JACKSONVILLE BEACH

City of
Jacksonville Beach
City Hall
11 North Third Street
Jacksonville Beach
FL 32250
Phone: 904.247.6268
Fax: 904.247.6276

www.jacksonvillebeach.org

OFFICE OF THE MAYOR

Amended

April 30, 2016

CITY COUNCIL WORKSHOP

Monday, May 2, 2016

5:45 P.M.

CITY COUNCIL CHAMBER

Mayor Charlie Latham has called a CITY COUNCIL WORKSHOP to be held on **Monday, May 2, 2016, at 5:45 P.M.**, in the Council Chamber.

The purpose of the workshop is to discuss the Downtown Action Plan.

Attachments: PowerPoint Presentation

If a person decides to appeal any decision made by the City Council with respect to any matter considered at any meeting, such person may need a record of the proceedings and, for such purpose, 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.

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, ext. 10, no later than 12:00 PM, Friday, April 29, 2016.

Downtown Action Plan Workshop

May 2, 2016

2015 DOWNTOWN ACTION PLAN

PLAN PROPOSAL CATEGORIES

A. **Public Spaces** (Restrooms, Lighting, Public Art, Pod-Type Seating, Signage, Fishing Pier, Latham Plaza, and Streets)
B. **Transportation** (Bicycling, Beaches Trolley, Pedestrian Safety, and Roundabouts)
C. **Public Safety** (Managing the Nighttime Economy, Incentives for Non-Alcohol Businesses, and Business Development)
D. **Commercial Spaces** (Public Welfare and Safety and Zoning Regulations)
E. **Entertainment and Events**
F. **Quality of Life** (Cleanliness and Implementation of the Action Plan)

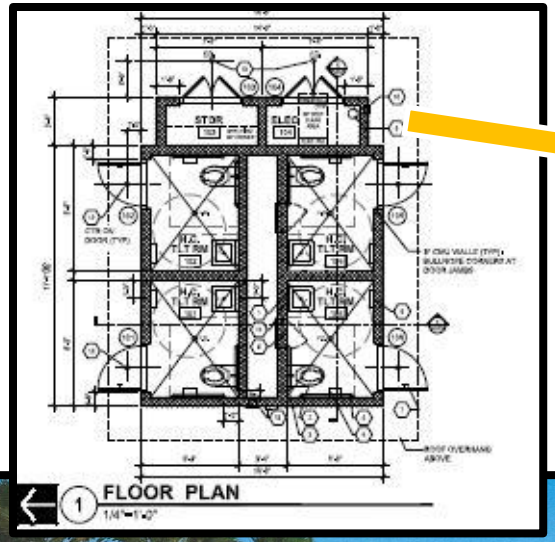
Continue Implementation of the Vision Plan Capital Improvement Program

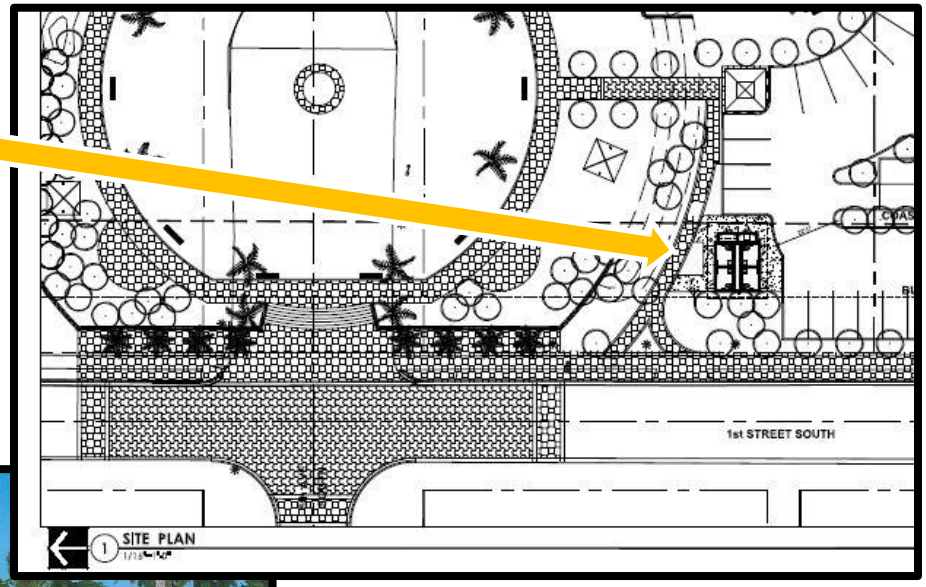
- **<u>Project #1:</u>**
  Complete replacement of the water, sewer, and storm drainage systems; paving all alleyways, and repaving South 1st and South 2nd Street and all of the avenues in the project area shown

