



City of Jacksonville Beach

Regular Meeting Agenda

11 North Third Street
Jacksonville Beach, Florida

Community Redevelopment Agency

Monday, September 22, 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 Regular Meeting of the Community Redevelopment Agency:

CALL TO ORDER

ROLL CALL

COURTESY OF THE FLOOR TO VISITORS

APPROVAL OF MINUTES

A.

- CRA Regular Meeting November 18, 2024
- CRA Workshop/Training Meeting December 16, 2024
- CRA Regular Meeting August 25, 2025

OLD BUSINESS

NEW BUSINESS

ITEMS FOR DISCUSSION

A. Southend Plan Amendment

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 the Community Redevelopment Agency
held Monday, November 18, 2024 at 3:00 PM
in Council Chambers**



CALL TO ORDER

This meeting was called to order at 3PM.

ROLL CALL

Chairman: David McGraw
Board Members: Meghan Edwards Thad Moseley
Frances Povloski Gary Paetau
Alternate: Ron Whittington
Also present were:

APPROVAL OF MINUTES

A.

- CRA Meeting held on September 23, 2024
- CRA Meeting held on October 16, 2024

COURTESY OF THE FLOOR TO VISITORS

No visitors addressed the board.

OLD BUSINESS

No old business was discussed at this meeting.

NEW BUSINESS

A. Resolution 2025-03 Support for Continuation and Expansion of the Outdoor Dining Pilot Program

A motion was made by Frances Povloski to approve the resolution. This was seconded by Meghan Edwards. All members were in favor of this.

B. Approve/Disapprove an Agreement with The Southern Group for Consulting Services to the Community Redevelopment Agency

A motion was made by Ms. Povloski to approve the agreement with the southern group for continuation of their services. This was seconded by Mr. Moseley. All were in favor.

ITEMS FOR DISCUSSION

ADJOURNMENT

There being no further business, this meeting was adjourned at 4:56 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Chairman

Date: _____

**Minutes of the Community Redevelopment Agency
held Monday, December 16, 2024 at 3:00 PM
in Council Chambers**



CALL TO ORDER

This meeting was called to order at 3pm by acting Chairman Mr. Gerhard Paetau

ROLL CALL

Chairman: Gary Paetau (Acting)

Board Members: Meghan Edwards Thad Moseley
Ron Whittington

Alternates:

Also present were:

BOARD MEMBER TRAINING

City Attorney David Migut provided agency members with training on CRA basics and Sunshine Law in the state of Florida with the help of CRA staff.

A. CRA Fundamentals

B. Sunshine Law

ADJOURNMENT

There being no further business, this meeting was adjourned at 4:57 PM

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Chairman

Date: _____

**Minutes of the Community Redevelopment Agency
held Monday, August 25, 2025 at 3:00 PM
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida**



CALL TO ORDER:

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

ROLL CALL:

Chairman:	Gary Paetau	Ron Whittington
Board Members:	Meghan Edwards	Thad Moseley
	Kevin Myers	
Alternates:	Sydney Talcott	Marcus Kampfe
Also present:	CRA Coordinator Taylor Mobbs and Director of Planning and Development Heather Ireland.	

COURTESY OF THE FLOOR TO VISITORS: None

APPROVAL OF MINUTES:

Although no motions were made, the Board agreed by voice vote to approve the following minutes:

- March 12, 2025 Workshop Minutes
- July 28, 2025 Regular Meeting Minutes

OLD BUSINESS:

A. Façade Grant Program - FY2026

Ms. Mobbs reported updates to the Façade Grant Program application based on prior board discussion. A new quarterly review schedule was added, though the September meeting would fall slightly before the fiscal year end. The change provides clarity that reviews will not occur at every meeting, with dates subject to adjustment if needed. The reimbursement process was clarified to ensure accountability and timelines for both staff and applicants. The application now specifies murals or other exterior art as eligible uses, and minor wording changes were made to the ROI evaluation criteria.

A conversation ensued regarding the Façade Grant Program update, and Ms. Mobbs addressed questions from the board.

Motion: It was moved by Mr. Whittington and seconded by Mr. Moseley to approve the Façade Grant Program – FY2026.

