

# What's New

Updated March 2026

<b>Coming soon to Jacksonville!</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>
2 <sup>nd</sup> Phase of Jacksonville Zoo and Botanical Gardens Rezoovenation (Attraction)				TBD	
Aventuur Surf Park (Attraction)			TBD		
Casa Marina Renovation (Hotel)		TBD			
Concourse B Airport Expansion (Attraction)		Late			
Congaree & Penn Renovation (Attraction)			Early		
Doubletree Downtown Renovation – Renamed to Hotel Bellamy (Hotel)			TBD		
Emerald Trail Completion (Park)					2030/31
Four Seasons Luxury Resort (Hotel)			Late		
Hilton at Mayo Clinic Jacksonville (Hotel)	Open!				
Jacksonville Armada Soccer Stadium (Attraction)		TBD			
Jacksonville Fairgrounds (Attraction)		TBD			
Jacksonville Zoo & Botanical Gardens Rezoovenation (Attraction)		Open!			
Jaguars Stadium of the Future (Attraction)				Late	
Marriott Downtown Renovation (Hotel)		Mid			
Metropolitan Park Re-Opening (Park)				TBD	
MOSH Genesis (Attraction)				TBD	
Music Heritage Garden (Parks)		TBD			
NAVI Autonomous Vehicles (Attraction)	Open!				
One Ocean Resort & Spa Renovation (Hotel) – new name Dune House!		Summer			
Pearl District (Attraction)		TBD			
Riverfront Plaza (Park)		Open!			
Rivers Edge Parks & Boardwalk (Park)	Open!				
Shipyards West (Park)		TBD			
The Block Jax (Attraction)		Open!			
Upshot League (Attraction)	Open!				

# Here's what's new & why Jacksonville is the best place for:

Affordability

Accessibility

Attractiveness

Best Group Amenities



Jacksonville  
THE FLIP SIDE  
OF FLORIDA

# Why Jacksonville?

- 1,100 Miles of Coastline
- 160+ Daily Flights • Cruise Port • 2 Interstates
- Largest Park System in the Country
- Most Affordable City in Florida

## Perfect Climate for Business... and Leisure

Average  
Annual  
Temperature

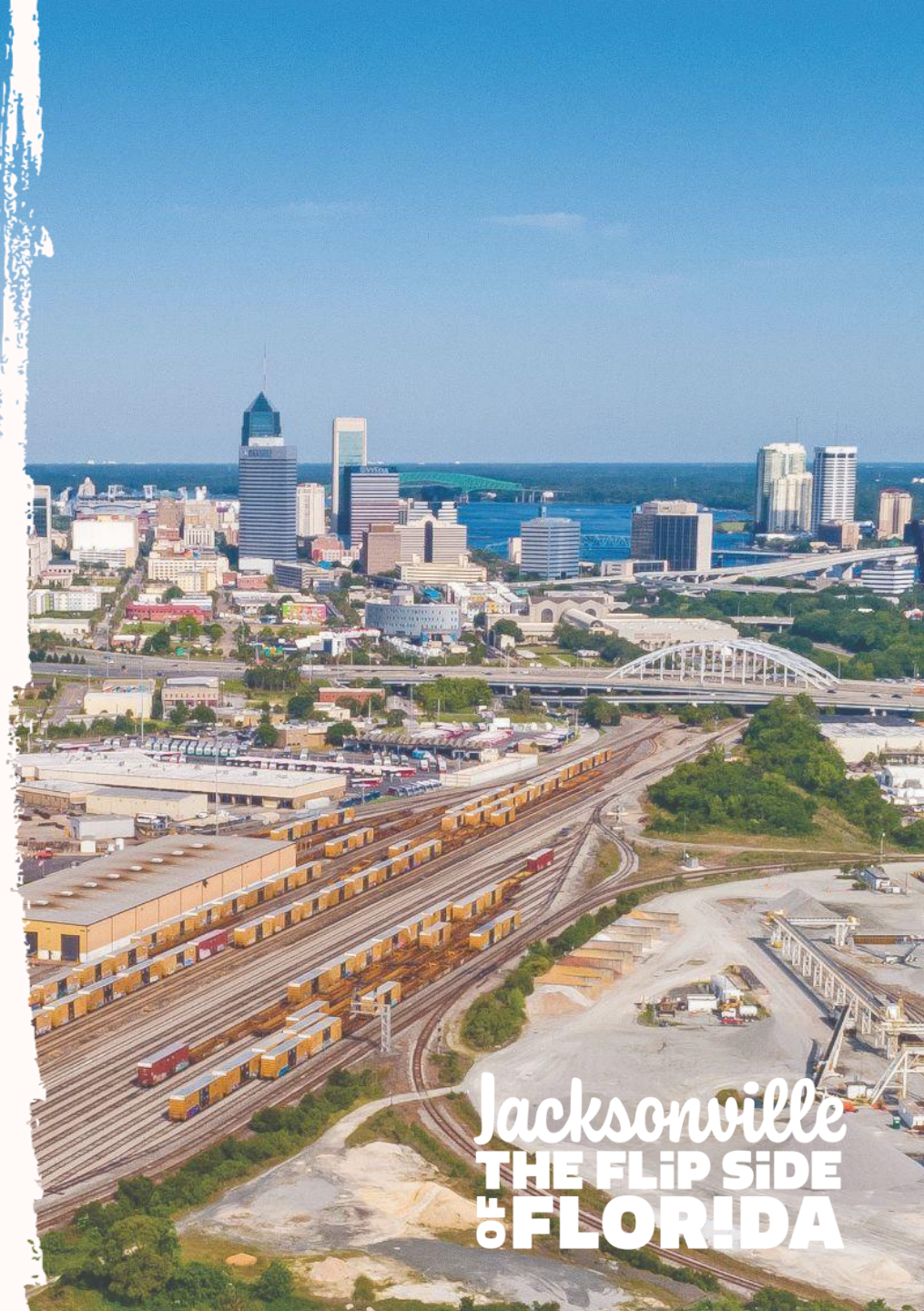
**70**

Annual  
Number of  
Sunny Days

**221**

Average  
Year-Round  
High  
Temperature

**78**



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# Jax's Non-Stop Destinations

