



**DOWNTOWN INVESTMENT AUTHORITY
AGENDA**

City Hall at St. James Building
214 N. Hogan Street, 8th Floor, Board Room 851
Jacksonville, Florida 32202
Wednesday, March 20, 2019 – 2:00 P.M.

MEMBERS:

James Bailey, Chairman
Craig Gibbs, Esq. Vice Chairman
Ron Moody, Secretary
Oliver Barakat, Board Member
Carol Worsham, Board Member

Dane Grey, Board Member
Todd Froats, Board Member
Marc Padgett, Board Member
Braxton Gillam, Esq. Board Member

I.	CALL TO ORDER – Chairman Bailey
	A. Pledge of Allegiance
II.	COMMUNITY REDEVELOPMENT AGENCY MEETING
	A. February 20, 2019 Community Redevelopment Agency Meeting Minutes*
	B. Cathedral District Master Plan: Strategic Implementation Committee Report
	C. Resolution 2019-03-01: Annex/Courthouse Property Options*
III.	DOWNTOWN INVESTMENT AUTHORITY BOARD MEETING
	A. February 20, 2019 Downtown Investment Authority Meeting Minutes*
	B. Resolution 2019-03-02: Baptist Allocation of Development Rights*
	C. Resolution 2019-03-03: Downtown Banners*
IV.	PRESENTATIONS
	A. LaVilla Neighborhood Development Strategy
	B. Downtown Development Standards Update
V.	CHIEF EXECUTIVE OFFICER REPORT
VI.	CHAIRMAN REPORT
VII.	DDRB BRIEFING
VIII.	OLD BUSINESS
IX.	NEW BUSINESS
X.	PUBLIC COMMENTS
XI.	ADJOURN

* Indicates action item



Downtown Investment Authority
Community Redevelopment Area Board
Ed Ball Building, 214 North Hogan Street,
8th Floor, Board Room 851
Jacksonville, FL. 32202

Wednesday, March 20, 2019 – 2:00 p.m.

Community Redevelopment Agency
MEETING MINUTES

Board Members Present: Craig Gibbs, Esq., Vice Chairman; Todd Froats; Braxton Gillam, Esq; Ron Moody; Marc Padgett and Carol Worsham

Board Members Absent: Jim Bailey, Chairman, Oliver Barakat and Dane Grey

Council Members: None

Mayor's Staff: Dr. Johnny Gaffney, Mayor's Office, Boards and Commission Liaison

DIA Staff: Brian Hughes, Mayor's Chief of Staff and Interim Chief Executive Officer; Guy Parola, Operations Manager; Tom Daly, Esq., Finance and Compliance Manager; Jackie Mott, Accountant, and Karen Underwood-Eiland, Executive Assistant

Office of General Counsel: John Sawyer, Esq.

Meeting Convened: 2:00 p.m.

I. CALL TO ORDER

Vice Chairman Gibbs called the CRA meeting to order.

II. COMMUNITY REDEVELOPMENT AGENCY MEETING

A. JANUARY 16, 2019 COMMUNITY REDEVELOPMENT AGENCY MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER GILLAM AND SECONDED BY BOARD MEMBER FROATS APPROVING THE FEBRUARY 20, 2019 COMMUNITY REDEVELOPMENT AGENCY MEETING MINUTES.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

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B. CATHEDRAL DISTRICT MASTER PLAN: Strategic Implementation Committee Report

Board Member Moody provided the committee report that was held on February 26, 2019.

A MOTION WAS MADE BY BOARD MEMBER PADGETT AND SECONDED BY BOARD MEMBER FROATS RECOMMENDING TO APPROVE OPTION D: THE DIA INCORPORATE PARTS OF THE MASTER PLAN INTO ITS BID PLAN TEXT (E.G. REDEVELOPMENT GOALS/STRATEGIC OBJECTIVES). THE RECOMMENDED PROCESS FOR THIS WOULD BE THROUGH THE 5-YEAR REVIEW AND UPDATE TPROCESS THAT DIA WILL UNDERTAKE IN 2019 IN ORDER TO MEET THE FEBRUARY 2020 DEADLINE. THIS WOULD BE CONSISTEND WITH HOW THE DOWNTOWN MASTER PLAN (CELEBRATING THE RIVER: A PLAN FOR DOWNTOWN JACKSONVILLE, 2000) WAS INCORPORATED INTO THE BID PLAN.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

**C. RESOLUTION 2019-03-01: ANNEX/COURTHOUSE PROPOERTY OPTIONS
RESOLUTION 2019-03-01**

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO PROCURE A REAL ESTATE PROFESSIONAL FOR THE SERVICES GENERALLY STATED IN SECTION 2 OF THIS RESOLUTION; AUTHORIZING THE DIA BOARD CHAIR TO APPOINT ONE BOARD MEMBER TO PARTICIPATE IN THE SOLICITATION DEVELOPMENT AND SELECTION PROCESSES; AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO PARTICIPATE IN THE SOLICITATION SELECTION PROCESS AND OTHERWISE EXECUTE ALL CONTRACTS AND DOCUMENTS AND OTHERWISE TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

Board Member Moody updated the members with a summary of the recommendation from the Strategic Implementation committee meeting that was held on February 26, 2019.

Interim CEO Hughes appointed Board Member Barakat to work with the CEO to participate in the solicitation development and selection processes, as he was very supportive in analyzing the potential of \$50, 00 to be the right number in the fee structure.

A MOTION WAS MADE BY BOARD MEMBER WORSHAM AND SECONDED BY BOARD MEMBER PADGET APPROVING RESOLUTION 2019-03-01.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

III. DOWNTOWN INVESTMENT AUTHORITY REGULAR MEETING

Occurs post-closing of Community Redevelopment Agency Meeting.

IV. CEO REPORT

Occurs post-closing of Community Redevelopment Agency Meeting.

V. DDRB BRIEFING

Occurs post-closing of Community Redevelopment Agency Meeting.

VI. OLD BUSINESS

Occurs post-closing of Community Redevelopment Agency Meeting.

VII. NEW BUSINESS

Occurs post-closing of Community Redevelopment Agency Meeting.

VIII. PUBLIC COMMENTS

None

IX. ADJOURNMENT

There being no further business, Chairman Bailey adjourned the CRA meeting at approximately 2:12 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a transcript is available upon request. Please contact Karen Underwood, at (904) 630-3492, or by email at karenu@coj.net.



Downtown Investment Authority

To: Downtown Investment Authority Governing Board

Through: Jim Bailey, Chair

From: Ron Moody, Chair, Strategic Implementation Committee

Subject: Cathedral District Master Plan

Date: March 20, 2019

In November 2018, the Strategic Implementation Committee (“SIC”) received a presentation on the 2017 Cathedral District Master Plan (“Master Plan”). The purpose of the presentation was to educate the SIC Members on the Master Plan in order to assist answering the question of if, and how, the DIA could acknowledge the Master Plan. Although the question was not answered at the meeting, the SIC instructed staff to provide the SIC with several options.

At the February 26, 2019 SIC meeting, staff presented the following four (4) options to the SIC for consideration:

- Option A: The DIA remains neutral and takes no action. Proponents of the Master Plan may exert influence through their attendance at DIA, DIA Committee and DDRB Meetings.
- Option B: The DIA adopts a Resolution stating that the Master Plan, to the extent that the Master Plan is not in conflict with the BID/CRA Plans, will be a consideration in DIA decisions. A mirror Resolution could be adopted by DDRB.
- Option C: The DIA incorporates, in total, the Master Plan into its BID Plan as an exhibit or attachment. The recommended process for this would be through the 5-year review and update process that DIA will undertake in 2019 in order to meet the February 2020 deadline. The effect of this would be that the Master Plan, as a whole, is now an element of the BID Plan.
- Option D: The DIA incorporates parts of the Master Plan into its BID Plan, either as an exhibit, attachment or incorporated into the BID Plan text (e.g. Redevelopment Goals / Strategic Objectives). The recommended process for this would be through the 5-year review and update process that DIA will undertake in 2019 in order to meet the February 2020 deadline. This would be consistent with how the *Downtown Master Plan (Celebrating the River: A Plan for Downtown Jacksonville, 2000)* was incorporated into the BID Plan.

The SIC voted to select Option D, noting the following:

- This is the preferred action of staff.
- While the Master Plan in general is a well thought out document, there are portions of the Master Plan that are particularly valuable to guiding DIA actions (e.g., providing public incentives).
- This option provides formality, prevents inconsistencies internally within the BID Plan and prevents external inconsistencies while providing direction to DIA and DDRB.
- Actions by the DIA and the DDRB – whether approving incentives, development rights or development – would be guided by those parts incorporated into the BID Plan.

No formal action of the DIA Board is being requested at this time. The BID Plan update will begin once a permanent CEO is hired. The Cathedral District Master Plan will be vetted during that process for incorporation into the BID update.

*Attachments: February 26, 2019 SIC Memo
February 26, 2019 SIC Meeting Minutes, Cathedral District Excerpt*



Downtown Investment Authority

TO: The Strategic Implementation Committee

THROUGH: Ron Moody, Chairman

FROM: Guy Parola, AICP

RE: Cathedral District master Plan

DATE: February 26, 2019

In November 2018, the Strategic Implementation Committee (“SIC”) received a presentation on the 2017 Cathedral District Master Plan (“Master Plan”). The purpose of the presentation was to educate the SIC Members on the Master Plan in order to assist answering the question of if, and how, the DIA could acknowledge the Master Plan. Although the question was not answered at the meeting, the SIC instructed staff to provide the SIC with several options. To that end, following are several options that the DIA could pursue, including the procedures necessary to accomplish that option.

It is important to recognize that the DIA and its BID/CRA Plans are the product of more than four dozen public meetings as well as multiple pieces of legislation. Each step along the way provided the public, land owners, stakeholders, elected and appointed officials, and others multiple points for participation.

Because several of the following options have the potential to be, or be perceived to have, regulatory (i.e. land use) or funding prioritization impacts, public outreach and transparency is crucial. Whichever option is brought forward, the primacy of the BID and CRA Plans in guiding the DIA and DDRB is paramount. With the exception of Options A and B below, approval by City Council is required per Chapter 55, Jacksonville Code of Ordinances.

Staff would guide the SIC and DIA against taking the Master Plan, in part or parcel, in a direction of becoming a regulatory (i.e. Zoning) document or additional overlay. A substantial Zoning Overlay and rezoning effort for all of Downtown will soon become legislation.

Option A: The DIA remains neutral and takes no action. Proponents of the Master Plan may exert influence through their attendance at DIA, DIA Committee and DDRB Meetings.

Option B: The DIA adopts a Resolution stating that the Master Plan, to the extent that the Master Plan is not in conflict with the BID/CRA Plans, will be a consideration in DIA decisions. A mirror Resolution could be adopted by DDRB.

Although this option lacks formality, it is a statement of intent that any development within the Cathedral District will be reviewed through the lens of the Master Plan. As with Option A, proponents of the Master Plan may exert influence through their attendance at DIA, DIA Committee and DDRB Meetings. This is the option gives staff concern in that the DIA, the Community Redevelopment Agency for Downtown created by the City of Jacksonville to act on its behalf, would factor into their decision making goals or objectives or standards that exist outside of the adopted BID and CRA Plans, the City's Comprehensive Plan and Land Development Regulations. The same concern exists for DDRB and their decision making authority.

Option C: The DIA incorporates, in total, the Master Plan into its BID Plan as an exhibit or attachment. The recommended process for this would be through the 5-year review and update process that DIA will undertake in 2019 in order to meet the February 2020 deadline. The effect of this would be that the Master Plan, as a whole, is now an element of the BID Plan.

This option provides formality, but creates inconsistencies internally within the BID Plan, creates external inconsistencies and provides inconsistent direction to DIA and DDRB. By way of example: page 23 of the Master Plan is a "Proposed Land Use" map that segregates blocks into discreet, or what planners would call Euclidean, land uses (e.g., residential, institutional). Our Downtown Zoning Overlay does not work in this fashion. Vertical and horizontal mixing of uses are permitted by right – more than that, they are generally encouraged. Further, the Master Plan has very specific development scenarios on private property.

By adopting the Master Plan in whole, the DIA would be adopting, by extension, the private property development scenarios contemplated within the Master Plan. Property owners could view this in two very different, but potentially problematic ways: first, an owner could view the Proposed Land Use maps on page 23 of the Master plan and the corresponding Implementation Matrix on pages 55, 57 and 59 as a means of relying on public funding or DIA / DDRB approvals; second, a property owner may take the perspective that their property rights are being infringed upon (i.e. Bert Harris Property Rights Protection Act).

Option D: The DIA incorporates parts of the Master Plan into its BID Plan, either as an exhibit, attachment or incorporated into the BID Plan text (e.g. Redevelopment Goals / Strategic Objectives). The recommended process for this would be through the 5-year review and update process that DIA will undertake in 2019 in order to meet the February 2020 deadline. This would be consistent with how the *Downtown Master Plan (Celebrating the River: A Plan for Downtown Jacksonville, 2000)* was incorporated into the BID Plan.

This is the preferred action of staff. While the Master Plan in general is a well thought out document, there are portions of the Master Plan that are particularly valuable to guiding DIA actions (e.g., providing public incentives).

This option provides formality, prevents inconsistencies internally within the BID Plan and prevents external inconsistencies while providing direction to DIA and DDRB. Actions by the DIA and the DDRB – whether approving incentives, development rights or development – would be guided by those parts incorporated into the BID Plan.

In terms of timing, whichever option is put forth, the SIC and DIA Governing Board should discuss whether to take formal action prior to the hiring of a permanent Chief Executive Officer.

STRATEGIC IMPLEMENTATION COMMITTEE MEETING
FEBRUARY 26, 2019
MEETING MINUTES EXCERPT

II. ACTION ITEMS

B. Cathedral District Master Plan

Guy Parola reported that the Strategic Implementation Committee received a presentation on the 2017 Cathedral District Master Plan at the November 8, 2018 meeting. The presentation was to educate the committee member on the master plan in order to assist answering the question of if, and how, the DIA could acknowledge the Master Plan.

