



Agenda

Community Redevelopment Agency

Monday, January 23, 2017

5:00 PM

Council Chambers

MEMORANDUM TO:

Members of the Community Redevelopment Agency
City of Jacksonville Beach, Florida

Board Members:

The following Agenda of Business has been prepared for consideration and action at the Regular Meeting of the Community Redevelopment Agency.

CALL TO ORDER

ROLL CALL

Art Graham (Chairperson), Frances Povloski (Vice-Chairperson), Scott Gay, Jeffrey Jones, Cory Nichols

APPROVAL OF MINUTES

- a. Special Community Redevelopment Agency Meeting Held November 28, 2016

OLD BUSINESS

NEW BUSINESS

- a. **Resolution No. 2017-1** - A Resolution Recommending that the Jacksonville Beach City Council Amend the Community Redevelopment Plan for the City’s South Beach Redevelopment District to add “Maintenance of Tax Increment Funded Facilities and Improvements” as a Capital Improvement in said Community Redevelopment Plan.
- b. **Authorize CRA Administrator to submit a purchase** offer for a 14 x 62.5 foot parcel of vacant land located within the alignment of the platted public alley running east to west in the block bounded by Beach Boulevard, 1st Avenue South, and 1st and 2nd Streets South.
- c. **Redevelopment District: RD Rezoning Application** - Review and report to the City Council on the site plan and building elevations for a RD: Redevelopment District rezoning of the vacant oceanfront block located on the east side of 1st Street North between 6th and 7th Avenues North to allow development of a proposed eight-story mixed use hotel, residential and commercial project.

INFORMATION ITEMS

COURTESY OF THE FLOOR TO VISITORS

ADJOURNMENT**NOTICE**

In accordance with Section 286.0105, Florida Statutes, any person desirous of appealing any decision reached at this meeting may need a record of the proceedings. Such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

The public is encouraged to speak on issues on this Agenda that concern them. Anyone who wishes to speak should submit the request to the recording secretary prior to the beginning of the meeting. These forms are available at the entrance of the City Council Chambers for your convenience.

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (904) 247-6299, extension 10, no later than one business day before the meeting.

cc: George D. Forbes, City Manager; Susan Erdelyi, City Attorney; Press



Draft Meeting Minutes

Community Redevelopment Agency

Monday, November 28, 2016

5:00 PM

Council Chambers

CALL TO ORDER

Chairperson Graham called the meeting to order at 5:02 P.M.

ROLL CALL

Present: 4- Chairperson, Art Graham
Vice Chairperson, Frances Povloski
Mr. Scott Gay
Mr. Frederick Jones
Mr. Cory Nichols

Also present were CRA Administrator William Mann, Deputy City Manager Trish Roberts, Councilman Keith Doherty, Jacksonville Transportation Authority Principal Planner, Suraya Teeple, and Recording Secretary Chandra Medford.

APPROVAL OF MINUTES

a. Special Community Redevelopment Agency Meeting Held September 12, 2016

It was moved by Mrs. Povloski, and seconded by Mr. Nichols, and after a short discussion, it passed unanimously by voice vote, to approve the September 12, 2016, minutes as presented.

Discussion:

Mrs. Povloski stated she was pleased to read that public charging stations were discussed as part of Resolution No. 2016-13. Mr. Graham asked Mr. Mann if any determinations were made as to whether or not charging locations would be part of the plan. Mr. Mann stated there are few options for motorcycle and electric cart parking and there is a possibility that electric car charging stations may be added to the wall of the proposed police storage building, but that will require a meeting with the contractor to discuss what can be completed under contingency and perhaps what may need to be done to obtain additional funding for it. He added to proceed with the project, no additional input from the Board will be required unless specific options are presented. He clarified that the three proposed electric cart parking spaces were not planned to be charging stations, but if they were they would have to be metered. Mrs. Povloski said she would like to see future parking geared towards local residents that have enforceable restrictions. Mr. Jones stated the City Council would need to approve an ordinance regulating the length of time a low speed vehicle could park in one of these spaces. Mr. Mann mentioned incentivizing the private sector to add charging locations to existing lots. Mr. Gay asked if electric charging spaces could be assumed as part of required parking demand. Mr. Mann replied that it could require a formal Land Development Code Amendment because it would affect the entire City, not just the Redevelopment Districts. He indicated the proposed lot would accommodate electric cars by providing a one e-car charging station however, there could be potential to add additional charging station and spaces in the future.

OLD BUSINESS

There was no old business.

NEW BUSINESS

There was no new business.

INFORMATION ITEMS**a. JTA presentation** – Bus Rapid Transit (BRT) *First Coast Flyer* route and stop improvements.

Suraya Teeple presented the plans for the 2nd Street frontage of the proposed parking lot located at 4th Avenue North and 2nd Street North. She stated this program is part of the First Coast Flyer transit system and is part of a Jacksonville Transit Authority (JTA) cooperative agreement to utilize funds on property that it does not own. JTA is responsible for its facilities maintenance, but the City would maintain the street and paving markings. Mr. Graham asked what a BRT system is in comparison to a regular bus transit system. Ms. Teeple replied it is standard buses and stations with limited stop service and reliable route schedules as well as traffic signal priority. Mrs. Povloski asked how users find out about delays; Ms. Teeple replied there are station totems with real-time information as well as a smartphone application called NextBus.

Ms. Teeple stated there would be two proposed BRT locations in Jacksonville Beach; one on either side of Beach Boulevard near Penman Road and one at 2nd Street North and 3rd Avenue North. Mr. Jones stated the parking lot seems like it will be a commuter lot during the weekday. Mr. Mann estimated that roughly one-quarter of the parking lot spaces might be used for this purpose on a weekday basis. Mr. Nichols asked if CRA funds would be used for the project. Mr. Mann replied that no CRA funds will be for the JTA improvements. Ms. Teeple added the proposed BRT location on the south side of Beach Boulevard would utilize the existing stop located adjacent to City property by expanding the concrete a little onto the City property to accommodate one shelter and an information totem.

b. Joe's Crab Shack parking lot parcel – Proposed CRA property purchase of portion of adjacent alley.

Mr. Mann said it was discovered that the public alley that lies south and adjacent to the Joe's Crab Shack parking lot contains a 14' x 62.5' sliver of land owned by Eastern Coastal Properties, LLC (ECP). He stated he obtained an appraisal and is now prepared to make an offer to ECP to purchase the property in order to finish paving the public alley.

c. Developer interest in CRA-owned property – Parcel located at Southeast corner of 2nd Street and 4th Avenue North; and**d. Downtown Parking Garage/Oceanfront Hotel concept**

Mr. Mann stated the owner of the former Zenith Gallery building has approached the City with interest to purchase a small parcel of CRA-owned land located at the southeast corner of 2nd Street and 4th Avenue North (just west of the Wavecrest Apartments and north of the Ritz Bar). After speaking with the City Manager, the City is inclined to accept an offer to begin discussions. He stated selling the parcel would put the property back on the tax rolls and that any owner would have exclusive use of it. If the City is willing to

sell the property, one condition of that sale may be that the City reserve air rights over the property, and the owner would have sole use of the ground floor level; if we do pursue developing a hotel on part of the pier parking lot, we would replace the existing parking that would be displaced in a structured parking garage on the City-owned parking lot next to the Ritz Bar. If the City purchased the adjacent Wavecrest parcel, we would then have the potential to develop second and third story structure parking over the subject lot. Another restriction would be that the lot be deed restricted to Zenith Gallery parcel. He added a list of conditions would be provided to the interested party to make an offer to the Redevelopment Agency. The money received from this purchase could potentially be used for either the purchase of the Wavecrest Apartments or for general redevelopment projects in the Downtown District, south of Beach Boulevard.

Mr. Jones asked what is going on with the vacant lot that is adjacent to the Gallery. Mr. Mann replied the Johnson Gallery property has a variance on the property for a gallery use, but the new owner indicated that in four to five years, he intends to have a higher-end restaurant in the gallery-portion of the building. Mrs. Povloski said we would not get the same amount of money for the property as we did when we initially authorized a bid to purchase it if we reserve air rights on it. She asked if we leased the ground floor, will the proposed parking structure mathematically work. Mr. Mann stated due to the parking requirements in the CBD, if the City constructed a parking garage, a portion of its street frontage is required to be leasable space.

Mr. Nichols asked who is responsible for exploring development opportunities for City and CRA-owned properties located in the Downtown District, including a hotel at the pier oceanfront surface parking lot. He suggested a parking garage be constructed between 2nd and 3rd Street rather than between 1st Street and 2nd Street to reduce vehicular traffic to the heart of our downtown business district. Mr. Mann replied if parking is displaced on the oceanfront, the location of the proposed parking garage is proposed to be adjacent to the Ritz Bar due to the closer proximity to the beach. Mr. Nichols asked Mr. Mann to research the value of the property located adjacent to 465 3rd Street North. Mr. Mann stated during Glatting Jackson's first downtown assessment it was deemed to be less than ideal to have surface parking on the oceanfront.

Mr. Graham expressed his concern about selling or leasing the property across from Zenith Gallery before exploring all development possibilities in the affected area. He asked if there was conversation with the new gallery owner about leasing parking inside of the proposed parking garage. Mr. Mann said no and explained that the gallery's new owner approached the City about the possibility of purchasing the property or leasing spaces if the proposed parking garage is constructed. Councilman Doherty recalled there being issues with previous land sales being denied and asked if there could be a bidding war. Mr. Mann replied if the City entered into an agreement with the seller of a property, an advertisement must be posted for 30 days before the closing to allow others to tender offers.

Mr. Nichols asked if anyone from the City spoke directly with developers about the pier parking lot and its development. Mr. Mann replied he spoke with two local restaurant/hospitality industry people who broker and represent hotel chains to get an idea of what can be expected and that he has not been soliciting for use of that property yet. Mr. Nichols stated if a hotel were developed at the pier, the value of the vacant lot would increase. Mr. Mann stated a long-term land lease would likely be required for a 60 to 80 room oceanfront hotel concept to be financially feasible. He said with the 35-foot building height limit, a three story oceanfront hotel could only have hotel rooms on the second and third floors. Councilman Doherty asked why couldn't the proposed parking garage be used for hotel parking. Mr. Mann stated part of the requirement for the proposed parking garage would be to replace the displaced oceanfront public parking, and if the first floor of the proposed hotel were to have habitable area then the parking garage would also provide the required parking for the hotel.

Mr. Graham asked when the Board should expect action items to be presented. Mr. Mann stated the gallery owner's attorney calls weekly regarding moving forward. Mrs. Povloski said the Board should not move forward until a decision is made on the other properties. Mr. Jones added the Board could also consider leasing the land with minimal improvements until the plans are finalized for the whole area.

e. **Dix.Hite + Partners workshop** – December 5, 2016 from 5:00-7:00 PM in the Council Chambers

Mr. Mann explained the Board previously authorized Dix.Hite + Partners to create an implementation and management plan regarding multiple components of the Downtown Action Plan. He said a public workshop is scheduled to present their concepts. He said a survey was posted on www.jaxbeachliving.net to answer questions to obtain feedback from the community about possible improvements such as landscaping, lighting, bicycle plans, logos and signage, etc. Mr. Nichols suggested scheduling public workshops for the development opportunities for the pier and CRA-owned properties.

Mr. Mann also informed the Board that a Public Works' led workshop for the second phase of the infrastructure redevelopment project should be scheduled after the first of the year.

Mr. Nichols expressed concern regarding the impact on the success of small, locally owned businesses in the Downtown area if vehicular traffic is increased due to anticipated private and public development projects, rather than utilizing a walking, pedestrian-friendly area. He then asked if a developer acquired the Pier Cantina property and partnered with the City, could they create one parcel and change the maximum height on the pier parking lot to fifty-five feet? Mr. Mann replied no.

COURTESY OF THE FLOOR TO VISITORS

- Shandy Thompson, 522 South 3rd Avenue, she expressed concerns about bicycle safety in the Downtown area and would like to see this area become more of a family-friendly community, with additional shops and activities to do. She said she loves this town and believes we need more good restaurants, especially within walking distance of residential neighborhoods instead of travelling to adjacent cities. She stated our beach is evolving and she loves how much we have progressed and would like to keep seeing it improve. She said rather than have an oceanfront hotel or parking garage, she would like to see a park with swings for her children. She agrees that parking is an issue, especially on weekends and during festivals, and hopes a resolution can be found that can accommodate both parties. She suggested changing the free public restrooms to pay public restrooms such as those found in Europe.

ADJOURNMENT

There being no further business, Mr. Graham adjourned the meeting at 6:19 P.M.

Submitted by: Chandra Medford, Recording Secretary

Approval:

Art Graham, Chairperson

Date: _____

City of

Jacksonville Beach

City Hall

11 North Third Street

Jacksonville Beach

FL 32250

Phone: 904.247.6231

Fax: 904.247.6107

Planning@jaxbchfl.net

www.jacksonvillebeach.org

MEMORANDUM

TO: Jacksonville Beach Community Redevelopment Agency Members
FROM: Bill Mann, Planning and Development Director, CRA Administrator
RE: January 23, 2017 Community Redevelopment Agency Meeting
DATE: January 12, 2017

Please consider the following information and staff recommendations relative to the following three items to be considered and acted upon at the upcoming January 23, 2016 meeting:

1. **Resolution No. 2017-01** – With this resolution the Community Redevelopment Agency (CRA) recommends that the Jacksonville Beach City Council amend the South Beach Community Redevelopment Plan to include the provision that the maintenance of TIF funded improvements and facilities is an allowable capital expenditure of TIF funds.

From the South Beach Community Redevelopment Area's inception in 1987 and until South Beach Park was formally dedicated in 2001, the majority of TIF expenditures in the district related to major infrastructure provision and land assemblage. With recent South Beach Park enhancements including the skate park, splash pad and other facilities, however, the need for a regular maintenance plan for those TIF funded improvements has been identified, over and above the levels of maintenance provided for the overall park.

A similar maintenance provision exists already in the City's Downtown Redevelopment Plan, in recognition of the need for additional levels of maintenance in that redevelopment area for improvements such as the street pavers and landscaping, and the hardscape and landscaping enhancements to Latham Plaza and Oceanfront Park, over and above normal City-provided maintenance in those areas.

Staff recommends approval of Resolution No. 2017-01.

Attachment: CRA Resolution No. 2017-01

2. **Authorize CRA Administrator to submit a purchase offer** for a 14 x 62.5 foot parcel of vacant land located within the alignment of the platted public alley

CRA170123memo

Page 1 of 2



running east to west in the block bounded by Beach Boulevard, 1st Avenue South, and 1st and 2nd Streets South.

Staff recommends that the CRA authorize the Administrator to make an offer to purchase the 14 x 62.5 foot alley parcel contiguous with the Joe's Crab Shack parking lot parcel and owned by Eastern Coastal Properties, LLC, based on the Appraisal Report prepared for that parcel by Ennis Appraisal Associates, dated September 15, 2016.

Attachment: Ennis Appraisal report dated September 15, 2016.

3. **Redevelopment District: RD rezoning Application** – Review and recommendation to the City Council on the consistency with the Downtown Community Redevelopment Plan of the application to rezone the vacant oceanfront property on 1st Street North between 6th and 7th Avenues North from Commercial limited: C-1 to Redevelopment District: RD. (Applicant- *Atlantis Beach Partners, LLC*)

This application represents a development proposal for the vacant oceanfront block north of the *Casa Marina* hotel (formerly the *Atlantis* hotel). That property is the subject of a court ordered Settlement Agreement stemming from 35' building height cap approved by voters via a City Charter amendment in 2004. In that settlement agreement, the Court vested the former *Atlantis* parcel with a maximum building height of 89'.

Attached for your review are the subject RD rezoning application, and the draft staff memo to the Planning Commission concerning the application.

Staff recommends that the CRA find the *Atlantis Beach Partners, LLC* RD zoning application consistent with the Downtown Community Redevelopment Plan and recommend its approval by the City Council.

*Attachments: RD rezoning application PC#41-16
Draft - Staff memo to Planning Commission on PC #41-16*

RESOLUTION 2017-01

A RESOLUTION RECOMMENDING THAT THE CITY COUNCIL FOR THE CITY OF JACKSONVILLE BEACH AMEND THE COMMUNITY REDEVELOPMENT PLAN FOR THE SOUTH BEACH REDEVELOPMENT AREA FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA, AS PREVIOUSLY AMENDED, ACCORDING TO THE REQUIREMENTS OF THE COMMUNITY REDEVELOPMENT ACT OF 1969, BY ADDING A PROVISION THAT MAINTENANCE OF IMPROVEMENTS AND FACILITIES FUNDED BY TAX INCREMENT REVENUES IS AN ALLOWABLE CAPITAL EXPENDITURE WITHIN SAID COMMUNITY REDEVELOPMENT PLAN; AND FOR OTHER PURPOSES.

WHEREAS, on June 15, 1987, the City Council of the City of Jacksonville Beach, Florida adopted a plan for the redevelopment of certain lands within the city limits of the City of Jacksonville Beach pursuant to an Act of the Legislature of the State of Florida duly enacted as the Community Redevelopment Act of 1969, as amended; and

WHEREAS, the redevelopment of said lands was found to be necessary in the interest of public health, safety, and welfare of the residents of Jacksonville Beach, and in the interest of carrying out the intent of the Florida Legislature, as expressed in the Community Redevelopment of 1969, as amended, by revitalizing the area economically and socially, improving the tax base, promoting sound growth, and providing improved quality of life; and

WHEREAS, the City Council of the City of Jacksonville Beach and its Community Redevelopment Agency have expressed the desire to ensure that those improvements and facilities within the South Beach Community Redevelopment Area that were funded by Tax Increment Trust Funds may also be maintained in the future utilizing Tax Increment Trust Funds; and

WHEREAS, it is deemed desirable to formally incorporate this maintenance funding provision into the Community Redevelopment Plan for the South Beach Redevelopment Area for the City of Jacksonville Beach, to ensure the long term viability of various Tax Increment funded improvements and facilities within said redevelopment area, and

WHEREAS, Chapter 163.361, Florida Statutes provides that if anytime after the approval of a community redevelopment plan by the governing body, it becomes necessary or desirable to amend or modify such plan, the governing body may amend or modify such plan upon recommendation by the Community Redevelopment Agency, the publishing of a notice, and the holding of a public hearing.

**NOW, THEREFORE, BE IT RESOLVED BY THE JACKSONVILLE BEACH,
FLORIDA COMMUNITY REDEVELOPMENT AGENCY:**

SECTION 1. That the Jacksonville Beach Community Redevelopment Agency recommends that the South Beach Community Redevelopment Plan adopted on June 15, 1987 (the "Plan"), as amended, be further amended to include the provision that those improvements and facilities located within the South Beach Community Redevelopment Area which were funded through the use of Tax Increment Trust Funds may also be maintained utilizing Tax Increment Trust Funds.

SECTION 2. All other provisions of the June 15, 1987 South Beach Community Redevelopment Plan, as amended, applicable to the South Beach Community Redevelopment Area shall remain in effect.

SECTION 3. This Resolution shall take effect upon its passage.

AUTHENTICATED THIS _____ DAY OF _____, 2017.

Frances Povloski, VICE CHAIRPERSON

APPRAISAL REPORT

**875 SQUARE FOOT PARCEL OF VACANT LAND
(A PORTION OF ALLEYWAY OFF 1ST STREET S.)
JACKSONVILLE BEACH, FL 32250**

FOR:

**WILLIAM C. MANN
PLANNING AND DEVELOPMENT DIRECTOR
CITY OF JACKSONVILLE BEACH
11 3RD STREET N.
JACKSONVILLE BEACH, FL 32250**

PREPARED BY:

**DUNCAN R. ENNIS, SR., MAI, SRA
ENNIS APPRAISAL ASSOCIATES, INC.
4511 LEXINGTON AVENUE
JACKSONVILLE, FLORIDA 32210
PH. (904) 387-4467
FAX (904) 387-0177**

ENNIS APPRAISAL ASSOCIATES, INC.
Real Estate Appraisers & Consultants

Duncan R. Ennis, Sr., MAI, SRA
State-Certified General Real Estate Appraiser RZ619



September 15, 2016

William C. Mann
Director
Planning and Development Department
City of Jacksonville Beach
11 3rd Street N.
Jacksonville Beach, Florida 32250

RE: APPRAISAL REPORT
875 Square Foot Parcel of Vacant Land
(A Portion of Alleyway off 1st Street S.)
Jacksonville Beach, Florida 32250
Ennis Appraisal File No. 2016-130.CW

Dear Mr. Mann:

At your request, this report has been prepared to convey my opinion of the "as is" market value of the fee simple interest in the property referenced above and more fully described herein. The effective date of the opinion of market value is August 29, 2016.