In a roll call vote, the motion passed unanimously.

B. Resolution No. 2025-04

Ms. Mobbs explained Resolution 2025-04, noting the language of the resolution and the addition of the project to the Downtown Project chart remained unchanged. She stated that a memo prepared with the city attorney outlined how preserving elements of the Lifesaving Station complies with Chapter 163. Ms. Mobbs emphasized that adding the project to the plan does not

commit the CRA to funding or immediate action but ensures readiness should resources become available in a future fiscal year.

A conversation ensued regarding Resolution No. 2025-04, and Ms. Mobbs addressed questions from the board.

Motion: It was moved by Ms. Edwards and seconded by Mr. Moseley to approve Resolution 2025-04.

In a roll call vote, the motion passed unanimously.

C. Public Restroom Murals

Ms. Mobbs requested to add Item C.

Ms. Mobbs reported one public restroom mural was nearly complete and commended the Art Committee for its work. She noted that the program's success had drawn interest from other cities seeking Jacksonville Beach's SOP and bylaws. She explained staff recommended commissioning Grace Seymour of Atlantic Beach for a \$12,000 mural at the Oceanfront Park restrooms, adapting her pier design that paid tribute to the site's history and fit the "embrace the beach life" theme. Ms. Mobbs also recommended approaching Jacksonville Beach artist Sean Bono, known for his Beach Bowl murals, to design the Second Avenue restrooms with surfer and sunset imagery. Ms. Mobbs stated these selections came from the Public Arts Advisory Committee's (PAAC) review of local applicants.

A conversation ensued regarding the Public Restroom murals, and Ms. Mobbs addressed questions from the board.

There was consensus to move forward on the project.

NEW BUSINESS:

A. PAAC Bylaws Amendment

Ms. Mobbs explained the PAAC was originally set at seven members, but experience showed five worked better, allowing for balanced discussion without becoming overwhelming. She proposed amending Article Three of the bylaws to reduce membership to five and require all members to be Jacksonville Beach residents, aligning with other city boards. Current members already meet this requirement. She asked for approval of the revised bylaws, noting applications would open at the start of the new fiscal year to fill the fifth seat, and staff would again review applications and recommend candidates as in the first selection process.

A conversation ensued regarding the PAAC Bylaws Amendment, and Ms. Mobbs addressed questions from the board.

Motion: It was moved by Ms. Edwards and seconded by Mr. Whittington to approve the PAAC Bylaws Amendment.

In a roll call vote, the motion passed unanimously.

ITEMS FOR DISCUSSION:

A. Pier Entryway Sculpture

Ms. Mobbs explained the national averages for projects of this scale ranged from \$120,000 to \$500,000, with some as high as \$800,000, and \$175,000 was identified as a reasonable midpoint. Ms. Mobbs stated the budget would be all-inclusive, covering fabrication, materials, installation, and travel if required. The request was only to approve issuing the call, not to select artwork or commit to a design. She explained the form clearly requires all costs to be included and stated sufficient funds were available. She explained if the call was delayed past October 1, 2025, the money would carry forward into the next fiscal year.

A conversation ensued regarding the Pier Entryway Sculpture, and Ms. Mobbs addressed questions from the board.

There was consensus to move forward.

B. Sea Life in the City - Sea Turtle Sculpture

Ms. Mobbs explained a 2024 survey showed strong public support for sea turtles in the sculpture series. The first piece, a fiberglass turtle by local artists Jenny Hager and Lance Vickery of Havoc Studios, would be installed at the start of the Boardwalk to draw visitors toward Sea Life in the City. The approved design featured two turtles on a sturdy base to deter climbing and withstand storms. Funded in the current budget, the sculpture would be brightly colored, inspired by Galveston's vibrant turtle displays.

A conversation ensued regarding the Sea Life in the City – Sea Turtle sculpture, and Ms. Mobbs addressed questions from the board.

There was consensus to move forward.

ADJOURNMENT:

Chair Paetau noted dumpsters along First Street from nearby hotels were often placed on the sidewalk early in the morning, forcing pedestrians into the street. He added they frequently remained there long after pickup, creating safety and aesthetic concerns. He suggested working with businesses and the waste company to improve scheduling and ensure dumpsters were moved promptly, which would make a better impression on First Street.

