

# **LAVILLA HERITAGE TRAIL & GATEWAYS COMMITTEE**

## **AGENDA**

Hybrid Virtual In-Person Workshop  
Friday, September 29, 2023, at 1:00 PM

### **MEMBERS:**

Shawana Brooks, Chair

Carol Alexander

Ayesha Covington

Mamie Davis

Dr. Tim Gilmore

Allen Marshal/George Greenhill

Mitch Hemann

Rodney Hurst

Marsha Phelts

Suzanne Pickett

Adrian Swanigan

Adonnica Toler

Thomas Waters

Genaro Urso

Lloyd Washington

### **I. CALL TO ORDER**

### **II. PUBLIC COMMENTS**

### **III. LAVILLA HERITAGE TRAIL PRESENTATION**

*a. Vision & Strategy*

*b. Draft Marker Concepts*

### **IV. DRAFT MARKER CONCEPTS POSTERBOARD CHARETTE**

### **V. OTHER MATTERS TO BE ADDED AT THE DISCRETION OF THE CHAIR**

### **VI. ADJOURN**

**TAB III**

**LAVILLA HERITAGE TRAIL PRESENTATION**

# LAVILLA HERITAGE TRAIL PROJECT

LAVILLA HERITAGE TRAIL & GATEWAY COMMITTEE



# LAVILLA HERITAGE TRAIL PROJECT BACKGROUND

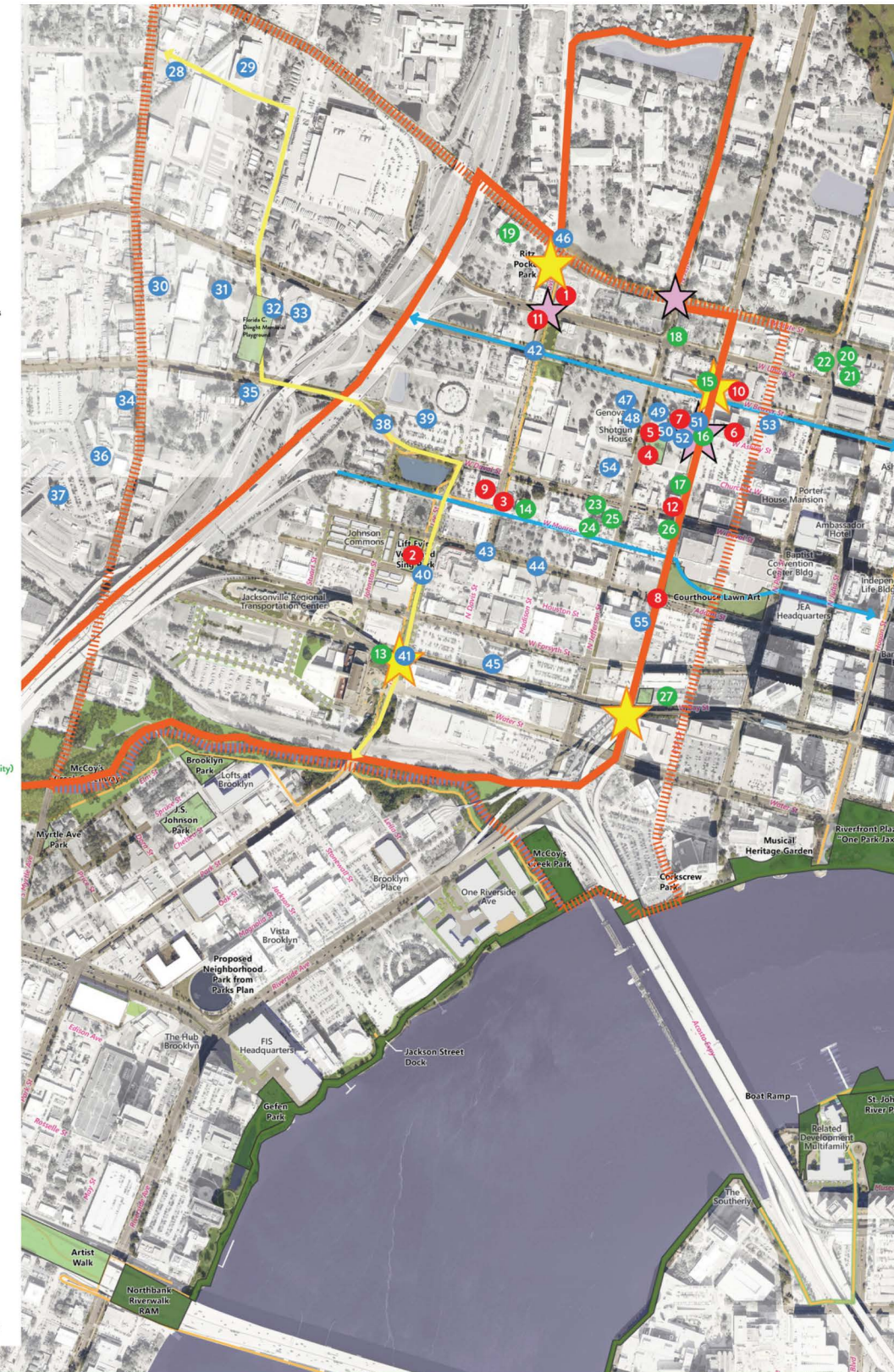
- LaVilla Heritage Trail & Gateways Committee formed in June 2022
- **First Priority:** Sites Identified by 2018 Civil Rights Taskforce (Sites 1-12)
- **Second Priority:** Significant Sites Identified by LaVilla Heritage Trail & Gateways Committee within DIA Boundary (Sites 13-27)

**LEGEND**

- Original LaVilla Boundary
- DIA LaVilla Overlay District
- Emerald Trail Model Mile
- Future Bike Facility
- Interior Parks
- Riverfront Parks
- First Priority:** Sites Identified by 2018 Civil Rights Taskforce
- Second Priority:** Significant Sites Identified by Committee that still exist (within Downtown Boundary)
- Remaining Sites:** Remaining Sites Identified by Committee
- LaVilla Neighborhood Development Strategy Gateway Entry Sites
- Additional Gateway Entry Sites Recommended by Committee Members

- Ritz Theatre & Museum
- Lift Ev'ry Voice & Sing Park (Birthplace of Johnson Brothers)\*
- Brewster Hospital
- Historic Shotgun Houses\*
- Genovars Hall/Lenape Bar/Wynn Hotel
- Old Stanton School
- Clara White Mission/Globe Theatre
- Broad Street/Colored Man's Railroad/J. Douglas Wetmore
- Boylan Industrial Training School for Girls
- Lawson Pratt Funeral Home
- Start of the Great Fire of 1901
- Most Worshipful Union Grand Lodge (Masonic Temple)
- Jacksonville Terminal\*
- Faith United Church of the Living God
- Central Hotel
- Broad and Ashley
- Richmond Hotel
- Whetstonian (Stardust Club)
- Second Missionary Baptist Church
- Odd Fellows Lodge
- St. Philip's Episcopal Church
- Jenkins Quality Barbecue
- Young Men's Hebrew Association (Macco Elks Lodge)
- Pedro Mender House
- 316-318 & 320-322 Jefferson St. Residences (early Jewish immigrant community)
- 324 N. Broad (built by Edward D. Mixson - Gullah developer)
- El Madale Cigar Factory (early Cuban immigrant community)
- Jacksonville Belt Railroad
- USNR Warehouses
- Pittsburgh Plate Glass Company
- A.L. Lewis Elementary School Site
- Florida C. Dwight Memorial Playground (LaVilla Park)
- Shileh Metropolitan Baptist Church
- Brick Church Cemetery
- Anointed Church of God
- Duval Market & Association
- Railway Express Agency
- LaVilla Grammar Public School
- Patrick Chappelle's Residence
- The Line (Red Light District)
- Railroad Row Business District (early Greek immigrant community)
- Davis Street Neighborhood Business District
- Fort Hatch (USCT Civil War History)
- West Adams Street (early Chinese immigrant community)
- Atlantic & East Coast Terminal Company Freight Depot
- Blodgett Homes Public Housing Complex
- Site of Strand Theater
- Hotel de Dream
- James "Charlie Edd" Craddock/Charlie Edd Hotel
- Haynes Luncheonette
- Colored Airdome/Hollywood Music Store
- Manuel's Tap Room
- E.L. Weems Residence and Studio
- Ray Charles Residence
- Excelsior Hall (first Black-owned theater)