In consideration of an appropriate scope of work for this assignment, the Sales Comparison Approach is utilized to support my opinion of market value. The Cost Approach and Income Approach are not useful to this assignment and are omitted. The appraisal process was developed in conformity with the Uniform Standards of Professional Appraisal Practice (USPAP).

The results of the appraisal process are conveyed in an Appraisal Report that is intended to comply with the reporting requirements set forth under Standards Rule 2-2(a) of the Uniform Standards of Professional Appraisal Practice. This report presents summary discussions of the data, reasoning, and analyses that were used in the appraisal process to develop the appraiser's opinions of value. The depth of discussion contained in this report is specific to the needs of the client and for the intended uses as stated within the report. Additional data, reasoning, and analysis are maintained in my file.

4511 Lexington Avenue • Jacksonville, Florida 32210
(904) 387-4467 • Fax 387-0177
www.ennisappraisal.com

You are the client of this appraisal assignment and the intended user of this appraisal report. Additional intended users of this appraisal report include others employed by the City of Jacksonville Beach and your consultants, if any. Use of this appraisal report or the opinions and conclusions reported herein by anyone other than said client and the other stated additional intended users is not intended. It is my understanding the intended use of this appraisal report is for internal purposes, including negotiating a contract to purchase the property. Any other use of this appraisal report or the conclusions and opinions reported herein is also not intended. I will not be responsible for any other unintended or unauthorized use of this report or the conclusions or opinions reported herein.

The appraisal report and the opinions and conclusions rendered herein will be held in confidence by me and others associated with my firm.

The appraisal analyses, opinions, and conclusions were developed, and this appraisal has been prepared in conformance with all regulations issued by the appropriate regulatory entities regarding the enactment of Title XI of the Financial Institution Reform, Recovery, and Enforcement Act of 1989 (FIRREA). In addition, the appraisal report has been prepared in conformity with the requirements of the Standards of Professional Appraisal Practice of the Appraisal Institute, the Uniform Standards of Professional Appraisal Practice (USPAP) as adopted by The Appraisal Foundation, and with the requirements of the State of Florida for State Certified Appraisers.

The property was personally inspected and the neighborhood trends and development patterns were analyzed. As a result of these investigations and subject to Assumptions and Limiting Conditions beginning on page 9, my opinion of the market value of the fee interest in the subject property is as follows:

“As Is” Market Value, As of August 29, 2016 **\$44,000**

If you desire any additional information pertaining to this appraisal report or if I may be of any further assistance to you, please call.

Yours truly,
Ennis Appraisal Associates, Inc.



Duncan R. Ennis, Sr., MAI, SRA
State-Certified General Real Estate
Appraiser RZ619



John Wallace
State-Certified General Real Estate
Appraiser RZ3545

Certification

I certify that, to the best of my knowledge and belief:

- The statements of fact contained in this report are true and correct.
- The reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and is my personal, impartial, and unbiased professional analyses, opinions, and conclusions.
- I have no present or prospective interest in the property that is the subject of this report, and no personal interest with respect to the parties involved.
- I have no bias with respect to the property that is the subject of this report or to the parties involved with this assignment.
- My engagement in this assignment was not contingent upon developing or reporting predetermined results.
- My compensation for completing this assignment is not contingent upon the development or reporting of a predetermined value or direction in value that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this appraisal.
- My analyses, opinions, and conclusions were developed, and this report has been prepared in conformity with the *Uniform Standards of Professional Appraisal Practice* and with the requirements of the Code of Professional Ethics and Standards of Professional Appraisal Practice of the Appraisal Institute.
- John Wallace made a personal inspection of the property that is the subject of this report.
- Duncan R. Ennis, Sr., MAI, SRA did not make a personal inspection of the property that is the subject of this report.
- No one provided significant professional assistance to the person(s) signing this report.
- The use of this report is subject to the requirements of the Appraisal Institute relating to review by its duly authorized representatives and to the requirements of the State of Florida relating to review by the State Real Estate Appraisal Board.
- As of the date of this report, Duncan R. Ennis, Sr., MAI, SRA has completed the requirements of the continuing education program of the Appraisal Institute for designated members.
- I hold the appropriate state certification allowing the performance of real estate appraisals and consultations in connection with federally related transactions in the State of Florida in which the subject property is located.

- I have performed no services, as an appraiser or in any other capacity, regarding the property that is the subject of this report within the three-year period immediately preceding acceptance of this assignment.
- This appraisal recognizes the following definition of market value agreed upon by agencies that regulate federal financial institutions in the United States of America, as found in the 1999 Edition of the Uniform Standards of Professional Appraisal Practice:

Market Value: as defined in Chapter 12, Code of Federal Regulation, Part 34.42 (f) is, "the most probable price which a property should bring in a competitive and open market under all conditions requisite to a fair sale, the buyer and seller each acting prudently and knowledgeably, and assuming the price is not affected by undue stimulus. Implicit in this definition are the consummation of a sale as of a specified date and the passing of title from seller to buyer under conditions whereby:

- 1) Buyer and seller are typically motivated;
- 2) Both parties are well informed or well advised, and acting in what they consider their own best interests;
- 3) A reasonable time is allowed for exposure in the open market;
- 4) Payment is made in terms of cash in U.S. dollars or in terms of financial arrangements comparable thereto; and
- 5) The price represents the normal consideration for the property sold unaffected by special or creative financing or sale concessions granted by anyone associated with the sale."



Duncan R. Ennis, Sr., MAI, SRA
State-Certified General Real Estate
Appraiser RZ619



John Wallace
State-Certified General Real Estate
Appraiser RZ3545

Table of Contents

Certification.....	4
Table Of Contents	6
Summary Of Important Facts And Conclusions	7
Assumptions And Limiting Conditions	8
Extraordinary Assumptions.....	9
Hypothetical Conditions	9
Identification Of Subject Property	9
Purpose Of This Appraisal.....	10
Property Rights Appraised.....	10
Client, Intended Users And Intended Use Of Appraisal	10
Owner Of Record.....	10
Five-Year History Of Ownership	10
Legal Description.....	11
Scope Of Work	11
Photographs And Maps Of Subject Property	13
Neighborhood Data	26
Downtown Redevelopment District.....	30
Parcel Description	32
Future Land Use Category / Zoning District.....	33
Utilities	33
Flood Zone	33
Soil Survey	34
Census Tract	34
Hazardous Materials.....	34
Improvements.....	34
Assessment, Taxes, And Fees	35
Concurrency	35
Highest And Best Use.....	36
Valuation Methods.....	37
Sales Comparison Approach	38
Summary Of Comparable Land Sales.....	40
Comparable Land Sales Map.....	48
Analysis Of Comparable Improved Sales.....	49
Summary Of Adjustments To Comparable Sales.....	52
Conclusion Of Sales Comparison Approach	53
Summary Of Values	53
Reconciliation Of Values.....	53
Appraised Value	53
Estimate Of Normal Marketing Period And Exposure Time	54
A D D E N D U M.....	55
Appraisal Engagement.....	56
CBD Zoning District.....	58
Appraisers' Qualifications And Licenses.....	65

Summary of Important Facts and Conclusions

Legal Description:	15-55 33-2S-29E .003 Ocean Finance Company Replat S 4 FT of E 37.5 of Lot 2 and Lots 1, 2, 3, 4, 5, 6, 7 and 8 as recorded in Plat Book 15, Page 55 of the current Public Records of Duval County, Florida
RE #	Part of 175513-0010 and all of 175514-0010
Address	16 1 st Street S., Jacksonville, Florida 32250
Property Rights Appraised	Fee Simple Interest
Date of Inspection	August 29, 2016
Effective Date of Appraisal	August 29, 2016
Date of Report	September 15, 2016
Owner(s) of Subject Property	Eastern Coastal Properties, LLC and Beach Boulevard Associates, LLP
Land Size	875 square feet
Future Land Use Category	Commercial
Zoning	Commercial Business District (CBD)
2015 "Just Market Value"	\$4,125 (175514-0010) and approx. \$22,563 (2% portion of 175513-0010)
2015 Assessed Value / Taxes	Approximately \$26,688 / \$520 (based on millage rate x the above approximations)
Highest and Best Use, As if Vacant	Commercial use consistent with CBD zoning district and concurrency requirements.
Value Indicators ¹	
"As Is" Market Value	\$44,000

¹ Opinions of value are subject to Assumptions and Limiting Conditions beginning on page 9.

Assumptions and Limiting Conditions

- The subject parcel's legal description(s) and land size were obtained from the public records of Duval, Florida. Should the subject parcel's legal description or land size be other than reported, the appraiser's opinion of market value may be other than reported herein.
- The appraiser is not responsible for the title or survey and has disregarded any liens, encumbrances and/or encroachments unless specifically set forth.
- The property is presumed to be marketable, free and clear, under responsible ownership and competent management.
- Any sketch or photo is approximate and is merely intended to assist the client in visualizing the premises.
- No obligation is assumed for the accuracy of tax data, zoning information, or similar information supplied by others.
- Disclosure of the contents of this report is governed by the Code of Ethics and Standards of Professional Practice of the Appraisal Institute. Neither all nor any part of this report shall be disseminated to the public through advertising media, public relations media, news media, sales media or any other means of public communication, without the prior written consent and approval of the author.
- The appraiser does not agree to give testimony in court relating to this appraisal, except by previous agreement.
- This appraisal covers only the premises described herein. Neither the figures therein, nor any analysis thereof, nor any unit values thereby derived are to be construed as applicable to any other property, however similar the same may be.
- The appraiser has no present or contemplated interest in the subject property.
- This report is not contingent upon any predetermined value or finding.
- Valuation is made in conformity with the Standards of Professional Practice of the Appraisal Institute, a professional organization of which Duncan R. Ennis, Sr., MAI, SRA is a member.
- Unless otherwise stated in this report, the existence of hazardous material, which may or may not be present on the property, was not observed by the appraiser. The appraiser has no knowledge of the existence of such materials on or in the property. The appraiser, however, is unqualified to detect such substances. The presence of substances such as asbestos, urea-formaldehyde foam insulation, radon or other potentially hazardous materials may affect the value of the property. The value estimate is predicated on the assumption that there is no such material on or in the property that would cause a loss in value. No responsibility is assumed for any such conditions, or for any expertise of engineering knowledge required to discover them. The client is urged to retain an expert in this field,

if desired.

- A visual inspection of the property was made. No test borings or other civil engineering studies were made available to the appraisers. This appraisal is based on the assumption that there are no jurisdictional wetlands or other adverse conditions on the subject site.
- The Americans with Disabilities Act ("ADA") became effective January 26, 1992. The appraisers have not made a specific compliance survey and analysis of this property to determine whether or not it is in conformity with the various detailed requirements of the ADA. It is possible that a compliance survey of the property, together with a detailed analysis of the requirements of the ADA, could reveal that the property is not in compliance with one or more of the requirements of the Act. If so, this fact could have a negative effect upon the value of the property. Since we have no direct evidence relating to this issue, the appraisers did not consider possible noncompliance with the requirements of ADA in estimating the value of the property.
- It is assumed continued use of the subject parcel as part of an alleyway is legally permissible. For valuation purposes, it is also assumed use of the subject parcel in a manner otherwise permitted by the CBD zoning district is also legally permissible.
- This report contains 68 pages.

Extraordinary Assumptions

The 2016-2017 edition of the Uniform Standards of Professional Appraisal Practice (USPAP) defines extraordinary assumption as, "an assumption, directly related to a specific assignment, as of the effective date of the assignment results, which, if found to be false, could alter the appraiser's opinions or conclusions".

- None

Hypothetical Conditions

The 2016-2017 edition of the Uniform Standards of Professional Appraisal Practice (USPAP) defines hypothetical condition as, "a condition, directly related to a specific assignment, which is contrary to what is known by the appraiser to exist on the effective date of the assignment results, but is used for the purpose of analysis".

- None

Identification of Subject Property

The subject of this appraisal is a parcel of vacant land located at 16 1st Street South, Jacksonville Beach, Florida. The subject parcel contains approximately 875 square feet and is comprised of a small portion of Duval County Tax Parcel 175513-0010 and all of Tax Parcel 175514-0010. The parcel has future land use category of Commercial and zoning district of Commercial Business District (CBD).

The subject parcel, which lies about 120' to the south of Beach Boulevard, is a small portion of an alleyway that extends between 1st Street South and 2nd Street South.

Purpose of this Appraisal

The purpose of this appraisal assignment is to develop and convey an opinion of the "as is" market value of the fee simple interest in the subject property, subject to the Assumptions and Limiting Conditions beginning on page 9. Market value is defined on page 5 of this report.

Property Rights Appraised

The property rights appraised herein are the fee simple interest. Fee simple is defined by The Appraisal of Real Estate, Twelfth Edition as "absolute ownership unencumbered by any other interest or estate, subject only to the limitations imposed by the governmental powers of taxation, eminent domain, police power and escheat".

Client, Intended Users and Intended Use of Appraisal

William C. Mann, as Director of the Planning and Development Department of the City of Jacksonville Beach, is the client of this appraisal assignment and the intended user of this appraisal report. Additional intended users of this appraisal report include others employed by the City of Jacksonville Beach and their consultants, if any. Use of this appraisal report or the opinions and conclusions reported herein by anyone other than said client and the stated other intended users is not intended. The intended use of this appraisal is for internal purposes, including negotiating a contract to purchase the property. Any other use of this appraisal report is also not intended. I will not be responsible for unauthorized use of this report.

Owner of Record

That portion of the subject parcel identified as Tax Parcel 175513-0010 is owned by Eastern Coastal Properties, LLC, C/O Banyan Tree Management, 8 Brooks Avenue, Unit 6, Venice, California 90291.

That portion of the subject parcel identified as Tax Parcel 175514-0010 is owned by Beach Boulevard Associates, LLP, P.O. Box 1426, Ponte Vedra Beach, Florida 32004.

Five-Year History of Ownership

The results of a title search or title abstract were not provided to the appraiser and the appraiser is not qualified to prepare a title search or title abstract. However, based on the appraiser's research of the Duval County Property Appraiser's records and records obtained from the Duval County Clerk of Court, it appears Parcel 175513-0010 has been in the same ownership since 1992 and Parcel 175514-0010 has been in the same ownership since February 2014 when it was transferred from the ownership in the name of Beach Boulevard Associates, LLP which had been held by that entity since 1992.

The appraiser is not aware of any other sales, pending contracts, options, listings, leases, or other agreements pertaining to the subject property within the past five years.

Legal Description

A legal description of the subject parcel was not provided to the appraiser. The following legal description was created by the appraiser and should be considered approximate.

The easterly $\pm 62.5'$ of the northerly $\pm 14'$ of an alleyway extending between 1st Street S. and 2nd Street South, lying approximately 120' to the south of Beach Boulevard, Jacksonville Beach, Duval County, Florida. The subject parcel is a portion of Duval County Tax Parcel # 175513-0010 and all of Tax Parcel # 175514-0010.

Scope of Work

The appraiser has been engaged by the client and a copy of the appraisal engagement is included in the Addendum of this appraisal report. In accordance with said engagement, the problem to be solved and the purpose of this appraisal assignment is to provide an opinion of the "as is" market value of the subject parcel. In regard to said stated purpose of appraisal, on August 29, 2016, John Wallace, one of the appraisers, inspected the subject parcel and the surrounding neighborhood.

Property data for the subject property and comparable properties was developed utilizing public records, such as County Property Appraiser's Office, Clerk of the Court records, Planning Department records, etc. Area Data and Neighborhood Data were obtained from the aforementioned public offices, publications such as the Jacksonville Business Journal and Florida Times-Union, real estate brokerage firms, other appraisers, other internal office files, US Bureau of Census, and other sources.

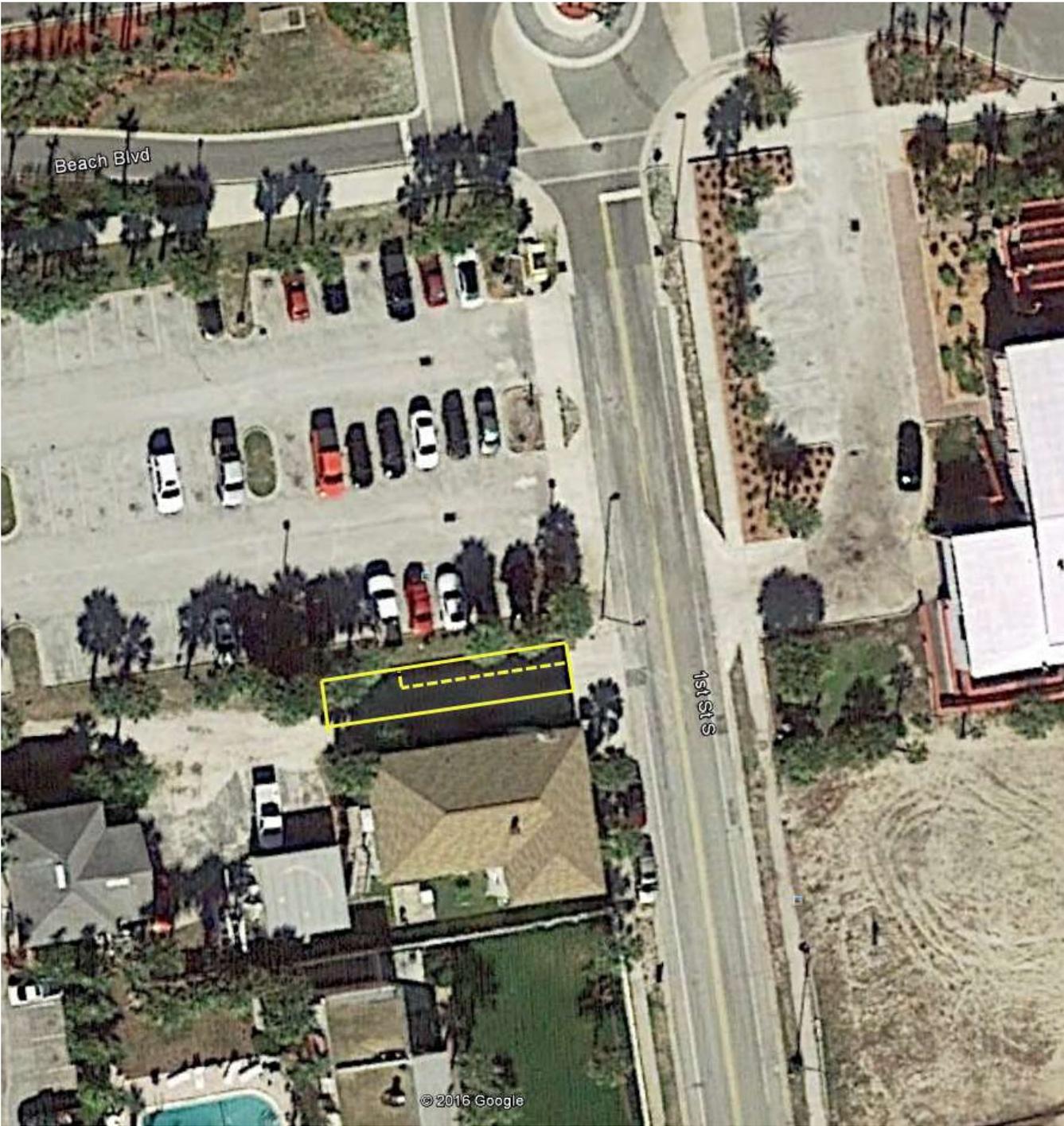
After analyzing the data collected, and considering the subject's legally permissible, physically possible, economically feasible and maximally productive uses, the appraiser developed an opinion of the highest and best use of the subject property.

In accordance with the appraiser's determination of an appropriate scope of work for this assignment, an opinion of "as is" market value is developed with the Sales Comparison Approach. As discussed elsewhere in this report, the Cost and Income Approaches are not applicable to this assignment and are omitted.

In developing the Sales Comparison Approach, recent sales and current listings of comparable properties were researched utilizing information obtained from Multiple Listing Service, Loopnet, Duval County Property Appraiser's records, real estate brokers, County Clerk of the Court public records, and other sources. The terms and conditions of each sale and listing were confirmed through public records, inspection, and where possible, with buyer, seller, or other knowledgeable source. After researching the marketplace for sales and listings, the appraiser selected the most comparable data, compared the data with the subject property, and adjusted the data to account for measurable differences compared with the subject property. Said data was then analyzed to develop an indication of the market value of the subject property

The results of the appraisal process are considered credible and are communicated to the client in an Appraisal Report prepared in conformity with the current edition of USPAP.

