

## OUR VISION

To earn the public's trust.

## OUR MISSION

We will produce a fair, equitable and accurate tax roll as required by law. We will focus on our customers - the taxpayers. We will support the continuous personal and professional development of our employees.

## OUR VALUES

We strive to be fair and accurate in everything we do. We are proactive and responsive public servants. We respect our customers and each other. We are accountable for our individual actions and our collective work. We remain flexible, willing to do the work that is needed, when it is needed and show personal initiative. We share our best ideas, data and analyses, and gladly accept those of others when better than our own. We think about and demonstrate ethical behavior always.

## CONTENTS

<b>A Message from the Property Appraiser</b>	<b>3</b>
<b>About The PAO</b>	<b>4</b>
<b>The Value of Property</b>	<b>5</b>
Total Just Values	5
Total Taxable Values	6
Millage Rates	7
Taxes & Revenue	8
<b>Real Estate</b>	<b>9</b>
Exemptions	13
Assessment Limitations	14
Residential Property	15
Commercial Property	17
<b>Tangible Personal Property</b>	<b>19</b>
<b>Largest Combined Assessments</b>	<b>21</b>
<b>Parcel Counts and Values</b>	<b>22</b>
<b>Important Dates</b>	<b>23</b>

### COVER PHOTOS (left to right)

**First row:** Greenleaf & Crosby Building, Elks Club, Dyal-Upchurch Building

**Second Row:** Masonic Temple, Carling Hotel

**Third Row:** Porter Residence, Atlantic National Bank Building, YMCA

*Cover Photos Credit: Historic photographs courtesy of the Jacksonville Historical Society Archives and Wayne Wood Collection. The photographs inside the report are images of what the buildings look like today.*

*Interior Photos: The sources for the photograph descriptions inside include Wood, Wayne W.: Jacksonville's Architectural Heritage: Landmarks for the Future. Gainesville, Florida: University Press of Florida, 1996 and <http://en.wikipedia.org>.*



# A MESSAGE FROM THE PROPERTY APPRAISER



## Historic Designation

*At the request of the Downtown Investment Authority (DIA), the City of Jacksonville applied for part of downtown to be designated a National Register Historic District. Contributing structures within a National Register District are eligible for a federal tax credit of up to 20% of the cost of rehabilitation. According to the National Park Service, who administers the Federal Historic Preservation Tax Incentive Program, the program has generated over \$73 billion in the rehabilitation of income-producing historic properties since its inception in 1976.*

*The creation of a downtown district eliminates the need for individual property owners to apply for a designation, which costs between \$10,000 and \$20,000 per structure. Currently, there are 28 downtown buildings that are on the National Register of Historic Places.*

Dear Friends:

Jacksonville is a town with history. While a significant part of that history was destroyed in the Great Fire of 1901, downtown Jacksonville was quickly rebuilt and many of the historic buildings constructed in the early 1900s have been restored and are in use today.

Preserving our City's proud architectural heritage is a good enough reason to renovate and reuse historic structures. But just as compelling is the proven fact that old buildings retain strong economic value, sometimes exceeding that of new buildings with similar functionality.

Thirteen years ago, I chaired a special City Council commission on historic preservation in Downtown Jacksonville. At the time, there were a number of classic, but unused or under-used older buildings in the core city that were in danger of being demolished by neglect or wrecking ball. Throughout this report on the 2014 tax roll, we've highlighted some successful reuse projects in the downtown core.

One of the most important outcomes of the commission was a commitment from the City of Jacksonville that the Laura Street Trio (at the northeast corner of Laura and Forsyth) would not be demolished. Today those three buildings still stand, and it appears they will be reused in the near future.

Undoubtedly, grand old buildings enhance our sense of place. For owners and investors, historic buildings can and do provide solid returns. In turn, they generate new value for the tax roll.

Today, there remain a number of opportunities for preserving historic structures, both in the downtown core and in nearby neighborhoods. Here's a link to information on this subject if you have further interest: <http://www.achp.gov/docs/economic-impacts-of-historic-preservation-study.pdf>

Sincerely,

Jim Overton  
Duval County Property Appraiser

# 1 ABOUT THE PROPERTY APPRAISER'S OFFICE



The Old Bisbee Building, located at 57 W. Bay St., was built in 1901. The first story has been altered but the upper portion remains unchanged. This photo shows the various types of window openings on the building. Today, the building is the downtown location of Regions Bank.