Direction was made from staff to review several pathways and options that the DIA could do to support the plan. Council Member Boyer's efforts were geared up to amend the Downtown Development regulations influenced the master plan. A lunch and learn was held regarding the design guiltiness December 19, 2018.

Guy Parola provided four (4) options and the memorandum was provided in the meeting packet.

The preferred pathway is Option D:

The DIA incorporates part of the Master Plan into its BID Plan, either as an exhibit, attachment or incorporated into the BID Plan text (e.g. Redevelopment Goals/Strategic Objectives). The recommended process for this would be through the 5-year review and update the process that DIA will undertake in 2019 in order to meet the February 2020 deadline. This would be consistent with how the *Downtown master Plan (Celebrating the River: A Plan for Downtown Jacksonville, 2000)* was incorporated into the BID Plan.

Interim CEO Hughes is in agreement with staff's option after reviewing what the requirement was for the update of the BID Plan and the fact that a permanent CEO is on the horizon.

Committee Chairman Moody inquired if the DIA should rush through this or wait until the new CEO is selected to receive input and guidance.

Ginny Myrick, Myrick Policy Group, Inc was present and agrees with endorsing Option D.

Carol Worsham stated that there is so much going on with repositioning and rethinking Downtown DRI, Downtown Redevelopment Regulations, incorporation of the Cathedral Master Plan and new CEO. She wanted to make sure the board and staff has the opportunity to provide meaning input on how all of these items knit together over the next year as the changes are made. There are so many separate pieces that are out there and wanted the committee to be mindful of all of this redevelopment.

Chairman Moody stated that the committee's recommendation will be heard at the full board meeting.

A MOTION WAS MADE BY BOARD PADGETT AND SECONDED BY BOARD MEMBER MOODY RECOMMENDING OPTION D: AND TO BE PRESENTED AT THE NEXT DIA BOARD MEETING TO THE FULL BOARD FOR APPROVAL.

THE MOTION PASSED 2-0-0.

Board Member Gibbs entered the proceedings at 11:16 a.m.



Downtown Investment Authority

MEMORANDUM

To: Downtown Investment Authority Governing Board

Through: Jim Bailey, Chair

From: Ron Moody, Chair, Strategic Implementation Committee

Subject: Resolution 2019-03-01: Solicitation of Professional Real Estate and Marketing Services (Courthouse/Annex)

Date: March 20, 2019

At the instruction of the DIA Board, at the February 26, 2019 Strategic Implementation Committee (“Committee”) meeting, several options for proceeding with redevelopment of the riverfront Courthouse/Annex Site were presented to the Committee for consideration. Generally speaking, these options were:

- (A) Accept the Riverwalk Place Development Plan submitted by Rimrock Devlin Development and DeBartolo Development as an unsolicited proposal; negotiate terms and conditions; issue a 30-day notice stating that the DIA intends to accept the terms and conditions; and offer others the ability to submit alternate proposals.
- (B) Issue a Request for Information seeking general concepts for the site.
- (C) Issue a Notice of Disposition with a set of development plan and criteria parameters.

The Committee decided that the Notice of Disposition, Option ‘C’, was the best path. To that end, what is before the DIA Board via Resolution 2019-03-01 is the authorization for the DIA CEO, with the assistance of a DIA Boardmember, to procure the services of a real estate specialist for the following:

- Recommendation of highest and best use(s) for the Courthouse/Annex Property and development of scoring matrix to assist Board in grading responses. The scoring matrix shall be based upon criteria and guidelines for the development of the property set forth by the Board.
- Assistance in developing a Notice of Disposition and “best in class” marketing collateral; requiring that the Notice of Disposition be presented to the DIA Board for approval prior to being issued.
- Distribution of the Notice of Disposition to the market place with the goal of maximizing exposure to the property to experienced and qualified developers.

- Assistance in vetting proposals submitted in response to a Notice of Disposition.

Resolution 2019-03-01 also authorizes the DIA CEO and one DIA Board Member to act as the selection subcommittee for the City's Professional Services Evaluation Committee. Any contract for services with fees totaling greater than \$50,000.00 will require DIA Board Approval prior to execution.

*Attachments: Resolution 2019-03-01
Courthouse/Annex Location Map
February 20, 2019 memorandum to board*

G:\Shared\Administration\Aundra Wallace\DIA Resolutions\2019\MARCH\2019-03-01 - COURTHOUSE ANNEX
CONSULTANT\RESOLUTION 2019-03-01_SUMMARY MEMORANDUM.Doc

RESOLUTION 2019-03-01

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO PROCURE A REAL ESTATE PROFESSIONAL FOR THE SERVICES GENERALLY STATED IN SECTION 2 OF THIS RESOLUTION; AUTHORIZING THE DIA BOARD CHAIR TO APPOINT ONE BOARD MEMBER TO PARTICIPATE IN THE SOLICITATION DEVELOPMENT AND SELECTION PROCESSES; AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO PARTICIPATE IN THE SOLICITATION SELECTION PROCESS AND OTHERWISE EXECUTE ALL CONTRACTS AND DOCUMENTS AND OTHERWISE TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

WHEREAS, via Ordinance 2014-560-E, a Business Investment and Development Plan was created for Downtown Jacksonville; and

WHEREAS, included in the Business Investment and Development Plan is the North Bank Downtown and Southside Community Redevelopment Area Plans (“CRA Plans”); and

WHEREAS, the DIA is the Community Redevelopment Agency for Downtown, and is responsible for implementing the CRA Plans, promoting development and redevelopment in support of the CRA Plans and the disposition of property within the CRA Plans’ boundaries; and

WHEREAS, The City owns riverfront property on the Northbank of Downtown, identified by Duval County Tax Parcels 074443 0000 and 073358 0000, collectively referred to as the “Courthouse/Annex Property”; and

WHEREAS, the DIA desires to have the Courthouse/Annex Property redeveloped in a manner that complements contiguous uses; furthers the Redevelopment Goals and Strategic Objectives of the CRA Plans; and furthers private capital investment in Downtown Jacksonville, NOW THEREFORE

BE IT RESOLVED, by the Downtown Investment Authority

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Section 2. The DIA authorizes its CEO to procure a real estate consultant for the following general services:

- Recommendation of highest and best use(s) for the Courthouse/Annex Property and development of scoring matrix to assist Board in grading responses. The scoring matrix shall be based upon criteria and guidelines for the development of the property set forth by the Board.
- Assistance in developing a Notice of Disposition and “best in class” marketing collateral; requiring that the Notice of Disposition be presented to the DIA Board for approval prior to being issued.
- Distribution of the Notice of Disposition to the market place with the goal of maximizing exposure to the property to experienced and qualified developers.
- Assistance in vetting proposals submitted in response to a Notice of Disposition.

Section 3. The DIA authorizes its Chief Executive Officer to develop a Scope of Services as may be necessary to effectuate the purpose of this Resolution.

Section 4. The DIA authorizes its Chair to appoint one board member to participate in the solicitation development and solicitation selection processes.

Section 5. The DIA authorizes its CEO to participate in the selection process and otherwise execute contracts and documents and otherwise take all necessary action in connection therewith to effectuate the purposes of this Resolution; providing further that any contract for services with fees totaling greater than \$50,000.00 will require DIA Board Approval prior to execution.

Section 6. The Effective Date of this Resolution is the date upon execution of this Resolution by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Jim Bailey, Chairman

Date

VOTE: In Favor: _____ Opposed: _____ Abstained: _____



LOCATION MAP RESOLUTION 2019-03-01

LEGEND

-  SITE
-  TAX PARCELS


N
Not To Scale
March 20, 2019



Downtown Investment Authority

TO: The Downtown Investment Authority Governing Board

THROUGH: Jim Bailey, Chairman

FROM: Brian Hughes, Chief of Staff, Interim DIA Chief Executive Officer

RE: Former Courthouse / City Hall Annex Site

DATE: February 20, 2019

In January 2018, the DIA Board instructed Aundra Wallace, its then CEO, to issue a notice of disposition for the former Courthouse and City Hall Annex site. The purpose of the notice was to solicit proposals for a convention center and convention center hotel, as well as other supportive uses. Ultimately, the DIA Board found that without corresponding destination development the success of a new convention center could not be ensured. As demolition of the site continues, with an estimated completion date of April/May 2019, it's appropriate to start thinking about "what could be."

Although the pursuit of a convention center at this location at this time has been tabled, the process did yield an alternative proposal for the site. A concept called "Riverwalk Place" was submitted by Rimrock Devlin Development, LLC and DeBartolo Development, LLC. The concept is a mixed-use residential, hotel and commercial project in what can be described as town center-esque.

Moving Forward

There are several paths that this Board and the City could go down in answering the question of "what could be." While I'm not necessarily suggesting that one be identified immediately, I am suggesting that it's appropriate to at least begin the conversation. To that end, there are essentially three paths, noting that, ultimately, the notification and disposition process requirements of both the State and local ordinance code need to be followed.

Path A The Riverwalk Place Development Plan

Accepting Riverwalk Place as an unsolicited proposal, DIA staff and the Administration engage the Riverwalk Place development team with the goal of developing a set of terms and conditions for the redevelopment of the site. If the DIA Board approves a set terms and conditions, through the City's Procurement Division a minimum 30-day notice is published stating that the DIA intends to accept the terms and conditions and offers others the ability to submit alternate proposals.

An advantage to this path is that it is less time consuming than the following two alternatives. However, the disadvantage to the DIA and the City is that negotiations begin without the benefit

of understanding what alternative options exist in the market place. In other words, negotiations begin with an already determined design and development plan. A disadvantage to the Riverwalk Place development team is that the others are able to analyze agreed to terms and conditions, and respond with an alternate set of terms and conditions that are more favorable to the DIA and the City.

Path B Request for Information

The DIA develops and issues a Request for Information (“RFI”). Unlike a Notice of Disposition, an RFI does not come with any expectation that the site will be redeveloped. Rather, it simply solicits ideas. Rather, it is anticipated that the RFI would yield redevelopment ideas that the DIA could incorporate into a formal Notice of Disposition.

An advantage to this path is in its ability to harness a broad range of ideas from the market place with little effort on DIA or the City’s part. Ostensibly, the ideas would serve as the basis for a formal and focused Notice of Disposition. Disadvantages to an RFI include the market place indistinguishing the RFI from a Notice of Disposition and submit proposals with an expectation that a respondent will be chosen to redevelop the site if a project is selected by the DIA Board. Interested developers may be reluctant to share ideas without a formal solicitation and resulting contract in play. Further, because of the relatively low effort needed to respond to an RFI, there is a risk of being inundated with ephemeral responses. Finally, respondents to an RFI are still required to respond to a formal Notice of Disposition.

Path C Notice of Disposition

The Notice of Disposition process has been employed by the DIA and the City several times. The process would follow the Shipyards disposition process as well as the convention center disposition process previously employed by DIA on this site. A Notice of Disposition would establish a desired development plan and criteria and may include predetermined parameters such as available incentives, minimum capital investments, etc.

An advantage to a Notice of Disposition is that it conveys to the market place an expectation that the DIA and the City will advance a proposal to the negotiation phase. A disadvantage is the uncertainty that the market place will respond positively to the development plan and criteria within the Notice of Disposition.

Timing

In terms of timing, the most expeditious option is Path A. This presumes that the Riverwalk Place development team is still interested in pursuing their proposal. The longest process in terms of timing is Path B, the Request for Information. Timing wise, the Notice of Disposition falls somewhere between Paths A and B. In any event, whichever path is followed there are multiple DIA decision points as well as the legislative process. Consequently, it would be anticipated, based on the complexity of developing riverfront property within Downtown, that a six to nine month process would not be inordinate.



Downtown Investment Authority
City Hall at St. James Building,
214 N. Hogan Street, 8th Floor, Board Room 851
Jacksonville, FL. 32202
Wednesday, March 20, 2019 – 2:00 p.m.

Downtown Investment Authority
MEETING MINUTES

Board Members Present: Craig Gibbs, Esq., Vice Chairman; Todd Froats; Braxton Gillam, Esq. Ron Moody; Marc Padgett and Carol Worsham

Board Members Absent: Jim Bailey, Chairman; Oliver Barakat; and Dane Grey

Council Members: Lori Boyer, Esq., District 5

Mayor's Staff: Dr. Johnny Gaffney, Mayor's Office, Boards and Commission Liaison

DIA Staff: Brian Hughes, Office of the Mayor Chief of Staff and Interim Chief Executive Officer; Guy Parola, Operations Manager; and Karen Underwood-Eiland, Executive Assistant.

Office of General Counsel: John Sawyer, Esq.

Meeting Convened: 2:14 p.m.

I. CALL TO ORDER

Vice Chairman Gibbs called the DIA meeting to order at 2:14 p.m.

II. DOWNTOWN INVESTMENT AUTHORITY REGULAR MEETING

A. APPROVAL OF THE FEBRUARY 20, 2019 DIA REGULAR MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER MOODY AND SECONDED BY BOARD MEMBER FROATS APPROVING THE FEBRUARY 20, 2019 DIA MEETING MINUTES.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

B. RESOLUTION 2019-03-02: BAPTIST ALLOCATION OF DEVELOPMENT RIGHTS

RESOLUTION 2019-03-02

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ALLOCATING UP TO TWO HUNDRED SIXTY THOUSAND (260,000) SQUARE FEET OF PHASE I OFFICE ENTITLEMENTS FROM THE SOUTHSIDE COMPONENT AREA OF THE CONSOLIDATED DOWNTOWN DEVELOPMENT OF REGIONAL IMPACT (“DRP”) TO SOUTHERN BAPTIST HOSPITAL OF FLORIDA, INC.; FINDING THAT THIS ALLOCATION AND THE CORRESPONDING DEVELOPMENT FURTHER THE BUSINESS INVESTMENT AND DEVELOPMENT PLAN; AUTHORIZING THE DIA CHIEF EXECUTIVE OFFICER TO EXECUTE ANY CONTRACTS AND DOCUMENTS AND OTHERWISE TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

Guy Parola brought forth Resolution 2019-03-02.

