

Community Redevelopment Agency

Organization

The five-member Jacksonville Beach Community Redevelopment Agency (CRA) was established in 1978, pursuant to Chapter 163, Part III of the Florida Statutes. The CRA was created for the purpose of carrying out a community redevelopment program for the City and is responsible for managing the City's two redevelopment districts: Downtown and Southend.

The Agency receives administrative, engineering and project management support from the City's Planning & Development and Public Works Departments. Work in both redevelopment districts is carried out in coordination with the appointed Community Redevelopment Agency board.

Both Community Redevelopment District programs are funded from property tax revenues generated from within the two districts. The funds derived from the tax increments are held in separate trust funds administered by the Agency. The Downtown District generated \$9,496,330 for FY2024 and the Southend District generated \$3,006,988 for the same period. Both districts are expected to continue fully funding their operations and planned projects for the foreseeable future.

Goals for FY2025

The City Council is tasked with setting the Priorities, Goals and Objectives (PGOs) of the Strategic Plan (Plan). The specific departmental goals are to be implemented by the Department Directors.

Department Goals

Downtown District

- Continue to fund the Incentive Program for downtown, and market incentive plans to current and future downtown businesses and residents. (P3.G1.O1)
- Continue to work on the creation of a Public Private Partnership policy internally to further development in the downtown of publicly owned parcels, and solicit private market for a partner in developing a P3 project. (P3.G1.O2)
- Implement the enhanced maintenance plan for the Downtown. (P3.G1.O2)
- Continue to enhance the agronomic program to ensure an elevated level of maintenance throughout the downtown district. (P4.G2.O2)
- Continue to review consolidated Downtown Redevelopment Plan for opportunities to complete identified projects, and propose potential amendment(s) to the Downtown Plan to add projects not identified in the plan, but that are now desired to continue the revitalization of the downtown area. (P3.G1.O2)
- Initiate the infrastructure improvements planned for the area east of 3rd Street between 4th and 11th Avenues South. (Phase IIIC – Projects 3, 4, and 5) (P2.G2.O1)
- Continue to expand the Public Art Master Plan via the creation of the Public Art Advisory Committee. (P3.G1.O2)
- Continue implementation of the specific elements identified in Dix.Hite + Partners' *Downtown Action Plan – Implementation and Management Plan's* Wayfinding Signage Plan, and Lighting Plan. (P3.G1.O2)

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- Implementation of elevated maintenance for the site furnishings plan. (P3. G1. O2)
- Implement the first phase for the Pier Entryway Parking Lot that will redo the entryway area of the Pier Parking Lot. (P2.G1.O2)
- Begin the engineering and construction of the Latham Plaza project. (P3.G1.O2)
- Continue the reconstruction of beach dune walkovers and stormwater outfalls at street ends. (P4.G1.O2)

Southend District

- Continue to maintain a comprehensive maintenance plan for the facilities and amenities in South Beach Park. (P4.G1.O2)
- Finish construction of the Phase II recommended alternative project from the Ocean Terrace Area Drainage Improvements Project. (P2.G2.O2)
- Implement passive park construction at the southwest corner of South Beach Parkway and Jacksonville Drive, and the City-owned properties on the west side of South Beach Parkway north of Jacksonville Drive. (P1.G1.O1)
- Continue maintenance at South Beach Park to include: shade shelters, basketball court and pickleball court, fencing around the basketball area, park lighting, volleyball court sand, additional benches around the park, shower towers and drinking fountains, skate park maintenance, artificial turf maintenance, and add additional ADA sidewalks and multiuse paths. (P1.G1.O1)
- Maintain the new, ADA accessible, playground at South Beach Park. (P1.G1.O1)

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Community Redevelopment Program - Management

In FY2015, to meet the increased workload, staffing for the management of the City's redevelopment programs was augmented by adding in-house engineering services to be provided by the City Engineer (25%) and Project Engineer (75%). The Redevelopment Administrator position is the responsibility of the Planning & Development Director, with the Agency funding 25% of the Director's annual salary.