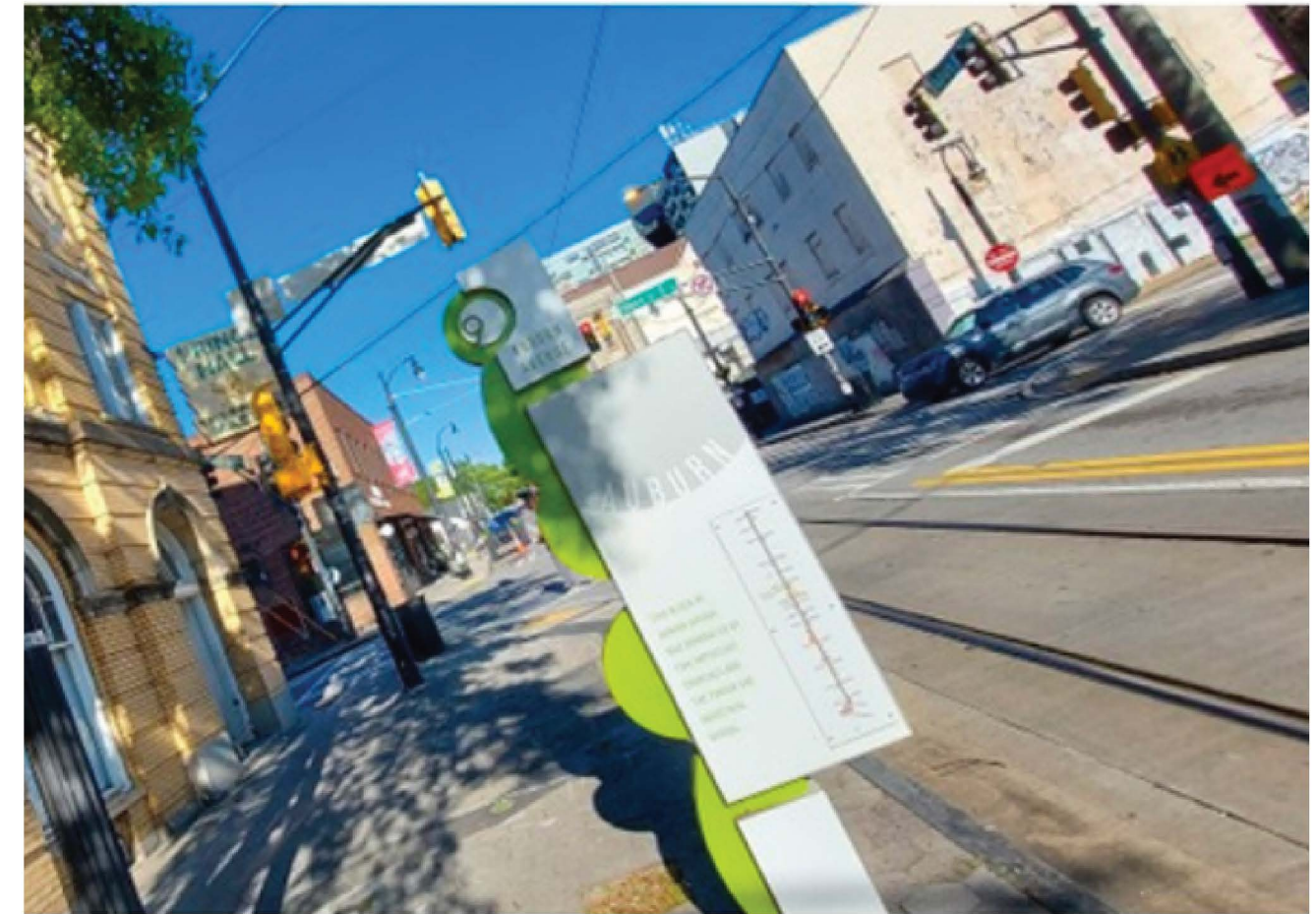
\*Sites linked to Groundwork Jacksonville and Jessie Ball DuPont Fund projects



# AUBURN AVENUE HISTORIC & CULTURAL INFORMATION PROJECT

## Project Details

- City: Atlanta, GA
- Year completed: 2020
- Number of markers: 21
- Marker type: Custom Designed Single Post
- Overall project cost: \$500,000
- Estimated cost per marker: \$23,810



# BIRMINGHAM CIVIL RIGHTS HERITAGE TRAIL

## Project Details:

- City: Birmingham, AL
- Year completed: 2013
- Number of markers: 123
- Marker type: Custom Designed Double Mounted
- Overall project cost: \$1,000,000
- Estimated cost per marker: \$18,177



# BREWING HERITAGE TRAIL

## Project Details:

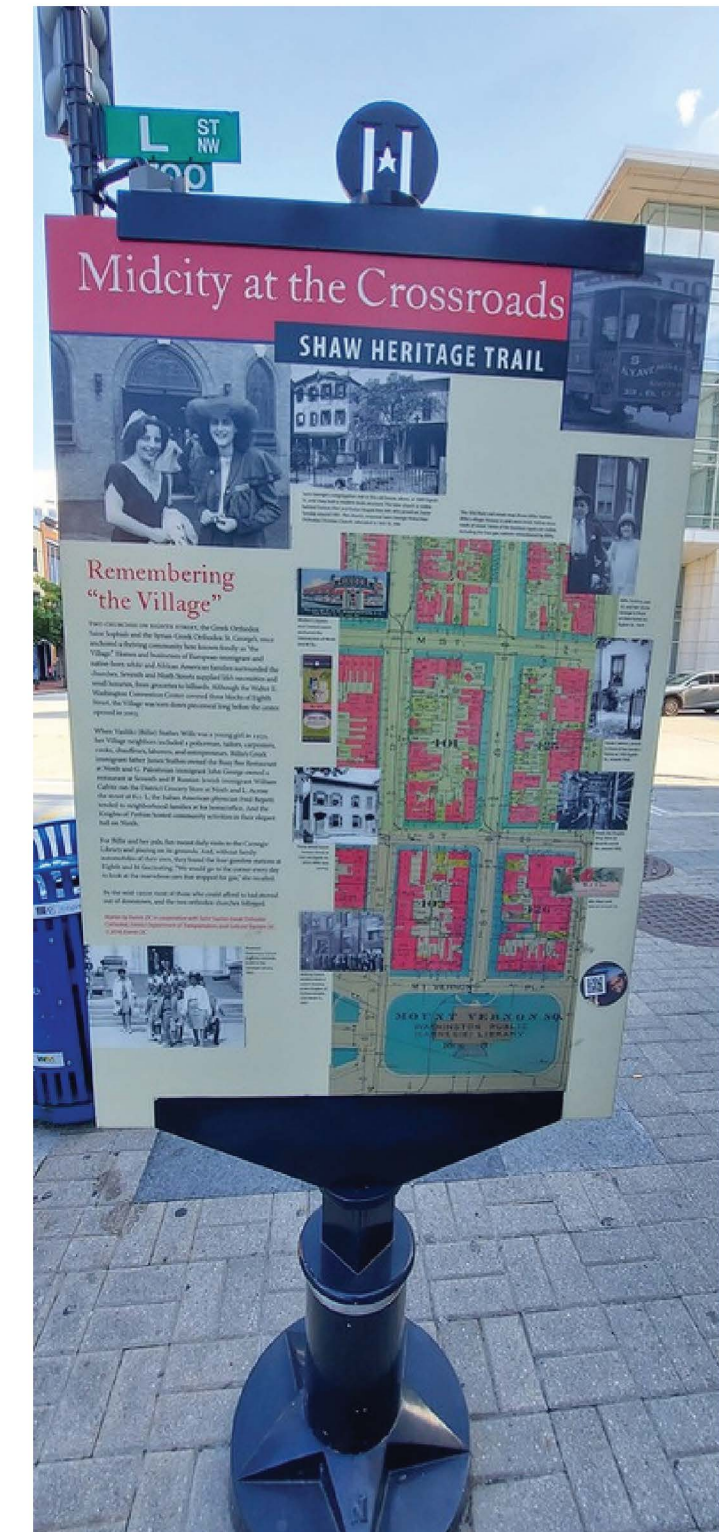
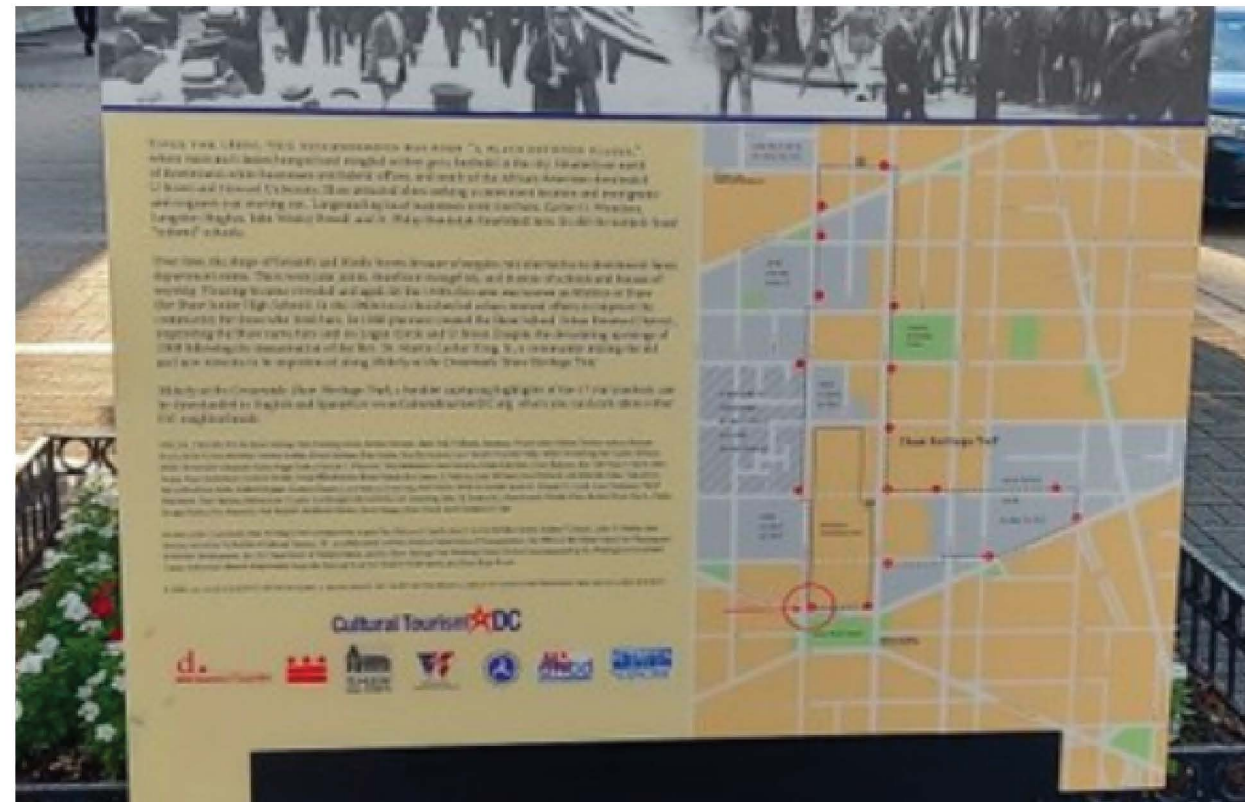
- City: Cincinnati, OH
- Year completed: 2019
- Number of markers: 13
- Marker type: Custom Designed
- Overall project cost: \$1,500,000
- Estimated cost per marker: N/A



