



City of Jacksonville Beach

11 North Third Street
Jacksonville Beach, Florida

Regular Meeting Agenda

Community Redevelopment Agency

Monday, November 15, 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. October 25, 2021 - Regular Meeting Minutes

DOWNTOWN CAPE

STAFF REPORT

- A. November 2021

OLD BUSINESS

NEW BUSINESS

ITEMS FOR DISCUSSION

- A. Downtown Projects
B. FRA Conference Recap

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.

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 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, if any person decides to appeal any decision made by the board with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings. For such purpose, he or she 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

**Minutes of Community Redevelopment Agency Meeting
held Monday, October 25, 2021 at 3:00 PM
in the Council Chambers**



CALL TO ORDER

Chairman Art Graham called the meeting to order at 3:00 P.M.

ROLL CALL

City Staff in Attendance:

Ashlie Gossett, CFO

Jason Phitides, Parks and Recreation Director

Heather Ireland, Planning Director

Mark Evans, Commander

Taylor Mobbs, CRA

Molly Alleger, Parks and Recreation

Art Graham (Chairman), Frances Povlovski, Jeffrey Jones, Gary Paetau, David McGraw

All board members were present.

APPROVAL OF MINUTES

A. September 15, 2021

It was moved by Mr. Paetau and seconded by Mr. McGraw and passed unanimously to approve the following minutes:

- September 15, 2021

B. September 27, 2021

It was moved by Ms. Povlovski and seconded by Mr. Paetau and passed unanimously to approve the following minutes:

- September 27, 2021

DOWNTOWN CAPE

Commander Evans with the downtown CAPE stated not much has changed since the last meeting. He said the downtown CAPE would have a big weekend coming up with the GA/FL football game, 904 popup event, and Halloween weekend.

Commander Evans also wanted to touch on a point raised by board members at the last meeting regarding additional policing in the Southend district (similar to the downtown CAPE). Commander Evans pulled grid data from 911 calls in the Southend District and found that only roughly 10% of emergency calls came from that district. Commander Evans stated that he and Chief Smith both did not feel that additional policing efforts in the Southend District were necessary at this time.

Ms. Povlovski asked about installing additional cameras/security systems in the Southend District rather than hiring additional officers. Commander Evans stated parks and IT were looking into installing new camera systems in the Southend District, specifically in and around the park.

Mr. Paetau asked what specific types of calls they mainly receive in the Southend District? Commander Evans stated that the bulk of calls were due to "disturbances" (loud noise, music, etc.), very few of these were violent crimes.

STAFF REPORT

A. October Staff Report

Staff gave a brief report on the status of CRA and City activities.

Staff had the following takeaways:

- Follow up on roundabout at Beach Boulevard and 1st Street
- Seasonal Banners and images of banners
- Downtown projects, place on the next agenda
- Cost of repairing Latham Plaza sculpture
- 6th Avenue North striping, redo and status

OLD BUSINESS

Mr. Jeffrey Jones stated it is great that the CRA has the vision plan, incentive package in the works, etc., but we currently have vacant spaces in the downtown. He stated as an example, the Picasso salon is currently looking for a new tenant, and asked are we missing opportunities by not approaching and offering some type of help?

Staff stated that unfortunately, without the CRA approving an official incentive package, there is not much help that can be given at this point. Staff also stated that since this is a private property, should the owner choose not to want any assistance, there was nothing else that

could be done.

Ms. Frances Povlovski stated she had a few items she wanted to address:

1. She stated that since she missed the previous meeting, where do things with Ocean Front Park stand, and what steps need to be taken next? Staff replied that PW Director, Dennis Barron visited the CRA and stated the different options for Ocean Front Park, and gave their recommendation. Ultimately, no vote was taken, and PW Director will come back to the CRA with final choices once they are ready to make that next step at Ocean Front Park.

2. Ms. Povlovski also stated that in regards to the medians in the Southend District, they are not receiving good public feedback. Staff stated that unfortunately, that item was already voted on and unanimously approved, so the City will be moving forward with installing the new concrete barrier.

