

Northwest District 5
Citizens Planning Advisory Committee
Joseph Anderson, Chairman
Gadson Burgess, Vice Chairman



MEETING SUMMARY

NORTHWEST CITIZENS PLANNING ADVISORY COMMITTEE

Bradham*Brooks NW Library Auditorium, 1755 Edgewood Ave. West

Thursday, September 11, 2008

Committee Members Present

Gadson Burgess, Chair	Leroy Kelly, Vice Chair
Ruth Arnold, 2 nd Mile	Tim Butts, Better Living
Barney Roberts, Charter Member	Vada Davis, Cisco Gardens
Patty Herndon, City Rescue Mission	James Breaker, District 8 Rep
Angela Nixon, District 10 Rep	Thea Garfield, Grace and Truth CDC
Cindy Parker, Lake Forest	Ella Watson, Magnolia Gardens
Yvonne Ward, Moncrief Springs	Carlotta McIntosh, Moncrief Springs
Danny Thomas, Paxon/Biltmore	Penny Trawick, Pickettville
Elaine Burnett, RAP/RADO	B. J. Scott, Ribault HOA
Doretha Tompkins, Riverview	Rev. Anthony Wyche, Second Chance

Guests

Orzola Burgess, Magnolia Gardens	Myrtice Ellison, Cisco Gardens
Mildred Luster, Lincoln Villa	Jim Hyla, Haskell/YMCA
Susan Golden, YMCA	Kathy Womack, YMCA
Joyce Rowe, YMCA	Greg Atwater, YMCA
Professor Bill Ahrens and UNF Nursing Students: Beth Wittman, Sammy Palmer, Adam Daley, Brittany Baugh, Jessica Bullock, Jocelyn Bonfant, Alison Citro, Lauren Murphy, Stephanie Sanchez, Adria Richardson, Brittany Ross, Anne Carney	

City/Staff/Resource

Devin Reed, Mayor's Representative and Director of Central Operations
JSO Zone 5 Lt. Tyree and Sgt. Mahaffay
Milton Locklear, FDOT
Nelson Beard, Municipal Code Compliance
Susan Cohn, Planning & Development
James Richardson, HAND
Marilyn Fenton-Harmer, HAND, Community Development

Excused: Diane Kerr, Joseph Anderson, Jocelyn Turner, Renee Brust, Kelley Boree,
Shorty Robbins, Bertha Richardson, Roberta Wilson, Jerry Worthy,
Yvonne Smart, Larry Solomon

Call to Order

Chairman Gadson Burgess called the meeting to order at 6:00 p.m. with a welcome, the Pledge of Allegiance and a moment of silence for 9-11 at the Bradham*Brooks NW Library Auditorium, 1755 Edgewood Ave. West.

Approval of the Meeting Summary

A motion to approve the Aug 14, 2008 summary as written was made by Member Parker and a second by Member Tompkins. The Vote: All were in favor. None opposed

Staff Reports

JSO – Lt Tyree and Sgt. Mahaffey reported they just left an incident at 24th Street and Myrtle Ave. and will have to leave to go back there. Robberies are up around the campus of EWC. There have been numerous smash and grabs at Family Dollar Stores. Members had concerns on the following:

- There have been lots of truants on Ribault Scenic Drive and Van Gundy. Call the police non-emergency number at 630-0500 to report them.
- Member Parker wanted to commend JSO for a job well done when they were called to Reid Avenue in the Lake Forest neighborhood.
- Chairman Burgess reported that there has been 1 robbery and 1 attempted robbery in the Magnolia Gardens Neighborhood. They asked if they could have more police presence and Lt. Tyree said he would have role call in the neighborhood.