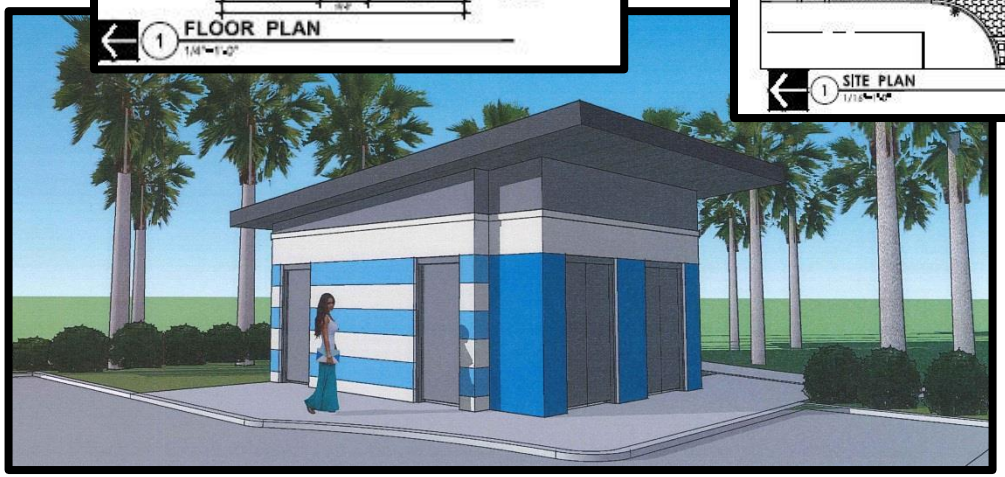
PROJECT LIMITS

Some “Coming Soon” Action Plan Projects

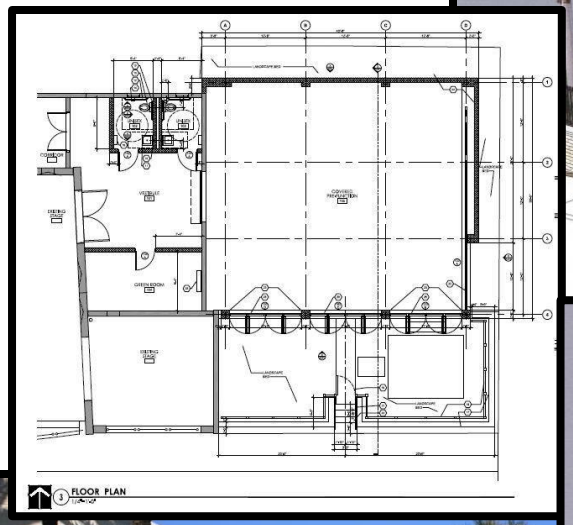
- Proposed Oceanfront Park Restroom





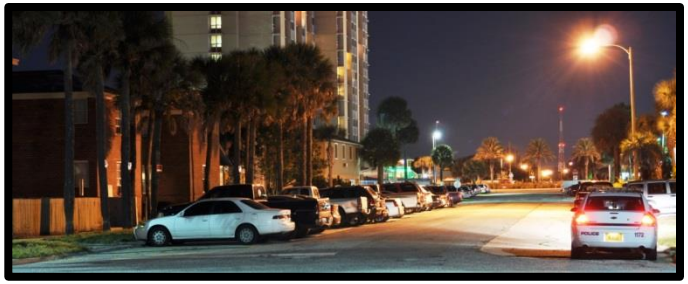


Proposed SeaWalk Pavilion Multi-purpose Renovations: Restrooms, Performer Lounge, and Storage/Hospitality Space

