

**SOUTHEND REDEVELOPMENT PLAN  
JACKSONVILLE BEACH**

Prepared for:

**City of Jacksonville Beach  
Community Redevelopment Agency**

Prepared by:

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## TABLE OF CONTENTS

Section	Title	Page
I	INTRODUCTION	I- 1
II	EXISTING CONDITIONS	II- 1
	Boundary Description	II- 1
	Existing Physiography	II- 6
	Existing Land Use	II- 8
	Infrastructure	II-12
III	PROPOSED LAND USES	III- 1
	Plan Concept	III- 1
	Commercial/Office Uses	III- 2
	Residential Element	III- 6
	Open Space	III-14
	Parks/Open Space	III-14
	Street Layout	III-15
	Development Controls	III-16
	Phasing of Development	III-18
	Relocation	III-21
IV	LAND RE-ASSEMBLY	IV- 1
	Background	IV- 1
	Option I - Eminent Domain	IV- 3
	Option II Negotiation for Voluntary Sale with Property Owners	IV- 4
	Option III Shared Participation	IV- 5
	Option IV Limited Partnership	IV- 6
	Conclusions	IV- 7
V	FINANCIAL PLAN	V- 1
	Tax Increment Financing	V- 1
	Objectives	V- 3
	Revenue Projections	V- 3
	Other Funding Sources	V- 9
	Capital Improvements	V-10
VI	IMPLEMENTATION STRATEGIES	VI- 1
	Plan Adoption	VI- 1
	Action Programs	VI- 1
	Solicitation of Developers	VI- 2

## LIST OF TABLES

Number	Title	Page
III- 1	Residential Development, Gross Density and Product Recommendations	III- 7
III- 2	Single-Family Density and Setback Requirements	III-10
III- 3	Land-Use Assumptions by Phase for Jacksonville Beach Southend Redevelopment, 1987-1994	III-20
V- 1	Land-Use Assumptions for Jacksonville Beach Southend Redevelopment, 1987-1994	V- 5
V- 2	Annual Value of New Construction for Jacksonville Beach Southend Redevelopment, 1987-1994	V- 6
V- 3	Estimated Calculation of Annual Tax Increment, Jacksonville Beach Southend Redevelopment, 1987-2006	V- 7
V- 4	Tax Base and Ad Valorem Tax Increment Summary, Jacksonville Beach Southend Redevelopment, 1987-2006	V- 8
V- 5	Capital Improvements	V-11

## SECTION I

### INTRODUCTION

This Community Redevelopment Plan is presented as the basis for the future development of the City of Jacksonville Beach's Southend Redevelopment Area. This area is a 335+ acre tract of land located in the northwest quadrant of State Road A1A and J. Turner Butler Boulevard. The site boundaries are Seabreeze Avenue and Osceola Avenue to the north; Williams Street, America Avenue and Palm Way to the west; the Duval County line and J. Turner Butler Boulevard to the south; and State Road A1A, Isabella Boulevard and Coastal Highway Boulevard to the east.

In August 1985, a study was presented to the Jacksonville Beach Community Redevelopment Agency (CRA) which documented the existence of blight as defined under the Community Redevelopment Act of 1983, which is part of the Florida Statutes, Chapter 163 (S.163.340). This study found four significant blighting factors as they pertain to the study area. These factors included:

- o Predominance of defective or inadequate street layout;
- o Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;
- o Diversity of ownership; and
- o Conditions which impair the sound growth of the area.

The CRA accepted this finding of blight and the City Council of Jacksonville Beach declared the area blighted. This action enabled the CRA to initiate a request for preparation of a Community Redevelopment Plan for the area.

In April 1986, PLANTEC Corporation, in conjunction with Reynolds, Smith & Hills, Architects-Engineers-Planners, Incorporated, was awarded a contract to prepare the redevelopment plan for the southend area.

The development of this plan was guided by several objectives, which included:

- o Recommending land uses which are based on solid market data and are supportable;
- o Maintaining the residential character and land use of the area;
- o Maintaining, as much as possible, the existing homes; and
- o Creating a development which would serve as the Gateway to the City of Jacksonville Beach.

The formulation of this Community Redevelopment Plan is a result of extensive citizen input. The project team met with major landowners and interested citizens on an individual basis. Questionnaires were also used to obtain views regarding uses for the area. Three public hearings were also held by the CRA for the purpose of obtaining citizens' views. Hundreds of persons participated in the development of this plan.

## SECTION II

### EXISTING CONDITIONS

This section provides an inventory of the existing conditions including soils, drainage and zoning. Current land uses and public services to the site are also discussed.

#### BOUNDARY DESCRIPTION

The redevelopment area is shown in Figure 1. A legal description of the land comprising the Jacksonville Beach Southend Redevelopment Area is as follows:

A parcel of land lying and being in the City of Jacksonville Beach, Duval County, Florida, more particularly described as follows:

Beginning at the southeast corner of Lot 20, Block 16, Atlantic Shores Subdivision, Unit One, said point of beginning being also the intersection of the west right-of-way line of South Third Street (State Road A1A) having an established width of 100 feet and the north right-of-way line of 37th Avenue South (Columbus Avenue) having an established width of 50 feet.

From the point of beginning thus described, thence in a southwesterly direction along the west right-of-way line of South Third Street (State Road A1A) a distance of 905 feet more or less to the southeast corner of Lot 16, Block 4, Avalon Subdivision, Unit One, said point being also the intersection of the west right-of-way line of South Third Street (State Road A1A) and the north right-of-way line of 41st Avenue South; thence in a westerly direction along the north right-of-way line of 41st Avenue South a distance of 60 feet more or less to a point; thence in a southwesterly direction along the west right-of-way line of South Third Street (State Road A1A) and northerly right-of-way

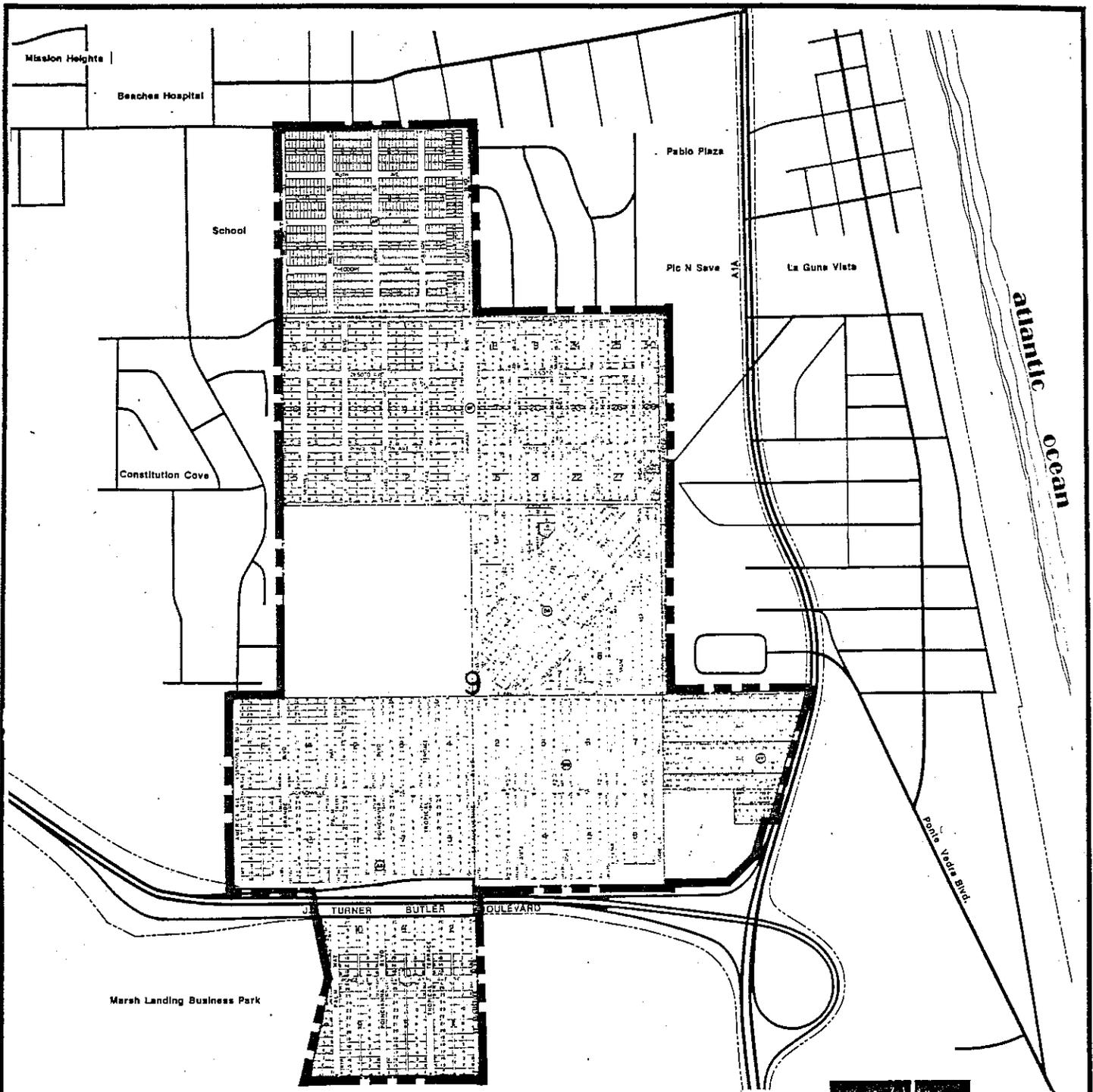
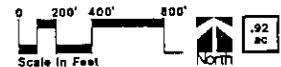


Figure 1  
Boundaries



# Jacksonville Beach Southend Redevelopment

FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA

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line of J. Turner Butler Boulevard (State Road 202) a distance of 265 feet more or less to a point; thence in a southwesterly direction along the northerly right-of-way line of J. Turner Butler Boulevard (State Road 202) a distance of 283.76 feet to a point; thence in a westerly direction along the northerly right-of-way line of J. Turner Butler Boulevard (State Road 202) a distance of 1,650.31 feet more or less to a point at the southwest corner of Lot 1, Block 1, Seaview Subdivision, said point being also the intersection of the north right-of-way line of J. Turner Butler Boulevard and the east right of line of St. Augustine Boulevard; thence in a southerly direction along the east right-of-way line of St. Augustine Boulevard and St. Augustine Boulevard extended a distance of 1,351.45 feet more or less to a point, said point being also the intersection of the east right-of-way line of St. Augustine Boulevard extended and the Duval County and St. Johns County boundary line; thence in a westerly direction along the Duval County and St. Johns County boundary line a distance of 1,208 feet more or less to a point, said point being the intersection of the Duval County and St. Johns County boundary line and the westerly property line of Lot 1, Block 17, Ocean Terrace Subdivision; thence in a northeasterly direction along the westerly property lines of Lots 1-8, Block 17, Ocean Terrace Subdivision a distance of 706.7 feet more or less to a point; thence in a northwesterly direction along the westerly property lines of Lots 1-5, Block 18, Ocean Terrace Subdivision a distance of 364.78 feet more or less to a point, said point being the intersection of the westerly property line of Lot 5, Block 18, Ocean Terrace Subdivision and the south right-of-way line of J. Turner Butler Boulevard (State Road 202); thence in a westerly direction along the south right-of-way line of J.

Turner Butler Boulevard a distance of 595 feet more or less to a point, said point being the west right-of-way line of America Avenue (Seminole Boulevard) extended and America Avenue (Seminole Boulevard); thence in a northerly direction along the west right-of-way line of America Avenue (Seminole Boulevard) and America Avenue (Seminole Boulevard) extended a distance of 1,522 feet more or less to a point, said point being the intersection of the west right-of-way line of America Avenue (Seminole Boulevard) and the southeast corner of Lot 255, Constitution Cove Subdivision, Unit Seven; thence north along the eastern boundary line of Constitution Cove Subdivision, Units Seven, Two, and One a distance of 2,700.14 feet more or less to a point, said point being the intersection of the north right-of-way line of Osceola Road extended and the eastern boundary line of Constitution Cove Subdivision, Unit One extended; thence in a westerly direction along the north right-of-way line of Osceola Road extended a distance of 25 feet more or less to a point, said point being the northwest intersection of Osceola Road and Williams Street; thence north along the west right-of-way of Williams Street a distance of 1,210 feet more or less to a point, said point being the southwest intersection of Williams Street and the south right-of-way line of Seabreeze Avenue extended; thence in an easterly direction along the south right-of-way line of Seabreeze Avenue a distance of 1,380 feet more or less to a point, said point being the intersection of the south right-of-way line of Seabreeze Avenue and the east right-of-way line of Coastal Boulevard; thence south along the east right-of-way line of Coastal Boulevard a distance of 1,272 feet more or less to point, said point being the southwest intersection of the east right-of-way line of Coastal Boulevard and the north right-of-way line of Osceola Avenue;

thence in an easterly direction along the north right-of-way line of Osceola Avenue a distance of 1,325 feet more or less to a point, said point being the northeast intersection of the north right-of-way line of Osceola Avenue and the east right-of-way line of Isabella Boulevard (Florida Avenue) extended; thence south along the east right-of-way line of Isabella Boulevard (Florida Avenue) extended and Isabella Boulevard (Florida Avenue) a distance of 2,671.47 feet more or less to a point, said point being the northeast intersection of the east right-of-way line of Isabella Boulevard (Florida Avenue) and the north right-of-way line of 37th Avenue South (Columbus Avenue); thence east along the north right-of-way of 37th Avenue South (Columbus Avenue) a distance of 948.72 feet more or less to the point of beginning.

Said parcel including Block 1 (Lots 5-20 and 25-40), Block 2 (Lots 6-20 and 26-40), Block 3 (Lots 7-20 and 27-40), and Block 4 (Lots 8-17) of Avalon Subdivision, Unit One; Seaview, Ocean Terrace, Oceanview Highlands, Jacksonville Beach Heights, and Williams Coastal Boulevard Heights Subdivisions in their entirety, and two unplatted tracts located within the boundaries thus described.

The basic reason for establishing the aforementioned boundaries is that the blighting conditions which have retarded the sound development of this area are contained within these areas. These specific reasons include the existence of:

- o Defective or inadequate street layout;
- o Faulty lot layout relating to size, adequacy, accessibility, and usefulness;
- o Diversity of ownership; and

- o Conditions which impair the sound growth of the area. These include the limitations on the number of permissible homes and the lack of infrastructure (i.e. roads and utilities).

## EXISTING PHYSIOGRAPHY

### Topography/Drainage

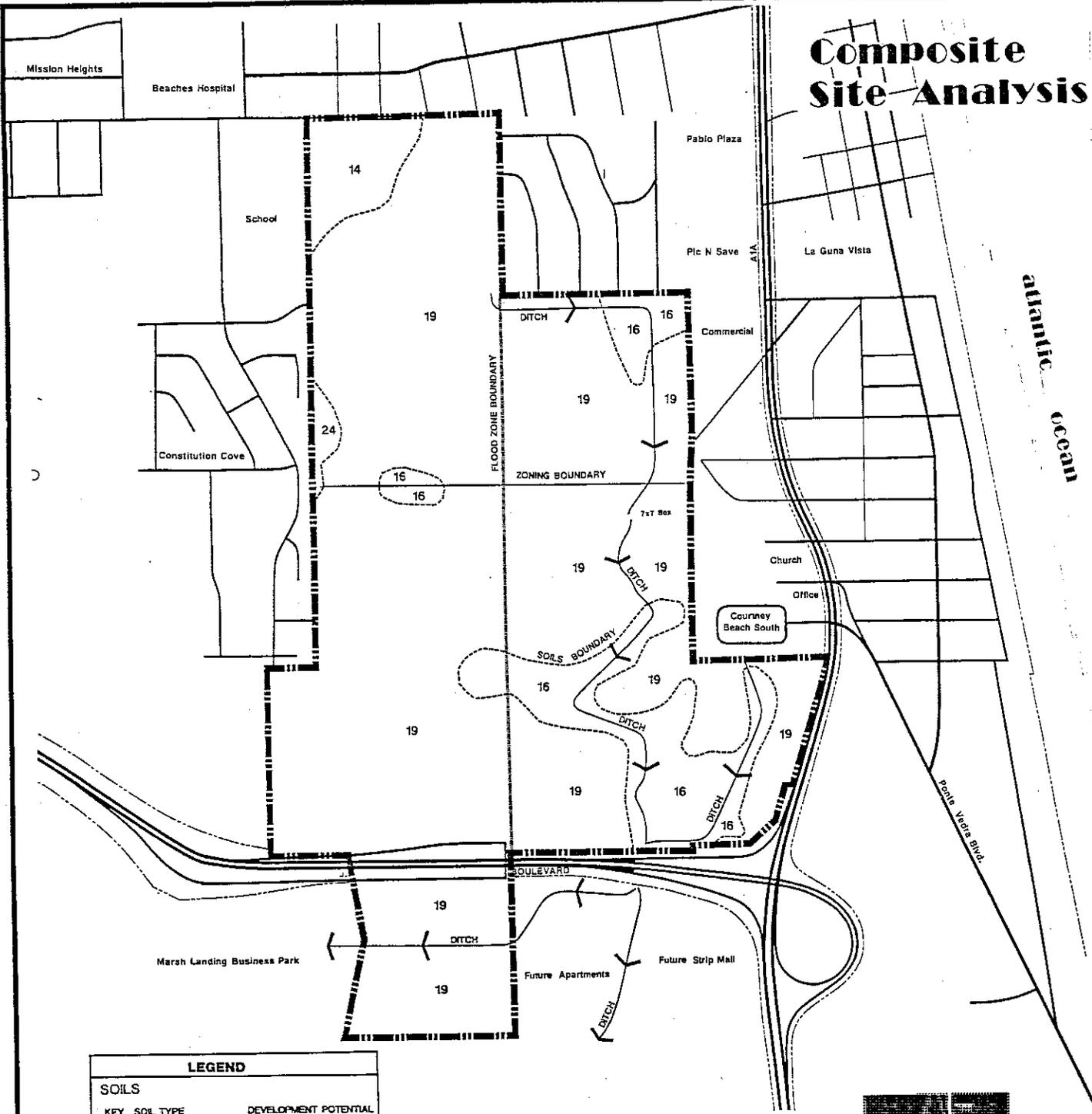
Topography on-site is characterized by easterly sloping to flat land with two mosquito control ditches as the major topographic/drainage features. The major ditch begins at the termination of an underground, piped drainage system on the northern end of the site and flows southward along a meandering path through the property and across platted lots to a double 7' x 8' box culvert at J. Turner Butler Boulevard. The secondary ditch begins in South Courtney Beach subdivision and also flows south in a path across the platted lot lines. The two ditches converge at the box culvert and then flow south under J. Turner Butler Boulevard to a drainage easement which begins off the subject property but runs west across the property and eventually on to the Intracoastal Waterway.

Presently, 79 lots are affected by these ditches. However, the existing drainage easement containing the secondary ditch has been abandoned by ordinance and exchanged for a new easement along the eastern side of Isabella Boulevard in Lots 20 and 40 of each block. The relocation is required to be completed by March 1988. Figure 2 identifies these physical conditions.

### Soils

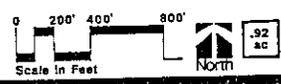
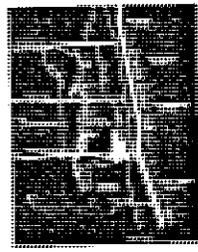
According to the U.S. Soil Conservation Service, the soils in the subject parcel range from medium to very high development potential for dwellings without basements. Therefore, these soils are easily

# Composite Site Analysis



LEGEND		
<b>SOILS</b>		
KEY	SOIL TYPE	DEVELOPMENT POTENTIAL
14	KUREB FINE SAND	VERY HIGH
16	LEON FINE SAND	MEDIUM
19	MANDARIN FINE SAND	HIGH
24	ORTEGA FINE SAND	VERY HIGH
<b>FLOOD ZONES</b>		
B	AREA SUBJECT TO 500 YEAR FLOOD	
C	MINIMAL FLOODING	
<b>ZONING</b>		
ZONE	MAX. DENSITY	MIN. BLDG. AREA
RS-1	4 du/ac	1,600 sq. ft.
RS-2	6 du/ac	1,200 sq. ft.

Figure 2  
Physical Conditions



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developable except in cases where a high water table may be a restrictive factor. The high water table and permeability of the soils are particularly restrictive to septic tank field absorption. The soils found on the site are also shown in Figure 2.

### Vegetation

The vegetation on-site ranges from scattered mature pine trees and heavy underbrush on the majority of the site to a hammock of large oak trees in the south/southwest area of the site.

### EXISTING LAND USE

The majority of the site is presently vacant of development and those few developed areas are single-family residential. A majority of these homes are clustered in two areas of the site: the northernmost portion (referred to as Williams Coastal Boulevard Heights) and the portion just north of J. Turner Butler Boulevard on the western side of the site (referred to as Ocean Terrace). These homes have an average assessed property value in the Williams Coastal Boulevard Heights subdivision of \$35,777 per dwelling unit and in the Ocean Terrace subdivision of \$51,550 per dwelling unit.

Surrounding land uses include strip commercial, office, institutional, and single-family residential along State Road A1A adjacent to the site, single-family residential and institutional to the north, and west of the land north of J. Turner Butler Boulevard. The approximately 25-acre parcel south of J. Turner Butler Boulevard is vacant of development and surrounded by light industrial to the west and multifamily rental units to the south and east. Figure 3 identifies the existing land uses in the area.

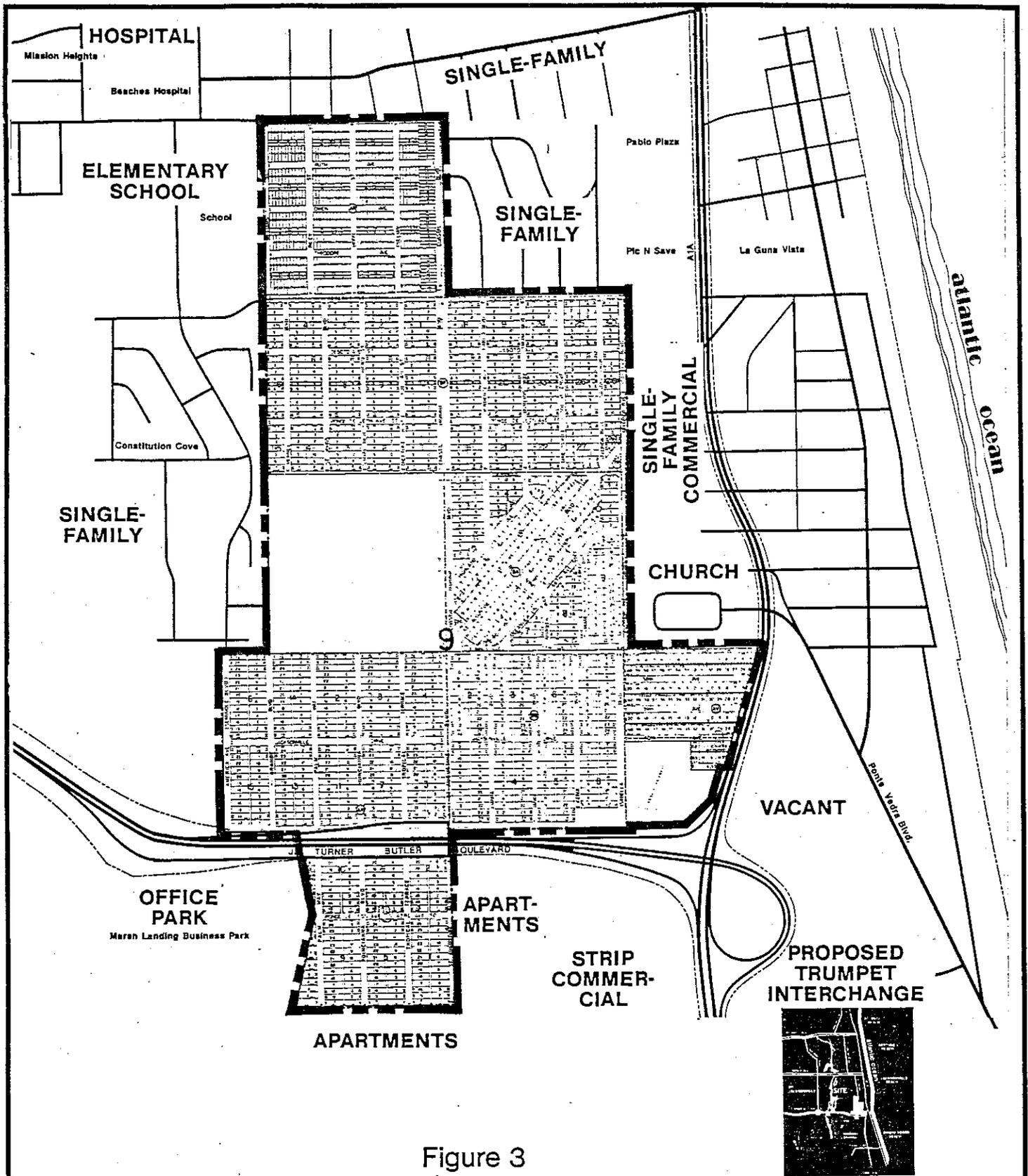


Figure 3  
Surrounding Land Uses

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## Zoning

According to the Jacksonville Beach Zoning Map, 65 percent of the study area falls under RS-1 zoning, while the remaining 35 percent is in RS-2. These zoning classifications allow only single-family detached housing. However, they differ in allowable density of dwelling units per acre (du/ac), setback requirements, and house square footage requirements.

The Jacksonville Beach Zoning Ordinance requires that new homes on lots platted prior to the adoption of the Ordinance in district RS-1 have the following minimum yard requirements:

- Front yard: 25 feet
- Side yard: 10 feet (each)
- Corner lot: 20 feet
- Rear yard: 30 feet

The minimum floor area required in RS-1 is 1,600 square feet of conditioned living area plus a one-car garage; the allowable density is four du/ac.

New homes in district RS-2 on lots platted prior to the adoption of the Ordinance have minimum yard requirements of:

- Front yard: 20 feet
- Side yard: 15 feet (Note: One side yard shall not be less than five feet)
- Corner lot: 20 feet
- Rear yard: 30 feet

The minimum floor area required in RS-2 is 1,200 square feet of conditioned living area plus a one-car garage; the allowable density is six du/ac. The zoning for the site is presented in Figure 4.

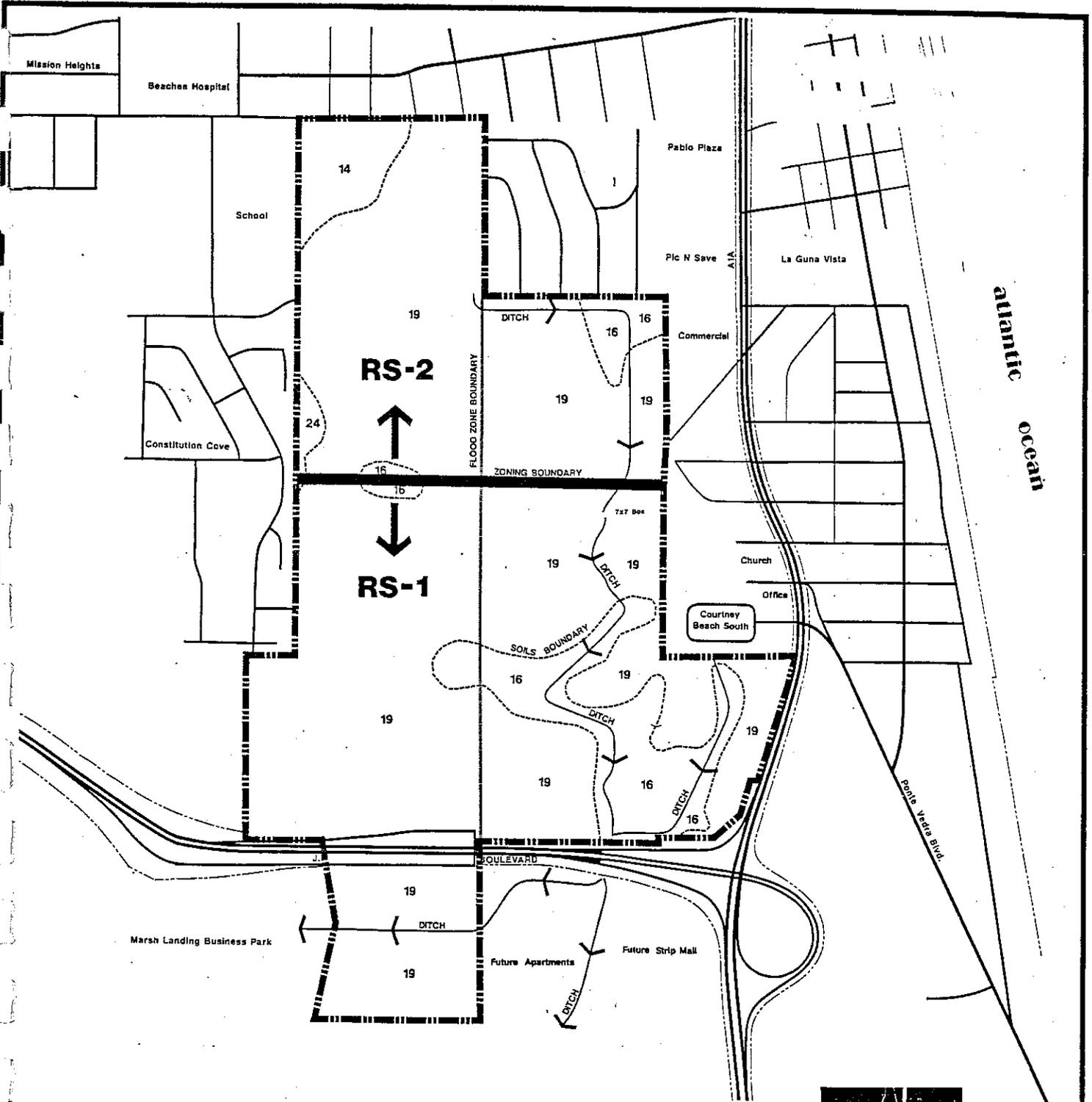
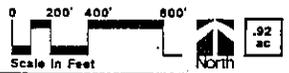
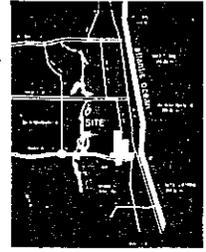


Figure 4  
Zoning

ZONING		
ZONE	MAX. DENSITY	MIN. BLDG. AREA
RS-1	4 du/ac	1,800 sq. ft.
RS-2	6 du/ac	1,200 sq. ft.



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## Landownership

The study area includes approximately 1,700 platted lots owned by approximately 355 private individual owners. This large diversity of ownership was one of the factors which contributed to the designation of blight. The almost 355 separate owners are scattered throughout the state and nation. The Jacksonville metropolitan area is the residence of 58 percent.

As of this writing, there are 96 single-family homes existing within the Redevelopment Area (see Figure 5).

