



City of Jacksonville Beach

Regular Meeting Agenda

11 North Third Street
Jacksonville Beach, Florida

Community Redevelopment Agency

Monday, October 27, 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. Community Redevelopment Agency Training held on August 13, 2025
- B. Community Redevelopment Agency Minutes September 22, 2025

DOWNTOWN CAPE

OLD BUSINESS

NEW BUSINESS

- A. Adopt/Deny Resolution No. 2025-01 of the City of Jacksonville Beach Community Redevelopment Agency amending the FY2025 Downtown Community Redevelopment Capital Improvement Budget and to appropriate Downtown Tax Increment Trust Funds for capital improvement projects as shown in the attached Exhibit A
- B. Adopt/Deny Resolution No. 2026-02 of the City of Jacksonville Beach Community Redevelopment Agency amending the FY2025 Southend Community Redevelopment Capital Improvement Budget and to appropriate Southend Tax Increment Trust Funds for capital improvement projects as shown in the attached Exhibit A
- C. Approve/Disapprove the CRA Performance Standards and Measures for FY2026 to satisfy statutory compliance with Sec.189.0694, F.S.
- D. Adopt/Deny Resolution No. 2026-03 Amending the Southend Plan

ITEMS FOR DISCUSSION

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
Training held Wednesday, August 13, 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, City Attorney David Migut and Deputy City Clerk Jodilynn Byrd.	

ADVISORY BOARD TRAINING:

City Attorney David Migut provided an overview of standards and procedures of Florida's Sunshine Law, public record requirements, and ethical standards for the Community Redevelopment Agency Board Members.

Discussion: Mr. Migut and Mr. Popoli answered questions from the board.

ADJOURNMENT:

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

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Chairman

Date: _____

**Minutes of the Community Redevelopment Agency
held Monday, September 22, 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, Director of Planning and Development
Heather Ireland, and Deputy City Clerk Jodilynn Byrd.

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:

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

OLD BUSINESS:

Ms. Mobbs clarified meeting dates had not changed since the last update. The only adjustment was the November meeting, which was moved to the Wednesday before Thanksgiving due to room availability. She asked members to advise in advance if they could not attend so a quorum could be confirmed. She also distributed remaining council briefing and council meeting dates, noting the October briefing would include a legislative recap from the city's public affairs consultants.

Ms. Mobbs reported both artists for the restroom murals at Second Avenue and Oceanfront Park had signed contracts and would begin work shortly, with completion expected before the air show. She noted members would be notified once work was underway.

Ms. Mobbs announced the Jacksonville Drive segment of the urban trail had begun. The six-week project was not expected to require road closures, and the HOA at Paradise Key had been notified. Project information was available online and through social media, with a Take-Two Tuesday video scheduled.

Ms. Mobbs concluded by reporting the budget had been approved, securing CRA funding for the next fiscal year. Work would resume after October 1, following the closeout of FY2025.

NEW BUSINESS:

Ms. Mobbs reported staff were closing out purchase orders and transitioning between fiscal years, with more project updates expected in October.

Chair Paetau announced the FRA Conference would be held from October 14-17, 2025, in West Palm Beach. Ms. Mobbs confirmed she would be attending.

Mr. Kampfe expressed interest in attending. Ms. Mobbs stated registration was still open and funding would be coordinated with the finance department, if available.

Motion: It was moved by Mr. Whittington and seconded by Ms. Edwards to approve Mr. Kampfe to attend the FRA Conference. In a roll call vote, the motion passed unanimously.

Chair Paetau requested staff work with the property owner of the vacant lot on First Street north of Lynch's. He noted the fence was broken, vegetation needed trimming, and trash should be removed. He stated improvements to the property would significantly enhance the appearance of the area.

ITEMS FOR DISCUSSION:

A. Southend Plan Amendment

Ms. Mobbs reported the Southend Plan Amendment was nearly complete, aligning with the downtown plan and including current and future projects, public art opportunities, and a continuation of the 50% TIF revenue reduction. She noted projects listed were not automatically authorized, and the reduction could be adjusted through resolution.

A conversation ensued regarding the Southend Plan Amendment, and Ms. Mobbs addressed questions from the board.

Ms. Mobbs stated staff would present several items at the next meeting, including an FRA conference recap, a year-end fund balance report for Southend and downtown prepared by the CFO, and CRA goals and objectives reflecting FY2025. She noted these would be combined into one document for efficiency.

ADJOURNMENT:

There being no further business, this meeting was adjourned at 4:05 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Chairman

Date: _____



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

CRA AGENDA ITEM	
TO:	Heather Ireland, CRA Administrator
FROM:	Ashlie Gossett, Chief Financial Officer
DATE:	08/28/2025
SUBJECT:	CRA Resolution No. 2025-01 Amending the FY2025 Downtown Community Redevelopment Capital Improvement Budget and to Appropriate Downtown Tax Increment Trust Funds for Capital Improvement Projects

BACKGROUND

This resolution seeks to appropriate the tax increment trust funds remaining at the end of FY2025 to the specific projects listed in Exhibit A of the resolution. As required by Florida Statute 163.387(7), any money that remains in the redevelopment trust fund at the end of a fiscal year must be either: (1) returned to the taxing authorities; (2) used to reduce debt; (3) deposited in escrow for reducing debt in the future; or (4) appropriated to specific Redevelopment Plan projects. The funds appropriated to a project may not be changed unless the project is amended, redesigned, or delayed, in which case the funds must be re-appropriated pursuant to the next annual budget adopted by the Agency.

