



# Historic Eastside/Springfield

## Community Quality-of-Life Plan

## Planning Task Force: Individuals

Helen Albee • Jennifer Anderson • Rickey Anderson & Guest • Michael Arbery • Shawn Ashley • April Atkins • Valerie Baham • Shakera Bailey • Nevesha Baker • Casey Barnum • Lester Bass • Lucille Battle • Annie Bean • Quinn Bell • Larry Bennett • Claudia Bentford • Jerry F. Box • Brenda Boydston • Michelle Braun • Bill Brinton • John Brooken • Tina Brooks • Justin Brown • Mickee Brown • Niki Brunson • J.F. Bryan • Co'Relous Bryant • Catherine Burkee • Richard Burnett • David Byres • Leigh Cain • Bishop Terrance Calloway • Jim Capraro • Kathleen Carignan • Katy Carigno • Wilmot Carson • Mike Cochran • Michelle Cooper • Ken Covington • Lauren Cowman • Christina Crews • Chris Cunningham • Evan Daniels • Melissa Davis • Rose Devoe • Ty Dixon • Farand Dockett • Fran Downing • Lloyd Downing • Jacqueline Dunbar • Cathy DuPont • Vincent Edmonds • Chistina Edwards • John Fabiano • Christine Farley • Donnie Ferguson • LaTanya Ferguson • Ronnie Ferguson • Jewel Flornoy • Robert Flornoy • Geraldine Ford-Hardine • Terri Foreman • Jeff Fountain • Dr. Johnny Gaffney • Jeff Gardner • Jolee Gardner • Felicia Garrison • Kevin T. Gay • Audrey Gibson • Marion Graham • Carl Green • Kendalyn Green • Michael Handcox • Florence Handen • Al Hardin • Jacqueline Harrington • Greta Harris • Marilyn Hauser • Robert Hauser • Nathaniel Hendley • William Hoff • Bryant Holley • Joseph Howard • Taffie Hubbard • Michelle Hughes • Liz Hubbard • Samuel Hunt • Riyan Jackson • Derek Jayson • Valerie Jenkins • Carlos Johnson • Ebony Johnson • Linda Johnson • Shanita Johnson • Theresa Johnson • Faye Johnson • Joann Jones • Wayshawn Kay Jefferson • Tia Keitt • Alice Kimbrough • Riva Kimbrough • Dave Knadler • Gary Kresel • Karen Landry • Clinton Lane • Jackie Lattimore • Lucius Lattimore • Laura Lavenia • Bobby Lee • Alisha Lewis • Crystal Lewis • Jackie Littlebee • Reginald Lott • Janice R. Love • Earline Lowe • Bob Lyle • Lane Manis • Steve Manis • Monica Martin • Sabrena McCullough • Marc A. McCullough Sr. • Veronica McDade • Willie J. MCGowan • Vicky McKinnan • Carol Miller • Qurintello Mincey • Alvin Mitchell • Eugene Montgomery • Patricia Morrison • Claude Moulton • Phyllis Murphy • Pat Nelms • Tess Nettles • Frank Noonan • Susan Noonan • Ruth Owen • Janet Owens • Robert Ownby • Ted Pappas • Doug Park • Sandra Parker • Christina Parrish • Kimberly Patrie • Ronald Pauline • Jacqueline Peawolo • Linda Persandi • Yolanda Powell • Ariane Radolph • Marcus Ray • Christine Raysor • Rita Reagan • James Richardson • Cheryl Riddick • Sonia Roberts • Annie Rodriguez • Susan Rogers • Pauline Ronald • Leah Rose • Katie Ross • Earline Rowe • Saliba Salamah • Jennifer Sarage • Amanda Scarle • Krystal Schwartz • Kathie Silvia • Ariane Simon • Brandon Smith • Ashley Smith Juarez • Elaine Spencer • Brent Staten • Brent Staton • Letta Stever • Kerri Stewart • George Strong • Octavia Sumlin • Bob Supino • Michelle Tappouni • Alfreda Telfair • Denise Thomas • Debbie Thompson • Patricia Todd • Beverly Toney • Jamie Toraason • Will Toraason • Roland Udenze • Johannes Ullrich • Dr. Alzic Upton • Doug Vanderlaan • Justin Varnes • Phyllis Warthen • Emanuel Washington • Nina Waters • Delicia West • James Wilcox • Anthony T. Williams • Bernard Wilson • Mary Wimberly • Jada Wright • Wynetta Wright • Paula Wright • Daniel Wynn



## Planning Task Force: Organizations

Ability Housing • An Olde Time Hardware • Arlington CDC • Cesery & 3 Main • City of Jacksonville • City of Jacksonville Libraries • Clara White Mission • Communities in Schools • Councilwoman's Kimberly Daniel's Office • Citizen Planning Advisory Committee (CPAC) • DFAC • Duval County Public School Administration • Duval County Public School Board • Eastside Emporium Plaza developers • Emerging Design Professionals • First Baptist Church of Oakland • Florida Prosperity • Florida School Choice • Florida State College at Jacksonville • Fresh Ministries • Housing and Community Development Division • Housing and Urban Development (HUD) • IG Solutions • Jacksonville City Council • Jacksonville Entrepreneurship Center (EEC) • Jacksonville Integrated Planning Project • Kool Beans Café • Life Community Outreach CDC • LISC Jacksonville • LISC Jacksonville Board • LISC New York • Matthew Gilbert Middle School • Operation New Hope • Regional Workforce Board • Save Our Springfield • SEKO Solutions • Senator Bill Nelson's Office • Springfield Area Merchants and Business Association • Springfield Preservation and Revitalization • The Azalea Project • The Chartrand Foundation • The Community Foundation • The Jacksonville Public Library Eastside Branch • The Well at Springfield • War on Poverty • Wells Fargo • WorkSource



## Special Thanks:

### EPIC Communities: Steering Committee, Historic Eastside/Springfield

Jerry F. Box • WorkSource  
Bishop Terrance Calloway • Life Community Outreach CDC  
Ken Covington • Clara White Mission; First Baptist Church of Oakland  
Cathy Dupont • The Azalea Project  
Felicia Garrison • Florida School Choice; Fresh Ministries  
William Hoff • president of SPAR  
Michelle Hughes • Fresh Ministries  
Karen Landry • War on Poverty  
Lucius Lattimore • Developer, Eastside Emporium Plaza  
Jackie Lattimore • Developer, Eastside Emporium Plaza  
Marc A. McCullough Sr. • Springfield resident; City Council candidate  
Lane Manis • active Springfield resident  
Christina Parrish • SAMBA; SPAR; CPAC chair  
Ariane Radolph • JIPP; EEC; Eastside resident  
Susan Rogers • The Well at Springfield (Pastor)  
Roland Udenze • JIPP  
Wynetta Wright • JIPP; EEC; Eastside resident  
Anthony T. Williams • Jacksonville Public Library, Eastside Branch  
Reginald Lott • ONH EPIC Coordinator  
Earline Rowe • ONH Housing Counselor  
Brandon Smith • ONH Community Organizer

#### **CITY YEAR Organization, Staff**

for being Greeters at Visioning Day  
Matthew Gilbert Middle School, Principal &  
Staff for hosting the Visioning Day

#### **Westside Church of Christ, Church Leaders**

for hosting all three Quality of Life  
Planning Forums

#### **Wells Fargo Learning Center, Staff**

for hosting several EPIC meetings

#### **OPERATION NEW HOPE (Convening Agency)**

Kevin T. Gay, President & Founder  
Terri Foreman, Chief Financial Officer  
Quinn Bell, Board Chair  
Lester Bass, Board Member  
Quinn Bell, Board Member  
Claude Moulton, Board Member  
Ted Pappas, Board Member

## Special Recognition:

Honorable Alvin Brown, Mayor, City of Jacksonville  
Honorable Corrine Brown, Congresswoman  
Honorable Kimberly Daniels, Councilwoman  
Honorable Reggie Fullwood, State Representative  
Honorable Johnnie Gaffney, Councilman  
Honorable Audrey Gibson, State Senator  
Honorable Bill Nelson, U. S. Senator  
Elaine Spencer, Chief of Housing & Community Development, City of Jacksonville  
Honorable Paula D. Wright, School Board Member

#### **LISC Jacksonville Board of Directors**

J.F. Bryan IV • Chairman, The Bryan Group – LISC Jacksonville Chair  
Michelle Braun • Florida Community Development Manager, Wells Fargo  
William D. Brinton • Trustee, The Community Foundation in Jacksonville  
Steven Fischer • Executive Vice President & Chief Financial Officer, EverBank  
Rev. Eddie E. Jones, Jr. • Trustee, Jessie Ball duPont Fund  
Deborah Pierson • Community Market Manager, Bank of America  
Patrick M. Williams, Sr. • Trustee, Edna Sproull Williams Foundation

*NOTE: As this Quality of Life document is being published, local agencies and organizations are stepping forward to support implementation of the strategies. As new partnerships are established, we will acknowledge and publicize those relationships and initiatives in an addendum to this original plan.*

## Table of Contents

Overview of Planning Process .....	7
Summary of Strategies .....	9
History of the Neighborhoods.....	12
State of the Neighborhoods.....	14
Neighborhood Profile .....	16
Community Contracts .....	18
Work Plan .....	34

## Overview of Planning Process

### Our Planning Process

Our neighborhood-engagement process touched more than 200 individuals living in Springfield/Eastside. The engagement process began in summer 2012, when Operation New Hope built a Steering Committee from its Board leadership and asked others to join. The Steering Committee committed to working with staff to reach out even further. This next step was called a Listening Tour.

