

District #1 - Urban Core

Citizens Planning Advisory Committee

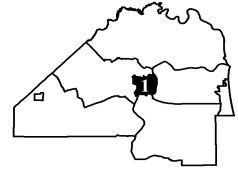
Meeting Location: Main Library – Conference Room G 4 – 303 N. Laura St.

Chair: Rex Williams 401-8138 rexwilliams2006@hotmail.com

Vice Chair: Louvenia Tippins 355-8841

Mayor's Representative: Carolyn Shehee-Williams 630-1636 cshehe@coj.net

Neighborhood Coordinator: Marilyn Fenton-Harmer 255-8236 mfharmer@coj.net



Meeting Summary Thursday, September 4, 2008

Members

Rex Williams, Chairman

Geraldine Walker, 12th Street Loyalty

Yvonne Lane, Bridge the Gap

Celia Miller, Good Neighbor M.A.N.I.A.

Floree Johnson-McPherson, Springfield Watch

Louvenia Tippins, Vice Chair

Catherine Morton, 12th Street Loyalty

Janice Love, Eastside Neighborhood

Johnny Swain, Grand Boulevard

Excused

Dr. Janetta Norman, Terri Florio, Ashley Strickland, Ruth Arnold, Deloris Swain, Susan Noonan

Guests

Betty Chance, Planet Watch

Levoyus Partlow, M.A.N.I.A.

Staff/Resource

Carolyn Shehee-Williams, Mayor's Liaison

Renee Brust, Mayor's Office

Darrell Griffin, HAND

Doug Ayars, DCPS

Emery Nauden, Planning

Marilyn Fenton-Harmer, HAND - CDD

Ken Pinnix, HAND, Chief CDD

Shorty Robbins, Recreation

James Richardson, HAND

Milton Locklear, FDOT

Vincent Tarver, Municipal Code Compliance

Call to Order

Chairman Williams called the meeting to order at 5:10 p.m. in the Main Library in Multi Purpose Room 2 with a moment of silence and welcomed everyone. He expressed his hope that everyone survived Tropical Storm Fay.

Approval of the Minutes

Member Johnson-McPherson made a made a Motion to accept the minutes from the August 4, 2008 meeting. A second was made by Member Swain. The Vote: All in favor; none opposed.

Guest Speaker

James Richardson, Program Manager of the Northwest Economic Trust Fund gave an overview of the program. He introduced Chief of Community Development Ken Pinnix and Affordable Housing Coordinator Darrell Griffin.

- In the Housing and Neighborhoods Department they are taking a holistic approach to housing and neighborhoods. They are working with the Community Development Division which gets federal funds for Community Development Block Grants which work in economically and challenged neighborhoods. The Northwest Economic Trust Fund was set up by the Better Jacksonville Plan with a \$25 million dollar budget to stimulate development of commercial areas in the Northwest. In the beginning the boundaries were: North of I-10 and West of I-95 and since that time have added parts of the Eastside, Springfield, LaVilla and Brooklyn. The money funds new and added service and retail business in the boundaries. The Fund works with providing low interest loans and grants to existing businesses up to 25% of a project. It makes it easier for businesses to start a project or it gives an incentive to move into a challenged part of the city. Over \$10 million has been awarded as grants and \$6 million as low interest loans. It has created 2000 new jobs and retained 1500 new jobs with a total of \$125 million into the area. A new "Bravo" Supermarket will be going in on Soutel as one of the projects. There is \$8 to \$10 million left in the Fund and they are looking for ways to best leverage the remainder of the money. If you have ideas on what you would like to see happen please let Marilyn know. The Community Development Block Grant will be tentatively holding meetings on Oct. 16 and 23. If you have suggestions please come to this meeting.
- The Urban Core Visioning Process is taking place to provide input for the 2030 plan to drive all plans for the future. Four meetings were set up for your input. Tuesday the meeting was for economic development. Tonight the second meeting is on transportation. On Sat. Sep. 6 at FCCJ Resource Center at 9 a.m. they will be discussing neighborhoods and Tuesday, Sep. 9 at the MaliVai Washington Center it will be on all topics. The meetings are not boring and your ideas are needed.

Members had numerous questions on the following:

- o Do JSEB businesses that apply get special consideration? Not really.
- o Is the area from 13th Street to 20th Street and Moncrief eligible? Yes, but in the commercial areas.
- o Is there funding for public service programs through the NW Fund? No, it is strictly for commercial use.
- o Are there funds to redo drainage, sidewalks and roads? Public Works, Marcy Cook would know if there are funds available.
- o Are any other businesses planned for Pearl Plaza? Pearl Plaza has made many improvements along with new services. They do have 10,000 square foot area left to lease.
- o How much did the Better Jacksonville Plan fund for the NW Fund? \$25 million and there is \$8 to \$10 million left and they want to get the most for the money. If you have any suggestions please be sure to let us know.

James Richardson can be reached at 255-8235 or Jrichard@coj.net

Staff Reports

Jacksonville Sheriff's Office (JSO) – Not present. For information call the JSO Zone 1 Sub Station at 924-5361 or JSOzone1@jaxsheriff.org

Mayor's Representative – Carolyn Shehee-Williams had no report. Carolyn Shehee-Williams can be reached at 630-1994 or CSHEHEE@coj.net.

