



City of Jacksonville Beach

11 North Third Street
Jacksonville Beach, Florida

Regular Meeting Agenda

Community Redevelopment Agency

Monday, January 24, 2022

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

DOWNTOWN CAPE

COURTESY OF THE FLOOR TO VISITORS

STAFF REPORT

- A. January 2022 Staff Report

OLD BUSINESS

- A. Incentive Survey Results
- B. Art Master Plan Committee Update
- C. Downtown Projects Update (DixHite Projects)

NEW BUSINESS

- A. The Southern Group Contract Extension
- B. Marketing Plan/Strategies
- C. Latham Parking Lot Market Analysis

ITEMS FOR DISCUSSION

- A. Downtown Lightpole Banners - Replacement and Repairs
- B. Southend Plan - CIP Update

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, 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



Community Redevelopment Agency, Jacksonville Beach

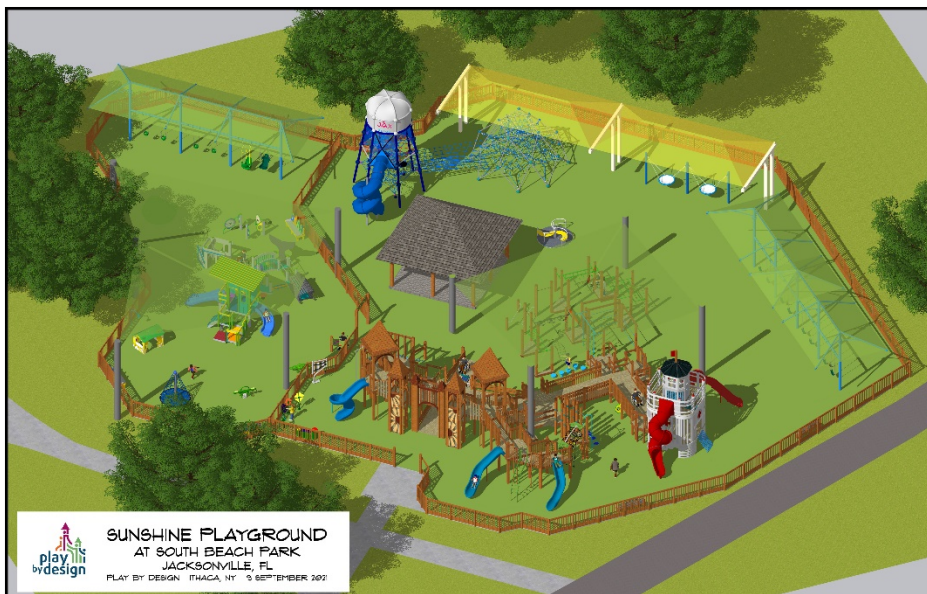
Staff Report

January 2022

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
 - Playground is currently under construction
 - Playground anticipated completion date March 2022

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.
 - Second drinking fountain will be installed at the completion of the playground.
- Median Plantings on South Beach Parkway and Jacksonville Drive
 - Irrigation issues have been resolved as of January 2022
 - Target plantings for spring 2022
- 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
 - New contractor scheduled to re-finish the structure with concrete
- 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
 - Statue scheduled for sand blasting and painting late February/March 2022 (after the Donna weekend in February and before the Beaches Parade in April)

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 - Downtown Redevelopment Projects 4 & 5 – Design Engineering being completed by GAI. PW sent comments on 30% design plans back to GAI. GAI is working on website update site for this project to be released in late February or March. Expected 60% deliverable and updates January 2022 (Possibly February).

- Phase 3C - Storm Drainage Project #3 and Southend Stormwater projects – Small scale design study being completed by Jones Edmunds (with Hanson Engineering) with a deliverable in November 2021 February 2022, with larger scale refined stormwater master plan design beginning after completion.
- Dune Walkovers – The following are under construction...
 - 6th Avenue North*
 - Latham Plaza (Between 1st & Four Points)*
 - 1st Avenue South*
 - 4th Avenue South*
 - 11th Avenue South*
 - 16th Avenue South ADA (Outside CRA)
 - 34th Avenue South (Outside CRA)

The next 8 walkovers for construction beginning Nov 2022 are being scoped and costed at this time. We are working with Four Waters (and ATM) to get designs underway end of January 2022.

- Beach Outfalls – Design scoping/costing is currently underway being designed and DEP permitted by Four Waters (and ATM). Design, permitting and bidding will allow construction for this project is being suggested to be completed over two budget cycles to be constructed November 2022 and November 2023.
- South Beach Parkway Road Improvements (Phase 3) – Ocean Terrace Drainage Improvements (Jax Drive) – Pre-construction meeting 1/19/22. Project begin has been held up (it is actually still on-time) due to pipe material costs and availability. Materials substitutions (PVC vs. RCP) have been made to get this project started.
- Reinforced Concrete Median Barrier Project on South Beach Parkway is scheduled to begin the first week in February, unless scheduling conflicts arise.
- Parking issue on 6th Avenue North beach end – PW has completed the striping of the last two spaces at each end to promote a hammerhead turnaround. Currently also being used for storage for dune walkover construction.
- Stormwater/Road Improvements (America Ave.-Phase 2 of Jax Drive) – awaiting assignment to engineering firm for design.
- Stormwater Outfall Improvements – South Basin outfall ditch clearing project awaiting bid.
- Stormwater Outfall Improvements – Central Basin outfall ditch clearing project awaiting bid.