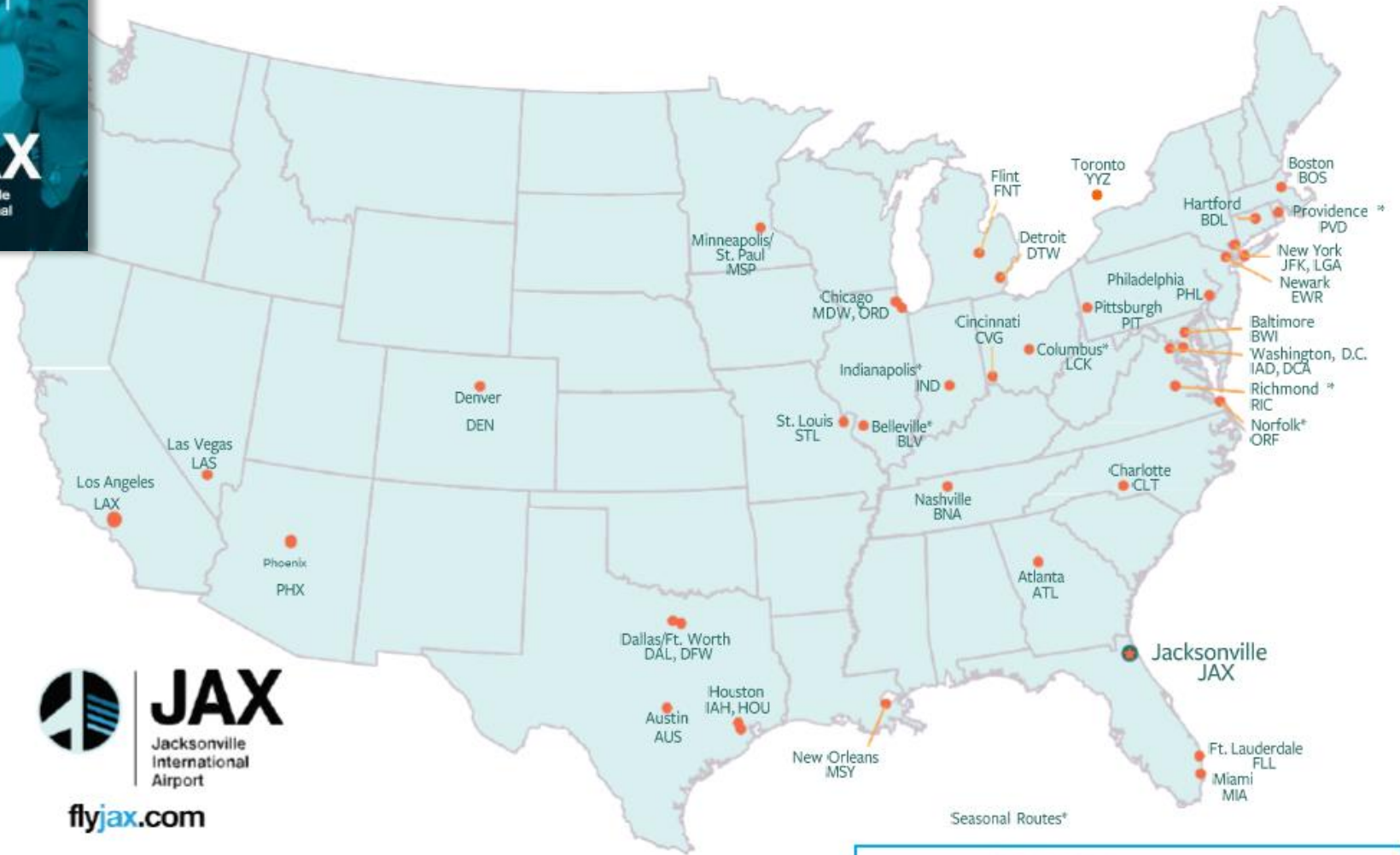
Congratulations Team JAX for Ranking #1 as the Nation's Best Airport for Customer Satisfaction!

Ranked #1 for Customer Satisfaction



**JAX**

Jacksonville International Airport



[flyjax.com](http://flyjax.com)



Jax's Top Airlines



# **Concourse B Expansion Opening at JIA in 2026**

The Jacksonville International Airport will open the new and expanded Concourse B, comprising of six gates, at least five of which will be operated by American Airlines.

New Restaurants and amenities will also be opening in the new concourse.

This new concourse will allow the airport to facilitate 10 million passengers through 2035.

More parking will also be opening in June 2026.

A new 6 level garage will include close to 800 more spaces.



# Visit Jacksonville is a Certified Autism Center

Visit Jacksonville is Florida's first destination management organization to earn the Certified Autism Center™ (CAC) designation.

Our staff underwent training to better understand and meet the needs of autistic visitors and their families and the designation was granted by the International Board of Credentialing and Continuing Education Standards (IBCCES).

A recent survey of parents, families, and autistic individuals conducted by IBCCES discovered that 94% of respondents would take more vacations or visit more new places if they had access to autism-trained and certified options.



## Non-Hotel Meeting Spaces

# Prime F. Osborn III Convention Center

The recently renovated Prime F. Osborn III Convention Center blends state-of-the-art technology with the grandeur of the historic former train terminal. The convention center offers more than 275,000 gross square feet of flexible indoor and outdoor space. Located in downtown, and minutes from the airport and over 2,300 hotel rooms, the Convention Center is the perfect setting for conventions, tradeshow, meetings, and banquets.