Mayor's Office – Renee Brust, Special Assistant to the Mayor - Media Relations, talked about the outreach for the four ash sites. She mentioned that Member Miller and Mayor Peyton stated that we had only one chance to get it right. It will be a long and involved project and process and the city is interested in doing the best job they can.

- On July 17, 2008 the Consent Decree was signed by the courts. They are working on getting outreach teams and finalizing the bids for the actual remediation.
- This summer they removed the ash from two schools: Darnell-Cookman Middle School and John E. Ford Elementary School, which went very well. Half way through the project DCPS wanted to take the trees away which was done.
- The ash site removal from 2000 homes will be a lot more complicated. They will have two companies working with the city to perform community outreach.
- They will begin meeting with city employees and City Council members to discuss the removal process.
- They will begin meeting with residents and CPACs asking for input on what should happen. They will be attending all kinds of meetings and going to churches to get the word out. This could be a 10 to 12-year project.
- Everything that is done has to be approved by the EPA first.
- The law suit is over and no-one can be added.
- There will not be any relocation of home owners, unless it is initiated by the city and agree upon by the homeowners.
- They are tracking the number of calls that the 630-CITY number is receiving on the ash sites and are considering the following:
 - A special hot line phone number which would link to City Link/630-CITY.
 - Are considering a store front in the community, possibly at Emmet Reed since PAL has left and office space is available. UC CPAC Member Miller mentioned that it would be cheaper to go to a city owned facility rather than renting space elsewhere.

Ms. Brust remarked that this is a very personal issue for the residents since they have felt neglected in the past and many have had problems selling their property. She will be attending lots of meetings in the future. Members asked numerous questions on the following:

- What about Jobs?
 - There are 11 pre-certified companies in the remediation construction process.
 - There have been two job fairs with a total of @72 applicants at the fair. Initial goals: The companies have to have 50% of the employees hired from the neighborhoods and a percentage of JSEB (Jacksonville Small and Emerging Business).
- Will the four neighborhoods have remediation at the same time?
 - Yes. There will be a matrix that will have to be approved by the EPA and it will have the most vulnerable citizens going first: i.e. families with children, the elderly and or disabled. This is still in the works.
- Who is the Attorney for the city on this? The lead attorney is Cindy Laquidara and Jason Teal.
- Member Miller had concerns on the property taxes on homes that are in the contamination boundaries? Their taxes have gone up when the value has gone down. Ms. Brust will get in contact with the Tax Collector's Office and have someone attend her next meeting.

Renee Brust can be reached at 630-1000 or Rbrust@coj.net

Duval County Public Schools (DCPS) – Doug Ayars, Chief Operating Officer handed out a brochure on the District Strategic Plan for 2009-2012. He also passed out a Map for the Academic and Community Excellence Quadrants, dates for the upcoming community meetings and a draft of the ACE Working Groups scenario schools by quadrant list. The Academic and Community Excellence (ACE) Facilities Plan will be holding a community meeting to discuss boundary change and school scenarios for Board consideration as early as 2009. This was started since there are over 14,000 empty seats in Duval County, changing demographics and an element of concurrency. At the Quadrant meetings volunteers have

been meeting to put together draft scenarios to present to the community to discuss. They are hoping for a large turnout with your help in getting out the word. The North ACE meeting will be Wednesday, Sep. 10, 2008 at Northwestern Middle School, 2100 West 45th Street at 6 p.m. in the cafeteria. Members asked the following questions:

- o If a school is not on the draft list will it be O.K.? More than likely unless it comes up at the meeting. Are there two Don Brewer Schools – There is the Don Brewer Elementary School on Hartsfield and the JCC Don Brewer Center for Pre-K not part of DCPS.
- o With the draft list there may be a recommendation to move the students and program from James Weldon to Butler Middle School since Butler only has about 348 students and it can accommodate 800.
- o Would schools be torn down? It would go according to School Board Policy on a case by case basis.
- o Did the working groups take into consideration transportation? It was briefly mentioned but the Board may wish to hold the same type of meetings on curriculum, magnets and transportation in the future. Bussing is very costly and it could save money. What about the High School Schedules? This was not the focus of the facilities meeting.
- o Would the plan close schools and overcrowding? Yes. An example would be at Ribault Middle School, there are not enough students to ever fill it from the current boundaries. The suggestion of a magnet program might help this school. The Board wants to continue with neighborhood schools and all schools to be competitive in course offerings.

To see the plan go to www.duvalschools.org or for information call Richard Beaudoin, Facilities Planner at 390-2358 or beaudoinr@duvalschools.org. Doug Ayars can be reached at 390-2007 or ayarsd@duvalschools.org

Florida Department of Transportation (FDOT) – Milton Locklear had no report but would stay to take concerns or questions after the meeting. Milton Locklear can be reached at 360-5686 or Milton.Locklear@coj.state.fl.us

Municipal Code Compliance – Officer Vincent Tarver had not report but would stay to take concerns after the meeting. Property Safety can be reached at 391-3600 or psafety@coj.net

Department of Health – not present. Jocelyn Turner can be reached at 253-2037 or Jocelyn_Turner@doh.state.fl.us

Planning and Development – Emery Nauden reported on the following:

- There are two new bars in Downtown: one on Forsyth Street and one down the street from Mark's Bar on Bay Street.
- At the last Planning Commission meeting a boarding house was applying as an assisted living facility in the Myrtle Avenue area as an "exception". Member Miller attended the meeting to oppose this facility in her neighborhood. She explained that this was not needed or wanted in her neighborhood. This was denied by the Planning Commission. It may not have been denied if Member Miller did not attend the Planning Commission meeting. It was to be a drug rehab with lots of transients in and out. If you see a brightly colored sign going up in your area call to find out what is happening and attend a Planning Commission meeting to let them know your opinion.

