



City of Jacksonville Beach

Workshop Meeting Agenda

Community Redevelopment Agency

11 North Third Street
Jacksonville Beach, Florida

Wednesday, March 12, 2025

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 at a Workshop Meeting of the Community Redevelopment Agency:

CALL TO ORDER

ROLL CALL

ITEMS FOR DISCUSSION

- A. Boardwalk Activation
- B. First Street

FUTURE WORKSHOP TOPICS

- A. Future Workshop Topics

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



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs
DATE:	02/24/2025
SUBJECT:	

BACKGROUND

At the January 27 Joint CRA-Council meeting, the Council reached a consensus that changes to the ordinance are necessary to allow for an active boardwalk. The term "active" can have various meanings, and a brief discussion took place regarding potential activation ideas.

Initially, staff planned to consult downtown businesses first. However, after internal discussions, the following process was established:

1. Staff will first present the topic to the agency for discussion.
2. The agency will evaluate the pros and cons of various activation ideas, assess feasibility, and develop a shortlist of allowable boardwalk uses.
3. Staff will then engage with business owners, providing structured, vetted ideas rather than an open-ended discussion without clear direction.
4. Based on feedback from business owners, staff will draft proposed ordinance changes.
5. The proposed revisions will be presented to the Council in a workshop for further review.
6. This structured approach ensures informed discussions and a more effective decision-making process.

FINANCIAL IMPACT

The financial impact cannot be determined at this time.

REQUESTED ACTION

Staff requests that the agency provide clear direction and reach a consensus on the top ideas for activating the boardwalk while prioritizing the community, business owners, and safety in the decision-making process.

ATTACHMENTS

1. Activation Definition
2. Use Area
3. Phased Approach
4. Temp Use Plan

Boardwalk activation refers to the process of enhancing the boardwalk's functionality, appeal, and engagement by introducing elements that encourage public use and interaction. This can include programming, physical improvements, and policy changes to create a vibrant, dynamic space.

Activation strategies may involve:

- **Events & Programming** – Live music, markets, fitness classes, or seasonal festivals.
- **Public Art & Installations** – Murals, sculptures, or interactive art pieces.
- **Dining & Retail** – Outdoor seating, food vendors, or pop-up shops.
- **Recreational Uses** – Bike rentals, water access points, or seating areas.
- **Wayfinding & Amenities** – Improved lighting, seating, shade structures, or signage.

The goal is to create a lively, welcoming environment that attracts residents and visitors while supporting local businesses and maintaining public safety.

When drafting changes to boardwalk activation policies, it's important to balance community engagement, business interests, safety, and long-term sustainability. Here are key considerations, along with potential pros and cons:

Key Considerations

1. Community & Stakeholder Input

- Engage residents, business owners, and visitors to understand needs and concerns.
- Ensure changes align with the character and vision of Jacksonville Beach.

2. Regulatory Compliance & Zoning

- Confirm that proposed uses comply with zoning codes, noise ordinances, and environmental regulations.
- Consider how permitting processes for vendors, performers, or events will be structured.

3. Safety & Accessibility

- Ensure ADA compliance and maintain clear pedestrian pathways.
- Address emergency access needs and mitigate potential risks from increased activity with JBPD and Fire.

4. Economic & Business Impact

- Support local businesses by allowing revenue-generating opportunities like outdoor dining, vendors, or events.
- Consider policies for fair competition and permitting fees.
- Will temporary vendors be allowed? If so, what does that look like, how long can a vendor obtain a permit for? How many vendors allowed?

5. Maintenance & Infrastructure

- Plan for increased wear and tear, waste management, and sanitation needs.

6. Sustainability & Environmental Impact

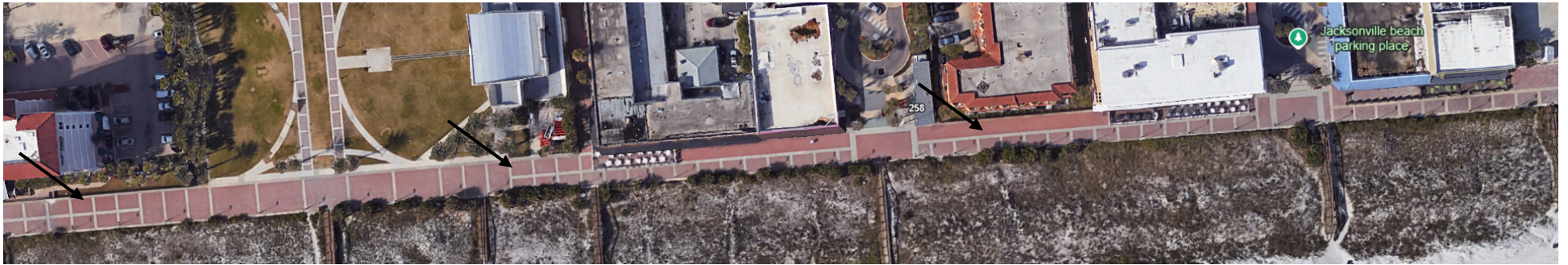
- Implement eco-friendly initiatives such as sustainable materials, waste reduction, and coastal resilience strategies.
- Consider the impact of activation efforts on nearby natural habitats.
- Keep turtle lighting ordinance in mind.

