



**Downtown Investment Authority  
Strategic Implementation Committee**

**Wednesday, September 9, 2020 at 1:00 p.m.**

# AGENDA

Oliver Barakat, Chair  
David Ward, Esq.

Bill Adams, Esq.  
Craig Gibbs

Board Chair, Ron Moody

- I. CALL TO ORDER
- II. PUBLIC COMMENTS
- III. REVIEW OF SHIPYARDS DEVELOPMENT POTENTIAL
  - Presentation by Riverfront Parks Now
  - Committee Discussion
- IV. REVIEW OF COJ GARAGE AND LOT RATE STRUCTURES; COVID IMPACTS AND RECOMMENDATIONS FOR INTERIM ADJUSTMENTS
  - Monthly and Reserved Rates
  - Discounts
  - Amkin
- V. INFORMATIONAL ITEMS (NOTE: ADDITIONAL INFORMATIONAL ITEMS MAY BE ADDED AT DISCRETION OF THE CHAIR)
- VI. NEW BUSINESS (NOTE: MAY BE ADDED AT DISCRETION OF THE CHAIR)

**Interested persons desiring to attend this meeting can only do so via Zoom (including by computer or telephone) using the following meeting access information:**

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**Downtown Investment Authority**  
**Strategic Implementation Committee Zoom Meeting**

*Wednesday, September 9, 2020 – 1:00 p.m.*

**Downtown Investment Authority**  
**Strategic Implementation Committee Zoom Meeting**

***MEETING MINUTES***

**Strategic Implementation Committee Meeting:**

Oliver Barakat, Chair  
David Ward, Esq.  
Bill Adams, Esq.  
Craig Gibbs, Esq.  
Ron Moody, DIA Chairman, and Ex-Officio Member  
Jim Citrano, non-voting member  
Braxton Gillam, Esq., non-voting member

**Office of General Counsel:** John Sawyer

**DIA Staff:** Lori Boyer, Chief Executive Officer; Guy Parola, Operations Manager; Steven Kelley, Director of Downtown Real Estate and Development; John Crescimbeni, Bob Carle, Lori Radcliffe-Meyers, Downtown Development Coordinator; Ina Mezini, Marketing and Communications Specialist; and Karen Underwood-Eiland, Executive Assistant.

**Attendees:** Nancy Powell,

**I. CALL TO ORDER**

Strategic Implementation Committee meeting of September 9, 2020, was called to order at 1:00 p.m. by Committee Chairman Barakat. All members were introduced to the record.

To encourage social distancing and following Governor DeSantis' Executive Order Number 20-69, "Local government bodies may utilize communication media technology, such as telephone and video conferencing as provided in Section 120.54(5)(b)2., Florida Statutes."

**II. PUBLIC COMMENTS**

Having received confirmation from DIA staff that public comments were received and have confirmed that the persons wished to speak, the public comments portion of the meeting was read into the record.

Carnell Oliver requested to hear the presentation from Riverfront Parks Now before commenting.

Lisa Williams is in support of Shipyard's development. Ina Mezini read comments into the record.

Michael Dunlap is in support of Shipyard's development. Ina Mezini read comments into the record.

Committee Chairman Barakat requested public input after the presentation.

### **III. REVIEW OF SHIPYARDS DEVELOPMENT POTENTIAL**

CEO Boyer provided the review of the Shipyards Redevelopment presentation that reviewed the history and development potential to the committee. She pointed out that the Shipyards do not include the Metropolitan property. It is warranted to hear the board's next presentation to consider giving up that enormous entitlement and the development of existing potential on the shipyards property and entertain use of a substantial portion of the Shipyards for park purposes.

The next step would be to determine whether the National park service would accept this property as a swap property for the Metropolitan Park.

Committee Chairman Barakat appreciates the history details of the presentation.

Committee Chairman Barakat asked Nancy Powell to provide a presentation.

- Presentation by Riverfront Parks Now

Nancy Powell, Executive Director at Scenic, provided a presentation by Riverfront Parks Now.

Mr. Jimmy Orth, Executive Director at St. Johns Riverkeeper, spoke on the resiliency portion. Michael Kirwan, Partner at Foley & Lardner LLP, discussed the economics and fundings of Urban Destination Parks.

Committee Chairman Barakat thanked them for their presentation.

#### **Public Comment**

Carnell Oliver liked the presentation and stated there is no entertainment downtown. An RFP needs to be submitted to identify if the cost could be off-set to enhance park area. The community needs more entertainment and to incorporate mixed-use with public space.

The public comment was closed

The Committee provided feedback on both presentations.

- Committee Discussion

Board Member Adams appreciated the presentation by Riverfront Parks Now. He pointed out that the Shipyards property has sat dormant for thirty-years, and something needs to get moving on these sites. Publicly available access to the River is essential. He asked who is going to fund construction. What would be the plan for continuing the activation and maintenance of the space? How to propose to build that gap. Michael Kirwan stated that he did not have all of the answers and can work together. Funding is a critical element to developing other cities that have addressed parks through government, grants, and corporate sectors.

Nancy Powell reported that people attract downtown. Most Cities draw from multiple areas, early in the process.

CEO Boyer proposed to consider the shipyard property in lieu of park property. Swap for National Park Service. It is not land but an obligation to amenities the park.

Board Member Gibbs appreciated the presentation and pointed out catastrophic floods at parks. If we were to do this project, it might be wise for us to hire a consultant for the highest and best use.

Board Member Citrano has experience working as a developer. It is hard to analyze the question of trading parcels because the board should create an economic impact for the development community. There is a need for a riverfront park. That balances building a park to incorporate components of flooding and water quality in the river. If the board is willing to create a new park, an exercise would have to occur to where is the best location and should to consider swapping land is difficult. An expert needs to be hired to assist with what the best balance would be.

Board Member Worsham stated community input was vital and would provide an opportunity to connect. It would be worthwhile from a planning perspective to have a holistic view of what the community wants. The implementation of the North bank and Southbank Riverwalk was impressive. Swapping land is a good question and a vast area. She is in favor of switching land and would need professional expertise. Recreation can bring a lot of things downtown.

Board Member Ward agreed with the other comments from the members. More natural environment. Flood risks and mitigation is essential. He concurs with Board Member Worsham considering both parcels with a holistic view.

CEO Boyer has been conversing with Iguana regarding the proposed development plans to submit soon for the Metropolitan Park site. A piece of the adjacent shipyards is included. Unless there is a suitable replacement site for the current restriction encumbers the Metropolitan Park site, it is not available for disposition. If the board believes it should be a park and not for redevelopment.

Board Member Ward is open to it, but so many details in the balance. Are we available to it today? Yes, and dependent upon what becomes of the metro proposal.

Chairman Moody reported that it is a historic decision to connect the stadium district to the landing site. Other iconic cities have what Jacksonville does not have. It is more than the highest and best use and may not solve the problem. He commented about Metro Park being underutilized. He understands that the National Park Service input and needs close consideration.

Board Member Gillam stated that the presentation was well thought out and the public input with activities. Adding a new component of a park system of our primary park system into this project may help attract developers to follow through with development in some areas on the north bank and assist with funding the ongoing maintenance. He favors a concept to revise our idea of what the north bank to include a significant port. He is not in favor of making the entire north bank series of government-owned properties into a park.

Committee Chairman Barakat shared a map about public land; how did we miss this. A year ago, the development was vibrant, and thankful for the presentation to look at it holistically. Take a step back and review the land holistically. The opportunity cost to some portion, He doesn't think public space is available. Resiliency is important. He doesn't like the trade determining private development. Needs to be intergraded. He does not know how to answer questions and consider taking a step back. Hire the expertise to look at acreages on how to develop. Why not wait a little longer.

CEO Boyer agreed with the concept and has a sense that the board was open to options. A willingness to consider relocating to the park. Opportunities will be provided to gather information. She will discuss the Business Investment and Development strategy at the next board meeting.

Chairman Barakat recommended local experts to make smart decisions.

Board Member Moody asked if it would be appropriate to provide her instructions on how the National Park service feels. CEO Boyer will investigate options on how the National Parks Service will survey the property.

Public Comments were open for 2 minutes.

Denise Reagan applauded the group for taking presentation consideration from Riverfront Parks Now.

Jimmy Orth commented that the public access on the riverfront was the most significant thing and figure out how much available space. Shared vision with the community.

Carnell Oliver commented that it is all about the cost of what the DIA will have to provide for financial responsibility. He is in favor of the developers to create more activities.

Committee Chairman Barakat thanked the presenters.