Exhibit A presents a roll-forward from the prior year-end appropriation to the current fiscal year's projected ending fund balance. The New Appropriations column represents items approved by the Agency with the original budget adoption, or during the year. The Expenditures column represents dollars spent on each project during the fiscal year. The Project Adjustments column reflects either the release of remaining funds at the conclusion of a project, or updated cost estimates. The FY2025 Projected Fund Balance column shows the year-end appropriation by specific project.

FINANCIAL IMPACT

Appropriation of tax increment funds at the end of the fiscal year

REQUESTED ACTION

Adopt/Deny Resolution No. 2025-01 of the City of Jacksonville Beach Community Redevelopment Agency to amend the FY2025 Downtown Community Redevelopment Capital Improvement Budget and to appropriate Downtown Tax Increment Trust Funds for capital improvement projects as shown in the attached Exhibit A.

ATTACHMENTS

1. CRA Resolution No. 2026-01 DT Yearend Appropriation
2. Exhibit A Resolution 2026-01 DT

Introduced by: _____
Adopted: _____

RESOLUTION NO. 2026-01

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT AGENCY AMENDING THE DOWNTOWN REDEVELOPMENT DISTRICT CAPITAL IMPROVEMENT BUDGET TO APPROPRIATE THE ESTIMATED ENDING FUND BALANCE FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2024 AND ENDING SEPTEMBER 30, 2025; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the CRA continues work to complete the component elements of Phase III of the Downtown Community Redevelopment Area Infrastructure Improvements Program adopted by the Jacksonville Beach City Council on November 5, 2007, as amended; and

WHEREAS, the CRA and City have adopted a Downtown Action Plan, amending the Downtown Community Redevelopment Plan; and

WHEREAS, in order to more specifically comply with Chapter 163.387(7), Florida Statutes, the CRA is adopting a resolution to identify how the money remaining in the trust fund at the end of the fiscal year will be appropriated to specific redevelopment projects; and

WHEREAS, work on the plans and specifications for projects listed in **Exhibit A** to this resolution have advanced to the stage where construction funding has been appropriated, or for other projects where estimated funding has been appropriated in the 5-year Capital Improvement Plan; and

WHEREAS, the CRA specified the use of Downtown Tax Increment Trust Funds for these projects; and

WHEREAS, the CRA is holding an open meeting on October 27, 2025, to review and consider a budget amendment to appropriate funding for construction of the enumerated capital improvement projects; and

WHEREAS, the CRA has sufficient Downtown Tax Increment Trust Fund revenues to pay for the construction of the projects:

NOW, THEREFORE, BE IT RESOLVED BY THE JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT AGENCY THAT:

SECTION 1. The fiscal year 2024-2025 Downtown Redevelopment District Capital Improvement Budget for the Jacksonville Beach Community Redevelopment Agency is amended and Downtown Tax Increment Trust Funds are appropriated for capital improvement projects as shown in the attached **Exhibit A - CRA RESOLUTION NO. 2026-01, FY2025 YEAREND DOWNTOWN FUND BALANCE APPROPRIATION.**

SECTION 2. This resolution shall take effect upon its adoption.

DULY ADOPTED IN OPEN MEETING THIS 27th Day of October, 2025.

Gary Paetau, CHAIRMAN

Heather Ireland, ADMINISTRATOR

EXHIBIT A
CRA RESOLUTION NO. 2026-01

DOWNTOWN REDEVELOPMENT FUND
CHANGES IN FUND BALANCE
OCTOBER 1, 2024 THROUGH SEPTEMBER 30, 2025

Revenues	
Redevelopment Tax Increment	\$ 10,853,077
TIF Returned to Taxing Authorities	
Investment and Other Income	1,426,295
Total Revenues	12,279,372
 Expenditures	
DT CAPE	
Personnel Services	1,146,803
Operating	197,183
Capital Outlay	279,814
Total Expenditures	1,623,800
 ADMINISTRATION	
Personnel Services	273,974
Operating	791,512
Capital Outlay	14,958,915
Incentives	479,400
Total Expenditures	16,503,801
Net Change in Fund Balance	(5,848,229)
Fund Balance, Beginning of Year	30,830,736
*Projected Ending Fund Balance	\$ 24,982,507