# EverBank Stadium

Home of the Jacksonville Jaguars, **EverBank Stadium** offers several memorable party spaces. From the party and pool deck to the terrace suites, and almost 100,000 sq feet to work with, the stadium offers an iconic Jacksonville experience.

*Limited availability while construction starts on "The Stadium of the Future"*

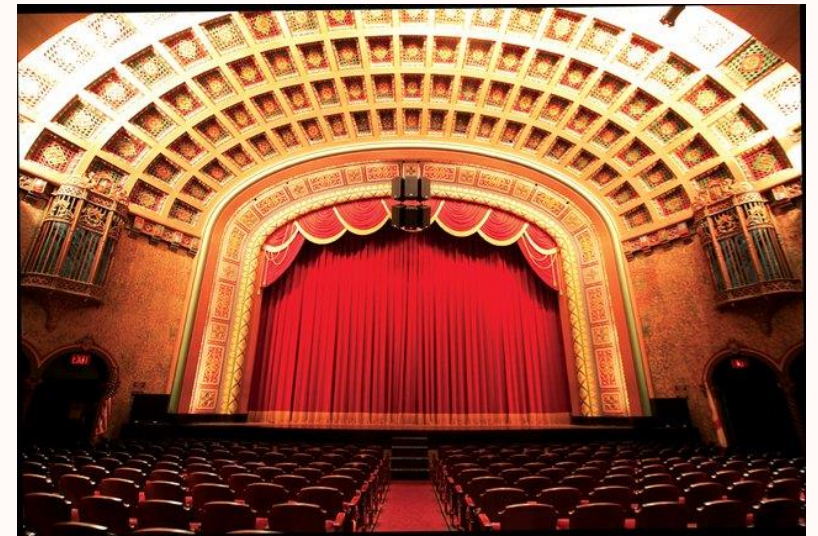


## Non-Hotel Meeting Spaces

# Florida Theatre

The venue offers a 1,900-seat theatre with incredible acoustics and near-perfect sightlines, on two levels, with two lobbies and a private area for your event needs. Inside the theatre, state-of-the-art sound and lighting systems will enhance the look of your event. Includes a 40-foot movie screen, a digital marquee, red carpet availability, marble bars, and prominent on-street window displays.

Expansion of the historic Florida Theatre will create a 3,000-square-foot VIP lounge connected with the mezzanine. The \$10 million renovation is scheduled to be completed in time for the venue's centennial celebration in 2027.

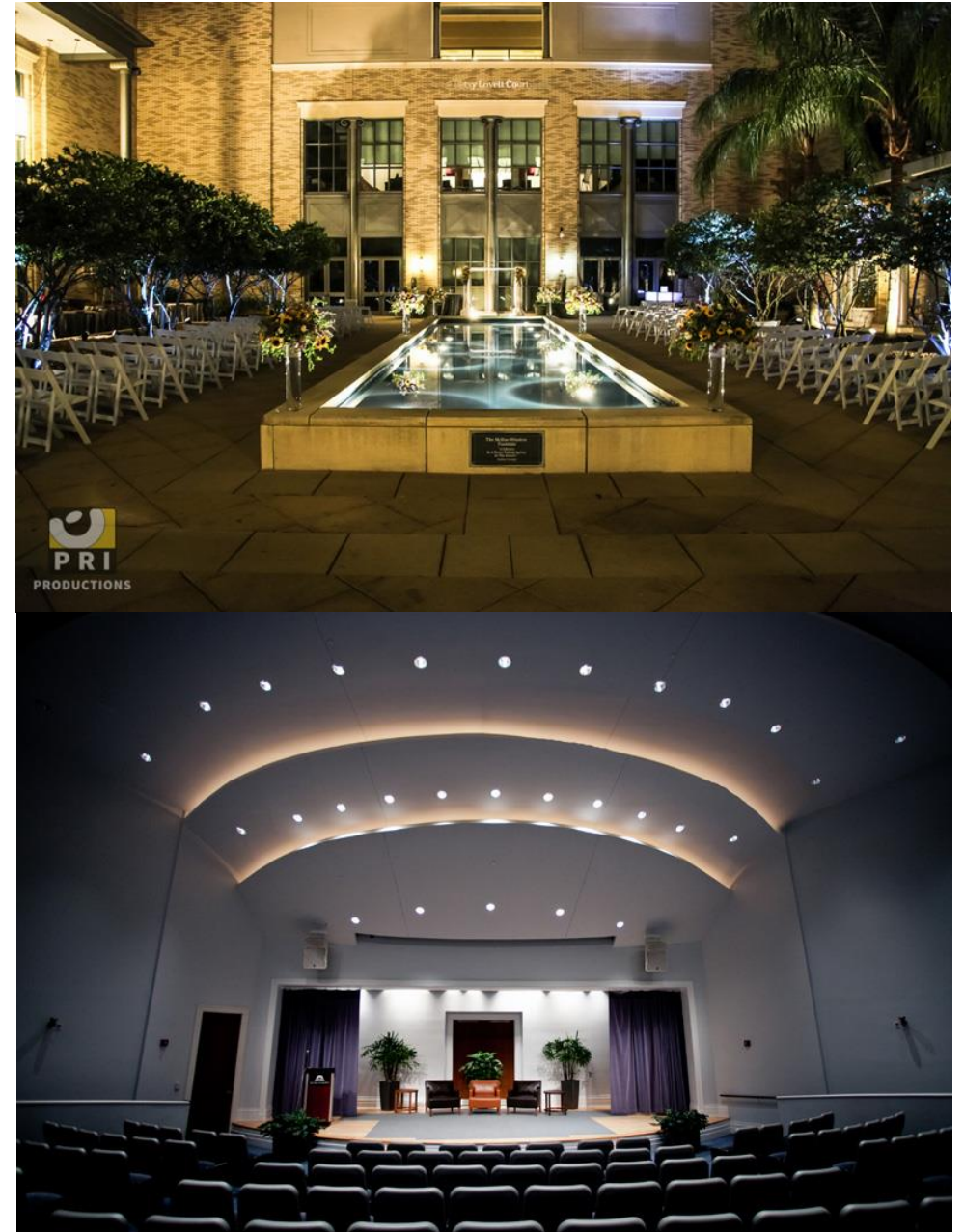


**Non-Hotel Meeting Spaces**

# Conference Center at the Main Library

Set in the heart of downtown, their unique venue spaces are designed to accommodate a small intimate party to a large affair. With 20,000 square feet of sophisticated space dedicated to special events, the Conference Center at the Main Library has something for everyone and for every function.

