SHEPARD, SMITH, KOHLMYER & HAND, P.A.
ATTORNEYS & COUNSELORS AT LAW

Simulated Plan

To: City of Jacksonville Beach Community Redevelopment Agency

From: Jacob J. Schumer; Clifford B. Shepard

Date: August 11, 2020

Re: Analysis of Downtown Redevelopment Plan, as Amended (Work Task #1)

The following is a version of the Jacksonville Beach Downtown Redevelopment Plan with all language which we have determined to be effective and relevant, organized in a manner that mimics that of a typical plan where possible. This Plan can be used as a guide when acting under the current plan, determining what changes to make to the current plan, and eventually a skeleton for a future comprehensive amended plan.

Not all of the previous amendments lend themselves to easy translation. For example, the Original Plan's land use map has been amended by descriptions of "corridors" and other areas which might see amended uses, but has never been replaced by any map. Therefore, it is difficult to translate the amendments into an amended map. The map provided in the attached Figure 3 addresses this issue by calling out specific areas where the Vision Plan has amended the original land use map.

Note that the vast majority of the language in this document is taken directly from the plan documents themselves, and we have only added and modified language when necessary to provide context.

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SIMULATED JACKSONVILLE BEACH DOWNTOWN REDEVELOPMENT PLAN

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Introduction

This Redevelopment Plan represents a combination of the Jacksonville Beach Community Redevelopment Plan originally adopted in 1987 and the subsequent amendments, including the 2007 Vision Plan.

The Original Redevelopment Plan was_prepared in accordance with Florida Statutes Chapter 163 Part III, under the direction of the Jacksonville Beach Community Redevelopment Agency. The preparation of the Community Redevelopment Plan was preceded by a Finding of Necessity adopted by City Council resolution on September 19, 1977. The original Finding of Necessity was amended by resolutions on July 16, 1979 and on September 17, 1984, for the purpose of modifying the boundaries of the Community Redevelopment Area. Several detailed studies have been prepared to document the conditions which demonstrate the need for redevelopment. The Community Redevelopment Area is depicted graphically in Figure 1 and the boundaries of the Community Redevelopment Area are described by legal description in the Appendix. City of Jacksonville Beach Ordinance 6950, adopted on March 20, 1978, established the Community Redevelopment Agency in accordance with Florida Statute 163.356.

Th[e] Original Redevelopment Plan [was] the culmination of a planning process which included detailed analyses of existing conditions, market potentials and public concerns. Several alternative concepts have been developed, evaluated and presented for public input. Background information gathered during the planning process was documented in a May 1986 report on the Phase I Inventory and Analysis and the Phase II Alternative Concepts. Detailed background data on the market study conducted for this plan is contained in a memorandum report dated June 1986.

The City has completed a number of strategic public investments – Latham Park, Amphitheatre, improved Board Walk and Pavilion, streetscape and the allocation of free public parking for the beach in the last decade. Because of these efforts, the Downtown Central Business District (CBD) is now positioning itself for new investment opportunities. The citizens, elected officials and staff have developed a vision plan that will prepare for and guide redevelopment in the Central Business District. The purpose of the Vision Plan is to provide the citizenry a thoughtful approach to how new development would not only maintain, but also improve the quality of life for Downtown Jacksonville Beach.

The process in creating the Vision Plan relied on a strong community involvement process which provided a variety of opportunities for public input through stakeholder interviews, a walking audit of the Downtown and a three-day charrette with two formal presentations and two and half days of open house working sessions to the public.

The Vision Plan was formalized during the charrette from June 5 to June 7, 2007. During these three days, the values and priorities of the community were established, issues were identified and voted on, and the community provided solutions, desires and expectations. Almost 100 citizens, public official and staff members participated in the charrette effort. Each person provided valuable input in creating the Vision Plan.

Redevelopment Powers and Requirements

The Community Redevelopment Act of 1969, Florida Statute 163, Part III as amended, in recognition of the need to prevent and eliminate conditions of slum and blight, confers upon counties and municipalities the authority and powers necessary to carry out redevelopment activity. While many of the powers necessary to carry out redevelopment activities are assigned to the Community Redevelopment Agency, certain other powers are retained by the governing body, the Jacksonville Beach City Council. These powers are summarized and paraphrased as follows:

- The power to determine an area to be a slum or blighted area and to designate such an area as appropriate for community redevelopment.
- The power to grant final approval to community redevelopment plans and modifications thereof.
- The power to authorize the issuance of revenue bonds.
- The power to approve the acquisition, demolition, removal or disposal of property and the power to assume the responsibility to bear loss.

Other powers made available to community redevelopment agencies and/or governing bodies include, but are not limited to the following:

- The power to acquire by eminent domain property deemed necessary for community redevelopment.
- The power to construct improvements necessary to carry out community redevelopment objectives.
- The power to dispose of property acquired in the community redevelopment area at its fair value for uses in accordance with the plan.
- The power to carry out programs of repair and rehabilitation.
- The power to plan for and assist in the relocation of persons and businesses displaced from a community redevelopment area.

- The power to establish a redevelopment trust fund to receive tax increment revenues to fund redevelopment activities.
- The power to issue redevelopment revenue bonds for the purpose of financing redevelopment activities.

All of the above-referenced powers and others provided by Part III, Chapter 163 may be required to carry out the intent of this Community Redevelopment Plan, and future modifications thereof.

Redevelopment Objectives

Redevelopment objectives for the Jacksonville Beach Community Redevelopment Area have been derived from adopted planning studies as well as from interviews with public officials, property owners and residents. A particular emphasis of the objectives is to achieve consistency with the adopted City of Jacksonville Beach Comprehensive Plan.

Community Core Values

The eight values listed below were identified by the community during the visioning exercise. These will serve as the foundation for redevelopment activities in the Downtown District.

Safety

Walkability

Open Space/Views to Ocean/Beach Access

Gathering Place

Family Friendly

Small community Feel

Entertainment

Mix of Uses

Guiding Principles

The following five principles provide the necessary framework that was used to develop the Vision Plan.

Celebrate Our Assets

Enhance the *four major corridors* to the beach. Encourage mixed-use development along each corridor through investments in public realm (parks, gateway elements, streetscape) and infrastructure (on-street parking, new streets, parking garages).

Complete the Streets

In addition to improving the four major corridors to the beach, enhance the streetscape for 3rd Street, 2nd Street and 1st Street based on their vehicular and pedestrian mobility functions.

Mix-It Up

Link together individual pieces of public amenities and investments within the Downtown. Allow a mix of various uses especially in the four core corridors.

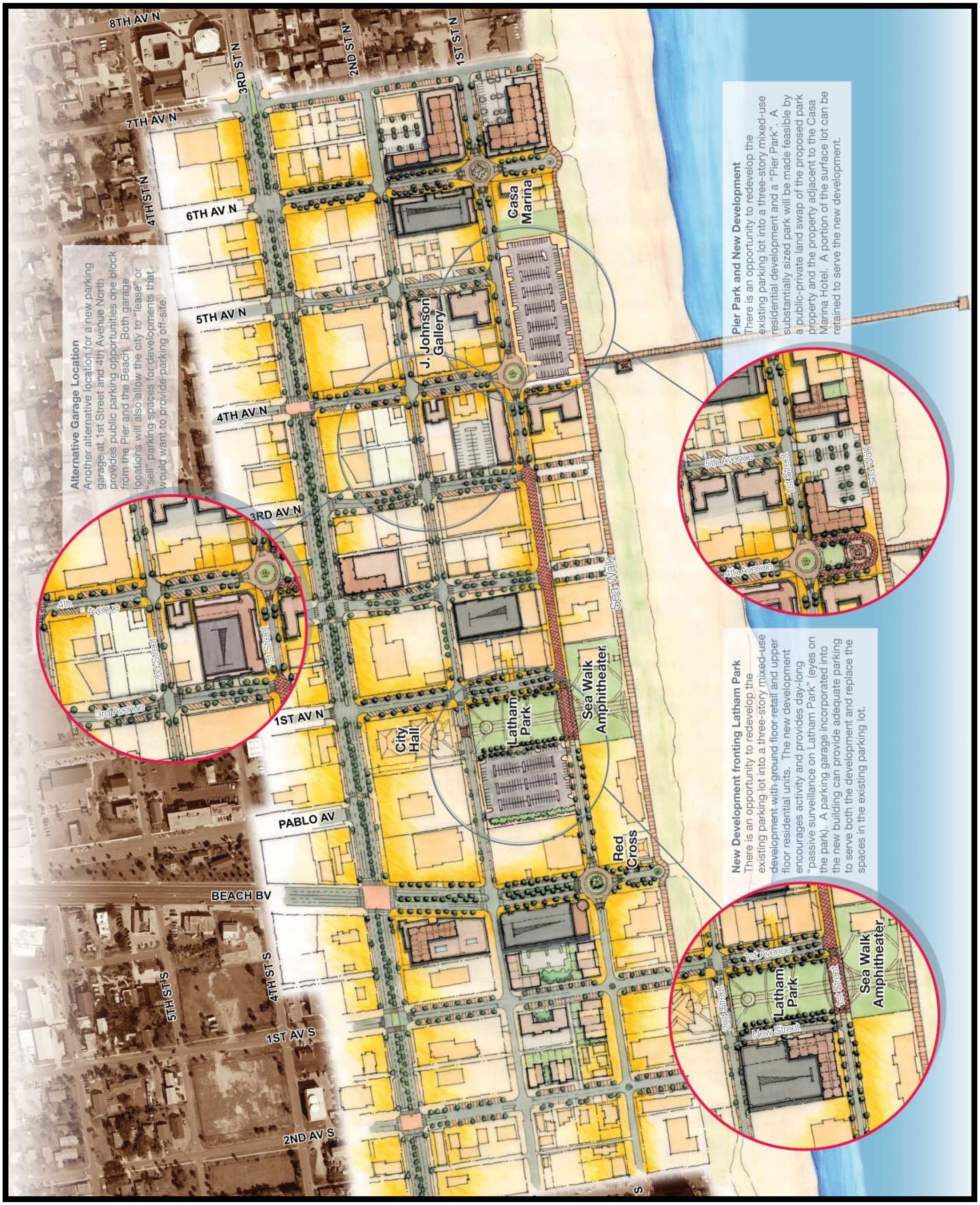
Be Family-Friendly

Program public spaces to accommodate family events and activities especially around the fishing pier and Latham Park. Encourage growth of neighborhoods toward the Downtown.

Design Matters

Develop design guidelines to ensure that private development pattern and character support the vision plan.

ILLUSTRATIVE REDEVELOPMENT INITIATIVES



Secondary Objectives

The following objectives shall apply to all redevelopment activities except when in conflict with the above Core Values and Guiding Principles:

General Objectives

- Eliminate the conditions of blight and prevent the spread of blighting conditions.
- Utilize selected public actions to stimulate and encourage private investment in redevelopment and rehabilitation activities.
- Encourage the core downtown area to develop as the center for cultural, entertainment and community activities within the City.
- Provide for reasonable plan flexibility in accommodating unforeseen private sector initiatives and future economic trends, consistent with these redevelopment objectives.

Economic Objectives

- Increase the tax base in the Community Redevelopment Area to assist in financing public actions to support redevelopment.
- Encourage the re-creation of a compact mixed-use code area, oriented to recreation, entertainment, specialty retail, tourism and housing.

Land Use Objectives

- Encourage the development of a mix of activities in the core area including residential, retail, hotel and office.
- Stabilize and enhance the predominantly residential portions of the redevelopment area through infill development and rehabilitation activity.
- Provide guidance to moderate building heights in the core oceanfront area and residential densities elsewhere in the community redevelopment area.
- Expand and enhance useable open space in the community redevelopment area to support and encourage greater pedestrian activity.
- Control the amount of land zoned for commercial use to stabilize predominantly residential areas and concentrate commercial activity in the core area.

Circulation and Parking Objectives

- Promote greater pedestrian circulation in the core area particularly along 1st Street and the Boardwalk.
- Maintain the existing street pattern with improvements as necessary to accommodate new development.
- Provide for seasonal adjustments in the core area circulation system to reduce vehicular through-traffic and increase pedestrian circulation.

- Provide incentives for the utilization of a shared public-private parking system.
- Maintain a reasonable supply of parking to serve beach visitors.

Utility Objectives

- Provide for the orderly replacement or expansion of water, sewer and drainage systems.

Urban Design Objectives

- Promote standards of high quality in the new development and rehabilitation consistent with the desired image of Jacksonville Beach.
- Create an exemplary public environment consisting of streets, pedestrian walks, plazas and open spaces.
- Promote compatibility and integration among public and private developments.

IMPLEMENTATION STRATEGY

Plan Adoption

Prior to approval of the Community Redevelopment Plan by the Community Redevelopment Agency, F.S. 163.360, requires that the plan be reviewed by the Local Planning Agency. The Agency is allowed up to 60 days to review and provide comments as to the conformance of the Community Redevelopment Plan with the Comprehensive Plan.

Following approval of the Community Redevelopment Plan by the Community Redevelopment Agency, it must be forwarded to the City Council. Following the required public hearing the City Council may adopt the Community Redevelopment Plan, after which it is considered to be in full force and effect.

Property Acquisition

The Community Redevelopment Agency shall acquire real property by purchase, condemnation, gift, exchange or other lawful means in accordance with, and as necessary to implement, the Community Redevelopment Plan.

