

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 \$10,853,077 for FY2025 and the Southend District generated \$3,431,342 for the same period. Both districts are expected to continue fully funding their operations and planned projects for the foreseeable future.

Goals for FY2026

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

- Maintain funding for the Downtown Incentive Program and proactively market available incentives to both existing and prospective businesses. (P3.G1.O1)
- Finalize an internal Public-Private Partnership (P3) policy to support redevelopment of publicly owned downtown parcels and actively seek private-sector partners to advance a P3 development project. (P3.G1.O2)
- Implement the enhanced Downtown Maintenance Plan to elevate the overall appearance and cleanliness of the district. (P3.G1.O2)
- Continue expanding the agronomic maintenance program to achieve consistent, high-quality landscaping throughout the downtown area. (P4.G2.O2)
- Review the consolidated Downtown Redevelopment Plan for implementation opportunities and identify amendments to incorporate new priority projects that support ongoing revitalization. (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)
- Advance the implementation of public art initiatives by actively engaging the Public Art Advisory Committee to enhance the cultural and visual character of Downtown. (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)

- Continue maintaining downtown site furnishings at an elevated standard and expand furnishings in key areas as appropriate to support a cohesive and high-quality Downtown. (P3.G1.O2)
- Implement the second phase for the Pier Entryway Parking Lot that will redo the parking lot, landscape medians, and lighting at the pier parking lot. (P2.G1.O2)
- Begin construction of Latham Plaza Phase 1, that includes the Western 1/3 of space. (P3.G1.O2)
- Continue the reconstruction of beach dune walkovers and stormwater outfalls at street ends. (P4.G1.O2)

Southend District

- Continue implementation of a comprehensive maintenance plan for facilities and amenities at 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)
- Continue and complete construction of the passive park at the southwest corner of South Beach Parkway and Jacksonville Drive. (P1.G1.O1)
- Continue routine and enhanced maintenance at South Beach Park, including the accessible ADA playground, with ongoing upkeep of shade shelters, courts (basketball and pickleball), fencing, lighting, volleyball sand, benches, shower towers, drinking fountains, skate park elements, artificial turf, and installation of additional ADA-compliant sidewalks and multi-use paths to ensure long-term accessibility, safety, and functionality. (P1.G1.O1)
- Identify opportunities to incorporate public art in the Southend District to enhance visual interest, community identity, and pedestrian experience. (P3.G1.O2)

Community Redevelopment Agency Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
Number of Public Art Projects Completed	P3. G1. O2	Annually	N/A	2	2	5
Florida Redevelopment Association Annual Reporting	P3. G1. O2	Annually	1	1	1	1
Florida Department of Economic Opportunity Reporting	P3. G1. O2	Annually	1	1	1	1
Replanting and Maintenance of Green Spaces	P2. G1. O2	Annually	1	1	1	1
Façade Grant Program Awards	P3. G1. O1	Annually	4	1	5	6
Safety Grant Program Awards	P3. G1. O1	Annually	N/A	N/A	N/A	3

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 was 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.

FY2026 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

- Continuing implementation and construction of the Downtown Lighting, Public Art, and Wayfinding Signage Plans.
- Maintain and expand the Site Furnishings Plan to support a clean, cohesive, and inviting Downtown.
- Advance ongoing implementation of the Public Art Plan throughout Downtown.
- Continued funding enhanced maintenance of TIF-funded improvements in both districts.
- Formalize the 50% reduction in TIF funding for the Southend District that has been in effect since 2019, thereby establishing the reduced funding level as the permanent allocation moving forward.

Operating expenses will continue to support enhanced maintenance of TIF-funded improvements across both districts, including the Skate Park, splash pad, picnic pavilions, ball courts, fitness circuit, multipurpose field, and restrooms at South Beach Park, as well as, landscaping and improvements in Oceanfront Park and Latham Plaza in the Downtown District.

