



JACKSONVILLE URBAN LEAGUE

COMMUNITY EMPOWERMENT CENTER



**Jacksonville
Urban League**

*Empowering Communities.
Changing Lives.*

The Jacksonville Urban League is a nonprofit community-based organization established in 1947 as an affiliate of the National Urban League devoted to empowering communities and changing lives. The Jacksonville Urban League administers social services programs in the areas of Economic & Workforce Development, Health Equity & Community Well-Being, Housing & Financial Stability, Community Engagement & Advocacy, Organizational Sustainability & Capacity Building.

OUR VISION

To be a leader for promoting access to equal quality education, economic opportunity, civic engagement, health and wellness.

OUR VALUES

We value Quality, Respect, Teamwork, Empowerment, And Leadership.



Fitzgerald Collaborative Group, LLC is an architectural design firm focused on enriching lives through design. We design for a mix of industries including Higher Education, Aviation, Healthcare, and other sectors. Each step of our approach is focused on the user experience in the space to ensure that we're creating places where people want to be. Located in Florida and Georgia, our architects and designers use their knowledge, perspectives, and creativity to deliver new and dynamic solutions to enhance projects across the southeast.

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GOALS & ASPIRATIONS



WHY THIS? WHY NOW?

JACKSONVILLE'S UNDERSERVED NEIGHBORHOODS CONTINUE TO FACE SIGNIFICANT CHALLENGES, INCLUDING HIGH UNEMPLOYMENT, LIMITED ACCESS TO DIGITAL INFRASTRUCTURE, INCREASING MENTAL HEALTH NEEDS, AND INSUFFICIENT SUPPORT FOR SMALL BUSINESSES. THESE ISSUES ARE PARTICULARLY ACUTE IN THE AREA SURROUNDING THE COMMUNITY EMPOWERMENT CENTER AT 1265 KINGS ROAD, WHERE HEALTH DISPARITIES ARE NOTABLY CONCENTRATED. ADDRESSING THESE SYSTEMIC BARRIERS **REQUIRES A BOLD, COMMUNITY-DRIVEN RESPONSE.**



**WORKFORCE
EMPOWERMENT**



BUSINESS DEVELOPMENT



TECH & INNOVATION



**CIVIC & CULTURAL
ENGAGEMENT**



CRITICAL GAPS IN MENTAL HEALTH SERVICES

MANY COMMUNITY CONSTITUENTS FACE BARRIERS IN ACCESSING COORDINATED SUPPORT FOR MENTAL HEALTH, JOB READINESS, AND BENEFIT NAVIGATION. THIS CENTER WILL **CENTRALIZE AND SIMPLIFY** THOSE SERVICES **IN A TRUSTED, COMMUNITY-ORIENTED SPACE.**

REVITALIZATION OF A DISINVESTED CORRIDOR

THE KINGS RD. & MYRTLE AVE. INTERSECTION HAS SEEN DECADES OF ECONOMIC DECLINE. A CIVIC ANCHOR HERE WILL **DRIVE REINVESTMENT, INCREASE FOOT TRAFFIC, AND UPLIFT NEIGHBORING BUSINESSES AND INSTITUTIONS** LIKE EDWARD WATERS UNIVERSITY.

COMMUNITY DRIVEN DEVELOPMENT

JACKSONVILLE'S URBAN CORE NEIGHBORHOODS SUFFER FROM HIGHER POVERTY, CRIME, AND HEALTH DISPARITIES. THIS PROJECT DIRECTLY ADDRESSES THOSE GAPS THROUGH **INCLUSIVE DESIGN, ACCESS TO SERVICES, AND OPPORTUNITY CREATION.**

LARGEST VETERAN POPULATION IN THE REGION

DUVAL COUNTY IS HOME TO OVER 90,000 VETERANS - MORE THAN 10% OF THE LOCAL POPULATION - MAKING JACKSONVILLE ONE OF THE MOST VETERAN-DENSE CITIES IN THE UNITED STATES.



ALIGNMENT WITH CITYWIDE INITIATIVES

THE CENTER SUPPORTS THE CITY OF JACKSONVILLE'S GOALS FOR **EQUITABLE DEVELOPMENT, HEALTHY NEIGHBORHOODS, AND VETERAN INCLUSION**, ALIGNING WITH PLANS LIKE THE EMERALD TRAIL, THE URBAN CORE VISION PLAN, AND THE DURKEEVILLE REVITALIZATION PLAN.

HEALTH AND WELLNESS OUTCOMES

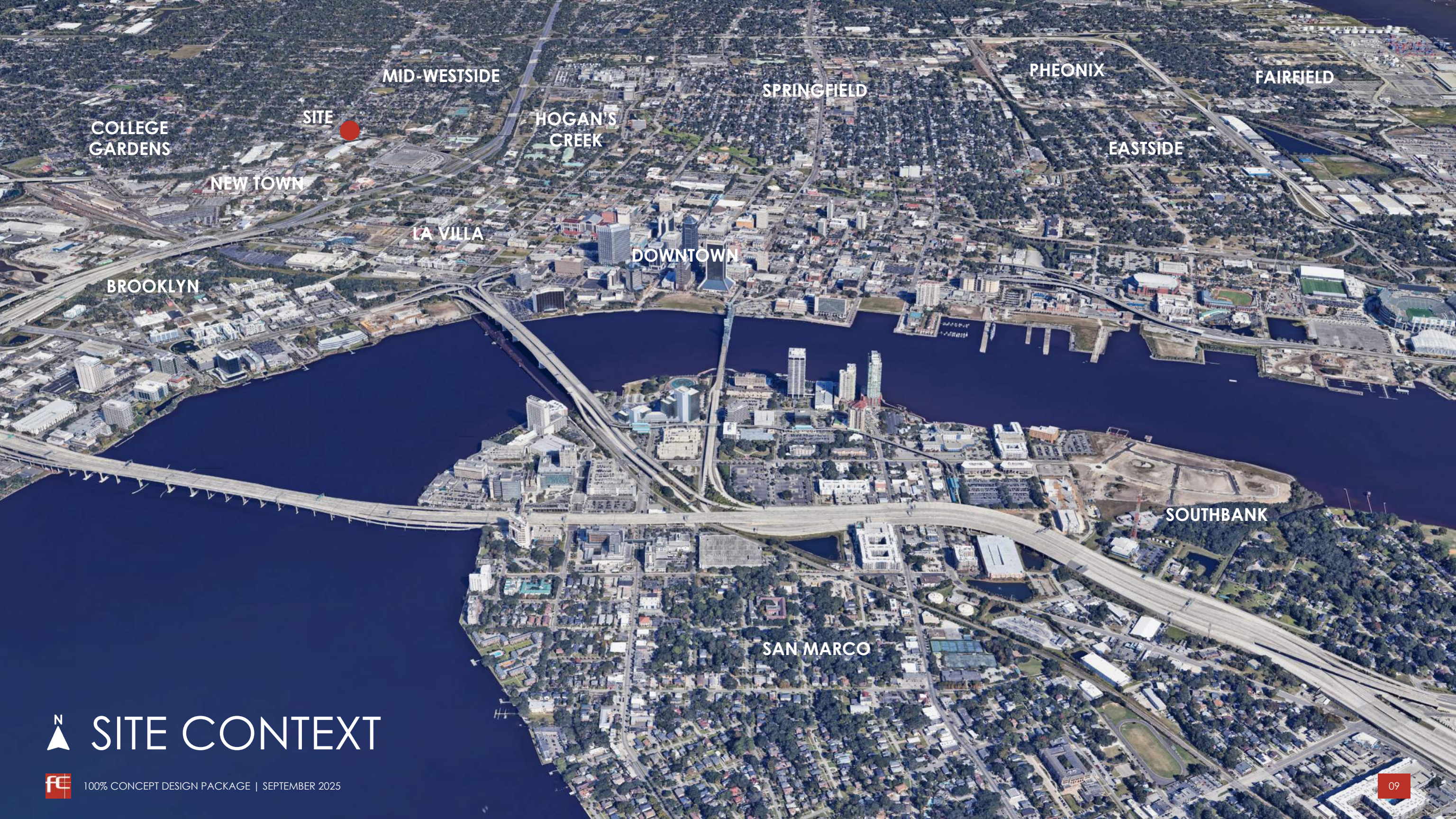
OFFERING **GREEN SPACE CONNECTIVITY, WELLNESS PROGRAMMING, AND MENTAL HEALTH ACCESS**, THE CENTER TARGETS CHRONIC PUBLIC HEALTH ISSUES PREVALENT IN THE SURROUNDING ZIP CODES.

COMMUNITY OWNERSHIP AND ENGAGEMENT

BY PROVIDING **INDOOR/OUTDOOR GATHERING SPACE, CULTURAL PROGRAMMING, AND CIVIC FORUMS**, THE CENTER EMPOWERS RESIDENTS TO SHAPE THEIR NEIGHBORHOODS'S FUTURE AND PARTICIPATE IN LOCAL GOVERNANCE.