Relocation Procedures

The Community Redevelopment Agency accepts responsibility to provide assistance to residents and businesses displaced as a result of the redevelopment actions sponsored and carried out by the Community Redevelopment Agency. The Community Redevelopment Agency shall strive to maintain the following policies and procedures:

1. Affected residents and businesses shall be provided adequate notification to permit relocation with minimum delay and hardship.
2. Affected residents shall be provided with assistance as necessary to secure comparable, adequate housing.
3. Provide businesses the opportunity to relocate within the Community Redevelopment Area, consistent with the intent of the Community Redevelopment Plan.
4. Provide fair and reasonable financial and other assistance to compensate residents and businesses affected by displacement.
5. Prior to the initiation of property acquisition conduct a survey of all residents and businesses likely to be affected by the acquisition. The survey shall identify specific relocation requirements and costs.

Demolition and Site Preparation

The Community Redevelopment Agency is authorized to demolish and clear structures and other improvements from any real property acquired by the Community Redevelopment Agency for the purpose of carrying out the intent of the Community Redevelopment Plan.

The Community Redevelopment Agency may construct, cause to be constructed, or request that the City of Jacksonville Beach construct streets, sidewalks, utilities, and beautification improvements as necessary to carry out the intent of the Community Redevelopment Plan.

Property Disposition

The Community Redevelopment Agency is authorized to sell, lease, exchange, assign, pledge, encumber by mortgage or deed of trust or otherwise dispose of real property in accordance with the intent of the Community Redevelopment Plan and with applicable law.

Disposal by sale or lease of real property shall be at fair market value in accordance with the development proposed by the Community Redevelopment Plan.

The Community Redevelopment Agency will provide opportunities for present owners to participate in the redevelopment effort through equity participation subject to satisfactory negotiations with selected developers. Property will be disposed of by a competitive process whereby interested developers will submit proposals including plans and specifications, financial statements, time schedules and proposed purchase and lease rates. Selected developers shall be required to execute bindings agreements which will safeguard the provisions of the Community Redevelopment Plan.

It shall be the policy of the Community Redevelopment Agency to strive to secure binding agreements with developers prior to expenditures by the Community Redevelopment Agency for real property acquisition, relocation and site preparation.

The Agency shall have the right to review and approve construction plans and to refuse to approve plans found not in conformance with applicable disposition agreements, covenants or other controls.

Funding Sources

The following section provides a general review of potential sources of funding for redevelopment actions.

In general, a variety of financing options are presently available to the Community Redevelopment Agency and the City of Jacksonville Beach. Among these are the following:

Tax Increment Financing

Tax increment financing is typically the major source of funding for redevelopment projects undertaken under the State of Florida Community Redevelopment Act. The provisions of FS 163.385 allow the City of Jacksonville Beach to issue redevelopment revenue bonds to finance redevelopment actions, with the security for such bonds being based on the "anticipated assessed valuation of the completed community redevelopment." In this way, the additional annual taxes generated within the Community Redevelopment Area, the "tax increment," is used to finance the long-term bond debt. Prior to the issuance of long-term revenue bonds, the City or Community Redevelopment Agency may issue bond anticipation notes to provide up-front funding for redevelopment actions until sufficient tax increment funds are available to amortize a bond issue.

The City of Jacksonville Beach currently has a redevelopment trust fund as required under FS 163.387 as the repository for increment tax funds.

General Revenue Bonds and Revenue Certificates

General revenue bonds issued by the city are another potential source of funding. These bonds are secured by the real property in the city and must receive voter approval. Revenue certificates provide funding pledged against other revenue sources such as the utility tax. Revenue certificates do not require voter approval.

Industrial Revenue Bonds (IRB's)

Industrial revenue bonds may be used to finance industrial, and some commercial projects. The primary emphasis on such projects is the creation of jobs, and as a consequence speculative ventures are not normally financed by this means. Such bonds are typically issued with repayment pledged against the revenues of the private enterprise being funded. IRB's are presently tax exempt and consequently are typically three percentage points below prevailing interest rates. Such financing has been used effectively throughout Florida.

Special Assessment Districts and Funds

The City of Jacksonville Beach could establish special assessment districts for the purpose of funding various improvements within an area or for support of the operating expenses of the Community Redevelopment Agency. Typically these types of funds are utilized in downtown areas to fund sidewalk or other streetscape improvements.

Community Development Block Grants (CDBG)

Communities with populations under 50,000 such as Jacksonville Beach are not considered entitlement cities—but need to compete with similarly sized communities for statewide CDBG dollars. These statewide allocations are based on municipal need and size of the resident population. Community Development Block Grants are a declining source of revenue at present and will probably represent a minor funding opportunity at best for Jacksonville Beach redevelopment.

Land Sales/Leases

Acquisition of property, and its preparation for development are powers available to the Community Redevelopment Agency under provisions of FS 163. The resale or leasing of such land at fair value to private developers can provide another source of income within the Community Redevelopment Area.

Contributions and Grants

Voluntary contributions by private companies, foundations and individuals is a potential source of income to the Community Redevelopment Agency. Although such contributions may only account for a small portion of redevelopment costs, they do provide opportunities for community participation with positive promotional benefits.

Urban Development Action Grant (UDAG)

Urban Development Action Grants (UDAG) is one of several grant programs at the Federal level designed to fund private development through leveraged public investment. Due to cutbacks in Federal funding and the anticipated scale of redevelopment in the City of Jacksonville Beach, this is not considered a strong source of funds at this time.

State Grants

Various grants and special legislative allocations are available from the State of Florida and are currently being pursued to support the cost of efforts to upgrade the recreational value of the beachfront.

Cost Programming and Phasing

The CRA will appropriate funds for capital improvements in the Downtown Redevelopment Area on an annual basis according to priorities established by the CRA and the City. The number and type of projects and the amounts appropriated will be based on the amount of money available in the Downtown Tax Increment Trust Fund (TIF). Typically, the appropriations are approved based on a final engineer or architect's estimate of the project cost or the actual bid price for the work from a private contractor. For funds appropriated to current projects, see Figure 2.

Plan Modification

The Community Redevelopment Plan may be amended or modified at any time subject to approval and adoption requirements imposed by F.S. 163.361.

Plan Duration

The redevelopment provisions, controls, restrictions and covenants of this Community Redevelopment Plan shall be effective until September 8, 2045.

Severability

If any provision, section or clause of the Community Redevelopment Plan is held to be invalid, unconstitutional, or otherwise legally inform, such decision shall not affect the validity of the remaining portions of the Community Redevelopment Plan.

THE COMMUNITY REDEVELOPMENT PLAN

Description of Illustrative Proposals

Following the core values and guiding principles identified during the visioning process, a "menu of ideas" for both public and private redevelopment initiatives is proposed. The following sections describe some of these ideas.

New Development Fronting Latham Plaza

There is an opportunity to redevelop the existing parking lot into a three-story mixed-use development with ground floor retail and upper floor residential units. The new development encourages activity and provides daylong "passive surveillance on Latham Plaza" (eyes on the park). A parking garage incorporated into the new building can provide adequate parking to serve both the development and replace the spaces in the existing parking lot.

South Edge of Latham Plaza

Existing (left): Fence and planting around park edge restrict park access and creates security problems.

Proposed (below): New street and development frames the park and provides the opportunity for "passive surveillance" of the area.

Pier Park and New Development

There is an opportunity to redevelop the existing parking lot into a three-story mixed-use residential development and a "Pier Park". A substantially sized park will be made feasible by a public-private land swap of the proposed park property and the property adjacent to the Casa Marina Hotel. A portion of the surface lot can be retained to serve the new development.

Pier Landing

Existing (left): Pier terminated by a parking lot.

Proposed (below): New "Pier Park provides a gathering place and terminates the view to the Beach along 4th Avenue North.

URBAN DESIGN STRATEGIES FOR DOWNTOWN JACKSONVILLE BEACH

The Vision Plan identified four corridors that are considered the premier entryways into the Downtown. Each corridor provides a terminus to the beach, identifies specific strategies that will implement the Vision Plan and classifies the timing of each strategy as follows: short term – immediately or within three years, mid-term, three to five years, and long term - more than five years.

THE FOUR CORRIDORS TO THE BEACH

Gateway Corridor

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.

Civic Corridor

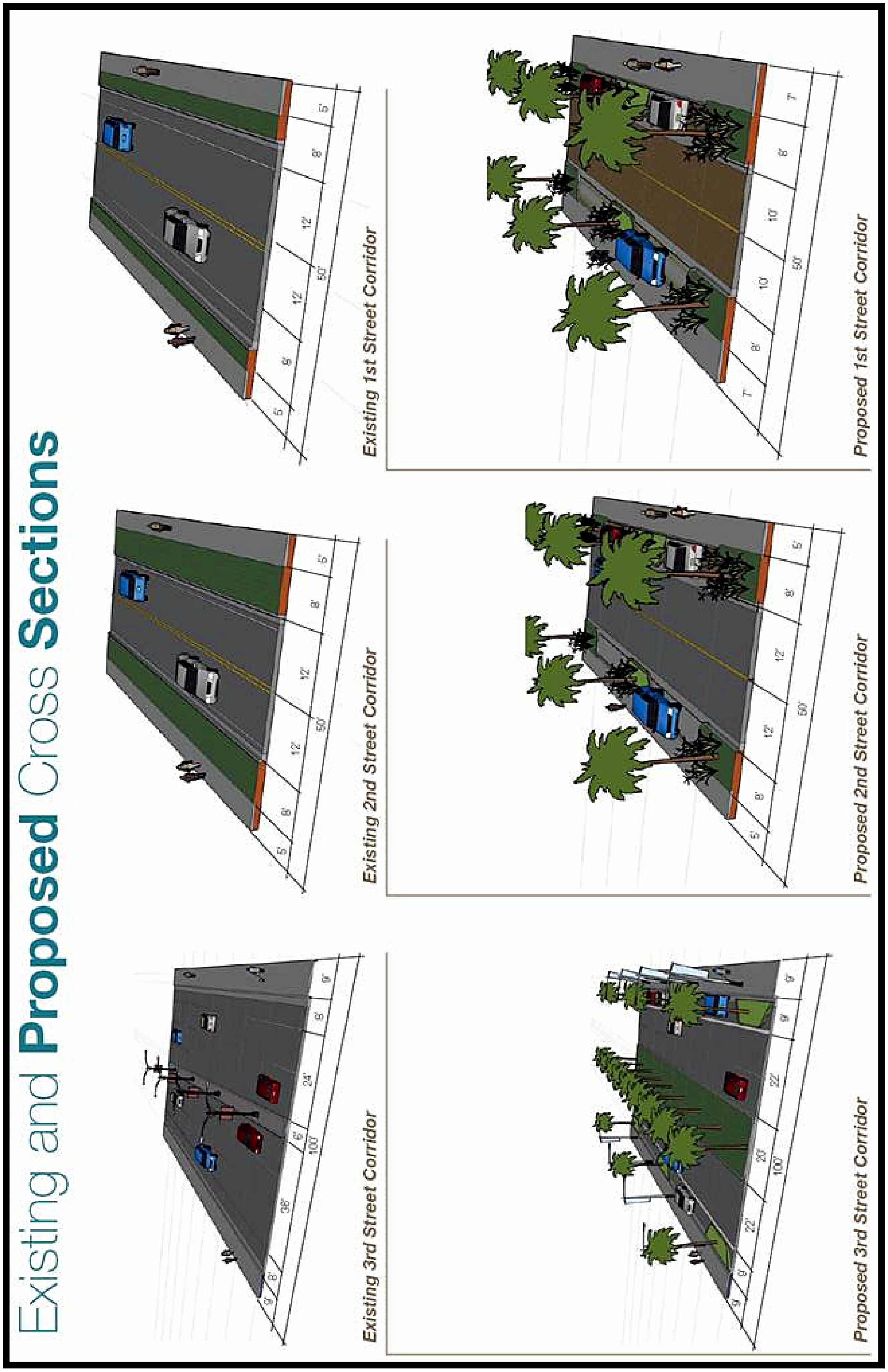
The City has put in tremendous public investment along 1st Avenue North, including the City Hall, the Latham Park, and the Sea Walk Amphitheater. Together with the Beach Boulevard corridor, the 1st Avenue North corridor anchors the southerly end of the Downtown. Some parking lots and underutilized properties around the new public investments are well positioned for redevelopment as mixed-use products to add vitality to Downtown's civic core.

Pier Corridor

4th Avenue North is another important east-west corridor to the beach. It is terminated by a public fishing pier and is where the J. Johnson Gallery is located. Both of these treasured public amenities call for additional care and attention to this corridor's streetscape treatments and future development character. Strategic public investments and development guidance will ensure that the current infill development trend along the corridor continues to catalyze the CBD's revitalization.

Retail Corridor

6th Avenue North marks the northern edge of the CBD. The historic Casa Marina Hotel anchors both the eastern end of the 6th Avenue North Corridor and the boardwalk. Properties along the Corridor are mostly underutilized and vacant. The opportunity exists to create a new retail shopping experience along this corridor that would complement the beach activities. New residential-based development will also encourage more yearround and daytime activity in the CBD.


