



**REDEVELOPMENT PLAN COMMITTEE**  
**MEETING MINUTES - DRAFT**

**Board Members Present:** Chairman Oliver Barakat, Melody Bishop

**Office of General Counsel:** Jason Gabriel

Council Member: Lori Boyer

**Attendees:** Alex Rudzinski, Director of Development, OED; Karen Nasrallah and Eric Lindstrom, Downtown Development and Redevelopment Manager; Aundra Wallace, DIA CEO; and Karen Underwood, Recording Secretary.

**CALL TO ORDER**

Board Member Melody Bishop, Chair of the DIA Redevelopment Plan Committee, called the meeting to order at approximately 3:09 p.m.

There was not a quorum present to approve the draft meeting minutes of the July 24, 2013, August 14, 2013 and August 28, 2013 meetings. Board Member Bishop requested the minutes to be submitted to Tony and Lara for review to capture what was shared.

Board Member Bishop asked everyone to introduce him- or herself. She stated that input was needed from each member to consider a plan to be formulated for stakeholders meeting. This would provide guidance relating to topics for input to the group. Public comments will be taken up at the end of the presentation. Chairman Barakat commented that input may be placed on a potential website. Lara Diettrich stated that the mindmixer will be launched in a month and is in the Phase II Business, Investment and Development Plan.

**REDEVELOPMENT PLAN UPDATE**

**Lara Diettrich Consultant**

**Residential Use Element:**

Lara Diettrich introduced this required statute in terms of the various elements so that the members will know what to anticipate in the eventual plan.

The Residential Use Element consists of numerous data sets and analysis regarding the character of housing in the selected area. The data is derived from sources such as, but not limited to, the 2010 U.S. Census, Occupancy and Vacancy Report from the Florida Housing Finance Corporation, COJ Housing and Neighborhoods Department, Jacksonville Housing Authority, Zillow, and the COJ Property Appraiser's Office.

Data and analysis provided in this element identify and discuss items such as:

- Household composition and income
- Housing tenure
- Neighborhood indicators
- Housing values
- Multifamily affordable housing (rental)

Lara Diettrich stated that input is needed from the Board, and also to ensure the members that were not present send their input. She pointed out the two elements that are in Phase I of the plan. They will be meeting with several different agencies to make sure that they encapsulated all of the information, such as elderly, single households ran by a female or a male, looking at the amount of occupancy, mean and median household levels, owner-occupied versus renter, and capacity of concentration. Board Member Bishop pointed out students, retirees, and recent graduates would need inexpensive housing.

Ms. Diettrich stated that the exhibits would coincide with the data that will match the analysis and interpretations.

**Neighborhood Impact Assessment:**

The Neighborhood Impact Assessment reviews more qualitative characteristics and facilities. While some data sets are incorporated into the different sub-sections of this section, such as transportation and environment, they are mixed with policies, perceptions, and realities.

This section includes the review, identification, and assessment of items such as:

- Transportation
- Pedestrian Connectivity
- Environmental Quality
- Sight, Sound, Smell
- Public Facilities
- Social and Physical Quality of Life
- The St. Johns River

**Needs within the Community Redevelopment Areas:**

Ms. Diettrich referenced the handout of the City of Jacksonville Downtown Districts map. She mentioned that while there is some quantitative information, this is qualitative because it discusses the quality of why the social environment gets down to actual environmental issues such as noise, water quality, lighting, visual pollution, transportation exemption areas, and different institutional and public facilities.

Ms. Diettrich referenced and explained that the map was a result from the master plan where the 10 districts were flushed out. These different districts were identified based on different projects and

uses categorizing them. Eric Lindstrom added that when the Master Plan was originally approved, a piece was inadvertently left out then was added back in later.

**Committee Homework: List of Potential Short-Term Projects:**

Ms. Diettrich noted to the board that whenever they are in conversation with someone that produces an idea to please put it in writing to continue to encapsulate them and roll it into the plan. The committee and board will be driving what the targets are.

Mrs. Diettrich referenced the handout of the needs within the Community Redevelopment Areas.

Eric Lindstrom stated that one thing that was added to the scope was the waterfront activation plan for the consultants to look at and may be one way that the two are tied together. The people need access to get back and forth across the river without owning a boat. Maybe the waterfront activation plan is the way to begin connecting both sides together. Board Member Bishop stated that the Southbank is two neighborhoods. One neighborhood is institutional with the hospital and the other side is the residential. Board Member Bishop pointed out that there needs to be interconnectivity all the way around to the Eastside, Riverside and Five Points.

