City of Jacksonville Beach

Regular Meeting

11 North Third Street
Jacksonville Beach, Florida

Community Redevelopment Agency

Wednesday, June 11, 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 Regular Meeting of the Community Redevelopment Agency:

CALL TO ORDER

ROLL CALL

ITEMS FOR DISCUSSION

A. FY2026 Preliminary Budget Review

B. Pier Parking Lot Mural - Artist Recommendation

COURTESY OF THE FLOOR TO VISITORS

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.

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

CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Staff
DATE:	05/29/2025
SUBJECT:	FY2026 Preliminary Budget

BACKGROUND
The Preliminary FY2026 budget is attached.

FINANCIAL IMPACT
N/A

REQUESTED ACTION
No action requested, information provided is for informational purposes only.

ATTACHMENTS
1. FY2026 Budget CRA May Workshop
2. FY2026 Budget CRA

AGENDA ITEM: A.
MEETING DATE: June 11, 2025

DOWNTOWN REDEVELOPMENT DISTRICT
CAPE PROGRAM
FY2026 Preliminary Budget for Discussion with CRA Board
Date Prepared: 5/29/2025

Account Description	2023 Actuals	2024 Actuals	2025 Actuals @ 5-29-2025	2025 Original Budget	2026 PROPOSED Budget	$ Chg	% Chg
Personal Services	1,138,106	892,388	626,034	1,245,731	1,435,423	189,692	15.2%
	1,138,106	**892,388**	**626,034**	**1,245,731**	**1,435,423**	**189,692**	**15.2%**
Travel & Training	880	2,595	-	5,000	5,000	-	0.0%
Repair & Maintenance equipment and vehicles	45,858	148,991	132,276	187,477	254,977	67,500	36.0%
Other operating expenses including bank fees, communications, utilities, postage, copier leases, office supplies, and internal service charges	86,306	72,321	25,740	77,110	77,110	-	0.0%
	133,044	**223,907**	**158,016**	**269,587**	**337,087**	**67,500**	**25.0%**
Cap Outlay - Mach & Equip	181,322	420,243	35,601	40,993	10,982	(30,011)	-73.2%
Cap Outlay - Vehicles	110,602	173,949	121,438	124,000	-	(124,000)	-100.0%
	291,924	**594,192**	**157,039**	**164,993**	**10,982**	**(154,011)**	**-93.3%**
Total Expenditures	**1,563,074**	**1,710,487**	**941,089**	**1,680,311**	**1,783,492**	**103,181**	**6.1%**

Authorized Positions (100% Allocated to DT District)		
Position(s)	**Department**	**FTE**
Sergeant	Police	1
Corporal		2
Police Officer		8
Total		**11**

DOWNTOWN REDEVELOPMENT DISTRICT
ADMINISTRATION
FY2026 Preliminary Budget for Discussion with CRA Board
Date Prepared: 5/29/2025

Account Description	2023 Actuals	2024 Actuals	2025 Actuals @ 5-29-2025	2025 Original Budget	2026 PROPOSED Budget	$ Chg	% Chg
Personal Services	221,532	233,841	169,560	325,602	356,436	30,834	9.5%
Total Personal Services	**221,532**	**233,841**	**169,560**	**325,602**	**356,436**	**30,834**	**9.5%**
Professional & legal Services	39,000	57,820	31,031	70,000	68,800	(1,200)	-1.7%
Accounting and Audit	3,250	3,313	3,375	5,000	5,000	-	0.0%
Other Contractual Services	85,784	41,517	13,815	100,000	100,000	-	0.0%
Landscaping & Tree Trimming	95,346	159,661	69,003	166,000	166,000	-	0.0%
Travel & Training	2,102	3,045	1,039	5,000	5,200	200	4.0%
Repair & Maintenance	48,464	37,106	23,292	120,000	120,000	-	0.0%
Paver Cleaning	205,338	199,442	97,696	200,000	200,000	-	0.0%
CRA Renovations	7,369	33,179	3,585	100,000	100,000	-	0.0%
Other operating expenses including bank fees, communications, utilities, postage, copier leases, office supplies, and internal service charges	165,674	160,337	104,636	165,720	182,001	16,281	9.8%
Total Operating Expenditures	**652,326**	**695,419**	**347,471**	**931,720**	**947,001**	**15,281**	**1.6%**
Cap Outlay - Improvements	944,560	10,859,839	870,526	7,756,975	7,250,000	(506,975)	-6.5%
Total Capital Outlay	**944,560**	**10,859,839**	**870,526**	**7,756,975**	**7,250,000**	**(506,975)**	**-6.5%**
Incentives Program		173,002	273,153	300,000	300,000	-	0.0%
Total Grants to Others	**-**	**173,002**	**273,153**	**300,000**	**300,000**	**-**	**0.0%**
Total Expenditures	**1,818,418**	**11,962,101**	**1,660,710**	**9,314,297**	**8,853,437**	**(460,860)**	**-4.9%**

Salary and Benefits % Allocation by Agency				
Position	**Department**	**Downtown**	**South Beach**	**Total CRA Allocation**
CRA Coordinator	Planning & Development	70.0%	30.0%	100%
Planning & Development Director		15.5%	9.5%	25%
City Engineer	Public Works	15.0%	9.5%	25%
Project Engineer		46.5%	28.5%	75%
Construction Project Superintendent		45.0%	5.0%	50.0%
Construction Project Coordinator		45.0%	5.0%	50.0%

SOUTH BEACH REDEVELOPMENT DISTRICT

ADMINISTRATION

FY2026 Preliminary Budget for Discussion with CRA Board

Date Prepared: 5/29/2025

Account Description	2023 Actuals	2024 Actuals	2025 Actuals @ 5-29-2025	2025 Original Budget	2026 PROPOSED Budget	$ Chg	% Chg
Personal Services	96,564	118,572	76,075	127,372	139,447	12,075	9.5%
Total Personal Services	**96,564**	**118,572**	**76,075**	**127,372**	**139,447**	**12,075**	**9.5%**
Professional & legal Services	39,100	23,400	13,399	47,500	12,700	(34,800)	-73.3%
Accounting and Audit	3,250	3,313	3,375	5,000	5,000	-	0.0%
Other Contractual Services	66,718	80,584	55,187	60,000	85,000	25,000	41.7%
Landscaping & Tree Trimming	31,174	28,459	20,947	35,000	70,000	35,000	100.0%
Travel & Training	1,223	1,530	3,644	3,000	3,000	-	0.0%
Repair & Maintenance	84,477	146,913	72,101	161,160	140,000	(21,160)	-13.1%
Other operating expenses including, bank fees, communications, utilities, postage, copier leases, office supplies, and internal service charges	122,352	73,410	47,586	83,341	83,809	468	0.6%
Total Operating Expenditures	**348,294**	**357,608**	**216,238**	**395,001**	**399,509**	**4,508**	**1.1%**
Cap Outlay - Improvements	3,104,141	337,504	744,308	1,900,000	9,007,500	7,107,500	374.1%
Cap Outlay - Mach & Equip			-	-	-	-	
Total Capital Outlay	**3,104,141**	**337,504**	**744,308**	**1,900,000**	**9,007,500**	**7,107,500**	**374.1%**
Total Expenditures	**$3,548,999**	**$813,683**	**$1,036,622**	**$2,422,373**	**$9,546,456**	**$7,124,083**	**294.1%**