Existing and Proposed Cross Sections
Existing 1st Street Corridor
Existing 2nd Street Corridor
Existing 3rd Street Corridor
Proposed 1st Street Corridor
Proposed 2nd Street Corridor
Proposed 3rd Street Corridor

URBAN DESIGN STRATEGIES

DOWNTOWN VISION: A REDEVELOPMENT PLAN FOR JACKSONVILLE BEACH (August 2007)

GLATTING JACKSON KERCHER ANGLIN

DOWNTOWN JACKSONVILLE BEACH
VISION PLAN – "A MENU OF IDEAS"

		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 SeaWalk 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.		●	
CIVIC CORRIDOR				
8	Enhance pedestrian level lighting in Latham Park.	●		
9	Develop new two-way street with parallel on-street parking along south side of Latham Plaza.		●	●
10	Redevelop existing parking lot as a mixed-use project. The two to three-level building will include a garage that will provide parking spaces to re- place existing surface parking space and the needs of the new development. The new structure will have ground floor commercial uses fronting Latham Park and two to three levels of residential and/or office uses.		●	●

11	Redevelop existing surface lot as a new public parking garage that will support the parking needs of existing retail/restaurant uses as well as beach visitors.			●
		Short-Term 0-3 Years	**Mid-Term 3-5 Years**	**Long-Term 5+ Years**
	PIER CORRIDOR			
12	Organize on-street parking on 4th Avenue North and improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	●		
13	Develop a new pier park programmed with activities of children and families. The park can include a spray fountain/splash fountain that can serve as a place to cool-off and as a public park amenity.	●	●	
13	Incorporate a driveway to for beach users to drop-off/pick-up as park of the park design. (A potential land swap between the City and private property owners would allow for a substantial sized Pier Park.)	●	●	
14	New residential and commercial development can frame either side of the new pier park and the view toward the beach and the fishing pier.		●	●
15	Relocate restroom facilities that are near Casa Marina.		●	●
16	Retain a portion of the existing surface parking lot to serve the new residential development.		●	●
17	Encourage infill residential-based mixed-use development along 4th Avenue North.	●	●	●
18	Develop a public parking garage to serve beach users and area retail uses. Explore the feasibility of alternative location for this parking garage.) The potential new parking garage can also lease or “sell” parking spaces to relieve on-site parking needs of new developments.		●	●
19	Introduce a roundabout at 1st Street as a land- mark element and to calm traffic along 1st Street.	●		
	RETAIL CORRIDOR			
20	Encourage the expansion of Casa Marina in a form, scale, and character that is respectful of the historic hotel.	●	●	

21	Develop a joint-use parking garage to serve the Casa Marina expansion. The parking garage will be lined with ground floor retail uses along 6th Avenue North and 1st Street.		●	
22	Introduce a roundabout at 1st Street as a northern gateway to downtown and to calm traffic along 1st Street.	●		
23	Encourage a concentration of retail shops along 6th Avenue North as part of new development.		●	●
		Short-Term 0-3 Years	**Mid-Term 3-5 Years**	**Long-Term 5+ Years**
24	Encourage residential-based mixed-use development on the north side of 6th Avenue North.		●	●
25	Organize on-street parking on 6th Avenue North and improve streetscape (provide continuous sidewalks, new bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	●		
26	Organize on-street parking between 1st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	●		
NORTH-SOUTH STREETS				
27	Introduce on-street parking spaces along either side of 3rd Street. Add bulb-outs at intersections and mid-blocks to create more opportunities for street trees and shorten pedestrian crossing distances. Explore the feasibility of 3rd Street streetscape changes as part of the upcoming Florida Department of Transportation (FDOT) pavement resurfacing work.	●		
28	Reduce median cuts along 3rd Street and intro- duce street trees along the median.	●		
29	Relocate traffic signal from 2nd Avenue North to 4th Avenue North.	●		
30	Introduce new crosswalks along 3rd Street.	●		
31	Introduce parallel on-street parking along 2nd Street between Beach Boulevard and 7th Avenue North.	●		
32	Provide narrower travel lanes and introduce parallel on-street parking along 1st Street between Beach Boulevard and Latham Park and between 3rd Avenue North and 7th Avenue North.	●		

33	Develop 1st Street as a “festival street” between 2nd Avenue North and 3rd Avenue North by varying the texture and color of roadway finish.	●		
34	Enhance existing speed table between Latham Park and Sea Walk Pavilion.	●		
35	Introduce traffic circles south of Beach Boulevard as traffic calming devices and neighborhood features.	●		
36	Improve streetscapes (provide continuous side- walks, street trees, pedestrian lighting, wayfinding and other street furniture) and crosswalks along all north-south streets.	●		

Land Use Plan

The Land Use Plan depicted in Figure 3 is consistent with the Redevelopment Objectives and with the City’s current Comprehensive Plan.

Design Review

The Community Redevelopment Agency shall be given powers of design review prior to the issuance of building permits for all new construction and substantial renovation projects conducted within the Community Redevelopment Area.

Redevelopment Use District Designations

All redevelopment activities involving acquisition and disposition of property by the Community Redevelopment Agency and all other development projects of a size of 3.0 acres or larger shall obtain designation as a REDEVELOPMENT DISTRICT. The provisions of this district shall be substantially the same as those which currently apply to the Planned Unit Development (PUD) designation as per Article VII of the City of Jacksonville Beach Land Development Code. The purpose of this provision is to foster creative design and planning practices among redevelopment projects in conformance with the intent of the Community Redevelopment Plan. The Community Redevelopment Agency, under direction of the City Council, shall have responsibility to administer, review and approve Redevelopment Use District designations for projects which support the intent of the Community Redevelopment Plan.

Urban Design Guidelines

- The Community Redevelopment Plan does not seek to impose any single architectural or historical style within the Community Redevelopment Area. However, styles which are clearly non-indigenous to the region and out of character are discouraged. Specific examples of non-indigenous styles include Tudor and Colonial.
- In general the preferred building material is concrete and stucco, including coquina-impregnated stucco.
- Non-indigenous masonry, stonework and all “imitation” materials are to be avoided.
- Light colors, including pastels are preferred for all building and paving surfaces.
- Wood construction is discouraged except in low-moderate density residential construction.
- Ground floor uses, particularly retail uses should seek to maintain maximum continuity with adjacent sidewalks, and maximum visibility with use of glass storefronts.

Downtown Capital Improvement Program

Introduction

In December 2006, the City of Jacksonville Beach (City) retained the services of GAI Consultants, Inc. (GAI), to conduct an engineering analysis to determine the need for roadway and infrastructure improvements in the Jacksonville Beach Downtown Community Redevelopment Area (CRA). The Downtown CRA limits extend from 13th Avenue South to 9th Avenue North and from 3rd Street (State Road A1A) to the Atlantic Ocean. This area encompasses a total of 161 acres. The scope of engineering services includes providing an Engineering Report for Infrastructure Improvements consisting of a Stormwater Master Plan, and evaluation reports for water and sewer facility improvements. Underground and surface improvements will address roadway and right-of-way impacts. A typical parking detail and plan is also provided. Locations for these improvements will be determined on a case-by-case basis as directed by City staff.

The Community Redevelopment Agency (CRA) has the ability to fund infrastructure improvements with the downtown CRA through its Downtown Tax Increment Trust Fund (TIF), and may appropriate such monies for future capital improvements projects. The proposed improvements identified by GAI will complement the 1996 Infrastructure Improvement Pilot Project. This pilot project was designed to extend redevelopment into the Downtown Central District. This pilot project upgraded and replaced water, sewer, and stormwater facilities and the resulting roadway improvements that included landscaped medians, parking, curb, sidewalk, pavement imprints and other miscellaneous reconstruction elements.

This section of the Redevelopment Plan summarizes the assumptions, evaluations, results and recommendations developed from modeling and analysis of the existing infrastructure components in the study area. A probable engineering cost estimates for the facility upgrades is provided with a recommended project phasing. The reader is directed to the full *Downtown Redevelopment Area Infrastructure Improvements* report by GAI Consultants, Inc., which available for review in the Offices of the Community Redevelopment Agency (Planning & Development Department), 11 North 3rd Street or the Public Works department at 1600 Shetter Avenue.

Downtown Redevelopment Area Infrastructure Improvements Study (Vision Plan)

The initial infrastructure improvements phase in the Vision Plan includes the modifications to beach access on Beach Boulevard, 3rd Avenue South, 1st Avenue South, 5th Avenue North and 7th Avenue North between 3rd Street and 1st Street. The overall Project Phasing Plan divides the total study area into several projects in the Downtown Redevelopment District. These project phases may then be funded on an annual basis to coincide with available CRA funding sources.

The organization of this phased reconstruction is aimed at allowing reconstruction of facilities in segments while maintaining essential city services, business access, residential access, and manageable construction housekeeping. Limiting the area of the project phases provides an opportunity to manage reconstruction efforts within the highly urbanized area of Downtown Jacksonville Beach and improves the public perception of the construction efforts.

Infrastructure redevelopment will include upgrades to water, sewer, and stormwater facilities, with affected roadway improvements. Roadway improvements may span from right-of-way to right-of-way, thus affecting reconstruction of curb, sidewalk, driveways, landscaping and relocation of utilities. Detailed engineering will be required to accurately identify this level of work.

The utility and roadway renovations will approximate the level of work accomplished under the Beach Boulevard pilot project. The work will not overlap the North 2nd Street Stormwater Project limits or any private development projects.

The table on the following page provides a summary of cost for phases 4, 5A and 5B.

PROJECT PHASING				
Project Phase	**Water**	**Sewer**	**Stormwater Exfiltration System**	**Total**
4	$242,915	$0	$4,213,555	$4,456,470
5A	$173,201	$304,799	$1,979,022	$2,457,023
5B	$138,436	$60,481	$848,161	$1,047,069
Totals:	**$746,642**	**$590,075**	**$24,063,093**	**$25,309,210**

Note: Columns and rows may not total due to rounding.

INFRASTRUCTURE IMPROVEMENT PHASING PLAN

DOWNTOWN VISION: A REDEVELOPMENT PLAN FOR JACKSONVILLE BEACH (August 2007)

gai consultants
transforming ideas into reality

Traffic Circulation and Parking Plan

Traffic Circulation

A traffic circulation plan ("Original Traffic Plan") was developed to optimize access to the individual plan component land uses as well as to increase the efficiency of the critical intersections within the project area. As indicated in Figure 5 in the 1987 Redevelopment Plan, the basis of the Original Traffic Plan was the development of a double counter clockwise one way traffic flow plan. This plan involved the one way designation of Beach Boulevard from Third Street eastbound to First Street, thence northbound on 1st Street to 1st Avenue North, thence westbound on First Avenue North back to Third Street. The other recommended one way configuration involved 3rd Avenue North from Third Street eastbound to 1st Street, thence northbound on 1st Street to 5th Avenue North back to Third Street. Second Street would maintain a two way traffic flow as would 2nd and 4th Avenues North. The section of 1st Street from 1st Avenue North to 3rd Avenue North could remain closed on a seasonal basis. The rerouting of through traffic on 1st Street could negotiate a one block offset over to 2nd Street during peak season closure of 1st Street. The Original Traffic Plan is attached as Figure 4.

GAI evaluated the condition of the existing surface components including on-street parking facilities, roadway pavement, sidewalks, and curbs. GAI reviewed several options with the City and it was decided to explore the idea of providing 90-degree parking to the outsides of the existing avenues and streets within the existing right-of-ways at locations where such parking may be needed. Based on the condition of the existing parking areas, a typical roadway cross-section solution was developed to enhance the parking facilities. Areas where this on-street parking enhancement could be provided were prioritized with input from the City. A construction cost estimate has been developed for the proposed parking spaces; however, the final location and cost will be based on an assessment of property restoration impacts, additional drainage and utility impacts. Locations for these improvements will be determined on a case-by-case basis as directed by City staff. Below are some illustrations of how additional onstreet parking opportunities could be created in conjunction with the utility upgrades. This plan replaces the Original Traffic Plan where the two plans conflict.

Parking

The first step in evaluating the parking needs associated with the redevelopment effort is to determine the appropriate parking ratios for each component land use. Data on parking utilization compiled by the Institute of Transportation Engineers was used to evaluate the adequacy of the parking ratios currently required by the zoning ordinance. For all uses except residential the parking ratios mandated at present by zoning were found to be consistent with actual peak parking demand. For residential use, data indicates an average peak weekday parking rate of 0.95 occupied spaces per unit with a maximum rate of 1.67 spaces per unit. Thus, it appears that the current requirement of 2.25 spaces per unit may be excessive, particularly for small unit multi-family development where joint use shared parking may be available. It is proposed that the current requirement be reduced to 2.0 spaces, subject, however, to modification and negotiation with prospective developers. Table 1 indicates proposed parking rates.

TABLE 1. PROPOSED PARKING RATES

Land Use	Proposed Parking Ratio
Specialty Retail	4 spaces/1000 GSF
Multi Family	2.0 spaces/DU
Bandshell	1 space/3 “seats”
Office	1 space/300 GSF
Attraction	1 space/200 GSF

Source: England Thims & Miller

Potential Parking Layout: 3rd Avenue South (Between Sate Road A1A and 2nd Street South)

Potential Parking Layout: 9th Avenue South (between A1A and 1st Street South)

We have evaluated the condition of the existing pavement, curbs, and sidewalks; and made recommendations for improving these components. The final determination for repair/rehabilitation of these surface components will be determined by the final design solutions for the storm sewer, sanitary sewer and potable water systems. Due to the fact that while the current conditions of these surface components may allow some sections to remain in place, should the proposed underground facilities require demolition of these above ground features, full reconstruction of these features will be required.