In April of 2021 the Planning and Development Department added a Community Redevelopment Agency Coordinator position to staff. The CRA Coordinator position is responsible for overseeing various programs and projects related to implementing the CRA district plans. The CRA Coordinator is also a liaison for the CRA board and city staff and business and property owners within the CRA districts.

A Construction Project Superintendent is being added to the FY2025 budget to assist with the volume of current and upcoming infrastructure projects at a total allocation of 50% to the CRA. Additionally, the existing part-time Construction Coordinator position was converted to full-time during FY2024 as part of a Public Works departmental reorganization.

Salary and Benefits Percentage Allocation by District:

Authorized Position	Department	Downtown	Southend	Total CRA Allocation
CRA Coordinator	Planning & Development	70%	30%	100%
Planning & Development Director	Planning & Development	15.5%	9.5%	25%
City Engineer	Public Works	15.5%	9.5%	25%
Project Engineer		46.5%	28.5%	75%
Construction Project Superintendent		45%	5%	50%
Construction Coordinator		45%	5%	50%

In addition, the CRA provides funding for operating expenses related to carrying out community redevelopment efforts. Funding for the redevelopment program administration provided by the City is divided between the Downtown (70%) and Southend (30%) Tax Increment Trust Funds. This division is comparable to percentages of the total annual appropriations to the trust funds from each of the two districts. City provided program administration expenses include, but are not limited to the following:

- General administrative oversight of the City's Community Redevelopment programs
- Internal service support – general City Administration, Finance, Information Services, Human Resource management, and Purchasing
- Engineering and planning services to advise and assist the CRA in attaining the objectives of the adopted plans for two Community Redevelopment districts
- Other special services, including legal services provided by the City Attorney or outside counsel in association with the City Attorney, may be required from time to time in managing the CRA activities.

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FY2025 Budget Considerations

- A legal finding that the Jacksonville Beach redevelopment trust funds have been extended for 30 years from the date of adoption of a plan amendment and may both be extended for a total of 60 years from the date of adoption of the original redevelopment plans.

	Original Plan Adoption	Original Expiration Date	Maximum Expiration Date
Downtown District	January 19, 1987	April 20, 2044	January 18, 2047
Southend District	June 15, 1987	April 17, 2041	June 14, 2047

- The implementation and construction of the *Dix.Hite + Partners'* Lighting, Public Art, and Wayfinding Signage Plans will continue.
- The Maintenance of the Site Furnishings Plan will continue.
- Continue the implementation of the Public Art and Wayfinding Signs plans for downtown.
- Identification of additional projects in the Southend District if applicable.
- Implementation of upgrades and additions to the police cameras located in both districts.

Operating expenses continue to fund enhanced levels of maintenance of TIF funded improvements in both districts, including the Skate Park, splash pad, picnic pavilions, ball courts, fitness circuit, multipurpose field and restrooms in South Beach Park, landscaping, and the improvements in Oceanfront Park and Latham Plaza in the downtown district.

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Downtown Redevelopment District