The Duval County Property Appraiser is an elected official whose powers are established in the Florida Constitution and who is responsible for assessing all property in the county each year for the purpose of taxation. This includes all residential and commercial real estate as well as tangible personal property (business assets). Property values (just values) reflect a January 1 assessment date

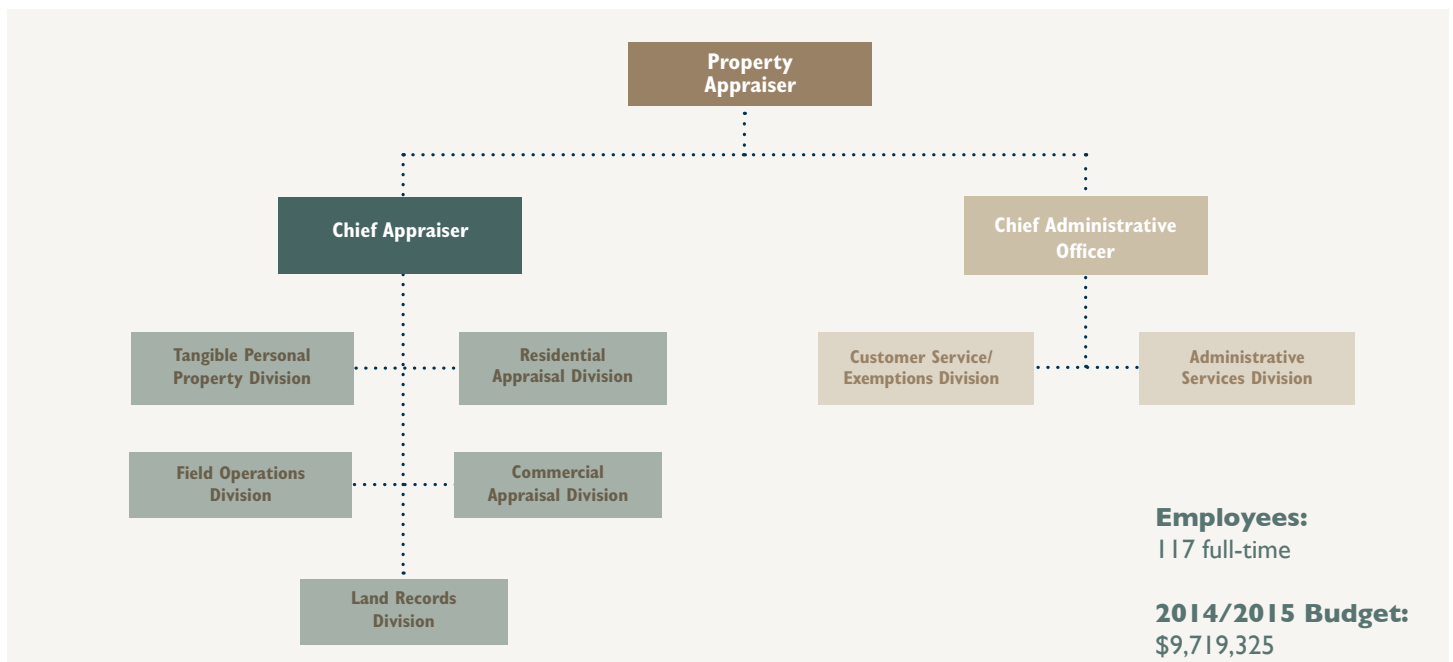
and are determined based on statutory guidelines. Assessment limitations and exemptions may lower a property's value for taxation. The Property Appraiser's Office is also responsible for processing exemption applications and maintains the property record including ownership, property details and maps on each parcel in the county.

## Duval County, Florida

918 Square Miles (land and water) • 891,798 Population • 6.2% Avg. Unemployment Rate\* • \$44,297 Median Household Income\*\* • 36 Median Age\*