### Listening Tour

Steering Committee members and staff conducted interviews which allowed a broad range of neighborhood residents, business owners, community leaders, and emerging leaders to say what they think. Interviewers conducted 103 one-on-one interviews, reaching a diverse range of residents. During the interviews, residents discussed strengths, weaknesses, opportunities and threats they saw in their neighborhood. All of the responses were coded and then calculated so that the Steering Committee could see which types of responses were given most frequently. This gave the Steering Committee an idea of neighbors' top concerns and of the potential for improvement, too.

### Visioning Day

After the Listening Tour, a large group of residents and city leaders attended Visioning Day on Saturday, September 29. More than 100 residents, city leaders, state representatives, agency decision makers, and neighborhood leaders came together. Results of the Listening Tour were used at this meeting to define top areas to focus on.

In small groups and as a large group, neighbors listened to each others' ideas and comments. And they had a chance to voice their ideas to city leaders in attendance. At the end of the day, they began working together on the top areas, which are:

**Springfield/Eastside: Make It Grand...**  
Again, Expect Greatness in Education, A Level Playing Field, Investing for Stability, and Creating Exceptional Neighborhoods Together.

### Community Forums

Starting in October, residents met three more times to exchange views on how to address each of the areas. The three meetings built on each other, but everyone answered one key question at each meeting. These three questions guided the Community Forums:

- What is your vision for this specific area?
- What measures will tell you that your neighborhood arrived at its vision?
- Who and what organizations can help Springfield/Eastside achieve the vision?

In this report, you will see that each of the areas has a vision statement, key measures that show progress toward that vision, and also a list of potential partners who are already working on, or will work in the future, on making the vision a reality.



## Overview of Planning Process (Continued)

Residents broke into small groups around the issue that most interested them, and they got a chance to talk with people they had not met before. Many people at the Community Forums had not been included in neighborhood planning in the past simply because they hadn't been asked.



At the final Community Forum, everyone was asked: What will you do in the next six months to improve your neighborhood? Residents filled out and signed 35 pledge cards, confirming their confidence that everyone would contribute to the future of Springfield/Eastside right now.

The planning process brought together concerned residents, seasoned neighborhood leaders, and emerging leaders. Because of this process, an expanded pool of neighbors is engaged. They are looking beyond the already-existing neighborhood associations to getting even

more people involved. The “we” in this report refers to this expanded and engaged group of residents in Northwest Jacksonville.

### About Operation New Hope

Operation New Hope (ONH), the brainchild of Kevin Gay, opened in November 1999 and continues to function as a Community Development Corporation. To date, ONH is responsible for restoring more than 70 homes throughout Springfield and the Eastside neighborhoods, and it works in concert with community organizations to provide assistance to those requiring chemical-dependency treatment, clothing and shelter, educational training, and employment.

In June 2003, President George W. Bush and the Department of Labor’s Center for Faith-based and Community Initiatives selected ONH as the national model for the Ready4Work program, affording ONH the opportunity to provide additional support services: case management, job placement, and career development, along with matching mentors.

Operation New Hope is poised to develop, replicate and implement its Ready4Work model as a Community Development Corporation throughout the nation. The model will provide faltering communities and people in struggling situations a renewed chance at life, a renewed sense of being and a restored sense of purpose.

## Summary of Strategies

### Vision 1. Make It Grand...Again

People who demand a safe place to live, work, worship, and experience the richness of life will discover the beautifully restored historic neighborhoods of Springfield and Eastside, two of Jacksonville’s most livable communities. Our central location, adjacent to Downtown and our city’s cultural, sports and entertainment venues, attracts people looking for an urban lifestyle featuring parks, distinctive architecture, walkability and vibrant, multi-cultural commercial corridors and marketplaces.

- 1.1 We will see increased business activity on key commercial corridors, including Main Street, A. Philip Randolph, 8th Street, and others, measured by the number of new businesses that move in, reduction in vacant storefronts, façade improvements on commercial buildings, and economic activity in the businesses.
- 1.2 We will see historic preservation and renovation that maintains the historic character of our homes and businesses, with the beauty of the history apparent for all to see, measured by the number of restored buildings, the dollar value of improvements, and the elimination of vacant or condemned buildings (without a significant number of demolitions.)
- 1.3 We will experience increased activity in our neighborhoods, with more people engaging in positive activities, and active bustle on the streets of our neighborhood, measured by both pedestrian counts and the number of activities and signature events in our neighborhoods.

- 1.4 We will embrace the resurgent pride in our neighborhoods and welcome visitors and new residents, measuring the growth in residential population. We will see the parks restored, including the Klutho Park system with a clean Hogan’s Creek offering healthy fishing opportunities.
- 1.5 We will measure increased pride of place by the reduction in litter and increases in manicured lawns and well-kept properties.

### Vision 2. Pride in Our Neighborhood

Our outstanding schools are state-of-the-art facilities where both parents and students learn, grow, and build community roots. Residents, businesses, educators, and neighborhood groups partner to provide innovative and progressive learning opportunities designed to ensure success for all families now and in the future.

- 2.1 We will see improved student performance in our schools, measured by a 10-percent increase in graduation rates, 10-percent improvement in school attendance, and 10-percent improvement in grade promotion.
- 2.2 We will have increased involvement in our schools, with 10-percent increases in parent involvement in PTAs in elementary, middle, and high school; increased SAC participation; and sharp increases in the numbers of mentors, life coaches, neighbors, and others working with students to help them achieve success.
- 2.3 We will identify learning styles among our youth early, concentrating on helping them address all of life’s variables and adapting as needed to life circumstances. We will identify youth at risk of dropping out and intercede with them to help them succeed.

## Summary of Strategies (Continued)

2.4 We will expand the number of public-private partnerships and business involvement in our schools, working with the school system to ensure full-circle involvement with our neighborhood schools.

2.5 We will work with our schools to ensure that the school technological infrastructure is in place to allow our youth the greatest opportunities to succeed in the new economy.

### Vision 3. Creating Exceptional Neighborhoods Together

Springfield and Eastside represent the best of Jacksonville. We protect and preserve our community by establishing healthy relationships. Individuals and families from all walks of life choose historic Eastside and Springfield for improved quality of life. We take pride and stake in our historic streets, sidewalks, open spaces, parks, and properties. Our active community works together to engage everyone in revitalizing the neighborhood, making it secure, affordable, clean, and inviting.

3.1 We will have safe neighborhoods, with a 20-percent reduction in the crime rate (or a crime rate lower than the state average, whichever is lower). We will see children safely playing on playgrounds.

3.2 Participation in SHADCO will expand, and neighbors will express through community feedback increased feelings of safety in our neighborhoods. Public facilities will be properly maintained, lamps will be working on every block, highways will be clean.

3.3 We will see an increase in care for our community and participation in working together to revitalize the neighborhood, with no abandoned structures or properties and 95 percent of the properties well cared for.

3.4 We will increase neighborhood partnerships, involve more youth in the community, and experience greater collaboration among residents and business owners, as measured by monthly participation in and sponsorship of community events.

3.5 We will have more cultural events and inter-neighborhood events, measured by both the number of events and the attendance at these events. We will see increased attendance from those out of the neighborhood who will come celebrate with us our exceptional neighborhoods.