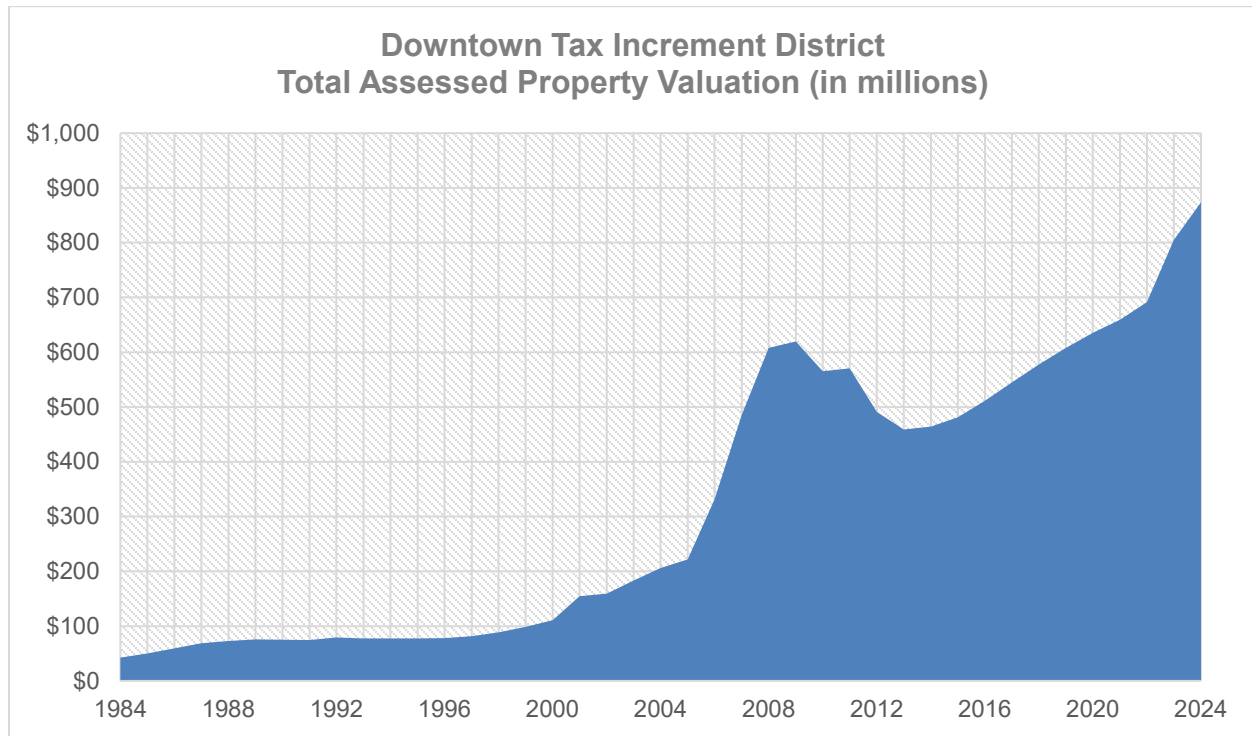
The initial focus of the CRA was the rejuvenation of the commercial core of the Downtown District. The plan for the redevelopment of the Downtown District was adopted in January 1987, following the creation of the TIF District in 1984, and the implementation of the Haskell/Sleiman Plan in 1995. In 2007, the Downtown Plan was amended to incorporate the Vision Plan prepared with the assistance of the consulting firm, Glatting, Jackson, Kercher and Anglin (now AECOM, Inc.). In 2015, the Downtown Plan was further augmented by a Downtown Action Plan amendment that included projects and programs aimed at improving the overall quality of life in the downtown area.

The redevelopment effort to date has been centered on improvements to the public infrastructure:

- Downtown Infrastructure Rebuilt
- Downtown Vision Plan Utility and Streetscape Project
- Latham Plaza and Parking Lot
- SeaWalk Pavilion and SeaWalk Reconstruction
- Oceanfront Park
- Downtown Action Plan
- Jacksonville Beach Fishing Pier
- 3rd Street Medians Landscaped
- Increased and improved public parking areas

In the fall of 2017, Phase 1 of the *Downtown Action Plan – Implementation and Management Plan* was completed. Following the plan's completion, the consultant began Phase 2, specifically preparing lighting, wayfinding signage, site furnishings, bicycle parking, and art master implementation plans. In 2020 the City's legal consultant, the Shepard Group, prepared an analysis regarding the status of the CRA's Downtown Redevelopment Plan as amended. The goal was to analyze each document making up the Downtown Plan and determine which portions still guide and bind the CRA.

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Recent Accomplishments/Highlights - Downtown

The CRA, with assistance from City staff, continued its involvement during FY2022 in implementing the Vision Plan for the core of the Downtown area as follows:

- ✓ Identified new potential projects to consider in the district, followed by a subsequent plan amendment to include additional maintenance.
- ✓ Installed new benches in the district.
- ✓ Continued with plans to develop the parking lot adjacent to Latham Plaza as a potential public private partnership.
- ✓ Implemented the façade grant program.
- ✓ Implemented the Art Master Plan, and awarded two murals and one sculpture.
- ✓ Created a landscape plan for the Downtown.