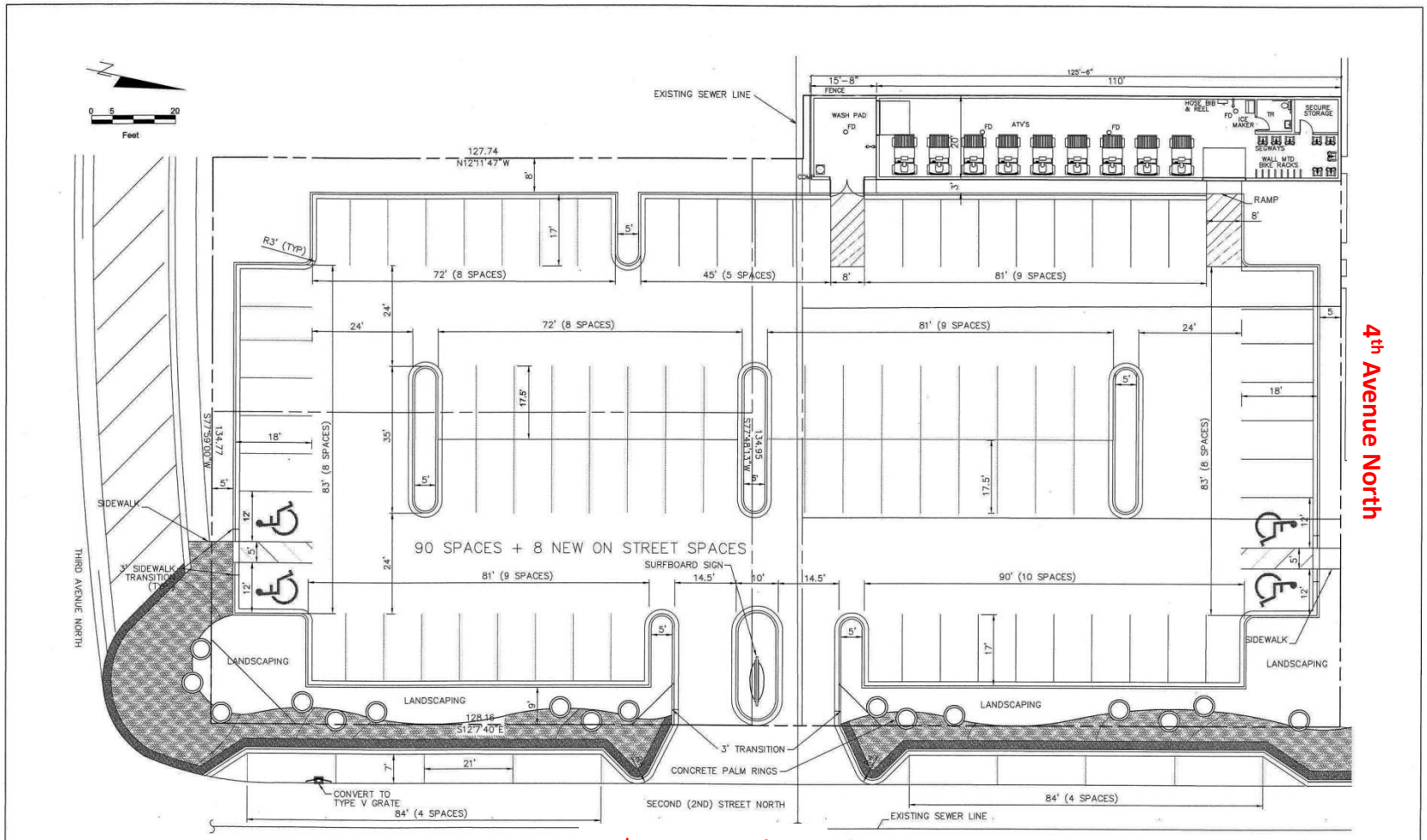


Parking

- Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North, including facilities to store police equipment
- Explore feasibility of private funding with a provider such as “Beachside Buggies” to offer a shuttle program for Downtown workers on weekends utilizing parking spaces at the O&M Building on Shetter Avenue
