March 2012

Great News For Downtown!

Epoch Project announced for April 2013
At a special press conference March 13, founders of the Riverside Arts Market announced the Epoch Project coming to Downtown April of next year. The project is an 11-day competition of creative ideas, inventions and more hosted by Downtown venues matched with artists and innovators. Voting by the public will determine distribution of the $500,000 in prizes. Downtown Vision, Inc. will be working to make sure Downtown property owners are aware of the program, encouraged to participate and understand the process to be matched with artists and innovators.

Jacksonville announced as IBM Smarter Cities grant recipient
March 15, Mayor Alvin Brown announced the city will be a recipient of an IBM Smarter Cities Challenge Grant, worth approximately $400,000, which his administration plans to direct toward Downtown initiatives. Mayor Brown and the city will develop a plan that will increase residential and commercial occupancy and community activities Downtown. Jacksonville is the first city in Florida to be selected for this competitive grant program in which IBM awards $50 million worth of technology and services to 100 municipalities worldwide. Downtown Vision, Inc. looks forward to working with IBM and the city on this project.

Ark Walk Milestone
DVI celebrates 100th First
Wednesday Art Walk
Downtown Vision, Inc. celebrated a monumental milestone this month with the 100th First Wednesday Art Walk. Mayor Alvin Brown presented a proclamation to DVI Executive Director Terry Lorince, declaring March 7, 2012, Art Walk Day. In addition to the traditional Art Walk activities, a canvas was placed in Hemming Plaza for the public to sign and share how Art Walk inspires them. Art Walk began in 2003 as an event to spotlight MOCA’s opening and boost Downtown businesses while simultaneously celebrating the strong Jacksonville arts community.

Downtown Development Update

EverBank Center signage approved
Six new EverBank signs will be installed on the soon-to-be EverBank Center at the current AT&T Tower 301 (the name will change officially July 1). The signs, approved by the Downtown Development Review Board, include two skyline signs (one north-facing, one south-facing) and four street level signs (three to serve pedestrians, one to serve vehicular traffic). The skyline signs will be black and red with black day/night film that turns white at night, lit with LED lighting and cover about 2,230 square feet. The four street-level signs complement the current signage that will remain for AT&T and ING. As a reminder, EverBank’s 1,600 employees will be moving in over three phases, with most employees moved in by the end of the summer.

220 Riverside development approved by the DDRB
A mixed-used development that will incorporate residential units, a parking facility, retail space and a public park at 220 Riverside Avenue was conceptually approved by the Downtown Development Review Board. The development would include 285 residential units with amenities, 386 parking spaces, and 16,500 square feet of office and retail space. The public park includes a lawn, pond and bandstand area. Parking is planned for the ground level with five additional floors of housing. The retail and office space would open out to the park with a destination restaurant on the corner. Project developers are looking into LEED, or Leadership in Energy and Environmental Design, possibilities for construction.

The Riverside Park Development deferred to later date
The Downtown Development Review Board voted to defer conceptual approval of a multifamily development in the Brooklyn District of Downtown.
The Riverside Park Development project, planned for the block bound by Park, Leila, Jackson and Magnolia streets, is proposed to have 297 units, including four apartment buildings and 10 carriage housing units. The board expressed a desire to see improvements to the plan that urbanize what appeared to the board to be another suburban-style development.

**JAXChamber building to undergo renovations this summer**

In an informational presentation to the Downtown Development Review Board, representatives of JAXChamber announced plans to renovate the exterior and interior of the JAXChamber office and the surrounding parking areas. They presented a desire to create almost an urban-park-like space for the parking area, possibly a new place for tailgaters, a farmer's market, public art, etc. Exterior building modifications include new signage to reflect the Chamber's recent rebranding as well as colorful vinyl window siding. If approved by the board, the Chamber hopes to start construction mid-to-late summer.

**Downtown Business News**

**Patriot moving headquarters to the Downtown core this spring**

Patriot Transportation Holding, Inc. will move to the BB&T Tower in the Downtown core this spring. The transportation and real estate company's current headquarters is the EverBank Building on Riverside Avenue. About 50 people are expected to move to an approximately 15,000-square-foot space on the BB&T Tower's seventh floor. Patriot signed a 10-year lease with BB&T Tower. While the company considered moving the Southside, Patriot ultimately decided to stay Downtown.