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Downtown Community Policing Innovations

The Downtown Community Policing Initiative, or Downtown CAPE, began a pilot project with two officers in November of 2006. Over time, the program was expanded and in FY2014 was permanently integrated to the Downtown Community Redevelopment Plan. Currently, 11 officers including one supervisory sergeant, two corporals, and eight police officers provide a concentrated presence in the Central Business District, and are also authorized to provide police services throughout the Downtown Redevelopment District.

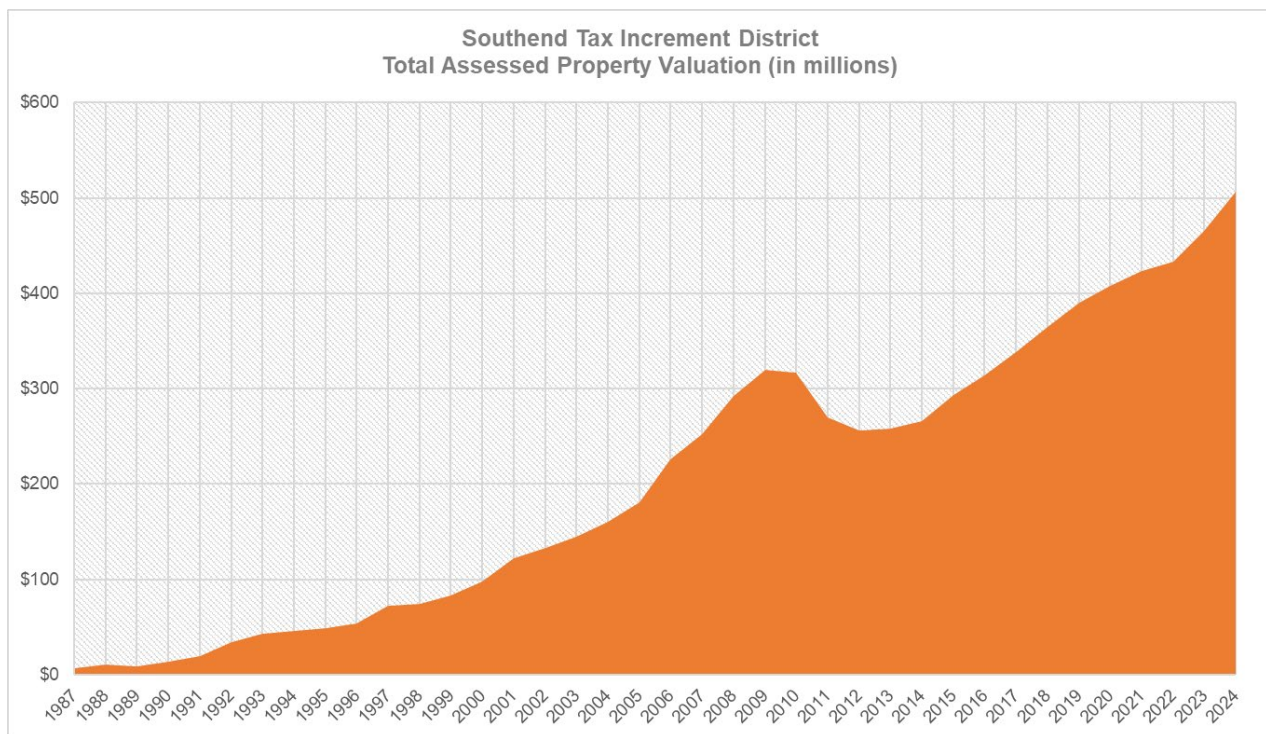
Downtown CAPE police officers patrol the core Downtown area and beachfront, interacting closely with business people, visitors and residents and focusing on quality-of-life crimes. The officers are trained in both crime prevention and code enforcement. They also provide “responsible vendor training” to businesses in the downtown area that serve alcoholic beverages. Additional information regarding their activities may be found in the Police Department section of the Budget and Business Plan.

