

RESOLUTION 2024-10-04

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY, ACTING AS THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AREA; ADOPTING THE TARGETED LAURA HOGAN FOCUS AREA INITIATIVE; DIRECTING THE STAFF OF DIA TO ASSIGN PRIORITY STATUS TO BOTH PUBLIC AND PRIVATE PROJECTS WITHIN THE HOGAN LAURA FOCUS AREA; INSTRUCTING ITS CEO TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Downtown Investment Authority (“DIA”) is the CRA for the Combined Northbank Community Redevelopment Area; and

WHEREAS, via Ordinance 2014-0560, the City Council adopted a *Community Redevelopment Plan* and *Business Investment and Development Strategy* for Downtown Jacksonville (the “BID Plan”), as updated and amended by Ordinance 2022-0372; and,

WHEREAS, the BID Plan establishes both retail and residential redevelopment goals and establishes a variety of incentive programs to support such efforts including the Downtown Preservation and Revitalization Program, Façade grants, Retail Enhancement grants, REV grants, among others; and,

WHEREAS, the DIA has already initiated and funded several infrastructure and capital projects in the focus area and envisions additional projects that could benefit redevelopment in the focus area; and

WHEREAS, a Special Committee on the Future of Downtown was convened by City Council earlier this year and among the topics of discussion was the City Council’s desire to focus on redevelopment within the Northbank Core; and

WHEREAS, recently, a major corporation chose not to renew its lease within Downtown listing among its reasons the lack of dining opportunities and street level activation in the focus area; and

WHEREAS, DIA staff researched the Hogan Laura focus area, evaluating opportunities for renovation, redevelopment, and street level activation for each parcel as well as supporting capital projects; and

WHEREAS, DIA has evaluated the potential cost of such efforts to the CRA and has concluded that such a program is financially feasible and has received positive feedback on this program from the business community as well as Downtown stakeholders and presented this potential program to the Administration for review; and

WHEREAS, the focus area initiative would involve a proactive outreach to building owners and tenants in the focus area with the goal of high impact near-term implementation; and

WHEREAS, DIA staff recommends that the DIA Board adopt the Hogan Laura Focus Area Initiative as a short-term strategy of the Northbank CRA to be implemented and assigned priority over the next three years.

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 adopts a Hogan Laura Focus Area Initiative to proactively prioritize redevelopment activities within this area over the next three years, including but not limited to the potential projects identified on Exhibit A.


Section 3. The DIA hereby authorizes its CEO to take all actions necessary to effectuate the intent of this Resolution.

Section 4. This Resolution 2024-10-04 shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY





