



City of Jacksonville Beach

11 North Third Street
Jacksonville Beach, Florida

Regular Meeting Agenda

Community Redevelopment Agency

Monday, September 27, 2021

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

APPROVAL OF MINUTES

- A. August 23, 2021 - Regular Meeting
- B. September 15, 2021 - Special Called Meeting

DOWNTOWN CAPE

STAFF REPORT

- A. September 2021

OLD BUSINESS

- A. Adopt/Deny CRA Resolution No. 2021-14 authorizing amendments to the Southend Community Redevelopment Plan

NEW BUSINESS

ITEMS FOR DISCUSSION

- A. P3 Discussion

COURTESY OF THE FLOOR TO VISITORS

ADJOURNMENT

NOTICE

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (904) 247-6299 no later than one business day before the meeting or by sending an e-mail to CityClerk@jaxbchfl.net.

In accordance with Section 286.0114, Florida Statutes, any member of the public can attend the 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.

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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 distributed to the Agency and attached to the related agenda item before the start of the meeting. Written public comments will be read into the record at the appropriate time and will be limited to three minutes of reading time. 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: Mike Staffopoulos, City Manager
City Attorney's Office
City Clerk's Office



City of Jacksonville Beach

11 North Third Street
Jacksonville Beach, Florida

Regular Meeting Minutes

Community Redevelopment Agency

Monday, August 23, 2021

3:00 PM

Council Chambers

CALL TO ORDER

This meeting was called to order at 3PM

ROLL CALL

Art Graham (Chairperson), Frances Povloski (Vice-Chairperson), Jeffrey Jones, Gary Paetau, David McGraw

All board members present

APPROVAL OF MINUTES

- July 26th, 2021 Regular Meeting Minutes

A motion was made to approve the minutes by Frances Povlovski, a 2nd was made by Gary Paetau. All were in favor.

- August 12th, 2021 Workshop Minutes

A motion was made by Jeffrey Jones to approve the minutes, a 2nd was made by Frances Povlovski. All were in favor.

DOWNTOWN CAPE UPDATE

Sergeant Jason Sharp briefed the board on the plans to install an air conditioning unit in the downtown CAPE building as a CRA expense. More information to come on this later in the year.

Sergeant Sharp reminded the board if there is a non-emergency issue to please use the non-emergency line and report the issue then. If people wait to report at a later date, it limits the CAPE ability to enforce rules and resolve issues.

STAFF REPORT

Staff went over the staff report and asked for any questions from the board.

Mr. Jeffrey Jones asked if there could be more in-depth explanations of delays on the report. Planning Director Heather Ireland said she would relay that to CRA coordinator and have those prepared for the next meeting.

Ms. Frances Povlovski wanted to know more on the NAIOP luncheon that staff attended. Unfortunately, Ms. Ireland did not attend this luncheon and stated that the staff who did attend would have to give the update at a later time.

Mr. Gary Paetau stated he would also appreciate more information on the staff report and more details. He also asked what the “FRA” conference in October is, and could board members attend? Staff stated they would bring more information to the workshop next month.

OLD BUSINESS

Ms. Povlovski mentioned she could not recall if she had attended CRA training or not, and asked if staff would check with the clerk’s office. Staff will follow up on this, as well as future training opportunities.

NEW BUSINESS

a. Road Delineators Southbeach Parkway – Resolution 2021-11

Dennis Barron, Public Works Director, brought this to the board for consideration. This is a project that was brought to public works by the CRA initially. Mr. Barron stated this estimate also includes a 15% contingency, it will eliminate the yellow colored delineators, and replace them with a concrete barrier type wall.

Ms. Povlovski asked if they would consider something more aesthetically pleasing, or possibly something with planters included, and Mr. Barron said at this time the concrete barriers are what work for safety requirements. If we were to go another route, it would require extensive reapproval.

A motion was made by Frances Povlovski to approve resolution 2021-11, a 2nd was made by Jeffrey Jones. All were in favor.

b. Dune Walkovers- Resolution 2021-12

These walkovers, if approved, will go before City Council at the September 20th meeting for final approval, with plans for construction to begin in November. This resolution is for 6 walkovers that fall within the CRA district. (other walkovers to be constructed, but only 6 will be CRA funded). PW plans to continue this next year as well to appropriate funding until all dune walkovers are finished (as they have to be mindful of turtle season)

Mr. Paetau asked if having the administrative costs of the project contracted out was necessary, Mr. Barron stated yes, it is. The construction management position was experienced in redevelopment in the downtown, but not dune walkover experience.

