



City of Jacksonville Beach

Workshop Notice

11 North Third Street
Jacksonville Beach, Florida

City Council

Wednesday, January 21, 2026

3:00 PM

Council Chambers

Mayor Christine Hoffman has called a joint City Council/Community Redevelopment Agency (CRA) Workshop on Wednesday, January 21, 2026, at 3:00 P.M. to discuss the following:

- A. Boardwalk Activation Ordinance
- B. Downtown Enhancements - Fence Screening and Code Enforcement
- C. P3 Project Update
- D. CRA Projects Update
- E. Future Capital Projects

Council Members in attendance may include:

Mayor: Christine Hoffman

Council Members: Sandy Golding Bill Horn Dan Janson
Greg Sutton John Wagner Bruce Wouters

Community Redevelopment Agency Members in attendance may include:

Chair: Gary Paetau

CRA Members: Kevin Myers Ron Whittington Meghan Edwards
Thad Moseley Sydney Talcott (Alt.) Marcus Kampfe (Alt.)

Please note: Members in attendance at this meeting may vary according to their schedules.

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.



WORKSHOP TOPIC	
TO:	City Council and Community Redevelopment Agency
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	January 21, 2026
SUBJECT:	Boardwalk Activation Ordinance

BACKGROUND

The attached document outlines a proposed pilot framework intended to allow limited activation of the boardwalk area in a controlled and temporary manner. Implementation of the pilot program would occur with a new Council ordinance amending/repealing the existing 1946 ordinance governing boardwalk use.

Under the proposed structure, application for boardwalk activation would be submitted to and reviewed by City staff in a manner similar to existing special events applications. The pilot program is intended to test activation opportunities, identify operational considerations, and inform potential long-term policy decisions related to use of the boardwalk.

ATTACHMENTS

1. Boardwalk Activation

WORKSHOP ITEM:	A.
WORKSHOP DATE:	January 21, 2026

Pilot Test Boardwalk Activation Uses

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

1. Temporary & Pop-Up Activations

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

Allowed Uses:

- **Pop-Up Retail & Vendors** – Rotating artisan markets, craft fairs, and small business showcases.
- **Mobile Food Vendors** – Designated areas for mobile food vendors. (NO Alcohol vendors)
- **Live Performances** – Street musicians, buskers, and small-scale entertainment (must not obstruct pedestrian flow or violate sound ordinance).
- **Fitness & Wellness Classes** – Yoga, tai chi, or outdoor boot camps (scheduled to prevent overcrowding).
- **Community Art Installations** – Temporary murals, sculptures, or interactive art pieces.
- **Seasonal & Thematic Events** – Farmers' markets, holiday-themed pop-ups, or cultural festivals.

Rules & Guidelines:

- Vendors and performers must obtain a boardwalk event permit.
- Designated vendor zones will be established by the City to prevent overcrowding.
- Sound levels must be managed to avoid disturbances to businesses and residents, and in accordance with all City ordinances.
- Setup and teardown must occur within designated hours.
- Events must provide their own waste management plan.

2. Semi-Permanent Business Use of Adjacent Boardwalk Spaces

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

Allowed Uses:

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

Rules & Guidelines:

- Businesses must apply for a boardwalk event permit.
- Outdoor spaces must not obstruct pedestrian pathways or emergency access routes.
- Furniture and displays must be easily removable and comply with aesthetic standards, as spelled out in the outdoor dining program application.
- Hours of operation for outdoor spaces will be regulated.
- Businesses must maintain cleanliness and adhere to waste disposal policies.

3. Public Amenities & Enhancements

Temporary enhancements that improve the user experience and encourage engagement.

Allowed Uses:

- **Public Seating Areas** – Movable chairs, tables, and benches to encourage social gathering.
- **Shade & Cooling Stations** – Temporary umbrellas or shaded structures.
- **Wayfinding & Informational Signage** – Maps, historical markers, and event notifications.

- **Temporary Lighting Enhancements** – String lights or lanterns to improve ambiance and safety in accordance with any local and state sea turtle protection ordinance(s).
- **Bike & Scooter Parking Zones** – Designated areas to reduce clutter and enhance accessibility in endzone intersections.

Rules & Guidelines:

- Seating and shade structures must be maintained by designated parties.
- All enhancements must comply with accessibility standards.
- Temporary lighting should not create excessive glare for businesses or residents and **MUST** be in compliance with and local and state turtle lighting ordinance(s)/laws.
- Bike and scooter parking must be placed in designated end zones to prevent obstructions.