Patrick Krechowksi, Esq., Chair



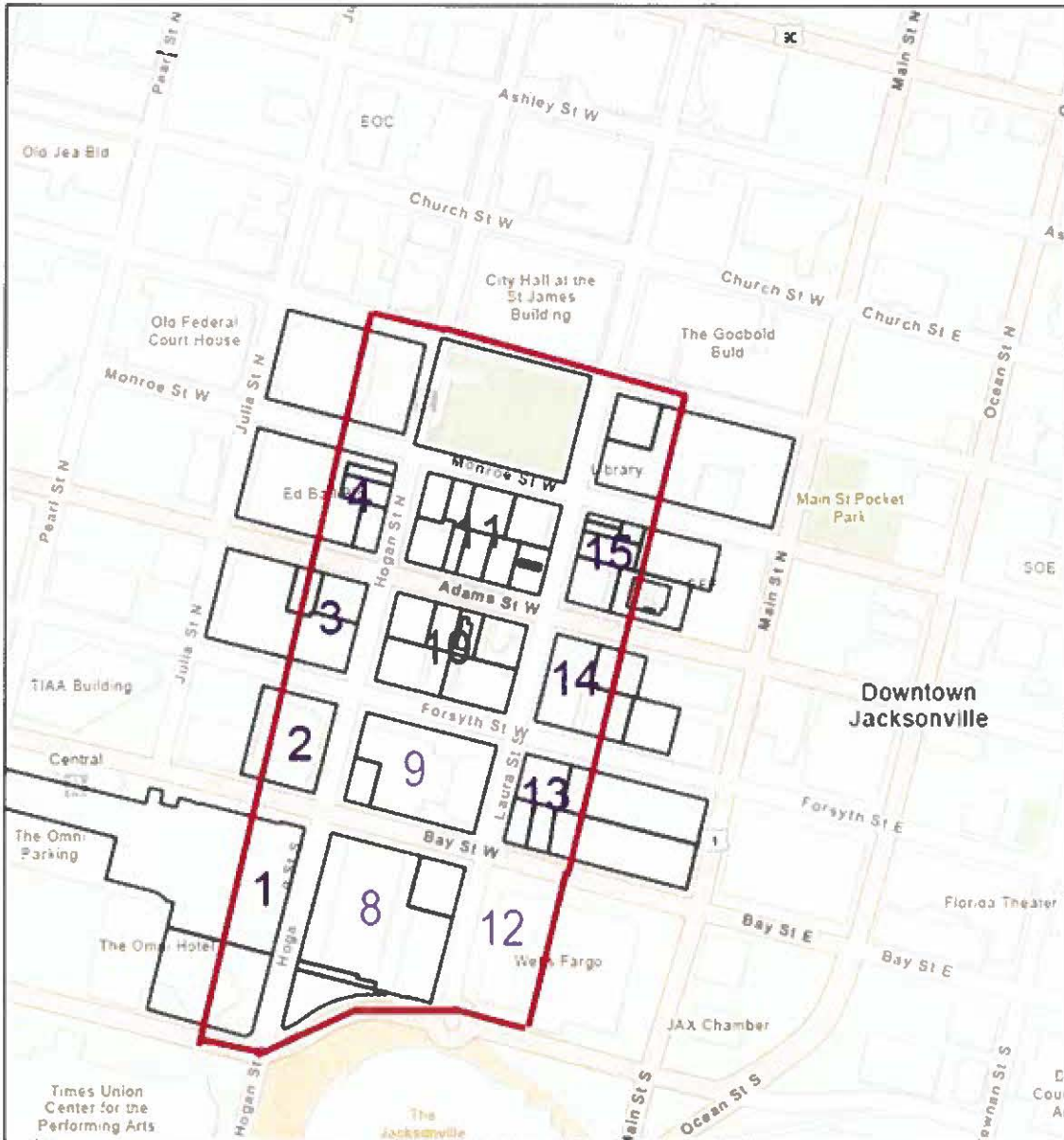
Date

VOTE: In Favor: 8 Opposed: 0 Abstained: 0

Exhibit A Focus Activation Area

Laura/Hogan frontages and cross streets between City Hall and Riverfront Plaza as depicted below

Laura and Hogan Corridor



A. Why this Area?

- i. Easy access, central to the City, and proximity to the River
- ii. Availability of parking including City owned/controlled Ed Ball parking garage
- iii. Riverfront Plaza Park under construction
- iv. James Weldon Johnson Park, MOCA, and Public Library provide activation and interest to be leveraged
- v. Hogan Street Emerald Trail Link projects to begin construction this summer
- vi. Two-way conversion of Adams and Forsyth underway
- vii. Designated Food and Beverage corridor
- viii. 12 blocks with frontages/approximately 51 parcels
- ix. High concentration of downtown employees through the weekdays

B. Principle Impact

- i. Concentrated sense of activation, safety, and vibrancy
- ii. Improve the identity of Downtown Jacksonville, destination for residents and visitors across Jacksonville more broadly
- iii. Historic character
- iv. Develop food and beverage corridor along Emerald trail
- v. Capitalize on other infrastructure investments
- vi. 50 plus residential units
- vii. Increased Local Option Sales Tax (quickly) and ad valorem (over time)

C. Prioritize Existing Buildings First: principal redevelopment investments; existing structures

i. One Enterprise - PRIVATE (Block 1)

- 1. Ground floor 4,200 SF restaurant facing Hogan with outdoor dining
- 2. Possible plaza renovations in exchange for easement



- ii. **Truist building deck facing Hogan St and Bay St – PRIVATE (Block 2)**
 - 1. Opportunity to create vibrant outdoor second floor deck food and beverage space of approximately 6800 SF with sidewalk access - possible FAB-REP
 - 2. Create a program to incentivize property owners to turn their buildings “inside out”