Mr. Jeffrey Jones wanted clarification that they are being asked to approve alternate 1, not the original. Mr. Barron stated yes, specifically approved a different material (ADA plastic) that will help to alleviate the build up of sand at the bases of the walkovers with ramps.

A motion to approve resolution 2021-12 was made by Gary Paetau, a 2nd was made by Frances Povlovski. All were in favor.

ITEMS FOR DISCUSSION

a. Downtown District – Expansion of Boundaries

Mr. Jim Gilmore stated that at the council meeting, it was discussed expanding the boundaries west of Beach Blvd. to encompass more businesses in the downtown. Mr. Gilmore stated that a finding of necessity had to be met, and gave the board the statute that listed the blight requirements.

Also noted was the expansion of the boundaries would also include approval from the City of Jacksonville.

Chairman Graham asked who would fund the necessity study? Mr. Gilmore said he would find out and follow up.

Ms. Povlovski asked about the height limit discussion as well in the downtown, and was this a part of the discussion as well. Ms. Ireland stated that the discussion on height would be September 27, and would this topic be a deciding factor on height?

Mr. Jeffrey Jones asked just how far west would this boundary go? Mr. Gilmore stated that at this time the conversation was only one block, but this will be a more in-depth discussion with council at a later date.

Mr. Paetau stated this could be a good step to get more development going and could help in moving potential projects in the right direction.

The board will revisit this topic after council has discussed it further.

b. Wayfinding Sign Plans- Overview

Ms. Ireland stated that staff gave the board a large book giving the overview of the wayfinding plan, and asked if there were any parts they wanted to discuss specifically or give feedback on, and staff is looking for direction to proceed forward with DixHite to put this out to bid.

Ms. Povlovski asked if we are able to different variations of signage, or will it all be identical throughout? Also, will we be choosing specific spaces for the signage? Ms. Ireland stated that we already have the locations in the signage plan, but we do not have “what” is on the signs planned currently. Ms. Povlovski also stated that we need to plan to add to maintenance of the signage.

Mr. David McGraw stated he would like staff to proceed with the project, Ms. Povlovski agreed.

Mr. Paetau stated that he was not involved when this was initiated, but questions the use of surfboards all over the downtown, and how was this chosen? Mr. Jeffrey Jones stated that things were brought forward years ago by DixHite and was never brought before the CRA for final approval.

Mr. Paetau also refers to digital signage being a part of the package, and he feels it needs to coexist with the art plan, how does all of this work together and look consistent rather than a mess of things all over the place? He feels it all needs to be one complete package.

Mr. McGraw stated he feels the CRA job is to give staff general direction to take projects, and allow them to handle all the fine details.

c. Art Master Plan – Overview

Mr. Jim Gilmore gave the board an overview of the art plan ‘best practices’, specifically what are people doing around our state, and what are national art organizations recommending.

Mr. Gilmore also stated that staff will rely on art professionals to assist in executing this plan.

Mr. Gilmore also reiterated that the plan the board currently has goes over types and locations.

Mr. Paetau restated that he felt that having DixHite do an overlay of the art plan and the wayfinding plan would be crucial moving forward.

Ms. Povlovski asked how will this all “work”. She stated we have the DixHite plan, incentive toolbox, and now the best practices, so what would be the next steps? She also asked does all of this go to council, and then we move forward? Mr. Gilmore stated, as it relates to best practices, that we finalize a plan and take it before city council for their approval before moving forward.

Staff will begin moving forward working with the Southern Group to develop a draft of a plan to bring before the CRA in reference to an art ‘program’ and creation of an art committee to facilitate this process.

A statement of consensus was made by Ms. Povlovski to move forward with both the art plan, and wayfinding signage plans so staff can begin drafting plans and getting exact quotes for construction and installation. No board members were against this; thus, the board is in consensus.

d. Creating an Economic Development Plan

Mayor Hoffman spoke to the board on some prior discussion that was had by council. She stated that the council met in a workshop setting to discuss just CRA and plans moving forward. She stated the council wanted the CRA to focus primarily on economic development in the downtown CRA area. “How do we leverage public assets to encourage private investment?” is the statement Mayor Hoffman relayed to the board, and told the CRA this should be the driving question behind all of the decisions the board is making.