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
 - Oku Sushi still not open at this time (January 2022)
- 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
 - Staff continuing to monitor the maintenance in the downtown by working with the parks department

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)
 - Staff plans to have pier entry way bid documents ready to go out for bid in April 2022
- 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
 - City attorney is finalizing the interlocal agreement between the CRA and City of Jacksonville Beach
 - City attorney will attend February meeting to give recommendation to the board on disposition methods and process.
- 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
 - Staff utilized the data received from survey results to create an item on the January 2022 agenda to review results and next steps
- Art Master Plan Committee Plans:
 - Staff working to implement changes requested by the board to the application/process
 - Staff met with legal in January of 2022 to make sure the process and creation of the advisory committee did not violate any state or local legal requirements
 - Staff will work with the City Clerk to finalize the application for the committee and get the application out to the public. Staff will then select the best candidates to bring before the CRA for final selection approval
- 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
 - See DixHite Memo in Agenda packet January 24, 2022
- 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
- Irrigation and Planting in the Downtown:
 - The repairs are ongoing, with plans to be complete prior to spring, to allow for time for new planting to occur
- Landscaping around the Community Center
 - Will occur simultaneously with the sidewalk project at South Beach Park entrance. More information to come at the Feb 16th workshop
- 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.
 - Staff working to make note of vacant properties in the CRA districts. Once inventory of vacant parcels is collected, staff will obtain rental rates, point of contact, and other pertinent information for empty spaces.
- Upcoming Events:
 - Every Wednesday and Saturday, Penman Park Farmers Market 10AM-2PM

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
- Staff has set up a meeting with Beaches Energy to gauge where they are at with this project, with plans to bring official update back to the board at the February meeting, with a plan for next steps and implementation



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency
FROM:	Heather Ireland, Director of Planning and Development Department
DATE:	11/23/2021
SUBJECT:	Incentive Survey Results

BACKGROUND

In November 2021, staff developed and published a Downtown CRA Incentives Survey in order to collect information on the level of interest in incentive programs that would support development and redevelopment within the Downtown CRA district. Working with the City's Communications Manager, staff developed a postcard with a QR Code to access a survey that was mailed to over one thousand property owners. Postcards were also hand delivered to several business owners in the Downtown Central Business District and a link to the survey was posted on the City's website. The online survey was open during the month of November and results were collected and analyzed in December. A total of 52 surveys were completed (~ 5%).

Survey respondents were first asked to provide if they were a resident, property owner, business owner, visitor, etc. The majority of respondents said that they owned residential property downtown and/or lived in the downtown district. The survey also provided a brief summary of the CRA and the CRA's intention to provide incentive programs. Respondents were provided with a description of each type of incentive identified by staff as feasible and respondents were asked if they would be interested in each type. Data in the attached summary is provided as the total number of respondents. Some fields were left blank in some surveys.

Respondents were also asked to provide information on open-ended questions. Responses were summarized and consolidated for easier analysis. Open-ended questions included:

- Improvements you would like to see;
- Other incentive ideas; and
- Perceived hurdles to development, redevelopment, and growth downtown.

Based on the survey responses and the feasibility of potential incentive programs under current conditions, staff is proposing to move forward with the following three initial incentive programs, as detailed in the attached documents:

1. Facade Renovation and Landscaping Grant Program
2. Retail Enhancement Grant Program
3. Special Permitting Process.



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FINANCIAL IMPACT

A budget amendment would be required to support the implementation of individual incentive programs.

REQUESTED ACTION

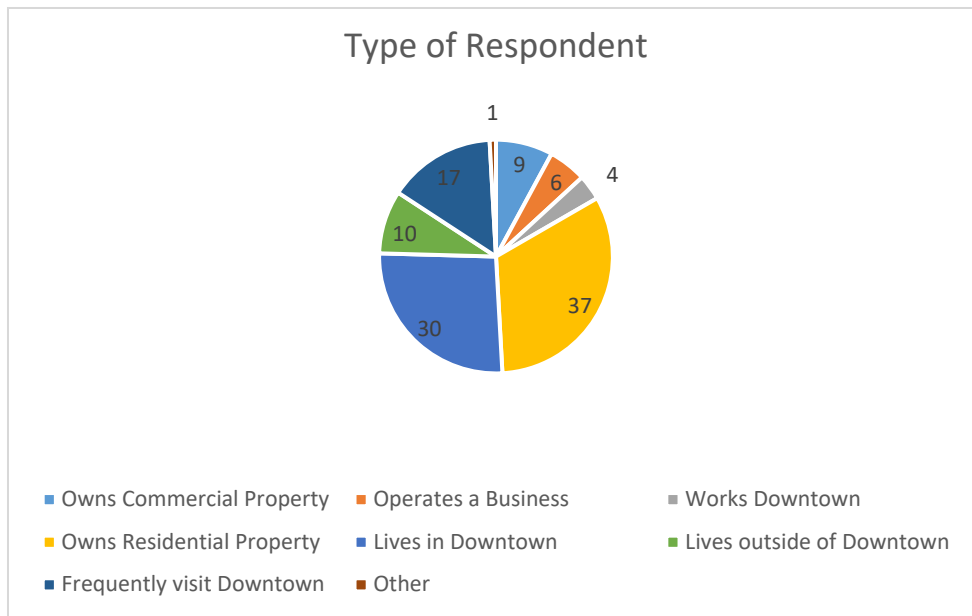
Staff is requesting CRA support to begin development and implementation of detailed incentive programs for a facade and landscaping grant program, a retail enhancement grant program, and a special permitting process program for Downtown.