### Vision 4. Investing For Stability

We will create a stable and self-sustaining neighborhood by facilitating the creation of local businesses that meet the basic needs of residents and are accessible by walking, bicycle, or public transit. We will also encourage the growth and expansion of existing business. In addition, we will promote a mix of housing options, including affordable housing/rentals and home ownership. We will promote a sense of community pride through education about local history and previous generations of residents.

4.1 We will see growth in new businesses, with vibrant commercial corridors and an increase of businesses in proximity to residents, measured by both business creation and improvements in the local WalkScore.

4.2 Improved commercial activity will generate 300 new jobs for people to live and work in the neighborhood.

4.3 We will see a rise in new residences, including an increase in both rental and owner-occupant properties. We will have an increase of 300 affordable residencies available to lower-wage earners while at the same time increasing home ownerships rates to 50 percent of the residents.

4.4 We will have more people working and spending their money within their community, seeing increased recirculation of money within the neighborhood economy, and we will also see tourists and other visitors spending their money in the community.

4.5 We will see an increase in the length of time of occupancy in residents who stay longer in the neighborhood, including multi-generational commitment to the neighborhood.

### Vision 5. A Level Playing Field

All residents are represented equally in determining, identifying, and implementing equitable policies and evaluating programs. Community investments support healthy living, including food stores and pharmacies. Private and public organizations in the neighborhood empower residents to choose a healthy lifestyle, in the areas of nutrition, fitness, and mental health.

5.1 We will have improved nutrition in our neighborhood, with residents having proximity to health foods, including the option of a local greengrocer within close distance to their homes, farmers' markets, community gardens, and groceries with a variety of healthy foods at reasonable prices.

5.2 We will see increased fitness in the neighborhoods, with expansions in bike trails, walking trails, exercise classes, community centers, youth recreation leagues, and educational programs available in the neighborhood offering classes on cooking and general nutrition.

5.3 We will address mental-health needs in our community, with access to counseling services, support programs, and medication, ensuring that the mentally ill are not obviously present and uncared for in the neighborhood.

5.4 We will improve the environmental health of our neighborhood, including improving air quality, the water quality in our creeks and ponds, the soil quality (remediating the soil where needed), and having clean creeks with fishable waterways.

5.5 The health of our neighborhood will improve, reducing the number of emergency room visits and lowering asthma rates to within local norms.

## History of the Springfield and Eastside EPIC Neighborhoods

### Springfield

The Springfield Historic District, located just north of downtown Jacksonville, is composed mainly of wood-frame residential buildings and a much smaller number of masonry commercial, religious, educational, and civic structures. Its concentrated physical development began about 1882 with the formation of the Springfield Development Company and accelerated after the fire that destroyed much of downtown Jacksonville in 1901. Contributing buildings in the district date from about 1885 to approximately 1930. The majority of the houses are wood-frame, vernacular structures, but there are some examples of late nineteenth century revival and romantic styles, including Queen Anne, Colonial Revival, and the Stick style. Twentieth-century types include Prairie School, Bungalow, and Mediterranean.

The boundaries of Springfield are well defined. Hogan's Creek lies along its south edge, and railroad lines are found on the north and east. Boulevard defines the western limit of the district, where a later commercial strip abuts the earlier residential area. Contemporary with the overall residential area are two commercial strips along Main and Eighth Streets which join at the heart of the district. The district contains 119 city blocks in an area of approximately 500 acres (two km<sup>2</sup>), or slightly less than one square mile. Hogan's Creek separates the residences of Springfield from the downtown business district. North of the creek few buildings rise above two stories, and parks and tree-lined streets are common.

The blocks of the historic district are laid out in a regular grid, with named streets running north and south and numbered streets east and west. Most of the blocks have alleys, usually arranged in an "H" pattern, although other configurations are found. A few streets retain their original brick pavers and granite curbstones, but the majority are now covered with asphalt and have concrete curbs. Sidewalks feature both the earlier hexagonal pavers and modern poured-concrete sections. Trees lend considerable distinction to the neighborhood. Oaks predominate. Scattered throughout the neighborhood are such decorative elements as hitching posts, cast-iron fences, rusticated concrete-block walls, and carriage stepping stones, testimony to the area's turn-of-the-century origins. There is, however, no great concentration of such elements.

Beyond its architecture, the Springfield Historic District has other attractive physical features. The most prominent of these are the historic parks and structures which define the southern boundary of the neighborhood along Hogan's Creek. Recreational facilities and parks constitute 30.91 acres (125,100 m<sup>2</sup>) of Springfield, or approximately five percent of the total land area. The parks along Hogan's Creek account for most of this area. Klutho (Springfield) Park comprises 17.47 acres (70,700 m<sup>2</sup>) and Confederate Park another 8.3 acres (34,000 m<sup>2</sup>). Along the creek itself are the balustrades and bridges designed by Klutho in 1929. Other greenspaces in the district are small neighborhood parks and playgrounds.

The neighborhood's rapid redevelopment has been led by a partnership of municipal programs, private real-estate developers, progressive not-for-profit corporations, and arts-and-cultural developers. Springfield is now home to nearly all the independent theater and film productions in the city.

This historical overview of Springfield is adapted from Jacksonville's Architectural Heritage: Landmarks for the Future, Wayne W. Wood, 1989, Jacksonville, Florida.

The January 2010 issue of Southern Living magazine spotlights Springfield as their number-one "comeback" neighborhood in the South, noting significant improvement over the past decade.

The December 2010 issue of Florida Trend Magazine also featured the Springfield Historic District in an article titled "A Life of Its Own." The piece detailed how, despite the down housing market, the neighborhood has continued to thrive.

### Eastside

Eastside, or East Jacksonville, is a residential neighborhood located directly to the east of Downtown and Springfield. Unlike the areas known as Northside, Westside, and Southside, Eastside does not comprise a large section of Duval County. Eastside contains Jacksonville's sports complex, including EverBank Field, Jacksonville Veterans Memorial Arena, and the Baseball Grounds of Jacksonville.

The original East Jacksonville development was a small residential community located east of Jacksonville along the St. Johns River, which grew up shortly after the Civil War. Two other communities grew

up around this time; Oakland and Fairfield. Oakland, located just north of East Jacksonville, was a working-class, largely African-American community. Fairfield was located farther east, along the northward bend of the river. Its attraction was as the location of Jacksonville's first fairgrounds, which was the source of its name. These included a racetrack, the forerunner to Jacksonville's sports venues. Fairfield was incorporated as a city; in 1887 all three communities were among those annexed by Jacksonville. All three areas soon grew into one continuous neighborhood. [LISC Jacksonville]

The Eastside has remained the center of Jacksonville's annual fair and sports complexes, as well as a center of industry in the city. As with other inner city neighborhoods across the United States, it underwent precipitous decline since the mid-twentieth century. For many years, the commercial district on Florida Avenue (now A. Philip Randolph Boulevard) was a major neighborhood center. However, many of its shops were destroyed in a 1969 riot that started when a white cigarette salesman shot a black man he said was robbing his truck. Neither the avenue nor the neighborhood has recovered, though in more recent times, the Eastside has been the center of urban renewal projects.



## State of the Neighborhoods

Steering Committee members and staff conducted 103 one-on-one interviews with neighborhood residents, business owners, leaders, and emerging leaders. The following themes emerged after discussing the strengths, weaknesses, opportunities, and threats we saw in our neighborhoods in light of our conversations during Visioning Day and through these personal interviews.

We have many neighborhood strengths on which to draw. Our buildings carry a rich history as well as potential beauty in their architecture. We are located close to Downtown, public transportation is accessible, and new Main Street development is attracting business and bringing down crime. We are diverse, offering a range of experiences and perspectives, including a diverse range of economic backgrounds and religious affiliations, and we are already involved in our community. We know our neighbors. And we have a medical-arts magnet school, Darnell Cookman, in our community.

We are already working on community improvement. We have received action grants from EPIC for Education and Main St. Revitalization projects in line with our Quality-of-Life Plan. Our Springfield Improvement Association is holding a holiday party and open house. We have a “Valley of the Kings” mural project in the works to bridge the gap between the East Side of Jacksonville and the entertainment district, which includes EverBank Stadium. The Mayor’s East Jacksonville Intensive Care Neighborhoods are revitalizing areas. HABIJAX (Habitat for Humanity of Jacksonville, Inc.), Fresh Ministries, and others are dedicated to building decent, affordable homes for deserving families limited by poverty.