**IV. REVIEW OF COJ GARAGE AND LOT RATE STRUCTURES; COVID IMPACTS AND RECOMMENDATIONS FOR INTERIM ADJUSTMENTS.**

CEO Boyer provided a memo to the Board regarding Off Street Public Parking Facility Rates and Discounts.

Adopt the recommended new rates in the peach-colored column on attachment B to become effective October 1, 2020.

- **Monthly and Reserved Rates**

CEO Boyer provided the Attachment A Rate Schedule February 13, 2013 and Attachment B Rate Schedule September 2020. Mr. Carle made a recommendation that all actions will go through the DIA Board and City Council.

**A MOTION WAS MADE BY BOARD MEMBER WARD AND SECONDED BY BOARD MEMBER GIBBS TO ADOPT THE RECOMMENDED NEW RATES IN THE PEACH COLORED COLUMN ON ATTACHMENT B TO BECOME EFFECTIVE OCTOBER 1, 2020.**

**THE MOTION PASSED UNANIMOUSLY 5-0-0.**

- **Discounts**

Discussion from the Board.

Board Member Ward inquired about reading on the legal footing under the current terms. John Sawyer stated that he will follow up with Board Members individually.

**PHASE OUT DISCOUNTS –**

**A MOTION WAS MADE BY BOARD MEMBER GIBBS AND SECONDED BY BOARD MEMBER MOODY TO RECOMMEND APPROVAL BELOW:**

- 1 Extend currently expiring employee discounts through September 30, 2021 (applied to new rate).**
- 2. Phase-out contract discounts with Amkin and DuPont, allowing six months at the current monthly pass rate; six months at a rate equal to 50% of the difference between the new rate effective 10/1/20 and current monthly rate, and 10/21 must pay newly adopted published rate (less 10% if purchase 500 or more passes per currently adopted policy); eliminate any space reservation over monthly passes.**

**THE MOTION PASSED 4-1 (ADAMS)-0.**

CEO Boyer brought forth the information below. This information will be provided to the full board.

- **Amkin**

Board Member Adams commented about parkers parking in the wrong parking space. CEO Boyer reported that there are no reserved parking spaces.

**A MOTION WAS MADE BY BOARD MEMBER GIBBS AND SECONDED BY BOARD MEMBER MOODY TO RECOMMEND APPROVAL BELOW:**

1. **Implement a system of stamped tickets at Ed Ball for hourly parkers using City services entitling them to currently hourly rate; those without a stamped ticket will pay \$20/hour, and the daily rate for the garage will be \$50.00. This will enable the issuance of an additional 60+ monthly passes for the garage because hourly public spaces are currently occupied by employees willing to pay the daily rate. (Currently holding out 132 spaces for hourly, believe the actual hourly need is 70 or less) Each counter should have its stamp so we can track usage and need before selling all 60 extra monthly passes.**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

Steve Kelley discussed the first facade grant and will provide more detail if needed. It will be considered for approval at the next meeting.

Application and contract forms need to be revised in the next 30 days.

**V. INFORMATION ITEMS (NOTE: ADDITIONAL INFORMATIONAL ITEMS MAY BE ADDED AT DISCRETION OF THE CHAIR)**

None

**VI. NEW BUSINESS (NOTE: MAY BE ADDED AT DISCRETION OF THE CHAIR)**

Chairman Moody reported a brand new contract on the Berkman II.

**VII. ADJOURNMENT**

Committee Chairman Barakat adjourned the meeting at 3:34 p.m.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Karen Underwood-Eiland, at (904) 255-5302.*

**TAB III**

**REVIEW OF SHIPYARDS DEVELOPMENT POTENTIAL**



# Shipyards Redevelopment Potential

Strategic Implementation Committee

September 9, 2020

# For at least the last 20 years, the Shipyards property has been viewed as a catalytic redevelopment site

## Ordinance 2001-450

- Amended the DRI development order (as opposed to allocating development rights) to specifically assign the following development to the Shipyards property, and then more specifically to Tri-legacy through a redevelopment agreement:
  - 150 boat slips
  - 662 residential units
  - 100,000 square feet of commercial
  - 1,000,000 square feet of office
  - 350 hotel rooms

The density of the planned development is illustrated in this 2001 rendering



# Sasaki massing plan prepared for Tri-legacy





Each parcel within the Shipyards as well as the piers and portions of the submerged lands were contemplated for development



Catherine Street  
to Hogans Creek

Hogans Creek to  
Met Park





# Overview

## Hogans Creek mouth





**Metropolitan  
Park adjacent**

# **2005 - Property transferred to Landmar**

## **Ordinance 2005-0390**

The City and Landmar enter into a development agreement for redevelopment of the Shipyards, and by so doing Landmar absorbs the entitlements, noting that they remain tied geographically to the Shipyards.

## **Ordinance 2005-391**

Adds an additional 250 marina slips to the Shipyards entitlements and inserts a land use exchange matrix. The entitlements were then:

**400 boat slips**

**662 residential units**

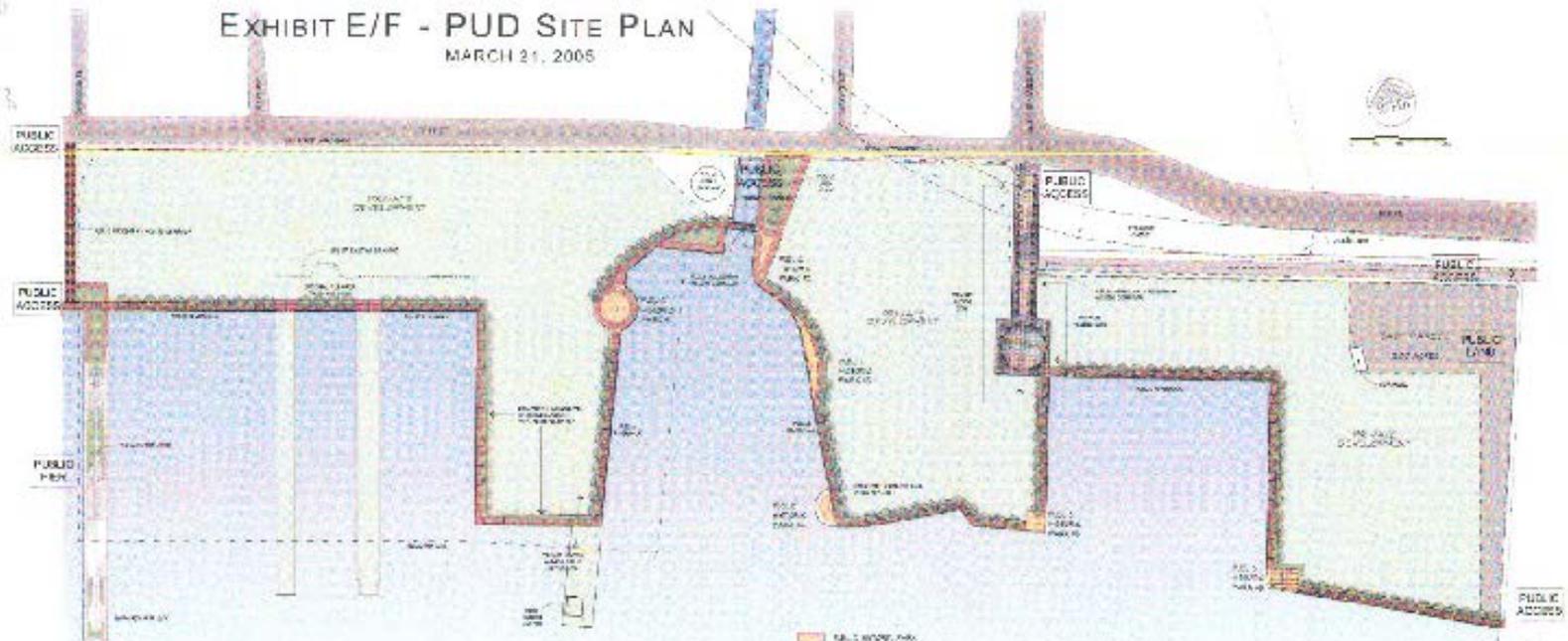
**100,000 square feet of commercial**

**1,000,000 square feet of office**

**350 hotel rooms**

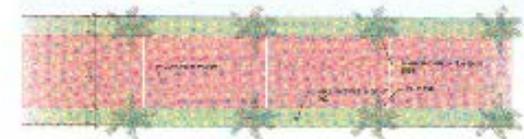
# Landmar PUD Site Plan

EXHIBIT E/F - PUD SITE PLAN  
MARCH 21, 2005

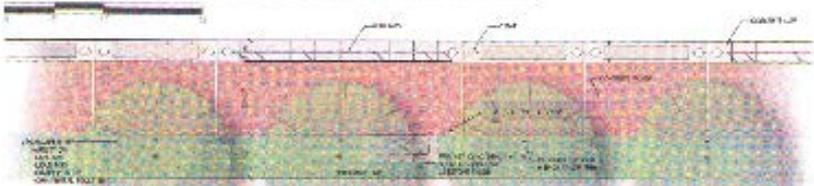


- PUBLIC OPEN SPACE
- PARKS
- PUBLIC DEVELOPMENT

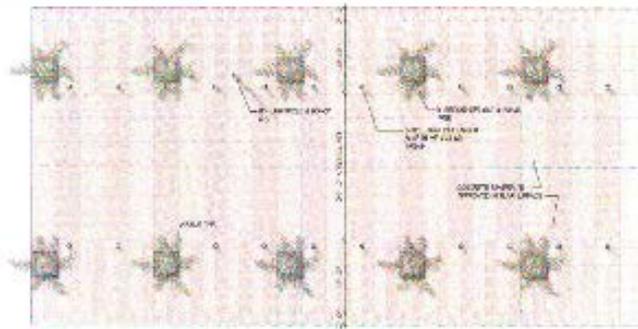
RIVERWALK PUBLIC SPACE: 7.86 ACRES



PUBLIC PEDESTRIAN ACCESS CORRIDOR



PUBLIC RIVERWALK



PUBLIC VEHICULAR ACCESS CORRIDOR

\*Note: If you have any questions or need more detailed information, please contact the architect or engineer. These plans are prepared for Landmar Group, LLC by Park Design Associates, Inc. March 21, 2005

# Landmar Master Site Plan





**Landmar Rendering – Bay Street frontage**



# Landmar rendering – from riverfront

# Public pier at Catherine Street



# **2010: Property re-acquired by City**

## **2015:**

- **DIA issues RFP for potential disposition for redevelopment**
- **Iguana selected as top respondent-proposal included**
  - Residential (400–600 units, condo and apt. mix)
  - Retail/Restaurants (400K – 600K SQFT)
  - Office (600K – 900K SQFT)
  - Hotel (300 – 500 rooms)
  - Private Marina (400+ slips)

# Shipyards 2015 Iguana Renderings



# Shipyards 2015 Iguana Renderings



# Shipyards 2015 Iguana Renderings



**Dec. 2016: DIA agrees to re-issue RFP for potential redevelopment including Met Park**

**April 2017: Iguana selected as top scoring respondent**

**2018: DRI Entitlements modified to expand eligible land to include Met Park and Lot J**

**Entitlements remain with the land - not assigned to any developer in any agreement and could be used entirely on Shipyards**

# Iguana renderings from 2017 show less dense uses on Shipyards



# Iguana renderings from 2017 show less dense uses on Shipyards



# Renderings from 2017 Presidium/Killashee proposal



# Renderings from 2017 Presidium/Killashee proposal



# **Shipyards Redevelopment Potential today**

**Still allocated per DRI:**

**400 boat slips**

**662 residential units**

**100,000 square feet of commercial**

**1,000,000 square feet of office**

**350 hotel rooms**

**Plus : Additional development rights in DIA inventory**

**Upon abandonment of DRI: DIA will hold mobility  
fee credits**

**Conclusion - Development potential limited  
only by Market**

# CONCEPTUAL SITE PLAN



CONCEPTUAL SITE PLAN  
 THE EXCHANGE ON THE BAY & THE ENCLAVE ON THE BAY

- LEGEND:
- |  |  |                               |
|--|--|-------------------------------|
| 1. URBAN OPEN SPACE                        | 6. RIDESHARE   AUTONOMOUS TRANSIT DROP-OFF | 10. PATIO   TERRACE           |
| 2. COURTYARD                               | 7. ON-STREET PARKING                       | 11. GARAGE   SERVICE ENTRANCE |
| 3. OUTDOOR CAFE                            | 8. RELOCATED BUS STOP                      | 12. ENHANCED INTERSECTION     |
| 4. RIVERWALK ALLEY                         | 9. POOL AMENITY                            | 13. MID-BLOCK CROSSING        |
| 5. RIVERWALK & NODE 4 - COWFORD GREAT FIRE |  | 14. PEDESTRIAN BRIDGE         |
|  |  | 15. PARKING GARAGE            |



# COURTHOUSE DRIVE AND RIVERWALK





## **Shipyards Appraised values:**

- Integra 2015 – **\$26,000,000** (650,000-770,000/acre range)
- Based on current comps riverfront land value (before size discount) approximately \$1,800,000- 2,800,000/acre= **\$50M+**

## **Ford on Bay- Highest and best use**

**Mid-rise residential: 5-10 stories**

**But pre-Covid bids revealed that construction costs and rents still required a REV grant and land donation to make pro forma work based on rent expectations**

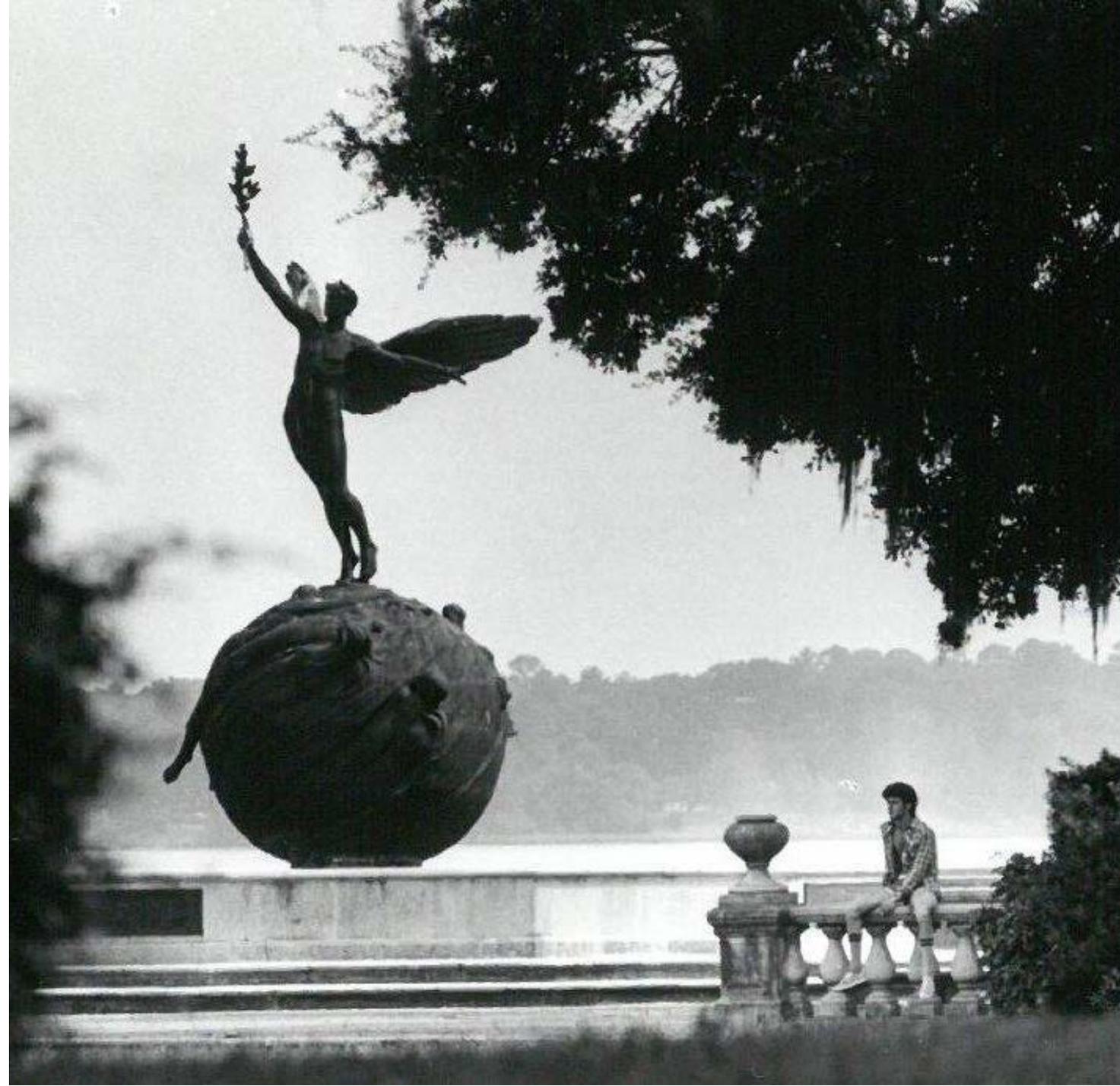
**Would the Board consider giving up the redevelopment potential and entertain use of a substantial portion of the Shipyards for park purposes?**