## INFRASTRUCTURE

### Utility Systems

Utility service to the subject property is extremely limited. These services are shown in Figure 4. The following shows the percentage of lots currently served by each utility:

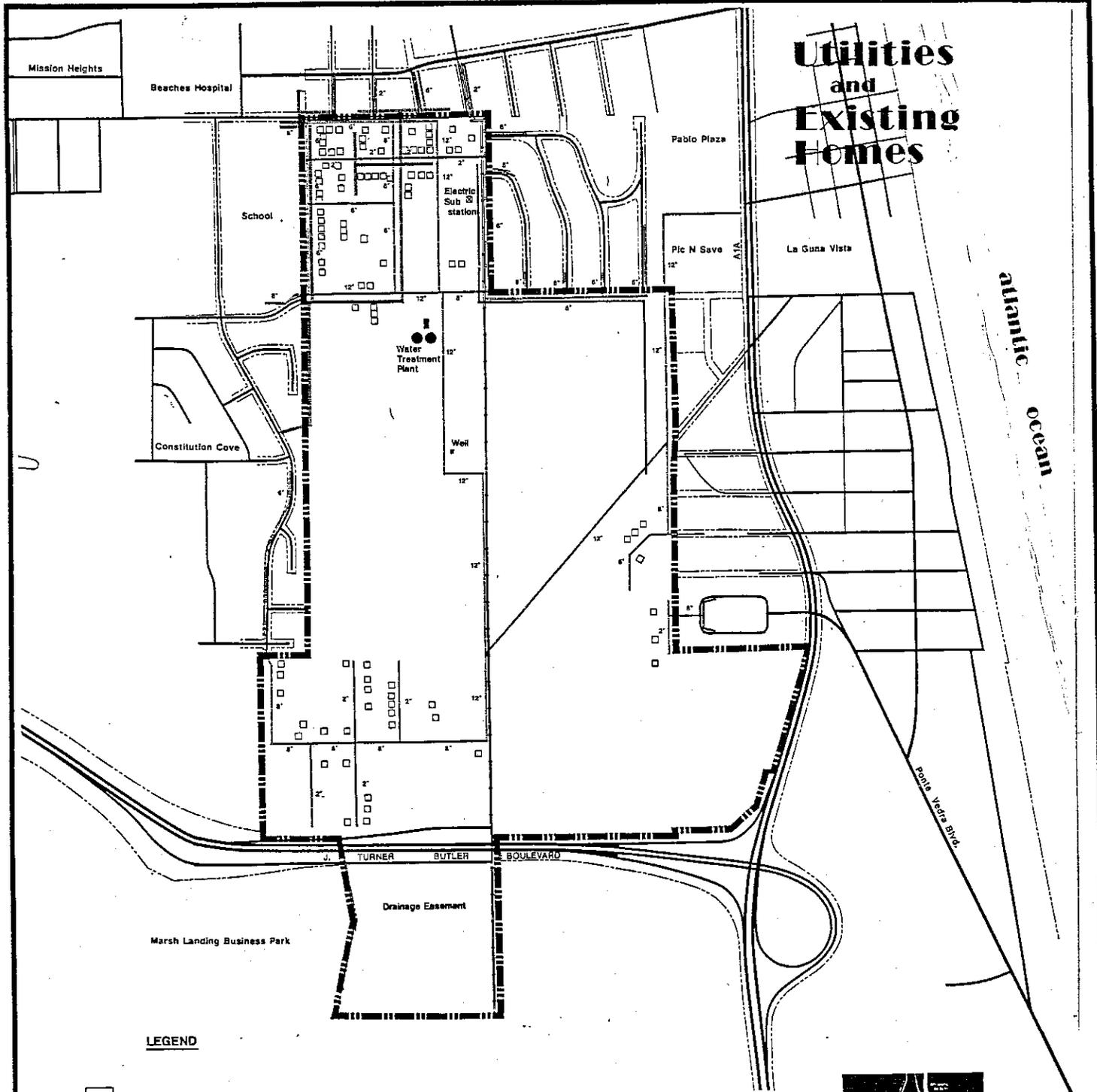
- o Potable water - 35 percent
- o Sanitary sewer - two percent
- o Storm water/drainage - one percent
- o Electricity - supplied by Jacksonville Beach Utilities Department to each single-family homeowner at a cost to the homeowner.

The following is a more in-depth look at the existing capabilities of each of these types of service.

### Potable Water

The existing distribution system on-site contains 7,750 feet of 12-inch lines, 2,450 feet of eight-inch lines, 3,400 feet of six-inch line, and 3,750 feet of two-inch lines, a water treatment plant and three wells to supply the treatment plant. This system is capable of

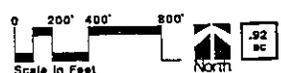
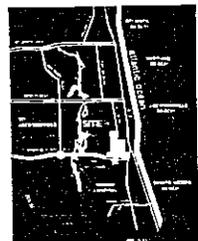
# Utilities and Existing Homes



**LEGEND**

-  POTABLE WATER
-  SANITARY SEWER
-  POWER LINE
-  STORM SEWER
-  EXISTING HOMES

**Figure 5  
Utilities**



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providing the amount of potable water necessary to supply the proposed redevelopment. However, each developer is generally required to construct and pay for all water lines from point of use to the location of connection to an existing line.

#### Sanitary Sewer

Sewer service is provided only in the extreme northwest corner. This system currently cannot be extended due to the sewer moratorium the State Health Department has imposed on Jacksonville Beach. Expansion of sewer service will be possible once the existing treatment plant can be upgraded, expanded, and the treated effluent discharged into the St. Johns River. Construction has already begun on the upgrading, the additions and laying the new pipe for discharge into the St. Johns River. Construction is estimated to be completed by June 1988, at which time the moratorium should be lifted.

#### Storm Water/Drainage

Storm sewer capabilities are very limited and include only a 1,000-foot run of reinforced concrete pipe and three (3) catch basins. The collected water discharges into a ditch apparently constructed by the now defunct Mosquito Control Agency. This ditch was constructed in a meandering pattern over the site, and does not conform to property lines, easements or ROWs.

#### Electricity

The Jacksonville Beach Electric Utilities Department has a high voltage line (138kv) supported by concrete poles extending through the site along the eastern side of Coastal Boulevard/St. Augustine Boulevard. Two 26kv main lines are also located in this corridor: one

line on the concrete poles and one line on the western side of Coastal Boulevard/St. Augustine supported by wooden poles.

These two 26kv main lines have the capacity to serve the entire redevelopment area. The Electric Utilities Department will not pay for the relocation or burial of the lines.

The massive concrete poles and power lines carrying the high voltage (138kv) service found on the site create a visual, and a physical, barrier to site development. The easement required for the high voltage power lines is 60 feet in width in which permanent development of any type of obstruction (structures, walls, tall vegetation) is prohibited. This creates a 60-foot barrier across the site. Removal of this encumbrance would obviously be optimum for freedom of design, however, relocation or burial of the 138kv line would most likely prove to be cost prohibitive.

#### Transportation On-Site

As discussed in the "Study for the Determination of Blighting Conditions" regarding the subject parcel, the internal roadway system is inadequate in layout to serve the existing or alternate development.

There are few paved roads and of the platted roads, less than 20 percent are passable in a conventional car on a clear weather day.

A transition in roadway hierarchy should be provided for safety and the organization of traffic patterns. Local streets (50-foot rights-of-way) should flow into collector roads (80-foot rights-of-way) which feed into an arterial (+100-foot right of way). State Road A1A, and potentially Coastal Boulevard, are the arterials that would be servicing the study area. Collector roads through the study area and

their connection to the arterials will be a part of the proposed overall land-use plan.

### SECTION III

#### PROPOSED LAND USES

This section presents the redevelopment plan for the site. The proposed uses, density requirements, and the concepts used to develop the Master Plan are discussed.

#### PLAN CONCEPT

In designing the Redevelopment Master Plan, consideration of existing on-site and surrounding land uses, the market analysis, major public consensus and the regional location of the site were taken into account. The underlying concepts of the Master Plan included:

- o Preservation of the residential character;
- o Limitation of relocation and displacement;
- o Supportable market uses;
- o Adequate design and development controls; and
- o Creation of a "gateway to the beaches."

As a means of enforcing these concepts, the higher intensity land uses, such as office, hotel and retail, were concentrated near J. Turner Butler Boulevard and State Road A1A. The location of most intense uses in this area also served the "gateway to the beaches" idea. This land, due to its visibility, is most valuable as commercial and office use, thus the market support concept is upheld.

Moving away from these commercial and office uses, the uses become less intense. Medium intensity uses have been placed near the commercial area to buffer the lower intensity single-family uses. This ideal transition of higher to medium to low intensity was accommodated where appropriate and possible on the site. However, the concept of retention of the existing single-family houses created two areas of the

site where single-family homes are located adjacent to proposed office land use. These are found in the northwest corner of the site along J. Turner Butler Boulevard, and in the center on the eastern side of the site. The use of heavy buffers are recommended to ease this change in uses. The use of these buffers is discussed in detail in the Development Guidelines.

The Master Plan for the area is detailed in Figure 6.

COMMERCIAL/OFFICE USES

Because most of the property is not directly adjacent to State Road A1A and J. Turner Butler Boulevard, the vast majority (85 percent) of available land is best suited for residential development.

The remaining land, approximately 50 acres, would be suitable for some mix of commercial (retail, office and hotel) development. This land use should be placed on the frontage land on State Road A1A, and J. Turner Butler Boulevard and the parcel located south of Butler Boulevard adjoining the Marsh Landing Business Park (see Figure 6 for locations).

Supportable commercial activity to be located within the subject property would be as follows:

<u>Type</u>	<u>Gross Acres</u>	<u>Gross Floor Area (Sq. Ft.)</u>	<u>Average Lease Rate (\$/Sq. Ft.)</u>
Retail	25	150,000 to 200,000	\$14
Office	15	100,000 to 150,000	\$15
Hotel	10	250 to 300 rooms	-

# REDEVELOPMENT MASTER PLAN

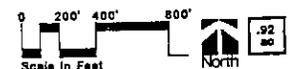
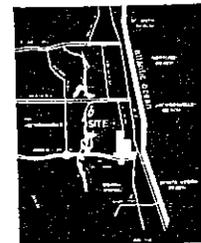


Figure 6

## Master Plan

### Legend

SF	SINGLE FAMILY	136.5 ac	U	UTILITY	3.3 ac
ZLL	ZERO LOT LINE	50.9 ac	R.O.W.	RIGHT OF WAY	27.0 ac
THV	TOWNHOMES/VILLAS	14.3 ac	Buffer	BUFFER	9.9 ac
A	APARTMENTS	17.5 ac	P	PARK	16.6 ac
C	COMMERCIAL	24.3 ac	L	LAKE	6.9 ac
O	OFFICE	25.8 ac	TOTAL	TOTAL	335.0 ac



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Land used in this capacity could be marketed towards both office and retail developers who would purchase the land and develop it under the controls imposed in the Design Guidelines. Retail space should be oriented towards community level retail and service type establishments. This should be accomplished through development of a facility having unusually high site design standards rather than the typical strip center configuration generally associated with most shopping centers.

Office space should be tailored towards those service industries which are conducive to a suburban office setting. The continued economic growth of the J. Turner Butler Boulevard Corridor will support the creation of additional professional office space in the not too distant future.

The 5.5-acre parcel fronting on State Road A1A and designated as office should be developed as a signature building. This should be a four-to-five-story building designed in such a way as to enhance the "gateway to the beaches" concept.

The location of office development is shown on Figure 7. The less intense uses are shown in the areas shaded as A. In these areas, it is expected that one-to-three-story professional office buildings will be developed. In area B, the higher intensity signature building of four to five stories should be developed.

Strong consideration should be given to the development of an approximately 250-to-300-room hotel to be located near the Butler and A1A intersection. As further economic growth along the Butler corridor continues, land for this potential use (approximately ten acres) should be held in reserve.

# REDEVELOPMENT MASTER PLAN

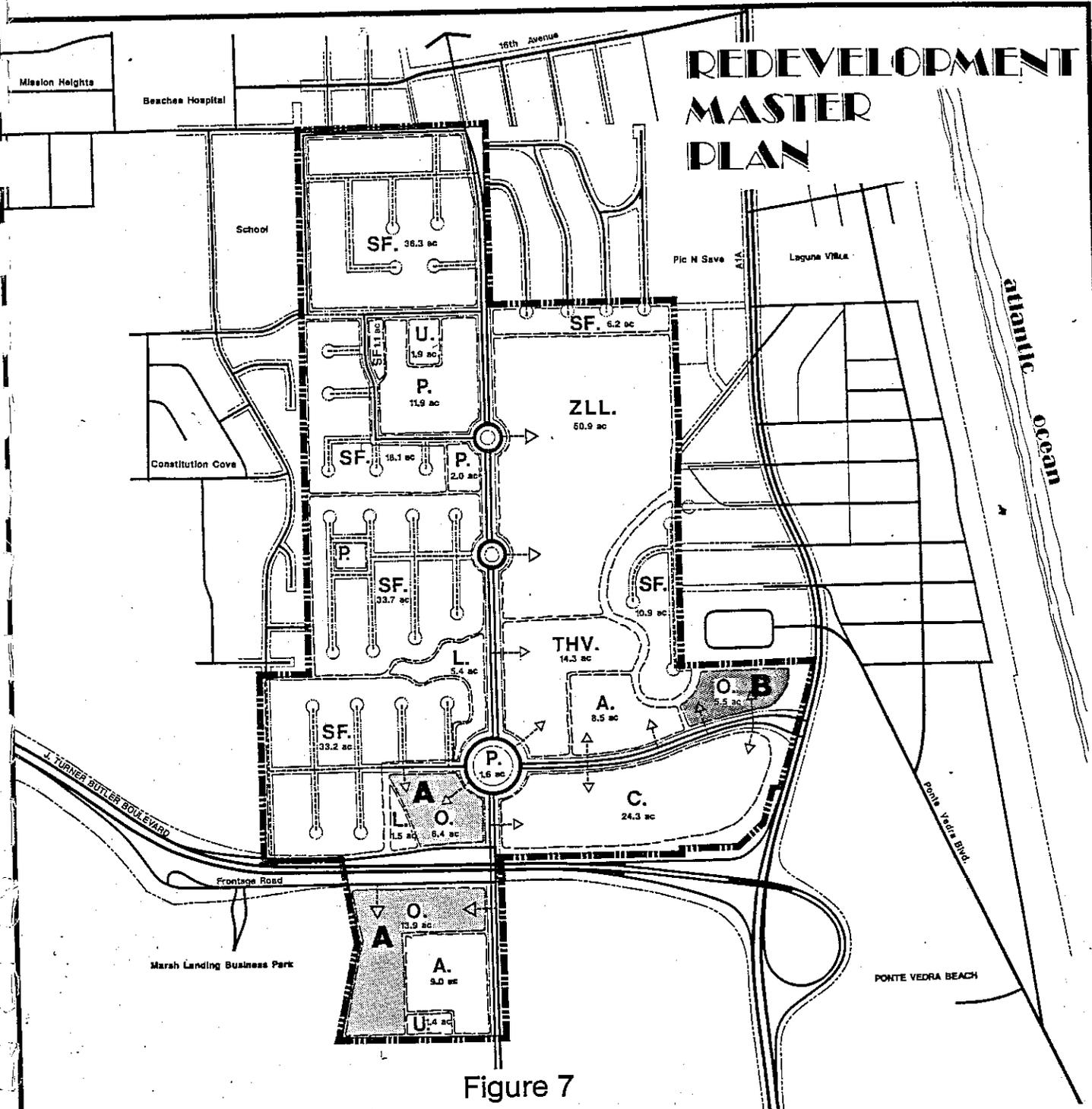
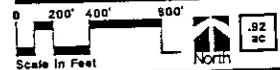
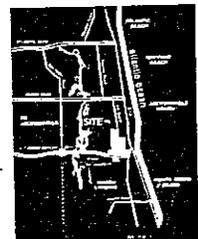


Figure 7  
**Office Intensity**

**A** OFFICE INTENSITY  
(1 TO 2 STORIES)

**B** OFFICE INTENSITY  
(4 TO 5 STORIES)



**Jacksonville Beach  
Southend  
Redevelopment**

FOR: THE CITY OF JACKSONVILLE BEACH, FLORIDA

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The commercial parcel which incorporates retail space and a hotel as set forth by the market analysis, should be sensitively designed to present an attractive appearance from all sides of the development. In keeping with the "gateway to the beaches" concept and the desire for a quality and well designed development, the commercial buildings should not have a "back door." These structures should face both the J. Turner Butler and the surrounding land uses on the site. The type of construction materials, signage, site landscaping, parking design, and buffer treatments are stipulated in the Design Guidelines for the area.

#### RESIDENTIAL ELEMENT

In keeping with the existing uses and the objective of preserving the residential character and land use of the area, 66 percent of the gross acreage is devoted to residential. This acreage is exclusive of utility, rights-of-way buffers, and open space acreage. Table III-1 provides a breakdown of the residential land use by gross density and product type. Of the total acreage (222 acres) devoted to residential use, 92 percent (204 acres) is designated for-sale residential. The single-family detached product type represents 68 percent (139 acres) of the land use. Zero-lot-line and townhome/villa comprise 25 percent (51 acres) and seven percent (14 acres) respectively.

Rental residential use is provided for on the site, with eight percent of the gross acres devoted to residential being used as multifamily residential.

Multiple products and a range of prices are proposed to accommodate various family types and income levels.

Table III-1. Residential Development, Gross Density and Product Recommendations

Product Type	Gross Acres	Gross Density (Units/Acre)	Total Units	Average Monthly Absorption	Price Range (\$000)	Area Range (Sq. Ft.)	Value Range
Single-Family Detached	139	4.0	556	4 to 5	\$90 to \$130	1,600 to 2,400	\$54 to \$56
Zero-Lot-Line	51	6.0	306	5 to 6	\$75 to \$100	1,300 to 1,800	\$56 to \$58
Townhome/Villa	14	8.0	112	6 to 7	\$60 to \$90	1,000 to 1,600	\$58 to \$60
Total For-Sale Residential	204	4.86	974	15 to 18 (For Sale)	-	-	-
Rental Apartment	18	15.0	270	15 to 18 (Rental)	\$350 mo to \$545 mo	550 to 1,050	\$0.52 to \$0.64
Total Residential	222	5.36	1,244	-	-	-	-

Note: Multiple product lines are recommended for each housing type.

Source: PLANTEC Corporation, 1986.

### Single-Family

Single-family residential land use comprises 41 percent of the entire development. This acreage is broken into three density categories. The geographic locations of these categories are found in Figure 8. The maximum gross densities and setback requirements for each of the three categories are shown in Table III-2. This range of density and setback requirements accommodates the various price ranges and product types recommended for the area.

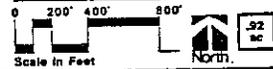
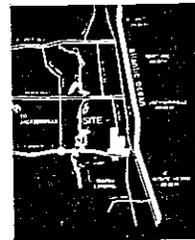
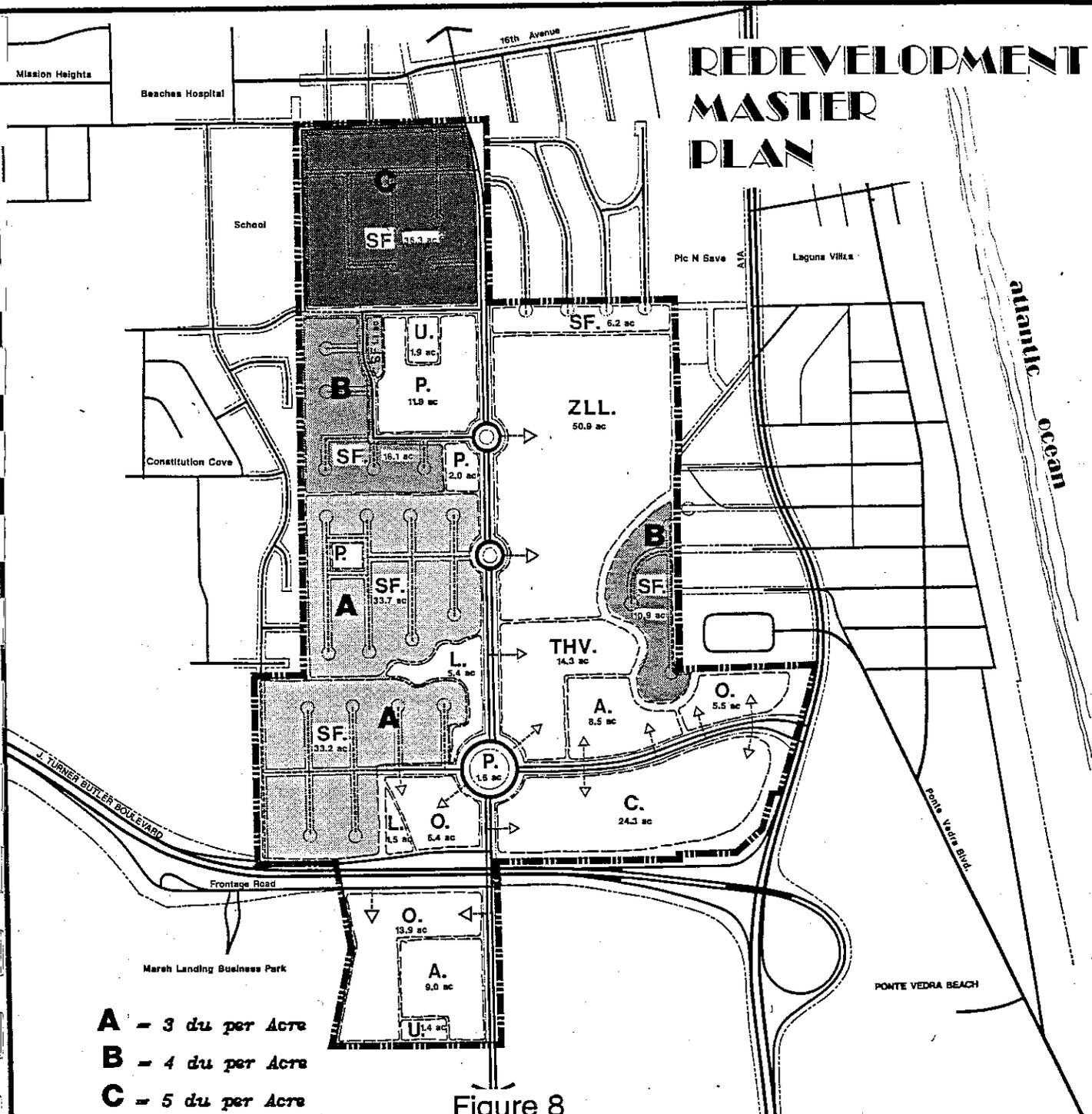
The various housing densities range from a low of three homes per acre to five homes per acre. The five homes per acre location is that part of the site with compatible density existing homes. This level of density is recommended to accommodate these existing homes, the retention of the gridded road layout, and character and value of development in this area.

The remaining single-family parcels have fewer and less dense existing homes and therefore, will be easier to develop to the desired densities.

As summarized in Table III-1, single-family detached homes are recommended for more than half of the available land within the subject property--139 acres or 68 percent. The recommended density for these homes would range from three units to the acre to five per acre.

Parcellization of this land should consist of development pods sold on a wholesale basis (accomplished through a master developer [or developers]) with approximately 40 to 60 lots per pod. Phasing under this scenario based upon projected absorption potential of between four to five units per month (assuming that two pods were being marketed at any given time with distinct product lines) would allow for a maximum

# REDEVELOPMENT MASTER PLAN



**Jacksonville Beach  
Southend  
Redevelopment**

FOR: THE CITY OF JACKSONVILLE BEACH, FLORIDA

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Table III-2. Single-Family Density and Setback Requirements

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Area A	Minimum lot size:	1/3 ac
	Front yard:	30 ft.
	Side yards:	10 ft. each
	Rear yard:	30 ft.
	Minimum bldg. area:	2,000 sq. ft.
Area B	Minimum lot size:	1/4 ac
	Front yard:	25 ft.
	Side yards:	10 ft. each
	Rear yard:	30 ft.
	Minimum bldg. area:	1,800 sq. ft.
Area C	Existing platting configuration to remain.	
	Minimum lot size:	1/5 ac (8,700 sq. ft.)
	Front yard:	20 ft.
	Side yards:	15 ft. total (no less than 5' one side)
	Rear yard:	30 ft.
	Minimum bldg. area:	1,600 sq. ft.

---

Sources: Reynolds, Smith and Hills, Architects-Engineers-Planners, Incorporated, 1986.  
 PLANTEC Corporation, 1986.

two pods to be developed per year, indicating an approximate four-to-five-year build-out program. Assuming planning and governmental controls can be completed in an expedient manner, it is estimated that the first homes may be built within 18 to 24 months (no later than mid-1988).

To ensure an overall quality of development, developers must follow a program of reasonable architectural controls. This can be accomplished through procedures outlined in the Design Guidelines which would require approval of all individual builder plans.

#### Zero-Lot-Line Homes

As summarized in Table III-1, zero-lot-line homes (patio homes) are recommended for nearly one-quarter of the available land (51 acres or 25 percent) within the subject property. The recommended density for these homes would approximate six units to the acre with average lot sizes of approximately 6,500 square feet. Under this scenario, a total of 306 three-bedroom units would be advisable.

Parcellization of these product type lots should also be accomplished through a master developer (or developers), with individual builders sold pods on a wholesale basis in blocks of approximately 30 to 50 lots. This would allow from six to ten total pods to be available to builders. Phasing under this scenario based upon a projected absorption potential of five to six units per month would allow for an approximate four-year build-out program. As with the single-family homes, these zero-lot-line homes would be bound by some form of reasonable architectural controls and can be expected to come on-line by mid-1988 (18 to 24 months) assuming planning and governmental controls can be completed in an expedient manner. Recommended pricing for products

1,300 to 1,800 square feet in area is \$75,000 to \$100,000 (priced at \$56 to \$58 per square foot).

#### Townhomes/Villas

As summarized in Table III-1, development of attached townhomes/villas is recommended for a small portion of land within the subject property. In this case, it is recommended that the condominium form of ownership be avoided if at all possible. Historically, attached product within the Jacksonville market has shown increased absorption potential when ownership has not been condominium.

With respect to the subject property, townhome/villa development is recommended for only 14 acres or seven percent of available land. The recommended density for these homes would approximate eight units to the acre for a total of 112 units. Site planning should provide for the clustering of individual units in buildings of four to five units around a central amenity. This central amenity could be a public or private tennis facility with outdoor courts and supporting clubhouse/pool amenity areas.

Development of this residential type could be initiated in two phases with a projected absorption of six to seven units per month (72 to 84 units per year) indicating a potential build-out of one to two years. Recommended townhome/villa products to be developed on-site should be priced from \$60,000 to \$90,000 and range in size from 1,000 to 1,600 square feet (priced at \$58 to \$60 per square foot) for two- and three-bedroom units.

### Rental Apartments

As summarized in Table III-1, rental apartments are recommended to be reserved for a total of 18 acres at a gross density of 15 units per the acre (indicating a community of approximately 270 units).

The inclusion of rental apartments would serve as a transition area or buffer between a more intensive commercial area of land usage and detached residential products. It is recommended that the rental apartments be developed in different phases of the overall development approximately 128 to 135 units each. Each of these apartment developments would have about a one-year initial absorption period according to the projected monthly absorption of 15 to 18 units. Each apartment community could be built by a sole developer and each targeted to separate market segments (i.e., singles or families). With current apartment occupancy at the beach falling rapidly due to the large amount of new construction, it is not imperative to build these units immediately, but land should unquestionably be reserved for this use.

Affordable monthly rents are a prime concern, therefore, recommended rents (in current [1986] dollars) range from \$350 to \$545 per month for one-, two- and three-bedroom models which range in size from 550 to 1,050 square feet in living area (leasing at \$0.52 to \$0.64 per square feet). Recommended amenities would include such items as a swimming pool, jacuzzi, clubhouse and lighted tennis courts.

The design standards of the units constructed will conform to the Design Guidelines for the area. These recommended Design Guidelines are presented in the appendix.

### OPEN SPACE

All commercial/office parcels must have a minimum of 15-percent open space to allow for landscaping and retention areas within those individual parcels. Open space on the site as a whole is addressed in the Development Guidelines as buffers between adjacent parcels and setbacks from the road. In addition to the individual parcel setbacks, ten percent of the site is designated as lakes, parks, and development buffer from J. Turner Butler and State Road A1A.

This substantial buffer located along the property line at J. Turner Butler and State Road A1A was provided to accommodate the development of a major entry feature into Jacksonville Beach via J. Turner Butler Boulevard and into the Redevelopment Area itself via the two major roadways proposed through the development. In order to really accomplish the "gateway to the beaches" concept, a matching amenity on the south side of J. Turner Butler should be created. Although this land is not incorporated into the Redevelopment Area, every effort should be made to persuade the developer or the Jacksonville Transportation Authority to contribute towards this effort.

### PARKS/OPEN SPACE

A total of 16.6 acres of land is recommended for use as passive and active recreational areas. In order to achieve increased marketability and absorption potential of the overall development, it is recommended that identifiable community park/amenity areas be provided. This area should include clubhouse, pool, tennis and other recreational facilities which would serve all the new residents of the Jacksonville Beach Southend master community. The inclusion of a municipally operated tennis center within the Redevelopment Area, with lighted

courts along with a fully equipped pro shop clubhouse is recommended. The location for this community park is shown in Figure 5 as the area of 11.9 acres marked P.

The remaining 4.7 acres is devoted to passive open space areas in several locations within the single-family development areas.

It is recommended that the CRA encourage the creative design of retention lakes to also serve as water amenities for the various developments.

#### STREET LAYOUT

The commercial/office core, located along the major arterials of J. Turner Butler and State Road A1A, is further strengthened by the development of two major roadways into and through the site. A north-south arterial located in the existing Coastal Highway/St. Augustine Boulevard right-of-way will connect through the property to serve the entire Jacksonville Beach area as an alternate to congested State Road A1A. This arterial will provide direct access onto west-bound J. Turner Butler and will accept east-bound traffic (from Jacksonville) from J. Turner Butler Boulevard.

The two smaller and one large traffic circle along this arterial serve to slow the traffic at the entrances of the major parcels while providing visual relief and focal points in contrast to the straight linearity of the roadway.

The second major roadway through the site connects State Road A1A to the north-south arterial with a large traffic circle. This intersection, coupled with the Coastal Highway/St. Augustine Boulevard and J. Turner Butler Boulevard junction, creates a strong support for the land uses proposed.

Minor access points into the site have been limited to insure the cohesiveness of this development. In order to achieve this within the existing off-site road layout, six road rights-of-way that now show connections onto the Redevelopment Area will become culs-de-sac ending short of the Redevelopment Area property line. These can be seen in the northeast corner of Figure 6.

#### DEVELOPMENT CONTROLS

Adequate safeguards should be provided to ensure that redevelopment activities follow the adopted community development plan. As a means of providing a safeguard, it is recommended that the Jacksonville Southside Redevelopment Area be rezoned to meet the criteria for planned unit development (PUD) in the Zoning Ordinance. The ordinance states that the objective of a PUD is to "encourage ingenuity, imagination and design efforts" and to produce developments which are in keeping with the overall land-use intensity and open space objectives of the ordinance.

The most reasonable rationale to use PUD zoning in the area is to gain the flexibility necessary to allow innovative development. Design and development standards which have been prepared as a part of the Redevelopment Plan should be adopted as a part of the PUD.

The application required for the PUD submittal requires a preliminary development plan with accompanying graphics and information. The ordinance states (Section 34-14.06) that a final development plan illustrating specific site development information must be submitted within one year of submission of the preliminary development plan. Failure to submit may result in reversion of the property to its original zoning. However, the ordinance states that the City Council

may extend time limits for a reasonable length of time if probable cause is shown. The Redevelopment Agency should submit a PUD application with a request that the City Council allow submission of final development plans in accordance with the phasing schedule for the development of the area.

It is also recommended that safeguards be provided by use of Design Guidelines and restrictive covenants running on all land sold or leased for private use.