SITE & CONTEXT





COLLEGE
GARDENS

SITE

MID-WESTSIDE

HOGAN'S
CREEK

SPRINGFIELD

PHÉONIX

FAIRFIELD

EASTSIDE

NEW TOWN

LA VILLA

DOWNTOWN

BROOKLYN

SOUTHBANK

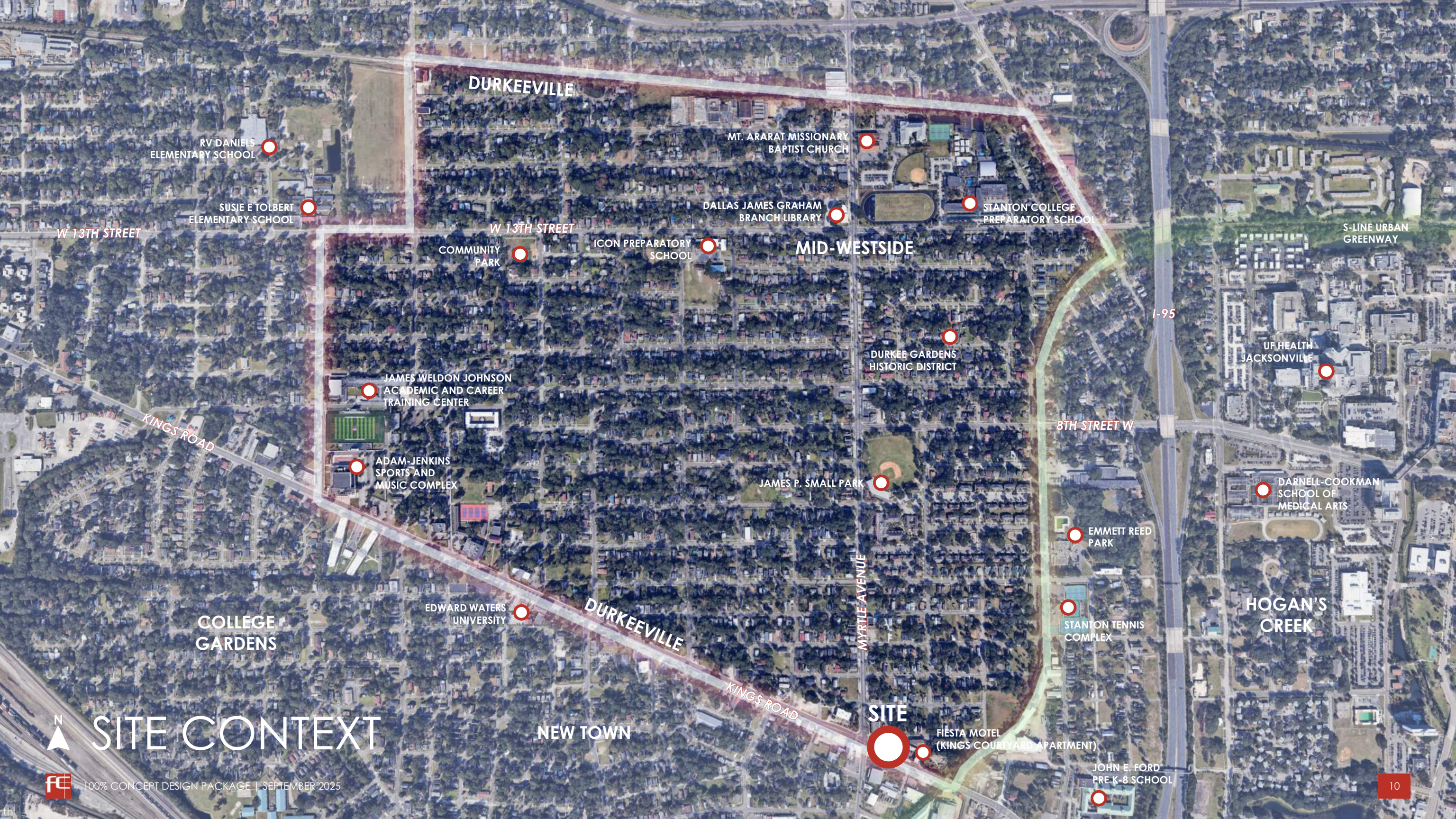
SAN MARCO



SITE CONTEXT



100% CONCEPT DESIGN PACKAGE | SEPTEMBER 2025



DURKEEVILLE

MID-WESTSIDE

COLLEGE
GARDENS

NEW TOWN

HOGAN'S
CREEK

RV DANIELS
ELEMENTARY SCHOOL

SUSIE E TOLBERT
ELEMENTARY SCHOOL

MT. ARARAT MISSIONARY
BAPTIST CHURCH

DALLAS JAMES GRAHAM
BRANCH LIBRARY

STANTON COLLEGE
PREPARATORY SCHOOL

COMMUNITY
PARK

ICON PREPARATORY
SCHOOL

DURKEE GARDENS
HISTORIC DISTRICT

JAMES WELDON JOHNSON
ACADEMIC AND CAREER
TRAINING CENTER

ADAM-JENKINS
SPORTS AND
MUSIC COMPLEX

JAMES P. SMALL PARK

EDWARD WATERS
UNIVERSITY

EMMETT REED
PARK

STANTON TENNIS
COMPLEX

DARNELL-COOKMAN
SCHOOL OF
MEDICAL ARTS

UP HEALTH
JACKSONVILLE

FIESTA MOTEL
(KINGS COURTYARD APARTMENT)

JOHN E. FORD
PRE K-8 SCHOOL

W 13TH STREET

W 13TH STREET

I-95

8TH STREET W

S-LINE URBAN
GREENWAY

KINGS ROAD

DURKEEVILLE

MYRTLE AVENUE

KINGS ROAD

SITE



SITE CONTEXT



100% CONCEPT DESIGN PACKAGE | SEPTEMBER 2025

SITE CONTEXT

ADDRESS: 1265 KINGS ROAD, JACKSONVILLE, FL 32204
COUNTY: DUVAL

ZONING: CCG-2 COMMERCIAL COMMUNITY/GENERAL-2
LOT SIZE: APPROXIMATELY 0.45 ACRES

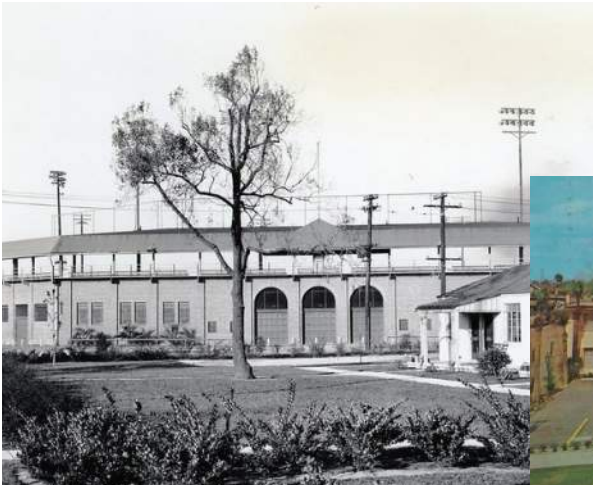


THE HISTORY & INFLUENCE OF DURKEEVILLE

"Durkeeville is more than a neighborhood. It is a living testament to Black excellence, self-determination, and resilience in Jacksonville. Shaped by generations of builders, educators, athletes, entrepreneurs, and families, Durkeeville has endured the harms of redlining, urban renewal, and policy neglect. Yet it persists, rooted in community pride and rich cultural heritage."

- Durkeeville Revitalization Study, June 2025

Durkee Field (now James P. Small Park)



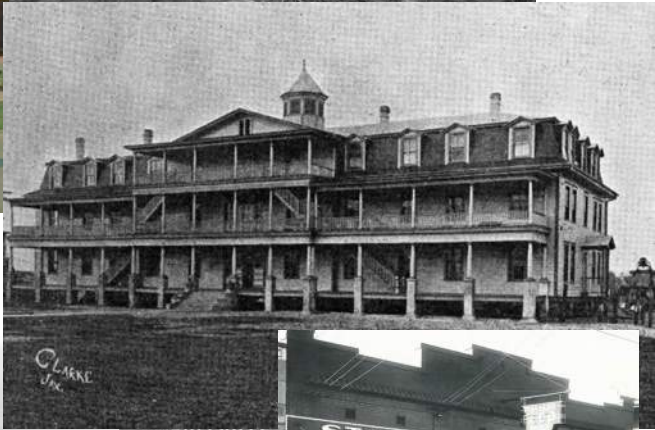
Fiesta Motel, Green Book Site



Durkeeville Housing Project



Edward Waters College



Architecture of Joseph H. Blodgett



Jacksonville Red Caps



New Stanton High School



Mount Ararat Baptist Church



Homes around Seaboard Air Line Railroad

THE HISTORY & INFLUENCE OF DURKEEVILLE

...IN DESIGN

VIEWS
CONNECTION
OUTDOOR SPACE



Architecture of Joseph H. Blodgett

"Durkeeville is home to the largest intact collection of residences designed and built by acclaimed Black architect and builder Joseph Haygood Blodgett...After the Great Fire of 1901, Blodgett played a pivotal role in rebuilding the city, designing and constructing 258 homes. Remarkably, he retained ownership of 199 of them as rental properties, becoming one of Jacksonville's first Black millionaires. His legacy lives on in the enduring craftsmanship and historical character of Durkeeville's residential architecture."