# Riverfront Parks Now

**Great Cities Have Great Parks**

**Presentation to the Jacksonville  
Downtown Investment Authority  
September 9, 2020**



## Riverfront Parks Now | Who We Are

- A civic group of nonprofit leaders coming together
- Scenic Jacksonville, Late Bloomers Garden Club, Garden Club of Jacksonville, St. Johns Riverkeeper, Greenscape, Sierra Club of NE Florida, and Memorial Park Association.
- We seek other organizations and individuals to join and support the initiative
- We strive to be inclusive as we work towards a public process for a shared vision as we recognize that a world class public spaces are essential to a vibrant and successful downtown

A unique, once in a lifetime opportunity:

## An Iconic Riverfront for All

- Provide a gathering place for the community
- Stimulate surrounding economic development
- Create a more resilient riverfront



## Guiding Principles

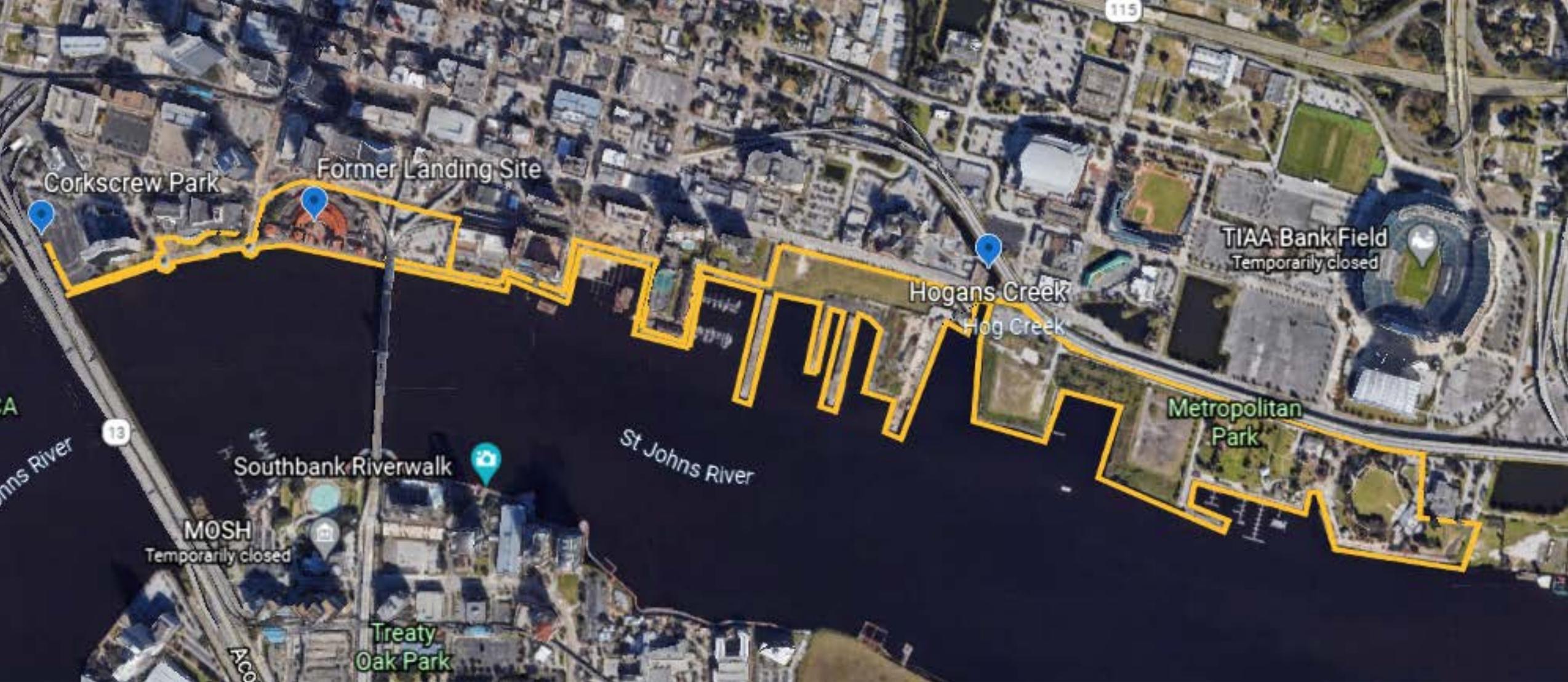
- Create an inviting and inclusive riverfront for all
- Involve the public in creating a shared vision
- Integrate resiliency and sustainable design
- Use riverfront public space as a catalyst for economic development
- Ensure a commitment to ongoing improvements and maintenance



# DOWNTOWN RIVERFRONT PROPERTIES



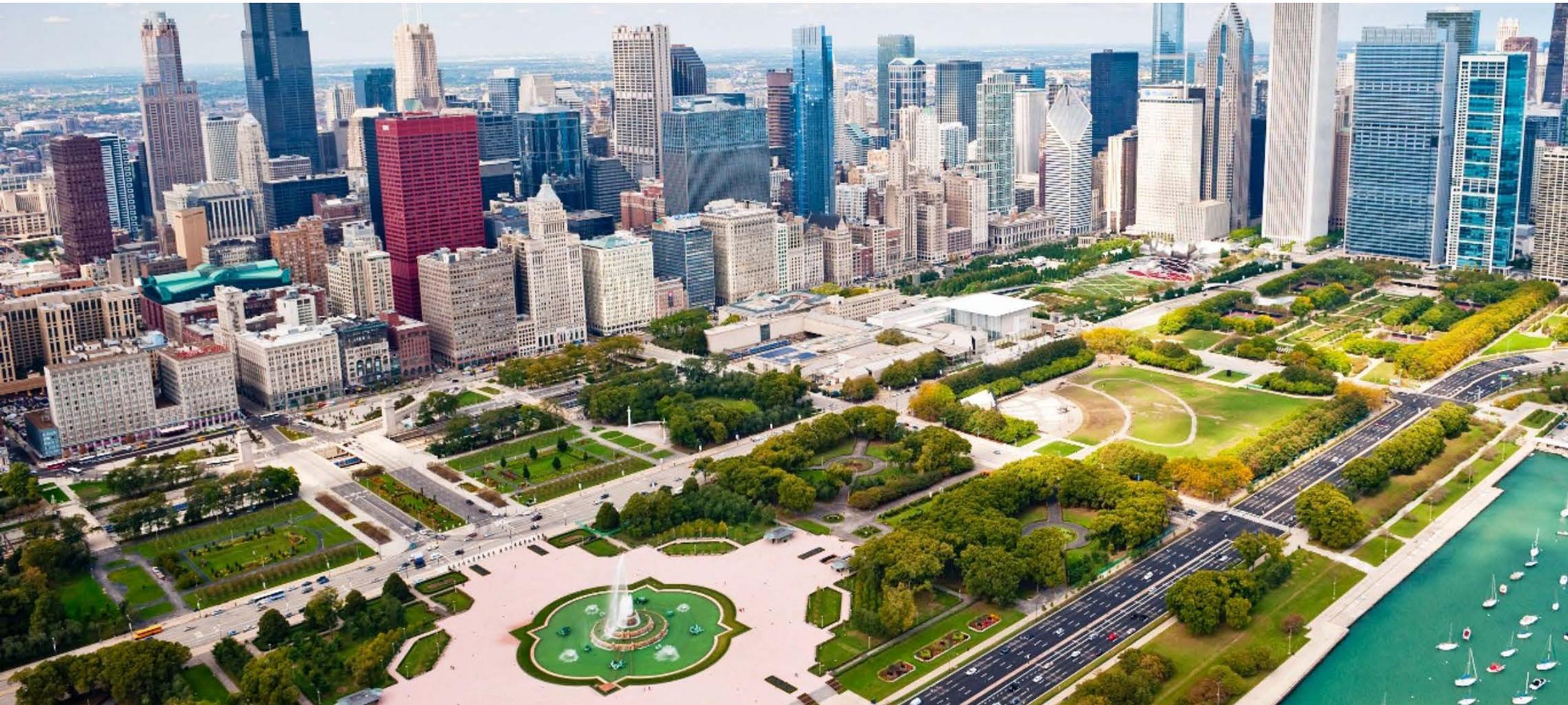
NUMBER/COLOR	PROPERTY	PUBLICLY OWNED	PUBLIC BUT UNDER CONTRACT	NOTES
1 	Riverwalk			From RAM To Berkman
2 	Sidney Geffen Park	Yes		
3 	Morris Publishing	No		McCoys Creek Runs Through 2 Parcels
4 	Jax Landing	Yes		
5 	Jax Landing Parking Lot	Yes		
6 	Old Courthouse	Yes	Spandrel	DIA Negotiating Terms
7 	Berkman II	No		Potential Demolition
8 	Shipyards	Yes	Iguana (S. Khan)	2 Parcels, Hogans Creek
9 	Metropolitan Park	Yes		Land Swap Potential



- We envision a connected network of extensive public green space and active parks along Jacksonville's downtown riverfront that maximizes public access, reconnects the community to our river and creates a sense of place.