The Design Guidelines recommended for this area are contained as an appendix of this report. The purpose of these guidelines is to provide both the safeguards and controls necessary to ensure that the development occurs in accordance with the Master Plan. Under these guidelines, the CRA or its designee has the power to control the type of development, the density and massing, the treatment of open spaces, lighting, utilities, signs, parking and driveways, sidewalks and recreational areas.

Under these guidelines, the establishment of a design review board is also recommended. This board would ensure that each building constructed is aesthetically pleasing in architectural design; constructed of high quality materials and has adequate landscaping, etc. This board would review all new construction, and any alterations to ensure compliance with design standards and the Master Plan for the area.

The use of restrictive covenants to maintain agreed upon uses, open space treatments, densities and architectural treatments is also recommended. These covenants should run for at least the time of any existing bonded indebtedness for the area (20 years).

### PHASING OF DEVELOPMENT

The development in the area is divided into three phases. The first phase is expected to begin in 1988. This would allow time for the assembly of land, infrastructure improvements and selection of developers. The next two phases are expected to begin in 1989 and 1991 respectively. The build-out periods for each of the uses within the phases will vary. However, because this area is expected to be very attractive for development, activity may start as early as 1987. This may be especially true of the commercial uses planned in Phase I. Aside from market forces, the major factors in the timing of development are the sewer moratorium and the assembly of parcels of land of adequate size for the desired development activity.

The attractiveness of this area is due to strong preference toward the beaches as a residential choice, the Mayo Clinic, the office development along J. Turner Butler, and the Sawgrass and Marsh Landings Developments. The sewer moratorium which has severely limited growth in the past has created a strong pent-up demand in the area as well.

The parcels involved in each phase are shown in Figure 9. The largest amount of acreage development is scheduled for the first phase which should begin in 1988. The land-use assumptions by phase are detailed in Table III-3.

Activities during the first phase will include commercial, residential and office. It is expected that the commercial and residential for-sale uses will move first. The office and hotel uses should follow the next year. The rental apartment use should begin in 1990. This longer time period is due to the present softness of this market and the unfavorable tax treatment given this type of use.

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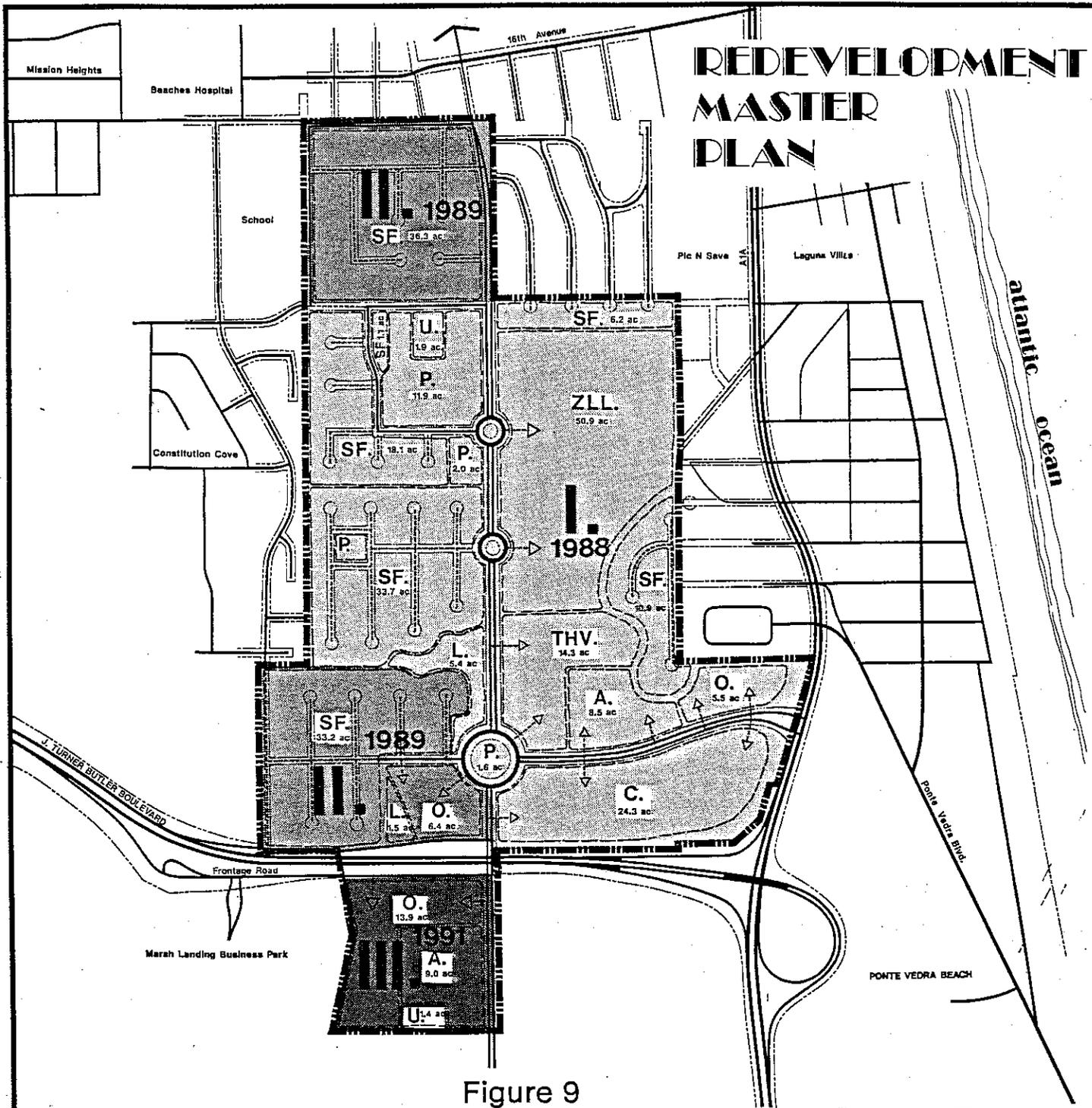
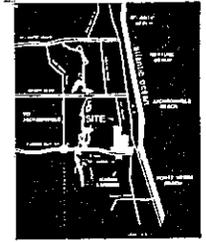


Figure 9  
Phasing Plan



0 200' 400' 800'  
Scale In Feet

**92 ac**  
NORTH

**Jacksonville Beach  
Southend  
Redevelopment**

FOR: THE CITY OF JACKSONVILLE BEACH, FLORIDA

**RSH / PLANTEC**  
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Economic Consultants

Table III-3. Land-Use Assumptions by Phase for Jacksonville Beach Southend Redevelopment, 1987 - 1994

Land-Use Categories	1987	1988	1989	1990	1991	1992	1993	1994	Totals
Phase I									
Office (Sq. ft.)	0	0	31,977	0	0	0	0	0	31,977
Retail (Sq. ft.)	0	200,000	0	0	0	0	0	0	200,000
Hotel (Sq. ft.)	0	0	187,500	0	0	0	0	0	187,500
Residential									
Single-Family (Units)	0	62	62	62	60	0	0	0	246
Zero Lot Line (Units)	0	70	100	70	65	0	0	0	305
Townhouse/Villa (Units)	0	80	34	0	0	0	0	0	114
Apartment (Units)	0	0	0	128	0	0	0	0	128
Land									
Office (Sq. ft.)	0	0	215,622	0	0	0	0	0	215,622
Retail (Sq. ft.)	0	560,617	0	0	0	0	0	0	560,617
Hotel (Sq. ft.)	0	0	392,040	0	0	0	0	0	392,040
Single-Family (Sq. ft.)	0	691,648	691,648	691,648	669,337	0	0	0	2,744,280
Zero Lot Line (Sq. ft.)	0	457,980	654,257	457,980	425,267	0	0	0	1,995,484
Townhouse/Villa (Sq. ft.)	0	393,416	167,202	0	0	0	0	0	560,617
Apartment (Sq. Ft.)	0	0	0	333,234	0	0	0	0	333,234
Phase II									
Residential									
Single-Family (Units)	0	0	41	60	60	60	60	0	281
Office (Sq. ft.)	0	0	0	0	37,209	0	0	0	37,209
Land									
Single-Family (Sq. ft.)	0	0	397,551	581,782	581,782	581,782	581,782	0	2,724,678
Office (Sq. ft.)	0	0	0	0	250,906	0	0	0	250,906
Phase III									
Office (Sq. ft.)	0	0	0	0	0	26,938	26,938	26,938	80,814
Residential									
Apartment (Units)	0	0	0	0	135	0	0	0	135
Land									
Office (Sq. ft.)	0	0	0	0	0	181,645	181,645	181,645	544,936
Apartment (Sq. ft.)	0	0	0	0	352,836	0	0	0	352,836
Totals									
Office (Sq. ft.)	0	0	31,977	0	37,209	26,938	26,938	26,938	150,000
Retail (Sq. ft.)	0	200,000	0	0	0	0	0	0	200,000
Hotel (Sq. ft.)	0	0	187,500	0	0	0	0	0	187,500
Residential (Units)	0	212	237	320	320	60	60	0	1,209

Note: Totals do not include land acreage.

Source: PLANTEC Corporation, 1986.

Phase II will be led by residential for-sale uses with office development beginning around 1991. By Phase III, the rental residential market should be stronger and lead the uses in this phase. This phase and the entire development should finish build-out with office uses in the area south of J. Turner Butler Boulevard.

These beginning years are conservatively estimated. Given the attractiveness of the area and the pent-up demand in Jacksonville Beach, these phases may begin sooner.

#### RELOCATION

One of the objectives followed in the development of the plan was to minimize the need for the displacement of any persons living in the Redevelopment Area. The redevelopment concept adopted achieves this objective by causing the displacement of only two households. These displacements are necessary due to the traffic improvements recommended. Under these improvements, the two homes will be removed for street and right-of-way acquisition.

In order to ensure that these persons are provided the assistance and counselling necessary to secure replacement housing in the Redevelopment Area or another location of their choosing, the CRA should be designated by the City of Jacksonville Beach as the Relocation Agency for the city. This would enable the CRA to provide assistance to the displaced persons pursuant to Chapter 163.370 (1) (k), Florida Statutes.

The cost of replacement housing payments, moving expenses and other related relocation costs can be allocated from tax increment financing revenues and used in accordance with the following procedures:

- o Provide sufficient and timely information concerning available benefits and policies to affected individuals;

- o Assure that displacees are not relocated to areas which are less desirable than their present location with regard to public utilities and other services;
- o Focus relocation to areas where rents and prices are within the financial means of the families or businesses displaced;
- o Make available, whenever feasible, units for displaced persons within the Southend Redevelopment Area or to other locations which are reasonably accessible to their place of employment;
- o Make relocation assistance payments in a fair, equitable and timely manner;
- o Apply relocation efforts and services in a uniform and consistent manner to all displaced persons without regard to race, creed, or national origin; and
- o Provide a level of payments which is at least equal to that required by local and state laws.

The CRA should develop and adopt a Relocation Policy and Procedures Guideline which describes the type and amount of financial and other assistance available to these persons who will be displaced. The type and level of benefits should be at least equal to those required in the state's Uniform Relocation Act.

SECTION IV  
LAND RE-ASSEMBLY

This section discusses the various options available for the re-assembly of land in the Redevelopment Area.

BACKGROUND

The diversity of ownership of land in the Redevelopment Area was one of the major factors which qualified the area as blighted. The 1,710 lots in the area are owned by 355 owners. Of this number, only 58 percent live in the Jacksonville metropolitan area. The remaining 42 percent are scattered throughout the state and nation. Such diversity of ownership impedes the assembly of land in sufficient bulk to allow commercial, multiple family and office developments. It also restricts the single-family development product which can be built in the area (i.e. zero-lot-line).

The size of the lots are inadequate by current standards. These lots were platted during a much earlier time period and when platted met all existing regulations. Lots in areas such as the Southend Redevelopment Area were marketed throughout the country in aggressive promotional campaigns. Many lots were purchased for investment purposes or retirement use. The diverse and geographically widespread ownership patterns found on the site certainly attest to this marketing technique.

Clearly the motivation in establishing the subdivision was to make money on the sale of the land in bulk and without consideration to market use or potential. The platting and sale of the lots was not phased to coincide with any expected rate of occupancy. This subdivision when first created was done so to produce lot sales as opposed to a viable long-run community.

The faulty street layouts, the inadequate infrastructure and random type of development which has occurred in this area has made the provision of adequate public facilities and services extremely difficult and costly to the local government. An estimate of cost of the infrastructure needed to serve this area if no redevelopment activities were undertaken is over \$8.4 million (expressed in 1986 constant dollars). This covers the cost of roads, water, sewer, and storm drainage systems for the area using the faulty street layouts.

The estimated cost of providing the same infrastructure systems under the recommended street layouts of the redevelopment plan is just over \$5 million. This is almost one half the cost of servicing the area as presently platted.

In order for the area to develop in an orderly and cost-effective manner, it is necessary to reassemble and replat the lands. One of the major costs associated with development of a certain size and scale is the assembly of land. The time and cost involved in the negotiations with a number of different owners can make a project financially infeasible.

The timely and cost-effective assembly of tracts large enough for the approved land uses is essential to the redevelopment of the area in the manner recommended in the plan. This problem of land re-assembly is one which is being investigated by the State of Florida Department of Community Affairs. However, the results of this study have not been completed so there is no specific state policy or legislation to address this issue. Certainly, the existence of legislation would not only speed the process of re-assembly but also reduce the cost.

Without specific legislation, there are several options available to the CRA for re-assembly of the land. Unfortunately, since owners can develop under "grandfather" provisions, there is very little practical motivation to alter the design. Most individual owners, or groups of owners to date, have not considered replatting as a means of satisfying a change in market demand and thus, maximizing their investment return. The options available range from the use of eminent domain to exchanging property for shares in a corporation. These various options and their advantages and disadvantages are discussed below. The costs borne by the CRA associated with any of these options are allowable costs for tax increment financing (TIF).

#### OPTION I EMINENT DOMAIN

The City of Jacksonville Beach has the power of eminent domain, and through condemnation proceedings may acquire the land for a public purpose. State case law has established redevelopment to be a public purpose. The city would take the lead in this option because eminent domain authority has not been delegated to the CRA. Under this option, the city would acquire all or parts of the land following state law regarding the acquisition of private property. Once the city has acquired all the needed land under its ownership, it can be replatted to accommodate the proposed land uses. The land is then made available to developer(s). The developer may be given the replatting task. The city follows state and local law regarding the sale and disposition. Under this option, the burden and cost of all land assembly rests with the City of Jacksonville Beach and its CRA.

### Advantages

- o The assembly of land is accomplished in a standard and orderly manner.
- o The financial burden is borne by the public sector and thus does not have to jeopardize the financial feasibility of the development. (The city may choose to sell the land at a price less than the total amount invested in the acquisition.) The ownership of land by the city may enable them to attract a developer and/or development not otherwise possible.
- o The assembly can be done in a timely fashion by the use of quit-take procedures.

### Disadvantages

- o This process can be costly to the city.
- o The use of eminent domain, without adequate communication to the public, may develop a perception by members of the public that the city's authority is not being used to the benefit of the community.

### OPTION II NEGOTIATION FOR VOLUNTARY SALE WITH PROPERTY OWNERS

The CRA can negotiate with each individual property owner to reach a cash settlement of his or her property without the threat of eminent domain. Owners would be paid just compensation for their property and all owners unwilling to sell would not have their property condemned.

### Advantages

- o Avoids the necessity of reliance on the court for establishing fair property values.
- o May provide higher payments to individual property owners.

### Disadvantages

- o Almost impossible to get commitments from all property owners. (e.g. some owners may wish to hold out on the basis that they can later sell to a developer for a higher price, especially if their property is essential to a redevelopment proposal.)
- o Approach is both expensive and time consuming.
- o Under this approach, the CRA has no assurance that it will have all the land necessary for development.

### OPTION III SHARED PARTICIPATION

The CRA would establish a development corporation. Property owners would participate by exchanging their property for shares in the corporation. The corporation would sell the assembled land to a developer. The proceeds from this sale would be distributed proportionately among the shareholders.

This approach could also function in conjunction with eminent domain or voluntary acquisition. This approach may also involve a third party as the development corporation and not the CRA. If this is the case, eminent domain can only be used by the city.

### Advantages

- o This option gives owners an active role in local development and potentially, an improved price for their property.
- o The CRA, through its management of the corporation, involves a broader base of the community in its activities.

### Disadvantages

- o Requires extensive staff and legal time
- o Would add to the length of time for redevelopment primarily on the front end.
- o Value determination must be well administered.
- o Sales across state lines may involve registration with the Securities Exchange Commission.

### OPTION IV LIMITED PARTNERSHIP

An interested developer could negotiate a value for the lots and allow owners to contribute this value to purchase shares in a limited partnership. Cash flow from the development is then distributed to the limited partners.

### Advantages

- o This gives property owners an opportunity to participate in an investment that will likely return more than the present market value of their lot.
- o This involves little cost to the CRA as little, if any, property would be acquired.

### Disadvantages

- o This may involve too many limited partners for a developer to be interested.
- o The process is time consuming.
- o This may not provide a means to raise adequate cash for the development. Most developers form limited partnership to raise cash not to acquire land. The ability to raise large amounts of cash is going to be even more essential under the new tax law. Under the new law, tax losses have little

value and thus, the need for lower debt and more positive cash flow are most important.

### CONCLUSIONS

Each of these options should be examined further from cost, time and legal standpoints.

The use of eminent domain with one of these options appears to be the less costly in terms of time, fairer in terms of assuring that all property owners receive the benefits and services required by law, and more systematic in its approach to replatting or rezoning of the land.

SECTION V  
FINANCIAL PLAN

This section identifies revenue sources and sets forth a financing management scheme that can be utilized for the implementation of this plan. A discussion of TIF, and its application to the Southend Redevelopment Area as the principal source of revenue, is presented as the first element of this section.

Based on the information contained in Table V-1, an estimate of value for new construction, along with a calculation of anticipated tax increment revenues, is presented for the Southend Redevelopment Area. A capital improvements schedule is the final element of this section.

TAX INCREMENT FINANCING

The principal source of funds for supporting redevelopment activity in the area will most likely come from TIF. This revenue is derived from tax increment dollars which are deposited into the redevelopment trust fund pursuant to Chapter 163.387, Florida Statutes. The following list summarizes the eligible criteria for which TIF money can be expended:

- o Administrative and overhead expenses necessary for the implementation of a redevelopment plan adopted by a CRA.
- o The cost of plan, surveys, and financial analysis, including reimbursement for any such expenses incurred before the redevelopment plan was approved and adopted.
- o The acquisition of real property--including clearance, demolition, or associated costs--for a redevelopment project.

- o Relocation assistance for families, businesses, or others displaced from a community redevelopment area (including moving expenses and property losses not otherwise compensated for).
- o The repayment of principal and interest or any redemption premium for loans, advances, bonds, bond anticipation notes, or any other form of indebtedness.
- o All expenses incidental to or connected with the issuance, sale, redemption, retirement, or purchase of agency bonds, bond anticipation notes, or other form of indebtedness, including funding of any reserve, redemption, or other fund or account provided for in the ordinance or resolution authorizing such indebtedness (F.S. 163.387[6][a-f]).

As noted above, revenues from the TIF district can be applied as a revenue-backed bond issued by the CRA for public improvements in the designated Redevelopment Area. Unlike traditional revenue bonds, TIF bonds are backed by the ad valorem taxes generated by new development. Once a redevelopment plan is adopted and the redevelopment trust fund is established, the certified tax roll in effect just prior to plan adoption becomes "frozen." The total assessed taxable value in the district represents this "frozen" base year figure from which future increments are determined.

As redevelopment in the area occurs, the subsequent increase in assessed valuation generates additional ad valorem taxes. Ninety-five percent of the difference between this increased property assessment and the base year level of assessment is the actual "increment" which flows into the redevelopment trust fund. This cumulative increment is

calculated annually and can be used to repay bond indebtedness and other capital improvements in the Redevelopment Area.

#### OBJECTIVES

Strategic objectives upon which the following financial analysis is based are as follows:

- o That new development should "pay for itself." That is, the existing and future property owners within the Redevelopment Area should provide the needed revenues to accommodate the physical development needs without imposing additional cost to the city or taxpayers outside of the area.
- o Normal development costs, such as storm water drainage and collection, should be the responsibility of the private land developers when such improvements are required for their property.
- o Normal infrastructure improvements that are periodically required such as water and sewer improvements, storm water drainage, and public right-of-way acquisition should be funded by use of TIF revenues or from private developers.
- o Tax-exempt bond issues or bond anticipation notes should be utilized by the Redevelopment Authority to provide "up-front" capital to undertake the public improvements. The debt instrument would be paid from future tax increment funds generated by the new development.

#### REVENUE PROJECTIONS

The first step in developing a financial plan is to establish the base year assessment roll for the area. Jacksonville Beach is projected to receive almost \$129,000,000 of private investment during the 20-year

planning period. This amount is estimated by forecasting new commercial, residential and other development expected to occur during the three phases shown in Table V-2.

As Tables V-1 and V-2 indicate, this plan anticipates about 540,000 square feet of new office and commercial and 1,200 residential units valued at \$100 million will occur within the Redevelopment Area by the year 2006 (expressed in constant 1985 dollars).

In addition to new construction, the other factor which increases the overall assessed valuation of the area was considered in projecting total revenues. This is the property appraiser's annual appreciation estimate of two percent of the existing tax roll.

In order to determine the estimated annual tax increment revenues for the Southend area, all of the above factors were applied to the millage rates of the affected taxing authorities in the district. The calculation of the annual tax increment is presented in Table V-3. The difference between the base year tax revenue and the annual increase to the existing roll due to appreciation, new construction, and alterations is the total tax increment. Ninety-five percent of this tax increment is the actual amount of revenues that will be allocated to the redevelopment trust fund. This amount reflects a principal revenue source which can be applied to the financing plan for the Redevelopment Area.

Table V-4 illustrates the total tax base increase for each year during the planning period and the cumulative annual tax increment revenues which will result from the projected new construction and property appreciation in the district. Based on current millage rates, these revenues can be used for the retirement of debt service for

Table V-1. Land-Use Assumptions for Jacksonville Beach Southend Redevelopment, 1987 - 1994

Land-Use Categories	1987	1988	1989	1990	1991	1992	1993	1994	Totals
<b>Phase I</b>									
Office (Sq. ft.)	0	0	31,977	0	0	0	0	0	31,977
Retail (Sq. ft.)	0	200,000	0	0	0	0	0	0	200,000
Hotel (Sq. ft.)	0	0	187,500	0	0	0	0	0	187,500
Residential									
Single-Family (Units)	0	62	62	62	60	0	0	0	246
Zero Lot Line (Units)	0	70	100	70	65	0	0	0	305
Townhouse/Villa (Units)	0	80	34	0	0	0	0	0	114
Apartment (Units)	0	0	0	128	0	0	0	0	128
Land									
Office (Sq. ft.)	0	0	215,622	0	0	0	0	0	215,622
Retail (Sq. ft.)	0	560,617	0	0	0	0	0	0	560,617
Hotel (Sq. ft.)	0	0	392,040	0	0	0	0	0	392,040
Single-Family (Sq. ft.)	0	691,648	691,648	691,648	669,337	0	0	0	2,744,280
Zero Lot Line (Sq. ft.)	0	457,980	654,257	457,980	425,267	0	0	0	1,995,484
Townhouse/Villa (Sq. ft.)	0	393,416	167,202	0	0	0	0	0	560,617
Apartment (Sq. Ft.)	0	0	0	333,234	0	0	0	0	333,234
<b>Phase II</b>									
Residential									
Single-Family (Units)	0	0	41	60	60	60	60	0	281
Office (Sq. ft.)	0	0	0	0	37,209	0	0	0	37,209
Land									
Single-Family (Sq. ft.)	0	0	397,551	581,782	581,782	581,782	581,782	0	2,724,678
Office (Sq. ft.)	0	0	0	0	250,906	0	0	0	250,906
<b>Phase III</b>									
Office (Sq. ft.)	0	0	0	0	0	26,938	26,938	26,938	80,814
Residential									
Apartment (Units)	0	0	0	0	135	0	0	0	135
Land									
Office (Sq. ft.)	0	0	0	0	0	181,645	181,645	181,645	544,936
Apartment (Sq. ft.)	0	0	0	0	352,836	0	0	0	352,836
<b>Totals</b>									
Office (Sq. ft.)	0	0	31,977	0	37,209	26,938	26,938	26,938	150,000
Retail (Sq. ft.)	0	200,000	0	0	0	0	0	0	200,000
Hotel (Sq. ft.)	0	0	187,500	0	0	0	0	0	187,500
Residential (Units)	0	212	237	320	320	60	60	0	1,209

Note: Totals do not include land acreage.

Source: PLANTEC Corporation, 1986.

Table V-2. Annual Value of New Construction for Jacksonville Beach Southend Redevelopment, 1987 - 1994

Land-Use Categories	Dollars of New Construction by Year								
	1987	1988	1989	1990	1991	1992	1993	1994	Totals
<b>Phase I</b>									
<b>New Construction</b>									
Office	0	0	1,438,965	0	0	0	0	0	1,438,965
Retail	0	7,200,000	0	0	0	0	0	0	7,200,000
Hotel	0	0	13,500,000	0	0	0	0	0	13,500,000
Residential									
Single-Family	0	5,204,275	5,204,275	5,204,275	5,036,396	0	0	0	20,649,222
Zero Lot Line	0	4,894,227	6,991,753	4,894,227	4,544,640	0	0	0	21,324,847
Townhouse/Villa	0	4,868,889	2,069,278	0	0	0	0	0	6,938,167
Apartment	0	0	0	4,158,134	0	0	0	0	4,158,134
Land									
Office	0	0	582,179	0	0	0	0	0	582,179
Retail	0	2,270,500	0	0	0	0	0	0	2,270,500
Hotel	0	0	2,646,270	0	0	0	0	0	2,646,270
Single-Family	0	933,725	933,725	933,725	903,604	0	0	0	3,704,778
Zero Lot Line	0	618,273	883,247	618,273	574,110	0	0	0	2,693,903
Townhouse/Villa	0	531,111	225,722	0	0	0	0	0	756,833
Apartment	0	0	0	449,866	0	0	0	0	449,866
<b>Phase II</b>									
<b>New Construction</b>									
Residential									
Single-Family	0	0	3,522,306	5,154,595	5,154,595	5,154,595	5,154,595	0	24,140,685
Office	0	0	0	0	1,674,405	0	0	0	1,674,405
Land									
Single-Family	0	0	536,694	785,405	785,405	785,405	785,405	0	3,678,315
Office	0	0	0	0	677,445	0	0	0	677,445
<b>Phase III</b>									
<b>New Construction</b>									
Office	0	0	0	0	0	1,212,210	1,212,210	1,212,210	3,636,630
Residential									
Apartment	0	0	0	0	4,383,671	0	0	0	4,383,671
Land									
Office	0	0	0	0	0	490,442	490,442	490,442	1,471,326
Apartment	0	0	0	0	476,329	0	0	0	476,329
<b>Totals</b>	<b>\$0</b>	<b>\$26,521,000</b>	<b>\$38,534,414</b>	<b>\$22,198,500</b>	<b>\$24,210,600</b>	<b>\$7,642,652</b>	<b>\$7,642,652</b>	<b>\$1,702,652</b>	<b>\$128,452,470</b>

Notes: (1) Assessments made at 90% of construction costs.

(2) New construction costs are based on the following:

Office - \$50 per sq. ft.;

Retail - \$40 per sq. ft.;

Hotel - \$80 per sq. ft.;

Residential Construction Costs (including land)

  Single-family - \$110,000/Unit minus the land value

  Zero Lot Line - \$87,500/Unit minus the land value

  Townhouse - \$75,000/Unit minus the land value

  Apartment - \$40,000/Unit minus the land value;

Land Values

  Retail - \$4.50 per sq. ft.

  Hotel - \$7.50 per sq. ft.

  Residential - \$1.50 per sq. ft.

  Office - \$3.00 per sq. ft..

(3) Totals include land value.

Source: PLANTEC Corporation, 1986.

Table V-3. Estimated Calculation of Annual Tax Increment, Jacksonville Beach Southend Redevelopment, 1987 - 2006

Fiscal Year	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Existing Tax Roll	\$0	\$0	\$27,316,630	\$68,709,409	\$94,279,974	\$123,523,552	\$134,859,528	\$146,651,484	\$151,678,746	\$154,712,346	\$157,806,546	\$160,962,646	\$164,181,946	\$167,465,546	\$170,814,846	\$174,231,146	\$177,715,746	\$181,270,046	\$184,895,446	\$188,593,346
Additions:																				
Appreciation	0	0	346,300	1,374,200	1,885,600	2,470,500	2,697,200	2,933,000	3,033,600	3,094,200	3,156,100	3,219,300	3,283,600	3,349,300	3,416,300	3,484,600	3,554,300	3,625,400	3,697,900	N/A
New Construction	0	27,316,630	40,846,479	24,196,365	27,357,978	8,865,476	9,094,756	2,094,262	0	0	0	0	0	0	0	0	0	0	0	0
Subtotal	\$0	\$27,316,630	\$41,392,779	\$25,570,565	\$29,243,578	\$11,335,976	\$11,791,956	\$5,027,262	\$3,033,600	\$3,094,200	\$3,156,100	\$3,219,300	\$3,283,600	\$3,349,300	\$3,416,300	\$3,484,600	\$3,554,300	\$3,625,400	\$3,697,900	N/A
New Tax Roll	\$0	\$27,316,630	\$68,709,409	\$94,279,974	\$123,523,552	\$134,859,528	\$146,651,484	\$151,678,746	\$154,712,346	\$157,806,546	\$160,962,646	\$164,181,946	\$167,465,546	\$170,814,846	\$174,231,146	\$177,715,746	\$181,270,046	\$184,895,446	\$188,593,346	N/A
Estimated Tax Revenues:																				
Duval County 9.7068	\$0	\$0	\$265,200	\$664,900	\$915,200	\$1,199,000	\$1,309,100	\$1,423,500	\$1,472,300	\$1,501,800	\$1,531,800	\$1,562,400	\$1,593,700	\$1,625,600	\$1,658,100	\$1,691,200	\$1,725,100	\$1,759,600	\$1,794,700	\$1,830,600
City of Jacksonville Beach 3.9790	0	0	108,700	273,400	375,100	491,500	536,600	583,500	603,500	615,600	627,900	640,500	653,300	666,300	679,700	693,300	707,100	721,300	735,700	750,400
Subtotal (13.6858)	\$0	\$0	\$373,900	\$940,300	\$1,290,300	\$1,690,500	\$1,845,700	\$2,007,000	\$2,075,800	\$2,117,400	\$2,159,700	\$2,202,900	\$2,247,000	\$2,291,900	\$2,337,800	\$2,384,500	\$2,432,200	\$2,480,900	\$2,530,400	\$2,581,000
Estimated Tax Increment:																				
Duval County 9.7068	\$0	\$0	\$265,200	\$401,800	\$248,200	\$283,900	\$110,000	\$114,500	\$48,800	\$29,400	\$30,000	\$30,600	\$31,200	\$31,900	\$32,500	\$33,200	\$33,800	\$34,500	\$35,200	\$35,900
City of Jacksonville Beach 3.9790	0	0	\$108,700	\$164,700	\$101,700	\$116,400	\$45,100	\$46,900	\$20,000	\$12,100	\$12,300	\$12,600	\$12,800	\$13,100	\$13,300	\$13,600	\$13,900	\$14,100	\$14,400	\$14,700
Subtotal (13.6858)	\$0	\$0	\$373,900	\$566,500	\$349,900	\$400,300	\$155,100	\$161,400	\$68,800	\$41,500	\$42,300	\$43,200	\$44,000	\$45,000	\$45,800	\$46,800	\$47,700	\$48,600	\$49,600	\$50,600
Annual Increment of Taxes Realized from New Construction and Appreciation	\$0	\$0	\$355,200	\$538,200	\$332,400	\$390,300	\$147,300	\$153,300	\$65,400	\$39,400	\$40,200	\$41,000	\$41,800	\$42,800	\$43,500	\$44,500	\$45,300	\$46,200	\$47,100	\$48,100

- Notes: (1) Appreciation estimated at two percent per year.  
(2) Construction costs inflated at three percent annually.  
(3) New construction assessments are based on 90% of new construction costs.  
(4) Tax revenues calculated at current millage rates.  
(5) All figures are rounded to nearest hundred.  
(6) N/A - Not calculated as part of this analysis.