**Data as of 10/17/2025, fiscal year closeout in progress*

EXHIBIT A
CRA RESOLUTION NO. 2026-01
FY2025 YEAREND DOWNTOWN FUND BALANCE APPROPRIATION

PROJECT DESCRIPTION		Source: CRA Res. No. or Budget FY	PRIOR YEAR APPROPRIATED FUND BALANCE (Res. 2025-01)	ADD: NEW APPROPRIATIONS BY AGENCY (INCLUDES CIP)	LESS: EXPENDITURES	PROJECT ADJUSTMENTS	FY 2025 PROJECTED FUND BALANCE
DOWNTOWN VISION PLAN - PUBLIC WORKS INFRASTRUCTURE PROJECTS:							
(5)	Phase 3B Project: 2nd St N from Beach Blvd. to 6th Ave N infrastructure improvements.	FY2026 - FY2030 CIP Plan (design portion)				\$200,000	\$200,000
(1)	Phase 3C Projects #4-5: Professional engineering services for infrastructure improvement projects DT Phase IIIC- project 4 & 5	2021-02	\$131,916			(\$131,916)	\$0
	Phase 3C Projects 4 and 5 Construction Award: Project runs along 1st St. S. from 10th Ave. S. to 5th Ave. S., 2nd St. S. from 10th Ave. S. to 5th Ave. S., 3rd Street from 10th Ave. S. to 5th Ave. S., as well as along the avenues from 10th Ave. S. to 5th Ave. S. The scope of work includes replacement of existing water mains and gravity sanitary sewer lines, roadway reconstruction, new curb and gutter work, new driveways, parking and sidewalks, drainage improvements, lighting and electrical, and signing and pavement marking.	FY2023 CIP Budget and 2023-04	\$20,676,922		(\$13,480,434)		\$7,196,488
(2)	Phase 3C Project 3: Downtown Improvements include: (1) Returning the 12th Ave. South sedimentation basin to permitted design and capacity including removal and disposal of sediment; new/improved culverts under 9th Street South; new/improved culverts under Fairway Lane; new/improved culverts/bridge under the golf course cart path. (2) Pump station improvements including new/improved stormwater pumps, improved bar screens, improved sumps. (3) Downstream outfall improvements including clearing, widening, installing a concrete lining to the ditch channel from the control structure (weir) to the Intracoastal waterway.	FY2025 - FY2029 CIP Plan (remaining costs are design and construction admin for 2324-13	\$1,911,438		(\$33,886)	(\$1,611,720)	\$265,831
	Phase 3C Project 3: (1) Downtown Improvements include: Returning the 12th Ave. South sedimentation basin to permitted design and capacity including removal and disposal of sediment; new/improved culverts under 9th Street South; new/improved culverts under Fairway Lane; new/improved culverts/bridge under the golf course cart path.	Bid 2425-07 awarded CCM 9/2/25		\$4,190,501			\$4,190,501
	Phase 3C Project 3: (2) Pump station improvements including new/improved stormwater pumps, improved bar screens, improved sumps.	Bid 2324-13 awarded CCM 10/21/24	\$1,624,950		\$0		\$1,624,950
(5)	Phase 3C Project 3: Downtown Improvements include: (3) Downstream outfall improvements including clearing, widening, installing a concrete lining to the ditch channel from the control structure (weir) to the Intracoastal waterway.	FY2026 - FY2030 CIP Plan				\$5,294,446	\$5,294,446
(5)	Phase 3D Project 7: Design 9th Ave N to 6th Ave N improvements to water, sewer, stormwater, roadways, alleys, and streetends east of 3rd St.					\$225,000	\$225,000
	Design and construct 15 stormwater outfalls (design portion only)	FY2022; FY2023 CIP	\$187,567		(\$78,686)		\$108,881
(3)	Rebuild Dune Walkovers	CY: Bid 2425-08 CCM 9/15/25	\$1,183,092		(\$86,347)	\$47,765	\$1,144,510
DOWNTOWN ACTION PLAN PROJECTS:							
(1)	Dix Hite - Phase 2; Development of specific tasks for various components of the DT Action, Implementation, and Management Plan; including final design & bidding services to implement bike parking and site furnishing plan	2018-12; 2021-01	\$49,153			(\$49,153)	\$0
(1)	Public Private Partnership (P3) - Engineering and legal services to develop P3 solicitation including design criteria package as required by State Statutes	PO#250366	\$100,000		(\$18,021)	(\$55,480)	\$26,499
	Downtown Video Security Camera System Upgrades & Video Wall	2023-01	\$122,775		(\$122,775)		\$0
	Downtown Planter Beds	FY2024 CIP	\$100,000	\$78,934	(\$178,934)		(\$0)
	Latham Plaza Master Plan	FY2025 - FY2029 CIP Plan	\$4,000,000		(\$150,006)		\$3,849,994
	Pier Parking Lot Redesign (Phase 1)	FY2025 - FY2029 CIP Plan	\$1,000,000	\$37,066	(\$1,037,066)		\$0