# Community and Recreation with Economic Impact

# Grant Park | Chicago



- Chicago's "Front Lawn" is a connected series of civic spaces in a constant state of change and renewal. Real estate surrounding the park is among the most valuable in the city.

## Chicago Riverwalk

- Connects to 18-mile Lake Trail and Grant Park
- Each block takes on different theme amenities and river-based topography
- The Jetty Section features floating wetland gardens and learning about ecology of the river



## Ralph C. Wilson, Jr. Centennial Park | Detroit



- One of many transformational projects along Detroit's riverfront. 22 acres, \$50 million renovation, 3 million visitors annually. Designed by Van Valkenburg Associates.



Ralph C. Wilson Centennial Park, Detroit

# Louisville Waterfront Park



- This 85-acre park designed by Hargreaves & Associates will soon add 22 acres more.

# Louisville Waterfront Park

\$40 Million Annual Economic Impact



- Attracts 2.2. million visitors each year with annual economic impact of \$40 million.

# Tom Lee Park | Memphis Riverfront



- Vision is for a “connected, catalytic, and fun riverfront.” 30 acres designed in four distinct zones including Civic, Active Core, Community and Habitat. Designed by Studio Gang and SCAPE.

## Brooklyn Bridge Park | NYC

- 85-acres stretching along 1.3 miles of the East River
- Adjacent development pays for 90% of the park's budget, while on only 10% of the land



## Smale Riverfront Park | Cincinnati

- 32-acre park
- Many park elements serve as flood barriers or designed to be removed to higher ground
- Designed by Sasaki



## Smale Riverfront Park

“Smale is about connecting the city/community to the river — literally.”

- Park is flanked by two stadiums with significant private development in between





Smale Riverfront Park, Cincinnati

## Downtown Columbus, Ohio and the Scioto Mile



Opened in 2011, the Scioto Mile was a previously neglected civic asset. The public-private partnership invested \$44 million and established an endowment for maintenance. Greenway 10 miles.

## Bicentennial Park along the Scioto Mile, Columbus Ohio



# Waterfront Parks for Fun and Resiliency

## Hunter's Point Waterfront Park | NYC



- An 11-acre model of urban ecology and sustainable design. Recreated wetlands and pathways replace concrete bulkhead. Richly planted bioswale.

## Resilient Boston Harbor

“Parks are essential infrastructure for 21st century cities.”

Catherine Nagel  
*Executive Director*  
City Parks Alliance



# Christopher Columbus Park and Long Wharf | Boston

- Connections and access
- Elevated landscapes
- Flood adapted buildings



## Cumberland and Riverfront Parks | Nashville

- Underground cistern captures about 1 million gallons of stormwater.
- \$1 billion investment within two blocks of park boundaries.



# Coolidge Park | Chattanooga

- Historic Park
- Walnut St. Pedestrian Bridge



## Renaissance Park | Chattanooga, TN

- 23 acres on North Shore across river from Ross's Landing.
- Former industrial site
- Wetland system collects and cleans runoff
- Adjacent mixed-use developments





## Buffalo Bayou | Houston



- One of two major downtown urban parks at 165 acres. The other is 445-acre historic Hermann Park.

## Buffalo Bayou | Houston



- Literally built to flood. Lawn was reduced by 50% replaced by 14,000 trees, wildflowers and native grasses.

# Florida Examples

## Kissimmee, Tampa and St. Petersburg

## Kissimmee Lakefront Park | FL



- 25 acre \$30 million park created in three phases over five years. Civic lawn, 16 pavilion structures, multiple play areas, marina and floating docks, bait shop and restaurant.



Kissimmee Lakefront Park | FL



## Curtis Hixon Waterfront Park | Tampa



- 8 acre park along the 2.4 mile Tampa Riverwalk. Attracts over 1 million annually to special events.

# Julian B. Lane Riverfront Park | Tampa

- 25 acres
- \$36M to build
- Opened 2018
- Active park with athletic fields and performance boat house
- Award winning design by Civitas, W Landscape Architecture and Stantec



Public art with  
shade

Performance  
boathouse

“Quiet cove” for  
watercraft learning



Julian B. Lane Riverfront Park | Civitas

## St. Petersburg Pier

- 26 acre pier district opened in 2020.
- \$92 million investment
- Est \$80 million annual economic impact.





Resiliency and native landscaping in areas of Pier

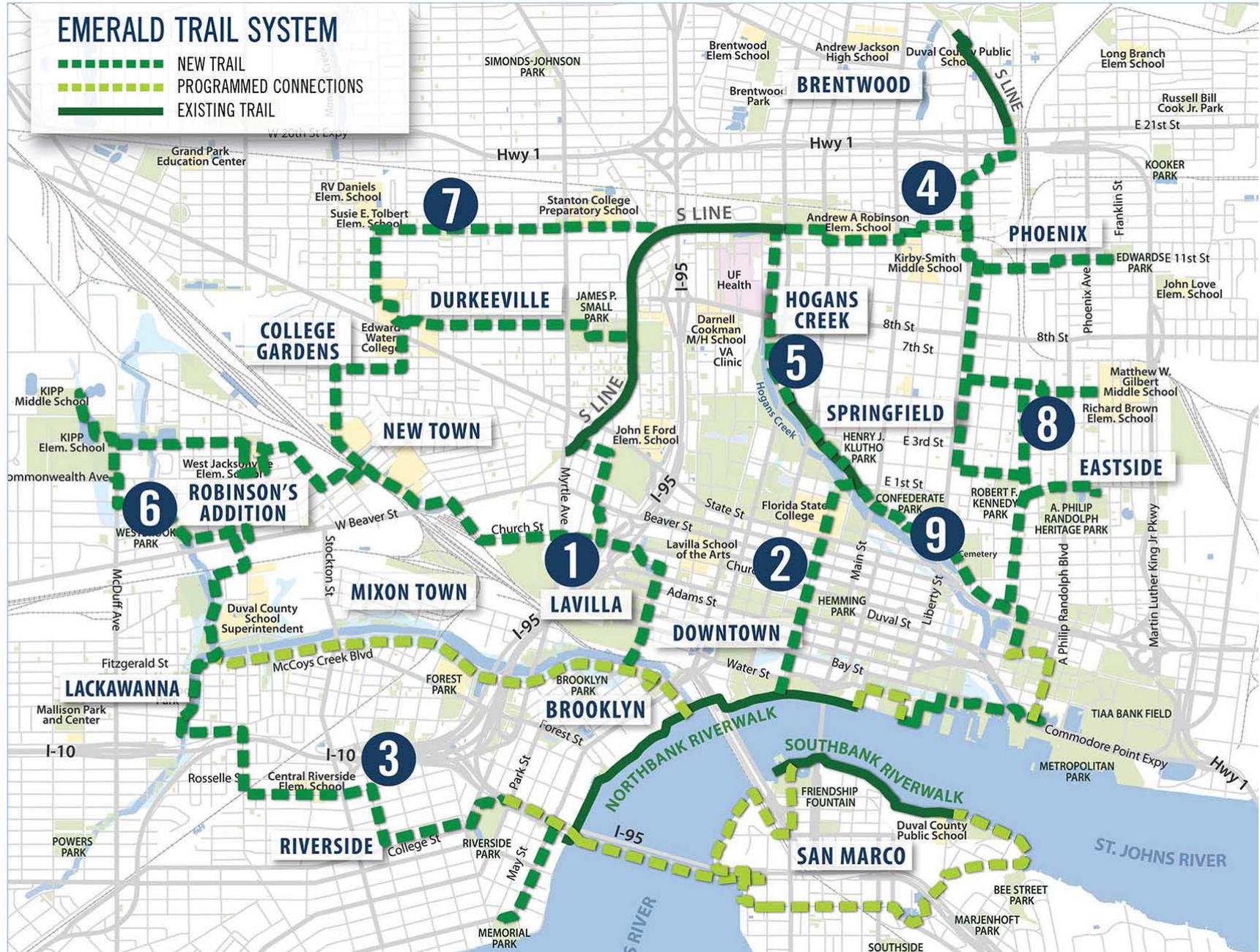


Casual sitting areas with lighting and public art at the St. Pete Pier

# Connectivity & Community Driven Planning

# Connectivity

- A major network of Riverfront Parks perfectly complements the Emerald Trail
- Enhancing connectivity, recreational opportunities, and downtown mobility
- Amplifies the many Downtown initiatives



A community-driven process is critical.