# GREATER U STREET HERITAGE TRAIL

## Project Details:

- City: Washington, DC
- Year completed: 2019
- Number of markers: 14 markers
- Marker type: Custom Designed Single Post
- Overall project cost: \$100,000
- Estimated cost per marker: \$7,142

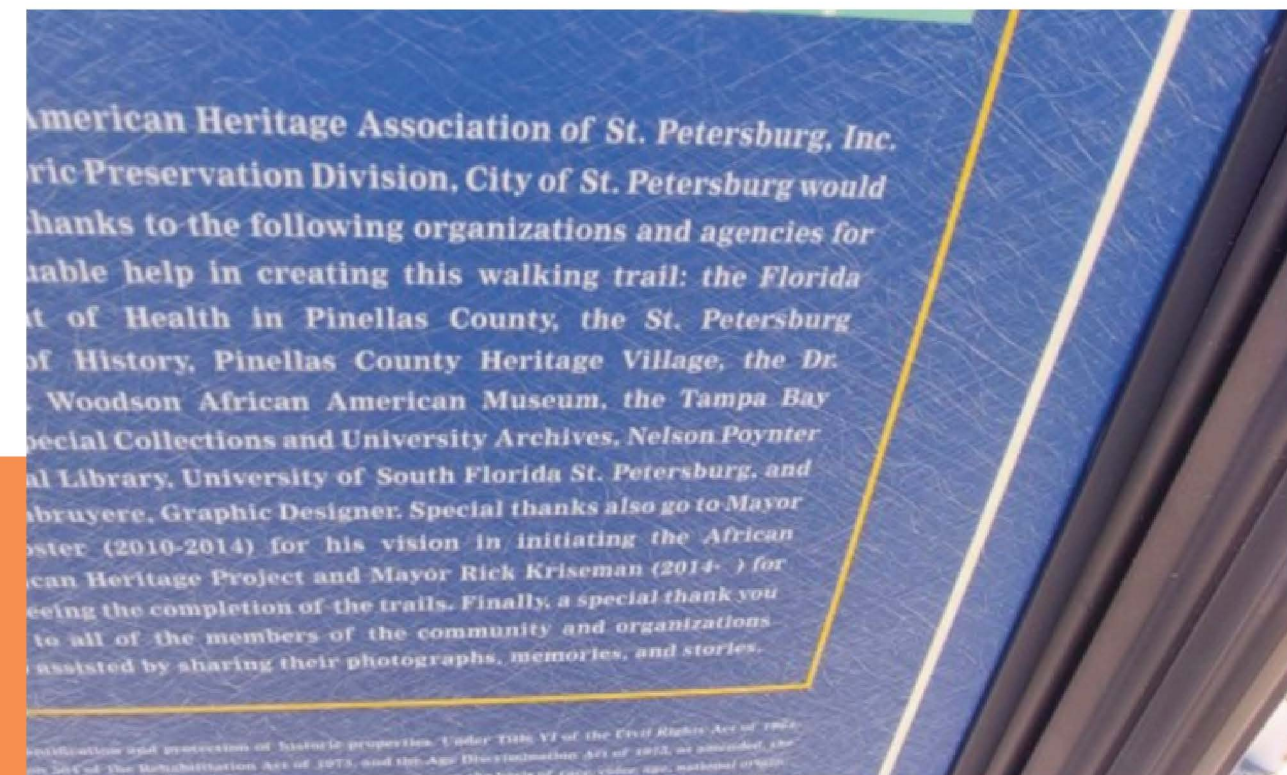




# ST. PETERSBURG AFRICAN AMERICAN HERITAGE TRAIL

## Project Details:

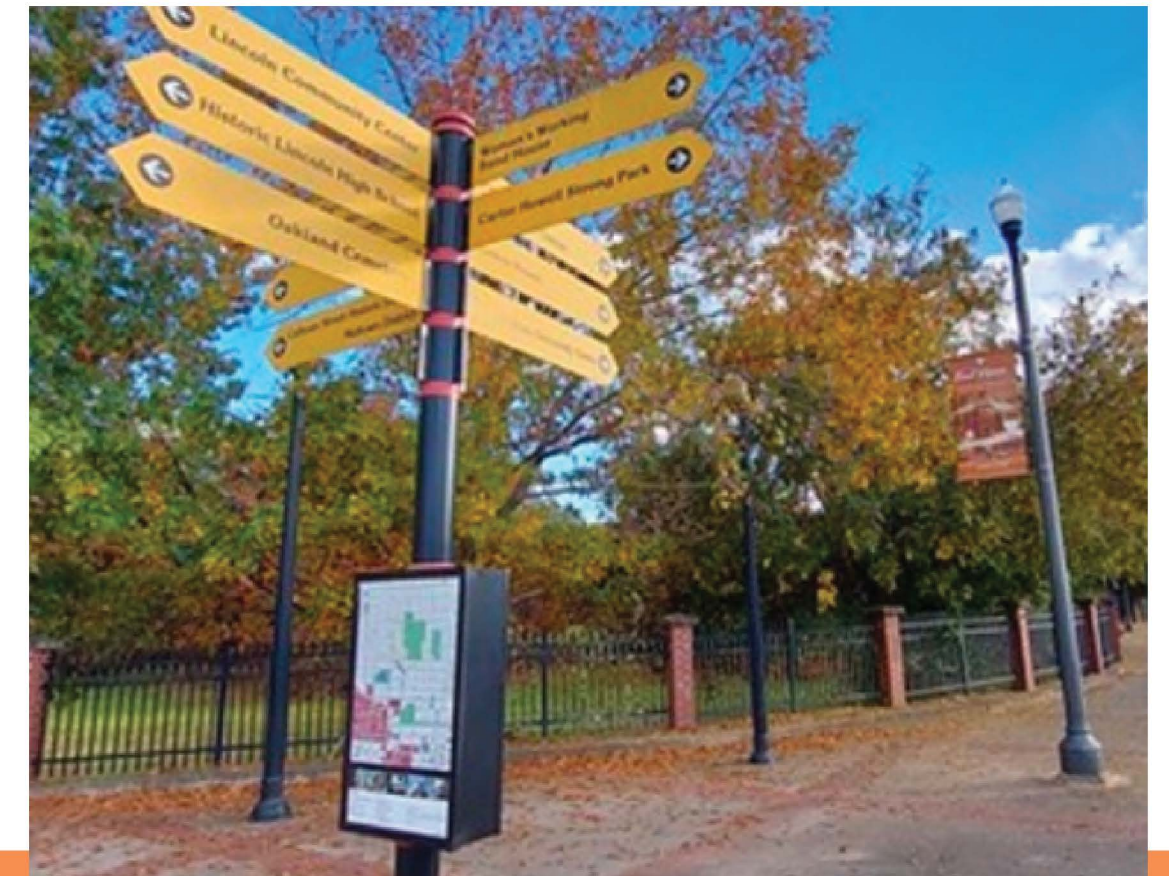
- City: St. Petersburg, FL
- Year completed: 2014
- Number of markers: 20
- Marker type: Kiosk (trailhead) and Double Mounted
- Overall project cost: \$50,000
- Estimated cost per marker: \$2,500