Source: Duval County Property Appraiser's Office, 1986.  
PLANTEC Corporation, 1986.

Table V-4. Tax Base and Ad Valorem Tax Increment Summary, Jacksonville Beach Southend  
Redevelopment 1987-2006 (1)

Calendar Year	Annual Tax Base Increase (2)	Annual Valuation of Tax Roll	Annual Taxes Generated (3)	Annual Taxes Realized For Increment District (4)
1987	\$0	\$0		\$0
1988	\$27,316,630	\$27,316,630	\$0	\$0
1989	\$41,392,779	\$68,709,409	\$373,800	\$355,200
1990	\$25,570,565	\$94,279,974	\$940,300	\$893,400
1991	\$29,243,578	\$123,523,552	\$1,290,300	\$1,225,800
1992	\$11,335,976	\$134,859,528	\$1,690,500	\$1,606,100
1993	\$11,791,956	\$146,651,484	\$1,845,700	\$1,753,400
1994	\$5,027,262	\$151,678,746	\$2,007,000	\$1,906,700
1995	\$3,033,600	\$154,712,346	\$2,075,800	\$1,972,100
1996	\$3,094,200	\$157,806,546	\$2,117,400	\$2,011,500
1997	\$3,156,100	\$160,962,646	\$2,159,700	\$2,051,700
1998	\$3,219,300	\$164,181,946	\$2,202,900	\$2,092,700
1999	\$3,283,600	\$167,465,546	\$2,247,000	\$2,134,500
2000	\$3,349,300	\$170,814,846	\$2,291,900	\$2,177,300
2001	\$3,416,300	\$174,231,146	\$2,337,700	\$2,220,800
2002	\$3,484,600	\$177,715,746	\$2,384,500	\$2,265,300
2003	\$3,554,300	\$181,270,046	\$2,432,200	\$2,310,600
2004	\$3,625,400	\$184,895,446	\$2,480,800	\$2,356,800
2005	\$3,697,900	\$188,593,346	\$2,530,400	\$2,403,900
2006	\$0	\$188,593,346	\$2,581,100	\$2,452,000
Total Amount of Taxes Generated During the 1987-2006 Period -->				\$34,189,800
Bonding Capacity on Tax Increment(340 acres) at Assumed 50% -->				\$17,094,900
TOTAL ESTIMATED BONDING CAPACITY -->				\$17,094,900

- Notes: (1) Based on construction completed January 1 - December 31.  
Dollar values appear on tax roll of following fiscal year.  
Dollar values adjusted for inflation at 3% and appreciation at 2% annually.
- (2) Annual tax base includes new construction and appreciation of existing development.  
Figures are rounded to the nearest hundredth.
- (3) Assumes millage rate of \$13.6850 per \$1,000 of assessed value beginning FY87-88 applied to annual valuation of tax role.  
Figures are rounded to the nearest hundredth.
- (4) Annual taxes realized for increment district equal 95% of annual taxes generated.

Source: PLANTEC Corporation, 1986.

physical improvements. The total amount of taxes generated during this 20-year period is \$34,189,000.

Using this amount of taxes and applying a 50-percent debt service ratio for use in issuing bonds, this amount could generate an estimated \$17 million worth of financing. This would come from the issuance of revenue bonds to be repaid by the funds placed in the redevelopment trust fund generated by the area's developments.

A debt service ratio is total revenues divided by annual debt payment. The 50-percent ratio was chosen because lenders and bond underwriters do not have extensive experience in TIF in Florida and therefore a conservative approach was taken.

#### OTHER FUNDING SOURCES

Although a number of options such as the Florida Small Cities Community Development Block Grant Program, Special Assessment Districts, General Obligation Bonds, and state parks and recreation funds are available as alternative financing sources, none of these offer the inherent advantages found in TIF.

For instance, there are no special restrictions or requirements from other governmental entities that otherwise might accompany the granting of funds. This independence permits local autonomy in setting priorities and spending the funds. Another advantage of TIF is that it generally does not require the local government to make any out-of-pocket expenditures. Instead, bonds can be issued for capital improvements or other project costs in the Redevelopment Area, with repayment pledged by the increase in ad valorem taxes. Moreover, five-year bond anticipation notes can be utilized to provide "up-front"

financing, which can later be refinanced by a longer term amortized bond issue, following the accumulation of earlier tax increments.

Although TIF is considered as the principal source of revenue in this financial plan, it is important to point out that the shifting of certain costs to the developers of various phases will also contribute to the total financing plan. These improvements may be accomplished upfront by the CRA and then the cost reimbursed to the CRA.

#### CAPITAL IMPROVEMENTS

The types and estimated costs of capital improvements for the area are provided in Table V-5. These improvements are broken down by the three phases which are used in the development phasing. All costs are expressed in 1986 dollars. These phases are shown in Figure 10.

As expected, Phase I is the most extensive and costly (\$3,064,750). Phase II has a price tag of over \$1,550,000 and Phase III at \$398,000. The total cost for all phases is almost \$5,021,500.

All these costs are eligible expenditures for tax increment funds. Should the option of bonds be chosen as the means of financing these improvements, it would be more cost effective to issue bonds for the entire amount rather than in phases. This is due to the standard expenses associated with cost of issuance regardless of bond size. The threshold for cost breaks is usually around three to four million.

Some of these costs such as water, sewer, storm drainage and retention lakes may be passed on to the developer(s) as a part of the cost of doing the desired project.

The only street improvements considered are those major traffic arterials. The internal street systems for each project development should be considered a developer cost.

Table V-5. Capital Improvements

Phases	Quantity	Estimated Cost <sup>1</sup>
<u>PHASE I</u>		
Four-Lane Coastal Blvd. from JTB to Northern Traffic Circle	2,300 l. ft.	\$ 517,500
Four-Lane from A1A to Coastal Blvd.	2,100 l. ft.	472,500
Road Lighting on Coastal Blvd.	60 fixtures	116,000
Traffic Circles	3 circles	350,000
Two-Lane Ponce de Leon from Coastal Blvd. West to St. Johns Blvd.	600 l. ft.	69,000
Two-Lane St. Johns Blvd. from Ponce de Leon North to Osceola Street	900 l. ft.	103,500
Road Lighting on Two- Lane Roads	10 fixtures	20,000
Water Lines 12" PVC	5,900 l. ft.	206,500
Sewer Lines 12" PVC	5,900 l. ft.	147,500
Man Holes 4' dia.	20 man holes	40,000
Storm Drainage 24" RCP	5,900 l. ft.	118,000
Signalization on A1A	1	60,000
Retention Lakes	2	126,550
<u>11.9-Acre Park</u>		
Lighted Tennis Courts	6	240,000
Multi-Use Field	1	5,000
Racquetball Courts	6	162,000
Restroom/Shelter	1	87,500
Picnic Tables and Pools	20	14,000
Jogging/Exercise Trail	5,280 l. ft.	6,600
Jogging Course Equipment	8 station	7,000
Tot Lot	1	8,000

Table V-5. Capital Improvements (Continued)

Phases	Quantity	Estimated Cost <sup>1</sup>
Bike Racks	10	5,000
Trash Receptacles	20	4,000
Landscaping	N/A	46,000
<u>Two-Acre Park</u>		
Trash Receptacles	4	800
Picnic Tables	4	2,800
Bike Racks	2	1,000
Landscaping	N/A	10,000
<u>Large Traffic Circle</u>		
Fountain (Lighted)	30' height multijet buried equipment vault	30,000
Pool	150' diameter	20,000
Landscaping	N/A	18,000
<u>Small Traffic Circle</u>		
Landscaping	2	50,000
Total for Phase I		3,064,750
<u>PHASE II</u>		
Four-Lane Coastal Blvd. from North Traffic Circle to Northend of Property	2,100 l. ft.	472,500
Two-Lane Jacksonville Drive from Traffic Circle West 600'	600 l. ft.	69,000
Two-Lane Osceola Street from Coastal West to St. Johns	850 l. ft.	97,750
Two-Lane Seabreeze from Coastal to Williams	1,200 l. ft.	138,000
Two-Lane Williams from Seabreeze to Osceola	1,300 l. ft.	149,500
Road Lighting on Four Lane	28 fixtures	56,000

Table V-5. Capital Improvements (Continued)

Phases	Quantity	Estimated Cost <sup>1</sup>
Road Lighting on Two Lane	26 fixtures	52,000
Water Lines 12" PVC	6,050 l. ft.	211,750
Sewer Lines 12" PVC	6,050 l. ft.	151,250
Man Holes 4' dia.	20 man holes	40,000
Storm Drainage 24" RCP	6,050 l. ft.	<u>121,000</u>
Total for Phase II		1,558,750
<u>PHASE III</u>		
Four-Lane Coastal Blvd. from JTB to Southern End of Property	1,200 l. ft.	270,000
Road Lighting	16 fixtures	32,000
Water Lines 12" PVC	1,200 l. ft.	42,000
Sewer Lines 12" PVC	1,200 l. ft.	30,000
Storm Drainage 24" RCP	1,200 l. ft.	<u>24,000</u>
Total for Phase III		<u>398,000</u>
Total for All Phases		<u><u>\$5,021,500</u></u>

<sup>1</sup>Expressed in 1986 constant dollars.

Sources: Reynolds, Smith & Hills Architects-Engineers-Planners, Inc.  
PLANTEC Corporation, 1986.

# REDEVELOPMENT MASTER PLAN

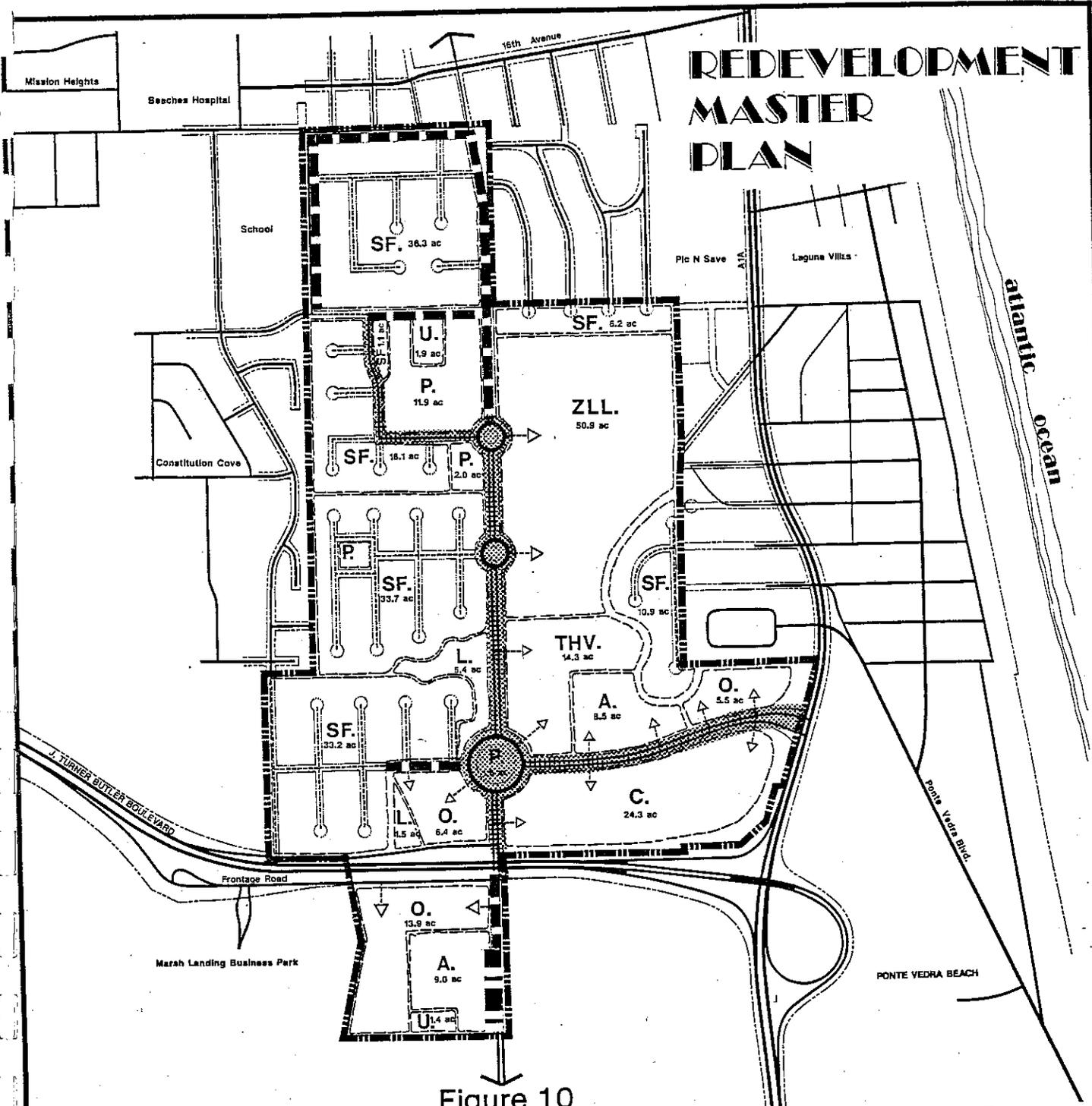
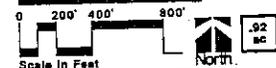


Figure 10  
Capitol Improvements Phasing

-  Phase I
-  Phase II
-  Phase III



**Jacksonville Beach  
Southend  
Redevelopment**

FOR: THE CITY OF JACKSONVILLE BEACH, FLORIDA

**RSII / PLANTEC**  
Architects & Engineers & Planners Economic Consultants

## SECTION VI

### IMPLEMENTATION STRATEGIES

This section presents the actions needed to implement the Redevelopment Plan. Unless otherwise noted, the CRA has the lead responsibility.

#### PLAN ADOPTION

- o CRA submits the Redevelopment Plan to the city's local planning agency for review, recommendations and compliance with local comprehensive plan.
- o City council holds a public hearing and adopts plan pursuant to Chapter 163.360 Florida Statute (city commission by ordinance).
- o Establish the existing tax roll for certification.
- o Create a redevelopment trust fund which establishes a TIF district for the Redevelopment Area (city commission ordinance).

Upon completion of these steps, the CRA is then charged with the implementation of plan.

#### ACTION PROGRAMS

Once the plan is adopted, a number of tasks are needed to start the development process.

#### Management

- o Staffing--the CRA should hire additional support staff and/or consultants to perform the coordination of various tasks necessary for plan implementation.
- o Retain assistance in the areas of legal, appraisals, and negotiations with property owners.

- o Undertake appraisals of parcels designated for assembly for development.

#### Planning

- o CRA adopts design standards for the area.
- o CRA retains professional services needed to plan and design needed capital improvements and infrastructure.
- o Survey areas for needed rights-of-way.
- o Prepare for adoption the Relocation Policy and Procedures.
- o Begin process of land re-assembly.

#### Financing

- o Create the Redevelopment Trust Fund
- o Invest cash balance from annual tax increment stream to maintain maximum leverage of capital.
- o Explore other sources of revenue for use in the area (i.e. especially state funds for park development).
- o Float bond anticipation notes or use a short-term conventional loan to begin the public improvements for the roads, drainage, and water and sewer.

#### Marketing

- o Develop a request for proposals to solicit developers for each phase.
- o Select the developer(s) for each phase.

#### SOLICITATION OF DEVELOPERS

Proposals from developers should be solicited for all three phases of the development.

Request for proposals (RFPs) detailing what is to be expected should be prepared by the CRA.

Copies of the RFP should be sent to all persons who have expressed an interest. The request for RFP should be published in Beaches newspaper, Jacksonville papers and the Jacksonville Business Journal. A wider circulation may be needed for developers for certain commercial uses. The mailing list of Jacksonville Downtown Development Authority may also be used.

Phasing of the activities encourages participation by both large and small developers. This is especially evident in the residential component. The variety of product types, the site locations and the phasing allows the residential development to be accomplished in a variety of developer combinations.

The CRA should consider a number of items when structuring the RFPs. Some of these items include:

- o Limits on maximum or minimum participation by developers per phase and per use;
- o Timing for performance;
- o Penalties for non-performance or performance not within prescribed guidelines; and
- o Type and amount of background information needed from developers (i.e. financial capacity, past experience, financial commitments, etc.).

Once proposals are received, developers should be selected using agreed upon evaluation criteria. Items which could be included are:

- o Past experience in similar development;
- o Financial capabilities;
- o Type, price and quality of proposed development;
- o Experience in delivery on time and on budget;

- o Willingness to work with the CRA, property owners and public;
- o Cost to the CRA for any site-related improvements;
- o Proposed time schedule; and
- o Design Guidelines compatibility.

After selection of the developer(s), the CRA should enter into contract(s) for development which are designed to ensure that the redevelopment plan and the Design Guidelines for the area are followed. Attention should also be given to the timeliness of performance. The development contracts should contain provisions for removal of the developer(s) from the projects for nonperformance or poor performance. In this way, the CRA can prevent long-time delays in the implementation of the various uses and phases associated with the redevelopment of the area.

APPENDIX A

## ASSOCIATION FORMULATION

### NEIGHBORHOOD ASSOCIATIONS

#### Creation of Neighborhood Association Under the Community Redevelopment Agency

The Community Redevelopment Agency (CRA) may create Neighborhood Associations in such form and manner as may be necessary to support the intent of the CRA for the growth of Jacksonville Beach Southend Redevelopment Area. The Neighborhood Associations shall: (a) abide by these development standards; (b) monitor their Neighborhood Covenants or other deed and use restrictions; (c) maintain their Neighborhood Common Improvements; (d) and administer the affairs of the property governed by the Neighborhood Association.

#### Power of the CRA over Neighborhood Associations

The CRA shall have the absolute power to veto any action taken or contemplated to be taken, and shall have the absolute power to require specific action to be taken, by any Neighborhood Association.

By way of illustration and not as to limitation, the CRA may: (a) veto any decision of a Neighborhood Association; (b) require specific maintenance, repair, replacement, removal or aesthetic changes to be performed to the property governed by a Neighborhood Association; (c) require that a proposed budget of a Neighborhood Association include certain items and that expenditures be made therefore; and (d) in the event that a Neighborhood Association should fail or refuse to properly exercise its responsibility with respect to any matter (as determined by the CRA, in its sole discretion), have, and may exercise, the Neighborhood Association's right of approval, disapproval or enforcement as to the matter. If the Neighborhood Association fails to comply with

any requirements set forth by the CRA, the CRA shall have the right to take action on behalf of the Neighborhood Association and shall levy an assessment in an amount adequate to recover the CRA's cost and expenses (including administration) associated with the taking of the action. The assessment shall be levied against all or a portion of the property governed by the Neighborhood Association and each Owner shall be liable for his pro rata share.

### DESIGN REVIEW

#### Intent

It is the intent of this article to assure each owner that the Redevelopment Area will be developed and constructed as a community of quality homes and buildings, etc., that are tasteful and aesthetically pleasing in architectural design; constructed with long-lasting materials and high construction standards; harmonious with surrounding structures and topography; and have landscaping and other site improvement consistent with the aesthetic quality of the Redevelopment Area. Furthermore, it is the intent of this article that all improvements developed or constructed in the Redevelopment Area shall be in conformance with all building use and other restrictions imposed by the Developer from time to time and that all improvements are maintained in a manner consistent with the aesthetic quality of the improvements as originally approved and constructed in accordance with this article.

#### Design Review Board (DRB)

The CRA will cause to be created a Design Review Board (referred to as the "DRB") whose purpose will be to review development to ensure the compliance with these guidelines. The DRB shall consist of not less than 3, no more than 9 members who shall be appointed by the CRA. The

CRA may remove any member of the DRB at any time without cause. The membership shall be chosen from the following: residents of the area; architects; engineers; realtors; CRA members; city council members; and, CRA staff.

#### Meetings of the DRB

The DRB shall meet from time to time as necessary to perform its duties hereunder. The DRB may from time to time, by resolution unanimously adopted in writing, designate a DRB representative (who may, but need not be one of its members) to take any action or perform any duties for and on behalf of the DRB. In the absence of such designation, the vote of a majority of the members of the DRB shall constitute an act of the DRB.

#### Review of Proposed Construction or Alteration

No alteration of the land from its natural state; no construction of a building or structural improvement; no landscaping or other site improvements; and no alteration or addition to any existing structure or site improvement shall be made on any committed property until the plans and specifications showing the proposed design, nature, kind, shape, size, color, materials and location of the same shall have been submitted to and approved in writing by the DRB.

#### Manual

The DRB may prepare a design review manual (which may be amended from time to time at the discretion of the DRB) which shall set forth acceptable design, construction and maintenance standards for all or portions of the committed property. The manual shall be used as a guideline by the owner in its selection of concepts, designs, materials and other specifications for construction within the Redevelopment Area

and shall in no way preclude the DRB's right to disapprove any submittal for any reason.

#### Approval of Submittals

The DRB shall approve the submittals only if it deems that the proposed construction, alterations, or additions contemplated thereby, in the locations indicated:

(A) Are in compliance with the design, building and use restrictions imposed by these guidelines or any other design, building, and use restrictions which may be adopted by the CRA or the DRB.

(B) Will not, in the sole opinion of the DRB, be detrimental to the appearance of the property, and that the improvements in the locations indicated will be in harmony with the surrounding structures.

(C) That, in the whole opinion of the DRB, the improvements are otherwise desirable.

#### Conditional Approval

The DRB may condition its approval of the submittals as it deems appropriate, may charge a fee for its review of the submittals, and may require submission of additional or revised submittals or other information prior to giving its approval or disapproval. The DRB may postpone review of any submittals until it has received all required plans and specifications and any fee which it may have established. At the receipt of all submittals and fees, the DRB shall, within a reasonable time thereafter approve or reject any such submittal.

### Governmental Approval

All construction and alterations shall also be subject to applicable permit requirements and to all applicable governmental laws, statutes, ordinances, rules, regulations, orders and decrees. DRB actions will be reviewed by the CRA at its regular meeting. These actions may be approved, denied or approved with conditions.

### Waiver of Rights

The approval by the DRB of any submittals, or any other matter requiring the approval, consent, or other action of the DRB, shall not be deemed to constitute a waiver of any right to withhold approval as to any similar proposal which may subsequently be submitted for approval or consent.

### Inspection of Property

The DRB shall have the right to enter upon and inspect any committed property at any time prior to, during, or after the construction or alteration to assure compliance with this article.

### Noncompliance

If, during the inspection, the DRB finds that the work was not performed or the improvements were not constructed in substantial compliance with the approved submittals; or if during subsequent inspections of the property the DRB notes that previously inspected improvements are not being maintained in compliance with this article or with the aesthetic standards or other standards imposed by the DRB, then the DRB shall notify the applicant in writing of such noncompliance. The notice shall specify the particulars of noncompliance and shall demand that applicants immediately bring such improvement into compliance.

### Association Actions

If, upon the expiration of thirty days from the date of the notification the applicant or owner shall have failed to remedy a noncompliance, the DRB shall notify the CRA in writing of such failure. The CRA shall notify the applicant or owner to remedy or remove the noncomplying improvements within a period of not more than thirty days from the date of notification. If the applicant does not comply within that period, the CRA, at its sole discretion, may either remove the noncomplying improvement or remedy the noncompliance, and the owner of the committed property being improved shall reimburse the association for all expenses incurred in connection therewith.

### Non-waiver

If, for any reason, the DRB fails to notify an applicant of any noncompliance, such failure of notice of noncompliance will not relieve the applicant from the requirement to comply with these covenants.

### Non-liability for Actions

Neither the DRB, or the CRA shall be liable to any person or entity for any loss, damage, injury, or inconvenience arising out of or in any way connected with the performance or nonperformance of the DRB's duties. The DRB shall review and approve or disapprove all plans submitted to it for any proposed improvement, alteration, or addition solely on the basis of aesthetic considerations and the overall benefit or detriment which would result to the particular property, the immediate vicinity and to the Redevelopment Area. The committee shall take into consideration the aesthetic aspects of the architectural designs, placement of improvements and buildings, landscaping, color schemes, interior and exterior finishes and materials and similar

features, but shall not be responsible for reviewing; nor shall its approval of any plan or design be deemed to be an approval or any plan or design from the standpoint of insurable, value, soundness or safety, or conformance with building or other codes.

#### Variance

The DRB at its sole discretion may authorize variances from compliance with any other provisions of this article or the design review manual when circumstances such as topography, natural obstructions, hardship, aesthetic or environmental considerations would prevent the utilization of the site; provided that such variances do not conflict with the design, building or use restrictions imposed by these guidelines or any other design, building or use restrictions recorded by the Developer unless said design, building or use restrictions specifically grant the DRB the right to give the specific variance. The variance shall be evidenced in writing and signed by a majority of the members of the DRB.

#### MISCELLANEOUS PROVISION

##### Waiver

The failure of the CRA to insist upon the strict performance of any provision of these guidelines shall not be deemed to be a waiver of such provision unless the CRA has executed a written waiver of the provision. Any such written waiver of any provision of these guidelines by the CRA may be canceled or withdrawn by the party giving the waiver.

##### Guidelines as a Part of the Zoning

These standards, as amended and supplemented from time to time as herein provided, shall be submitted as a part of the PUD and shall

remain in full force and effect until terminated in accordance with the provisions set out herein.

#### Terms of Guidelines

All of the foregoing standards, conditions, reservations and restrictions shall run with the land and continue and remain in full force and effect at all times as against all owners, their successors, heirs, or assigns, regardless of how the owners acquire title, for a period of fifty years from the date of this covenant unless within such time, members of the CRA execute a written instrument declaring a termination of these guidelines. After such fifty year period, unless the restrictions shall be automatically extended for successive periods of ten years each, until members representing a majority of the votes of the entire membership of the CRA execute a written instrument declaring a termination of this covenant. Any termination of these guidelines shall be effective on the date the instrument of termination is recorded in the public records of Duval County, Florida.

#### Amendments

Except as herein provided, these covenants may be amended at any time upon the approval of the CRA as evidenced by the recordation of an amendatory instrument executed by a majority vote of the CRA provided, however, that until December 31, 2010, no amendment shall be effective without the CRA's expressed written joinder and consent. The CRA may also amend these covenants at any time prior to that date, by the recordation of an amendatory instrument in the public records of Duval County executed by the Developer.

### Disputes

In the event there is any dispute as to the interpretation of the covenants of whether the use of the committed property or any portion thereof complies with the covenants, such disputes shall be referred to the CRA. A determination by the CRA with respect to any dispute shall be final and binding on all parties concerned.

### Invalidation

The invalidation of any provision or provisions of these guidelines by lawful court order shall not affect or modify any of the other provisions of these guidelines, which other provisions shall remain in full force and effect.

APPENDIX B

DESIGN GUIDELINES  
FOR  
CITY OF JACKSONVILLE BEACH  
SOUTHEND REDEVELOPMENT AREA

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## TABLE OF CONTENTS

- I. Introduction
  - A. General
  - B. Preliminary Review
  - C. Approval
- II. Stormwater Retention
  - A. General
    - 1. Treatment of Stormwater Runoff
    - 2. Impervious Areas
  - B. Clearing and Grading
  - C. Stormwater Drainage
- III. Site Furnishings
  - A. General
  - B. Location
  - C. Style
  - D. Signs
  - E. Maintenance
- IV. Utilities
  - A. General
  - B. Solid Waste
  - C. Underground Utilities
  - D. Utility Screening
  - E. Utility Connection
- V. Site and Open Space Amenities
  - A. General
  - B. Landscaping
  - C. Irrigation
  - D. Buffer Zones
  - E. Walkway Standards
  - F. Open Space
- VI. Parking and Driveway Requirements/Setbacks
  - A. General
  - B. Vehicular Parking Stalls
  - C. Driveway Design Criteria
  - D. Setbacks
  - E. Parking Structures (if applicable)

VII. Recreation Elements, Linear System Coordination, Location, and Design Standards

- A. General
- B. Passive Open Space
- C. Linear Open Space
- D. Active Recreation Open Space

VIII. Lighting

- A. General
- B. Street Lighting
- C. Style
- D. Pedestrian Lighting
- E. Building Area Lighting
- F. Architectural Lighting
- G. Safety

IX. Sign and Graphic Standards

- A. General
- B. Graphic System
- C. Commercial Land Uses - Retail and Hotel
  - 1. Entry Signs
  - 2. Internal Parcel Signage
  - 3. Building Envelope Signage
- D. Office
  - 1. Entry Signs
  - 2. Internal Parcel Signage
  - 3. Building Envelope Signage
- E. Residential

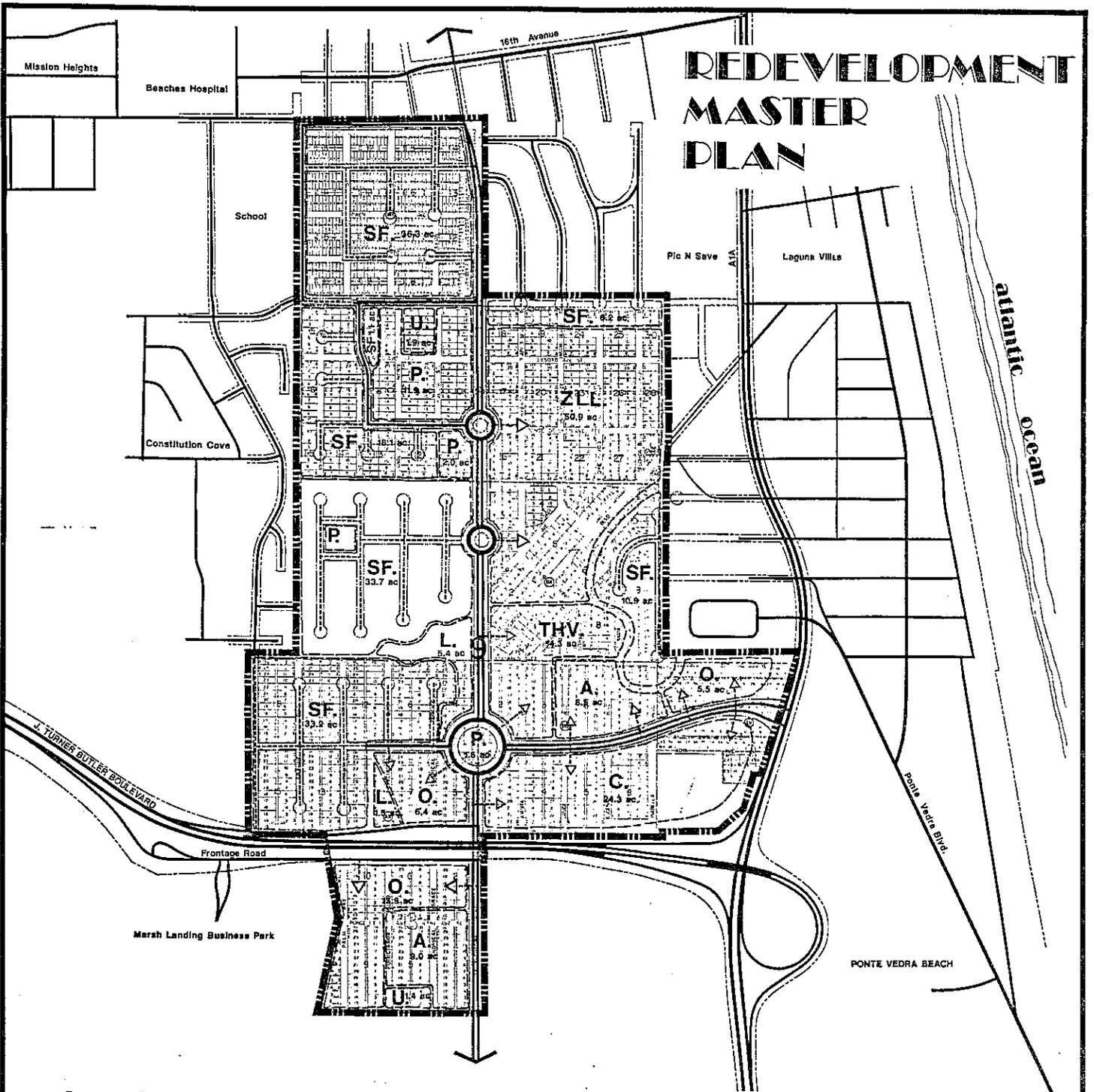
X. Street Hierarchy/Sidewalks

- A. Transportation

XI. Building Standards

- A. Commercial Retail
- B. Hotel
- C. Office
- D. Single Family Residential

# REDEVELOPMENT MASTER PLAN



## Legend

<b>SF</b>	SINGLE FAMILY	138.5 ac	<b>U</b>	UTILITY	3.3 ac
<b>ZLL</b>	ZERO LOT LINE	50.9 ac	<b>R.O.W.</b>	R.O.W.	27.0 ac
<b>THV</b>	TOWNHOMES/VILLAS	14.3 ac	<b>BUFFER</b>	BUFFER	9.9 ac
<b>A</b>	APARTMENTS	17.5 ac	<b>P</b>	PARK	16.6 ac
<b>C</b>	COMMERCIAL	24.3 ac	<b>L</b>	LAKE	6.9 ac
<b>O</b>	OFFICE	25.8 ac	<b>TOTAL</b>	<b>TOTAL</b>	<b>335.0 ac</b>



# Jacksonville Beach Southend Redevelopment

FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA

**BSH/PLANTEC**  
Architects & Engineers/Planners Economic Consultants

SECTION I  
INTRODUCTION

GENERAL

These guidelines are provided to assist in the planning and design of facilities that may be developed within the Southend Redevelopment Area by the Community Redevelopment Agency (CRA). Property owners should provide for their architects, engineers, landscape architects, and all other appropriate consultants, copies of the Development Guidelines for their use during the design of their project.

