

Meeting Minutes

TO	Megan O'Hara, Paul Ostergaard	DATE	18 June 2015
PROJECT	2212 Jacksonville Landing	DATE OF MEETING	16 June 2015
FROM	Andrew Petrovsky	LOCATION	Jacksonville, Florida
ATTENDING	Andrew Petrovsky, Mike Lentz, Lamar Wakefield, Jeremy Hull, Doris Goldstein, Eli Sleiman, Tom Senkbeil, Jonathan Heldenbrand, Michael Herzberg		
PURPOSE	Public Meeting Notes		
DISCUSSION			

ULI

- Gateway to Downtown
- Relation to river
- Keystone piece of real estate
- Main icon, history
- Corridor from city hall
- How do you put usable program into space
- Nice foreground element
- Proximity to bridge and Riverwalk, South Bank
- Wide river, strong
- Pedestrian bridges
- Exercise club and spa
- Alsop Bridge not safe for family
- How do you merchandise both sides
- Businesses as a plus
- Limited residential options
- Multi-generational, business school or hospitality hotel
- Ballet, arts, activities for kids
- Field trips, schools performing based off of scholarships
- Programming should be family-friendly
- Residential, don't try to solve everything

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DISCUSSION

- Town Center and suburban malls helped kill off landing
- No place to sit on the river and eat
- Parking isn't an issue, less of one
- Perception of safety is still bad
- Poor wayfinding and signage
- Parking app
- Homeless and safety concerns
- Wayfinding is very poor
- How do you incorporate Jaguars game?
- Park as a good use
- No definition to site edges, Wells Fargo is not walkable
- Intersection of Water and Hogan could be reworked
- Not anything friendly about front doors
- Let Laura Street go through
- Feeding off of other events, leverage neighbors,
- Dining
- Not enough service or residential to support retail now
- Has to have daytime uses
- Charlotte
- Some sort of market
- Under bridge is not good, bridge as opportunity
- Entrances being blocked off for events is not good
- Expansion college space still desired
- Water taxis to the landing from Jacksonville U
- Multi-generational, mixed-use
- Need waterfront dining
- Integrate and get done before Shipyards
- Restaurants, restaurants
- Under shade
- Shade needed inbound not on water
- Landscape and pergolas
- Families, millenials, workforce, small units, downsizing
- Hotel and residential could be good use
- Mid-size, co-op, small market, specialty
- Charlotte 9th St. Market Philadelphia
- Atlanta Ponce Market
- Streets more consistent as two-way
- Georgia-Florida game and other types of similar events can block from

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DISCUSSION

restaurants

- Landing site currently maintains a special open container zone overlay
- School bus parking
- Yoga for change events
- Arts museums, Artwalk in Hemming Park
- Too much parking in past proposals, residential needs tons of parking
- Food trucks and places to sit
- MOSH relocation

Public Meeting: Table 1

- Marina activity, boating is authentic
- Music programming,
- History and cultural assets
- Skyway expansion
- Accessibility
- Waterfront focus
- Vacation inspired design
- Entertainment programming
- Water taxi
- Rooftop
- Walkability

Public Meeting: Table 2

- Open vista to river
- Riverwalk and Arts Market
- Importance of Laura Street Trio, Hogan, widen sidewalks
- Mixed-use

Public Meeting: Table 3

- Move the jail
- Friendship Fountain Walk
- Laura Street development is a good centerpiece
- The Landing needs bus parking areas
- The Landing to Times-Union and Hogan Street is a an important connection
- Need more public space
- More green space along the Riverwalk

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DISCUSSION

- Open up Laura Street
- Photogenic site
- Hate off-ramps to Main Street Bridge
- Close certain roads where service happens
- No stage at end that blocks vista
- Should go higher than typical mixed use
- Landing success will be Laura Street success, Hemming Park
- Widen and connect sidewalk
- Bridge connection important
- Landing needs to respect TULCPA and vice versa
- Courtyard looks ugly
- Coastline Drive is not working
- Park east of Landing to Shipyards is a great potential park
- How do we integrate the Landing into Laura Street and Shipyards?
- Develop Hogan
- Landmark destination
- Mixed-use residential
- Make it our iconic photo
- Lack of retail and restaurants
- Floating amphitheater
- Laura as Jacksonville's Main street
- Grocery stores

Public Meeting: Table 4

- 2,000 people already living Downtown, need more shops
- Laura as a pedestrian street
- Connection to old City Hall
- Riverwalk should be nice and have shade elements like South Bank
- Detroit Riverwalk
- Extending Skyway
- Better wayfinding
- So much parking, but garages close at nine