ATTACHMENTS

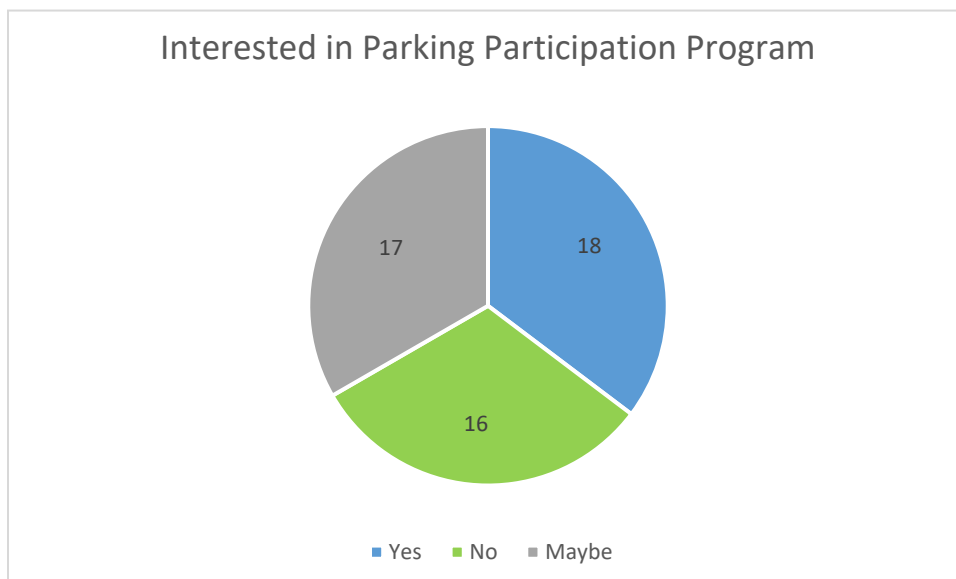
1. Incentives Survey Results Summary
2. Draft Incentives 1-Page Flyer

Downtown CRA Incentives Survey Results Summary – December 2021

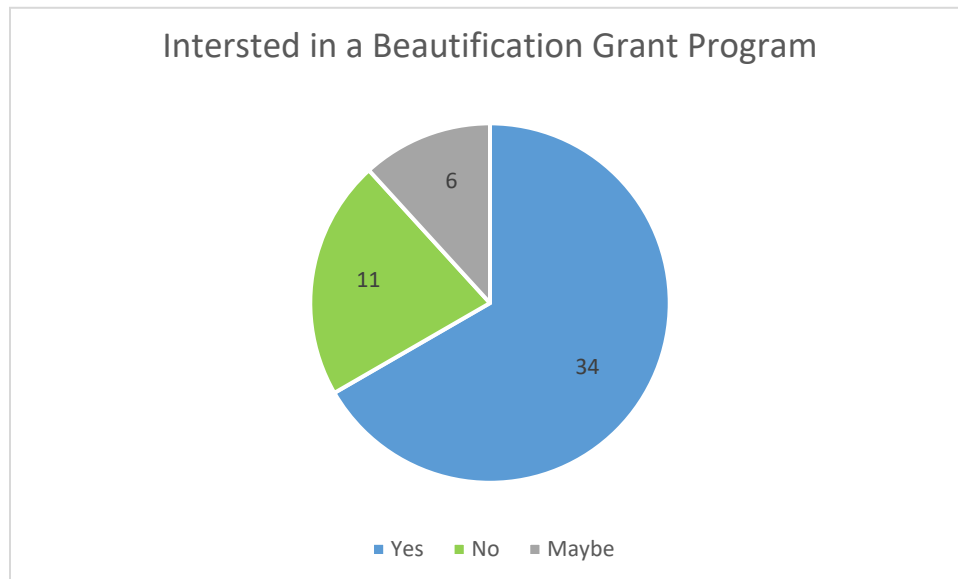
Type of Respondent:



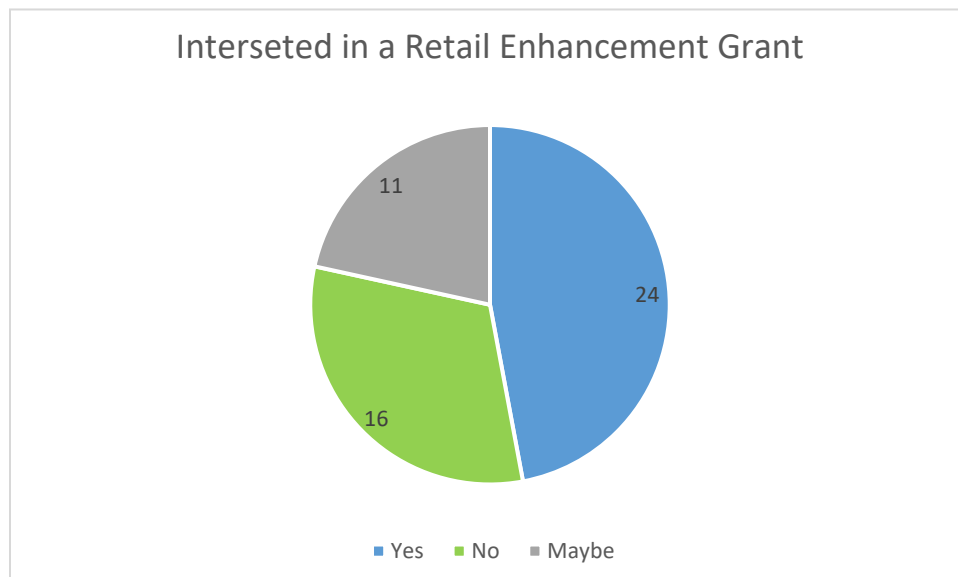
Parking Participation Options: Developers pay for parking spaces located in publicly owned lots such as a parking garage in lieu of providing on-site parking.