Paul Harden represents the Baptist Medical Center Board of Directors and provided a brief presentation. Frank Brooks, Architect was also present.

Council Member Boyer has been very helpful with the Palm Avenue activity.

Mr. Brooks stated that the formal ground breaking will be held on May 6, 2019.

A MOTION WAS MADE BY BOARD MEMBER PADGETT AND SECONDED BY BOARD MEMBER WORSHAM APPROVING RESOLUTION 2019-03-02 AMBASSADOR HOTEL ALLOCATION.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

C. RESOLUTION 2019-03-03: DOWNTOWN BANNERS

RESOLUTION 2019-03-03

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) CREATING A BANNER PROJECT WITH THE PLAN AUTHORIZED EXPENDITURE CATEGORY IN ACCORDANCE WITH CHAPTER 106, PART 3, SUBPART D OF THE JACKSONVILLE CODE OF ORDINANCES; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO IDENTIFY A VERIFIED FUNDING SOURCE; AUTHORIZING ITS CEO TO TAKE ALL

NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

Guy Parola brought forth Resolution 2019-03-03:

Board Member Moody reported the Strategic Implementation Committee's recommendation that was held on February 26, 2019. The committee approved to replace the existing banners utilizing the same design and to begin installing new banners within the Cathedral District.

A MOTION WAS MADE BY BOARD MEMBER MOODY AND SECONDED BY BOARD MEMBER PADGETT APPROVING RESOLUTION 2019-03-03.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

III. PRESENTATIONS

A. LAVILLA NEIGHBORHOOD DEVELOPMENT STRATEGY

Blake Drury, GAI consultants provided a presentation and comprehensive report for developing a neighborhood strategy. Nick Mousa GAI, Peter Rummell, Michael Munz and Cantrece Jones were also in attendance.

B. DOWNTOWN DEVELOPMENT STRATEGY UPDATE

Council Member Boyer discussed the Downtown Overlay rewrite. A copy was provided to all of the members. She asked for the board to incorporate any changes and to contact her for any concerns before the legislation goes through City Council. She will be providing an update to the DDRB and the Planning Commission in April.

IV. CHIEF EXECUTIVE OFFICER REPORT

Interim CEO Hughes provided an update regarding the DIA CEO Search firm. He also pointed out that the Finance/Budget committee needs to meet to discuss the DIA's budget that will be sent to the administration and vetted through City Council for approval.

V. CHAIRMAN'S BRIEFING

Vice Chairman Gibbs reported that Mr. Hughes, Mr. Parola and Oliver Barakat and himself attended the NAIOP Award Gala Honoring the Best of 2018 on March 7, 2019 at the Prime Osborn Convention Center. Aundra Wallace was presented the Klechek Award.

VI. DDRB BRIEFING

Guy Parola reported that Jim Klement retired last Friday, March 15, 2019 and will seek for someone else to provide a report.

VII. NEW BUSINESS

NONE

VIII. PUBLIC COMMENTS

Mark Scruby, Rogers Towers Attorney provided an update from Sean Wilson, Blue Sky Communities LLC, regarding the Ashley Square project. Resolution 2018-08-04 was adopted in August allocating 120 multifamily units, entitlement, from the Northside East Component of the Downtown DRI. He also updated the members regarding the SAIL program application status.

There being no further business, Vice Chairman Gibbs adjourned the DIA meeting at approximately 3:22 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a transcript is available upon request. Please contact Karen Underwood, at (904) 630-3492, or by email at karenu@coj.net.



Downtown Investment Authority

MEMORANDUM

To: Downtown Investment Authority Board

Through: Mr. Jim Bailey, Chair

From: Brian Hughes, Mayor’s Chief of Staff, Interim DIA Chief Executive Officer

Subject: Resolution 2019-03-02: Allocation of Development Rights, Southern Baptist Hospital of Florida, Inc.

Date: March 20, 2019

Resolution 2019-03-02 allocates up to two hundred and sixty thousand (260,000) square feet of Phase I office development rights from the Southside Component Area of the Consolidated Downtown Development of Regional Impact (“DRI”). The allocation supports the development of a multi-story medical center within the Baptist medical campus. The building will be located on the site of a former, now razed, parking structure on Palm Avenue (see attached Location Map).

The allocation is conditioned upon commencement of vertical construction within twelve (12) months from the effective date of Resolution 2019-03-02, and completion of vertical construction within thirty (30) months from commencement.

SOUTHSIDE PROJECT DEVELOPMENT LAND USES (Phase I)

Land Use	Total Phase I Development	Total Phase I Development Remaining
Retail	211,348	50,000
Office	3,877,127	446,403 186,403
Industrial	5,000	5,000
Gov't/Inst.	36,000	0
Residential	1,633	0
Attractions (seats)	0	0
Hotel Rooms	1,459	322
Marina Slips	390	0
Hospital Beds	703	0

*Attachments: Resolution 2019-03-02
Location Map*

G:\Shared\Administration\Aundra Wallace\DIA Resolutions\2019\MARCH\2019-03-02 - BAPTIST ALLOCATION OF DEVELOPMENT RIGHTS\RESOLUTION 2019-03-02 MEMO.doc

RESOLUTION 2019-03-02

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ALLOCATING UP TO TWO HUNDRED SIXTY THOUSAND (260,000) SQUARE FEET OF PHASE I OFFICE ENTITLEMENTS FROM THE SOUTHSIDE COMPONENT AREA OF THE CONSOLIDATED DOWNTOWN DEVELOPMENT OF REGIONAL IMPACT (“DRI”) TO SOUTHERN BAPTIST HOSPITAL OF FLORIDA, INC.; FINDING THAT THIS ALLOCATION AND THE CORRESPONDING DEVELOPMENT FURTHER THE BUSINESS INVESTMENT AND DEVELOPMENT PLAN; AUTHORIZING THE DIA CHIEF EXECUTIVE OFFICER TO EXECUTE ANY CONTRACTS AND DOCUMENTS AND OTHERWISE TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, pursuant to Ordinance 2014-0560-E, DIA is the “Master Developer” with respect to the Consolidated Downtown Development of Regional Impact (“DRI”) Development Order; and

WHEREAS, Southern Baptist Hospital of Florida, Inc., proposes to construct a multi-story medical office building within the Southside Component Area of the Consolidated Downtown DRI; and

WHEREAS, it is the intent of the DIA to allocate up to two hundred and sixty thousand (260,000) square feet of Phase I development rights to support the development; and

WHEREAS, the DIA finds that the development furthers the North Bank Downtown and Southside Community Redevelopment Area Plans adopted as part of the Business Investment and Development Plan, NOW THEREFORE

BE IT RESOLVED, by the Downtown Investment Authority

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA finds that this Resolution 2019-03-02 is consistent with and in furtherance of the Business Investment and Development Plan and the North Bank Downtown and Southside Community Redevelopment Area Plans adopted as part of the Business Investment and Development Plan, and in particular Redevelopment Goal 1, which reads: *Reinforce Downtown as the City’s unique epicenter for business, history, culture, education and entertainment.*

Section 3. The DIA allocates up to two hundred sixty thousand (260,000) square feet of Phase I office development rights from the Southside Component Area of the Consolidated Downtown DRI, subject to the following conditions:

- a) Southern Baptist Hospital of Florida, Inc. shall commence vertical construction within twelve (12) months from the effective date of this Resolution. The DIA CEO may extend this deadline for up to ninety (90) days for show of good cause. Should Southern Baptist Hospital of Florida, Inc. fail to commence vertical construction pursuant to this section, this Resolution and the allocation of development rights shall become null and void without any further action by the DIA.

- b) Southern Baptist Hospital of Florida, Inc. shall complete vertical construction, as evidenced by the issuance of a Certificate of Occupancy or functional equivalent, within thirty (30) months from commencement of vertical construction. The DIA CEO may extend this deadline for up to six (6) months for show of good cause. Should Southern Baptist Hospital of Florida, Inc. fail to complete vertical construction pursuant to this section, this Resolution and the allocation of development rights shall become null and void without any further action by the DIA.

Section 4. The DIA Chief Executive Officer is authorized to execute any contracts and documents and otherwise take all necessary action in connection therewith to effectuate the purposes of this resolution.

Section 5. This Resolution, 2019-03-02, shall become effective on the date it is signed by the Chair of the DIA Board.

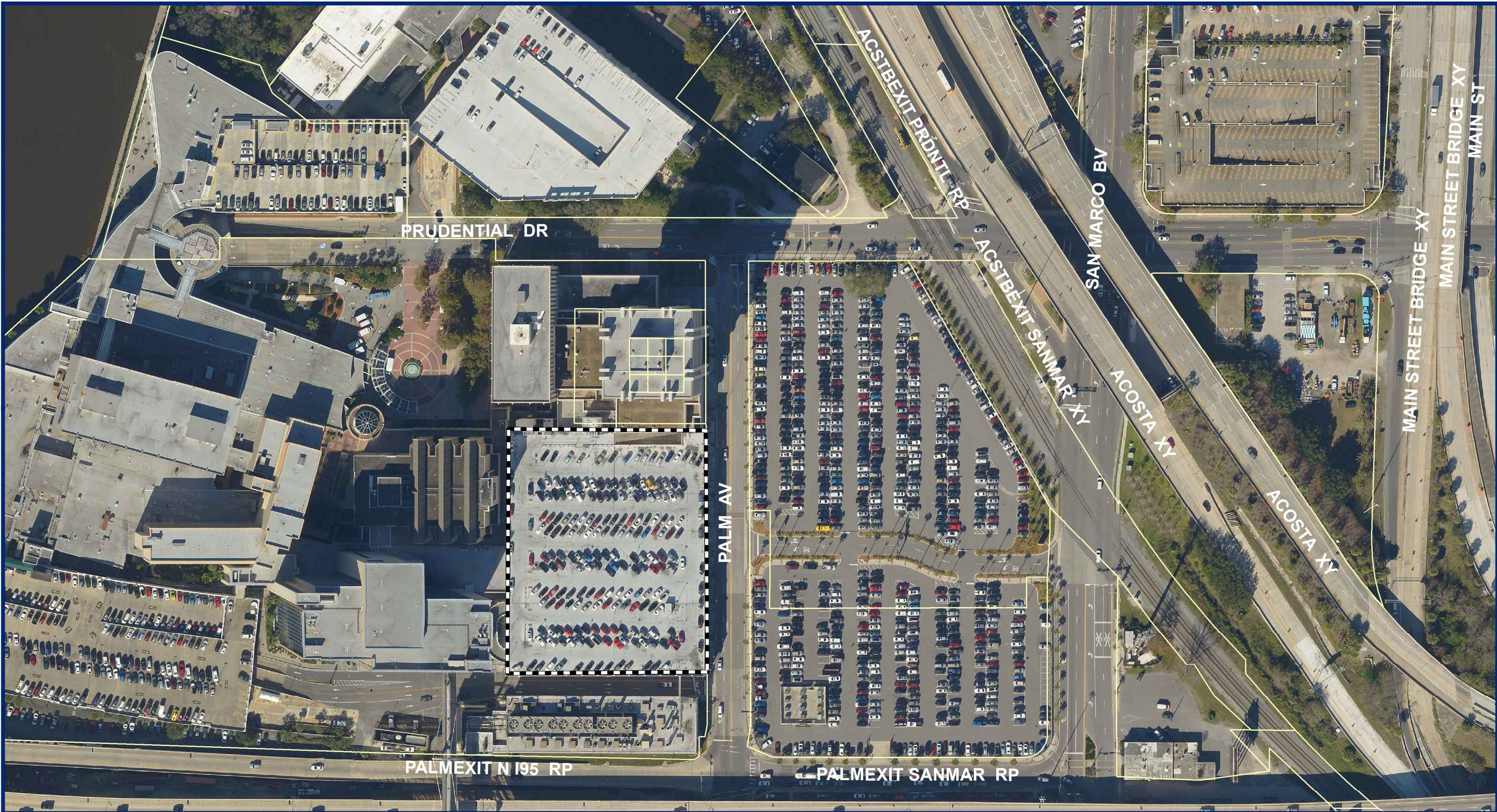
WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

James Bailey, Chairman

_____ Date

VOTE: In Favor: _____ Opposed: _____ Abstained: _____



LOCATION MAP RESOLUTION 2019-03-02

LEGEND

-  SITE
-  TAX PARCELS


Not To Scale
March 20, 2019



Downtown Investment Authority

MEMORANDUM

To: Downtown Investment Authority Governing Board

Through: Jim Bailey, Chair

From: Ron Moody, Chair, Strategic Implementation Committee

Subject: Resolution 2019-03-03: Downtown Banners

Date: March 20, 2019

Over the past three years, the Downtown Investment Authority has installed various banners throughout Downtown. The origins of installing banners throughout Downtown is found within the BID Plan and CRA Plan, and were installed to add vibrancy and establish a sense of place. However, over the years the banners have become weathered and damaged by the elements.

At the February 26, 2019 Strategic Implementation Committee (“SIC”) meeting, the Committee voted to bring to the DIA Governing Board a recommendation that we replace the existing banners, utilizing the same designs previously approved and attached hereto, as well as create and install new banners within the Cathedral District. It is estimated that banner production and installation will be within \$30,000 to \$35,000.

In order to fund this endeavor, it is requested that \$35,000 be transferred from the Northbank Retail Enhancement Program, which currently has an unencumbered balance of \$1,059,615. The Northbank Retail Enhancement Program will be repaid during the 2019-2020 budget. A separate Resolution for expenditure of funds for the banner program will be brought to the DIA Board at a later date.

Note: The adoption of Ordinance 2018-0555 by City Council created, in part, a process for CRA Boards to transfer allocations between expenditure categories (e.g. professional services, CRA Programs, Capital Improvements, etc.) without the need for further City Council approval. In broad strokes, should DIA approve Resolution 2019-03-03, an expenditure category for banners will be created; next, funds will be verified by the budget office; and a resolution to support the allocation transfer will be brought forward to the DIA Board.