Hogan Street Side



Bay Street Side

- iii. **Talara parking garage – 1 small retail – PRIVATE (Block 3)**
 - 1. 600 SF; possible FAB-REP



iv. **Furchgotts building aka 128 W Adams restoration - PRIVATE (Block 10)**

1. 40 units
2. 3,800 SF restaurant plus more in basement level; possible FAB-REP
3. Contributing structure to the Downtown Jacksonville National Historic District and landmark status - DPRP eligible



v. **Hogan Building aka Exchange Building/170 Hogan- PRIVATE (Block 3)**

1. 2 stories – 9,000 SF ground floor retail
2. Create a program to incentivize property owners to turn their buildings “inside out”
3. Second floor lofts (8-10?) or retail
4. Possible DPRP, or FAB-REP, Facade and Residential Core
5. Candidate for DPRP if landmark status attained



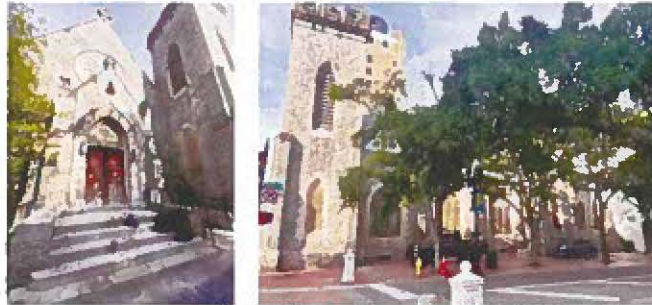
vi. **Ed Ball retail frontages on Hogan - 2 restaurants- PUBLIC (Block 4)**

1. Knotts – 1,285 SF - \$100,000 CRA capital project
2. Former DVI space – 2,500 SF - \$200,000 CRA capital project
3. Directly across highest concentration of existing restaurants along Hogan Street
4. Contributing structure to the Downtown Jacksonville National Historic District



vii. **Historic Snyder Church Building - PUBLIC (Block 11)**

1. Complete renovation for activated use taking revered history into consideration
2. Possible DPRP
3. Contributing structure to the Downtown Jacksonville National Historic District



viii. **221 West Laura aka Mag's Café - PRIVATE (Block 15)**

1. 3,700 SF footprint
2. 1,900 SF Retail/restaurant 1st floor
3. Residential above
4. Remove billboard or put it to use.
5. Possible FAB-REP, Façade, etc.
6. Contributing structure to the Downtown Jacksonville National Historic District - possible DPRP



ix. **Juliette's Balcony aka 225 N. Laura - PRIVATE (Block 15)**

1. 2,000 SF restaurant; possible FAB-REP
2. 6-8 residential units
3. Possible DPRP
4. Local landmark – possible & Contributing structure to the Downtown Jacksonville National Historic District



x. **Chamblin's aka 215 N. Laura - PRIVATE (Block 15)**

1. Upper floor residential (6-8 units)
2. Possible FAB-REP and facade
3. Contributing structure to the Downtown Jacksonville National Historic District-possible DPRP



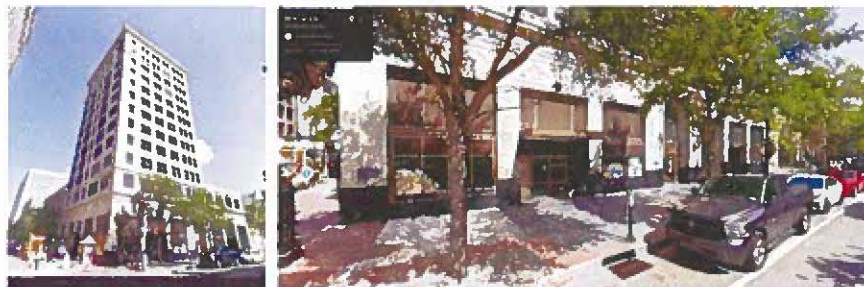
xi. **Elks Club - PRIVATE (Block 15)**

1. Two vacant retail
2. Possible FAB-REP
3. Contributing structure to the Downtown Jacksonville National Historic District



xii. **Greenleaf building - PRIVATE (Block 11)**

1. Office-historic renovation already approved
2. 2 Restaurants possible FAB-REP
3. Potential rooftop bar/restaurants
4. Contributing structure to the Downtown Jacksonville National Historic District



