



City of Jacksonville Beach

Regular Meeting Agenda

Community Redevelopment Agency

11 North Third Street
Jacksonville Beach, Florida

Monday, September 23, 2024

3:00 PM

Council Chambers

MEMORANDUM TO:

Members of the City of Jacksonville Beach Community Redevelopment Agency

The following Agenda of Business has been prepared for consideration and action at a Regular Meeting of the Community Redevelopment Agency:

CALL TO ORDER

ROLL CALL

COURTESY OF THE FLOOR TO VISITORS

APPROVAL OF MINUTES

- A. Minutes for Joint Boards Workshop held on August 22, 2024
- B. Minutes of the Regular Community Redevelopment Agency Meeting held on August 26, 2024

DOWNTOWN CAPE

OLD BUSINESS

NEW BUSINESS

- A. Latham Plaza Scope and Fee
- B. Resolution 2024-03 Downtown Plan Amendment

ITEMS FOR DISCUSSION

- A. Safety Grant Program Draft
- B. Sea Turtle Concept Recommendation - PAAC

ADJOURNMENT

NOTICE

If you are a person with a disability who needs an accommodation to participate in a meeting, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the ADA Coordinator by phone 904-712-6297 or submit an [Accommodation Request](#) to the ADA Coordinator as far in advance of the meeting as possible; preferably 7 days but no less than 2 business days, before the meeting. If you are hearing or voice impaired, please call Florida Relay at 711 for assistance.

In accordance with Section 286.0114, Florida Statutes, any member of the public may attend a public hearing and can be heard on any matter presented before the Agency. Anyone who wishes to provide live public comment should complete a "Speaker Request Card" and submit it to the recording secretary prior to

the beginning of the meeting. These forms are available at the entrance of the City Council Chambers for your convenience. Speakers will be called to address the Agency when specified items are under consideration and will be limited to a maximum of three minutes or less, at the discretion of the presiding officer.

Alternatively, written public comment can be submitted in advance and must include the following: (1) First Name; (2) Last Name; (3) Address; (4) Public Hearing Date; (5) Specific Agenda Item(s); and (6) Comments. Written public comments may be submitted by one of the following options: (1) Email to the Agency Administrator at planning@jaxbchfl.net; (2) Postal mail to Community Redevelopment Agency Administrator - Public Comment, 11 3rd Street North, Jacksonville Beach, FL 32250; or (3) Drop off in-person to Planning and Development at City Hall. Written comments that include all required information and are received 24 hours in advance of the meeting will be made part of the record. All comments received are public record.

In accordance with Section 286.0105, Florida Statutes, any person desirous of appealing any decision reached at this meeting may need a record of the proceedings. Such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

cc: City Manager; City Attorney

**Minutes of Joint Boards Workshop
held Thursday, August 22, 2024, at 6:00 P.M.
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida**



The Joint Boards Workshop began at 6:00 P.M.

The following Board Members were in attendance:

Board of Adjustment:

Chairperson: Owen Curley (absent)
Vice-Chair: Jeff Truhlar (absent)
Board Members: John Moreland Todd Smith (absent) Jennifer Williams
Alternates: Matt Metz Laura Tierney

Planning Commission:

Chairperson: Margo Moehring
Vice-Chair: Colleen White (absent)
Board Members: David Dahl Nicholas Andrews Justin Lerman (absent)
Alternates: Justin Henderson Debbie Cole

Community Redevelopment Agency:

Chairperson: David McGraw
Vice-Chair: Gary Paetau
Board Members: Frances Povloski (absent) Thad Moseley Meghan Edwards (absent)
Alternates: Ron Whittington (absent)

Also present were Mayor Christine Hoffman, Council Member Sandy Golding, Council Member Dan Janson, Council Member Fernando Meza, Council Member Greg Sutton, Council Member John Wagner, City Manager Mike Staffopoulos, Director of Planning and Development Heather Ireland, Senior Planner Christian Popoli, Planner Danevsky Joseph, Mark Shelton and Caroline Fulton of Kimley-Horn and Associates, Inc., and Operations Support Specialist II Lauren Loria.

Purpose of Workshop

The purpose of this workshop was to discuss proposed changes to the Land Development Code.

Mark Shelton of Kimley-Horn and Associates, Inc., presented a PowerPoint [on file] highlighting the following topics:

- Project Timeline
- Added Exhibits
- Parking
- Residential Lot Coverage and Standards
- Prevailing Setbacks
- Order of the Articles
- Townhomes
- Accessory Dwelling Units (ADU)
- Supplemental and Conditional Use Standards
- Zoning
- Preserving Neighborhood Character

Conversations ensued regarding the highlighted topics, including parking requirement reductions, changes to residential lot standards, increasing the minimum width of townhomes west of 3rd Street (A1A), ADU requirements, and limiting boat parking in residential areas.

The workshop adjourned at 7:20 P.M.

Submitted by: Lauren Loria
Operations Support Specialist II

Approval:

Chairperson
Board of Adjustment

Date: _____

Chairperson
Planning Commission

Date: _____

Chairperson
Community Redevelopment Agency

Date: _____

**Minutes of the Community Redevelopment Agency
held Monday, August 26, 2024 at 3:00 PM
in Council Chambers**



CALL TO ORDER

This meeting was called to order at 3:00 PM.

ROLL CALL

Chairman: David McGraw - Absent
Board Members: Meghan Edwards Gary Paetau - Acting Chairman
Frances Povloski
Alternates: Thad Moseley Ron Whittington
Also present were: Heather Ireland, Taylor Mobbs, Chief Smith

APPROVAL OF MINUTES

A.

• July 22, 2024 Regular Meeting Minutes

A motion was made by Ms. Frances Povloski to approve the minutes of the July 22, 2024, regular meeting. This was seconded by Ms. Meghan Edwards. All were in favor.

COURTESY OF THE FLOOR TO VISITORS

Ms. Kathy Hall addressed the agency regarding the electronic sign on Beach Blvd. that is not operational, and requested the agency/city do something to repair this sign.

STAFF REPORT

A.

- Latham Plaza Scope**
- Passive Park**
- Downtown Plan Update Outline**
- Misc. Development Updates**

The Chief of Police addressed the agency over concerns regarding a proposed idea for a safety grant program. The initial proposal put forward by the agency was to fund off-duty officers for businesses when there are events/busy seasons. Chief Smith explained to the agency how this is not a problem that additional funding would solve, this is a staffing issue across all agencies. Chief Smith pointed out that these costs are costs typically associated with running a business and provide no benefit to the City, rather help offset private business

costs, specifically bars and nightlife establishments.

Chief Smith stated he is supportive of a different type of safety grant program, perhaps something that looks at upgrading safety infrastructure, such as cameras, metal detection, etc.

Staff stated they would work with the police department and draft a new program to provide to the agency for consideration.

Staff went over various projects and updates within the districts. The agency brought up the idea of hiring additional staff for ambassadors in the downtown. Staff reminded the agency that this was previously discussed at a joint workshop with council, and the consensus was to allow parks and recreation to utilize their contract for landscaping and maintenance at an elevated level within the district, and to not hire additional staff.

OLD BUSINESS

NEW BUSINESS

A. Adopt/Deny Resolution Number 2025-02 Amending the FY2025 Budget to Provide Funding for the Amendment to the Collective Bargaining Agreement with the FOP for Downtown CAPE Officers.

A motion was made by Ms. Povloski to adopt Resolution No. 2024-02 amending the FY2025 budget to provide funding for the Amendment to the Collective Bargaining Agreement with the FOP for Downtown CAPE Officers. This was seconded by Ms. Edwards. All were in favor.

ITEMS FOR DISCUSSION

A. South Beach Park - Parking Issues and Options

Agency members discussed various options put forth by staff to address concerns for parking in South Beach Park.

Agency member Mr. Thad Moseley stated the ideas for now were fine, but for future consideration should the agency look at 1. Pedestrian access passes for the park (which would entail restricting access into the park) 2. Paid parking within the park and allowing residents to have free parking similar to what is currently done downtown, and other ideas to control access and volume. Mr. Moseley also discussed additional staff in the park for monitoring activity.

Mr. Paetau stated that the solution will not be one thing, it will likely be several things combined. He stated that cameras for now would be beneficial to give staff daily data to better assess the situation.

The following agency members stated that bike racks would be good for now as well: Ms. Edwards, Mr. Moseley, Mr. Whittington, Ms. Povloski. Mr. Paetau was not in favor of adding bike racks at this time.

Staff will work with parks and recreation, as well as Information Services, to order and install minimally invasive security cameras in the park to monitor parking. Staff will also work with parks and recreation to order bike racks in the future.

B. First Street Pedestrian Safety and Parking Concerns

At a previous CRA meeting, agency members requested staff bring forth ideas about how to mitigate issues along first street regarding pedestrian safety and parking issues.

Staff provided the agency with examples of temporary solutions that would identify the sidewalk from the road, and prevent vehicles from parallel parking on the sidewalks.

Ms. Povloski stated that she was concerned about raised planters due to infrastructure and maintenance. She stated she likes the concept of bollards, and is against benches.

Mr. Moseley stated raised beds often turn into garbage areas. He stated he felt round bollards were the safest and best option, and concurred with Ms. Povloski said that benches should not be the solution.

Mr. Paetau stated he felt benches and bollards would be the best temporary solution.

Staff informed the agency they would present these recommendations to City Council at their next briefing.