If you have questions please call the Sub Station at:

Zone 1 call 924-5361 at Gateway Shopping Mall

Zone 4 call 573-3165 at Cedar Hills Shopping Center

Zone 5 call 384-8028 at 1024 Superior Street

Police Non-Emergency 630-0500 Police Neighborhood Watch – 630-2160

First Coast Crime Stoppers – 1-866-845-TIPS (8477) to report a crime anonymously

Guest Speaker

James Richardson, Program Manager of the Northwest Economic Trust Fund gave an overview of the program. 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. The first new development in Springfield at 3rd and Main will be a 36 extended stay apartments which will help the patients at Shands that go for treatments with the Proton Beam. There is \$9 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.

Members had recommendations on locations where the remaining money should be utilized:

- Member Trawick wanted to know if they would use some of the money for parking near the Pickettville Civic Club. No, but you could see if a CDBG would be able to fund this project.
- Member Ward asked if the 45th Street Neighborhood Action Plan (NAP) recommendation to have a market place on 45th Street was still an option.
- Member McIntosh asked if the NW Fund was used for Gateway. No it was private developers. She also mentioned that a strip mall was promised a long time ago on 45th Street, could this happen?
- Member Parker asked if the old Pic-n-Save on Lem Turner could be used for a project.

- Member Burnett asked if the NAPs were taken into consideration for a future project. Also in areas that lack infrastructure has that been looked at?
- They also asked about a movie theatre but the River City Market Place has a multi-plex. James Richardson can be reached at 255-8235 or Jrichard@coj.net

Staff Reports

Mayor's Representative Devin Reed reported on the following:

- Another industry is coming to Jacksonville – Alenia North America, Inc. will build a final assembly and delivery center for the C-27J Spartan cargo plane at Cecil Commerce Center. The project will add 300 new, full-time jobs to the local market at an average wage of \$55,000. Overall, the project is expected to contribute more than \$100 million in capital investments to Duval County's tax base.
 - From Alenia North America's website on jobs: <http://aleniana.com/employment>
Since we have announced our intention to open this facility, we have received numerous inquiries as to when we will begin the hiring process. Please understand that we still need to build the facility and we do not anticipate beginning operations until early in 2010. [We anticipate positions becoming available in mid to late 2009, at which time we will post formal job announcements in this space and begin accepting applications.](#) We are also currently planning on holding a job fair which should be announced next year, utilizing employment agencies such as WorkSource Jacksonville, and advertising positions through the local Jacksonville and northeast Florida media outlets. Thank you again for your interest and please check back to obtain any formal job positions that may be listed.
- Members had concerns on the following:
 - Member Scott had concerns with the amount of trash on the road that gets into the storm drains. She also asked about the process of picking up yard waste from the storm. They missed the yard waste at her house and asked the hauler about getting it. They explained that they will make two sweeps in the neighborhood. Mr. Reed explained that the City went out for bids to pick up yard waste after a storm and they are not paid by the trip but by the amount of debris they collect. They are collecting the debris that is not in garbage cans or bags. By having a contract the city is in a better position to get reimbursed from FEMA.
 - Member Parker wanted to know if the Mayor was following up on the car wash problem at 7841 Lem Turner from the August CPAC meeting. She is sending a certified letter to the Mayor. Mr. Reed asked for a copy of the letter.
 - Member Herndon talked about the e-mail Marilyn sent on the Pilot Pen Company. Will there be jobs? Currently there are two customer service jobs posted on their web site. <http://www.pilotpen.us/about/careers/>
 - Member Tim Butts asked about the mulch pile on Normandy across from Wal-mart. Is the mulch available for the public and is it free? Marilyn will find out and let members know. (It is not available to the public due to the possibility of the mulch having termites.)
 - Member Burnett asked about the JaxPort jobs presentation. This is still being worked on. The plan is to have someone talk about this at a future meeting.