# SOUL VOICES OF FRENCHTOWN HERITAGE TRAIL

## Project Details:

- City: Tallahassee, FL
- Year completed: 2019
- Number of markers: 13
- Marker type: Mason Mounted
- Overall project cost: \$236,300
- Estimated cost per marker: \$18,177



# LAVILLA VISION AND STRATEGY

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## Trail Names, Narrative Themes, and Marker Topics

- How to best use marker themes for directional guidance throughout the neighborhood
- Marker locations where people would naturally pause, reflect and/or stop
- Ways to increase accessibility at each marker location
- How the marker themes would be organized with the locations listed on an official website



*Inside West Ashley Street's Hayes Luncheonette*



# LAVILLA VISION AND STRATEGY

## Trail Names

- LaVilla: Lift Every Voice District
- LaVilla: Lift Ev'ry Voice and Sing District
- LaVilla: Lift Ev'ry Voice and Sing Trail
- LaVilla: Lift Ev'ry Voice Heritage Trail
- Lift Every Voice and Sing Heritage Trail



# LAVILLA VISION AND STRATEGY

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## Narrative Themes

Recommended trail themes are provided below:

- LaVilla is what has happened, and it is what is to become.
- LaVilla is then and now.
- LaVilla is full of the faith that the dark past has taught us.
- LaVilla is full of the hope that the present has brought us.
- LaVilla is the birthplace of the transformation of a Poem to Music to Song.



*The intersection of West Bay and Broad Streets*



# LAVILLA VISION AND STRATEGY

## Categories

55 locations along the proposed Heritage Trail were studied with a special focus on the 27 first and second priority locations, and resulted in the following categories:

- Transportation
- Business
- Education
- Entertainment/Chitlin Circuit
- Life
- Women
- Architecture
- Residential/Industrial/Hotel
- Faith
- Food
- Education, Equality, Inclusion (Multicultural), Women, Humanitarianism)



*The Strand Theatre*

# LAVILLA VISION AND STRATEGY

## Marker Themes

### 1. Lift Ev'ry Voice

The phrase, "Lift Ev'ry Voice," speaks to inclusion, unity, aiding another. It speaks to the idea that every person has a voice, no matter their socio-economic status, gender, or ethnicity.

The Lift Ev'ry Voice theme comprises locations that represent the following categories:

***Education, Equality, Inclusion (Multicultural), Women, Humanitarianism***

### 2. A Steady Beat

The phrase, "A Steady Beat," speaks to the pace of upward mobility in LaVilla. The town/neighborhood was called "Uptown" among its people for this reason. This theme will live along the Broad Street Corridor, which was a thriving commercial district.

The A Steady Beat theme comprises locations that represent the following categories:

***Business, Commercial District, Banking, Hotel Ownership***



*Manuel's Tap Room on West Ashley Street*



### 3. Let Our Rejoicing Rise

The phrase, "Let Our Rejoicing Rise," speaks to the faith-based locations across the neighborhood. Beyond religion, this theme takes into account how LaVilla's residents transformed their plight into praise.

The Let Our Rejoicing Rise theme comprises locations that represent the following categories:

*Faith*

### 4. Out From the Gloomy Past

The phrase, "Out From the Gloomy Past," speaks to any tragedies, death, or destruction that occurred in the neighborhood. This theme can also incorporate additional locations with stories regarding Jim Crow laws, lynchings, and other injustices. This theme speaks to moving forward from the attacks meant to hold the LaVilla community back.

The Out From the Gloomy Past theme comprises locations that represent the following categories:

*Tragedy, Injustice, Racism*



*The El Modelo Block*





### 5. True to our Native Land

The phrase, "True to our Native Land," speaks to culture, traditions, and heritage passed down from African ancestors that the people held on to.

The True to our Native Land theme comprises locations that represent the following categories:

***Food, African Diaspora culture (Gullah Geechee)***

### 6. Sing A Song

The phrase, "Sing A Song," speaks to the entertainment that existed in LaVilla. As a national cultural hub, LaVilla was a major stop on the Chitlin Circuit, attracting the most famous black celebrity entertainers of the time.

The Sing A Song theme comprises locations that represent the following categories:

***Entertainment, Hotels, Performance, Celebrities, Chitlin Circuit, Red Light District***



*The Ritz Theatre*



# LAVILLA VISION AND STRATEGY

## Marker Themes

### 7. Treading Our Path

The phrase, "Treading Our Path," speaks to pioneering a way forward. This theme represents LaVilla's influence on transportation, national Black travel, and the Great Migration. It also speaks to progress made through organizing labor unions.

The Treading Our Path theme comprises locations that represent the following categories:

***Transportation, Migration, Labor Unions, Civil Rights, Working Class***

### 8. Til Now We Stand

The phrase, "Til Now We Stand," speaks to architecture that is still standing in LaVilla. Sites along the heritage trail belonging to this theme display the distinctive architectural design of the time and have withstood the test of time.

The Til Now We Stand theme comprises locations that represent the following categories:

***Architecture***



*Inside the Richmond Hotel*



# SIGN TREATMENT GUIDANCE

Marker design should follow styles that reflect the aesthetic of LaVilla's heyday. The style can represent an evolution of the motifs from the time.

The color schemes to be considered would include the LaVilla brand guidelines developed by the DIA and others authentically derived from the stories and pictures of people, architecture, and textures of **LaVilla Then**. The design overall aesthetic should reflect a continuation of **LaVilla Then to LaVilla Now**. Ideas include the emergence from black and white to color. In addition to the stories passed down, music of the time and architecture still standing, consideration of fonts, clothing, spirit, recreation and design patterns should provide signage design direction.



*DIA LaVilla Brand Color Palette*



# PHASE 2 RECOMMENDATIONS

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## Accessibility

- In Person, Virtual (immersive simulated environment), Digital (online replication), Audio (oral history recordings, music), Visual, Written, Print (Pamphlet, Special Order Book i.e. Duval-Moments in Time), Special Needs
- Partnerships with active district locations - i.e. Ritz-Play Videos, Informational Tour Stop

## Media

- Traditional - TV, Radio, Print, Paid and Earned Non-traditional - Social Media
- Hashtags

## Virtual/Digital Components

### LaVilla Heritage Trail Website

- Tabs- Project, Mission, Trail Sites, Plan Your Visit, Collaborate
- StoryMaps- web-based maps- shares maps in context of narrative text and multimedia content
- Downloadable trail maps, booklets, book purchase

### App

- Self-Guided Tour - Coordination with Maps/Location
- Trail Map - Connecting Themes

### QR Codes

- Drive Traffic/Collect Data/Feedback/Measurements
- Taped Walking Tour - Video
- Behind the Scenes - "Did You Know?" Facts
- Video, Oral History Recordings, Music
- Legacy Stories: #8 Douglas Whetmore
- Then/Now - Old Pictures
- Social Media, Follow LaVilla page, Engage
- Ask A Question



# PHASE 2 RECOMMENDATIONS

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## Website

- Development
- SEO - Search Engine Optimization
- Keywords

## Media

- Collaborations
- Partnerships
  - Guided motorized and on-foot walking tours
- Opportunities
  - Small Businesses- doing work in LaVilla (i.e DBE, JSEB, etc.)
- Cross Promotion
  - Cross-promote with other similar national and Civil Rights trails