7. Flexibility & Scalability

- Draft policies that allow for trial periods, phased implementation, or seasonal variations.
- Ensure adaptability to accommodate future growth or changes in usage trends.

Pros & Cons of Boardwalk Activation

PROS	CONS
Enhances vibrancy and attracts more visitors	Potential for overcrowding and congestion
Boosts local economy by supporting businesses	Increased noise, waste, and maintenance demands
Creates a stronger sense of community and place	Safety and security concerns with higher foot traffic
Encourages outdoor recreation and public engagement	Requires enforcement of regulations and permitting processes
Can improve public perception and tourism appeal	Potential conflicts between different user groups



- Per the Fire Marshal for Jacksonville Beach, there can be activation on the areas West of the concrete line down the center of the boardwalk. Anything to the East of that line cannot be utilized, as it is needed for emergency response.

Example of a Phased Approach to Boardwalk Activation

A phased approach allows for gradual implementation, evaluation, and adjustment based on community feedback and real-world impact. Below is a three-phase strategy for activating a boardwalk:

Phase 1: Pilot & Infrastructure Preparation (0-12 Months)

Goal: Test small-scale activations while addressing foundational infrastructure and safety concerns.

Key Actions:

- Create and implement permitting processes for outdoor dining, pop-up retail, and event hosting.
- Implement temporary pop-up activations (e.g., food vendors, street performers, or weekend markets).
- Identify areas for wayfinding signage, seating, and improved lighting.
- Designate pedestrian, cyclist, and vendor zones to ensure safety.
- Identify zones for no activation, so emergency services have a clear lane.
- Gather initial community and business feedback.
- Monitor crowd flow, safety concerns, and overall impact.

Evaluation:

- Assess feasibility and popularity of pilot activations.
 - Identify any operational challenges, such as congestion or waste management.
 - Adjust infrastructure or regulations as needed.
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Phase 2: Expansion & Regulatory Adjustments (12-18 Months)

Goal: Scale up successful activations and formalize policies.

Key Actions:

- Expand permitted uses based on Phase 1 feedback (e.g., allow more vendors, extend hours, or introduce entertainment programming).
- Introduce permanent public art installations or interactive features.
- Establish safety measures, such as designated security personnel or emergency response protocols.

- Continue engaging stakeholders to refine the approach.

Evaluation:

- Measure economic impact (e.g., increased foot traffic, business revenue growth).
 - Review safety reports and adjust enforcement strategies.
 - Assess sustainability practices, including waste management and environmental effects.
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Phase 3: Full Implementation & Long-Term Strategy (18+ Months)

Goal: Establish a fully functional, sustainable, and dynamic boardwalk experience.

Key Actions:

- Launch a year-round activation plan, including seasonal events and recurring activities.
- Implement a maintenance and funding plan to sustain activation efforts.
- Monitor and adapt policies based on evolving needs and trends.

Evaluation:

- Conduct annual reviews with community and business stakeholders.
 - Adjust policies as needed to maintain balance between activation, safety, and sustainability.
 - Explore further enhancements, such as expanded programming or partnerships.
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Benefits of a Phased Approach

- ✓ Allows flexibility and adjustments based on feedback.
- ✓ Minimizes risk by testing concepts before full-scale implementation.
- ✓ Ensures infrastructure and regulations evolve alongside activation efforts.
- ✓ Builds long-term community support and economic growth.

Phase 1: Temporary & Semi-Permanent Boardwalk Activation Uses

During Phase 1, the focus is on introducing low-cost, temporary activations and allowing businesses to utilize adjacent boardwalk spaces in a structured manner. Below is a list of potential uses and associated rules to ensure safety, accessibility, and a positive user experience.