*Attachments: Resolution 2019-03-03
Banner Illustrations*

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RESOLUTION 2019-03-03

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) CREATING A BANNER PROJECT WITH THE PLAN AUTHORIZED EXPENDITURE CATEGORY IN ACCORDANCE WITH CHAPTER 106, PART 3, SUBPART D OF THE JACKSONVILLE CODE OF ORDINANCES; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO IDENTIFY A VERIFIED FUNDING SOURCE; AUTHORIZING ITS CEO TO TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

WHEREAS, via Ordinance 2014-560-E, a Business Investment and Development Plan was created for Downtown Jacksonville; and

WHEREAS, included in the Business Investment and Development Plan is the North Bank Downtown and Southside Community Redevelopment Area Plans (“CRA Plans”); and

WHEREAS, the DIA is the Community Redevelopment Agency for Downtown; and

WHEREAS, the DIA desires to create a banners project within the Plan Authorized Expenditures category; and

WHEREAS, via Ordinance 2018-055 a process for transferring funds between categories was created in Chapter 106, Part 3, Subpart D of the Jacksonville Code of Ordinances, NOW THEREFORE

BE IT RESOLVED, by the Downtown Investment Authority

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA hereby creates a banner project within the Plan Authorized Expenditure category.

Section 3. The DIA authorizes its CEO to identify a verified funding source and to take all necessary action to effectuate the purposes of this Resolution.

Section 4. The Effective Date of this Resolution is the date upon execution of this Resolution by the Chair of the DIA Board.

[SIGNATURES ON FOLLOWING PAGE]


WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Jim Bailey, Chairman

Date


VOTE: In Favor: _____ Opposed: _____ Abstained: _____



EMERGING

DOWNTOWN JACKSONVILLE | BE.SCENE.HERE.

VISIT DIA.COJ.NET/DOWNTOWN



HISTORIC

DOWNTOWN JACKSONVILLE | BE.SCENE.HERE.

VISIT DIA.COJ.NET/DOWNTOWN



PRIDE

DOWNTOWN JACKSONVILLE | BE.SCENE.HERE.

VISIT DIA.COJ.NET/DOWNTOWN



RENEWED

DOWNTOWN JACKSONVILLE | BE.SCENE.HERE.

VISIT DIA.COJ.NET/DOWNTOWN

DIA
DOWNTOWN INVESTMENT AUTHORITY
JACKSONVILLE, FLORIDA

URBAN

DOWNTOWN JACKSONVILLE | BE.SCENE.HERE.

VISIT DIA.COJ.NET/DOWNTOWN

DIA
DOWNTOWN INVESTMENT AUTHORITY
JACKSONVILLE, FLORIDA

WELCOME TO

THE ELBOW

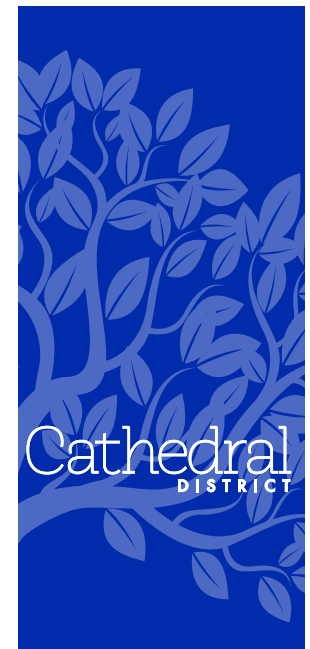
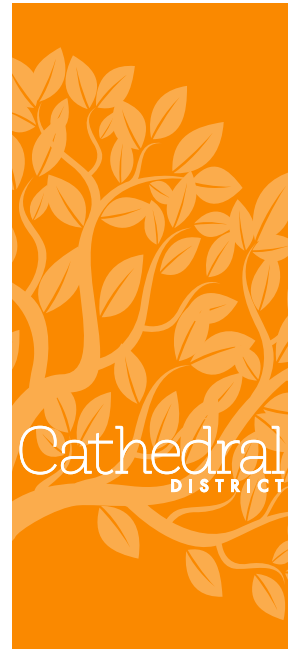
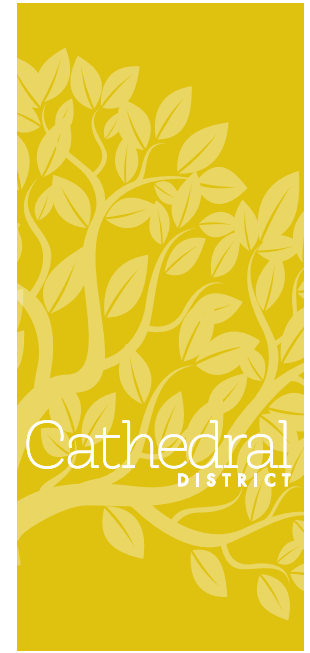
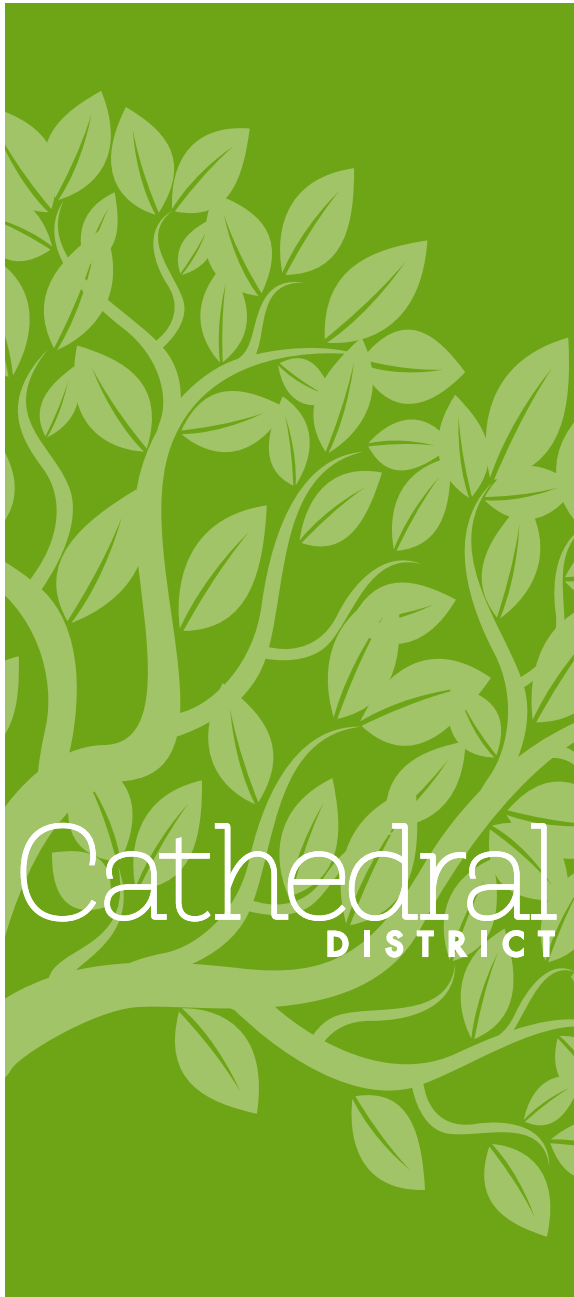
DOWNTOWN ENTERTAINMENT

PRODUCED BY

DIA
DOWNTOWN INVESTMENT AUTHORITY

NEIGHBORHOOD BANNERS

- BACKGROUND:
- GREEN PMS 369C
- RED PMS 7636C
- TEAL PMS 320C
- YELLOW PMS 7758C
- ORANGE PMS 144C
- PURPLE PMS 267 C
- BLUE PMS 2736C



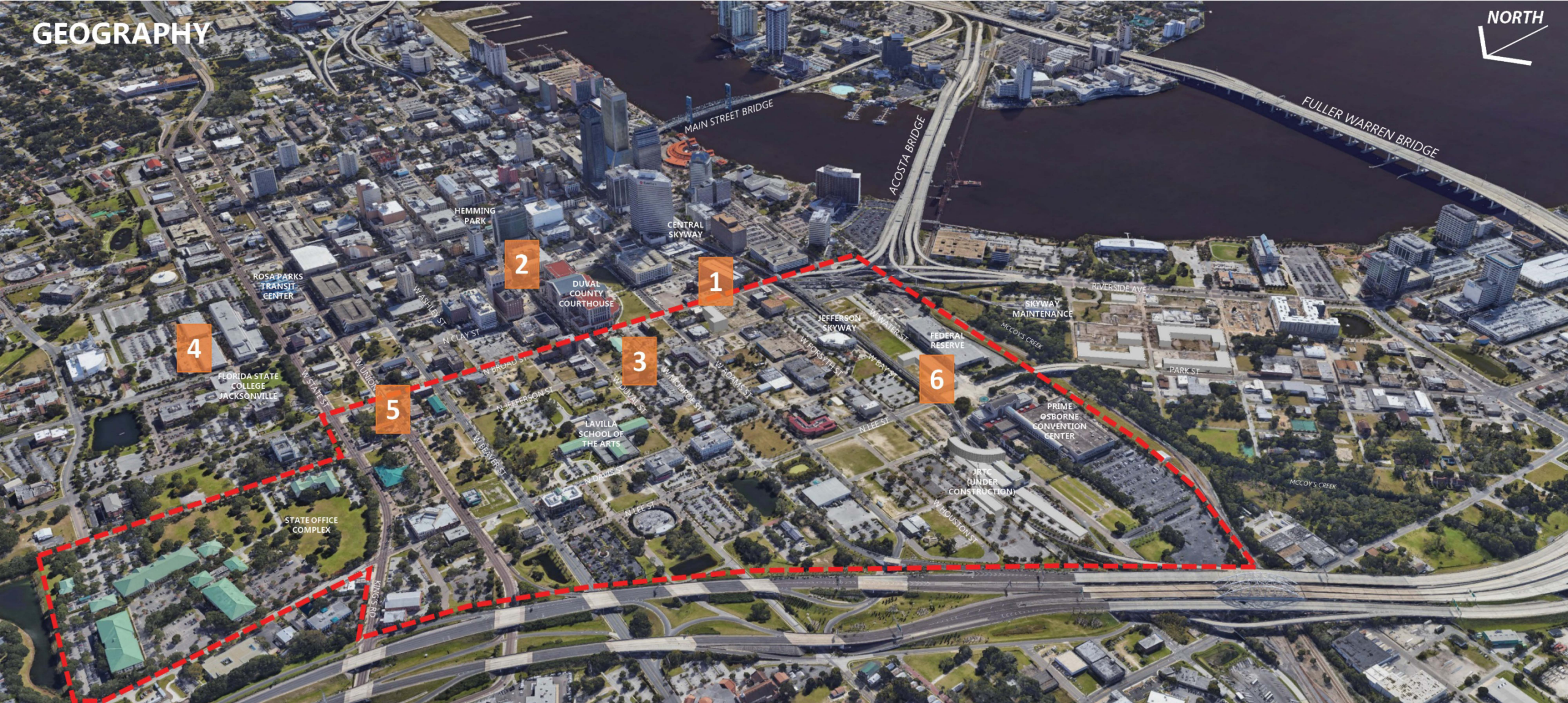


PRESENTATIONS



LAVILLA NEIGHBORHOOD DEVELOPMENT STRATEGY

DIA Board Presentation
March 20, 2019



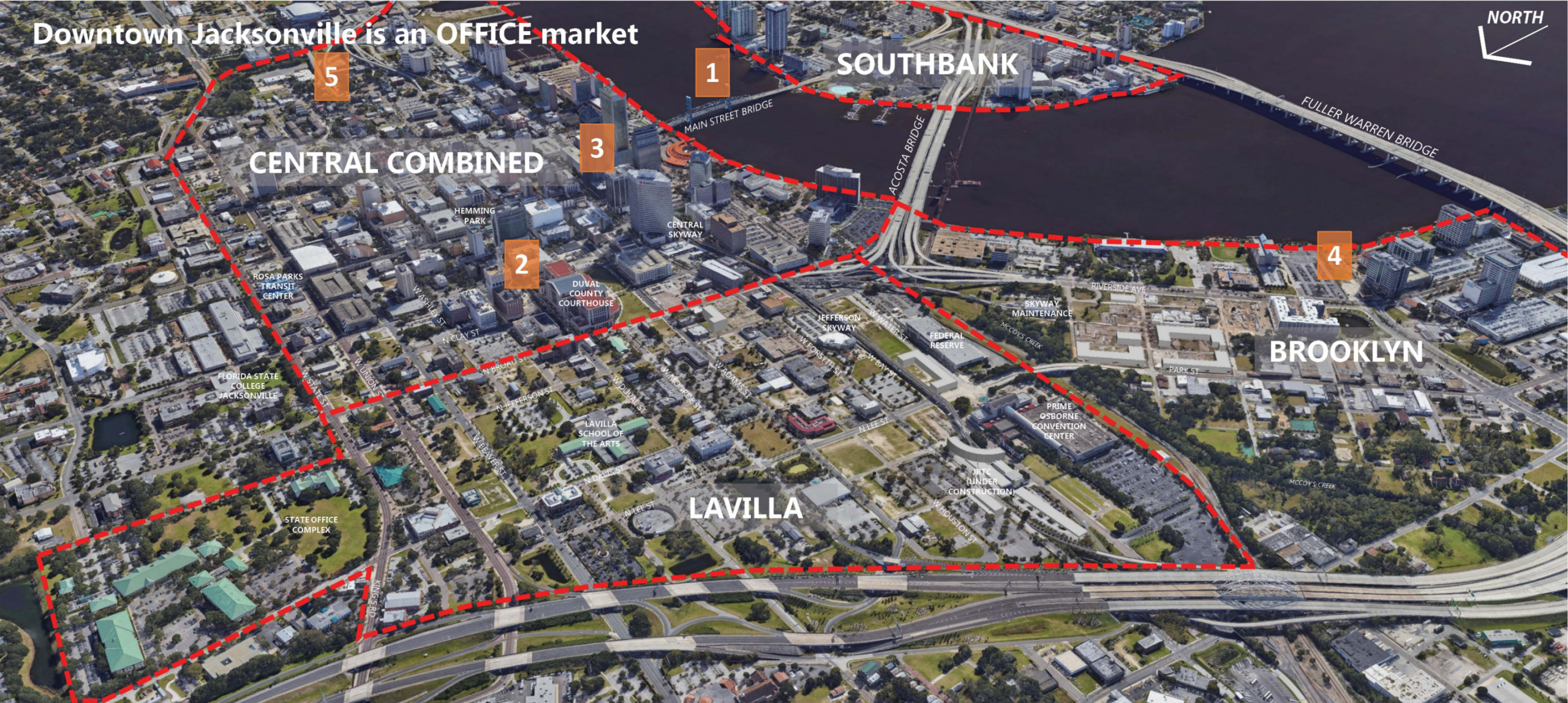
- 1. Extension of Center City: No other area has this direct connection
- 2. Courthouses: natural draw for small professional offices; LaVilla is where surface and on-street parking is "offloaded" by courthouse users (the cheap and not-too-far location)
- 3. Crossing Broad: flavor and character of office changes (e.g. Interline, Sally, Harmony Dental)
- 4. Proximity to FSCJ campus (Kings Rd/Pearl St)
- 5. Adjacent higher speed roadways present challenge to users who might develop in north quadrant of neighborhood
- 6. Seeing small, affordable projects happen organically (100-150 units, below market rate)