Photographs and Maps of Subject Property



The subject parcel is outlined by solid yellow lines.

**Parcel of Vacant Land
16 1st Street S.
Jacksonville Beach, Florida 32250**



Subject parcel (a portion of alleyway) as seen from 1st Street S.



Subject parcel (a portion of alleyway) as seen from 1st Street S.



Subject parcel (a portion of alleyway) facing easterly toward 1st Street S.



Subject parcel (a portion of alleyway) facing easterly toward 1st Street S.

**Parcel of Vacant Land
16 1st Street S.
Jacksonville Beach, Florida 32250**



View southerly along 1st Street S.; subject parcel is at right



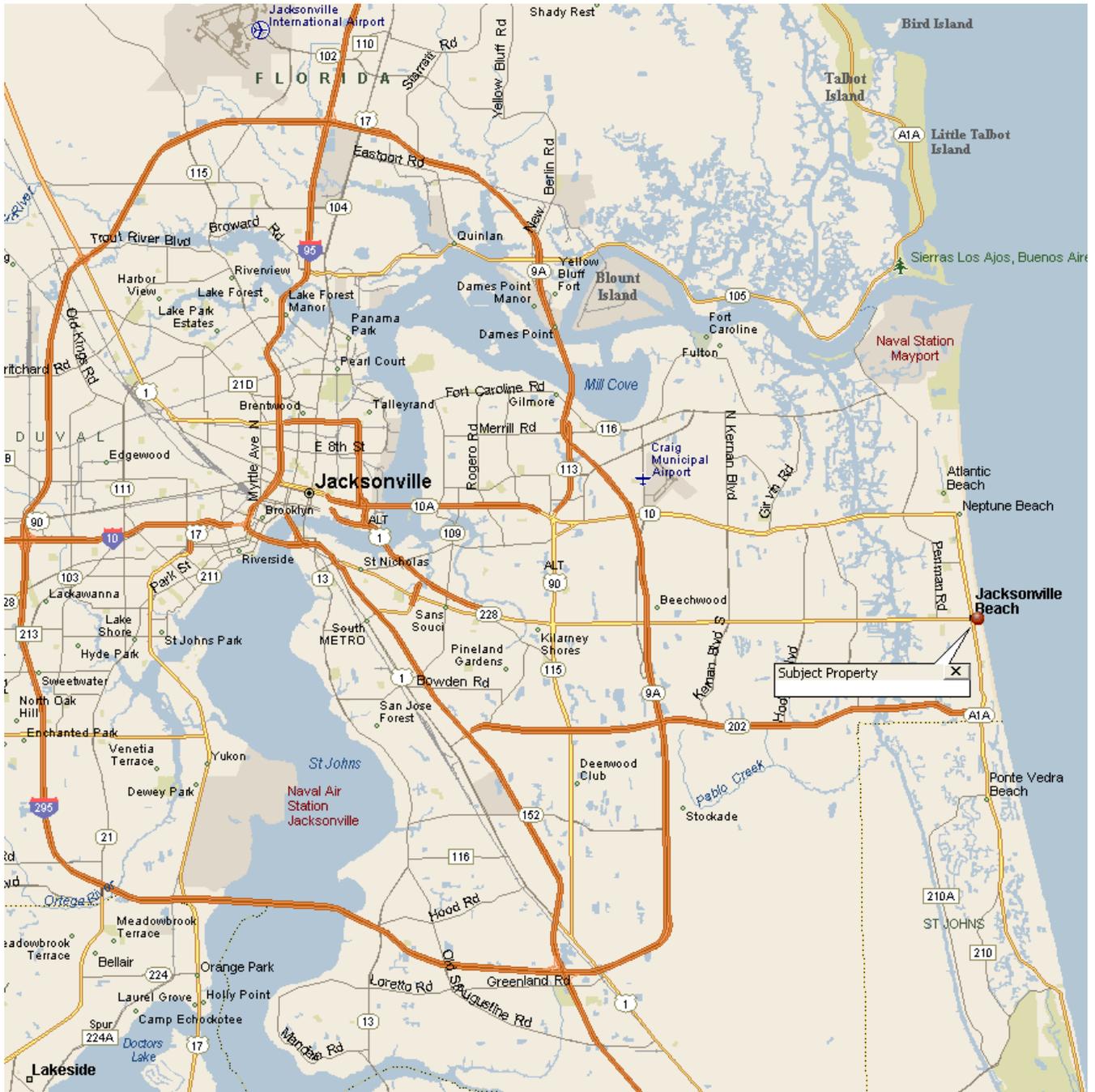
View northerly along 1st Street S.; subject parcel is at left



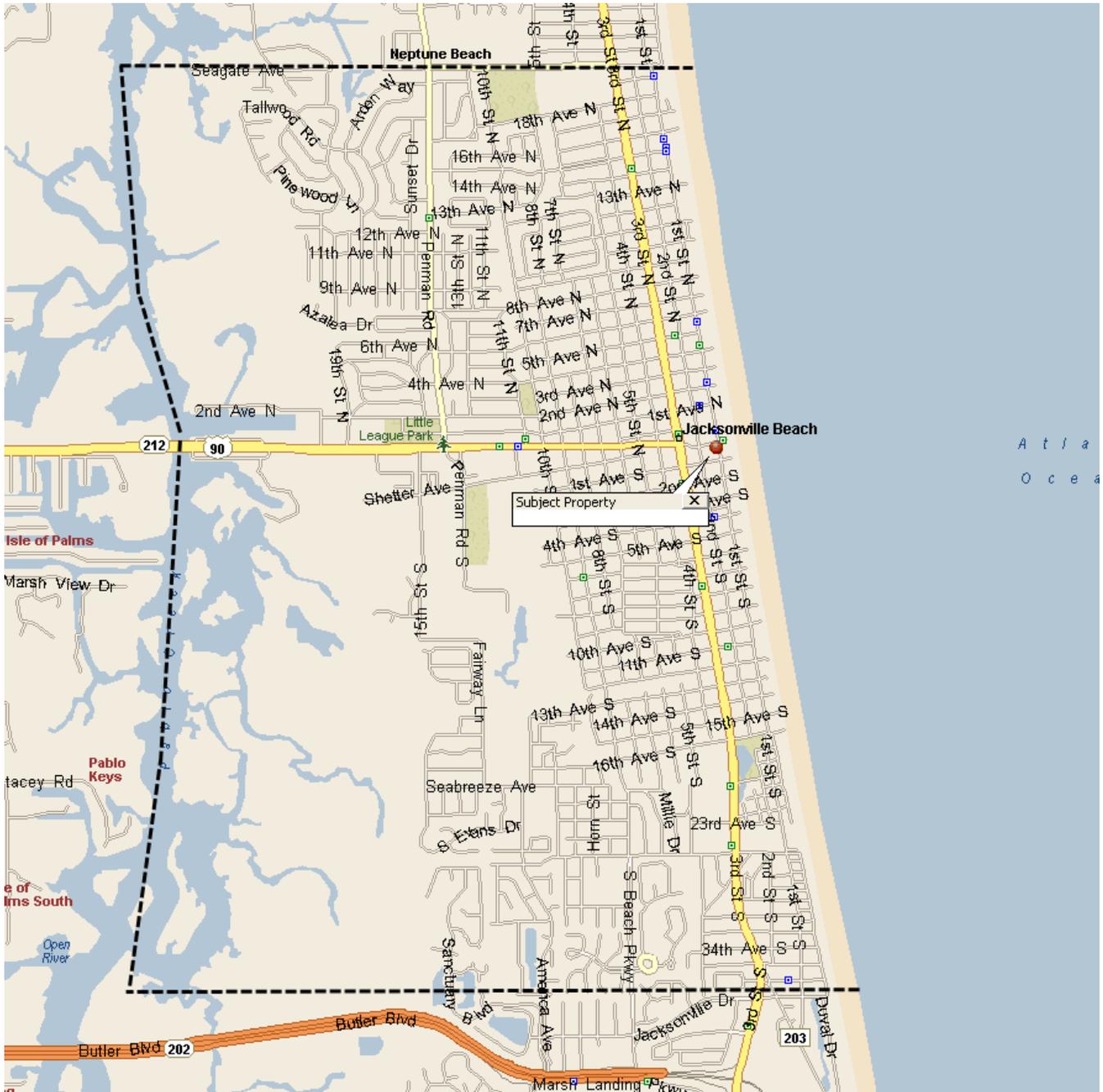
Florida Area



Jacksonville Area

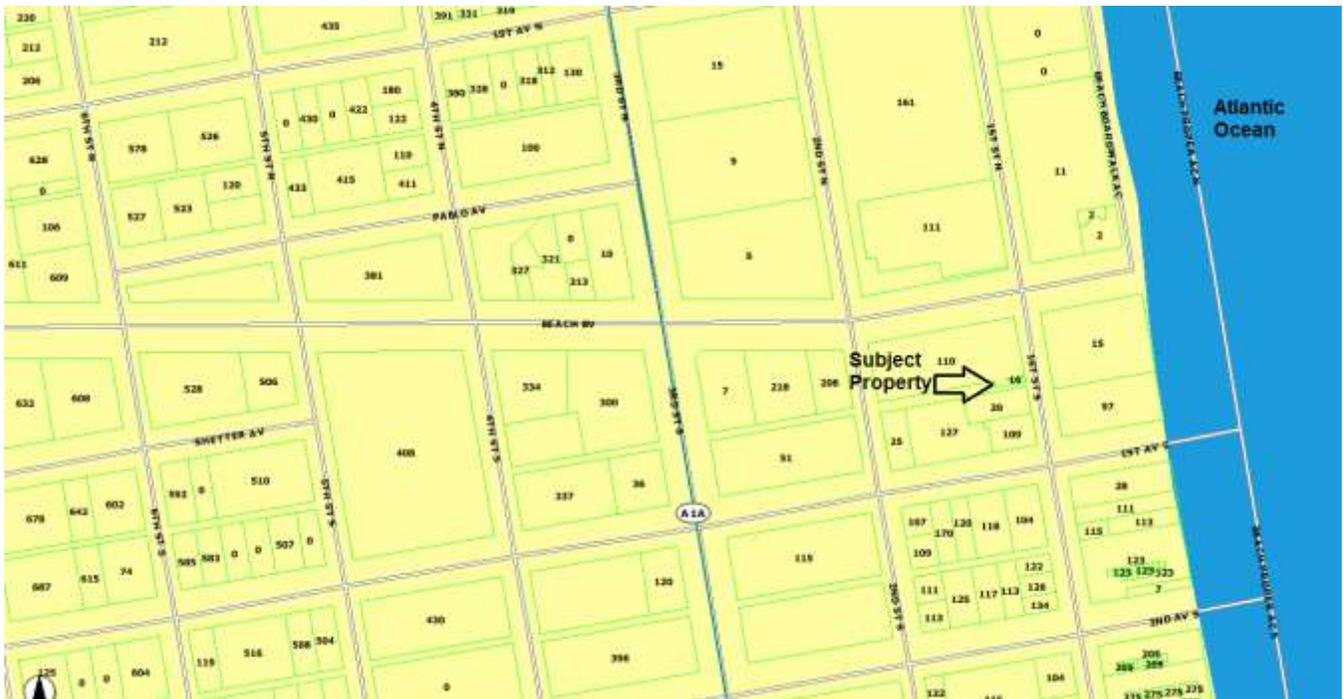


Neighborhood Area



Neighborhood boundaries, which coincide with the boundaries of the City of Jacksonville Beach, are outlined above.

Duval County GIS Map



The subject parcel is the northerly 14' of the easterly 62.5' of an alleyway extending between 1st Street S. and 2nd Street S.

Duval County GIS Map



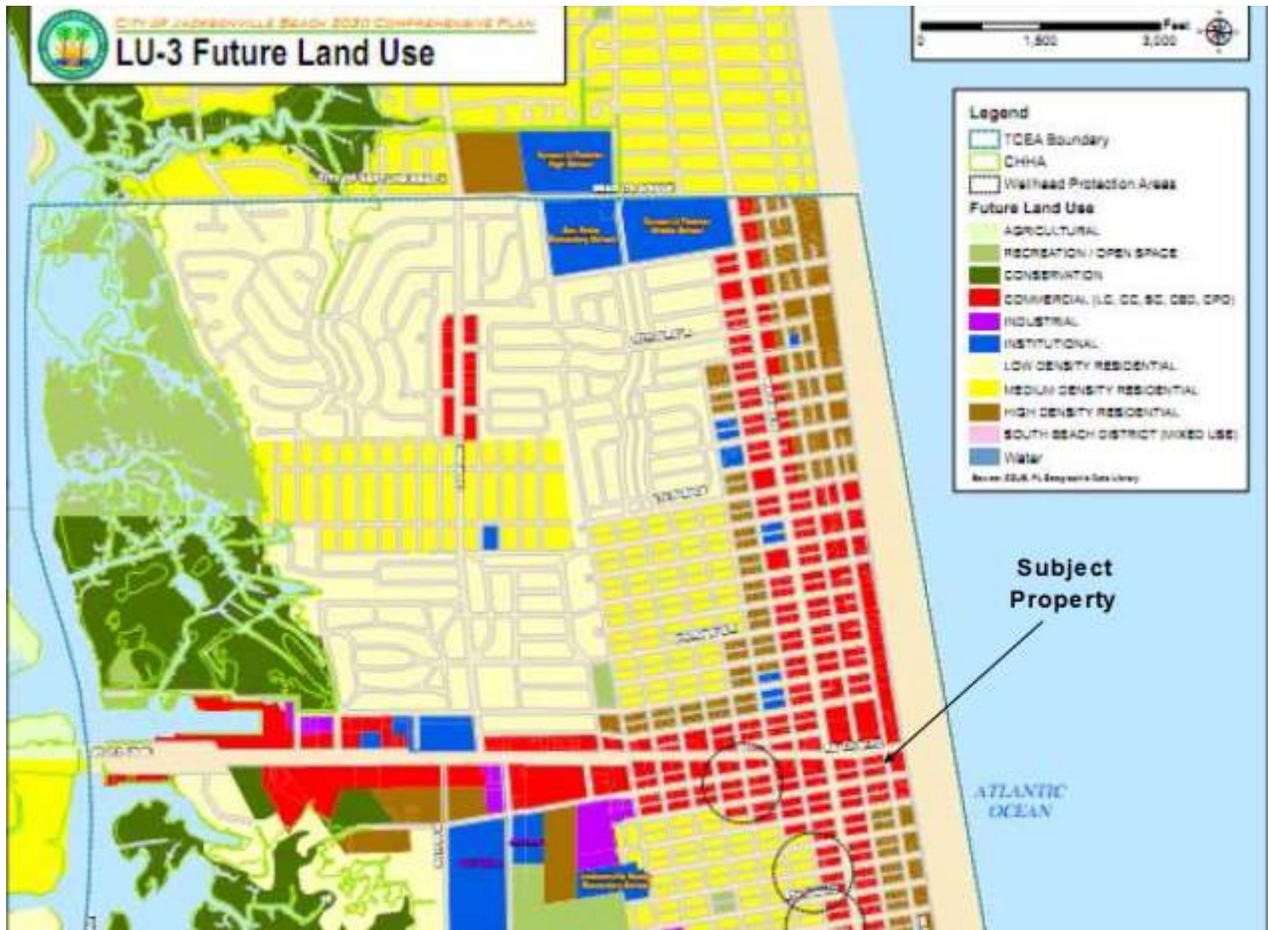
The subject parcel is the northerly 14' of the easterly 62.5' of an alleyway extending between 1st Street S. and 2nd Street S.

Duval County GIS Map with Aerial Overlay



The subject parcel is the northerly 14' of the easterly 62.5' of an alleyway extending between 1st Street S. and 2nd Street S.