Sources: : JaxUSA (DemographicsNow 2014, Bureau of Labor Statistics 2014

### Office of the Property Appraiser - Duval County, Florida



**Jim Overton**  
Duval County  
Property Appraiser



**Kay Ehas**  
Chief Administrative  
Officer



**Keith Hicks**  
Chief Appraiser



**Dana Clark**  
Chief of Customer  
Service/Exemptions  
Division



**Ryan Meaux**  
Chief of Tangible  
Personal Property  
Division



**Harry Guetherman**  
Chief of Commercial  
Appraisal Division



**Keith Hall**  
Chief of Residential  
Appraisal Division



**Curt Crossley**  
Chief of Land Records  
Division

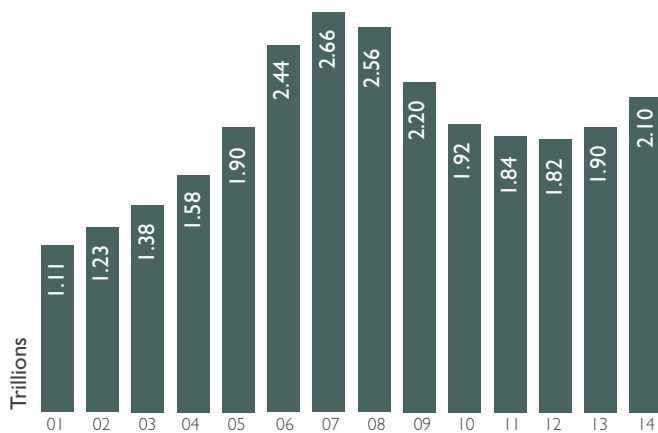


**Jim Ogburn**  
Chief of Field  
Operations Division

# 2 THE VALUE OF PROPERTY

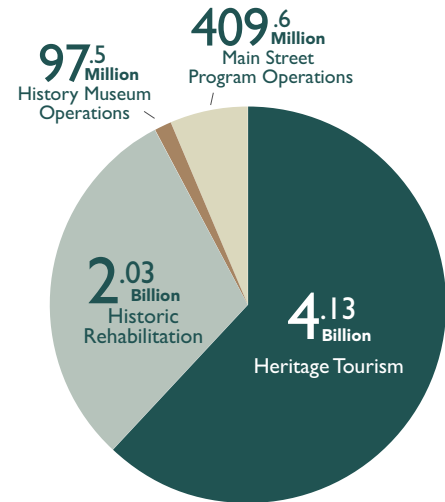
## JUST VALUES

Total Just Value of Property in Florida



Source: Florida Department of Revenue Data Portal  
(includes real, tangible and centrally assessed property)

Annual Historic Preservation Impacts



Source: Economic Impacts of Historic Preservation in Florida, 2010 Update

The combined just value of all property on county tax rolls in Florida totaled approximately \$2.1 trillion dollars in 2014.

Total Just Value of Property in Duval County, Florida

ROLL YEAR	REAL PROPERTY	TANGIBLE PERSONAL PROPERTY	CENTRALLY ASSESSED*	TOTAL JUST VALUE
2014	\$69,913,708,767	\$15,417,190,308	\$173,504,568	\$85,504,403,643
2013	65,202,327,092	13,041,221,082	163,558,772	78,407,106,946
2012	66,155,915,693	12,696,033,990	162,410,906	79,014,360,589
2011	69,701,644,708	12,378,011,033	158,707,004	82,238,362,745
2010	76,111,884,819	12,439,237,304	142,277,638	88,693,399,761
2009	82,960,136,759	12,241,327,799	199,380,633	95,400,845,191
2008	87,363,797,070	11,721,689,614	201,755,408	99,287,242,092
2007	83,997,280,652	8,457,086,844	178,738,152	92,633,105,648
2006	70,096,836,631	8,052,180,826	168,318,235	78,317,335,692
2005	60,428,124,115	8,084,847,397	148,553,947	68,661,525,459

Source: 2005-2014 Certified Tax Rolls  
\*railroad property assessed by the Florida Department of Revenue

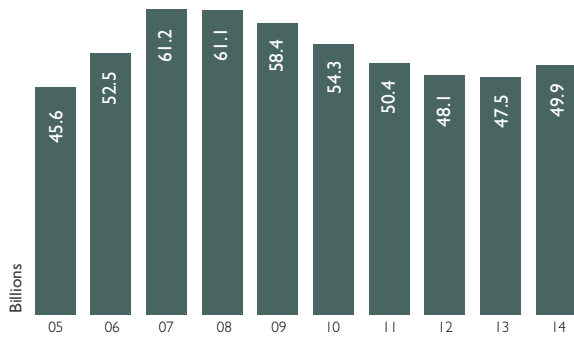


Built in 1905 as the main headquarters of the Jacksonville Public Library System, the building is listed on the National Register of Historic Places. Officially known as the Jacksonville Free Public Library, it was the first tax-supported library in Florida. Located at 101 E. Adams St., today it is used as law offices.

## TAXABLE VALUES OF DUVAL COUNTY PROPERTY

### Total Operating Taxable Value for County (City of Jacksonville) Taxes

(Includes Real, Tangible and Centrally Assessed Property)



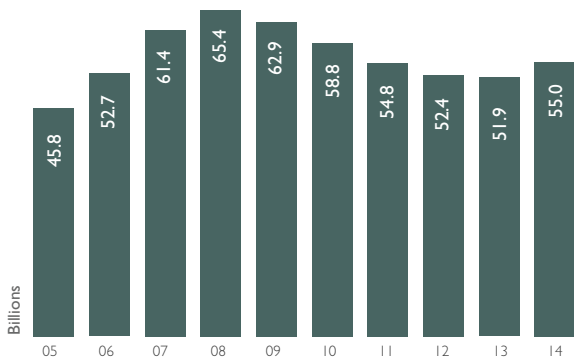
Source: 2005 - 2014 Certified Tax Rolls

\*Represents the City of Jacksonville Operating Taxable Value. There are different taxable values for different taxing authorities.

ROLL YEAR	TAXABLE VALUE	PERCENT CHANGED
2014	\$49,929,110,109	5.06
2013	47,523,995,949	-1.17
2012	48,085,091,497	-4.57
2011	50,390,226,313	-7.18
2010	54,287,100,815	-7.01
2009	58,382,480,195	-4.40
2008	61,069,329,546	-0.18
2007	61,177,744,704	16.61
2006	52,461,413,629	14.99
2005	45,623,990,950	

### Total Operating Taxable Value for School Taxes

(Includes Real, Tangible and Centrally Assessed Property)