Mr. Paetau stated that he understood the council is looking for a ‘document’ to reference when it comes to economic development, and could Mayor Hoffman elaborate? She stated that she wants a plan, book, etc. that shows all of the work done in the downtown, and the assets, infrastructure investments, incentives, etc. that would sell Jax Beach to investors.

Mr. Jeff Jones stated how do we get moving, what is the first step on this? Mr. Jim Gilmore stated that there are bases in place to begin moving this document forward. Mr. Gilmore referenced the incentive toolbox, and how fine tuning that would help to create the final incentive plan, and allow staff to move forward with implementing an incentive plan. Mr. Gilmore also stated that staff will begin working on a survey to send to property owners in the downtown to get their feedback on incentives and what they would like to see. Mr. Gilmore also stated that staff met regarding public/private partnerships, and should be ready to bring to the board at the regular meeting in September for further discussion.

Ms. Povlovski stated that she asked for hurdles that we may face moving forward, and would like to see a list of these things moving forward so the board can make the most educated decisions when working on the “marketing” book.

COURTESY OF THE FLOOR TO VISITORS

No public spoke at this meeting.

ADJOURNMENT

This meeting was adjourned at 5:03PM

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Art Graham, Chairman

Date



City of Jacksonville Beach

11 North Third Street
Jacksonville Beach, Florida

Special Called Meeting Minutes

Community Redevelopment Agency

September 15th, 2021

3:00 PM

Council Chambers

CALL TO ORDER

This meeting was called to order at 3:00PM

ROLL CALL

Art Graham (Chairperson), Frances Povloski (Vice-Chairperson), Jeffrey Jones, Gary Paetau, David McGraw

Ms. Povlovski and Mr. McGraw were not in attendance. A quorum was still present.

OLD BUSINESS

Mr. Paetau wanted to take a moment to recognize and honor the two staff members who recently passed away. Mr. Paetau thanked both of them for their dedication, and hard work for the City of Jacksonville Beach.

NEW BUSINESS

a. Ocean Terrace Drainage – Resolution 2021-13

Public Works Director, Dennis Barron, stated this project is a continuation from a project already planned for in the CIP. Mr. Paetau asked if this project was accounted for and planned for in regards to the urban trails plan? Mr. Barron stated that yes it was, specifically the section of 8-10ft sidewalk on the southside of America Drive to Southbeach Parkway.

Mr. Barron also pointed out that hours paid for will be hours worked. If there is a significant delay, and the contractor is unable to work, the CRA will not be paying for “no” work. That is also why there is a significant contingency, as it can be difficult to estimate the number of hours these type of projects can take.

A motion was made by Mr. Gary Paetau to approve Resolution 2021-13, a 2nd was made by Mr. Jeffrey Jones. All were in favor.

COURTESY OF THE FLOOR TO VISITORS

No visitors spoke.

ADJOURNMENT

This special meeting was adjourned at 3:13PM.

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cc: Mike Staffopoulos, City Manager

Art Graham, Chairman

Date



Community Redevelopment Agency, Jacksonville Beach

Staff Report

September 2021

Parks and Recreation:

- **Sunshine Park and Playground Replacement**
 - Council approved August 2nd, 2021
 - Open house community meeting scheduled for September 17th and 18th to get feedback on playground design, as of Monday, 9-20-21, the feedback received thus far was 62 positive and 4 “negative”
 - Construction scheduled to begin late November or December.
 - Target grand opening in March/April 2022.
 - Staff Committee meetings underway to work out final design choices to bring to CRA board.
- **Shade Shelters for Splash Pads**
 - Purchase order No. 211379 issued to Shade America in the amount of \$55,230.00
 - Contractor notice to proceed issued May 2021.
 - Target completion Mid-July 2021
 - Contractor backlog and weather delayed this project.
 - The shade structure poles have been installed.
 - Shade coverings will be installed in September (after concrete foundations have cured).
- **Basketball, Pickleball, and Fencing**
 - Item on Council agenda for approval June 21, 2021.
 - Target PO and Contractor notice to proceed – July 2021.
 - Projected completion- October 2021
 - If council approves, PO will be submitted Tuesday, June 22, 2021
 - Construction currently underway.
 - Courts should be ready for play by the end of September 2021.
- **ADA Access to Picnic Stations and Sidewalk at Park entrance (off Osceola Ave.)**
 - Quotes received for the concrete ADA access ramps to picnic stations
 - Awaiting quotes for sidewalk access to the park off Osceola Ave.
 - Present sidewalk access for approval at July CRA meeting
 - PO and contractor notice to proceed July 2021
 - Projected completion- October 2021