Public Meeting: Table 5

- Open up to Laura Street
- Make it attraction, have an island with a water taxi

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DISCUSSION

- Small waterpark or splashpad
- Greenville, South Carolina
- Building not functional

Public Meeting: Table 6

- Retail doesn't work at night
- Hotel utilization
- Crime culture, perception of unsafe
- Attracting children
- Five Points and Brooklyn as a model
- Remove ramps, two-way street on Main Street
- Movie theater
- Hemming Park Plaza as a good asset

Public Meeting: Table 7

- Butler, Beach, and Atlantic Boulevard are bleeding the Downtown
- View from blimp
- Connection to Jaguars stadium
- Protect brand and icon
- Remove ramp from Main Street Bridge
- Current parking is too complicated, signage is not good
- Lazy river, more family friendly
- Open park, sports themes
- Bike and pedestrian friendly, bikeshare

Public Meeting: Table 8

- Should have a broader perspective-can't separate landing from the jail, empty courthouse, and city annex
- Not tour friendly: needs to handle buses, currently have to park across the river
- Needs to provide a more urban feel: use the skyway/trolleys
- Needs more connectivity
- Repurpose rather than demolish
- Should limit (Limit what?)
- Landing is a brand
- Landing as a destination: Café culture, pedestrian scale, open green space, and art
- Bus parking should be manageable

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DISCUSSION

- More urban feel, use the skyway and trolleys
- Landing as a brand

Public Meeting: Table 9

- You need residential for people to show up during later hours
- Use the space to solve problems unique to Jacksonville
- Small retail
- Children's Museum
- Five Points
- Grocery store essential
- Uber drop-off area
- Remove ramp to Main Street Bridge
- New parking garage
- Performing Arts Center integrate
- MOCA and Library
- Food trucks
- Movie theater
- Lighting on the Acosta Bridge
- Make it an attractive experience more than a destination

Public Meeting: Table 10

- Close a nearby street and make pedestrian traffic only
- Better utilize vacant land adjacent to Hogan Street
- Reroute Main Street Bridge entrance and expand into that area (Water Street)
- Expand existing boardwalk (widen)
- Water Street entrance is problematic
- Lack of connectivity from landing to remainder of downtown: too many banners. East and west need connectivity
- Connect the downtown corridor to the river-connect it visually
- Reduce homeless-increase police/security on foot
- Add named pavers to generate additional funds (engraved/personalized pavers)
- More Docks/boating access
- Add outdoor exercise stations along the waterfront boardwalk

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DISCUSSION

- Raised viewing platform to the west so people can enjoy the sunsets
- Raised, enclosed walkway to connect the surrounding buildings in the landing
- Add more diverse restaurants
- Connectivity to downtown
- Exercise station areas
- Diverse restaurants
- Pedestrian walkways
- Uses for young people, high school students
- Pedestrian street
- Main Street and Water Street connections
- Too many barriers
- Reduce homeless, increase security
- More docks and boating access
- Viewing decks and platforms

Public Meeting: Table 11

- Laura Street is Main Street
- Orlando, Downtown Disney kind of development
- Celebrate Riverwalk
- Redevelop Riverwalk connection to bridge
- Waterfront is a huge positive attribute
- Not enough access
- Bad reputation as Downtown being dangerous
- Widen Riverwalk
- Mix uses
- Outdoor theater
- Grassy, floating amphitheater, stage on the river

FAPA, FPZA

- How does Landing fit into the bigger puzzle? --> Only place where public is invited to gather on the riverfront in Downtown Jacksonville, at the base of Laura Street, connects down to City Hall and Hemming Plaza.
- In what sense is it mixed-use? Exponential need for residential downtown, need residential in order to make it a 24/7 space