Included is a full catering kitchen, lighting controls, multimedia technology, a wide range of equipment and furniture, and professional security.

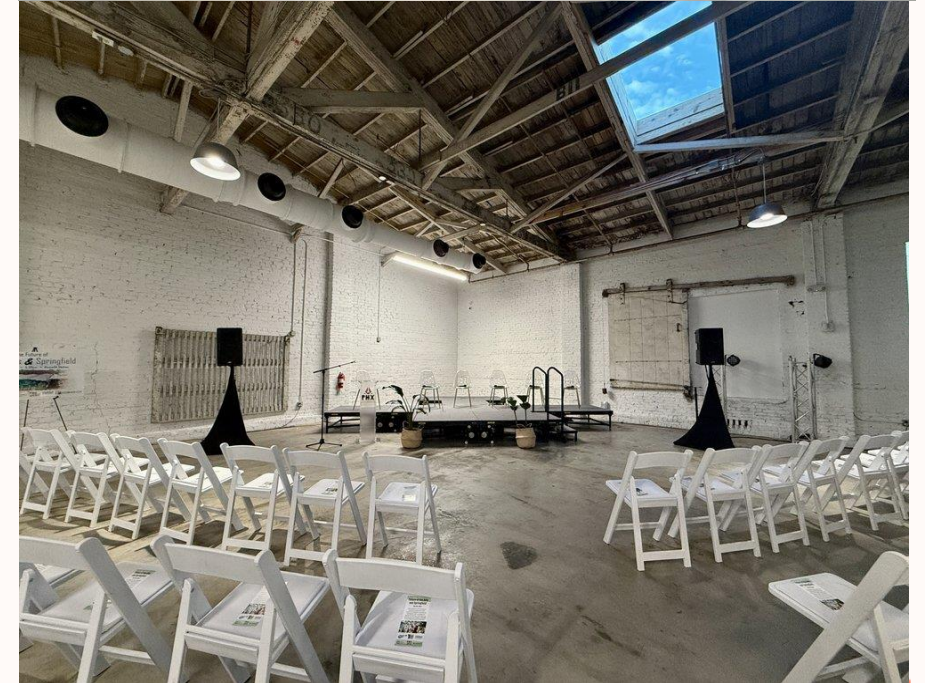


## Non-Hotel Meeting Spaces

# Emerald Station Premier Event Venue

Nestled in the Phoenix Arts & Innovation District, this unique 500 person event space is housed in a fully renovated, 100-year-old warehouse. The character and history of the building are beautifully preserved with exposed wooden beams and original brick details, offering an atmosphere that is both modern and timeless.

Take advantage of a beautifully designed shared kitchen, perfect for casual meetings and socializing. The space also includes showers, fully-equipped conference rooms for your professional needs and a community lounge where you can relax and network with like-minded individuals. The event space features two green rooms, in house catering kitchen and brand new facilities.



# The St. Johns River Park & Friendship Fountain

St. Johns River Park, located on the Southbank waterfront and home to Friendship Fountain, is now open! This \$6 million upgraded fountain features fully functional dancing jets choreographed to music and lights, boasting “water cinema” every 15 minutes.

Further enhancing the experience is a fountain projection show, projection on the façade of the Performing Arts Center across the river, and lighting on the Acosta Bridge. The fountain shows entertain residents and visitors nightly.



# Lift Ev'ry Voice and Sing Park

Dedicated to the birth site of the Johnson brothers is the “Lift Ev'ry Voice and Sing” Park.

The park is named after the song written by John Rosamond Johnson & James Weldon Johnson in the late 1800s, which the NAACP calls the “Black National Anthem.” The park will be designed to celebrate the African-American experience and will link to other historic neighborhoods via the Emerald Trail.

The park opened in June 2024!



**Attractions**

# Jacksonville Beach

**With 1,100 miles of navigable water, Jax has more shoreline than any other city in the nation.**

Just a few minutes from Downtown, Jacksonville's white sand beaches await you. Spend a day unwinding by the ocean and enjoy the nearby shops, restaurants, attractions, and nightlife.

After sustaining damage nearly six years ago, the Jacksonville Beach Fishing Pier reopened to the public with its repairs in July 2022.

The pier is now 8 feet higher and constructed of four 24-inch square piles per section instead of the previous three 18-inch piles.