However, even with past and current efforts, we have not fully solved our problems. Resources have been misdirected. Age and neglect have taken their toll on our buildings. Often, seniors’ properties are not reclaimed by heirs or others, and absent owners and property managers have rented buildings to “anyone.” We have seen sexual predators lurking by schools. In addition, we have too many transients in the area, and many neighborhood residents are homeless or living in abandoned buildings that are run as boarding houses. Transients are contributing to area crime, and homeless individuals, many of whom are mentally ill, wander about and loiter in our neighborhoods. These residents are clearly not receiving needed mental health services. Our community’s infant-mortality and asthma rates are high, and some of our residents are unaware of or have trouble accessing existing community services that could help with preventative care and treatment.

Roads and drainage are not well-maintained, and EPA problems have hurt property values in some areas. To create a safer community, we need to improve the look of the area and light up our dark streets. We need safe places for teens to play, such as soccer fields or basketball courts. We need a senior center, too. Unemployment, lack of education, and unaffordable childcare make it hard for families to make ends meet. We need mentoring and tutoring for youth, GED training for adults with incomplete educations, and job-skills training for all.

We have many challenges to address, and we have been discouraged by participating in countless studies and grant surveys and not seeing any changes occur, but we see potential for real change in a collaborative, comprehensive approach. Those attempting to impact our neighborhoods must work together with residents, neighborhood and business associations, local schools and colleges, city departments, and elected officials. We need to address the weaknesses that have harmed our neighborhoods and contributed to their blight, crime, health risks, and poverty. We need counseling services, educational programs for youth and adults, and other social services in addition to physical restoration and revitalization. We have seen improvements in some areas, such as Deer Creek and the Kerr-McGee site, which are now cleaner, but we need further improvements and a comprehensive approach, media to fire people up, and good oversight to transform our community. We are enthusiastic about this initiative and are committed to staying informed and being involved throughout the process of building a sustainable community.





# Neighborhood Profile

## Demographics:

The total population in the Census tracts included as part of this EPIC Neighborhoods project is just over 34,000 people. Of those, 23 percent are children under the age of 18. The percentage of the population that is aged 65 and over is 11.1 percent. The population in Eastside/Springfield is 72 percent African American, 26 percent white, and three percent Hispanic (totals do not equal 100 percent due to rounding.)

## Housing:

The residential properties in these neighborhoods have a 25-percent vacancy rate. Of those occupied, 43 percent are owner-occupied, and 57 percent are occupied by renters. Of the total number of homeowners in the area (5,493 families), 42 percent are paying more than 30 percent of their total household income on housing, a traditional measure of families being cost-burdened for housing. Of the total number of renters (7,355 households), 57 percent pay more than 30 percent of their household incomes for housing.

## Economy:

The average unemployment rate in this area for the past five years is 8.7 percent, meaning of those ages 16 and above, almost nine out of every 100 people are actively looking for work and cannot find it. This number understates the economic difficulty faced by residents. Of all residents ages 16 and over, 40 percent are employed (either in the civilian labor force or in the military), meaning only four out of 10 adults have work. For some of those not working, this may be due to age, disability, or choice (such as a stay-at-home parent); however, this compares to six in 10 adults in the general Jacksonville population who are employed. This suggests if those who are discouraged workers or otherwise not counted in the unemployment rate were included in the measure of employment needs, the percentage of the population needing work would be around 29 percent, or more than triple the official unemployment rate.

Within the neighborhoods, 24.5 percent of all families are living below the official poverty line. Median family income (in 2011 dollars) is \$34,503, which is just over half (57 percent) of the median family income of Duval County as a whole (\$60,712)

## Education:

Educational attainment of adults in the neighborhood includes 28.6 percent of adults over age 25 without a high-school diploma, while 11.7 percent have a bachelor's degree or a graduate degree from college. Educational performance of students at the local public high school is improving:

	2011 Graduation Rate	2012 Graduation Rate
Andrew Jackson High School	56%	66%

## Health:

Health Zone 1, which encompasses these EPIC neighborhoods, is at a higher health risk than the rest of Duval County. Specific concerns include:

	32206	32208
Teen Birth Rates (births to females aged 15-19, per 1,000 females aged 15-19)	38.6	31.1
Low Birthweight Infants	8.6	13.0
Heart Disease Death Rate (per 100,000 people)	260.5	253.8
HIV Death Rate (per 100,000 people)	57.3	27.2

## Safety:

The EPIC neighborhoods have elevated levels of crime. In 2012\*, these neighborhoods had 14 murders, 1,302 assaults (simple and aggravated), 1,012 burglaries, 213 robberies, 121 motor vehicle thefts, and 6 cases of arson.

\*Through December 13, 2012. Police Zone 1. Source: Jacksonville Sheriff's Office Crime Maps, <http://jacksonville.fl.crimeviewcommunity.com>

Data sources: American Community Survey, 2006-2011, summary of Census Tracts 1, 2, 3, 10, 11, 12, 13, 14, 16, 172, and 174.

School Facts Jax, [www.schoolfactsjax.org](http://www.schoolfactsjax.org). Duval County Health Department, <http://dchd.net/health-data-resources>, 2009 data.

## Community Contracts:

### VISION: Make It Grand...Again

People who demand a safe place to live, work, worship, and experience the richness of life will discover the beautifully restored historic neighborhoods of Springfield and Eastside, two of Jacksonville's most livable communities. Our central location, adjacent to Downtown and our city's cultural, sports and entertainment venues, attracts people looking for an urban lifestyle featuring parks, distinctive architecture, walkability and vibrant, multi-cultural commercial corridors and marketplaces.

### How will we know when we get there?

1.1 We will see increased business activity on key commercial corridors, including Main Street, A. Philip Randolph, 8th Street, and others, measured by the number of new businesses that move in, reduction in vacant storefronts, façade improvements on commercial buildings, and economic activity in the businesses.

#### Strategy:

To encourage activity in our neighborhoods, we will develop and promote an area map that features businesses and positive activities. We will volunteer to—and encourage other residents to—mentor neighborhood children. We will volunteer to promote events, activities, and classes by knocking on doors and talking one-on-one with our neighbors. We will work with our local churches and schools to encourage them to help promote and be a source of help for initiatives. We will work with the Springfield Business Association and our Neighborhood Association to

increase activities and community events. We will also hold regular meetings with the Urban Coalition and advocate for them to hold community dance, music, and other events, such as a Bandstand@KluthoPark. We will work with the City of Jacksonville to promote our neighborhood through events. To reduce crime in Springfield and the Eastside so that visitors will feel safe attending these events, we will work with the Sheriff's Advisory Council (SHADCO). We will work with local colleges, art institutes, senior and youth agencies, and the Police Athletic League to increase positive activity in our neighborhoods and encourage our community to participate in Clara White Mission's Character Counts program.



1.2 We will see historic preservation and renovation that maintains the historic character of our homes and businesses, with the beauty of the history apparent for all to see, measured by the number of restored buildings, the dollar value of improvements, and the elimination of vacant or condemned buildings (without a significant number of demolitions). In 2011, zip code 32206 had 2,502 vacant housing units.

#### Strategy:

We pledge to watch for and report unusual activities that lead to urban decay and to report houses that have become unlivable. We will develop a relationship with HabiJax and work with Springfield Preservation and Revitalization, Save Our Springfield, Jacksonville Historic Communities, and City of Jacksonville Economic Development to preserve and restore properties. We will work with business owners to reduce vacant buildings and lots. We will invite experts such as Wayne and Emily Wood to present ideas for additional strategies for community improvement. We will ask professional organizations such as the American Institute of Architects, Northeast Florida Business Association, Associated General Contractors, and others to provide expertise and serve as resources for historic preservation and building projects. We will work with the Mayor's Office to strategize how the city can leverage resources to get empty properties sold, utilized, or donated, possibly employing a fine system for empty lots not offered for other uses. We will work with the Mayor's Office, City of Jacksonville's Planning and Zoning, Design-Build Institute of America, Downtown Vision Inc., and HBC to provide funding and promote our neighborhoods through improvement projects.



**“I will show up consistently.”**

## Community Contracts:

1.3 We will experience increased activity in our neighborhoods, with more people engaging in positive activities, and active bustle on the streets of our neighborhood, measured by both pedestrian counts and the number of activities and signature events in our neighborhoods.

