

Community Redevelopment Agency

Mission

The Jacksonville Beach Community Redevelopment Agency (CRA) is responsible for managing the City's two redevelopment districts: Downtown and South Beach. 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.

Community Redevelopment Program-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.

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 \$6,843,019 for FY 2019 and the South Beach District generated \$4,627,544 for the same period.

Both districts are expected to continue fully funding their operations and planned projects for the foreseeable future.

Community Redevelopment Program-Management

In FY 2015, 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.

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Community Redevelopment Program-Management (continued)

Salary and Benefits Percentage Allocation by District:

Authorized Position	Department	Downtown	South Beach	Total CRA Allocation
Community Redevelopment Program Manager	CRA	70%	30%	100%
Planning & Development Director	Planning & Development	15.5%	9.5%	25%
City Engineer	Public Works	15.5%	9.5%	25%
Redevelopment Engineer		46.5%	28.5%	75%
Construction Coordinator (part-time temporary)		78.7%	7.1%	85.8%

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 (60%) and South Beach (40%) 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 Technology, 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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FY 2021 Budget Issues

- The 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	Current Expiration Date	Maximum Expiration Date
Downtown District	January 19, 1987	April 20, 2044	January 18, 2047
South Beach District	June 15, 1987	April 17, 2041	June 14, 2047

- A Request for Proposals (RFP) was let out in FY 2020 for the design of the remaining Phase IIIC infrastructure projects. (Projects 3, 4, and 5) It is projected that the design for those projects will be funded in FY2021.
- The implementation of *Dix.Hite + Partners'* Lighting, Bike Parking, Public Art, Site furnishings, and Wayfinding Signage Plans will continue in FY2021. Production of the plans and construction documents for the Redesign of the Pier Entryway project continues in FY 2021, however construction of that project will be delayed until the completion of the Pier reconstruction project, initiated in January 2020 with an estimated 18 month construction timeframe.

Financial Summaries

Community Redevelopment Agency (both districts, combined)

Resource Allocation	Actual 2019	Original Budget 2020	Proposed Budget 2021	Increase -Decrease	% Change
Personal Services	\$1,022,107	\$1,317,440	\$1,337,810	\$20,370	1.5%
Operating	\$624,853	\$817,995	\$826,657	\$8,662	1.1%
Capital Outlay	\$5,969,669	\$101,300	\$3,520,750	\$3,419,450	3375.6%
Debt Service	\$0	\$0	\$0	\$0	-
TOTAL	\$7,616,630	\$2,236,735	\$5,685,217	\$3,448,482	154.2%

Personal services increases are attributable to the addition of a CRA Program Manager position and the cost increases associated with the new pay plan.

Capital outlay is now budgeted as part of the annual Capital Improvement Plan consistent with 2019 State law.

Financial Summary by District

Resource Allocation	Actual 2019	Original Budget 2020	Proposed Budget 2021	Increase -Decrease	% Change
Downtown	\$7,105,227	\$1,947,399	\$2,591,009	\$643,610	33.0%
South Beach	\$511,403	\$289,336	\$3,094,208	\$2,804,872	969.4%
TOTAL	\$7,616,630	\$2,236,735	\$5,685,217	\$3,448,482	154.2%

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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, and the improvements in Oceanfront Park and Latham Plaza downtown.

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
- Oceanfront Park
- Downtown Action Plan
- Jacksonville Beach Fishing Pier
- 3rd Street Medians Landscaped
- SeaWalk Reconstruction

Recent Program Accomplishments-Downtown

The CRA, with assistance from City staff, continued its involvement during FY2020 in implementing the Vision Plan for the core of the Downtown area as follows:

- Phase IIIC – Project 2 was completed in the fall of 2020 and involved the replacement of the water, sewer, and stormwater systems, connection of the stormwater system to the City’s Central (12th Ave S) Stilling Basin, and reconstruction of all of the roadways, oceanfront street-ends, and most of the alleys in the area between 11th and 13th Avenues South, between South 3rd Street to the oceanfront.
- Completed the construction of three ADA accessible dune walkover structures in the downtown area. (South Beach Park, Beach Boulevard, and Pier Parking Lot locations)
- Completed the design of 25 non-ADA walkovers and the replacement and seaward extension of 15 beach stormwater outfalls.