Director of Central Operations Devin Reed can be reached at 630-1184 or dreed@coj.net

FDOT - Milton Locklear reported on the issue from last month about the area on Forest Street at I-10 and I-95. He brought it to the attention of maintenance and hopes they will do a better job. Milton Locklear can be reached at 360-5686 or Milton.Locklear@coj.state.fl.us

Planning & Development – Planner Susan Cohn passed out the NW CPAC monthly report and stated that there were Planned Use Developments (PUD) and 3 Land Use amendments on the report. She also listed upcoming applications that are in the initial stages for public meetings. If you have any questions contact Susan Cohn at 630-1062 or Scohn@coj.net

Department of Health – Not present but sent a flyer with information via Marilyn Fenton-Harmer on Take Your Loved One to the Doctor Day Tuesday, Sep. 16, 2008 from 11 a.m. to 2 p.m. free Health screenings at Kingdom Plaza, 5310 Lenox for info call 253-1470. The main number for the Department of Health is 253-1000 and Jocelyn Turner can be reached at 253-2037 or Jocelyn_Turner@doh.state.fl.us

Municipal Code Compliance – Zone 5 Inspector Nelson Beard reported that they did a systematic inspection in the Sherwood Forest neighborhood with 98 citations. After completing the second inspection, 85% of the homeowners did comply. In Zone 5 there are 1700 active cases. If you have any concerns to please let him know or call in problems to 630-CITY (2489). Property Safety can be reached at 391-3600 or psafety@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.
- **Duval County Public Schools ACE Meetings** – Wednesday, September 17- Southeast at Kernan Middle School, September 24 Southwest at Ed White High and October 1 – Central at Twin Lakes Middle School all meetings are at 6 p.m. in the Cafeteria. Your input is needed on **boundary changes**, consolidation of schools, renovations/remodeling and grade configuration changes.
- JCCI Forward 2008-09 Leadership Training Series *How to Chair Effective Meetings* Tuesday, Sep. 16, 5:30 p.m. to 7:30 p.m. located at JCCI, 2434 Atlantic Blvd. free but please RSVP to Lashun at 396-3052 ext 20
- **Facing Foreclosure?** Call 630-CITY to get help.
- 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. It's 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.
- 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. 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 information 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, 2008** 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. For information 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: 9/17/08 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.

Marilyn Fenton-Harmer can be reached at 255-8236 or Mfharmer@coj.net

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 provid

Recreation and Community Services – Not present but sent information on upcoming events via Marilyn Fenton-Harmer in her report. Kelley Boree can be reached at 630-0142 or kboree@coj.net Shorty Robbins can be reached at 630-3570 or shortyr@coj.net

Chairman Burgess's Report

- Chairman Burgess introduced Professor Ahrens and the UNF Nursing Students in attendance. Members were glad they were back and doing good work.
- Chairman Burgess appointed Member Ruth Arnold to the TRUE Commission as the NW CPAC, District 5 representative. Member Arnold explained that she could not start until November. Member Burnett will be remain until she can be confirmed. Chairman Burgess thanked Member Burnett for her service in years past and thanked Member Arnold for agreeing to step in. Member Burnett explained the TRUE Commission and invited members to the meeting on the first Thursday of the month at City Hall from 4 p.m. to 6 p.m.

Public Comments

- Members commented that there is a lot of talk and no action on projects.
- Susan Golden introduced members from the Johnson Family YMCA. They will be partnering with the YMCA and opening Tiger Academy Charter School at Bagley/Francis and Edgewood Ave. At the Oct. 9 Duval County School Board meeting they are looking for the final approval. They hope to have the school open in August 2009.
 - Kathy Womack along with Jack Hyla went over the site plan and design of the school. It will be 90,000 square foot two-story building, built in stages for Pre-k to 8th grade.
 - They will be partnering with the Catholic Church to share the parking lot.
 - Greg Atwater, Board Member, grew up at the Y and was glad that services to assist the total family would happen with the partnership of Tiger Academy and the Johnson Family YMCA.
 - Members had questions about teacher salaries? They will have a longer school day and 20 days longer than Duval County Public Schools (DCPS) but they will have a starting base salary the same as DCPS plus 10%.
 - Members asked about the cost? It is free just like all public schools in Duval County.
 - When will registration begin? In April 2009 they plan to have 18 children in a class. They will be open from 6 a.m. to 6 p.m.
 - Members asked about the curriculum and FCAT testing.
- Members commented on early education that it should begin with 3-year old children.
- Members also commented that the DCPS should not be changing the GPA graduation requirement from a 2.0 to a 1.5 but instead should be raising them.