## Video Production

- Interviews with LaVilla Trailblazers
- Accessible on website, QR Codes on banners along trail, etc.
- Shown on screen at various times throughout the day at Ritz Theatre

## Target Audience Research

### Local

- Stakeholders: LaVilla Heritage Trail and Gateway Committee - LaVilla Area Community
- Community At-Large
- Business Owners

### Regional

- Florida Heritage Trail

### National



# POSSIBLE TRAIL ROUTES & TOPICS

- **Emerald Trail/Lee Street**

(West Bay Street to West Monroe Street) - **14-foot-wide** multi use path on west side of street

- **West Monroe Street**

(Emerald Trail/Lee Street to Broad Street) - **12-foot-wide** minimum sidewalk on north side of street

- **North Broad Street**

(West Bay Street to West Beaver Street) - **14-foot-wide** minimum sidewalk on east side of street

- **North Jefferson Street**

(West Monroe Street to West Beaver Street) - **14-foot-wide** minimum sidewalk on west side of street

- **North Davis Street**

(West Monroe Street to West State Street) - **11-foot-wide** minimum sidewalk on east side of street

- **West Beaver Street**

(North Davis Street to North Broad Street) - **14-foot-wide** minimum sidewalk on south side of street

- **West Bay Street**

(North Lee Street to North Broad Street) - **12-foot-wide** minimum sidewalk on north side of street

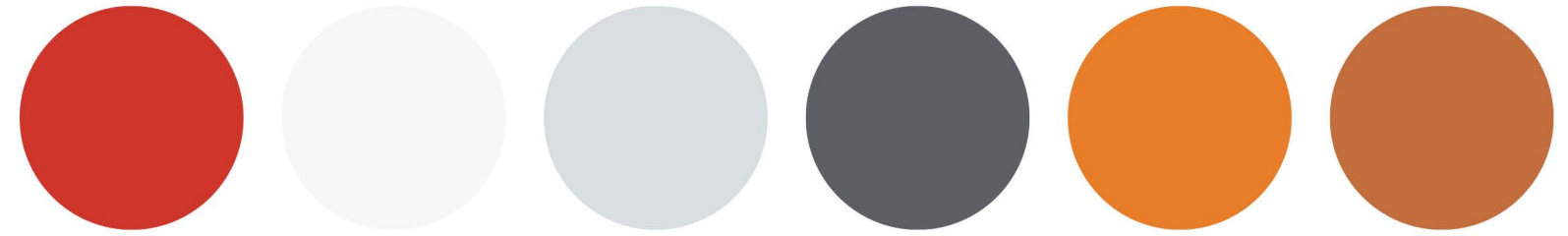




# LAVILLA HERITAGE TRAIL MARKER DRAFT CONCEPTS



# DRAFT SET #1



## INSPIRATION

Modern trail markers with red accents and nostalgic black & white imagery beautifully merges contemporary aesthetics with timeless symbols of the LaVilla's history, inviting visitors to reflect on the past while embracing the present.

## FONTS

### HEADER:

BOGART

Bogart

**BOGART**

**Bogart**

### TEXT:

AVENIR

Avenir

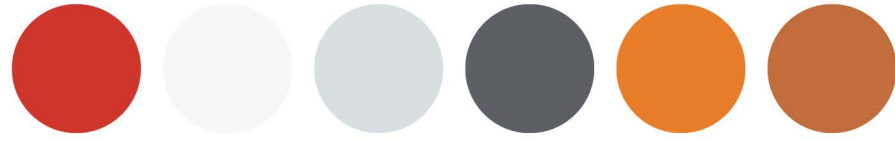
**AVENIR**

**Avenir**

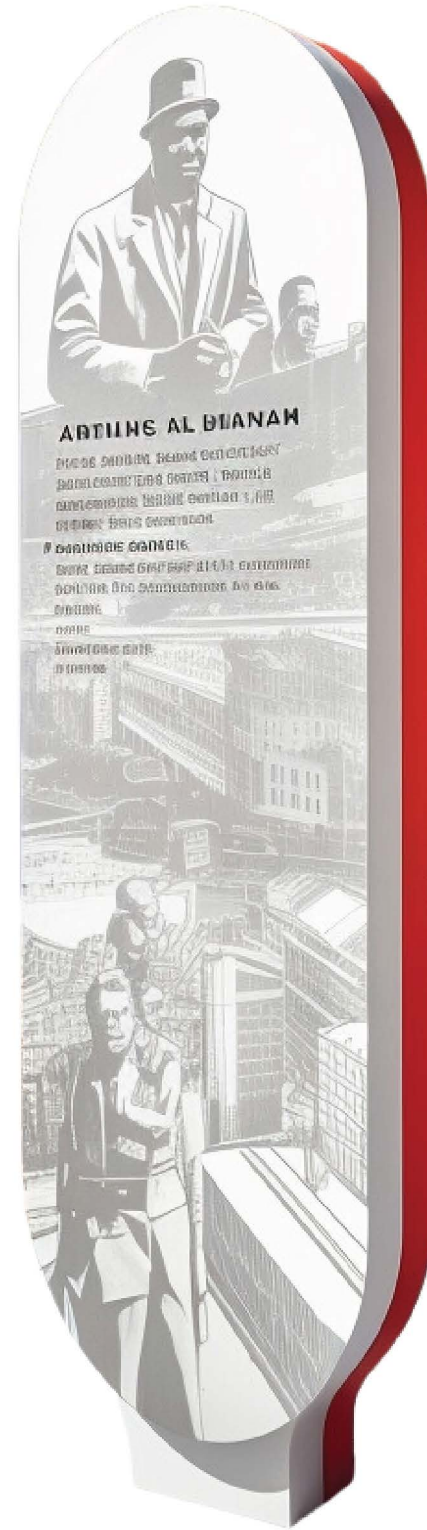
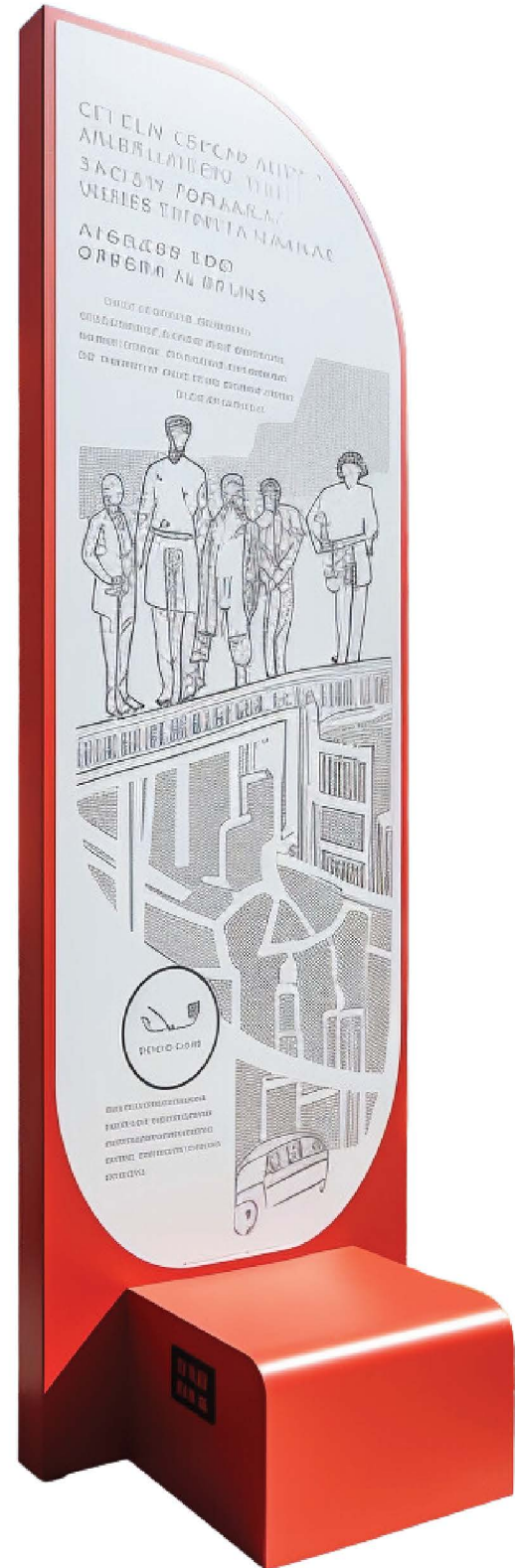
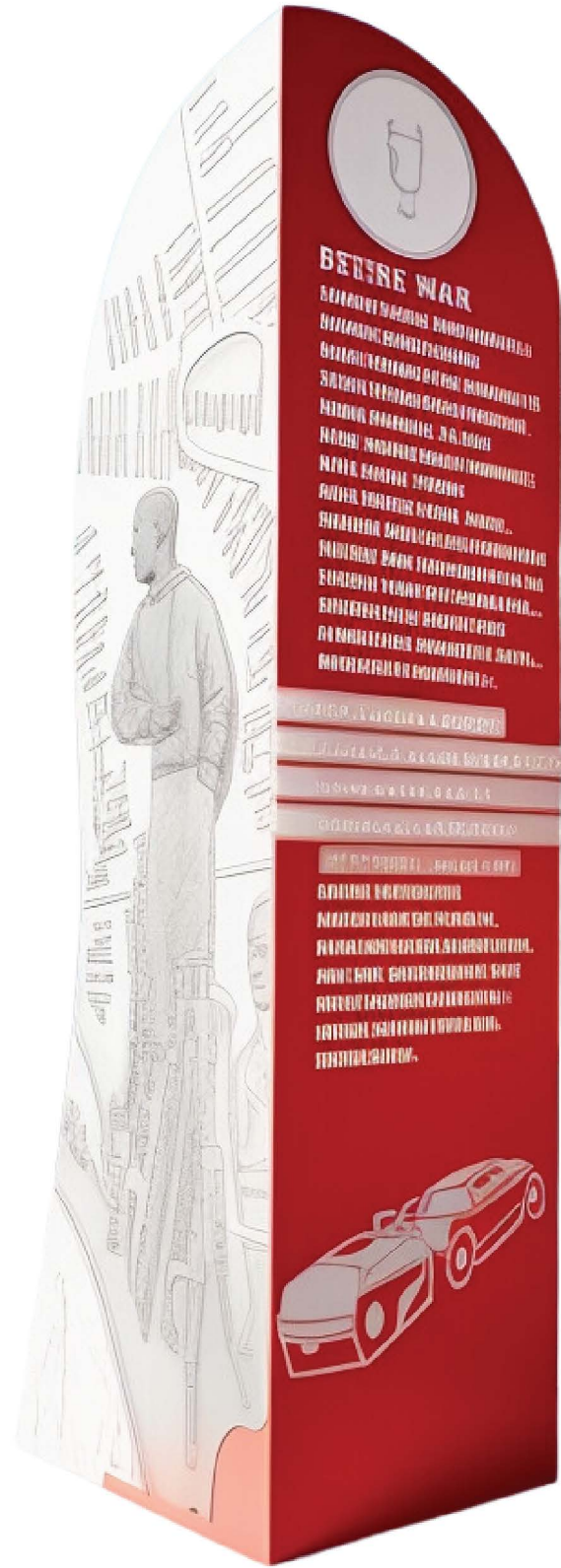
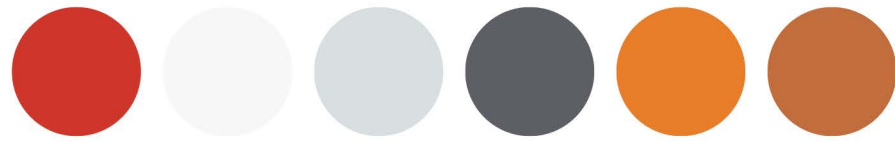