EXHIBIT A
CRA RESOLUTION NO. 2026-01
FY2025 YEAREND DOWNTOWN FUND BALANCE APPROPRIATION

PROJECT DESCRIPTION	Source: CRA Res. No. or Budget FY	PRIOR YEAR APPROPRIATED FUND BALANCE (Res. 2025-01)	ADD: NEW APPROPRIATIONS BY AGENCY (INCLUDES CIP)	LESS: EXPENDITURES	PROJECT ADJUSTMENTS	FY 2025 PROJECTED FUND BALANCE
(5) Pier Parking Lot Redesign (Phase 2)	FY2026 - FY2030 CIP Plan				\$750,000	\$750,000
Art Master Plan: Projects in progress			\$52,000	(\$39,500)		\$12,500
DOWNTOWN CAPE PROGRAM						
Replace police vehicle PO#251236	PO#250366		\$59,374			\$59,374
INCENTIVE/FAÇADE GRANT PROGRAM:						
305 1st St North - Best Western, approved 7/24/2023		\$100,000		(\$100,000)		\$0
11 1st St North - Four Points Sheraton, approved 7/24/2023		\$100,000		(\$100,000)		\$0
(4) Restore the portion of the FY2025 Incentive Program budget reappropriated in CRA Resolution No. 2024-02 to fund DT CAPE wage increases.	FY2024 YE Funding for FY2025	\$71,106			(\$71,106)	\$0
602 N 1st St - Mango's, approved 10/16/2024			\$25,143	(\$25,143)		\$0
333 N 1st St - Ocean Crown, approved 10/16/2024			\$42,530	(\$42,530)		\$0
333 N 1st St - Ocean Crown, approved 1/15/2025			\$18,853	(\$18,853)		\$0
185 3rd Ave N - The Ritz, approved 1/15/2025			\$87,394	(\$87,394)		\$0
602 N 1st St - Mango's, approved 1/15/2025			\$3,524	(\$3,524)		\$0
602 N 1st St - Mango's, approved 2/25/2025			\$3,600	(\$3,600)		\$0
300 2nd St N - Brix Taphouse, approved 2/25/2025			\$100,000	(\$100,000)		\$0
111 Beach Blvd - Sneakers, approved 2/25/2025			\$33,533			\$33,533
TOTAL PROJECTED YEAREND APPROPRIATION		\$31,358,918	\$4,732,452	(\$15,706,700)	\$4,597,836	\$24,982,507
Roll-forward Previously Awarded & Current Year Budgeted Projects						\$18,513,061
Yearend Appropriation for FY2026 & Future Projects						\$6,469,446
FUNDS APPROPRIATED TO PROJECTS						\$24,982,507
PROJECT ADJUSTMENT NOTES:						
(1) Project completed, nearing completion, or canceled; remaining budget appropriation returned to fund balance						
(2) Transfer portion of the prior year's appropriation to the construction project awarded in bid #2425-07						
(3) Additional funding appropriated as part of bid #2425-08 award.						
(4) Transfer appropriation to incentives awarded throughout year.						
(5) Appropriate projects within the next 2 years of the FY2026-FY2030 CIP plan.						
PRIOR YEAR FUND BALANCE NOTE:						
Actual FY2023 ending Fund Balance was \$32,751,584. The actual amount was less than the projected amount in CRA Resolution No. 2023-05 by \$374. This number reflects yearend interest earning and project retainage payable accruals.						



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

CRA AGENDA ITEM	
TO:	Heather Ireland, CRA Administrator
FROM:	Ashlie Gossett, Chief Financial Officer
DATE:	07/30/2025
SUBJECT:	CRA Resolution No. 2026-02 Amending the FY2025 Southend Community Redevelopment Capital Improvement Budget and to Appropriate Southend Tax Increment Trust Funds for Capital Improvement Projects

BACKGROUND

This resolution seeks to appropriate the tax increment trust funds remaining at the end of FY2025 to the specific projects listed in Exhibit A of the resolution. As required by Florida Statute 163.387(7), any money that remains in the redevelopment trust fund at the end of a fiscal year must be either: (1) returned to the taxing authorities; (2) used to reduce debt; (3) deposited in escrow for reducing debt in the future; or (4) appropriated to specific Redevelopment Plan projects. The funds appropriated to a project may not be changed unless the project is amended, redesigned, or delayed, in which case the funds must be re-appropriated pursuant to the next annual budget adopted by the Agency.

Exhibit A presents a roll-forward from the prior year-end appropriation to the current fiscal year's projected ending fund balance. The New Appropriations column represents items approved by the Agency with the original budget adoption, or during the year. The Expenditures column represents dollars spent on each project during the fiscal year. The Project Adjustments column reflects either the release of remaining funds at the conclusion of a project, or updated cost estimates. The FY2025 Projected Fund Balance column shows the year-end appropriation by specific project.

FINANCIAL IMPACT

Appropriation of tax increment funds at the end of the fiscal year.

REQUESTED ACTION

Adopt/Deny Resolution No. 2026-02 of the City of Jacksonville Beach Community Redevelopment Agency Amending the FY2025 Southend Community Redevelopment Capital Improvement Budget and to appropriate Southend Tax Increment Trust Funds for capital improvement projects as shown in the attached Exhibit A

ATTACHMENTS

1. CRA Resolution No. 2026-02 SE Yearend Appropriation
2. Exhibit A Resolution 2026-02 SE

Introduced by: _____
Adopted: _____

RESOLUTION NO. 2026-02

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT AGENCY AMENDING THE SOUTHEND REDEVELOPMENT DISTRICT CAPITAL IMPROVEMENT BUDGET TO APPROPRIATE THE ESTIMATED ENDING FUND BALANCE FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2024 AND ENDING SEPTEMBER 30, 2025; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Jacksonville Beach Community Redevelopment Agency (CRA) continues work to complete the component elements of the Southend Community Redevelopment Area Capital Improvement Plan as adopted by the Jacksonville Beach City Council on August 15, 2022; and