Alternative Parking Garage Locations

In addition to those described in the Plan Objectives, possible parking garage locations are on Beach Boulevard, southeast corner of 2nd Street North, 2nd Street North @ 3rd Avenue North, or 6th Avenue North. Another alternative location for a new parking garage at the northwest corner of 1st Street and 3rd Avenue North ("The Ritz Lot"), which provides public parking opportunities located just one block from the Pier and the Beach. Construction of a public garage at any of these locations will also allow the city to "lease" or "sell" parking spaces for developments that would want to provide parking off-site.

Stormwater Collection System

The Stormwater Master Plan separates the downtown drainage area into three major basins. The three basins are delineated to separate the Beach Boulevard Stormwater Basin located within the urban core, from the North Basin and South Basin limits. The North Basin spans from 5th Avenue North to 9th Avenue North. The Beach Boulevard Basin Spans from Beach Boulevard to 4th Avenue North, and the South Basin Spans from 1st Avenue South to 13th Avenue South. Refer to the map on the following page showing the existing stormwater basins.

The existing drainage system was modeled using ASAD, a rational method analysis program that computes the hydraulic grade line from sub-basin areas. The model routes stormwater through conveyance structures and identifies flooding conditions at each inlet. The model utilized a 10-year storm design frequency in order to meet the minimum level of service required by the City of Jacksonville Beach. Model results confirm that portions of the system are undersized and in need of upgrades. Previously upgraded storm sewer facilities, including the Beach Blvd Basin, 5th Avenue North and 11th Avenue South are deemed adequate.

STORMWATER DRAINAGE BASINS

Presently, beach outfalls exist throughout the study area and in most cases, serve as the primary outfalls for stormwater. The City has recently reconstructed the beach outfalls, and reconstructed several of the beach parking areas through developer-assisted improvements. The City anticipates that these beach outfalls are to be maintained for the present.

A St. Johns River Water Management District (SJRWMD) Permit will be required for modifications to the existing systems. The North Basin will be submitted as a Standard Permit, and the South Basin will be submitted as a General Permit. SJRWMD Permits are active for 5-years and can be extended another 5 years.

The stormwater management system will meet current and future drainage needs and allow for development within each basin. The new system will provide adequate facilities to meet water quality and provide conveyance systems for a future build-out of the area based on an 80 percent impervious condition. If a developer desires to increase the impervious area above the 80 percent impervious condition, drainage facilities must be constructed on-site to provide for the additional treatment volume required, and control discharges to the 80 percent development discharge rate. This study does not consider a redirection of beach outfalls within the existing beach outfall drainage boundary if beach parking area reconstruction is required, or other roadway reconstruction in areas has been recently completed as part of City or privately initiated redevelopment projects. The City desires to avoid reconstruction of recently improved areas.

Conceptual designs have been evaluated that consider taking all of the stormwater from the entire drainage basin including the beach outfalls and providing alternate means of disposal. Redirection of flows will require treatment of the diverted volumes of stormwater runoff and conveyance of the added flow. In areas where proposed stormwater infrastructure is planned, redirection of flow away from the beach outfalls will be subject to detailed engineering and further cost analysis. A Drainage Connection Permit will be required for any modifications to the FDOT drainage systems, and thus requires compliance with FDOT Rule 14-86.

Two alternate stormwater management concepts were developed to resolve the flooding issues and meet the permitting requirements. Alternate 1 provides treatment in the form of exfiltration systems located within the existing right of way, with overflow from these systems connected to the existing FDOT and/or beach outfalls. This option will also require attenuation to limit the discharge rate to be equal to or less than the existing discharge rate.

Alternate 2 proposes the construction of stormwater vaults, pumps, and force mains that will discharge stormwater to areas where new ponds can be constructed, or existing ponds can be upgraded.

Both Alternates will require the City to reconstruct streets within the downtown limits due to the level of expected reconstruction resulting from stormwater management facility installations and establishment of new roadway profiles. Roadway longitudinal profiles will ensure positive grades for conveyance to new drainage inlets.

Alternate 1 (Exfiltration System) will consist of perforated pipe surrounded by a layer of coarse aggregate wrapped in filter fabric to separate it from the surrounding soil. Each exfiltration system must be designed to site-specific requirements. Exfiltration system limits typically will be located in the Avenues between 3rd Street (State Road A1A) and 2nd Street, 2nd Street and 1st Street, and under the parking areas when feasible. The proposed exfiltration system will modify drainage areas for 5th Avenue North through 9th Avenue North, and 1st Avenue South through 13th Avenue South.

The City has indicated that Beach parking areas can be utilized for the installation of the exfiltration systems, but recommends restricting them to those locations that have not been previously reconstructed. This would include 9th Avenue North, 8th Avenue North, 6th Avenue North, 7th Avenue South, 10th Avenue South, 12th Avenue South and 13th Avenue South. Exfiltration systems within the North Basin will be connected to existing 3rd Street (State Road A1A) drainage system or the 2nd Street Stormwater Project currently under design. The estimate of probable project cost for Alternate 1 is $25,246,485.00.

Alternate 2 (Pump/ Vault System) will include the construction of a vault and pump system similar to the Beach Boulevard pump system. The City has indicated that the pump option will only be considered in the South Basin. The City requested that GAI provide consideration of two pump systems that would result in force main outfalls. One would be connected to the 12th Avenue South stilling Basin and the other to the existing City Golf Course pond location, which is the same outfall utilized by the Beach Boulevard Pump Station. The estimate of probable project cost for Alternate 2 is $36,589,774.00, excluding the cost of stormwater ponds. The City is proposing to enlarge the existing golf course stormwater ponds as part of the North 2nd Street Stormwater Collection and Treatment project.

Additional key considerations of the study are as follows:

- Alternate 1 is proposed for both the North and South Basins, while Alternate 2 is only proposed for the South Basin, as requested by the City.
- For the North Basin area, the exfiltration system is recommended to be incorporated into the 2nd Street Stormwater Project currently under design or directed to the beach outfalls.
- Reconstruction of the Beach Boulevard beach ramp estimated at $211,940 has been included in the cost programming.

- For the South Basin area, GAI would recommend that the exfiltration option be considered initially in order to maintain the most economical approach to the stormwater improvements. Alternate 1 (Exfiltration System) offers an estimated $11.8 million savings over Alternate 2 (Pump/ Vault).
- Although limited geotechnical evaluation supports the use of an exfiltration system for the study area, a detailed geotechnical survey will need to be performed in order to verify the suitability of the proposed system for specific basins throughout the study area.
- Even though Alternate 1 (Exfiltration system) is being recommended throughout the South Basin, the City could also consider draining 9.25 acres of the South Basin to the 12th Avenue South Stilling Basin, utilizing a vault/pump system. This option would require further review to complement this study and to clearly identify the available capacity of the outfall. A cost comparison between the exfiltration system and the pump/vault system for the 9.25 acres is $4.2 million, and $7.6 million, respectively.
- Areas such as 5th Avenue North, 11th Avenue South from 1st to 2nd Street, and several other beach parking areas have been recently reconstructed as part of redevelopment efforts. New construction in these areas will be avoided. The probable cost estimates developed as part of this study account for maintaining these areas.

Potable Water Distribution System

The water distribution system model was analyzed under two main loading scenarios: Existing Conditions (Year 2006) and future Full-Build out Conditions (Year 2020). Multiple simulations were created and analyzed to account for combinations of the Maximum Daily Flows (MDF) and Needed Fire Flows (NFF). The model was constructed from record data received from the City and field substantiation of the data, as observed by GAI staff.

The modeling and analysis of the water distribution system and the review and analysis of existing utility data has yielded recommendations for prioritization of the proposed improvements. This prioritization was based first on the need for hydraulic improvements with secondary consideration given to the material condition and remaining service life of the pipes. These prioritized improvements have been divided into two major groups of projects, with projects included in the first group based on hydraulics, and projects included in the secondary group based on material conditions. The estimate of probable project costs of the proposed water main improvements is estimated at $746,041. This estimated cost only includes the roadway reconstruction necessary for the installation of the proposed pipes. *Because the water distribution system improvements will be completed in conjunction with the proposed stormwater improvements, the major roadway infrastructure costs have been included in the stormwater cost estimate.*

Records indicate that certain segments of the water distribution system have asbestos-concrete (transite) pipe material. GAI was unable to identify this material within the study area. Should this pipe material be encountered, replacement is recommended. In lieu of removal, these transite pipes should be vacated, cleaned, grouted, and abandoned in place.

Provision for additional fire hydrants must be considered as the City develops toward its allowable density. One recommended method is to ensure that the private developers bear the cost of installing fire hydrants for building fire suppression when required. These projects would have to comply with the Florida Prevention Code requiring additional hydrants per NFPA-1, Chapter 18.

Sanitary Sewer Conveyance System

The sanitary sewer conveyance system model was analyzed under two main loading scenarios:

Existing Conditions (Year 2006) and Future Full Build-out Conditions (Year 2020). Multiple simulations were created and analyzed to account for the Peak Hour Flows (PHF); one for existing and one for future. Each model was constructed from record data received from the City, supplemental field surveyed data, and field substantiation of the data, as observed by GAI staff.

The results of the hydraulic modeling analysis for the Existing Conditions reveal minimal hydraulic limitations due to pipe size. Most deficiencies were identified as inadequate pipe slopes, which is a condition that exposes hydraulic limitations for future expansion.

The amount of manholes surcharging the pipe inverts was minimal and the level of surcharge was barely above the pipe crowns. Most of these manholes have very deep sumps, thus visual confirmation of the surcharge is uncommon.

The City's Public Works Department has not identified any areas within the study area that have flow restriction issues causing regular maintenance or flushing due to accumulation of debris or lateral back-up flows. The model reveals that the current sewer pipe system is adequate to supply conveyance for the sanitary flows under PHF load conditions.

These proposed improvements have been prioritized based on hydraulic requirements into five projects. The estimate of probable project cost of the proposed sanitary sewer conveyance system improvements is estimated at $500,075. As with the water system cost estimates, the cost for full roadway reconstruction is not included in the sanitary sewer estimate, but addressed in the stormwater cost estimate.

Vision Plan Recommendations

The City has requested that the initial project phase plan include elements recommended in the Downtown Vision Plan. The costs associated with the development and implementation of these elements is not addressed under this Capital Improvement Program. However, this CIP does identify and address certain infrastructure improvement costs, within the limits identified by the Vision Plan.

The recommendations of the Downtown Vision Plan that would require tax increment funding, if they move forward to implementation, are listed below.

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 2nd Street and 1st 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 1st Street.	Estimated cost to be determined from engineering/architectural design
Organize parking between 1st 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

CIVIC CORRIDOR:	
Enhance pedestrian level lighting in Latham Park.	Estimated cost to be determined from engineering/architectural design
Develop new two-way street with parallel on-street parking along south side of Latham Plaza.	Estimated cost to be determined from engineering/architectural design
Redevelop existing parking lot as a mixed-use project. The two to three-level building will include a garage that will provide parking spaces to replace existing surface parking space and the needs of the new development. The new structure will have ground floor commercial uses fronting Latham Park and two to three levels of residential and/or office uses.	Estimated cost to be determined from engineering/architectural design
Redevelop existing surface lot as a new public parking garage that will support the park- ing needs of existing retail/restaurant uses as well as beach visitors.	Estimated cost to be determined from engineering/architectural design
PIER CORRIDOR:	
Organize on-street parking on 4th Avenue North and improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	Estimated cost to be determined from engineering/architectural design
Develop a new pier park programmed with activities of children and families. The park can include a spray fountain/splash fountain that can serve as a place to cool-off and as a public park amenity.	Estimated cost to be determined from engineering/architectural design
Incorporate a driveway to for beach users to drop-off/pick-up as park of the park design. (A potential land swap between the City and private property owners would allow for a substantial sized Pier Park.)	Estimated cost to be determined from engineering/architectural design
Relocate restroom facilities that are near Casa Marina.	Estimated cost to be determined from engineering/architectural design
Develop a public parking garage to serve beach users and area retail uses. Explore the feasibility of alternative location for this parking garage.) The potential new parking ga- rage can also lease or "sell" parking spaces to relieve on-site parking needs of new developments.	Estimated cost to be determined from engineering/architectural design
Introduce a roundabout at 1st Street as a landmark element and to calm traffic along 1st Street.	Estimated cost to be determined from engineering/architectural design
RETAIL CORRIDOR:	
Develop a joint-use parking garage to serve the Casa Marina expansion. The parking garage will be lined with ground floor retail uses along 6th Avenue North and 1st Street.	Estimated cost to be determined from engineering/architectural design
Introduce a roundabout at 1st Street as a northern gateway to downtown and to calm traffic along 1st Street.	Estimated cost to be determined from engineering/architectural design
Organize on-street parking on 6th Avenue North and improve streetscape (provide continuous sidewalks, new bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	Estimated cost to be determined from engineering/architectural design

Organize on-street parking between 1st 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
NORTH-SOUTH STREETS:	
Introduce on-street parking spaces along either side of 3rd Street. Add bulb-outs at intersections and mid-blocks to create more opportunities for street trees and shorten pedes- trian crossing distances. Explore the feasibility of 3rd Street streetscape changes as part of the upcoming Florida Department of Transportation (FDOT) pavement resurfacing work.	Estimated cost to be determined from engineering/architectural design
Reduce median cuts along 3rd Street and introduce street trees along the median.	Estimated cost to be determined from engineering/architectural design
Relocate traffic signal from 2nd Avenue North to 4th Avenue North.	Estimated cost to be determined from engineering/architectural design
Introduce new crosswalks along 3rd Street.	Estimated cost to be determined from engineering/architectural design
Introduce parallel on-street parking along 2nd Street between Beach Boulevard and 7th Avenue North.	Estimated cost to be determined from engineering/architectural design
Provide narrower travel lanes and introduce parallel on-street parking along 1st Street between Beach Boulevard and Latham Park and between 3rd Avenue North and 7th Ave- nue North.	Estimated cost to be determined from engineering/architectural design
Develop 1st Street as a “festival street” between 2nd Avenue North and 3rd Avenue North by varying the texture and color of roadway finish.	Estimated cost to be determined from engineering/architectural design
Enhance existing speed table between Latham Park and Sea Walk Pavilion.	Estimated cost to be determined from engineering/architectural design
Introduce traffic circles south of Beach Boulevard as traffic calming devices and neighborhood features.	Estimated cost to be determined from engineering/architectural design
Improve streetscapes (provide continuous sidewalks, street trees, pedestrian lighting, wayfinding and other street furniture) and crosswalks along all north-south streets.	Estimated cost to be determined from engineering/architectural design

DOWNTOWN COMMUNITY ASSISTED POLICING EFFORT
A PLAN FOR A SAFER FUTURE

BACKGROUND:

Over the past twenty years, the infrastructure systems in downtown Jacksonville Beach have been completely rebuilt, physically transforming the area with new businesses and a creating vibrant downtown district. As we have made downtown a true destination for the metropolitan area of Jacksonville with over one million residents, we experience large crowds on a regular basis.