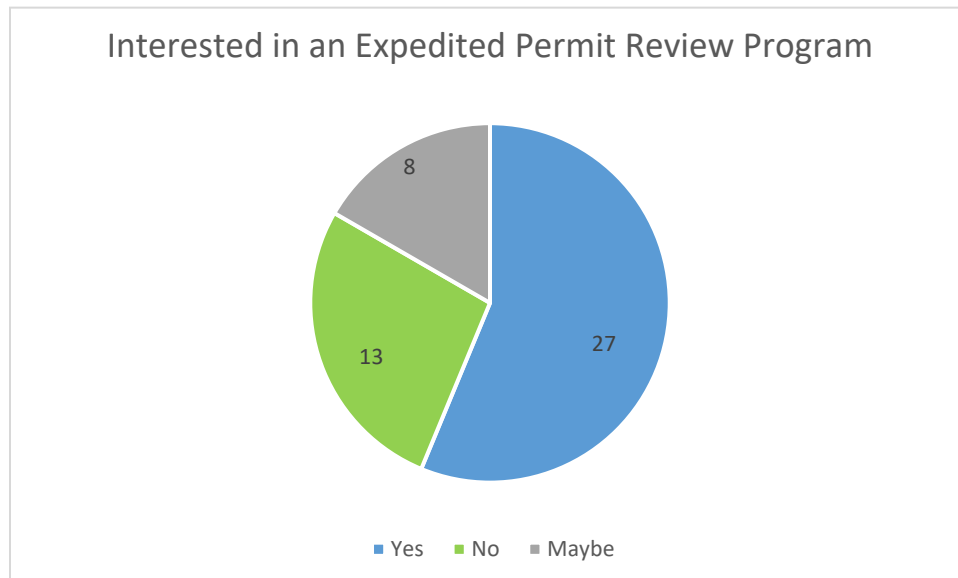
Beautification Grants: Developers can be provided grant funds to pay for exterior building improvements such as painting, signage, awnings, lighting, windows and doors, landscaping, and murals/artwork.



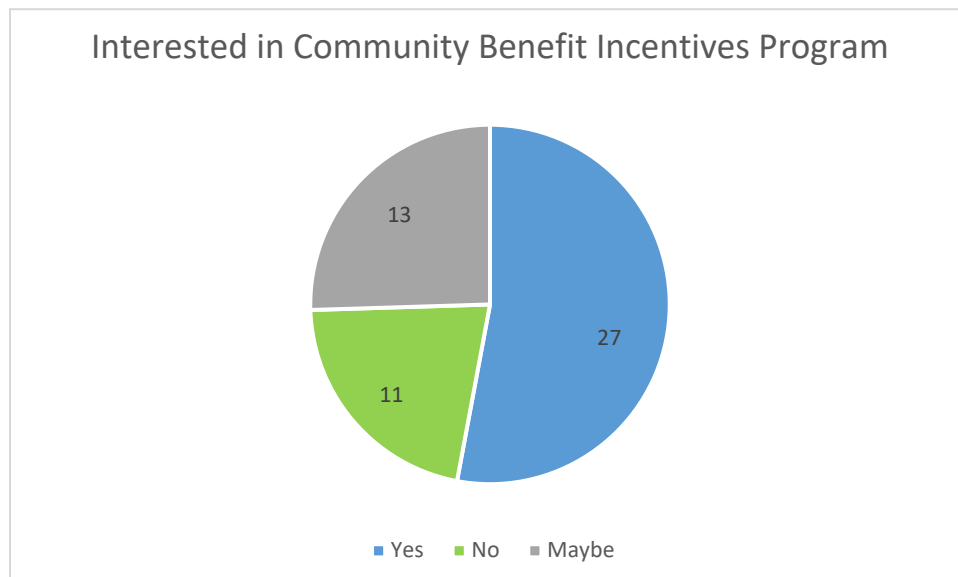
Retail Enhancement Grant Program: Developers can be provided grant funds to assist business owners with costs associated with renovating or preparing commercial space for retail, salon, restaurant, gallery or other desirable uses for occupancy.



Expedited Permit Review Process: Developers can qualify for an expedited permitting process and reduced or waived permit fees.



Community Benefit Incentive Program: a voluntary exchange in which the City offers an optional increase in development potential in return for public investment desired by the community.