These standards seek to clarify and expand on the Southend Redevelopment Area Master Plan filed on behalf of the City of Jacksonville Beach Community Redevelopment Agency and set forth mandatory requirements and procedures.

The criteria presented in these development guidelines are not intended to take precedence over any rules, regulations, or requirements of any regulatory agency having jurisdiction over any of this property. The approval of the Redevelopment Agency shall not relieve the owner of the responsibility of complying with the rules and regulations of any governmental agency.

All improvements including (without limitations) clearing, grading, filling, buildings, auxiliary buildings, signs, walls, fences, exterior lighting, landscaping, driveways, pedestrian walkways, parking areas, and all alterations considered exterior to any building, shall require approval for their construction based on the development guidelines contained herein. It is understood that this approval will not be withheld unreasonably so long as the parcel owner has complied with the performance standards to the best of his ability. Each owner,

prior to commencing design work, should give particular consideration to existing topography, auto and pedestrian circulation, drainage, and the character of the adjoining property.

#### Preliminary Review

The owner or lessee of the parcel will consult with the Design Review Board (DRB) personnel during the early stages of their planning process at appropriate periodic intervals prior to final submission of working drawings. It is understood by all parties that any verbal exchange between the parties is nonbinding and subject to the final review of complete construction documents. Predesign meetings can be scheduled for purposes of reviewing and explaining the Performance Standards.

Prior to the commencement of any clearing, grading, or filling of a building site, the owner of the building site must submit to the DRB two sets of a preliminary sketch of each building which the owner proposes to construct on the building site together with a site plan for the placement of all improvements which are proposed for the building site. Such sketch and site plans shall be prepared by a qualified registered architect, engineer, or landscape architect. The site plan must provide as a minimum a certified boundary summary, a topographic survey at one foot contour intervals, and a survey of trees over a four inch caliper that fall within the limits of construction.

#### Approval

Approval or disapproval will be given by the DRB within 30 days of receipt of written request by the owner for project review. Submittal items required will consist of two sets of architectural plans, specifications, site plans "showing building setbacks and buffers by dimensions", civil engineering plans of sewer, water and all other

utility facilities, civil engineering plans for all storm drainage and road construction, landscape plans, and signage plans.

Typical Phased Approval

Clearing and Grading Development - To proceed with these elements of site work, the DRB must receive two copies of a preliminary or schematic architectural sketch of each building which the owner proposes to construct on the site, together with a site plan (with all required dimensions) for the building site, both prepared by qualified, registered landscape architects, architects, or engineers for that specific building site. No such clearing, grading, or filling shall be commenced until the DRB shall have approved, in writing, the owner's preliminary or schematic building sketch and site plan.

Construction of Improvements, Alteration, or Reconstruction of Existing Facilities - To proceed with this phase, the owner must submit to the DRB two sets of complete architectural plans and specifications (including a three dimensional architect's rendering of each building) for all such construction, materials, exterior paints samples and overall color scheme, complete site plans (drainage, sewer, water, grading, and roads), square footage of proposed improvements, and construction schedule.

SECTION II  
STORMWATER RETENTION

GENERAL

All property shall be developed to maximize the amount of stormwater runoff which is percolated into the soil and to minimize direct overland flow and collection. Development of a parcel cannot incorporate drainage into the existing stormwater management system for the Redevelopment Area unless such discharge meets an approved rate and water quality standard. Drainage facilities and retention lakes should be strategically located throughout the site in order to handle a designated amount of runoff and meet all governmentally imposed stormwater runoff requirements and standards. Any additional means of drainage collection must meet all governmental requirements before discharging off-site or connecting into a main system. The method of discharge, quantity and quality must all be approved by the City of Jacksonville Beach. Specific guidelines for treatment of stormwater runoff are as follows:

Treatment of Stormwater Runoff

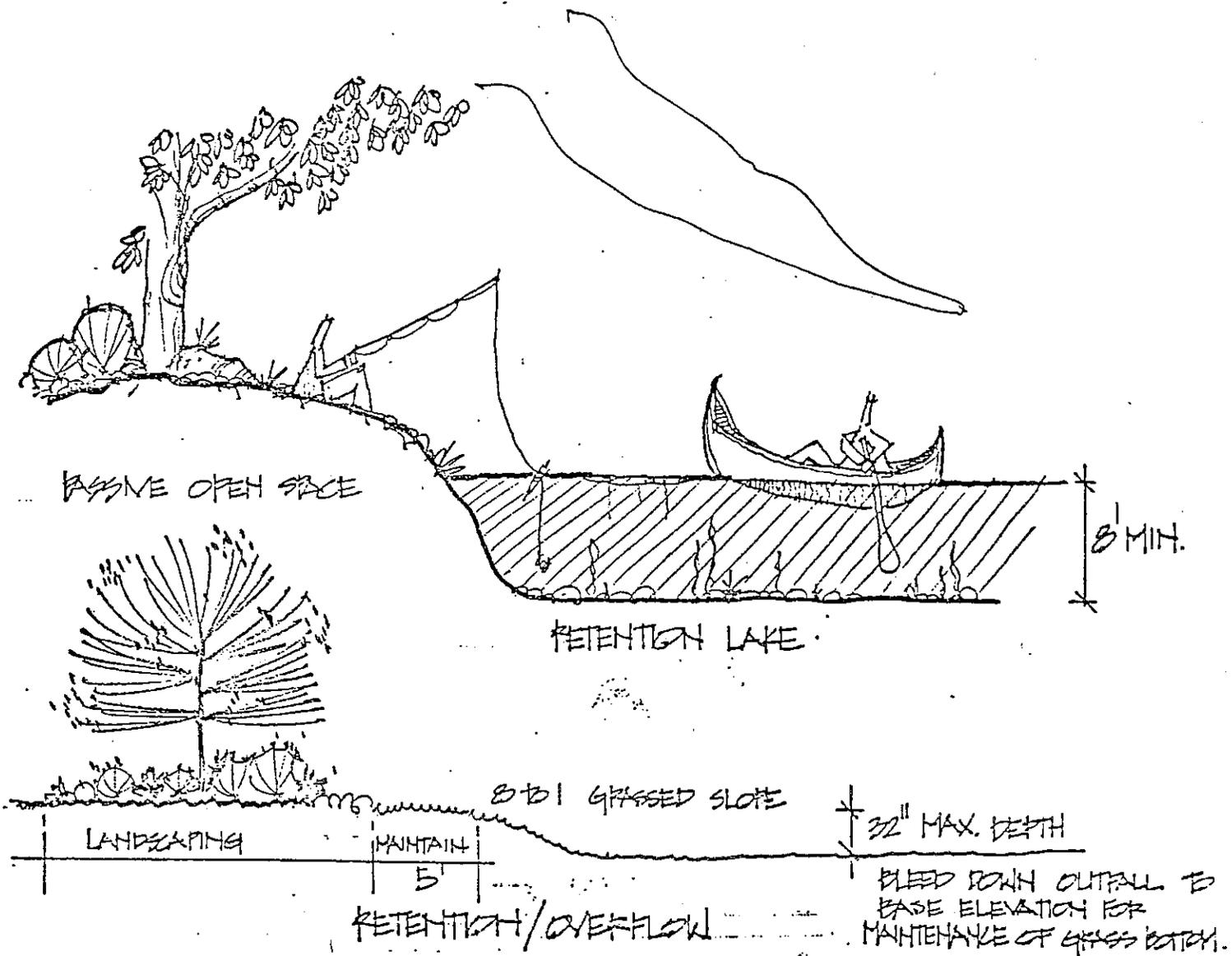
All drainage facilities shall include special engineering design features to remove oils, suspended solids and other objectionable materials in stormwater runoff to meet governmental stormwater runoff requirements and standards.

Stormwater Runoff: Impervious Areas

The first one inch of rainfall will be retained on-site. In addition, the difference in runoff between the pre-developed and post-developed 25-year, 24-hours storm will be detained via detention ponds and infiltration trenches.

Positive overflow drainage shall be provided from all detention areas for stormwater runoff which exceeds the twenty-five year, twenty-four hour storm. Other natural drainage systems will require review and approval from appropriate jurisdictional agencies.

Adequate areas for the collection, percolation, detention and overflow drainage shall be provided for and landscaped.



## CLEARING AND GRADING

Site grading must recognize existing drainage patterns while functionally solving drainage problems that may exist from ground plane alterations during construction. Likewise, site grading must be sympathetic to existing land form while providing appropriate transition of architectural elements to grade. Site grading must also provide for an uninterrupted flow of vehicular and pedestrian traffic through the development. The plan must direct and provide adequate flow of surface runoff to catch basins while gracefully contouring the land to blend with existing conditions with the boundaries of the site.

Sensitive use of site grading, as well as being functional, can provide much aesthetic quality to the development to include the following: rigid architectural lines; provision of private spaces; and screening objectionable views.

The solution of functional problems integrated with aesthetic considerations will result in a graceful, unforced appearance to the site. For example, gentle mounds may be created to serve as a buffer or act as a screen element while directing water to a catch basin; a sunken play area may be useful in creating a sound buffer; lowering the profile of play equipment from obstructing view while creating a safe, controlled area in which children can play.

Proportion and scale are important design considerations in site grading. Mounds that are built too large or are too numerous for the space will result in a chaotic or unnatural feeling. Likewise, large expanses of flat, open area may be monotonous and uninteresting.

Every attempt must be made to preserve existing plant material. Appropriate measures shall be taken to ensure that the grade from the

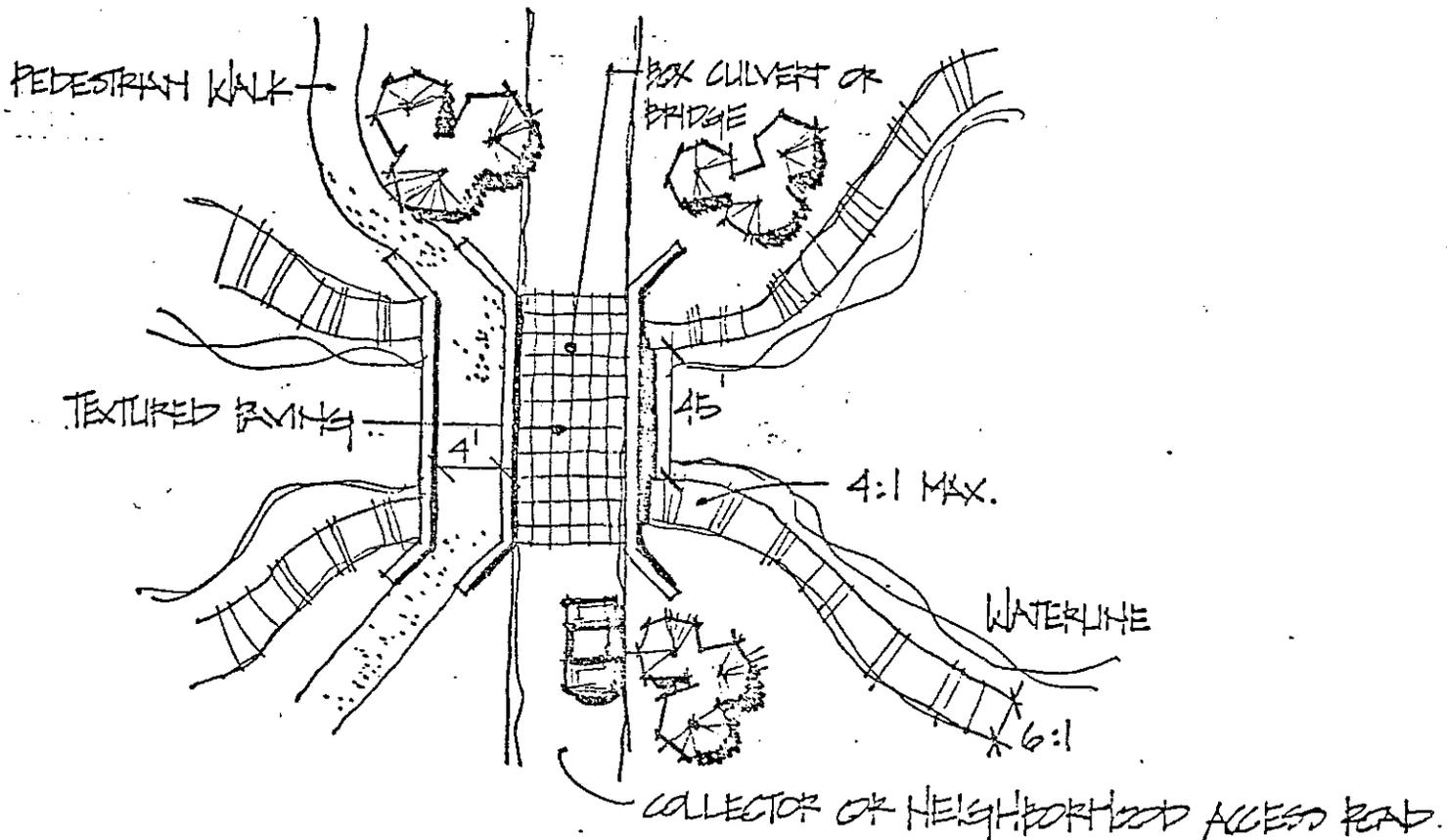
base of remaining tree trunks to the drip line of the branches remains intact without cut or fill.

### STORMWATER DRAINAGE

An extremely important feature of any development is the functional and aesthetic treatment of stormwater retention/detention.

A major stormwater management tool used in any scale development is lakes and ponds that will provide stormwater retention. While these lakes play a vital role in the drainage system, they also have the added benefit of providing major open space for the development. The lakes, even though created by man, must appear in every detail as natural as possible. The following minimum design criteria should be used:

1. A minimum surface water width at any one point should be forty-five feet. Lakes shall vary in size and configuration, and this minimum distance should only exist when the water body must pass under a roadway.



2. Depth of the water shall be a minimum of eight feet to ensure proper flow and weed control.
3. Side slopes along the lake edges of both the water lines shall be a four to one slope maximum.
4. All lakes shall have provisions for maintenance.
5. Drainage swales shall be constructed when needed to handle runoff in preference over culverts.
6. Swales shall be developed with natural landscape materials rather than being excavated with paved concrete drainage features.
7. The appearance of culverts passing under roadways shall incorporate natural materials such as rock or treated wood.
8. Ample catch basins shall be provided and placed in areas that are least obviously visible.
9. Soaking pits should be incorporated into catch basins to filter out sediments from the underground drainage system.

SECTION III  
SITE FURNISHINGS

GENERAL

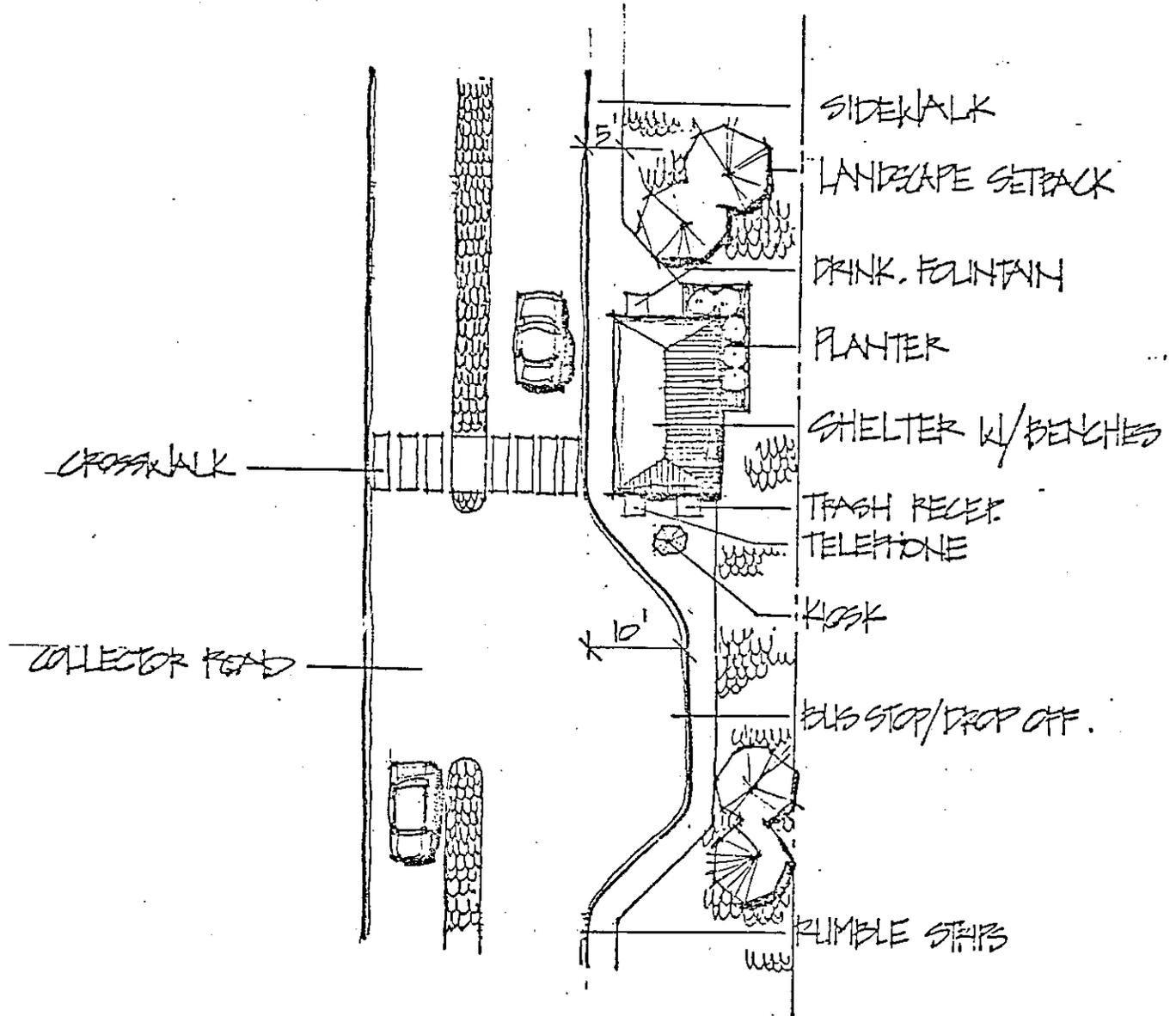
The Community Redevelopment Agency, in order to provide for pedestrian circulation and to provide a pleasant environment for pedestrians within the Redevelopment Area, will encourage developer installed site furniture within the site consisting of such items as:

- |                      |                                 |
|----------------------|---------------------------------|
| o Benches/tables     | o Letter boxes                  |
| o Curb stops         | o Shelters                      |
| o Trash receptacles  | o Information graphics          |
| o Planters           | o Public telephones             |
| o Drinking fountains | o Rumble strips and cross walks |
| o Water features     | o Bollards                      |
| o Sculpture          |                                 |

Site furnishings will be located within the landscape setback or right-of-way based on practical and functional requirements. Selection and application of site furniture must be properly coordinated with the architectural and site design.

LOCATION

Site furnishings and hardware may also be located in parks, medians, buffer zones, rights-of-way and so forth as necessary and appropriate. Community features such as letter boxes, information graphics, public telephones and shelters may be placed in appropriate locations as a community service.



STYLE

Site furnishings and hardware installed shall be appropriate to the architecture of the structure and any paving materials.

SIGNS

Stop signs and other posts being placed by an owner on his site shall be installed at owner's expense and shall match the existing

traffic regulatory signs and/or others in the Redevelopment Area rights-of-way.

MAINTENANCE

Maintenance of all site furnishings shall be the responsibility of the property owner and are to be maintained in good condition, presenting a neat appearance and providing safe use.

## SECTION IV

### UTILITIES

#### GENERAL

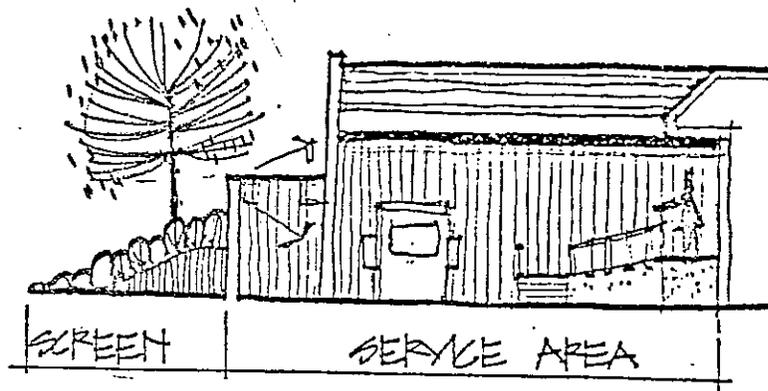
It is the intent of these standards that all utilities and services be provided with a minimum aesthetic impact to the environment.

Concealed, underground, screened and landscaped facilities are to be considered standard applications for all utilities services such as power, water, sewage disposal, collection storage and communications.

#### SOLID WASTE

1. Location of Containers - Solid waste receptacles will be located in an exterior service area adjacent to buildings, in commercial office and multi-family areas. The exterior locations will be screened with a material compatible with building design and color as well as complementary landscaping.
2. Collection - To the extent possible, collection times will be established for a period of the day not concurrent with peak hour traffic.
3. Collection Areas - Collection areas and equipment used in connection with solid waste and refuse shall be adequately screened and shall not be located any closer than fifteen feet from the front property line and shall not be located forward of the front building line.

4. Solid waste shall be picked up by the collection service from the designated collection area.



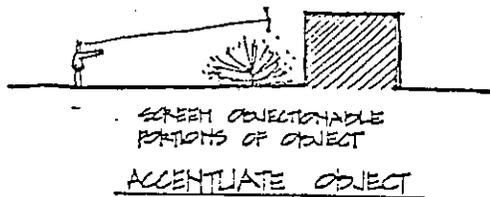
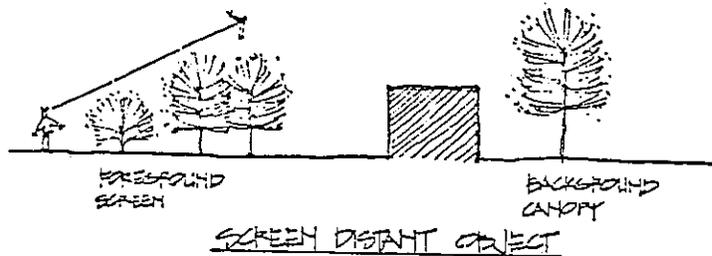
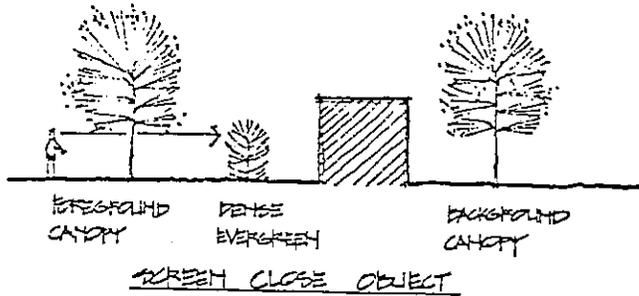
#### UNDERGROUND UTILITIES

All electrical service under 120 kv. and telephone service, as well as any other wired services such as television cable, shall be located underground and brought into the site from the nearest available source. Such source location shall be coordinated with, and approved by, the DRB. The parcel owner shall be responsible for the cost of such underground service when not provided for by the utility company.

#### UTILITIES SCREENING

All electrical, telephone, television, radio transmission equipment, meters, junction boxes and other utility/auxiliary equipment that cannot be reasonably located underground shall be adequately screened from view from any public street or adjacent property as prescribed within these guidelines.

## SCREENING PRINCIPLES



## UTILITY CONNECTIONS

Utility equipment, such as meters and other necessary equipment, shall be located interior to the buildings with access provided to the utility companies in a manner sufficient to facilitate their needs. Antennas, air conditioning equipment and other additions to the structure are not permitted unless specifically provided for in the architectural plans approved by the DRB.

All electrical, telephone, televisions, radio transmission equipment meters, junction boxes and other utility/auxiliary equipment

that cannot be reasonably located underground shall be adequately screened from view from any public street or adjacent property as prescribed within these standards.

Any required removal and replacement of existing improvements such as curbing, paving, grade lines, landscaping and back filling located within a public road right-of-way or on the property of other owners with respect to the construction of an installation of utilities, driveways and sidewalks shall be replaced to its prior condition or a condition acceptable to the DRB.

SECTION V  
SITE AND OPEN SPACE AMENITIES

GENERAL

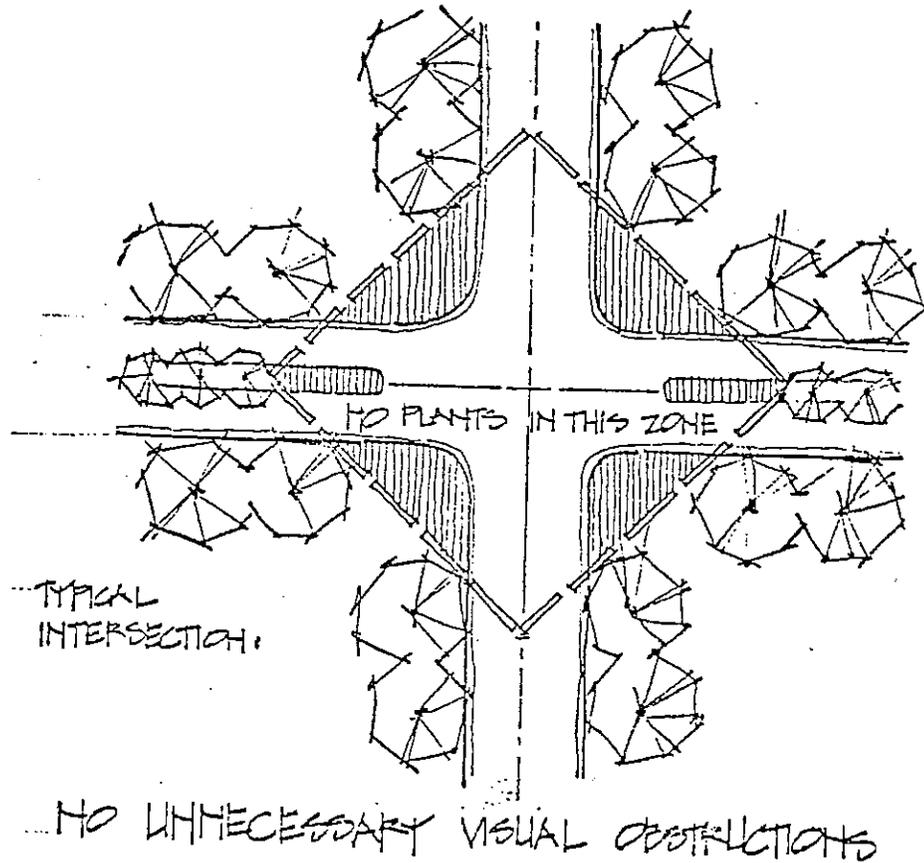
Site planning should be sensitive to jurisdictional wetlands/vegetative areas and naturally occurring low areas that may be utilized for retention. These areas should remain in their natural vegetative cover as much as possible and should be utilized as buffers between adjacent land uses or adjacent parcels. All parcels shall have green buffer areas separating adjacent land uses and similar adjacent parcels. These buffers will utilize either existing vegetation/preserve areas or will be enhanced by landscaping within deeded easements for buffers.

LANDSCAPING

Compatibility of landscape design shall be achieved by the repetition of certain plant varieties and other landscape materials throughout the parcel and by integration with adjacent site designs. These terms and conditions are the minimum requirements intended to promote and maintain the aesthetic character of the area and shall apply to all planted material.

The conditions for landscaping set forth in these development guidelines are minimum requirements and should not be construed to prohibit the use of creative design and imagination in landscape planning. Under no condition shall landscaped areas be designed to standards which will not meet existing local landscape ordinances.

Plant material of more than 2-1/2 feet in height or trees with canopies lower than eight feet are prohibited in the triangular vision zones at intersections.



The parcel owner shall be responsible for the design, installation and maintenance of landscape material in accordance with accepted commercial-planting procedures by qualified personnel using quality plant materials. The landscape plans and specifications shall be prepared, signed and sealed by a registered professional Landscape Architect licensed to practice in the state of Florida.

Existing trees: Every effort shall be made to retain existing trees. A tree survey of the site showing location, size and type of all existing trees over four inches in caliper d.b.h. shall be prepared for application to the Association for site plan approval.

Landscape Requirements: Landscape plant material shall be hardy to the Jacksonville Beach area with a minimum quality of Florida Number 1 per Florida Grades and Standards for nursery plants.

Definitions: Shade trees - Size at time of planting shall not be less than 8' - 10' height with a 1 3/4" caliper d.b.h. mature canopy spread shall be not less than 15'.

Screening tree - Evergreen tree size at planting shall not be less than 6'-8' height with a 1-1/2" caliper d.b.h. for each trunk. Mature canopy spread shall not be less than ten feet.

