



City of Jacksonville Beach

11 North Third Street
Jacksonville Beach, Florida

Council Briefing Notice

City Council

Monday, March 28, 2022

5:30 PM

Via Video Conference

City Manager Mike Staffopoulos will conduct a Council Briefing to update the City Council about ongoing items in the City. The Briefing will include, but not be limited to, the following topics:

- A. Branding
- B. Status Update on Pier Operations
- C. Development Agreement for Boardwalk
- D. Miscellaneous City Manager Items
- E. Committee Assignment Report
- F. Future Briefing Topics

This Briefing will be conducted using video technology. The City is providing options for public attendance at the Briefing as listed below. The public is not invited to speak or present on any matter or topic at the Briefing.

Council Members in attendance may include:

Mayor: Christine Hoffman

Council Members:	Georgette Dumont	Sandy Golding	Dan Janson
	Fernando Meza	Cory Nichols	Chet Stokes

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

INSTRUCTIONS FOR VIEWING AND/OR LISTENING

The following options are available to view and/or listen to the City Council Briefing:

1. **Hearing or speech impaired access.** Contact the agency using the Florida Relay Service at 1-800-955-8771 (TDD) or 1-800-955-8770 (voice).
2. **View and listen to a video of the briefing online.** Access the meeting by visiting the [YouTube Channel for the City of Jacksonville Beach](#).

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodations 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 email to CityClerk@jaxbchfl.net.



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CITY COUNCIL BRIEFING TOPIC	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Heather Ireland, Director of Planning and Development Department & Jacob Board, Communications Manager
DATE:	March 28, 2022
SUBJECT:	City Branding

BACKGROUND

The City of Jacksonville Beach entered into a contract with Dix.Hite + Partners in 2016 to develop a Downtown Action, Implementation and Management Plan based on the 2015 Downtown Action Plan. The goal of the project was to have a final deliverable designed to provide guidance and broad design criteria for various projects and programs set forth in the 2015 Downtown Action Plan, which was adopted by the Council in 2015. Phase 1 of the project involved the creation of an overall implementation and management plan, while Phase 2 involved refining the design criteria recommendations and options from the implementation and management plan to facilitate the creation of bids for construction of various elements of the plan. The project also included a branding effort intended to promote and market the downtown that would complement and be complemented by a wayfinding sign program using the surfboard theme (Project D.3.a; Downtown Branding and Marketing).

On December 5, 2016, at an advertised public workshop, Dix.Hite + Partners presented an analysis of downtown and the adopted 2015 Action Plan, and provided a framework for developing the implementation and management plan. Branding was a component of the presentation, including the "lifeguard chair" logo currently being used, along with others identified within the final Brand Standards Manual. Branding and various alternate logos were discussed at multiple City Council and CRA meetings in 2017.

In August of 2017, the CRA approved funding for additional services under Phase 1 of the contract to develop one or two additional logo or brand concepts to choose from in promoting downtown, at the request of the City Council. The final two logos were presented at a City Council briefing in June of 2018, and discussed again at a joint City Council/CRA meeting in February of 2019. Both the City Council and the CRA had a general consensus that the logos were acceptable.

The Brand Standards Manual guidelines were designed to help the City present the logo and the City's image in a consistent way throughout all communication materials. The "lifeguard chair" logo was trademarked sometime in 2020 after Dix.Hite + Partners provided the City with the final Brand Standards Manual. Since completion of the Branding Standards Manual, the "lifeguard chair" logo has been utilized on apparel for staff and elected officials, painted on the two water towers during renovations, utilized on the City's website, and made part of regular news and social media posts by the City.

The Brand Standards Manual includes the basis for the brand identity platform, and detailed



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specifics on logo uses, sizing, alterations, color variations, background control, color palette, and font. Also included in the manual is an alternate "surf logo," a municipal logo, and a variety of submarks and specifics for each of their uses. The manual also includes examples of the new brand in use in publications, the website, social media, signage, and vehicles and apparel.

