



# Welcome Home

## Your Jacksonville Relocation Guide



*Home of the Jacksonville Jaguars*

Prepared by: Kishia Kimbrough, REALTOR® | ABR, MRP

**WE LOVE OUR LOCAL NEIGHBORHOOD & YOU WILL TOO**



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Hello and welcome,

If you're reading this, chances are you're preparing for a big move—and I want you to know, you're in the right place. Whether you're active-duty military or a buyer relocating to the Jacksonville area, this guide was created just for you.

My name is Kishia Kimbrough, and I proudly serve as a local REALTOR® here in Jacksonville, Florida—home to Naval Station Mayport, NAS Jacksonville, and some of the most vibrant, diverse, and welcoming communities in the state.

Over the years, I've helped many military families and relocating buyers navigate this journey, and I understand the unique needs, timing, and questions that often come with moving—especially when you're starting fresh in a new city.

### ✨ What You'll Find Inside This Guide:

- Local neighborhood spotlights
- School and community info
- Hometown Happenings
- My personal recommendations for food, fun, and family-friendly places
- Step-by-step guidance to help you feel confident every step of the way

### 👉 Here's My Promise to You

You don't have to figure it out alone. I'm here to guide, support, and advocate for you—whether you're PCSing in, downsizing, upgrading, or simply planting new roots. This is more than just a real estate transaction. It's the start of your next chapter. So, flip through these pages, settle in, and when you're ready—let's connect.

🔑 Let's get you home.

Warm Regards,

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📍 Proudly serving Jacksonville & surrounding areas



# Living in the “904”

Living in Jacksonville, FL offers the perfect blend of laid-back coastal charm and vibrant city life. As the largest city by land area in the U.S., Jacksonville gives residents room to breathe—whether you're drawn to the beachside lifestyle, historic neighborhoods, or the bustling urban core. With year-round sunshine, a growing food scene, riverfront parks, and access to top-rated schools and military bases, it's a city that truly has something for everyone. From morning coffee in Riverside to sunset walks at Jacksonville Beach, local living here means balancing opportunity with relaxation, and always being just minutes away from your next favorite spot.

## CLIMATE

Jacksonville, FL has a humid subtropical climate, which means you'll experience hot summers, mild winters, and plenty of sunshine year-round.

### Here's a quick breakdown:

- 🌞 **Summer (June–September):**
  - Hot and humid, with highs in the upper 80s to mid-90s °F. Afternoon thunderstorms are common but usually short-lived.
  - (Great beach weather—but pack your sunscreen!)
- 🍂 **Fall (October–November):**
  - Warm and breezy with temperatures ranging from the 70s to 80s. Humidity drops, making it one of the best times to enjoy the outdoors.
- ❄️ **Winter (December–February):**
  - Mild and comfortable. Daytime temps hover in the 60s, sometimes reaching the 70s. Freezing temps are rare and snow is extremely uncommon.
- 🌸 **Spring (March–May):**
  - Pleasant and sunny, with temps in the 70s and low 80s. Flowers bloom, festivals ramp up, and it's ideal for outdoor fun.

## COST OF LIVING

Jacksonville offers a very affordable cost of living—around 8% lower than the national average and about 7–8% less than Florida overall.

### Overall Comparisons

- Housing (buying & renting): ~13% below national average
- Utilities: ~10% to 15% lower
- Healthcare: ~13–15% lower
- Transportation: ~13% lower
- Goods & services (e.g. clothing, entertainment): ~4–5% lower
- Food/groceries: ~4% higher than the national average

### What it Means for You

- Homeownership: You can expect housing costs to be significantly lower than many parts of the country, with mortgages and utilities also more affordable.
- Daily life: Every-day essentials like groceries and transportation are comparable—or even cheaper—than average.



# Community Snapshot

Jacksonville, Florida is more than just the largest city by landmass in the U.S.—it's a vibrant coastal hub where natural beauty meets urban energy. With over 1,000,000 residents and growing, Jacksonville offers a diverse mix of neighborhoods, 22 miles of beaches, top-tier hospitals, and a thriving arts and food scene. From historic districts like Riverside and Avondale to modern master-planned communities like Nocatee and eTown, there's a lifestyle here for everyone—whether you're raising a family, launching a career, or enjoying retirement. Add in the mild climate, strong military presence, and no state income tax, and it's no surprise more people are calling JAX home.