ADJOURNMENT

There being no further business, this meeting was adjourned at 4:22 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Chairman

Date: _____



CRA AGENDA ITEM	
TO:	Community Redevelopment Agency
FROM:	Staff
DATE:	09/10/2024
SUBJECT:	Latham Plaza

BACKGROUND

The CRA and Council agreed to move forward on a portion of the Latham Plaza/Seawalk Pavilion project. The portion chosen to move forward encompasses the Western 1/3 of the plaza, the perimeter area, and the back of the Seawalk Pavilion side to allow for a sidewalk that will flow directly to the boardwalk.

The attached scope and fee covers the design, engineering, permitting, bid administration and construction administration for this portion of the project.

FINANCIAL IMPACT

The proposed fee for the scope of work is \$182,900.00. Latham Plaza is budgeted for FY2025.

REQUESTED ACTION

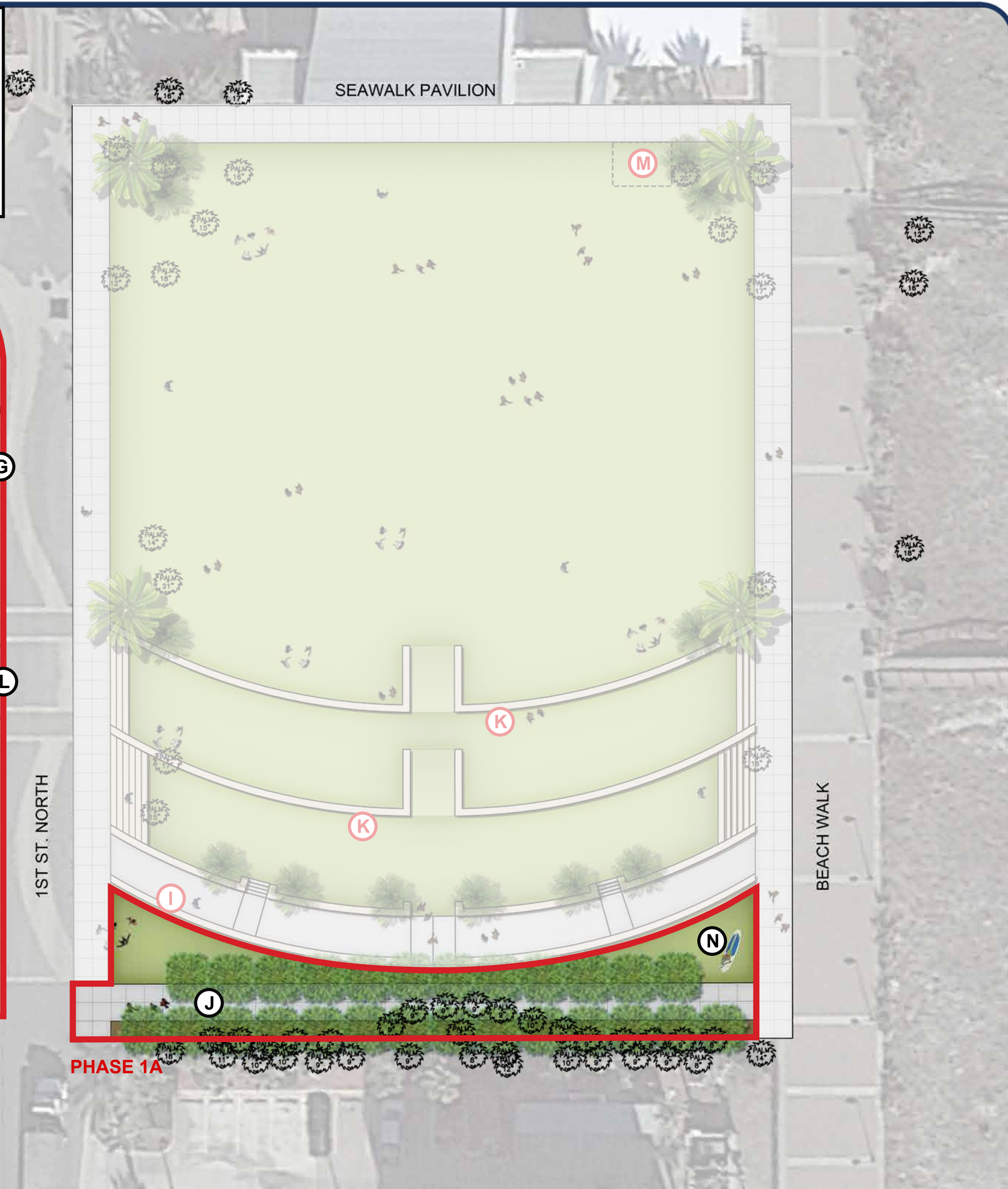
Approve/Disapprove the Scope and Fee for Latham Plaza, including: Site Plan, Civil Engineering, Landscape Architecture and Irrigation, Site Permitting, Bid Administration and Construction Administration.

ATTACHMENTS

1. Map of Work Area
2. COJB Latham Plaza Proposal

LEGEND

- | | | | | |
|--|--------------------------------|--|-----------------------------------|-------------------------------------|
| (A) STAGE WITH SHADE STRUCTURE - PH 1B | (D) LAND FORM AND LAWN - PH 1B | (G) DECORATIVE MOVEABLE BARRIERS - PH 1B | (J) SEA-WALK - PH 1A | (M) A/V LOCATION - PH 2 |
| (B) PAVEMENT WITH PROJECTOR - PH 1B | (E) SHADE STRUCTURE - PH 1B | (H) GREAT LAWN - PH 2 | (K) AMPHITHEATER TERRACING - PH 2 | (N) FUTURE SURFER LOCATION - PH 1A |
| (C) LIGHT - PH 1B | (F) EGG BENCH - PH 1B | (I) SIGN WALL - PH 2 | (L) DECORATIVE PAVERS - PH 1B | (O) STAGE RAMP (ASTRO TURF) - PH 1B |



LATHAM PLAZA & SEAWALK PAVILION | Phase 2 Concept Plan

SEPTEMBER 2024

0 10 20 40
SCALE IN FEET

half

9995 GATE PARKWAY N. SUITE 200
JACKSONVILLE, FLORIDA 32246
TEL. (904) 730-9360

THE DRAWINGS AND INFORMATION CONTAINED HEREIN ARE FOR GENERAL PRESENTATION PURPOSES ONLY AND ARE NOT INTENDED NOR SHALL THEY BE USED FOR DESIGN OR CONSTRUCTION PLANS. HALF RESERVES THE RIGHT TO MODIFY OR CHANGE ALL DRAWINGS AND INFORMATION AT ANY TIME WITHOUT NOTICE.



September 18, 2024
AVO P45785.003

Taylor Mobbs
Project Manager
City of Jacksonville Beach
2508 South Beach Parkway
Jacksonville Beach, Florida 32250

Email: tMobbs@jaxbchfl.net

**RE: Task Letter for Professional Services for
City of Jacksonville Beach/Latham Plaza – Seawalk Pavilion Construction Documents
Jacksonville Beach, Florida**

Dear Ms. Mobbs,

HALFF Associates, Inc. (HALFF) is pleased to submit our proposal to the City of Jacksonville Beach (CLIENT) to provide Professional Services for the referenced site, more specifically described as follows:

Site Location:

Address: Latham Plaza – Sea Walk Pavilion
City: Jacksonville Beach County: Duval State: FL

Absent a fully executed form of contract to contrary, once signed by you or your authorized representative, this Task Order (“the Agreement”) shall, for all purposes, constitute a binding contract upon Customer (CLIENT) and HALFF Associates, Inc. (HALFF). This agreement will comply with terms and conditions of the Master Services Agreement executed between CLIENT and HALFF dated 12/02/2022. In addition, once signed by you or your authorized representative, this Agreement shall serve as the Notice to Proceed with the work identified herein. The abbreviated project description, scope of services, CLIENT’s responsibilities, schedule, compensation, and contract conditions are as follows:

Project Understanding:

HALFF understands that the CLIENT would like to engage in professional services related to complete construction document development, bidding, and limited construction administration services for Latham Plaza – Seawalk Pavilion venue in Jacksonville, Florida, located at 161 Beach Boulevard. If HALFF’s understanding is incorrect or requires clarification, please contact us immediately so we can revise this Proposal.

We have developed a scope of work, fee schedule and terms of agreement for the proposed project, shown in the attached exhibits as follows:

- **Exhibit A Scope of Services**
- **Exhibit B Exclusions**
- **Exhibit C Fee Summary and Hourly Rates**

We appreciate the opportunity to be of service and trust that our association on this project will be mutually beneficial. Please feel free to contact us if you have any questions or comments concerning this matter.

Respectfully,

Maxwell Spann, PLA, CLARB
PLA Team Leader, Jacksonville

EXHIBIT A SCOPE OF SERVICES

HALFF is including the following services in this Proposal:

PHASE 100: SITE PLAN CONFIRMATION

1. Utilizing the conceptual site plan approved by the CLIENT in the Phase 2 design process, HALFF shall detail the plan in accordance with the requirements of the City of Jacksonville Beach. This shall include including stormwater management techniques, common area layout, sidewalk and pedestrian areas, and planting areas. The plan will include the necessary site data summary in tabular format.
2. This task provides for one round of staff comments requiring slight modifications to the site plan.

