



City of Jacksonville Beach

Workshop Agenda

11 North Third Street
Jacksonville Beach, Florida

Community Redevelopment Agency

Wednesday, April 16, 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 and action at a Workshop of the Community Redevelopment Agency:

CALL TO ORDER

ROLL CALL

ITEMS FOR DISCUSSION

- A. Sixth Avenue Mixed-Use Proposed Redevelopment District: RD Rezoning
- B. BEACH Alliance
- C. Downtown Redevelopment Plan Update for Lifesaving Station

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



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

CRA AGENDA ITEM	
TO:	Community Redevelopment Agency
FROM:	Heather Ireland, Planning and Development Director
DATE:	04/07/2025
SUBJECT:	Sixth Avenue Mixed-Use Proposed Redevelopment District: RD Rezoning

BACKGROUND

Corner Lot Development Group, LLC is proposing to rezone the property located at 102 Sixth Avenue North from Central Business District: CBD to Redevelopment District: RD. This proposed rezoning will be requested to accommodate a multi-tenant, mixed-use project intended for commercial and multifamily uses with an integrated parking structure. The property has a vested building height of fifty-nine (59) feet, and the applicant intends to redevelop the property with a five-story structure. Corner Lot Development Group requested to present the proposed project to the Community Redevelopment Agency in a workshop format prior to requesting formal approval. Representatives will be in attendance at the workshop to present the project proposal, and to answer questions and collect feedback from the agency members.

FINANCIAL IMPACT

REQUESTED ACTION

ATTACHMENTS



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

CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs
DATE:	03/20/2025
SUBJECT:	BEACH Alliance

BACKGROUND

Staff is in the process of launching the BEACH Alliance, a collaborative initiative designed to strengthen communication, coordination, and engagement between downtown businesses and the City/CRA. The acronym stands for Business, Events, Arts, Community, and Hospitality, which represents the alliance's core focus areas and guiding values.

The BEACH Alliance is a volunteer-based network of downtown business owners and operators committed to partnering with the City to maintain a safe, vibrant, and welcoming business district. The primary goal is to create a formalized yet flexible platform for ongoing communication between the City and those who live, work, and invest in downtown Jacksonville Beach.

Overall goals for the Alliance are:

- Strengthen partnerships: Foster consistent, two-way communication between downtown businesses and city staff
- Support Downtown Vibrancy: Collaborate on events, public art, beautification, and placemaking initiatives that enhance the character and appeal of downtown.
- Enhance Safety & Hospitality: Encourage businesses to take an active role in reporting safety issues and promoting a welcoming environment.
- Encourage Proactive Issue Reporting: Establish a reliable, shared system for flagging maintenance, infrastructure, and quality-of-life concerns.
- Empower Business Voices: Provide a clear channel for businesses to offer feedback and solutions on key downtown topics.

Staff will continue to implement changes to the structure of this program, and bring the final version to the agency for adoption. The goal is to approve the final program in May.

FINANCIAL IMPACT

REQUESTED ACTION



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

ATTACHMENTS

1. BEACH Alliance DRAFT

BEACH Alliance
Business, Events, Arts, Community, and Hospitality

Mission Statement:

The **BEACH Alliance** is a volunteer network of downtown Jacksonville Beach business owners and operators who actively partner with the City to maintain a safe, vibrant, and welcoming business district. Members serve as the eyes and ears of downtown, helping to report issues, communicate needs, explore safety and beautification efforts, and collaborate on events and enhancements.

Membership is free, and participation is based on a commitment to proactively engage with city staff and fellow business owners to improve the downtown experience for residents, visitors, and employees.

1. Governance & Membership

Membership Commitment:

Businesses that join the BEACH Alliance agree to:

- ✓ **Report issues** related to safety, maintenance, and infrastructure.
- ✓ **Communicate business needs** to the city and provide input on solutions.
- ✓ **Support events and initiatives** that drive economic activity downtown.
- ✓ **Encourage collaboration** between businesses and city departments.
- ✓ **Foster a welcoming atmosphere** through business-friendly best practices.

Leadership Structure:

- **Steering Committee** – A small group of volunteer business representatives who coordinate communication with the city.
- **City Liaison** – A designated city staff member to facilitate information-sharing and response to issues.
- **Quarterly Meetings** – Open forums where members can discuss updates, concerns, and upcoming initiatives.

2. Core Focus Areas

A. Downtown Issue Reporting & Communication

- Act as an early-warning system for safety concerns, maintenance issues, and public space upkeep.
- Establish a direct line of communication between businesses and city staff for timely responses.
- Utilize a shared reporting system (email, group chat, or app) to flag concerns like broken lights, vandalism, or parking issues.

B. Public Safety & Hospitality

- Work with the city and law enforcement to enhance safety measures (lighting, patrol presence, emergency contacts).
- Promote a hospitality mindset for businesses to create a welcoming and secure environment.
- Advocate for solutions to common challenges like late-night safety and pedestrian-friendly enhancements.

C. Arts, Beautification & Placemaking

- Help identify areas for public art, murals, or beautification projects to enhance downtown's appeal.
- Support temporary activations like seasonal décor, pop-up parks, or art installations.
- Help City Staff and the CRA come up with creative opportunities for unique art opportunities, and various ways to improve the aesthetics of the downtown.

D. Events & Business Support

- Provide input on city-sponsored events to ensure they benefit businesses.
- Coordinate business participation in downtown promotions like restaurant weeks, sidewalk sales, and seasonal celebrations.
- Support efforts to attract visitors and encourage foot traffic through strategic partnerships with tourism and marketing groups.

3. Tools & Resources for BEACH Alliance Members

- **Direct City Contact:** A streamlined process for reporting issues and getting timely updates.
- **Quarterly DBA Meetings:** A space for discussing business needs and planning improvements.
- **Event & Promotion Calendar:** A shared schedule of key downtown happenings.
- **Safety & Maintenance Updates:** Ongoing feedback on city-led improvements.

Conclusion:

The **BEACH Alliance** is a collaborative effort designed to empower businesses and enhance Jacksonville Beach's downtown district. By working closely with the city, members help shape a thriving, safe, and dynamic environment—ensuring that downtown remains a premier destination for locals and visitors alike.

This is **not a membership organization with fees** but a **collective commitment** to improving the downtown experience through open communication and active partnership with the city.



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

CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs
DATE:	04/09/2025
SUBJECT:	Downtown Redevelopment Plan Update for Lifesaving Station

BACKGROUND

As part of the 2024 Downtown Plan Update, the Agency identified several redevelopment objectives, including those focused on historic preservation (Objectives 1.4 and 4.2). The Lifesaving Station is one of only two historically designated structures within the Downtown District and is a significant asset to the area's character and heritage.

At the upcoming regular CRA meeting, staff will present a resolution for the Agency's consideration to formally add the Lifesaving Station to the list of projects in the Downtown Plan's implementation chart (pages 16 – 17). While the objectives already imply the rehabilitation of historic structures, and the Lifesaving Station has long been anticipated as a future CRA initiative, including it directly in the project chart will ensure full alignment with statutory requirements. This addition will also clearly define the project's scope, estimated costs, and timeline.

Staff believe that adopting a resolution is the most transparent and effective approach to formally incorporate this project into the Plan, and support the Agency's continued commitment to historic preservation.

FINANCIAL IMPACT

To be determined.

REQUESTED ACTION

No action requested at this time.

ATTACHMENTS