Mr. Gary Paetau stated that an update to the CRA portion of the website was critical, almost all of the information located on this page was dated. Staff noted that they were still in process of completing the changes to the new website, and would make sure the updates were made. Mr. Paetau also stated that the roundabout at Beach Blvd. and 1st street was still in a state of "needing repair" and wanted to staff to verify that the work was not complete, as it is not up to par. Staff will follow up on the status and report back to the board.

Finally, the board was in consensus that at the next meeting a discussion on downtown and projects was necessary.

NEW BUSINESS

A. Adopt/Deny Resolution No. 2021-15 appropriating an additional \$547,708 of Southend Tax Increment Trust Funds to cover the Sunshine Playground at South Beach Park final design construction costs of \$1,675,700, plus a 15% contingency, for a total amount of \$1,927,000

Parks and Recreation Director, Jason Phitides, stated that after the initial budget was passed, citizen and board input was taken into consideration and several of the pieces being designed are custom pieces for this playground. These custom pieces reflect the wishes of both the public and the CRA to keep the history of Jacksonville Beach and the park in mind with the new design.

Mr. Paetau stated he was shocked at the final amount of this playground nearing \$2Million, and stated he was having a difficult time understanding where all of this money was going. Mr. Phitides stated that the footprint was expanded by 3,000 square feet, an additional 50% shade was added to the structure, and materials for the playground alone have increased by roughly \$100,000. He also stated that the custom structures were quite expensive, as they

are more difficult to build.

Mr. Jones asked what would a "bare bones" park on a lot similar in size to the footprint of our park would cost? Mr. Phitides stated that is very hard to answer, as he has seen parks range from \$100,000 all the way into the millions.

It was moved by Ms. Povlovski and seconded by Mr. McGraw to approve Resolution 2021-15. The board approval was unanimous.

B. Adopt/Deny Resolution No. 2021-16 appropriating a total of \$186,000 of Downtown Tax Increment Trust Funds to cover the maintenance and renovation to the Seawalk Pavilion

Parks and Recreation Director, Jason Phitides, stated the the pavilion is in need of repairs and maintenance, and noted that the CRA originally funded the structure. After reviewing the proposal with the CRA members, several had questions.

Ms. Povlovski stated she did not want to just "cover" the issue, she wants to be sure we get to the root of the problems and fully repair them.

Mr. Phitides responded stating all the areas that were determined needing repair via thermograms were being completely cut out and replaced, not just putting a "bandaid" over things.

Ms. Povlovski also took a moment to state that since we are repairing and getting the pavilion back in good shape, the CRA/City needs to look into hosting more local talent in the pavilion without charge. Ms. Povlovski stated she would like to see the board and City make this a priority.

Mr. Phitides also let the board know that the new materials used will double the thickness of the current roof.

Mr. Paetau stated that after review, the initial pages stated the warranty was for 20 which years is great; however, the fine print stated only 10 years of inspections, and asked Mr. Phitides to please double check to be sure we are receiving the full 20-year warranty.

Mr. Paetau also asked if the current roof is single ply, to which Mr. Phitides stated yes, it is, and the roof had not been re-roofed since the initial construction. Mr. Paetau then stated in the general services proposal, terms and conditions are referenced but not provided in the packet, and questioned if staff read over these carefully. Mr. Phitides stated yes, the staff had looked through all of these terms and felt comfortable moving forward.

Mr. Paetau also asked for a better description of facade work, and what that entails. Mr. Phitides stated he would get with facilities maintenance and get a better description of the work to be done. Mr. Paetau also asked which City department was responsible for the long-term maintenance of the facility, to which Mr. Phitides stated facilities maintenance would be

responsible.

Mr. Paetau also stated the structure is roughly 20 years old, surely there are other components that need improvement. Mr. Paetau asked for a better look at what else needed to be done.