PHASE 200: CIVIL ENGINEERING

1. Demolition Plan: The demolition plan will show the project site and immediate area of the project limits (within 10 feet), based on the masterplan and project survey. The demolition plan will identify the removal of any pavement(s), building(s), utilities such as water, sewer & electric, and tree removal/relocation. The tree mitigation calculations will be provided on the tree mitigation sheets of the landscape architecture portion.
2. Erosion and Sedimentation Control Plan: The erosion and sedimentation control plan shall include required erosion and sedimentation control measures throughout the site, standard details, and Stormwater Pollution Prevention Plan (SWPPP) sheets.
3. Drainage Design: Latham Plaza lies within the City's vault system basin. The design may increase or decrease the impervious area. HALFF shall quantify the change in pervious and impervious areas of the plaza that are proposed and address how this change affects the treatment capacity available from the vault basin.
4. Coordinate Geometry Plan: The geometry plan for the project site and immediate area of the project limits (within 10 feet), shall be based on the Phase 2 design process confirmed site plan which has been approved by the CLIENT. The plan shall:
 - Show all proposed improvements of the preliminary site plan.
 - Show all required coordinate geometry for centerline of sidewalks.
 - Show all dimensions and horizontal control for site stakeout.
 - Provide geometric line and curve data in tabular format.
5. Sanitary Sewer Design: HALFF understands there are no new sanitary facilities as part of this project. Therefore, no sanitary sewer design is anticipated as part of this project.
6. Potable Water Supply Design: The existing potable water system will be modified to add new hose bib locations and provide irrigation service connections as necessary as part of this project. However, no extension of the distribution system is anticipated as part of this project.
7. Paving, Grading and Drainage Plan: The paving, grading and drainage plan shall include the design of the following: (i) The finished grade of pads, sidewalks and stormwater management facilities, with finished grade shown by contours, spot grades, and flow arrows; (ii) The stormwater conveyance system including curb and gutter, curb inlets, ditch bottom inlets, and other stormwater conveyance features, and will include pipe and structure schedules; and (iii) The stormwater management facilities, which will include tabulated data and typical sections.
8. Engineer's Opinion of Probable Cost: HALFF shall provide an engineer's opinion of probable cost along with quantity takeoffs for site work shown on the civil plans to the CLIENT for review. This shall be prepared at the time of the 60% Design Set and shall be updated with the Bid Set.

PHASE 300: LANDSCAPE ARCHITECTURE AND IRRIGATION

1. Landscape & Irrigation Plans: HALFF will utilize the provided base data in electronic format to prepare tree mitigation and landscape plans to meet the minimum code criteria of the City of Jacksonville Beach, Florida Friendly design standards, Waterwise Certification level as identified by the CLIENT, BMP's which mirror LEED ND standards, and the design intent of the program developed in the Phase 2 design process. During this phase, HALFF will incorporate comments from the staff and CRA review. Plans will be developed at an appropriate scale and provide the necessary details and specifications for materials and methods. Irrigation

Plans will illustrate an automatic underground irrigation system showing location, size, and type of irrigation heads, sleeves, pipes, valves, and controllers with accompanying details and notes. These plans will be used for permitting requirements and sufficient for construction documents for the improvements and meet all conditions of regulatory agencies.

2. Irrigation Plan: HALFF will prepare the code compliant irrigation plan to meet the minimum criteria of the City of Jacksonville Beach. It is assumed that the existing point of connection shall be moved. Additional connection investigation or as-built system or site exploration shall be performed as an additional service.
3. Hardscape Plans: Based upon the approved plan as shown in Phase 2 Concept Exhibit, HALFF will prepare construction plans for the hardscape amenities selected in the Phase 2 Concept Exhibit. These amenities shall include both flatwork elements, vertical architectural elements, and signage elements as identified in the Plan. The plans and details required to fully capture the design intent, materials and methods of the proposed amenities include:
 - A. Hardscape Streetscape Site Plan – 1st Street N
 - B. Hardscape Park Site Plan – Latham Plaza & Sea Walk Pavilion Park (south side only per Phase 2 Concept Exhibit)
 - C. Pavilion Structure Plans and Details excluding structural. Structural engineering and Geotechnical services will be performed as an additional service once a specific pavilion design is confirmed.
 - D. Hardscape Details and Sheet Specifications (no specification book will be developed).
4. Furnishings, Fixtures, & Equipment:
 - A. HALFF will work with the City of Jacksonville Beach CRA staff to coordinate site furnishing selections.
5. Lighting and Electrical Coordination: HALFF shall submit the lighting site plan which will include proposed conduit runs and proposed light pole foundation locations with cut sheets of proposed light fixtures to be used throughout the park. The plan shall also propose wiring runs, but no panel calculations shall be provided as this will be performed by Beaches Energy. The street light authorization request will also be prepared and all plans and forms will be provided to Beaches Energy through the CLIENT, who shall provide an overall lighting and electrical plan for the project. Additionally, HALFF will provide coordination with the CLIENT's IT Department for a park-wide Wi-Fi system for Latham Plaza and Seawalk Pavilion. The coordination will provide direction for including proposed conduit and fiber runs as well as mounting locations and estimated hardware necessary to complete the installation of a park-wide system in the future. This information will be shown on the lighting site plans provided to Beaches Energy.
6. Opinion of Probable Cost: HALFF shall provide an opinion of probable cost along with quantity takeoff of all planting material and irrigation material for the project.
7. Permitting: HALFF will coordinate, as required, with the local agency staff during the review/approval process and address comments for clarification and/or provide additional information.

PHASE 400: SITE PERMITTING

1. City of Jacksonville Beach Site Plan Review: Once approval is received from the Planning Department for the site plan, a site civil and landscape permit plans submittal will be prepared and submitted to the Development Review for approval. HALFF shall respond to all requests for additional information (RAI).
2. St. Johns River Water Management District (SJRWMD) Environmental Resource Permit (ERP): HALFF understands that Latham Plaza is incorporated into the City's vault basin. HALFF shall prepare and submit site civil permit plans and calculations to the SJRWMD for letter modification of the individual ERP associated with the City's vault system. HALFF shall respond to all requests for additional information (RAI).
3. COJB Utility Permitting: At this time, it is assumed that no improvements to existing City of Jacksonville Beach infrastructure is required for the project. Minor hose bib relocations should not constitute a review by the utility department. However, HALFF shall submit to obtain a No Objection statement from COJB Utility Department.
4. National Pollutant Discharge Elimination System Permitting (NPDES): Halff will prepare the stormwater Pollution Prevention Plan (SWPPP) for the contractor's use in applying for the Notice of Intent (NOI) application as required by FDEP for NPDES permitting for the General Coverage of a construction activity.

PHASE 500: BID ADMINISTRATION

1. HALFF shall attend a pre-bid meeting and present the scope of work to be performed.
2. HALFF shall answer written RFI's submitted by the prospective bidders.
3. HALFF shall review bids with CLIENT for the recommendation for award.
4. This scope includes one bid/RFI process.

PHASE 600: CONSTRUCTION ADMINISTRATION

1. HALFF shall attend the pre-construction meeting with the selected Site General Contractor.
2. HALFF shall review all Civil Engineering and Landscape related shop drawings, schedules, samples, tests, and other data submitted by contractors prior to construction and determine if such data is in compliance with the plans and specifications of the project.
3. HALFF shall provide answers to written Requests for Information (RFIs) submitted by the contractor regarding the civil and landscape design plans. Additional processes due to re-bidding and contractor-suggested changes to the design are not included and shall be considered under separate scope and fee.
4. HALFF shall attend the substantial completion walk-through and generate a punch list of items to be corrected. The contractor is assumed to be substantially complete. Additional visits requested after this first substantial walk through shall be considered additional services.
5. HALFF shall conduct a planting verification to confirm compliance with COJ planting requirements.
6. HALFF shall exercise the irrigation system to check the operation of the new zone(s) for the irrigation system. This shall take place at the first substantial walk through.
7. HALFF will review and mark up as-built drawings submitted by the contractor's registered surveyor, to a level sufficient to satisfy certifications of completions to the Authorities Having Jurisdiction and return for correction.

CLIENT'S RESPONSIBILITIES

- A. Payment of all impact, review, and permitting fees
- B. Provide HALFF with any information, agreements, and/or restrictions that may be in effect on the property and impact the design guidelines or criteria for the project.
- C. Provide HALFF with access to the site for activities necessary for the performance of the services. HALFF will take precautions to minimize damage due to these activities but have not included in the fee the cost of restoration of any resulting damage.
- D. Provide HALFF with all surveys, including electronic point files and .dwg files for same, prepared by other surveyors.

SCHEDULE

Upon receipt of a fully executed copy of this Agreement, HALFF shall perform its services and discharge the obligations imposed upon us in a prompt and timely manner and as expeditiously as is consistent with professional skill and care and the orderly progress of the work. HALFF also acknowledges that the CLIENT is to be regularly and routinely consulted in connection with the performance hereunder.

EXCLUSIONS

HALFF's Scope of Services expressly does NOT include the following services which are the obligation of the CLIENT or others as the case may be. If required, excluded services can be provided by HALFF as Additional Services when so authorized in writing by the CLIENT.