## LOCAL POPULATION

1M +

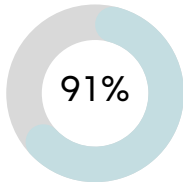
## MEDIAN AGE

36.4

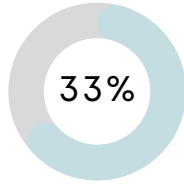
## HOUSEHOLD INCOME

\$67,000

## EDUCATION



High School  
Degree or GED



Bachelor  
Degree or Higher

## HOMEOWNERSHIP

57.%

### ✓ Key Highlights

- A young-to-middle-aged community with a median age below national and state averages.
- Moderately affluent: household and per-capita incomes are solid, though a ~15% poverty rate highlights socioeconomic diversity.
- Educationally mixed, with strong high school attainment and growing college education levels.
- A diverse, veteran-friendly, and growing city with balanced household and workforce dynamics.

# Hometown Happenings



## GATE RIVER RUN

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America's largest 15K road race and the official US Championship for the distance takes place the first Saturday in March. It draws over 13,000 runners and is one of Jacksonville's most prestigious races.



## JAZZ FESTIVAL

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Held over Memorial Day weekend downtown, this long-running festival features live jazz on multiple stages, competitions, brunches, and free concerts—drawing crowds since 1979.



## WORLD OF NATIONS

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A springtime cultural festival offering a passport-like journey through global pavilions, food, performances, arts and crafts—fun for all ages



## SPRINGING THE BLUES

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Taking place the first weekend in April at Jacksonville Beach, this is one of the East Coast's oldest free blues festivals, dating back to 1990

# Hometown Happenings



## AMELIA ISLAND CONCOURS

A prestigious classic car show held every March on nearby Amelia Island. It showcases rare vintage automobiles, elegant events like a black-tie dinner, and concours judging.



## KINGFISH TOURNAMENT

Held every July, this is the world's largest kingfish fishing tournament. It includes competition on the water plus a big public weigh-in, seafood market, and fireworks.



## SEAWALK MUSIC FESTIVAL

This one-day beachside music festival at the Seawalk Pavilion brings together local artists, food vendors, craft booths, and a vibrant community atmosphere. It's a celebration of Jacksonville's creative and cultural spirit.



## TAXSLAYER GATOR BOWL

A New Year's Day college football bowl game held at EverBank Stadium since 1946. The surrounding festivities even include a downtown parade on New Year's Eve.

# Hospitals

1

## MAYO CLINIC

Ranked #1 hospital in Florida by U.S. News & World Report, with national top-50 specialties in areas like cardiology, oncology, neurology, and more. It is a top-tier, multispecialty system with a 304-bed onsite hospital

2

## UF HEALTH JACKSONVILLE

This teaching hospital has 695 beds, is a Level I adult & Level II pediatric trauma center, and offers advanced treatments including proton therapy and comprehensive stroke care

3

## BAPTIST MEDICAL CENTER

Along with the adjacent Wolfson Children's Hospital, serves a full spectrum of adult and pediatric care. Wolfson is the region's only ACS-verified Level I pediatric trauma center

4

## ST. VINCENTS

A large 528-bed community hospital offering specialties like cardiology, cancer care, neurology, orthopedics, and home to Jacksonville's first open-heart surgery program





# Fun Around Town



## JACKSONVILLE ZOO

Discover over 2,000 animals and 1,000 plant species across 122 acres. Highlights include the award-winning Range of the Jaguar exhibit, a walk-through Lorikeet exhibit, and a manatee rescue center—perfect for a day of wildlife and botanical immersion.

## RIVERSIDE ARTS MARKET

Enjoy scenic views along the St. Johns River on the Northbank and Southbank Riverwalks. On Saturdays, be sure to swing by Riverside Arts Market under the Fuller Warren Bridge for local food, crafts, and live music.



## CATTY SHACK RANCH

Meet rescued big cats like tigers and lions in a spacious sanctuary devoted to their care. Tours and evening feedings provide a memorable wildlife experience.