- Prepare a pilot program seeking to reduce non-residents parking in residential areas where there is no off-street parking available adjacent to Downtown



2ND AVENUE NORTH PARKING LOT AND CAPE STORAGE BUILDING
CONCEPTUAL DESIGN

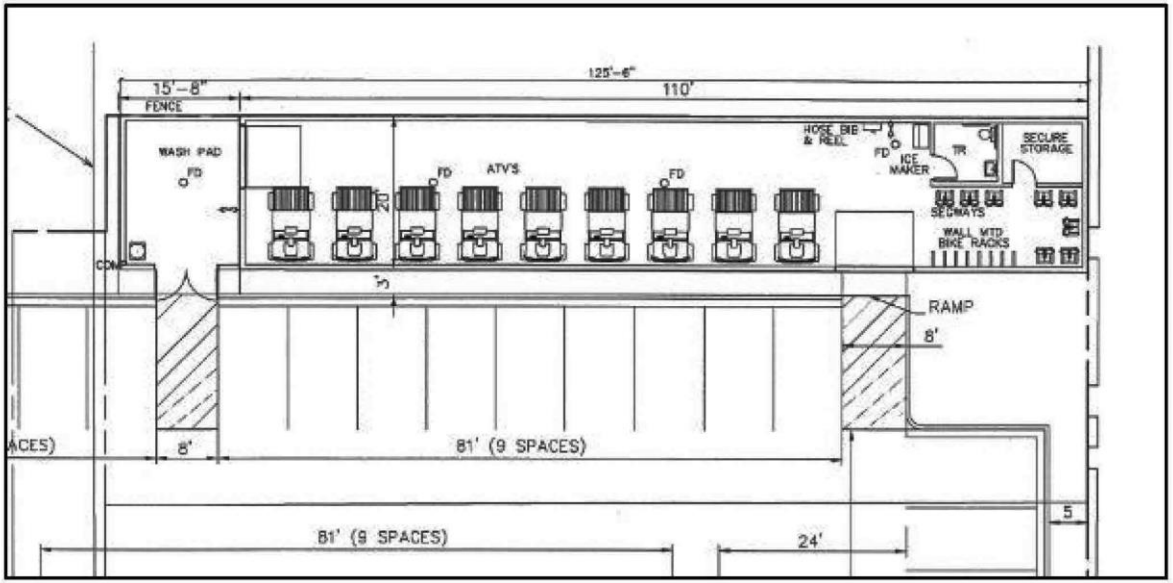


REVISIONS					
DATE	BY	DESCRIPTION	DATE	BY	DESCRIPTION

City of Jacksonville Beach
Department of Public Works

PROJECT ID	2nd Street N.	SHEET NO.
1999-058-081	CONCEPT PLAN 3	3
SCALE		
1 = 10'		