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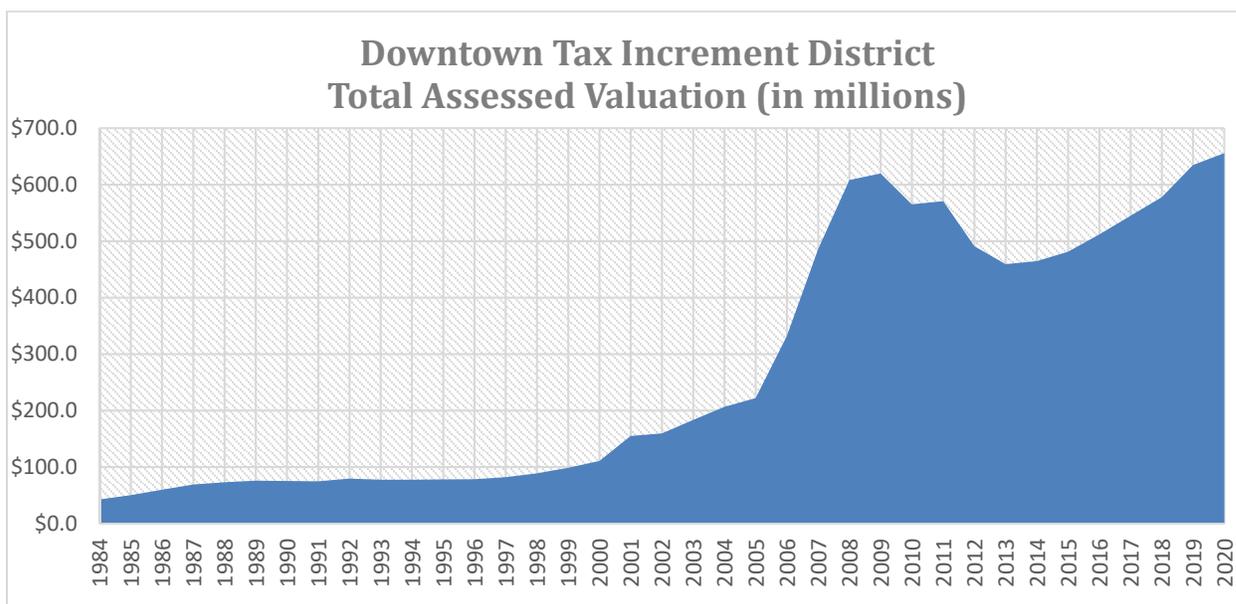
Recent Program Accomplishments-Downtown (cont.)

- Contracted with the law firm of *Shepard, Smith, Kohlmeyer & Hand* to consolidate the original Downtown Redevelopment Plan with its subsequent amendments into a concise planning document, and to identify remaining unaccomplished components of the consolidated plan.
- Issued an RFP for the design services for Projects 3, 4, and 5 of Phase III of the Downtown Infrastructure Improvements component of the Downtown Redevelopment Plan.

Program Goals for FY2021–Downtown

- Review consolidated Downtown Redevelopment Plan for opportunities to complete identified projects yet to be completed, 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.
- Prepare final designs and phasing plans required to complete the infrastructure improvements planned for the area east of 3rd Street between 4th and 11th Avenues South. (Phase IIIC – Projects 3, 4, and 5)
- Maintain funding for the *Downtown Community Policing Initiative* (Downtown CAPE) to ensure the safety of visitors to the Downtown Community Redevelopment District.
- Commence construction on 25 non-ADA dune walkover structures and 15 stormwater outfall extensions in the Downtown District. (Design completed in FY2019, phased five-year construction scheduled began in FY2020.)
- Continue implementing/installing the specific elements identified in Dix.Hite + Partners' *Downtown Action Plan –Implementation and Management Plan's* Public Art Master Plan, Bike Parking Plan, Wayfinding Signage Plan, and Lighting Plan. The construction of the newly designed Pier Entryway will be delayed until the completion of a Duval County sponsored project to reconstruct and improve the County Fishing Pier. That project was initiated in January 2020, with an estimated construction timeframe of 18 months.

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Infrastructure projects have increased the value of property in the Downtown Redevelopment District since its inception. Following the peak year of 2009, the assessed values declined as result of overall national economic conditions. This trend has now reversed as we see increases since 2014.