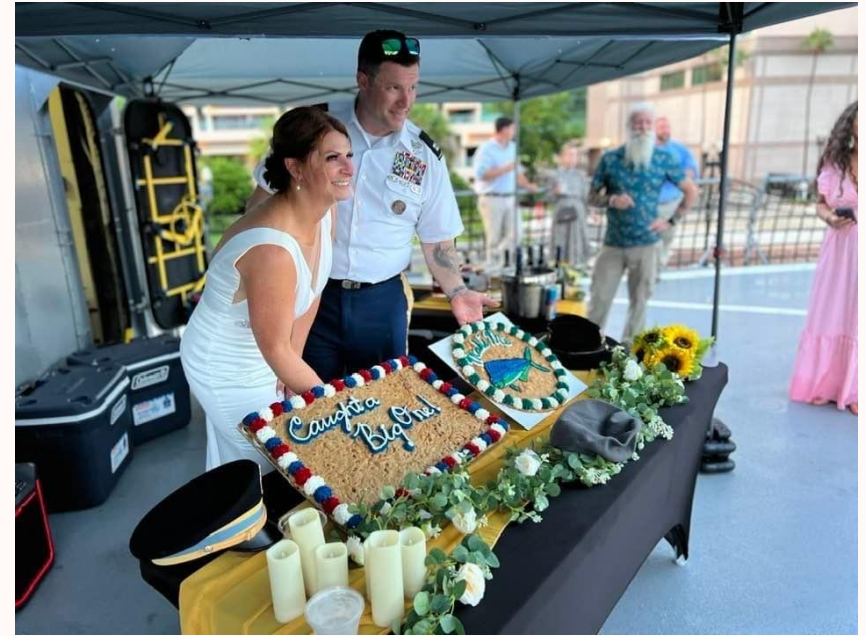


## Attractions

# Jacksonville Naval Museum - USS Orleck

The Orleck, a Gearing Class destroyer with 18 battle stars, is one of the most distinguished ships of all time. Having served in the Cold, Korean, & Vietnam Wars she not only represents the rich Naval Heritage of Jacksonville but also honors all military veterans in the Region. Naval Reunions, Galas, & Leadership symposiums can be held at the museum.

An ADA-accessible outdoor event space on the dock next to the Orleck will be open soon, and can accommodate 1000 guests under a tent.



# St. John's Town Center

The open-air St. John's Town Center has more than 175 of the hottest retailers and restaurants including Apple, Sephora, The Capital Grille, Tiffany & Co., Banana Republic, PF Changs, Louis Vuitton and more.



# JTA Autonomous Vehicles

A revolutionary fleet of self-driving vehicles recently launched in the city of Jacksonville. This new program, the **Ultimate Urban Circulator** (U2C) by the Jacksonville Transit Authority (JTA), will transform the transportation landscape in Jacksonville, and possibly the United States, for years to come.

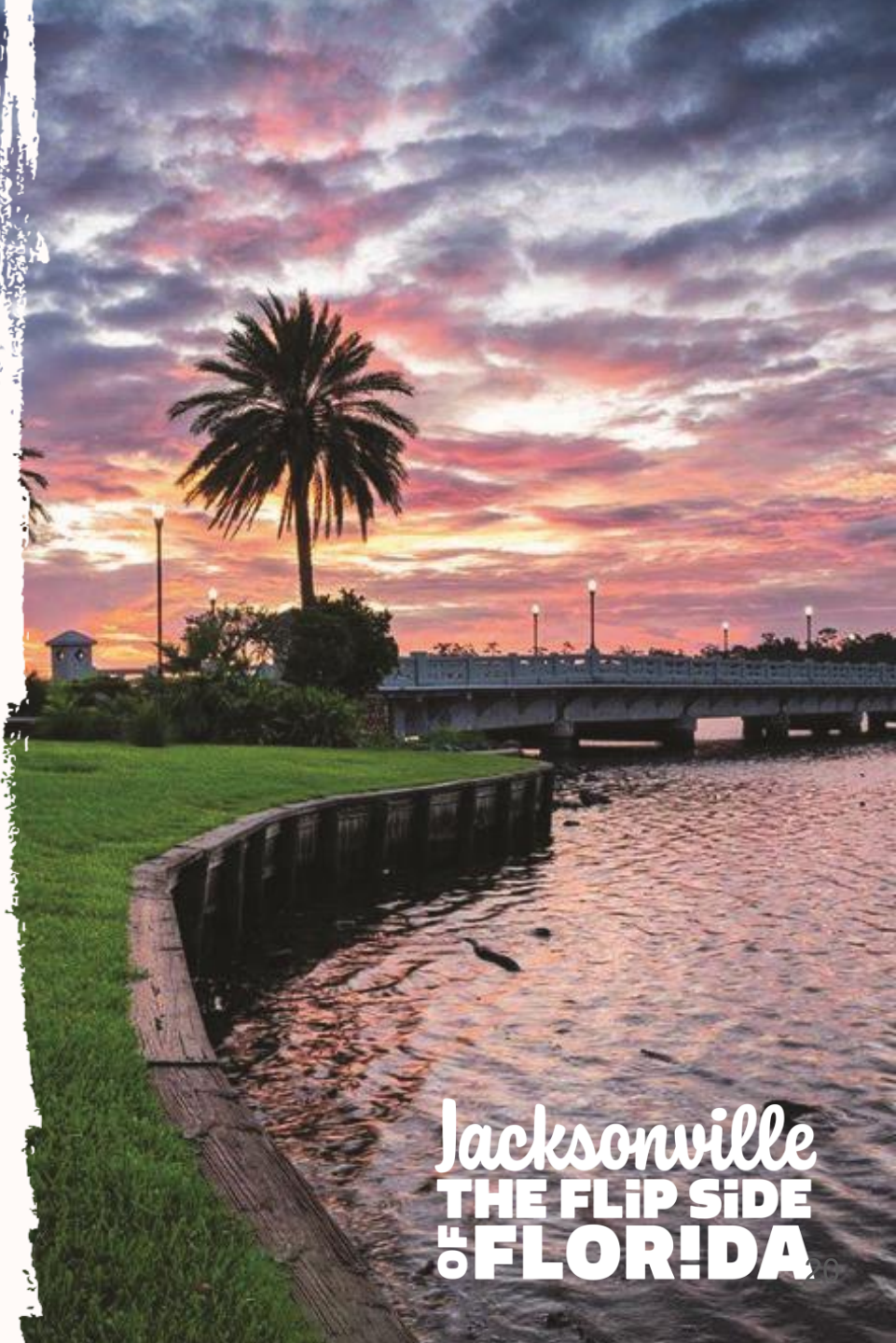
The NAVI autonomous vehicles drive a 3-mile loop on Bay Street. This connects the downtown core with the sports and entertainment district with 12 different stops along the way.