A copy of the 124 Brand Standards Manual was provided to all City Council members prior to the briefing.

FINANCIAL IMPACT

\$21,300 was paid to Dix Hite from the Downtown Tax Increment Fund for the brand standards. Florida Statute 163.370(3)(c) states that increment funds may not be used for general government expenses unrelated to the redevelopment plan. Because the logos and brand standards will be used outside of the District, The City's General Fund will reimburse the Downtown Tax Increment Fund for this amount.

COUNCIL DIRECTION REQUESTED

Staff is looking for direction to move forward with the continued use of the primary logo, alternate surf logo, and submarks. Since the manual was prepared for the entire City, the CRA is currently without a unique identifying logo or mark that can be used specifically for Downtown CRA materials and publications only. Therefore, staff is also looking for direction to move forward with a unique CRA identifier, using the manual. Finally, an opportunity exists to use alternate logos for other aspects of the City branding efforts, using the manual as a guide.

ATTACHMENTS



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CITY COUNCIL BRIEFING TOPIC	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Karen Nelson, Deputy City Manager, with Jason Phitides, Parks Director and Ashlie Gossett, Chief Financial Officer
DATE:	March 28, 2022
SUBJECT:	Status Update on Pier Operations

BACKGROUND

At the Briefing on February 14, 2022, the Council directed staff to contact the City of Jacksonville (COJ) in order to explore options for the City of Jacksonville Beach (COJB) to be involved in pier operations when it opens later this year. A letter was sent to the COJ presenting the following options for the COJB to participate in the management of pier operations:

1. The COJB enter into an agreement with the COJ to participate in the RFP development and selection process for a pier vendor, and be assigned contract management and enforcement authority. This would allow the local government closest to the asset and services to have a direct hand in responding to issues and provide contractual quality assurance.
2. The COJB be allowed to perform an RFP process, select a vendor, and provide contractual management and enforcement authority.
3. The COJB enter into an agreement with the COJ to be the pier vendor with City employees providing and performing all services associated with pier operations. This option would place total control of customer service, visitor experience, and quality control in the hands of the COJB.

When staff met with the COJ to discuss these options, the COJ indicated that it is not interested in Option 1, and will only consider the other options if the COJB enters into a 10-year agreement and pays \$66,000 per year to the COJ. Both cities would need to execute an Interlocal Agreement (ILA) in order to move forward. During this meeting, the COJ also indicated that it would pause its RFP process pending the outcome of discussions with the COJB.

At the February 28, 2022 Briefing, it was the consensus of the Council to proceed and have staff obtain a business report from the COJ including the number of visitors from previous years. The staff has communicated the Council's continued interest and asked for a sample ILA from the COJ to begin the negotiation process. A request was also made for pier visitor data prior to Hurricane Matthew to begin calculating the cost of assuming pier operations. To date, no information has been received from the COJ.

Should both Cities decide to proceed with the COJB assuming pier operations, it is estimated that it will take between 6 and 11 months before a new pier vendor is installed and working. The following chart details how that time may be allocated:



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Action	Tasks	Estimated Duration
Adopt Interlocal Agreement for pier operations	Draft, negotiate, calculate financial impact, and submit to both Councils for adoption	3-6 months
Award Request for Proposal for pier operations	Draft, issue, evaluate responses, and submit for Council award	2-4 months
Pier vendor open for business	Prepare site, stock inventory, and set up point of sale system	1 month

FINANCIAL IMPACT

At this time, there are too many unknowns to accurately predict the financial impact of assuming pier management.

COUNCIL DIRECTION REQUESTED

For informational purposes only.