There being no further business, this meeting was adjourned at 4:08 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Chairman

Date: _____



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs
DATE:	08/28/2025
SUBJECT:	Southend Plan Amendment

BACKGROUND

The Southend CRA Plan has been updated to ensure it remains a clear, comprehensive, and user-friendly document that reflects the current statutory requirements, aligns with the City strategic plan, and remains consistent with the Downtown CRA plan in both structure and readability.

The intent of this update is to provide the CRA and community with the guiding framework for the future of the Southend district.

A few key features are:

1. Consistency with the Downtown Plan.

- The Southend Plan now mirrors the downtown plan's layout and format, making it easier for board members, council, and the public to follow and understand.

2. Coverage of Current and Future Capital Projects.

- The plan includes descriptions of all ongoing and potential capital improvement projects within the district.
- Inclusion of a project in the plan is not an authorization to proceed; it simply identifies projects that may be considered over the remaining life of the CRA district.

3. Public Art Addition

- A new section addresses the role of public art in enhancing the district.

4. TIF Reduction

- The plan incorporates the reduction of the TIF revenues to 50% (which has been in place and practiced since 2019). Analysis confirms that this reduced increment is sufficient to cover all identified projects, priorities, and ongoing maintenance as needed within the district.



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- This provides a portion of the increment revenues back to the City's general fund.

When reviewing the plan amendment, please keep in mind, this document is the redevelopment plan, not a budget or capital improvement plan, and not an expenditure authorization. Its purpose is to establish a vision, priorities, and possibilities.

Staff asks that you please review the updated plan in advance of the meeting, and share any comments or questions with staff prior to the meeting. Providing feedback ahead of time allows us to address concerns, clarify information, and ensure that our discussion at the meeting can remain focused and productive.

FINANCIAL IMPACT

The plan amendment has no financial impact.

REQUESTED ACTION

Board members are requested to review the plan amendment and provide comments to staff in advance of the meeting, so discussion can be used efficiently. Once staff receives feedback and approval from the board, staff will bring back a resolution of formal adoption of the Southend plan amendment.

ATTACHMENTS

1. Southend CRA Plan 2025



SOUTHEND REDEVELOPMENT PLAN



PREPARED BY:
**CITY OF JACKSONVILLE BEACH
COMMUNITY REDEVELOPMENT AGENCY**

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The Redevelopment Plan

The Southend Redevelopment District of Jacksonville Beach occupies a strategic location within the city, serving as both a residential hub and a commercial gateway. Established in the mid-1980s as one of the City's earliest CRA districts, the Southend has since undergone a significant transformation through targeted public investment, infrastructure modernization, and private development partnerships.

Today, the district is largely built out with thriving commercial centers, stable residential neighborhoods, and high-quality public amenities such as South Beach Park, Sunshine Playground, and the Skate Park. The Southend's success story demonstrates the power of redevelopment tools to eliminate blight, catalyze growth, and preserve community character.

As the CRA nears the sunset of its life, this updated Redevelopment Plan is intended to:

- Reaffirm original plan goals and accomplishments.
- Establish clear strategic priorities consistent with the City's 2022 Strategic Plan.
- Identify remaining capital improvements and community priorities.
- Provide the framework for statutory reporting and performance measurement beginning in 2024.



Historical Plan Amendments

Date	City Council Ordinance or Resolution No.	Description
3-20-1978	Ordinance No. 6950	Established the CRA
11-4-1985	Resolution No. 961-1985	Finding of Necessity
6-15-1987	Resolution No. 1027-1987	Established Southend Plan
8-3-1987	Ordinance NO. 7354	Establish TIF District
5-16-1988	Resolution No. 1063-1988	District Boundaries Expanded
11-4-1991	Resolution No. 1247-91	Approves application for development
8-3-1992	Resolution No. 1295-92	Revises the development order
2-6-1992	Resolution No. 1446-95	Allows for tax increment funding to be used to construct a fire station in the Southend redevelopment district
3-2-2009	Resolution No. 1817-2009	Added wastewater treatment plant replacement & sewer connection grant program.
4-18-2011	Resolution No. 1876-2011	Adopted Southend Infrastructure Improvement Study
3-20-2017	Resolution No. 1973-2017	Provides for maintenance and repair of tax increment funded capital investments
8-15-2022	Resolution No. 2116-2022	Amended to adopt the FY 23-27 Southend Capital Improvement Program as the Southend Plan