Jacksonville is the first city in the United States to deploy a true autonomous vehicle network for public transportation.

Furthering Jacksonville's status as a leader in autonomous transportation, Germany-based automated shuttle manufacturer, **Holon**, will be building a \$100 million dollar plant in Jacksonville, which will make them the first automated shuttle manufacturing facility in the United States. Holon plans to have its plant operating as early as mid-2026.



**What's Next and  
Coming Soon to  
Jacksonville!**



**Jacksonville**  
**THE FLIP SIDE**  
**OF FLORIDA**

# Emerald Trail

The Emerald Trail Master Plan will create an outdoor destination 30-mile network of bicycle and pedestrian trails of greenways and parks that will encircle the urban core and link Downtown with at least 14 historic neighborhoods, 16 schools, two colleges and nearly 30 parks, among restaurants, retail and businesses.

Phase one is a 1.3-mile “Model Project” to connect the existing S-Line Rail Trail in Springfield to the McCoys Creek Greenway and Park Street. Approximately 40% of the entire project is in the design or construction phase. The trail is anticipated to offer a boost of social and economic development in areas by 2030/31



# Emerald Trail Renderings

Jacksonville  
THE FLIP SIDE  
OF FLORIDA

Updated March 2026



Coming Soon

Updated March 2026

# Riverfront Plaza

Riverfront Plaza, formerly the site of the Jacksonville Landing, is an open green space on the bank of the St. Johns River in the heart of Downtown. This space is managed by Jax Parks, the City of Jacksonville's Parks and Recreation branch and is available for event permitting for large and small events.

Phase 1 of Riverfront Plaza includes an elevated destination playground on top of a park pavilion building, a large flexible event lawn, as well as a new bulkhead, riverwalk, and a plaza space connecting Riverfront Plaza to the Jacksonville Center for the Performing Arts. The park pavilion building includes a small café space, restrooms, mechanical rooms and storage space to support the park. Phase 1 now open!

Phase 2 of Riverfront Plaza will include a beer garden, rain garden, and a bike and pedestrian connection to the Main Street Bridge. Phase 2 is anticipated to start in early 2026 with an anticipated completion of 2027.



Coming Soon

# Rivers Edge: Life on the St. Johns

Rivers Edge - with a vision for sustainable design - will encourage a healthy lifestyle & diversity. The development will bring up **to 950 residential units, 147 hotel rooms, 200k sq ft office space, 134k sq ft retail, a 125-slip public marina and four acres of public park space** to the vacant, 30-acre site on Downtown's Southbank.

The park space includes a large central riverfront park that will tell the story of Jacksonville's extraordinary medical facilities through art, exercise, gardens and interactive features.

Active water access abounds with a marsh boardwalk, an extension of the Riverwalk and a kayak launch.

Another 750 multifamily units on two central parcels next to a future city park is also in the works. Opening date is 2026.



Coming Soon

Updated March 2026

# One Riverside

Development is in the works for a mixed-use project with retail, office, restaurant and apartments at the 18-acre former Florida-Times Union site which would be developed concurrent with the day-lighting and restoration of McCoy's Creek, which also adds a 2.5-acre park on the Emerald Trail.

Phase 1 will include 271 multi-family units, 39,256 sq ft of retail (including a Whole Foods and riverfront restaurant) and a parking garage

Phase 2 will include 115 multi-family units and 15,000 sf of retail and a possible marina. In total, the development will have three restaurants – with one overlooking the river.

Expected to fully open in 2026.



Coming Soon

# Oak Steakhouse

The Greenleaf & Crosby Building Downtown will add Oak Steakhouse on the first floor in the former Jacobs Jewelers space at Laura and Adams streets.

Indigo Road Hospitality Group announced the steakhouse plans to open in mid- to late 2026.

A private dining room will be available for events.



Coming Soon

# Mayo Clinic Expansions & Hilton Hotel

- Addition of 5 hospital floors above existing tower with completion in 2026.
- Site work has started on a new integrated oncology facility including proton beam therapy for cancer patients. Will also include the first carbon ion therapy center in North America.
- Eight-story Hilton hotel with 252 guest rooms and upscale accommodations. It will feature a fitness center, restaurant, outdoor pool and 16,000 sq ft of meeting space. Hotel opened October 1, 2025.
- The addition of a North Campus that expands its 392-acre property to 602 acres. The property land uses for the additional acreage are designated as medical, related residential and hotel.



Coming Soon

Updated March 2026

# One Ocean Resort & Spa - new name will be Dune House Hotel & Spa!

One Ocean Resort & Spa has been purchased by Aspect Real Estate Group, Sage Hospitality Group, Corner Lot and Kelco Management & Development, Inc. and are planning renovations.

One Ocean Resort & Spa in Atlantic Beach will be “fully reimagined” as **Dune House Hotel & Spa** and debut in summer 2026.

Three new food and beverage concepts are planned along with a redesigned poolside experience, expanded spa, coffee and retail offerings and oceanfront event spaces.



Coming Soon

# Jacksonville Armada Soccer Stadium

The Jacksonville Armada Soccer team broke ground on their new stadium in 2025 and plan to begin playing there by September 2026.