Source: 2005 - 2014 Certified Tax Rolls

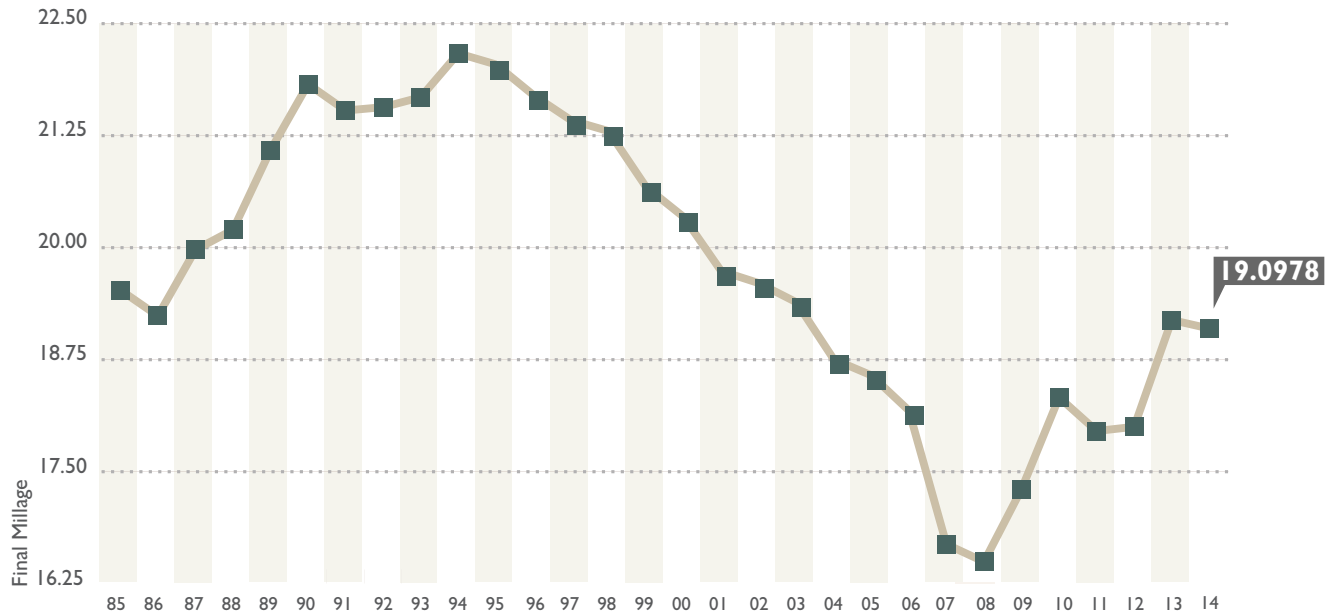
\*Represents the Schools Operating Taxable Value. There are different taxable values for different taxing authorities.

ROLL YEAR	TAXABLE VALUE	PERCENT CHANGED
2014	\$55,030,932,179	6.07
2013	51,882,830,650	-1.08
2012	52,449,458,209	-4.34
2011	54,829,339,484	-6.80
2010	58,831,009,628	-6.61
2009	62,992,703,663	-3.68
2008	65,401,744,384	6.45
2007	61,436,184,809	16.62
2006	52,682,843,070	14.93
2005	45,840,730,147	

# MILLAGE RATES

## Total Millage

(Jacksonville General Services District)



1985 – 2014 Certified Tax Rolls

\*The chart above represents the General Services District. Local millages vary slightly by districts within Duval County. See chart at bottom right for all local millage rates.

## Taxing Authorities

Millage rates (tax rates) are set by the taxing authorities that receive property taxes:

- The City of Jacksonville
- Duval County School Board
- The Cities of Atlantic Beach, Jacksonville Beach, Neptune Beach and the Town of Baldwin
- The St. Johns River Water Management District
- The Florida Inland Navigation District

Taxes are determined by applying each Taxing Authority's millage rate to the applicable taxable value on the property. One mill equals \$1 per \$1,000 in value (.001).

## 2014 Millages by Taxing Authority

(General Services District)

MILLAGE	TAXING AUTHORITY
11.4419	Duval County/City of Jacksonville
7.3050	Duval County School Board
0.0345	Florida Inland Navigation District
0.3164	St. Johns River Water Management District
19.0978	Total Millage

Source: Duval County Taxing Authorities

## 2014 Total Millages by District

DISTRICT	MILLAGE
General Services District	19.0978 mills
Old Core City of Jacksonville	19.0978 mills
Jacksonville Beach	19.8018 mills
Atlantic Beach	19.1356 mills
Neptune Beach	19.1727 mills
Baldwin	20.4427 mills

Source: Duval County Taxing Authorities

## Property Tax Levies for 2014 Certified Tax Roll

City of Jacksonville, General Government (excluding Beaches & Baldwin)	\$518,449,134.43
Duval County Public Schools	402,318,107.42
City of Jacksonville (General Government - Beaches & Baldwin)	38,055,686.40
City of Jacksonville Beach	10,662,666.07
City of Atlantic Beach	4,258,019.88
City of Neptune Beach	2,260,860.11
Town of Baldwin	133,096.13
St. Johns River Water Management District	15,880,042.91
Florida Inland Navigation District	1,731,548.65
<b>Total Gross Taxes</b>	<b>\$993,749,162.00</b>