Salary and Benefits % Allocation by Agency				
Position	**Department**	**Downtown**	**South Beach**	**Total CRA Allocation**
CRA Coordinator	Planning & Development	70.0%	30.0%	100%
Planning & Development Director		15.5%	9.5%	25%
City Engineer	Public Works	15.0%	9.5%	25%
Project Engineer		46.5%	28.5%	75%
Construction Project Superintendent		45.0%	5.0%	50.0%
Construction Project Coordinator		45.0%	5.0%	50.0%

CAPITAL OUTLAY LISTING

FUND-DEPT	CIP PAGE #	PROJECT TITLE	ITEM DESCRIPTION	AMOUNT
DT 181-0903	12	Radio Replacement Prgm (In Police CIP)	Radio replacement program	10,982
				10,982
DT 181-1601	4	Downtown Redv Rd & Associated Infrastructure	Dune Walkovers	1,100,000
DT 181-1601	4	Downtown Redv Rd & Associated Infrastructure	Infrastructure Phase 3B	200,000
DT 181-1601	5	Downtown Action Plan	Art master plan	350,000
DT 181-1601	5	Downtown Action Plan	Lighting master plan	200,000
DT 181-1601	5	Downtown Action Plan	Wayfinding signage	100,000
DT 181-1601	5	Downtown Action Plan	Latham Plaza master plan	4,000,000
DT 181-1601	5	Downtown Action Plan	Pier Parking Lot	750,000
DT 181-1601	6	Downtownl Landscape & Infrastructure	Connectivity corridors	500,000
DT 181-1601	6	Downtownl Landscape & Infrastructure	Planter beds	50,000
				7,250,000
SE 182-1602	10	Southend Road & Associated Infrastructure Imp.	Stormwater - South Basin	7,507,500
SE 182-1602	10	Southend Road & Associated Infrastructure Imp.	Stormwater-Osceola Av & S. Beach Pkwy	100,000
SE 182-1602	11	Southend South Beach Park Infrastructure Imp.	Southend Connectivity Corridors	500,000
SE 182-1602	11	Southend South Beach Park Infrastructure Imp.	S Bch Passive Park infrastructure	900,000
				9,007,500
TOTALS BY FUNDING SOURCE			DOWNTOWN FUND 181	7,260,982
			SOUTHEND FUND 182	9,007,500
			TOTAL	**16,268,482**

Capital Improvement Plan: FY2026-2030

Community Redevelopment Agency

Funding Sources	FY2026	FY2027	FY2028	FY2029	FY2030	Total
151 - Infrastructure Surtax	7,150,000	1,234,800	-	1,709,730	-	10,094,530
181 - Downtown Tax Increment	7,328,482	12,135,514	7,495,698	12,521,364	742,502	40,223,560
182 - Southend Tax Increment	9,007,500	2,292,400	5,050,000	500,000	-	16,849,900
423 - Stormwater Utility	4,042,500	345,900	2,450,000	-	-	6,838,400
Grand Total	**27,528,482**	**16,008,614**	**14,995,698**	**14,731,094**	**742,502**	**74,006,390**

Expenses	FY2026	FY2027	FY2028	FY2029	FY2030	Total
Downtown Redevelopment						
Downtown Action Plan	5,400,000	3,950,000	3,600,000	3,600,000	475,000	17,025,000
Downtown Cape Radio Replacement Pgm	10,982	12,814	13,198	13,594	14,002	64,590
Downtown Cape Vehicles & Equipment	-	65,000	90,000	50,000	186,000	391,000
Downtown Cape - Public Safety Technology (Non-Capital)	67,500	67,500	67,500	67,500	67,500	337,500
Downtown Landscape & Infrastructure Imp	550,000	600,000	550,000	600,000	-	2,300,000
Downtown Road & Associated Infrastructure	8,450,000	8,675,000	3,175,000	9,900,000	-	30,200,000
Downtown Redevelopment Total	**14,478,482**	**13,370,314**	**7,495,698**	**14,231,094**	**742,502**	**50,318,090**
Southend Redevelopment						
Southend Road & Associated Infrastructure	11,650,000	2,138,300	7,000,000	-	-	20,788,300
Southend South Beach Park Infrastructure	1,400,000	500,000	500,000	500,000	-	2,900,000
Southend Redevelopment Total	**13,050,000**	**2,638,300**	**7,500,000**	**500,000**	**-**	**23,688,300**
Grand Total	**27,528,482**	**16,008,614**	**14,995,698**	**14,731,094**	**742,502**	**74,006,390**

The five-member Jacksonville Beach Community Redevelopment Agency (CRA) was established in 1978, pursuant to Chapter 163, Part III of the Florida Statutes. The CRA was created for the purpose of carrying out community redevelopment programs for the City. The CRA is responsible for managing the City's two redevelopment districts: Downtown and Southend. Programs consist of a variety of redevelopment and community policing activities. The Agency receives administrative, engineering and project management support from the City's Planning & Development and Public Works Department. Work in the two redevelopment districts is carried out in coordination with the City Council and City Manager.

Both Community Redevelopment District programs are funded from appropriations based on increases in property tax revenues generated from within the two districts. The funds derived from the tax increments are held in separate trust funds administered by the Agency. Unless otherwise noted, the recommended funding source for these projects is from the Downtown or Southend Tax Increment Fund. Other projects may be added in the future from the master plans for the Downtown and Southend Redevelopment Districts. In the future, listed projects may be deleted and/or shifted on time-line due to budgetary constraints.

Project Title: *Community Redevelopment Agency – Downtown Redevelopment District* Road & Associated Infrastructure Improvements

Strategic Plan Priorities, Goals and Objectives: Develop a downtown that attracts residents, visitors, and commerce (P3.G1.O2)

Program Focus Area: **Downtown District Public Infrastructure Improvements**:

The initial focus of the CRA was the rejuvenation of the Downtown District. The redevelopment effort to date has been centered on improvements to the public infrastructure to facilitate private investments in the area. These projects are managed primarily by the Public Works Department.

Project Description and Reason Necessary:

Within the City there are roads, which need to be rebuilt because of deterioration caused by aging, compromise of the base and excess elevation due to many overlays. The degree of required rebuilding differs with the condition of each road. When roads are identified for reconstruction, Public Works reviews other utility and traffic systems (water, wastewater, stormwater, pavement and road base, sidewalk, etc.) in the right-of-way for prudent upgrades and repairs to maximize return on investment. Estimated planning costs are variable until project scope, design, bid advertisement and bid award are complete.

- **Phase 3B Project**: 2nd St. N. from Beach Boulevard to 6th Ave. N. will be designed (FY2026) and constructed to start the following year (FY2027).

- **Phase 3C Project 3**: Downtown Improvements include:
    1. Downstream outfall improvements including clearing, widening, installing a concrete lining to the ditch channel from the control structure (weir) to the Intracoastal waterway.
    2. Improvements to the Central Basin including concrete-capped sheet pile walls will be evaluated as a consideration of increasing size of the basin in an outlying year (FY2029) if it determined that this expansion is needed.