1. Surveying Services
2. Geotechnical Services
3. Structural Engineering Services
4. Architectural, Structural, Mechanical, Fire Protection, or Electrical Services
5. Environmental/Biological Services
6. Lighting Photometric Design, Site Electrical Calculations (will coordinate light pole locations with Beaches Energy and City of Jacksonville Beach in Phase 300)
7. Fees for regulatory authority meetings, filing, and submittals (All fees by CLIENT)
8. Preparation of sketch and descriptions, recording of easements
9. Environmental impact and cultural statements and assessments, jurisdictional waters of the US determination
10. Flood studies, conditional (CLOMR) or final FEMA Letter of Map Revision (LOMR).
11. Threatened or Endangered Species Evaluation
12. Sanitary Sewer Design
13. Roadway or crosswalk design and MUTCD signage improvements.
14. Traffic impact analyses and studies.
15. Offsite roadway improvements design and permitting beyond the stated assumed improvements.
16. Offsite water and sewer extensions beyond the stated assumed point of connection.
17. Offsite infrastructure capacity studies/assessments/analysis/designs
18. Offsite stormwater design
19. For the purpose of this proposal, it is assumed that any offsite conveyance systems will not need to be modified in any manner to support the proposed improvements.
20. Subsurface Utility Engineering
21. Quality control and construction material testing services
22. Construction staking
23. Revisions to the plans requested by the Client/Contractor/Landowner after the plans are approved unless necessitated by discrepancy in the plans.
24. Revisions to the plans due to scope changes, value engineering, budget overruns, or other reasons.
25. Structural design of retaining walls and pond walls
26. LEED certification services (review services only provided under Landscape scope)
27. Gas, electric, telephone, and/or cable design
28. Post-construction Improvement Survey
29. Any services not specifically noted in Scope of Services. Added services requested can be provided under separate scope and fee arrangement.

FEE SCHEDULE AND HOURLY RATES

Our fees for the described services are outlined in the following table. Lump Sum Fees and/or Hourly Fees do not include Reimbursable Expenses directly associated with this project (travel, mileage, reproduction, supplies, and other non-labor reimbursable costs). Reimbursable Expenses will be invoiced at their direct cost-plus fifteen percent (15%) for handling but will not exceed the reimbursable amount without prior written authorization.

Lump Sum fees will be invoiced monthly based on the status of each task (percent complete). Hourly Services will also be invoiced monthly based on the current hourly rates for the actual personnel involved in the tasks.

The CLIENT shall pay HALFF the following fees for its services:

PHASE	Description	Lump Sum Fee
100	Site Plan Confirmation	\$15,900.00
200	Civil Engineering	\$64,500.00
300	Landscape Architecture & Irrigation	\$51,000.00
400	Site Permitting	\$21,000.00
500	Bid Administration	\$8,000.00
600	Construction Administration	\$20,000.00
999	Reimbursable Expenses	\$5,000.00
TOTAL:		\$185,400.00

SUPPLEMENTAL SERVICES

Services authorized in writing by the CLIENT, other than those specifically listed in the Scope of Services, and which are agreed to be performed by HALFF by written addenda to this Agreement, shall be considered Additional Services. The CLIENT shall compensate HALFF at an agreed upon lump sum fee or based on current hourly rates for the actual personnel involved in the tasks (Hourly Services). Hourly Services will be invoiced based on the Hourly Billing Rates.

This Agreement constitutes our understanding of the required Additional Services and our relationship under this project, and may only be modified in writing, signed by both parties. All other terms and conditions contained in our original Agreement signed by the Parties and/or dated December 2, 2022, and any/all amendments relating thereto and executed by the Parties since the said date will remain in effect. The signature below authorizes the work herein described and does so on behalf of the Signatory and on behalf of the Owner of the land or property upon which the work is to be performed, and warrants that he/she has authority to sign this Agreement on behalf of the Signatory and on behalf of the Owner of the land.

Halff Associates, Inc.

Accepted and Approved By:

Date

Date



CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs
DATE:	09/10/2024
SUBJECT:	Downtown Plan Amendment

BACKGROUND

Over the last several years, multiple versions of the CRA downtown plan have been overly detailed and are now outdated. The staff, with collaboration from The Southern Group, has finalized rewriting the downtown plan. The attached version is concise and outlines planned projects for the next 3–5 years, with estimated costs included. It also incorporates strategic priorities from the city's strategic plan, with clear objectives for each. These objectives will guide all future redevelopment agency projects and initiatives. This plan has been reviewed internally by all departments who are stakeholders within the downtown district. This draft complies with the requirements of Florida Statute Chapter 163, Part 3. This plan will be reviewed annually during the budget, and updated every 3–5 years to ensure the plan remains up to date and projects not become obsolete with the changing environment of downtown.

An estimated timeline of the approval process is as follows:

<u>Date:</u>	<u>Action:</u>
September 23, 2024	CRA reviews and adopts/denies the updated Downtown Plan Amendment
September 24, 2024	Staff places ad in the Beaches Leader for the public hearing on the proposed plan amendment pursuant to F.S. 163.361 (2)
October 21, 2024	Council reviews and adopts/denies the updated Downtown Plan Amendment

FINANCIAL IMPACT

Estimated funding per program item is included in the plan amendment. These estimates will be updated annually and incorporated into the proposed budget and five-year capital improvement plan each year.

REQUESTED ACTION

Adopt/Deny Resolution No. 2024-03 amending the Downtown Community Redevelopment Agency Plan.

ATTACHMENTS

1. Resolution 2024-03
2. Resolution 2022-06
3. Downtown Plan Amendment



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach, FL 32250

Introduced by: _____
Adopted: _____

RESOLUTION 2024-03

A RESOLUTION TO AMEND THE COMMUNITY REDEVELOPMENT PLAN FOR THE DOWNTOWN REDEVELOPMENT AREA FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA, AS PREVIOUSLY AMENDED, ACCORDING TO THE REQUIREMENTS OF THE COMMUNITY REDEVELOPMENT ACT OF 1969, TO PROVIDE FOR A COMPREHENSIVE UPDATE TO THE OVERALL PLAN FOR THE DOWNTOWN REDEVELOPMENT DISTRICT; AND FOR OTHER PURPOSES.

WHEREAS, on January 19, 1987, the City Council of the City of Jacksonville Beach, Florida adopted a plan for the redevelopment of certain lands within the city limits of the City of Jacksonville Beach pursuant to an Act of the Legislature of the State of Florida duly enacted as the Community Redevelopment Act of 1969, as amended; and

WHEREAS, the redevelopment of said lands was found to be necessary in the interest of public health, safety, and welfare of the residents of Jacksonville Beach, and in the interest of carrying out the intent of the Florida Legislature, as expressed in the Community Redevelopment Act of 1969, as amended, by revitalizing the area economically and socially, improving the tax base, promoting sound growth, and providing improved quality of life; and

WHEREAS, on September 26, 1984, The City Council of the City of Jacksonville Beach adopted an ordinance establishing a redevelopment trust fund pursuant to Chapter 163.387, Florida Statute for the purpose of financing elements of the adopted plan for the redevelopment of said lands; and

WHEREAS, the Community Redevelopment Agency (CRA) Downtown Plan has been added to and updated several times since inception; and

WHEREAS, the Community Redevelopment Agency (CRA) adopted a maintenance provision for downtown via Resolution 2022-06; and

WHEREAS, resolution 2022-06 will be an attachment to this redevelopment plan amendment to provide for the maintenance of the CRA investment in the downtown; and

WHEREAS, the Community Redevelopment Agency is adopting a comprehensive plan update to the Downtown Plan that clarifies strategic priorities and goals; and

WHEREAS, Chapter 163.361, Florida Statutes provides that if any time after the approval of a community redevelopment plan by the governing body it becomes necessary or desirable to amend or modify such plan, the governing body may amend or modify such plan upon recommendation

by the Community Redevelopment Agency, the publishing of a notice, and the holding of a public hearing; and

WHEREAS, the Jacksonville Beach Community Redevelopment Agency has made such a recommendation by CRA Resolution 2024-03; and

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF JACKSONVILLE BEACH, FLORIDA:

SECTION 1. That the Jacksonville Beach Downtown Community Redevelopment Plan adopted in 1987, as amended, be further amended to provide an update to the Downtown Redevelopment Plan, attached Exhibit A.

SECTION 2. All other provisions of the January 19, 1987 Downtown Community Redevelopment Plan, as amended, applicable to the Downtown Community Redevelopment Area shall remain in effect, inclusive of Resolution 2022-06.

SECTION 3. This Resolution shall take effect upon its passage.

AUTHENTICATED THIS 23rd DAY OF SEPTEMBER, 2024.

David McGraw, CHAIRMAN

Introduced by: Taylor Mobbs
Adopted: Aug. 22, 2022

RESOLUTION 2022-06

A RESOLUTION TO AMEND THE COMMUNITY REDEVELOPMENT PLAN FOR THE DOWNTOWN REDEVELOPMENT AREA FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA, AS PREVIOUSLY AMENDED, ACCORDING TO THE REQUIREMENTS OF THE COMMUNITY REDEVELOPMENT ACT OF 1969, TO PROVIDE FOR MAINTENANCE AND REPAIR OF TAX INCREMENT-FINANCED INVESTMENTS; ADOPTION OF THE DOWNTOWN MAINTENANCE PLAN; AND FOR OTHER PURPOSES.