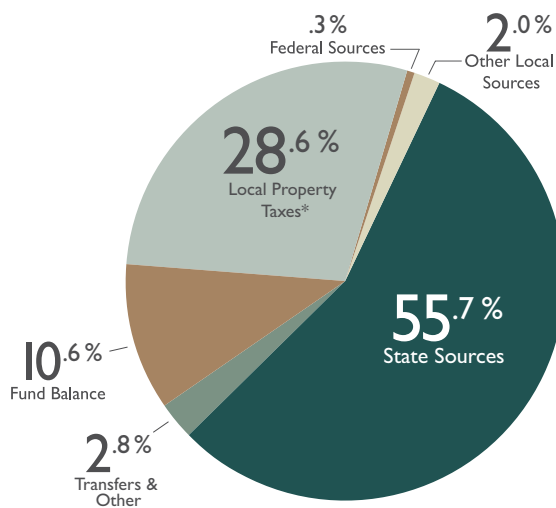
Source: 2014 Certified Tax Roll

\*Actual taxes collected may vary from levies as a result of appeals, adjustments, liens and other factors.

Of the estimated property tax levy in 2014, approximately 56% was projected for the City of Jacksonville and 40% for Duval County Schools.

## BUDGETED REVENUE

**Duval County Public Schools  
FY 2014/2015 General Fund**



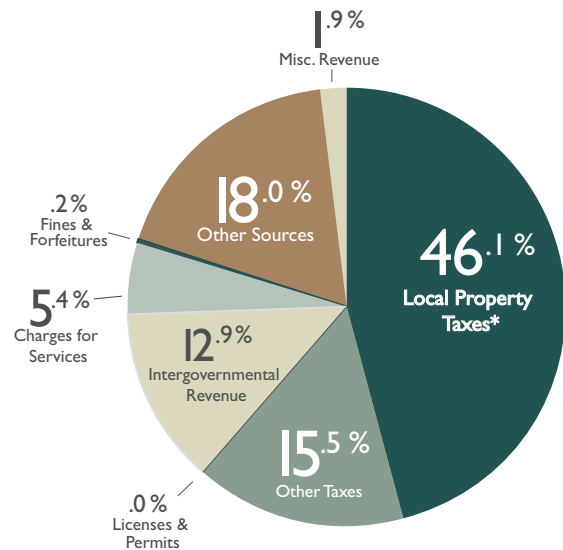
**FY 2014/2015  
Duval County Schools  
General Fund Budget  
\$1,060,777,479**

Source: Duval County Public Schools, Budget Services

\*Ad valorem taxes are also allocated to other school district funds.

\*\* Federal Sources account for .001 percent of General Fund Budget.

**City of Jacksonville  
FY 2014/2015 General Fund**



**FY 2014/2015  
City of Jacksonville  
General Fund Budget  
\$1,105,918,070**

Source: City of Jacksonville FY 2014/15 Budget

\*Ad valorem taxes are also collected and allocated to tax increment districts.



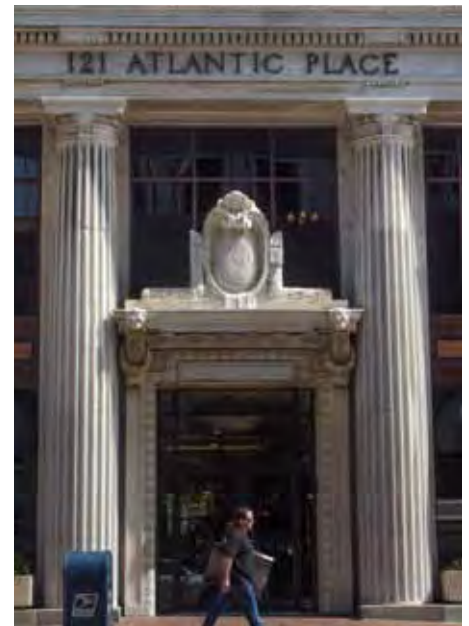
# 3 REAL ESTATE



The building was constructed in 1902 as the residence of Thomas V. Porter, a successful businessman in wholesale groceries. Designed by Henry Klutho, it was added to the National Register of Historic Places in 1976. Located at 510 Julia St., it presently serves as the offices of KBJ Architects, Inc.



The Greenleaf & Crosby Building (1927) is considered one of the finest downtown works of architects Marsh & Saxelbye. The Greenleaf & Crosby clock was erected on the corner of Laura and Adams Streets in 1901.