- 7. Regional connections: Expressway access in a region where sites are defined by their expressway reach
- 8. Skyway/JRTC: access to downtown (perceived and real)
- 9. No access to River: All prime sites in Downtown are within two blocks of the River

- 10. Physical barriers define neighborhood and strongly influence market:
 - Convention Center and Federal Reserve – even bigger barriers than RR to south
 - Interstate on West
 - Kings Road: high speed physical barrier to cross

Downtown Jacksonville is an OFFICE market



1. Over 20% of region's office space
2. No new SF added in Downtown submarket since 2010 , but absorbing lots of SF as vacancy rates drop
3. Central Combined: lower rents, higher vacancies, falling vacancy rates
4. Brooklyn: higher rents, low vacancy Brooklyn is "full"
5. Office market not moving east toward sports venues

OPPORTUNITIES/STRATEGIC DIRECTION

- Opportunity to position for some office in LaVilla
- "Overflow" from Brooklyn
- Anchor around JRTC to benefit from exposure and access

The market for RETAIL is limited



1. Significant retail will not locate in Downtown; prefers suburban locations with more concentrated buying power
2. In-town retail only found in "historic" centers like Five Points, San Marco, etc...
3. Brooklyn experience: retail limited to what is supported by retail and office, but even that hasn't performed as expected (lots vacant or on second or third users)

OPPORTUNITIES/STRATEGIC DIRECTION

- A small amount of retail is necessary to "activate the street" and draw market-rate residential users
- Even token amounts of retail in LaVilla will likely need on-going incentives

A crossroads moment for RESIDENTIAL development

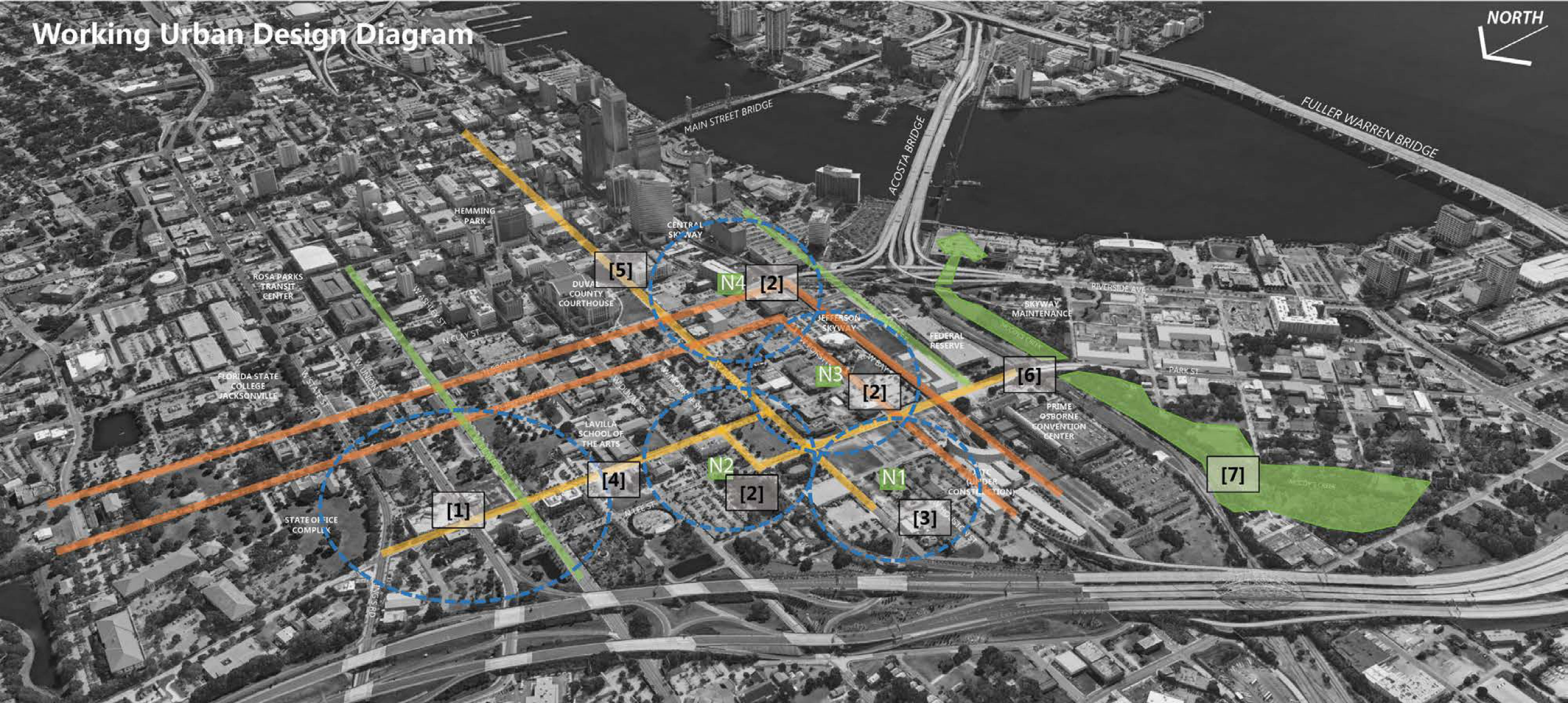


1. Seeing more residential development downtown, but overall numbers are still small
2. New projects are highly rent-sensitive (Brooklyn \$1.65/SF, LaVilla \$0.88/SF)
3. Missing Middle: Residential in Downtown submarket is driven either by proximity to River or affordability – lack of a true “urban district” where the amenity is the combination of all the factors

OPPORTUNITIES/STRATEGIC DIRECTION

- What could be done with publicly-owned parcels?
- “Ride the Wave” of affordable projects?
- Incentivize/support market rate residential

Working Urban Design Diagram



[1] Regional Connection – Arts/Culture Destination in location best connected to region, building off of Ritz, School for the Arts, City land, etc...

[2] Neighborhood Focus – 4 to 5 block neighborhood precincts; potentially 4- or 5-story construction (N4 may support higher density w/ proximity to core, dual BRT/Skyway service TOD location); organize w/ open space

[3] Anchor Potential – Site with interstate visibility (N1) and access to transit; could be potential home for anchor use (campus, etc..)

[4] N/S Spine – Link north and South (Arts/Culture Destination to new residential/transit hub to Brooklyn

[5] E/W Link– Adams linkage into Downtown Core; significant connector with pedestrians and high-quality architectural frontages

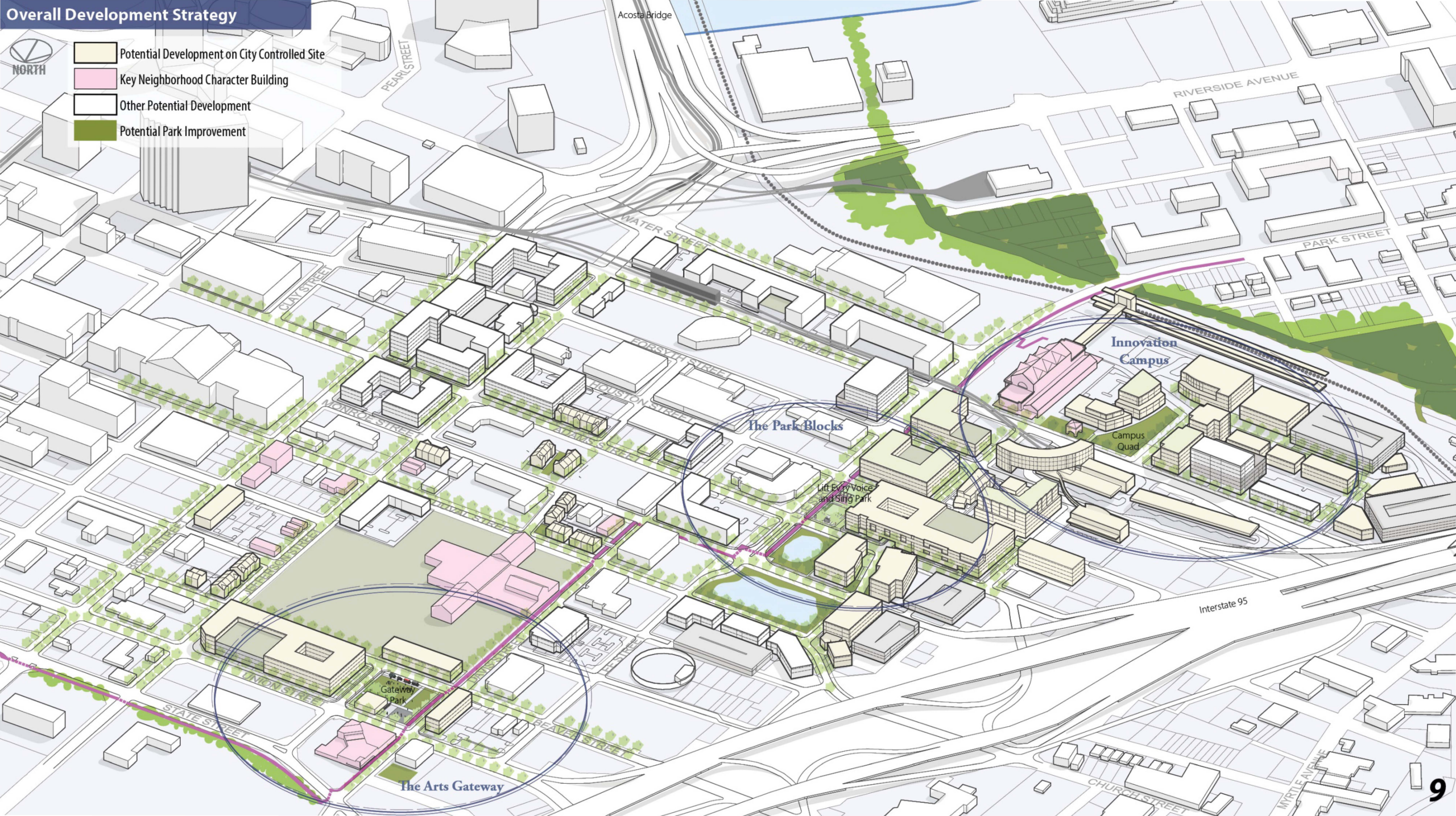
[6] Bike/Peds to Brooklyn – Potential reconfiguration of bridge to improve bike/ped linkage to Brooklyn and river

[7] Complete the Green – Link McCoy's Creek into Brooklyn/LaVilla Park to River

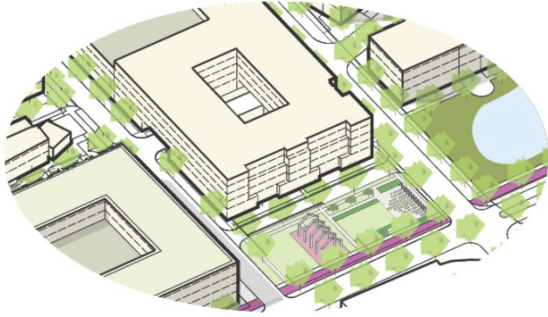
Overall Development Strategy



-  Potential Development on City Controlled Site
-  Key Neighborhood Character Building
-  Other Potential Development
-  Potential Park Improvement



HOUSING THE MISSING MIDDLE



- Emphasize the addition of residential units to LaVilla including workforce and senior housing to meet the needs of the growing urban core.
- Introduce fee-simple products in the form of townhomes and other attached unit types in order to offer greater ownership opportunities.

CELEBRATING HISTORY



- Introduce the Heritage Trail along Park/Lee and Davis Streets, Connecting Brooklyn with the “Emerald Necklace.”
- Expand “Lift Ev’ry Voice and Sing” Park and design to celebrate James Weldon Johnson and the African-American experience.
- Create a gateway park space at the corner of Davis and Union.

BUILDING SPECIAL PLACES



- Develop a connection to the River along Water Street to the Riverwalk node at Pearl Street.
- Organize urban form to emphasize east/west connections to the Downtown via Adams Street & Duval Street.
- Celebrate the “three doors” to LaVilla with art and recreational amenities.
- Cultivate a platform for community culture at the heart of LaVilla’s arts cluster.

COMPLETING THE STREETS



- Road Diets (Water Street facilitate connection to river, Park/Lee Street, and Beaver Street)
- Two-Way Initiatives (Adams Street, Monroe Street, Forsyth Street, Union Street)
- Main Streets adaptation to Duval and Adams

LAVILLA HERITAGE TRAIL: Making the neighborhood's history visible

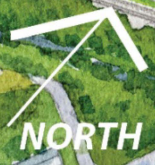
The route shown by the dotted line connects between Hogan's Creek on the north and McCoy's Creek on the South, a distance of approximately two miles. This entire length, with the exception of the connecting block on Monroe Street, is in public ownership (City, JTA, School Board, State, and FSCJ), and has ample room to provide an off-street trail.