City of Jacksonville Beach Future Land Use Map

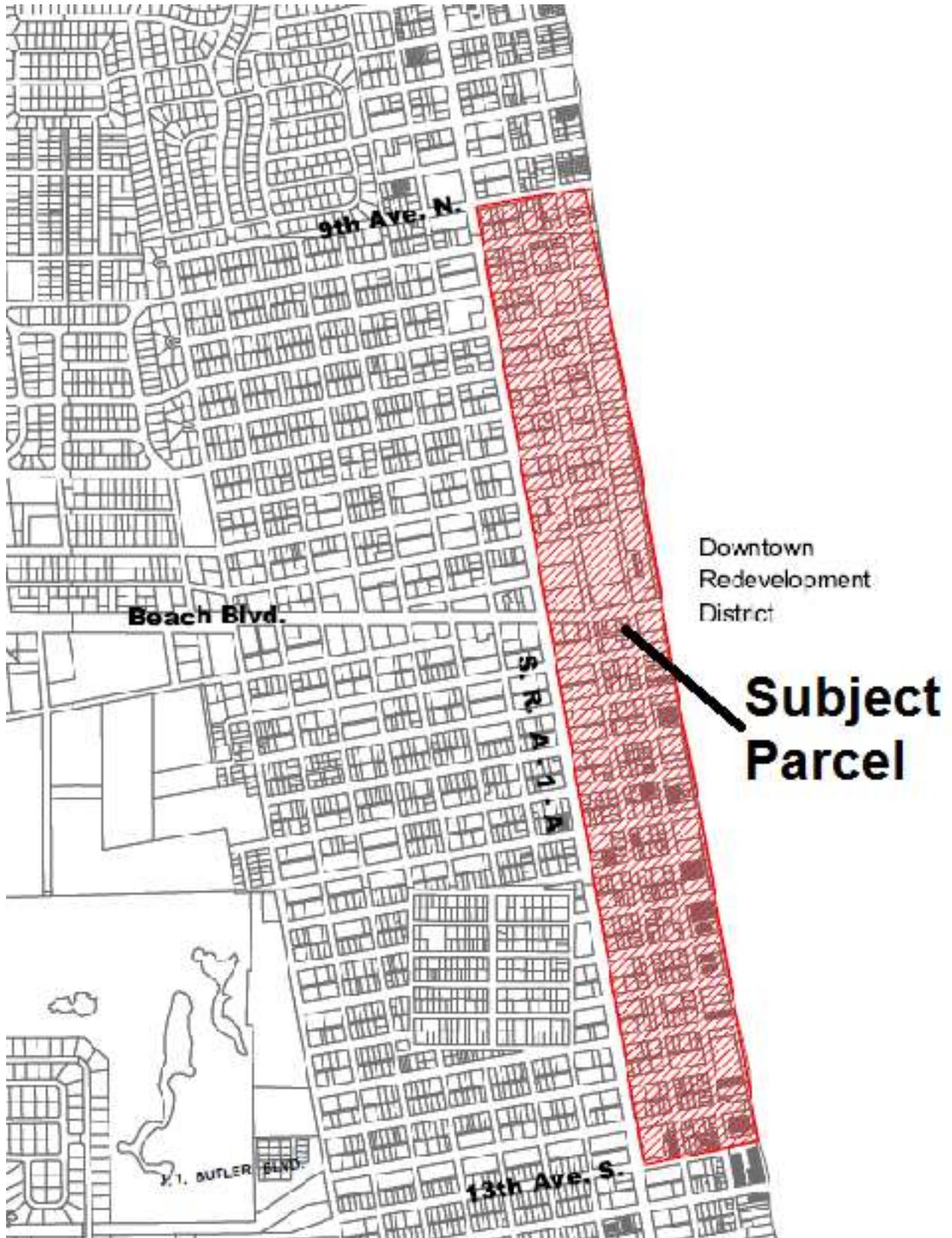


City of Jacksonville Beach Zoning Map

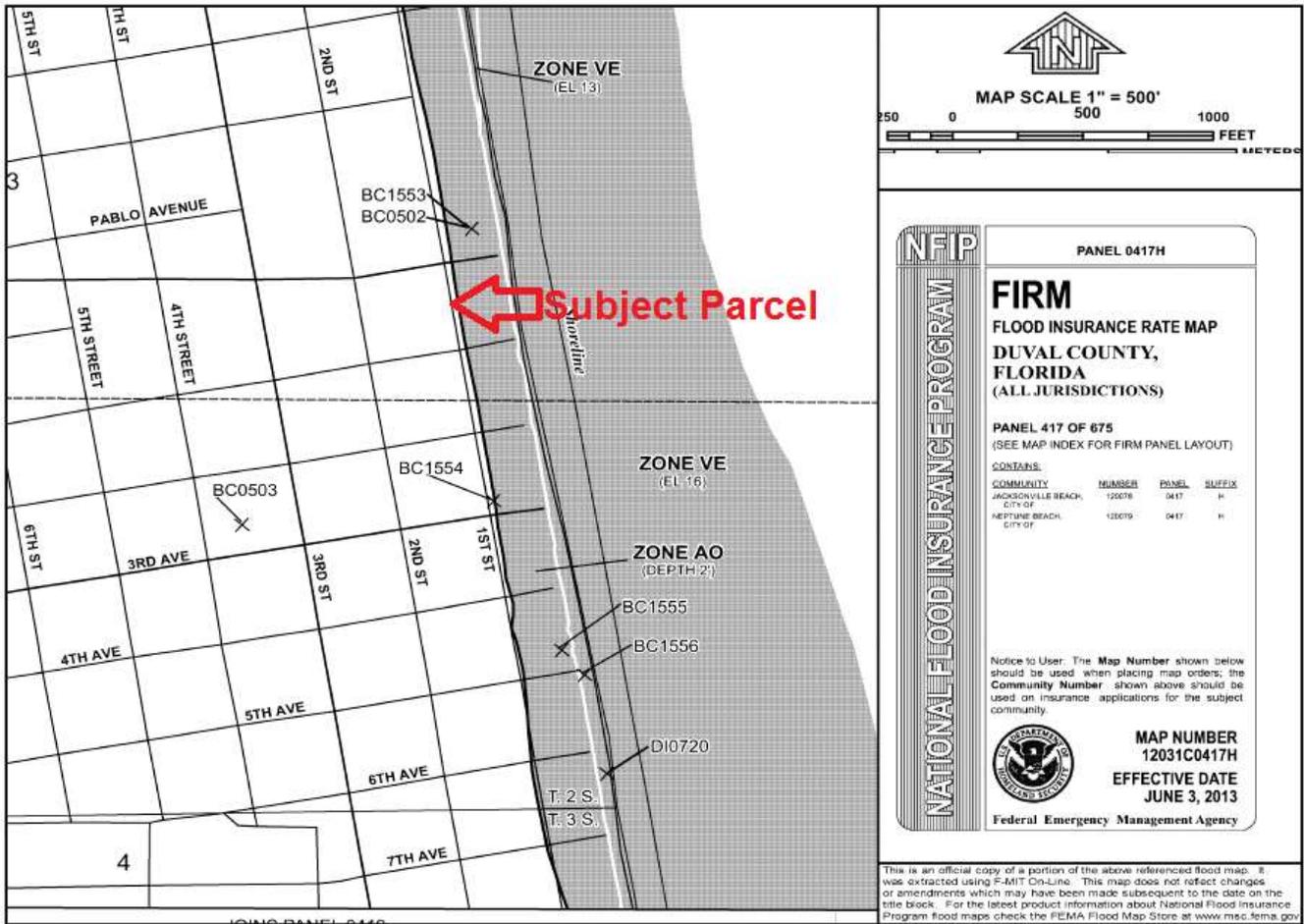


Note the Jacksonville Beach CBD is outlined in red.

Downtown Community Redevelopment District Map



Flood Zone Map



Notice to User: The **Map Number** shown below should be used when placing map orders; the **Community Number** shown above should be used on insurance applications for the subject community.



MAP NUMBER 12031C0417H
EFFECTIVE DATE JUNE 3, 2013

Federal Emergency Management Agency

-  OTHER FLOOD AREAS
- ZONE X** Areas of 0.2% annual chance flood; areas of 1% annual chance flood with average depths of less than 1 foot or with drainage areas less than 1 square mile; and areas protected by levees from 1% annual chance flood.
-  OTHER AREAS
- ZONE X** Areas determined to be outside the 0.2% annual chance floodplain.
- ZONE D** Areas in which flood hazards are undetermined, but possible.
-  COASTAL BARRIER RESOURCES SYSTEM (CBRS) AREAS
-  OTHERWISE PROTECTED AREAS (OPAs)

Neighborhood Data

The subject of this appraisal is an 875 square foot parcel of vacant land located at 16 1st Street South, Jacksonville Beach, Florida. The subject parcel, which extends westerly from 1st Street South, lies between Beach Boulevard to the north and 1st Avenue South to the south. The subject parcel is a small portion of an alleyway that extends between 1st Street South and 2nd Street South.

As defined herein and depicted on page 19, the subject neighborhood coincides with the boundaries of the City of Jacksonville Beach, which is the majority of Zip Code 32250. The City Limits are Seagate Avenue to the north, the Atlantic Ocean to the east, the Duval County/St. Johns County border to the south, and the Intracoastal Waterway to the west.

Jacksonville Beach is located approximately 13 miles east of the Central Business District of the City of Jacksonville. Jacksonville Beach, as well as the Cities of Neptune Beach and Atlantic Beach to the north and the City of Ponte Vedra Beach to the south, are part of the Jacksonville MSA.

Jacksonville Beach is bordered to the north by the City of Neptune Beach and to the south by the City of Ponte Vedra Beach in St. Johns County. 3rd Street (SR A1A), located about 585 feet to the west of the subject, is the main north/south roadway extending through these beach communities. The primary east/west roadway extending through Jacksonville Beach is Beach Boulevard, located about 120 feet to the north of the subject. Beach Boulevard begins at the oceanfront and extends westerly approximately 15 miles before merging and connecting with Interstate Highway 95 just south of Jacksonville's downtown central business district.

The Jacksonville Beaches' website describes the history of the city as follows:

Although the French Huguenots led by Capt. Jean Ribault in 1562 laid claim to the First Coast area, it was the Spanish who first settled the area around Jacksonville Beach, establishing missions from Mayport to St. Augustine. The Spanish ceded East Florida to the English by treaty in 1763 only to regain control twenty years later. In 1821 the Spanish ceded Florida to the United States of America.

The area was settled by river pilots and fishermen as early as 1831 when Mayport, then known as Hazard, was established as a port. The Mayport lighthouse was erected in 1859 and still stands at the Naval Station Mayport. By 1885 Mayport had 600 inhabitants, a post office and a school. The town was also visited daily by steamships which brought beach-goers from Jacksonville down the St. Johns River.

Meanwhile, a group of enterprising Jacksonville businessmen conceived the idea of a railway to the beaches east of Jacksonville. It was their plan to develop a summer resort to attract tourists to the Jacksonville area.

The Jacksonville and Atlantic Railway Company was chartered in 1883 to build sixteen and a half miles of narrow gauge railway from South Jacksonville to the Ruby Beach settlement. The company acquired many acres of choice oceanfront property

which was divided into lots. By November 12, 1884, Ruby was ready for the first buyers of the subdivided lots. About fifty prospective buyers arrived by excursion boats. In all, thirty-four lots were sold that day for a grand total of \$7,514.

In 1884 William E. Scull, surveyor for the railroad, and his wife Eleanor, moved to the area now known as Jacksonville Beach. There were already several tent houses in the vicinity. The Sculls lived in one tent and ran the first general store from another. Later the Sculls applied for a post office under the name of Ruby, a name chosen in honor of their oldest daughter, and ran the post office from their store. Mail was delivered by boat once a week from Jacksonville.

In 1886, Ruby was renamed Pablo Beach after the San Pablo River to the west that divides the island from the mainland. Upon completion of the railway to Pablo Beach in mid-1886, the first resort hotel was built and opened to the public.

The splendid multistory wooden structure, the Murray Hall hotel, had 192 rooms and could accommodate 350 guests. The hotel advertised an elevator, electric bells, hot, cold and sulfur baths, bar, bowling and billiards. It also claimed it was located on "The Finest Beach in the World!" with "Surf Bathing the Year Round!"

The construction cost was \$150,000. Unfortunately a fire in the boiler room around midnight on August 7, 1890 destroyed the hotel, the railway depot and surrounding buildings. However, the guests and their belongings were saved. The Murray Hall was followed by other resort hotels: the Adams House, the Perkins House, the Continental, the Ocean View and the Palmetto Lodge. All were later destroyed by fire.

The railway company soon met with financial difficulties and was taken over by the millionaire Henry M. Flagler as part of the Florida East Railway System.

Late in 1900 the railway was changed to standard gauge and extended to Mayport. Further transportation was added in 1910 when a winding oyster shell road was constructed near the present Atlantic Boulevard, dividing Neptune Beach and Atlantic Beach.

Pablo Beach was incorporated on May 22, 1907. In 1925 the name was changed to Jacksonville Beach.

The boardwalk era began in 1915 and 1916 when businessman Martin Williams, Sr. established dance pavilions, shooting galleries, boxing, wrestling, restaurants and other forms of entertainment on the new boardwalk.

Auto racing on the hard-packed sand of the beaches made the area popular for this spectator sport. The boardwalk's popularity declined in the late 1950's with the state's crackdown on gambling and games of chance. Driving on the beach was prohibited in 1979.

On September 4, 1922, Pablo Beach came into the international limelight when First Lieutenant James H. Doolittle, after a previous attempt, broke the transcontinental speed record. With only one stop at Kelly Field in Texas, he flew from Pablo Beach to San Diego in less than 24 hours. For this feat he was awarded his first Distinguished Flying Cross.

James returned on September 4, 1980, to unveil a marker in Jacksonville Beach's Pablo Historical Park. James had a distinguished career, leaving service as a Lt. General.

The City's website describes the City government as follows:

In 1968, the governments of Duval County and the City of Jacksonville consolidated. However, four communities - Jacksonville Beach, Neptune Beach, Atlantic Beach and the City of Baldwin (west Duval County) elected to maintain their own governments.

The City of Jacksonville Beach is governed by an independent municipal government but is part of Duval County. The county provides or funds certain services such as beach re-nourishment, cleanup and some rescue services. Jacksonville Beach residents vote for the mayor of Jacksonville as well as representatives to the Jacksonville City Council and the Duval County School Board in addition to their own Mayor and City Council members.

The City of Jacksonville Beach operates under a Council-Manager form of government, the most common form of government for small cities in the United States. It is designed to operate like a corporation: the City Council acting as the Board of Directors and the City Manager as the Chief Operating Officer.

The Jacksonville Beach Fishing Pier, nearly ¼-mile long, and located at the foot of 4th Avenue North, is frequented by site-seers and anglers. The pier is open from 6 AM to 10 PM and offers a concession and bait shop, restrooms, and is wheel-chair accessible.

Land along 3rd Street (SR A1A) and Beach Boulevard is essentially 100% developed, with nearly all of the development being commercial type properties, including retail, service, and office type facilities. Commercial development serving the populations of Jacksonville Beach, Neptune Beach, and Atlantic Beach is also found along Atlantic Boulevard to the north, in Atlantic Beach. Commercial development in Jacksonville Beach is also found along 1st Street, which is parallel to and just off the oceanfront, and Penman Road, which extends between Beach Boulevard and Atlantic Boulevard about 9/10-mile to the west of the subject.

The 2015 average daily traffic count along 3rd Street South (SR A1A) near the subject is reported to be 35,500. The 2015 average daily traffic count along Beach Boulevard to the east of 3rd Street is 5,500. To the west of 3rd Street, the 2015 average daily traffic count along Beach Boulevard is 23,000. The 2015 average daily traffic count along 1st Street to the south of Beach Boulevard is 2,300.

Most of the interior areas of Jacksonville Beach are fully developed with single-family and small multi-family (duplexes, triplexes, and quadraplexes) properties. Institutional uses, such as schools and houses of worship, are also within the interior areas of Jacksonville Beach.

Properties along 3rd Street within a few blocks of the subject include:

- McDonalds restaurant
- Burrito Gallery restaurant
- An AT&T store
- A Verizon Wireless store
- Pablo Towers, a high-rise retirement facility
- Beachside Seafood Restaurant and Market
- Salt Life restaurant
- Wendy’s restaurant
- Numerous mom & pop retail stores, offices, and restaurants

Selected demographics for Jacksonville Beach are shown in the following table. The demographic data was compiled from the CCIM website.

Census Data						
	Neighborhood (Jax Beach)			Duval County		
	2000	2012	%Δ	2000	2012	%Δ
Population	20,990	21,709	3%	778,879	877,062	13%
Total Households	9,715	10,154	5%	303,747	346,150	14%
Per Capita Income		\$32,905		\$20,753	\$24,921	20%
Median Home Value		\$189,488		\$89,595	\$131,008	46%

As shown in the table above, while the county as a whole experienced a population gain of 13% between 2000 and 2012, Jacksonville Beach posted population gain of just 3% during the same time period. Similarly, the number of households in the county grew 14% between 2000 and 2012 while the subject neighborhood experienced only 5% gain of households. As the built-up nature of the City of Jacksonville Beach limits the opportunities for new development, new development often requires demolition of older improvements.

As shown in the preceding table, per capita income and median home value in the subject neighborhood were considerably higher than the countywide figures in 2012. Proximity to the oceanfront is reflected in higher the higher real estate values in the beach communities.

The immediate neighborhood is essentially 100% developed. Few vacant parcels are nearby. No adverse neighborhood conditions are known to exist.

Downtown Redevelopment District

The subject property is within an area designated as the Downtown Redevelopment District (a/k/a Community Redevelopment Area), which is bound by 9th Avenue North to the north, the Atlantic Ocean to the east, 13th Avenue South to the south, and 3rd Street to the west.

According to the City's website,

The Downtown CRA [Community Redevelopment Agency] is now in the final years of its initial statutory lifespan. Since its beginnings in the 1980's, there has been a dramatic transformation in the physical appearance of the district. In 1996, the CRA, in cooperation with several City departments, completed a major infrastructure improvement project that involved the upgrading and replacement of public water, sewer, storm drainage, and electrical systems and streetscape and paving improvements. This was followed by what is perhaps the most significant change in the core of the district – the redevelopment of 12-acres of city-owned land lying in the area bounded by Beach Boulevard, 3rd Street, 1st Avenue North, and the Boardwalk. The site now includes: a new City Hall, Latham Plaza, SeaWalk Pavilion, a 200-car parking facility, two restaurants, a drugstore, and a 72-suite hotel.

Building on the progress made during the 1980's and 1990's, the City and its CRA undertook a "visioning" process to provide a guide for the Downtown redevelopment program in the coming years. This citizen-driven planning exercise led to the eight community core values – safety, family-friendly, walkability, small community feeling, open space/ocean views/beach access, entertainment, gathering place, and a mix of uses – that provide the watchwords for the continued development and redevelopment of the central core of the Downtown district.

Even before the Vision Plan was completed and incorporated into the redevelopment plan, the City partnered with the Florida Department of Transportation to remake the eight-block stretch of 3rd Street (S.R. A1A) through the central business district. The project includes landscaped center islands, new street lighting, wider sidewalks, and numerous traffic safety improvements.

[I]n 2010, the City and CRA took a major step in the implementation of the Downtown Vision Plan when they adopted Jacksonville Beach Downtown Streetscape Design Master Plan. Earlier, the CRA purchased several parcels that were vacant or had dilapidated structures that will be used for parking or other redevelopment related uses in the future.

A five-member CRA Board serves as trustee of the tax increment funds, which provide the sole source of money to carry out the adopted community redevelopment plan.

The Vision Plan identified four corridors that are considered the premier entryways into the downtown district, including Gateway Corridor, which is the easterly terminus of Beach Boulevard, Civic Corridor at 1st Avenue North, Pier Corridor at 4th Avenue North, and Retail Corridor at 6th Avenue North.

The Gateway Corridor, which lies just 120' to the north of the subject, is described as follows:

Beach Boulevard is the southern gateway to the CBD's core. Because of its regional transportation significance, the Boulevard is also an important commercial corridor, offering great visual and physical access to beach. The historic Red Cross lifeguard center terminates the corridor vista to the beach.

The Vision Plan's "Menu of Ideas" for the Gateway Corridor is as follows:

		Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
GATEWAY CORRIDOR				
1	Improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture) along Beach Boulevard.	●		
2	Reduce Beach Boulevard from four lanes to two lanes, widen median, and add on-street parking between 2nd Street and 1st Street	●		
3	Introduce roundabout as a southern gateway to Downtown and as a traffic-calming feature on 1st Street.	●		
4	Organize parking between 1st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	●		
5	Encourage new development to have a mix of uses and to front and address Beach Boulevard.	●		
6	Encourage the development of a joint-use parking garage serving existing and new commercial uses. The parking garage will have ground floor commercial uses along Beach Boulevard.		●	●
7	Incorporate public bathrooms and shower facilities at turn-around next to the Red Cross building.		●	

The recommendations of the Downtown Vision Plan pertaining to the Gateway Corridor that would require tax increment funding, if they move forward to implementation, are as follows:

DOWNTOWN VISION PLAN CAPITAL PROJECTS

GATEWAY CORRIDOR:

Improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture) along Beach Boulevard.	Estimated cost to be determined from engineering/architectural design
Reduce Beach Boulevard from four lanes to two lanes, widen median, and add on-street parking between 2 nd Street and 1 st Street	Estimated cost to be determined from engineering/architectural design
Introduce roundabout as a southern gateway to Downtown and as a traffic-calming feature on 1 st Street.	Estimated cost to be determined from engineering/architectural design
Organize parking between 1 st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	Estimated cost to be determined from engineering/architectural design
Incorporate public bathrooms and shower facilities at turn-around next to the Red Cross building.	Estimated cost to be determined from engineering/architectural design

Note some of the above projects have already been completed.

The subject parcel is adjacent to the south of a parking lot that serves Joe's Crab Shack Restaurant, an oceanfront facility located at the southeast corner of Beach Boulevard and 1st Street S. The aforementioned parking lot encompasses the north one-half of the block bounded by Beach Boulevard to the north, 1st Street S. to the east, 1st Avenue S. to the south, and 2nd Street S. to the west. A 77-year old, 2-story, 7-unit, apartment building is adjacent to the south of the subject parcel. The balance of this block is comprised of Melrose Place Apartments, a 61-year, 11-unit facility, and a 53-year old, 2-story, 3,200 square foot office building.

The immediate neighborhood, which is defined as the Central Business District (CBD) of Jacksonville Beach, has been fully developed for many years. The CBD includes governmental, institutional, commercial, and residential facilities. Four Points by Sheraton, a 15-year old oceanfront hotel, is along 1st Street N. just to the north of Beach Boulevard and the 70-year old, American Red Cross Volunteer Life Saving Corps (Life Guard Station) headquarters.

Jacksonville Beach will likely remain a mixed-use area, comprised primarily of single-family (located generally west of the beach area), multi-family, office, and institutional uses. No adverse neighborhood conditions are known to exist.

Parcel Description

The following description of the subject parcel is based on the appraiser's on-site inspection and records of the Duval County Property Appraiser's Office. This information is specifically assumed to be correct.

The subject property is a rectangular shaped vacant parcel land having frontage of 14' along the westerly side of 1st Street South and depth of 62.5'. The parcel is a portion of an alleyway that extends between 1st Street S. and 2nd Street S. The subject parcel contains a reported 875 square feet.

The majority of the subject parcel is comprised of a portion of a larger parcel (the “parent tract”) identified as Duval County Tax Parcel 175513-0010. This tax parcel 175513-0010 contains a total of 36,725 square feet, including a 725 square foot portion of the subject parcel.

The remaining portion of the subject parcel, containing 150 square feet, is identified as Duval County Tax Parcel 175514-0010.

The subject parcel is generally level and only slightly above road grade. Storm water runoff appears to either be absorbed on site, or drains toward adjacent properties, including the enclosed storm water drainage system within the right-of-way of 1st Street S. Drainage of the subject parcel appears to be adequate.

1st Street S. is a 50-foot right-of-way improved with two paved travel lanes, bicycle lanes, concrete curb, sidewalks, enclosed storm drainage system, and streetlights.

No adverse site conditions were observed.

Future Land Use Category / Zoning District

According to the City of Jacksonville Beach web site found at www.jacksonvillebeach.org, the subject parcel has a future land use category of Commercial and zoning district of Commercial Business District (CBD). Future land use category and zoning district maps are found on pages 23 and 24.

The CBD district allows general retail uses; professional offices; business offices; multiple-family dwellings; banks; family entertainment and other similar uses. The complete CBD zoning district definition is included in the Addendum.

The subject parcel is also within the Downtown Community Redevelopment District, as depicted on page 25.