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DISCUSSION

- Performing Arts Center has evening hours, but is limited to certain hours and nights
- Connections to the Waterfront and Riverwalk are a real strength
- Is this a 24/7 space? Do restaurants want to close at 12AM or 2AM? Sound concerns need to be thought about during the programming of the space
- Residential user knows what they are signing up for
- What kind of entertainment gets programmed into whatever space gets designed? Apartments that face the entertainment space are the first to rent out
- Because it is such an iconic site, and center of the region, what is the mix of uses that brings people in from out of town, through traffic and worrying about drinking and how to get home.
- What kinds of uses would you like to see here that would help transform it from its past uses?
- People from Jacksonville Beach may spend a night in a hotel, go to shop, eat, have an urban experience.
- Age bracket should be mixed, from family friendly to young professionals
- Shade is a huge priority for six months of the year
- Would be willing to pay for certain experiences for families. Park at the Everbank building. Programming like the Arts Market at the end of the Riverwalk would be utilized by the population.
- Daily programming mixed in with seasonal festivals is a key to activating space.
- Residential is an absolute must
- Senior living of some sort, active adult uses, a lot of 60-65 who are downsizing and want to be able to walk to places, live in an urban setting
- Rooftop pool, private spaces, dog parks, safe for dogs walking
- Most office workers hang out in their buildings and don't get out into the street for food and entertainment.
- South Bank business people are staying in their building as well.
- Parking as an important aspect in the short term, maybe not in the longer term
- Sports connection, The Landing is what is broadcast from TV during sports games,
- Parking on the waterfront seems like such a waste for the setting.
- A lot of money being put into events that people are not necessarily attending at the moment, city never built the 800 spaces that were needed to support the development.

P R I N C I P A L S

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DISCUSSION

- Charlotte, NC as an example of how a transformation can occur by injecting restaurants, condos, apartments into a downtown area ; President of BofA was able to spearhead the effort behind the Downtown, said you have to include residential and retail space.
- There's a perception that there isn't enough parking. Signage and public info for parking is not existing right now.
- Does DIA have an inventory of parking and where it is? DVI, DIA, and city parking department are working on teaming together.
- Providing parking within 10 feet for every visitor is an impossible
- In Avondale, trolley runs only one weekend
- River taxi is too slow, 30 minutes to go from Landing to the Wyndham.
- Headways across the board for transit are atrocious
- River Rally used to be a big plaza party event on the South Bank, people took water taxis to and from the event
- 220 Riverside is going to be the big competitor, competition is healthy.
- Is a significant green space along the river desirable? Mixed responses, depending on actual programming, hardscape with splash pads, shade devices, for kids could be more interesting, play areas
- South Bank Riverwalk is nice but short and boring
- Inner Harbor in Baltimore as a comparison
- Sea level rise assumptions, amount of investment into the area important, 1-3 foot of rise by 2060. 6 foot becomes an issue by 2110.
- Sustainability issues: green roofs are a positive, is LEED a positive thing in this environment?
- Owners like knowing that they are living in something sustainable, even if they can only see the plaque and not the structure
- Connectivity issues from Alsop Bridge, under Alsop Bridge, a lot of people are trying to walk but they cannot, running loop is almost a perfect 5K around the bridges.
- A lot of families and parents are coming to the Symphony to set up, drop off kids for recitals of sorts

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DISCUSSION

NAIOP

- What happened to the past plans? Past plans, though in good favor with Sleiman, are being disregarded in order to start the design process at ground zero.
- Catalyst needed to bring people to the Riverfront. Live entertainment is great, keeping some sort of amphitheater space would be great.
- What are case studies that show successful developments? Baltimore, etc.
- On-ramp study is key, bike and pedestrian connections will be considered
- Ability to phase should be important,
- More office is probably not needed, multi-family for sale probably not needed
- If you build quality developments, people will come to live and shop
- Grocery desert is a big problem
- Visuals from bridges
- Feelings about building height: doesn't need to be high-rise, residential high-rise could be more feasible
- You don't want to turn your back on downtown, whether it's mid-rise or high-rise
- Don't want to compete with Healthy Town and Ship Yards, wants to be it's own regional center
- Blocks down Laura should be inviting and a part of a sequence
- Last 2 public projects, Library and Courthouse, are very mediocre
- Doesn't have to be Sydney Opera House, but why the hell not
- Time to get it right internationally
- Performing Arts Center, Phillips in Orlando, would be beneficial as just opposed to the one Civic Auditorium
- Can't be dated in 20 years
- To make Downtown viable we need more residential
- Brooklyn is a good example of what's possible
- Enough office space to absorb for the next ten years
- Uses that capture all age groups all the time, like the Art Walk or the ESPN Zone, would be great
- About 10,000 people come to the monthly art walks
- How do you get people who work downtown to stay and eat after work
- What other uses good you see here → boutique hotel types
- People who boat have no entertainment options, music options, amphitheater that faces both ways