Screening hedge - Evergreen shrub, no less than 18" height at time of planting. To obtain 100-percent capacity in a period of two years.

#### IRRIGATION

All planted and sodded areas throughout the development shall be provided with an automatic underground irrigation system utilizing risers or pop-up heads where feasible and providing 100 percent coverage.

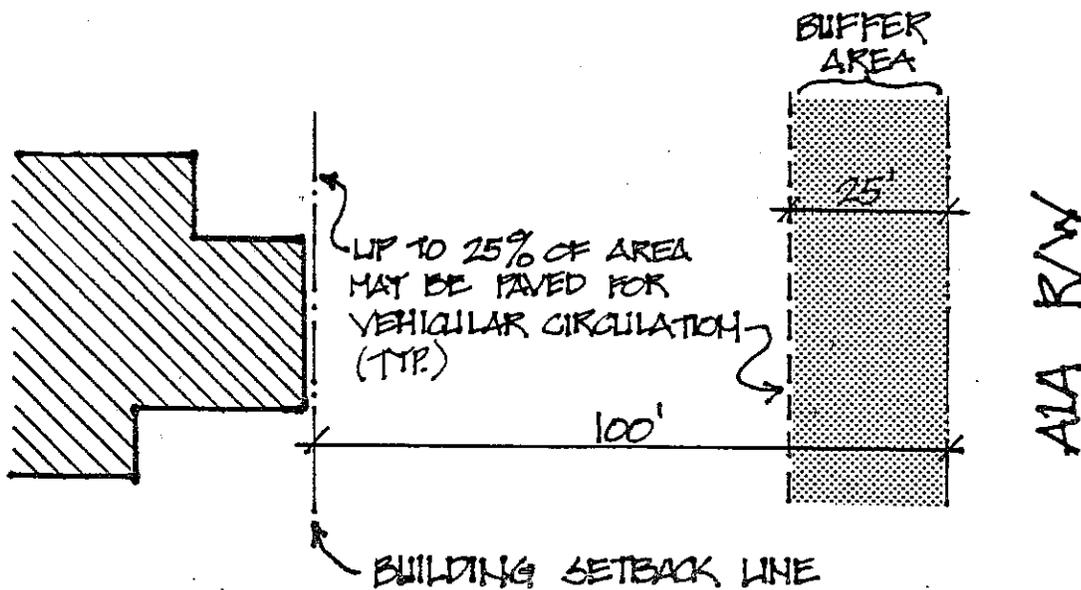
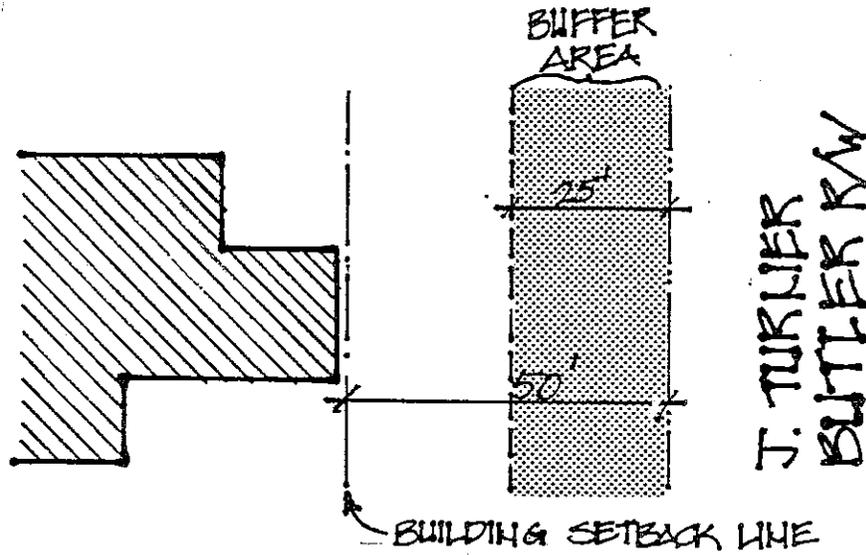
Irrigation water may be either city water or from a well. Shallow wells shall have filtration as required to remove dissolved solids which may stain or discolor finish materials.

#### BUFFER ZONES

Buffer areas may only be used for landscaping, retention ponds, and utilities as required. A 15-foot buffer shall be provided along all parcel boundaries not adjacent to a public right of way.

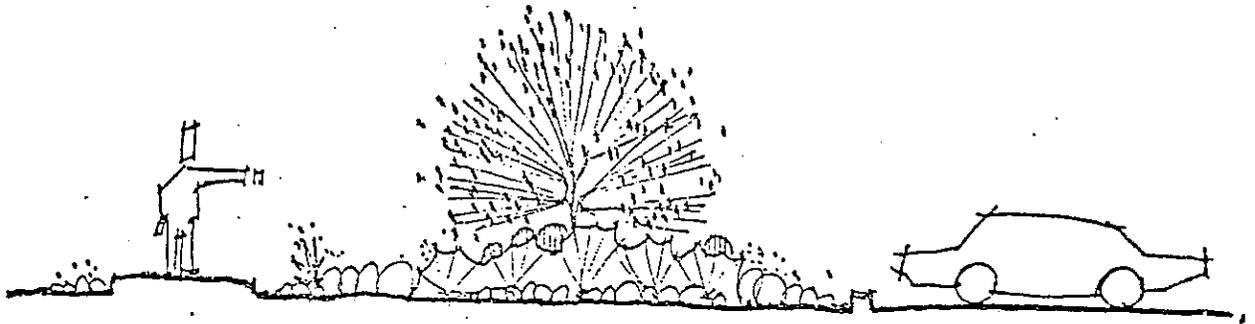
The 25' buffer area along roadway right-of-way shall be provided along all right-of-ways within the project and on the perimeter where it is adjacent to right-of-ways.

Additionally, there will be a 50-foot building setback from J. Turner Butler Boulevard right-of-way and a 100-foot building setback along A1A. Twenty-five percent of the area in between the "buffer zone" and the "building setback" may be used as vehicular use area for circulation only. No parking is allowed in this "in-between" zone. Parking is allowed only behind the building setback line.



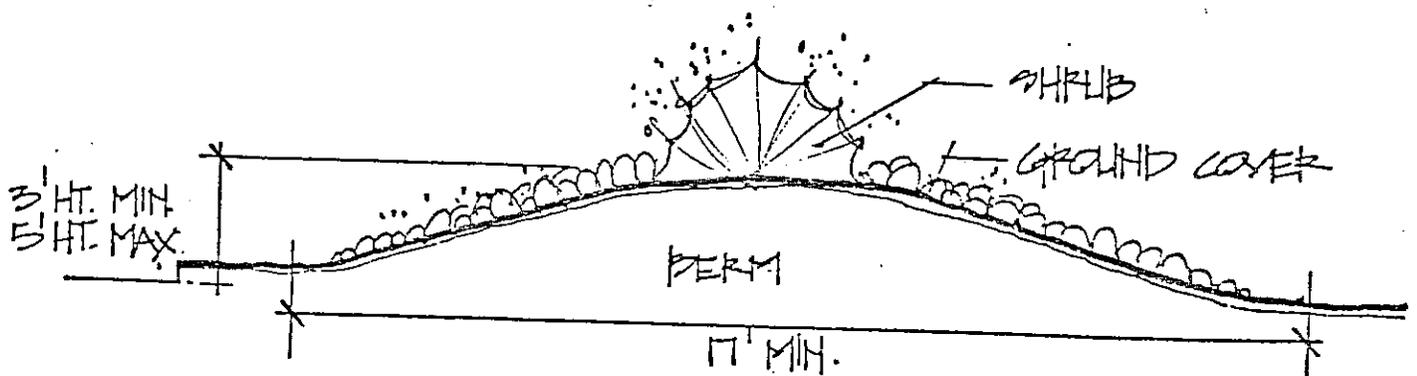
The buffer area along roadway right-of-ways shall be landscaped as described on the following pages.

1. The buffer area along rights-of-way shall be used to screen parking lots and drives.



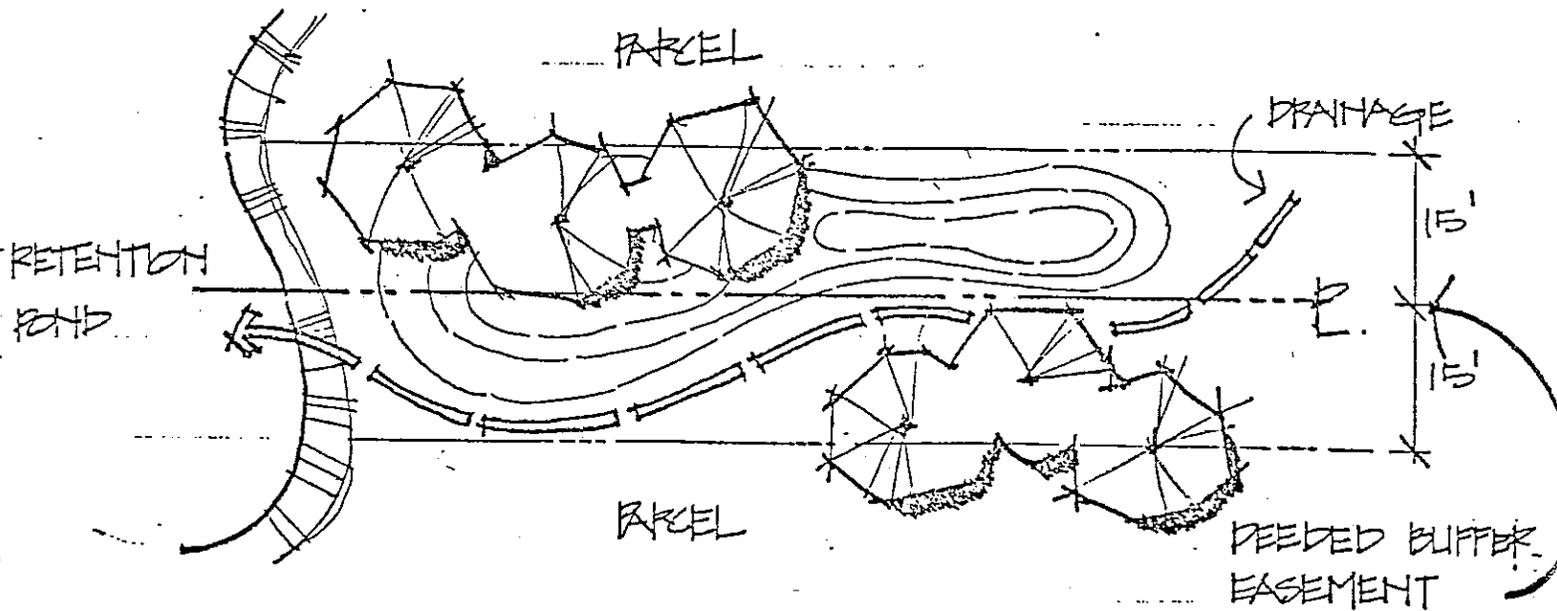
## PLANT MATERIAL AS A VISUAL BUFFER

2. Landscaped earthen berms shall be no more than five feet and no less than three feet higher than the adjacent parking lot or street. In cases where one (street or parking lot) elevation may be higher than the other height of the berm is to be measured from the higher of the two. Berms shall be landscaped such that no less than thirty percent of the raised area planted is a combination of trees, shrubs hedging and/or groundcovers; the remainder to be sodded. The berms shall be constructed in a curvilinear manner to present a natural, attractive appearance from the street.



3. Hedges shall be augmented by mixed small shrubs as facers or groundcovers planted in curvilinear beds so as to present an attractive appearance from the street.
4. In all cases, this buffer area shall be planted with no less than one street tree of approved variety and size for every 25 feet along a berm, hedge or buffered area.

The landscape treatment of 15' buffer areas between adjacent parcels shall be landscaped as follows:



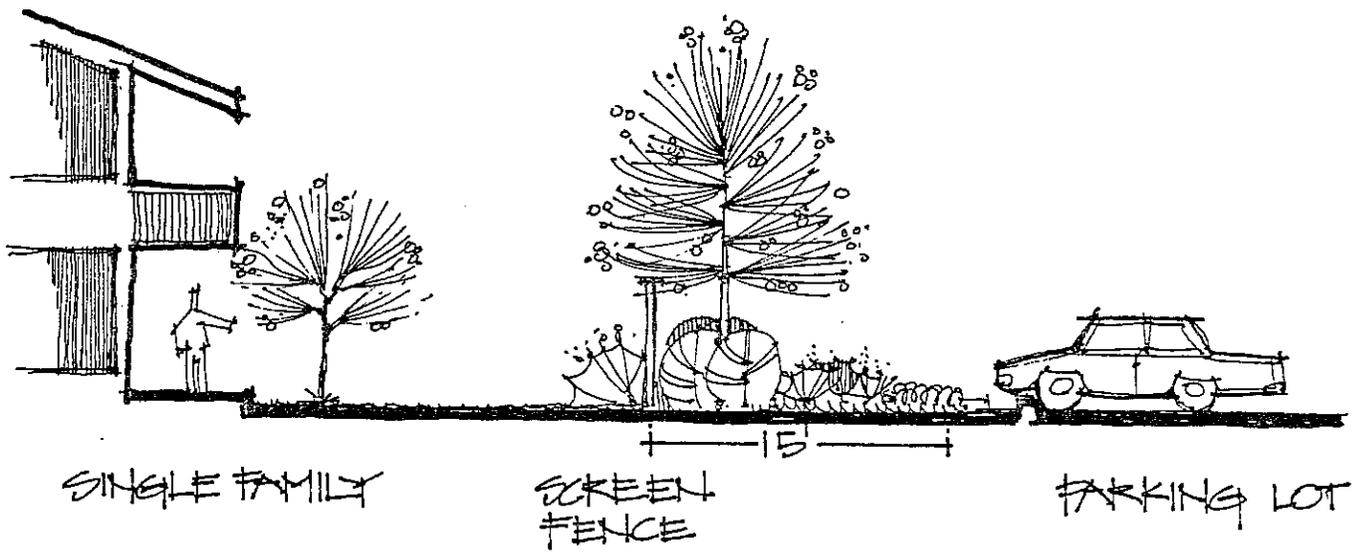
1. A berm or hedge shall be located in a fashion to extend the length of the entire common line, except when such a berm or hedge obstructs the vision and safety of vehicular or

pedestrian traffic. In such cases, the berm or hedge shall not be required in the area for vision or safety.

2. The design of berms or hedges erected in this area shall be curvilinear and the landscape treatment shall be equal on both sides of the feature. Trees shall be placed within the easement area along with hedges or berms and no less than one tree per fifty linear feet of common property; tree groupings are encouraged.
3. Hedges in the buffer area shall be a minimum of two feet in height immediately upon planting and shall be planted and maintained so as to form a continuous, unbroken, solid visual screen within a maximum of one year after planting. Hedges shall also be arranged in a curvilinear manner, with no straight linear runs in excess of 100 feet.
4. In the event that one parcel is developed prior to development of the adjacent parcel, the owner who first develops his building site shall have the following options:
  - a) Sodding or otherwise landscaping the buffer area and maintaining said area until such time as adjacent development occurs. At or before such time as a site development plan for the adjacent parcel is submitted, the aforementioned initial owner and the owner of the adjacent parcel shall, between themselves, prepare a site development plan delineating the adjoined buffer areas. Should said areas be developed as a common entry between the adjoining parcels, the requirements for berm or hedge shall be waived and the area shall

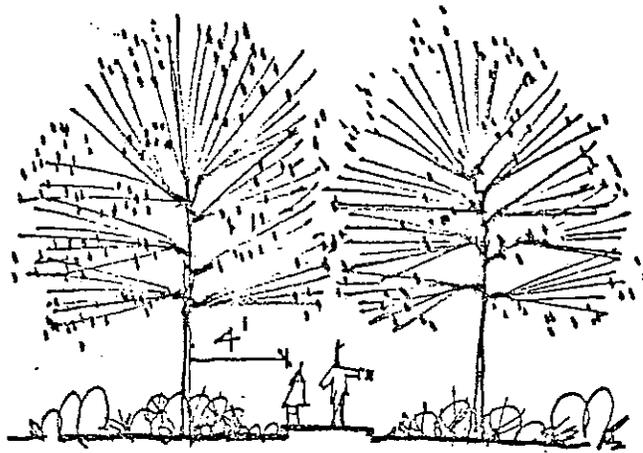
be landscaped as a parking lot median. The cost shall be shared on an equitable basis between the two owners.

- b) Installing a landscaped berm or hedge within the buffer area.
- 5. In the event that subsequent construction activities on a second building site destroys or damages all or any part of this area, the owner of the second parcel shall be responsible for restoring said berm, hedge or native vegetative communities to their original condition.
- 6. In cases where any type of residential parcel is adjacent to a commercial or office land use, or if a single family land use is adjacent to a more dense residential type, a six foot high screening fence shall be provided by the developer of the more intense use. Foundation planting on the less intense side of the fence along with required trees and landscaping on the more intense side of the fence shall be provided by the developer of the more intense land use.



## WALKWAY STANDARDS

A combination of canopy and intermediate trees are best used when planting a walkway that passes through open space since rigid control of traffic on this type of walk is not of prime importance. A planting should be an informal or natural arrangement with trees no closer than four feet from the walk. Tree species that do not have a low branching habit of growth or those that do but can tolerate pruning, should be used to ensure that pedestrians can use the walkway without interference from branches.

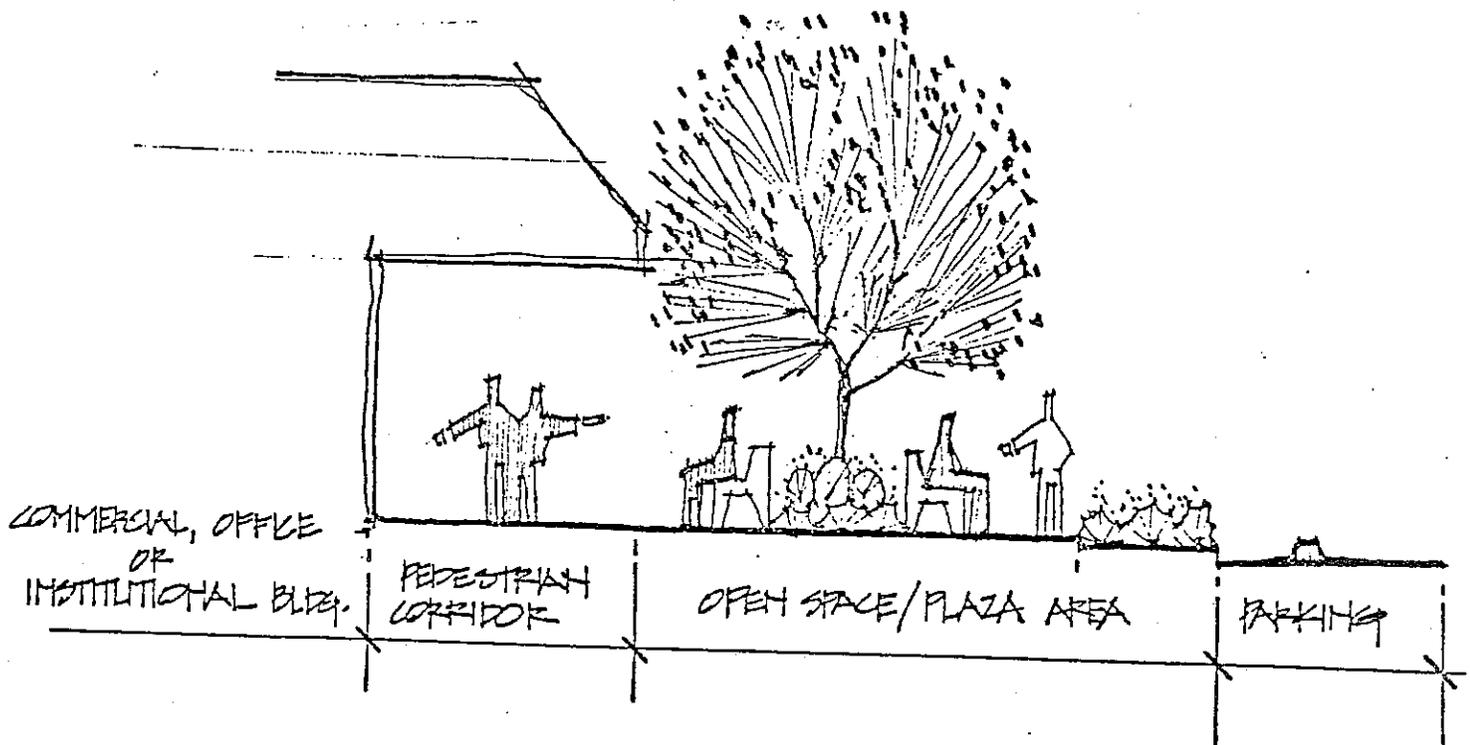


CANDY TREES

Walkways should function so that they permit the unrestricted, smooth movement of pedestrians to and from their chosen destinations. When plant materials are used in conjunction with walkways, they should reinforce the alignment. By doing so, pedestrian traffic can be controlled or directed so that the pedestrian does not stray from the walkway surface.

## OPEN SPACE

Non recreational open space shall be either designated plaza areas associated with building envelopes or green vegetated areas. Green open spaces may be utilized for grassy swales, grassy retention areas or other green vegetated spaces. These spaces shall be maintained as either mown grassy areas, a combination of grassy and landscaped areas or in a natural vegetative cover (ground litter, intermediate and native canopy vegetation).



Commercial and office land uses must have open space plaza areas associated with the building design. These spaces shall have hard, permanent paving, furnishing and landscaping conducive to outdoor pedestrian functions. These spaces shall be a minimum of 1.5 percent of the gross building square footage for office land uses. Commercial land uses shall have plaza areas that are a minimum of four percent of the

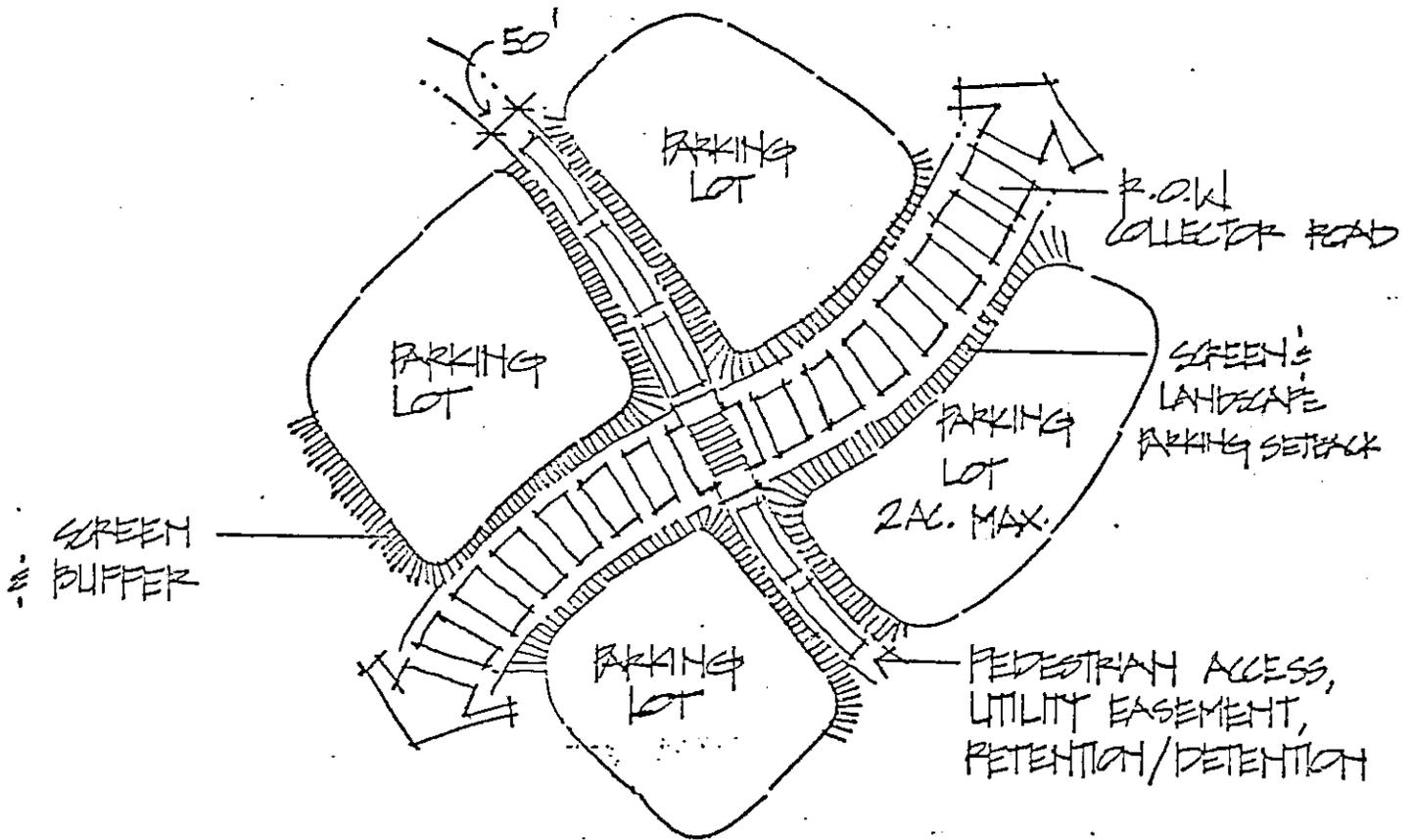
gross building square footage. This required plaza area does not include normal covered circulation walkways and other walks.

SECTION VI

PARKING AND DRIVEWAY REQUIREMENT/SETBACKS

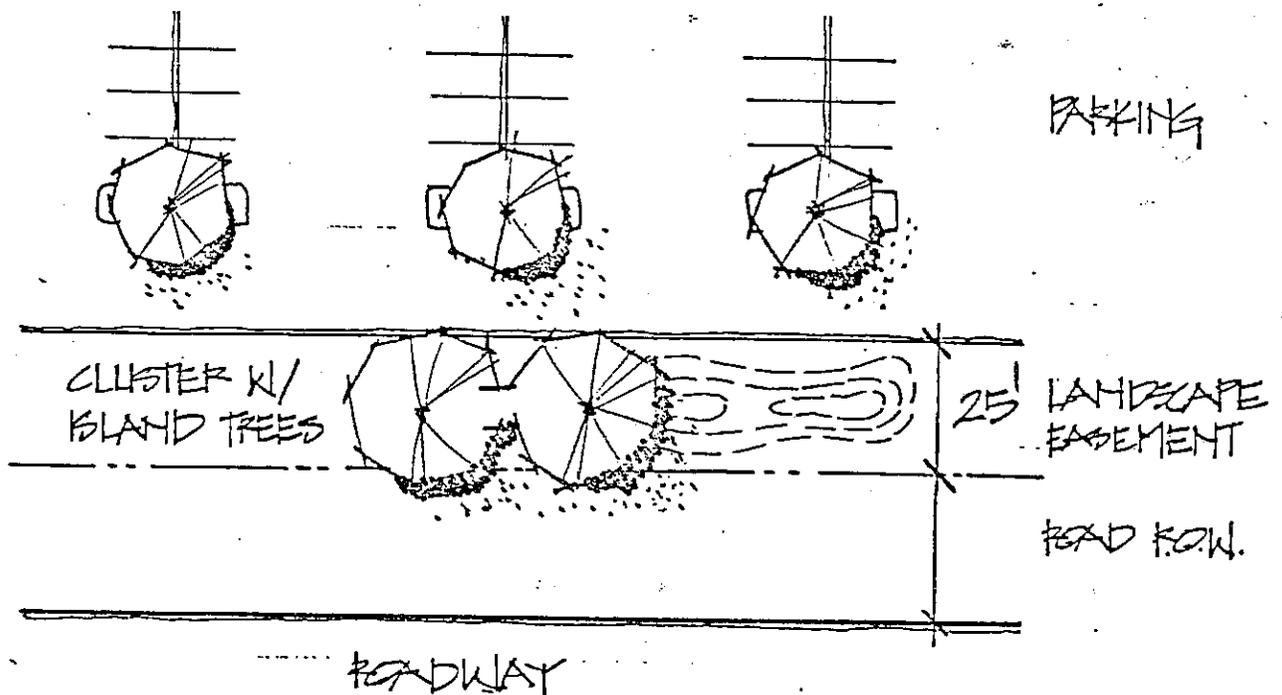
GENERAL

The overall concept for parking areas will be one of separating parking lots from each other, although multiple lots may serve one structure or purpose. Further separation of parking areas will occur through the use of landscape screening and berming along roadways providing parking lot access and through access.



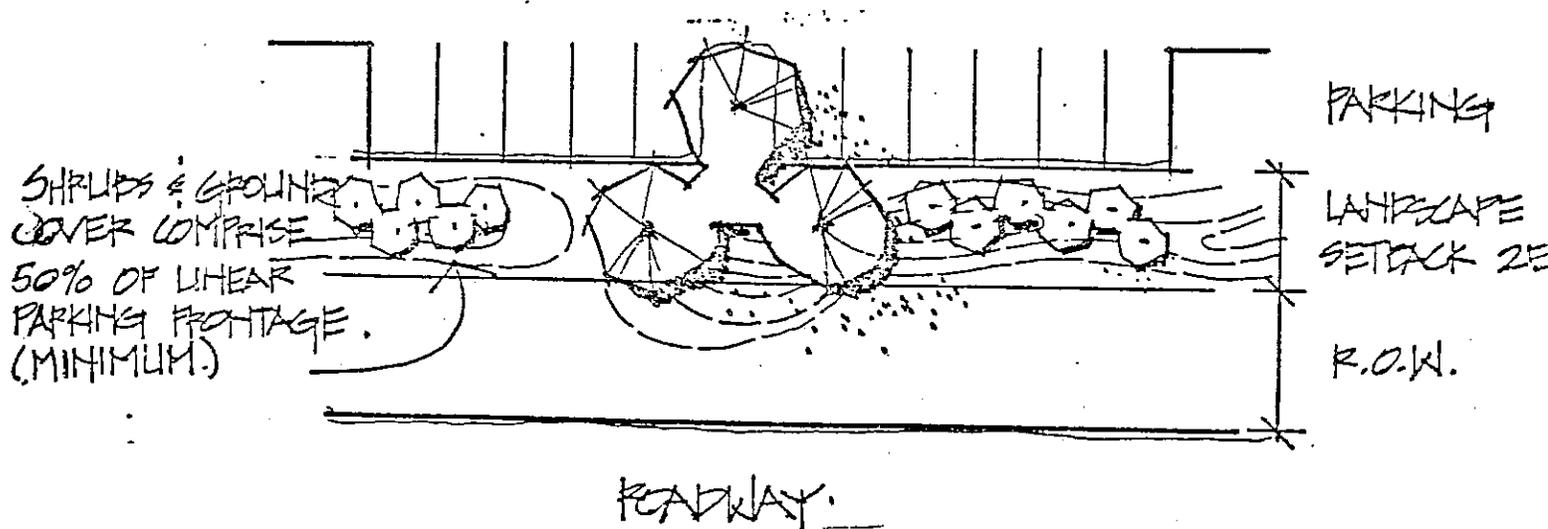
The maximum allowable continuous surface parking lot area shall be two acres in size including parking stalls, drives and required

landscaped islands. Parking lots shall be separated from each other by green spaces/buffer areas of a minimum width of 20 feet. This green area shall incorporate trees, landscaping, berms, walks, retention features and utility easements. All parking lots and drives shall be separated from access roadways, collectors and arterial road systems. This separation shall be a minimum of twenty-five feet from the roadway right-of-way line and will contain berming and landscaping. Berms shall be seventeen foot minimum at base and may be expanded into the roadway right-of-way so long as berm height does not exceed three and one half feet.