### Strategy:

To encourage activity in our neighborhoods, we will develop and promote an area map that features businesses and positive activities. We will volunteer to—and encourage other residents to—mentor neighborhood children. We will volunteer to promote events, activities, and classes by knocking on doors and talking one-on-one with our neighbors. We will work with our local churches and schools to encourage them to help promote and be a source of help for initiatives. We will work with the Springfield Business Association and our Neighborhood Association to increase activities and community events. We will also hold regular meetings with the Urban Coalition and advocate for them to hold community dance, music, and other events, such as a Bandstand@KluthoPark. We will work with the City of Jacksonville to promote our neighborhood through events. To reduce crime in Springfield and the Eastside so that visitors will feel safe attending these events, we will work with the Sheriff's Advisory Council (SHADCO). We will work with local colleges, art institutes, senior and youth agencies, and the Police Athletic League to increase positive activity in our neighborhoods and encourage our community to participate in Clara White Mission's Character Counts program.

1.4 We will embrace the resurgent pride in our neighborhoods and welcome visitors and new residents, measuring the growth in residential population. We will see the parks restored, including the Klutho Park system with a clean Hogan's Creek offering healthy fishing opportunities.

### Strategy:

We will promote the neighborhood to friends, family, and coworkers, including those who live in other areas. To keep our community safe, clean, and inviting, we will learn about and teach each other about environmental issues that have an impact on the success of the community, and we will work to address and prevent problems. We will work to create a Hogan's Creek Coalition and/or a Hogan's Creek Park Restoration. We will work with the Northeast Florida Builders Association of Jacksonville to advocate for the building of an amphitheater and micro parks. We will then be better able to bring recreational sports leagues, kickball (such as the World Association of Adult Recreation), tennis, and softball organizations to the area to attract residents from outside the area to Klutho Park and other Hogan's Creek area parks. Jacksonville Parks and Recreation is responsible for maintaining park facilities so they are safe and clean, but we will work with area colleges to encourage student volunteers to help clean and monitor facilities. The Environmental Protection Agency has a responsibility to protect our air, soil, and water. We will work with the EPA to communicate our community's needs and ensure that our air, water, and land is clean and that our waterways are safe for fishing.

1.5 We will measure increased pride of place by the reduction in litter and increase in manicured lawns and well-kept properties.

### Strategy:

We will speak up to discourage littering, and our Neighborhood Associations will organize monthly neighborhood cleanup events. We will volunteer to clean up the neighborhood and to take care of our lawns. We will work with Florida State College at Jacksonville to encourage students to take advantage of community improvement education, such as Hazmat cleanup training. We will work with the City of Jacksonville to implement a City Beautiful Jax initiative and to encourage the Downtown Investment Authority to expand north of State Street. We will also work with Downtown Vision, Inc. to encourage expansion to include Eastside and Springfield. And we will work with the Community Development Corporation to monitor properties and promote manicured lawns.

**“I will support and assist community organizations I belong to (such as Springfield Improvement Association, Springfield Preservation and Revitalization, and others) that are working on key issues.”**



## Community Contracts:

### VISION: Expect Greatness in Education

Our outstanding schools are state-of-the-art facilities where both parents and students learn, grow, and build community roots. Residents, businesses, educators, and neighborhood groups partner to provide innovative and progressive learning opportunities designed to ensure success for all families now and in the future.

### How will we know when we get there?

2.1 We will see improved student performance in our schools, measured by a 10-percent increase in graduation rates, 10-percent improvement in school attendance, and 10-percent improvement in grade promotion.

#### Strategy:

We will volunteer to mentor students, and we will work with Team Up to educate parents about how to motivate, guide, and reinforce learning and to help their children develop academic skills. We will work with the Duval County Public Schools board and superintendent so that they are part of the 100-day plan. We will work with Duval County Public Schools' new superintendent, Dr. Nikolai Vitti, to identify what makes the difference for students staying in school—such as arts education—and create successful programs by partnering with appropriate organizations, such as Cathedral Arts Project.

**“I will volunteer to mentor children at our local community centers/schools.”**

2.2 We will have increased involvement in our schools, with 10-percent increases in parent involvement in PTAs in elementary, middle, and high school; increased SAC participation; and sharp increases in the numbers of mentors, life coaches, neighbors, and others working with students to help them achieve success.

#### Strategy:

We pledge to be more involved with kids and schools, to volunteer to read for story times and to attend parent-teacher association meetings. We will join and participate in our School Advisory Committees. We will work to connect residents to the schools through the United Way's Achievers for Life program and Communities in Schools, bringing mentors into Matthew Gilbert Middle School and other schools. We will work with churches to invite members to get involved in positive activities around their organizations.

2.3 We will identify learning styles among our youth early, concentrating on helping them address all of life's variables and adapting as needed to life circumstances. We will identify youth at risk of dropping out and intercede with them to help them succeed.

#### Strategies:

We will talk with our children and our neighbors' children about the consequences of dropping out and why staying in school matters, and we will include our youth in conversations about our action plan, especially elements that will affect them. We will volunteer in programs affecting our youth, such as The Bridge of Northeast Florida, Sanctuary on 8th, the Police Athletic League, and the Kennedy Community Center, and Achievers For Life-United Way.

We will work with youth-serving organizations such as Boys and Girls Clubs to bring after school programs into the area. We will also work with local businesses and mentors to create work-study internships and mentoring and tutoring programs. We will ask youth-serving organizations such as Jacksonville Youth Works to provide job training and mentorships. We will ask our churches to work with families to emphasize the importance of education and to teach them strategies for graduating. We will organize a community resources fair to educate the community about programs and tools available to help students succeed.



**“I will teach a class about character and ethics.”**

## Community Contracts:

2.4 We will expand business involvement and the number of public-private partnerships in our schools, working with the school system to ensure full-circle involvement with our neighborhood schools.

### Strategy:

We will ask Jacksonville businesses to offer financial support, executives and functional expertise, and teams of volunteers to support programs. We will ask local businesses to adopt a school or grade to share information about skills that are needed and careers and jobs that are attainable in the real world. We will call on formal and informal alumni associations, such as “Still” Raines, to inspire pride revolving around the schools of Springfield. We will work with the Duval County Public Schools’ Office of Community Engagement to promote, develop, and sustain public-private partnerships.

2.5 We will work with our schools to ensure that the school technological infrastructure is in place to allow our youth the greatest opportunities to succeed in the new economy.

### Strategy:

We will work with Duval County Public Schools to encourage investment in the infrastructure of neighborhood schools, including the technological infrastructure, so that students are able to learn vital skills for a twenty-first-century job market and so that teachers are best equipped to teach effectively.



## VISION: Creating Exceptional Neighborhoods Together

Springfield and Eastside represent the best of Jacksonville. We protect and preserve our community by establishing healthy relationships. Individuals and families from all walks of life choose historic Eastside and Springfield for improved quality of life. We take pride and stake in our historic streets, sidewalks, open spaces, parks, and properties. Our active community works together to engage everyone in revitalizing the neighborhood, making it secure, affordable, clean, and inviting.

### How will we know when we get there?

3.1 We will have safe neighborhoods, with a 20-percent reduction in the crime rate (or a crime rate lower than the state average, whichever is lower). We will see children safely playing on playgrounds.

### Strategy:

We will participate in neighborhood events (e.g., Main Street Cruise, Relay for Life, and Christmas caroling), shop in Springfield and Eastside, and hire local folks when we need work done. We pledge to clean, mow, and trim public places and clean up neglected property. We will work with the Jacksonville Sheriff’s Office to develop a crime-prevention strategy, such as hosting quarterly crime walks. We will communicate with the Jacksonville Sheriff’s Office, Public Works, JTA, and the JEA to ensure that they are aware of public safety needs and able to address them promptly. We will work with the City of Jacksonville Department of Parks and Recreation to ensure that parks and playgrounds are clean, maintained, and safe.



**“I will continue to explore, learn about, and always believe that the sky is the limit and we will be that Promised Neighborhood, recognized throughout the country.”**

## Community Contracts:

3.2 Participation in SHADCO will expand, and neighbors will express through community feedback increased feelings of safety in our neighborhoods. Public facilities will be properly maintained, lamps will be working on every block, and highways will be clean.

### Strategy:

We pledge to attend and participate in Sheriff's Advisory Council meetings and to meet with elected officials to voice concerns about neighborhood needs. Our Block Captains and community-based organizations will create Neighborhood Watch programs in conjunction with the Jacksonville Sheriff's Office. We will look for and report damages and repair needs, working with the JTA, JEA, the City of Jacksonville, and Florida Department of Transportation to ensure that streets and roads are maintained and all street lights are working. We will call on the City of Jacksonville Department of Parks and Recreation to upgrade parks that need to be brought up to code. We will work with the Jacksonville Sheriff's Office, JEA, Department of Fire and Rescue, Department of Transportation, and Crime Prevention Through Environmental Design to devise additional strategies to ensure public safety in our community.