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- Florida-Georgia and concerts are the two main reasons people come here; how do you balance people living in a place with that much music
- Why has this place not been more successful? Dirty, food not good, perception of unsafe, quality storefronts = quality patrons
- No renovations, not enough upkeep, not enough money you can pour into the Landing to fix the shell or get a good ROI
- Trying to figure out best uses,
- Area like Broadway Street in Nashville to make things lively
- One Spark is a 4-5 night tremendous hit
- Minor League baseball team as a case study, got a new stadium and boosted average attendance from 1,000 to 5,000 per game
- Festival market concept and its failure: safety was a big issue -> perception causes key demographic to stay away
- Misconception that Downtown is a dangerous place
- Don't need something that blocks off Downtown, could be lower mid-rise
- Bike share program would be a huge help
- Current crime stats reflect prison scuffles, and the news calls things four miles north of Downtown "Downtown" which doesn't help
- View on transit in the city: trolley system would be useful, cool looking ones, not basic city bus styled ones
- Trolley could go from South Bank up to Springfield
- Lighting has to be spectacular, well-designed
- Ferry systems to Riverside
- Big anchor retail to really ground the development, a grocery store like Fresh Market, Whole Foods, or urban Publix could work

**Civic Council Representatives (Small Business Owners for Tech Companies),
Debbie Buckland Downtown Vision**

- Profile Gorilla Owner, moved business downtown and has been hiring Downtown for a few years
- Wants to open an entrepreneurial center Downtown for small, growing businesses
- Entrepreneurs are the most likely to live Downtown, come Downtown after work, and work Downtown

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DISCUSSION

- Startup market is the demographic that will stay downtown and really spend money at venues that are nearby. Most would rather bike and walk as opposed to own a car and have to deal with parking garages and such
- The Fresh Market that is next to the apartment building is something that is happening in Riverside and Brooklyn, but not Downtown
- Young professionals are finding a good middle ground in Brooklyn, people in higher 5 digit incomes
- Working Downtown because of city pride and passion, wants to be a part of the resurgence of Downtown.
- Peter Rummels' Healthy Town would have been great on North Bank
- Jacksonville is one of the youngest cities in Florida, average age around 35.
- Downtown Vision (Debbie): Collective group of suburbanites have no vision for Downtown, no one cares about the Core.
- A large group of people would like to see it as an open space for the city. Becomes creepy at night because it's surrounded by office space.
- One of the biggest magnets to the "creepy" factor is lack of people, you need more and more people and then the homeless will become filtered out from a perception standpoint.
- Artwalk-inspired event for entrepreneurs.
- Should we make the place for people who like Downtown's, or people that like the suburbs?
- People from suburbs are starting to get into places like Five Points.
- The chef-driven restaurant is not the only piece of the puzzle.
- Nostalgic suburban Jacksonvillians will start suggesting what should be built in order for them to come back, we should be listening to young people because they will actually come
- Many empty nesters would move downtown if they had the services and amenities.
- City needs a complete master plan, being OK with a SoHo, scruffy, local coffee attitude is a must
- Vagabond Coffee
- Younger generation and millennials don't want to be sold to, they want to be connected to. Brand loyalty is something that older generations cling to, but young generations want to go to places that feel authentic.
- How do you connect to surrounding office properties better? Food, services, cocktails, laundry, dog keeping, nail and hair salons,
- Most people who live downtown don't want to have to get in their car for groceries and basic services

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- People would probably take a trolley of some sort to get groceries, Skyway usage between Brooklyn and Downtown is increasing
- Downtown doesn't have good coffee shops, home-cooked meal feels, cult-followed grocery like Native Sun, Trader Joe's (only existing one is in JAX Beach), Lucky's
- Detroit's SOUP crowdfunding event for startup businesses.
- Owner would move into the Landing as is, no questions asked.
- How do you make a newer building viable for the frugal entrepreneur? Make the apartments a package deal environment with amenities. Focus on the once or twice a day buyer as opposed to once a week.

Jacksonville U, JCCI

- Survey results: family friendly, arts and culture, walkability to other parts of Downtown, destination retail, celebrate local business
- People love the historic buildings downtown and want to keep as many as possible, save them from the wrecking ball
- In terms of programming, Landing doesn't need a huge amount of entertainment space, but enough for smaller events
- Safety, perception is that Downtown is not safe
- More recent survey says that young professionals need local businesses, brewers, food scene. Green space for young professionals and families to hang out and relax.
- People don't want something that competes with St. John's Town Center
- People don't want high-rises, but are fine with mid-rise
- Granville Market, Vancouver ; Philly Reading Market, Chelsea Market in NY → Savannah and Charleston as walkable neighborhoods
- Residential units generally seen as favorable, question is how residential can be programmed in with events that are in the space or nearby.
- Business incubator as potential use, One Spark hatchery; ArtPrize in Grand Rapids
- Want to traverse across the site with different and exciting paths and such
- Sculptural installation areas in open space to interact with MOSH
- Eco demonstration projects
- Shade, Ft. Worth
- Uniquely Jacksonville as the brand, traditional materials
- Community Loaves, Hippo Pops, Intuition Brewery, Gold City, Gypsy Brews, Bold Beat, Wolf & Cub, Food Trucks