Finally, the board came to consensus on moving forward with the current resolution, with a request to Mr. Phitides to get a deeper scope of work to be done to bring the entire pavilion up to 'standards.'

It was moved by Ms. Povlovski and seconded by Mr. Jones to approve Resolution 2021-16. The board approval was unanimous.

C. Adopt/Deny Resolution No. 2021-17 of the City of Jacksonville Beach Community Redevelopment Agency to amend the FY 2020-2021 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.

CFO Ashlie Gossett brought the annual year end appropriation for the Downtown District for the board for review and approval. She explained the exercise finance did to assign projects, dollar amounts assigned to those projects, what funds remain, and what funds are needed for approved and projected projects in FY22. With all of this, there is an estimated \$22Million in fund balance.

Mr. Paetau asked if this allocates funds for the downtown projects, to which Ms. Gossett replied yes, this is everything on hand as of September 30, 2021.

It was moved by Ms. Povlovski and seconded by Mr. Jones to approve Resolution 2021-17. The board unanimously approved.

D. Adopt/Deny Resolution No. 2021-18 of the City of Jacksonville Beach Community Redevelopment Agency to amend the FY 2020-2021 South Beach Community Redevelopment Capital Improvement Budget and to appropriate South Beach Tax Increment Trust Funds for capital improvement projects as shown in the attached Exhibit A

CFO Ashlie Gossett stated the same methodology was used in calculating the year end fund balance for the Southend District. Based on projects needing completion, and projects projected for FY22, there is approximately \$12.8Million in fund balance.

Ms. Povlovski asked if this accounted for returning 50% of the increment, to which Ms. Gossett replied yes it does.

Mr. Paetau asked if based on the new amount approved for the playground, did finance need to revise this? Ms. Gossett stated no, those expenditures would show up on next years year end fund balance sheet.

Mr. Paetau then noted that on item #5, additional money for stormwater management was in the budget sheet but not completely funded. Ms. Gossett stated this was intentional, as it is not intended for full competition until 2024.

It was moved by Ms. Povlovski and seconded by Mr. McGraw to approve Resolution 2021-18. The board unanimously approved.

ITEMS FOR DISCUSSION

A. Seasonal Banners

Taylor Mobbs stated that she was contacted by Shark Signs, who manufactures the signs used on the lightpoles, and changes them out. They asked if the CRA was interested in having holiday banners again this year. Ms. Mobbs stated that based on prior year expenditures, it would be roughly between \$600-800 to put up holiday banners on the light poles in the Downtown District.

Ms. Povlovski stated that for less than \$1,000.00 it made sense to move forward with the banners. The board was all in consensus.

Ms. Povlovski also asked if staff could please send out images of the banners on the light poles to refresh their memory on what the banners look like.

COURTESY OF THE FLOOR TO VISITORS

Chairman Art Graham extended Courtesy of the Floor to visitors, no visitors chose to speak.

ADJOURNMENT

There being no further business, the meeting adjourned at 5:06 P.M.