- **Phase 3D Project 6** (City funded): Approximate design boundary consists of 3rd Street, 13th Avenue South, Beach Street End, and 16th Avenue South (outside of, and adjacent to the south boundary of the Downtown Redevelopment District). The scope of work for these phases includes improvements to sanitary sewer, water distribution, stormwater, roadways, alleys, and street ends throughout the area plus other identified ancillary public improvements throughout the area.
- **Phase 3D Project 7** (CRA funded): Approximate design boundary consists of 3rd Street, 9th Avenue North, Beach Street End, and 6th Avenue North (at the north end of the boundary of the Downtown Development District). The scope of work for this phase includes improvements to sanitary sewer, water distribution, stormwater, roadways, alleys, and street ends throughout the area plus other identified ancillary public improvements.

Design phasing boundaries are currently:

Approximate Design Boundaries (1)				
Phase 3C:	North	South	West	East
Project 3 (2)	Downstream Improvements		Intracoastal Waterway	Central Basin
Phase 3D:				
Project 6	13th Ave. S.	16th Ave. S.	3rd St.	Beach Street End
Project 7	9th Ave. N.	6th Ave. N.	3rd St.	Beach Street End

(1) The scope of downstream improvements have been based on the design consultant's stormwater modeling and analysis results. The design and construction work may be incorporated into Projects 3 through 6.
(2) Project 3 will be 17.27% City funded and 82.73% CRA funded.

- **Dune Walkovers:** There are forty-nine (49) existing dune walkovers located in Jacksonville Beach, twenty-eight (28) of which are located in the Downtown CRA district.

- **Beach Outfalls:** There are twenty-nine (29) existing beach outfalls within the City. There are fifteen (15) existing beach outfalls located inside the Downtown CRA District. It is the City's intent to replace all of them with in-line check valves to minimize water from backing up into the system, pending funding availability. The new outfall 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.

Capital Improvement Plan: FY2026-2030

Project (Fund Source)	Phase	FY2026	FY2027	FY2028	FY2029	FY2030	Total
Phase 3B (DT TIF)	Design Construct	$200,000	 $1,900,000				$2,100,000
Phase 3C Proj. 3 Downstream Imp (DT TIF) City Portion (BJB)	Construct		$5,315,200 $1,234,800		$8,190,270 $1,709,730		$16,450,000
Phase 3D (BJB / INF SURTAX) Proj. 6	Construct	$7,150,000					$7,150,000
Phase 3D (DT TIF) Project 7	Design Construct		$225,000	 $1,925,000			$2,150,000
Dune Walkovers - Non ADA (DT TIF)	Construct	$1,100,000					$1,100,000
Beach Outfalls (DT TIF)	Construct			$1,250,000			$1,250,000
	Total	**$8,450,000**	**$8,675,000**	**$3,175,000**	**$9,900,000**		**$30,200,000**

Funding Source	FY2026	FY2027	FY2028	FY2029	FY2030	Total
DT TIF	$1,300,000	$7,440,200	$3,175,000	$8,190,270		$20,105,470
BJB	$7,150,000	$1,234,800		$1,709,730		$10,094,530
Total	**$8,450,000**	**$8,675,000**	**$3,175,000**	**$9,900,000**		**$30,200,000**

Recommended Funding Source – Downtown Redevelopment Tax Increment Fund (DT TIF) with Water / Sewer & ½ Cent Infrastructure Surtax (BJB) Bonds, funding work adjacent to the district's South boundary.

NOTES:

1. These estimated planning costs are variable until project scope, design, bid advertisement and bid award are complete.
2. When roads are identified for reconstruction, Public Works reviews other utility and traffic systems (water, wastewater, stormwater, pavement and road base, sidewalk, etc.) in the right-of-way for prudent upgrades and repairs to maximize return on investment.
3. Other projects may be added in the future for other necessary road reconstruction. Listed projects may be deleted and/or shifted on time-line due to budgetary constraints.

Project Title: *Community Redevelopment Agency – Downtown Redevelopment District* Action Plan Implementation

Strategic Plan Priorities, Goals and Objectives: Develop a downtown that attracts residents, visitors, and commerce (P3.G1.O2)

Program Focus Area: **Downtown Action Plan Implementation and Management Plan**
The Downtown Redevelopment Plan was amended in 2015 to add a Downtown Action Plan. The Action Plan was based on community input and developed to:

- Make downtown attractive to a variety of residents and visitors of all ages;
- Increase transportation and parking options, making it easier to get downtown;
- Make visitors feel safer; and
- Create a sense of place by adding design features that make downtown a unique and memorable destination.
- Redesign Latham Plaza and Seawalk Pavilion area to be more inclusive and functional year round

Project Description and Reason Necessary:
The Downtown Action Plan included a list of action items, which addressed additions or improvements in the use of public space and public amenities, art, signage and lighting. The combined effect would be an approved appearance, a stronger sense of place, and future opportunities to brand and market Jacksonville Beach.

The CRA approved funding for Dix Hite + Partners to develop the plans, specifications, construction documents and estimates of probable costs for the implementation of Downtown Action Plan for the following project elements:

- Art Master Plan
- Lighting Plan
- Wayfinding/Signage Plan
- Latham Plaza Reconstruction
- Pier Parking Lot Improvements
- Ocean Front Park
- First Street Redesign

In FY2025, the CRA continued to work with the City Council and citizens to refine the final design concept for Latham Plaza, and issue construction documents for bid for Phase 1 of Latham Plaza. Construction is expected to commence in FY2026.

Funding Source: Community Redevelopment Agency (DT TIF)

Cost Item	FY2026	FY2027	FY2028	FY2029	FY2030	Total
Art Master Plan	$350,000	$300,000	$400,000	$400,000	$400,000	$1,850,000
Lighting Master Plan	$200,000	$200,000	$200,000	$200,000	$75,000	$875,000
Wayfinding Signage	$100,000	$100,000				$200,000
Latham Plaza Master Plan	$4,000,000					$4,000,000
Pier Parking Lot	$750,000					$750,000
Ocean Front Park		$350,000				$350,000
First Street Redesign		$3,000,000	$3,000,000	$3,000,000		$9,000,000
Total	**$5,400,000**	**$3,950,000**	**$3,600,000**	**$3,600,000**	**$475,000**	**$17,025,000**

Project Title: *Community Redevelopment Agency – Downtown Redevelopment District Landscape and Infrastructure Improvements*

Strategic Plan Priorities, Goals and Objectives: Design, develop, and encourage use of an urban trail system that connects residents to parks, schools, commercial districts, and the beach (P2.G2.O2)

Program Focus Area: **Downtown District – Parks and Public Infrastructure Improvements**:

Project Description and Reason Necessary:

Downtown Connectivity Corridors - $2,000,000: This project includes connectivity corridors within the downtown redevelopment area that should provide safe non-motorized transport between neighborhoods, parks, commercial districts and the beach. These corridors will connect to the City funded urban trails. More information about the Urban Trails Project is available in the Parks Capital Improvement Plan.

Downtown Planter Beds - $50,000: This project includes the circular, and obscure shaped planter beds within the Downtown District. The CRA intends to replace hardscaping and materials within the beds to achieve a more cohesive look throughout the downtown, and upgrade the plants located in the beds. The funds in FY2026 and forward are for maintaining and upgrading as necessary to the newly planted beds.