ATTACHMENTS



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CITY COUNCIL BRIEFING TOPIC	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Heather Ireland, Director of Planning and Development
DATE:	March 28, 2022
SUBJECT:	Development Agreement for Boardwalk

BACKGROUND

Planning and Development Department staff have been working with the applicant's agents for the proposed multiple-family residential project at the Adventure Landing property to ensure compliance with local plans and ordinances. During the public Open House and subsequent discussions with staff, the idea of a publicly accessible boardwalk to the marsh that would be located to the south of the Adventure Landing property was discussed. The applicant's agents have provided staff with cost estimates for permitting and construction of both a proposed publicly-funded and privately-funded boardwalk, as are detailed below.

- Permitting for proposed boardwalks - \$10,100
- Construction Estimate for Alternate #1 - \$323,000
- Construction Estimate for Alternate #2 - \$315,350
- Construction Estimate for Publicly-funded Section of Boardwalk (along Shetter ROW) - \$297,500

The applicant's agents are proposing that that applicant pay for one of the two alternate boardwalk locations, as shown on the attached maps*, and that the City of Jacksonville Beach pay for a boardwalk that is proposed by the applicant to be located along the unopened right-of-way of Shetter Avenue. The applicant has been in discussions with the St. Johns River Water Management District (SJRWMD) on securing conservation easement modifications necessary to construct the boardwalks. The applicant's agents have indicated to staff that the SJRWMD is generally in support of the proposed modifications to the conservation easement to accommodate the boardwalks.

** Maps provided by applicant.*

FINANCIAL IMPACT

The applicant is proposing the City share in the cost of a publically accessible boardwalk that would extend along the unopened right-of-way of Shetter Avenue, and connect with a boardwalk from the proposed multiple-family residential project that would provide access to the marsh south of the Adventure Landing property (please see map for proposed boardwalk locations). The City's financial impact under the applicant's proposed cost share is estimated at \$297,500.

COUNCIL DIRECTION REQUESTED

Does City Council want staff to proceed with negotiating the terms of a Development Agreement



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with the applicant, pursuant to Article XI of the City's Land Development Code (LDC), in order to share the construction costs of a publically accessible boardwalk in the locations shown on the attached maps?