Submitted by: Taylor Mobbs

Art Graham, Chairman

Date



Community Redevelopment Agency, Jacksonville Beach

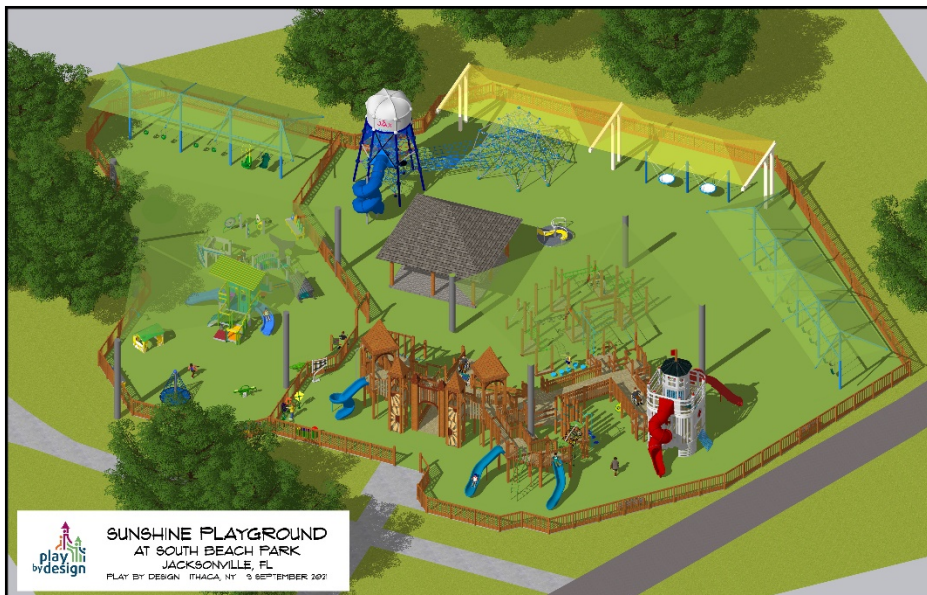
Staff Report

November 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.
 - Demolition of current playground to begin on November 16, 2021

Overall Playground Conceptual Design:



Surfboard Benches for Playground Seating:



- Replace Shower Towers and Drinking Stations
 - Second drinking fountain delivered, but was damaged. Parks waiting on replacement fountain to arrive. All other fountains and shower towers completed.
- Median Plantings on South Beach Parkway and Jacksonville Drive
 - Working to resolve irrigation issues
 - Target plantings for fall 2021
 - Projected completion- December 2021
- Roundabout at Beach and 1st Street
 - Still requires finishing coat to be applied
 - Original contractor left mid-project and parks was unable to contact. Parks has terminated the contract with the contractor, and is moving forward with a second contractor.
 - Expecting new contractor to begin work and complete the project in the next 2-3 weeks
- Latham Plaza (tile work and statue)
 - Both the loose tiles, as well as the statue are in need of repairs and maintenance
 - Parks is waiting until after the deck the chairs event to begin the project
 - Anticipate a start date in early January, with a two week turn around time

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
 - Design engineering being completed by GAI.
 - PW received 30% design plans week of 10/11/21 and will spend the next few weeks reviewing
 - PW anticipates 60% deliverable and updates Jan 2022
- 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
 - As of 10/9/21, PW had the last space on each side striped as 'no parking' to facilitate space to turn around. Upon further investigation, there is not adequate space and an additional space on each side will be added along with signage
 - Public works still planning to add additional striping at the end of 6th Ave N. to designate "no parking" areas.
- 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).
 - PW Currently reviewing engineering contracts, update to come in the future
 - PW has met with and reviewed engineering contracts, and selected firms to have ongoing contracts with COJB. PW and/or staff will give a better update of the firms, and their scopes of services at the January 2022 meeting.
- Reinforced Concrete Median Barrier Project on South Beach Parkway appropriated by CRA in August, with requested approval from City Council for September 20, 2021.
 - Project approved by Council September 20, 2021

Planning Department Projects:

- Dolphin Depot site (across from Margaritaville)
 - Trevato Development Group purchased the site
 - Development currently unnamed, but representatives of the developer stated it will be a "unique mix of hotel and residential project that does not exist in NE Florida"
- 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
 - Spirit Halloween now closed for season

- At this time, no permanent tenant
- 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)
 - Private event space
- Springhill Suites
 - Construction underway
- Oku Sushi
 - Corner of 1st Street and 4th Ave N
 - Close to final inspections, finalizing outside seating design
 - Certificate of Occupancy issued November 2021, anticipate opening in the coming weeks
- Dick Mondell's
 - Burger restaurant based out of Gainesville, FL going to the former carwash location.
 - Walk-up and drive through service only
 - <https://www.dickmondells.com/> website for more information and menu
 - No anticipated opening date at this time
- Charley's Cheesesteaks
 - Going into the former Krytal's location
 - <https://www.charleys.com/menu/> website for information and menu
 - No anticipated opening date at this time