Funding Source: Community Redevelopment Agency (DT TIF)

Cost Item	FY2026	FY2027	FY2028	FY2029	FY2030	Total
Connectivity corridors	$500,000	$500,000	$500,000	$500,000		$2,000,000
Planter Beds	$50,000	$100,000	$50,000	$100,000		$300,000
Total	**$550,000**	**$600,000**	**$550,000**	**$600,000**		**$2,300,000**

Project Title: *Community Redevelopment Agency – Downtown Redevelopment District Downtown Community Policing Initiative*

Strategic Plan Priorities, Goals and Objectives: Provide adequate public safety for all residents, businesses and visitors (P1.G1.O1)

Program Focus Area: Police Department/Community Redevelopment Agency – Downtown Redevelopment District

Project Description and Reason Necessary:

The Downtown Community Policing Initiative, or Downtown CAPE, began a pilot project in November of 2006. It was subsequently expanded to eleven officers and permanently integrated into the Downtown Community Redevelopment Plan. The officers provide a concentrated presence in the Central Business District, but are authorized to provide police services throughout the Downtown Redevelopment District. Funding for this program is managed by the Police Department. Vehicles dedicated to the Downtown CAPE program will be replaced as projected in this plan. The Downtown CAPE fleet currently consists of twenty-two vehicles:

- 1 – Ford F-150
- 11 – Ford Explorer
- 2 – Honda ATV
- 2 – Quads
- 6 – Segway

The Police Department conducted an assessment of its fleet in order to develop a comprehensive replacement plan. The Department proposed, and City Council approved at its 3/7/2022 meeting, a planned useful life of eight (8) years for marked vehicles and 10 years for unmarked vehicles to better suit its needs and to ensure optimal operating performance of its fleet.

The vehicle replacement schedule reflects the newly adopted standard.

Funding Source: Community Redevelopment Agency (DT TIF)

Veh #	Mileage	Year	Description	FY2026	FY2027	FY2028	FY2029	FY2030	Total
1968	50,552	2019	Ford Taurus		$65,000				
QUAD4	1,407	2023	Polaris Quad			$25,000			
2022	32,642	2020	Ford F-150			$65,000			
ATV11	26	2024	Polaris Quad				$25,000		
ATV12	124	2024	Polaris ATV				$25,000		
2028	59,264	2020	Ford Explorer					$50,000	
2245	25,684	2245	Ford Explorer					$68,000	
2246	27,039	2246	Ford Explorer					$68,000	
			Total		**$65,000**	**$90,000**	**$50,000**	**$186,000**	**$391,000**

Project Title: Public Safety Technology Program – License Plate Readers (LPRs)

Strategic Plan Priorities, Goals and Objectives: Enhance Public Safety (P2.G1.O1.)

Program Focus Area: Police Department/Community Redevelopment Agency – Downtown Redevelopment District

Project Description and Reason Necessary:
The Police Department traffic unit has been utilizing mobile license plate reader (LPR) technology as a pilot project for the last year. LPRs proactively and automatically detect criminal suspects and stolen vehicles on the roadway which aids in the prevention of criminal activity. Originally, five mobile units were purchased, and the pilot project was successful. The Department will expand the LPR program to Downtown CAPE by purchasing three mobile units per year with the goal of equipping all Downtown CAPE vehicles assigned to officers/corporals. Additionally, program expansion will include stationary LPRs on J. Turner Butler Boulevard at the Intracoastal Waterway which capture every vehicle license plate entering/leaving city limits. This same LPR system is currently in use by Atlantic Beach Police Department, Neptune Beach Police Department, Jacksonville Sheriff's Office, St. Johns County Sheriff's Office, and other jurisdictions nationwide, encompassing over 96,000 cameras. Once implemented, the Department will have access to the nationwide LPR database, improving proactivity and reactive investigations.

Funding Source: Community Redevelopment Agency (Non-Capital)

Cost Item	FY2026	FY2027	FY2028	FY2029	FY2030	Total
Mobile LPRs and software maintenance	$45,000	$45,000	$45,000	$45,000	$45,000	**$225,000**

Future Operating Budget Impact (Non-Capital):

Cost Item	FY2026	FY2027	FY2028	FY2029	FY2030	Total
Stationary LPR maintenance*	$22,500	$22,500	$22,500	$22,500	$22,500	**$112,500**

*Stationary LPRs incur no initial costs, however require an annual operating cost.

Project Title: *Community Redevelopment Agency – Southend Redevelopment District* Road & Associated Infrastructure Improvements

Strategic Plan Priorities, Goals and Objectives: Prepare community assets for environmental impacts and risks (P4.G2.O1)

Program Focus Area: Southend Redevelopment

Since the adoption of the Southend redevelopment plan in 1987, six major public-private projects have been completed (Riptide, South Beach Regional Shopping Center, South Beach Parkway Shopping Center, Ocean Cay, South Beach Mixed Use Development, Ocean Terrace and Paradise Key). In addition to the projects involving private enterprises, numerous public infrastructure projects have been constructed to support the redevelopment activity in the district. The infrastructure projects are managed primarily by the Public Works Department; parks facilities projects are managed by both the Public Works and the Parks & Recreation Department.

Project Description and Reason Necessary: Within the City there are roads, which need to be rebuilt because of deterioration caused by aging, compromise of the base and excess elevation due to asphalt overlays. The degree of required rebuilding differs with the condition of each road. When roads are identified for reconstruction, Public Works reviews other utility and traffic systems (water, wastewater, stormwater, pavement and road base, sidewalk, etc.) in the right-of-way for prudent upgrades and repairs to maximize return on investment. Estimated planning costs are variable until project scope, design, bid advertisement and bid award are complete.

- **South Beach Parkway Roadway/ Stormwater Improvements Project (Phase 3)**: The design of improvements to the South Beach Parkway Stormwater Pond (at Marsh Landing Parkway) that receives Ocean Terrace stormwater design is being reviewed by City staff.

- **Stormwater/Roadway Improvements (Phase 5**): Downstream outfall improvements, including downstream silt removal, pipe cleaning/rehabilitation and channel stabilization.

- **Stormwater/Reuse Improvements (Phase 6):** Stormwater system improvements include Osceola Avenue from South Beach Parkway east to Sandra Drive, and Osceola Regional Pond modifications and reconstruction necessary at the JTB Basin pumping station and pond improvements.

Project (Fund Source)	Phase	FY2026	FY2027	FY2028	FY2029	FY2030	Total
South Beach Parkway Road Imps (Phase 3): Ocean Terrace Pond*	Construct		$1,250,000				$1,250,000
South Basin Stormwater Outfall Channel Imps (Phase 5) – South Basin Silt Removal, Pipe Cleaning/Rehab and Channel Stabilization	Design Construct (CRA) Construct (City)	 $7,507,500 $4,042,500					$11,550,000
Stormwater/Reuse Imps (Phase 6) – Osceola Avenue from South Beach Parkway to Sandra Drive and Osceola Pond modifications	Design (CRA) Design (City) Construct (CRA) Construct (City)	$100,000	$542,400 $345,900	 $4,550,000 $2,450,000			$7,988,300
	Total	**$11,650,000**	**$2,138,300**	**$7,000,000**			**$20,788,300**

The CRA/City have a 65%/35% split of costs for parts of the Stormwater/Road Improvements Phases 5 and 6 based on Southend CRA Stormwater Ditch Contribution Apportionment.
**Project re-budgeted from FY2022 CIP*

Funding Source	FY2026	FY2027	FY2028	FY2029	FY2030	Total
SB TIF	$7,607,500	$1,792,400	$4,550,000			$13,949,900
SW (City above)	$4,042,500	$345,900	$2,450,000			$6,838,400
Total	**$11,650,000**	**$2,138,300**	**$7,000,000**			**$20,788,300**

Recommended Funding Source – Southend Tax Increment Fund (SE TIF). Foundation for project scoping is in the Southend Redevelopment Master Plan (also incorporating appropriate portions of the City's Reuse Master Plan Study). Scope includes improvements to sanitary sewer, water distribution, reuse, stormwater and road systems throughout the area plus other identified ancillary public improvements.