WHEREAS, on January 19, 1987, the City Council of the City of Jacksonville Beach, Florida adopted a plan for the redevelopment of certain lands within the city limits of the City of Jacksonville Beach pursuant to an Act of the Legislature of the State of Florida duly enacted as the Community Redevelopment Act of 1969, as amended; and

WHEREAS, the redevelopment of said lands was found to be necessary in the interest of public health, safety, and welfare of the residents of Jacksonville Beach, and in the interest of carrying out the intent of the Florida Legislature, as expressed in the Community Redevelopment Act of 1969, as amended, by revitalizing the area economically and socially, improving the tax base, promoting sound growth, and providing improved quality of life; and

WHEREAS, on September 26, 1984, The City Council of the City of Jacksonville Beach adopted an ordinance establishing a redevelopment trust fund pursuant to Chapter 163.387, Florida Statute for the purpose of financing elements of the adopted plan for the redevelopment of said lands; and

WHEREAS, the Community Redevelopment Agency (CRA) have expressed the desire to ensure that improvements, landscape and facilities/capital investments within the Downtown Community Redevelopment Area that were funded by Tax Increment Trust Funds may also be maintained in the future utilizing Tax Increment Trust Funds; and

WHEREAS, the Community Redevelopment Agency has formally adopted the attached Exhibit. A, Downtown Maintenance Plan, as a part of the plan amendment. This maintenance plan will cover projects anticipated in the downtown district, and will be reviewed annually for efficiency; and

WHEREAS, it is deemed desirable to formally incorporate this maintenance funding provision into the Community Redevelopment Plan for the Downtown Redevelopment Area for the City of Jacksonville Beach, to ensure the long-term viability of various Tax Increment funded improvements and facilities within said redevelopment area; and

WHEREAS, Chapter 163.361, Florida Statutes provides that if any time after the approval of a community redevelopment plan by the governing body it becomes necessary or desirable to amend or modify such plan, the governing body may amend or modify such plan upon recommendation by the Community Redevelopment Agency, the publishing of a notice, and the holding of a public hearing; and

WHEREAS, the Jacksonville Beach Community Redevelopment Agency has made such a recommendation by CRA Resolution 2022-06; and

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF JACKSONVILLE BEACH, FLORIDA:

SECTION 1. That the Jacksonville Beach Downtown Community Redevelopment Plan adopted in 1987, as amended, be further amended to provide that improvements and facilities located within the Downtown Community Redevelopment Area which were funded for through the use of Tax Increment Funds may be maintained and repaired using Tax Increment Funds.

SECTION 2. All other provisions of the January 19, 1987 Downtown Community Redevelopment Plan, as amended, applicable to the Downtown Community Redevelopment Area shall remain in effect.

SECTION 3. This Resolution shall take effect upon its passage.

AUTHENTICATED THIS 22nd DAY OF AUGUST, 2022.



Art Graham, CHAIRMAN

DOWNTOWN PLAN

JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT AGENCY

SEPTEMBER 23, 2024

Exhibit A – Resolution 2024-03

FOUNDATION

- The Core of Jacksonville Beach

PLAN

- Summary
- Redevelopment Powers
- Redevelopment Requirements
- Redevelopment District Zoning
- Redevelopment Objectives
- C.A.P.E Program

CONCLUSION

The Core of Jacksonville Beach (insert map of where downtown is located)

The downtown redevelopment district of Jacksonville Beach occupies a strategic and central position within the city, serving as a vital hub for residents, employees, and visitors alike. Its prime location offers unparalleled accessibility to a plethora of activities and entertainment, with St. Johns County, Downtown Jacksonville, and major interstate highways all reachable within a 20-minute drive. This geographical advantage is a critical asset that the City can harness to propel economic development efforts.

Leveraging the centrality of the downtown redevelopment district provides a unique opportunity to drive growth, attract investment, and stimulate the local economy. By prioritizing the revitalization and economic enhancement of this area, the City can significantly improve the quality of life for its residents, create a thriving business environment, and attract a broader range of visitors. Furthermore, this approach aligns with and reinforces the City's commitment to "Embracing the Beach Life," encapsulating the vibrant and dynamic spirit that defines Jacksonville Beach.

As we look to the future, the development of the downtown district is poised to become a cornerstone of the City's broader economic strategy, fostering a sense of community pride while ensuring long-term sustainability and prosperity for all who live, work, and play here, and continue to "Embrace the Beach Life".

This Redevelopment Plan for Downtown Jacksonville Beach consolidates the relevant portions of the original 1987 Redevelopment Plan and ten subsequent amendments, most notably the 2019 Downtown Action, Implementation, and Management Plan, and the 2023 amendment regarding downtown maintenance provisions. These updates enabled the City to manage projects funded through tax increment financing, in accordance with the corresponding resolution and State Statute. The Downtown Community Redevelopment Area is visually represented in Figure 1, and the boundaries are legally described in the Appendix.

The CRA was established by the City of Jacksonville Beach under Ordinance 6950, adopted on March 20, 1978, in compliance with Florida Statute 163.356. The original Redevelopment Plan was developed pursuant to Florida Statutes Chapter 163 Part III, under the guidance of the Jacksonville Beach CRA. The plan's development was preceded by a "Finding of Necessity," adopted by City Council resolution on September 19, 1977. Subsequent amendments to the original Finding of Necessity were made by resolutions on July 16, 1979, and September 17, 1984, to modify the boundaries of the Community Redevelopment Area. Amendments to the Downtown Redevelopment Plan have included, but are not limited to, the adoption of a new Capital Improvement Plan (CIP), the integration of new programs, the addition of a Community Assisted Policing Effort (CAPE) program, and the implementation of the Downtown Vision Plan projects and the 2015 Action Plan, along with maintenance provisions.

Since the plan's adoption, the City has successfully executed numerous strategic public and private investments. These investments include Latham Plaza, the Seawalk Pavilion, enhanced boardwalks, public parking, improved streetscapes, landscaping, public restrooms, amenities such as bike racks, seating, public art installations, new trash cans, and beautification grants for commercial businesses. These investments, funded through CRA tax increment funds, have positioned the downtown core for new investment opportunities. Since the last update of the Downtown Redevelopment Plan, the city has seen the addition of three new hotels with nearly 400 guest rooms, a coffee shop, and several new upscale and well-known restaurants, all aligned with the Downtown Vision and Action Plan.

In 2007, the CRA and City Council adopted the Vision Plan for downtown and an accompanying infrastructure improvement program. The Downtown Vision Plan was the result of a collaborative effort involving citizens, elected officials, and city staff, and it provided a strategic framework for how new development and public infrastructure could work together to enhance the quality of the district. The 2015 Action Plan further detailed specific projects to be executed within the Downtown District. Building on these foundations, the 2019 Downtown Action, Implementation, and Management Plan advanced the goals set out in the 2007 Vision Plan and identified the next steps for implementing the priority projects outlined in both the Vision and Action Plans.

The 2019 Action, Implementation, and Management Plan provides recommended design criteria for specific projects, project phasing, and design concepts for public spaces. The (CRA) has been

actively working to implement the various projects and concepts identified in the Vision Plan and Action Plan, as detailed further in the Action, Implementation, and Management Plan. This 2024 Downtown Redevelopment Plan Update aims to document completed projects and efforts, reaffirm and prioritize outstanding projects, and identify new opportunities to enhance the district and promote economic development. This update has been completed in accordance with the requirements established by Florida Statutes.

FIGURE 1:

Date	City Council Ordinance or Resolution No.	Description
3-20-1978	Ordinance No. 6950	Established the CRA
9-17-1984	Resolution No. 892	Finding of Necessity
9-26-1984	Ordinance No. 7261	Established TIF District
1-19-1987	Resolution No. 1012	Adopted Original Plan for Downtown
7-16-1990	Resolution No. 1156	Amended plan to allow publicly owned land to be redeveloped for mixed use commercial
5-1-1995	Resolution No. 1452-95	Amended Plan for initial utility and streetscape project
5-5-1996	Resolution No. 1492-96	Amended Plan to designate permitted uses of city-owned sites sold for commercial development
11-5-2007	Resolution No. 1765-07	Adopted the Vision Plan and Infrastructure Improvement Program for Downtown Jacksonville Beach
3-2-2009	Resolution No. 1816-2009	Amends the Downtown Redevelopment Plan to provide funding assistance for the new wastewater treatment plan
4-21-2014	Resolution No. 1928-2014	Amended the Downtown Redevelopment Plan to incorporate an updated and revised capital improvement program
4-21-2014	Resolution No. 1929-2014	Amended the Downtown Redevelopment Plan to establish a permanent CAPE.
9-8-2015	Resolution No. 1949-2015	Adopted the 2015 Downtown Action Plan Projects
10-3-2022	Resolution No. 2120-2022	Amended the Downtown Redevelopment Plan to allow maintenance of CRA TIF funded projects

Redevelopment Powers

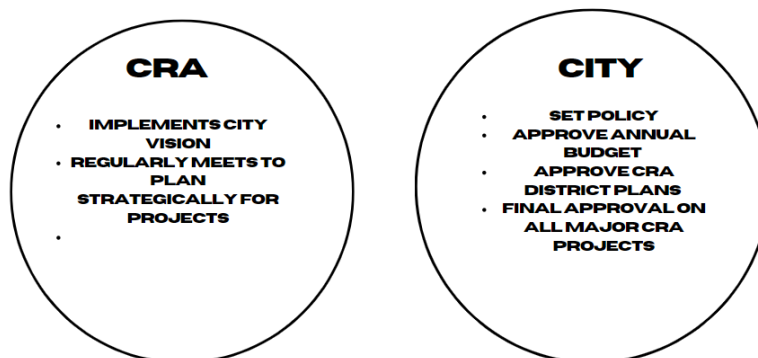
The Community Redevelopment Act of 1969, as outlined in Florida Statute 163, Part III, and its subsequent amendments, acknowledges the importance of preventing and eliminating slum and blighted conditions. This statute grants counties and municipalities the authority and powers necessary to conduct redevelopment activities. While many of these powers are vested in the CRA certain powers are retained by the governing body, the Jacksonville Beach City Council. These retained powers, as stipulated by Florida Statutes, are summarized as follows:

- The power to designate an area as a slum or blighted area and determine its suitability for community redevelopment.
- The power to grant final approval to community redevelopment plans and any modifications thereof.
- The power to authorize the issuance of revenue bonds.
- The power to approve the acquisition, demolition, removal, or disposal of property and to assume the responsibility for any associated loss.
- The power to approve the development of community policing innovations.