ATTACHMENTS

1. Boardwalk Site Location Map
2. Boardwalk Location Map
3. Boardwalk Alternate Locations

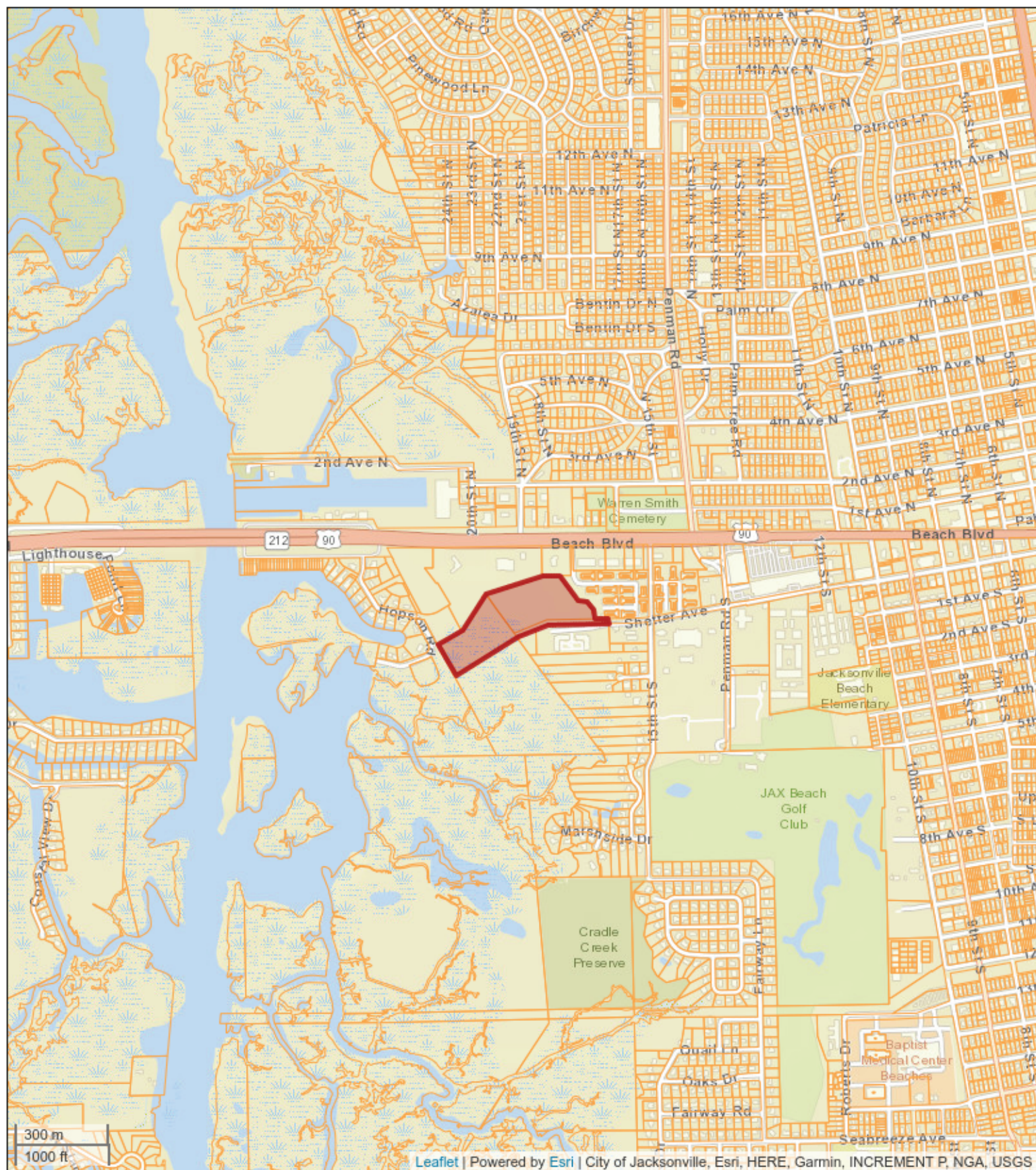
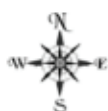


Figure 1

Site Location Map
 Beach Blvd, Property Boardwalk
 1944 Beach Boulevard
 Jacksonville Beach, Florida 32250