## CUMMER MUSEUM

Explore a distinguished art collection alongside beautifully landscaped riverfront gardens. The museum often features seasonal events, educational programs, and stunning views.



# Fun Around Town



## FRIENDSHIP FOUNTAIN

Experience one of the world's largest tiered fountains on the Northbank Riverwalk. It's beautifully lit after dark—wonderful for a waterfront stroll or evening photo-op

## MUSEUM OF SCIENCE & HISTORY (MOSH)

A hands-on, interactive museum on the Southbank, MOSH offers exhibits ranging from space and science to local history, plus a planetarium—perfect for families or curious minds.



## HISTORIC ST. AUGUSTINE

Discover rich history with visits to Castillo de San Marcos, Fort Matanzas, the Fountain of Youth site, and the St. Augustine Lighthouse—all fascinating landmarks in America's oldest city.

## FLORIDA THEATRE

Step back in time at this beautifully restored 1927 “movie palace,” offering concerts, ballet, live theatre, and special events downtown.





# Where To Shop

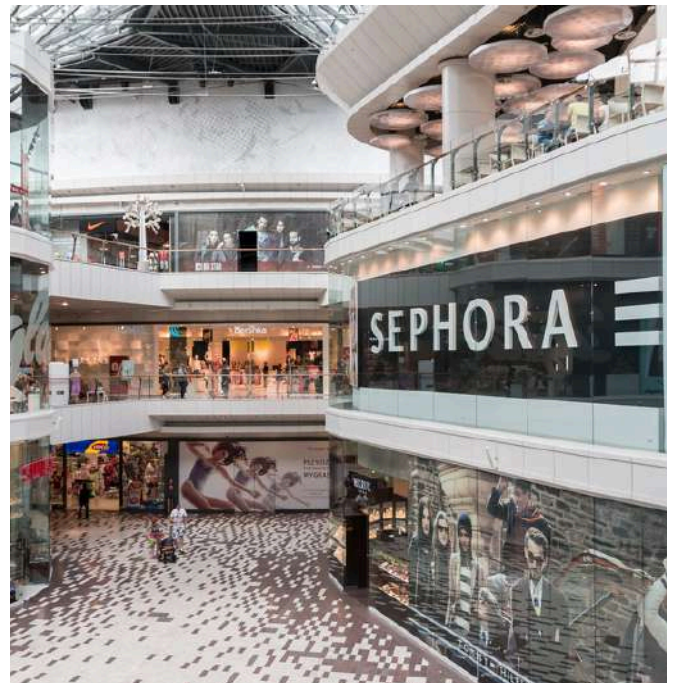
## *St. John's Town Center*

Jacksonville's premier outdoor lifestyle mall, featuring over 167 stores, including high-end retailers like Gucci, Louis Vuitton, Tiffany & Co., Nordstrom, and more. It also boasts abundant dining options and on-site hotels, making it a go-to for both local shoppers and visitors



## *The Avenues*

A large, indoor regional mall on Southside, with 138+ stores anchored by Belk, Dillard's, and JCPenney. It offers a more traditional mall atmosphere and is a family-focused favorite



## *River City Marketplace*

Jacksonville's largest outdoor shopping district north of the river, with around 72 stores anchored by Walmart, Lowe's, Burlington, and HomeGoods. Conveniently located near the airport, it's a mixed-use area with shopping, dining, and entertainment

## *\*\*\*Local Favorites\*\*\**

- San Marco Square – Quaint, walkable boutiques, bookstores, galleries, and cafes set around a charming piazza-style square
- Five Points / Riverside & Avondale – Artsy, vintage, and indie shops with a boho vibe—think antiques, hand-crafted goods, and casual eateries



# Where To Shop

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## *Murray Hill*

- What you'll find: Vintage shops, record stores, indie bookstores, local art galleries, and craft breweries
- Why visit: It's one of Jacksonville's fastest-growing creative hubs—perfect for strolling, treasure hunting, and grabbing a bite at a local eatery like Moon River Pizza or El Jefe Tex-Mex.