- Durkeeville Revitalization Study, June 2025

Durkee Field (now James P. Small Park)



Fiesta Motel, Green Book Site

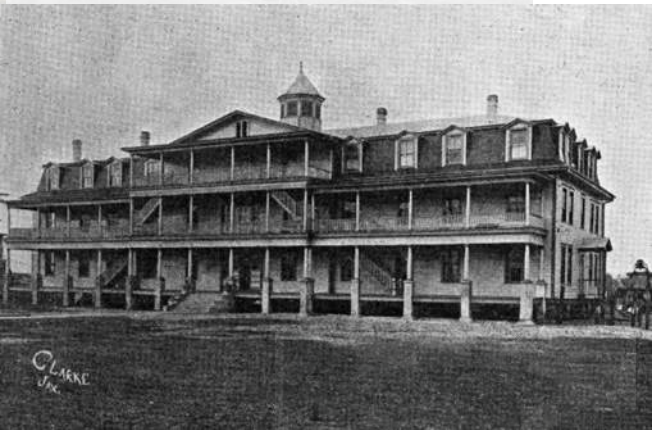
Walkers Commercial & Vocational College



Durkeeville Housing Project



VERTICAL EXPRESSION
REPETITION
ELEVATING



Edward Waters College

"Edward Waters University, the first historically Black college in Florida, was founded in 1866 by the African Methodist Episcopal (AME) Church to provide education for newly freed African Americans and their families...supporting job training and education for Black youth across the country. Recognizing its historic and cultural significance, the Edward Waters University Historic District was officially listed on the National Register of Historic Places on August 8, 2022."