However, the success of the downtown has not come without challenges. The size of the crowds and number of visitors to our beach has grown exponentially over the years. And it is important to note that downtown has two different visitor populations, beach visitors in the day time and bar and restaurant patrons at night, both populations require police services.

With large crowds come other issues such as groups of people behaving badly and creating a perception that the area is unsafe and not family friendly. Gangs frequenting the beach have created public safety concerns. Vagrancy has been an issue for many years. Paid parking has helped provide a safer environment in the three city-owned parking lots, but some believe that not enough police officers are present in the area to maintain safe order.

A recent (2009) paid parking study concluded that most of the people who visit downtown Jacksonville Beach do not live in Jacksonville Beach. The Jacksonville Beach Police Department responded to 48,548 calls for service citywide in 2013. Over 25% of total calls for service received (12,299) were in the Community Redevelopment district ("the district"). Fifty-two percent (1,161) of the total arrests for the city came from within the district.

Most of the crimes committed in the downtown area are "quality of life crimes" such as drinking in public, public urination, and excessive alcohol consumption leading to related disturbances.

The City Council has directed staff to propose solutions to issues affecting the downtown area, including the following:

- Public Safety / Downtown Community Assisted Policing Effort (DT CAPE);
- Parking in the downtown area;
- Special events;
- Business recruitment; and
- Chronically Homeless Offender Program (CHOP).

Addressing these interrelated issues collectively is necessary to attract the mix of businesses and patrons that will ensure the future success of the City of Jacksonville Beach in general and downtown Jacksonville Beach specifically.

PUBLIC SAFETY / DT CAPE

Florida's Community Redevelopment Act allows City's and their CRA's to plan, organize, and fund ***community policing innovations*** as part of their community redevelopment plans. Relevant statutory provisions include:

> 163.340(23) Definitions
>
> **"Community policing innovation"** means a policing technique or strategy designed to reduce crime by reducing opportunities for, and increasing the perceived risks of engaging in, criminal activity through visible presence of police in the community, including, but not limited to, community mobilization, neighborhood block watch, citizen patrol, citizen contact patrol, foot patrol, neighborhood storefront police stations, field interrogation, or intensified motorized patrol.
>
> **163.360 Community redevelopment plans.**
>
> **(3)** The community redevelopment plan may provide for the development and implementation of community policing innovations.
>
> **163.387 Redevelopment trust fund.**
>
> (6) Moneys in the redevelopment trust fund may be expended from time to time for undertakings of a community redevelopment agency as described in the community redevelopment plan for the following purposes, including but not limited to:
>
> **(h) The development of community policing innovations.**

The Downtown Community Assisted Policing Effort (DT CAPE) is an innovative, community policing program in the Community Redevelopment Area (CRA). The program is a result of the City of Jacksonville Beach's effort to transform downtown into a vibrant place to socialize, shop, dine, and enjoy the city's top attraction, the beach. The city's holistic development strategy focuses on

infrastructure improvement, code enforcement, zoning, special events, design standards, creating a positive environment for businesses to flourish, and creating a positive experience for visitors. The program is unique because the police department is part of a team that views redevelopment as an interrelated system instead of independent actions. It is also innovative because the police department recognizes it is only a part of the criminal justice system and we cannot arrest our way out of problems. Although enforcement is the unit's main focus; prevention, education, working with other organizations for solutions, and alternatives to arrest are also explored. The city strategy has led to great success in the CRA. But the success of these efforts created new challenges for the city.

There are a myriad of issues pertaining to the overall development of the area that need to be addressed in a comprehensive way. Among them are the following that are specifically related to law enforcement.

- Over consumption of alcohol
- Underage access to alcohol
- Physical aggression
- Sexual aggression
- DUI
- Public Disorder
- Quality of life crimes
- Transients
- Crowd management
- Gang activity
- Not enough police presence
- Crime in parking lots
- The perception the area is not safe

The Jacksonville Beach Police Department's mission statement is **"Working with Citizens for a Safe Community".** The DT CAPE program takes the mission statement very seriously. The officers of the CAPE program view their mission as providing the highest level of customer service possible while working with the community to provide a safe environment for everyone to enjoy.

Policing is one component in a plan to improve the overall perception of safety in downtown Jacksonville Beach. The Downtown Community Assisted Policing Effort (DT CAPE) was started as a pilot program in 2008, with two police officers assigned full time to enhance public safety within the district. The pilot CAPE program was created with a focus on identifying problems early and facilitating innovative solutions with input from the stakeholders. Building on the success of the initial pilot program, it was expanded to include two more officers in 2009. In 2013, a supervisor (corporal) position was added.

Officers use several modes of transportation to patrol the area, including walking, bicycle patrols, Segways, ATVs, and quads, along with marked patrol vehicles. By getting to know the community closely and making multiple daily contacts with our residents, business owners and customers, DT CAPE officers became better acquainted with their concerns and are generally able to resolve issues in a timely manner.

When fully staffed, the Jacksonville Beach Police Department has 61 full-time sworn officers. The number of sworn officers is augmented with as many part-time officers as we are able to recruit. When dealing with the large weekend crowds that we traditionally experience from early March through the middle of August, the Department utilizes off-duty officers in a mandatory overtime

capacity. It should be noted, however, that the late night crowds continue to be heavy on a year-round basis. We also reassign the Community Response Team (CRT), consisting of five detectives, to the downtown area during the summer months. Utilizing the CRT team, in conjunction with the current DT CAPE officers, it gives us up to ten officers to draw from for day-to-day operations in the downtown area.

A portion of overtime is funded by the Community Redevelopment Agency (CRA), as well as a Justice Assistance Grant (JAG). These funds in most situations have been adequate; however, with officers assigned to work overtime on many of their days off, officer "burn out" becomes an issue every year. Because the CRT is reassigned to the downtown area in the summer months, the unit is unable to investigate other crimes that we experience during this time. Investigations of drug and vice complaints as well as proactive enforcement and investigations of other quality of life crimes throughout the city are delayed.

The staffing levels during the 2013 season utilizing the current DT CAPE officers, CRT detectives, and assigned overtime off-duty officers, were no less than ten officers on Thursday, Friday, Saturday, and Sunday, which is the minimum level of staffing recommended for the downtown district. The majority of these officers were assigned at night to deal with the late night bar crowds. Although the other days of the week may not be as busy, they still require a law enforcement presence in the district.

The CRA district also requires a significant law enforcement presence during the day time hours for the large number of beach visitors. Although this demographic does not require the same level law enforcement service as the large nighttime crowds, a law enforcement presence is still required during the day time hours seven days a week in the summer.

In order to provide a higher level of service downtown, and to reduce the dependence on CRT staffing to augment police officers assigned downtown, an enhancement to the current DT CAPE program is being proposed. The enhancement includes the addition of personnel, a scheduled replacement program for DT CAPE vehicles, and a set of goals and objectives that have been tailored to address problems and concerns that are specific to the downtown environment.

ADDITION OF PERSONNEL

Current staffing for the pilot DT CAPE program is one corporal and four officers. The addition of three police officers and one sergeant would enable the program to provide a higher level of service. With this change, there would be one sergeant, one corporal and seven police officers assigned to the Downtown CAPE program.

The additional staffing could provide personnel for the enhanced enforcement of the current alcohol ordinance. Officers would also work proactively to reduce vehicle burglaries and auto thefts. Theft from the beach area within the district would also be addressed. Officers would act as regular liaisons with agencies, such as the Mission House, Sulzbacher Center, and the HOPE team that assist with the homeless population.

DT CAPE officers will be trained in code enforcement and assist the current code enforcement officers within the district. Dedicating officers to perform proactive duties such as this and Crime Prevention Through Environmental Design (CPTED) strategies will improve the perception of public safety downtown. It will also al low the officers to work in a proactive manner with businesses.

Overtime will still be required to augment the DT CAPE officers primarily on weekends, holidays and when there are special events.

PRELIMINARY FUNDING ESTIMATE FOR THE EXPANDED PROGRAM

Assuming a Downtown CAPE officer has a minimum of five years of experience, the cost for this enhancement to the DT CAPE initiative is estimated to be:

ESTIMATED OPERATING EXPENSES[1]

	Current Program	**Program Addition**	Expanded Program TOTAL
Personnel	$411,153	**$303,824**	$714,977
Overtime	$142,098	**$0**[2]	$142,098
Operating costs: vehicle & security camera maintenance, fuel, supplies and court costs and filing fees	$78,873	**$39,600**	$118,473
Total Recurring Costs	*$632,124*	***$343,424***	*$975,548*[3]

[1]For illustrative purposes only. Actual annual costs are subject to review during budget process.
[2]No change to the current overtime budget for the DT CAPE program is requested. Overtime will still be required to augment the DT CAPE officers on weekends, holidays and special events.
[3]After the first year, the recurring costs of this program are estimated to be $975,548.

GOALS AND OBJECTIVES OF THE DOWNTOWN CAPE PROGRAM

The police department has incorporated goals and objectives into each year's business plan. The following proposed goals for the Downtown CAPE program are identical to those of the Jacksonville Beach Police Department. The proposed objectives, however, have been customized to. address issues unique to the downtown area.

GOAL: Continually seek new and better methods to improve citizens' safety.

- OBJECTIVES:
    - Review planning procedures for all special events to foster a safe environment for our residents and visitors;
    - Educated our visitors about local laws and provide information on personal safety;
    - Aggressively enforce quality of life crimes;
    - Utilize patrol to check the beach in the early morning hours to alleviate sleeping and camping on the oceanfront;
    - Utilize new ATV equipment in directed patrols of the beachfront to monitor beachfront activity and safety;
    - Continue directed bicycle patrol efforts in the District's neighborhoods and shopping districts;
    - Ensure enforcement of alcohol ordinance compliance through regular checks and enforcement details; and
    - Deploy the tactical "Sky-lift" during major special events.

GOAL: Maintain strong partnerships with citizens to improve public safety.

- OBJECTIVES:
    - Utilize Citizens On Patrol's (COP's) and Citizens Police Academy Alumni Association (CPAAA) volunteers to monitor the camera system during major special events in the Downtown area;
    - Find alternatives in lieu of arrest of the homeless;
    - COPs will provide directed patrols in the District to create a higher level of police presence while working with DT CAPE officers;
    - DT CAPE officers will proactively address problems and seek solutions within the District by meeting with at least five businesses/residents per shift to learn about issues facing downtown. The officers will then take action to address the applicable issues; and
    - DT CAPE officers will provide instruction to citizen groups and businesses to inform them on safety related issues within the Downtown District.

GOAL: Develop professional employees through competent selection practices, ongoing training and career development.

- OBJECTIVES:
    - Select employees who are experienced self-starters who have proven abilities in community policing;
    - Provide officers with code enforcement and CPTED training to equip them with the skills to better work with businesses and property owners; and
    - Provide advanced training to officers in specialty units such as DT CAPE.

GOAL: Continue the strong commitment to outstanding customer service.

- OBJECTIVES:
    - Remain responsive to crime victims and keep them informed of case progress;
    - Maintain a friendly and approachable demeanor;
    - Empower officers to solve problems;
    - Prevent crime through environmental design;
    - Identify and mitigate graffiti within the District area;
    - Work with other city departments and the community to properly plan for major special events; and
    - Operate within budget parameters.

<u>RECOMMENDATION:</u>

1. Adopt a set of goals and objectives that have been tailored to address unique downtown concerns.
2. Approve a preliminary funding estimate for the expanded Downtown CAPE program which will allow for the addition one sergeant and three officers to the DT CAPE program, bringing the total number of officers in the unit to nine.
3. Approve a preliminary 5-year capital plan for the replacement of vehicles and equipment.