Additional powers available to the CRA and/or governing bodies include, but are not limited to:

- The power to construct improvements necessary to achieve community redevelopment objectives.
- The power to dispose of property acquired within the community redevelopment area at fair market value, in accordance with the plan.
- The power to dispose of publicly owned property.
- The power to execute programs for repair and rehabilitation.
- The power to plan and assist in the relocation of individuals and businesses displaced by community redevelopment activities.

CRA & CITY COUNCIL DUTIES



Redevelopment Requirements

In accordance with Florida Statutes, Community Redevelopment Plans must adhere to the following requirements:

- Compliance with the City’s adopted Comprehensive Plan.
- Inclusion of sufficient information to effectively implement the provisions within the redevelopment area.
- Provision of affordable housing, where feasible.
- Inclusion of references to new reporting requirements as mandated by the 2024 Bill.

Additionally, Community Redevelopment Plans may incorporate innovative community policing programs.

The contents of a Community Redevelopment Plan, which will be detailed in this update, shall include:

- A description and map outlining the boundaries of the redevelopment area.
- Layouts for open spaces and streets.
- Building regulations.
- Information on residential dwelling units.
- Identification of public properties available for redevelopment.
- A list of publicly funded capital projects planned for the area.
- Estimated project costs.
- Projected schedules for implementation.

Beginning October 1, 2024, each special district must:

1. Establish goals and objectives for each program and activity undertaken by the special district.
2. Establish performance measures and standards to determine if the special district’s goals and objectives are being achieved.

By December 1, 2025, and by each December 1 thereafter, each special district must publish an annual report on the special district’s official website describing the following:

- The performance measures and standards used by the special district to make this determination.
- The goals and objectives achieved by the special district.
- The goals or objectives the special district failed to achieve, if any.

Redevelopment District Zoning

The Redevelopment District (RD) zoning classification is designed to promote a diverse mix of uses within a desirable environment, using flexible land development standards to encourage creative design and planning practices. This approach is vital to fostering economic vitality and redevelopment within the Jacksonville Beach Downtown Redevelopment Area, in alignment with the objectives of the Jacksonville Beach Community Redevelopment Plan.

Zoning Requirements:

- Any redevelopment activities involving the acquisition and disposition of property by the CRA, as well as all other development projects of 3.0 acres or larger, must obtain a zoning designation of RD).
- Projects within the Central Business District exceeding 50,000 square feet are also required to obtain an RD designation, following the process, procedures, and standards outlined in the adopted Land Development Code.

Zoning Standards: The provisions for a Redevelopment District zoning (RD) will closely mirror those that currently apply to the Planned Unit Development zoning (PUD) designation, as specified in Article VII of the City of Jacksonville Beach Land Development Code. The CRA, under the direction of the City Council, is responsible for reviewing and approving RD designations for projects that align with the Downtown Redevelopment Plan. The CRA's recommendations are forwarded to the Planning Commission and City Council for their review, recommendation, and approval. The CRA is tasked with ensuring that RD designations remain consistent with the objectives of the Downtown Redevelopment Plan.

Current RD Zoning Projects: [List of current RD projects, including details and photos.]

- Hillegass Office - 1988
- Metropolitan Mixed Use - 2003
- Pier Point Condos - 2004
- Dolphin Depot Mixed Use - 2016
- Margaritaville Hotel - 2017
- Element Hotel – 2018
- Springhill Suites Hotel – 2019
- The Gallery - 2022
- Mango's Commercial - 2024

Redevelopment Objectives

In November 2021, the City Council adopted the City’s First Strategic Plan. This Strategic Plan serves as a road map for identifying what priorities, goals, and objectives will guide the City of Jacksonville Beach as decisions are made to best serve the community. The Strategic Plan also provides city-wide Vision and Mission statements and organizational Core Values.

Jacksonville Beach Vision Statement

A vibrant coastal community that embraces “the beach life.”

Jacksonville Beach Vision Statement

Responsive government focused on safety, service, and sustainability.

Jacksonville Beach Strategic Priorities

- *Quality of Life*
- *Public Safety*
- *Local Economic Development*
- *Sustainability*

The original 1987 Downtown Redevelopment Plan identified six categories of objectives: general, economic, land use, circulation and parking, utility, and urban design objectives. In 2007, the Downtown Vision Plan was adopted, and included not only eight community core values that were identified by the community during the visioning process, but also included five guiding principles that provided the necessary framework that was used to develop the 2007 Vision Plan. Additionally, in 2014 the City established the Community Assisted Policing Effort (CAPE) that identified its own set of goals and objectives, where the goals mirror those of the Jacksonville Beach Police Department, and the objectives were customized to address issues unique to the downtown area.

One of the goals of this plan update, is to consolidate the goals and objectives identified in the original plan and subsequent amendments, and organize them under the four Strategic Priorities identified in the 2022 Strategic Plan for the City.

The following strategic priorities will govern all decisions made by the CRA. These priorities and objectives will be the foundation that the downtown plan is built upon, and will be taken into consideration when making any decisions on projects in the downtown.

Strategic Priority 1 - Quality of Life

Objective 1.1 – The following values will serve as the foundation for redevelopment activities downtown: safety, walkability, open space and beach access, family friendly, small community feel, entertainment and mix of uses.

Objective 1.2 – Promote standards of high-quality property development in the redevelopment district that are consistent with the “beach life” image of Jacksonville Beach.

Objective 1.3 – Encourage projects that provide beautification of structures in the downtown district.

Objective 1.4 – Stabilize and enhance residential portions of the redevelopment district through infill development, rehabilitation and revitalization of existing structures, and historic preservation.

Objective 1.5 – Expand and improve public open spaces in the redevelopment area to support and encourage increased pedestrian activity, and provide opportunities for family friendly events and activities.

Objective 1.6 – Provide enhanced streetscape elements, such as pedestrian amenities, plazas, and open spaces in the downtown core based on vehicular and pedestrian mobility functions on each street and avenue.

Objective 1.7 – Maintain design guidelines for the downtown core that support a consistent development pattern and character that encourages a mix of uses and an increase in pedestrian activity.

Strategic Priority 2 - Public Safety

Objective 2.1 – Encourage projects and initiatives that enhance safety and mitigate safety perception concerns of residents, businesses and visitors.

Objective 2.2 – Develop and implement creative strategies, programs and best practices that will improve citizen safety day to day and during special events and festivals.

Objective 2.3 – Develop and maintain strong relationships with the public, downtown businesses, visitors, homelessness advocates, and event producers to provide safety training, promote safety practices, and develop solutions to address problems.

Objective 2.4 – Ensure that downtown CAPE officers are properly trained and equipped with the appropriate skills to work in partnerships with downtown businesses and property owners.

Objective 2.5 – Provide public safety services that are responsive to crime victims in a friendly and approachable manner by empowering officers to solve problems, prevent crime, mitigate dangers, identify issues, coordinate with other city departments, and plan for local special events, while operating in a fiscally responsible manner.

Strategic Priority 3 - Local Economic Development

Objective 3.1 – Eliminate conditions of blight by stimulating and encouraging private investment in redevelopment and rehabilitation activities that develop downtown into a center for cultural, entertainment, and community activities within the City.

Exhibit A – Resolution 2024-03

Objective 3.2 – Provide for reasonable plan flexibility in accommodating unforeseen private sector initiatives and future economic trends, consistent with objectives for redevelopment.

Objective 3.3 – Grow the tax base to maintain funding for public investment that supports private redevelopment.

Objective 3.4 – Implement strategies, such as incentive programs, that encourage local businesses to invest in the downtown core, stimulate a mix of uses, and support business in the redevelopment district that are outside the downtown core.

Objective 3.5 – Provide for the orderly replacement and expansion of all public infrastructure systems in the redevelopment district to support the redevelopment and rehabilitation of private investments.

Strategic Priority 4 – Sustainability

Objective 4.1 – Encourage resilient building practices in private redevelopment and rehabilitation projects and public investments.

Objective 4.2 – Encourage and incentivize the rehabilitation and preservation of historic structures within the redevelopment district.

Objective 4.3 – Promote compatibility and consistency among public and private investments.

Objective 4.4 – Maintain existing street patterns to support development downtown and provide enhanced pedestrian circulation along north-south roads, and safe access to downtown from neighborhoods to the west.

Objective 4.5 - Provide for multi-modal transportation amenities and infrastructure and incentivize shared public-private parking systems.

The objectives listed above categorize the goals and plans for the redevelopment district. The charts following this section will spell out specific projects and programming that are derived from the objectives listed. Any redevelopment initiative or project undertaken will fall within one of the above listed categories.