- Durkeeville Revitalization Study, June 2025

Homes around Seaboard Air Line Railroad

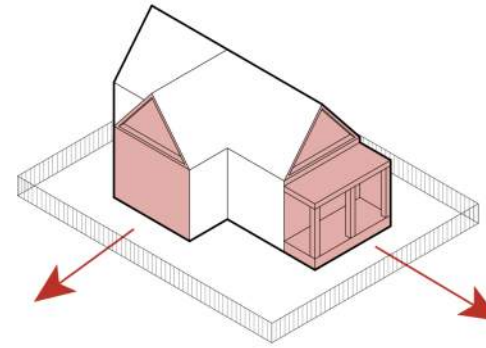
Mount Ararat Baptist Church

New Stanton High School

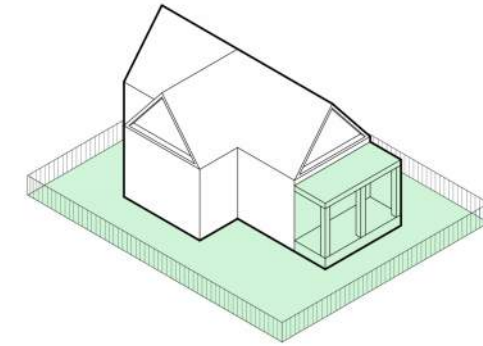


Architecture of Joseph H. Blodgett

VIEWS
CONNECTION
OUTDOOR SPACE



VIEWS

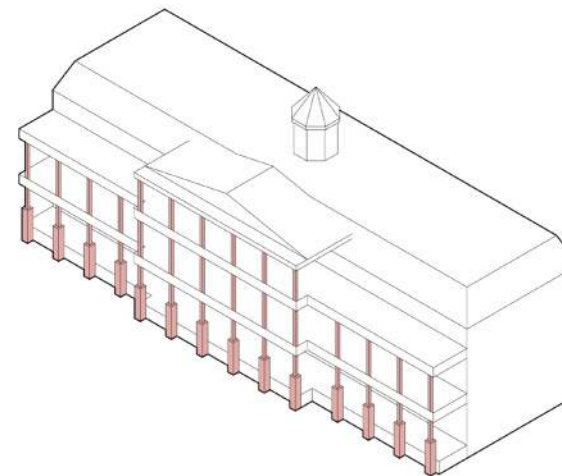


CONNECTION
OUTDOOR SPACE

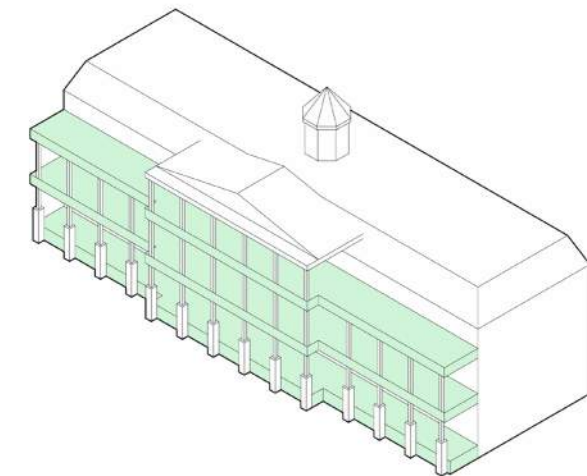


Edward Waters College

VERTICAL EXPRESSION
REPETITION
ELEVATING



VERTICAL EXPRESSION
REPETITION



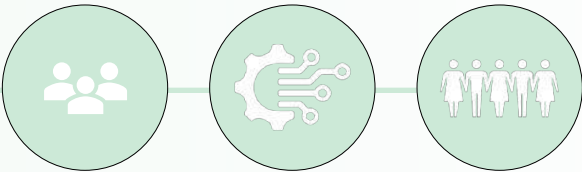
ELEVATING

PROGRAMMING

AREA DIVISIONS

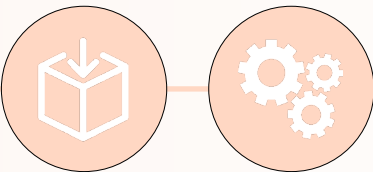
COMMUNITY | ~4,352 SF

- ENTRY/LOBBY
- CONFERENCE ROOM
- VR/TECH LAB
- GALLERY SPACE
- MULTIPURPOSE AREA
- OUTDOOR AREAS



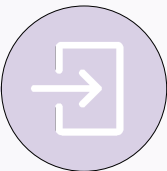
SUPPORT | ~1,335 SF

- ADMIN OFFICE
- CAFE STORAGE
- FURNITURE STORAGE
- IT / ELEC
- MECH ROOM
- RESTROOMS



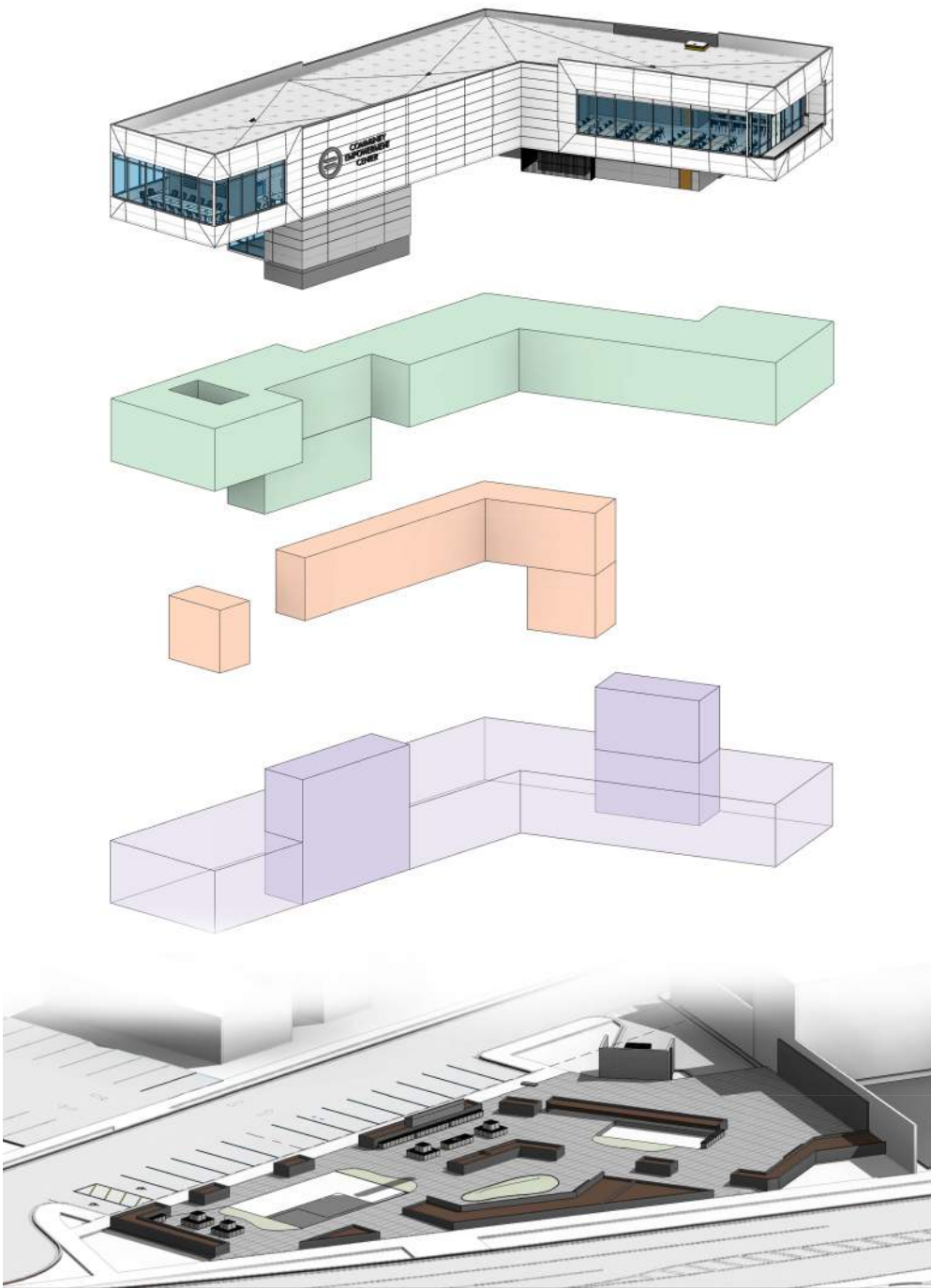
ACCESS | ~1,133 SF

- ELEVATOR
- CORRIDORS
- STAIRWELLS



SITE

- COVERED SEATING
- OUTDOOR SEATING
- SOCIAL SPACES
- MEMORIAL WALL
- EVENT SPACE
- TRUCK ACCESS



PROJECT DESIGN



VISIONING

DESIGN INSPIRATION - GROUND FLOOR



SOCIAL SPACE & LANDSCAPING



MEMORIAL / REMEMBRANCE



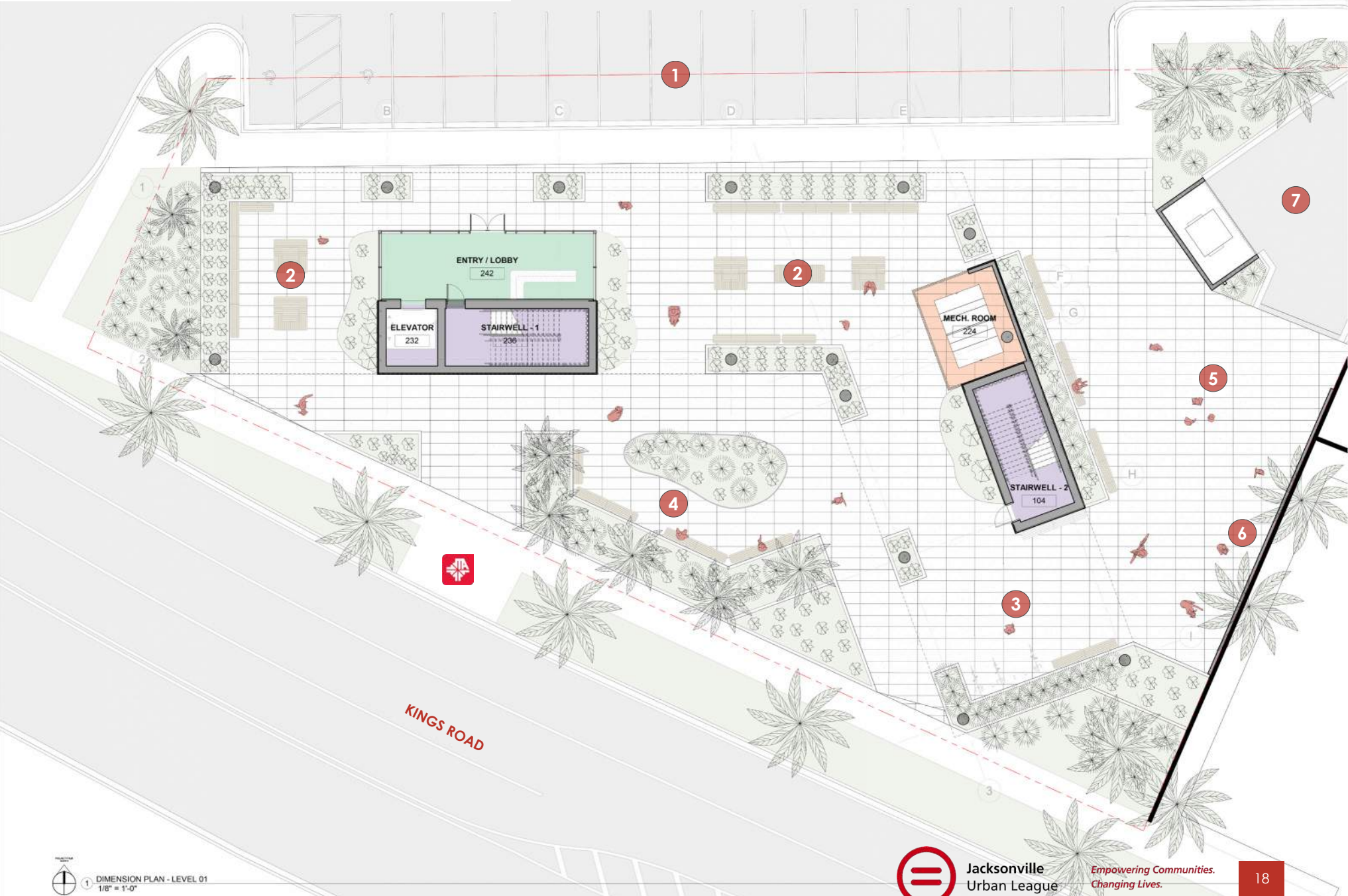
ENTRY / LOBBY

PROGRAMMING

LEVEL 01 / GROUND FLOOR

COMMUNITY	441 SF / 4,352 SF
SUPPORT	261 SF / 1,335 SF
ACCESS	586 SF / 1,546 SF

- LEGEND
- 1 PARKING SPACES
 - 2 COVERED SEATING AREA
 - 3 COVERED OUTDOOR AREA
 - 4 OUTDOOR SEATING AREA
 - 5 EVENT SPACE
 - 6 MEMORIAL WALL
 - 7 DRIVE-IN / DUMPSTER
 - JTA BUS STOP (ROUTES 4 & 22)