Development Projects in Downtown CRA



Staff Updates/FYI:

- 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.
 - Maintenance plan 'process' was started in April/may of 2021. Staff wants to work on this plan one calendar year, and be able to fine tune the frequency of the maintenance, and adjust budget accordingly

2021	January	February	March	April	May	June	July	August	September	October	November	December
Tree Trimming							X		X			
Sidewalk Pressure washing					X	X	X	X	X			
Trash Can Maintenance				X	X	X	X	X	X			
Mulching												
Replanting												
Paver Cleaning						X	X					
Weed Maintenance							X		X			

- 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
 - No September meeting, meetings expected to occur in Oct or Nov, then be on hold until 2022
 - Next downtown hospitality meeting not until 2022
- Horn Ct./Sunshine Lots
 - Finance finalizing the costs associated with maintenance and upkeep of the lots
 - City attorney set to start in October 2021, CFO wants to allow new attorney to write the interlocal agreement between the Jacksonville Beach CRA and City of Jacksonville Beach.
 - City attorney is working on the disposition methodology, as well as deed restrictions that will go along with the property once sold
- Incentive Survey Update
 - Staff has completed the survey, and completed the post cards to be sent to all property owners.

- Post cards sent to business owners' week of 10/18/21, and staff along with board members distributed postcards to business owners/managers in the downtown.
- As of 11/4/2021, received 30 survey results
- Extended deadline through end of November to allow time for more results
- Staff will present final findings of this survey, as well as draft of the incentive package, during the January 2022 meeting
- Art Master Plan Committee Plans:
 - Staff working to implement changes requested by the board to the application/process
 - Staff plans to have the application out to the public January 2021
- Seasonal Banners
 - Company who handles banners can come in and replace existing banners with seasonal banners.
 - This previously cost the CRA approximately \$600.00
 - The cost for the banners came in slightly higher than anticipated due to many repairs that needed to take place. The overall fee is approximately \$1550.00, which fell within the budget amount appropriated for FY 2022
 - Staff working with shark signs to ensure the necessary repairs are done prior to the holiday banners going up
 - Expect to see holiday banners up the week after thanksgiving, and they will remain up until the first week of January
- DixHite Status Update:
 - Wayfinding Signage Plan
 - Staff has requested scope and fees from DH on wayfinding signage plan bidding and construction observation services
 - The final proposal for wayfinding signage will be presented to CRA during Q1 2022
 - Bicycle and Hardscapes
 - Staff waiting on final costs for bidding process, as well as construction observation costs
- Code Enforcement/Violations
 - Should there be a need to report a code enforcement violation, please follow this link to fill out the form to report the issues to our code enforcement officer:
<https://www.jacksonvillebeach.org/FormCenter/Planning-Development-6/Report-a-Code-Enforcement-Violation-57>
 - This link will show the code enforcement page, with examples of typical violations:
<https://www.jacksonvillebeach.org/FormCenter/Planning-Development-6/Report-a-Code-Enforcement-Violation-57>
 - If you see an issue and have further questions or concerns, please reach out to Nikki Beavers in the planning department (code enforcement officer). 904-247-6284
- In January 2022, staff plans to begin keeping an inventory of vacant buildings/stores in the downtown (location, rent rate, etc.) this will allow staff to better assist potential businesses wanting to locate to the downtown district. More information to come.
- Upcoming Events:
 - Every Wednesday and Saturday, Penman Park Farmers Market 10AM-2PM

- November 20th: Florida Board Riders Surfing Competition
- November 27th: Deck the Chairs Setup Begins
- December 3rd: Moonlight Movies: “Prancer”

To access these events, on the COJB homepage, scroll down to the calendar and underneath click “view all events”. Once selected, you will be on a page where you can select which calendars (events, council, etc) you wish to see. When you click on a date in the calendar, it will bring up information on any events or meetings occurring that day.