$USER$ $DATE$ $TIME$ $FILE$



PROPOSED DOWNTOWN CAPE STORAGE BUILDING

NEW PARKING LOT: The project will consist of the construction of a ± 90 space off-street parking facility on CRA-owned land on the west side of North 2nd Street between 3rd and 4th Avenue North. In addition, eight new on-street spaces will installed along the west side of North 2nd Street. The landscaping of the property will mirror the type and quality of landscaping installed throughout the Downtown project area, e.g., date palms, cabbage palms, muhly grass, saw palmetto, and coontie palms. A surfboard themed sign (PUBLIC PARKING) will be designed following the example of the other new gateway signs installed as part of the Vision Plan Project.	**DOWNTOWN CAPE STORAGE BUILDING:** This part of the project will utilize a 20' by 125.5' section of the CRA parcel that cannot be effectively designed to accommodate vehicle parking. A ± 2,200 sq. ft. building is proposed to provide a storage facility for the small vehicles and equipment used by the Downtown CAPE policing unit. The building will alleviate the need to rotate the equipment in and out of the current location at Police Headquarters on South Penman Road and should help extend the useful life of the equipment. It will be attractively design to blend into the area using split face block with a shed-type roof sloped to drain into the parking lot drainage system. The proposed building will include inside storage space for the ATV's, Segways, and bicycles used by the unit. In addition, an open air wash pad is proposed for rinsing the vehicles after use on the beach. Other items proposed to be included are a unisex restroom, recharging connections, ice maker, air compressor, secure storage room, storage cabinet for flammables, alarm system, and interior cooling and ventilation fans.

LONG-TERM POTENTIAL FOR PUBLIC-PRIVATE PARTNERSHIPS

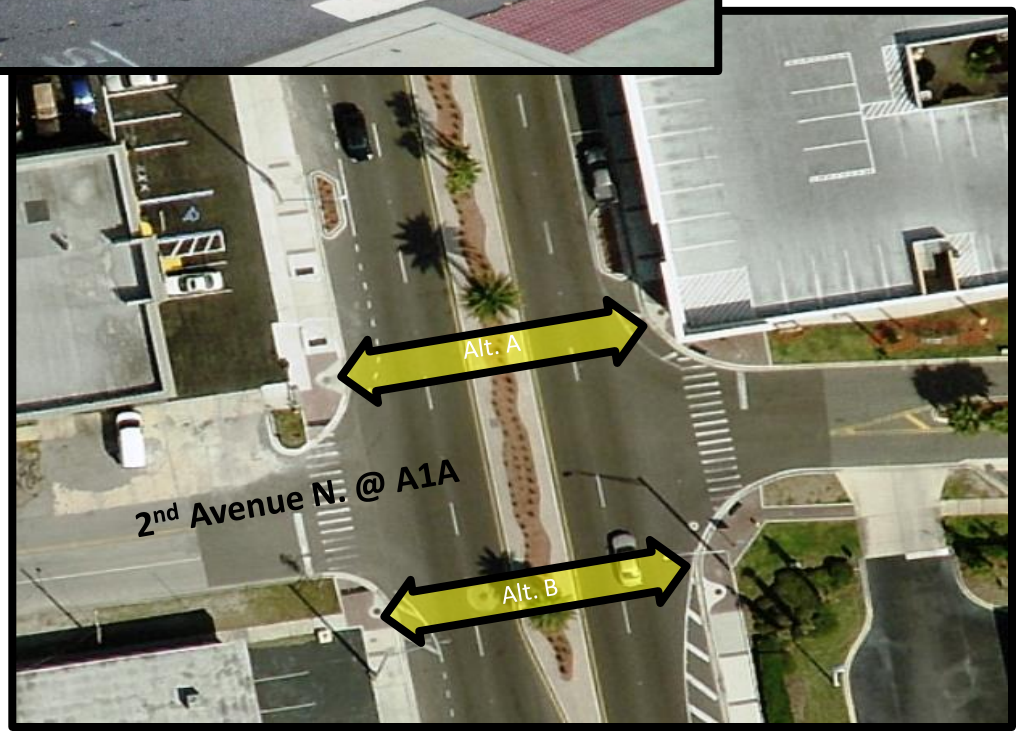
Pier Parking Lot Hotel, Restaurant, and Retail Development: In conjunction with or following the construction of a new public off-street parking facility, consider developing a hotel, restaurant, and/or retail project on a portion of the Fishing Pier parking lot