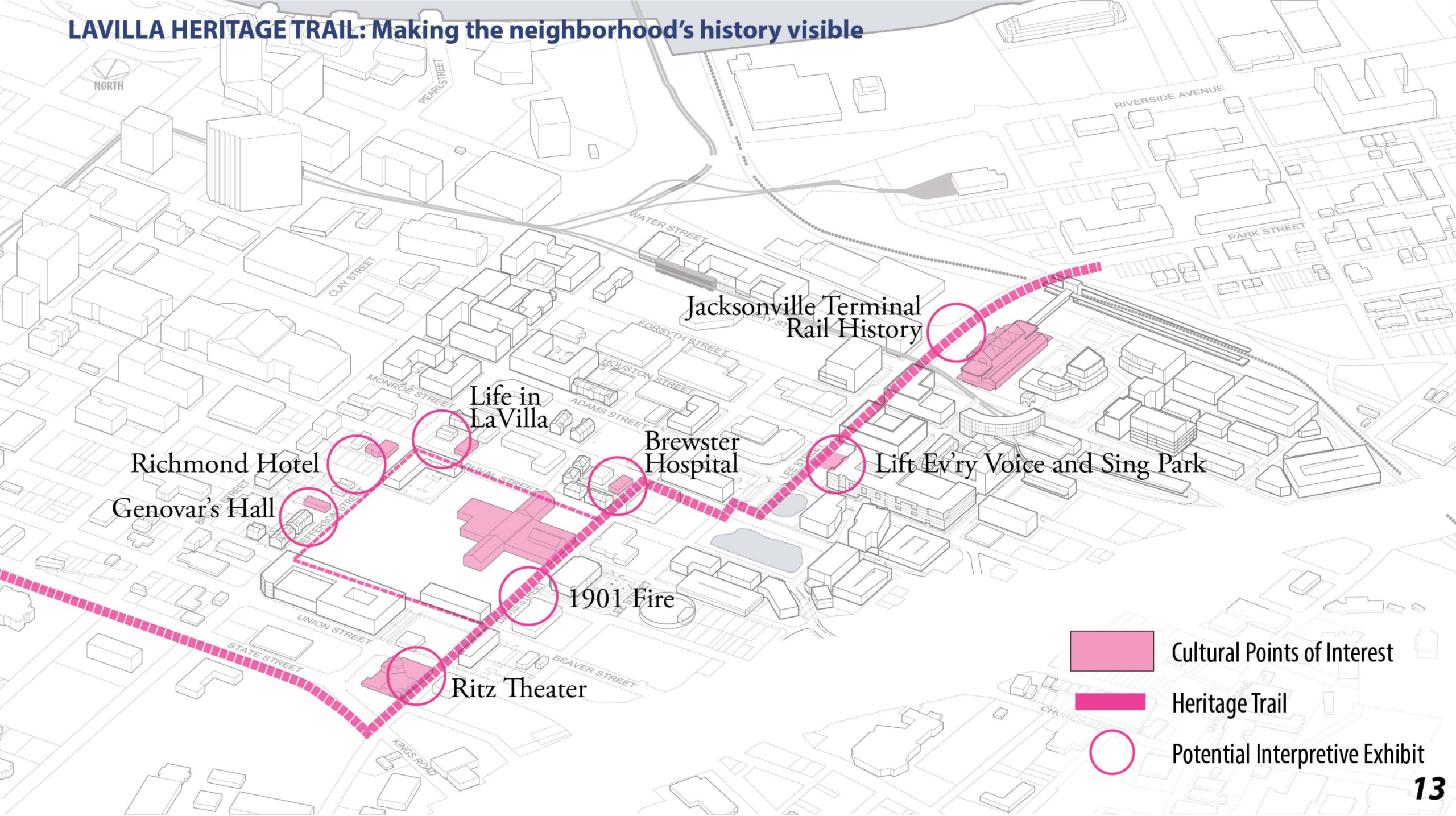
NORTH

LAVILLA HERITAGE TRAIL: Making the neighborhood's history visible

The route shown by the dotted line connects between Hogan's Creek on the north and McCoy's Creek on the South, a distance of approximately two miles. This entire length, with the exception of the connecting block on Monroe Street, is in public ownership (City, JTA, School Board, State, and FSCJ), and has ample room to provide an off-street trail.



LAVILLA HERITAGE TRAIL: Making the neighborhood's history visible



Jacksonville Terminal
Rail History

Life in
LaVilla

Brewster
Hospital

Lift Ev'ry Voice and Sing Park

Richmond Hotel

Genovar's Hall

1901 Fire

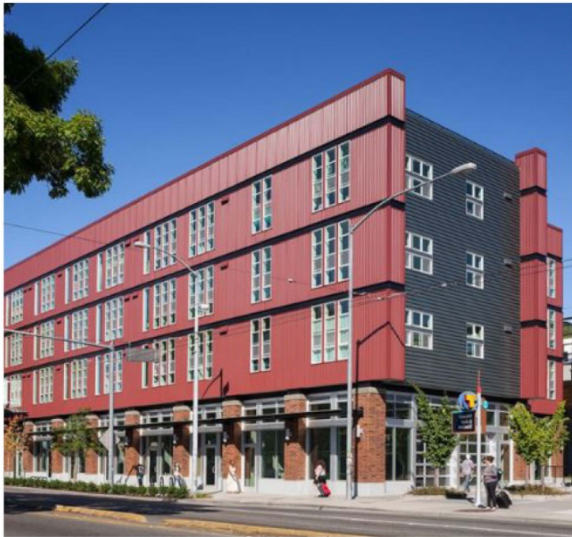
Ritz Theater

 Cultural Points of Interest

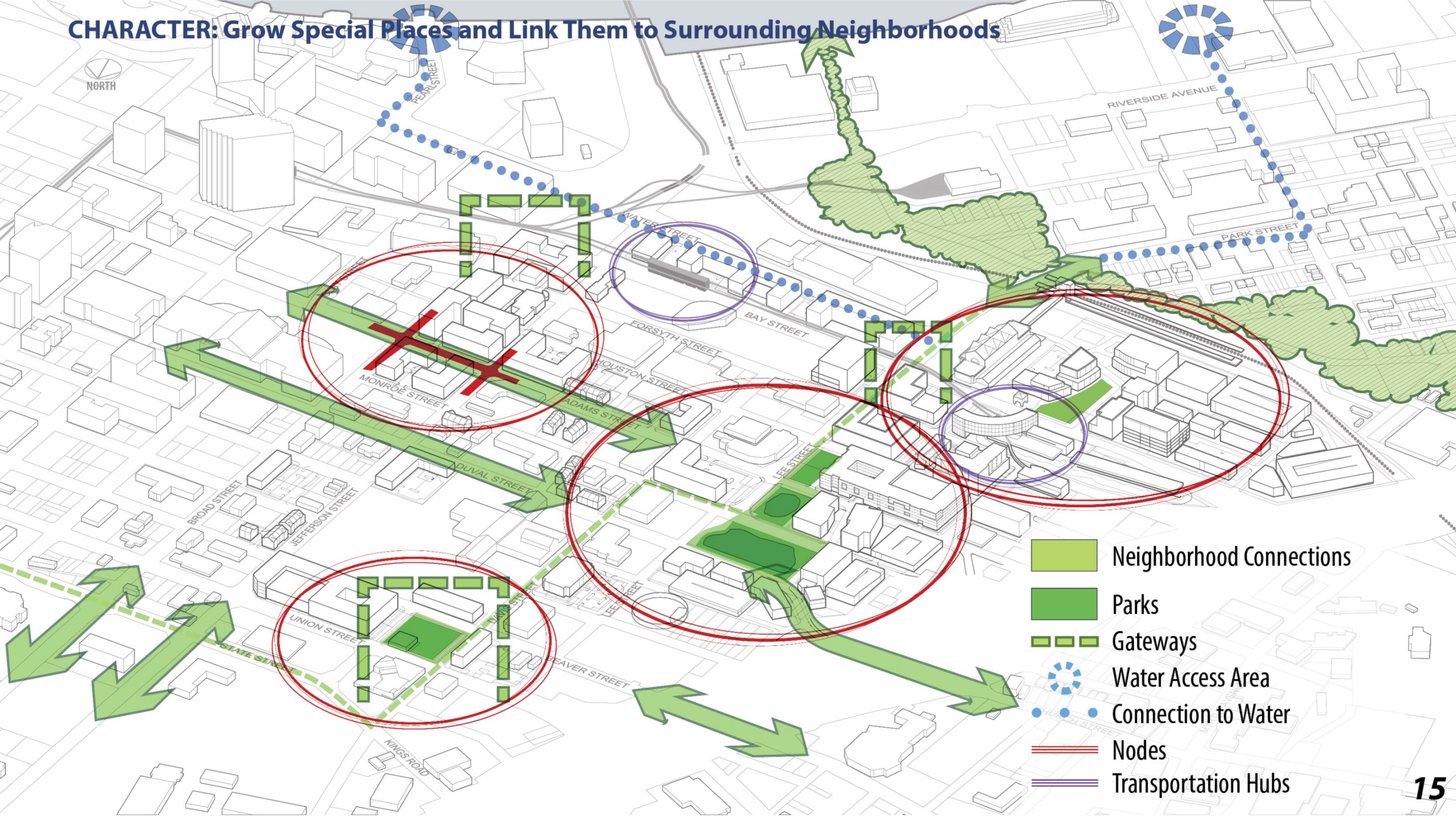
 Heritage Trail

 Potential Interpretive Exhibit

HOUSING: Fill the "Missing Middle" of residential in Downtown

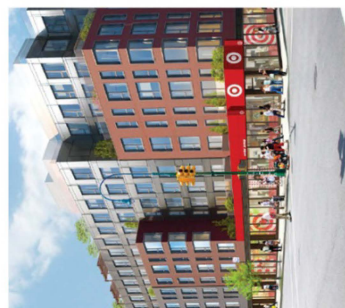
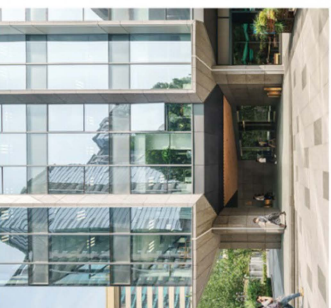
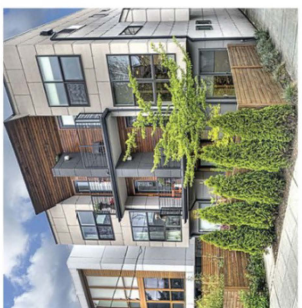
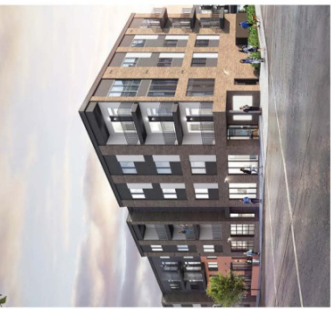
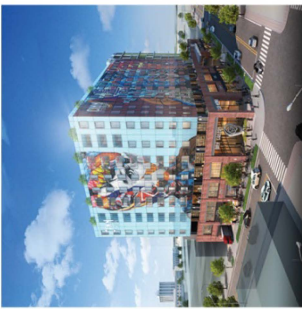


CHARACTER: Grow Special Places and Link Them to Surrounding Neighborhoods

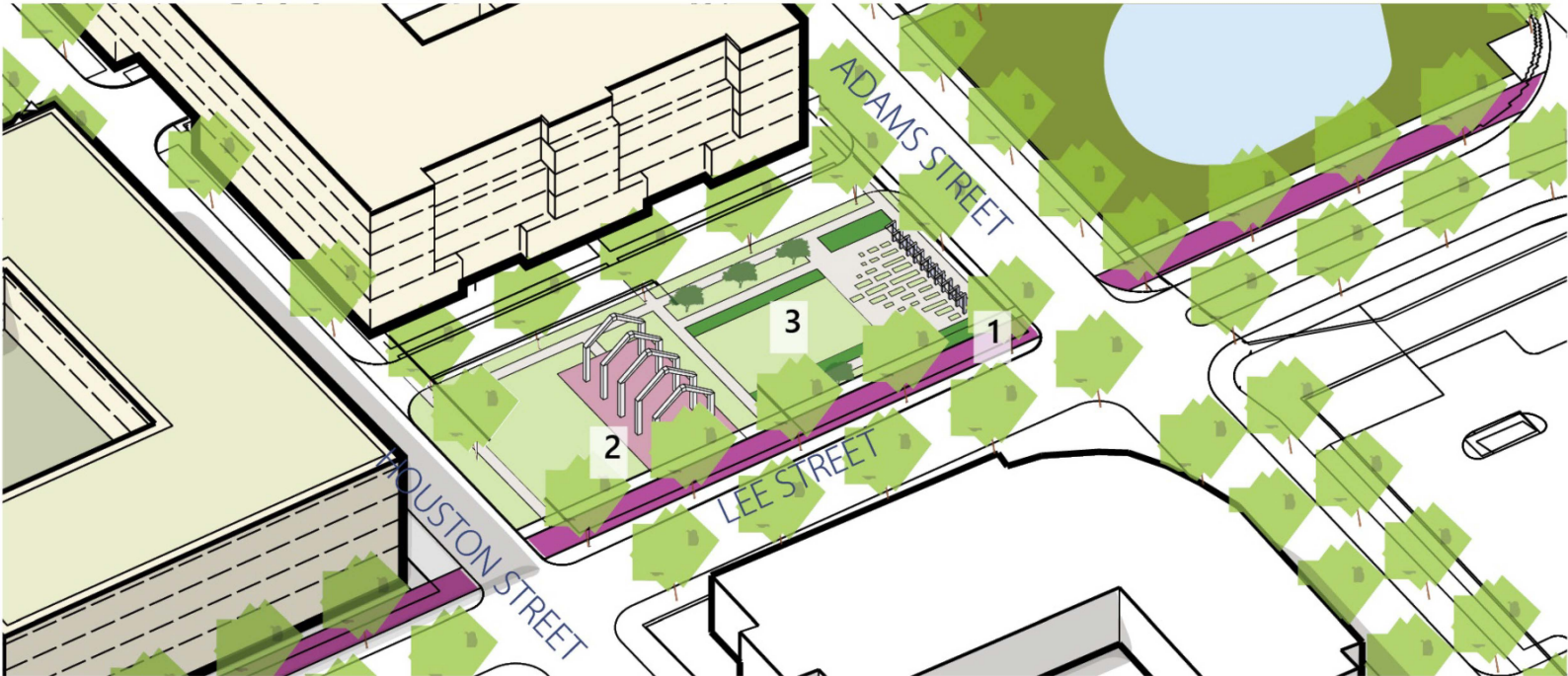


- Neighborhood Connections
- Parks
- Gateways
- Water Access Area
- Connection to Water
- Nodes
- Transportation Hubs