- Park Lighting Replacements
 - PO No. 211339 issued to Vanguard Electric in the amount of \$28,035.00
 - PO No. 211423 issued to James Tarle in the amount of \$1,950.00 to repaint all light poles
 - Contractor notice to proceed- June 2021
 - Completion expected- September 2021.
- Volleyball Sand Replacement and Border Wall Installation
 - PO. No. 211230 issued to Rozette Contracting in the amount of \$7,776.00 for the border wall
 - Awaiting quotes for sand
 - Targeted completion – late September 2021
- PIP Safety Fall Zones for Exercise Stations
 - PO No. 211321 issued to Kompan in the amount of \$19,133.00
 - Contractor notice to proceed – June 2021
 - Projected completion – September 2021
- Park Benches
 - Completed, all 16 benches installed.
- Replace Shower Towers and Drinking Stations
 - All Shower towers have been replaced.
 - One drinking fountain has been replaced.
 - Awaiting delivery of the second drinking fountain that has a bottle filling station.
 - Expected installation October 2021.
- Median Plantings on South Beach Parkway and Jacksonville Drive
 - Working to resolve irrigation issues
 - Target plantings for fall 2021
 - Projected completion- December 2021

Public Works Projects:

- Downtown Redevelopment Project- Phase 3B
 - 2nd St. N. from Beach Blvd. to 6th Ave. N. will be designed and constructed at a future date (FY 2024)
- Phase 3C
 - Improvements to sanitary sewer, water distribution, stormwater, roadways, alleys and street ends within the downtown along 1st and 2nd streets
- Completed defining paragraph of “e
- Dune Walkovers: construction on walkovers has bid opening 8/14. Construction to begin around November 2021. CRA funded walkovers are;
 - 6th Ave North
 - Latham Plaza
 - 1st Ave South
 - 4th Ave South
 - 11th Ave South
 - 16th Ave South (ADA)

- Shared Bike Lane (First St. in front of Margaritaville): PW has asked for the appropriate striping to be added to the lanes. Awaiting City Council delegation for painting and signage.
- Parking issues on 6th Ave N. on beach end are being investigated, and looking for solutions to bring before the CRA
- Storm Water Projects: (Phase 3C) small scale design study being completed by Jones Edmunds, with an anticipated delivery date of January 2022, with plans to do a larger scale refined master plan FY 2022.
- Dune Outfalls – Design is currently being designed and permitted with 4Waters (and ATM). Should be appropriating construction funding upon completion of continuing professional engineering contracts and new budget FY22 (after October 1, 2021).
- Reinforced Concrete Median Barrier Project on South Beach Parkway appropriated by CRA in August, with requested approval from City Council for September 20, 2021.

Planning Department Projects:

- Dolphin Depot site (across from Margaritaville)
 - Project on hold, possibly changing ownership
- Azure Property (former Waterfall Property)
 - Change in ownership
 - Anticipate official building permit within 12 months
 - 24 units total, all ocean view
 - Units starting at \$1.5Million and go up to \$6 million
 - 2,000-6,000 square foot units
 - Renovating existing sales trailer
- Southend “big box” empty store
 - Temporarily being used as a “Spirit Halloween”
- Marc Angelo Project (downtown)
 - Vertical construction to begin soon, all underground construction completed as of June 2021
 - Restaurants announced coming are:
 - Jekyll Brewing, leasing approximately 6000 sq ft of indoor space and 2000 sq ft of outdoor space
 - Oaxaca Club (Mexican Food)
- Springhill Suites
 - Construction underway
- Oku Sushi
 - Corner of 1st Street and 4th Ave N
 - Close to final inspections, finalizing outside seating design

Staff Updates/FYI:

- Upcoming Conferences:
 - FRA Annual Conference, October 2021
- Communication Plan
 - Staff to report to board once per month (Taylor)
 - Staff will report CRA updates to council once per month (Heather)
 - Staff reaching out making connections with Beaches Chamber, Downtown Businesses, local real estate agencies etc.
 - Staff regularly touring the CRA districts to look for code enforcement related issues to report to code enforcement
- Maintenance Plan
 - Staff working with PW and Parks to develop an annual maintenance plan. This will include: mulching, tree trimming, planting medians, grassy/landscaped areas, etc. frequency of these jobs, and costs associated
 - Staff met with parks for a quarterly update on the work being done so far, next steps, and anticipated completion dates.
 - Staff creating a spreadsheet of each maintenance item, each month of the year, with the ability to track the 'amount' of work done each month. Can also input links to PDF invoices in the spreadsheet so they will be easily accessed.
- Pier Update
 - Staff working with DixHite on status of pier entry way and process, more information to come to CRA
 - Anticipated completion date of pier summer 2022 (COJ Project)
- Downtown Hospitality Meetings
 - Mayor Hoffman organized this series of monthly meetings, and gives staff an opportunity to listen to the business community needs, and give updates when appropriate
- Beaches Lighting Update
 - Standardize on sea turtle light. (Completed Thursday, June 10, 2021 at 1:21:33 PM)
 - Define new Stock Inventory # from Purchasing (requested Thursday, June 10, 2021 at 4:00 PM)
 - Get photometric projection plan (in process)
 - Provide photometric plan to CRA consultant
 - CRA to redo lightning study with new photometric from sea turtle light
 - Consultant to provide to Beaches Energy for review and comment
 - COJB/ Beaches Energy to decide if an independent contractor will relocate the existing lights downtown or Beaches Energy
 - COJB/Beaches Energy to review new installations and decide who will install new lights requested and get Public Works approval for new lights to be added to bill.
 - Design and release relocation of lights
 - Design and release installation of lights
 - Staff has talked with Beaches Energy and requested light selections and copies to distribute to board, will have an update (including selections, where process is, etc.) at August meeting

- Beaches Energy will reach out to consultant doing lighting plan for final feature selections and locations to bring the CRA board.
- Horn Ct./Sunshine Lots
 - Finance finalizing the costs associated with the maintenance and upkeep of the lots
 - Waiting for City Attorney to start in October 2021 to write the interlocal agreement between the City of Jacksonville Beach and the CRA



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CRA AGENDA ITEM	
TO:	Jacksonville Beach Community Redevelopment Agency
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	09/16/2021
SUBJECT:	CRA Resolution No. 2021-14 South Beach Community Redevelopment Plan Amendments

BACKGROUND

After receiving legal opinions regarding several of the projects for the South Beach Community Redevelopment District, staff has created the following list of projects that: 1) are not recommended; 2) are allowed with Plan amendment; and 3) are allowed under the present South Beach Community Redevelopment Plan.

Please note, during the following meetings this Plan was discussed as follows:

- May 26, 2020: As stated in meeting minutes, board member Mr. Paetau brought a list of remaining/possible improvement projects that were displayed on the screen for discussion. Chairman Graham requested former Planning Director, Mr. Mann, review with Mr. Paetau and clarify the list of projects to present a collective list for the board to review at a meeting. This list would go over what is eligible, and what is not.
- June 22, 2020: Mr. Mann and Mr. Paetau previously met and identified potential remaining improvement projects for the South Beach Community Redevelopment District. A list was compiled and given to the members for discussion. An extensive discussion ensued that went over policing, installation of new sidewalks, multi-purpose paths, connectivity, city-owned and agency-owned property, maintenance, passive recreation parks, and items for future workshop discussions. Mr. Graham asked if there were any objections to this list; there were none. The board agreed to discuss further at a future meeting.
- April 14, 2021: At this meeting, the board agreed the majority of this District is well developed, and it needed to be reassessed for maintenance projects and some smaller projects. No major projects were needed at the time. The board decided to continue this discussion at a later meeting.
- August 12, 2021: Staff requested direction from the board on the South Beach Community Redevelopment District. Staff presented the board with a memo outlining the projects the board had previously discussed. The projects were categorized into projects that needed a Plan amendment, projects that don't, and projects that need to be removed all together. After reviewing these projects and lists, the board determined they would like one more work session on the topic. This will be the main topic at the September 2021 work session.

Staff recommends the board discuss the projects, then proceed with allowing staff to begin the process of amending the Plan.