Aundra Wallace noted that he wanted to make sure that the big picture is focused on downtown to send one message. When things are broken up, it starts to break up the connectivity. Most cities that he visited, their downtown had different sections to it, but the theme was always about downtown.

Council Member Lori Boyer referenced the map and asked Eric Lindstrom about the colored segments as they are spelled out in the DRI and if the different standards for different areas apply based on these boundaries. Eric Lindstrom responded no, that this was part of the Master Plan that was created in 2000 and the zoning overlay was developed to reflect it. Jason Gabriel commented that when that plan comes, which would be attached to legislation, it would have actual descriptions in the overlay that section out the 11 areas. If it were a desire to consolidate some, it would be done as a part of the CRA Plan.

Chairman Barakat stated that he is seeing this in the context of economics of a project; i.e., the riverfront space in Brooklyn from a development aspect. It is more in common with the riverfront space near the stadium than the Brooklyn space near I-95. Eric Lindstrom suggested that they are not to be hung up on the map and to lay out what needs to be done and then figure out from that if there are conflicts with the map.

Jason Gabriel mentioned two code provisions. One of them references every zoning use downtown and another section that alphabetizes the uses in each sub-district. Chairman Barakat stated that as the board gets down to the business investment development plan, when thinking about a mechanism, to be more focused.

Council Member Boyer suggested that the board start with a blank map with something within two or three blocks of the riverfront or that has some commonality with certain needs and criteria.

Board Member Bishop asked Lara Diettrich if the Board could do the map as a joint group. Tony Robbins responded that he would appreciate the suggestions to be forwarded this afternoon. He asked the board to look at the four corners of the CRA and not to be hung up on the districts.

The members present addressed the short-term list of projects and needs for the North and Southbank.

## **PUBLIC COMMENTS**

Dick Jackson commented that he has a great library, which he would like to make available to the DIA office.

Jerry Moran commented that he owns the Le Cena restaurant on Laura Street in the Elks Building. He mentioned that there were several things that needed to be done immediately to help small businesses and bring retail to downtown. The Enterprise sales tax expires after two years and he would like to see it expanded to five years or indefinitely for the downtown area.

Mr. Wallace stated that currently the occupancy rate is 93 or 94 percent on the Northbank. The market is not where it should be for those projects to be very sustainable. The question was asked, when the increase hit would the vacancy rate stay at six to seven percent or would it increase? Lara Diettrich commented yes because what has happened in South Florida was a lot of investors purchased things but do not live in them and/or utilize them or aren't really active in renting. Aundra Wallace stated that would be the real test.

Chairman Barakat asked when the residential use would be completed. Lara Diettrich responded the first rough draft of the structure that is going to have statutory information is going to be presented to the Board to start reading and redlining on October 23, 2013. The first draft will be review of the Phase I, and then the consultants will go through the fall by making those edits and revisions. The plan is to have the final Phase I structural portion of the statutory element of the CRA Plan update ready for the final review after the holidays in January 2014, and then it goes through Council in February.

The Short term list should be sent to Karen Underwood so that she could give it to Chairwoman Bishop so they could be shared with the consultants.

Karen Nasrallah stated that perceptions will be captured in this plan and would be one of the biggest obstacles. Lara Diettrich stated that perceptions are going be more in the BID process. Out of all of the circles discussed, the Chamber is looking at a comparative city analysis. Chairman Barakat stated that there is not big-box retail in downtown Jacksonville and wondered if it could be implemented in the development plan. .

Chairman Barakat requested to get on the Chamber, Downtown Council, City Council, DVI, and the Jax2025 listings.

## **ADJOURNMENT**

There being no further business, Chairwoman Bishop adjourned the meeting at approximately 4:54 p.m.

The next scheduled DIA CRA Redevelopment Plan Committee Workshop meeting is scheduled for Wednesday, September 27, 2013, at 3:00 p.m., in Committee Room B.

Please note that all attachments referenced will be posted on the DIA Web site [www.coj.net/departments/office-of-economic-development/downtown-investment-authority-\(dia\)](http://www.coj.net/departments/office-of-economic-development/downtown-investment-authority-(dia))

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, at (904) 255-7567 or by email at [karenu@coj.net](mailto:karenu@coj.net).