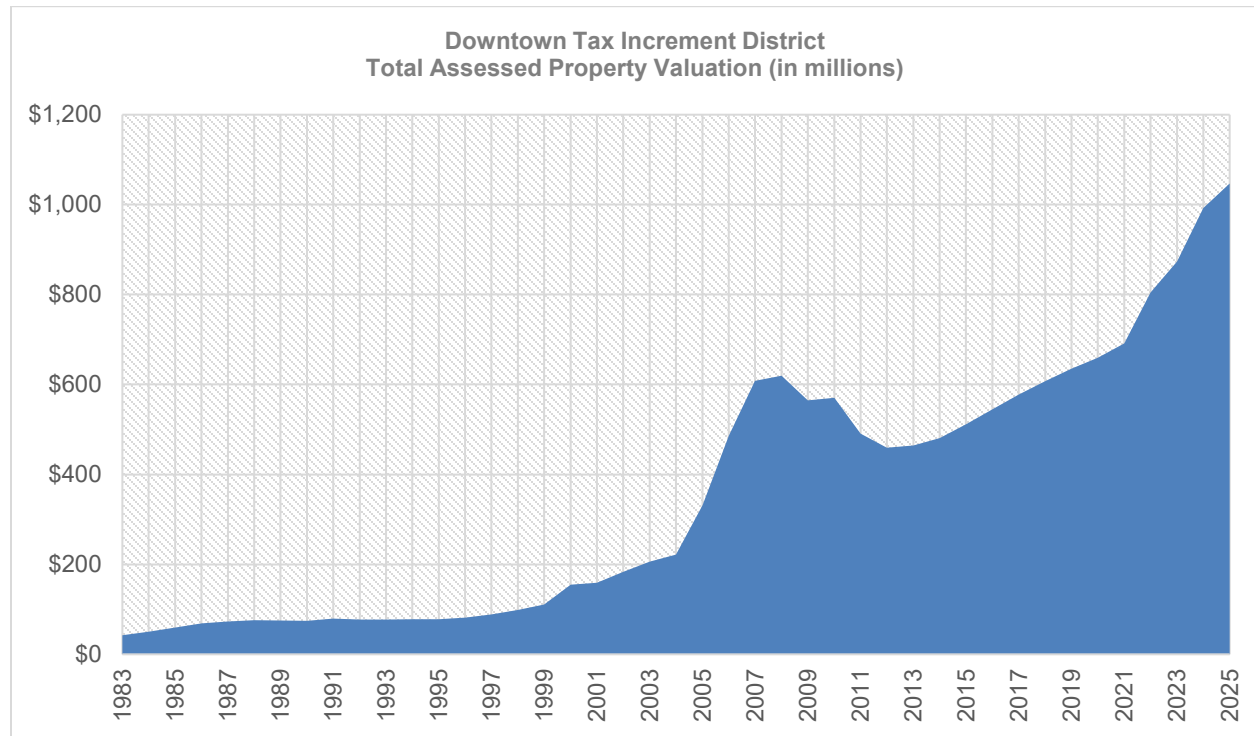
Downtown Redevelopment District

The Community Redevelopment Agency initially prioritized the revitalization of the Downtown District's commercial core. The original Downtown Redevelopment Plan was adopted in January 1987, following the establishment of the Tax Increment Financing (TIF) District in 1984 and the implementation of the Haskell/Sleiman Plan in 1995. In 2007, the Plan was formally amended to incorporate the Downtown Vision Plan, developed in collaboration with the consulting firm: Glatting, Jackson, Kercher, and Anglin (now AECOM, Inc.). In 2015, the Plan was further enhanced through the adoption of the Downtown Action Plan amendment, which introduced targeted projects and programs aimed at improving the overall functionality, livability, and economic vitality of the Downtown District.

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 I of the Downtown Action Plan – Implementation and Management Plan was completed. Upon its completion, the consultant-initiated Phase II, which focused on the development of detailed implementation plans for lighting, wayfinding signage, site furnishings, bicycle parking, and public art. In 2020, the City's legal consultant, the Shepard Group, conducted a comprehensive analysis of the amended Downtown Redevelopment Plan. The objective of this analysis was to evaluate the individual components of the Plan and determine which provisions remain in effect and continue to govern the actions of the CRA.



Recent Accomplishments/Highlights - Downtown

The CRA, with assistance from City staff, continued its involvement during FY2025 in implementing the Vision Plan for the core of the Downtown area as follows:

- ✓ Identified new potential projects to be considered 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.
- ✓ Continued the Façade Grant program.
- ✓ Implemented a Safety Grant Program
- ✓ Continued implementation of the Art Master Plan and completed two murals and a sculpture.
- ✓ Issues calls to Artists for three exterior public restrooms.
- ✓ Created a landscape plan for the Downtown.
- ✓ Updated the landscaping in the public flower beds throughout the district.

