**ST. JOHNS RIVER PARK AND FRIENDSHIP FOUNTAIN**

**INVESTMENT:** \$15,000,000 **STATUS:** Under Construction, Phase 1 Completed

The City opened Friendship Fountain in February 2024 with a waterfall wall and nightly choreographed light shows. Work is underway on the remaining construction of the "Exploring the St. Johns River", which will feature a history-themed play park, concession stand, restrooms, a wedding venue, picnic areas and interpretive gardens to help tell the story of the city's founding.



**ARTIST WALK**

**INVESTMENT:** \$8,800,000 **STATUS:** Under Construction, Phase 1 Completed

The City opened phase one of Artist Walk in summer of 2024. It features a skateboarding plaza, stage and turf lawn in the shade of the Fuller Warren Bridge, with a second phase to include a sculpture garden. The Walk will connect the Fuller Warren bike/pedestrian bridge, Emerald Trail and Northbank Riverwalk.



**MUSICAL HERITAGE GARDEN**

**INVESTMENT:** \$7,250,000 **STATUS:** Under Construction

The Jacksonville Center for the Performing Arts riverfront lawn will be reimagined as a musical heritage-themed activity node with symbolic landscaping, a musical play area and outdoor projection venue with live stream performances and movie projections.



**RIVERFRONT PLAZA (PHASE 1)**

**INVESTMENT:** \$27,250,000 **STATUS:** Under Construction

Work is underway to turn Downtown's seven-acre central lawn into a destination with a playground, river terrace, park pavilion, bike and pedestrian connection to the Main Street bridge, iconic public art and native landscaping.



**MCCOYS CREEK & MCCOY'S PARK AT ONE RIVERSIDE**

Restoration & Greenway

**INVESTMENT:** \$113,140,680 **STATUS:** Under Construction

The City has begun a multiphase project to daylight McCoy's creek, perform environmental remediation and flood mitigation, and add a new pedestrian bridge, greenway trail, linear park and kayak launches.



**SHOPYARDS WEST PARK**

**INVESTMENT:** \$50,000,000 **STATUS:** In Review

Agency Landscape + Planning is designing the park space on this vacant riverfront property, which will be the future home of the Jacksonville Fire Museum and the USS Orleck Naval Museum, and be home to a food hall, protected kayak area and more.



**METROPOLITAN PARK**

**INVESTMENT:** \$15,000,000 **STATUS:** In Review

The City is planning to update this 42-year-old park, which is adjacent to The Shipyards development. Urban design and landscape architectural firm, Civitas is working on a detailed engineering and landscape design plan that would provide for myriad uses, such as events, fitness and recreation, and would add trees and create connectivity to EverBank Stadium.



**JAMES WELDON JOHNSON PARK**

**INVESTMENT:** \$7,250,000 **STATUS:** In Review

The City is partnering with HOOD Design Studio to redesign Jacksonville's oldest park for the first time since 1977 to create more shade, add water gardens and honor Jacksonville history.



**HOGANS CREEK RESTORATION & GREENWAY TRAIL**

**INVESTMENT:** \$17,300,000 (Trail Only) **STATUS:** Proposed

The City is restoring Hogans Creek to improve resilience and water access, and is designing a trail to connect the riverwalk, creek and Sports and Entertainment District.

## INFRASTRUCTURE

# CREATING ACCESS, CONNECTIVITY AND SMART MOBILITY

Downtown is the central hub for regional transportation with several key projects aimed at boosting economic growth, supporting local businesses, and improving accessibility, sustainability and public health.

Following the 2020 opening of its \$57 million Jacksonville Regional Transportation Center, JTA is also leading the Bay Street Innovation Corridor and Ultimate Urban Circulator (U2C) in partnership with the City, North Florida TPO, JEA, JAX Chamber, Beep, and Balfour Beatty. The launch of the U2C will establish Jacksonville as a leader in smart mobility with the nation's largest publicly funded autonomous vehicle program. Currently underway, phase one includes the Autonomous Innovation Center for managing electric, autonomous vehicles, while future phases will integrate smart technology like dynamic signals, pedestrian sensors, and flood warning systems, and upgrade the Skyway system for autonomous vehicle use and expand its footprint throughout Downtown and surrounding neighborhoods.

