

Minutes of Joint City Council & CRA Workshop
Wednesday, June 12, 2024 – 5:30 P.M.
City Council Chambers, 1st Floor
11 North 3rd Street, Jacksonville Beach, FL



The Joint City Council and Community Redevelopment Agency (CRA) Workshop began at 5:30 P.M.

The following City Council Members and CRA Members were in attendance:

Mayor: Christine Hoffman

Council Members: Sandy Golding Bill Horn (late) Dan Janson
Fernando Meza Greg Sutton (remote) John Wagner (absent)

CRA Chairman: David McGraw

Board Members: Meghan Edwards Gary Paetau Frances Povloski

Alternates: Thad Moseley Ron Whittington

Also present were City Manager Mike Staffopoulos, Director of Planning and Development Heather Ireland, Director of Public Works Dennis Barron, Director of Parks and Recreation Jason Phitides, Community Redevelopment Agency Coordinator (CRA) Taylor Mobbs, and Operation Support Specialist II Lauren Loria.

Purpose of Workshop

The purpose of the workshop was to discuss the following topics: Southend CRA District Update, Latham Plaza, Pier Parking Lot, Downtown Landscaping, Public Art Updates, and Downtown Plan Amendment. CRA Coordinator Taylor Mobbs presented a PowerPoint [on file].

Southend CRA District Update

Ms. Mobbs presented the proposed parking additions on Ponce De Leon Street and stated additional pedestrian entry points may be added.

A conversation ensued regarding the proposed parking addition, including communication with residents, timeline, a potential parking study, and golf cart parking. The consensus of the Council and CRA was for staff to bring back the final plan for review.

Ms. Mobbs spoke about new businesses in the area and provided an update on the passive park project. A discussion ensued about the timeline, maintenance, and urban trail.

Latham Plaza

Ms. Mobbs reviewed the main objectives from the July 2023 Joint City Council/CRA Workshop. She presented an updated video of the Latham Plaza design and discussed an option for completing the redesign in portions instead of all at once.

A conversation ensued regarding the proposed design of Latham Plaza, including landscaping, power, lighting, walkways, P3 (Public Private Partnership), activation of the space, design details, timeline, and the design criteria.

The consensus of the Council and CRA was to add more interactive features to boost weekday activation of the area and bring back the updated proposal to the Council and CRA for review.

Pier Parking Lot

Ms. Mobbs reviewed the plans for the pier parking lot. A conversation ensued regarding the Department of Environmental Protection (DEP) permit, landscaping, pedestrian foot traffic, pier sign and entrance, the SS Gulfamerica historical marker, timeline, drop-off area, parking, dumpster enclosure, EV chargers, holding contractors responsible for returning the site to its original condition, and seating. Staff would present a final design to the Council and CRA for review.

Downtown Landscaping

Ms. Mobbs reviewed the landscaping plan and contract for downtown. A conversation ensued regarding the landscaping plan, maintenance, and turtle friendly features.

Public Art Updates

Ms. Mobbs provided an update on the following Public Arts Projects:

- Beach Boulevard and 2nd Street corner sculpture
- Sea turtle sculpture
- Local muralist event
- Pier sculpture
- Artwork grants for private property
- Crosswalk murals
- Temporary art installations

A discussion ensued regarding the University of North Florida art sculptures on South 1st Street.

Downtown Plan Amendment

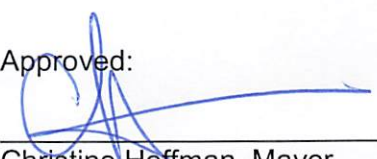
Ms. Mobbs reviewed the Downtown Plan Amendment and stated a draft of the plan was expected to be reviewed at the July or August CRA Meeting.

A conversation ensued regarding the current pilot programs and other upcoming developments in the city.

The Workshop adjourned at 6:55 P.M.

Submitted by: Lauren Loria
Operations Support Specialist II

Approved:


Christine Hoffman, Mayor

Date:

7/15/24