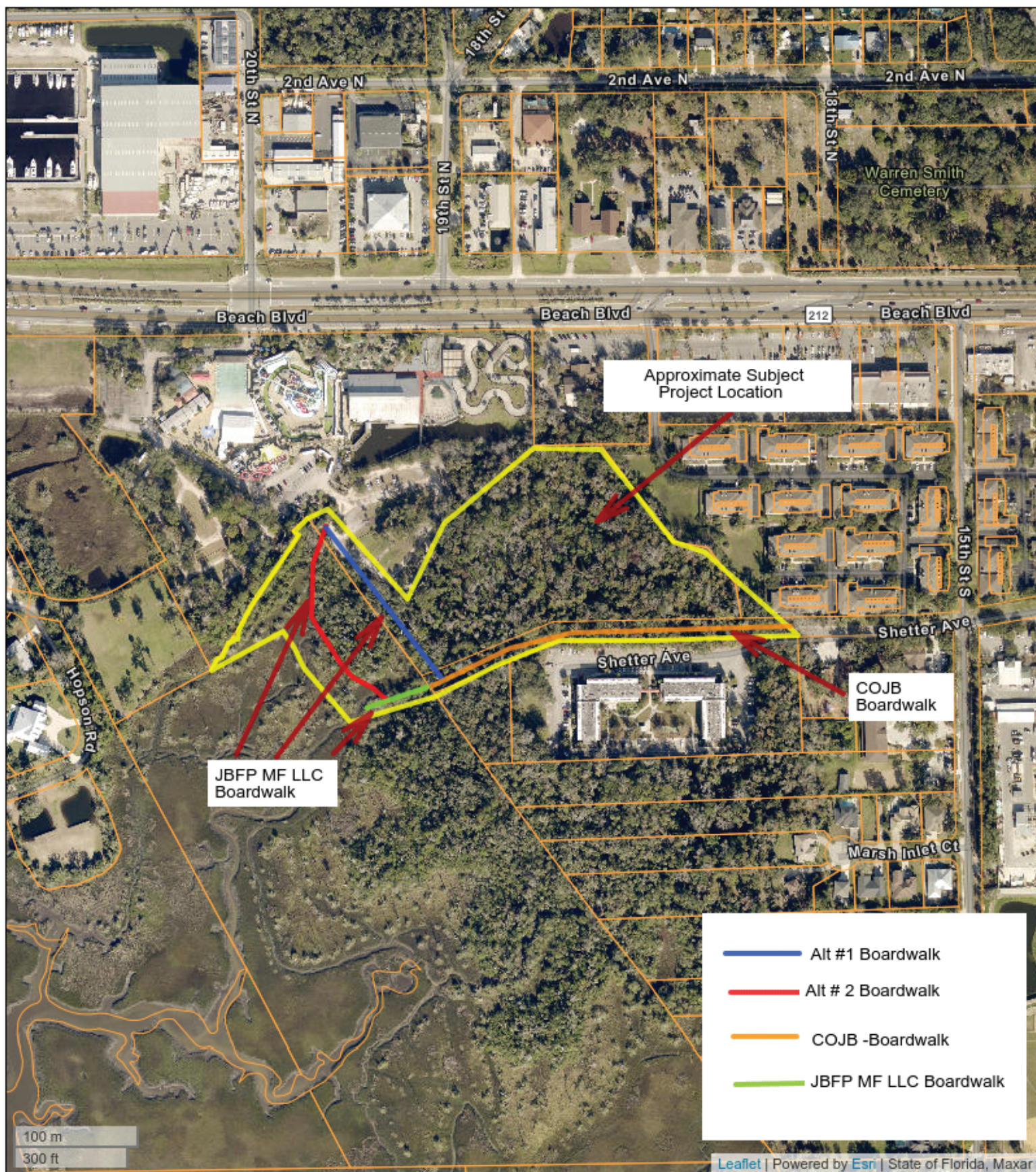
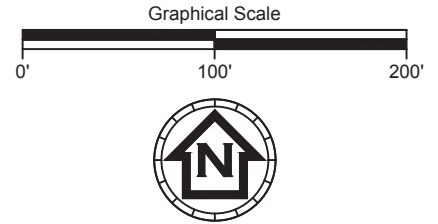