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Projects NOT Recommended:

- Business Incentive Program: Commercial property in the South beach Redevelopment area is developed and the market does not indicate and incentive action is necessary.
- Community Center Maintenance/Improvements: Legal opinion stated that this was not a permitted use of CRA funds, as the building is utilized by the City.
- Land Repurchase (City-owned lots north of Jacksonville Drive): If the CRA wishes to make a passive park, a land purchase is not permissible. The CRA can either: 1) have the City build the park without any transfer of ownership; or 2) transfer ownership of the lots without meaningful payment to the City.

Currently in Public Works CIP:

- Roadway projects: South Beach Parkway road improvements – Ocean Terrace drainage improvements, bid opening 8/11 for construction, with plans to begin in fall 2021. Funding was approved by the CRA on August 23, 2021.
- Storm water improvements
- Sewer main lining

Needs a Plan Amendment:

- Passive Parks: An eligible CRA expense, but needs to be outlined in a Plan amendment as nothing in the current Plan addresses the need for a new park.

*** MULTI-USE TRAILS: Because this is a City-wide project, it does not need a specific Plan amendment. However, staff recommends that when we amend this Plan, we add language to allow for future changes/expansion, etc., to the trail system. ***

Currently Eligible:

- Wayfinding Signage: enhance corridors and areas coming into South Jacksonville Beach.
- Landscape/Beautification improvements in FDOT ROW: Staff met with FDOT and the CRA can utilize funds for landscaping, art, and other improvements. FDOT will continue to work with staff on timelines and processes once the CRA has a plan for improvements.
- Yellow 'traffic' delineators: Approval for funding granted in August 2021. This is a permitted use of funds.



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FINANCIAL IMPACT

None.

REQUESTED ACTION

Adopt/Deny CRA Resolution No. 2021-14 authorizing amendments to the Southend Community Redevelopment Plan

ATTACHMENTS

1. Resolution 2021-14 Plan Amendment

Introduced By: _____
Adopted: _____

CRA RESOLUTION NO. 2021-14

**A RESOLUTION TO BEGIN THE PROCESS OF A PLAN
AMENDEDMENT FOR THE COMMUNITY REDEVELOPMENT
PLAN FOR THE SOUTH BEACH COMMUNITY
REDEVELOPMENT DISTRICT FOR THE CITY OF
JACKSONVILLE BEACH, FLORIDA, AS PREVIOUSLY
AMENDED, ACCORDING TO THE REQUIREMENTS OF THE
COMMUNITY REDEVELOPMENT ACT OF 1969.**

WHEREAS, the Florida Redevelopment Association recommends plans be revisited, and potentially updated, approximately every five years. The South Beach Community Redevelopment Plan was created initially in 1986, and last updated in 2011; and

WHEREAS, the existing South Beach Community Redevelopment Plan is very engineered specific, thus limiting many of the projects and general maintenance; and

WHEREAS, staff will work with The Southern Group to bring forward a draft proposal of an amended South Beach Community Redevelopment Plan to the CRA for final approval, prior to same going to the Jacksonville Beach City Council; and

WHEREAS, Chapter 163.361, Florida Statutes, provides that if anytime after the approval of a final 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.

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

SECTION 1. The Community Redevelopment Agency of Jacksonville Beach finds that the South Beach Community Redevelopment Plan, as amended in 2011, must be further amended to fit the updated needs of the district. The Community Redevelopment Agency gives staff the authority to proceed with Draft 1 of a Plan amendment.

DULY ADOPTED IN OPEN MEETING THIS 27th Day of September, 2021

Art Graham, CHAIRMAN

Heather Ireland, ADMINISTRATOR

Public Private Partnership (P3) Strategies

This examination of Public Private Partnership principles is designed to illustrate a process to achieve the best results. It is a rewarding method that will produce solid results for the public and private partners. This document is a summary of stages from due diligence to developer selection through contract negotiation. Time is of the essence in real estate transactions and the public and private partners must always remain mindful that a good deal requires extra time with public involvement.

A successful P3 transaction can produce a “win-win” for both parties by achieving investment and return objectives. Additional benefits include the creation of jobs and other intangible benefits resulting from the capital investment. The creation of a P3 transaction between a public entity and a developer requires due diligence by the Jacksonville Beach CRA.

Transaction Considerations

- Desired Public Outcome
- Define Public Benefit
- Market Analysis
- Return on Investment (ROI) Calculation
- Public terms and conditions
- Developer Capacity
- Public Support

Community Input and Communications Strategy

The CRA must secure local government support for development objectives. It is pertinent to understand the market demands within the area. A Communication Strategy and Community Outreach plan must be developed and implemented. The communication strategy should include briefing local partners and significant community and business leadership of plans to develop property.

