

Plan for Downtown Jacksonville

The Plan for Downtown was legally adopted on January 12, 1971, by the Jacksonville City Council. The major elements of the plan call for concentration of office and retail activities within the CBD core area, the separation of pedestrian and vehicular traffic, and the development of a comprehensive parking program to support land-use activities.

The pedestrianway system provides a continuous walkway network throughout the core and employs arcades, malls, plazas, and elevated walkways to separate the pedestrian from vehicular traffic. It also provides a controlled environment to protect the pedestrian from rain, wind, heat, and humidity, which are characteristic of Jacksonville.

A major feature in the revitalization of downtown Jacksonville is the creation of a new landmark, Riverfront Park, which will contain cultural and recreational activities, a civic auditorium, and hotel/convention facilities, as well as new office and retail developments.

The parking system, as envisioned in the Plan for Downtown, was developed within the framework of surface transit. This plan proposed that major parking facilities be located in conjunction with the transportation loop around downtown. It also suggested as a second alternative that parking lots be located at the peripheral areas of downtown and that a system of shuttle buses provide service to the downtown core. Implementation of a people-mover system brings a new dimension into that parking plan, and provides a significant oppor-

tunity to implement a parking intercept plan for Jacksonville and to place a greater emphasis on use of peripheral parking facilities.

The major advantages in combining the people-mover system and the peripheral parking facilities are to:

- Minimize the overall cost of the parking system by consolidating parking in major clusters around the periphery of the CBD core.
- Distribute parking in proportion to activity generated by destinations.
- Eliminate low-intensity land utilization created by surface parking lots within the core.
- Provide parking capacity adequate to meet the future demand of office and retail activities.
- Relieve downtown congestion by removal of traffic that circulates on the street system in search of parking space.

Civic Plaza Area

This study responds to the growing needs and pressures of consolidating government and other public institutions in the downtown core area, and is oriented toward strengthening the identity and image of the downtown area as the major civic and governmental activity focal point.

Government Center

The Civic Plaza Study proposes to strengthen physically and