WHEREAS, the CRA previously approved amendments to its annual budgets for capital construction projects in said Capital Improvement Plan and also for the design, construction and maintenance of various facilities located with the Southend District; and

WHEREAS, in order to more specifically comply with Chapter 163.387(7), Florida Statutes, the CRA is adopting a resolution to identify how the money remaining in the trust fund at the end of the fiscal year will be appropriated to specific redevelopment projects; and

WHEREAS, work on the plans and specifications for projects listed in **Exhibit A** to this resolution have advanced to the stage where construction funding has been appropriated, or for other projects where estimated funding has been appropriated in the 5-year Capital Improvement Plan; and

WHEREAS, the CRA specified the use of Southend Tax Increment Trust Funds for these projects; and

WHEREAS, the CRA is holding an open meeting on October 27, 2025, to review and consider a budget amendment to appropriate funding for construction of the enumerated capital improvement projects; and

WHEREAS, the CRA has sufficient Southend Tax Increment Trust Fund revenues to pay for the construction of the projects:

NOW, THEREFORE, BE IT RESOLVED BY THE JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT AGENCY THAT:

SECTION 1. The fiscal year 2024-2025 Southend Redevelopment District Capital Improvement Budget for the Jacksonville Beach Community Redevelopment Agency is amended and Southend Tax Increment Trust Funds are appropriated for capital improvement projects as shown in the attached **Exhibit A - CRA RESOLUTION NO. 2026-02, FY2025 YEAREND SOUTHEND FUND BALANCE APPROPRIATION.**

SECTION 2. This resolution shall take effect upon its adoption.

DULY ADOPTED IN OPEN MEETING THIS 27th Day of October, 2025.

Gary Paetau, CHAIRMAN

Heather Ireland, ADMINISTRATOR

EXHIBIT A
CRA RESOLUTION NO. 2026-02

SOUTHEND REDEVELOPMENT TRUST FUND
CHANGES IN FUND BALANCE
OCTOBER 1, 2024 THROUGH SEPTEMBER 30, 2025

Revenues	
Redevelopment Tax Increment	\$ 6,119,816
TIF Returned to Taxing Authorities	(2,898,860)
Investment and Other Income	<u>770,078</u>
Total Revenues	<u><u>3,991,034</u></u>
Expenditures	
Personnel Services	123,021
Operating	885,403
Capital Outlay	<u>1,588,861</u>
Total Expenditures	<u><u>2,597,285</u></u>
Net Change in Fund Balance	1,393,749
Fund Balance, Beginning of Year	<u><u>13,810,615</u></u>
*Projected Ending Fund Balance	<u><u>\$ 15,204,364</u></u>

**Data as of 10/14/2025, fiscal year closeout in progress and values may change*

EXHIBIT A
CRA RESOLUTION NO. 2026-02
FY2025 YEAREND SOUTHBEND FUND BALANCE APPROPRIATION

PROJECT DESCRIPTION	Source: CRA Res. No. or Budget FY	PRIOR YEAR APPROPRIATED FUND BALANCE (Res. 2025-02)	ADD: NEW APPROPRIATIONS	LESS: EXPENDITURES	PROJECT ADJUSTMENTS	FY 2025 PROJECTED FUND BALANCE
PARKS PROJECTS:						
	Southend Connectivity Corridors	FY2025-FY2029 CIP Plan; FY2026-2030 CIP Plan	\$1,500,000	\$500,000		\$2,000,000
	Passive Park at Jax Drive & South Beach Parkway	FY2025-FY2029 CIP Plan; FY2026-2030 CIP Plan	\$900,000	\$32,040	(\$21,500)	\$910,540
(1)	South Beach Park Medians & Landscaping	FY22 YE Approp. / FY2023 Budget	\$5,424		(\$5,424)	\$0
	South Beach Park Splash Pad Improvements	FY2024-FY2028 CIP Plan; project roll-forward	\$250,000			\$250,000
(2)	South Beach Park Sidewalk & Parking on Ponce de Leon St.	FY2025 - FY2029 CIP Plan	\$250,000		(\$9,949)	\$0
	South Beach Park Camera System Upgrades	2023-02	\$18,800		(\$18,800)	\$0
	South Beach Park Parking Lot & BBQ Pad Concreate Work	FY2025 Budget		\$33,830		\$33,830
	South Beach Park Shade Sails and Soccer Net Replacements	FY2025 Budget		\$18,683		\$18,683
PUBLIC WORKS INFRASTRUCTURE PROJECTS:						
STORMWATER/ROADWAY IMPROVEMENTS PHASE 3:						
	South Beach Parkway: Design improvements to stormwater pond (at Marsh Landing Parkway) that receives Ocean Terrace stormwater	FY2026-FY2030 CIP Plan		\$1,250,000		\$1,250,000
STORMWATER/ROADWAY IMPROVEMENTS PHASE 4:						
	Phase 2: Additional design for America Avenue completed in FY2022. This is a sidewalk, drainage and roadway improvement for the area on America Avenue from Republic Drive Southward to cul-de-sac, including a stormwater pump station to discharge into Phase I of Phase 4 Jacksonville Drive Project.	Bid 2324-14 awarded 10/21/24	\$1,670,216		(\$1,544,184)	\$126,032
STORMWATER/ROADWAY IMPROVEMENTS PHASE 5:						
(1)	Marsh Landing Parkway, Isabella Boulevard from Jacksonville Drive to Osceola Avenue, and 34th Avenue South from Isabella Boulevard to dead end (item 1 FY23-FY27 CIP)	Bid2324-07 awarded 8/19/24	\$604,780		(\$549,800)	(\$54,980)
	South basin outfall channel improvements; South basin pump station improvements, silt removal, pipe cleaning/rehab, & channel improvements (Items 2-4 FY23-FY27 CIP)	FY2025-FY2029 CIP Plan; FY2026-2030 CIP Plan	\$7,596,157		(\$3,990)	\$7,592,167
	Rebuild and replace south basin pump station (Item 3 FY23-FY27 CIP)	Bid 2324-13 awarded 10/21/24	\$994,780			\$994,780
STORMWATER/REUSE IMPROVEMENTS PHASE 6:						
(3)	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	FY2026-FY2030 CIP Plan		\$2,028,332		\$2,028,332
TOTAL PROJECTED YEAREND APPROPRIATION			\$13,790,157	\$3,862,885	(\$2,148,223)	(\$300,455)
						\$15,204,364
Roll-forward Previously Awarded Projects & Current Year Budgeted Projects						\$1,183,865
Yearend Appropriation for FY2026 & Future Projects						\$14,020,499
FUNDS APPROPRIATED TO PROJECTS						\$15,204,364
PROJECT ADJUSTMENT NOTES:						
(1) Project complete, remaining contingency returned to fund balance						
(2) Project terminated						
(3) Project estimate updated in FY2026-FY2030 CIP. This amount will cover a portion of the project; future TIF distributions will fund the remainder.						
PRIOR YEAR FUND BALANCE NOTE:						
The actual FY2024 Fund Balance was \$13,810,615. The actual amount was more than the projected amount in CRA Resolution No. 2025-02 by \$20,458. This number reflects yearend interest earnings and expense accruals.						