NOTE: The additional staffing in the DT CAPE will allow for adequate coverage during peak hours. It will provide CRT with the ability to address other duties citywide including, but not limited to the CRA. Overtime will still be required to meet staffing levels during peak times, primarily on weekends, special events, and for any identified special problems.

2015 ACTION PLAN

<table>
<tr><th colspan="2">2015 DOWNTOWN ACTION PLAN</th></tr>
<tr><th>REDEVELOPMENT PLAN ACTION ITEMS</th><th>COMPLEMENTARY CITY ACTION ITEMS</th></tr>
<tr><td colspan="2">A.1 PUBLIC SPACES: Restrooms</td></tr>
<tr><td>a. <u>Add restroom at Oceanfront Park</u>.

Description: Construct a four-stall, unisex restroom and outdoor shower station. This project also includes remodeling of the Sea Walk Pavilion to provide secure storage for material and equipment, two-stall, unisex restroom, and performer's lounge.

Estimated Cost: Oceanfront Park - $250,000 / SeaWalk Renovations - $250,000</td><td>b. <u>Extend the hours that they are open</u>

Description: Evaluate the cost and effectiveness of increasing the amount of time that public restrooms are available to be used.

Estimated Cost: $45,000 preliminary estimate for increase in annual operating cost only.</td></tr>
<tr><td></td><td>c. <u>Develop an ongoing system to check the cleanliness of restrooms</u>
I. Work program for maintenance contractor
II. Establish regular cleaning program – Level of Service = every 90 minutes while restrooms are open
III. Attendants wear uniforms

Description: Bid documents will be prepared and sent out for pricing. A new contractor will be retained to implement the enhanced maintenance program.

Estimated Cost: Included in annual operating cost estimate for A.1.a, above.</td></tr>
<tr><td colspan="2">A.2 PUBLIC SPACES: Lighting</td></tr>
<tr><td>a. <u>Enhanced lighting at various locations where needed throughout the Downtown District</u>

Description: Continuously monitor existing lighting conditions and maintenance issues throughout the Downtown District and implement improvements or repairs on an as-</td><td></td></tr>
</table>

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
needed basis. Estimated Cost: $10,000-$25,000 annually	
A.3 PUBLIC SPACES: Public Art	
a. **Create and install additional public art features with beach/ocean life/surfer themes, such as lifeguards, fishing, oceanlife and surfing** Description: Prepare a request for proposals, request for qualifications or competition for artists to design and create public art that has a beach/ocean life theme. Projects selected through this process will be installed at selected locations in the redevelopment district. Estimated Cost: $20,000-$100,000	
b. **Murals on future parking structures and other blank walls, subject to review for sign code conformity, and consistency with beach/ocean life/surfer themes** Description: Prepare a request for qualifications or competition for artists to design and create public art in the form of murals with a beach/ocean life theme. Projects selected through this process will be installed at selected locations in the redevelopment district. Estimated Cost: $20,000-$50,000	
A.4 PUBLIC SPACES: Pod-Type Seating	
a. **Develop pilot program to provide pod type and/or shaded seating where appropriate in the Downtown area** Description: Round concrete pods will be purchased and placed near the Jacksonville	

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
Beach Fishing Pier. Additional shapes and sizes are being evaluated and priced. Pod-type seating will be added as needed and where needed at various locations within the Downtown District. Estimated Cost: $8,000	
A.5 PUBLIC SPACES: Fishing Pier	
a. <u>Improve pier entry identification signage (possible archway over access ramp from the SeaWalk and provide new, more attractive security fencing</u> Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems. Estimated Cost: $1U0,000-$150,000	b. <u>Consider increasing the functionality of the Pier by allowing special events to attract people of all ages, such as fishing tournaments, surf contests, food festivals, etc.</u> Description: A pilot test of an event at pier with "Red Bull" Surf Expo was conducted . At this time no promoters have proposed other events. Estimated Cost: No increase
A.6 PUBLIC SPACES: Signage	
a. <u>Install additional wayfinding signs using the surfboard theme</u> Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program and implementation program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems. Estimated Cost: Included in the cost estimate for A.5.a above	b. <u>Provide some type of temporary signage as needed to remind motorists to stop for pedestrians in crosswalks</u> Description: The folding type signs are portable and can be placed in high volume pedestrian areas when officers are present to provide added safety for both pedestrians and motorists. The signs can be carried in the trunk of the officers' cars and used during special events, holidays, and bar closing. The proposal is to purchase six of the signs at a cost of approximately $100.00 each. Estimated Cost: ±$600

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<tr><td>c. <u>Consider use of social media techniques to link public to information available on the City website, e.g., location of lifeguard station, restrooms, handicapped beach accesses, bike racks, etc.</u>

Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.

Estimated Cost: Included in the cost estimate for A.5.a above</td><td></td></tr>
<tr><td colspan="2">A.7 PUBLIC SPACES: Latham Plaza</td></tr>
<tr><td>a. <u>Develop a master plan to improve the use of public space at Latham Plaza</u>

Description: A preliminary design and proposed location will be developed utilizing shade sails with playground equipment placed on an artificial turf and poured in place mulch surface. Upon approval of the preliminary design and location, the final design will be prepared and the project will be constructed.

Estimated Cost: $240,000</td><td></td></tr>
<tr><td colspan="2">A.8 PUBLIC SPACES: Streets</td></tr>
<tr><td>a. <u>Remove concrete barriers on 3rd Avenue North and North 1st Street</u>

Description: It will be determined if the removal of the concrete barriers is reasonably feasible. Once confirmed, the barriers will be removed and the barrier material disposed of. The barriers will be replaced by blending with</td><td>c. <u>Enhance landscape maintenance on North 1st Street and avenues between Beach Boulevard and 6th Avenue North</u>

Description: New bid will be sent out in the Fall to obtain a separate price for work in the downtown area that will increase service for</td></tr>
</table>

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
materials in adjacent areas. Work to be done by contractor. Estimated Cost: $30,000	items that include palm trimming, fertilizer, and maintenance. Estimated Cost: $35,000 per year
b. <u>**Improve the delineation between the roadway and pedestrian space on North 1st Street (bollars similar to type at the 1st Avenue North walkway)**</u> Description: In areas of 1st street where there is no clear delineation between the roadway and the public walkway, decorative bollards could be installed to provide a barrier between pedestrians and moving traffic. Where there is sufficient space, decorative bike racks could be used as an additional option. These would serve as barriers as well as provide additional bicycle parking. The Police and Public Works Department will map out proposed bollard and/or bike rack locations and secure approval of the proposed plan. The type of bollards will be selected and purchased with installation to be carried out by a contractor. Estimated Cost: $30,000	d. <u>**Identify a suitable location or locations for dedicated taxi stands in the Downtown District**</u> Description: During peak hours, the parking spaces on the east side of 1st Street can be designated as "Taxi Only" parking. This provides a safe location for taxis and other livery vehicles to safely load and unload passengers. It will also provide livery vehicles a location to wait for fares at closing time for the establishments in the downtown area. This will be more convenient and safer for those looking for a taxi or other livery vehicle. Estimated Cost: Minor cost for signage and pavement markings
B.1 TRANSPORTATION: Bicycling	
a. <u>**Prepare and implement a master plan for additional, decorative bicycle racks at selected locations in Downtown; and enhance bicycle and vehicular safety**</u> Description: The Police Department has prepared an inventory of locations in the core area where new or additional bike racks are needed. In addition, the City will be evaluating installing decorative bike racks at some of the more visible locations as a part of a public art program. Prepare a RFP, RFQ	

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<tr><td>competition for a program to purchase and install both standard and custom bike racks in locations identified in the Police Department plan. Custom racks would be thematically tied to the beach/ocean life themes identified in the Public Art component of this plan and installed in a few highly visible locations in the Downtown core.

Estimated Cost1: $150,000</td><td></td></tr>
<tr><td colspan="2">B.2 TRANSPORTATION: Roundabouts</td></tr>
<tr><td>a. <u>Conduct a traffic engineering analysis of the roundabouts on Beach Boulevard at 1st and 2nd Streets, and design and construct modifications as needed to improve traffic operations in the corridor</u>

Description: Prepare a scope of services for an in depth analysis of traffic operations on Beach Boulevard between 1st Street and 3rd Street to determine if any modifications to the existing roundabouts or moving lanes are justified. Obtain a fee proposal for traffic analysis and engineering design services through a continuing services firm or subcontractor. Design and construct modifications to the road segment if warranted.

Estimated Cost: Traffic Study-$35,000 / Engineering Design-$25,000 / Construction-$250,000</td><td></td></tr>
<tr><td colspan="2">B.3 TRANSPORTATION: Pedestrian Safety</td></tr>
<tr><td>a. <u>Design and construct a well-marked pedestrian crossing with flashing signal and pavement lighting at 2nd Avenue North and 3rd Street</u></td><td>b. <u>Monitor on-going FDOT pedestrian safety study being conducted for a1a in Jacksonville Beach</u>

Description: In October, 2014 the FDOT completed "Pedestrian Roadway Safety</td></tr>
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<tr><td>Description: The FDOT has compiled relevant traffic incident data for the area around 2nd Avenue North at S.R. A-1-A for a proposed pedestrian/bike crossing and has scheduled the collection of pedestrian counts for the 1st and 2nd Avenue North intersections. With that data, FOOT staff is hopeful that the project can be implemented utilizing Safety funding, which could get the project implemented sooner than if it has to be programmed and compete for funding as a standard Work Program project.

Estimated Cost: $300,000</td><td>Audits" on State Road A-1-A from (1) the St. Johns County Line north to Beach Boulevard, and (2) from Beach Boulevard north to Atlantic Boulevard. Both studies culminated in a series of recommendations for short-, mid-, and long-term site specific safety related improvements. Some of the recommended improvements, such as a new pedestrian crossing at A-1-A and 2nd Avenue North, constitute stand-alone safety improvement projects, while others are identified for consideration during design of other work projects planned for these portions of A-1-A.

Estimated Cost1: To be determined upon definition of project scope</td></tr>
<tr><td colspan="2">B.4 TRANSPORTATION: Beaches Trolley</td></tr>
<tr><td></td><td>a. <u>Support the Jacksonville Transportation Authority in managing the efficient and effective operation of the Beaches Trolley to include:</u>
i. Expanded hours of operation
ii. Improved public information on trolley routes and schedules, including the use of social media to obtain route and schedule information
iii. Improved trolley route and provide stops to optimum locations
iv. Fifteen-minute headways during peak months
v. Consider expanding trolley service during major special events, such as the bi-annual airshow

Description: Continue to use HA-prepared and other promotional materials to promote ridership on the Beaches Trolley through</td></tr>
</table>

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	social media, the City's website and other publicity. Estimated Cost: Minimal city costs if using JTA materials
B.5 TRANSPORTATION: Parking	
a. <u>Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North, including facilities to store police equipment</u> Description: ***Surface Parking Lot:*** Complete the engineering design for a ±90-space surface parking lot with an approximately 2,500 sf. Downtown CAPE equipment storage building. ***Parking Structure:*** Prepare a RFP/RFQ for consultant services to undertake a financial feasibility for a ±280-space parking garage with up to 11,500 sf. of leasable commercial space on the 4th Avenue North frontage. The parking garage project may include partnering with the Jacksonville Transportation Authority to provide a park and ride facility for a future Bus Rapid Transit system. If demonstrated to be financially feasible, prepare a RFP for design build construc~ion team to design and construct the facility. Estimated Cost: Surface Parking Lot-$400,000 to $450,000 / Parking St ructure-$6.0SM to $7.85M	b. <u>Explore feasibility of private funding with a provider such as "Beach Buggies" to offer a shuttle program for Downtown workers on weekends utilizing parking spaces at the O&M Building on Shetter Avenue</u> Description: The city will attempt to facilitate private partnerships that would provide parking at no cost to businesses at the O&M building on Shetter Avenue on weekends for their employees. With the assistance of a private livery service such as beach buggies, employees could be shuttled to the downtown area. This would free some of the limited parking in the downtown area, while saving employees money for parking if they coordinate times with other employees. Estimated Cost: No cost to the City
	c. <u>Prepare a pilot program seeking to reduce non-resident parking in residential areas where there is no off-street parking available adjacent to Downtown</u>

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	Description: In a limited area of the CBD, (1st Avenue South east of AlA to 4th Avenue South, excluding the unit blocks) provide resident-only, on-street parking to residents where no private parking available. Complete a block by block analysis of the available private parking to locate residents with no private parking available. Develop a sticker system to permit them to park on the street in restricted areas. In some area where businesses are located, two hour parking could be put in place to create turnover of those spaces. In areas where no residential parking is required, open parking will not change. Estimated Cost: Signage and other operating costs to be determined
C.1 PUBLIC SAFETY: Managing the Nighttime Economy	
a. <u>Train the downtown community policing team on code enforcement and ensure there is a positive police presence</u> Description: The Downtown CAPE officers interact daily with businesses in the downtown area. They often have opportunities to observe code enforcement issues before they reach the level of issuing a notice of violation. The officers have the ability to see violations such as leaky dumpsters, smelly grease traps, and other such violations. They can promptly communicate the issue to the business before it reaches the level of enforcement action. The officers will also meet monthly with the codes enforcement officer for the city to discuss actions and exchange information.	b. <u>Continue police patrols in areas where illegal activities, such as drug or marijuana use, are occurring</u> Description: The process of directed patrol to areas of concern is done continuously on a daily basis and is completed by DT CAPE officers as well as Patrol and Citizens On Patrol (COPs). Estimated Cost: Currently funded