The subject property, as unimproved, appears to be in compliance with zoning regulations.

Utilities

Beaches Energy Services provides community water utility, community sewer utility, and electricity in the subject neighborhood. Telephone and internet services are also available from various vendors.

Flood Zone

According to the www.fema.gov website,

Flood hazard areas identified on the Flood Insurance Rate Map are identified as a Special Flood Hazard Area (SFHA). SFHA are defined as the area that will be inundated by the flood event having a 1-percent chance of being equaled or exceeded in any given year. The 1-percent annual chance flood is also referred to as the base flood or 100-year flood.

SFHAs are labeled as Zone A, Zone AO, Zone AH, Zones A1-A30, Zone AE, Zone A99, Zone AR, Zone AR/AE, Zone AR/AO, Zone AR/A1-A30, Zone AR/A, Zone V, Zone VE, and Zones V1-V30. Moderate flood hazard areas, labeled Zone B or Zone X (shaded) are also shown on the FIRM, and are the areas between the limits of the base flood and the 0.2-percent-annual-chance (or 500-year) flood. The areas of minimal flood hazard, which are the areas outside the SFHA and higher than the elevation of the 0.2-percent-annual-chance flood, are labeled Zone C or Zone X (unshaded).

As shown on page 26, according to Flood Insurance Rate Map 12031C0417H, dated June 3, 2013, the subject parcel is within Flood Zone "X". This is a minimal flood hazard area determined to be outside the 0.2% annual chance floodplain.

Note, Flood Zone "AO", a Special Flood Hazard Area, is just to the east of 1st Street South.

The appraiser is not qualified to determine flood zone boundaries for the subject property and recommends flood zone certification by a qualified source. It is recommended a survey be obtained to verify flood zone determination. It is assumed the existing subject improvements are fully permitted and therefore are legally permissible.

Soil Survey

The appraiser was not furnished the results of any soil analysis and no soil or subsoil problems were reported. It is assumed that the soil is adequate for development; however, a subsoil analysis is beyond the appraiser's scope of expertise. Therefore, no responsibility is taken for the detection of hidden or unapparent subsoil conditions. A qualified engineer should be consulted to determine the soil composition and carrying capacity. The opinions of value reported herein are based on the assumption the soil being suitable for development.

Census Tract

According to the Bureau of Census website, the subject is located in Census Tract 12031-0142.02.

Hazardous Materials

The appraiser was not informed of any hazardous materials on the subject sites, nor did inspection indicate the presence of any hazardous materials. However, it is recommended an environmental audit be undertaken to verify if any site contamination exists. An environmental audit is beyond the appraiser's scope of expertise. Therefore, no responsibility is taken for the detection of any hidden or unapparent hazardous conditions. The opinions of value developed in this report are predicated on the assumption there are no materials on or in the subject property that would cause a loss in value.

Improvements

The subject property is unimproved vacant land.

Assessment, Taxes, and Fees

The subject property is on the 2015 Duval County Tax Roll as a small portion of Parcel 175513-0010 and all of Parcel 175514-0010. The portion of Parcel 175513-0010 that is subject of this appraisal consists of approximately 2% of the total land area of the parcel and is unimproved. The majority of the parcel is improved with a 35,880 square foot asphalt paved parking lot and eight fixture light poles. The subject's assessment and taxes are summarized as follows:

RE #	2015 A/V	2015 Millage Rate	Taxes	Paid
175513-0010	\$1,128,150	19.4972	\$21,955.77	Yes
175514-0010	\$ 4,500	19.4972	\$ 83.10	Yes

Taxes for 2015 were due and payable by March 2015.

If paid in November or December of each tax year, discounts of 4% and 3%, respectively, are applied. If paid in January or February of the following year, discounts of 2% and 1%, respectively, are applied

The 2015 taxes for the subject property were paid by the due date according to account information on the Duval County Tax Collector's website.

Concurrency

Growth Management and Concurrency are extremely important issues to all property owners in the State of Florida. Each local government, by State law, will have to meet minimum "levels of service" for City Departments such as Public Utilities, Public Works, Recreation and the Transportation Division to satisfy State requirements. Before a proposed development receives necessary permitting, a process to determine the impact of upon the levels of service is required. If the proposed development meets minimum standards required by the State and the City, the proposed development is said to be **concurrent**. If the level of service is not concurrent, then the proposed development of the site will be detained until the level of service is adequate. The State is hopeful this plan will eliminate problems that stem from uncontrolled growth. For example, during the 1980's, high growth communities as Orlando, Tampa/St. Petersburg, Miami/Ft. Lauderdale and the Southeast District of Jacksonville were weakened in terms of infrastructure and quality of life; a prime example of ineffectual growth management and city planning.

A column in the September 15, 1991 issue of "Realtor News", discussed the concurrency issue. Don Neal, a member of the Commercial investment Division, states:

"Every newly planned project is faced with the question of whether capacity still exists on roads, in water and sewer service and in the host of other services which must be provided under concurrency."

The Concurrency Process

The Local Government Comprehensive Planning and Land Development Regulation Act, Chapter 163 (Part II), Florida Statutes, 1989, requires all local governments to adopt a comprehensive plan. This plan will regulate the development of land within each local government's jurisdiction.

Changes to Concurrency

As reported in the April 29, 2011 edition of the *Jacksonville Business Journal*, "the laws that govern Florida's growth and development patterns are getting an overhaul". On April 28, 2011, Governor Rick Scott signed legislation that repeals the state's concurrency laws. In the same article, Tim Chaplin, Chairman of the Department of Urban and Regional Planning at Florida State University stated, "The new legislation removes the state's role in the planning process". Bill Killingsworth, Jacksonville's Director of Planning and Development, stated, "There's still a requirement to demonstrate concurrency. The legislation didn't get rid of that – it gives greater flexibility at the local level."

In an article in the February 11, 2011 edition of the *Jacksonville Business Journal*, Wyman Duggan, chairman, Governmental and Regulatory Law Department, Rogers Towers, P.A., stated, "There's no question [the mobility fee] can help spur in-fill and urban redevelopment because it will simply be less expensive".

Conclusion

No concurrency studies of the subject property were provided for consideration herein. It is assumed continued use of the subject parcel as part of an alleyway is legally permissible. For valuation purposes, it is also assumed use of the subject parcel in a manner otherwise permitted by the CBD zoning district is also legally permissible.

Highest and Best Use

"Highest and Best Use" is defined by Real Estate Appraisal Terminology as:

"That reasonable and probable use that will support the highest present value, as defined, as of the effective date of appraisal. Alternatively, that use, from among reasonably probable and legal alternative uses, found to be physically possible, appropriately supported, financially feasible, and which results in the highest land value.

The definition immediately above applies specifically to the highest and best use of the land. It is to be recognized in cases where a site has existing improvements on it, the highest and best use may very well be determined to be different from the existing use. The existing use will continue, however, unless and until the land value in its highest and best use exceeds the total value of the property in its existing use.

Implied within these definitions is recognition of the contribution of that specific use

to community environment or to community development goals in addition to wealth maximization of individual property owners. Also implied is that the determination of highest and best use results from the appraiser's judgment and analytical skill, i.e., that the use determined from analysis represents an opinion, not a fact to be found. In appraisal practice, the concept of highest and best use represents the premise upon which value is based. In the context of investment value an alternative term would be most profitable use."

Highest and Best Use, As if Vacant

As discussed, the subject parcel is a 14' x 62.5' section of an alleyway that extends between 1st Street S. and 2nd Street S. While the parcel is comprised of two tax parcels held in private ownership, the parcel has been utilized as an alleyway by the public for many years.

In consideration of minimum lot size requirements, building set back requirements, minimum yard requirements, and other requirements within the CBD zoning code, the subject parcel, as a stand-alone parcel is considered to be not developable. Supporting an opinion of value of an undevelopable parcel such as the subject via direct sales comparison is difficult due to there being insufficient recent sales of sufficiently comparable undevelopable parcels from which an indication of value might be derived.

An indication of the value of a property such as the subject, however, can be derived if the parcel is evaluated as part of a developable larger parcel, or parent tract. In this instance, the highest and best use of the subject parcel is evaluated based on the parcel being part of the adjacent parcel that is currently in use as a parking lot.

After considering the subject's parent tract with respect to the legally permissible, physically possible, financially feasible and maximally productive uses, it is my opinion that the highest and best use of the subject's parent tract, as if vacant, is for development in a manner permitted by the CBD zoning district, such a retail, office, multi-family residential, or mixed-use facility.

Highest and Best Use, As Improved

The highest and best use of the subject property, as improved, is not evaluated because the subject property is currently unimproved vacant land.

Valuation Methods

The three valuation methods that may be applicable to the appraisal of real property are considered below.

Cost Approach

The Cost Approach is based on the premise that the value of a property can be indicated by estimating the current cost to construct a reproduction or replacement, less the amount of depreciation evident in the improvements, to which is added the value of the underlying land. Since the property is currently unimproved, this approach is not applicable.

Sales Comparison Approach

Of the various valuation methods available to the appraiser, direct sales comparison, or the Sales Comparison Approach, is the most meaningful method for this type of property. This method is properly used where an adequate number of similar properties have sold recently, or are currently for sale in the subject market. The value rendered by this approach results from comparisons of recent sales involving similar properties, with adjustments made to the sales prices for various dissimilar elements or features, which, in the appraiser's opinion, would influence the value of the property. The Sales Comparison Approach is developed and summarized below.

Income Approach

The Income Approach is a technique used to measure the present value of the future benefits of property ownership. Since the subject property is vacant and has no improvements from which to derive benefits, no income stream could be realized. Therefore, this approach is not applicable.

Sales Comparison Approach

The Sales Comparison Approach is developed by comparing recent sales and current listings of comparable properties with the subject property. The value estimate by this approach results from comparisons of similar properties with adjustments made to the respective sale and listing prices for various dissimilar elements or features, which in the appraisers' opinion, would influence the value of the property. A sufficient number of comparable sales and listings tend to indicate market value of the subject.

The Sales Comparison Approach is based on the economic Principle of Substitution. The Substitution Principle is established on the theory that the value of a property will generally not exceed the cost of acquiring a similar substitute of equal desirability. There are three basic steps to the Sales Comparison Approach.

- Locate properties in the area that are comparable to the subject and have recently sold or are currently on the market.
- Compare each sale and listing with the subject property and adjust the price of each to compensate for any significant differences as compared to the subject.
- Develop an indication of the subject based on the adjusted prices of the comparable properties.

As previously discussed, the subject parcel is comprised of a 725 square foot portion of a 36,725 square foot tax parcel currently improved with a parking lot, and a 150 square foot stand-alone tax parcel.

Also as previously discussed, in consideration of minimum lot size requirements, building set back requirements, minimum yard requirements, and other requirements within the CBD zoning code, the subject parcel, as a stand-alone parcel is considered to be not developable.

Supporting an opinion of value of an undevelopable parcel such as the subject via direct sales comparison is not possible because there are insufficient recent sales of comparable parcels from which an indication of value might be developed.

In this instance, the “over the fence” method is employed. This method presumes a buyer would be willing to pay a similar price per square foot for the subject parcel as the same buyer would pay for an adjacent developable parcel on the other side of a fence or boundary. In this instance, an opinion of land value, as if vacant, of the adjacent parking lot, which is part of one of the subject’s tax parcels, is evaluated herein.

Because the subject parcel is within the Jacksonville Beach CBD, every effort was made to research and confirm recent sales of vacant parcels within the CBD. Those sales considered most indicative of the value of the subject parcel on a per-square-foot basis are summarized and analyzed below.

Sales 1 and 2 summarized below are within the CBD. Sale 3, a vacant parcel three blocks to the north of the CBD, is also considered herein. While the following sales occurred during 2012 and 2013, no more recent land sales in the CBD were found.

Summary of Comparable Land Sales
Comparable Land Sale 1



Location	Southeast corner of 5 th Avenue N. and 2 nd Street N., Jacksonville Beach, FL 32250
Date	October 18, 2012
Price	\$850,000 or \$43.26 / SF
RE Number	173936-0000
Land Area	19,650 SF
Future Land Use Category	Commercial
Zoning District	Central Business District (CBD)
Grantor	William Clifford Halvorsen & Dayna Weaver
Grantee	QBS Investments, LLC
Legal Description	Lots 34, 35, 36 and 37, FLAGLER TRACT, according to the map or plat thereof as recorded in Plat Book 15, Page 50, Public Records of Duval County, FL
OR Book / Page	16147 / 937
Financing	There was a mortgage taken from J P Morgan Chase Bank on the

property dated August 14, 2013, but was estimated to have no effect on sale price

Confirmed

Ronald McVay (Listing Broker), public records and inspection

Sales History

According to the Duval County Property Appraiser's records, no sales of this parcel occurred within the three-year period prior to this sale and no subsequent sales have occurred.

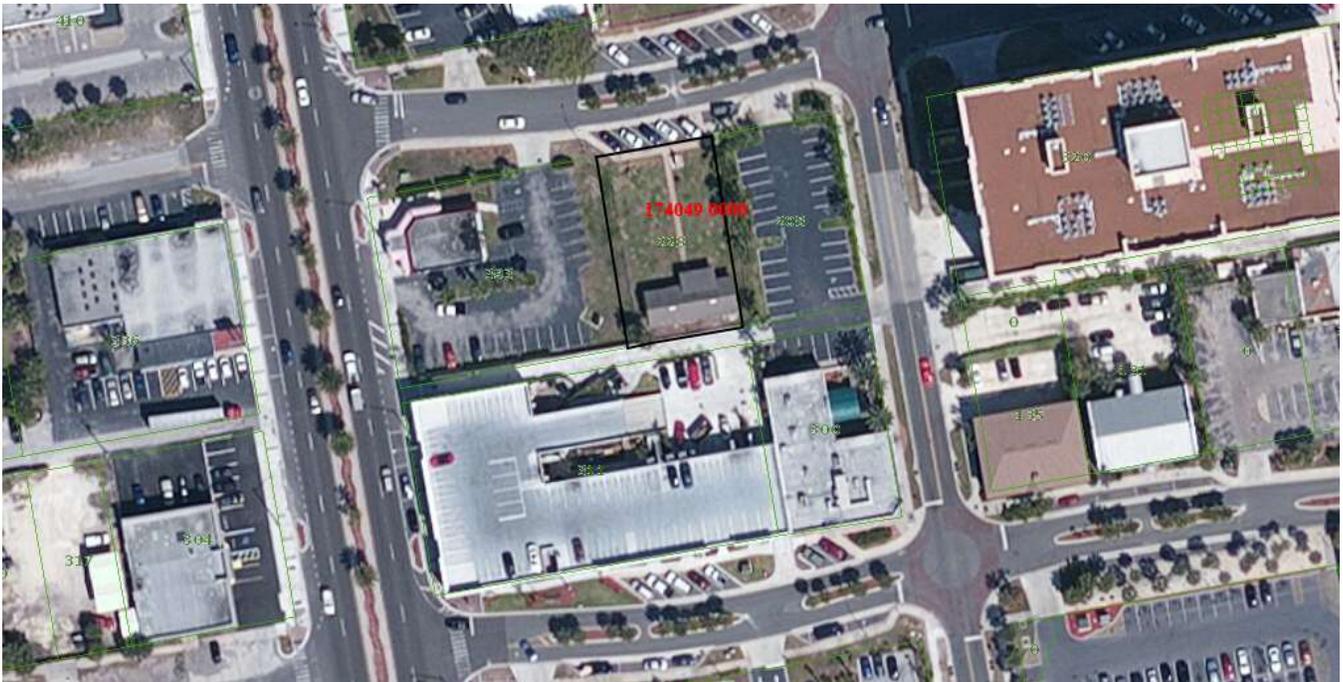
Remarks

This parcel is located on the Southeast corner of 5th Avenue N. and 2nd Street N.

The out of town buyer who had a nearby condominium, acquired this vacant parcel for investment and intended to hold it for some time.

The parcel remains vacant.

Comparable Land Sale 2



Imagery at time of sale



Imagery on 11/11/2015

Location 228 3rd Avenue N., Jacksonville Beach, FL 32250

Date August 23, 2013

Price \$460,000, or \$49.07 / SF

RE Number 174049-0000

Land Area	9,375 SF
Future Land Use Category	Commercial
Zoning District	Central Business District (CBD)
Grantor	Karrog, LLC
Grantee	228 3 rd Ave, LLC
Legal Description	Lot 2 and East 15 feet of Lot 3, Block 33, Cooks Replat Parts of Blocks 33 and 43, Jacksonville Beach North, a subdivision according to plat thereof recorded in Plat Book 11, Page 23, in the Public Records of Duval County, Florida.
OR Book / Page	16514 / 1584
Financing	The sale and the project was apparently financed by a mortgage dated August 23, 2013 from Regions Bank; estimated to have no effect on sale price.
Confirmed	Confirmed as an arm's-length sale by Ronald McVay of Colliers International (listing broker); public records and inspection
Sales History	According to the Duval County Property Appraiser's records, no arm's-length sales of this parcel occurred within the three-year period prior to this sale and no subsequent sales have occurred.
Remarks	This parcel is located on the southerly side of 3 rd Avenue North between 2 nd and 3 rd Streets North in Jacksonville Beach. At the time of the sale, the property was improved with a 59-year old, 1,084 SF office building sited far back from the street. The transaction is evaluated as a land sale because the project apparently included the removal of the building and construction of a new larger office building that was constructed in 2014.

Financing	Cash to seller; estimated to have no effect on sale price
Confirmed	Lynn Johnson of Johnson Enterprises (broker), public records and inspection
Sales History	According to the Duval County Property Appraiser's records, no sales of this parcel occurred within the three-year period prior to this sale.
Remarks	This parcel is located on the southeast corner of the intersection of 2 nd Street North and 9 th Avenue North. At the time of the sale, the property was a single property measuring 50' x 95' and had an RE No. of 173955-0000. Subsequent to the sale, the property was developed with two 3-story townhouse structures, now on the tax roll as RE # 173955-0010 and 173955-0020.

Comparable Land Sale 4



Location	Interior portion of 109 1 st Avenue South, Jacksonville Beach, FL 32250
Date	February 6, 2012
Price	\$7,500, or \$50.00 / SF
RE Number	Cut out of 175521-0000
Land Area	150 SF
Future Land Use Category	Commercial
Zoning District	Central Business District (CBD)
Grantor	Seatlantic, Inc.
Grantee	James Lee Haner
Legal Description	The North 15.00 of the East 10.00 feet of Lot 13, Ocean Finance Company's Replat, according to the plat thereof, recorded in Plat Book 15, Page 55 of the current Public Records of Duval County, Florida
OR Book / Page	15852 / 612
Financing	Cash to seller; estimated to have no effect on sale price
Confirmed	Public records and inspection

Sales History

According to the Duval County Property Appraiser's records, no prior sales of this parcel occurred within the three-year period prior to this sale. Subsequent to this sale, this 15' x 10' parcel, together with its larger parent tract, sold on 11/5/14 for \$360,000.

Remarks

This 10' x 15' parcel was acquired by the owner of an adjacent parcel to enable development of said adjacent parcel.

Comparable Land Sales Map



Analysis of Comparable Improved Sales

Sales 1, 2, and 3 are all closed transactions that are compared with the subject parent tract. These three sales reflect prices in the range of \$43.26 to \$48.07 per square foot of land area.

Sale 4 is a 10' x 15' portion of a lot in the same block as the subject parcel that was acquired to enable development of said adjacent parcel. This sale provides additional support to the indication of value developed via analysis of Sales 1, 2, and 3.

Other sales and listings were researched but the data described above are considered to be most comparable to the subject.

The data selected are used in estimating the market value of the parent tract by making two general categories of adjustments. The first category of adjustments is required to estimate the market values of the comparable sales as of the date of this appraisal. These adjustments are necessary because real estate sometimes sells at a price which is not equivalent to its market value at the time it is sold and/or because the market value of the comparable property may have changed between the date of sale and the date of the appraisal. In order to accomplish this adjustment, each comparable sale is analyzed in terms of real property rights conveyed, financing terms, conditions of sale, and market conditions (date of sale).

After the preceding factors have been addressed, each of the comparable sales is then compared to the subject property for legal factors, location characteristics, and physical characteristics. The physical characteristics are further broken down into accessibility/visibility, unit size and topography. Because of the imperfect nature of the real estate market, relative comparison analysis was used in analyzing the comparable sales. Although the adjustments are expressed in the following adjustment grid as percentage amounts, the percentages are the result of the appraiser's judgment based on experience with similar properties in the northeast Florida market and on the information received when researching the market. Because the heterogeneity of the parcels that have sold precludes the isolation of individual elements of comparison, precise quantified adjustments could not be derived by paired-sales analysis or other quantitative analytical techniques. Qualitative analysis, therefore, will be used to compare each sale and listing with the subject. The rationale for each adjustment is discussed briefly below.