There shall be a continuous hedge around the parking lot to screen the parked cars from the street and from neighboring land uses. Shrubs and groundcover material shall comprise a minimum of 30% of the total

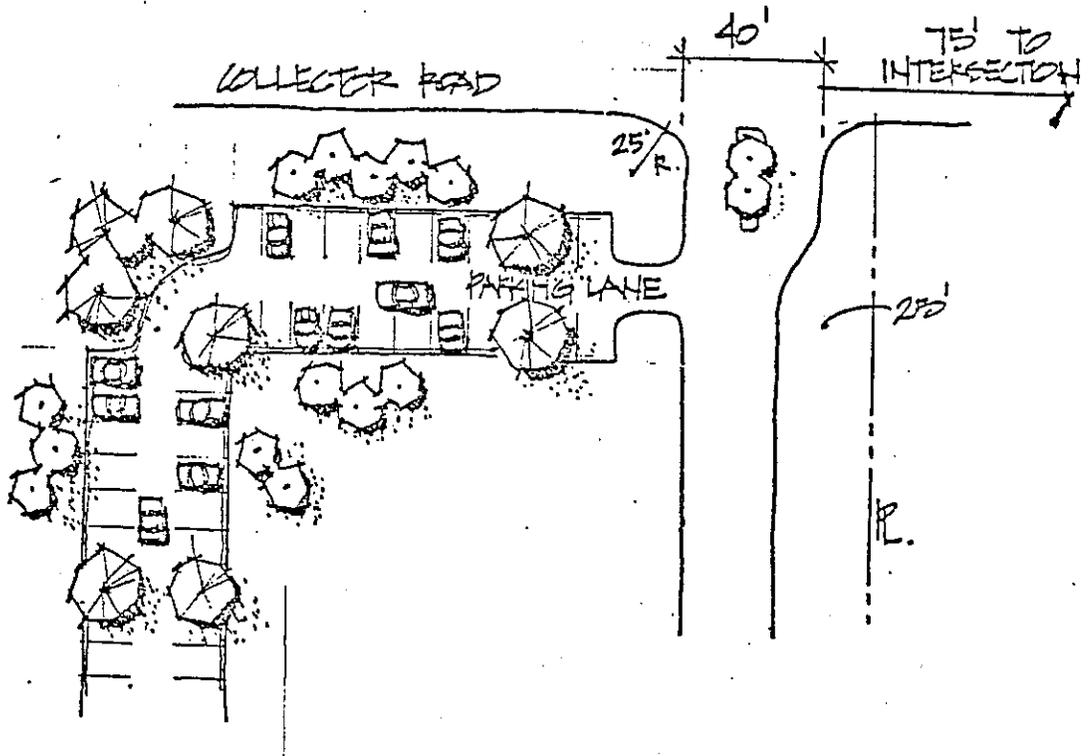
square footage within the 25 foot setback along the linear dimension of the street frontage of the parking lot. The landscaping/berm combination shall be a minimum of 3 feet and maintained at a maximum of 5 feet. One shade tree (see Section V.) shall be provided per 25' linear feet of frontage on to a public right-of-way and one shade tree per 50 linear feet of frontage onto adjacent land uses.



#### VEHICULAR PARKING STALLS

Vehicular parking stalls within each parcel shall be a minimum of 9.5 feet in width and eighteen feet in depth exclusive of the area required for access drives or isles. Parallel parking stalls shall be a minimum of nine feet wide and twenty feet in length. Compact car parking stalls shall be eight feet wide and sixteen feet in depth.

A landscaped indentation island shall be required for any parking row in excess of 95 (10 spaces) feet in length. An additional indentation shall be required for each additional 95 (10 spaces) feet of length or a majority portion thereof in any parking row. Indentations should be more or less equally spaced within any parking row. Parking

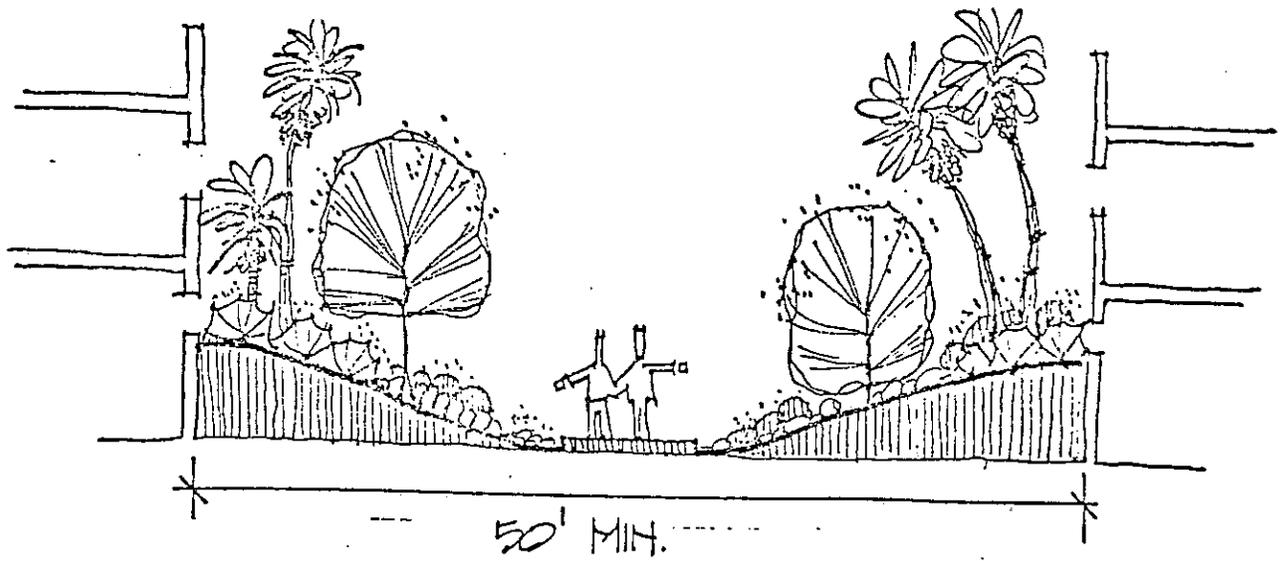


Entrance driveways shall have a minimum spacing of 75 feet between one outside curb line to the other outside curb line. Entrance drives shall be no closer than 75 feet to the nearest intersecting street and shall be a minimum of twenty-five feet from side or rear property lines.

Ingress and egress to the Redevelopment Area shall be limited and controlled. No curb cuts or continuation of right-of-ways will be permitted except for those point specifically shown on the plan.

#### PARKING STRUCTURES

These facilities shall individually provide no more than 100 cars per floor with a maximum height of three parking levels including ground level. Multiple parking structures may be utilized as require; however, all structures must be separated a minimum distance of fifty feet. All parking structures shall have berming and landscaping at the ground level perimeter. Spaces between consecutive parking structures shall be utilized for pedestrian and/or automobile circulation as well as provide the minimum landscape/berming standards.



SECTION VII  
RECREATION ELEMENTS, LINEAR SYSTEM COORDINATION,  
LOCATION AND DESIGN STANDARDS

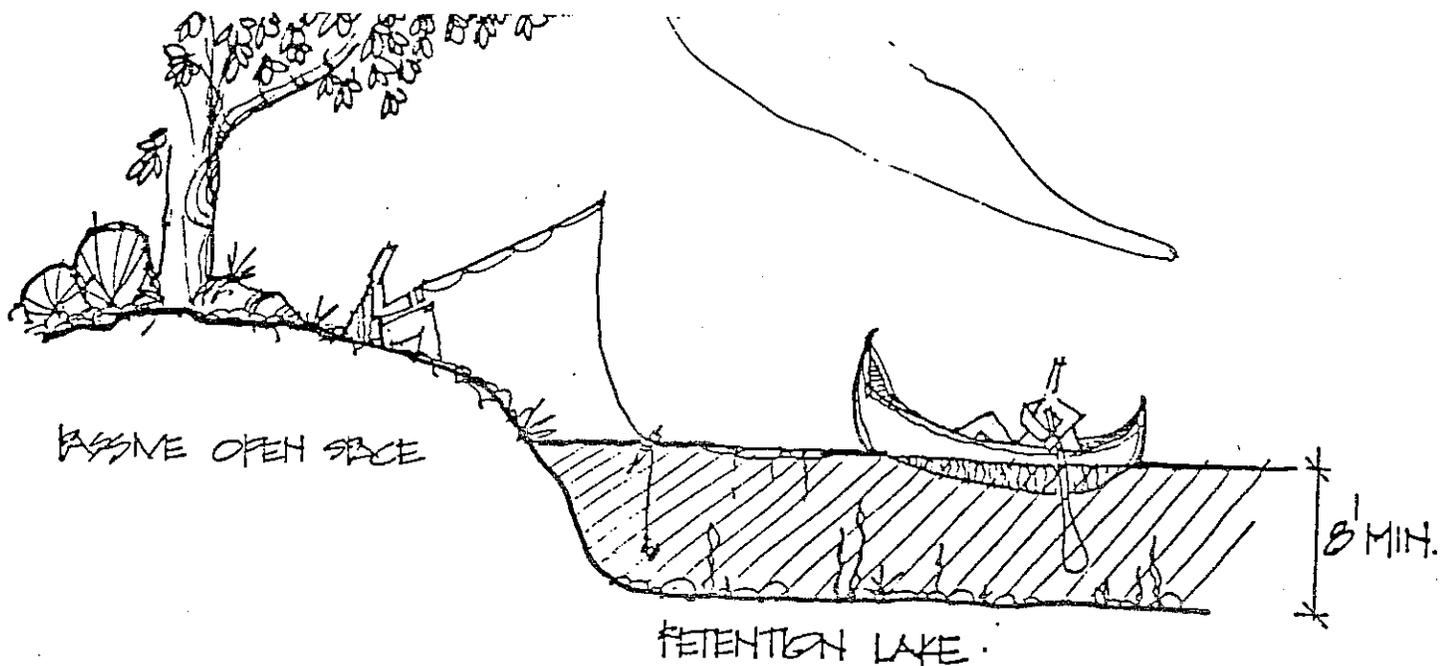
GENERAL

There are three basic types of open space/recreation systems.

1. Passive Open Space - lakes and natural area.
2. Linear Open Space - pedestrian and bike pathways.
3. Active Recreation - tot lots, tennis, racquetball, pools and clubhouses.

PASSIVE OPEN SPACE

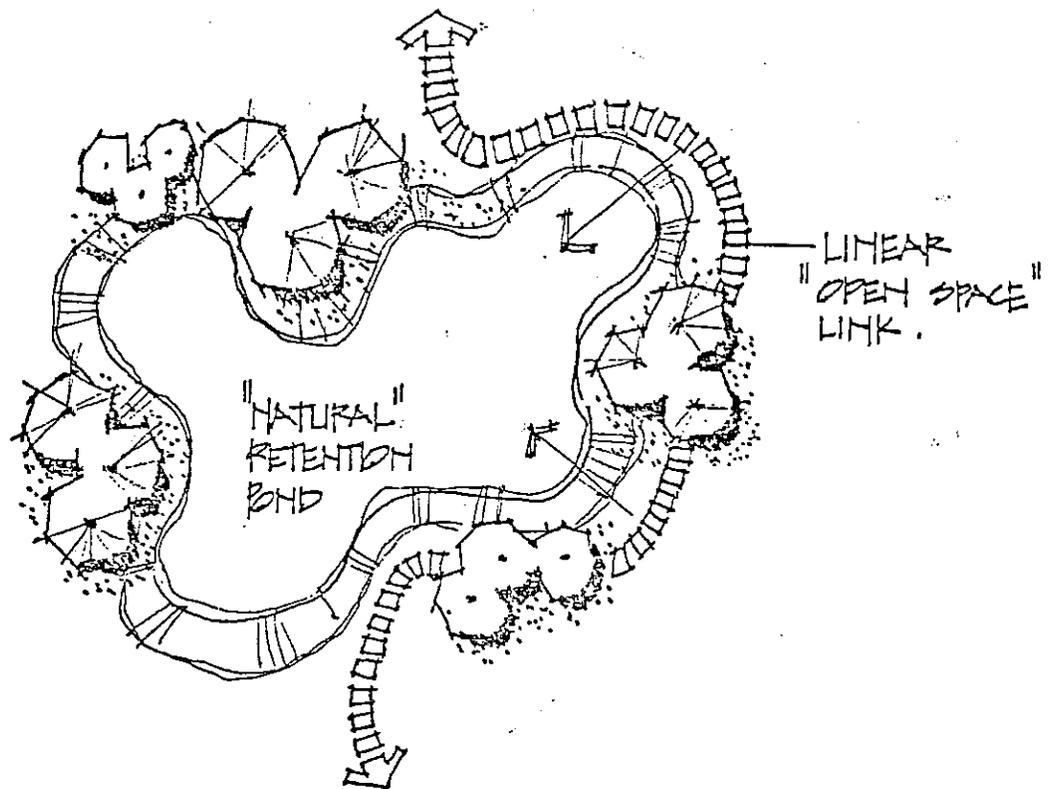
Stormwater retention lakes will serve as a predominant passive open space system. A lake system will serve passive activities such as fishing, model boat sailing, small boat sailing or canoeing; but most importantly, it should provide an environment that is conducive to quiet viewing and relaxation.



If lakes are planned within a parcel, they must appear as natural as possible, retaining existing vegetation along the shoreline when feasible and supplemented with landscape materials where necessary.

#### LINEAR OPEN SPACE

Linear open space consists of pedestrian and bikeways along roadways and pedestrian ways within a particular parcel. Roads with associated pavement, drainage swales, pathways and landscaped buffer zones can also be considered "open space". The design function of these open space elements is to provide linkages for travel between parcels, recreation areas and commercial facilities, as well as visual enjoyment when traveling along them and to serve as access to any commercial or recreational developments.

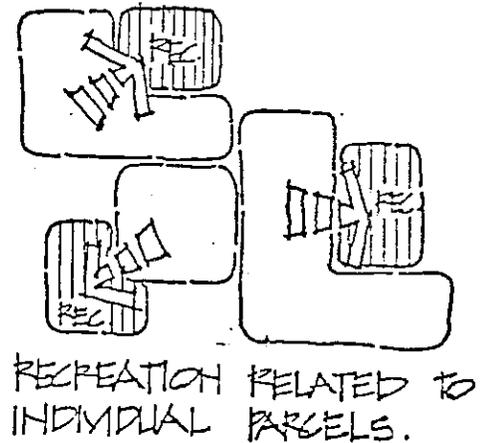


## ACTIVE RECREATION OPEN SPACE

Two basic options for the location of active recreation areas can be implemented. One approach is to provide a central public recreational/activity center (community park) for an entire area. The other is for an individual developer/builder to provide those recreational amenities within his particular parcel as part of his private facilities.



## PRIVATE NEIGHBORHOOD PARK



Certain recreational facilities such as children's play areas should be designed and built within an individual development. A clubhouse, swimming pool, tennis court and other court areas should be located in a central facility serving an entire development.

Community recreation areas should be located centrally within residential areas and linked to a pedestrian/bikeway path system. Planting, grade changes, timber walls and fences may help define the play area and help control the children's activity within that space. Plant material and earth berms may also reduce the noise level of the

area. Seating areas should be provided for adults watching their children. Multi-purpose fields may also be included within an active recreational open space. These fields could include such activities as soccer, football and other typically unorganized, active recreational activities.

## SECTION VIII

### LIGHTING

#### GENERAL

A compatible system of lighting for safety and security shall be provided by the installation of specified systems. These systems shall, by their design, color and function, blend to provide a safe environment for vehicles as well as pedestrian movements throughout the parcel.

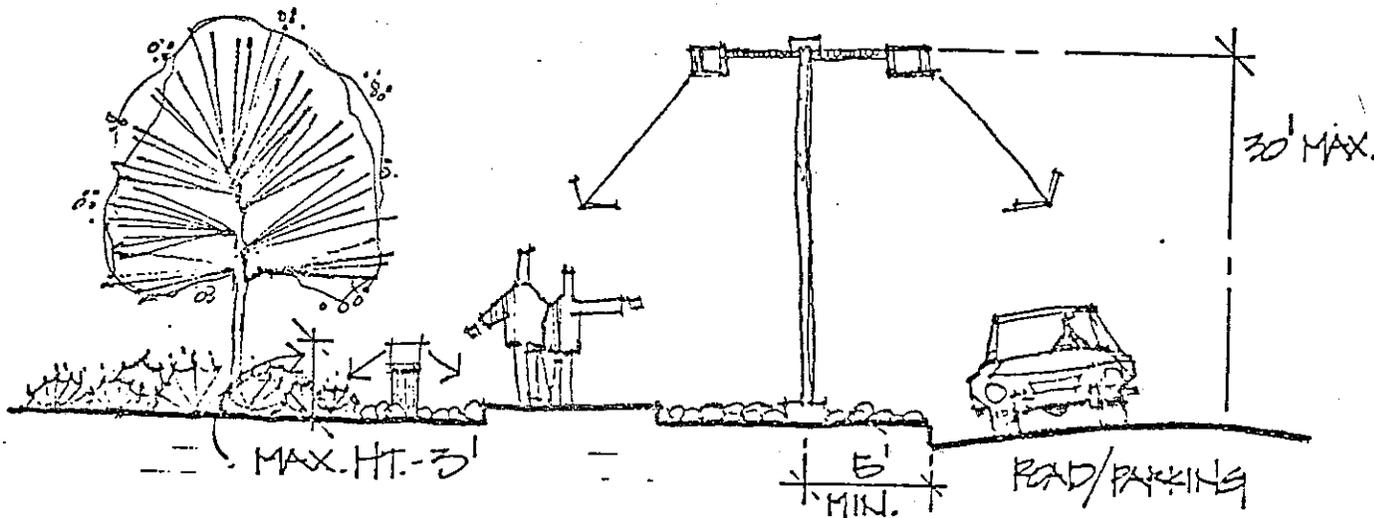
Special attention should be given by the owner to his specific needs as they relate to the security of his employees. Street lighting shall conform to city or county standards for levels of illumination.

#### STREET LIGHTING

Street lights shall be installed by the owner in the public rights-of-way and operated as an area maintenance expense or will be operated by some other governmental agency. Boulevard street lighting will be provided by double-headed light fixtures located in roadway medians for the purpose of providing a light at all median breaks.

#### STYLE

Lighting in parking areas will be of a uniform style throughout and consistent with the type of the lighting system on the public street system and shall be located in medians or other landscaped areas. All fixture poles and mounting hardware shall have a dark bronze finish.



### PEDESTRIAN LIGHTING

Pedestrian walkways shall be illuminated by street lighting or parking lot lighting where adjacent. However, a uniform walkway light system shall be used consistent with the style and design of the street and parking lot lighting system.

These light fixtures will be located along the walkways but in no case closer than five feet from the outside edge of the curb line.

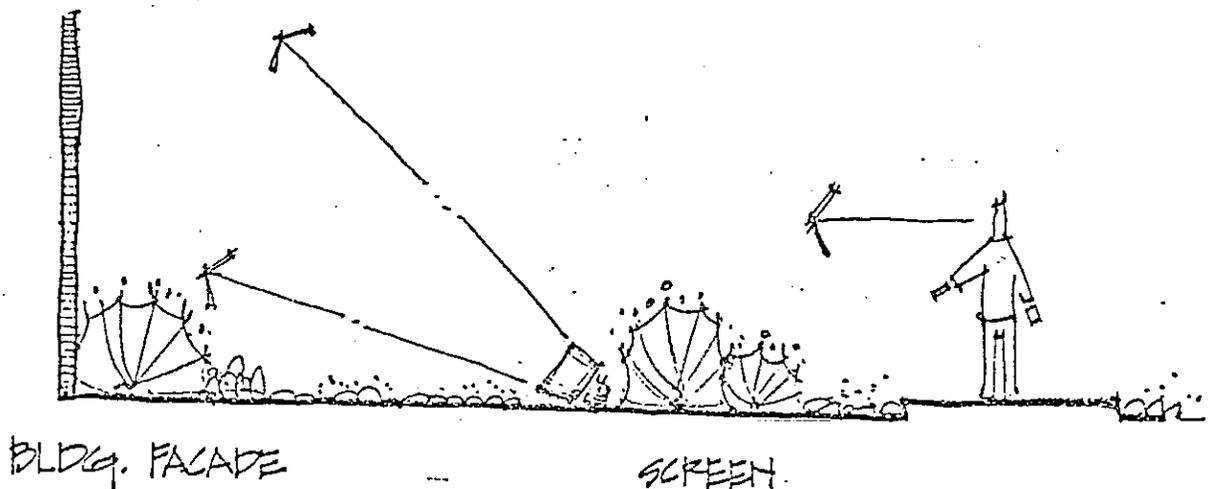
The energy charges for the operation of these fixtures, as well as the maintenance charges associated with bulb replacement, painting, replacement lenses and other components will be included in the responsibilities of the building site owner or other maintenance association approved by the Redevelopment Area.

### BUILDING AREA LIGHTING

Any plazas, courtyards, terraces or other exterior pedestrian areas adjacent to buildings or incorporated as part of the individual site plan shall incorporate lighting of the same manufacturer and matching style as walkways and parking, as appropriate.

### ARCHITECTURAL LIGHTING

Architectural lighting shall be restricted to concealed flush ground mounted or uplighting or downlighting. It shall enhance not only the building design but also the adjoining landscape.



Lighting shall not create glare or offensive characteristics upon adjoining properties. No flashing sources of illumination shall be allowed.

SECTION IX  
SIGN AND GRAPHIC STANDARDS

GENERAL

There are several types of signs that may be utilized. These include various entry and identity signs, regulatory signs, street name signs and information signs. This section sets forth general design standards and criteria, but local government regulations shall be followed if conflicting criteria arises.

These signs shall remain consistent in character, i.e., color, size materials, etc., but local governmental regulations shall be followed if conflicting criteria arise.

GRAPHIC SYSTEMS

No nonconforming temporary signs including banners, construction, leasing and real estate sales signs shall be erected without the expressed written permission of the CRA.

No parcel or any portion of a parcel shall be utilized or leased for any type of advertising signage.

COMMERCIAL LAND USES - RETAIL AND HOTEL

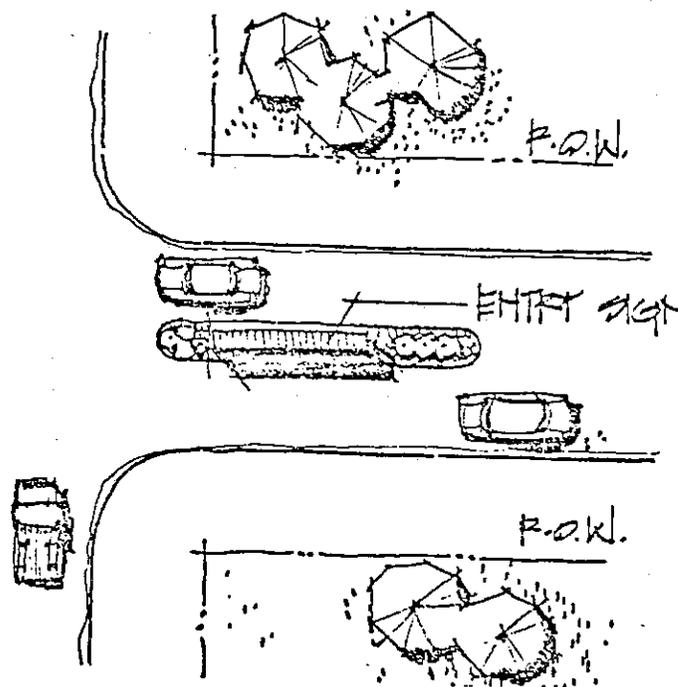
Entry Signs

These are major signs that identify an overall parcel. Entry signs should be sized and located by type of roadway from which the sign is viewed. This signage shall range to a maximum of 75 square feet of copy area and displayed with a single pole at a maximum height of thirty feet for parcels with interstate/interchange frontage; to a twelve foot height as measured from adjacent finished grade with twenty-five square feet of copy area for parcels located on local collector or arterial roads. Acceptable materials will include colored plastics constructed

for internal illumination; and wood routed design with external illumination.

The overall identity sign can be utilized at one major entry point of the parcel and shall be the property and responsibility of the individual parcel owner/developer.

Entry signs shall be ground mounted and shall be located behind the right-of-way line perpendicular to the roadways and in the median of the entry drive or adjacent to an undivided entry drive.



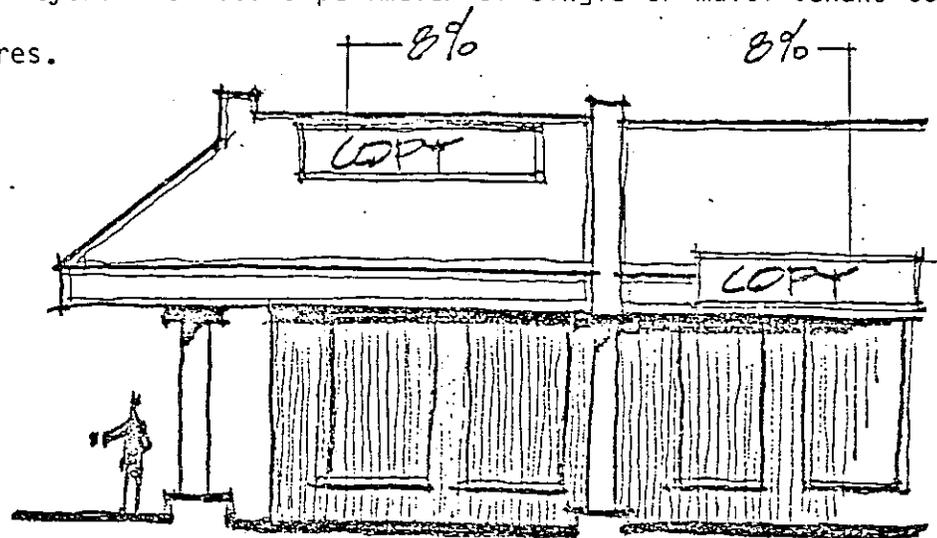
#### Internal Parcel Signage

Informational and directional signage for internal automobile and pedestrian circulation will be considered internal parcel signage. These signs shall be limited to four square feet of copy area with a maximum display height of three feet. Exceptions will be allowed for drive-thru informational signs that are sufficiently screened from normal traffic and pedestrian pattern. These signs can incorporate a

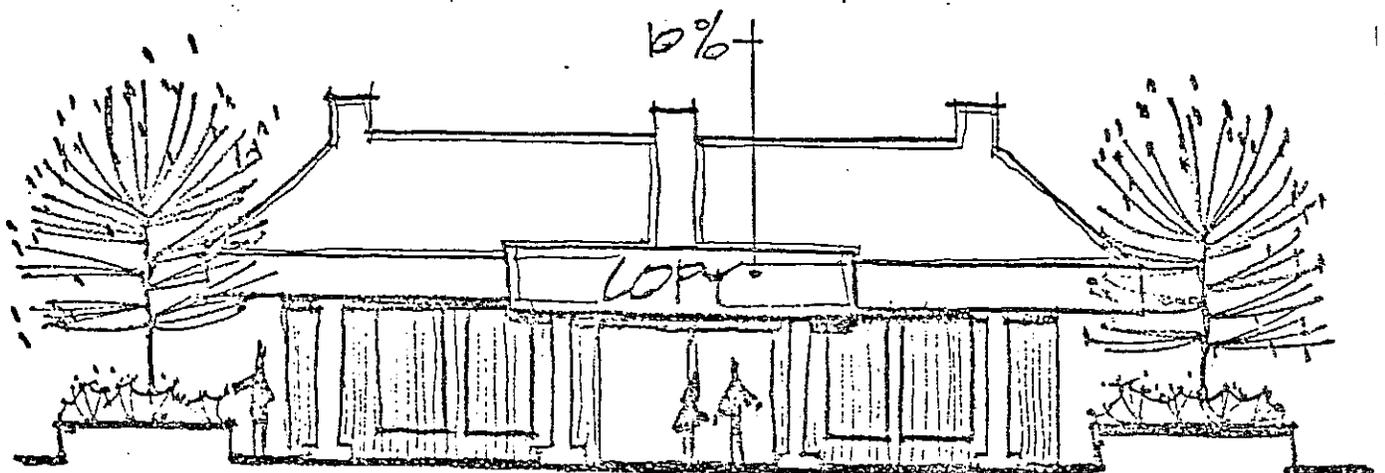
maximum of fifteen square feet of copy area displayed at a maximum height of five feet.

Building Envelope Signage

Only one sign will be allowed per single tenant building or one sign per tenant within multi-tenant structures. Total sign area including logo, copy and sign border shall be no larger than ten percent of the front facade on a single tenant building. Total individual tenant sign area including logo, copy and sign border shall be no larger than eight percent of the front facade occupied by the tenant. Signage shall be located on walls or roofs without projecting above the roof line or beyond the facade perimeter of single or multi-tenant occupied structures.



MULTI-TENANT STRUCTURE



SINGLE-TENANT STRUCTURE

Three basic sign material construction methods will be utilized and acceptable with only one material type utilized by a single or multi-tenant commercial parcel. Acceptable construction methods and materials include: 1) opaque copy and/or logo materials arranged individually on the structure or roof with backlighting or washed with ambient lighting; 2) translucent copy or logo arranged individually on the structure or roof with internal lighting; and, 3) wood relief routed or sandblasted signs that are formatted as an integral unit and washed with ambient lighting.

## OFFICE

### Entry Signs

Signs shall be placed behind the road right-of-way lines and perpendicular to the street or roadway. The number of signs permitted can be equal to, but no greater than, the number of streets or roads which front the parcel; no more than one sign per street frontage. Height limit shall be no greater than six feet from adjacent road grades with sufficient length to format logo, copy and street address. In no case can any single sign face exceed 75 square feet.

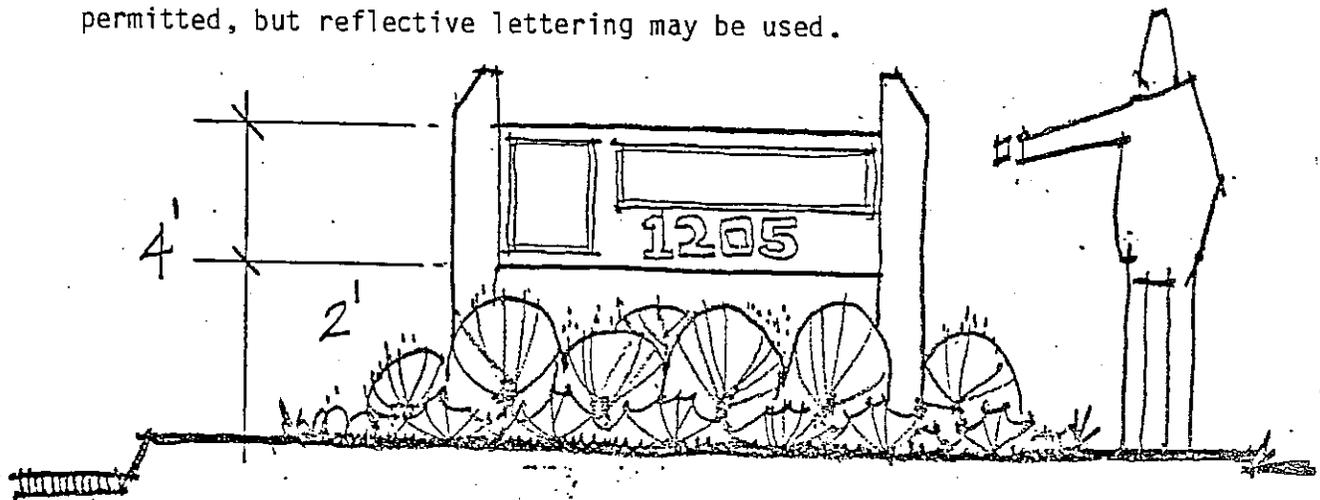
Only one entry sign will be allowed per parcel frontage even if multiple buildings occur. This sign shall incorporate graphics for the entire building which may identify a building name, major tenant or related facility such as banking or service facilities.