Efforts to enhance bike and pedestrian infrastructure are being realized today. Groundwork Jacksonville's Emerald Trail Master Plan is creating a 30-mile network connecting Downtown to 14 neighborhoods, 18 schools, and 30 parks. Its model mile, the LaVilla Link, opened in May 2024, and connects the S-Line Rail Trail in Springfield to the Prime Osborn Convention Center. The next phase includes a one-mile cycle track along Hogan Street, linking the Northbank Riverwalk to Springfield. Additionally, the Fuller Warren Bridge Shared Use Path (SUP), opened in 2023, provides a dedicated bike-pedestrian route connecting Brooklyn and Riverside to the Southbank and San Marco, earning the #DTJax Award for "Downtown Project of the Year."

Meanwhile, the North Florida TPO and the City of Jacksonville are exploring the Core-2-Coast study, which proposes a bike and pedestrian trail connecting Downtown to the Beaches and linking to the East Coast Greenway, a trail network stretching from Maine to Florida.

Infrastructure upgrades also include converting Adams and Forsyth Streets from one-way to two-way, a \$10 million project designed to calm traffic, widen sidewalks, and improve pedestrian and cyclist safety. In Brooklyn, Park Street is being redesigned to add on-street parking and trees, catering to growing residential and retail needs.

To further support mobility, the Downtown Investment Authority (DIA) is implementing its comprehensive parking strategy, including removing minimum parking requirements, incentivizing bike-ped projects, and adjusting parking rates. The Park Mobile App allows for remote parking management, and the City's successful scooter program now covers all of Downtown.

These ambitious projects are transforming Downtown Jacksonville into a model for smart, sustainable urban mobility, ensuring its growth as a dynamic and connected city center.



### THE SUP

**INVESTMENT:** \$146,000,000

**STATUS:** Completed



### EMERALD TRAIL

**INVESTMENT:** \$184,300,000

**STATUS:** Under Construction, Phase 1 Completed



### BAY ST. INNOVATION CORRIDOR & THE ULTIMATE URBAN CIRCULATOR (U2C)

**INVESTMENT:** \$379,000,000

**STATUS:** Under Construction



# TRANSPORTATION AND INFRASTRUCTURE IMPROVEMENTS



## KEY

- |                             |                                      |                        |                      |
|-----------------------------|--------------------------------------|------------------------|----------------------|
| Downtown Boundary           | Emerald Trail                        | Park Street Road Diet  | Future Public Marina |
| First Coast Flyer BRT       | Riverwalk, the SUP & Bike-Ped Routes | River Taxi Dock        | Kayak Launch         |
| Skyway & Stations           | Planned Riverwalk & Bike-Ped Routes  | Future River Taxi Dock | Future Kayak Launch  |
| Proposed Expansions         | Two-way Street Conversions           | Boater Access          |                      |
| Bay St. Innovation Corridor |                                      | Public Marina          |                      |



## 73 WALK SCORE

Downtown Is The Most Walkable Neighborhood In Jacksonville



## 53 BIKE SCORE

Multiple Projects Under Way Include Bike Infrastructure



## 58 TRANSIT SCORE PUBLIC

Transportation Options Are Consolidated In Downtown

DEVELOPMENT HIGHLIGHTS

# \$8.8 BILLION IN THE PROJECT PIPELINE



**\$465 Million** Completed Since 2023

**\$2.23 Billion** Under Construction

**\$3.46 Billion** In Review

**\$2.62 Billion** Proposed



**KEY**

- Mixed Use
- Residential
- Office
- Retail
- Hotel
- Eds, Meds, Culture + Entertainment
- Infrastructure + Mobility
- Parks + Waterfront
- Marine

# SELECT PROJECT HIGHLIGHTS

## 1. AC Hotel by Marriott

### INVESTMENT:

STATUS: In Review

Marriott is planning a six-story hotel known for minimalist European design and millennial-focused amenities with two-story parking deck in the Brooklyn neighborhood.

## 2. Artea

INVESTMENT: \$96,900,000

STATUS: Under Construction

Corner Lot Development Group is nearing completion on the four-story, transit-oriented, multi-family property with 340 apartments and 425 parking spaces adjacent to the Skyway system.