**NAIOP honors Downtown commercial real estate initiatives**

Feb. 29, NAIOP of Northeast Florida honored the top commercial real estate projects and performers, several of which are Downtown. The EverBank lease(385,95),(583,144) of 270,000 square feet of the AT&T Tower was named Office Lease of the Year. DVI Board member Oliver Barakat, senior vice president with CBRE Group Inc. in Jacksonville, represented EverBank in the lease. Barakat also took home the Office Broker of the Year award for the lease. Paul Crawford and the JEDC received Redevelopment Project of the Year for the redevelopment of the Laura Street corridor. In addition, past DVI Board member Jim Bailey received the Klechak Award, which is given by the JEDC to honor outstanding leadership, advocacy, creativity and dedication in increasing the economic growth and vitality of Downtown Jacksonville.
Recent Retail Openings

Downtown is now home to two new destinations: **1904**, a live music venue and bar, and **A.J. Reese Clothiers**, a men's boutique.

**1904**
19 N. Ocean St.
904-434-3475
www.1904jax.com

Named for the year its building was constructed, 1904 serves beer and wine with the stage near the front entrance and an outdoor patio in rear. Opening night was Art Walk March 7, with six bands booked to perform that evening.

**A.J. Reese Clothiers**
The Jacksonville Landing
2 Independent Dr.
Suite 147
904-359-0680
www.ajreese.com

A.J. Reese Clothiers is a men's boutique that supplies dress wear, casual wear, shoes, accessories and more while also offering wardrobe and image consulting.

Downtown Recognitions

Downtown landmarks recognized as "Top 100 Buildings" in Florida
Seven Downtown buildings were recognized by the Florida Association of the American Institute of Architects as the state's "Top 100 Buildings." The Downtown buildings recognized are the Chart House, the Florida Theatre, the former Haydon Burns Library, Main Library, City Hall at St. James, Riverplace Tower and the Florida Life Building. To vote for your favorites, visit www.aiafltop100.org.

Downtown service industries receive ROSE Awards
Seven of the 26 Recognition of Service Excellence (ROSE) Award winners
announced for 2012 by the North Florida Hotel & Lodging Association represent Downtown Jacksonville’s service industry. Downtown Vision, Inc.’s Downtown Ambassador Michael Ryan was among them, receiving a ROSE Award for Customer Service: Tourism Ambassador. “Each day is a new experience,” said Ryan. “I’ve been a Downtown Ambassador for nearly four years, and I love coming Downtown every day and helping people out.”

Downtown service industry award winners also include:

- Customer Service: Attraction/Tour Guide - Gary Sass, AdLib Luxury Tours & Transportation
- Customer Service: Retail - Sherry Lyford, River City Gourmet at The Jacksonville Landing
- Guest Service: Bell Attendant - Tyrone Jackson, Hyatt Regency Jacksonville Riverfront
- Guest Service: Valet - Jeremy Ausderau, Omni Jacksonville Hotel (Parking Management)
- President’s Award - Mary DeJarnette, Omni Jacksonville Hotel

**Major Upcoming Downtown Events**

**Jacksonville 450th Celebration festivities set for May**

This summer, the City of Jacksonville will commemorate the 450th anniversary of French Huguenot Captain Jean Ribault’s arrival at the St. Johns River, when French history began in Florida. The city is planning numerous commemorative activities beginning May 1, including several Downtown highlights including the installation of Lee Adams’ *Ribault Landing* mural at the Main Library and the mooring of two goélettes, the *Etoile* and *Belle Poule*, by the French Navy for school and public tours.

**Jacksonville Jazz Festival takes place Memorial Day weekend**

Jacksonville’s iconic jazz festival is gearing up for another exciting weekend of music performances and music celebration that will light up multiple stages Downtown May 24 to May 27. The festival will also feature the Wine Down/Brew Town Tasting Experience and the Art in the Heart Downtown juried art show and sale, as well as jazz exhibits and displays.

**U.S. Men’s National Soccer Team to play Scotland at EverBank Field**

May 26, the U.S. Men’s National Soccer Team will compete against Scotland 8 p.m. at EverBank Field.
The match will be broadcasted live on the NBC Sports Network, and 13,000 tickets have already been sold. This is the first time the U.S. team has played in Jacksonville in 13 years. The day before the game, the U.S. team will hold a practice at EverBank Field. Admission to the practice is free. Tickets to the game start at $22. Both teams will be staying at Downtown hotels.