PROJECTS:

Capital Project	Strategic Priority	Objective	Estimated Cost	Description
Safer Pedestrian Sidewalks on 1 st Street	P1 – Quality of Life	O 1.1	\$1,000,000.00	Work to improve the delineation of the sidewalks in the downtown district from the street.
Latham Plaza	P1 – Quality of Life	O 1.5	\$4,000,000.00	Renovate Latham Plaza to accommodate for a multi-use space for residents and visitors.
Oceanfront Park	P1 – Quality of Life	O 1.5	\$350,000.00	Renovate Oceanfront Park to provide for additional amenities and upgrades.
Dune Walkovers	P3 – Local Economic Development	O 3.5	\$1,500,000.00	Continue to replace and repair dune walkovers within the district.
Mixed Use Development Project	P4 – Sustainability	O 4.5	Unknown at this time	There is an opportunity to redevelop the current parking lot serving Latham Plaza and the Seawalk Pavilion into a mixed-use development. This project could feature retail and/or residential, promoting activity and enhancing security around the plaza. The development will include parking, providing sufficient parking for both the new structure and replacing the existing lot spaces.
Site Furnishings	P1 – Quality of Life	O 1.6	\$50,000.00 Annually	Funding of benches, trashcans, bicycle racks, and any additional furnishings for the downtown.
Enhanced Landscaping	P1 – Quality of Life	O 1.6	\$100,000.00 Annually	Landscaping in the planter beds located within the district that is elevated and above the standard plantings.

Capital Project	Strategic Priority	Objective	Estimated Cost	Description
Wayfinding Signage	P1 – Quality of Life	O 1.6	\$750,000.00	Signage downtown that provides direction to specific areas and key spots within the downtown.
Pier Parking Lot	P3 – Local Economic Development	O 3.1	\$1,500,000.00	Upgrades to be made to the existing pier parking lot to include, relocation of the dumpster, redoing the entryway, restriping the parking spaces, new lighting, elevated landscaping, paver sections, and various site furnishings.
Lighting	P2 – Public Safety	O 2.1	\$1,000,000.00	Upgrade the existing lighting downtown to provide for more lighting, while following the requirements for sea turtles.
Traffic Calming Measures			Unknown at this time.	
Connectivity Corridors	P1 – Quality of Life	O 1.1	\$5000,000.00 Annually	Funding of the CRA portions of the City-wide project for urban trails. The CRA portions of this project will feature elevated landscape elements.
Infrastructure Improvements	See Infrastructure Projects Section			
C.A.P.E Program	See CAPE Project Section			

PROGRAMS AND INITIATIVES:

Program	Strategic Priority	Objective	Estimated Funding Annually	Description
Façade Grant Program	P3 – Local Economic Development	O 3.4	\$300,000.00	Provide matching funds for businesses within the downtown district to help elevate the façade of the business.
Safety Grant Program	P2 – Public Safety	O 2.1	Funding to be determined	Provide funds for businesses in the downtown district to help with additional safety measures.
Parking	P4 – Sustainability	O 4.5	Unknown at this time.	Allow for funding of parking needs within the district. Can be parking lots, parking study, vertical parking, etc.
Landscaping	P1- Quality of Life	O 1.6	\$150,000.00	Allow for the ongoing care of the CRA funded landscaping.
General Downtown Expenses – Aesthetics	P1 – Quality of Life	O 1.6	\$125,000.00	Allow for the appropriate upkeep of the CRA investments in the district.
Additional Incentives	P3 – Local Economic Development	O 3.4	\$250,00.00	Potential to expand the incentive program.
Outdoor Dining Program	P3 – Local Economic Development	O 3.4	No cost to CRA	Allow for the expansion of outdoor dining in the public right-of-way for certain

Exhibit A – Resolution 2024-03

Program	Strategic Priority	Objective	Estimated Funding Annually	Description
				areas within the downtown.
Public Art Program	P3 – Local Economic Development	O 3.1	\$300,000.00	This program is designed to continue to implement public art throughout the district. This can include grants for art, CRA projects, etc.
Traffic Calming Measures	P1 – Quality of Life	O 1.6	Unknown at this time.	Explore various traffic calming measures to ensure pedestrian safety within the district.
Cleanliness	P1 – Quality of Life	O 1.5	\$200,000.00	Allow for expenses related to keeping the downtown clean.
Public Private Partnership	P1 – Quality of Life	O 1.1	Unknown at this time.	Look at the necessary steps to implement a P3 project within the downtown, including but not limited to; policy, consultant work, development of proposal, etc.
Downtown Business Ambassador Program	P2 – Public Safety	O 2.5	Unknown at this time.	Develop an initiative for downtown business owners to have a partnership with the CRA to keep downtown safe, vibrant, and

Program	Strategic Priority	Objective	Estimated Funding Annually	Description
				attract residents and visitors.

INFRASTRUCTURE PROJECTS:

Capital Project	Strategic Priority	Objective	Estimated Cost	Description
Phase 3B	P3 – Local Economic Development	O 3.5	\$2,000,000.00	2 nd St. N. from Beach Blvd. to 6 th Ave. N. will be designed and constructed.
Phase 3C Project 3	P3 – Local Economic Development	O 3.5	\$22,000,000.00	- Returning the 12th Ave. S sedimentation basin to permitted design and capacity, including removal and disposal of sediment, new and improved culverts under 9th St. S, new and improved culverts under Fairway Lane, and new and improved culverts under the golf course cart path. - Downstream outfall improvements including clearing, widening, installing a concrete lining to the ditch channel from the control structure to the Intracoastal waterway.

Capital Project	Strategic Priority	Objective	Estimated Cost	Description
				Improvements to the central basin included concrete capped sheet pile walls, if needed.
Phase 3D Project 7	P3 – Local Economic Development	O 3.5	\$2,000,000.00	Approximate boundaries are 3 rd Street, 9 th Ave N, Beach Blvd. Street end and 9 th Ave. N. This includes improvements to sanitary sewer, water distribution, stormwater, roadways, alleys, and street ends throughout the area, and other ancillary public improvements as needed.
Dune Walkovers	P3 – Local Economic Development	O 3.5	\$1,000,000.00	There are twenty-eight (28) dune walkovers located in the CRA district.
Beach Outfalls	P3 – Local Economic Development	O 3.5	\$1,000,000.00	There are fifteen (15) beach outfalls located within the downtown district. These will be replaced with in line check valves to minimize water from backing up into the system. The new piping will also be extended underneath the primary dune East of the bulkhead to avoid the need to dig trenches through the dunes to facilitate the outfalls discharge onto the beach following major rainfall events.

1. These costs are estimated and variable until project scope, design, bid advertisement and bid award are completed.
2. Other projects may be added in the future on an as-needed basis for road reconstruction.

Downtown Community Assisted Policing Effort (Downtown CAPE)

The ongoing infrastructure and amenity improvements in downtown Jacksonville Beach, along with the influx of new businesses, have transformed the area into a major destination for the over one million residents of the Jacksonville metropolitan area. Consequently, Jacksonville Beach now regularly experiences large crowds. While the success of downtown has been significant, it has also introduced challenges, particularly regarding public safety. The number of visitors to Jacksonville Beach has increased substantially over the years, and downtown now hosts two distinct populations: beach visitors during the day and patrons of bars and restaurants at night, both of which require police services.

The influx of large crowds often leads to issues such as groups behaving disruptively, creating a perception that the area is unsafe and not family-friendly. Additionally, the presence of gangs, cliques, and individuals engaged in criminal activities at the beach has raised public safety concerns. Criminal activity among homeless individuals has also been a persistent issue, consuming valuable police resources. The implementation of paid parking has become a crucial element of the overall strategy to enhance safety in city-owned parking lots and surrounding areas. However, despite increasing the Downtown CAPE Unit to 11 officers, there are still concerns that the police presence is insufficient to maintain order due to the fluctuating size of the crowds.

Crime analysis indicates that visitors, rather than residents, are responsible for the majority of arrests in Jacksonville Beach, based on data from arrest and booking reports between 2020 and July 2024. The analysis shows that a disproportionate number of defendants arrested in Jacksonville Beach do not reside within the city, highlighting the challenges posed by non-resident visitors.

Most crimes routinely committed in the downtown area are "quality of life" offenses, such as public drinking, urination, and disturbances related to excessive alcohol consumption.

Unfortunately, the greater Jacksonville area has experienced a significant increase in violent crime, with Duval County ranking second only to Miami-Dade County in homicides, according to the Florida Department of Health. In response, the City Council has directed staff to propose solutions to various issues affecting the downtown area, including public safety, parking, special events, business recruitment, and criminal homelessness.

Addressing these interrelated issues comprehensively is essential for attracting the mix of businesses and patrons that will ensure the future success of both the City and downtown Jacksonville Beach.

Florida's Community Redevelopment Act allows cities and their CRAs to plan, organize, and fund community policing innovations as part of their redevelopment plans. Relevant statutory provisions include:

- Florida Statute 163.360, which states, "The community redevelopment plan may provide for the development and implementation of community policing innovations."
- Florida Statute 163.340(23), which defines "Community policing innovation" as a strategy designed to reduce crime by reducing opportunities for, and increasing the perceived risks of, criminal activity through visible police presence and community engagement.
- Florida Statute 163.387, which allows funds from the redevelopment trust to be used for community policing innovations.