Financial Summary-Downtown Redevelopment

Resource Allocation	Actual 2019	Original Budget 2020	Proposed Budget 2021	Increase -Decrease	% Change
Personal Services	\$957,747	\$1,236,943	\$1,218,739	-\$18,204	-1.5%
Operating	\$369,850	\$609,156	\$616,520	\$7,364	1.2%
Capital Outlay	\$5,777,630	\$101,300	\$755,750	\$654,450	646.1%
TOTAL	\$7,105,227	\$1,947,399	\$2,591,009	\$643,610	33.0%

Personal services decreases are attributable to changes in employee benefit selections.

Capital outlay is now budgeted as part of the annual Capital Improvement Plan consistent with 2019 State law.

Capital Outlay:

- Funding **\$500,000** for Non-ADA Dune Walkovers.
- Funding **\$200,000** for construction of beach outfalls.
- Funding **\$55,750** for Police vehicle replacements.

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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 this Budget and Business Plan.

Financial Summary-Downtown Community Policing Innovations

Resource Allocation	Actual 2019	Original Budget 2020	Proposed Budget 2021	Increase -Decrease	% Change
Personal Services	\$782,887	\$1,073,143	\$973,934	-\$99,209	-9.2%
Operating Capital Outlay	\$126,213	\$111,450	\$111,450	\$0	0.0%
TOTAL	\$973,310	\$1,285,893	\$1,141,134	-\$144,759	-11.3%

Funding for the 11 police officers who comprise the Community Policing Initiative (“Downtown CAPE”) is authorized under Chapter 163, Florida Statutes.

The budget decrease resulted from a planned decrease in equipment and vehicle replacements in FY 2021.

FY 2021 Budget Issues-Downtown

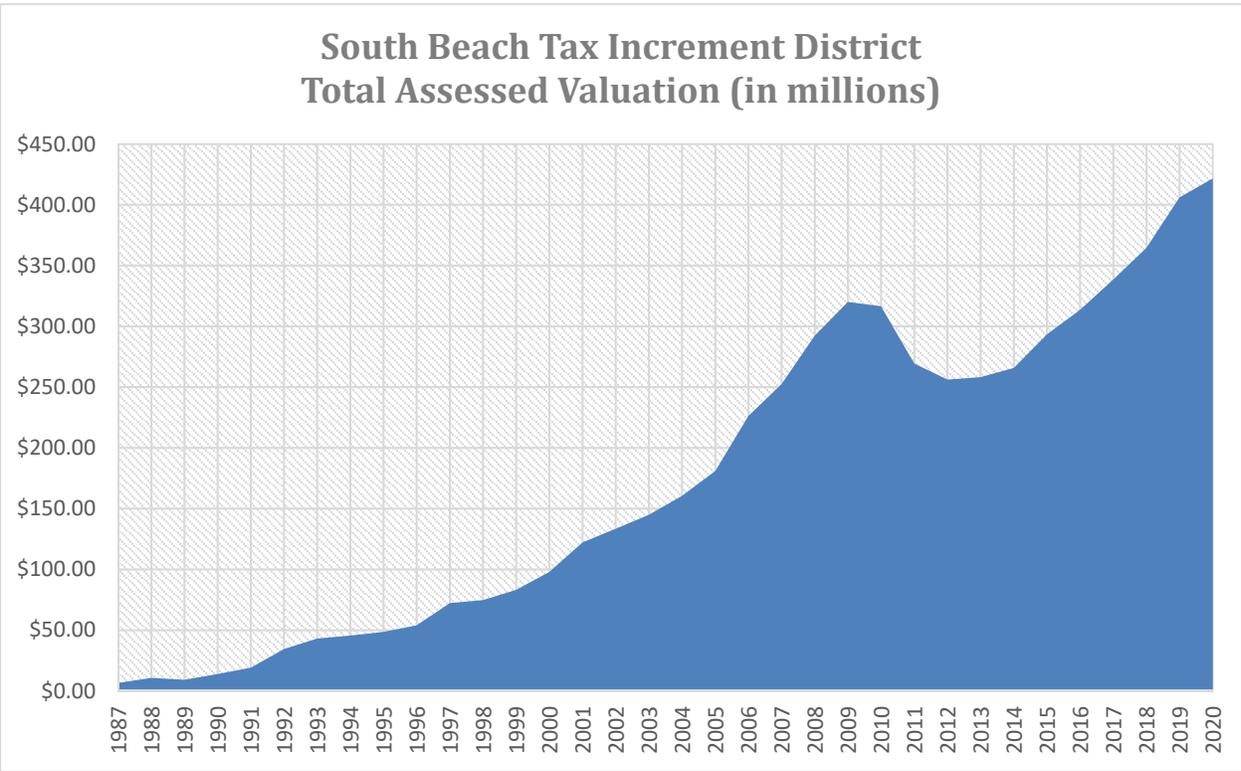
- Planning and programming of available tax increment trust funds to ensure the continuation of construction of the streetscape, landscaping, and infrastructure improvements for Phase III of the Vision Plan work as described in the Downtown Community Redevelopment Plan Capital Improvement Plan that are now in the engineering design stage.
- Planning and programming of available tax increment trust funds to support the programs and recommended activities of the *Downtown Action Plan – Implementation and Management Plan* including lighting, bicycle parking, public art, and the re-design of the Pier entryway area.