NOTES:
1. These estimated planning costs are variable until project scope, design, bid advertisement and bid award are complete.
2. When roads are identified for reconstruction, Public Works reviews other utility and traffic systems (water, wastewater, stormwater, pavement and road base, sidewalk, etc.) in the right-of-way for prudent upgrades and repairs to maximize return on investment.
3. Other projects may be added in the future for other necessary road reconstruction. Listed projects may be deleted and/or shifted on time-line due to budgetary constraints.
4. Will be exploring the feasibility and necessity of the Phase 6 Stormwater project in FY2026.

Project Title: *Community Redevelopment Agency – Southend Redevelopment District South Beach Park Infrastructure Improvements*

Strategic Plan Priorities, Goals and Objectives: Provide recreational amenities desired by the community (P2.G2.O2)

Program Focus Area: Southend Redevelopment

Project Description and Reason Necessary The South Beach Park area includes recreational opportunities for all ages. Beginning with the land **Southend Connectivity Corridors - $2,000,000:** This project includes connectivity corridors within the Southend redevelopment area that should enable safe non-motorized transport between neighborhoods, parks, commercial districts and the beach. These corridors will connect to the City funded urban trails. More information about the Urban Trails Project is available in the Parks Capital Improvement Plan.

Passive Park – Jax Drive/South Beach Parkway - $900,000: This project includes several empty lots to the north of Jax Drive on South Beach Parkway (northwest corner), as well as a single lot to the South of Jax Drive on South Beach Parkway (southwest corner). This may be a passive park or rest area. Budget includes design fees.

Cost Item	FY2026	FY2027	FY2028	FY2029	FY2030	Total
Southend Connectivity Corridors	$500,000	$500,000	$500,000	$500,000		$2,000,000
Passive Park	$900,000					$900,000
Total	**$1,400,000**	**$500,000**	**$500,000**	**$500,000**		**$2,900,000**

Project Title: Radio Replacement Program

Department/Division: Citywide

Strategic Plan Priorities, Goals and Objectives: Identify and develop processes to utilize public safety resources in the most efficient and effective manner (P2.G1.O1.)

Project Description and Reason Necessary: The police department administers the radio system for the city. Most of the City's non-police radios are not supported by the vendor, and when they stop functioning, they cannot be repaired. We will begin to replace these radios gradually over the next ten years.

Funding Source: Electric, Water/Sewer, Downtown TIF Fund, and General Capital Projects Fund via transfers from the General Fund

CITYWIDE RADIO INVENTORY				FY2026 REPLACEMENTS	
Department	**Funding Source**	**Radio Type**	**Inventory Count**	**QTY**	**Cost**
Police	315-Gen Cap Projects Fund	Portable Radio	116	-	-
		Mobile Radio	21	6	32,948
Police	181-Downton TIF Fund	Portable Radio	5	-	-
		Mobile Radio	6	2	10,982
Ocean Rescue	315-Gen Cap Projects Fund	Portable Radio	52	4	11,680
		Mobile Radio	4	-	-
Emergency Operations Center (EOC)	315-Gen Cap Projects Fund	Portable Radio	8	-	-
		Mobile Radio	4	-	-
Beaches Energy Services	410-Electric Fund	Portable Radio	47	2	5,840
		Mobile Radio	48	3	14,138
Public Works	420-Water Sewer Fund	Portable Radio	59	5	14,600
		Mobile Radio	5	-	-
		Total	**375**	**22**	**$90,188**

5-YEAR REPLACEMENTS	**FY2026**	**FY2027**	**FY2028**	**FY2029**	**FY2030**	**TOTAL**
315-Gen Cap Projects Fund (Police, Parks, EOC)	44,628	39,592	40,780	42,003	30,903	**197,906**
181-Downtown TIF Fund	10,982	12,814	13,198	13,594	14,002	**64,590**
410-Electric Fund	19,978	28,439	26,195	30,172	34,363	**139,147**
420-Water Sewer Fund	14,600	21,054	21,685	19,145	23,006	**99,490**
Total:	$90,188	$101,899	$101,858	$104,914	$102,274	**$501,133**

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

PUBLIC ART ADVISORY COMMITTEE MEMO	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	06/03/2025
SUBJECT:	Pier Parking Lot Restroom Mural

BACKGROUND

The Public Art Advisory Committee (PAAC) reviewed 21 mural submissions, 12 of which met the committee's definition of 'local,' meaning the artist is based in Atlantic Beach, Neptune Beach, or Jacksonville Beach. From those 12, the PAAC unanimously selected and recommended Michael Kulik of Atlantic Beach and their proposal, titled "Brought Together by Salt and Sky", to complete the exterior mural on the Pier Parking Lot restroom.

Parks and Recreation has coordinated with staff to ensure the restroom facility is prepared prior to the start of the mural. This includes full exterior and interior cleaning, interior painting, door repairs and repainting, and the application of a flat, clean base coat for the mural surface, if desired by the artist.

FINANCIAL IMPACT

The budget for this mural is $18,000.00, and is consistent with industry standards of approximately $20 per square foot.

REQUESTED ACTION

Staff respectfully requests the Agency approve the Public Art Advisory Committee's recommended candidate, allowing staff to present the selection to City Council for final approval on June 16.