Goals and Objectives of the Downtown CAPE Program

The Police Department incorporates goals and objectives into its annual business plan, and the proposed goals for the Downtown CAPE program align with these departmental goals. However, the objectives have been customized to address issues unique to the downtown area.

Police Department Goals

The Police Department's overarching priorities are eliminating guns, gangs, and drugs within the City, and applying the "Broken Windows" theory of policing, which targets minor crimes to create an environment of lawfulness that deters major crimes.

- Address illegal guns, drugs, and criminal street gangs citywide.
- Improve public safety through education and traffic enforcement.
- Effectively communicate with citizens, businesses, and visitors regarding current events, accomplishments, and activities.
- Attract a qualified workforce for vacant positions and retain personnel.
- Ensure employees are properly trained in accordance with CALEA and state standards.

Downtown CAPE Program

The Downtown CAPE is an innovative community policing program within the Community Redevelopment Area (CRA), aimed at transforming downtown into a vibrant hub for socializing, shopping, dining, and enjoying the beach. The program is unique in its holistic approach, integrating infrastructure improvements, code enforcement, zoning, special events, and design standards to create a positive environment for businesses and visitors alike.

Recognizing that enforcement alone cannot solve all issues, the Downtown CAPE Unit also focuses on prevention, education, and collaboration with other organizations to explore alternatives to arrest. This strategy has been successful, but the success has also brought new challenges.

The Police Department's mission, "Working with Citizens for a Safe Community," is taken seriously by the Downtown CAPE program, which emphasizes providing high-quality customer service and maintaining a safe environment.

History and Evolution of Downtown CAPE

Launched as a pilot program in 2008 with two full-time officers, Downtown CAPE was created to enhance public safety in the district by identifying problems early and developing innovative solutions with stakeholder input. The program expanded to include additional officers and a supervisor, growing to its current size of 11 full-time officers dedicated to the downtown district.

Officers utilize various modes of transportation, including walking, bicycles, Segway's, ATVs, and marked patrol vehicles, allowing them to engage with the community and address concerns promptly.

With 71 full-time sworn officers, the Police Department also employs part-time officers and utilizes off-duty officers during peak times. The Special Investigations Unit (SIU) is reassigned to downtown during the summer to assist with operations. However, large crowds persist year-round, requiring continuous adaptation of strategies to deter and prevent crime.

Future Needs of Downtown CAPE

To sustain and enhance the success of the Downtown CAPE program, the following future needs should be considered:

- **Staffing:** Continuously evaluate the need for additional Downtown CAPE personnel, both sworn and non-sworn (e.g., crime analysts, community service officers), to meet the demands of downtown residents and visitors, and continue to fund the 11 full time officers for the program.
- **Camera Systems:** Continue to use camera technology for surveillance in the downtown core and explore the addition of mobile and stationary License Plate Readers (LPRs). Continue to maintain and upgrade these cameras as needed.

- **Vehicles, Equipment, and Supplies:** Ensure the ongoing acquisition and replacement of vehicles, equipment, and supplies necessary for efficient operations.

CONCLUSION

Whether you are cruising down A1A, enjoying a concert at the Seawalk Pavilion, or dining at one of the many restaurants in the district, the strong sense of community within Jacksonville Beach is unmistakable. The downtown Community Redevelopment Agency (CRA) district serves as a vibrant and functional space that not only preserves but also enhances the city's unique character.

The development plan for the downtown district is rooted in the City's Vision Plan and Strategic Plan, both designed to make the downtown area a premier destination for residents and visitors alike. This carefully crafted plan aims to create a dynamic and desirable urban environment that reflects the coastal charm and vitality of Jacksonville Beach.

The realization of this vision depends on the collective efforts of the entire Jacksonville Beach community, including elected officials, agency members, city staff, and residents. Through their dedication and hard work, the downtown district will continue to evolve into a thriving, vibrant area that embodies the essence of "Embracing the Beach Life," ensuring that it remains a beloved and integral part of the city's identity.



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency
FROM:	Staff
DATE:	09/10/2024
SUBJECT:	

BACKGROUND

The CRA has discussed various opportunities to help downtown businesses with enhanced safety. After internal discussions, and a CRA discussion with the Chief of Police, it was determined the best course would be to fund additional safety measures by enhancing safety infrastructure for businesses.

The attached program is a draft of the CRA safety grant program. This program will cover costs associated with upgrading camera systems, ID readers, and metal detection for businesses. The police department has reviewed and approved this draft agreement. The police department will also assist staff in the review, inspection and implementation of these grants to ensure compatibility with the goals and vision of our police department.

Once the CRA gives direction on the program, staff will coordinate with Administration, Finance, and Legal to bring back a formal program for adoption.

FINANCIAL IMPACT

This new incentive will fall under the FY25 CRA budget line item for incentive programs. Currently, this program funds the facade grant program. The FY25 budget for the incentives program is \$300,000.00, allowing for sufficient funds to cover the expanded incentives.

REQUESTED ACTION

Staff requests direction from the agency regarding the program, and consensus on the direction of this program, with intent to formalize this program at a future meeting.

ATTACHMENTS

1. Safety Grant Program DRAFT

Jacksonville Beach CRA: Safe & Secure Program

Purpose:

The Jacksonville Beach Community Redevelopment Agency (CRA) is committed to enhancing safety within the downtown area to foster a vibrant and secure environment for businesses, employees, residents, and visitors. The **Safe & Secure Program, a branch off of the downtown CAPE program**, offers incentives to downtown business owners and property owners to invest in security measures that deter crime and contribute to a welcoming atmosphere for all.

The program is designed to encourage the installation of modern security systems that enhance the safety of Jacksonville Beach's downtown district. By supporting these improvements, the CRA aims to boost community confidence, attract more visitors, and create a safe space that benefits everyone in the area.

Grant Structure and Criteria for Selection:

The CRA administers the Safe & Secure Program. Businesses within the CRA, including entertainment venues such as bars, nightclubs, and other related establishments, retail, hospitality industry (hotels), restaurants, etc. are eligible for funding to install security measures like ID scanners, security cameras, and metal detection systems. Other downtown properties are eligible for funding to install security cameras.

Funding Details:

- Applications received between [Start Date] and [End Date] that meet the program's criteria may be eligible for CRA funding of up to \$5,000 or 80% of the total cost of eligible products, whichever is less.
- Funding availability is on a “first come, first served” basis, contingent on budget availability.
- The program does not provide retroactive funding; grants will not be awarded for products purchased before the application date.

Eligibility Criteria:

- Applicants must own or lease property within the Jacksonville Beach Downtown CRA boundaries.
- All security installations must comply with the requirements of the City, inclusive of any permits necessary and code requirements.

Eligible Products:

The following security products are eligible for funding under the Safe & Secure Program:

1. **Identification Scanners:** Must be capable of scanning and verifying government-issued IDs, detecting false IDs, and capturing live photos of entrants.

2. **Metal Detection Systems:** Must include handheld or walk-through metal detectors capable of identifying various metallic objects and weapons.
3. **Security Cameras:** Must be weatherproof if installed outdoors and oriented to provide clear views of public spaces. Cameras should be compatible with _____ integrated with Jacksonville Beach Police Department systems, if required.

Application Process:

1. **Pre-Application Meeting:**
 - Prospective applicants must meet with the Safe & Secure Program Coordinator to review eligibility and ensure the project aligns with program requirements.
2. **Application Submission:**
 - Once deemed eligible, the application, along with supporting documents, must be submitted for formal consideration.
3. **Review Process:**
 - Applications will be reviewed for completeness, compliance with program criteria, and background checks on applicants. Applications that meet all requirements will proceed to the approval stage.
4. **CRA Meeting:**
 - Applicants that meet all the steps required above will be taken to the CRA board for approval of grant funds.

Construction Approval & Disbursement:

Upon completion of the security installations, grantees must submit proof of completion and undergo an on-site inspection. Funds will be disbursed as reimbursement only after the CRA verifies that the installation meets all approved plans and standards. All permits, if necessary, must be approved through the building department prior to this step.

Available Funds:

The CRA has the authority to approve or deny funding agreements up to \$5,000. The CRA may establish annual funding for the program at its discretion.

Disclosure:

The recipient(s) of the safety grant funds **MUST** reasonably work with local law enforcement agency(s) to secure and provide any and all footage captured of public spaces.

The CRA reserves the right to modify program guidelines, request additional information, or reject any application. The CRA may also promote properties that have received matching funds under this program.

The CRA reserves the right to reject an application for any reason necessary.



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs, on behalf of the Public Art Advisory Committee
DATE:	09/10/2024
SUBJECT:	Sea Turtle Design

BACKGROUND

The PAAC, with approval from the CRA, has contracted Havic Studios, a local sculpture team, to develop design concepts for the sea turtle sculpture. After meeting on September 19, the PAAC recommended the attached design as the preferred option. This sculpture will serve as the inaugural piece for the "Sea Life in the City" art program downtown. The turtle was selected as the first 'animal' to create by a vote of Jacksonville Beach residents.

Upon approval of the design, staff will collaborate with Havic Studios to discuss fabrication materials, associated costs, and timeline. Once the final materials are selected, staff will present the cost details to both the PAAC and the CRA for review.

FINANCIAL IMPACT

To be determined.

REQUESTED ACTION

Staff requests the CRA approve the preferred design concept recommended by the PAAC for the Sea Turtle Sculpture.

ATTACHMENTS