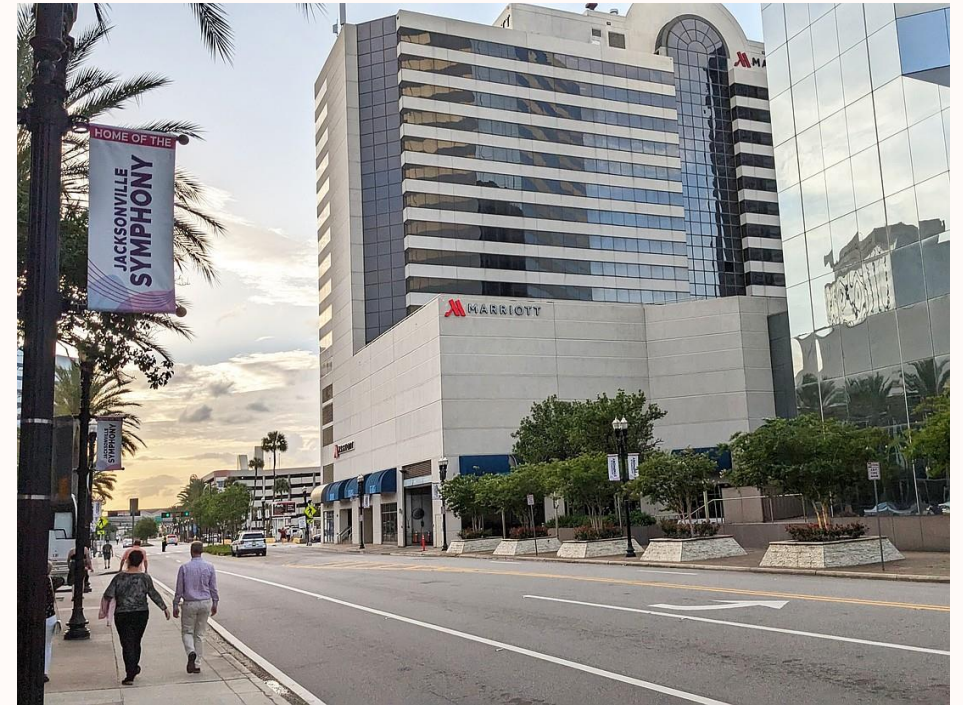
The stadium will have seating on four sides, two with covered tiers, and lower uncovered seating areas along the other two. Estimated to be at least 2,500 seats.

The site is in the Sports and Entertainment District just north of the Vystar Ballpark. Completion is expected in 2026.



# Marriott Downtown Renovation

The Marriott Jacksonville Downtown has been approved for an estimated \$6 million guest room renovation on the fourth through sixteenth floors, as well as public areas. Projected 2026 re-opening.



Coming Soon

Updated March 2026

# Jacksonville Fairgrounds

The Jacksonville Fairgrounds will relocate from downtown to the Westside of Jacksonville, adjacent to the Equestrian Center.

**Plans include a 40,000-60,000 sq ft event and expo center, administrative offices, a warehouse style storage facility, multipurpose barn and an event stage able to accommodate multiday music and entertainment festivals.**

Initial plans expect the opening to be in late 2026.



Coming Soon

# Gateway Jax

Gateway Jax's \$2+ billion development pipeline spans 25 city blocks of high quality, mixed-use development in the Urban Core of Downtown Jacksonville and includes over 5,000 multifamily units and 500,000 square feet of commercial and retail space.

Pearl Square is a seven-block development nestled in the heart of Downtown Jacksonville's North Core neighborhood. The development will feature more than 1,250 new residential units, designed by world-class architects Morris Adjmi, SK+I, and Elkus Manfredi; a boutique hotel; approximately 200,000 square feet of retail space; and more than an acre of vibrant new public spaces, including parks, widened sidewalks, and a signature curbless festival street. This project, which reflects a \$750 million capital investment in Downtown Jacksonville, is currently under construction with phase 1 delivery anticipated in late 2026. A Publix grocery store has also been announced to open in this space.



Coming Soon

# UF Campus in DT Jax

In late 2024, The University of Florida Board of Trustees Governance Committee voted to open the new graduate campus in the area surrounding the Prime F. Osborn III Convention Center in the LaVilla neighborhood.

The first classes are planned to start by the fall of 2026. Additionally, the highly coveted Florida Semiconductor Institute will be located on the Jacksonville campus. It's part of a national effort to improve research and development of semiconductor chips, the building blocks that power defense and aerospace technology, smartphones, computers, automobiles, and many other products that are necessary for daily life.

The Deegan Administration will work with the Downtown Investment Authority and City Council to provide 22 buildable acres at this site to the University of Florida for the campus.



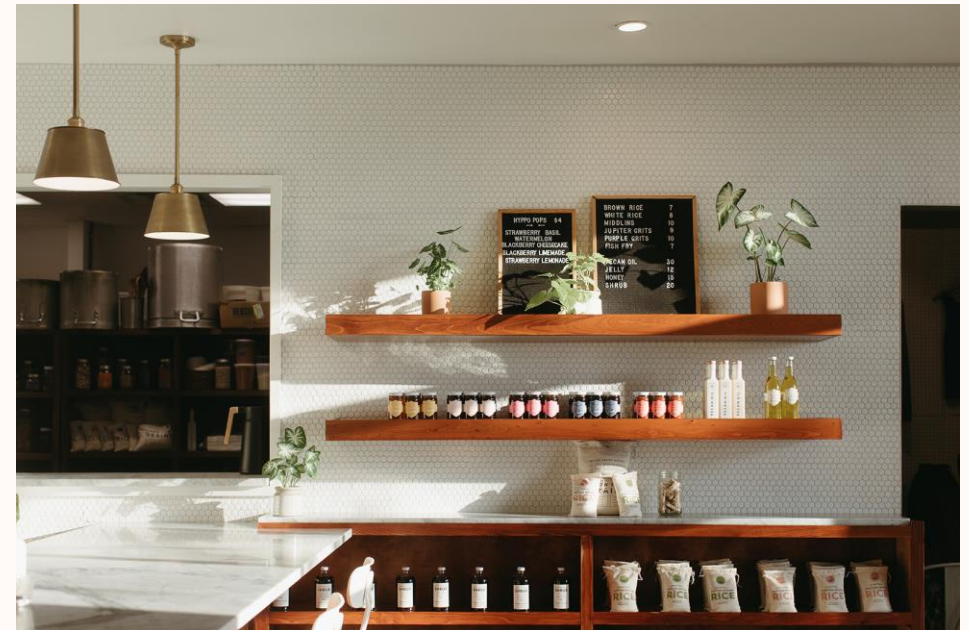
Coming Soon

Updated March 2026

# Congaree & Penn

The Winery and Farm will begin an expansion project in early 2027. The plan is to include new dining areas, quick service food stations, a larger event space, expanded retail options, and 24 cabins in the Oak Hammock where guests can stay overnight on the property.