Planner Nauden can be reached at 630-0258 or enauden@coj.net

Recreation and Community Services – Shorty Robbins had no report but can be reached at 630-3570 or shortyr@coj.net

HAND – Community Development Neighborhood Coordinator Marilyn Fenton-Harmer reported on the following:

- **Mayor John Peyton** presented the proposed 2008-2009 budget to the City Council on July 14, 2008. On the City of Jacksonville's home page www.coj.net you can click on the budget to view its entirety. The Mayor has asked for the communities support. If you would like to provide a letter of support you can e-mail it to Marilyn Fenton-Harmer. She will deliver to all 18 City Council Members and the Mayor.
- **ACE North Quadrant Meeting – Wednesday, September 10, 2008, 6 p.m.**, Northwestern Middle School Cafeteria, 2100 West 45th Street. Your input is needed on **boundary changes**, consolidation of schools, renovations/remodeling and grade configuration changes.
- JaxParks presents **Movies in the Park** (Lil Rascals) Friday, **September 19, 2008 6:30p.m.** (movie @ dusk) A Philip Randolph Park - 1096 A. Philip Randolph Blvd. Come and enjoy a beautiful evening on us. Come and picnic on the lawn of A. Philip Randolph Park and enjoy a family movie under the stars. Info 630-4100
- **Nickelodeon's Worldwide Day of Play** - Saturday, **September 27, 2008** 12 noon - 3p.m. Clanzel Brown Park - 4545 Moncrief Rd. Its a day of fun for everyone!!! Come out and enjoy lots of games like: sack races, water balloon toss, musical pies, dunk a Jaguar in the dunking booth, and maybe you'll even get slimed!!!! Checkout Comcast Cable channels 7 and 29 for more slimey details on "Comcast Connects". Contact: For more information call 904 630-3541 or www.JaxParks.com about recreational opportunities.
- Downtown Calendar can be viewed at www.makeascenedowntown.com
- Not Just for Baby Boomers Film Series: **Free showings of Baby Boomers' favorite films**, 2nd and 4th Thursdays each month at 5:45 p.m., Main Library, Hicks Auditorium. For a complete list of movies visit <http://jpl.coj.net/progs/main/notjustforboomers.html> - Sep. 11 - Pillow Talk and Sep. 25 – Bringing Up Baby
- Event: Consolidation: A Bold New Revolution: 40 Years Later Panel Discussion, **Saturday, Oct. 4 at 11:00 a.m.** Main Library--Hicks Auditorium. A moderator and three distinguished scholars will discuss how Jacksonville has fared under consolidated government in the 40 years since it was implemented on October 1, 1968. Panelists: Dr. James Crooks, Professor Emeritus, University of North Florida, Dr. Joan Carver, Professor Emeritus, Jacksonville University, and Dr. Abel Bartley, Professor of Pan African Studies, Clemson University Moderator: Mike Clark, Editorial Page Editor, Florida Times-Union. For additional information, please call 630-2409. To learn about classes and events at the library please visit <http://jpl.coj.net/>

City Council Meetings

- Notice is hereby given that the Public Health and Safety Committee for the Jacksonville City Council will hold a Community Meetings on Thursday, **Sep. 18**, 200 at 6 p.m. to listen to the concerns, ideas and proposals on initiatives of the City of Jacksonville as it pertains to Public Safety and Jacksonville Journey's impact on the City budget. All interested parties are invited to attend. Contact: Philip Zamarron, Legislative Services Division at (904) 630-1404
- City Council District 9 - Town Hall Meeting – Council Member Warren A. Jones will hold a series of Town Hall Meetings: 9/8/08 CWA Union Hall, 7076 Union Hall - 9/17/08 West Jacksonville Health Clinic, 120 King Street - 9/22/08 Hyde Park Elementary School, 5300 Park Street, all at 6 p.m. For info call 630-1395

SAVE the DATE:

- 2008 National Neighborhood Day, September 21, 2008
- Georgia vs. Florida Football Classic, October 27-November 1, 2008 at the Sports Complex.
- Adult Services:
 - Senior Games** - Sept. 22 - 28, 2008 – For information call 630-7392. The games encourage fitness after 50.
 - Brain Bowl** - Oct. 8, 2008 - 10:30 a.m. - 2 p.m., Mayo Clinic - Cannaday Building. Be a part of this inaugural event. RSVP required. This event is sponsored by the City of Jacksonville and Mayo Clinic. For info 630-7392.
 - MOB Quarterly Meeting** - Oct. 21, 2008 - 10:30 a.m. - Metropolitan Park. - Quarterly meeting with the Mayor to discuss issues pertinent to seniors. For information call 630-7392.
 - Mayor's Senior Holiday Festival** - December 6, 2008 at 2-5 p.m. - Prime Osborn Convention Center - For information call 630-7392 for cost and tickets. Dancing, dining and entertainment at the Mayor's Festival allows seniors to celebrate the holidays in style.