VISIONING

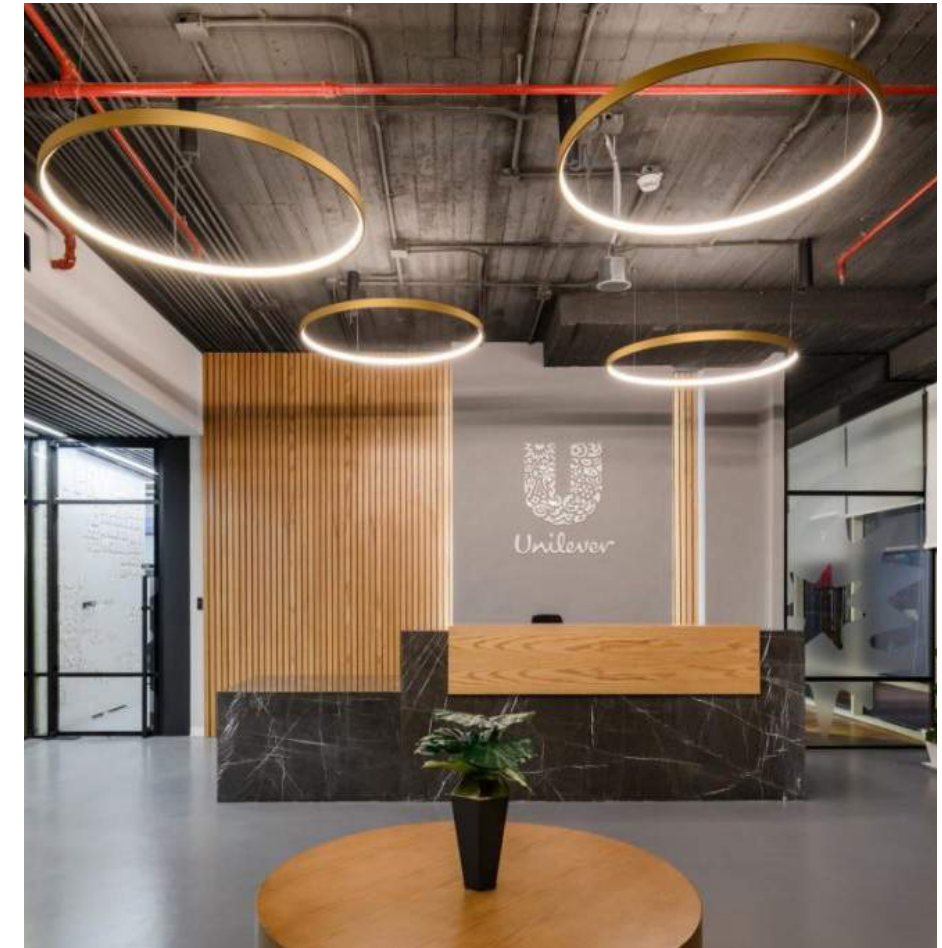
DESIGN INSPIRATION - LOBBY / ENTRY



NATURAL LIGHT



LOUNGE SPACE



WOOD SLATS & LIGHTING

VISIONING

DESIGN INSPIRATION - GALLERY



DIGITAL & PHYSICAL PRESENTATION



TECHNOLOGY



INTERACTIVITY

VISIONING

DESIGN INSPIRATION - MULTIPURPOSE



DIVISIBLE / SPATIAL FURNITURE



LIGHTING & ATMOSPHERE



FLEXIBLE WORK SPACES

PROGRAMMING

LEVEL 02

COMMUNITY 3,911 SF / 4,352 SF

SUPPORT 1,074 SF / 1,335 SF

ACCESS 960 SF / 1,546 SF

LEGEND

- | | |
|-------------------|-----------------------|
| 1 CONFERENCE ROOM | 9 JANITOR'S CLOSET |
| 2 ADMIN / OFFICE | 10 GALLERY |
| 3 VR / TECH LAB | 11 IT / ELEC |
| 4 ENTRY / LOBBY | 12 FURNITURE STORAGE |
| 5 ELEVATOR | 13 MECH. CHASE |
| 6 STAIRWELL - 1 | 14 STAIRWELL - 2 |
| 7 CAFE STORAGE | 15 MULTIPURPOSE SPACE |
| 8 RESTROOM | 16 BALCONY |



1 DIMENSION PLAN - LEVEL 02
1/8" = 1'-0"

SITE PLAN

CIVIL CONSIDERATIONS

- SITE PLANNING PROCESS WITH AUTHORITIES HAVING JURISDICTION. **USE OF ADJACENT PROPERTY PARKING SPACE APPROVED.**

- MAINTAINING CURRENT STORMWATER STATUS

GRANDFATHERED IMPERVIOUS RATIO WITH CURRENT PAVED AREAS

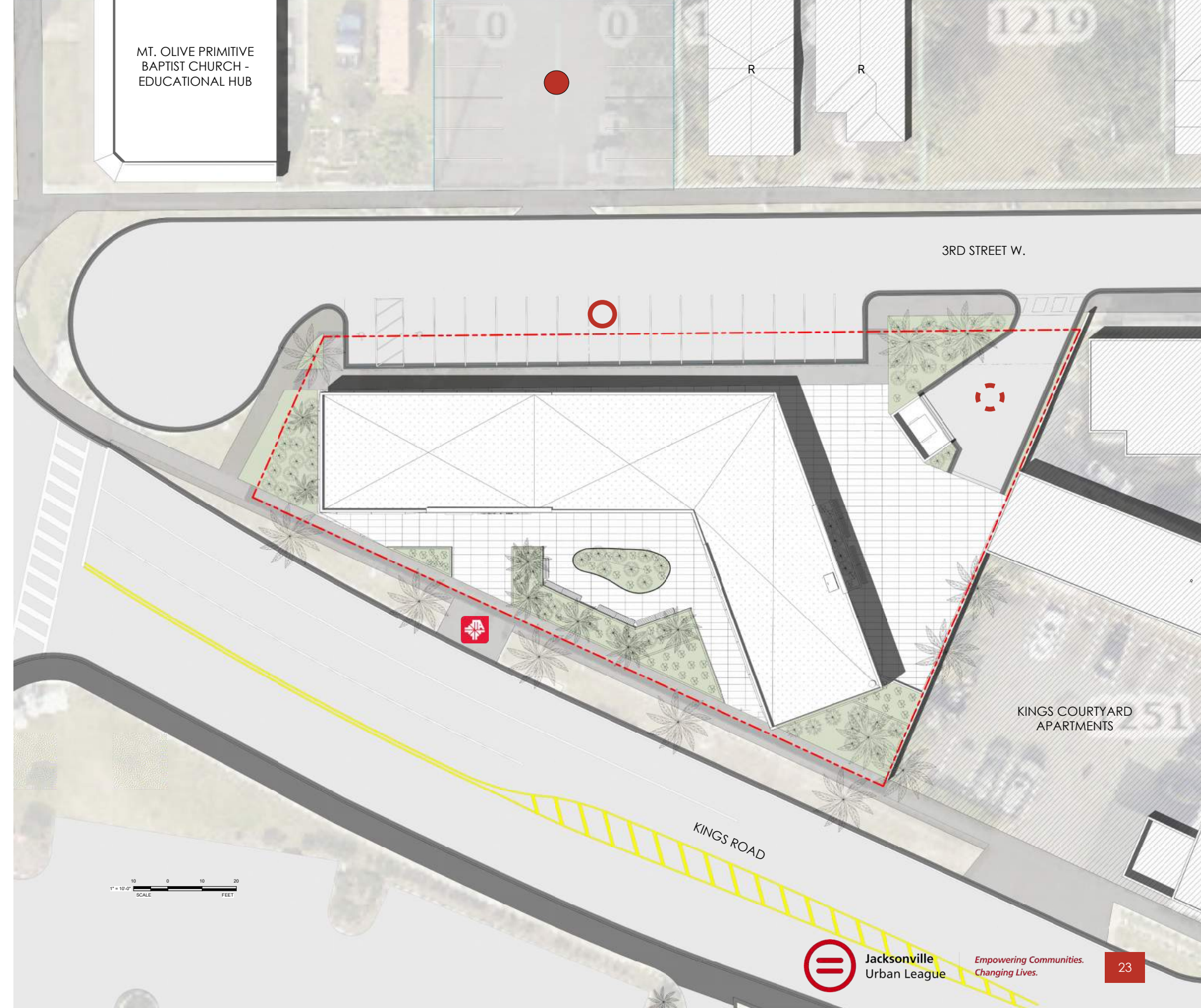
NET-REDUCED STORMWATER MANAGEMENT NEED WITH INTEGRATED LANDSCAPED AREAS

- REQUIRED PARKING: **42 PARKING SPOTS**

SHARED PARKING SPACES: 28
EXISTING ADA PARKING SPACES: 2

NEW PARKING SPACES: 16
ADA PARKING SPACES: 2

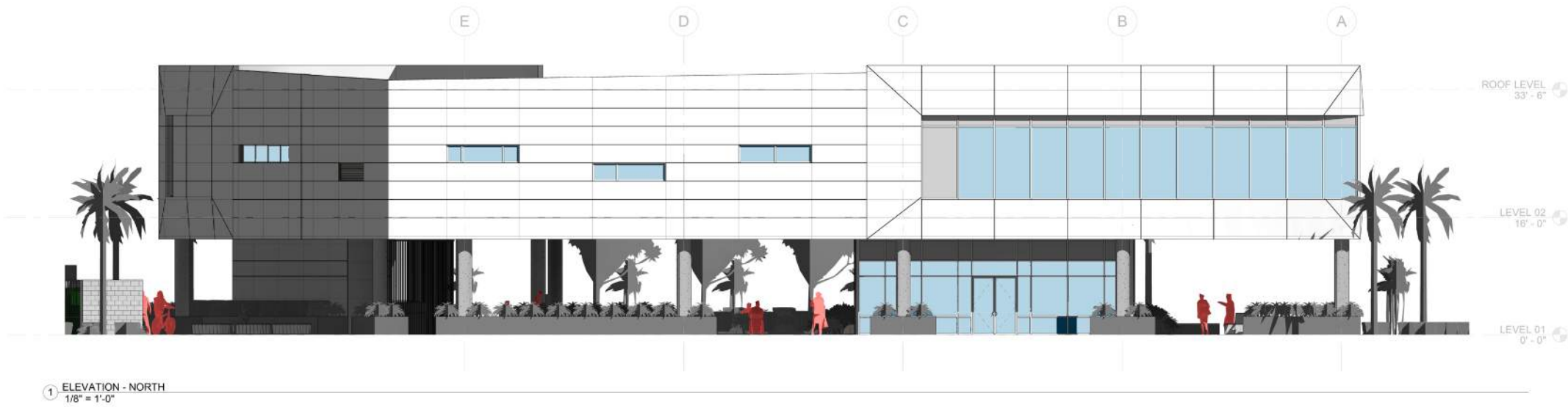
-  SHARED PARKING LOT
-  NEW PARKING SPACES
-  DRIVEWAY / DUMPSTER ACCESS
-  JTA BUS STOP (ROUTES 4 & 22)