1. Temporary & Pop-Up Activations

These short-term activities help test engagement levels and gather community feedback.

Allowed Uses:

- **Pop-Up Retail & Vendors** – Rotating artisan markets, craft fairs, and small business showcases.
- **Food Trucks & Mobile Vendors** – Designated areas for rotating food trucks or beverage carts.
- **Live Performances** – Street musicians, buskers, and small-scale entertainment (must not obstruct pedestrian flow).
- **Fitness & Wellness Classes** – Yoga, tai chi, or outdoor boot camps (scheduled to prevent overcrowding).
- **Community Art Installations** – Temporary murals, sculptures, or interactive art pieces.
- **Seasonal & Thematic Events** – Farmers' markets, holiday-themed pop-ups, or cultural festivals.

Rules & Guidelines:

- Vendors and performers must obtain a temporary permit.
 - Designated vendor zones will be established to prevent overcrowding.
 - Sound levels must be managed to avoid disturbances to businesses and residents.
 - Setup and teardown must occur within designated hours.
 - Events must provide their own waste management plan.
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2. Semi-Permanent Business Use of Adjacent Boardwalk Spaces

Allows businesses to activate spaces directly in front of their establishments with defined guidelines.

Allowed Uses:

- **Outdoor Dining Areas** – Restaurants and cafés may extend seating onto the boardwalk.
- **Retail Displays & Merchandise Stands** – Shops may showcase products outdoors within a defined footprint.
- **Branded Activation Zones** – Businesses can host promotional pop-ups, tasting stations, or interactive experiences.
- **Entertainment & Live Music (Within Guidelines)** – Bars or restaurants may feature small acoustic performances.

Rules & Guidelines:

- Businesses must apply for a temporary use permit.
 - Outdoor spaces must not obstruct pedestrian pathways or emergency access routes.
 - Furniture and displays must be easily removable and comply with aesthetic standards.
 - Hours of operation for outdoor spaces will be regulated (e.g., no loud activities after 10 PM).
 - Businesses must maintain cleanliness and adhere to waste disposal policies.
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3. Public Amenities & Enhancements

Temporary enhancements that improve the user experience and encourage engagement.

Allowed Uses:

- **Public Seating Areas** – Movable chairs, tables, and benches to encourage social gathering.
- **Shade & Cooling Stations** – Temporary umbrellas or shaded structures.
- **Wayfinding & Informational Signage** – Maps, historical markers, and event notifications.
- **Temporary Lighting Enhancements** – String lights or lanterns to improve ambiance and safety.
- **Bike & Scooter Parking Zones** – Designated areas to reduce clutter and enhance accessibility.

Rules & Guidelines:

- Seating and shade structures must be maintained by designated parties.
 - All enhancements must comply with accessibility standards.
 - Temporary lighting should not create excessive glare for businesses or residents.
 - Bike and scooter parking must be placed in designated zones to prevent obstructions.
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Next Steps & Evaluation

- Gather feedback from businesses, residents, and visitors to assess impact.
- Gather feedback and data from CAPE program on any changes to number of calls for service.
- Adjust rules and permitted uses as needed.
- Develop criteria for which temporary activations should transition to long-term implementation in Phase 2.



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs
DATE:	02/24/2025
SUBJECT:	First Street

BACKGROUND

At the joint meeting on January 25, the Council reached a consensus for the agency and staff to begin brainstorming redevelopment concepts for the 1st Street corridor. Additionally, there was clear agreement that 1st Street will not be converted into a pedestrian-only zone. Instead, the Council has requested that both one-way and two-way traffic options be considered.

To support this effort, staff has engaged the local Transportation Planning Organization (TPO) to request assistance in conducting a traffic study. This study is a critical component of the redevelopment planning process, as the TPO provides this service at no cost, ensuring that no budget adjustments are necessary. As of February 24, 2025, the TPO has not yet confirmed the study.

Until the traffic study is formally completed, few definitive decisions can be made. However, at this stage, the agency may wish to consider the following:

1. **Avoiding the Use of Pavers** – Pavers are difficult to maintain, and when repairs are needed after installation, it is nearly impossible to achieve a perfect match.
2. **Prioritizing Pedestrian Safety** – While vehicle traffic will be maintained, it is essential to explore ways to enhance pedestrian safety and ensure a pedestrian-friendly environment.

FINANCIAL IMPACT

The estimated cost will vary depending upon the project scope. A larger, multi-million dollar project may require further discussion about where it should be programmed in the 5-year capital improvement plan. At this time, the 5-year CIP plan estimates approximately \$9,000,000.00 over three years for this project. This number is an estimate, and could change depending on the final scope of work.