xiii. **Laura Street Trio - PRIVATE (Block 14)**

1. Considered by many to be the heart of the City and has proven to be the most challenging redevelopment opportunity
2. Hospitality, Residential, Restaurant, Retail
3. Total redevelopment and new construction costs estimated at more than \$200,000,000; the total development cost of the historic buildings alone is estimated to exceed \$50,000,000
4. Possible DPRP plus REV; or standalone incentive package



xiv. **VyStar Garage – 61 N Laura Street - PRIVATE (Block 13)**

1. Approved funding to create 3,500 SF Pour Taproom and 1,900 SF Pizza Jeans with 2,500 SF shared mezzanine and 2,300 SF shared kitchen
2. Both restaurants to have activated outdoor space
3. Expected delivery mid-2025



xv. **Bank of America Tower - PRIVATE (Block 9)**

1. 44-story tower with inward facing restaurant and retail on the ground floor that principally serves tenants only.
2. Opportunity to create vibrant sidewalk food and bev space
3. Create a program to incentivize property owners to turn their buildings “inside out”



Laura St. and Bay St corner



Laura St and Forsyth St corner

xvi. **Former Wells Fargo/Independent Life Building – PRIVATE (Block 8)**

1. 37-story tower with inward facing restaurant and retail on the ground floor that principally serves tenants only.
2. Opportunity to create approximately 415 SF vibrant sidewalk food and bev. space.
3. Create a program to incentivize property owners to turn their buildings “inside out”



xvii. **Schultz Building - PRIVATE (Block 10)**

1. Ground floor 2nd generation restaurant/bar space ready for tenant other than deferred maintenance
2. Condominium structure, single owner.
3. Upper floors - potential conversion to residential or better activation as office.
4. Contributing structure to the Downtown Jacksonville National Historic District
5. Potential FAB-REP, Façade, etc.



xviii. **119-129 W Adams Street - PRIVATE (Block 11)**

1. Common ownership for these two vacant buildings.
2. Floor plate approximately 3,000 SF in in 119 Adams St (split into two bays of 2,730 SF and 3,570 SF), 129 W Adams and 6,300 SF
 - a. Proposed rehabilitation to retail/restaurant frontage, office or residential on upper floors (119 is two stories, 129 is four stories).

b. Contributing structures to the Downtown Jacksonville
National Historic District



xix. **126 W Adams St. aka Jacksonville Professional Building - PRIVATE**
(Block 10)

1. Ground floor occupied by restaurant and Jacksonville Area Legal Aid (related to building owner)
2. Upper floor occupancy and use uncertain, could be suitable for conversion to housing.
3. Contributing structures to the Downtown Jacksonville National Historic District



D. Hogan Street/Bay Street – new construction – PRIVATE (Block 1)

- i. Create retail frontage connecting riverfront park to Hogan Street corridor
- ii. Additional public parking possibility for Riverfront Plaza and Hogan Street corridor



E. Current Operator Upgrade Investments

- i. \$1-2,000,000
- ii. Add new awnings?
- iii. HVAC upgrades? (Deferred maintenance considerations)
- iv. Façade improvements?

F. ROI or Criteria for Private Investment

- i. When required? Not in REP, Façade or FAB-REP; DPRP

G. Activation Investments

- i. Tree planting
 - 1. Forsyth and Adams unconstrained
 - 2. Hogan project
 - 3. Laura replant as required
- ii. Repair/replace uplighting on Laura - get estimate
- iii. Snyder planters - If we clean out planters and paint doors, will a group adopt the planters and keep refreshed with annuals and shrubs



- iv. Art under skyway and across street to enhance F&B district



H. CRA Cost and Budget

- i. Estimate CRA funded expenses

1. Existing programs - potential need \$6,000,000; currently have \$2,500,000 on hand, but funds available for transfer
2. Capital improvements - \$2 million miscellaneous; \$8 million two-way Forsyth and Adams (on hand or available by transfer)

I. Potential DPRP Need (NIC Trio) - \$20,000,000 total

J. Timing

- i. Riverfront Plaza to open by 12/31/25
- ii. Hogan Street to be complete by 12/31/25?
- iii. Goal to have as many of above completed by 12/31/25 as possible using CRA funds
- iv. Would need City to fund DPRP in core