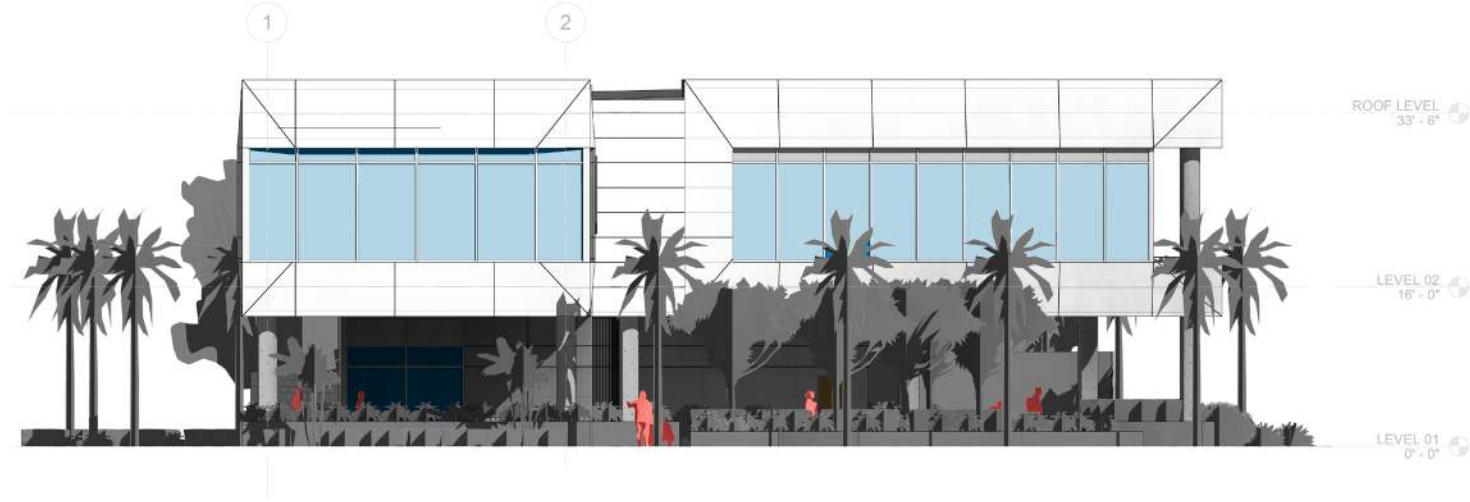
ELEVATIONS

MATERIAL LEGEND

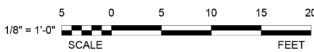
- GFRC PANEL
- GLASS
- SPANDREL GLASS



1 ELEVATION - NORTH
1/8" = 1'-0"



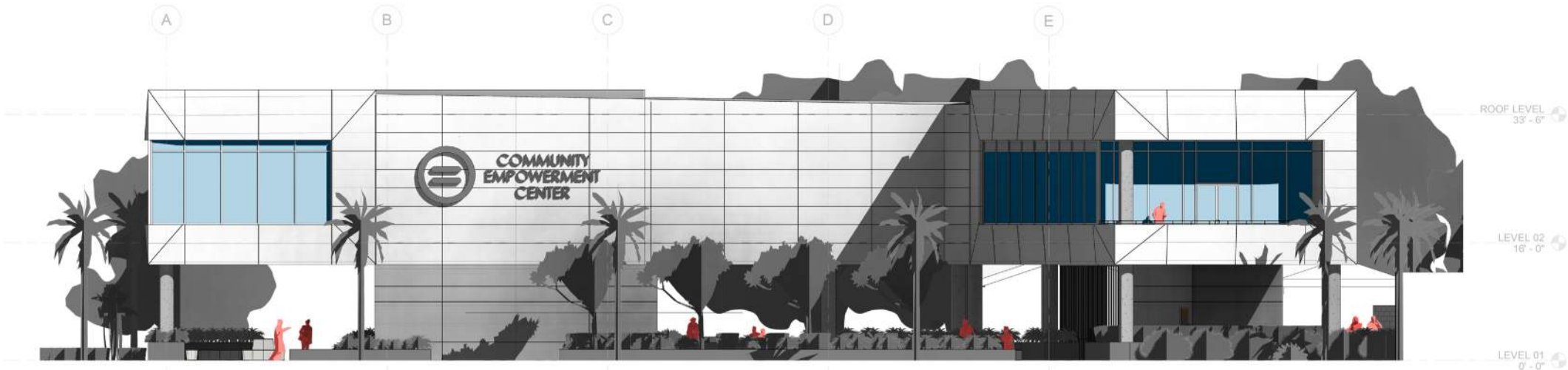
2 ELEVATION - WEST - 1
1/8" = 1'-0"



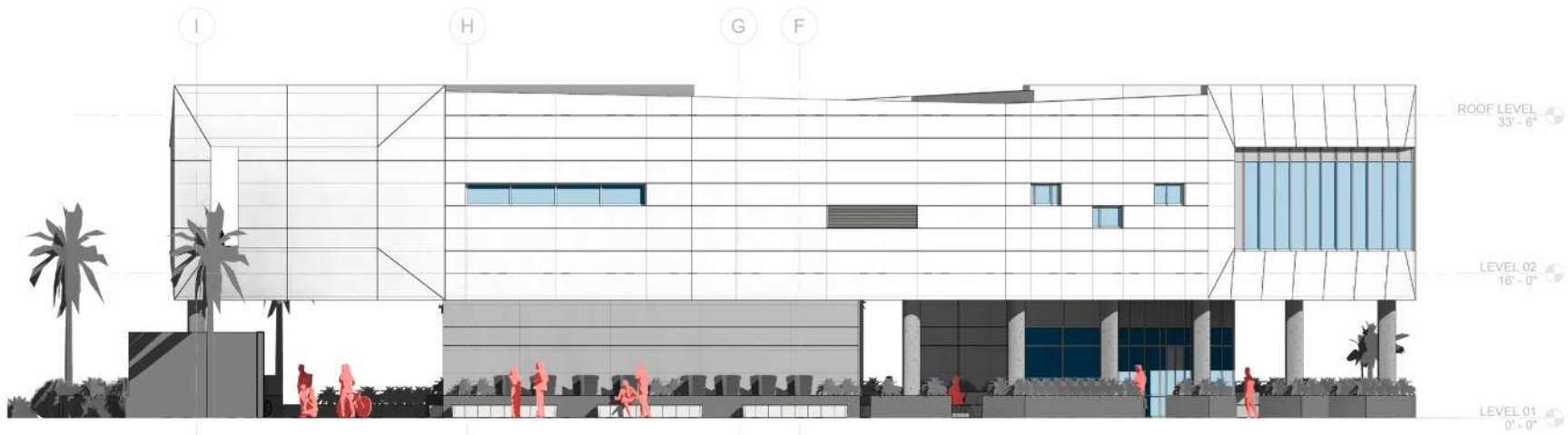
ELEVATIONS

MATERIAL LEGEND

- GFRC PANEL
- GLASS
- SPANDREL GLASS



4 ELEVATION - SOUTH - 1
1/8" = 1'-0"



1/8" = 1'-0"
SCALE
5 0 5 10 15 20
FEET

SECTIONS



SECTION A



SECTION B

INTERIOR DESIGN



INTERIOR DESIGN

ENTRY / LOBBY

SCAN ME!



INTERIOR DESIGN

GALLERY SPACE

SCAN ME!



INTERIOR DESIGN

MULTIPURPOSE AREA

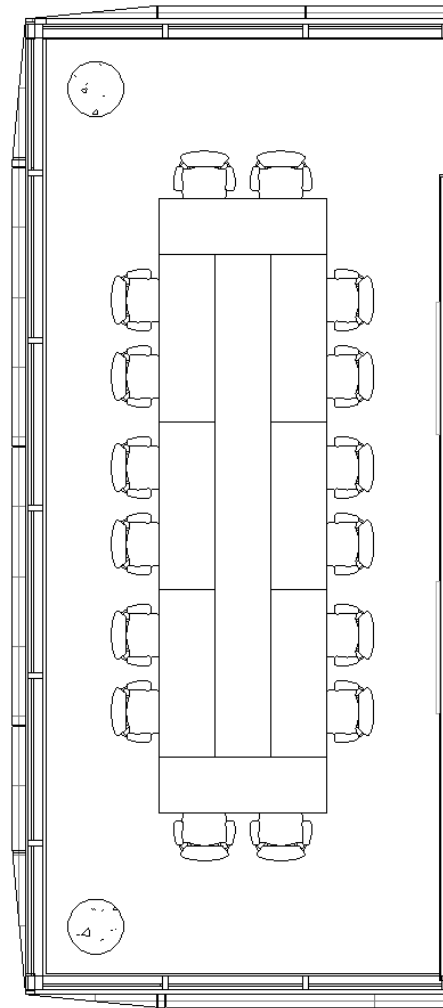
SCAN ME!