## *Historic Springfield*

- What you'll find: Vintage shops, artisan goods, coffeehouses like Social Grounds, and pop-up events including the Springfield Second Sundays Market
- Why visit: It's one of Jacksonville's oldest neighborhoods with beautiful architecture and a growing scene for creatives and entrepreneurs.

## *Beaches Town Center*

- What you'll find: Boutiques, surf shops, home décor, gift stores, plus beachside restaurants and cafés
- Why visit: Located where Atlantic Blvd meets the ocean, this breezy shopping and dining area blends beach vibes with upscale flair. Think Jaffi's Boutique, Drift Boutique, and lunch with an ocean view at North Beach Fish Camp.

## *Shoppes of Arondale*

- What you'll find: High-end boutiques, fine wine shops, home décor, and upscale dining like The Blue Fish Restaurant and The Brick
- Why visit: Nestled under oak trees, this historic strip offers timeless charm with modern indulgence—perfect for a relaxed afternoon of shopping and dining.

## *Brooklyn Station*

- What you'll find: Trendy retailers like West Elm, Drybar, Publix GreenWise, and a mix of casual dining like Burrito Gallery and First Watch
- Why visit: Located near downtown and the riverwalk, this area blends walkability with a clean, fresh city feel—perfect for a quick lunch, errands, or retail therapy.

# Jax Eats & Treats



## COWFORD CHOPHOUSE

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- Upscale steakhouse in a historic building with a rooftop bar overlooking the river.
- Known for USDA-prime steaks, seafood, and handcrafted cocktails.



## ORSAY

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- Rustic French bistro with Southern twists: think steak frites, bouillabaisse, lobster pot pie.
- Featured in local food guides and frequently praised for its ambiance.



## TOWN HALL

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- Contemporary American fare with seasonal, farm-to-table ingredients.
- Led by James Beard-nominated Chef Tom Gray; highlights include duck-fat cornbread and house-made pasta.



## DOCKSIDE RESTAURANT

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- Classic local fish-camp serving fresh catch in casual waterfront setting.
- A long-standing JAX institution for seafood lovers.

# Jax Eats & Treats



## HAWKERS ASIAN STREET FOOD

- Asian fusion inspired by street food from across Asia.
- Hawkers offers a fun, shareable dining experience with bold flavors, eclectic decor, and an upbeat social vibe.



## MAPLE STREET BISCUIT COMPANY

- Southern breakfast/lunch comfort food with a modern twist.
- Locally grown into a regional favorite, with friendly service and made-from-scratch meals.



## BLUE FISH RESTAURANT

- Upscale casual with seafood and steakhouse vibes.
- Great patio, great drinks, and date-night friendly.



## THE FRENCH PANTRY

- Casual lunch spot with gourmet flair.
- Huge portions, fresh-baked bread, and cult-favorite desserts.



# The Great Outdoors



## HANNA PARK

Features: 20+ miles of trails for hiking & mountain biking, a 1.5-mile sandy beach (great for surfing), kayak/canoe rental, camping, picnic spots, splash pad, playgrounds



## CASTAWAY ISLAND PRESERVE

Features: 311 acres of salt marsh estuary, pine flatwoods, boardwalk trails, kayak/canoe launch, wildlife (gopher tortoises, osprey), picnic tables & restrooms



## RIVERFRONT PARK

Small dockside space on St. Johns River, great for picnics, sunsets, fishing, occasional manatee sightings

## MEMORIAL PARK

5.8-acre historic Olmsted-designed riverside park, monuments, open lawns, art sculptures, benches along the water

## RIVERSIDE PARK

11.4 acres with walking paths, spring-fed lakes, stone bridges, playground, tennis court, picnic areas  
One of Jax's oldest parks, showcasing historic charm and scenic ponds.

## HENRY J. KLUTHO PARK

Features: 18 acres with disc-golf course, oak-lined promenades along Hogans Creek, playground

**HAVE SOME FAMILY FUN**

# Neighborhood Spotlight

## (Duval County)

Whether you're looking for walkable charm, beachside energy, or quiet suburbs, Jacksonville offers a diverse range of neighborhoods to fit your lifestyle. Here's a look at a few areas locals love to call home:

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### **San Marco**

Historic and picturesque, San Marco is known for its riverfront views, boutique shops, and upscale dining. Its walkable square and charming homes make it ideal for professionals and families who appreciate character and community.