# SET #1

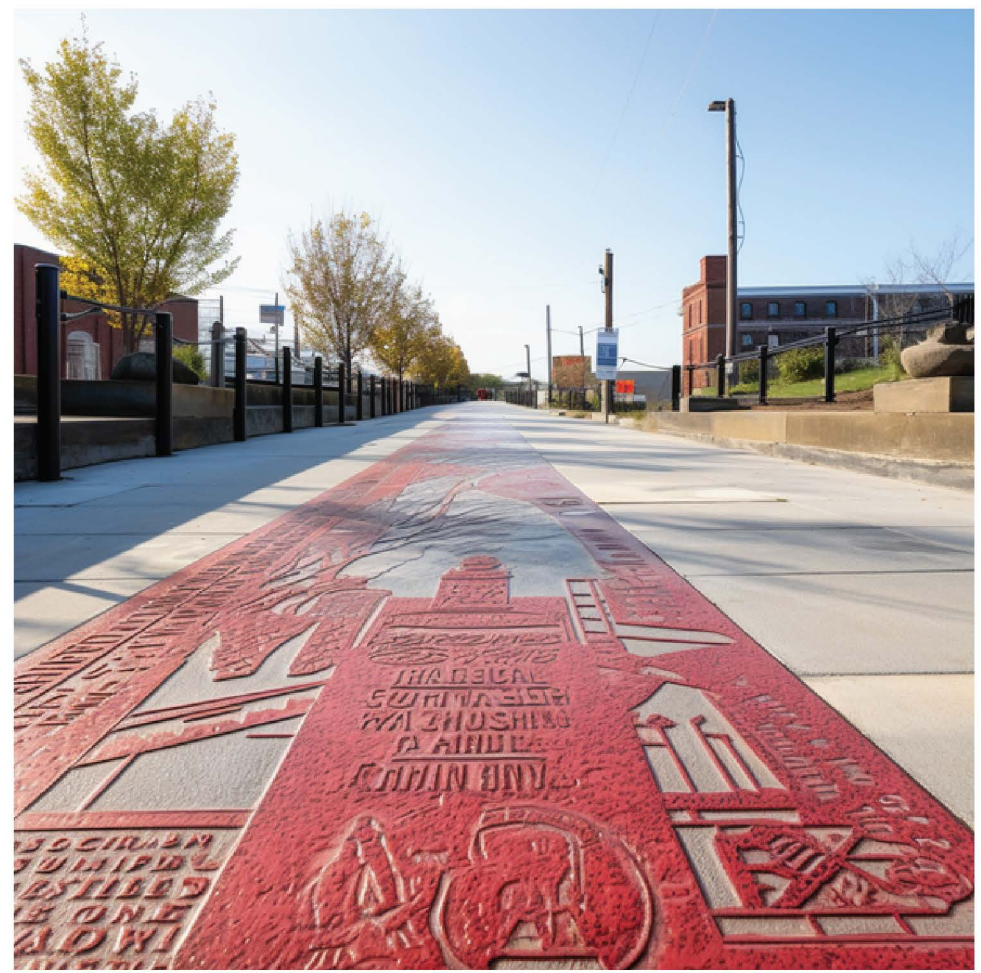
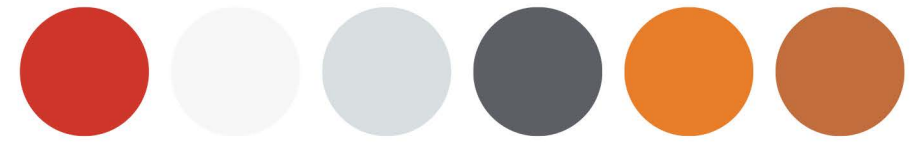


# SET #1



MARKERS

# SET #1

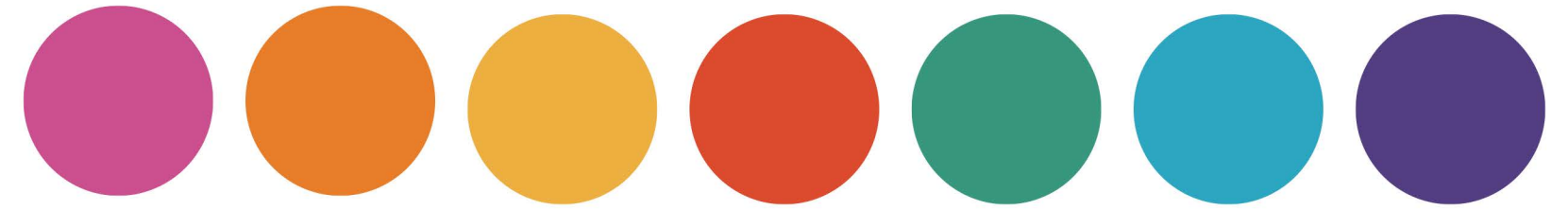


**ENGRAVED SIDEWALKS**

**WALLS/BENCHES**



# DRAFT SET #2



## INSPIRATION

A vibrant and contemporary design featuring bold, bright colors, intuitive way-finding signage, and a modern aesthetics. This LaVilla Heritage Trail design creates an engaging and informative experience for visitors while celebrating the spirit of the revitalization.