Formal Developer Solicitation

Developer solicitation and selection approaches are multiple. Consideration must always be given to ensuring the best partner is selected and remaining mindful of time to deliver a

product to market. By its very nature, involvement with government in a Public Private transaction is longer than a normal real estate transaction generally because of the selection and approval process. The selection process can take months depending upon the chosen method. The descriptions below are abbreviations of the process.

Developer Solicitation Process

- Request for Information (RFI). The CRA would issue an RFI to the development community to solicit concepts that may not have been identified in the initial marketing strategy. The objective is to obtain an informal market reaction to the redevelopment objective. Including this approach is a marketing strategy to determine interest within the development community.
- Request for Qualifications (RFQ). This step is designed to gauge true market interest. The RFQ will include evaluation criteria. This step is designed to shortlist developers for an RFP. It will include an examination of experience, financial capacity, understanding of market conditions, and team members.
- Request for Proposals (RFP). This final step requires the invited developers to submit a detailed response of their project including delivery, financing commitments and the company understanding of market demands.
- Utilization of a two-step process and elimination of the RFI is more common. The RFQ would determine interest and a shortlist of developers for the RFP. This will help to ensure quality proposals.
- The CRA could decide to issue a single RFP and eliminate the RFQ. The risk is a lower level quality of responses. This makes the selection much more difficult and could create evaluation errors even with strong evaluative criteria. However, it can be used to predetermine developers who have financial capacity and experience in the type of development sought. The key is to have a limited number of pre-qualified developers to maintain strong private partner interest.

Each approach should be carefully considered after the due diligence is completed. Each approach has multiple steps. A next stage would be to list each step or outline of each solicitation technique. In other words, provide the detailed outline of the elements in the RFI/RFQ and RFP documents.

Informal/Unsolicited Proposals

F.S. 255.065 Defines Public-Private Partnerships and Requirements. Unsolicited proposals from private entities for P3 projects can include building, upgrading, operating, and/or ownership or financing of facilities. If it is the intent to enter into a comprehensive agreement for the

unsolicited proposal, then it must be advertised and offered to others over two weeks with a 21 day to 120 day response period.

- Evaluation and Approval Requirements
 - Project Description including conceptual design
 - Performance Schedule
 - Proposed Land Terms
 - Financial Terms
 - Financing Plan and Sources
 - Key Personnel
- Evaluation criteria:
 - Professional qualifications
 - Business terms based upon above
 - Design
- The public entity (CRA) has the right to terminate negotiations if not satisfied with terms of an agreement.

Contract Negotiations

After selection, the CRA and City Staff and its general counsel begin the work of translating the transaction into a contract document. Much of the initial work regarding terms and conditions should be done as a result of the solicitation process. However, the selected developer will present his position on terms and conditions. Much of the negotiations will center on these items as applicable:

- Land lease terms – fair market value determination, annual increases (CPI), and length of lease.
- Incentive consideration.
- Predevelopment issue management.
- Performance schedules and “what if” schedules aren’t met.
- Identity of “Must” requirements from developer perspective.
- Additional financial participation on the part of the CRA or City and ability to obtain a rate of return on that investment.
- “What if” scenarios if development fails.

Public Sector Participation

- Evaluation of public ways and means to participate in the project (Incentive Toolbox)
- Direct Financing

- Land -lease, donate, sell
- Willingness to pledge future tax revenues to support
- Public guarantees of private financing
- Leasing of space – office or parking guarantees
- Public guarantees of private financing

Financing Capacity of Private Sector

- Developer Qualifications – Proof of successful project production
- Equity Requirement
- Developer Financing Capacity – As part of due diligence, it should be a requirement in any public private transaction that private financing for the project must be in place and evidence provided to the public entity.

Transaction Closing and Groundbreaking

This will be time of celebration for all.

Conclusion

A successful public private partnership transaction as described can produce a “win-win” for both parties by achieving investment and return objectives. Additional benefits include the creation of jobs and other intangible benefits resulting from the capital investment.

This paper presents in a brief way an outline of what to consider in a public private real estate transaction. The time it takes from beginning to groundbreaking is substantial. There are successes along the way. However, there are no real shortcuts to produce a successful deal and while the length of time is of concern it is manageable. A strong development company understands the results are worth its investment of time and resources.