TEST-FITS

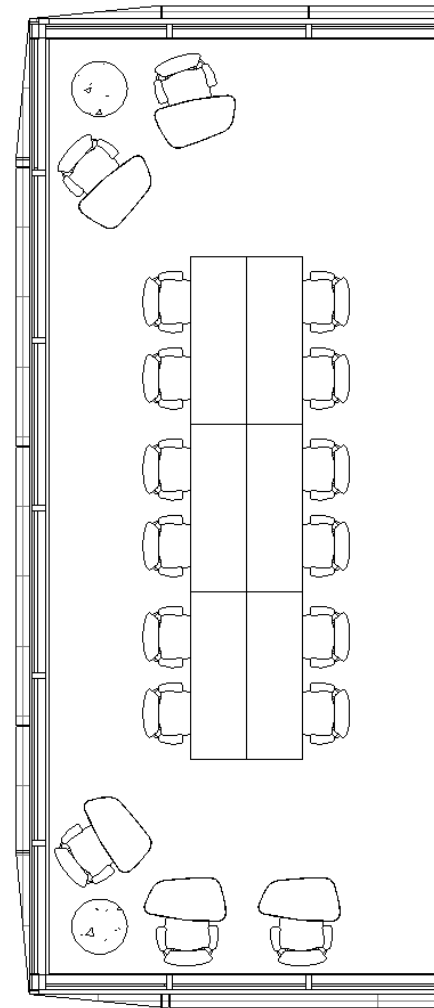
CONFERENCE ROOM

LARGE CONFERENCE



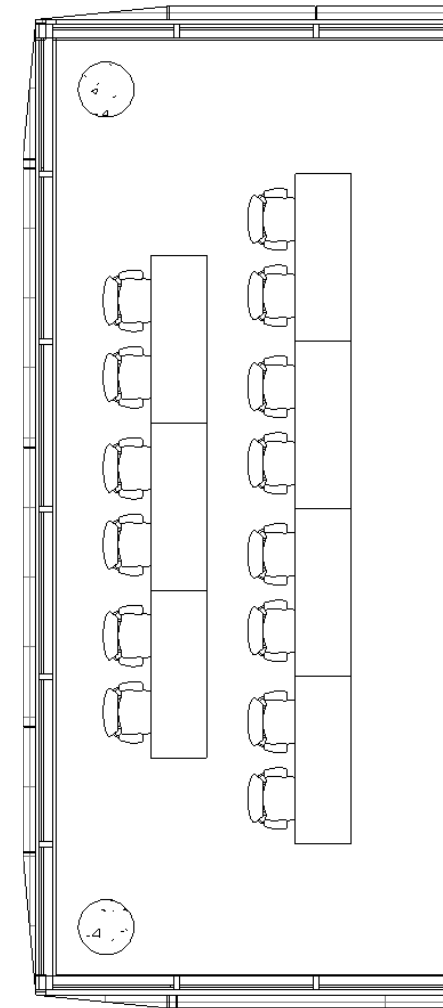
SEATS: 18

SMALL CONFERENCE W/WORK SEATS



SEATS: 17

CLASSROOM STYLE

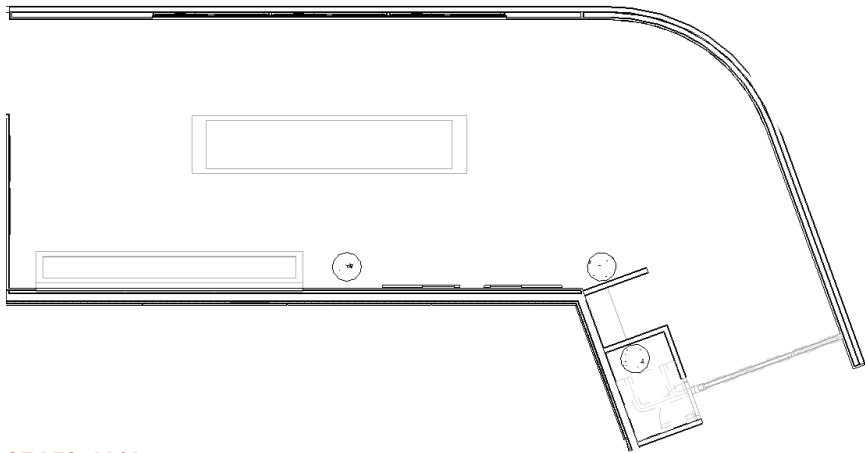


SEATS: 14

TEST-FITS

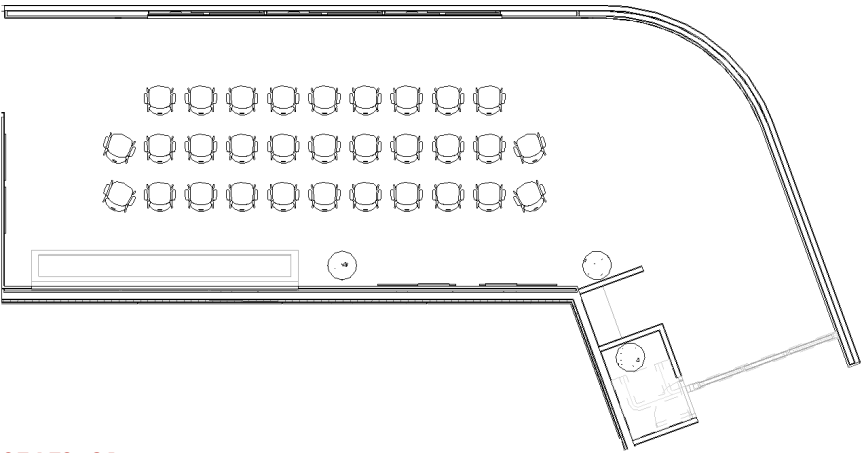
GALLERY

DIGITAL GALLERY



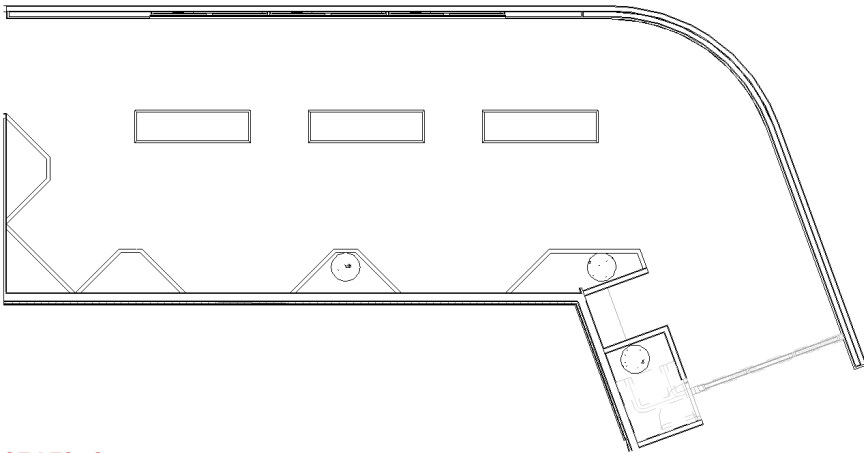
SEATS: N/A

PRESENTATION SETTING