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DISCUSSION

DVI, Visit Jacksonville, Tourist Development (Anna Lopez, Wade Powers from Colliers and CoC, Jimmy Orth from River Keeper, Jake Gordon from Downtown Vision, Katherine Hardwick)

- Landing has lost prevalence as a destination
- Increased boating presence is hard because of breakwater, manatees, etc.
- Shopping, dining, music like Nashville
- What's unique about Jacksonville, shouldn't become just any waterfront, music, maritime history, food, creative market, riverfront dining,
- Gathering space, great public space that serves as an anchor
- Friendship Fountain is an example of open space that doesn't get much activity
- Vancouver, Toronto as waterfront examples, Banks in Cincinnati,
- Housing can work, challenged by rents,
- Not a parking problem downtown, there's a walking problem
- It actually takes longer to walk from a parking lot in Town Center to a store than it takes to walk around Downtown in certain situations.
- Wayfinding needs to be improved
- What kind of open space?
- Music venue should be a part of a flexible space, shouldn't get tired
- Should get a front door to the water and to the downtown
- City-wide or regional? High-end retail and restaurants
- Essential Jacksonville Waterfront location
- Has to serve both populations, high-end but useable by people who live and work in Downtown
- 50% of people who dine downtown come from immediate suburbs, but people come in from the beaches and St. Augustine.
- Good, night-time restaurant needed for Downtown,
- Chattanooga, Pittsburgh as a precedent
- Green space combined with views of the riverfront is the site's best asset
- People from Springfield bike in, would bike in for destination retail and restaurants here
- Bikes on the river taxi
- Beer garden, stage, family friendly amenities
- Combination of transit, ped, biking, cars, water taxi in order to get all access to the site

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DISCUSSION

-Education factor with a local university, fish tank or exhibit that show different habitats and species, marine science programs.

Cultural Council, AIA, MOCA, MOSH

-Chief Curator of MOCA: Clear view down to the river, open space, smart retail component, family friendly (restaurant, ice cream shop, etc.), residential is less key, shouldn't get in the way of programming, highlight the Main Street Bridge; how do you site an iconic piece of art from the get-go, the piece of art could be the iconic piece that gets incorporated, thinking about materials since it is on river is very important, creating a work of art that is directly in scale with the architecture and also has a direct vista from somewhere, the Bean in Chicago

-City Planning and Zoning Architect: Iconic nature is very important, looking to the future like the Guggenheim and Bilbao, public program like MOSH would be great to bring people and money into the site ; cater to pedestrians as opposed to cars; what is special about the site: engages the river, could have some sort of kayak and other docking areas, Oslo Opera House

-Sole Practitioner Architect: Warning should be taken that the iconic design slant is what happened when the Landing was first built.

-MOSH relocating would help use public, private, non-profit together to create a comprehensive use

-MOSH: Hub of activity to connect to sports, shopping, destination places

-Icon is important, connections not just on Laura but also east and west

-Spaces like the area in front of the Performing Arts Center should be utilized as open space and focus on other things on the actual Landing

-An assemblage of buildings together that can create a postcard view

-Interactivity in art is the new normal, whatever is not designed as interactive becomes used by people eventually anyway

-Interacting with water and water features

-Erase everything that doesn't have to be there, start with open space as a place and then design buildings around that; in thirty years starchitecture buildings become suspect.

-Turning the back of the building to the city

-Programmatic idea, Downtown Ambassadors headquarters, live performance venues, 50/50 balance between physical design and the activities in the space

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DISCUSSION

- What is Authentically Jacksonville? The blimp cam may zoom in on the Shipyards once that project is built out.
- Make the place iconic and let the buildings be the supporting buildings
- Not just about drinking, need family reasons to come Downtown
- Terraces and green space with public and private open spaces
- Balancing the open space and the heights, using high rises to open up the ground to open space
- 100,00 SF of museum space may not be the best
- Extended museum hours to activate areas
- Help cut up programming in building to distribute amenities
- Companion, same-ticket space for MOSH or MOCA

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