### **Riverside / Avondale**

An eclectic blend of art, culture, and history, this district is one of Jacksonville's most vibrant. With historic bungalows, trendy coffee spots, and the Cummer Museum nearby, it's a hub for creatives and young professionals.

### **Jacksonville Beach**

Live the salt life in this lively beachfront community. With surfing, festivals, and seafood spots around every corner, it's perfect for those who want to mix sun, fun, and a relaxed vibe.

### **Southside / Baymeadows**

A central, family-friendly area with proximity to shopping, schools, and major employers. Southside is a go-to for those who want convenience, newer homes, and great access to I-95.

### **Mandarin**

Mandarin is known for its oak trees, river views, and suburban charm. With great schools and a strong sense of community, it's a peaceful escape without being far from city action.



# Neighborhood Spotlight

## (Duval County)

### **Ortega**

A quiet, upscale riverside neighborhood filled with stately homes and historic beauty. Ortega is ideal for retirees and families who appreciate elegance and tranquility.

### **Northside**

An affordable, spacious area that's steadily growing. With proximity to the airport and naval bases, the Northside appeals to military families and those looking for more home for their money.

### **Bartram Park**

A newer, clean suburban area with gated communities and well-maintained amenities. It's a practical choice for professionals and families who prefer a quiet, planned neighborhood.

### **Downtown / Brooklyn**

Urban living meets scenic river views. Downtown Jacksonville and nearby Brooklyn offer loft apartments, riverwalk access, and a budding scene of restaurants, startups, and nightlife.



# Neighborhood Spotlight

## (Clay County)

Clay County offers the best of both worlds—peaceful suburban living just a short drive from Jacksonville. These communities are known for their excellent schools, natural beauty, and family-friendly feel.

### **Fleming Island**

This upscale suburban area is packed with amenities, riverfront homes, and highly rated schools. Fleming Island Plantation is especially popular for its golf courses, walking trails, and community vibe.

### **Oakleaf Plantation**

A massive master-planned community with pools, parks, schools, and shopping all within reach. Oakleaf is a favorite for military families and commuters seeking convenience and value.

### **Green Cove Springs**

Nestled on the St. Johns River, this small town boasts historic charm, walkability, and scenic beauty. It's perfect for those who enjoy a slower pace and affordable living.

### **Middleburg**

Known for its spacious lots and newer developments, Middleburg offers a quiet, country-suburban blend ideal for those wanting room to grow without straying too far from town.

### **Orange Park**

Just over the Duval County line, Orange Park is a well-established area with riverfront properties, shopping, and proximity to NAS Jax. It's a balanced, accessible option for families and professionals alike.



# Neighborhood Spotlight

## (Nassau County)

Nassau County offers coastal charm, small-town hospitality, and natural beauty—all just north of Jacksonville. These top communities are known for their quality of life, family-friendliness, and relaxed pace.

### **Fernandina Beach**

Located on Amelia Island, Fernandina Beach is a picturesque town with beautiful beaches, a historic downtown, and a laid-back lifestyle. It's perfect for those who want to live near the ocean and enjoy coastal charm year-round.

### **Yulee**

Yulee is one of the fastest-growing areas in Nassau County, offering new developments, affordable housing, and proximity to both I-95 and Amelia Island. It's a practical option for families and commuters alike.

### **Callahan**

A quiet rural town with a strong sense of community, Callahan is ideal for buyers looking for wide open space, lower home prices, and a slower pace without being too far from Jacksonville.

### **Hilliard**

Another small-town gem, Hilliard is known for its welcoming atmosphere and family-oriented living. It's perfect for those who value peace, nature, and a strong community network.

### **Bryceville**

Tucked between Callahan and Baldwin, Bryceville is a rural area popular with those seeking land and privacy. It's ideal for equestrian lovers and those who want a more off-the-grid lifestyle.