## 3. Block Nine

INVESTMENT: \$100,000,000

STATUS: In Review

Trevato Development Group plans to build a seven-story, mixed-use development with 293 multifamily units, 7,000 SF of ground-floor retail space and 5,000 SF of coworking space.

## 4. The Den (Ashley & Hogan Apartments)

INVESTMENT: \$45,000,000

STATUS: In Review

AWP331 LLC is renovating two existing structures and constructing a third to develop 185 apartments with 12,000 SF of retail and 89 parking spaces.

## 5. Ergisi Tower

INVESTMENT: \$450,000,000

STATUS: Proposed

Cross Regions Group announced plans for a 720-foot mixed-use development to be located along the Northbank Riverwalk between Riverfront Plaza and the Hyatt Regency. If constructed, it would be the tallest tower between Miami and Atlanta and house 320 residential units and 35,000 square feet of restaurant and retail space.

## 6. Federal Reserve Bank

INVESTMENT: \$9,600,000

STATUS: Completed

JWB Real Estate Capital has restored the building's historic facade and the interior to house 7,400 SF of ground level retail and 9,000 SF of high-end event space.

## 7. Fincantieri North Florida Dry Dock

INVESTMENT: \$30,000,000

STATUS: Under Construction

Fincantieri Marine Systems North America is improving marine infrastructure on the Working Waterfront in preparation for a 500-foot, Navy-certified dry dock. In early 2024, the U.S. Navy awarded Fincantieri a \$943 million contract for repair, maintenance and modernization of nonnuclear surface ships.

## 8. Furchgotts

INVESTMENT: \$18,000,000

STATUS: In Review

Lotus Commercial USA LLC will renovate the former department store to include 40 apartments, cowork and fitness facilities, and 3,900 SF of retail space.

## 9. Greenleaf & Crosby Building Renovations

INVESTMENT: \$16,900,000

STATUS: In Review

Following a 2023 local historic landmark designation, JWB Real Estate Capital LLC is restoring the building to its original historic condition and plans to move its headquarters there. The building will feature 44,000 SF of office space and an 11,000-SF restaurant space available for lease.

## 10. Home2 Suites by Hilton

INVESTMENT: \$24,000,000

STATUS: Completed

Kelco Management and Development Inc. and Corner Lot Development Group opened a 100-room extended stay hotel in Brooklyn and is working with a local restauranter to add a Player's Grill on the first floor.

## 11. The Hub Brooklyn

INVESTMENT: \$7,300,000

STATUS: In Review

A collaboration among Restaurant & Hospitality Investment Group LLC, CD+Urban LLC and Cronk Duch Architecture will construct 11,000 SF of retail, to feature a Southern Grounds & Co., Blueberry Bakery, and new restaurant concept Alder & Oak.

## 12. Johnson Commons

INVESTMENT: \$23,000,000

STATUS: Partially Open and Under Construction

Corner Lot Development Group and JWB Real Estate Capital is building 91 townhomes and 10,000 SF of ground-level retail next to Lift Ev'ry Voice and Sing Park in LaVilla.

## 13. Jones on Hogan

INVESTMENT: \$40,800,000

STATUS: In Review

Corner Lot Development Group plans to redevelop the seven story historic building to include 177 apartment units, 10,200 SF of retail and 25 internal parking spaces.

## 14. Laura Street Trio

INVESTMENT: \$178,865,000

STATUS: In Review

Recently joined by Downtown-based Live Oak Contracting, SouthEast Development Group is planning the adaptive reuse of three historic buildings for a Marriott Bonvoy-Autograph Collection Hotel, 169 blended-rate apartments, retail and entertainment spaces.

## 15. Lennox on Park

INVESTMENT: \$100,000,000

STATUS: In Review

Columbia Ventures is planning a five-story, 342 unit apartment building with 8,338 SF of restaurant and retail space, and 450 parking spaces on a vacant Brooklyn parcel.

## 16. Lofts at Cathedral

INVESTMENT: \$39,000,000

STATUS: Under Construction

The Vestcor Companies Inc. is nearing completion on 120 workforce housing apartments to the Cathedral District through the renovation of the former YWCA building and a new, adjacent structure.

## 17. Lofts at Southbank

INVESTMENT: \$38,800,000

STATUS: In Review

Vestcor plans to construct a 10-story mixed-use development on the Southbank, which includes ground-floor retail, office, and restaurant space, self-storage units on the third through sixth floors, and apartments, including affordable housing, on the seventh through tenth floors.