- 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 a later date
 - Beaches Energy will reach out to consultant doing lighting plan for final feature selections and locations to bring the CRA board.
 - Beaches energy to follow up with consultant and staff in January 2022 with an update to the CRA to follow



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CRA AGENDA ITEM C.	
TO:	Jacksonville Beach Community Redevelopment Agency
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	November 15, 2021
SUBJECT:	Downtown District

BACKGROUND

The CRA received direction from the City Council regarding priority of downtown CRA district objectives in July 2021. Staff carefully reviewed the priorities set by council, and relayed that information to the CRA board. A 'master list' was created outlining the projects, and categorizing them into timelines (short-term, long-term).

The two priority objectives set forth by city council, and related projects are:

Economic Development Objectives:

- Expand access to retail corridor: There are many businesses in the southern end of downtown, that are not easily accessible from the downtown. Look into utilizing wayfinding signage and multi-use paths to incorporate these businesses into the 'downtown'.
- Incentives: CRA to create a plan to implement incentives that 1. Encourage new development in the downtown and 2. Encourage property owners to meet the vision for the standards in the downtown.
- Outdoor Dining: CRA wants to work with staff and council to make downtown more outdoor dining 'friendly' to encourage expansion of current restaurants, and development of new restaurants.
- Possibility of a Parking Garage in the Downtown.
- Possible Expansion of CRA boundaries (topic discussed at Council workshop).

Land Use Objectives:

- Explore land development opportunities: explore opportunities for the CRA to have control over spaces that can be leveraged to attract businesses, expand parking, etc.
- Green Spaces: focus efforts on green spaces, vibrant sidewalks, and overall aesthetics in the downtown to make them visually pleasing, as well as usable spaces for residents and visitors.



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Miscellaneous:

- Bicycle Planning: extend the bicycle lane down to 8th Ave. N. to extend the length of the downtown.
- Implement strategies for sustainability in the downtown.
- Improve maintenance on CRA and City owned properties in the downtown ("lead by example").

To date, the CRA and staff have implemented, or began implementation of the following:

1. Incentives - staff created an online survey to receive feedback from the downtown community on which types of incentives they would like to see. Staff plans to use this information to build out the final incentive package to present to the CRA for approval.
2. Land Use, Latham Plaza - the CRA stated in September 2021 Latham Plaza was something they would be interesting in taking on as a project. Staff has let DixHite know, and DH will be working with staff to outline a scope of work/fees, timelines, etc. and come back to the CRA board in Q1 2022 to begin this process.
3. Maintenance - staff is currently 6 months into our new maintenance plan. Staff has created a spreadsheet that tracks the amount of times per month specific maintenance is done in the downtown, and attaches PDF files of the invoice to the spreadsheet. Staff stated in the beginning of implementing this maintenance plan, they would need 1 full calendar year to get a grasp on what maintenance needed to be increased, decreased, etc. Staff reports on this maintenance plan in the monthly staff report to the board.
4. P3/Parking Garage - staff has been working to ensure the City and the CRA are prepared should they receive any unsolicited P3 proposals in the downtown.
5. Bicycle Lane Extension – PW has extended the painted markers on the road at 1st Street up to 8th Ave. N (in front of Margaritaville)

CRA DIRECTION REQUESTED

After review of the list above, and any additional projects requested by the CRA, staff requests the CRA give staff direction to begin planning to implement remaining projects in the downtown CRA district.



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Staff would like to take this final list of downtown projects, create a plan, and prioritize projects based on the objectives set forth by council.

ATTACHMENTS

- Downtown Project Timeline List (July 2021)

CRA Downtown Projects: (List from July 2021)

	Short Term (0-2 years)	Mid-Range (2-5 years)	Long Term (5+ years)	Ongoing
Bicycle lane extension to 8 th Ave. N	X			
Land Development Opportunities				X
Expand Access to Retail Corridor in Southern end		X		
Green spaces, vibrant sidewalks, overall aesthetics		X		
Incentives	X			
Outdoor Dining Friendly	X	X		
Improvement of "Maintenance"	X			
Sustainability		X	X	X
Parking Garage			X	