Irrigation and Fertilizer Ordinance

Mayor Peyton, Council President Ronnie Fussell, Councilman Michael and the St. Johns's Riverkeeper executive director Neil Armingeon signed two bills approved by the City Council to conserve Jacksonville's water supply and reduce the amount of nutrients flowing into the St. Johns River. The irrigation ordinance (2008-030) enacts landscape irrigation conservation measures or requirements that are based upon the St. Johns River Water Management District's model ordinance. The landscape irrigation requirements provide for odd/even addresses to irrigate on scheduled days, and prohibit irrigation between the hours of 10 a.m. and 4 p.m. Exceptions under certain circumstances are allowed (such as using a hand-held irrigation tool, micro-irrigation systems, maintenance and repair or watering to establish new landscaping). The irrigation conservation requirements may be enforced by the Environmental and Compliance Department, the Jacksonville Sheriff's Office, or any state law enforcement officer. To assist in meeting the nutrient total maximum daily load (TMDL) requirements for the St. Johns River as set forth for the City of Jacksonville by the Clean Water Act, the fertilizer ordinance (2008-028) addresses fertilizer application and retail storage requirements for retail garden centers, commercial fertilizer applicators and homeowners.

Sec. 366.504. Landscape irrigation schedule.

(a) During the time period when Daylight Savings Time is in effect, from the second Sunday in March to the first Sunday in November, the following landscape irrigation schedule shall apply and is limited to only that necessary for efficient utilization. No more than ½ inch of water is recommended to be applied, on each of the following specified irrigation days:

(1) Landscape irrigation at **odd numbered** residential addresses shall occur only on **Wednesday and Saturday and not between 10:00 a.m. and 4:00 p.m.**;

(2) Landscape irrigation at **even numbered** residential addresses or at places without an address shall occur only on **Thursday and Sunday & not between 10:00a.m.& 4 p.m.**

(3) Non-residential landscape irrigation shall occur only on Tuesday and Friday and not between 10:00 a.m. and 4:00 p.m. During the time period when Eastern Standard Time is in effect, from the first Sunday in November to the second Sunday in March, the irrigation schedule listed in paragraph (a), above is still mandatory; however the following landscape irrigation schedule is strongly encouraged to apply to both residential and non-residential landscape and property owners are advised to limit landscape irrigation to only that necessary for efficient utilization. No more than ¾ inch of water is recommended to be applied, on each of the following specified irrigation days:

(1) Landscape irrigation at odd numbered residential addresses shall occur only on Wednesday and not between 10:00 a.m. and 4:00 p.m.;

(2) Landscape irrigation at even numbered residential addresses or at places without an address shall occur only on Thursday and not between 10:00 a.m. and 4:00 p.m.;

(3) Non-residential landscape irrigation shall occur only on Tuesday and not between 10:00 a.m. and 4:00 p.m.;

(c) All landscape irrigation shall be limited to only that needed to meet landscape needs;

(d) Where reclaimed water is available, the use of private irrigation wells for landscape irrigation is not authorized;

(e) Any person who irrigates landscape with an automatic lawn sprinkler system installed after May, 1991, shall install, maintain and operate a rain sensor device or switch that overrides the irrigation system when adequate rainfall has occurred.

Sec. 366.505. Exceptions to landscape irrigation schedule. Landscape irrigation is subject to the following exceptions:

(a) Irrigation using a micro-irrigation system is allowed anytime provided the amount of water used is limited to only that necessary for efficient utilization.

(b) Irrigation of new landscape is allowed at any time of day on any day for the initial 30 days following installation and on every other day for the next 30 days for a total of one 60 day period, provided that the irrigation is limited to the minimum amount necessary for such landscape establishment.

(c) Watering in of chemicals, including insecticides, pesticides, fertilizers, fungicides and herbicides when required by law, the manufacturer, or best management practices is allowed anytime within 24 hours of application. Watering in of chemicals shall not exceed ¼ inch of water per application except as otherwise required by law, the manufacturer labeling instructions, or best management practices.

(d) Irrigation systems may be operated anytime of day for maintenance and repair purposes not to exceed 10 minutes per hour per zone but such operation shall not occur more than one time per week.

(e) Irrigation using a hand-held hose equipped with an automatic shut-off nozzle is allowed anytime, provided the amount of water used is limited to only that necessary for efficient utilization.

(f) Discharge of water from a water-to-air air-conditioning unit or other water-dependent cooling system is not limited.

(g) The use of water from a reclaimed water system is allowed any day, but not between 10:00 a.m. and 4:00 p.m. For the purpose of this subsection, a reclaimed water system includes systems in which the primary source is reclaimed water, which may or may not be supplemented from another source during peak demand periods. This exemption is allowed to promote use of reclaimed water and to aid area utilities in expanding reclaimed water availability and distributing more reclaimed water to reduce treated effluent discharge to the river.

(h) The use of recycled water from wet detention treatment ponds for irrigation is allowed any day, but not between 10:00 a.m. and 4:00 p.m., provided the ponds are not augmented from any ground or off-site surface water or public supply sources.