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
Estimated Cost: Minimal travel and training cost to secure State of Florida Code Enforcement Certification	
c. <u>**Assist businesses with crime prevention, to include better environmental design**</u> Description: There are many aspects of crime prevention. The DT CAPE officers will work with the businesses to assist them with establishment lay out, lighting, how to better form lines, video placement, and many other things that can be done to provide a safer environment for customers. Estimated Cost: Minimal travel and training cost	d. <u>**Change the alcohol ordinance to prohibit restaurants from removing tables and chairs to become nightclubs**</u> Description: Restaurants are required to follow many guidelines that bars are not required to follow. For instance, restaurants are required to derive 51% of all gross revenue from food. They are also required to serve full course meals and have seating for no less than 150 people to be served full course meals at all hours of operation. In some cases, the restaurants are not providing food to patrons at all hours of operation; in fact, they close kitchens completely. They have also broken down seating and moved it to the side to accommodate additional patrons for alcohol service. In many cases, the Florida Alcohol Beverage Department does not have the resources to enforce many of these violations. Jacksonville Beach could improve the language in the current alcohol ordinance to prevent establishments licensed as restaurants from becoming nightclubs. Estimated Cost: Cost to enforce may be absorbed in current operating budget
e. <u>**Develop programs for alcohol employees and partner with businesses to provide consistent training and procedures, including uniforms, not over serving patrons, etc.**</u>	f. <u>**Consider modifications to the regulations governing the hours of operation for restaurants with 4-COP-SRX beverage licenses**</u> Description: The city can modify the required closing time for restaurants serving alcohol, from 2:00am to any time after midnight by

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REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
Description: Officers will also suggest a common type of clothing for door staff and management. This provides customers with an immediately recognizable figure to ask for assistance when needed. It also provides law enforcement the same ability to recognize staff in an emergency situation. Making this uniform from one establishment to the next has proven to assist customers in other areas with strong nighttime activity. Estimated Cost: No cost to the City	state law. If the city were to consider an earlier closing time, it would assist in public safety by having staggered closing times. It could also assist with transportation issues by not having so many people in the downtown area looking for a cab at the same time. On busy nights, many of the bars are at capacity for some time before closing. This would prevent people from moving from a restaurant to a bar when many bars are already at capacity. Estimated Cost: Cost to enforce may be absorbed in current operating budget
D.1 COMMERCIAL SPACES: Incentives for Non-Alcohol Businesses	
a. <u>Develop and implement a program of economic development incentives such as construction and remodeling/tenant/façade improvement loans or grants, short-term rental assistance, grease trap rebates, etc, for retail, food service or office-based businesses</u> Description: Research incentive programs offered by other communities through their CRA using tax increment trust fund monies. Prepare an incentive program with appropriate components suited to the Downtown Jacksonville Beach retail, restaurant, and office market. Estimated Cost: $250,000 for program start-up	
b. <u>Implement a grease interceptor rebate program available for all food service establishments in Downtown</u>	

<table>
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<tr><td>Description: Implemented via Resolution 1938-2014. A qualifying grease interceptor installation is eligible for reimbursement of 50% of total qualifying costs, not to exceed $5,000.

Estimated Cost: Not to exceed $5,000 per approved qualified grease interceptor rebate application.</td><td></td></tr>
<tr><td colspan="2">D.2 COMMERCIAL SPACES: Business Development</td></tr>
<tr><td>a. <u>Continue working with Retail Strategies consultants, the business community, and property owners to identify and recruit a mix of restaurants and retail establishments that provide service for a variety of age groups</u>

Description:

<u>Retail Strategies</u>: Continuously monitor and evaluate consultant activity for the purpose of determining if their work is producing positive results and consider extensions to the agreement if warranted.

<u>Incentives Program</u>: Research incentive programs offered by other communities through their CRA using tax increment trust fund monies. Prepare an incentive program with appropriate components suited to the Downtown Jacksonville Beach retail, restaurant, and office market.

Estimated Cost: $250,000 for incentives program startup/Retail Strategies additional cost to be determined</td><td>b. <u>Work on ways to attract visitors during the off-peak seasons</u>

Description: Working with Visit Jacksonville, use
Convention Development funds to pay for advertising and similar publicity to promote tourism in Jacksonville Beach in the off-peak season.

Estimated Cost: Preliminary budget for FY2016:
$23,000</td></tr>
<tr><td colspan="2">D.3 COMMERCIAL SPACES: Downtown Branding and Marketing</td></tr>
</table>

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
a. <u>Implement a new wayfinding sign program using the surfboard theme to rebrand and market downtown</u> Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program and implementation program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems. Estimated Cost: Included in the cost estimate for A.6.a above	b. <u>Explore visitor center concept possibly to be located at the Beaches Historical Park</u> Description: Develop and produce promotional materials to market places to stay, places to eat, places to visit in Jacksonville Beach. Work with existing businesses including the Beaches Historical Park to identify locations where these materials could be distributed to visitors. Estimated Cost: $5,000-$20,000 for development; plus annual costs to update and print materials.
D.4 COMMERCIAL SPACES: Public Welfare and Safety	
	a. <u>Assist the homeless population by working with the HOPE team, Mission House, etc.</u> Description: Through ongoing partnerships with many organizations such as Mission House, Sulzbacher Center, and the HOPE team, police will continue to work on reducing the homeless population in the city of Jacksonville Beach. Estimated Cost: No additional cost to the City
D.5 COMMERCIAL SPACES: Zoning Regulations	
	a. <u>Review outdoor bar and restaurant space and parking requirements, and consider allowing outdoor entertainment in the Jacksonville Beach Land Development Code</u> Description: Revise the Land Development Code (LDC) to allow "outdoor restaurant and bar" areas under 200 s.f. as permitted uses in commercial zoning districts, with no

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	additional parking requirement. The Police and Planning and Development Departments are also working together to develop a reasonable and enforceable set of policies for consideration related to outdoor entertainment/music within outdoor restaurant and bar areas. Estimated Cost: $7,500
	b. <u>Review the off-street parking requirement for restaurants and consider a 50% reduction to encourage restaurant (as opposed to bar) development</u> Description: In addition to the relief proposed in Item a. above, revise the LDC to reduce the parking requirements for outdoor restaurant areas exceeding 200 s.f. by fifty percent {50%). Outdoor bar areas exceeding 200 s.f. would still be required to provide parking in the same ratio as for indoor bars. Estimated Cost: $2,500
E.1 ENTERTAINMENT AND EVENTS:	
	a. <u>Schedule more city events in non-peak season rather than in the summer months</u> Description: Special events policy has been changed to allow multiple day events during fall and winter months. Estimated Cost: No additional cost
	b. <u>Encourage more alcohol-free events that attract persons of all ages, such as farmer's markets, car shows, art walks, Deck the Chairs, food truck rallies, etc.</u>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	Description: Art walk and car shows are being permitted with the downtown business groups. Estimated Cost: No additional cost
	c. <u>Add more outdoor movies</u> Description: An additional moonlight movie has been scheduled for "Opening of the Beach Weekend" Estimated Cost: $6,000
F.1 QUALITY OF LIFE: Cleanliness	
a. <u>Pressure wash pavers in the Downtown streets, the SeaWalk, and dumpster areas to remove gum, oil stains, etc.</u> Description: Researching product(s) / equipment for optimal removal of and enhance protection from gum, oil stains, etc. Then, implement via pilot project with contractor. Estimated Cost: $50,000-$7.5,000	b. <u>Cleanliness Campaign – "Leave Only Your Footprints Behind!"</u> Description: Discussion of including an advertising agency to develop a campaign is being considered. Estimated Cost: To be determined
c. <u>Develop program for property and business owners to assist in keeping Downtown clean by picking up trash, cigarette butts, etc. on a daily basis</u> Description: Work closely with all of the businesses in the downtown area to educate businesses and to begin a voluntary program to take pride in ownership by regularly picking up trash in and around their property. Stressing the importance of keeping all trash picked up in the downtown area will assist the city greatly in their daily efforts as well to keep the downtown pristine.	d. <u>Review and modify the beach clean-up contract, as needed, to improve its effectiveness; provide enhanced service between Beach Blvd and 6th Ave North on weekends and holidays</u> Description: Developing scope with contractor on additional pickup in the afternoon during busy season (when school out) and during mild weather holiday weekends. Estimated Cost: Annually ±$30,000

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<tr><td>Estimated Cost: No additional cost to the City</td><td></td></tr>
<tr><td colspan="2">F.2 QUALITY OF LIFE: Implementation of the Action Plan</td></tr>
<tr><td colspan="2"><u>Begin working to implement the action steps outlined above, which, as a whole, will have a dramatic impact on improving the quality of life in Jacksonville Beach</u></td></tr>
<tr><td colspan="2">PROJECTS CARRIED OVER FROM 2007 VISION PLAN
FOR DOWNTOWN JACKSONVILLE BEACH</td></tr>
<tr><td>a. <u>Continue implementation of Phase III of the Downtown Vision Plan Infrastructure Improvement Program east of South 3rd Street from Beach Boulevard to 13th Avenue South</u>

Description: Complete the design and begin construction of the roadway and utility improvements in the Phase III-C project area ("Project 1") between Beach Boulevard and 4th Avenue South. Complete the engineering design and permitting for the construction of the remainder of the Phase Ill area from 4th Avenue South to 13th Avenue South and develop a phasing plan based on the annual availability of tax increment trust funds to complete the work. This work will include reconstruction of the utility systems and all of the streets, alleys and street ends in the described area of the District.

Estimated Cost: Project 1-$5.0M / Balance of Phase III-C $10.0M-$12.SM</td><td></td></tr>
<tr><td>b. <u>Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North</u>

Description: Surface Parking Lot: Complete the engineering design for a ±90-space surface parking lot with an approximately 2,500 sf. Downtown CAPE equipment storage building.</td><td></td></tr>
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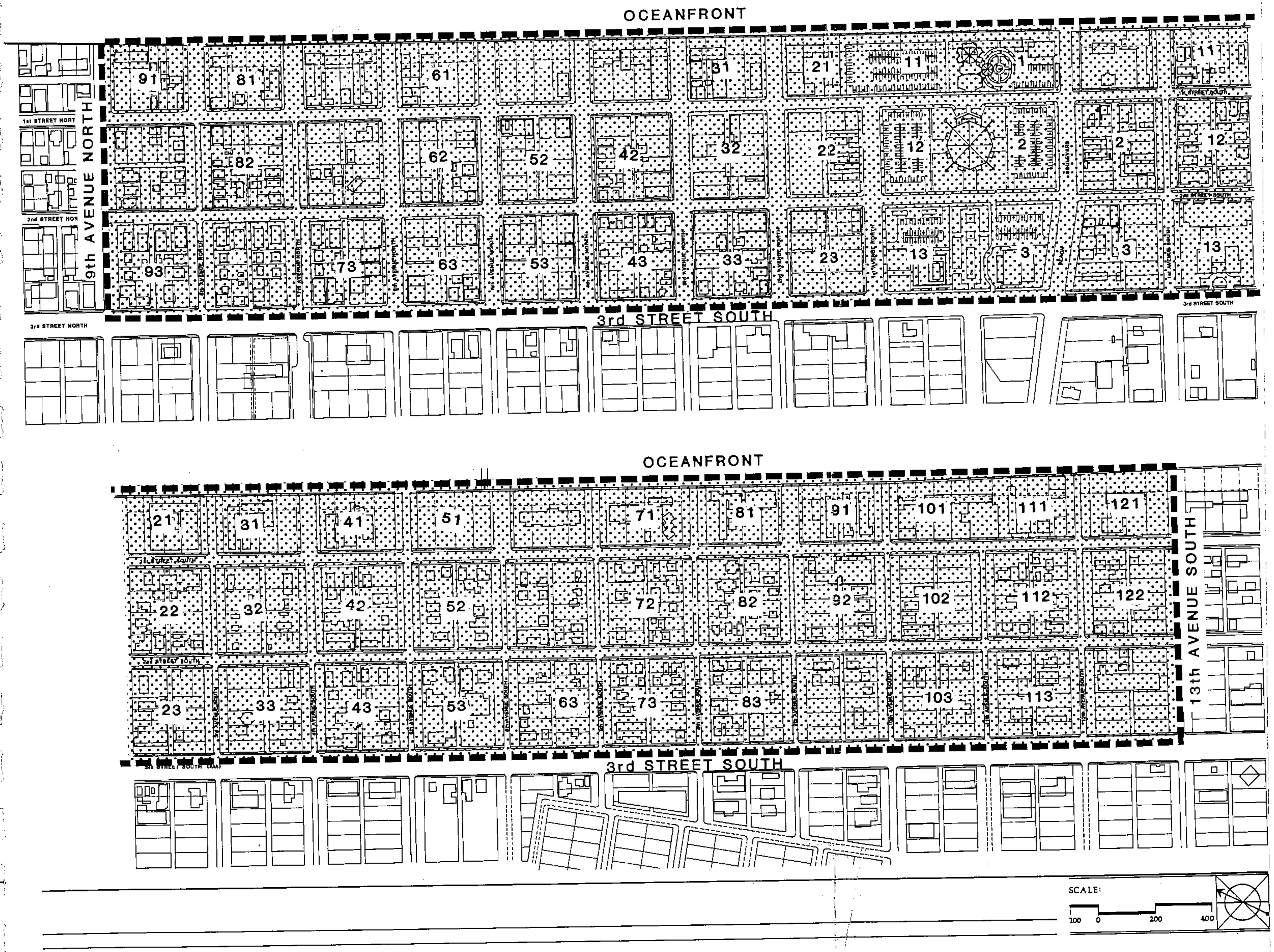
2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
Parking Structure: Prepare a RFP/RFQ for consultant services to undertake a financial feasibility analysis for a ±280-space parking garage with up to 11,500 sf. of leasable commercial space on the 4th Avenue North frontage. The parking garage project may include partnering with the Jacksonville Transportation Authority to provide a park and ride facility for a future Bus Rapid Transit system. If demonstrated to be financially feasible, prepare a RFP for design build construction team to design and construct the facility. Estimated Cost: Surface Parking Lot-$400,000 to $450,000/ Parkin€ Structure-$6.0SM to $7.85M	
c. <u>North 2nd Street reconstruction per the Downtown Vision Streetscape Master Plan</u> Description: Prepare engineering plans for the reconstruction of North 2nd Street from Beach Boulevard to 6th Avenue North generally following the layout and crosssection proposed in the adopted Downtown Vision Streetscape Master Plan and construct the project. Estimated Cost: $750,000 to $1,25M	
d. <u>Continue monitoring and evaluating existing regulatory measures; propose revisions as needed to promote business retention and development; and the preservation of residential areas</u>	