ATTACHMENTS

1. M.Kulik Proposal

AGENDA ITEM:	B.
MEETING DATE:	June 11, 2025

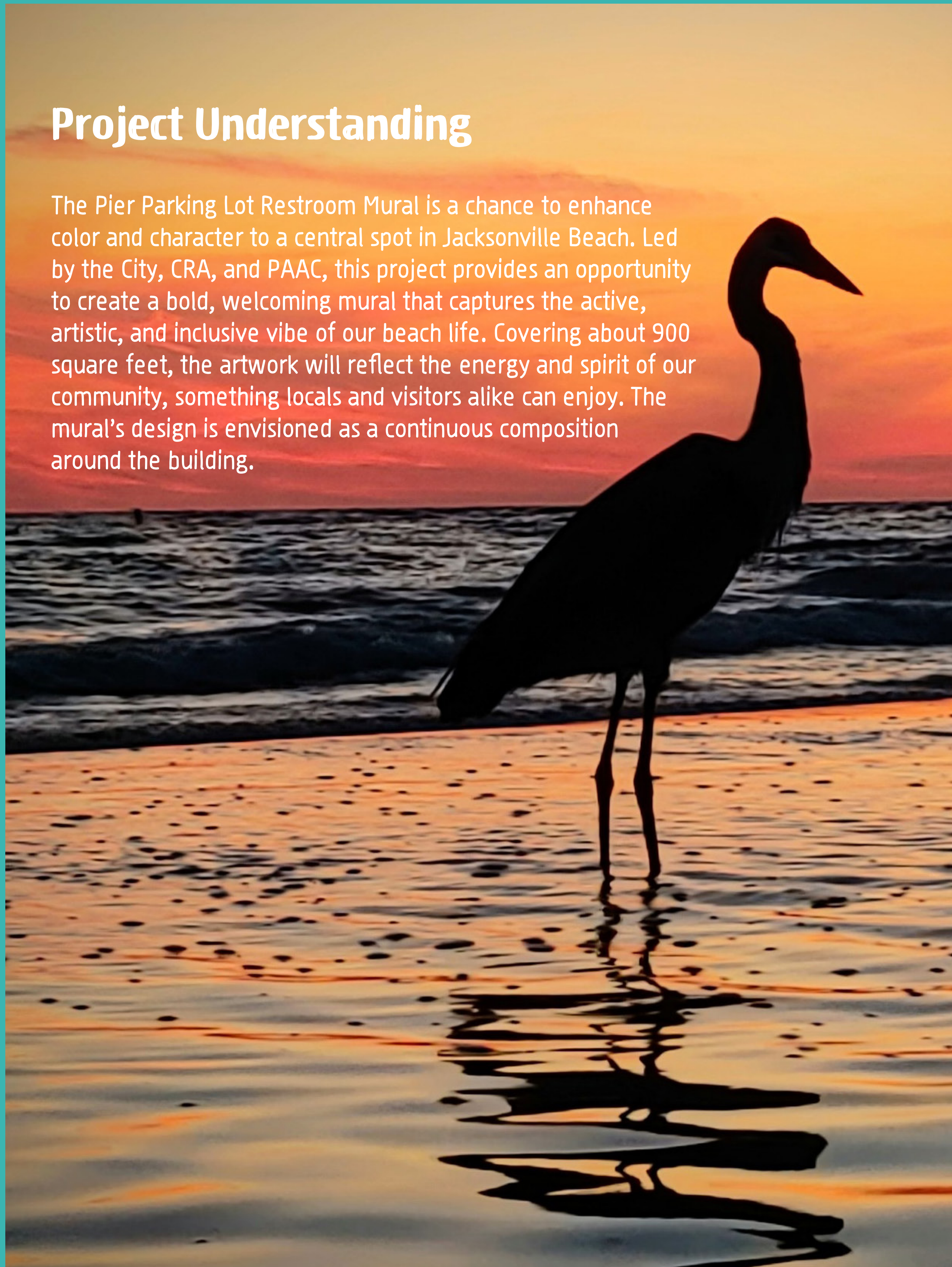
Brought Together by Salt and Sky

Proposal For:
COJB Pier Parking Lot Restroom Mural

Prepared For:
The City of Jacksonville Beach, CRA, PAAC

Mike Kulik, Artist
530 Sherry Dr, Atlantic Beach, FL 32233

Image: sora.com



Project Understanding

The Pier Parking Lot Restroom Mural is a chance to enhance color and character to a central spot in Jacksonville Beach. Led by the City, CRA, and PAAC, this project provides an opportunity to create a bold, welcoming mural that captures the active, artistic, and inclusive vibe of our beach life. Covering about 900 square feet, the artwork will reflect the energy and spirit of our community, something locals and visitors alike can enjoy. The mural's design is envisioned as a continuous composition around the building.

p: 716-418-0607 | e: mkulik137@yahoo.com | a: 530 Sherry Dr, Atlantic Beach FL 32233

Process:
Vibe Analysis

This place speaks.

Jax Beach imparts lasting impressions that resonate: coastal communities with lifestyles so immersed in context that we are inseparable. Part of what we hold so valuable is what we share with the world- exciting, welcoming, and vibrant atmospheres that spark a conversation & become a daily ritual. **The beaches are our place and purpose.**

Character Image Credits, left and above:
(iLoveShelling, 2013), (Florida Wildflower Foundation, n.d.), (The Trippy Life, n.d.), (Fernandina Observer, 2023), (Reddit user, 2021), (Shutterstock, n.d.), (WUSF News, 2023)

Process:
Vibe to Vision Key Elements

Salt and Sky
The mural will move with the rhythms of sun, moon, and tide, linking people, wildlife, and landscape through a shared flow. From gopher tortoises and shorebirds to surfers and waves, it should celebrate nature's motion as a **unifying force**.

Coastal Life
Scenes of surf, art, fishing, and local culture blend into the mural's landscape, reflecting Jacksonville Beach's energy and spirit. It's a portrait of life shaped by the coast—**joyful, active, and connected**.

A Shared Horizon
Through color and movement, the mural invites all to find themselves in the scene. It's a tribute to beach life and the **feeling of belonging beneath a wide, open sky**.

Image credit: sora.com

p: 716-418-0607 | e: mkulik137@yahoo.com | a: 530 Sherry Dr, Atlantic Beach FL 32233

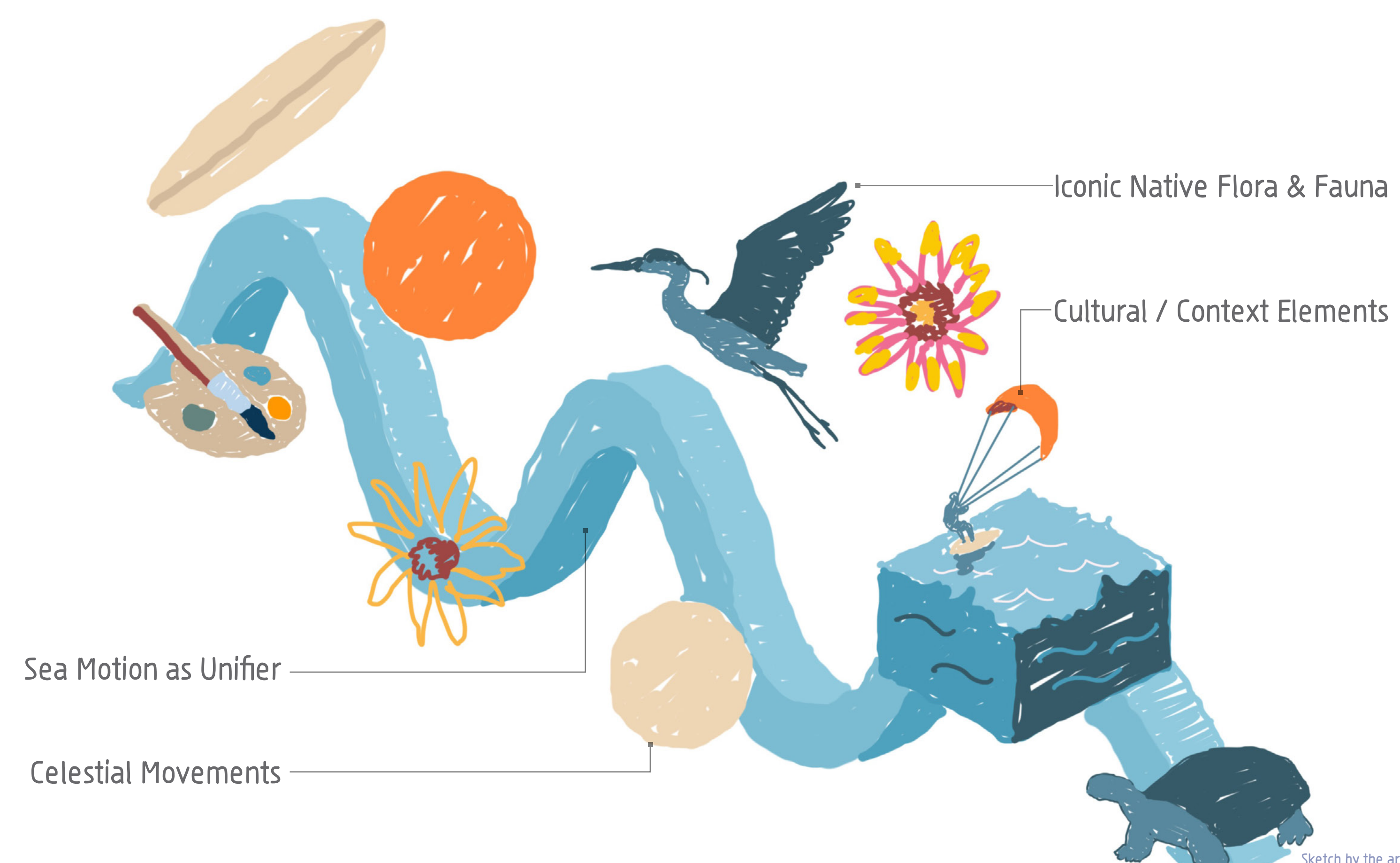
Vision Statement:
Brought Together by Salt and Sky