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

CRA

- Implements City vision
- Regularly meets to plan strategically for Projects

City Council

- Sets policy
- Approves annual budget
- Approves CRA District plans
- Final approval on all major CRA projects

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 Requirements

Continued

Planned Unit Development Zoning

The Planned Unit Development (PUD) zoning classification is designed to promote the application of flexible land use regulations to the development of land that would be difficult or impossible with traditional zoning district standards. PUD zoning is used to permit the utilization of more flexible land use regulations and facilitate the use of the most advantageous techniques of land development, in harmony with the general purpose and intent of the City's adopted comprehensive plan and land development regulations. The objective us using PUD zoning is to encourage ingenuity, imagination, ad design efforts to produce development which keeps with the overall land use intensity and open space objectives of the City's land development regulations.

PUD zoning permits a creative approach of land that accomplishes a more desirable environment than traditional zoning, provides for the efficient use of land, enhances the aesthetic of an area, provides opportunities for ownership, provides stable character compatible with surrounding areas, retains property values, and provides public benefit through innovative design. The provisions that apply to Planned Unit Development zoning designation are specified in Section 34-622 of the City's Land Development Code. Considering the built-out status of the Southend District, the CRA is no longer involved with new PUD zoning designations, as there is no vacant land in the Southend District to redevelop at this time.

Existing Planned Unit Development Projects in the Southend District include:

- Sanctuary – 1986
- Rip Tide Residential – 1987
- South Beach Regional Commercial – 1988
- South Beach Professional Center Commercial – 1991
- Lake Sanctuary – 1992
- South Beach Parkway Commercial – 1994
- Marsh Landing Parkway Commercial – 1997
- Ocean Cay Residential – 1997
- Valencia Residential – 2003
- Paradise Key Residential – 2003
- Waterside Vet Commercial – 2009
- Ocean Terrace – 2013

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 Mission Statement

Responsive government focused on safety, service, and sustainability.

Jacksonville Beach Strategic Priorities

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

The original 1986 Southend Redevelopment Plan contained four primary objectives: recommending land uses based on solid market data that are supportable, maintaining residential character and land use of the area, maintaining as much as possible exiting homes, and creating a development which would serve as the Gateway to the City of Jacksonville Beach. Due to proper and effective implementation of the redevelopment plan, these original objectives have been met. Residential character has been maintained, existing homes were preserved, and commercial areas are successful with national anchors and low to no vacancy.

Redevelopment Objectives

One of the goals of this plan update, is to confirm original plan goals, and reestablish objectives for the Southend based on the adopted Strategic Plan. These four strategic priorities and related objectives should govern future decisions made regarding the Southend District and should be taken into consideration when considering any projects in the district.



Strategic Priorities

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.

Strategic Priorities

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, Southend businesses, visitors, homelessness advocates, and event producers to provide safety training, promote safety practices, and develop solutions to address problems.

Objective 2.4 – 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 Priorities

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 the district into a center for cultural, entertainment, and community activities within the City.

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 – 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 Priorities

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 and provide enhanced pedestrian circulation along north-south roads, and safe access 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.