Announcements

- Member Burnett suggested having someone from IT Tech School come to one of our next meetings to talk about their programs and how they are preparing students for a career and meeting the needs of Jacksonville.
- Member Burnett thanked Member Thea Garfield for helping with the Riverside Arts Festival which was a success.

Motion to Adjourn

A Motion to adjourn was made by Member Kelly and a second by Member Parker.

The Vote: All were in favor, none opposed. The meeting was adjourned at 7:30 p.m.

The next meeting will be Thursday, **October 9, 2008**
Bradham*Brooks NW Library Auditorium
1755 Edgewood Ave. West
6 p.m.

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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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.

Northwest CPAC Monthly Planning and Development Department Report September 11, 2008						
Project #/App. #	Project Type	Description	LPA/PC *	LUZ Comm. **	Final City Council ***	Comments
E-08-59	Exception	2848 Edgewood Avenue, West	9/25/2008			Exception sought for a daycare for 50 children and 6 staff members
E-08-57	Exception	4204 Pearl Street	9/11/2008			Exception sought for a daycare for 29 children and 4 employees
Ordinance 2008-715 and 2008-716; Land use application 2005C-010	Land Use Amendment & PUD Rezoning	1209 Lane Avenue North	9/25/2008	10/7/2008	10/14/2008	Currently LDR and RLD-G. Proposing amendment to LI and PUD.
Ordinance 2008-719 and 2008-720; Land use application 2007C-071	Land Use Amendment & PUD Rezoning	6900 block of Old Kings Rd	9/25/2008	10/7/2008	10/14/2008	Currently LDR and RLD-G. Proposing amendment to LI and PUD.
Ordinance 2008-779; Land use application 2008A-006	Land Use Amendment & Conventional Rezoning	6199 Soutel Drive	9/25/2008	10/7/2008	10/14/2008	Currently LDR and RR; Proposing amendment to LI and IL.

* LPA/PC meets in Council Chambers of the St. James Building at 1:00 PM, 2nd and 4th Thursday of each month.
 ** LUZ Comm. meets in Council Chambers of the St. James Building at 5:00 PM, 1st and 3rd Tuesday of each month.
 *** City Council meets in Council Chambers of the St. James Building at 5:00 PM, 2nd and 4th Tuesday of each month.

JPDD Contacts:	
Land Use:	Gary Kresel 630-1945
Rezoning/Exceptions/Variations/Waivers:	Folks Huxford 630-7033
PUD Rezoning:	Bruce Lewis 630-7052
Cell Towers:	Bruce Lewis 630-7052
Administrative Deviations:	Ken Avery 630-2386
Site Review:	Seva Abasova 630-0257
Northwest CPAC District Planner:	Susan Cohn 630-1062
	Scohn@col.net

September 15, 2008 Preview Workshop		
4 PM, 220 E. Bay Street, 15th flr.		
Land Use App. #	Description	Comments
2008C-003	1110 Edgewood Ave. W.	Currently LDR and RLD-G; Proposing RPI and PUD
2008D-007	west of Old Kings Rd at intersection with Lane Ave. N.	Currently LDR and PUD; Proposing LI and IL
2008D-008	south of Pritchard Rd, west of Imeson Rd	Currently LDR and RLD-G; Proposing BP and IBP
2008D-009	near the SE corner of Pritchard Rd and Imeson Rd	Currently RPI and PUD; Proposing LI and PUD
2008D-010	7000 Imeson Rd.	Currently AGR(iii) and AGR; Proposing LI and PUD
2008D-011	1508 Fouraker Rd.	Currently LDR and RLD-E; Proposing CGC and PUD