REQUESTED ACTION

Staff requests feedback from the agency regarding pedestrian barrier options, as well as feedback on the ideas and considerations when planning for the future of First Street.

ATTACHMENTS



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1. First Street Ideas/Considerations
2. Pedestrian Barriers Examples

Traffic Flow & Safety Improvements

1. One-Way or Two-Way Traffic Options

- If one-way, consider a wider sidewalk on one side with outdoor seating, landscaping, and bike lanes.
- If two-way, implement narrower lanes with traffic calming features to slow speeds while maintaining accessibility.

2. Raised or Textured Crosswalks

- Use stamped concrete or thermoplastic overlays for durability and visibility.
- Add curb extensions ("bump-outs") at intersections to shorten crossing distances and improve pedestrian safety.
- Use public art to clearly identify crosswalks.

3. Reduced Speed Limits & Traffic Calming

- Use landscaped medians, speed tables, or chicanes (curved road elements) to encourage slower vehicle speeds.
- Install pedestrian-activated crossing signals at high-foot-traffic locations. (FDOT)

Aesthetic & Pedestrian Enhancements

5. Concrete with Decorative Finishes

- Instead of pavers, use stamped or stained concrete to achieve an upscale look while remaining durable and low-maintenance.
- Brushed or sandblasted finishes can add texture for slip resistance (sidewalks).

6. Enhanced Sidewalks & Gathering Spaces

- Widen sidewalks in key areas and incorporate public seating, shaded structures, and interactive art.
- Integrate wayfinding signage and public art installations that reflect the 'beach life' brand.

7. Landscaping & Green Infrastructure

- Use native dune-friendly landscaping in medians, bump-outs, and sidewalk planters.
- Add shade trees and rain gardens to manage stormwater naturally and improve aesthetics.

8. Integrated Lighting & Street Furniture

- Modern streetlights with pedestrian-scale lighting enhance safety at night.
- Continue to incorporate benches, trash receptacles, and bike racks that match the coastal aesthetic.

9. Pocket Plazas & Parklets

- Convert underutilized street sections into mini gathering areas with seating, public art, and small green spaces.
- Parklets (small curbside spaces with seating) can provide additional pedestrian-friendly zones without eliminating vehicle access.



Community Redevelopment Agency

First Street Pedestrian Safety and Aesthetic Ideas

Workshop March 12, 2025



Raised Planter Beds

Raised planter beds serve as a buffer between pedestrians and vehicular traffic, offering safety and additional greenery. They can be designed with various materials, concrete, wood, artificial wood, metal, and can host a variety of plants from ornamental grasses to small trees.

Raised Planter Beds





'Parklet' with seating and barriers

Community Redevelopment means undertakings, activities, or projects in a community redevelopment area for the following:

1. The elimination and prevention of the development or spread of slum and blight, or
2. The reduction or prevention of crime, or
3. The provision of affordable housing, whether for rent or for sale, to residents of low or moderate income, including the elderly, and may include
4. Slum clearance and redevelopment in a community redevelopment area, or
5. Rehabilitation and revitalization of coastal resort and tourist areas that are deteriorating and economically distressed, or
6. Rehabilitation or conservation in a community redevelopment area, or
7. Any combination of part thereof, in accordance with a community redevelopment plan, and may
8. Include the preparation of such plan.

Parklets and Seating





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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Staff
DATE:	02/24/2025
SUBJECT:	Future Workshop Topics

BACKGROUND

We are introducing a new set agenda item for Future Workshop Topics to be discussed. This aligns with the structure of Council briefings, where Council members have the opportunity at the end of each meeting to propose topics relevant to the Strategic Plan and Council priorities that should be discussed collectively at a future briefing. Importantly, there must be consensus for an item to be placed on a future workshop agenda.

The purpose of this agenda item is to allow agency members to reach a consensus on subjects that the agency, as a whole, deems necessary for discussion in a workshop setting. These discussions should be strictly limited to topics prioritized by the Council. This will keep all discussion on agency-related business within the state laws regarding board member conversations and discussions related to CRA business.

Please keep in mind, this is not an open forum for introducing unrelated or arbitrary topics when suggesting future workshop topics to ensure that discussions remain focused, relevant, and aligned with Council priorities.

FINANCIAL IMPACT

None

REQUESTED ACTION

No action requested.

ATTACHMENTS