Improvements to Downtown respondents would like to see:

- Healthy restaurants
- Green space/better landscaping/a park
- Parking garage/more parking options
- Bike/walking paths/more sidewalks/walkability
- Facelifts on businesses/beautification/paver maintenance
- Noise control
- No cruising on 1st Street/less loud vehicles/enforcement of traffic laws
- Family friendly/less bars/clean up restaurant and bar areas
- More retail and dining options/small retail businesses like St. Augustine
- More art, music and family events
- Close 1st Street to cars/temporary or permanent
- Trash/litter control
- Fiber optic lights on all palm trees that change color
- Less homeless
- More trash cans
- Play area for kids/dog park/swings on beach
- Make like Atlantic Beach town center
- Attract new businesses
- More upscale dining and hotels
- Not Daytona Beach
- More local dining options/more outdoor seating
- Collaborative efforts between city and property owners
- Incentives for homeowners to improve property
- Get rid of old dilapidated buildings
- Separate business and residential
- Traffic islands every 3-4 blocks on First Street
- More police
- More electric vehicle charging stations
- More shade/better lighting but respect sea turtles
- Drinking water fountains
- Clean and safe public restrooms
- Focus on entire district, not just downtown
- One large attraction like an aquarium
- Better signage

Other Incentive Ideas:

- Lower taxes
- More residential density
- Opportunities to redevelop in commercial areas
- Tax incentives for green buildings
- Tax incentives for restaurants, retail and entertainment venues

Perceived Hurdles to Development, Redevelopment or Growth Downtown:

- Money
- Willingness/community support
- Identity Crisis
- Space
- Traffic
- Parking requirement
- Height limit
- Saving historic structures
- Not pedestrian friendly
- Continuity of Downtown Plan
- Crime and safety
- Too many dive bars/legacy businesses
- Clientele
- Limit on outdoor seating
- Lack of vision
- Construction costs and permitting
- Lack of interest from current property owners
- Affordable real estate

Jacksonville Beach Community Redevelopment Agency – Downtown Incentives

The Jacksonville Beach Community Redevelopment Agency offers multiple grant programs which are meant to provide commercial property owners the opportunity to obtain assistance associated with the costs of doing enhancement and developing their properties within the Downtown CRA District. Grant and incentive recipients must be in good standing with the City and have no outstanding liens or violations. Recipients must obtain all applicable licenses and permits, including all permits required by the City of Jacksonville Beach's Planning Department, Building Division.



An overview of a few of the incentive programs are detailed below.

[Facade Renovation and Landscaping Grant Program](#) - The Façade Renovation Grant Program is designed to provide commercial or retail façade renovation funding assistance for existing businesses. The public investment in the facades of structures in strategic areas not only will provide the gap in equity to get traditional financing for upgrades, it has the potential to translate into enhanced sales and/or customers for many of the businesses in the area. Furthermore, these renovations can help in reducing existing blight.

Typical improvements include renovations of the front and sides of buildings visible to public streets (including murals), decorative fencing, landscaping elements and permanently affixed exterior lighting. The program matches one dollar of City funding for every two dollars of eligible façade renovation costs. This grant is available on a reimbursement basis only after all criteria have been met.

[Retail Enhancement Grant Program](#) - A Retail Enhancement Grant Program is designed to create momentum in the task of recruiting and retaining restaurant and retail businesses. The program is for recoverable grants to any property or business owner with projects to assist with paying some of the costs associated with renovating or preparing commercial space for retail, salon, restaurant, gallery, or other similar use for occupancy. Remodeling, renovation, rehabilitation, installation, and additions to the interior and exterior of the commercial building are eligible for Grant funds. Grant funds must be used to modify and improve buildings and shall not be used for normal maintenance repair.

Maximum Grant award will be \$20 for every square foot leased or occupied by the proposed tenant or business. The amount of incentive dollars awarded should not exceed 50% of the total construction costs. Generally, renovation projects must exceed \$10,000. The Grants will be recoverable and amortized over a period of five (5) years. The principal amount of the Grant will diminish 20 percent each year for a period of five (5) years. If the grantee does not default on the Grant terms during the required five (5) year period, the Grant will be closed.

[Special Permitting Process](#) – The City's Planning Department, Building Division can assist in an expedited review for projects within the Downtown CRA District and/or utilize TIF Funds for permit fees.

For detailed information on grant requirements or to request an application for incentive programs within the Downtown CRA District, email Taylor Mobbs at tmobbs@jaxbchfl.net or call 904-247-6231.





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CRA AGENDA ITEM	
TO:	CRA Board
FROM:	Taylor Mobbs
DATE:	11/23/2021
SUBJECT:	Art Master Plan Committee

BACKGROUND

In October of 2021, the concept of creating the Art Master Plan Committee was brought before the CRA board. The CRA board approved the direction staff was headed, with some minor changes to the requirements of committee members. This updated document reflects those changes.

The purpose of this committee is to have a committee acting in an advisory role to the CRA. This committee will not have any governing authority, and will exist to review candidates for public art based on the guidelines set by the CRA and City Council. This committee will meet as needed, and offer recommendations to the CRA for final selection of public art.

Staff will begin working with the City Clerk to create a specific application for this committee that follows the City of Jacksonville Beach policies, and reflects the requirements in the attached document. Staff will review all applicants and bring the recommended committee members back to the CRA for final approval. Once the CRA has approved the recommendations, staff will take the final selections before City Council.

Once the committee is formed, the first order of business will be assisting staff in creating the guidelines for the public art plan based on the corridors listed in the downtown plan document. After the committee has completed a draft plan, staff and a representative from the committee will present the plan to the CRA for approval.

FINANCIAL IMPACT

None at this time.

REQUESTED ACTION

Approval for staff to work with the City Clerk to finalize the official application and begin taking applicants for the Art Master Plan Committee.

ATTACHMENTS

1. Member Selection Requirements
2. Guidelines EXAMPLE

STAFF REPORT ATTACHMENT A:

Art Master Plan Steering Committee:

The Community Redevelopment Agency hereby establishes a public art master plan steering committee (“steering committee”). The steering committee shall consist of five members selected by the CRA board. The committee shall meet once a month to begin the process of establishing a public art master plan. The committee will provide input and make recommendations to the CRA board regarding public art selections, potential public art locations, funding of public art, etc.