Sec. 366.506 Variance from specific day of the week limitations.

A variance from the Landscape Irrigation Schedule set forth in Section 366.504, above may be granted if strict application of that schedule would lead to unreasonable or unfair results in particular instances, provided that the applicant demonstrates with particularity that compliance with the schedule will result in a substantial economic, health or other hardship on the applicant requesting the variance or those served by the applicant. Where a contiguous property is divided into different zones, a variance may be granted hereunder so that each zone may be irrigated on different days than other zones of the property. However, no single zone may be irrigated more than 2 days a week during the time period when Daylight Savings

Time is in effect, from the second Sunday in March to the first Sunday in November, and no more than 1 day per week during the time period when Eastern Standard Time is in effect, from the first Sunday in November to the second Sunday in March.

Sec. 366.507. Penalties. Violation of any provision of this part is subject to the following penalties:

First violation = Written warning Second violation = \$50 ticket Subsequent violations = \$250 ticket

Each day upon which a violation occurs shall be considered a separate offense. No violator shall be granted more than one (1) warning. In addition to the ticketing authority provided in this section, nothing shall prevent the City from instituting any other enforcement mechanism authorized in this Chapter, including injunctive relief. Further the provisions of this part may be enforced as provided in Sections 366.210 and 366.211. Sec. 366.508. Enforcement and information. This part may be enforced by the Director, his authorized representative, the Jacksonville Sheriff's Office, and any law enforcement officer of the state. Water supply utilities shall annually notify their customers of the foregoing irrigation regulations at a minimum of twice annually in months that provide pre-growing seasonal conservation reminders.

Chairperson's Report

- To the Nominating Committee please be sure to let Marilyn know when the meeting will be to post the notice in City Hall before the meeting.
- Welcome to our newest member Janice Love from the Eastside Neighborhood Association. She introduced herself. She is on several committees such as the Weed and Seed and UC Visioning. She was attending the CPAC meeting while the Visioning was going on at the same time. She was glad to be a member.

Announcements

- Member Walker thanked everyone that contributed to the donations for snacks.

Public Comments - none

Adjournment

The meeting was adjourned at 6:35 p.m.

The next Urban Core CPAC meeting is on **Monday, Oct. 6, 2008**
at 5 p.m. in the Main Library, Conference Room G-4, 303 N. Laura St.

Submitted by:

Marilyn Fenton-Harmer

Neighborhood Coordinator

255-8236

Mfharmer@coj.net

CITY OF JACKSONVILLE
HOUSING & NEIGHBORHOODS DEPARTMENT

For information
please contact:
James Richardson
Program Manager
(904) 255-8235
jrichard@coj.net

**Special points of
interest:**

- Low interest loans and small grants are available
- Grant amount cannot exceed 10% of the project costs
- Possible funding for up to 25% of project
- Equity investment of 20% is required

**Ineligible
businesses**

- Nightclubs
- Bars
- Tattoo parlors
- Body piercing shops
- Adult entertainment
- Adult gaming rooms
- Pawn shops
- Check cashing establishments
- Pay day loans
- Bikini bars
- Used car lots

Northwest Jacksonville Economic Development Fund

City of Jacksonville provides possible financing assistance to businesses located in the Northwest Area

The Northwest Jacksonville Economic Development Fund (NWJEDF) was primarily established to create new service and retail businesses to serve the target neighborhoods. A primary purpose is to create access to jobs for area residents.

The Fund works by providing low interest loans and grants to existing businesses desiring to locate in the area. Funds may be used for site acquisition, the purchase of machinery and equipment, for leasehold improvements or façade improvements where the property owner or leaseholder is located in the targeted areas.

Investment in older buildings or underutilized buildings along commercial corridors is encouraged. This investment of public dollars will stimulate new small business investment which will ultimately add to the property tax base. The funding can also be used to provide loans for business expansion and new

commercial development.

The NWJEDF provides stability to targeted neighborhoods by incentivizing development to create strong and vibrant commercial corridors. Service and retail establishments serve to sustain the targeted areas and provide opportunities for area residents to purchase goods and services in the area in which they live. They also provide an economic base to the community by creating jobs.



The Lofts on Main

So what are the targeted areas of the NWJEDF?

Since the administration of Mayor Jake Godbold, particular attention has been given to encourage economic development in the Northwest area of Jacksonville. In 2000, the Better Jacksonville Plan formally established a funding source by dedicating \$25 million to establish the Northwest Jacksonville Economic Development Fund. The basic

boundaries of the targeted area were established to be areas north of Interstate 10 and west of Interstate 95.

Since that time, they have been extended from the intersection of Interstate 95 and State Street east to the St. Johns River and then north to the Duval County line.

In an effort to include the LaVilla area, the boundaries also extend

from the intersection of Interstate 95 and State Street east to Broad Street, north on Broad Street to Water Street, west along Water Street to Lee Street, north one block on Lee Street to Bay Street, west along Bay Street to Interstate 95 and finally north along I-95 to State Street — the point of beginning.



