

District Placemaking and Urban Design Plan

Priority # 1 - Highlands Project:

The City should consider the following steps and methods to incentivise the project and make the private investment attractive to a developer:

Step #1: Establish Public Realm Responsibility: Establish the appropriate City Agency as the implementing entity:

- The City Planning & Development Department should be responsible for regulatory incentives.
- The JIA/CRA and (JEDC) should be responsible for financing and managing construction of public improvements and negotiations of a Development Agreement.
- The Jacksonville Transportation Authority (JTA) should be responsible for financing and managing construction of Bus Rapid Transit (BRT) facilities, which could be implemented as the nodal project is developed or added later to transform the project to a Transit Village.

Step #2: Select the Basic Investment Option:

- **Option # 1:** The City Agencies proceed with Public Realm improvements to set the table for subsequent private investment. (Refer to Public Realm (Re)Development Strategies)
- **Option # 2:** As a prerequisite for making Public Realm improvements, The City's Agencies require:
 - o A formal Request for Proposal (RFP) for a process that leads to the selection of a (re)developer and negotiation of a Development Agreement,
 - o And a commitment from property owners within the nodal site and surrounding properties to create an assessment district to serve as a Business Improvement District (BID).

Option #2 – Task #2: Develop the Traffic Management Related Improvements. The City, in conjunction with the FDOT, should begin the process to improve the roadway and add medians to improve safety and efficiency of the roadway. In conjunction with traffic management plans the City should prepare the plans and specifications for Highland District recommended Public Realm improvements. Thus, if roadway improvements occur before a developer commits to the Nodal Project, the City may install the conduits that can be used to implement the streetscape plan with without having to tear up and reconstruct FDOT improvements at a later date.

Option #2 - Task #3: Identify a Private Realm Responsibility (Viable Development Entity). The Regency Center LP currently owns the majority of the site and would be a strong potential candidate for the selection of a (Re)developer.

Option #2 - Task #4: Determine the Incentive Package. Based upon achieving a Development Agreement causing the construction of the recommended development program or another “placemaking” project in conformance with the design concept for the Highlands Nodal Project and property owners approval of a BID for marketing and promotion of the project and events, the following targeted set of incentives should be considered:

- Public Realm Investments:
 - o JIA/CRA Tax Increment Financing (TIF) should be considered for the following improvements:
 - The Highlands District Project recommended in the Public Real Project section.
 - o JTA and/or Fair Share Fund financing for the following:
 - A Bus Station to serve the BRTS within the Nodal Project
 - Ownership, development and maintenance of the Village Square in conjunction with the bus stop, which can also be used for events, such as art shows.
 - Structured parking to serve transit requirements.
 - o Create a non-statutory TIF District for financing for the following:
 - Improvements to Monoco Drive to create an improved entrance to the project and encourage development of apartments to the east.
 - Pedestrian connections on the south side of Dunn Avenue which connects the densely populated residential areas with the commercial uses along the Dunn Avenue Corridor.
 - o The City and other appropriate government entities should consider locating public facilities such as transit stations, libraries, parks/squares, cultural facilities, community meeting places, postal facilities and government administrative buildings within the centers to raise property values, to serve as anchors and inducements for spin-off private investments.
 - o The Highlands pro-forma analysis indicated that a financially successful (re)development project could be potentially achieved.

A more detailed pro-forma analysis should be required of the (re)developer by the City as the basis for determination of any additional level of public investment in infrastructure.

- Regulatory:
 - o “Green Tape”: Development approval procedures should be implemented to expedite the nodal projects if they conform to the basic concepts of the recommended development programs and design standards?
 - o Highlands Nodal Project Overlay Zoning: A zoning overlay category should be created to provide density, intensity and parking incentives, and adopt the design standards proposed herein.

Option #2 - Task #5: Negotiate and Adopt a Redevelopment Agreement: The JEDC and (Re)Developer agree to the terms and conditions of (re)development. (Who does what and when and under what conditions)

- Preparation and Approval of Design Specifications for the Public and the Private elements of (Re)Development,
- Obtaining Entitlements,
- Private and Public Funding commitments, and the
- Public and Private Construction Schedules.

Option #2 - Task #6: Implement the Development: The terms and conditions of the Development Agreement will guide development of the project.

Private Realm

District Placemaking and Urban Design Plan

Priority # 2 - Garden City Project (Re)Development Strategies:

The City should utilize the same steps and project components as outlined for the Highlands Project with the following noted differences:

Step #1: Establish Public Realm Responsibility: Establish the appropriate City Agency as the implementing entity:

- The areas has the basis for a Chapter 163 statutory “Finding of Necessity”/Determination of Blight and could become part of the JIA/CRA and thereby the JEDC and JIA/CRA could become responsible for financing and managing construction of public improvements and negotiations of a Development Agreement.
- It is important to note that a bus station to serve a Bus Rapid Transit (BRT) facility could be constructed as the nodal project is developed or added later to transform the project to a Transit Village.

Option #2 - Task #2: Identify a Private Realm Responsibility (Viable Development Entity). The two current major owners of the site would be strong potential candidates for the selection of a (re)developer team, but key out-parcels need to be packaged.

Option #2 - Task #3: Determine the Incentive Package:

- Public Realm Investments:
 - o JIA/CRA Tax Increment Financing (TIF) could be considered for the recommended improvements if the JIA/CRA boundaries were expanded to include the area including:
 - Streetscaping through the District and south along Lem Turner Road to south of the major entrance to the nodal project.
 - o Consider creating a Non-Statutory TIF District for financing for the District projects if the JIA/CRA boundary is not expanded.
 - o The pro-forma analysis indicated a financing gap in development of a financially successful (re)development project. A more detailed pro-forma analysis should be required of the (re)developer by the City as the basis for determination of any additional level of public investment in infrastructure.