## ABOUT THE PROJECT

### A Community Vision for Buffalo's LaSalle Park

**Parks are for everyone.** Community voices from neighborhoods throughout the city and region will guide and shape a vision for LaSalle Park's future. Whether you visit LaSalle Park on your daily run, or you stop by once a year for a big event, your opinions matter in defining a community vision for the park. **Share your vision and let's imagine LaSalle's future together.**



## Riverfront Parks Now

Beautiful, vibrant and inviting riverfront parks and green spaces provide all citizens with significant social, physical, mental health and recreational benefits, creating a sense of place and identity for the community..

- Creates opportunities for recreation and community engagement, improves wellness and public health.
- Attracts residents and businesses, spurs private investment and job growth, enhances property values.
- Provides critical infrastructure to ensure resiliency, protecting us from rising waters and storm surges.

# Economics and Funding

## Economics of Urban Destination Parks

**ROI: From \$1 invested – 1:8 to 1:40**

- Rising property values - tax revenue
- Attracts more downtown residents
- Spending by visitors, residents, employees
- Tourist bed taxes
- Attracts retail/restaurant and additional development
- Jobs associated with above

# Funding Sources for Riverfront Parks Investment

## Public Sources

- Grants
- Tax Increment Districts
- City capital and annual budgets
- Park Operations: Events, concessions, rental fees

## Private Sources

- Corporate Support
- Private Philanthropy & Foundations
- Developer Fees
- “Conservancy” non-profit partnership for fundraising to support maintenance and operations, and capital campaigns

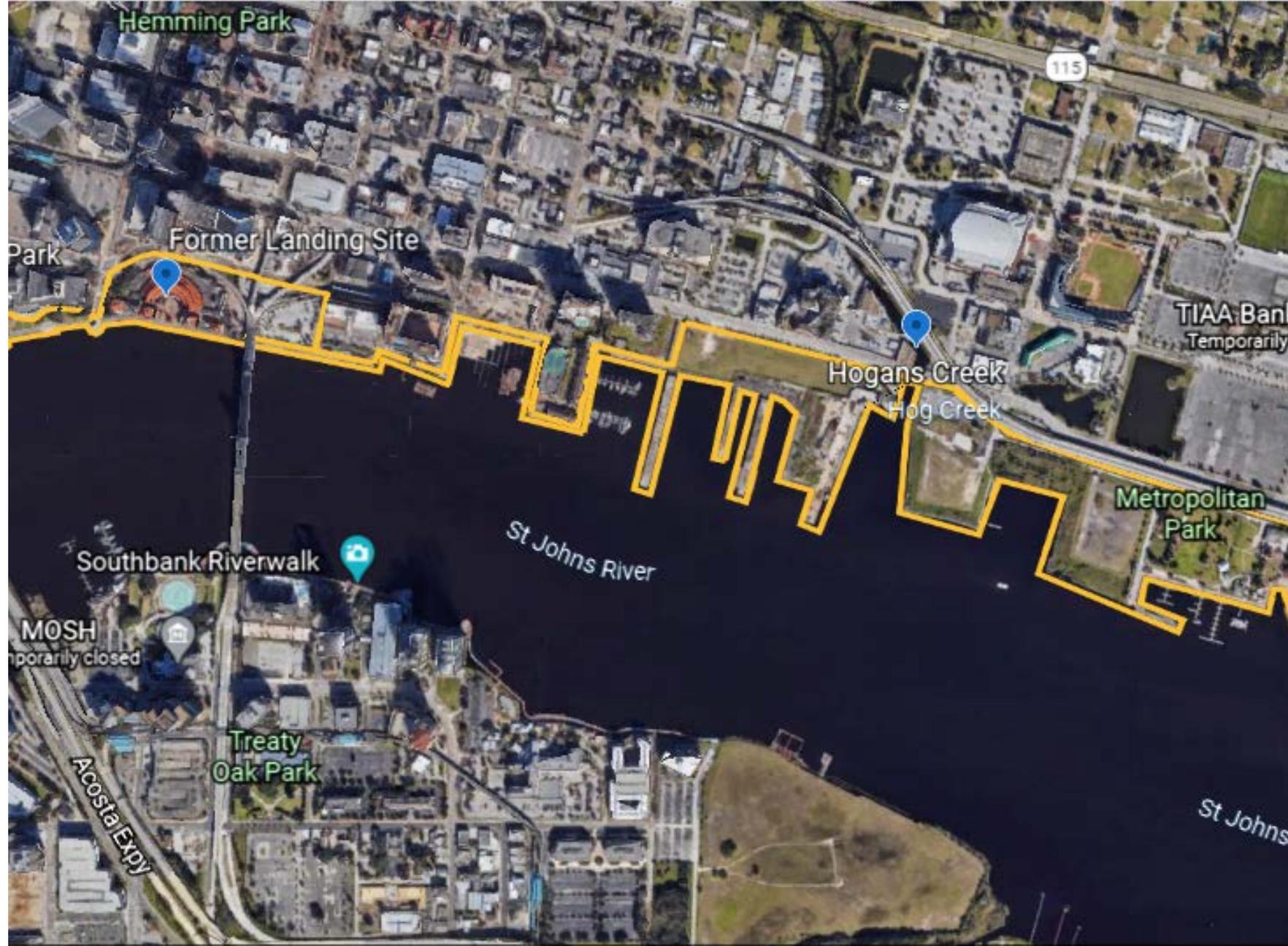
# A Riverfront Park and Connected Green Spaces to Unify the Riverfront



- A linear, green promenade and an iconic destination park is envisioned on city owned property.

## A Riverfront for All

- A network of dynamic parks, green spaces, trails
- Cultural places that provide public access to our riverfront
- Connecting to the Southbank and surrounding neighborhoods to downtown



## What We Need

- Broad community support, political will, and sustained leadership
- The prioritization of public space and access on publicly-owned properties along our riverfront
- An open dialogue with the community to create a shared vision for the downtown riverfront
- A commitment to excellence, inclusiveness and the public good