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	09/16/2025
SUBJECT:	Special Districts Performance Measures and Standards; F.S. 189.0694

BACKGROUND

This memo is to present the CRA performance standards for FY2026 as required by the newly established requirements in Florida Statutes 189.0694. This statute establishes a regulatory requirement for special districts to report on measurable goals and objectives.

This requirement is a matter of Florida Statute and regulatory compliance. It does not alter the adopted community redevelopment plan(s), change CRA priorities set by City Council, or impact the budget in any way.

The standards presented today reflect the CRA's adopted plans for the last fiscal year, and the status of projects from both the Downtown and Southend plans.

By the end of next fiscal year, staff will provide a compliance review, assessing what was achieved and what remains outstanding, and publish that information as required. Staff will plan a workshop next fiscal year midway through to assess where we are on the goals and objectives, and take note of how we can improve and change the goals and objectives for the following year (FY2027).

FINANCIAL IMPACT

No financial impact.

REQUESTED ACTION

Approve/Disapprove the CRA Performance Standards and Measures for FY2026 to satisfy statutory compliance with F.S. 189.0694

ATTACHMENTS

1. FS 189.0694 Requirement



SPECIAL DISTRICTS: PERFORMANCE MEASURES AND STANDARDS



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

F.S. 189.0694



This document has been prepared to present the Jacksonville Beach Community Redevelopment Agency's performance standards in accordance with Florida Statute 189.0694. These standards must be reported annually to ensure accountability and transparency.

For the Jacksonville Beach CRA, the performance standards outlined herein are not new initiatives. They are drawn directly from the priorities and projects contained in the redevelopment plans, and the priorities set by the City Council. These reflect the agency's ongoing commitment to eliminating blight, enhancing infrastructure, promoting economic vitality, and fostering a vibrant community.

This document provides a clear summary of the performance standards, organized by goal area, and serves as the CRA's official record of compliance for Fiscal Year 2025.

Enhanced Quality of Life

Downtown Objective: Expand open spaces, enhance walkability, and invest in aesthetics to support year-round activity.

Southend Objective: Maintain residential character and expand and support recreational access (parks, connectivity corridors, public art)

Performance Measures:

- i. Sidewalks and/or trail projects completed
- ii. Number of public park spaces maintained/upgraded
- iii. Number of public art installations completed

DOWNTOWN

Performance Measure	Notes	Status	Strategic Plan
Sidewalk/Trails Completed	<ul style="list-style-type: none"> · Redid the southern end of the district sidewalks and paver area in front of Ocean Front Park. · Misc. repairs to sidewalks throughout the fiscal year 	· Achieved goals for FY25	P2.G2.01
Public Park spaces maintained	<ul style="list-style-type: none"> · Maintained Latham Plaza & Oceanfront Park · Maintained all common spaces within the district 	· Achieved goals for FY25	P4.G2.02
Public Art Installations	· Completed two public art installations, and awarded two more prior to the end of the fiscal year	· Achieved goals for FY25	P3.G1.02

SOUTHEND

Performance Measure	Notes	Status	Strategic Plan
Sidewalk/Trails Completed	· Addition of sidewalk entryway to northern end of Sunshine Park	· Achieved goals for FY25	P1.G1.01
Public Park spaces maintained	<ul style="list-style-type: none"> · Maintained Sunshine Park and Playground · Maintained all common spaces within the district · Approved plans for new passive park 	· Achieved goals for FY25	P1.G1.01

Local Economic Development

Downtown Objective: Stimulate private investment, grow the tax base, expand mixed-use development, and implement incentives.