- Regulatory:
 - o “Green Tape”: Same concept
 - o Garden City Nodal Project Overlay Zoning:

Option #2 - Task #4: Negotiate and Adopt a Redevelopment Agreement: Responsibility will be determined by funding mechanism.

Option #2 - Task #5: Implement the Development: Public Oversight will be determined by the funding mechanism.

Priority #3 & 4 - Oceanway South and North Project (Re)Development Strategies:

Utilize the prototype process. These private projects could occur prior to development of the Main Street public realm improvements, but require the improvements to New Berlin Road and construction of the East –West Connector, respectively.

Private Realm

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Public Realm Projects

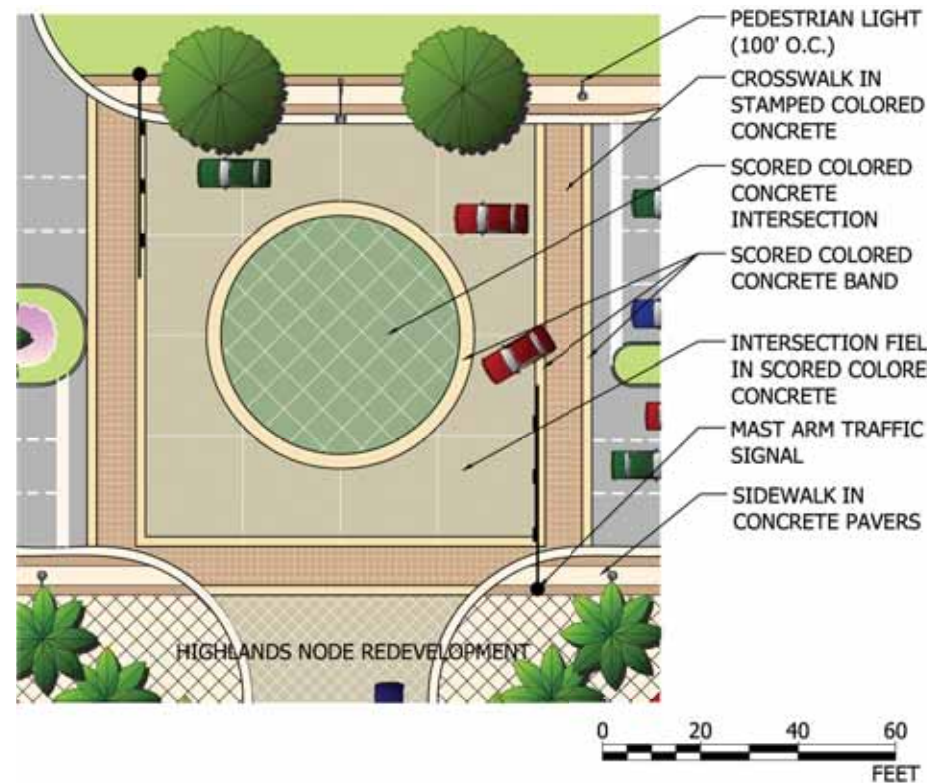
The complete detailed description and drawings of all of the Public Realm Projects for each District are provided within Appendix B “Public Realm Design Standards” and the detailed cost breakdown of the public real projects is provided in Appendix C.

Priority #1 Highlands District Streetscape

Project Overview: The Highlands District Streetscape site is located on Dunn Avenue between Biscayne Boulevard on the west to I-95 on the east. This urban stretch of Dunn Avenue is heavily commercialized with a high traffic volume. Located at the middle of this portion of the corridor is the Highlands Node which is the number one priority of the private realm projects.

Streetscape Concepts: The streetscape concepts are designed to create an attractive, comfortable, safe and functional environment for both pedestrians and vehicles and to establish a new branding and identity reflecting the character of redevelopment improvements occurring within the Highlands District. Proposed streetscape elements include Traffic Management, Streetscape Enhancement, Transit, Gateways/ Branding & Imaging and Sidewalk Beautification.

Preliminary Cost Estimate: The following is a summarized preliminary cost estimate for the Highlands District Streetscape. This cost estimate was calculated from a conceptual plan and aerial photographs, therefore takeoffs are based upon the best available current information. It is also based on current material and labor costs, as of January 2006. Utility works, with the exception of the undergrounding of overhead utilities, are not included in this cost estimate. A more detailed cost estimate is available in Appendix C. Maintenance cost for all of the projects is estimated to be generally, approximately 2% of materials cost.



HIGHLANDS DISTRICT STREETScape COST ESTIMATE	
Item	Cost
Traffic Management	
Sub-Total	\$2,740,473.00
Streetscape Enhancement	
Sub-Total	\$3,156,750.00
Gateways/ Branding & Imaging	
Sub-Total	\$380,000.00
Transit	
Sub-Total	\$222,000.00
Pedestrian Connectivity	
Sub-Total	\$558,555.00
TOTAL	\$7,057,778.00
Mobilization	\$282,311.12
Demolition	\$352,888.90
Earthwork	\$352,888.90
General Conditions	\$211,733.34
Maintenance of Traffic	\$352,888.90
GRAND TOTAL	\$8,610,489.16
10% Contingency	\$861,048.92
OVERALL GRAND TOTAL	\$9,471,538.08

