

**Minutes of City Council Workshop
2014 Downtown Action Plan
November 17, 2014 7:00 PM
City Council Chambers**

Mayor Latham called the workshop to order at 7:00 PM.

The following City Council members were in attendance:

Lee Buck
Keith Doherty
Chris Hoffman
Bruce Thomason
Phil Vogelsang
Jeanell Wilson

Also present were City Manager George Forbes, Deputy City Manager Trish Roberts, City Department Directors, and Assistant City Clerk Nancy Pyatte.

Purpose of Workshop

The purpose of this workshop is to develop an action plan for a family-friendly downtown Jacksonville Beach.

The City Manager reviewed the results of the April 2014 workshop with Jim Peters of Responsible Hospitality Institute and his presentation of the Sociable City Plan. Mr. Forbes presented slides (copy on file) of the survey results that summarize the action items - Public Spaces, Transportation, Public Safety, Commercial Spaces, Entertainment and Events, Quality of Life

Steve Lindorff, Community Redevelopment, spoke on **Public Spaces**.

Police Chief Patrick Dooley spoke on **Transportation** and **Public Safety**.

Mayor Latham spoke on **Commercial Spaces** and **Entertainment and Events**.

At the conclusion of the slide presentation the City Manager asked the attendees to form work groups and each table was provided a copy of the action items from the slide presentation, paper and markers. The groups were asked to 1) identify the three strongest elements, and 2) describe what may be missing, and write their answers on the provided sheets. Lastly, each group should elect a spokesperson to present their answers. They were allowed 30 minutes.

The following persons presented their group's answers:

#1 Bill Stevens	#6 Colette Corliss-Sellers
#2 Sam Veal	#7 Tom Larson
#3 Jeanell Wilson	#8 Todd Robinson
#4 Cory Nichols	#9 Curtis Loftis
#5 Amanda Patch	#10 Ken Marsh

**Minutes of City Council Workshop
held on Monday, November 17, 2014**

At the conclusion of the presentations, Mr. Forbes stated that the information provided by the groups will be used to make a decision on the Action Plan that will be presented, and final approval made by the City Council. The Mayor and City Manager thanked everyone for attending and participating.

The workshop adjourned at 8:35 PM.

Submitted by: Nancy J. Pyatte
Assistant City Clerk

Approved:

/s/William C. Latham

William C. Latham, Mayor

Date: December 1, 2014

2014 DOWNTOWN ACTION PLAN PROPOSED ACTIONS

TABLE ACTIVITY

The slideshow presented tonight summarizes the action items developed from the survey results in the following areas:

- PUBLIC SPACES
- TRANSPORTATION
- PUBLIC SAFETY
- COMMERCIAL SPACES
- ENTERTAINMENT AND EVENTS
- QUALITY OF LIFE

NOW WE WOULD LIKE YOUR FEEDBACK. The following pages contain the action items from the slide presentation. Working together as a group for the next 20 to 30 minutes, we would like your table to do three things.

1. Identify and list what you feel are the three strongest elements of the proposed action plan.
2. Describe what may be missing from the list of action items.
3. Write your table's answers to questions 1 and 2 on the large sheet of paper at your table, using the markers provided.
4. Nominate a spokesperson to briefly present your table's answers to questions 1 and 2 to the audience.

An Action Plan For A Family-Friendly Downtown Jacksonville Beach



WHAT IS A "FAMILY-FRIENDLY" DOWNTOWN?

- ❖ It is a safe and welcoming place
- ❖ It creates a friendly place with varied activities for people of all ages to gather
- ❖ It has a variety of food and beverage choices
- ❖ It has diverse shopping and entertainment options
- ❖ It facilitates connections and relationships



Characteristics of a Family-Friendly Place



- ❖ Provides a sense of place where people of all ages can interact
- ❖ Diverse mixture of uses – residential and retail
- ❖ Dining and entertainment venues
- ❖ Daytime events and markets
- ❖ Outdoor seating
- ❖ Site design standards
- ❖ Managed outdoor amplified music

THE NEED FOR AN ACTION PLAN:

Guidelines for Downtown will provide a framework for programs that work together to enhance the downtown experience by addressing:

- ❖ Parking / Transportation
- ❖ Public Infrastructure
- ❖ Special Events
- ❖ Business Recruitment
- ❖ Public Safety
- ❖ Code Enforcement
- ❖ High Quality of Life



The Bottom Line:

- ❖ Who are we trying to draw downtown?
- ❖ What do we want more of in our downtown?
- ❖ What do we want less of in our downtown?
- ❖ And how do we accomplish this?