Southend Objective: Maintain successful commercial centers and support maintenance and updating infrastructure.

Performance Measures:

- i. Total tax base increase
- ii. Number of façade grants awarded (downtown)

DOWNTOWN

Performance Measure	Notes	Status	Strategic Plan
Tax Base Increase	· Tax Base Increased by \$123,266,674.00	· Achieved goals for FY25	N/A
Façade Grants Awarded	· 6 Grants Awarded	· Achieved goals for FY25	P3.G1.01

SOUTHEND

Performance Measure	Notes	Status	Strategic Plan
Tax Base Increase	· Tax Base Increased by \$35,213,834.00	· Achieved goals for FY25	N/A

Improve Public Safety

Downtown Objective: Fund and sustain CAPE program, expand lighting, traffic calming, and ambassador initiatives.

Southend Objective: Strengthen security systems and maintain safe environments in residential and commercial corridors.

Performance Measures:

- i. Number of CAPE officers
- ii. Number of security cameras or lighting improvements maintained/installed (large capital projects for safety)
- iii. CPTED Program Outreach

DOWNTOWN

Performance Measure	Notes	Status	Strategic Plan
Number of CAPE officers	· Fully staffed at 11 officers	· Achieved goals for FY25	P2.G1.02
Security Camera Upgrades	· Finished installation of security cameras · Maintained existing cameras to higher standard	· Achieved goals for FY25	P2.G1.01
CPTED Outreach Program	· Coordinated with CAPE to continue to support business through CPTED education	· Achieved goals for FY25	P2.G1.01

SOUTHEND

Performance Measure	Notes	Status	Strategic Plan
Security Camera Upgrades	· Finished installation of security cameras · Maintained existing cameras to higher standard	· Achieved goals for FY25	P2.G1.01

Maintain and Enhance Aesthetics

Downtown Objective: Maintain site furnishings (benches, bike racks, trashcans), landscaping, and cleanliness.

Southend Objective: Implement public art program and aesthetic enhancements in public areas.

Performance Measures:

- i.Site furnishings installed and maintained
- ii.Landscaped areas maintained (elevated standard)

DOWNTOWN

Performance Measure	Notes	Status	Strategic Plan
Site Furnishings Installed and/or Maintained	<ul style="list-style-type: none"> · All decorative bike racks, regular bike racks, trash cans, and benches maintained. · Bike racks installed at pier 	· Achieved goals for FY25	P3.G1.02
Landscaped Areas	· Replanted and maintained landscaped medians in downtown district to elevated standard	· Achieved goals for FY25	P4.G2.02

SOUTHEND

Performance Measure	Notes	Status	Strategic Plan
Public Art Addition Proposed in SE Plan Amendment	· Proposed change in plan amendment. Not implemented yet	· In progress for FY25	In progress
Landscaped Areas	· Replanted and maintained elevated standard	· Achieved goals for FY25	P1.G1.01

Transparency

Both Districts Objective: Ensure efficient use of TIF revenues and comply with reporting requirements.

Performance Measures:

- i. Timely publication of annual CRA reports
- ii. Regularly held public meetings of the board
- iii. Quarterly website checks (by staff) to ensure compliance with required documentation to be on the website

Performance Measure	Notes	Status
Timely Publication of Reports	· All reports on time	· Achieved goals for FY25
Regularly Held Meetings	· 16 Meetings held during FY25 (not including PAAC)	· Achieved goals for FY25
Website Checks	· Checked in October, January, April, and September	· Achieved goals for FY25

*These are compliance items, not strategic plan items.

Promote Partnerships & Innovation (Downtown Only)

Explore Public Private Partnership (P3) opportunities, outdoor dining expansion, and additional business incentives

Performance Measures:

- i. Issuance of a P3
- ii. Number of new outdoor dining areas
- iii. Stakeholder engagement events/programs
- iv. New Incentives

Performance Measure	Notes	Status	Strategic Plan
P3 Issuance	<ul style="list-style-type: none"> · In progress, not yet issued. · Content approved by CRA and Council 	<ul style="list-style-type: none"> · In progress 	P3.G1.02
New outdoor dining areas	<ul style="list-style-type: none"> · Expanded outdoor dining program downtown. · Received one application for expansion 	<ul style="list-style-type: none"> · Achieved goals for FY25 	P3.G1.02
Stakeholder Engagement	<ul style="list-style-type: none"> · Approved the new Downtown Business Program (BEACH Alliance) · Kickoff meeting pending 	<ul style="list-style-type: none"> · Achieved goals for FY25 	P3.G1.02
New Incentives	<ul style="list-style-type: none"> · Adopted the safety grant program 	<ul style="list-style-type: none"> · Achieved goals for FY25 	P3.G1.01



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	10/08/2025
SUBJECT:	Resolution No. 2026-03 Southend Plan Amendment

BACKGROUND

Community Redevelopment Plans are the foundation of all CRA activities, establishing both vision and legal authority for investment in designated districts pursuant to Chapter 163, Florida Statutes. To remain relevant and effective, the Florida Redevelopment Association recommends reviewing and updating plans every three to five years. The Southend CRA plan was last updated in 2022, thus an amendment is both timely and necessary. This update ensures the Southend CRA plan remains clear and transparent, and serves as a functional roadmap for CRA activities. The overall goals of this plan amendment were to ensure the document is easy to follow, accessible to the public, and structured in a way that clearly connects redevelopment initiatives to established City priorities.