3.3 We will see an increase in care for our community and participation in working together to revitalize the neighborhood, with no abandoned structures or properties and 95 percent of the properties well cared for.

### Strategy:

To inspire community pride, we will highlight the accomplishments of Bob Hayes, advocating the placement of the Bob Hayes statue in a more prominent, visible location in the city, i.e., in front of the Jacksonville Veterans Arena or in front of Matthew Gilbert Middle School. We will work with neighborhood associations, Springfield Preservation and Revitalization, and Springfield Area Merchants and Business Association to address property-rehabilitation needs, and we will work with the City of Jacksonville's Department of Code Enforcement to address abandoned structures and properties.

3.4 We will increase neighborhood partnerships, involve more youth in the community, and experience greater collaboration among residents and business owners, as measured by monthly participation in and sponsorship of community events.

### Strategy:

We will work to bring more family events and entertainment to our community through the City of Jacksonville, community-based organizations, our Neighborhood Associations, banks, business owners, youth- and family-serving organizations like the YMCA, the Jacksonville Cultural Council, entertainment groups, and the Jacksonville Chamber of Commerce. We will work with the United Way of Northeast Florida; the City of Jacksonville; the Environmental Protection Agency; the Florida Department of Environmental Protection; City of Jacksonville

elected officials; the National Trust of Historical Preservation; community schools; business owners; churches; and nonprofits (including neighborhood associations) to create neighborhood partnerships. We will specifically advocate for a public-private partnership to build a multi-purpose and wellness center for Kooker Park and East 21st Street. We will work with Full Service Schools of United Way to increase outreach to deliver services that are free of charge to Andrew Jackson High School and their feeder-pattern schools.

We will also work with the Chambers of Commerce, nonprofits, and our neighborhood associations to increase community-event involvement throughout the area. We will work with Sustainable Springfield, Beaver Street Market, and Mosovitz to promote collective buying, using local businesses, and creating apprenticeships.

3.5 We will have more cultural events and inter-neighborhood events, measured by both the number of events and the attendance at these events. We will see increased attendance from those out of the neighborhood who will come celebrate with us our exceptional neighborhoods.

### Strategy:

We will work with our Neighborhood Association to create a fold-out map that makes areas of our neighborhoods special. We will ask local sports teams, including the Jacksonville Jaguars, Jacksonville Suns, and Jacksonville Sharks to host events in our community, and we will ask the City of Jacksonville Office of

Special Events to promote them. We will also connect with the Jacksonville Chamber of Commerce, schools, churches, and nonprofits to encourage more events and outreach for participation from the broader community. We will work with the Riverside Arts Council, the American Historical Association, and local business groups to encourage collaboration and cross-promotion.



## Community Contracts:

### VISION: Investing for Stability

We will create a stable and self-sustaining neighborhood by facilitating the creation of local businesses that meet the basic needs of residents and are accessible by walking, bicycle, or public transit. We will also encourage the growth and expansion of existing business. In addition, we will promote a mix of housing options, including affordable housing/rentals and home ownership. We will promote a sense of community pride through education about local history and previous generations of residents.

### How will we know when we get there?

4.1 We will see growth in new businesses with vibrant commercial corridors and an increase of businesses in proximity to residents, measured by both business creation and improvements in the local WalkScore measurement of walkability (currently 65 for Springfield and 55 for East Jacksonville.)

#### Strategy:

We will ask the Realtor's Association to promote to potential homebuyers the benefits and attractive qualities Springfield has to offer. We will work with Springfield Preservation and Revitalization to create new exciting, fun events and repeat successful ones, such as the Main Street Cruise, Art Walk, and Home Tour. We will work with Springfield Area Merchants and Business Association to increase services and amenities in our neighborhoods, including banks, libraries, and grocery stores. We will also work with area organizations to provide counseling for upstart businesses occupying storefronts along commercial centers and filling visible business locations. We will ask local

banks, such as Wells Fargo, to provide low-interest loans to these businesses, and we will work with the Springfield Business Association to offer an intensive business-development plan.

4.2 Improved commercial activity will generate 300 new jobs for people to live and work in the neighborhood.

#### Strategy:

Our Neighborhood Associations will create "Welcome Wagons" for new residents, whether in multiple-family communities or homes, to spread good will and positive feelings about the neighborhood and its residents.

4.3 We will see a rise in new residences, including an increase in both rental and owner-occupant properties. We will have an increase of 300 affordable residencies available to lower-wage earners while at the same time increasing home ownership rates to 50 percent of the residents (up from 43 percent).

#### Strategy:

We will ask Operation New Hope to bring Real \$ense training to community centers to teach fellow residents how to save money to start businesses. We will work with local financial institutions like Wells Fargo as well as area realtors to educate families on the lower eastside—such as multi-generational apartment complex dwellers who may not be aware they could qualify—about the steps it takes to becoming homebuyers. We will volunteer to be trained to teach community members about budgeting, saving, and home buying. We will work with the Realtors Association to encourage Springfield as an option to potential homebuyers, communicating what the neighborhood

has to offer and educating realtors. We will work with the FHA, realtors, and Jacksonville Chamber of Commerce to publicize housing opportunities.

4.4 We will have more people working and spending their money within their community, seeing increased recirculation of money within the neighborhood economy, and we will also see tourists and other visitors spending their money in the community.

#### Strategy:

We will shop and get services in our neighborhood. We will promote Cash Mob events in which groups of people meet to socialize and buy items at selected local businesses. We will work with Market Springfield to increase local buying and draw new businesses and industries to the neighborhood. We will encourage the City of Jacksonville and the Florida Department of Transportation to promote tourism by adding signs on I-95, not just off the exits, and we will work with the City of Jacksonville to create a media campaign message such as "Move Forward Jax." We will work with Springfield Preservation and Restoration, Springfield Area Merchants and Business Association, and the Eastside Neighborhood Association to create a fold-out map of attractions marketed to tourists. We will work with Springfield Preservation and Restoration and Springfield Area Merchants and Business Association to promote more activities to attract people, such as tours and a cruise-in.



**“I will spend my money in the neighborhood when possible and make efforts to invite outsiders to visit and see the area.”**

## Community Contracts:

4.5 We will see an increase in the length of time of occupancy in residents who stay longer in the neighborhood, including multi-generational commitment to the neighborhood.

### Strategy:

We will work to become a vibrant neighborhood, a good place to settle down and raise a family. We will not only know each other and live near each other, but we will also work and play together. We will attend local events and encourage friends, family, coworkers, and neighbors to do the same, and we will use local community centers and pools. We will volunteer to teach and mentor in community centers and schools, including Kennedy and Franklin. We will advocate for Duval County Public Schools to provide to students financial education in sustaining a community (i.e., at Matthew Gilbert Middle School, Andrew Robinson Elementary School, and Andrew Jackson High School).

We will work with the Eastside Neighborhood Association and local nonprofits to refer children for programs. We will work with residents and local organizations such as the Kennedy Center, The Bridge of Northeast Florida, Sanctuary, and Team Up, as well as churches and businesses to offer free or low cost after school enrichment for children, teens, and families. We will volunteer to be trained and to teach classes.

We pledge to research the ways other communities have succeeded and to draw on their work. We will work with area organizations such as the Jacksonville Chamber of Commerce, Springfield Area Merchants and Business Association, and the E3 Business Group as well as current property owners to attract,

educate, assist, and train small business owners, including women and minority groups, who can then grow local business and pass it down multi-generationally.

**“I will brag about how my neighborhood is growing and improving.”**



## VISION: A Level Playing Field

All residents are represented equally in determining, identifying, and implementing equitable policies and evaluating programs. Community investments support healthy living, including food stores and pharmacies. Private and public organizations in the neighborhood empower residents to choose a healthy lifestyle, in the areas of nutrition, fitness, and mental health.

### How will we know when we get there?

5.1 We will have improved nutrition in our neighborhood, with residents having proximity to health foods, including the option of a local greengrocer within close distance to their homes, farmers' markets, community gardens, and groceries with a variety of healthy foods at reasonable prices.