WORKSHOP TOPIC	
TO:	City Council and Community Redevelopment Agency
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	January 21, 2026
SUBJECT:	Downtown Enhancements - Fence Screening and Code Enforcement

BACKGROUND

The CRA engaged in a high-level discussion regarding potential changes to existing code enforcement standards and offered general feedback on several conceptual ideas. As staff continues to research and develop clear, well-defined recommendations for long-term changes, the agency expressed a desire to focus first on more immediate, achievable improvements.

While staff continues to explore potential enhancements to code enforcement within the central business district, including both standards and enforcement processes, one recurring topic raised by the CRA has been fence screening. The agency is interested in evaluating a new requirement related to chain-link fencing in downtown. Vacant properties, construction sites, and redevelopment areas are often secured with chain-link fencing, which, while functional and necessary for safety and security, can be visually disruptive to the surrounding area.

The CRA would like to consider adopting standards that require chain-link fencing within the Downtown to include appropriate screening. In addition, the agency is interested in exploring an incentive program, similar to the facade program, that would allow property owners to apply for reimbursable assistance to install the required screening. Concepts discussed include uniform color standards, incorporation of City and CRA logos, or panels featuring renderings of future development to enhance visual interest.

WORKSHOP ITEM:	B.
WORKSHOP DATE:	January 21, 2026

MEMORANDUM	
TO:	Mike Staffopoulos, City Manager
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	1/12/2026
SUBJECT:	P3 Project Criteria Proposed Changes and Updates

Following internal meetings, staff recommends updates to the RFP to strengthen the overall quality of the project and ensure the City’s interests are fully protected. These changes are intended to promote a high-caliber outcome while maintaining a clear and defensible evaluation process.

The RFP evaluation criteria is proposed to be revised to rebalance weighting and better reflect the priorities of the project. The revised scoring structure proposed is as follows:

- Experience and Qualifications – 20 points
- Financial Capability and Capacity – 20 points
- Public Benefit and Community Integration – 15 points
- Project Concept and Design Quality – 15 points
- Mixed-use Program Viability – 10 points
- Parking Strategy and Management – 10 points
- Operations and Maintenance Plan – 10 points

In addition, the RFP is recommended to include up to 5 bonus points, awarded at the discretion of the evaluation committee, for the following enhancements:

- Up to 2 points for inclusion of Tier 2 elements identified in the Design Criteria Package
- Up to 2 points for meaningful integration of creative community art or cultural programming within the project design (example: activation of blank façades)
- Up to 1 point for enhanced sustainability, defined as a commitment to LEED silver certification or higher

Staff is proposing the following clarifications into the technical criteria to ensure proposers have full awareness of site conditions and evaluation expectations:

- Gas line relocation: Proposers will be required to account for the relocation of the existing gas line located beneath the parking lot as part of their proposal. This requirement will be explicitly stated to ensure the proposer can include these cost assumptions in their package.
- Tier 1 Requirement(s) Clarification: Language will be added to clarify that proposers may suggest alternatives to the Tier 1 requirements, however, such alternatives will be evaluated only if the proposer clearly and convincingly demonstrates that the alternative provides equal or greater value, performance, and design integrity than the stated Tier 1 requirement. If equivalency or superiority cannot be clearly established, the Tier 1 requirements shall remain in place. This clarification is intended to allow flexibility where it results in a superior

overall project outcome, including scenarios where a proposer may leverage nearby property under

their ownership to satisfy functional requirements such as parking, while maintaining or enhancing the public benefit on the City-owned parcel.

Council Briefing, January 12 Additions:

In addition to the revisions above, Council provided direction at the January 12 briefing to expand the composition of the review committee to include one council member and one CRA board member.

Council also requested minor modifications to the RFP document and scoring, including:

- Adding language that clearly states the City's expected financial contribution must be identified and presented up front in each proposal
- Expanding the bonus point category to allow for up to two additional bonus points as follows:
 - +1 for a local developer, defined as having a primary place of business in the greater Duval region (Duval, Clay, Baker, St. Johns, or Nassau counties)
 - +1 for a minority owned or female owned business

The anticipated process will also include a layer of council involvement prior to final action. Council has expressed a desire to have the opportunity to review and discuss the top-ranked proposals before any vote is taken, and to request public presentations from selected proposers as part of that review. Staff is working with the City Attorney to confirm the appropriate structure for this step and ensure it complies with all legal and procurement requirements.