**CITY OF JACKSONVILLE
HOUSING & NEIGHBORHOODS
DEPARTMENT**

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E-mail: jrichard@coj.net

Visit us on the Web:

www.coj.net

**Housing & Neighborhoods Department:
Revitalizing neighborhoods from a commercial perspective**

The Housing & Neighborhoods Department was established to redevelop, revitalize and stabilize neighborhoods throughout Duval County. Although a primary means to do this is to ensure the availability of and access to affordable housing, other programs are housed in the department to achieve its mission in a comprehensive fashion. The Community Development Division, the Brownfields Redevelopment Program and the Town Center Initiative are also housed in the department. Together with the NWJEDF, these programs strive to take a holistic approach to revitalizing neighborhoods.

For more information about these programs, please contact the Housing & Neighborhoods Department at (904) 255-8200.

Putting the Northwest Jacksonville Economic Development Fund to use

\$25 million dollars was set aside in the Better Jacksonville Plan to encourage economic development opportunities in targeted areas of Jacksonville. It was set up to provide 4 potential sources of funding: Large Scale Economic Development, Small Business Development, Small Business Infrastructure assistance and Façade Improvements. In 2003, funds were reallocated to create a Small Business Corridor Development Fund.

Initially administered under the Jacksonville Economic Development Commission, the primary focus was the creation of



The Shoppes at Norfolk



United Optical Labs



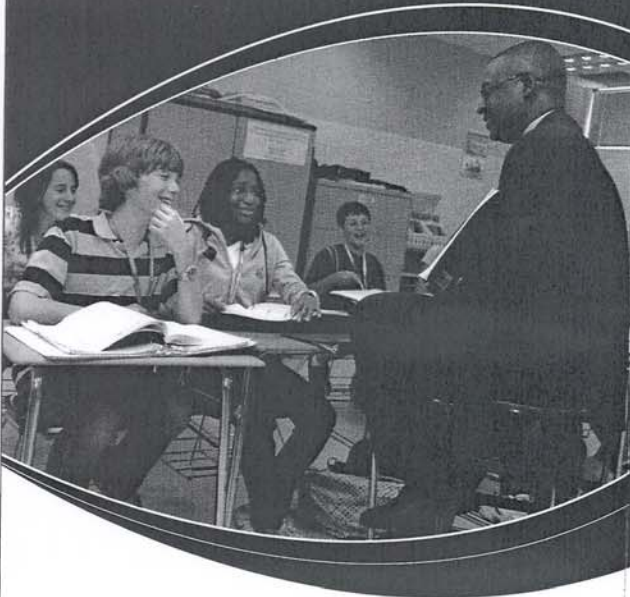
Pearl Plaza

new jobs.

In 2007, program administration was transferred to the Housing & Neighborhoods Department and the focus shifted to commercial revitalization and redevelopment.

Over the years, the NWJEDF has had a number of successes. Over \$10 million has been awarded to businesses as grants, and over \$6 million has been awarded as loans. This investment of public dollars has retained over 1,500 jobs and produced over 2,000 new jobs in the targeted area. The dollars have also leveraged close to \$125,000,000 in private capital investment.

District Strategic Plan 2009-2012



Teaching

Learning

Achieving

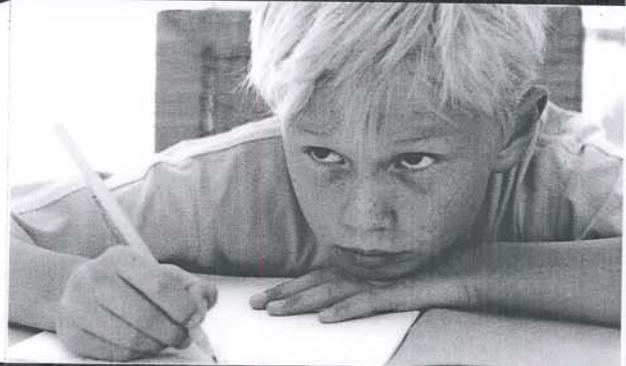
dcps
Duval County Public Schools

In 2007-2008, Duval County Public Schools, the Alliance for World Class Education and a task force of community leaders developed a strategic plan to guide the school system to becoming one of the top performing urban school districts in the nation.

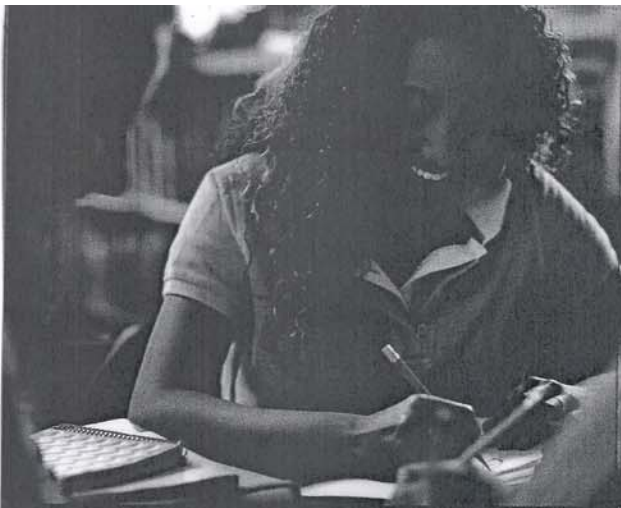
The plan, adopted by the Duval County School Board spans the years 2009-2012, and outlines six critical steps that the district must take to build stronger, high-performing schools. The plan identifies the actions needed and, most importantly, the measures that will be used to assess effectiveness.