### Strategy:

We pledge to invite friends and family from outside the area to come and meet us for a healthy lunch at a local restaurant. We will work to build partnerships with the Northeast Florida Health Planning Council, Sustainable Springfield, Springfield Preservation and Revitalization, Springfield Association of Merchants and Business Association, the Jacksonville Chamber of Commerce, Metro North, and Beaver Street Enterprises to bring greengrocers such as Trader Joes and Publix to our neighborhoods. We will work with the Springfield Superette to improve nutrition and access to healthy food.

5.2 We will see increased fitness in the neighborhoods, with expansions in bike trails, walking trails, exercise classes, community centers, youth recreation leagues, and educational programs available in the neighborhood offering classes on cooking and general nutrition.

### Strategy:

We will organize neighborhood exercise activities, create walking groups, plant gardens, and have healthy block parties. We will advocate for the City of Jacksonville Parks and Recreation to install fitness stations in Klutho Park and a skate plaza at Schell Park. We will work with the Jacksonville Bicycle Coalition, Bike Jax, Transform Jax, and the North Florida Health Planning Council to connect bike trails between neighborhoods. We will develop a healthy neighborhood cookbook.

5.3 We will address mental-health needs in our community, with access to counseling services, support programs, and medication, ensuring that the mentally ill are not obviously present and uncared for in the neighborhood.

### Strategy:

We will work with the Duval County Health Department and Mental Health America of Northeast Florida to address mental-health needs in our community. We will develop strategies for monitoring radio, television, print, and billboard advertising to reduce ads targeting our community that glamorize alcohol and increase ads that encourage mental-health care, and positive activities.



## Community Contracts:

5.4 We will improve the environmental health of our neighborhood, including improving air quality, the water quality in our creeks and ponds, the soil quality (remediating the soil where needed), having clean creeks with fishable waterways..

### Strategy:

We will use environmentally and Florida-friendly plants and grass (e.g., St. Augustine/durable Bahia grass) in our gardening and landscaping. We will work with Jacksonville Youth Work and Operation New Hope CDC to work on home restoration and soil restoration.

Health Zone 1 is an EPA-designated environmental-justice community, with brownfields and air and water contamination from industry, traffic, and the port, so we will call on the City of Jacksonville, the Environmental Protection Agency, and Eastside Environmental to improve the environmental health of the community, clean up hazardous waste, and reduce pollutants.

5.5 The health of our neighborhood will improve, reducing the number of emergency room visits and lowering asthma rates to within local norms. (Asthma ER visits per 100,000 people in Health Zone 1 were 1,382.6 in 2005, compared to 596.0 for Duval County and 421.3 for Florida. In 2008, residents in Health Zone 1, compared to Duval County as a whole, experienced 820 percent more diabetes-related ER visits, had 86 percent more low birth weight babies, and saw 65 percent more of its residents die from heart disease).

**“I will pick at least one area of Springfield improvement and donate my time to it in the coming year.”**

### Strategy:

We will work with the Duval County Health Department to strategize ways to improve health and reduce asthma rates. The Jacksonville Health Assessment study (EPA, 2012) shows that residents do not routinely access preventive care because they lack information about available services or have difficulty accessing them, that developing a healthcare facility in our area may be essential. We will work with area hospitals and health-care providers to develop a strategy for bringing health care closer to our neighborhoods.



## Work Plan: Make It Grand...Again

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Start new businesses	Chambers of Commerce	University of North Florida Small Business Development Center	•		
Improve local businesses	Springfield Area Merchants and Business Association (SAMBA)	Springfield Business Association	•		
Market and promote area events and improve street appearance	SAMBA	Downtown Vision, Inc.	•		
Leverage activities to improve business development	SAMBA	Downtown Investment Authority		•	
Preserve and restore properties	Operation New Hope	HabiJax, Springfield Preservation and Revitalization, Save Our Springfield, Jacksonville Historic Communities, City of Jacksonville Economic Development, American Institute of Architects, Northeast Florida Business Association, Associated General Contractors		•	
Develop additional strategies for community improvement	Operation New Hope	Wayne and Emily Wood, City of Jacksonville Neighborhoods Department, City of Jacksonville Planning Department		•	
Leverage city resources to get empty properties sold, utilized, or donated	Operation New Hope	City of Jacksonville Housing and Community Development Division		•	
Fund and promote neighborhood improvement projects	Operation New Hope	City of Jacksonville's Planning and Zoning; Design-Build Institute of America; Downtown Vision, Inc.; HBC		•	
Develop and promote an area fold-out map featuring businesses and positive activities, marketed to tourists	Neighborhood Associations	Visit Jacksonville		•	
Promote events, activities, and classes	Neighborhood Associations	Local churches	•		

\*See pages 3-4 Planning Task Force: Participating Organizations for a complete list of organizations and abbreviations.

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Increase activities and community events	Springfield Area Merchants and Business Association	Neighborhood Associations	•		
Organize community dance, music, and other entertainment events	Urban Coalition	City of Jacksonville	•		
Reduce crime in Springfield and the Eastside	ShAdCo	JSO		•	
Increase positive activity	Clara White Mission's Character Counts program	Local colleges, senior and youth agencies, and the Police Athletic League	•		
Create a Hogan's Creek Coalition/ Park Restoration	Neighborhood Association			•	
Build an amphitheater and micro parks	Northeast Florida Builders Association of Jacksonville				•
Maintain park facilities	Jacksonville Parks and Recreation	Area colleges (volunteer students)	•		
Protect air, soil, and water and ensure that waterways are safe for fishing	EPA				•
Organize neighborhood cleanup events	Neighborhood Associations			•	
Promote community improvement education	Florida State College at Jacksonville			•	
Expand north of State Street	Downtown Investment Authority			•	
Expand to include Eastside and Springfield	Downtown Vision, Inc.			•	
Monitor properties and promote manicured lawns	Neighborhood associations	ONH CDC	•		

\*See pages 3-4 Planning Task Force: Participating Organizations for a complete list of organizations and abbreviations.

## Work Plan: Expect Greatness in Education

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Teach parents how to help their children develop academic schools.	Team Up			•	
Identify successful programs for dropout prevention	Duval County Public Schools	Jacksonville Children's Commission, Jacksonville Kid's Coalition, United Way of Northeast Florida	•		
Participate in School Advisory Committees	Parent-teacher associations	Area schools	•		
Bring mentors into Matthew Gilbert Middle school and other schools	United Way's Achievers for Life	Communities in Schools		•	
Participate in parent-teacher associations	Parent-teacher associations	Residents	•		
Promote positive activities	Neighborhood associations	Full service schools, area churches	•		
Volunteer with youth-serving organizations already at work in our community	The Bridge of Northeast Florida	Sanctuary on 8th, Police Athletic League, Kennedy Community Center, United Way's Achievers For Life	•		
Bring after school programs into the area	Boys and Girls Clubs			•	
Emphasize the importance of education and teach graduation strategies	Area churches and faith institutions	Duval County Public Schools	•		

\*See pages 3-4 Planning Task Force: Participating Organizations for a complete list of organizations and abbreviations.

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Provide job training and mentorships	Jacksonville Youth Works	Ready4Work		•	
Organize a community resources fair	Neighborhood Associations		•		
Provide executives, financial support, and teams of volunteers to support programs	Jacksonville businesses			•	
Adopt a school or grade to share job skills and career information	Local businesses			•	
Inspire pride revolving around Springfield schools	"Still" Raines	Other formal and informal alumni associations	•		
Promote, develop, and sustain public-private partnerships	Duval County Public Schools Office of Parent and Community Engagement			•	
Develop technological infrastructure in the schools	Duval County Public Schools			•	

\*See pages 3-4 Planning Task Force: Participating Organizations for a complete list of organizations and abbreviations.

## Work Plan: Creating Exceptional Neighborhoods Together

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Participate in neighborhood events and shop and hire locally	Main Street Cruise	Relay For Life	•		
Clean, mow, and trim public places and clean up neglected property	Residents		•		
Organize quarterly crime walks (or similar crime prevention strategy)	JSO			•	
Address public safety needs promptly	Public Works, JTA, JEA	JSO	•		
Ensure parks and playgrounds are maintained, clean, and safe	City of Jacksonville Department of Parks and Recreation			•	
Meet with elected officials to voice concerns about neighborhood needs	Residents		•		
Create Neighborhood Watch programs	Neighborhood Associations	JSO	•		
Devise additional strategies to ensure public safety	Crime Prevention Through Environmental Design	JSO; JEA; Department of Fire and Rescue; Department of Transportation		•	
Highlight the accomplishments of Bob Hayes; place the statue in a prominent place	Jacksonville Veterans Arena	Matthew Gilbert Middle School			•
Rehabilitate properties	Springfield Preservation and Revitalization	Springfield Area Merchants and Business Association		•	
Address abandoned structures and properties	City of Jacksonville's Department of Code Enforcement				•
Promote community events	Jacksonville Chamber of Commerce	Local schools, churches, and nonprofits	•		

\*See pages 3-4 Planning Task Force: Participating Organizations for a complete list of organizations and abbreviations.