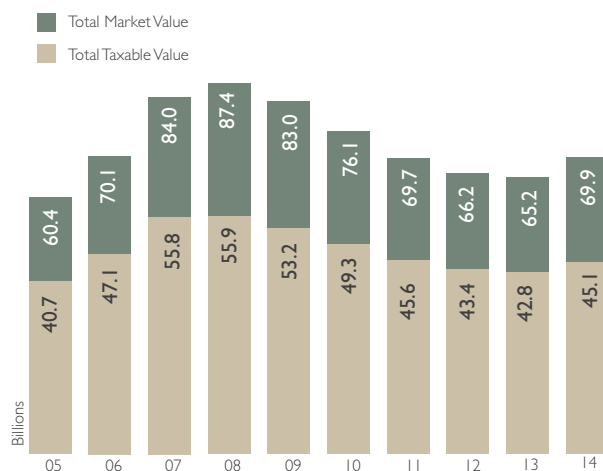


121 Atlantic Place was built in 1909 as the headquarters for the Atlantic National Bank. It is located at 121 West Forsyth Street, and was one of three 10-story buildings completed between 1909 and 1910.

In Duval County, field appraisers in the **Field Operations Division** physically inspect all property at least once every five years per Florida law (§193.023). This includes everything from single family homes to highly specialized industrial properties. The field staff canvas neighborhoods to ensure that data on file for each property is accurate and up to date.

Maps and records on all properties are maintained by the **Land Records Division**. The division monitors recorded documents such as sales and ownership changes in order to keep ownership current and makes any necessary changes to property maps.

## Real Estate Total Market and Taxable Values



Source: 2005 - 2014 Certified Tax Rolls  
Taxable values listed are those applicable to county taxes.

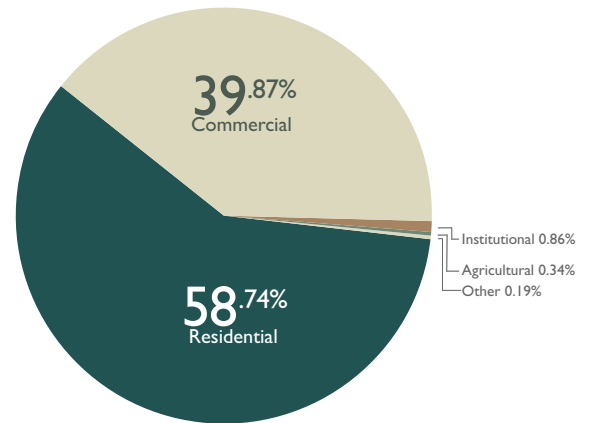
ROLL YEAR	MARKET VALUE	TAXABLE VALUE
2014	\$69,913,708,767	\$45,148,896,830
2013	65,202,327,092	42,834,225,973
2012	66,155,915,693	43,404,699,429
2011	69,701,644,708	45,640,022,695
2010	76,111,884,819	49,333,657,673
2009	82,960,136,759	53,164,245,312
2008	87,363,797,070	55,888,445,720
2007	83,997,280,652	55,769,128,234
2006	70,096,836,631	47,111,707,822
2005	60,428,124,115	40,684,503,277

## Real Estate Parcel Count

ROLL YEAR	PARCEL COUNT	PERCENT CHANGED
2014	352,617	0.48%
2013	350,919	0.08%
2012	350,637	0.15%
2011	350,119	0.00%
2010	350,131	0.10%
2009	349,777	0.22%
2008	349,016	1.55%
2007	343,699	4.18%
2006	329,917	4.91%
2005	314,463	

Source: 2005 - 2014 Certified Tax Rolls

## Taxable Value Composition of Real Estate



Source: 2014 Certified Tax Roll



Masonic Temple, located at 410 Broad Street, was built in 1913 and is listed on the National Register of Historic Places. A year after the 1901 Great Fire, members of the Most Worshipful Union Grand Lodge started planning to build a Masonic Temple. It took more than 10 years to raise the funds to begin construction of the building. The building was designed as a multi-use structure with retail and office space. The Lodge has maintained its headquarters in the building.