SEATS: 31

ALTERNATIVE GALLERY

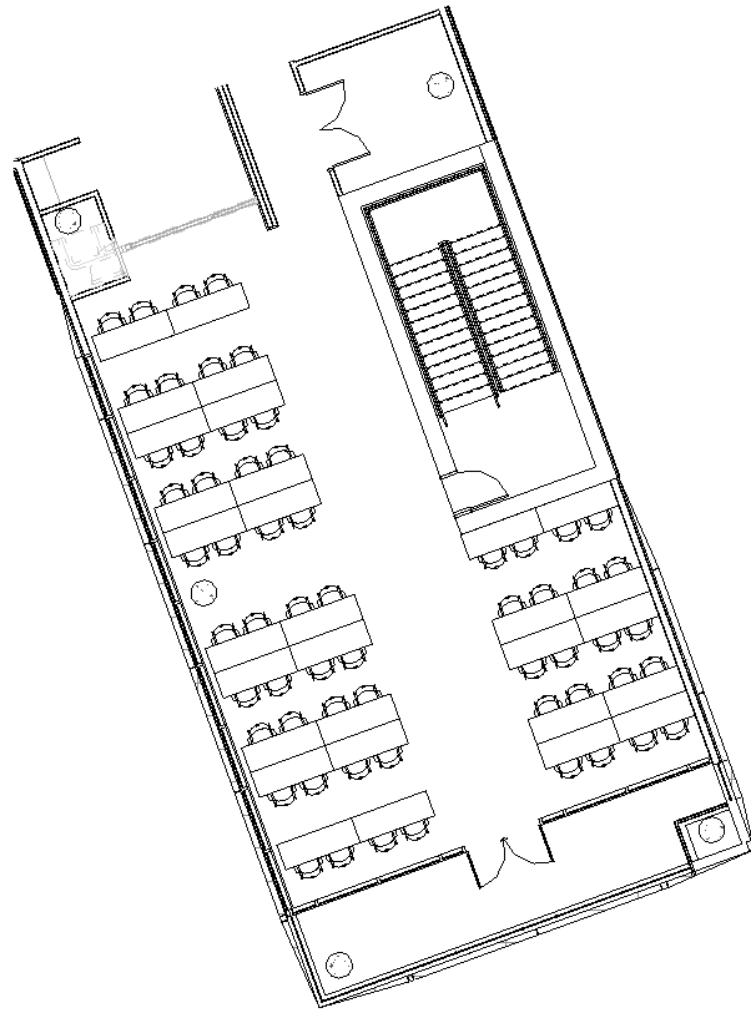


SEATS: 9

TEST-FITS

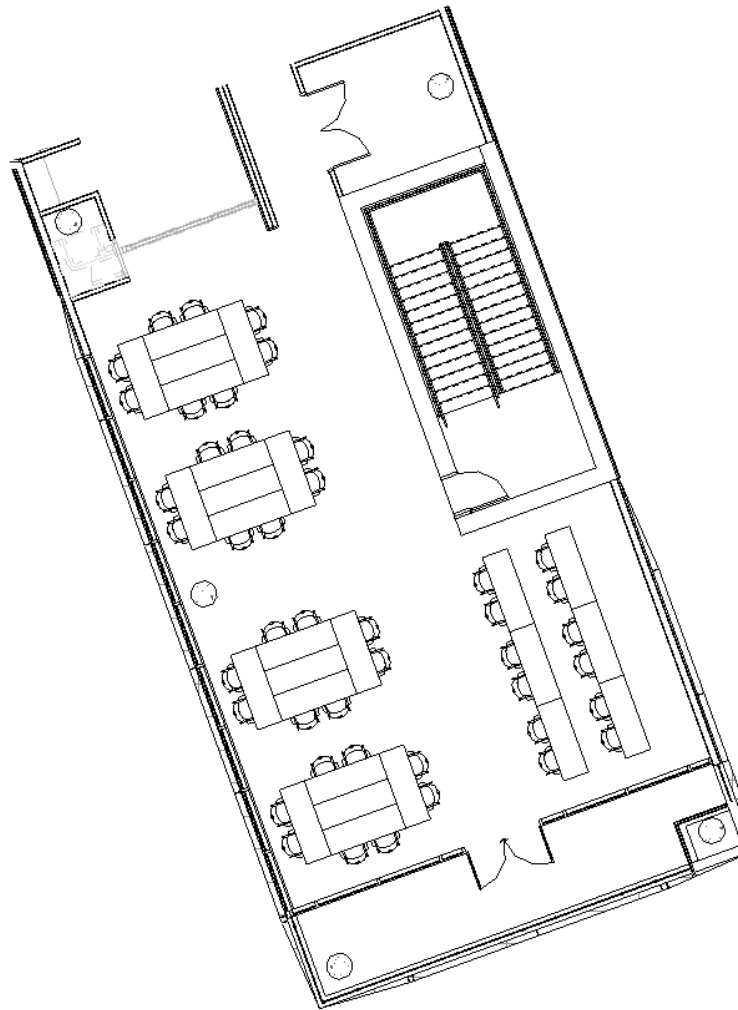
MULTIPURPOSE SPACE

GROUP TRAINING TABLES



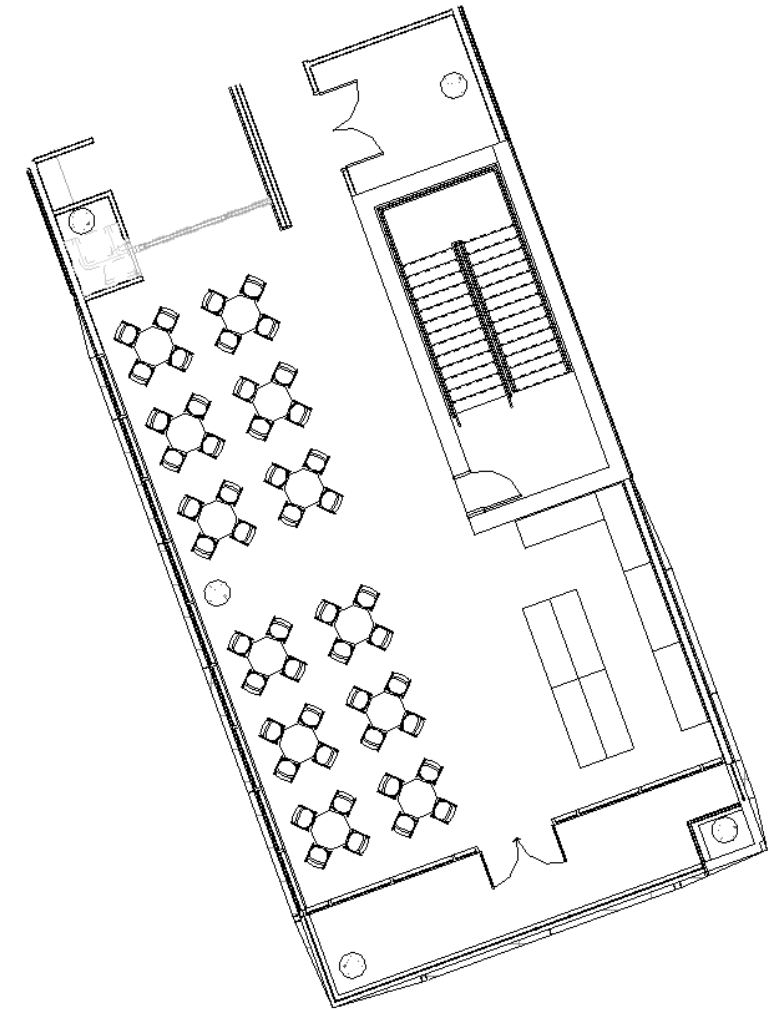
SEATS: 60

CONVERSATION / CLASSROOM SETTING



SEATS: 44

EVENT SETTING

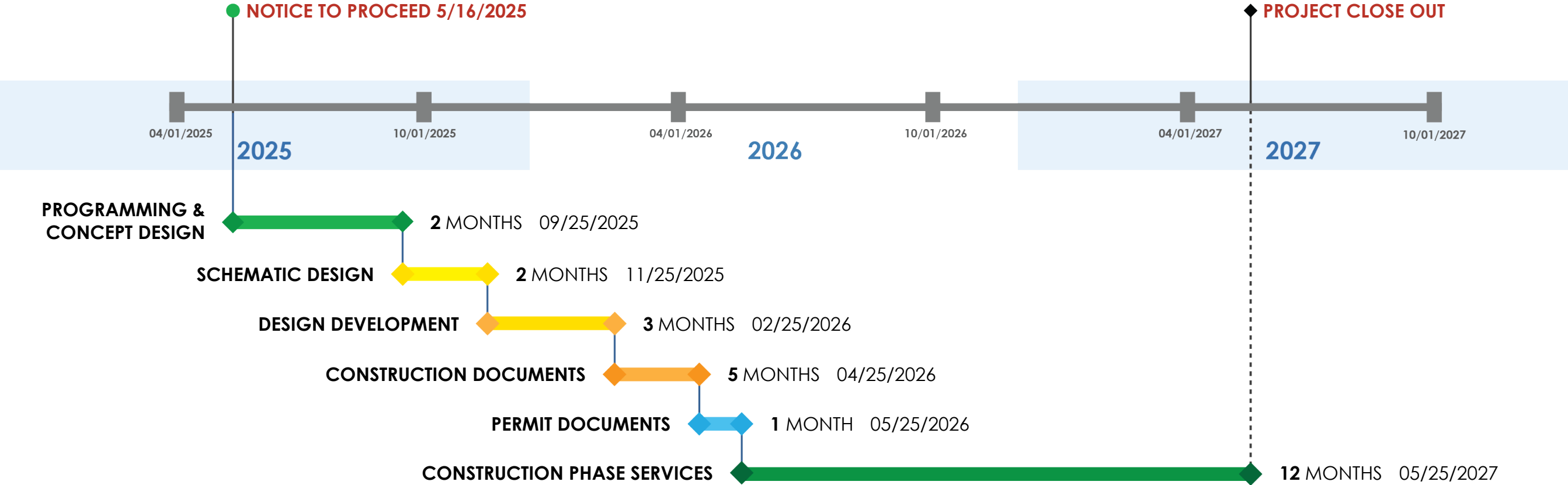


SEATS: 48

PROJECT INFORMATION



PROJECT SCHEDULE





THANK YOU!