At Duval County Public Schools, we pledge to implement the strategies outlined in this document with consistency and clarity across all of our schools, providing extra support for students, teachers and staff in our most challenged schools.

We are committed to success, and it is our intent to make clear and measurable progress every year toward our objectives. However, this is a long-term strategy and we expect that it will take several years to achieve all of our goals. In the meantime, we will continue to make improvements that will have immediate, measurable and significant positive impacts on the quality of public education in Jacksonville.



dcps
Duval County Public Schools



This will be hard work, and we will have to make adjustments along the way, but our focus will remain on the objectives of the plan. We are confident that we will reach our goals.

Through the commitment of our students, the dedication of our teachers and the support of the public, we strongly believe that Duval County will be the best large urban school district in the country.

Honorable Betty Burney
Chairman
Duval County School Board

Ed Pratt-Dannals
Superintendent
Duval County Public Schools

QUALITY EDUCATION FOR ALL
THE KEY TO JACKSONVILLE'S FUTURE

DUVAL COUNTY PUBLIC SCHOOLS

VISION

Every student will graduate from Duval County Public Schools with the knowledge and skills to be successful in post-secondary education and/or the workforce.

MISSION

The Duval County Public School System is committed to providing high-quality educational opportunities that will inspire all students to acquire and use the knowledge and skills needed to succeed in a global economy and culturally diverse world.

DUVAL COUNTY SCHOOL BOARD

Honorable Betty Burney, Chairman
Honorable Tommy Hazouri, Vice Chairman
Honorable Martha Barrett
Honorable Nancy Broner
Honorable Kris Barnes
Honorable Brenda Priestly Jackson
Honorable Vicki Drake

The Duval County Public Schools 2009-2012 Strategic Plan was developed by the School Board based on their Core Beliefs and Commitments with the assistance of the Alliance for World Class Education, community leaders from business, education and philanthropy, and senior school district staff.

This brochure is provided through the generous support of the Alliance for World Class Education.



Duval County Public Schools
1701 Prudential Drive
Jacksonville, Florida 32207
904-390-2000
www.duvalschools.org

5. Engage Family and Community Support

Energize families, community, civic and business leaders and corporations to engage in the success of education

What will it take?

- » Improved communications inside and outside of the schools
- » Stronger efforts to establish relationships with students, parents and families
- » Stronger alliances with civic, business and community leaders

Objectives:

- » Wider distribution of information through newsletters, e-mails and Web sites
- » More mentor matches with students
- » More partners in our most challenged schools
- » Increased number of school-based volunteers

6. Deliver High Quality Support for Schools: Management, Operations & Customer Service

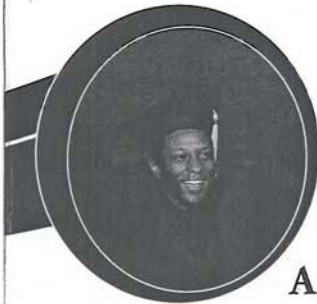
Continually enhance school performance through delivery of high-quality District management, operational support and customer service

What will it take?

- » Improved financial management
- » Improved program management
- » Enhanced information technology for students, teachers and staff

Objectives:

- » Increased funding for schools as percent of total operating budget
- » On-budget performance
- » Compliance with state mandates
- » Improved access to student information



Achieving

1. Increase Academic Achievement for All Students

Increase overall achievement for all students while moving significantly toward eliminating the achievement gap of racial and ethnic groups and students from low-income families

What will it take?

- » Additional support for low-performing students, especially in our most challenged schools
- » Emphasis on rigorous courses, such as honors or advanced placement
- » Continuous improvement in effective instruction practices

Objectives:

- » Higher scores on FCAT math and reading tests
- » More students taking AP courses and passing AP exams
- » More students taking SAT and ACT college entrance exams, and scoring higher on those exams

2. Increase the Graduation Rate

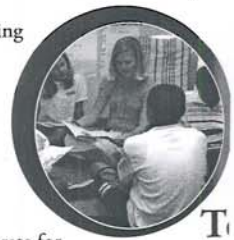
Increase the percentage of students graduating ready for post-secondary education and work

What will it take?

- » Creating smaller learning communities within high schools
- » Working to improve student attendance
- » Increased efforts to keep students on track for grade promotion and graduation

Objectives:

- » More 10th grade students passing FCAT writing, reading and math tests
- » Presence of a high-quality Career Academy in every high school
- » Lower percentage of students missing 20 days or more of school per year
- » Increasing on-time promotion rate for all grades
- » A steadily increasing four-year graduation rate



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SIX STEPS TO STRONGER SCHOOLS

3. Employ the Best Teachers and Principals

Hire, develop, support and retain the best teachers and principals in the nation for all schools

What will it take?

- » Recruiting diverse, high-quality teachers and principals
- » Retaining and supporting high-quality teachers and principals
- » Stronger professional development for leaders and instructional staff

Objectives:

- » Fewer teachers teaching out of field
- » More African American male teachers
- » More high-performing teachers and principals in our most challenged schools
- » Lower teacher turnover

4. Establish Safe, Secure and Respectful Schools

Establish safe schools, where all individuals are respected, valued and feel secure

What will it take?