The committee may also be tasked with assisting staff in drafting requests for qualifications, requests for proposals, calls for artists, or other solicitation documents to guide eligible artists in applying for city arts commissions and solicitations for public art. All of the committee’s input will be in the form of recommendations to the CRA board.

Candidates shall be evaluated on the following:

Committee members must represent one of the following areas:

- Professional artist in any medium
- Curator
- Art historian
- Arts educator
- Any other design professional WITH a visual arts background
- Fine art collector
- If someone does not represent one of these categories, they must work or live at the beach, and have a connection to the arts industry

Public Art Steering Committee:

Vision.

The Public Art Committee envisions a community where art and artists are valued, and where public art is integrated into the fabric of our place, enhances the quality of life of its citizens, and embraces the ‘beach life’.

Mission.

The Public Art Committee affirms the city’s role as an advocate to public art, fosters and enriches the aesthetic of the City of Jacksonville Beach, values and promotes the contributions of artists to the community and furthers the objectives of the Jacksonville Beach CRA and City Council.

Duties of Committee:

1. Develop an art plan for the city, which shall be presented to the CRA.
2. Prepare implementation guidelines, selection criteria, and organizational policies to facilitate this master plan.
3. Responsibility for program planning; prioritizing sites for public art; determining project scope and budget; overseeing the artist selection process; commissioning artworks; reviewing design, execution and placement of artworks; overseeing maintenance and repair of the artworks in cooperation with parks division and/or facilities maintenance division and the process for removal of artworks from the city public art collection.

4. Ensure appropriate community participation in the public art and public education activities as part of the public art collection.
5. Coordinate, investigate, review and recommend to CRA means by which artworks may be obtained, including donations to the public art fund, gifts of artwork, and grant applications for the public art collection.
6. Act as liaison with private developers to encourage and facilitate private contributions and private art installations within corporate construction and reconstruction projects.
7. Encourage public art throughout the city and shall educate and stimulate the participation of all citizens in a joint public and private effort to promote art in public places.
8. Prior to the selection and commissioning of artists, reviewing of design and the recommendation of the acceptance of works of art, the Public Art Committee shall submit the action proposed to be taken to the CRA for final approval.
9. Develop procedures detailing the rights and responsibilities of the artists selected.
10. Establish, inventory, and archive of existing and future public art.
11. Have other such duties and responsibilities as needed.



Standard Operating Procedures:

Meetings.

The Committee shall meet at least monthly, and as needed, to carry out its purpose at a suitable place mutually agreeable to the members and accessible to the public.

In considering all matters lawfully before it, the Committee may:

1. schedule and hold informal working sessions and consult with City staff, interested parties, or technical advisors;
2. request reports from City staff persons;
3. make on-site visits;

and do all other things necessary and convenient to carry out its duties.

All business of the Committee shall be conducted by voice vote of seconded motions. A simple majority of those present and voting shall prevail in all question.

All meetings of the Committee shall be conducted in accordance with the provisions of the open meeting policies of the state of Florida, and public notice shall be provided in coordination with the city.

Officers.

Officers of the Committee shall be a Chairperson, Vice-Chairperson (who shall preside in the absence of the Chairperson) and Secretary/Treasurer (who shall keep the minutes of committee meetings). Officers shall be elected by the Committee at its first meeting following the beginning of the City's fiscal year.

Quorum.

A majority of the Committee, at least three members, shall constitute a quorum. No business shall be transacted in the absence of a quorum.

Conflict of Interest

Any member of the Committee who has an actual or apparent conflict of interest with respect to any matter before the Committee shall disclose this conflict to the Committee and shall disqualify him or herself from participation in consideration of the matter, if appropriate. A motion duly made and passed by the Committee may disqualify a member of the Committee for conflict of interest.

Agendas

Committee officers shall see that complete agendas and documents relating to business on the agenda are published and reach Committee members in a reasonable time before each meeting. The Committee may not consider matters not on the agenda of that meeting unless a majority of members vote otherwise.

Minutes

The Secretary/Treasurer, or a staff person designated by the Committee, shall record, prepare and issue accurate summary minutes of each meeting of the Committee. The minutes shall reflect with reasonable completeness, all matters discussed, parties appearing and actions taken at the meeting. A copy of the minutes shall be provided to the city clerk.

Consultation

.The Committee may consult with experts in relevant technical areas.

Amendments to Standard Operating Procedures

These procedures may be altered, amended or repealed and new procedures may be adopted by a vote of a simple majority of those present and voting at a regular or special meeting.



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

CRA AGENDA ITEM	
TO:	CRA Board
FROM:	Taylor Mobbs
DATE:	11/23/2021
SUBJECT:	DixHite Project(s) Status

BACKGROUND

City staff have been working with DixHite to prepare documents for the bidding process for the bicycle racks and site furnishings in the downtown district. Staff anticipates the bid documents will be ready the first week of February 2022. This bid will be left open for 30 days, per City policy, DixHite will review all bids received, and give staff a recommendation for the preferred candidate(s) the first week of March 2022. Staff will bring the preferred candidate(s) to the CRA board at the March meeting.

The wayfinding signage plans are also ready to go out for bid. Staff plans to have this document out for bid along with the bicycle racks and site furnishings. This plan will follow the same 30 day timeline, but will be a separate bid package. DixHite will also review the bid responses received, and give staff a recommendation of the preferred choice(s).