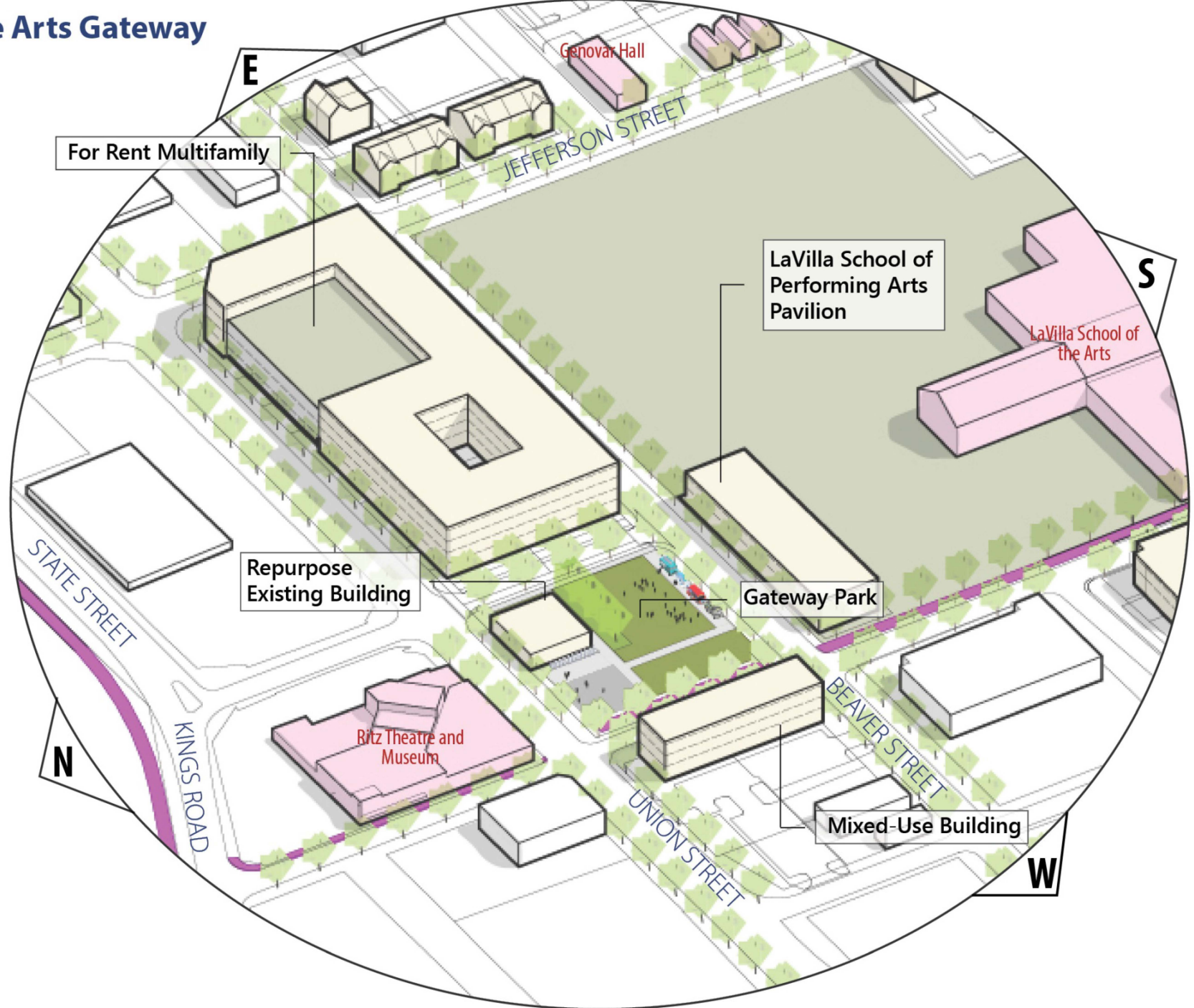
The Park Blocks



Lift Ev'ry Voice and Sing Park



The Arts Gateway



The Arts Gateway
Davis and Union Looking East (Existing)

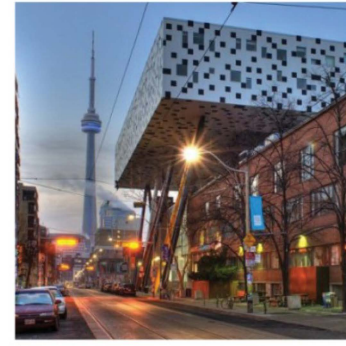
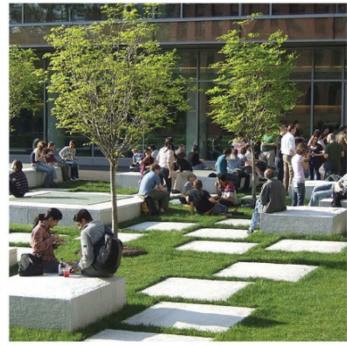
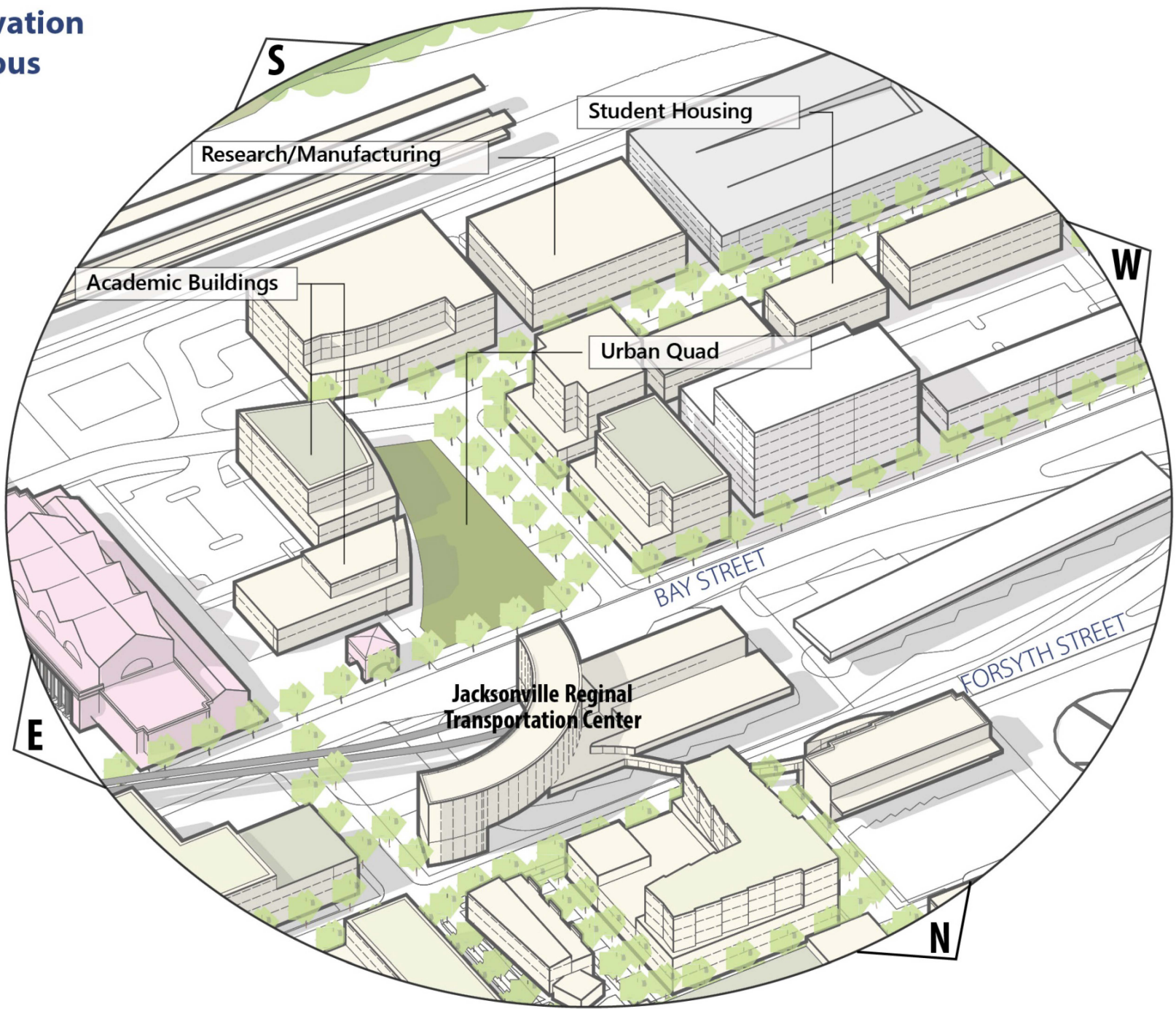


The Arts Gateway

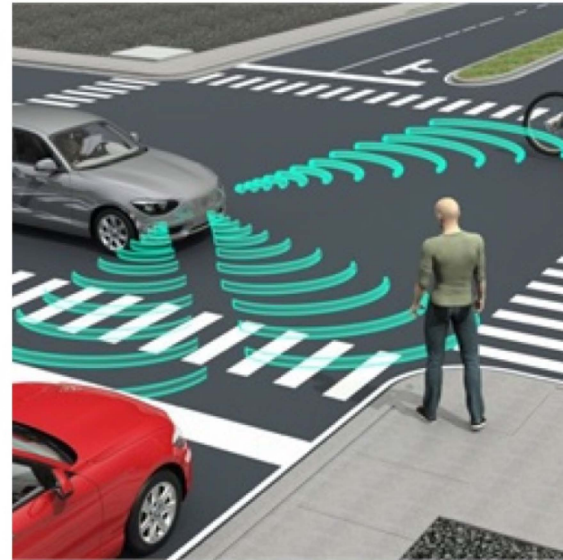
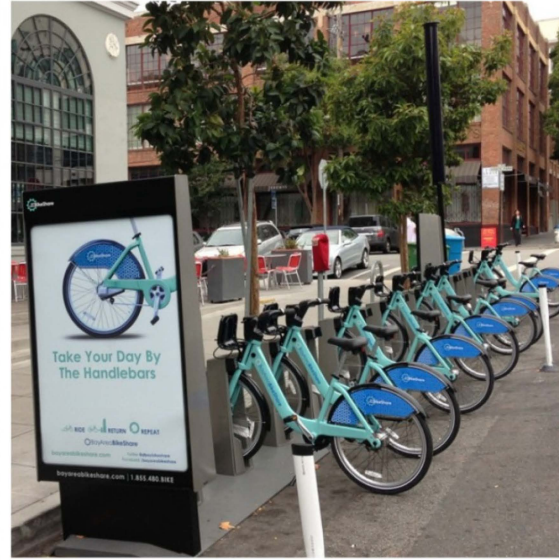
Davis and Union Looking East (Proposed)



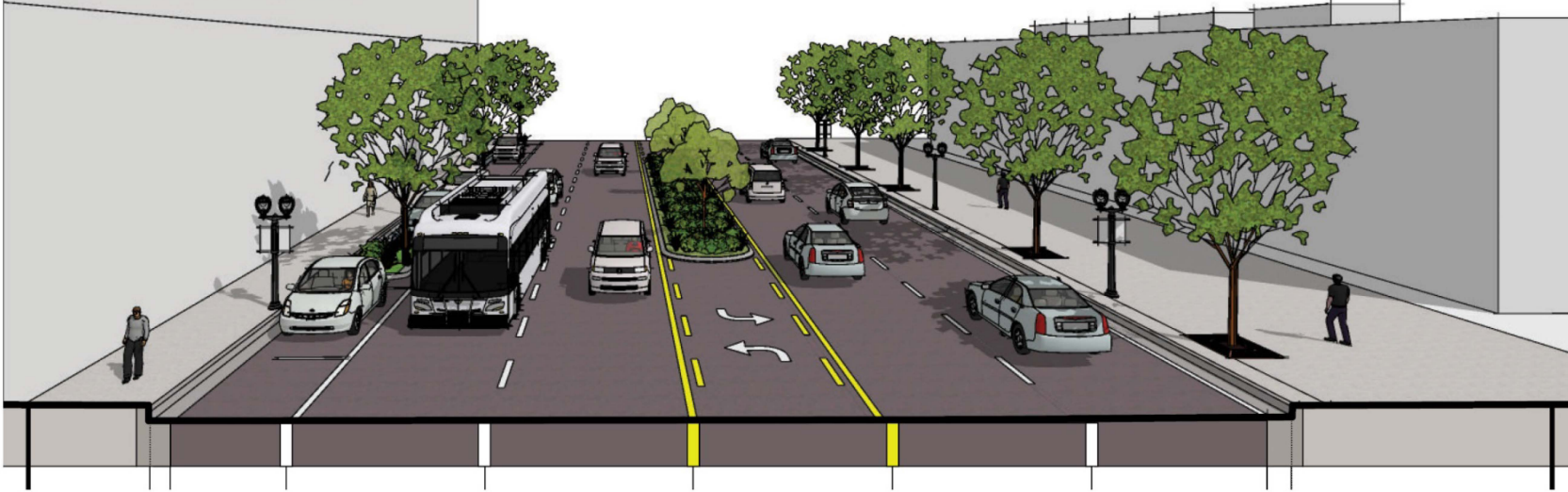
Innovation Campus



MOBILITY: Complete the Streets for a Livable Neighborhood



Existing (looking east)