## FONTS

### HEADER:

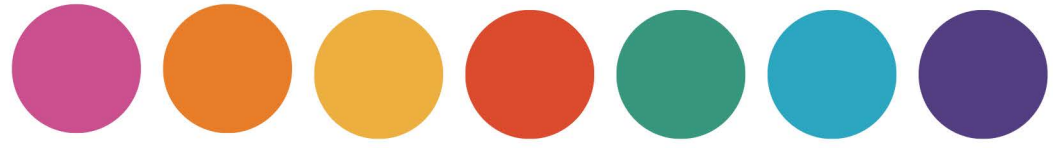
**JOSEFIN SANS**  
Josefin Sans  
**JOSEFIN SANS**  
Josefin Sans

### TEXT:

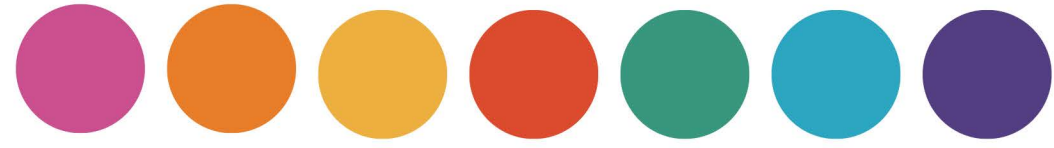
**LATO**  
Lato  
**LATO**  
Lato



# SET #2

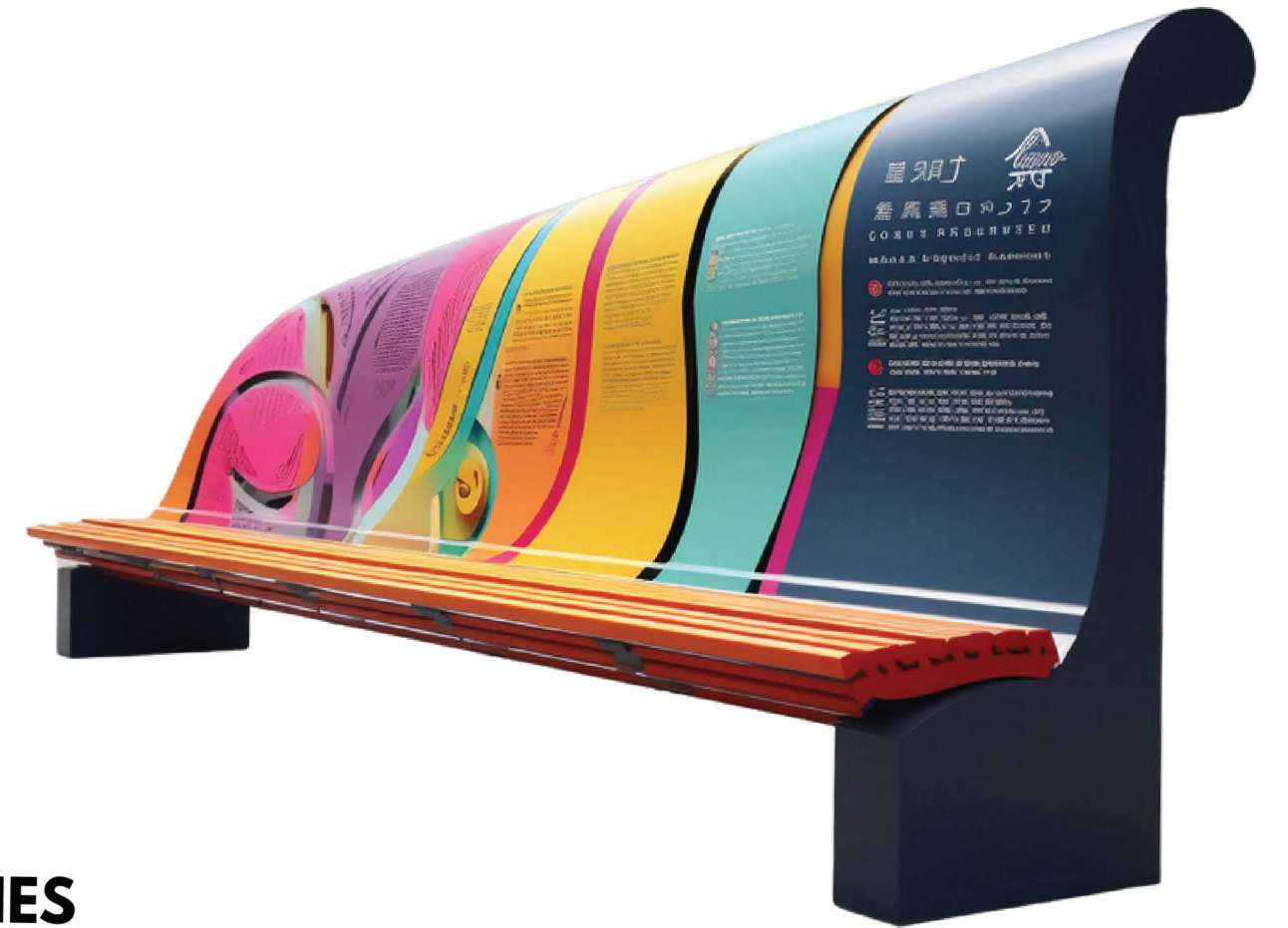
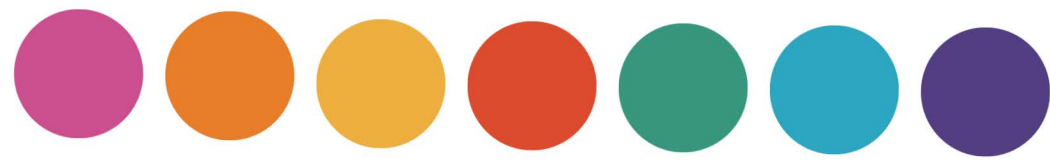


# SET #2



# MARKERS

**SET #2**



**BENCHES**

**SET #2**



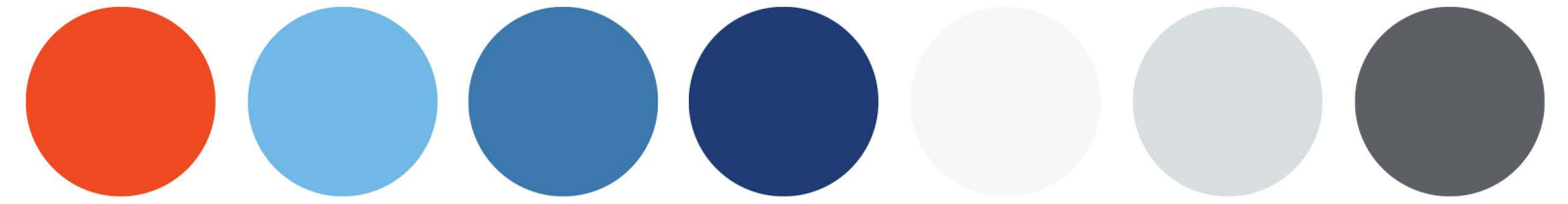
**WALLS - MARKERS**





## ALTERNATIVE

# DRAFT SET #3



## INSPIRATION

An innovative and sleek civil rights trail featuring industrial finishes, striking colors, intuitive way-finding signage, and bold design elements, seamlessly marrying contemporary design with historical significance for an unforgettable journey through LaVilla history.

## FONTS

### HEADER:

JOSEFIN SANS  
Josefin Sans  
**JOSEFIN SANS**  
**Josefin Sans**

### TEXT:

BOGART  
Bogart  
**BOGART**  
**Bogart**



# SET #3



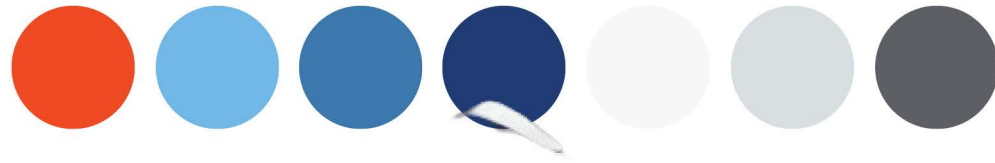
# SET #3



## MARKERS



# SET #3



## WALLS



SET #3

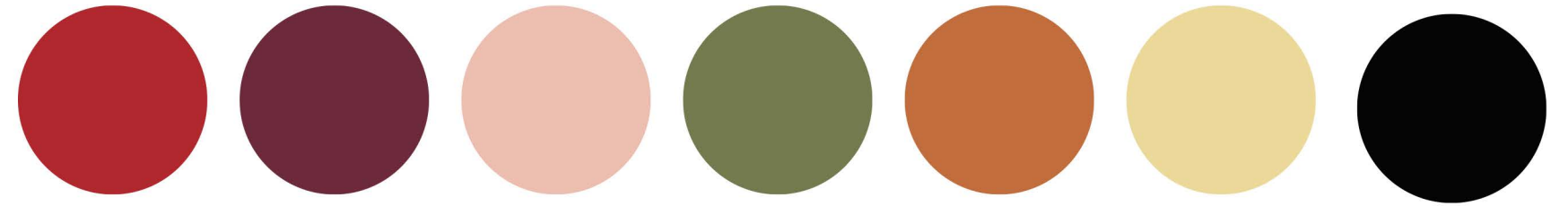


BENCHES



**ALTERNATIVE**

# **DRAFT SET #4**



## **INSPIRATION**

Modern trail markers with red accents and nostalgic black & white imagery beautifully merges contemporary aesthetics with timeless symbols of the LaVilla's history, inviting visitors to reflect on the past while embracing the present.