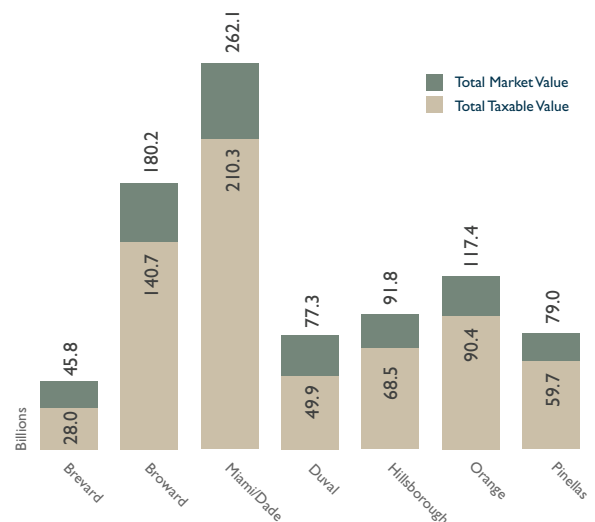
## COMPARISONS OF LARGE FLORIDA COUNTIES

### 2014 Real Estate Parcel Count

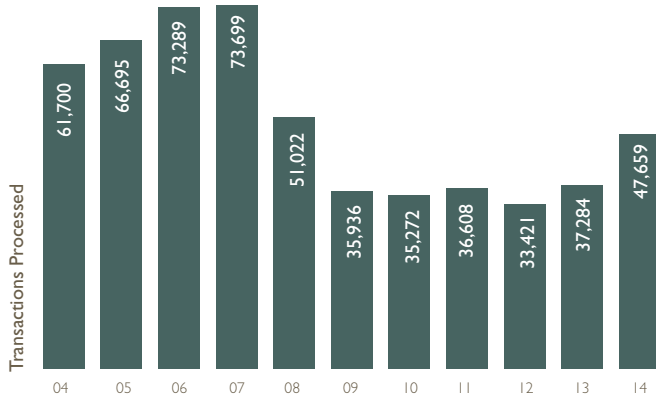
COUNTY	PARCEL COUNT
Brevard	326,026
Broward	741,016
Miami/Dade	898,593
Duval	352,617
Hillsborough	469,619
Orange	435,138
Pinellas	434,306

Source for charts above and right: Florida Department of Revenue 2014 Ad Valorem Data Book

### 2014 Real Estate Market and Taxable Values



### Duval County Real Estate Transactions\*



Source: 2004-2014 Certified Tax Roll

\*Includes sales and changes in ownership including foreclosures adjusted on the tax roll the year indicated. Transactions occurred the prior year.

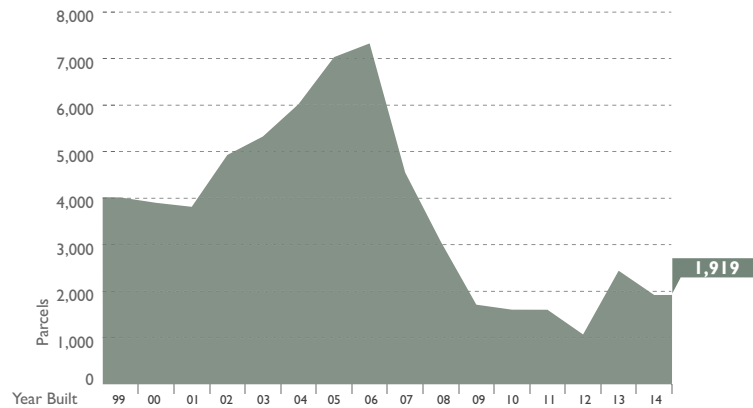
### New Parcels by Planning District\*

PLANNING DISTRICT	PARCELS
1 - Urban Core	7
2 - Greater Arlington/Beaches	500
3 - Southeast	942
4 - Southwest	260
5 - Northwest	0
6 - North	247
7 - Atlantic Beach	192
Neptune Beach	0
Jacksonville Beach	113
Baldwin	0

Source: PAO Real Estate Database

\* Added to 2014 Tax Roll; does not include deletions when parcels were reconfigured.

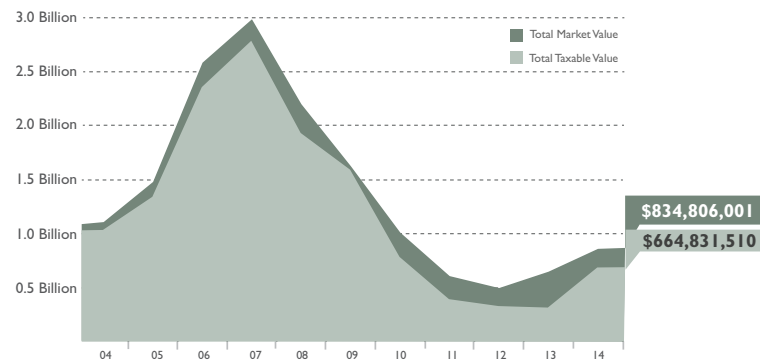
### New Single Family Homes\*



Source: PAO Real Estate Data Base

\*Homes completed in the year indicated and added to the Tax Roll the following year

### Net New Construction\* Market and Taxable Values



Source: 2004 - 2014 Certified Tax Rolls

\*Net new construction is comprised of all new building construction, additions, and deletions in each respected tax roll year.



The Carling, formerly known as the Carling Hotel and Hotel Roosevelt, located at 31 W. Adams St. was built in 1925. It was originally a hotel, and was used for that purpose until 1964.

It was the site of a catastrophic fire in late December 1963, which claimed 22 lives and caused in excess of \$350,000 in damage, forcing the hotel to close in 1964. After being vacant for nearly 20 years, the structure was turned into apartments for retirees called Jacksonville Regency House, but that operation ended in 1989.

On February 28, 1991, the site was added to the National Register of Historic Places, but the building remained shuttered for almost 14 years. Jacksonville developer Vestcor began restoring the building in 2003 and today its property use is residential.