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Bring more family events and entertainment to our community	City of Jacksonville	Neighborhood Associations, local banks, businesses, youth-serving organizations (e.g. YMCA), Jacksonville Cultural Council, Jacksonville Chamber of Commerce		•	
Create neighborhood partnerships	The United Way of Northeast Florida	United Way of Northeast Florida, City of Jacksonville and its elected officials, Environmental Protection Agency, Florida Department of Environmental Protection, National Trust of Historical Preservation, community schools, businesses, churches, and nonprofits (including neighborhood associations)		•	
Increase outreach and delivery of free services to Andrew Jackson High School and feeder schools	Full Service Schools			•	
Increase community involvement	Chambers of Commerce	Nonprofits, Neighborhood Associations	•		
Promote collective buying using local businesses, and creating apprenticeships	Sustainable Springfield	Beaver Street Market, Mosovitz	•		
Host events in the community	Jacksonville Jaguars	Jacksonville Suns, Jacksonville Sharks, City of Jacksonville Office of Special Events	•		
Encourage collaboration and cross-promotion of events	Riverside Arts Council	American Historical Association, local business groups	•		
Work together on strategies for juvenile crime prevention	Department of Juvenile Justice	JSO	•		

## Work Plan: Investing for Stability

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Promote Springfield to potential homebuyers	Northeast Florida of Realtors Association		•		
Organize fun, exciting events	Springfield Preservation and Revitalization	Main Street Cruise; Art Walk; Home Tour		•	
Increase amenities in the area, including banks, libraries, and grocery stores	Springfield Preservation and Revitalization				•
Provide low-interest loans to incentivize businesses	Wells Fargo			•	
Create jobs	Springfield Business Association	Local banks, City of Jacksonville government agencies, Petra (Jacksonville Commercial Real Estate); Chris Hionedes		•	
Expand to include Springfield and Eastside	Downtown Investment Authority	Downtown Vision, Inc.		•	
Promote commercial activity, possibly with tax incentives	City of Jacksonville	Mayor's office; Springfield Preservation and Revitalization; Save Our Springfield; City of Jacksonville Economic Development; Jacksonville Historic Communities; Springfield Business Association; Neighborhood Associations		•	
Keep up properties' curb appeal	Residents		•		
Attract homebuyers	Springfield Preservation and Revitalization	Realtors	•		
Build affordable housing	Fair Housing Advocates Association			•	
Teach residents about money management and home buying	Real \$ense Prosperity Campaign	Real \$ense, Financial and institutional partners	•		

\*See pages 3-4 Planning Task Force: Participating Organizations for a complete list of organizations and abbreviations.

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Publicize housing opportunities	Northeast Florida of Realtors Association	Neighborhood Associations	•		
Patronize local businesses	Cash Mob	Springfield	•		
Increase local buying and draw new businesses and industries to the neighborhoods	Market Springfield	Springfield Area Merchants and Business Association (SAMBA), Springfield Preservation and Revitalization (SPAR)	•		
Promote tourism in the area through media campaign and highway signage	City of Jacksonville	Florida Department of Transportation		•	
Market a fold-out map to tourists	Springfield Preservation and Restoration	SAMBA; Eastside Neighborhood Association		•	
Promote activities to attract people, such as tours and a cruise-in	Springfield Area Merchants and Business Association	SPAR	•		
Volunteer to teach and mentor students in community centers and schools	Residents		•		
Provide financial education in how to build sustainable community	Duval County Public Schools	Matthew Gilbert Middle School, Andrew Robinson Elementary School; Andrew Jackson High School		•	
Offer low cost or volunteer-led after school activities, classes, and enrichment for local children	Kennedy Center	The Bridge of Northeast Florida; Sanctuary; and Team Up	•		
Refer local children for programs	Eastside Neighborhood Association	Local nonprofits	•		
Attract, educate, assist, and train small business owners, including women and minority groups	Jacksonville Chamber of Commerce	SAMBA; E3 Business Group; and Current property owners	•		

## Work Plan: A Level Playing Field

STRATEGY	CHAMPION (LEAD PARTNER)*	OTHER KEY ORGANIZATIONS*	1 YR	2-3 YRS	4-5 YRS
Build partnerships to bring greengrocers such as Trader Joe's and Publix to the neighborhoods	Northeast Florida Planning Council	Sustainable Springfield; SPAR; SAMBA; Jacksonville Chamber of Commerce; Metro North; Beaver Street Enterprises	•		
Improve nutrition and access to healthy food	Duval County Health Department, Health Planning Council of Northeast Florida	Springfield Superette	•		
Organize exercise activities, create walking groups, plant gardens, have healthy block parties, and organize a healthy neighborhood cookbook	Neighborhood Associations	Health Planning Council of Northeast Florida, area healthcare providers	•		
Install fitness stations in Klutho Park and a skate plaza at Schell Park	The City of Jacksonville Department of Parks and Recreation	Duval County Health Department		•	
Connect bike trails between neighborhoods	Jacksonville Bicycle Coalition, Bike Jax, Transform Jax	Bicycle Pedestrian Action Committee, City of Jacksonville		•	
Address mental-health needs in the community	Duval County Health Department	Mental Health America of Northeast Florida			•
Use environmentally friendly landscaping and gardening	Neighborhood Associations	Residents, Duval County Extension Service/Master Gardeners		•	
Restore homes and soil	Operation New Hope CDC	Jacksonville Youth Works			•
Improve the environmental health of the community; clean up hazardous waste; and reduce pollutants	Environmental Protection Agency (EPA)	Eastside Environmental, City of Jacksonville, Department of Environmental Protection			•
Develop a strategy to improve health and reduce asthma rates	Duval County Health Department	American Lung Association		•	
Bring healthcare to the neighborhoods	Area healthcare providers	Duval County Health Department, WeCare			•

\*See pages 3-4 Planning Task Force: Participating Organizations for a complete list of organizations and abbreviations.

## About LISC

Local Initiatives Support Corporation (LISC) is dedicated to helping local nonprofit partners—community-development corporations—transform distressed neighborhoods into healthy, vibrant communities where individuals, businesses, and families can thrive. LISC combines corporate, government and philanthropic resources to help nonprofit community-development corporations revitalize neighborhoods in 30 major cities and in 70 rural communities across the U.S. Since 1980, LISC has raised more than \$12 billion to build or rehabilitate more than 289,000 affordable homes and develop 46 million square feet of retail, community and educational space nationwide. LISC support has leveraged \$33.9 billion in total development activity. For more information, visit [www.lisc.org](http://www.lisc.org).

LISC Jacksonville was established in 1999 and has leveraged more than \$155 million in total development in Jacksonville's urban neighborhoods. In spring of 2012, building upon a proven national LISC model, a resident-driven holistic approach, LISC Jacksonville selected the Northwest Jacksonville and the Springfield/Historic Eastside communities to pilot Building EPIC (Empower People & Inspire Change) Communities.

### Funding Support

The Building EPIC Communities civic-engagement process is made possible through funding support to LISC Jacksonville by Bank of America, The Chartrand Foundation, The Community Foundation in Jacksonville, Jessie Ball duPont Fund, EverBank, Florida Blue Foundation, The Henry and Lucy Gooding Endowment, Lucy Gooding Charitable Foundation Trust, Jacksonville Jaguars Foundation, JP Morgan Chase Foundation, Joan Newton, David A. Stein Family Foundation, SunTrust, TD Bank, Wells Fargo, and Edna Sproull Williams Foundation.



To convene the effort in each community, LISC chose Northwest Jacksonville Community Development Corporation for Northwest Jacksonville and Operation New Hope for Historic Eastside/Springfield.

LISC's initial investment of nearly one half million dollars in both neighborhoods has supported the engagement work and the planning process.

# Historic Eastside/Springfield

## Community Quality-of-Life Plan

10 West Adams Street, Suite 100 • Jacksonville, FL 32202  
904.353.1300 • [www.liscjacksonville.org](http://www.liscjacksonville.org)