Brought Together by Salt and Sky is envisioned as a vibrant, continuous narrative painted across the four walls of the Pier Restroom building—a fluid mural that tells the story of Jacksonville Beach through movement, color, and connection. Inspired by the dynamic rhythm of the tides, the arc of the sun, and the pull of the moon, the composition flows like the sea itself, weaving together people, nature, and culture into a single unified scene.

At its core, the mural **celebrates the coastal ecosystem as both life-giving and unifying**. Flourishing flora and fauna pulse with the same energy as the community that surrounds them: residents and visitors drawn to the coast for joy, motion, and belonging.

From one face of the building to the next, the mural moves seamlessly, sunrise to moonrise, tide to tide, expressing how sea and sky connect us all. **It is a living portrait of Jacksonville Beach, where the natural and cultural landscapes are forever in motion, and forever intertwined.**

Vision Diagram (Foundation for Mural Design, Next Page)



Sketch by the artist

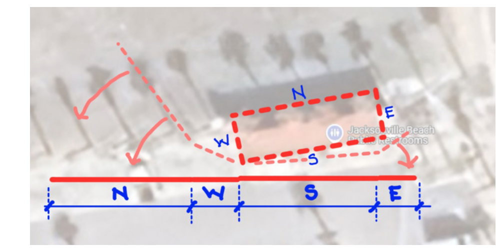
Mural Design

Mural Structure: Continuous Narrative

The mural is envisioned to wrap the entire building in a continuous narrative composition. The continuous narrative has been utilized by artists for thousands of years as a means of telling a story, with multiple scenes portrayed, in one continuous composition.



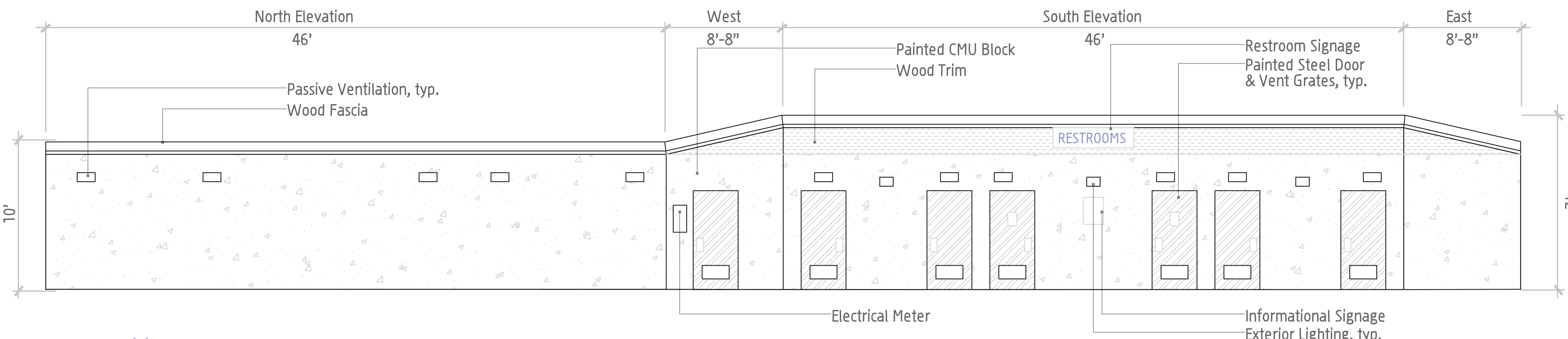
Image credit: Wikimedia Commons



"Unfolding the Box" Key Map

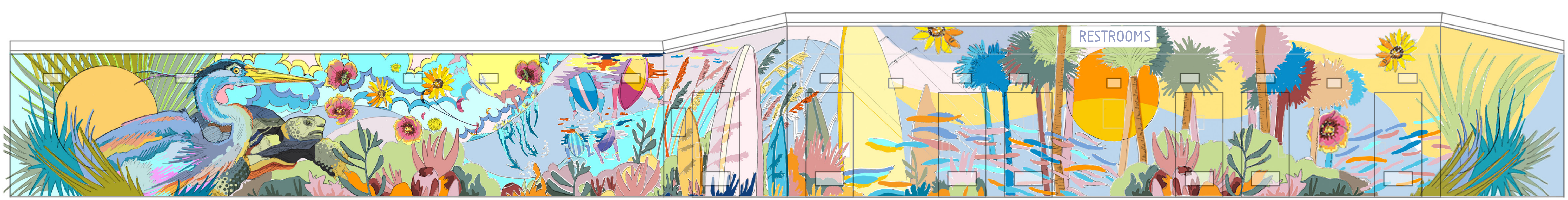
Existing Conditions: The Canvas

The building is CMU construction, with surfaces including painted CMU block, wood veneer, painted steel doors, and a variety of fenestrations and signage.



Composition

Brought Together by Salt and Sky will wrap the building in a continuous narrative format, composing the story and qualities of our beach communities via an array of dynamic, colorful, and inviting scenes **tied together by the movements of the sea and sky.**

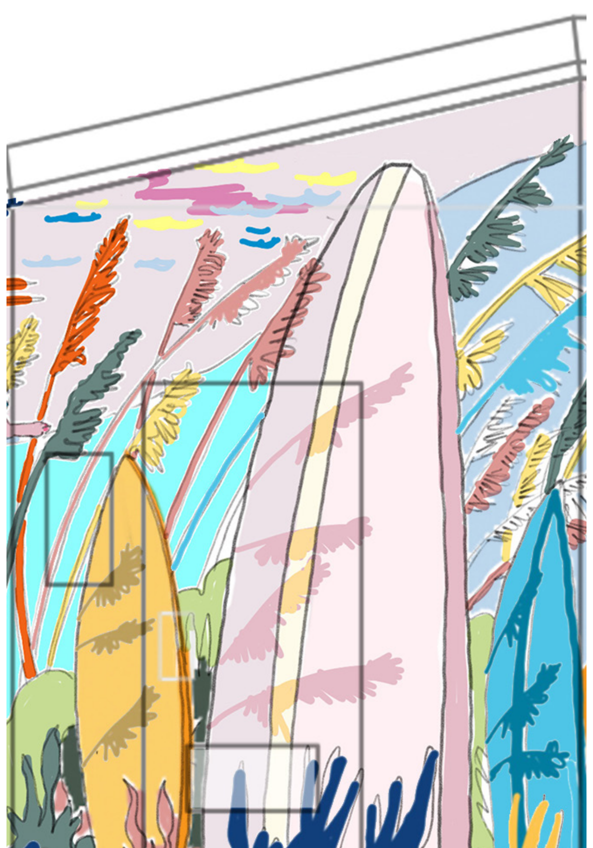


Sun and Dunescape | Active Ocean | Surf Forest | Vibrant Sea | Equilibrium | Coastal Hammock Transition