Proposed (looking east)

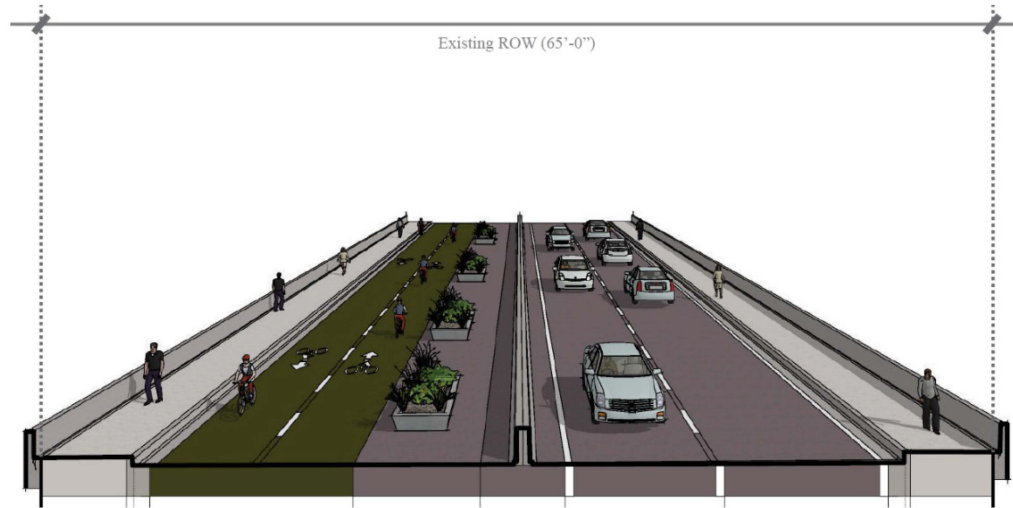


Connect to the Water

Reduce Water Street from 5-lanes to 3-lanes and add a cycletrack on the north-side to at least Pearl Street to facilitate better connections to the River.

- Hold south existing curb
- Street edge-to-street edge 70' -> 44'
- Introduce two-way cycletrack on the north side of the street buffered by two 7' landscape areas to provide ample shade
- Current volumes roughly 3,480 AADT
- Maximum daily capacity of 35,154
- Current Volume to Capacity ratio of 10%
- With lane reduction, V/C ratio increases to 20% (well below 85% threshold)

Lee/Park Bridge Proposed (looking south)

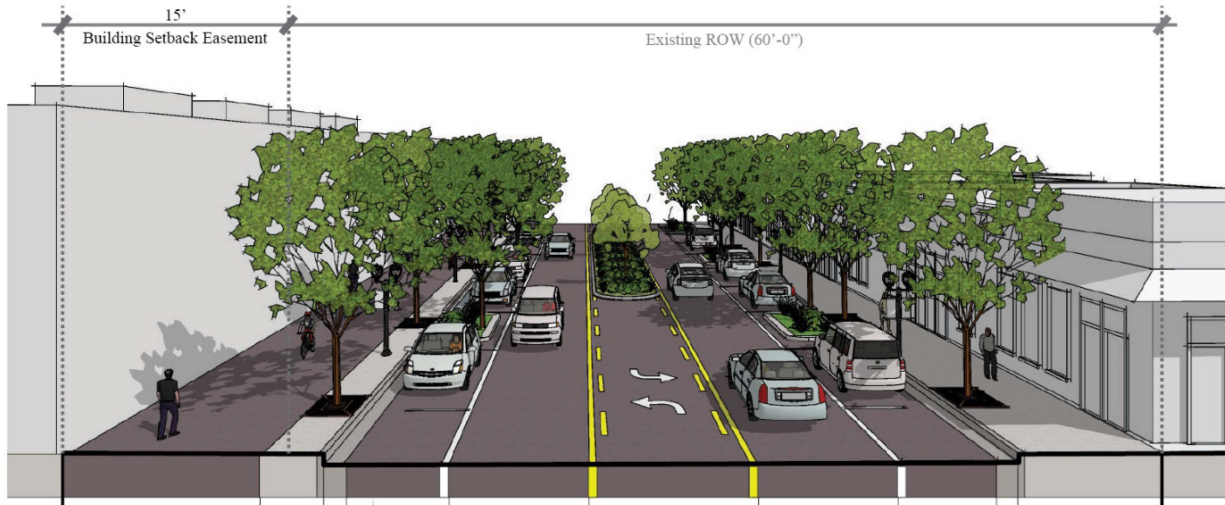


Traffic Calming & Road Diets

Lee Street / Park Street Bridge

- Shift east to run on the east side of the existing barrier
- Introduce two-way cycletrack on the west side of the bridge
- Additional landscape in containers and/or moveable to buffer the cycletrack from the barrier and motorist traffic.
- Current volumes 2,250 AADT
- Maximum daily capacity of 31,806
- Current Volume to Capacity ratio of 7%
- With lane reduction, V/C ratio increases to 14% (well below 85% threshold)

Lee Street Proposed (looking south)

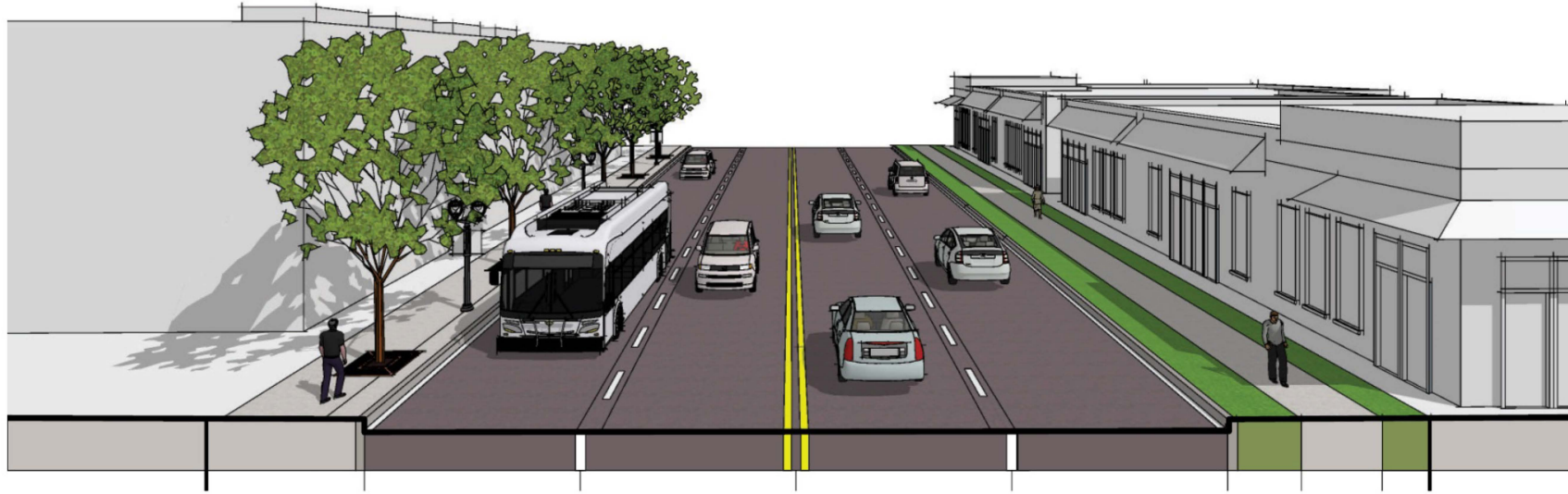


Traffic Calming & Road Diets

Lee Street

- Hold east existing curb
- Street edge-to-street edge 40' -> 47' to add on-street parking
- New development on the west side of Lee Street would be set back 15'-0" which would allow for a 14'-0" shared use path (part of the LaVilla Heritage Trail) and an additional 4' for street trees planted in grates adjacent to the on-street parking

Existing (looking east)



Proposed (looking east)



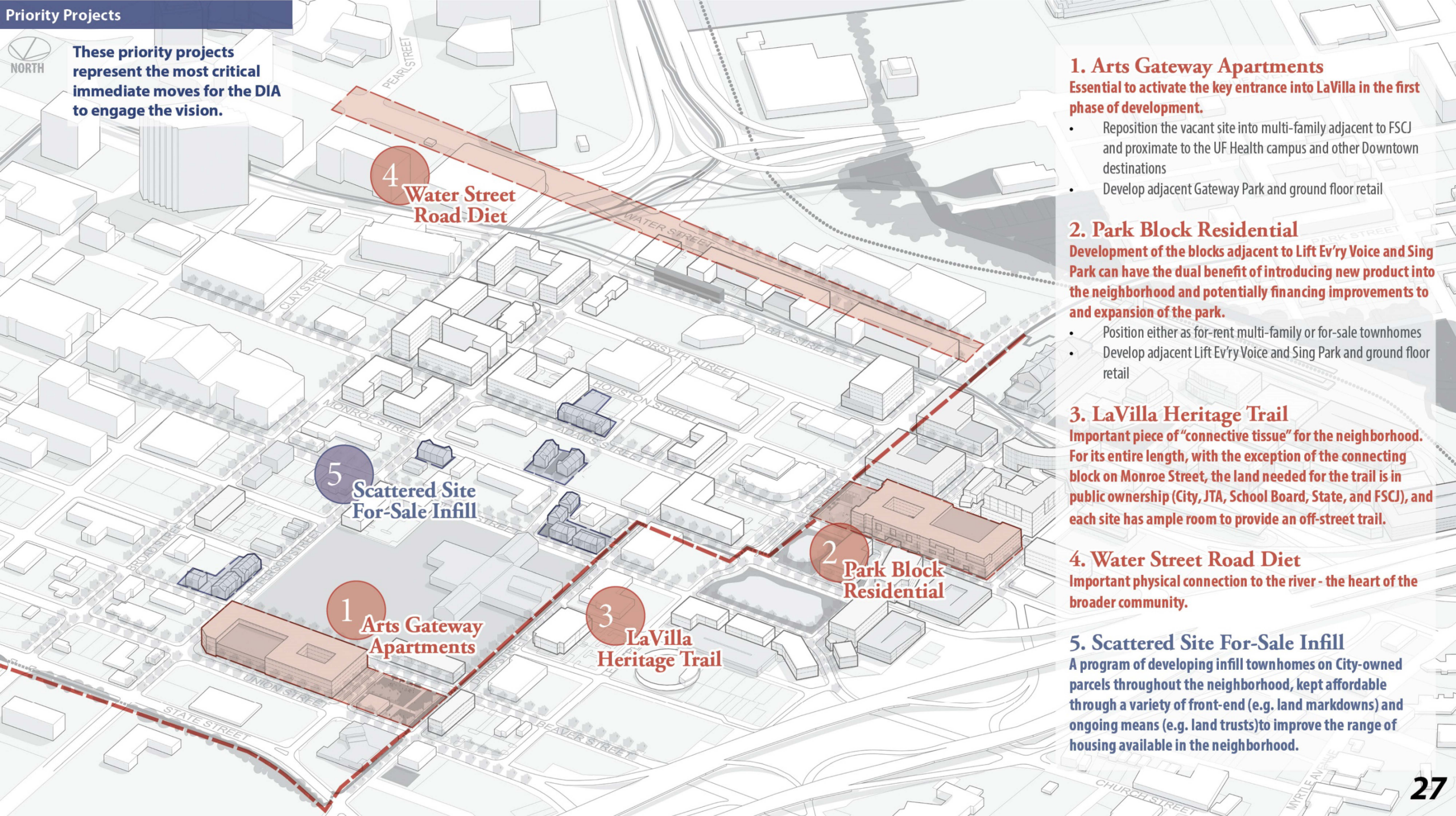
Traffic Calming & Road Diets

Beaver Street

- Hold south existing curb
- Curb to Curb width 40' (four 10' lanes)
- Restriped to three 10' lanes (including the two-way left turn lane with spot medians as necessary) and two 5' standard bicycle lanes
- Add on-street parking and trees as redevelopment occurs with additional setback to new development
- Current volumes between 9,000 and 11,600 AADT
- 4-lane facilities with less than 20,000 AADT are generally considered to be good candidates for road diets and often lead to better traffic efficiency with the introduction of a two-way left turn lane



These priority projects represent the most critical immediate moves for the DIA to engage the vision.



4 Water Street Road Diet

1. Arts Gateway Apartments
Essential to activate the key entrance into LaVilla in the first phase of development.

- Reposition the vacant site into multi-family adjacent to FSCJ and proximate to the UF Health campus and other Downtown destinations
- Develop adjacent Gateway Park and ground floor retail

2. Park Block Residential
Development of the blocks adjacent to Lift Ev'ry Voice and Sing Park can have the dual benefit of introducing new product into the neighborhood and potentially financing improvements to and expansion of the park.

- Position either as for-rent multi-family or for-sale townhomes
- Develop adjacent Lift Ev'ry Voice and Sing Park and ground floor retail

3. LaVilla Heritage Trail
Important piece of "connective tissue" for the neighborhood. For its entire length, with the exception of the connecting block on Monroe Street, the land needed for the trail is in public ownership (City, JTA, School Board, State, and FSCJ), and each site has ample room to provide an off-street trail.

5 Scattered Site For-Sale Infill

4. Water Street Road Diet
Important physical connection to the river - the heart of the broader community.

1 Arts Gateway Apartments

2 Park Block Residential

5. Scattered Site For-Sale Infill
A program of developing infill townhomes on City-owned parcels throughout the neighborhood, kept affordable through a variety of front-end (e.g. land markdowns) and ongoing means (e.g. land trusts) to improve the range of housing available in the neighborhood.

3 LaVilla Heritage Trail



LAVILLA NEIGHBORHOOD DEVELOPMENT STRATEGY

DIA Board Presentation
March 20, 2019