ACTION PLAN DISCUSSION

The following slides summarize the action items developed from the survey results in the following areas:



- ❖ PUBLIC SPACES
- ❖ TRANSPORTATION
- ❖ PUBLIC SAFETY
- ❖ COMMERCIAL SPACES
- ❖ ENTERTAINMENT AND EVENTS
- ❖ QUALITY OF LIFE

PUBLIC SPACES

◆ RESTROOMS

- ❑ Open more hours/more days/more months
- ❑ Build permanent restroom at Oceanfront Park
- ❑ Develop program to ensure restroom conditions are checked on a regular basis
- ❑ Work program for attendant contractor
 - Continual cleaning
 - Uniforms for attendants



◆ SEATING

- ❑ Pilot program to add more of the pod-type seats at various locations

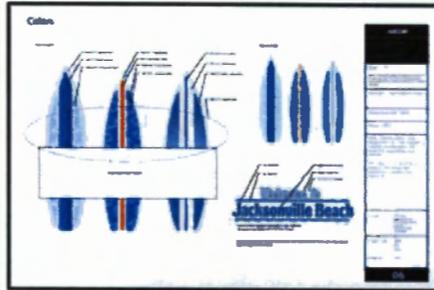
PUBLIC PLACES

◆ PUBLIC ART

- ❑ Add new public art at selected locations in the Downtown. Possible themes include:
 - Lifeguards
 - Fishing
 - Surfers



PUBLIC SPACES



❖ SIGNAGE

- ❑ Develop plan to improve and add more wayfinding signage in Downtown building on the surfboard theme



PUBLIC SPACES

❖ CLEANLINESS

- ❑ Pressure wash street pavers to remove gum, oils, etc.
- ❑ Ask store owners to pick up cigarette butts and trash in front of their business on a daily basis



PUBLIC SPACES

◆ PIER: *Make the Pier more family-friendly by:*

- Adding special events
- Enhancing the entryway and signage
- Installing public art



PUBLIC SPACES

◆ LATHAM PLAZA

- Make the Plaza more inviting and family-friendly with seating



◆ DOWNTOWN STREETS

- Remove the white landscape barriers
- Improve the maintenance of the landscaping in Downtown



TRANSPORTATION

◆ BIKE RACKS

- JBPD and Planning & Development to prepare a master plan and install more bicycle racks at appropriate locations



◆ BEACHES TROLLEY: *The purpose of the Beaches trolley is the transportation of visitors and locals. Possible enhancements could include:*

- Expand the hours of operation
- Improve public information on trolley routes and schedules
- Improve routing and provide stops at the optimum locations
- Maintain 15-minute headways during the peak months of operation



TRANSPORTATION



◆ TAXI STANDS

- Provide taxi stands on North 1st Street between 1st Avenue North and 6th Avenue North



◆ PEDESTRIAN SAFETY

- Improve safety for pedestrians crossing 3rd Street in the Downtown area. A safety study is being prepared by the FDOT.

◆ PARKING IN RESIDENTIAL AREAS

- JBPD to prepare a pilot Residential Parking Permit Program to address this issue



TRANSPORTATION



❖ PARKING SHUTTLE FOR EMPLOYEES

- ❑ Explore the feasibility of a privately-funded shuttle for Downtown employee parking on Friday and Saturday nights.

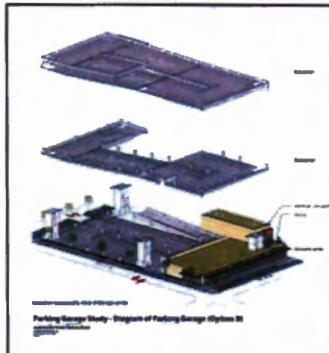
❖ VISITOR AND EMPLOYEE PARKING

- ❑ Construct a new surface parking lot or garage on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North



❖ ROUNDABOUTS

- ❑ Evaluate the functioning of roundabouts on Beach at 1st and 2nd Streets



PUBLIC SAFETY

❖ ACTIONS FOR CONSIDERATION

- ❑ Change the alcohol ordinance to prohibit restaurants from removing tables and chairs to become nightclubs
- ❑ Change restaurant hours of operation to require restaurants to close at midnight
- ❑ Train the downtown community policing team on code enforcement and ensure there is a positive police presence