Enlargements

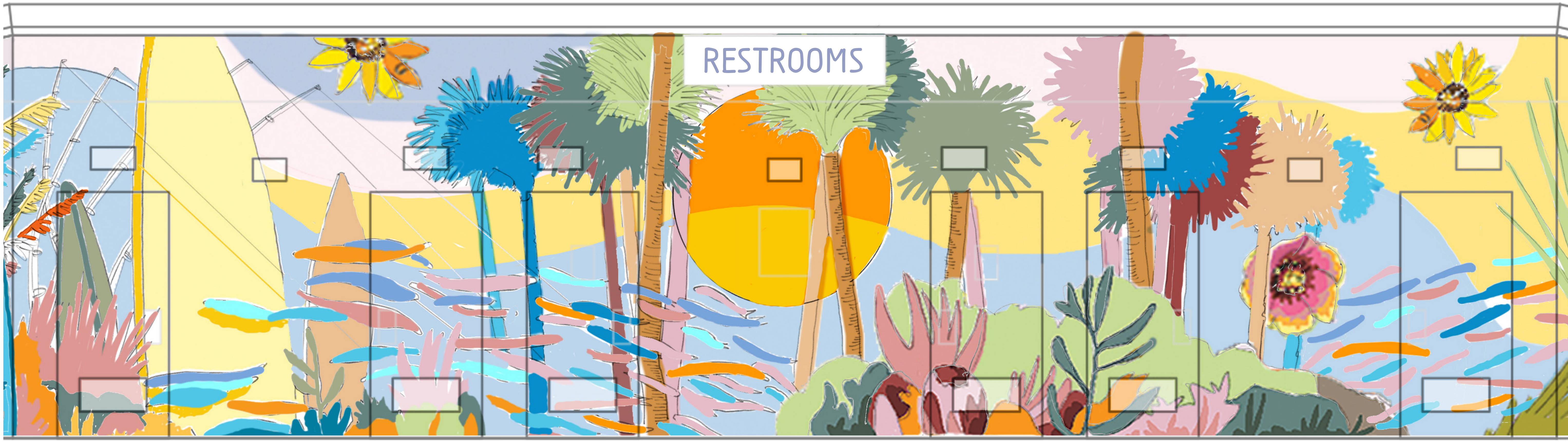
North Elevation (Facing North Promenade / Casa Marina)

West Elevation (Facing Mango's)

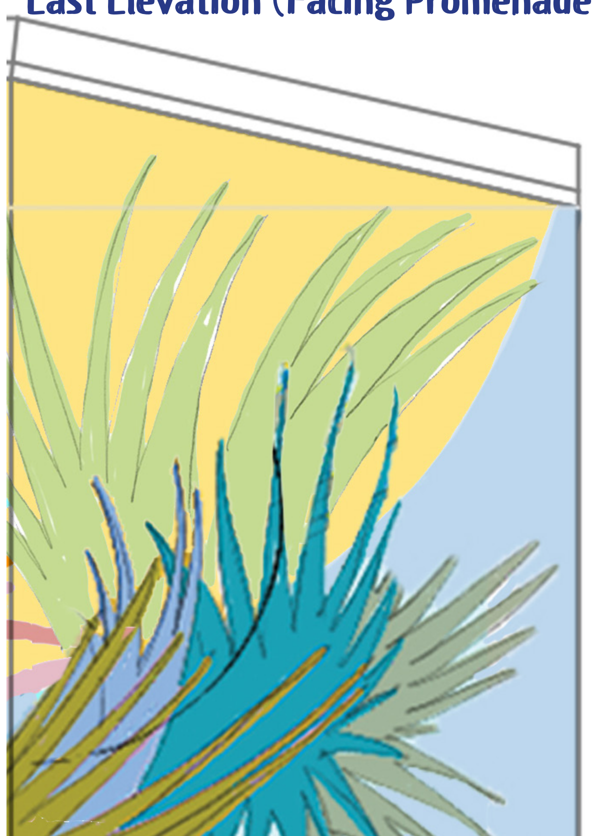


Enlargements

South Elevation (Facing Parking / South Promenade)



East Elevation (Facing Promenade / Dunes)



Schedule of Delivery

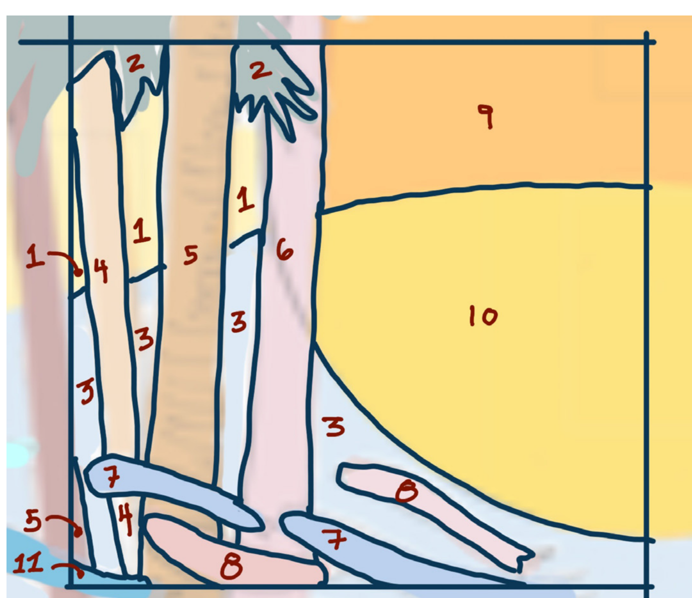
Pier Parking Lot Restroom Mural Conceptual Task Schedule		
Phase	Description	Timeframe
Phase I	Layout & Cartoon Outline	Week One
Phase II	Base Field Layers	Week Two
Phase III	Details	Weeks Three & Four*
Phase IV	Punch List & Project Closeout	Week Five

* Mural mostly detailed by July 4 assuming project commencement on June 6th and no significant storm or event disruptions.

Post-Installation Care: Maintenance Color Manual

A general maintenance color manual will be furnished to the City upon completion of the project. This manual will be a graphical diagram complete with a reference schedule of paint colors & specifications for use by the City's Building Maintenance division in applying touchups to affected areas over the years. Reference numbers can be easily brought to any paint shop and be mixed / replicated. **This mural is designed with large fields of color and targeted detailing with future maintenance in mind (you don't need to be an artist to touch up paint!)**

Maintenance Manual Diagram Example



1.) SW ###

2.) SW ###

3.) SW ###