Strategic Projects

CAPITAL PROJECT	STRATEGIC PRIORITY	OBJECTIVE	ESTIMATED COST	DESCRIPTION
ENHANCED LANDSCAPING	P1 - QUALITY OF LIFE	O 1.6	\$100,000 ANNUALLY	Landscaping in the planter beds located within the district that is elevated and above the standard plantings.
SOUTHEND CONNECTIVITY CORRIDORS	P1 - QUALITY OF LIFE	O 1.1	\$500,000 ANNUALLY	Connectivity corridors that enable safe, non-motorized transport between neighborhoods, parks, commercial districts and the beach. Corridors will connect to other city trails.
PASSIVE PARK ON JACKSONVILLE DRIVE / SOUTH BEACH PARKWAY	P1 - QUALITY OF LIFE	O 1.1	\$900,000	Design and construction of a passive park on city owner vacant lots on the west side of South Beach Parkway at the intersection of Jacksonville Drive.
SECURITY IN SOUTHEND	P2 - PUBLIC SAFETY	O 2.1	ONGOING	Design and support and upgrade the security system to provide more coverage in key areas
ARTWORK AND AESTHETIC IMPROVEMENT	P1	O 1.3	\$100,000	Design and installation of art installations and aesthetic improvements to public areas and parks.
MULTI-MODAL TRANSPORTATION IMPROVEMNETS	P1	O 1.6	TO BE DETERMINED	Placement of bike racks in public areas and as incentives in private commercial areas. Establishment of golf cart parking spaces at South Beach Park.

Infrastructure Projects

CAPITAL PROJECT	STRATEGIC PRIORITY	OBJECTIVE	ESTIMATED COST	DESCRIPTION
SOUTH BEACH PARKWAY ROADWAY STORMWATER IMPROVEMENTS (PHASE 3)	P3 – Local Economic Development	O 3.5	\$1,250,000	Design and improvements to the South Beach Parkway Stormwater Pond that receives Ocean Terrace stormwater
STORMWATER ROADWAY IMPROVEMENTS (PHASE 5)	P3 – LOCAL ECONOMIC DEVELOPMENT	O 3.5	\$11,550,000	Roadway improvements to Marsh Landing Parkway Isabella Blvd. from Jacksonville Drive to Osceola Ave. and 34 th Ave. South from Isabella Blvd. to the dead end. Stormwater improvements to South Basin Canal, including basin silt removal, pipe cleaning and rehab and channel stabilization. Pump station improvements including new/improved pumps; stairs; channels to wet wells; improved bar screens; electrical; lighting; fencing and security improvements. Downstream outfall improvements, including downstream silt removal, pip cleaning/rehabilitation and channel stabilization.
STORMWATER REUSE IMPROVEMENTS (PHASE 6)	P3 – Local Economic Development	O 3.5	\$8,000,000	Stormwater system improvements on Osceola from South Beach Parkway east to Sandra Drive and Osceola Pond modifications and reconstruction at the JTB basis pumpkin station and pond improvement.

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.

Tax Increment Financing (TIF)

The Southend CRA is funded through a Tax Increment Trust Fund (TIF), established by Ordinance No. 7354 in 1987. The TIF mechanism captures the incremental increase in ad valorem revenues generated within the district and dedicates them exclusively to implementing the Redevelopment Plan.

Permanent Reduction to 50% Increment

In recognition of the Southend CRA's maturity and near build-out status, the City of Jacksonville Beach and the CRA have established a permanent reduction of the TIF contribution rate to 50% of the incremental revenue. This policy balances the City's broader fiscal needs with the CRA's obligation to maintain sufficient funding for its remaining projects and ongoing commitments.



Conclusion

The Southend CRA has not only fulfilled its original mission of eliminating blight, preserving residential character, and establishing a vibrant gateway to Jacksonville Beach — it has exceeded expectations by fostering a district that is both economically resilient and community-centered. What was once an area defined by blighting influences has been transformed into a thriving hub of commercial activity, stable neighborhoods, and premier public amenities that welcome residents and visitors alike.

As the district enters a new phase focused on monitoring, maintenance, and strategic enhancements, the emphasis will shift from large-scale redevelopment to the careful stewardship of existing investments. Priorities will include strengthening infrastructure resiliency to guard against environmental challenges, expanding recreational access for residents of all ages, improving connectivity and mobility within and beyond the district, and advancing placemaking initiatives such as public art and beautification that reinforce the Southend's unique identity as the southern gateway to the City.

By aligning with Jacksonville Beach's citywide Strategic Plan and adhering to the evolving statutory framework for community redevelopment, the Southend CRA will continue to safeguard public investment, enhance quality of life, and promote sustainable growth. This commitment ensures that the Southend remains not only a desirable place to live, work, and play today, but also a lasting legacy of successful redevelopment for future generations.