PUBLIC SAFETY



◆ ACTIONS FOR CONSIDERATION

- ❑ Assist businesses with crime prevention to include better environmental design
- ❑ Develop programs for alcohol employees and partner with businesses to provide consistent training and procedures, including uniforms, not over serving patrons, etc.)
- ❑ Ensure bars and restaurants do not exceed occupancy limits



COMMERCIAL SPACES: *Getting to the bottom line - What do we want downtown to become*

◆ INCENTIVES FOR NON-ALCOHOL BUSINESSES

- ❑ Remodeling/Tenant Improvement Loans or Grants
- ❑ Permit Fee Waiver or Reduction
- ❑ Short-Term Rental Assistance
- ❑ Grease Trap Assistance Program
- ❑ Review Payment in Lieu of Providing Parking (PILOP) program

◆ PURSUE A MIX OF RESTAURANTS AND RETAIL ESTABLISHMENTS THAT PROVIDE SERVICE FOR A VARIETY OF AGE GROUPS

◆ PROVIDE A CONSISTENT THEME FOR THE DOWNTOWN - REBRAND AND MARKET THE DOWNTOWN (SURFER OR BEACH VOLLEYBALL THEME?)



COMMERCIAL SPACES



- REVIEW THE OUTDOOR DINING REQUIREMENTS

- CUT THE PARKING REQUIREMENT FOR RESTAURANTS IN HALF TO ENCOURAGE RESTAURANT (AS OPPOSED TO BAR) DEVELOPMENT



- ASSIST THE HOMELESS POPULATION THROUGH THE HOPE TEAM, WORKING WITH MISSION HOUSE, ETC.

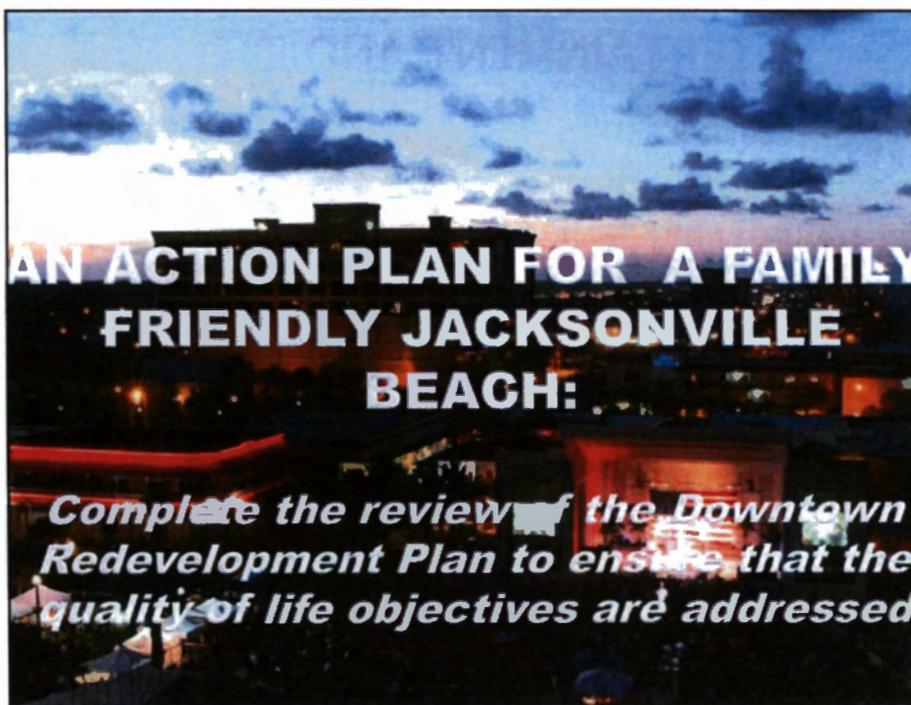
ENTERTAINMENT AND EVENTS

- SCHEDULE MORE CITY EVENTS IN NON-PEAK SEASONS RATHER THAN IN THE SUMMER MONTHS
- ENCOURAGE MORE ALCOHOL-FREE, FAMILY-ORIENTED EVENTS SUCH AS THE CAR SHOW, ART WALK, AND DECK THE CHAIRS



ENTERTAINMENT AND EVENTS

- ▣ ADD MORE OUTDOOR MOVIES AND COMBINE WITH FOOD TRUCK RODEOS
- ▣ ADD AT LEAST ONE MORE CONCERT TO THE JAZZ SERIES IN THE FALL



NEXT STEP ... NOW WE WOULD LIKE YOUR FEEDBACK

You will be provided with a listing of the action items from the slide presentation. Working together as a group for the next 20 to 30 minutes, we would like your table to do three things.

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