Financing Terms

An adjustment for financing terms may be warranted in such cases as the assumption of an existing mortgage at a below market rate, an interest buy-down, or new financing at above market or below market rate. A higher than market price is sometimes paid in exchange for a lower interest rate and a higher than market interest rate is sometimes charged in exchange for a below market selling price.

Sales 1 and 2 were facilitated by bank financing. Sale 3 was a cash transaction. These sales are not adjusted for financing terms.

Conditions of Sale

These adjustments result from the motivation of the buyer and seller. If either the buyer or seller is under duress, or is otherwise atypically motivated, a proper adjustment must be made. The appraiser generally attempts to utilize sales in which both the buyer and seller are typically motivated.

Sales 1, 2, and 3 appear to have been between typically motivated buyers and sellers. Adjustments for conditions of sale do not appear warranted to these sales .

Sale 4, the sale of a small portion of a parcel, is a property that had not been exposed to the market. Needing the 10' x 15' portion of an adjacent parcel to enable development of his property, the buyer approached his neighbor about purchasing the property. The neighbor was willing to sell a 10' x 15' of his lot and the parties negotiated terms of the transfer. As sated, this is an atypical transaction, but provides additional support to the indication of value developed via analysis of Sales 1, 2, and 3.

Property Rights Conveyed

If other than the fee simple interest is conveyed, for example, if a property is sold subject to a lease, the sale should be adjusted to account for the effect, either positive or negative, of the lease. Based on analysis, no adjustments are estimated to these sales for this factor.

Market Conditions (Date of Sale/Time)

Various market forces such as inflation, deflation, and supply and demand affect the value of real property over a period of time. In cases where current market conditions indicate that the value of a property has changed from the date that it sold, an appropriate adjustment is necessary. Analysis of the sales summarized above and consideration of other sales and listings not summarized herein indicates adjustments for market conditions are not warranted.

Sales 1, 2, and 3 occurred between October 2012 and August 2013. While an attempt was made to identify more recent sales of vacant parcels with the CBD, none were found. While the market for land in Jacksonville Beach appears to have strengthened between the dates of these sales and the effective date of this appraisal, because there is a lack of recent sales in the CBD, no adjustments for market conditions (time) are made. Sales 1, 2, and 3 are considered the best evidence of the "as is" market value of the subject parent tract.

Legal Factors

A property's future land use category and zoning district largely dictates its possible uses. Some use categories and zoning districts permit more intensive uses than others; thus, provide a higher income-producing potential. For example, the uses permitted on a parcel of land zoned for intensive commercial use have the potential to generate a higher return to the land than those uses permitted on a parcel of land zoned for residential use. Where significant differences exist between the market values of properties with different

zonings, this will be reflected in the market selling prices.

Other significant legal factors may include concurrency, private restrictions, building codes, historic district controls, and environmental regulations. When these factors have been determined to affect the ability to develop a site, an adjustment may be warranted.

The parent tract has a future land use category of Commercial and zoning district of Central Business District (CBD) which is a commercial designation for the downtown area of Jacksonville Beach. Properties in this district benefit by not having to incorporate on-site storm water retention as part of development.

Sales 1 and 2 are located within the CBD and are not adjusted for legal factors. Sale 3, a parcel having C-1 zoning district, is adjusted upward to account for inferior legal factors.

Location

Location characteristics are primarily a function of time-distance relationships and consumer exposure (visibility). Time-distance relationships are based on factors such as proximity to major centers of employment, number and availability of community support services (e.g. hospitals, schools and parks), presence of service establishments (e.g. shopping centers, regional malls, gas and convenience stores), character of neighborhood and neighborhood trends (e.g. new construction, land use transitions), etc.

The subject parent tract is located the downtown area of Jacksonville Beach, extending along the southerly side of Beach Boulevard between 1st Street S. and 2nd Street S.

Each of the sales is a parcel within, or just outside, the downtown area. Adjustments for location do not appear warranted.

Access/Visibility

Visibility and access factors are primarily a function of consumer exposure (visibility). Exposure criteria consider frontage along primary, secondary, or tertiary traffic arterials, as well as corner characteristics, adjacent land uses, etc.

The subject parent tract extends along the southerly side of Beach Boulevard between 1st Street S. and 2nd Street S. The parcel has excellent visibility from Beach Boulevard, but does not have vehicular access to Beach Boulevard. The parcel enjoys visibility and access from 1st Street S. and 2nd Street S. The parent tract is boarded to the south by the alleyway extending between 1st Street S. and 2nd Street S.

While Sales 1 and 3 are corner parcels having visibility and access from two streets, these two parcels lack visibility from a major roadway. Each of these sales is adjusted upward for inferior visibility.

Sale 2 is an interior lot located along the southerly side of 3rd Avenue N. between 2nd Street N. and 3rd Street N. This sale is adjusted upward to account for inferior visibility and inferior access.

Land size

Typically, when other characteristics are similar, smaller properties tend to reflect higher prices per square foot than larger properties. The subject parent tract contains approximately 36,000. The entire parcel is considered to be usable/developable land.

The three sales are parcels ranging in size from 4,800 square feet to 19,650 square feet. Analysis of the market for land in Jacksonville Beach indicates parcel size has no measurably impact pricing. Size adjustments are not warranted.

Topography

The subject parent tract, which is generally level and only slightly above road grade, appears to be fully usable and developable land. Each of the sales is very similar to the subject in this regard. No adjustments for topography are warranted.

Summary of Adjustments to Comparable Sales

	Subject Parent Tract	Sale 1	Sale 2	Sale 3
Location	110 Beach Blvd.	5th Ave. N. & 2nd St. N.	228 3rd Ave. N.	134 9th Ave. N.
Appraisal/Sale Date	8/29/16	10/18/12	8/23/13	7/19/13
Sale Price	N/A	\$850,000	\$460,000	\$225,000
Land Area (SF)	36,000	19,650	9,375	4,800
Zoning	CBD	CBD	CBD	C-1
Sale Price Per SF	N/A	\$43.26	\$49.07	\$46.88
Financing Terms		0%	0%	0%
Conditions of Sale		0%	0%	0%
Property Rights Conveyed		0%	0%	0%
Total Transactional Adj.		0%	0%	0%
Adjusted Price Per SF		\$43.26	\$49.07	\$46.88
Market Condition Adj.		0.00%	0.00%	0.00%
Time Adjusted Unit Price		\$43.26	\$49.07	\$46.88
Legal Factors		0%	0%	5%
Location Characteristics		0%	0%	0%
Access/Visibility		5%	10%	5%
Land Size		0%	0%	0%
Topograhy		0%	0%	0%
Total Property Adj.		5%	10%	10%
Adjusted Price Per SF		\$45.42	\$53.97	\$51.56

Conclusion of Sales Comparison Approach

After making adjustments, Sales 1, 2 and 3 reflect adjusted prices in the range of \$45.42 to \$53.97 per square foot. Sale 1, which required the least gross adjustment, reflects an adjusted sale price of \$45.42 per square foot.

Sale 4, the sale of a 10' x 15' portion of a lot within the same block as the subject, reflects a \$50.00 per square foot. As discussed, this property had not been exposed to the market. While this is an atypical transaction, Sale 4 provides additional support to the indication of value developed via analysis of Sales 1, 2, and 3.

Using this data and analysis as a guide, the Sales Comparison Approach indicates the "as is" market value of the subject parcel is approximately \$50.00 per square foot, as follows:

875 square feet x \$50.00 = \$43,750

Market Value Indicated By Sales Comparison Approach (Rounded)	\$44,000
--	-----------------

Summary of Values

Cost Approach	Not Applicable
Sales Comparison Approach	\$44,000
Income Approach	Not Applicable

Reconciliation of Values

The Sales Comparison Approach was the only relevant valuation method and was relied upon herein. The Cost and Income Approaches were not applicable to this assignment and were omitted.

Appraised Value

Based on the preceding data and analyses and subject to the Assumptions and Limiting Conditions beginning on page 9, as of August 29, 2016, my opinion of the "as is" market value of the fee simple interest in the subject property is:

\$44,000

Estimate of Normal Marketing Period and Exposure Time

Normal *marketing period* is defined as:

"The most probable amount of time necessary to expose a property, in its entirety, to the open market in order to achieve a sale. Implicit in this definition are the following characteristics:

- The property will be actively exposed and aggressively marketed to potential purchasers through marketing channels commonly used by seller of similar type properties.
- the property will be offered at a price reflecting the most probable markup over market value used by sellers of similar type properties.
- a sale will be consummated under the terms and conditions of the definition of market value set forth in this policy."

Local real estate professionals are hesitant to speculate as to the normal marketing period for any type of real estate due to the variety of factors that can affect the marketing period. In consideration of current market conditions for vacant land in Jacksonville Beach, it is my opinion that the normal marketing period for the subject parent tract, according to the above definition, is approximately 6 to 12 months.

Per the Uniform Standards of Professional Appraisal Practice, Statement No. 6, *exposure time* is always presumed to precede the effective date of the appraisal and is defined as follows: The estimated length of time the property interest being appraised would have been offered on the market prior to the hypothetical consummation of a sale at market value on the effective date of the appraisal; a as is estimate based upon an analysis of past events assuming a competitive and open market.

For the same reasons discussed above, exposure time is estimated to be within twelve to months.

A D D E N D U M

Appraisal Engagement

ENNIS APPRAISAL ASSOCIATES, INC.

Real Estate Appraisers & Consultants

Duncan R. Ennis, Sr., MAI, SRA
State-Certified General Real Estate Appraiser RZ619



August 18, 2016

Bill Mann
Planning & Development Director
City of Jacksonville Beach
11 3rd Street North
Jacksonville Beach, FL 32250
bmann@jaxbchfl.net

RE: APPRAISAL PROPOSAL

A +14' x 62.5' portion of existing alleyway extending between 1st St. S. and 2nd St. S., and lying approximately 120' to the south of Beach Boulevard, Jacksonville Beach, FL 32250

Also known as part of Duval County Tax Parcel # 175513-0010 and all of Tax Parcel # 175514-0010

Dear Mr. Mann:

Thank you for requesting this proposal for appraisal services regarding the property referenced above. It is my understanding the purpose of this assignment is to develop and convey an opinion of the "as is" market value of the fee simple interest in the property.

In consideration of an appropriate scope of work for this assignment, the Sales Comparison Approach will be utilized to support my opinion of market value. The Cost Approach and Income Approach are not useful to this assignment and will be omitted. The appraisal process will be developed in conformity with the Uniform Standards of Professional Appraisal Practice (USPAP).

I propose to convey the results of the appraisal process in an Appraisal Report that will be prepared in compliance with the reporting requirements set forth under Standards Rule 2-2(a) of the USPAP. The report will include summary discussions of the data, reasoning, and analyses used in the appraisal process to develop my opinion of value. Additional data, reasoning and analyses will be maintained in my work file.

4511 Lexington Avenue • Jacksonville, Florida 32210
(904) 387-4467 • Fax 387-0177
www.ennisappraisal.com

Bill Mann
Planning & Development Director
City of Jacksonville Beach

August 18, 2016

You are the client of this appraisal assignment and the intended user of the appraisal report. Additional intended users of the appraisal report include others employed by the City of Jacksonville Beach and your consultants, if any. Use of the appraisal report or the conclusions or opinions reported therein by anyone other than the stated client and additional intended users is not intended. It is my understanding the intended use of the appraisal report is for internal purposes, including negotiating a contract to purchase the property. Any use of the report or the conclusions or opinions reported therein other than the stated intended use is also not intended. I will not be responsible for any unintended use of the report or the conclusions or opinions reported therein.

The appraisal report and the opinions and conclusions rendered therein will be held in confidence by me and others associated with my firm.

My total fee for this assignment is \$1,500 and I anticipate completing the assignment within approximately four weeks of your instruction to proceed. Upon completion of the assignment I will email a PDF copy of the appraisal report and an invoice to you.

If you want me to proceed with this appraisal assignment in accordance with the terms outlined in this letter: please sign this letter below and return the executed letter to me via email or fax # 904-387-0177.

I appreciate this opportunity to be of service. If you have any questions, please call.

My appraisal qualifications are attached.

Yours truly,

Ennis Appraisal Associates, Inc.



Duncan R. Ennis, Sr., MAI, SRA
State-Certified General Real Estate
Appraiser RZ619

City of Jacksonville Beach



Bill Mann
Planning & Development Director

CBD Zoning District

- **Sec. 34-345. - Central business district: CBD.**

- (a) *Purpose.* The central business district (CBD) zoning district is intended to implement the commercial and redevelopment area land use districts in the comprehensive plan. The CBD zoning district is intended to provide a central core for the city, with a diversity of uses, and to promote flexibility in design and quality in development while preserving public access to the beach recreational area.
- (b) *Permitted uses.* The following uses, not to exceed fifty thousand (50,000) square feet in gross floor area for single or multiple use buildings or developments, are permitted as of right in the CBD zoning district. Buildings or developments containing single or multiple uses listed herein and which exceed fifty thousand (50,000) square feet in gross floor area shall only be approved pursuant to section 34-347 redevelopment district: RD or section 34-348 planned unit development: PUD district standards and procedures.
 - (1) Bakery products manufacturing, in conjunction with the retail sale of the bakery products on the same site.
 - (2) Jewelry manufacturing, in conjunction with the retail sale of the jewelry on the same site.
 - (3) Travel agencies.
 - (4) Retail trade establishments as follows: Building materials, hardware and garden supplies; general merchandise stores; apparel and accessory stores; home furniture, furnishing and equipment stores; restaurants; drug stores; florists; tobacco stands and newsstands; optical goods stores; and miscellaneous retail goods.
 - (5) Financial institutions, insurance and real estate offices.
 - (6) Hotels and motels.
 - (7) Personal service establishments as follows: Photographic studios; beauty and barber shops; shoe repair shops and shoe-shine parlors; tax preparation services; and miscellaneous personal services.
 - (8) Business service establishments as follows: Advertising; business and consumer credit reporting and collections; mailing reproduction, commercial art and photography and stenographic services; personnel supply, excluding labor and manpower pools and similar temporary help services; computer programming, data processing and other computer services; and miscellaneous business services.
 - (9) Automotive rental and leasing.
 - (10) Automobile parking.
 - (11) Motion pictures theaters, except drive-in.
 - (12) Dance studios and schools.
 - (13) Amusement and recreation service establishments as follows: Physical fitness facilities; coin operated amusement devices; or membership sports and recreation clubs.
 - (14) Business and professional offices as follows: Landscape architect; building contractors and subcontractors (no storage of vehicles, equipment, or materials); doctors, dentists and miscellaneous health offices and clinics; legal services; and engineering, architecture, accounting, research management and related services.
 - (15) Child day care services.
 - (16) Museums and art galleries.
 - (17) Membership organizations, except religious organizations.
 - (18) Government uses.
 - (19) Multiple family dwellings, subject to section 34-340 residential multi-family, RM-2.
 - (20) Public parks, playgrounds, and recreational facilities.
 - (21) Libraries.

- (22) Essential public services.
 - (23) Auxiliary dwelling unit.
 - (24) Type I home occupations.
 - (25) Mobile food vendors in accordance with the provisions of section 12-33 Mobile Food Vending of Chapter 12 Food and Food Products of this Code of Ordinances.
- (c) *Accessory uses.* The following uses are permitted as accessory uses in the CBD zoning district.
- (1) Any use customarily accessory to the permitted or conditional uses in the CBD zoning district.
- (d) *Conditional uses.* The following uses are permitted as conditional uses in the CBD zoning district, subject to the standards and procedures established in section 34-221 et seq.
- (1) Handbag and other personal leather goods manufacturing in conjunction with the retail sale of the finished product on the same site.
 - (2) Bar, lounge, nightclub, tavern or other drinking place.
 - (3) Amusement parks.
 - (4) Miscellaneous amusement and recreation services.
 - (5) Religious organizations.
 - (6) Type II home occupations.
 - (7) Outdoor restaurants or bars.
 - (8) Microbreweries.
- (e) *Site design and lot layout standards.* The following site design, dimensional, and lot layout standards apply in the CBD zoning district.
- (1) *Designation of street type.* The central business district (CBD) designates three (3) street types that exist within the CBD boundaries. The identification of each street type directly relates to the site design, dimensional, and lot layout criteria outlined in the following standards.
 - (2) *Designation of "A" streets, "B" streets and "pedestrian oriented" streets.* The following table designates existing streets within the central business district as an "A" street or a "pedestrian oriented" street. Streets not specifically designated will be considered "B" streets. The creation of new streets constructed on or after the effective date (insert adoption of ordinance) will be updated and designated by the city.
 - a. "A" streets shall have building frontage requirements, established build-to lines and required active commercial land uses on first floor, restrict parking and service uses adjacent to an "A" street.
 - b. "Pedestrian oriented" streets shall have building frontage requirements, established build-to lines, restrict parking and service uses adjacent to a "pedestrian oriented" street.
 - c. "B" streets shall have no building frontage requirements. While "B" streets are not included or intended to be primary pedestrian streets, additional provisions on architectural details, accessory structures, and service bays will be provided.

Street Name	Designation
6th Avenue North, between 3rd Street North and the Sea Walk	A
1st Street North between Beach Boulevard and 6th Avenue North	A
Beach Boulevard, between 3rd Street North and the Sea Walk	Pedestrian Oriented
1st Avenue North, between 3rd Street North and 1st Street North	Pedestrian Oriented
4th Avenue North, between 3rd Street North and the Sea Walk	Pedestrian Oriented

- (3) *Lot types.* Specific lot types are allowed within the CBD as identified by the letter "X" in the following table. The symbol "*" may be considered by the planning commission.

Lot Type	Street Designation		
	A	Pedestrian Oriented	B
Retail/Office		X	X
Mixed Use		X	X
Live/Work		X	X
Apartment		X	X
Row/Townhouse		*	X
House		*	X

The following table specifies the standards for each lot type:

COMMERCIAL BUILDING		MIXED-USE BUILDING		LIVE/WORK BUILDING		MULTIFAMILY RESIDENTIAL BUILDING		ROW/TOWNHOUSE BUILDING			
MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN		MAX	
LOT REQUIREMENTS											
Lot Width (ft)		16	300	16	300	16	60	40	300	16	32
Lot Depth (ft)		—	500	—	500	80	120	100	300	80	120
Lot Size (sf)		—	150,000	—	150,000	1,800	7,200	4,000	90,000	1,800	3,840
Lot Coverage (%)		—	90	—	90	—	80	—	90	—	80
BUILDING ENVELOPE											
Front Setback (ft)		0	10	0	10	0	10	0	10	0	10
Side Setback (ft)		0	—	0	—	0	—	0	—	0	—
Rear Setback (ft)		10	—	10	—	15	—	15	—	15	—
Frontage Buildout (%) ⁽¹⁾		90	100	90	100	80	100	80	100	90	100
ACCESSORY BLDG ENVELOPE											
Front Setback (ft)		Not Permitted		Not Permitted		25' behind bldg frontage		Not Permitted		25' behind bldg frontage	
Side Setback (ft)						0	3			0	3
Rear Setback (ft)						5	25			5	25
Building Footprint (sf)						—	625			—	625
BUILDING HEIGHT (1)											
Principal Building (ft)		14'	35'	14'	35'	14'	35'	14'	35'	14'	35'
Accessory Building(s) (ft)		N/A		N/A		—	15'	N/A		—	15'
PARKING											

Table 1.0, Standards for Lot Types

COMMERCIAL BUILDING		MIXED-USE BUILDING		LIVE/WORK BUILDING		MULTIFAMILY RESIDENTIAL BUILDING		ROW/TOWNHOUSE BUILDING			
MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX
PROVISIONS											
Location		25' behind bldg frontage									
Amount		Refer to Article. VIII, Division 1									
(1) Applies to buildings fronting on "A" Streets and "Pedestrian Oriented" Streets.											