- » Integration of best practices that encourage positive behavior, develop respect toward others and ensure safe environments
- » A focus on the survey completed by parents at the school level

Objectives:

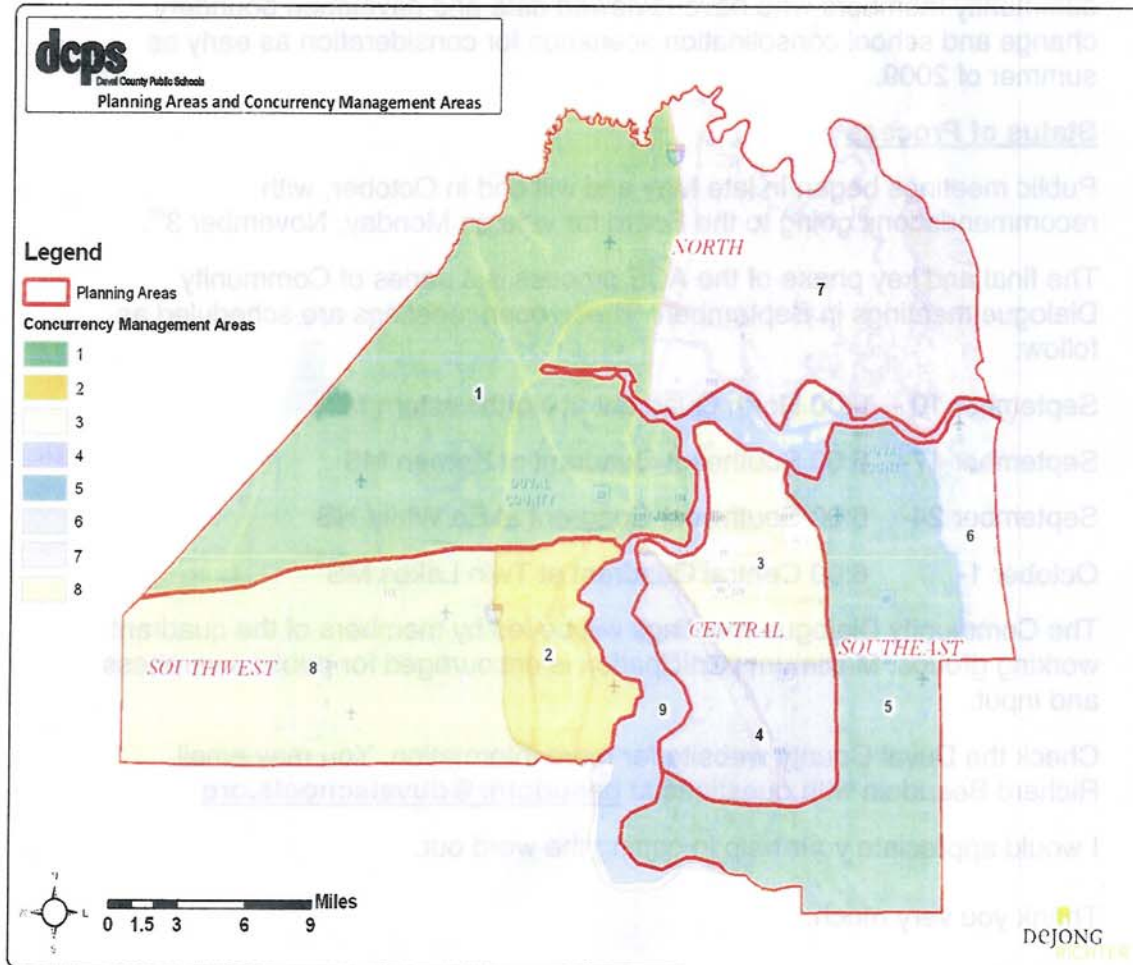
- » Fewer conduct violations
- » Increasing sense of safety in schools, as shown in survey responses
- » Increasing sense of respect for school, students and teachers, as shown in survey responses

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Learning

Duval County Public Schools Academic and Community Excellence Quadrants



Go to www.duvalschools.org for quadrant school listings. Email questions to Richard Beaudoin at beaudoinr@duvalschools.org

September 1, 2008

Academic and Community Excellence (ACE) Facilities Plan

ACE will develop a multi year plan for balancing the district school seat utilization implementing scenarios developed by community quadrant working groups. These volunteer working groups are parents and other community members who have reviewed data and developed boundary change and school consolidation scenarios for consideration as early as summer of 2009.

Status of Process

Public meetings began in late May and will end in October, with recommendations going to the Board for vote on Monday, November 3rd.

The final and key phase of the ACE process is a series of Community Dialogue meetings in September. These open meetings are scheduled as follow:

September 10 - 6:00 North Quadrant at Northwestern MS

September 17- 6:00 Southeast Quadrant at Kernan MS

September 24- 6:00 Southwest Quadrant at Ed White HS

October 1- 6:00 Central Quadrant at Twin Lakes MS

The Community Dialogue meetings will be led by members of the quadrant working groups. Maximum participation is encouraged for public awareness and input.

Check the Duval County website for more information. You may email Richard Beaudoin with questions at beaudoinr@duvalschools.org

I would appreciate your help in getting the word out.

Thank you very much.

Doug Ayars
Chief Operating Officer
Duval County Public Schools