Downtown Community Policing Innovations

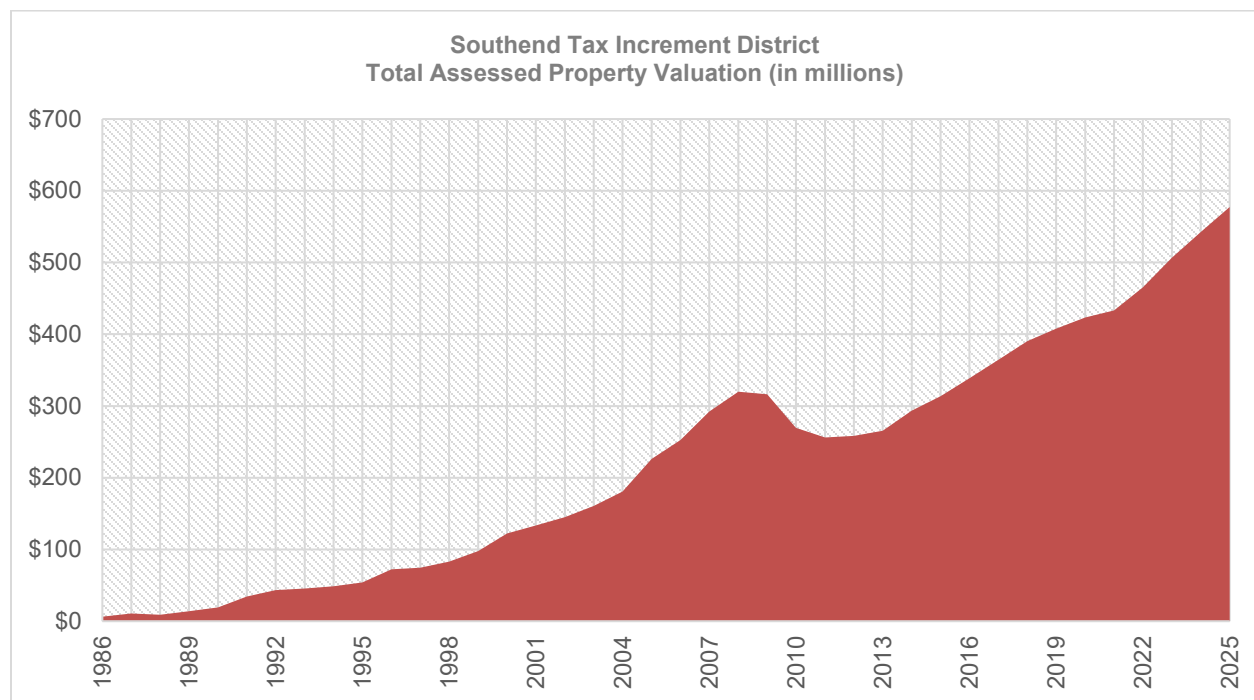
The Downtown Community Policing Initiative, known as Downtown CAPE, was launched as a pilot program with two officers in November 2006. The program has since expanded and, in Fiscal Year 2014, was formally incorporated into the Downtown Community Redevelopment Plan. Currently, the unit consists of 11 sworn officers, including one supervisory sergeant, two corporals, and eight police officers, all of whom maintain a focused presence within the Central Business District and are authorized to provide services throughout the entire Downtown Redevelopment District.

Downtown CAPE officers actively patrol the core downtown area and beachfront, engaging with local business owners, visitors, and residents while focusing on the prevention of quality-of-life offenses. Officers receive specialized training in both crime prevention and code enforcement, and they also facilitate “responsible vendor training” for establishments licensed to serve alcoholic beverages. Additional information on the Downtown CAPE program is available in the Police Department section of the Budget and Business Plan.

Southend Redevelopment District

The Southend District was designated for redevelopment in November 1985, with a formal redevelopment plan adopted and a Tax Increment Trust Fund established in June 1987. In 2011, the Southend Redevelopment Plan was amended to incorporate the findings of the South Beach Area Infrastructure Improvement Study Report, further aligning the district's priorities with long-term infrastructure needs.

Since the adoption of the original plan, the district has seen the successful completion of seven major public-private development projects: Riptide, South Beach Regional Shopping Center, South Beach Parkway Shopping Center, Ocean Cay, South Beach Mixed-Use Development, Paradise Key, and Ocean Terrace. In parallel, the city has invested in numerous public infrastructure improvements to support redevelopment, including the construction of South Beach Parkway, Jacksonville Drive, and Marsh Landing Parkway. The most recent private development project, the 59-lot Ocean Terrace single-family subdivision, received approval to begin infrastructure work in Fiscal Year 2015 and is now fully 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 plans and began construction of the passive park.
- ✓ Identified areas for public art opportunities within the Southend District.

Financial Summaries by Resource Allocation, Department, and Fund

Resource Allocation	Actual 2024	Original Budget 2025	Budget 2026	Increase- Decrease	% Change
Personal Services	1,244,801	1,698,705	1,945,817	247,112	14.5%
Operating-All Other	1,276,934	1,596,308	1,695,808	99,500	6.2%
Capital Outlay	11,791,535	9,821,968	16,268,482	6,446,514	65.6%
Grants to Others	173,002	300,000	300,000	-	0.0%
Total	14,486,272	13,416,981	20,210,107	6,793,126	50.6%

Department	Actual 2024	Original Budget 2025	Budget 2026	Increase- Decrease	% Change
Police	1,710,487	1,680,311	1,794,878	114,567	6.8%
Community Redevelopment	12,775,785	11,736,670	18,415,229	6,678,559	56.9%
Total	14,486,272	13,416,981	20,210,107	6,793,126	50.6%

Fund	Actual 2024	Original Budget 2025	Budget 2026	Increase- Decrease	% Change
181-Downtown Tax Increment	13,672,589	10,994,608	10,658,473	(336,135)	-3.1%
182-Southend Tax Increment	813,683	2,422,373	9,551,634	7,129,261	294.3%
Total	14,486,272	13,416,981	20,210,107	6,793,126	50.6%

Capital Outlay: The Increase is primarily attributable to larger capital projects scheduled for FY2026:

Downtown TIF	Amount	Southend TIF	Amount
Latham Plaza FY26	\$ 4,000,000	South Basin Stormwater Outfall	\$ 7,507,500
Downtown Action Plan	1,400,000	Stormwater Osceola	100,000
Dune Walkovers	1,100,000	Passive Park	900,000
Phase 3B, Pump Station	200,000	Connectivity Corridors	500,000
Connectivity Corridors	500,000		
Planter Beds	50,000		
Police Radios	10,982		
\$ 7,260,982		\$ 9,007,500	