# Neighborhood Spotlight

## (St. John's County)

St. Johns County is one of the fastest-growing counties in Florida, known for its top-rated schools, beautiful master-planned communities, and proximity to both Jacksonville and historic St. Augustine. Here are the top places to live:

### **Nocatee**

Nocatee is one of the premier master-planned communities in the U.S. It features parks, splash zones, trails, and A-rated schools—perfect for growing families. Nocatee features resort-style living, top-rated schools, and miles of trails. A favorite for growing families looking for modern amenities.

### **St. Augustine**

Rich in history and coastal charm, St. Augustine blends culture, beach living, and walkable downtown energy. Residents love the historic sites, local eateries, and unique vibe.

### **St. Johns (CR 210 corridor)**

This suburban area between Jacksonville and St. Augustine features new developments, excellent schools, and a strong sense of community. Ideal for professionals and families looking for growth and convenience.

### **Julington Creek Plantation**

A well-established, amenity-rich community with excellent schools, sports parks, and family-friendly activities. It's quiet, clean, and highly sought after.

### **Ponte Vedra**

Home to golf, luxury homes, and coastal living, Ponte Vedra is upscale and peaceful. It attracts professionals, retirees, and beach lovers who want elegance near the ocean.





# SCHOOL DISTRICTS

- **Duval County** has diverse options, including military-focused programs, arts, and magnet schools.
- **Nassau County** offers a small-town feel with high performance and tight-knit communities.
- **St. Johns County** is ideal for families prioritizing academic rankings and newer school campuses.
- **Clay County** balances affordability with quality education and strong extracurriculars.

Feature	Duval County (DCPS)	Nassau County	St. Johns County	Clay County
<b>Headquarters</b>	Jacksonville	Fernandina Beach	St. Augustine	Green Cove Springs
<b>Total Enrollment</b>	~125,000+ students	~12,000 students	~50,000 students	~38,000 students
<b>District Size</b>	Large urban	Small suburban/coastal	Fast-growing suburban	Suburban/rural blend
<b>Performance Rating</b>	Improving; mix of A–C schools	Consistently A-rated	Top-rated in Florida (A+ overall)	A-rated with steady academic growth
<b>School Options</b>	Magnet, charter, traditional	Traditional & career/tech	IB, gifted, dual enrollment	Virtual, charter, career programs
<b>Special Programs</b>	Military magnet academies, STEM, arts	AICE, career readiness	IB, AP, dual enrollment	Career tech, leadership academies
<b>Notable Strengths</b>	Diverse programs, military support	Community-focused, high test scores	Academic excellence, new facilities	Teacher innovation, student services

# JAX SPORTS SCENE

Whether you're a die-hard sports fan or just enjoy catching a local game, Jacksonville has a little something for everyone. Here's a quick rundown of the city's top teams and where you can cheer them on:

## **JACKSONVILLE JAGUARS (NFL)**

Jacksonville's beloved NFL team plays at EverBank Stadium downtown. Since joining the league in 1995, the Jaguars have built a loyal fan base and a strong sense of community pride. Game days here are electric!

## **JACKSONVILLE ARMADA FC (NPSL)**

This semi-pro soccer team competes in the National Premier Soccer League and is committed to growing the sport in Northeast Florida. They also run a youth development academy.

## **JACKSONVILLE 95ERS (ABA)**

A powerhouse in the American Basketball Association, the 95ers have captured multiple national titles. They bring high-energy games and community spirit to every season.