This will also include increasing their fruit production acres from 50 to 110, and hope to increase their visitation from 35,000 visitors to 65,000 visitors annually.



Coming Soon

# Shipyards Sports & Entertainment District featuring Four Seasons Hotel and Private Residences Jacksonville

Approved plans include a 170-room **Four Seasons luxury hotel** with 26 high-end residences, with resort-style amenities such as a spa, pools, Michelin-star dining and meeting spaces.

The hotel is a part of the Shipyards property in the Sports & Entertainment District. Plans include a 137k sq ft Class-A office tower, a world-class, full-service city-owned modernized marina with 78 slips, a 6k sq ft marina support building, and an event lawn. Groundbreaking was November 2022 and completion expected in 2027.



Coming Soon

# MOSH Genesis

The Museum of Science and History is set to relocate and expand, **more than doubling its size on the Shipyards East area of the Northbank**. The site will include 2.5 acres for the building and 3+ acres of Riverwalk and park space, available for public and private events.

The future home will inspire the joy of lifelong learning, bring to life the sciences and regional history through captivating experiences and continue to energize the growing Sports & Entertainment District.



Coming Soon

# Shipyards West Park - USS Orleck

Shipyards West Park will transform more than 11 acres of riverfront land in Downtown Jacksonville into a dynamic waterfront destination. The park will include the USS Orleck Naval Museum and the Jacksonville Fire Museum. Overwater elements will be built on the former shipyard pier, while the play area is designed to evoke the shape of a ship's hull. A two-story pavilion with an observation deck is also planned as a central gathering space.

The Shipyards West Park team plans to bring a construction manager on board in 2026, with construction documents targeted for completion in the summer, followed by the start of construction.



# Doubletree Downtown Hotel Update

The Doubletree downtown is getting a \$14.6 million renovation and name change in early 2027.

The hotel will be renamed Hotel Bellamy and the complete renovation will include new rooms, public spaces, updates to the building exterior, and a new pool and sun deck.

This comes with a 10 year franchise agreement with Hilton Worldwide.



Coming Soon

# Aventuur Surf Park

Aventuur, an Australian-based surf park developer, has picked Jacksonville as the location for its next development.

The park will be powered by [Wavegarden Cove wave-generating technology](#) and is expected to open in late 2027 in E-Town on the southwest side of Jacksonville.

A high-performance surf academy, recovery and fitness studios, surf rental, skate park and pump track will complement the surfing lagoon, along with a member's lounge, beach club, quality restaurants and bars, rooftop glamping accommodation, Rip Curl flagship store and community amenities including naturescaped gardens, lawns and a kids playground will also be built.



# Stadium of the Future

The Jacksonville Jaguars have announced their designs for the **Stadium of the Future**. The confirmed renovated stadium boasts a base capacity of 63,000.

Fan comfort tops the stadium design improvements. Shade will be provided on all seats, fans will be protected from rain, and the number of escalators, elevators, restrooms and food and beverage points of sale will increase significantly. Inside the stadium fans will enjoy significantly wider concourses and the 360° connectivity on the main and upper concourses.

Communal spaces, nature, a lush park entrance and decks offering citywide views are also incorporated. Projected 2028 opening,



# Ambassador Hotel – Hotel Indigo

An historic building, the Ambassador Hotel at 420 N. Julia St, will undergo renovations to become a Hotel Indigo. **It is reported that it will be a 127 room hotel.**

The hotel was built in 1922 and was downtown Jacksonville's first luxury apartment building. It was converted into a hotel in 1943, and in 1983, received the National Register of Historic Buildings designation.



# Independent Life Insurance Building

Augustine Development Group purchased the building—now designated a local Historic Landmark—in October 2019 for \$3.7 million, with plans to invest more than \$30 million in the redevelopment of the property.

The developer announced plans to renovate the **18-story, 165,000 square foot building at 233 W. Duval St.** to include a 21,000-square-foot grocery store, 140 market-rate apartments and a 10,000 square foot rooftop restaurant, lounge and pool.



Coming Soon

Updated March 2026

# Federal Reserve Bank & Baptist Convention Building

A developer will convert the neighboring Federal Reserve Bank and Baptist Convention Building to The June Club, a private elevated and modern members club that will include a cabaret, a restaurant, a bar, private and outdoor dining, and a meeting space. Permits are currently under review.



# Jones on Hogan

Conceptual design plans were approved for Corner Lot's new historic preservation development, Jones on Hogan.

Utilizing a combination of new construction and preservation of the existing structures, **the project will transform the entire block into an urban mixed-use development consisting of residential and retail tenants.** Current plans include 103 apartments, two retail store fronts and a parking garage. In addition, the development will feature co-work office spaces, a fitness facility, tranquility rooms, and a terrace overlooking downtown Jacksonville.

Residents will have convenient access to downtown, the JTA Skyway, restaurants and entertainment opportunities. In addition, the building is located on the Emerald Trail, which connects the urban core to 14 historic neighborhoods, parks and greenspaces. Construction began in fall 2024.



# THANK YOU