One major addition to the plan is the incorporation of public art. As with downtown, the Jacksonville Beach Public Art Advisory Committee will serve as the guiding body to ensure thoughtful and cohesive integration of public art into the Southend. The plan amendment also acknowledges the long-standing practice of reducing the CRA's share of the TIF revenues to 50%. This practice, in place since 2019, has proven sufficient to fund Southend projects and maintenance, and is expected to remain sustainable moving forward. The amendment formalizes this practice as a policy statement, but is not actively implemented until a separate resolution for the reduction is adopted by both the CRA and City Council.

As a reminder, the inclusion of a project in the CRA plan does not obligate its implementation. Rather, the plan establishes a menu of eligible activities available to the CRA. Conversely, if a project or initiative is not included in the plan, the CRA cannot pursue it.

FINANCIAL IMPACT

There is no financial impact at this time.

REQUESTED ACTION

Adopt/Deny Resolution No. 2026-03 Amending the Southend Plan

ATTACHMENTS

1. Resolution No. 2026-03 SE Plan Amendment
2. Southend CRA Plan 2025



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

Introduced by: _____
Adopted: _____

RESOLUTION NO. 2026-03

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, AMENDING THE COMMUNITY REDEVELOPMENT PLAN FOR THE SOUTHEND REDEVELOPMENT AREA FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA, AS PREVIOUSLY AMENDED, ACCORDING TO THE REQUIREMENTS OF THE COMMUNITY REDEVELOPMENT ACT OF 1969, TO PROVIDE FOR A COMPREHENSIVE UPDATE TO THE OVERALL PLAN FOR THE SOUTHEND REDEVELOPMENT DISTRICT; PROVIDING FOR ADOPTION OF RECITALS, RESTATEMENT OF PRIOR DECISIONS, REPEAL OF PRIOR INCONSISTENT RESOLUTIONS, SEVERABILITY, SCRIVENER'S ERRORS, AND AN EFFECTIVE DATE.

WHEREAS, on June 15, 1987, the City Council of the City of Jacksonville Beach, Florida, adopted a plan for the redevelopment of certain lands within the city limits of the City of Jacksonville Beach pursuant to an Act of the Legislature of the State of Florida duly enacted as the Community Redevelopment Act of 1969, as amended; and

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

WHEREAS, on August 3, 1987, the City Council of the City of Jacksonville Beach adopted an ordinance establishing a redevelopment trust fund pursuant to Chapter 163.387, Florida Statutes, for the purpose of financing elements of the adopted plan for the redevelopment of said lands; and

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

WHEREAS, the CRA is adopting a comprehensive plan update to the Southend Plan that clarifies strategic priorities and goals; and

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

WHEREAS, the Jacksonville Beach CRA has made such a recommendation by CRA Resolution 2026-03.

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

SECTION 1. ADOPTION OF RECITALS. The above recitals are deemed true and material parts of this resolution and are fully incorporated herein by reference.

SECTION 2. ADOPTION OF AMENDED SOUTHEND REDEVELOPMENT PLAN. The Jacksonville Beach Downtown Community Redevelopment Plan adopted in 1987, as amended, is hereby further amended to provide an update to the Southend Redevelopment Plan, as evidenced in Exhibit A attached hereto.

SECTION 3. RESTATEMENT OF DECISIONS. All other provisions of the June 15, 1987, Southend Community Redevelopment Plan, as amended, applicable to the Southend Community Redevelopment Area shall remain in effect.

SECTION 4. REPEAL OF PRIOR INCONSISTENT RESOLUTIONS. All other prior resolutions or parts of resolutions in conflict herewith are hereby repealed to the extent of the conflict.

SECTION 5. SEVERABILITY. If any section, subsection, clause, or provision of this resolution should be held invalid, unlawful, or unconstitutional, said determination shall not be held to invalidate or impair the validity, force, or effect of any other section, sentence, phrase, or portion of this resolution not otherwise determined to be invalid, unlawful, or unconstitutional.

SECTION 6. SCRIVENER'S ERRORS. Typographical errors and other matters of a similar nature that do not affect the intent of this resolution, as determined by the City Clerk and City Attorney, may be corrected with the endorsement of the City Manager without the need for a public hearing or further action by the City Council.

SECTION 7. EFFECTIVE DATE. This resolution shall become effective immediately upon passage and adoption by City Council.

AUTHENTICATED THIS _____ DAY OF _____, A.D., 2026.

Gerhard Paetau, Chairman



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 of using PUD zoning is to encourage ingenuity, imagination, and 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 to land development 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, pipe 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.