## 18. Miller Electric Center

INVESTMENT: \$120,000,000

STATUS: Complete

The Jacksonville Jaguars in partnership with the City, constructed a 125,000 SF center to house the Jacksonville Jaguars' football operations and training facility with indoor practice field and outdoor grass fields with bleacher seating for more than 2,000 fans, and amenity area with concessions, public art and a pro shop.

## 19. MOSH Genesis

INVESTMENT: \$100,000,000

STATUS: In Review

MOSH announced plans to construct a new 130,000 SF museum on the Shipyards property with offerings including a walk-through aquifer exhibit and a water quality bio-lab.

## 20. One Riverside Avenue

INVESTMENT: \$250,000,000

STATUS: Under Construction

Fuqua Development is nearing completion on phase one of this mixed-use project with 396 apartments and 54,256 SF of retail space to include a Whole Foods and riverfront restaurant space on the 18-acre riverfront site of the former Florida-Times Union.

## 21. Pearl Square

INVESTMENT: \$500,000,000 (Phase I)

STATUS: In Review

Gateway Jax LLC is planning a multiphase, mixed-use development across 20 blocks in the NorthCore to include 1,000+ apartments, office, 120,000 of grocery-anchored retail space, and parking.

## 22. RD River City Brewery Apartments

INVESTMENT: \$202,700,000

STATUS: In Review

Related Group is planning a new 25-story, riverfront tower with 390 apartments, a 5,000 SF restaurant space and 550 parking spaces. The City will finance the restoration of a 29-slip marina and boat ramp at the site.

## 23. RISE: Doro

INVESTMENT: \$79,100,000

STATUS: In Review

Following a devastating fire less than two months before its opening, Rise: A Real Estate Company will rebuild the first major multifamily residential property in the Sports and Entertainment district. The development will feature 247 apartments, including 85 units designated for workforce housing, along with 7,400 SF of retail space, 300 parking spaces, and a rooftop swimming pool and fitness center.

## 24. RiversEdge: Life on the St. Johns

INVESTMENT: \$693,000,000

STATUS: Under Construction

Preston Hollow Capital LLC has begun work on this healthy- living-inspired mixed-use project on 30-acres along the riverfront. The development is slated to bring 950 residential units, 147 hotel rooms, 200,000 SF of office space, 134,000 SF of retail, and a 125-slip marina. The project will include more than four acres of public park space and active water access.

## 25. The Shipyards and Four Seasons

INVESTMENT: \$387,600,000

STATUS: Under Construction

Iguana Investments Florida LLC is currently constructing a 170-room Four Seasons hotel with 26 residences. The second phase includes a 157,000 SF, Class-A office tower, 200 parking spaces and a 6,000 SF marina building with a restaurant. The plan also calls for a \$4 million, 20-year investment to maintain city-owned Metropolitan Park.

## 26. Stadium of the Future

INVESTMENT: \$1.4 billion

STATUS: In Review

The Jacksonville Jaguars are collaborating with the City of Jacksonville on a renovation to modernize the 29-year-old EverBank Stadium. In addition to the makeover, the agreement includes, a 30-year lease, a non relocation agreement and \$56 million in spending on riverfront parks and the flex field next to the stadium. Planned to begin in 2025 and finish in time for the 2028 season, new features will include a shade cover, enhanced concourses, new seating and improved amenities.

## 27. Union Terminal Warehouse

INVESTMENT: \$72,000,000

STATUS: Under Construction

Columbia Ventures is transforming the 1913 warehouse into 228 apartments and 50,000 square feet of small office, food and beverage retail and maker space just north of the Sports and Entertainment district.

## 28. VyStar Parking Garage

INVESTMENT: \$22,000,000

STATUS: Completed

Danis constructed this 807-space parking garage adjacent to the VyStar campus. On the ground floor, 13,169 SF of office and retail space includes the new Jacksonville Children's Chorus headquarters, while work is underway on a Pour Tap Room and a Pizza Dynamo.



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The 2024 State of Downtown Report is an 18-month recap of progress and development in Downtown Jacksonville from January 1, 2023 through June 30, 2024, published by Downtown Vision in November 2024.

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