- (4) *Additional lot types.* An applicant may propose additional lot types through the application process. The planning director may accept, modify or reject such additional lot types based on the determination as to the consistency of the additional lot types with the planning, design and principles set forth in the downtown vision: A redevelopment plan for Jacksonville Beach, adopted by the Jacksonville Beach City Council on November 5, 2007.
- (5) *General site design.*
 - a. *Form.* Buildings shall form a consistent, distinct edge, spatially delineating the public street through maximum building setbacks that vary by no more than five (5) feet from those of the adjacent building.
 - b. *Open storage.* There shall be no open storage.
 - c. *Sidewalks.* All buildings or developments must provide sidewalks along the street edge(s) of their property. Sidewalks shall be placed to align with existing sidewalks. Sidewalk connections from a principal building to the public sidewalk must be provided and be aligned to minimize walking distance. Landscaping adjacent to existing and proposed street sidewalks must be consistent with the requirements of article VIII, division 3.
 - d. *Driveway locations.* If property abuts an A or B street, vehicular drive access should be located on the non-pedestrian priority street. If a property does not abut an A or B street, a maximum of one (1) vehicular access drive per property along pedestrian oriented streets shall be allowed.
 - e. *Utilities.* All utilities shall be located underground if feasible.
 - f. *Screening.* Trash and recycling receptacles, loading docks, service areas, and other similar areas must be located in parking areas or in a location that is not visible from "A" or "pedestrian oriented" frontage, and must be screened to minimize sound to and visibility from residences and to preclude visibility from adjacent streets. Joint-use facilities are encouraged throughout the CBD. If such facilities are created, access and location shall be determined under an access agreement between any and all of the parties utilizing such services.
 - g. *[Mechanical equipment.]* Mechanical equipment at ground level shall be placed on the parking lot side of the building away from view from adjacent "pedestrian oriented" and "A" street frontage and shall be screened from view of any street by fencing, vegetation, or by being incorporated into a building. Loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash dumpsters, trash compaction, and other service functions should be incorporated into the overall design of the building by walls of a material compatible with the material, style, color, texture, pattern, trim, and details of the main building and landscaping. The wall shall be one foot higher than the largest object being screened, but not more than ten (10) feet

- high, on all sides where access is not needed.
- h. *[Rooftop mechanical equipment.]* Rooftop mechanical equipment shall be integrated into the overall mass of a building by screening it behind parapets or by recessing it into roof structure.
 - i. *[Building frontage.]* Building frontage shall be determined by the Table 1.0. standards for lot types. If site constraints exist, a knee wall may be constructed with the following provisions.
 - 1. Only twenty-five (25) percent of the required frontage may be fulfilled through the use of a knee wall.
 - 2. The knee wall shall be a minimum of twenty-four (24) inches in height to a maximum of forty-two (42) inches.
 - 3. The knee wall must be constructed of an opaque material which complements the primary building's architecture by utilizing the same architectural style.
 - j. *Parking requirements.* The off-street parking and loading standards for the CBD zoning district are found in article VIII, division 4. Shared parking agreements pursuant to section 34-376, are also permitted to meet the parking requirements.
 - K. *[Off-street surface parking.]* Off-street surface parking lots must be located behind "A" street frontage buildings or to the side of, or behind, "pedestrian oriented" street fronting buildings.
 - l. *[Parking garages.]* Parking garages shall comply with the following requirements:
 - 1. Direct pedestrian access from parking garages to each adjacent street shall be provided.
 - 2. Parking garages located on "A" or "pedestrian oriented" streets shall have the ground floor developed with enclosed commercial or civic floor space to a minimum building depth of thirty (30) feet along the entire length of the structure on each "A" or "pedestrian oriented" facing street, unless separated from the street by another building, parking lot and/or landscaped open space with a minimum depth of thirty (30) feet.
- (6) *Landscape standards.* Landscape standards shall be consistent with Florida Native Plant List, salt tolerant species, provided by the Florida Native Plant Society, which shall be used as a guideline the selection of the most appropriate plant species for coastal areas. Two (2) types of landscape treatments are permitted within any street facing location.
- a. *Urban landscape.* When buildings are located using a build-to-line, an urban buffer may be considered as an alternative to a front yard landscape buffer. The front yard landscape buffer for an urban type development shall be allowed to provide potted plants. At a minimum, a thirty-six (36) inch diameter pot by twenty-four (24) inches high should be provided every twenty (20) lineal feet of building frontage. The plant species should be two (2) times as high as the height of the pot. Low growing plants, flowering annuals should be planted at the base of the pot.
 - b. *Street trees.* Trees shall be of a salt-tolerant species and shall have a minimum three (3) inch caliper and be of Florida No. 1 grade as per "grades and standards for nursery plants," Florida Department of Agriculture and Consumer Services. All landscaping shall meet conform to the corner sight visibility triangle requirements set forth in subsection 34-425(h).
 - 1. *Tree spacing:* For "A" and "pedestrian oriented" streets, one (1) street tree shall be planted for every twenty five (25) linear feet or frontage or fraction thereof. For all other streets, one (1) street tree shall be planted forty (40) to sixty (60) feet on center. Street trees shall be planted a minimum of ten (10) feet from any above ground utility, such as transformer pads and fire hydrants.
 - 2. *Tree species:* Select tree species that are appropriate for street tree planting conditions shall be used.
- (7) *Building design.* The following standards are for building design of attached residential and

nonresidential building types.

- a. *Public entrance.* Buildings that are open to the public shall have an entrance for pedestrians from the street to the building interior. This entrance shall be designed to be a distinctive and prominent element of the architectural design, and shall be open to the public during business hours. Buildings shall incorporate lighting and changes in mass, surfaces or finishes to give emphasis to the entrances.
- b. *Building facade.* Buildings shall provide a foundation or base, typically from ground to bottom of the lower windowsills, with changes in volume or material. A clear visual division shall be maintained between the ground level floor and upper floors with either a cornice line awning from twelve (12) feet to sixteen (16) feet above base flood elevation or grade, whichever applies to a particular building.
- c. *Height.* Thirty-five (35) feet
- d. *Maximum lot coverage.* None.
- e. *Mass and scale.* Buildings that are more than one hundred fifty (150) feet in length shall comply with the following. No more than sixty (60) feet of horizontal distance of wall shall be provided without architectural relief a minimum of thirty (30) feet wide and three (3) feet deep for building walls and frontage walls facing the street.
- f. *Awnings and shade.* Buildings fronting an "A" street or a "pedestrian oriented" street must provide awnings, canopies or other type of shade refuge equal to a minimum of fifty (50) percent of the length of building frontage.
- g. *General design features.* All buildings shall utilize at least three (3) of the following design features to provide visual relief along all street-facing elevations of the building:
 1. Divisions or breaks in, and variety in, exterior finish materials (materials should be drawn from a common palette).
 2. Window bays.
 3. Separate entrances and entry treatments, porticoes, colonnades, or arcades extending at least five (5) feet, provided that a right-of-way or revocable encroachment permit shall be required if the entrance, entry treatment, colonnade, or arcade extends into the public right-of-way.
 4. Variation in roof lines.
 5. Awnings or canopies installed in increments of fifteen (15) feet or less and extending at least five (5) feet.
 6. Dormers.
 7. Overhang extending at least five (5) feet, provided that a right-of-way or revocable encroachment permit shall be required if the entrance, entry treatment, colonnade, or arcade extends into the public right-of-way.
 8. Recessed entries (at least three (3) feet from the primary facade).
 9. Protruding entries (at least three (3) feet from the primary facade).
 10. Covered porch entries.
 11. Cupolas.
- h. *Storefront character.* Commercial, retail/office and mixed-use buildings shall express a "storefront character". This standard shall be met by providing each of the following architectural features along the building frontage as applicable.
 1. Corner building entrances on corner lots.
 2. Regularly spaced and similar-shaped windows with window hoods or trim on all building stories.
 3. Large display windows on the ground floor. All "A" and "pedestrian oriented" street-facing or public space-facing structures shall have transparent windows covering a minimum of forty (40) percent and a maximum of eighty (80) percent of the ground floor of each storefront's linear frontage. Blank walls shall not

occupy over fifty (50) percent of a street-facing frontage and shall not exceed thirty (30) linear feet without being interrupted by a window or entry. Mirrored glass, obscured glass, tinted, or glass block cannot be used in meeting this requirement. Display windows may be used to meet this requirement if the first floor has not been designed as a flood proof first floor.

- i. *Orientation.* The primary building entrances shall be visible and directly accessible from a public street. Building massing such as tower elements, not exceeding thirty-five (35) feet in height, may be used to identify the location of building entries.
 - j. *Rooflines.* Rooflines on attached residential and nonresidential buildings shall be varied to reduce the massive scale of large buildings and to be consistent with the scale and character of adjacent and street facing residential areas. The development must consider the mass and scale of adjacent buildings. Rooftop equipment shall be concealed behind parapets or screened from views by pedestrians. At a minimum, the roof line shall not extend any longer than one hundred (100) feet without a roof variation that changes at a minimum of ten (10) feet to break the mass and scale of the building.
 - k. *Lighting.* All buildings and parking lots shall have exterior lighting and such shall be self-contained to that building or parking lot without glare or shine onto areas off of the site.
 - l. *Elevation for residential building lots.* All residential building types located on "A" or "pedestrian oriented" streets shall be required to have a stoop with an elevation at a minimum of twenty-four (24) inches measured from the street.
 - m. *Habitable street frontage.* The first twenty (20) feet of depth from the front of the first floor of any multifamily structure's primary building frontage facing a street shall be constructed as habitable space.
- (f) *Off-street parking and loading.* The off-street parking and loading standards for the CBD zoning district are found in Article VIII, Division 1.
 - (g) *Supplemental standards.* The supplemental standards for the CBD zoning district are found in Article VIII, Division 2.
 - (h) *Landscape standards.* The landscape standards for the CBD zoning district are found in Article VIII, Division 3.
 - (i) *Sign standards.* The sign standards for the CBD zoning district are found in Article VIII, Division 4.
 - (j) *Environmental standards.* The environmental standards for the CBD zoning district are found in Article VIII, Division 5.
 - (k) *Prohibited use.* The business of outdoor advertising.

(Ord. No. 7500, § 7.2(J), 8-19-91; Ord. No. 96-7682, § 1, 10-21-96; Ord. No. 99-7774, § 7, 10-18-99; Ord. No. 2001-7810, § 1, 7-16-01; Ord. No. 2002-7838, § 3, 7-15-02; Ord. No. 2003-7860, §§ 8, 9, 10-6-03; Ord. No. 2004-7868, § 2, 2-2-04; Ord. No. 2005-7899, §§ 5, 6, 4-4-05; Ord. No. 2005-7904, § 2, 6-20-05; Ord. No. 2008-7962, § 1, 12-15-08; Ord. No. 2014-8042, § 5, 2-3-14; Ord. No. 2015-8065, § 13, 12-7-15)

Appraisers' Qualifications and License

Duncan R. Ennis, Sr., MAI, SRA

**Ennis Appraisal Associates, Inc.
4511 Lexington Avenue
Jacksonville, Florida 32210
Ph. (904) 387-4467
Fax (904) 387-0177
www.ennisappraisal.com**

Lifetime resident of Jacksonville, Florida

Real estate appraisal business since 1974

Bachelor of Science in Business Administration from the University of Florida

SRA designation from the Appraisal Institute; Certificate No. 1333

MAI designation from the Appraisal Institute; Certificate No. 6774

The Appraisal Institute conducts a voluntary program of continuing education for its designated members. MAI's and SRA's who meet the minimum standards of this program are awarded periodic educational certification. I am currently certified under this program.

Have passed the following courses offered by the Appraisal Institute:

- Course VIII - Single Family Residential Appraisal
- Course I-A - Basic Appraisal Principles, Methods & Techniques
- Course I-B - Capitalization Theory & Techniques
- Case Studies in Real Estate Valuation
- Valuation Analysis and Report Writing
- Industrial Valuation
- Standards of Professional Practice

Registered Real Estate Broker in the State of Florida

State-Certified General Real Estate Appraiser RZ619 (Florida)

Certified General Real Property Appraiser 5307 (Georgia)

Member of the Northeast Florida Association of Realtors

Past-President of the Northeast Florida Chapter of the Appraisal Institute

Prepare appraisals of residential, commercial, industrial, vacant land and special purpose properties

Duncan R. Ennis, Sr., MAI, SRA Appraiser's License

STATE OF FLORIDA
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION
FLORIDA REAL ESTATE APPRAISAL BOARD

LICENSE NUMBER	
RZ619	

The CERTIFIED GENERAL APPRAISER
Named below IS CERTIFIED
Under the provisions of Chapter 475 FS.
Expiration date: NOV 30, 2016



ENNIS, DUNCAN R
4511 LEXINGTON AVE
JACKSONVILLE FL 32210



ISSUED: 08/28/2014

DISPLAY AS REQUIRED BY LAW

SEQ # L1408280005163

John P. Wallace

Appraiser Qualifications

Professional Experience

Resident of Jacksonville, Florida and prior residency of approximately 30 years in Georgia

Real estate appraisal business since 1999

Bachelor of Science in Mechanical Engineering from the University of Iowa

State Certified General Real Estate Appraiser RZ3545

Commercial and Residential Real Estate Appraising including retail, office, multi-family, industrial, and commercially related properties; vacant parcels, tracts, and subdivisions; properties with encumbrances, and special purpose properties. Investment research and consulting.

Have participated in the following courses offered by accredited appraisal schools and the Appraisal Institute:

Registration and Licensure Course	National USPAP Course
Valuation of Detrimental Conditions	Demonstration Report Writing
Regression Analysis in Appraisal Practice	Real Estate Consulting
ME 201: Intro to Machinery & Equipment Valuation	Fannie Mae Form 1004MC Course
Marketing & Appraising Historic Property	2008-2009 USPAP Update
Course 110: Appraisal Principles	Overview of the Appraisal Process
Course 120: Appraisal Principles	Uniform Mortgage Data Program
Course 410: Standards of Professional Practice	2010-2011 USPAP Update
Course 420: Standards of Professional Practice	U.S. Economy – What, How and Why
Guidelines for Real Estate Appraising	The Georgia Appraisal Act
USPAP 2004 Update	2012-2013 USPAP Update
Direct Capitalization	Foreclosure Basics for Appraisers
2006 USPAP Update	Income Approach Course 3
Cost Approach 2014	Even Odder - - More Oddball Appraisals
2014-2015 USPAP Update	Nuts & Bolts of Green Building
Dirty Dozen of Appraisal Reporting	Introduction to Legal Descriptions
Florida Appraisal Laws and Regulations	2016-2017 USPAP Update

Have prepared many appraisals of residential, commercial, industrial, vacant land and special purpose properties during the seventeen years of experience.

Appraiser's License

RICK SCOTT, GOVERNOR

KEN LAWSON, SECRETARY

STATE OF FLORIDA
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION
FLORIDA REAL ESTATE APPRAISAL BOARD

LICENSE NUMBER	
RZ3545	

The CERTIFIED GENERAL APPRAISER
Named below IS CERTIFIED
Under the provisions of Chapter 475 FS.
Expiration date: NOV 30, 2016

WALLACE, JOHN PHILLIP
1964 RALEY CREEK DR W
JACKSONVILLE FL 32225



ISSUED: 10/05/2014

DISPLAY AS REQUIRED BY LAW

SEQ # L1410050004194



REZONING/TEXT AMENDMENT APPLICATION

PC No. 41-16

AS/400# 16-100231

This form is intended for use by persons applying for a change in the text of the Land Development Code or the boundaries of a specific property or group of properties under the person or persons control. A rezoning or change to the text of the LDC is not intended to relieve a particular hardship, nor to confer special privileges or rights on any person, but to make necessary adjustments in light of changed conditions. No rezoning or text amendment to the LDC may be approved except in conformance with the Jacksonville Beach 2010 Comprehensive Plan Elements. An application for a rezoning or text amendment to the LDC shall include the information and attachments listed below, unless the requirement for any particular item is waived by the Planning and Development Director. All applications shall include a \$1,000.00 filing fee, as required by City Ordinance.

APPLICANT INFORMATION

Land Owner's Name: Atlantis Beach Partners, LLC. Telephone: (904) 747-5334
Mailing Address: 645 Mayport Road, Suite 5 Fax: _____
Atlantic Beach, FL. 32233 E-Mail: bweber@theklotzcompanies.com

Applicant Name: Same as Owner Telephone: _____
Mailing Address: _____ Fax: _____
E-Mail: _____

NOTE: Written authorization from the land owner is required if the applicant is not the owner.

Agent Name: Kimley-Horn and Associates, Inc. Attn: Mark W. Shelton, AICP Telephone: (904) 828-3900
Mailing Address: 12740 Gran Bay Parkway, Suite 2350 Fax: _____
Jacksonville, FL. 32258 E-Mail: Mark.Shelton@Kimley-Horn.com

Please provide the name, address and telephone number for any other land use, environmental, engineering, architectural, economic, or other professional consultants assisting with the application on a separate sheet of paper.

REZONING DATA

Street address of property and/or Real Estate Number: 715 1st Street North, Jacksonville FL. 32250 (RE# 174249 0010)

Legal Description (attach copies of any instruments references, such as but not limited to deeds, plats, easements, covenants, and restrictions): Please see attached Legal Description and Warranty Deed

Current Zoning Classification: C-1 Future Land Use Map Designation: CBD

TEXT AMENDMENT DATA

Current Chapter, Article, Section, Paragraph Number: _____

REQUESTED INFORMATION

Attached?
Yes No

- | | | |
|--|---|--|
| 1. A copy of the relevant Duval County Property Assessment Map, showing the exact location of the land proposed for the amendment, with the boundaries clearly marked; | ✓ | |
| 2. An 8½" x 11" vicinity map identifying the property proposed for amendment; | ✓ | |
| 3. An aerial photograph, less than twelve (12) months old, of the land proposed for amendment, with the boundaries clearly marked; | ✓ | |
| 4. For a rezoning, include a narrative description of the proposed amendment to the Zoning Map designation and an explanation of why it complies with the standards governing a rezoning the LDC. | ✓ | |
| 5. For an LDC text amendment, include the current text of the Section(s) proposed to be changed and the full text of the proposed amendment. The proposed text amendment submittal must include a cover letter containing a narrative statement explaining the amendment, why it is needed and how it will comply with the goals, objectives, and policies in the Jacksonville Beach 2010 Comprehensive Plan Elements. | | |

Applicant Signature: [Signature] Date: 25 JUL 16

NARRATIVE DESCRIPTION

PROPOSED AMENDMENT TO THE ZONING MAP DESIGNATION

Atlantis Mixed Use Project located at 715 North 1st Street

4. For a rezoning, include a narrative description of the proposed amendment to the Zoning Map designation and an explanation of why it complies with the standards governing a rezoning the LDC.

A. Reason for Rezoning

Pursuant to the City of Jacksonville Beach's Land Development Code (LDC) Section 34-345 - Central Business District (CBD), "buildings or developments containing single or multiple uses listed herein and which exceed fifty thousand (50,000) square feet in gross floor area shall only be approved pursuant to redevelopment district: RD or planned unit development: PUD district standards and procedures". In addition to this LDC requirement to rezone the subject property, the 2010 Consolidated Settlement Agreement (Case No. 16-2006-CA-006294) further stipulates the following:

"4. Notwithstanding paragraph I. 3. of this Settlement Agreement, development review of site plans for any parcel subject hereto shall be processed under Section 34-345 (Central Business District: CBD) of the LDC, as it existed on November 1, 2004; however, development proposals which exceed 50,000 square feet of gross floor area or 50 feet in height shall be processed under the provisions of the Section 34-347 (Redevelopment District: RD) zoning standards; and shall be constructed in accordance with the CBD site design and lot layout standards in Section 34-345(e) (Central Business District: CBD) of the LDC, as currently in effect."

As the proposed development for the subject site will exceed the aforementioned thresholds, the request to rezone this property from Commercial Limited (C-1) to Redevelopment District (RD) is necessary.

B. Existing Site Conditions

The subject property is bounded on the North by 7th Avenue North, on the West by 1st Street North, on the South by 6th Avenue North and on the East by the Atlantic Ocean. The site is currently vacant. The property is not landscaped and has not been in use for more than the past 10 years.