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
Description: On-going Planning and Development Department and Community Redevelopment Agency activity. Estimated Cost: No additional costs	
LONG-TERM POTENTIAL FOR PUBLIC-PRIVATE PARTNERSHIPS	
a. <u>New Pablo Avenue Mixed Use Commercial Development; Consider constructing a new roadway on the south side of Latham Plaza and, in cooperation with a private developer, build a mixed use project including a boutique hotel, retail commercial space, and parking structure on the Latham Plaza parking lot site</u> Description: Prepare a "notice of intent to negotiate" and select a developer for a public-private partnership for a redevelopment project as described above. Estimated Cost: To be determined through the negotiation process.	
b. <u>Pier Parking Lot Restaurant and Retail Development: In Conjunction with or following the construction of a new public off-street parking facility, consider developing a restaurant and/or retail project on a portion of the Fishing Pier parking lot</u> Description: Prepare a "notice of intent to negotiate" and select a developer for a public-private partnership for a redevelopment project as described above. Estimated Cost: To be determined through the negotiation process.	



COMMUNITY
REDVELOPMENT
AREA

FIGURE 1

JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT PLAN

Figure 2

DETAILED SCOPE OF WORK SEPTEMBER 2014 TIF APPROPRIATION RESOLUTION DOWNTOWN VISION PLAN – PHASE III-B AND III-C (PART 1) PROJECTS				STATUS	APPROPRIATION AMOUNT
Phase III-B Project (Beach Boulevard to 9th Avenue North) (CRA Funded)					
3rd Street North	6th Avenue North	9th Avenue North	• Replace 2" galvanized water main • Replace sidewalk to be removed to replace water main • ***CONSTRUCTION ONLY***: CRA portion of the overall 9th Avenue North to Seagate Avenue project to be designed under one agreement by Jones-Edmunds Engineers	In Design	$362,000
3rd Street North	6th Avenue North	8th Avenue North	• Replace 2-inch water main (eastside, ½ block west side) • Replace sidewalk	In Design	Cost = Incl. in above
3rd Street North	8th Avenue North	9th Avenue North	• Replace 2-inch water main (eastside and west side) • Replace sidewalk	In Design	Cost = Incl. in above
Phase III-C Project (Part 1: Streets, Avenues, Street Ends, and Alleys from 11th Avenue South to 13th Avenue South) (CRA Funded)					
STREETS:					
South 1st Street ***General Design Standards***	11th Avenue South	13th Avenue South	• Construct new asphalt roadway with standard curb and gutter, concrete sidewalks, marked bicycle lanes (no on-street parking), and grass or concrete utility strip • Install enhanced striping at intersections where sidewalks and stop sign are present • Relocate utilities toward the right of way • Construct new storm sewer piping and inlets • Replace sanitary sewer main crossings at alleys	In Design	$473,000
South 1st Street	11th Avenue South	13th Avenue South	• Replace 8-inch water main • Replace 8-inch sewer main from 10th Avenue South to 13th Avenue South	In Design	$73,000
South 2nd Street ***General Design Standards***	11th Avenue South	13th Avenue South	• Construct new asphalt roadway with standard curb and gutter, concrete sidewalks, and grass or concrete utility strip • Provide on-street parking on east side of street • Install enhanced striping at intersections where sidewalks and stop sign are present • Remove existing palm trees in the right of way and replace with new cabbage palms (up to 4 per block on each side with	In Design	$326,000

Figure 2

DETAILED SCOPE OF WORK SEPTEMBER 2014 TIF APPROPRIATION RESOLUTION DOWNTOWN VISION PLAN – PHASE III-B AND III-C (PART 1) PROJECTS					STATUS	APPROPRIATION AMOUNT
				irrigation) • Relocate utilities toward the right of way • Construct new storm sewer piping and inlets • Replace sanitary sewer main crossings at alleys		
	South 3rd Street	11th Avenue South	12th Avenue South	• Replace 2-inch water main on east and west side of road • Replace sidewalk	In Design	$108,800
	South 3rd Street	12th Avenue South	13th Avenue South	• Replace 2-inch water main on west side of road • Replace sidewalk	In Design	Incl. with above
AVENUES:						
	11th Avenue South (Including street end)	South 2nd Street	South 3rd Street	• Construct new asphalt roadway with city standard or ribbon curb and gutter, new concrete sidewalk, concrete or turf-block parking area where appropriate (perpendicular or diagonal parking configuration to be determined), relocate existing utilities to a utility strip as required, and install new street lighting as needed • Replace 8-inch water main between South 2nd and South 3rd Street • Construct new storm sewer piping and inlets	In Design	$272,700
	12th Avenue South (Including street end)	South 1st Street	South 3rd Street	• Construct new asphalt roadway with city standard or ribbon curb and gutter, new concrete sidewalk, concrete or turf-block parking area where appropriate (perpendicular or diagonal parking configuration to be determined), relocate existing utilities to a utility strip as required, and install new street lighting as needed • Improvements to the street end including concrete islands at entrance from South 1st Street and turnaround area at the east end, new asphalt paving and parking space striping, and drainage piping to direct run-off to the west with overflow to existing beach outfalls • Replace 6-inch water main • Construct new storm sewer piping and inlets	In Design	$512,500

DETAILED SCOPE OF WORK SEPTEMBER 2014 TIF APPROPRIATION RESOLUTION DOWNTOWN VISION PLAN – PHASE III-B AND III-C (PART 1) PROJECTS				STATUS	APPROPRIATION AMOUNT
13th Avenue South (Including street end)	South 1st Street	South 3rd Street	• Construct new asphalt roadway with city standard or ribbon curb and gutter, new concrete sidewalk, concrete or turf-block parking area where appropriate (perpendicular or diagonal parking configuration to be determined), relocate existing utilities to a utility strip as required, and install new street lighting as needed • Improvements to the street end including concrete islands at entrance from South 1st Street and turnaround area at the east end, new asphalt paving and parking space striping, and drainage piping to direct run-off to the west with overflow to existing beach outfalls • Replace 6-inch water main • Construct new storm sewer piping and inlets	In Design	$520,200
ALLEYWAYS:					
Alleyway between 11th Avenue South and 13th Avenue South	South 1st Street	South 2nd Street	• Grade to drain to the streets and install concrete surface • Replace entrance driveways with sufficient radii to provide safe and easy ingress and egress • Remove and replace existing vitrified clay sanitary sewer piping with new PVC piping and connect to new mains in the streets	In Design	$92,400
STORM WATER MANAGEMENT SYSTEM:					
Beach Boulevard to 13th Avenue South	Atlantic Ocean Bulkhead	South 3rd Street	Pump Station #1 consisting of four pumps (75HP—9,500GPM each). Three pumps for capacity and one for standby. 240,000 cu. ft. storage with a 36" force main under SR A1A	In Design	$5,950 ,000
Phase IV Projects:					
PARKING LOT AND CAPE STORAGE CONSTRUCTION					
North 2nd Street Off-Street Parking Lot	3rd Avenue North	4th Avenue North	Construct surface parking lot (preliminary sketch plan for 91 spaces)	In Design	$314,500
Downtown CAPE Storage Building	4th Avenue North		Procure and install new sculpture at the entrance to the pier	In Design	$430,000
TOTAL APPROPRIATION ("In Design" and Committed Project Elements) =					**$9,534,100**

LAND USE

Vision Plan Corridor

Vision Plan Proposal

Amendments 1 and 3

COMMERCIAL

RESIDENTIAL

RESIDENTIAL / COMMERCIAL

OFFICE

GOVERNMENT

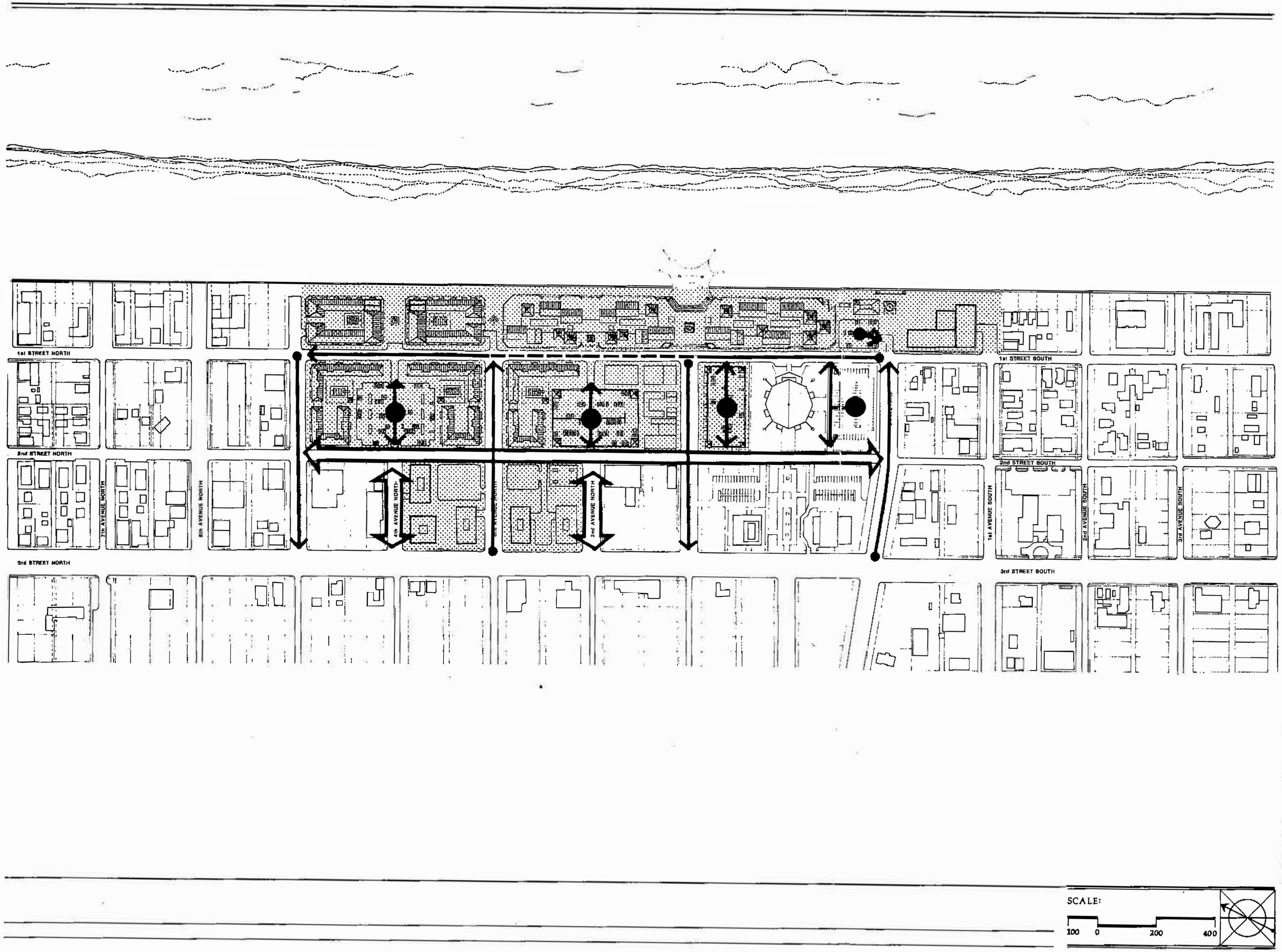
PARKING

BOARDWALK

FIGURE 3

JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT PLAN

TRAFFIC CIRCULATION PLAN



REDEVELOPMENT AREA

ONE WAY STREET

TWO WAY STREET

PARKING AREAS

SEASONAL STREET CLOSURE

FIGURE 4

JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT PLAN

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