DixHite is available to come to the CRA workshop on February 16, 2022 to discuss the Latham Plaza project, as well as initial discussions on ideas for passive parks. DixHite created the original Latham Plaza concept with input directly from the public. DixHite and the board conducted several open houses, red dot/green dot workshops, and surveys over the course of several months. At this workshop, DixHite will provide a more in depth background on how the original concept was created, what steps would need to take place to update the conceptual design, and a timeline of finalizing a plan for Latham and beginning implementation.

FINANCIAL IMPACT

No immediate financial impact.

REQUESTED ACTION

Staff is requesting CRA support to move forward with the bidding process for the bicycle racks and wayfinding signage plans, as well as having a workshop with DixHite to begin discussions on Latham Plaza and passive parks.

ATTACHMENTS



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency
FROM:	Heather Ireland, Director Planning and Development Department
DATE:	01/06/2022
SUBJECT:	The Southern Group Contract Extension

BACKGROUND

The City of Jacksonville Beach Community Redevelopment Agency and staff have been supported by The Southern Group since 2020 through a piggyback contract with the Jacksonville Transportation Authority. Original work included the development of the Incentives Toolbox, preparation of the CRA Coordinator position description and other support tasks for the CRA and staff. The Southern Group also prepared an internal and external communications plan that staff is implementing. More recent tasks have included meeting support, coordination with outside agencies and property owners, assistance with P3 policies and art master plan development.

Staff wish to continue the contract with The Southern Group with a contract extension so that work can be continued on existing tasks. Existing tasks include development and implementation of detailed incentives programs, update to the Southend District projects list, identifying P3 opportunities, budget preparation, implementation of an art master plan and other tasks as outlined in the scope dated January 5, 2022. The current contract extension expires at the end of January. The new extension would retain The Southern Group from January through July of 2022.

FINANCIAL IMPACT

Sufficient budget exists in Professional Services to have continued support from The Southern Group.

REQUESTED ACTION

Staff is requesting CRA support to extend the contract with The Southern Group for an additional six months to complete tasks in progress.

ATTACHMENTS

1. Southern Group Proposed Scope January-July 2022

To: Heather Ireland, Director Planning and Development Department,
City of Jacksonville Beach

From: Jim Gilmore and Taylor Mejia - TSG

Date: January 5, 2022

Re: Proposed Scope and Extension for The Southern Group Contract

Proposed Scope for The Southern Group for an additional six months
(January - July, 2022)

- Work with CRA Coordinator to refine and develop workable incentives based on CRA plan objectives and market needs; prepare detailed ways and means for implementation. Work with City communications team to market incentives to downtown business owners.
- Identify potential P3 developers based on plan guidance and market interest. Prepare a Project Profile Assessment Form to evaluate potential development projects.
- Review with Administrator and Coordinator plan amendments to clarify current plan and discussion of amendments.
- Work with CRA staff to procure a Real estate Market Study for parking lot adjacent to Latham Plaza for P3 development.
- Complete basic terms for a P3 project. The outline will serve as a resource for all future P3 projects.
- Work with FDOT for improvements in the South Beach redevelopment area and urban trails crossing A1A.
- Assist in budget preparation for next fiscal year with the CRA Board.
- Implement Art Master Plan Process; establish committee and a call to artists.
- Assist CRA staff in Latham Plaza Design process.
- Work with CRA and City staff to dispose of Horn Court and Sunshine lots.



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

CRA AGENDA ITEM	
TO:	CRA Board
FROM:	Taylor Mobbs
DATE:	11/23/2021
SUBJECT:	Marketing Strategies: Social Media Update

BACKGROUND

The CRA has expressed interest in having a social media and web presence to better engage with the community. Staff, along with the communications manager, created an initial plan for creating content for the CRA.

The CRA will have a weekly 'spotlight' on the City of Jacksonville Beach Facebook page and website. This spotlight will be used to highlight current projects the CRA is working on, past accomplishments, and explain to the community how a CRA operates and what their main role is within the community.

Staff will create weekly content with the communications manager. Staff will ensure the content created is branded "CRA specific" so users know the post is directly related to the CRA. Staff will work with the communication manager to use imagery, logos, hashtagging, and other forms of branding to create CRA specific content.

Staff plans to create an initial post that is an introduction to the CRA. This post will include information about the creation of a CRA, where the district boundaries are, what services a CRA has to offer, how long our CRA has existed, and other information staff feels is important to introduce the 'community' to our CRA. Staff will review the posts monthly in the staff report, and give the board feedback on post engagement. Staff will modify the frequency of posts as fit.

FINANCIAL IMPACT

None at this time.

REQUESTED ACTION

Approval of staff to work with Communications Manager to create content for the City of Jacksonville Beach website and social media on behalf of the CRA. Staff will give the CRA monthly reports on the content posted.

ATTACHMENTS



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CRA AGENDA ITEM	
TO:	Community Redevelopment Agency
FROM:	Heather Ireland, Director of Planning and Development
DATE:	01/06/2022
SUBJECT:	Latham Parking Lot Market Analysis

BACKGROUND

In July of 2021, the CRA received direction from City Council on priority objectives for the Downtown CRA District. One of the two priority objectives was economic development. At subsequent meetings of the CRA, the proposed redevelopment of the Latham Plaza parking lot has been discussed as a priority project that could serve to meet multiple economic and land use objectives identified in the Downtown Plan.