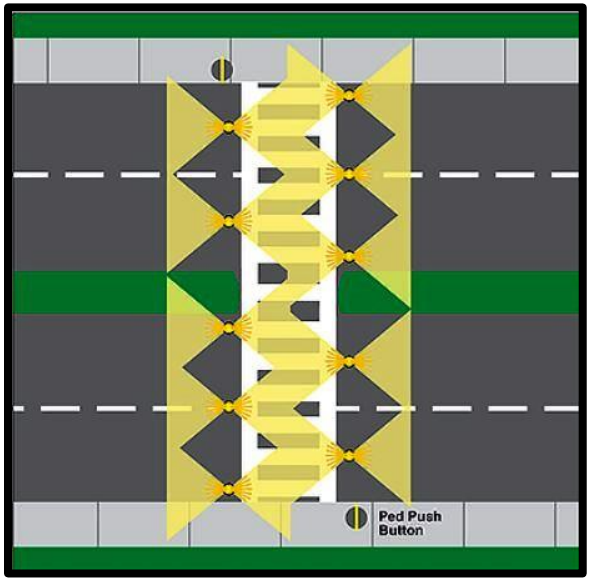
4th Ave N
2nd St N
3rd Ave N

6th Ave N
5th Ave N
S.R. A-1-A
2nd St N
3rd Ave N

Pedestrian Safety

Construct a well-marked pedestrian crossing with flashing signal and pavement lighting at 2nd Avenue North and 3rd Street at 2nd Street)





ENTERTAINMENT AND EVENTS

- Schedule more city events in non-peak season rather than in the summer months
- Encourage more alcohol-free events that attract persons of all ages, such a farmer's market, car shows, art walks, Celtic Festival, Deck the Chairs, food truck rallies, etc.
- Add more outdoor movies

Cleanliness

- Pressure wash pavers in the Downtown streets, the SeaWalk, and dumpster areas to remove gum, oil stains, etc.
- Develop program for property and business owners to assist in keeping Downtown clean by picking up trash, cigarette butts, etc. on a daily basis

Fishing Pier Improvements

- Improve pier entry identification signage (possible archway over access ramp from the SeaWalk) and provide new, more attractive security fencing
- Consider increasing the functionality of the Pier by allowing special events to attract people of all ages, such as fishing tournaments, surf contests, food festivals, etc.

PROPOSED CHANGES TO ORDINANCES

Reason for Proposed Ordinance Changes:

Action items in the 2015 Downtown Action plan included changing the alcohol and noise ordinances to:

- Prohibit restaurants from removing tables and chairs to become nightclubs
- Modify regulations governing hours of operation for restaurants with 4-COP-SRX beverage licenses
- Allow low-volume outdoor entertainment

Proposed changes to alcohol ordinance 4-2, "Prohibited hours of sale, consumption and service"

- Makes distinction between 4-COP quota license and 4-COP-SRX (special restaurant exemption) alcoholic beverage licenses
- Clarifies establishment's responsibility to maintain order during all hours of operation;
- Requires establishments operating with an alcoholic beverage license other than a 4-COP quota license to submit a proposed seating diagram including any proposed dining area with their extended hours permit application.

Proposed changes to alcohol ordinance 4-2, "Prohibited hours of sale, consumption and service" (continued)

- Places requirements on establishments operating with SRX state alcoholic beverage license to:
  - Serve 150 persons full course meals from a menu at tables at all times during all hours of operation
  - Keep kitchen open and capable of preparing food and filling customers' orders up to 30 minutes before closing
  - Keep all tables and chairs upright and in place during all hours of operation as per diagram submitted to the city during the permitting process and
  - To derive at least fifty-one percent (51%) of its gross revenue from the sale of food and nonalcoholic beverages

Proposed changes to alcohol ordinance 4-2, "Prohibited hours of sale, consumption and service" (continued)

Other changes:

- Amends terminology
- New wording clearly defines the process of notifying the establishment of a violation
- "1st notice of violation" replaces the term "warning"
  - Does not require an appearance before the special magistrate
  - Possible exception: If the 1st notice of violation is the result of a felony criminal offense being committed on the premises, or the incident resulting in the felony offense being committed began on the premises of the establishment, the first violation may be presented to the special magistrate for consideration of the suspension of the extended hours permit; and
- If the special magistrate orders a suspension of an extended hours permit, the effective date shall give the alcoholic beverage establishment at least 10 calendar days notice of suspension.