## **JACKSONVILLE JUMBO SHRIMP**

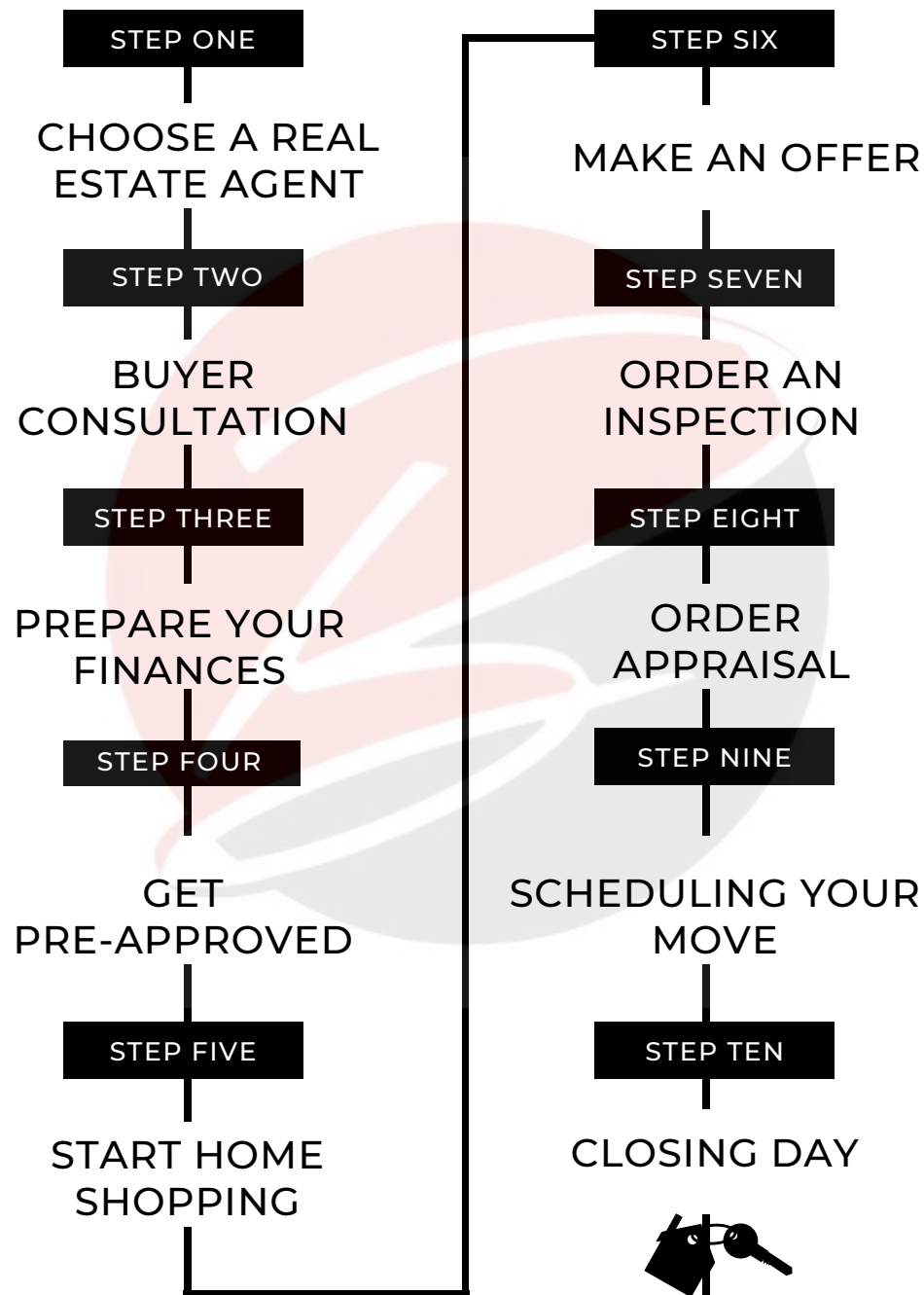
This Triple-A affiliate of the Miami Marlins offers affordable, family-friendly baseball action at 121 Financial Ballpark. Enjoy themed nights, fireworks, and fun with a quirky local twist.

## **JACKSONVILLE SHARKS**

The Sharks deliver fast-paced, hard-hitting indoor football at VyStar Veterans Memorial Arena. A fan favorite, they've claimed multiple championships since launching in 2010.



# HOME BUYING PROCESS







# Thank You!

Thank you so much for taking the time to explore this relocation guide. Whether you're just starting to consider a move or already packing boxes, I'm truly honored to be part of this exciting journey with you. My heart is in helping people feel confident, informed, and supported every step of the way. Jacksonville isn't just a place on the map—it's a place to belong, to grow, and to thrive. I hope this guide has brought you one step closer to finding not just a house, but a home.

I'd love to stay connected and continue being a resource for you—whether you have questions, need recommendations, or just want to share how things are going in your new neighborhood. Don't hesitate to reach out. Welcome to your new beginning—I can't wait to see what's next for you!

## Let's Stay Connected



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