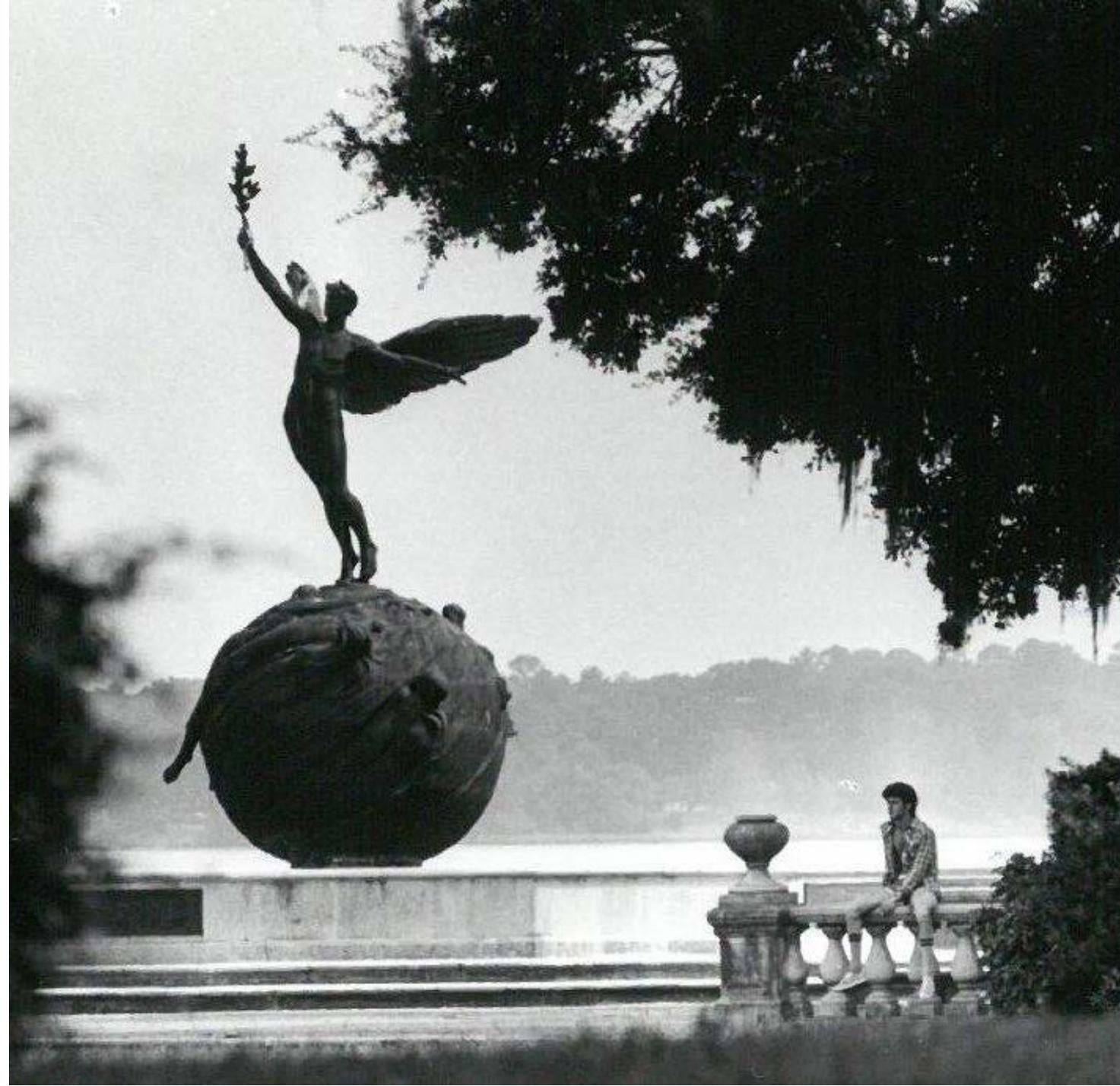




# Riverfront Parks Now

[www.RiverfrontParksNow.org](http://www.RiverfrontParksNow.org)

Contact:  
Nancy Powell, Executive Director  
Scenic Jacksonville  
[nancy@scenicjax.org](mailto:nancy@scenicjax.org)



**TAB IV**  
**REVIEW OF COJ GARAGE AND LOT RATE STRUCTURES; COVID**  
**IMPACTS AND RECOMMENDATIONS FOR INTERIM ADJUSTMENTS**



# Downtown Investment Authority

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## Memorandum

TO: Strategic Implementation Committee

FROM: Lori Boyer, CEO  
Downtown Investment Authority

DATE: September 7, 2020

SUBJECT: Off Street Public Parking Facility Rates and Discounts

### Legislative Authority to Set Rates

Pursuant to Section 122.202 – Parking Rates at Municipal Parking Lots, Jacksonville Code of Ordinances, the Downtown Investment Authority Chief Executive Officer is responsible for development of hourly, monthly and special event rates for each municipal parking lot facility managed by the Office of Public Parking. As stated in the aforementioned section of the Jacksonville Code of Ordinances, rates shall be designed to:

- (1) Be competitive with similar private facilities;
- (2) Provide for the most efficient use of facilities; and
- (3) Achieve other economic development and downtown revitalization goals as determined by the Office of Economic Development.

Procedurally, the proposed rates are presented to the Downtown Investment Authority Board, as the Economic Development Agency for Downtown, for “review and for the Downtown Investment Authority Board to make an advisory recommendation with respect to such rates.” – Section 122.202, Jacksonville Code of Ordinances.

The DIA CEO then files the rate schedule with the Council Secretary and the Council Auditor and it is emailed to each Council Member. Thirty (30) days after filing, the rates become effective. It should also be noted, that Section 122.202, Jacksonville Code of Ordinances, provides further responsibilities to the DIA for the development of discount parking rates and the leasing of retail or office space within garages.

### Current Parking Rates for monthly passes

At the February 13, 2013, meeting of the Downtown Investment Authority, the attached “February 13, 2013 Parking Facility Rates” was presented and adopted by the Downtown Investment Authority and proceeded through the required filing process. On June 1, 2013, the OPP took over the management of the Duval Street (Library) Garage, and the existing rate structure for that facility was continued. These rates have remained since their filing in 2013, and

in the case of the Duval Street (Library) Garage, since the Office of Public Parking took over management.

### **Downtown Parking Strategy and Implementation Plan**

In December of 2017, Tim Haas & Associates, on behalf of the Downtown Investment Authority, undertook a Downtown Parking Strategy and Implementation Plan. Completed in March of 2019, the Downtown Parking Strategy and Implementation Plan recommended an increase in the current rate structure for off street public parking facilities by \$10 to \$30 per month depending on location, occupancy, etc. Although specific recommendations for rate increases by facility were not identified, the recommendation reflects a sub-market rate application across facilities.

Clearly, parking demand conditions change: in 2013, there were 48,869 employees within Downtown, with that number growing to 56,000+ in 2019. Further supporting an increase in parking demand is the decrease in office vacancy rates during this same time period from 19.8% in 2013 to 14.2% in 2019. When the Barnett garage RDA was negotiated, and again with VyStar, the monthly rate for the to-be-constructed garage is 100/space/month. Finally, the Ed Ball and Duval Street garages have wait lists and St James is full.

### **Elimination of Discounts**

The Strategy and Implementation Plan also recommended elimination of all contract discount rates in order to align supply and demand. The first of those to come up for renewal was Amkin's contract for 850 spaces in the Water Street Garage, with the City employee discount of 50% sun-setting October 1, 2020 and the DuPont Center contract for free parking in the Yates garage expiring in December 2020.

### **Strategy Implementation Timeline**

In the fall of 2019, the Strategic Implementation Committee agreed that we should proceed to implement the Haas recommendations with various elements phased in as appropriate. At the time, we envisioned adoption and implementation of new off-street parking rates as of October 1, 2020 which would correspond roughly to the expiration of various discounts. (On street parking rates must also be increased to create turnover and this was envisioned to occur before or at the same time as off-street rate changes- you will recall we brought this to committee in June and the Committee elected to defer action).

