

Proposal
for a
Downtown Riverfront
Master Plan

The Late Bloomers Garden Club
is a local Garden Club

Devoted to beautifying Jacksonville
for decades

horticulture
conservation
civic improvement
education

We are also one of over 200 garden clubs
that are members of the
Garden Club of America (GCA)

Moving A Highway to create a Park in the Center of Greenville, Sc



Falls Park, Greenville, SC

Image via fallspark.com

Greenville, SC



Falls Park, Greenville, SC

Image via fallspark.com

Turning a barren acre in the center of Jacksonville's Gateway Services





Into a hope-giving Park





In our research, we have discovered
TWO interesting facts:

1. All the great revitalizations that we
have studied...

Fort Lauderdale, FL



Ft Lauderdale, FL

Image via Keith Douglas - Greater Fort Lauderdale Alliance



Image via Florida Trend Magazine

St. Petersburg, FL



Miami, FL



1. All the great revitalizations
that we have studied

Have A

WATERFRONT MASTER PLAN

2. All the great revitalizations have a

MASTER PLAN TASK FORCE

A quote from St. Petersburg :

St. Petersburg's downtown has been rated among the best in the South. The St. Petersburg's Downtown Waterfront is the City's greatest physical asset. The Downtown Waterfront Task Force is focused on establishing a master plan for the City's entire downtown waterfront, from Coffee Pot to Lassing park, which will provide the framework of guiding principles for future decision making. The Downtown Waterfront Task Force is continually searching for bright ideas from experts in their respective fields to provide input in the Downtown Waterfront Master Plan.

Benefits of a Riverfront Master Plan

Coordinate the unrivaled, vibrant and diverse array of community assets of our downtown riverfront zone into a comprehensive vision.

Create a cohesively designed multiuse open-space, arts and culture, green attractive waterfront amenity, with the St. Johns River as a focal point.

Serve as an economic driver bringing businesses and people downtown to work, play, and live, creating a resurgence of urban life downtown.

Provide a framework of guiding principles for future decision making and avoid the current practice of “silo” development.

Where is Jacksonville Today?