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South Beach Redevelopment District

In November of 1985, the South Beach 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.

Since the adoption of the South Beach 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.



Public/private partnerships have resulted in projects that have increased the value of property in the South Beach Redevelopment District since its inception. From a previous high of \$320.5 million in 2009, the assessed values declined through 2012, reflective of overall national economic conditions, but over the last seven years have shown signs of steady recovery now peaking at \$421 million in 2020.

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Recent Program Accomplishments-South Beach

- Prepared an interlocal agreement between the Cities of Jacksonville and Jacksonville Beach to reduce annual TIF revenues from 95% to 50%.
- Completed Part C of the Stormwater Pipe Cleaning, Box Culvert Channel and Related Improvements Project by constructing dual concrete box culverts to replace the open ditch portion of the Southend Stormwater System running between J. Turner Butler Boulevard and Marsh Landing Parkway, east of South Beach Parkway.
- Approved additional 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.
- Completed repairs to various components/amenities of South Beach Park, including the Sunshine Park play structure, exercise stations, skate park and bathrooms.
- Performed tree and hedge trimming in medians and in South Beach Park.

Program Goals for FY2021 - South Beach

- Develop and implement a comprehensive maintenance plan for the facilities in South Beach Park.
- Develop a system of wider, multi-use trails on collector roads within the District.
- Construct the recommended alternative form of the Ocean Terrace Area Drainage Improvements Study.
- Design a project or projects utilizing the vacant CRA-owned property 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.

Financial Summary-South Beach Redevelopment

Resource Allocation	Actual 2019	Original Budget 2020	Proposed Budget 2021	Increase -Decrease	% Change
Personal Services	\$64,360	\$80,497	\$119,071	\$38,574	47.9%
Operating	\$255,003	\$208,839	\$210,137	\$1,298	0.6%
Capital Outlay	\$192,040	\$0	\$2,765,000	\$2,765,000	-
TOTAL	\$511,403	\$289,336	\$3,094,208	\$2,804,872	969.4%

Personal services increases are attributable to the addition of a CRA Program Manager position and the cost increases associated with the new pay plan.

Capital Outlay:

- Funding **\$1,000,000** for Southbeach Parkway Road Improvements
- Funding **\$1,600,000** for Stormwater / Road Improvements (Phase 4)
- Funding **\$150,000** for South Basin Stormwater Outfall Channel Improvements

Capital outlay is now budgeted as part of the annual Capital Improvement Plan consistent with 2019 State law.

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Budget Issues-South Beach

- Provide for long-term maintenance of Tax Increment funded improvements, including infrastructure, throughout the Southend Community Redevelopment Area.
- Provide funding for new initiatives as may be identified by the CRA.

**Capital Outlay Detail by Department
Fiscal Year 2021**

	Land, Buildings & Improvements	Equipment	Vehicles	Computer Equipment	Total
Community Redevelopment					
Downtown Redevelopment					
Dune Walkovers	500,000				500,000
Beach Outfalls	200,000				200,000
Replace one DT CAPE Vehicle			47,650		47,650
Replace one DT CAPE Segway			8,100		8,100
Southend Redevelopment					
Road & infrastructure improvements (including reuse, landscaping, irrigation and stormwater)	2,765,000				2,765,000
Total Redevelopment	\$ 3,465,000	\$ -	\$ 55,750	\$ -	\$ 3,520,750