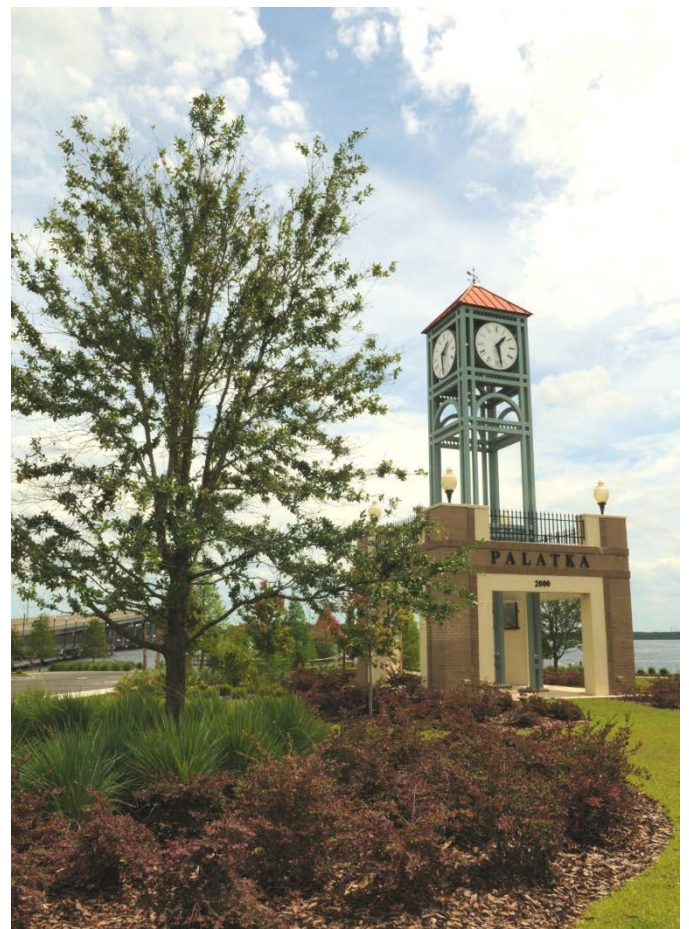


**NORTHEAST FLORIDA REGIONAL COUNCIL
2014 AWARD APPLICATION
ECONOMIC DEVELOPMENT & TOURISM**



**CITY OF PALATKA DOWNTOWN RIVERFRONT
REVITALIZATION PROGRAM- PHASE 1**

OCTOBER, 2014

DOWNTOWN PALATKA RIVERFRONT REVITALIZATION PROGRAM

RIVERFRONT PARK PUBLIC IMPROVEMENTS. The public part of the Plan consists of the following key design elements, most of which have been completed or are underway:



Aerial View from Southwest
Palatka Riverfront Park

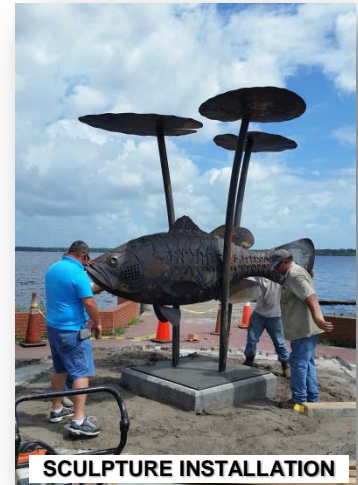
MICHAEL RED
ARCHITECTS INC.

- Streetscape Improvement
- Park Landscape and Lighting Enhancements
- Parking Improvements
- Improved Vehicular Circulation
- Event Lawn
- Interactive Splash Pad
- Uniform Sea Wall and Pedestrian Walks
- “Cypress Dome” interpretive environmental area
- Additional Boat Launches, parking for boat trailers
- Restroom/Shower Facilities for Boaters
- Floating Docks
- “Soft” Launch for Kayaks and Canoes

PHASE I – NORTH



PHASE II – SOUTH



RIVERFRONT SQUARE (CENTURY BLOCK). The Century Block includes four buildings of 1880s vintage, like the Moragne Building shown to the right. Buildings are slated for revitalization with a developer partner on board. The developer has begun limited demolition and marketing. Plans call for ground floor commercial and upper floor residential spaces. Phase II will include commercial infill to the west bordering the proposed St. Johns River Center and Lemon Street Plaza.



ST. JOHNS RIVER CENTER. The Center provides an exciting hybrid element of public and private use in the Plan. The 4,000 square foot facility, as shown to the right, will be constructed in 2015 and is funded by Georgia Pacific DEP mitigation funds and a variety of other local and state grants. The Center will focus on the history, science, culture, and economics of the river and will also serve as the Florida headquarters for the Bartram Trail. The complex will include a museum, exhibit space, classrooms/lecture hall, laboratory, multi-purpose space and will be designed to accommodate shared space with a riverfront restaurant and riverboat ferry dock.

RIVERBOATS. Two steamships will capture the rich history of Palatka as a Victorian-era tourist destination for northern visitors. The boats will dock at the River Center and provide regularly scheduled and charter excursions to nearby Old Florida destinations such as Crescent City, Welaka, and Murphy Island. (The old Hart's Line steamship is shown to the right.)



HAMPTON INN. The hotel is now under construction on a full city block that will also include future retail and mixed use development. The \$3.1 million dollar project will feature a 70-room hotel with architecture that is compatible with the historic downtown character, conference space, and full riverfront views from the rooms.