C. Consistency with Surrounding Uses

Currently, the existing uses surrounding the subject property are consistent with the uses proposed in this application. The surrounding uses are as follows:

North: Acquilus Condominiums
West: Dolphin Depot Mixed Use Development (proposed)
South: Casa Marina Hotel and Restaurant
East: Atlantic Ocean

D. Consistency with Land Development Code (LDC)

The proposed project will meet the purpose and intent of the Redevelopment District (RD) as set forth in Section 34-347 of the City of Jacksonville Beach Land Development Code (LDC). The Atlantis project is designed to achieve “a diversity of uses in a desirable environment” by proposing hotel, commercial, recreational, and potentially residential uses in a concise and consistent built environment. Furthermore, the proposed development of Atlantis will meet or exceed all development standards set forth in this section including:

Site Development Table

Land Area	1.31 acres	
Permitted Uses	Mixed Use (Commercial/Hotel/Residential)	
Proposed Uses		
Retail	5,000 – 10,000 square feet*	
Hotel	220 Hotel Rooms and ancillary uses	
Condominium	Up to 64 hotel rooms may be converted to up to 32 condominium units, or portion thereof, at an exchange rate of 2 hotel rooms per 1 condominium unit.	
Residential Density	Maximum 40 units per acre	
Lot Coverage	100% Maximum	
Building Setback requirements	1 st Street	0'
	6 th Avenue	10'
	Atlantic Ocean	The more restrictive of 10' or the Oceanfront Extent Line as established by the FDEP (Pools, decks, seating areas, cabanas, etc. shall be allowed east of the FDEP established oceanfront extent line)
	7 th Avenue	29'
Traffic circulation control and parking	Vehicular access planned from 7 th Avenue North	
Off-street parking and loading	Code minimum structured parking	
Open space requirement	Plaza, Pool, Outdoor Seating, Seawalk etc.	
Signage	Code Minimum per LDC Article VIII, Division 4	
Landscape	Code Minimum per LDC Article VIII, Division 3	
Environmental	Stormwater management provided	

Utility Easements	Provided as required
Adequate public facilities	Sufficient public facilities available
Tentative Development Schedule	Commencement 2018; Completion 2023
Comprehensive plan consistency	See below

*Up to 6,750 square feet of ground floor retail uses fronting 6th Avenue shall have external access and be available to street level pedestrian traffic.

E. Consistency with the Jacksonville Beach Community Redevelopment Plan

The project will achieve several redevelopment objectives as set forth in the Jacksonville Beach Community Redevelopment Plan:

1. The proposed development will help eliminate the conditions of blight and prevent the spread of blighting conditions.
2. It will consist of a compact, mixed-use development within the core area, oriented to recreation, entertainment, specialty retail, tourism, and housing.
3. It will help stabilize and enhance the residential portions of the redevelopment area through infill development and rehabilitation.
4. Through the seawalk expansion on the site, it will enhance useable open space in the community redevelopment area to support and encourage greater pedestrian activity.
5. The proposed project design will continue the high quality standards of new development and rehabilitation consistent with the desired image of Jacksonville Beach.
6. Atlantis will help create an exemplary public environment consisting of streets, pedestrian walks, plazas, and open spaces for the community.

The structure will have a maximum building height of eighty-nine (89) feet and is planned to consist of ground floor retail and hotel amenities and uses with parking; up to three additional levels of structured parking above the ground floor; and up to six floors of hotel uses with potential to exchange up to 64 hotel rooms for up to 32 condominium units, or portion thereof, at an exchange rate of 2 hotel rooms per 1 condominium unit. The development will have more than fifty (50%) percent commercial (including hotel) in gross square footage. Accordingly, the northern and southern yard setbacks will equal a minimum of thirty-nine (39) feet combined. Also, pursuant to required Central Business District (CBD) standards, the front yard setback along 1st Street (western property line) shall be zero (0) feet, while the eastern property line setback shall be the greater of 10' or 0' from the Oceanfront Extent Line as established by the FDEP. The design, character, and architectural style of the proposed development will result in a unified, cohesive, and compatible plan of development within the Community Redevelopment Plan area. A Conceptual Elevation, dated September 26, 2016, is included as an attachment to the rezoning application.

F. Consistency with Comprehensive Plan

The proposed Atlantis project includes an optimal mix of hotel, commercial, recreational, and potentially residential uses to ensure that the development is consistent with the goals and objectives of the Jacksonville Beach 2030 Comprehensive Plan. The hotel land use included in this development specifically supports Jacksonville Beach's tourism industry. Condominiums considered for the project, if developed, will provide new residential dwelling units, promoting livability in the city's core

downtown area. Atlantis also will provide space for commercial uses, including restaurant and retail, that will support the economic vitality of the downtown area. Outdoor recreation in the project consists of a pool with outdoor seating, a seawalk and beach-front features. These outdoor features, as well as the public beach access that will be preserved and expanded during development, provide adequate recreation for residents and tourists alike while also conserving the natural aesthetics of the downtown beach. The proposed Atlantis project also addresses building design, landscaping, and parking in order to support an attractive streetscape. The nature and design of this project provide for a continued high quality of life in Jacksonville Beach.

The following objectives from the Jacksonville Beach 2030 Comprehensive Plan are specifically addressed in this development:

Policy LU.1.3.1

It is the intent of the City that the land use proposals in the adopted Downtown and South Beach Community Redevelopment plans currently being implemented are made a part of this Future Land Use Element by reference and development within these designated areas shall be carried out under the Planned Unit Development or Redevelopment District provisions in the City's land development regulations.

Policy LU.1.3.3

The City shall support and encourage redevelopment of the core downtown area, that area within the Central Business District: CBD zoning district boundaries, in accordance with its Downtown Vision Plan, through public investments and the development of detailed site design regulations to guide private development within the CBD. These design regulations shall be incorporated into the *Central Business District: CBD Zoning District* regulations of the Jacksonville Beach Land Development Code by November, 2011, and shall address such aspects as building design and frontage requirements, landscaping, and location of parking facilities and driveways.

Policy LU.1.4.3

New residential development shall be designed so that valuable and aesthetic natural features are conserved, that on-site opportunities are utilized, and that the design is contemporary and imaginative and avoids wasteful, rigid arrangements of streets and utility systems.

Policy LU.1.4.8

Adequate recreation and open space facilities shall be developed over the planning period to provide the adopted level of service for existing and projected population in accordance with the goals, objectives, and policies set forth in the Recreation and Open Space Element.

Policy LU.1.5.10

CENTRAL BUSINESS DISTRICT (CBD)

The Central Business District (CBD) land use category is intended to provide a central core for the city, with a diversity of uses, and to promote flexibility in design and quality in development while preserving public access to the beach recreational area. It is coterminous with the jurisdictional area of those lands within the Downtown Redevelopment Area. The CBD category allows medium to high density residential, commercial, industrial, recreational, and entertainment uses, as well as transportation and communication facilities. The exact location, distribution, and density/intensity of various types of land uses in the Redevelopment Area will be guided by the site development plans approved as part of the Downtown Redevelopment Plan.

Policy LU.1.7.2

Encourage development/redevelopment at an appropriate scale, form, and density/intensity to support more economical and efficient public bus transit service.

Objective HO.1.1

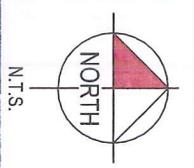
The City shall assist the private sector to provide new dwelling units between 2011 and 2030 for an estimated 458 new households projected to reside in the city.

Objective CM.2.1.1

Shoreline land uses which incorporate public uses and access to shorelines and coastal resources shall have priority during development and redevelopment.

Team Roster

Name/Contact Information	Email Address
Owner	Atlantis Beach Partners, LLC. 645 Mayport Road, Suite 5 Atlantic Beach, FL. 32233
Authorized Agent	Kimley-Horn and Associates, Inc. 12740 Gran Bay Parkway, West Suite 2350 Jacksonville, Florida 32258
Planning Kimley-Horn and Associates, Inc. Mark W. Shelton, AICP 12740 Gran Bay Parkway West, Suite 2350 Jacksonville, FL 32258 (904) 828-3900	Mark.Shelton@kimley-horn.com
Traffic Engineering Kimley-Horn and Associates, Inc. William J. Schilling Jr., P.E. 12740 Gran Bay Parkway West, Suite 2350 Jacksonville, FL 32258 (904) 828-3900	Bill.Schilling@kimley-horn.com
Civil Engineering Kimley-Horn and Associates, Inc. Joseph P. Mecca, P.E. 12740 Gran Bay Parkway West, Suite 2350 Jacksonville, FL 32258 (904) 828-3900	Joe.Mecca@kimley-horn.com
Architect	



6/22/2016 Jack Hultberg K:\JAX-PTO\KLOTZ\Allentia\CADD\PD\Aerial Map.dgn
 This document, together with the concepts and designs presented herein, is an instrument of service, is intended only for the specific purpose and client for which it was prepared. Release of and improper reliance on this document without written authorization and adoption by Kimley-Horn and Associates, Inc. shall be without liability to Kimley-Horn and Associates, Inc.

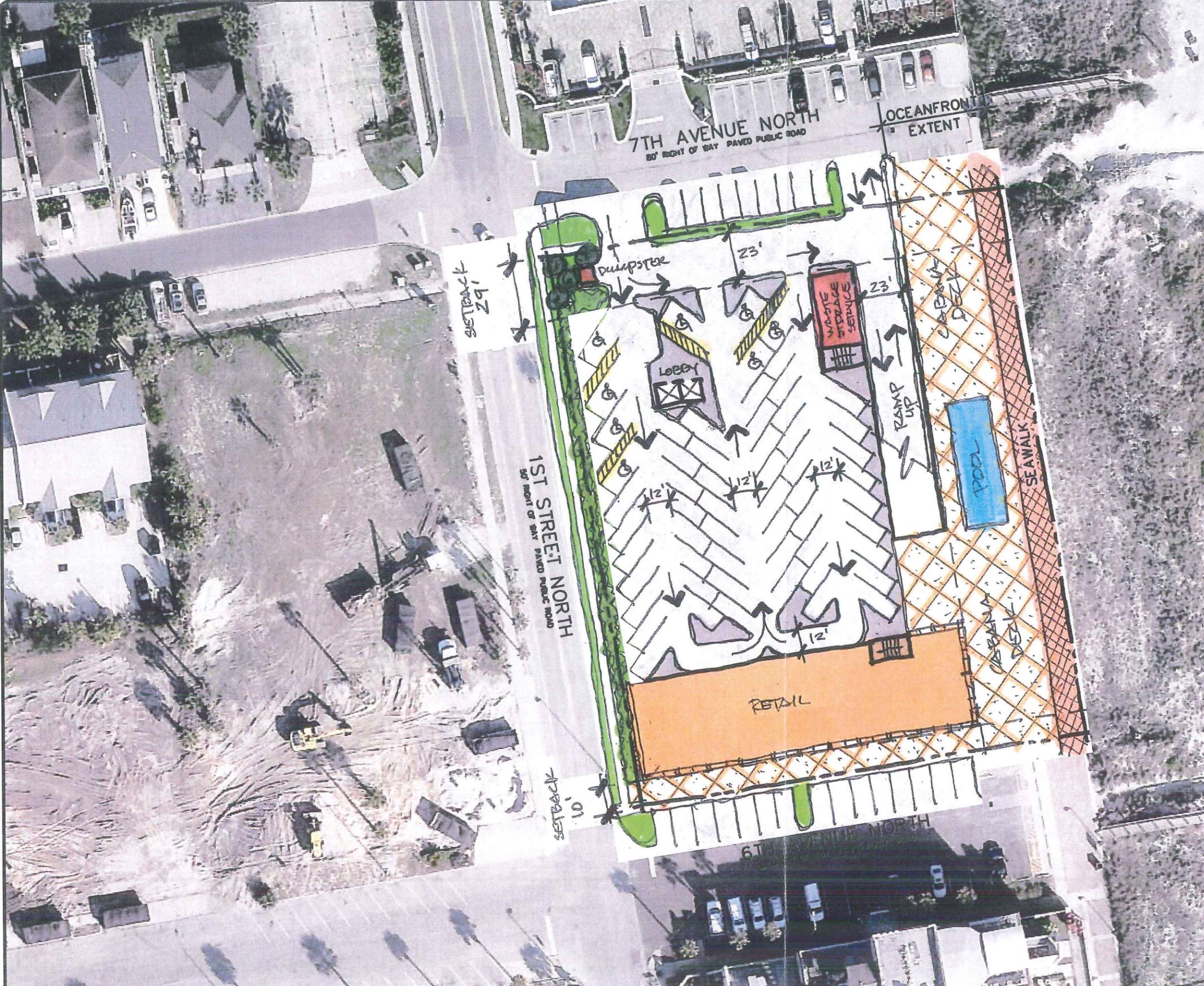
PROJECT #	045462000
DATE	JUNE 2016
SCALE	AS SHOWN
DESIGNED BY	KHA
DRAWN BY	KHA
CHECKED BY	KHA
EXHIBIT NUMBER	3

ATLANTIS
 Rezoning Application
 DUVAL COUNTY FLORIDA

AERIAL MAP

Kimley»Horn
 ©2016 KIMLEY-HORN AND ASSOCIATES, INC.
 12740 GRAN BAY PARKWAY WEST SUITE 2350,
 JACKSONVILLE, FL 32258
 PHONE: 904 828 3900 | WWW.KIMLEY-HORN.COM
 CA 00000696

K:\JAX_TPT\KLOTZ\Atlantis\CADD\RD\2016_12_12 Atlantis hand sketch.dgn
 5:09:21 PM
 12/12/2016
 Jack Hulsberg

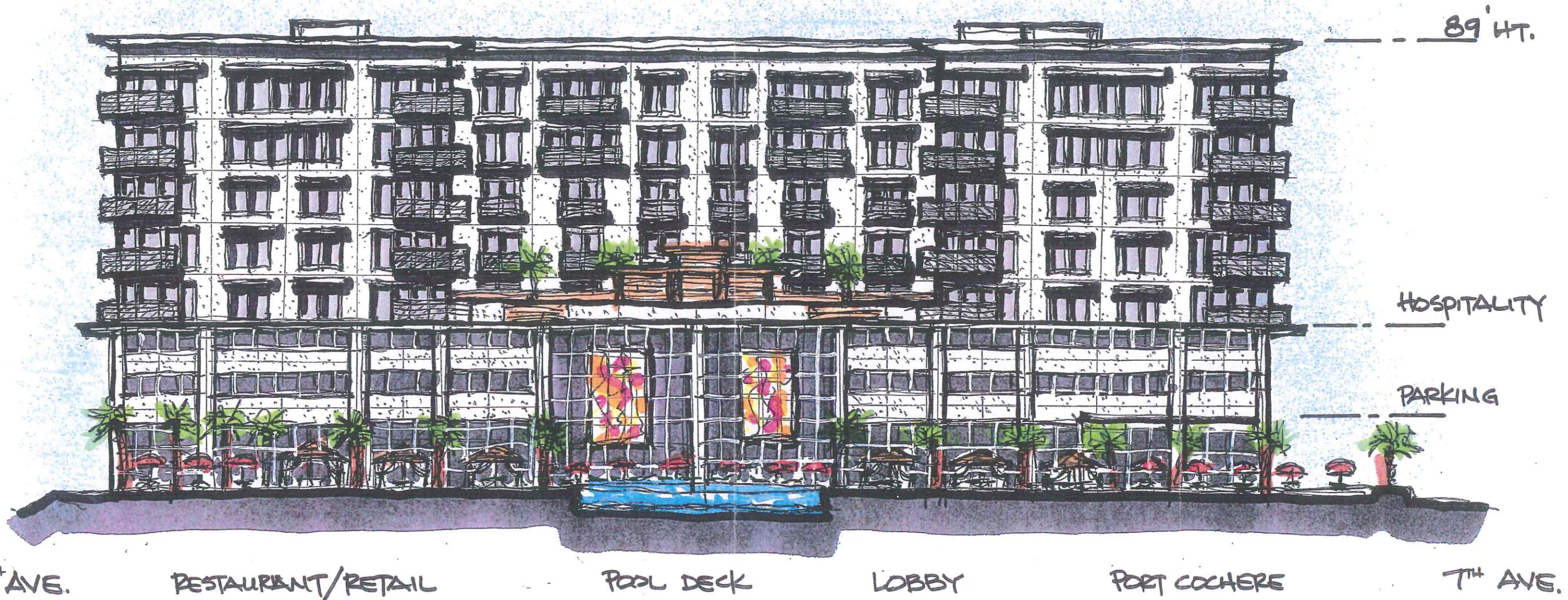


SITE DATA TABLE		
	<u>CURRENT</u>	<u>PROPOSED</u>
ZONING DESIGNATION:	C1	RD
TOTAL AREA:	<u>S.F.</u> 57,237.52	<u>ACRES</u> 1.31
HEIGHT:	MAX 89'	
PARKING PROVIDED:		
GROUND FLOOR	58 SPACES (EST.)	
2ND FLOOR	52 SPACES (EST.)	
3RD FLOOR	75 SPACES (EST.)	
4TH FLOOR	75 SPACES (EST.)	
TOTAL	260 SPACES (EST.)	
PARKING REQUIRED:		
CONDOMINIUM	2 SPACES PER UNIT	
HOTEL	1/1.25 SPACES PER ROOM	
RETAIL*	4 SPACES PER 1 K.S.F.	
RESTAURANT*	4 SPACES PER 1 K.S.F.	
*NO PARKING SPACES REQUIRED FOR INTERNALLY ORIENTED RETAIL OR RESTAURANTS		

ATLANTIS CONCEPTUAL SITE PLAN

715 1ST STREET NORTH JACKSONVILLE BEACH, FL 32250





ATLANTIS - OCEAN VIEW

CONCEPTUAL ELEVATION 9.26.16 KIMLEY-HORN

MEMORANDUM



TO: Planning Commission Members
FROM: Heather Ireland, Senior Planner
DATE: February 6, 2017
RE: February 13, 2017 - Planning Commission Meeting

The following information is provided for your consideration regarding one agenda item for the upcoming February 13, 2017 Planning Commission meeting.

NEW BUSINESS:

PC#41-16 *Redevelopment District: RD Rezoning Application*

Owner/
Applicant: Atlantis Beach Partners, LLC.
645 Mayport Road, Suite 5
Atlantic Beach, FL 32233

Agent: Kimley-Horn and Associates, Inc.
12740 Gran Bay Parkway, West Suite 2350
Jacksonville, FL 32258

Location: 715 1st Street North

Request: ***Redevelopment District: RD Rezoning Application*** to rezone a 1.31 acre parcel of vacant oceanfront land located at the Northeast corner of 1st Street North and 6th Avenue North from *Commercial, limited: C-1* to *Redevelopment District: RD* to allow a mixed use hotel/commercial/residential project.

Comments: The applicant owns the vacant oceanfront block located on 1st Street North between 6th and 7th Avenues North (the subject property). The subject property was the site of the former *Atlantis Hotel*. The property is currently zoned *Commercial, limited: C-1* and the applicant was advised that due to the size of the proposed redevelopment project (>50,000 square feet), that rezoning to *Redevelopment District: RD* would be required. Additionally, the subject property exists as part of a 2010 Consolidated Settlement Agreement (Case No. 16-2006-CA-006294) that stipulates that in addition to rezoning to RD, that development of the subject property will be constructed in accordance with the *Central Business District: CBD* zoning site design and lot layout standards of the Land Development Code as currently in effect. This settlement agreement also provided vested rights for a maximum building height of 89 feet on the subject property.

The applicant is proposing a primarily commercial development consisting of a 220 room hotel, of which 64 hotel rooms may be converted into 32 condominiums, or portion thereof, with an exchange rate of 2 hotel rooms per 1 condominium unit. The application also proposes up to 10,000 square feet of commercial space, of which up to 6,750 square feet would be accessible from 6th Avenue North, and approximately 3,250 square feet would be internal to the hotel (such as a restaurant). Sixth Avenue North, is classified as an "A" street pursuant to the LDC, and requires active commercial uses along the street. Commercial and retail uses will support both the hotel and the general public. The project's multiple level parking garage will provide 260

parking spaces. Additionally, the project will include an extension of the City's public oceanfront seawalk.

Adjacent property uses include The Casa Marina hotel to the south, commercial, residential, and mixed use to the west, multiple family residential to the north and the public beach and Atlantic Ocean to the east. The proposed redevelopment is consistent with the Downtown Community Redevelopment Plan, the Comprehensive Plan and the Land Development Code. The proposed project would serve to continue the current revitalization of the downtown area. The project as described in the submitted application would complement the character of the surrounding neighborhood and would fit within the context of the Downtown Vision Plan objectives. Adjacent property values should be enhanced by the proposed development of the subject property. Adequate public facilities exist to serve the project, and it would be subject to the city's Mobility Fee.

The Community Redevelopment Agency (CRA) considered this rezoning application at their January 23, 2017 meeting.

DRAFT