### **Current Conditions**

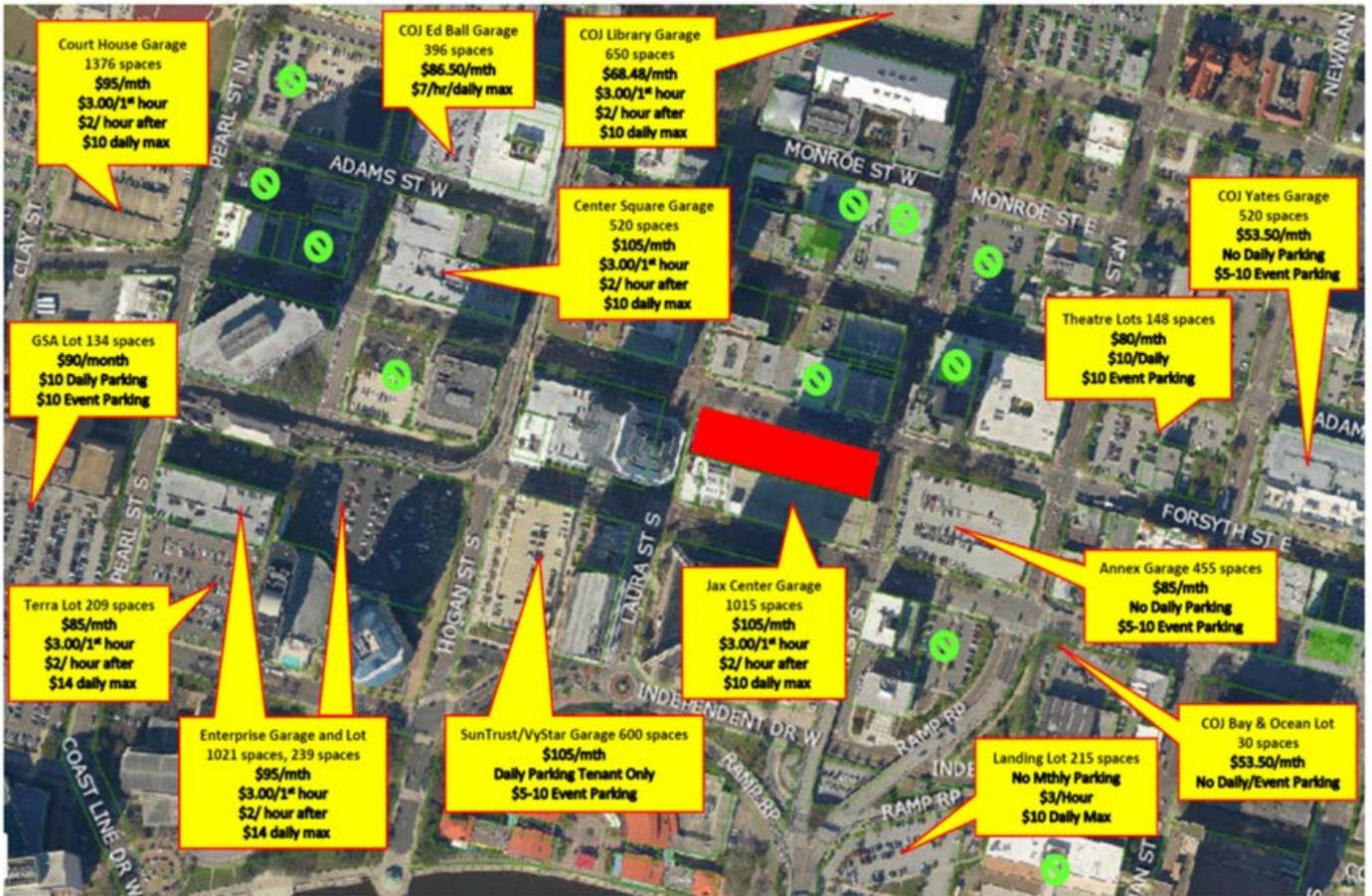
The temporary reality brought on by COVID-19 is a decrease in parking facility utilization by monthly parkers, except at the garages primarily used for City employees (who have remained on payroll throughout the pandemic). The duration of this reality and its effect on monthly parking demand and, consequently, parking rates is unknown. This has also had a negative impact on the Enterprise Fund such that the cost to operate several of the garages exceeds revenue in light of current rates and discounts. Implementation of the recommended increase in parking rates without temporary COVID related discounts may result in further underutilization.

**Recommendation:**

- **Continue to follow the recommended strategy but phase in impacts to allow for COVID recovery in the market.**
- **Adopt the recommended new rates in the peach colored column on attachment B to become effective October 1, 2020. **Action Item****
- **Expect full implementation of increased rates and elimination of all discounts by October 1, 2021.**
- **Phase out of discounts: **Action Item****
  1. Extend currently expiring employee discounts through September 30, 2021 (applied to new rate).
  2. Phase out contract discounts with Amkin and DuPont, allowing six months at current monthly pass rate; six months at rate equal to 50% of the difference between new rate effective 10/1/20 and current monthly rate and at 10/21 must pay newly adopted published rate (less 10% if purchase 500 or more passes per current adopted policy); eliminate any space reservation in excess of monthly passes.

**Additional Items to be addressed:**

1. Immediately implement system of stamped tickets at Ed Ball for hourly parkers using City services entitling them to currently hourly rate; those without stamped ticket will pay \$20/hour and the daily rate for the garage will be \$50.00. This will enable the issuance of an additional 60+ monthly passes for the garage because public hourly spaces are currently occupied by employees who are willing to pay the daily rate. (Currently holding out 132 spaces for hourly, believe actual hourly need is 70 or less) Each counter should have its own stamp so we can track usage and need prior to selling all 60 extra monthly passes. **Action Item**
2. Application and contract forms need to be revised in next 30 days
3. On street parking rates to be adopted and implemented by December 2020
4. Contact/passholder hours to be addressed by 2/28/21
5. FABREP garage parking addressed by 2/28/21
6. Rooftop rate enforcement/elimination to be addressed by 2/28/21



**ATTACHMENT A**  
OFFICE OF PUBLIC PARKING  
**RATE SCHEDULE**  
**FEBRUARY 13, 2013**  
**(ALL RATES INCLUDE**  
**SALES TAX)**

FACILITY	TYPE	PERCENT CHANGE	PROPOSED RATE	EFFECTIVE RATE	PRIOR ORD RATE (2007)	OCCUPANCY	CAPACITY	PERCENTAGE
Bay & Ocean Lot	Monthly		\$53.50	\$53.50	\$85.60	39	45	87%
Coastline Lot	Monthly	-30%	\$37.45	\$53.50	\$85.60	25	329	8%
Courthouse Annex	Monthly		\$85.60	\$85.60	\$85.60	4	9	44%
Ed Ball Garage	Monthly		\$85.60	\$85.60	\$85.60	307	340	90%
Ed Ball Garage	Monthly - Reserved	NEW	\$128.40	N/A	N/A			
First Baptist	Monthly		\$85.60	\$85.60	\$85.60	10	15	67%
Forsyth & Main Lot	Monthly		\$85.60	\$85.60	\$85.60	54	88	61%
St. James Garage	Monthly		\$85.60	\$85.60	\$85.60	30	82	37%
Water Street Garage	Monthly		\$53.50	\$53.50	\$85.60	1450	1497	97%
Water Street Garage	Monthly - Reserved		\$96.30	\$96.30	\$128.40	69	N/A	N/A
Yates Garage	Monthly		\$53.50	\$53.50	\$85.60	279	626	45%
ALL	Hourly	-7%	\$1.00	\$1.07	\$1.07			
ALL	Daily	1%	\$7.00	\$6.96	\$6.96			
Base Rate	Special Event		\$5.00	\$5.00	\$5.00			
Premium Event	Special Event		\$10.00	\$10.00	\$10.00			
Bulk Rate / Pre-sold	Special Event	NEW	\$3/\$5	N/A	N/A			

**ATTACHMENT B**  
**OFFICE OF PUBLIC PARKING**  
**RATE SCHEDULE**  
**September 2020**  
**(ALL RATES INCLUDE**  
**SALES TAX)**

FACILITY	TYPE	Published Rate (2013-Present) Includes Sales Tax	HAAS RECOMMENDED	Total capacity	Held for hourly	CAPACITY available for monthly passes	Pre-Covid Monthly passholder occupancy	Current Monthly passholder OCCUPANCY	Notes
Bay & Ocean Lot	Monthly	\$53.50	\$64.20 (+10)	45	0	45	41	28	Have not advertised vacancy
Ed Ball Garage	Monthly	\$85.60	\$107.00 (+20)	340	70	208 (270)*	211	208	Additional 60 have not been made available
	Monthly - Reserved	\$128.40	\$139.10 (+10)						
First Baptist	Monthly	\$85.60	96.30 (+10)	15	0	15	12	12	Have not advertised vacancy
Forsyth & Main Lot	Monthly	\$85.60	N/A	88	0	88	81	32	Lot to be sold
St. James Garage	Monthly	\$85.60	107.00 (+20)	82	0	71**	71	71	Full
Water Street Garage	Monthly	\$53.50	74.90 (+20)	1497	200	1297	589	191	COVID cancellations- expect most to return
	Monthly - Reserved	\$96.30	117.00 (+20)				108	34	
	Monthly - Contract	\$48.30	67.41 (10%D)				673 (177)	26 (824)	AMKIN- 850 total, Number in () is unused held at \$4.82/space
Yates Garage	Monthly	\$53.50	\$64.20	626	100***	326	393	313	
	Monthly-Contract	\$0.00	\$64.20		200****		159	36	
Duval St. (Library) Garage	Monthly - Roof Top	\$42.80	53.50 (+10)	600	120	480	75	69	
	Monthly	\$68.40	85.60 (+16)				410	410	Additional 70 have not been made available
ALL (Except Duval St.)	Hourly	\$1.00							
ALL (Except Duval St.)	Daily	\$7.00							
Duval St. (Library) Garage	Hourly	\$3 1st Hr/\$2 Add Hr							
Duval St. (Library) Garage	Daily	\$10.00							
Base Rate	Special Event	\$5.00							
Premium Event	Special Event	\$10.00							
Bulk Rate / Pre-sold	Special Event	\$3/\$5							

\* 30+ employees elect to pay the daily rate thus rendering spaces unavailable for the public and preventing the sale of additional monthly passes; if address hourly can sell 60 additional monthly passes  
 \*\* 9 spaces held as floaters for assignment by Administration and City Council  
 \*\*\* 100 for transient + conflicting Florida Theatre event  
 \*\*\*\*200 Jessie Ball Dupont for free per contract