Council also emphasized the importance of a strong communications plan throughout the process. Staff will develop and implement a coordinated internal and external communications strategy to provide clear, consistent updates to Council, the CRA, stakeholders, and the public during the process.

Staff has provided the recommended changes related to the owners design criteria package to Jones Edmunds, and they anticipate having the document completed and back to staff the first week of February.



WORKSHOP TOPIC	
TO:	City Council and Community Redevelopment Agency
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	January 21, 2026
SUBJECT:	CRA Projects Update

BACKGROUND

FY 2026 Downtown CRA – CIP Updates

Latham Plaza

- Construction documents are 100% complete.
- The Florida Department of Environmental Protection (FDEP) issued the field permit on January 12, 2026.
- The St. Johns River Water Management District (SJRWMD) has requested additional information from the consultant team prior to issuing their permit.
- Following receipt of final permits from the remaining state agencies, the project will move into the bid process.
- CRA staff is working with Parks and Recreation Staff to ensure that disruptions to planned events and festivals are as minimal as possible during construction and that event promoters are engaged well in advance.

Art Projects

- HAVIC studios is working on the sea turtle sculpture that will go at the Beach Blvd. street end. HAVIC anticipates that the sculpture will be installed in the fall.
- Because the site lies within the Coastal Construction Control Line (CCCL), staff has coordinated with FDEP to confirm whether a full permit is required. Since the sculpture is not being constructed on site, staff has made the case for an expedited or limited review. Final confirmation is still pending as of January 15, 2026.
- A call to local artists is being issued for six new dumpster enclosures in the downtown district.
 1. 10th Avenue South – Behind Sun Deli
 2. 9th Avenue South – Between 2nd and 3rd Street
 3. 9th Avenue South – Street End
 4. 8th Avenue South – Street End
 5. 7th Avenue South – Between 2nd and 3rd Street
 6. 6th Avenue South – Between 2nd and 3rd Street
- Staff is finalizing the call to artists for the pier entryway sculpture, and will issue this in the spring.

WORKSHOP ITEM:	D.
WORKSHOP DATE:	January 21, 2026

Wayfinding Signage

- CRA wayfinding signage has been paused while the City finalizes the brand standard signage master plan. Once the City standard is finalized, CRA wayfinding will move forward in a way that is distinct, but complementary, not competing or visually disjointed to the overall City-wide plan.

Pier Parking Lot

- Improvements are complete except for final bike rack installation.
- Bike racks are expected to arrive in the spring and will be installed immediately upon delivery.
- Staff will provide updates as soon as there is a confirmed delivery and installation date.

Lighting Master Plan

- Latham Plaza will serve as the pilot location for upgraded and enhanced lighting. After completion, lighting improvements will be expanded throughout downtown district.

FY 2026 Southend CRA – CIP Updates

Passive Park

- Final drawings were received and reviewed in January 2026. Public Works and Parks and Recreation have identified some concerns and CRA staff relayed those concerns to NV5, who is now revising the plans to address those issues.
- Upon completion of the revisions, the project will move immediately into the bid process.

Current CRA Staffing Breakdown:

For the management and oversight of administrative CRA operations and capital project management for both redevelopment districts, the following staffing structure can be found on page 53 of the FY 25-26 Budget document.

Authorized Position	Department	Downtown	Southend	Total CRA Allocation
CRA Coordinator	Planning & Development	70%	30%	100%
Planning & Development Director	Planning & Development	15.5%	9.5%	25%
City Engineer	Public Works	15.5%	9.5%	25%
Project Engineer		46.5%	28.5%	75%
Construction Project Superintendent		45%	5%	50%
Construction Coordinator		45%	5%	50%

Miscellaneous Information:

Staff has also taken time to reflect on project delivery and how progress is communicated. Not every project moves quickly. However, staff recognizes when updates are not consistently shared, it can create the perception that nothing is happening. To address this, staff met internally with the communications team to work to develop a more regular and structured approach to sharing project updates, both internally and publicly. Moving forward, even when projects experience delays, staff will communicate the reason for any delays, current project status, and next steps so progress is visible, transparent, and clearly understood.

Staff has also reevaluated how projects are structured from the start. It has become clear that stronger timelines, milestones, and performance benchmarks need to be built directly into contracts and scopes of work. This will allow staff to better manage expectations, track progress, and hold partners accountable when delays occur.

FINANCIAL IMPACT

COUNCIL DIRECTION REQUESTED

ATTACHMENTS