The type of materials and colors of these signs shall be compatible with the building or building clusters they identify. The use of natural or stained wood, stucco or natural rock is encouraged. Metal can be used for lettering or logos but no plastics shall be

permitted. These signs are the responsibility of the office parcel owner including construction and maintenance.

### Internal Parcel Signage

This signage shall be limited to internal directional or informational graphics located along automobile and pedestrian circulation routes. These signs will be placed strategically within the parcel, depending on the individual site plans; however, their number and grouping shall not create any visual obtrusiveness. The height will be limited to a maximum of four feet from the adjacent curb grade to the top of the sign and can be of sufficient width to contain its directional message. In no case shall any single sign face exceed 12 square feet. Material shall conform to the building or building clusters with which they are associated. The use of natural or stained wood, stucco and natural rock is permitted. Metal can be used for lettering but no plastics shall be allowed. No illumination is permitted, but reflective lettering may be used.



### Building Envelope Signage

Two types of building signage will be allowed. These signs will provide for both entry zone identification and overall building identity.

Overall building identity - An overall building identification sign must be located on the building face no higher than the roof line or projecting beyond the facade perimeter. A maximum of two building identity signs will be allowed per individual multi-story building. These signs must be located on separate building facades. Overall building identification signage shall be a maximum of .5 percent (one half of one percent) of the total area for the facade on which the sign will be placed. Acceptable materials and colors shall be compatible with the building or building clusters they identify. Individual letters and/or logos, if applicable, shall be utilized and placed directly on the building surface without a bordered format. Metal and other translucent plastics will be permitted. Lighting will be via external ambient sources or by backlighting the opaque copy and logo.

Entry zone - These signs will be located near major entrances to structures and will be placed no higher than ten feet above adjacent entry grade. Graphics may be mounted on the building facade or may be ground/pylon mounted. Only one entry zone identification sign per building facade will be allowed for multi-tenant structures and only one entry zone sign per single tenant building. Entry zone identification graphics will not exceed sixteen feet in area per sign. Logo and copy may have a bordered format or may have an individual copy and logo. Metal and other materials may be used for the copy, logo or background; however, no translucent plastics will be permitted. Illumination of building zone identification signage will utilize an external ambient wash or will incorporate backlighting.

Single story buildings have the option of combining their overall identification graphics and accompanying square footage with their entry

zone graphic. Only one sign per building facade will be allowed for single story structures.

RESIDENTIAL

No nonconforming temporary signs including banners, construction, leasing and real estate sales signs shall be erected without the expressed written permission of the governing bodies of the Redevelopment area.

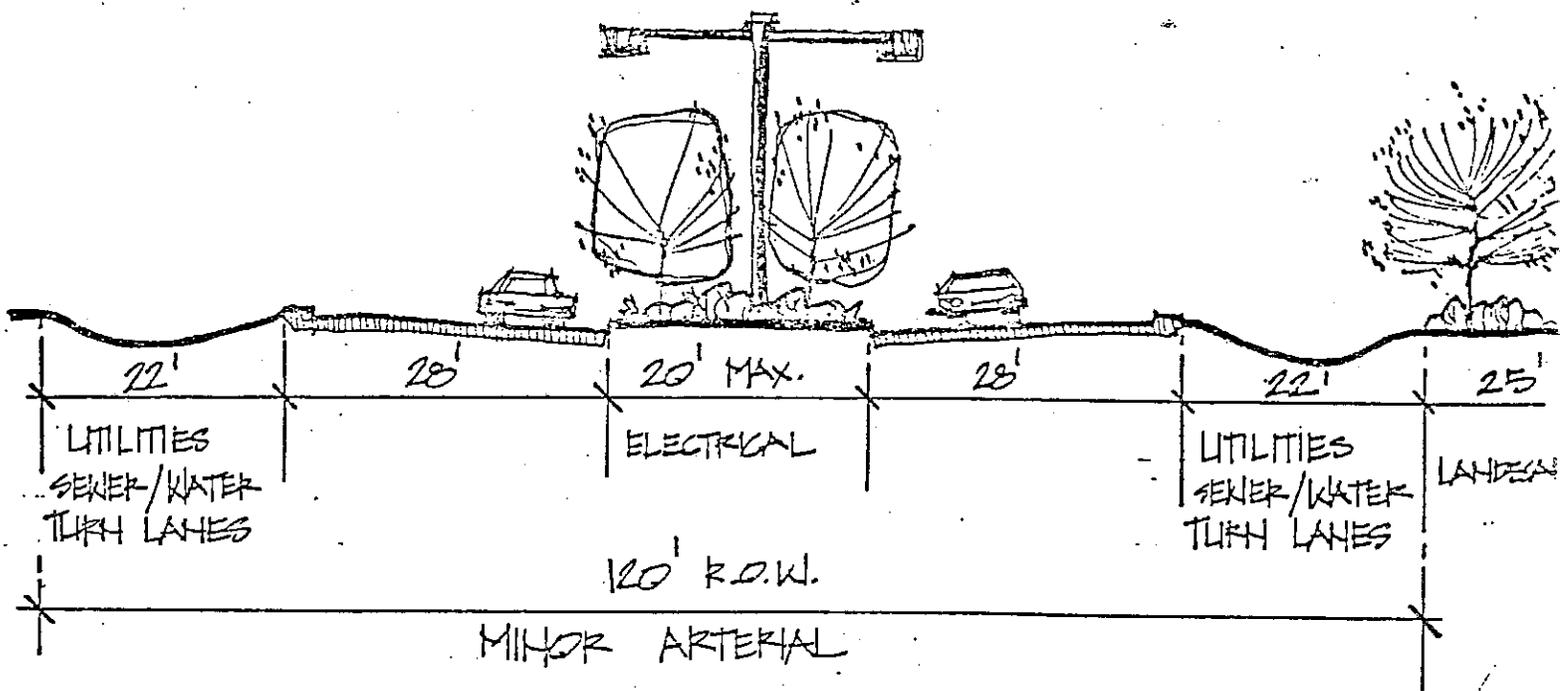
No parcel or any portion of a parcel shall be utilized or leased for any type of advertising signage.

SECTION X

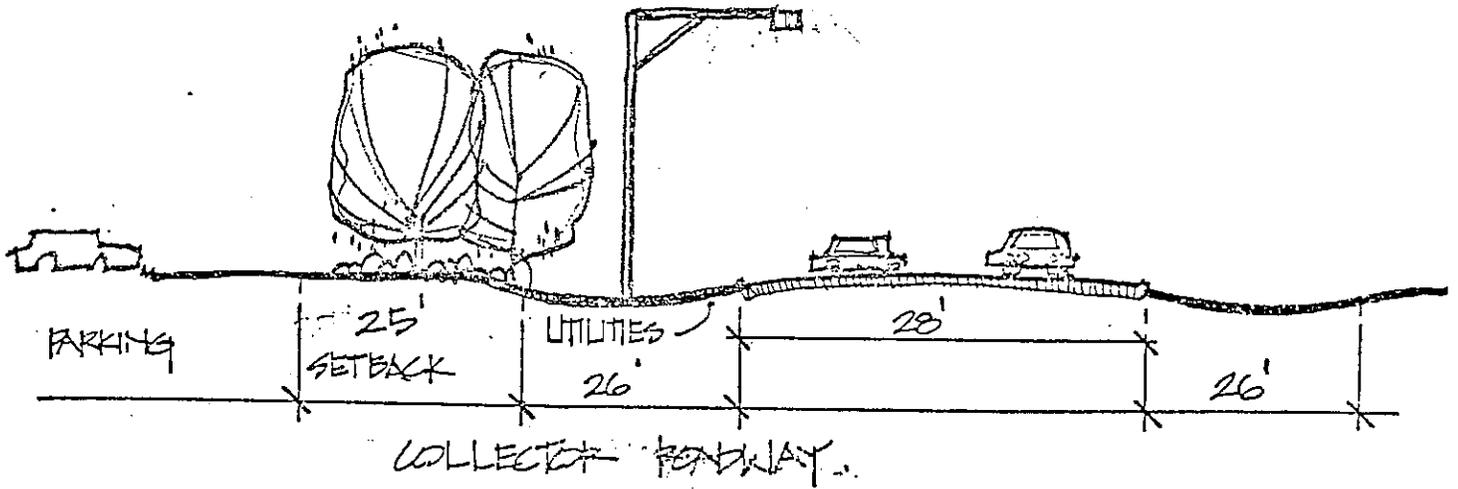
STREET HIERARCHY/SIDEWALKS

TRANSPORTATION

Minor arterials and collector roadways will be constructed in accordance with County and DOT standards for roadway and right-of-way construction. A landscaping and parking setback of 25' minimum will accompany these types of roadway systems. This landscape and setback easement will not be utilized for major utility lines other than those necessary for electricity, telephone and water services associated with pedestrian requirements.



Minor arterial roadways providing access between large parcels of land will be constructed with a 120' right-of-way and shall have a contour median of 10' minimum and 20' maximum. All paving shall have curb and gutter.



Collector roadways which provide access for small parcels within a larger transportation network and connect into minor arterials will be constructed within an 80' right-of-way. Pavement will consist of an undivided road of 28' minimum width as measured from back of curb.

SECTION XI  
BUILDING STANDARDS

COMMERCIAL RETAIL

- o Maximum building height 35 feet
- o Open space (including landscaping and stormwater retention)  
30 percent of site

HOTEL

- o Maximum building height 60 feet
- o Open space 30 percent of site

OFFICE

See Figure 6 for the locations of the different intensities of the office land use.

Type A

- o Maximum building height 35 feet
- o Open space 30 percent of site

Type B

- o Maximum building height 50 feet
- o Open space 30 percent of site

SINGLE FAMILY RESIDENTIAL

The second page following figure shows how a typical neighborhood entry may be laid out:

# REDEVELOPMENT MASTER PLAN

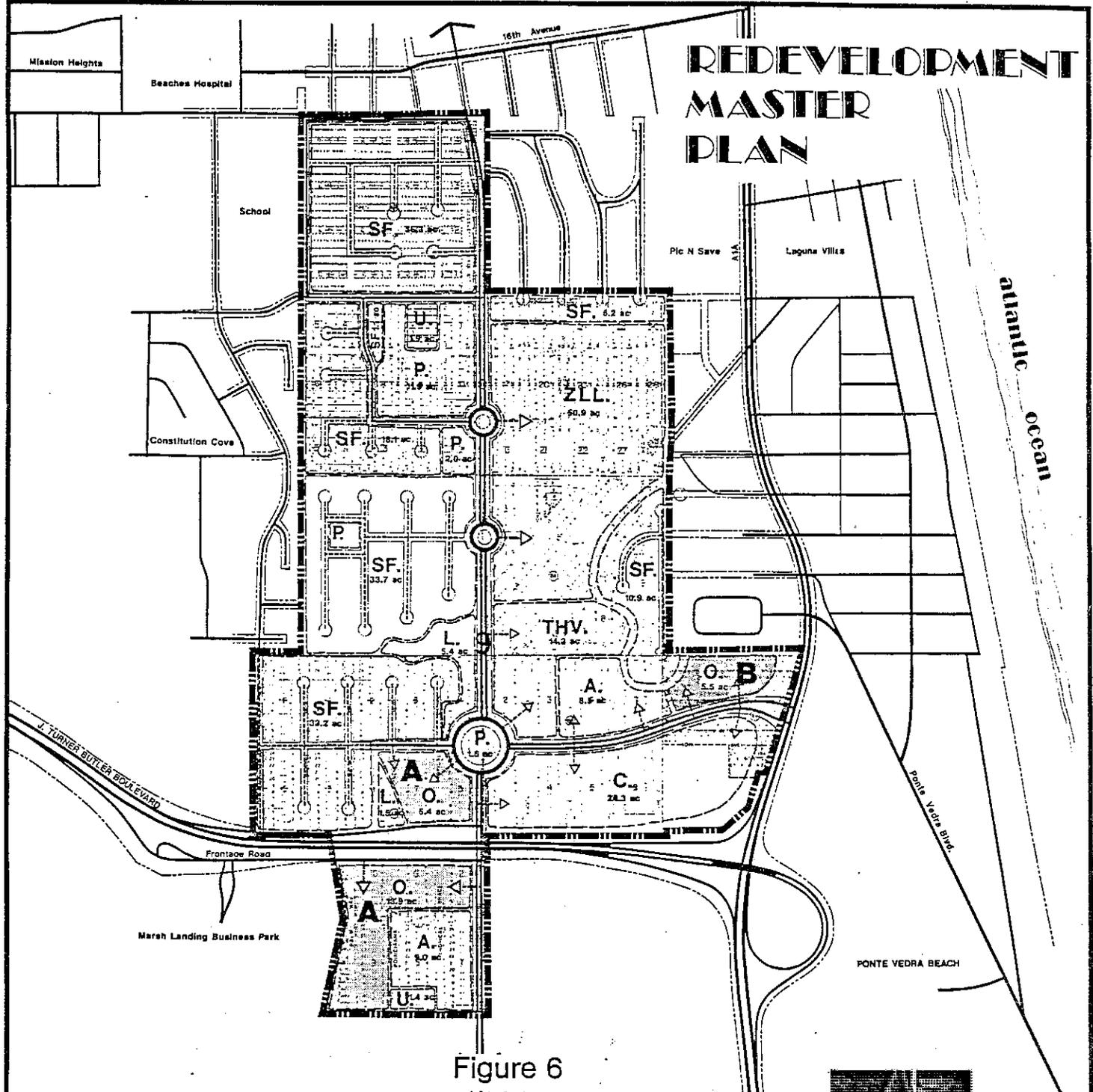
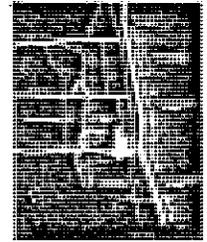


Figure 6

### Legend

<b>SF</b>	SINGLE FAMILY	138.5 ac	<b>U</b>	UTILITY	3.3 ac
<b>ZLL</b>	ZERO LOT LINE	50.9 ac	<b>R.O.W.</b>	RIGHT-OF-WAY	27.0 ac
<b>THV</b>	TOWNHOMES/VILLAS	14.3 ac	<b>Buffer</b>	BUFFER	9.9 ac
<b>A</b>	APARTMENTS	17.5 ac	<b>P</b>	PARK	16.6 ac
<b>C</b>	COMMERCIAL	24.3 ac	<b>L</b>	LAKE	6.9 ac
<b>O</b>	OFFICE	25.8 ac	<b>TOTAL</b>	TOTAL	335.0 ac

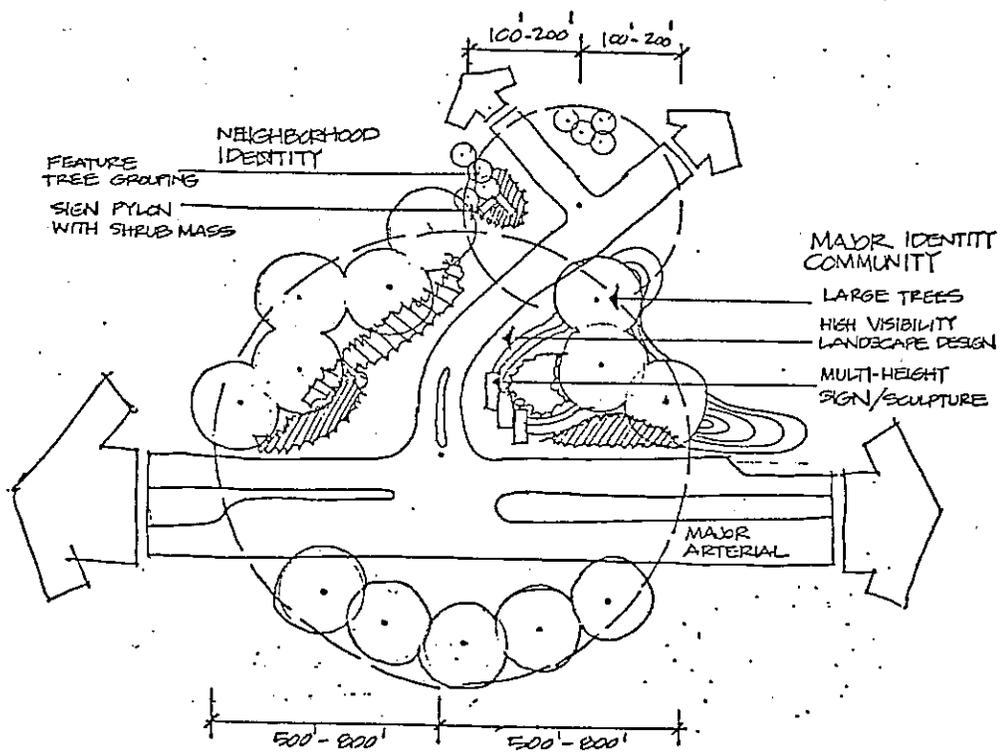
### Office Intensity



**Jacksonville Beach  
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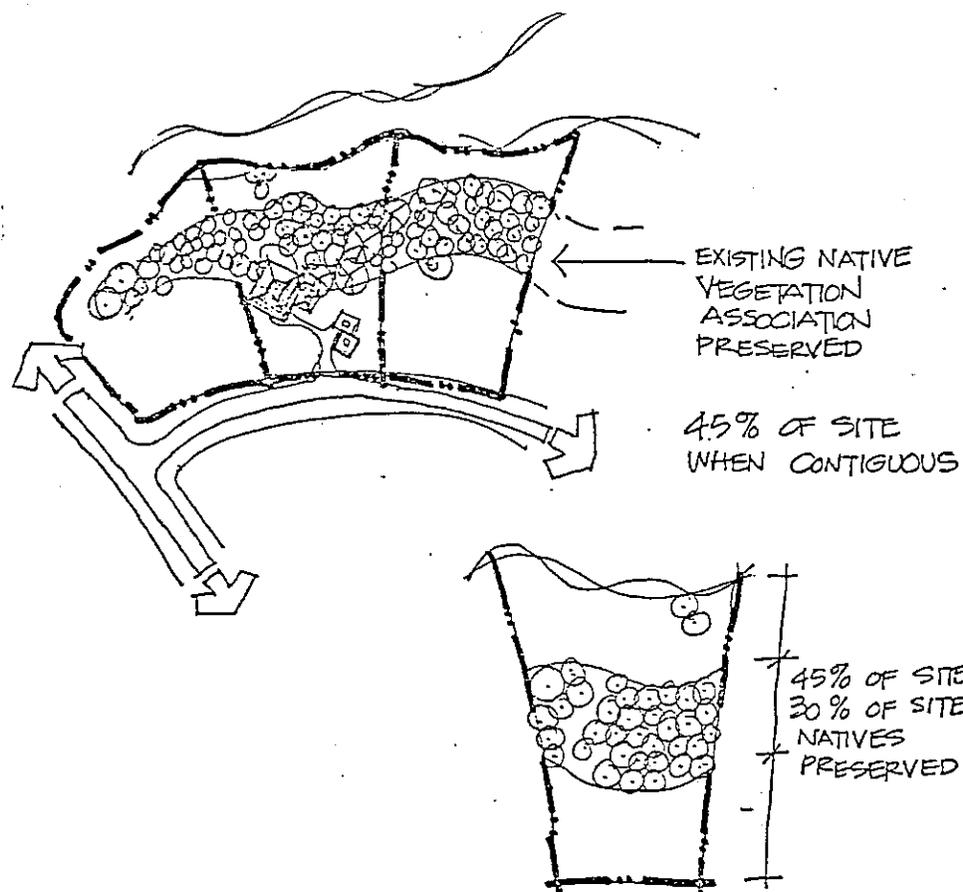
**RS+H PLANTEC**



37

1. Each neighborhood should have its unique identity while conforming to the general theme and tone of the overall master plan of the Redevelopment Area.

2. Preservation of natural site features - Minimum areas of natural vegetation associations where found existing on single family sites will be fifteen percent of the site.



See Section II for limitations and review procedures for proposed site improvement with respect to site drainage, clearing, or site use.

3. Building constraints

- a. Architectural style
- b. Setbacks and lot sizes - See Figure 7 for the location of the different densities of the single family residential land use.

Area A      Minimum lot size: 1/3 ac  
                  Front yard: 30 ft  
                  Side yards: 10 ft each  
                  Rear yard: 30 ft  
                  Minimum bldg. area: 2,000 sq ft

Area B      Minimum lot size: 1/4 ac  
                  Front yard: 25 ft  
                  Side yards: 10 ft each  
                  Rear yard: 30 ft  
                  Minimum bldg. area: 1,800 sq ft

# REDEVELOPMENT MASTER PLAN

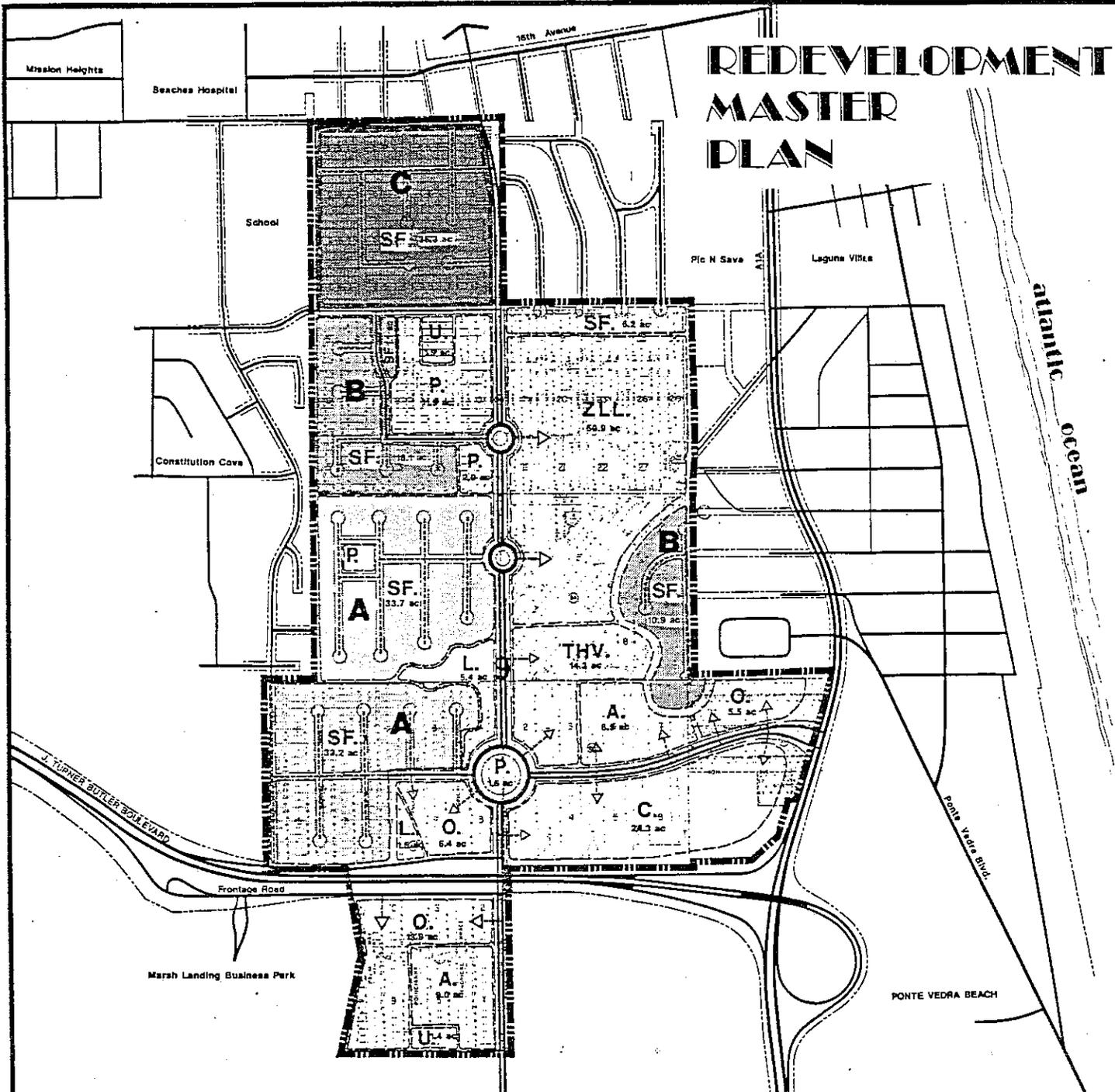
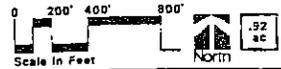
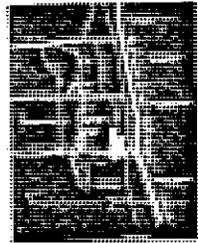


Figure 7

**Legend**

## Single-Family Residential Densities

SF	SINGLE FAMILY	138.5 ac	U	UTILITY	3.3 ac
ZLL	ZERO LOT LINE	50.9 ac	R.O.W.	R.O.W.	27.0 ac
THV	TOWNHOMES/VILLAS	14.3 ac	BUFFER	BUFFER	9.9 ac
A	APARTMENTS	17.5 ac	P	PARK	16.6 ac
C	COMMERCIAL	24.3 ac	L	LAKE	6.9 ac
O	OFFICE	25.8 ac	TOTAL	TOTAL	335.0 ac



**Jacksonville Beach  
Southend  
Redevelopment**

FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA

**RS+H / PLANTEC**

Area C Existing platting configuration to remain.  
Minimum lot size: 1/5 ac (8,700 square feet)  
Front yard: 20 ft  
Side yards: 15 ft total (no less than 5' one side)  
Rear yard: 30 ft  
Minimum bldg. area: 1,600 sq ft

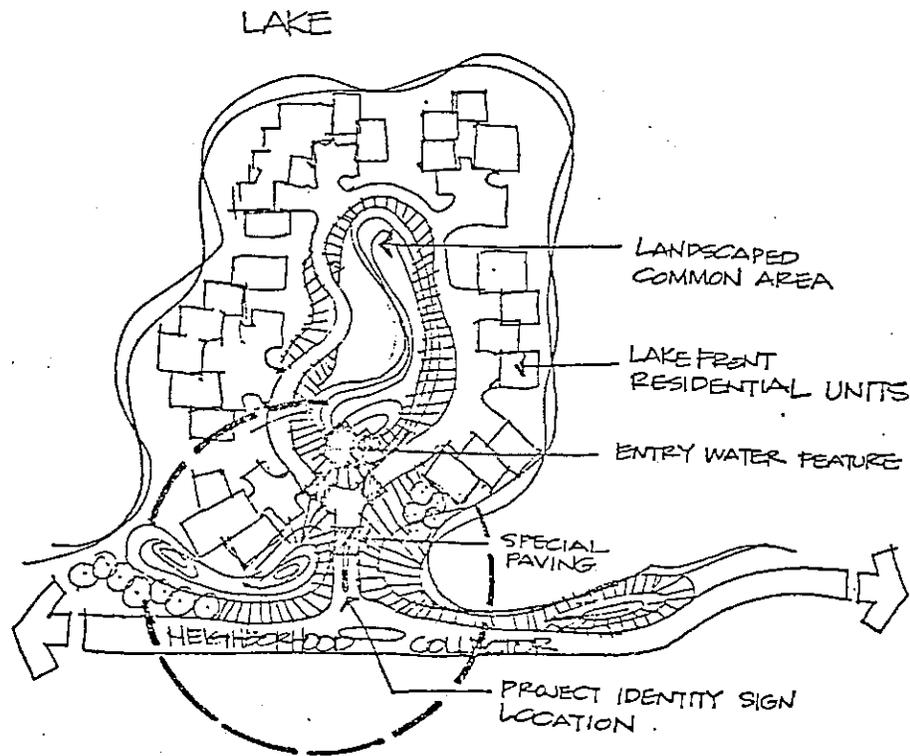
4. Site enhancement/screening of site features - Portions of the site scheduled for pools, tennis courts with lights, large imposing structure facades, or other potentially undesirable visual features proposed on single family sites must have appropriate landscape buffer treatments compatible with the overall design of the site and area.

5. Residential landscape material - All residents of the Redevelopment Area should be encouraged to become knowledgeable about hearty, drought resistant, cold resistant plant material low in water consumption.

For the benefit of the entire Redevelopment Area water supply, the plantings that require little or no additional water should be incorporated in the common and private landscapes of the residential areas. The Association will review plans submitted to ensure this objective.

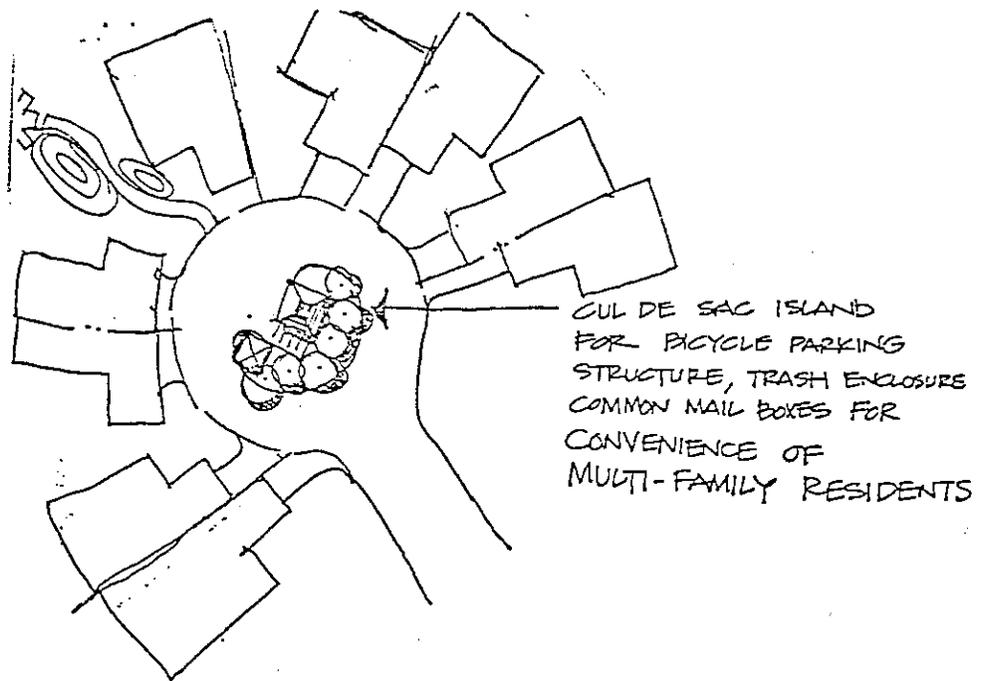
#### MULTI-FAMILY RESIDENTIAL LAND USES

1. General - Multi-family residential uses located within the Redevelopment Area will require the following special considerations in addition to general comments regarding site planning and site development.



2. Garage doors - The site plan shall attempt to minimize the effect of all garage doors opening directly toward views along public streets. Garage doors, when open, shall not provide full views into garage areas from the street.

3. Site furnishings - In residential areas of highest density, storage structures, common mailbox locations, and common trash disposal enclosures shall be provided for the convenience and benefit of the residents.



4. Privacy -The site plan of high density residential multi-family sites should provide extra consideration to privacy provisions in the outdoor open spaces adjacent to common areas.