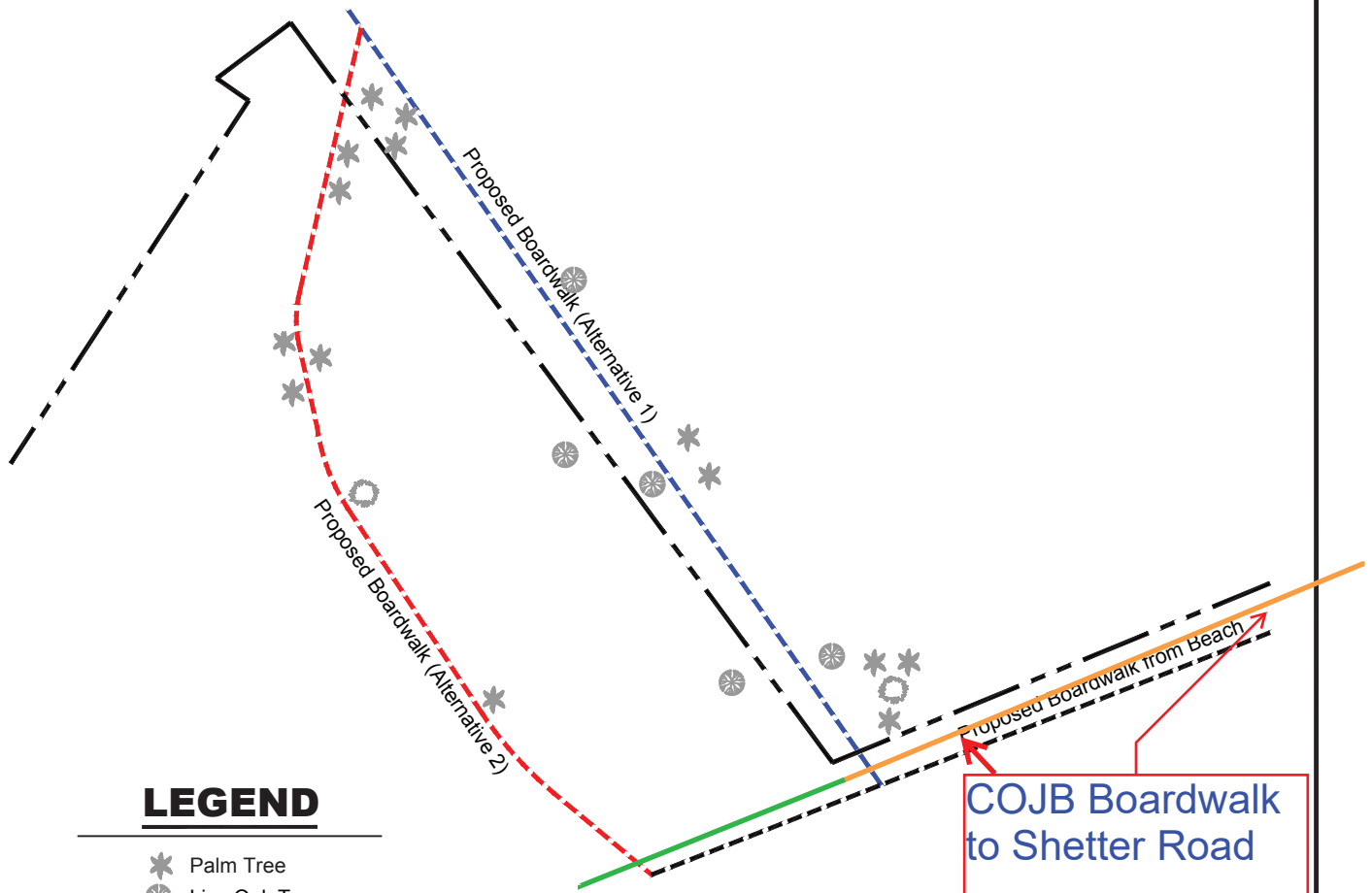
Figure 2

Site Location Map
 Beach Blvd, Property Boardwalk
 1944 Beach Boulevard
 Jacksonville Beach, Florida 32250





Proposed Beach Boulevard
Multi Family



LEGEND

- * Palm Tree
- ⊗ Live Oak Tree
- ⊙ Cedar Tree

Notes:

- Proposed Boardwalk (Alternative 1) Approximate Area = 2,700 Sq. Ft (540 Linear Feet)
- Proposed Boardwalk (Alternative 2) Approximate Area = 2,610 Sq. Ft (522 Linear Feet)
- Proposed Boardwalk from (Alternative 1) to Shetter Ave. Approximate Area = 4,600 Sq. Ft (920 Linear Feet)
- Proposed Boardwalk from (Alternative 2) to Shetter Ave. Approximate Area = 5,270 Sq. Ft (1,054 Linear Feet)



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Proposed Boardwalk Alternatives 1 & 2

Proposed Beach Blvd. Multi Family

Jacksonville Beach, Florida

Date: 01/06/22

Project No.: 55-4313

Figure 3

JAS-55-4313