## **FONTS**

### **HEADER:**

BOGART

Bogart

**BOGART**

**Bogart**

### **TEXT:**

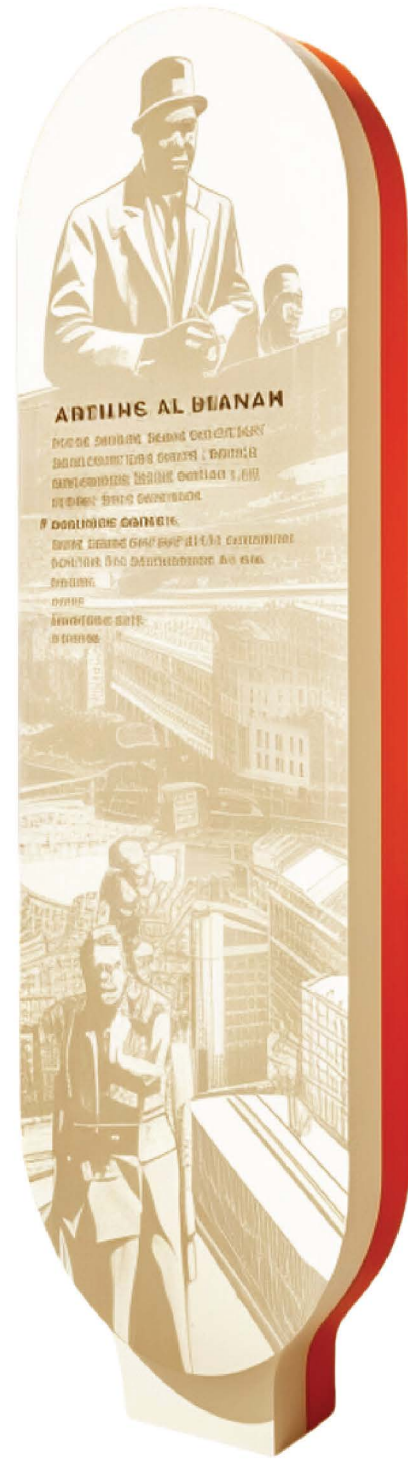
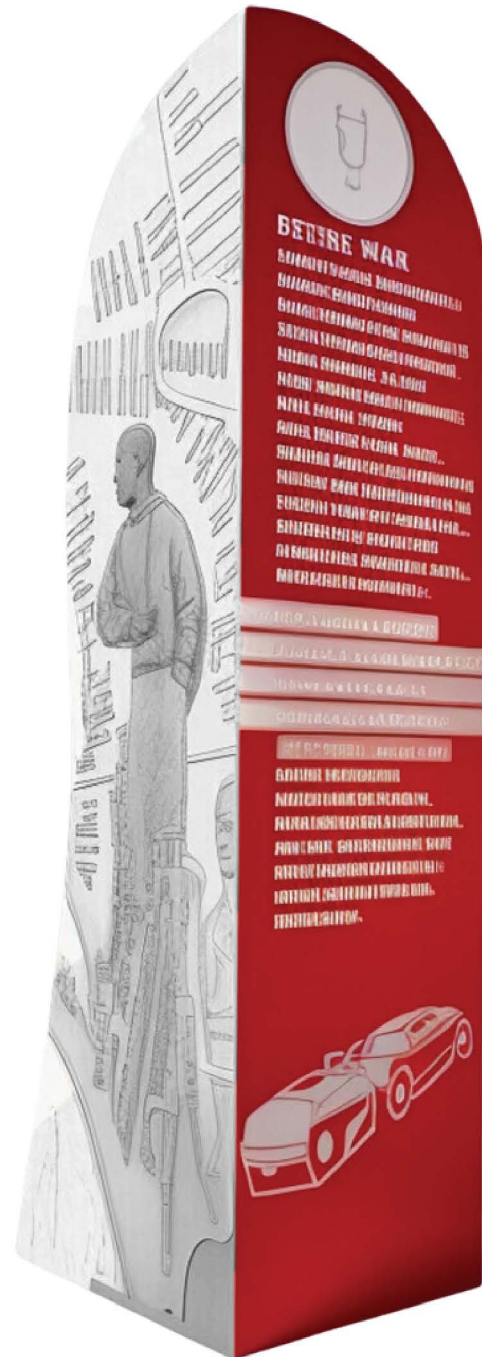
AVENIR

Avenir

**AVENIR**

**Avenir**

# SET #4



# SET #4

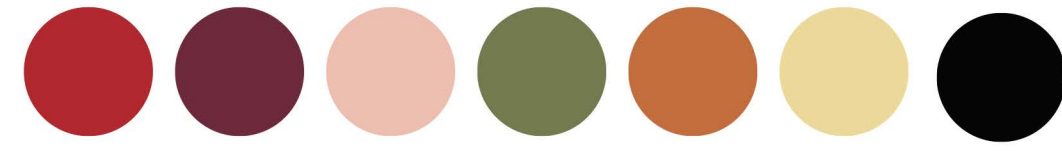




# SET #4





SET #4



**BETRE WAR**



ВІЙНА - це не тільки війна, це життя, це боротьба, це перемога та поразка, це сміх та сльозы, це любов та ненависть. Війна - це величезна трагедія, яка лишила за собою мільйони вбитих та криваві сліди. Війна - це величезна трагедія, яка лишила за собою мільйони вбитих та криваві сліди.

ВІЙНА - це не тільки війна, це життя, це боротьба, це перемога та поразка, це сміх та сльозы, це любов та ненависть. Війна - це величезна трагедія, яка лишила за собою мільйони вбитих та криваві сліди.

**АРМІЯ АЛ БІАНАН**

Армія Біанан - це армія, яка брала участь у війні в Біанані. Вони були однією з найкращих армій того часу. Армія Біанан - це армія, яка брала участь у війні в Біанані.

**НІЦА**

**ВІЙНА**

**БІЛЬШЕ АРМІЇ ПІСЛЯ ІНТЕРІ**

**БІЛЬШЕ АРМІЇ ПІСЛЯ ІНТЕРІ**




**БІЛЬШЕ АРМІЇ ПІСЛЯ ІНТЕРІ**

**ВІЙНА - це не тільки війна, це життя, це боротьба, це перемога та поразка, це сміх та сльозы, це любов та ненависть. Війна - це величезна трагедія, яка лишила за собою мільйони вбитих та криваві сліди.**




**Гамеит & Енрой**

Гамеит & Енрой - це компанія, яка займається виробництвом продукції. Гамеит & Енрой - це компанія, яка займається виробництвом продукції.

**Енрой**

Енрой - це компанія, яка займається виробництвом продукції. Енрой - це компанія, яка займається виробництвом продукції.

**Гамеит**

Гамеит - це компанія, яка займається виробництвом продукції. Гамеит - це компанія, яка займається виробництвом продукції.

# SET #4



# SET #4



# NEXT STEPS

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**September 2023** - Today's LHT Committee Meeting

**October 2023** - Selection of preferred concept (Phase 2 begins)

**December 2023** - Submit draft marker designs & narratives

**January 2024** - LHT Committee Meeting

**January 2024** - Finalize marker designs & narratives (Phase 2 complete)

**Winter/Spring 2024** - Phase 3 Begins (Fabrication & Installation)

**Fall/Winter 2024** - Heritage Trail project completed



*James Weldon Johnson & family in Jacksonville*





# THANK YOU!

LAVILLA HERITAGE TRAIL & GATEWAY COMMITTEE