Pursuant to the 2007 Downtown Vision Plan, there is an opportunity to redevelop the existing parking lot that supports Latham Plaza into a three-story mixed-use development with ground floor retail, and upper floor residential and/or office uses in addition to a parking garage. The parking garage would be used to support any new commercial and residential uses, replace existing surface parking on the property, potentially replace other existing surface parking lots or on-street-parking, and create the opportunity to meet the objectives of the Downtown Plan. Redevelopment of the parking lot into a mixed-use project would also support existing and future Latham Plaza uses and amenities.

In order to move forward with the redevelopment of the Latham Plaza parking lot, staff proposes conducting a market analysis to identify the market potential for a retail/commercial mixed-use project with a parking garage on the property. The parking lot is owned by the City of Jacksonville Beach. Staff envisions the property being redeveloped through a Public Private Partnership that will add vitality the Civic Corridor. The scope of the proposed market analysis is attached.

FINANCIAL IMPACT

A budget amendment will be necessary to procure a market analysis for the redevelopment of the Latham Plaza parking lot. The exact cost is unknown at this time.

REQUESTED ACTION

Staff is requesting CRA support to obtain quotes from qualified vendors to perform a market analysis for the redevelopment of the Latham Plaza parking lot property.

ATTACHMENTS

1. Market Study Scope- Latham Parking Lot

Task A: Market Area Determination

The Jacksonville Beach Community Redevelopment Agency is seeking a real estate market analysis to identify the market potential for a retail/commercial mixed-use project with a parking garage on the city owned parcel at 55 2nd St N, Jacksonville Beach, FL 32250. This scope entails data collection and geographic presentation regarding potential market demand for the parcel. The objective is to utilize this market data to identify real estate developers with mixed use experience interested in entering a Public Private Partnership with Jacksonville Beach.

Task B: Site Analysis

- Document the nature of existing uses, looking at the general character of the surrounding Downtown area uses and properties, as well as planned developments that can be identified including parking and parking demand.
- Examine and report on all potential synergistic mixed-use scenarios that would add and deepen the value proposition for a Public Private Partnership.
- Examine and report on the existing transportation and parking infrastructure and any proposed major improvements as they may relate to the site;
- Investigate the location and types of public and private support facilities and services serving the population (i.e., hotels, restaurants, schools, shopping, medical, public transportation, and recreation/leisure/entertainment facilities) and their impact on market demand for the site
- Identify all utilities, including communication utilities, and characterize strengths, weakness and service provision challenges that may be associated with the site.

Task C: Economic Context and Analysis

The consultant will review the economic forces that are shaping the market area.

- Examine trends in labor force within the Downtown CRA, Jacksonville Beach, the county and the region.
- Examine the size and nature of employment and investments currently within the Downtown CRA, Jacksonville Beach, the county and the region, and document the recent growth in employment and investments by sector, whether they match the potential or not, as they may relate to the potential uses of the parcel.
- Identify major stimuli or disruptions to the economy, both current and expected, as they may relate to the potential uses.

Task D: Market Area Demand Estimate and Analysis for each potential use.

- The consultant will research and clearly explain within the report and the market area demand for each of the identified potential uses using the best available data, and employing appropriate survey techniques as may be useful to help determine a robust understanding of demand for the potential uses. Approaches and data presentation should be aligned with industry-standard reporting for private sector real estate (commercial and residential) demand modeling.

Task E: Feasibility Outcomes and Conclusions for each Use.

- To help the CRA and City properly understand as completely as possible the potential positioning of this property amongst current and emerging supply of the same uses, the analysis will become the basis from which the consultant will prepare an opinion as to the feasibility of introducing each of the potential uses or potential mixes of uses onto the parcel.
- The consultant will explain the feasibility of the identified potential uses using the following determinants / factors:
 1. Capital cost ranges
 2. Operating cost ranges
 3. Infrastructure
 4. Labor market considerations
 5. Code / Zoning compliance
 6. Business risk analysis
 7. Growth potential



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CRA AGENDA ITEM	
TO:	CRA Board
FROM:	Taylor Mobbs
DATE:	01/10/2022
SUBJECT:	Lightpoles and Banner Repairs and Maintenance

BACKGROUND

Shark Signs worked with staff in November 2021 to hang the holiday banners. At that time, it was noted that several poles were damaged so severely, banners could not be hung. The seasonal and regular banners were also faded, damaged, and ultimately in need of replacement.

Because this amount will likely be over \$2500.00, staff will be required to obtain three quotes to have the banners replaced and the repairs and maintenance done.

Staff has been in touch with shark signs. They will give the CRA a quote for production of banners, repairs of lightpoles, and installation of the new banners. Staff is currently working on finding other vendors to obtain quotes from.

Please see the attached document showing the current banners.

FINANCIAL IMPACT

TBD

REQUESTED ACTION

Approval for staff to obtain 3 quotes for banner replacement (regular and holiday) and repairs to the lightpoles. Staff will bring the quotes, along with the preferred vendor, to the CRA for final approval.

ATTACHMENTS

1. Current Banners (annual)

Current Banners:



Wave Design (10)



Lifeguard Tower (8)



Lifeguard Chair (10)



Beach Cruiser (10)



Surfer Dude (10)

Total for a Complete Set of Banners: 48



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CRA AGENDA ITEM	
TO:	CRA Board
FROM:	Jim Gilmore, The Southern Group
DATE:	01/11/2022
SUBJECT:	Southend CIP Update

BACKGROUND

Mr. Jim Gilmore will give a verbal update on the status of the Southend plan and CIP update.

FINANCIAL IMPACT

N/A

REQUESTED ACTION

N/A

ATTACHMENTS