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Southend Redevelopment District

In November of 1985, the Southend district was designated for redevelopment. A plan for the redevelopment of the area was adopted and a tax increment trust fund was established in June 1987. In 2011, the Southend Plan was amended to incorporate the *South Beach Area Infrastructure Improvement Study Report for the Southend Community Redevelopment Area*.

Since the adoption of the Southend redevelopment plan, seven major public-private projects have been completed (*Riptide, South Beach Regional Shopping Center, South Beach Parkway Shopping Center, Ocean Cay, South Beach Mixed Use Development, Paradise Key, and Ocean Terrace*). In addition to the projects involving private enterprises, numerous public infrastructure projects have been constructed to support the redevelopment activity in the district, including the construction of South Beach Parkway, Jacksonville Drive, and Marsh Landing Parkway. During FY2015, the last major private development project, the 59-lot *Ocean Terrace* single-family subdivision, was approved to begin infrastructure construction. That subdivision is now built out.



Recent Accomplishments/Highlights - Southend

- ✓ Prepared the annual interlocal agreement between the Cities of Jacksonville and Jacksonville Beach to reduce annual TIF revenues from 95% to 50%.
- ✓ Approved final design work on the Ocean Terrace Area Drainage project to consider an alternative, providing a multi-purpose path in the Jacksonville Drive right of way, within the project limits.
- ✓ Performed annual replanting in medians and in South Beach Park.
- ✓ Improved the Splash Pad.
- ✓ Approved design for the Passive Park, and began work on engineering plans to construct the passive park.

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Financial Summaries by Resource Allocation, Department, and Fund

Resource Allocation	Actual 2023	Original Budget 2024	Budget 2025	Increase- Decrease	% Change
Personal Services	1,456,203	1,598,994	1,698,705	99,711	6.2%
Operating-All Other	1,133,663	1,507,912	1,596,308	88,396	5.9%
Capital Outlay	4,340,625	11,924,945	9,821,968	(2,102,977)	-17.6%
Grants to Others	-	500,000	300,000	(200,000)	-40.0%
Total	6,930,491	15,531,851	13,416,981	(2,114,870)	-13.6%

Department	Actual 2023	Original Budget 2024	Budget 2025	Increase- Decrease	% Change
Police	1,563,074	1,697,844	1,680,311	(17,533)	-1.0%
Community Redevelopment	5,367,417	13,834,007	11,736,670	(2,097,337)	-15.2%
Total	6,930,491	15,531,851	13,416,981	(2,114,870)	-13.6%

Fund	Actual 2023	Original Budget 2024	Budget 2025	Increase- Decrease	% Change
181-Downtown Tax Increment	3,381,492	12,866,110	10,994,608	(1,871,502)	-14.5%
182-Southend Tax Increment	3,548,999	2,665,741	2,422,373	(243,368)	-9.1%
Total	6,930,491	15,531,851	13,416,981	(2,114,870)	-13.6%

Capital Outlay: The decrease is primarily attributable to the capital projects timeline being adjusted.

<u>Downtown TIF</u>	<u>Amount</u>	<u>Southend TIF</u>	<u>Amount</u>
Phase 3C, project 3:	\$ 4,756,975	Stormwater/Reuse Imps phase 5:	\$ 250,000
Downtown Action Plan:	\$ 2,900,000	Connectivity Corridors:	\$ 500,000
Planter Beds:	\$ 100,000	SB Park Sidewalk Entrance & Parking:	\$ 250,000
Police Vehicles:	\$ 149,000	Passive Park:	\$ 900,000
Police Radios:	\$ 15,993		
Total	<u>\$ 7,921,968</u>	Total	<u>\$ 1,900,000</u>

Grants to Others: This amount represents funding for the recently established Downtown incentives program.