Proposed changes to 4-5, “Temporary Extension of Premises”

- Adds a requirement for the site plan to include the location and orientation of any sound producing device, band, or disc jockey and any sound amplification system (if applicable)
- Requires details about sound amplification systems to include a live band and/or disc jockey; and
- Clarifies the requirements for complying with Chapter 18-Noise of the Code of Ordinances by specifying the relevant subsections that apply to the outdoor sound (18-3 Noise limitations and 18-4 Noises prohibited).

Proposed changes to Chapter 18, "Noise"

Reason for the proposed changes:

City Council directed staff to develop an ordinance that would allow establishments providing outdoor dining to play music at low volume to increase dining ambiance, and at the same time, preserve quality of life for the City's residents and visitors.

Proposed changes to Chapter 18, “Noise” (continued)

Recommendation:

- Create new section to the code of ordinances, “18-7-Outdoor and Acoustic Sound.”
  - Adds a definition for the terms “plainly audible” and ‘low volume.”
  - Provides for a sound level standard for establishments choosing to offer outdoor dining as follows:
    - Defines “Plainly Audible” to mean any sound that can be heard clearly by a person using his or her unaided hearing faculties. When music is involved, the detection of rhythmic bass tones shall be sufficient to be considered plainly audible sound
    - Defines “Low Volume” to mean sound played at a level such that a person outside of the property line of the source of the sound, speaking in a normal tone of voice is plainly audible and can be heard clearly and understandably by another person standing thirty-six inches (36”) away from the person speaking, without the aid of a listening device;

Proposed changes to Chapter 18, “Noise” (continued)

Recommendation (continued):

- Licensed establishments issued a new Outdoor Amplified and Acoustic Sound Permit shall not generate any sound within or from their outdoor dining area that exceeds a level such that a person outside of the property line of the originating premises and speaking in a normal tone of voice is not plainly audible, and understood, over this sound by another person standing thirty-six inches (36”) away from the person speaking;
- Outdoor disc jockeys and amplified bands are strictly prohibited, unless specifically allowed in writing as part of a permit issued pursuant to Section 4-5 *Temporary extension of licensed premises* of Chapter 4 *Alcoholic beverages.* Outdoor amplified and acoustic sound shall be limited to sound producing devices such as low volume amplified sound, low volume acoustic, low volume orchestral instrument, or a low volume stringed instrument. Removing and/or resituating outdoor seating and tables as permitted, while generating outdoor amplified and acoustic sound, is prohibited; and

Proposed changes to Chapter 18, "Noise" (continued)

Recommendation (continued):

- Amplified and acoustic entertainment sound originating within the enclosed building housing the licensed establishment shall not be conveyed outside the building by any means, including but not limited to open windows, open doors except entrance doors when opened momentarily, as needed for ingress and egress of persons, or any other means which conveys or facilitates amplified music from inside the confines of the building to the outside of the building, unless such music is played at low volume.
- Exception: allow establishments that hold outside sound amplification permits issued prior to June 2010 (16 grandfathered businesses) to continue to operate under the rules that were in place at the time the permit was issued. The permit shall be attached to the business establishment, not to the location.

Proposed changes to Chapter 18, "Noise" (continued)

Other Options:

Option 1 – Create an exception for hotels to be allowed to have outdoor music with disc jockeys and/or bands and require compliance with the current restrictions and db levels in place.

Option 2 – Create a separate section of the ordinance that would allow establishments within the Central Business District (CBD) and establishments on property owned by Beach Marine permission for outdoor music using a 75 decibel level (db) as the standard, while allowing disc jockeys and live music outdoors.