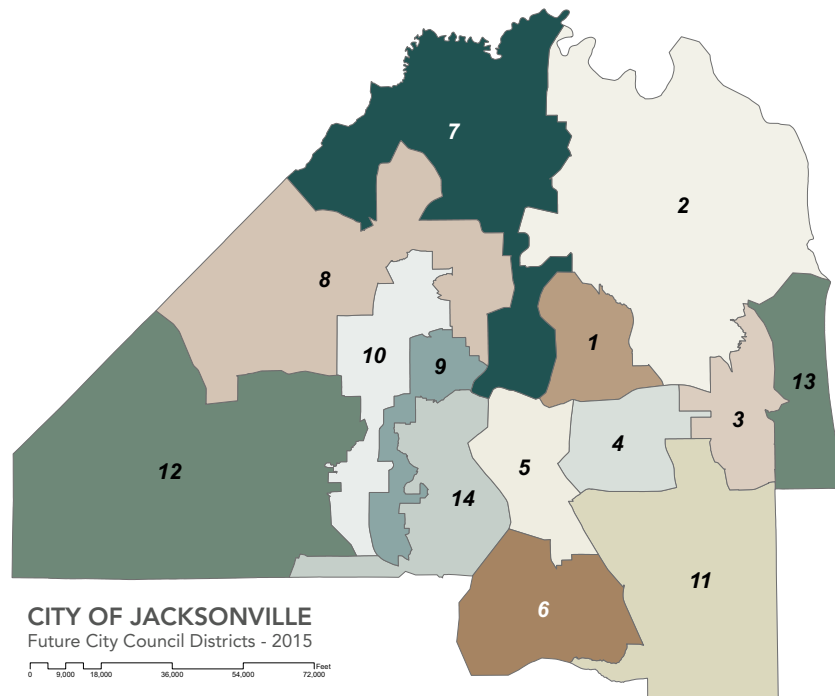
## Parcels by City Council Districts

DISTRICT	PARCEL COUNT	SINGLE FAMILY HOMES	HOMESTEADS*	SENIOR HOMESTEADS**	INDUSTRIAL W/ STRUCTURES	COMMERCIAL W/ STRUCTURES	GREENBELT***
1	20,459	17,393	13,427	535	32	358	5
2	22,915	18,809	13,791	517	125	547	9
3	21,604	16,996	14,060	268	108	467	19
4	26,137	15,694	12,657	740	276	2,357	18
5	21,164	14,617	12,657	506	441	1,051	12
6	28,867	24,701	19,942	553	32	837	51
7	20,760	13,448	7,610	386	590	1,325	30
8	26,318	19,244	11,737	779	185	674	237
9	26,025	17,259	8,624	736	991	1,688	2
10	22,447	17,192	10,945	999	358	583	43
11	32,893	19,497	16,918	579	334	553	1,063
12	27,446	21,230	16,368	652	121	495	168
13	31,548	18,472	17,341	574	334	1,297	123
14	23,958	19,224	14,078	529	94	824	26
<b>TOTALS:</b>	<b>352,541</b>	<b>253,776</b>	<b>190,155</b>	<b>8,353</b>	<b>4,021</b>	<b>13,056</b>	<b>1,806</b>

Source: 2014 Certified Tax Roll (excluding Homesteads\*)

\*Homes with a Homestead Exemption \*\*Homes with an income-based Sr. Additional Homestead Exemption (includes some VAB changes and other adjustments made to 2014 Tax Roll after certification) \*\*\*Number of parcels with an agricultural classification

## City Council Districts 2015







The Elks Club Building, built in 1926, was once a headquarters for the local chapter of The Elks. On March 9, 2000, it was added to the National Register of Historic places, because of the historic influence of Elks establishments in United States communities. The Elks building also is designated as a local landmark, and is one of three downtown buildings with a historic tax exemption. Buildings designated as local historic landmarks, as well as contributing structures within a local historic district, are eligible for this exemption. The increased property value resulting from rehabilitation is exempt from City property taxes for 10 years.



Originally the Western Union Telegraph Company Building was built in 1930-31 and designed by architects Marsh & Saxelbye. It is now home to the Museum of Contemporary Art Jacksonville, also known as MOCA Jacksonville. This building also is designated as a local landmark. As it is owned by the City of Jacksonville, it is 100% exempt from property taxes.

## EXEMPTIONS

### Homestead Exemptions and More

There are a number of exemptions in state and local law that can lower a property's assessed value. The most common exemption is the homestead exemption which can provide up to \$50,000 off the property's value for certain taxing authorities. This includes the original homestead exemption (\$25,000) as well as an additional homestead exemption up to \$25,000 which does not apply to school taxes. In 2014, another exemption was added for low-income seniors who maintained a

permanent residence on the property for a minimum of 25 years. Seniors must be on a limited income and the market value of the home must be less than \$250,000. The exemption only applies to City taxes. Other exemptions include those for the disabled, deployed military, low-income seniors, and others. Exemptions are administered by the **Customer Service/Exemptions Division**.

#### Homestead Exemptions

ROLL YEAR	HOMESTEAD COUNT*	PERCENT CHANGED
2014	190,155	-1.42
2013	192,894	-1.51
2012	195,850	-1.28
2011	198,386	-1.09
2010	200,580	-0.63
2009	201,859	-0.79
2008	203,474	2.14
2007	199,218	0.82
2006	197,597	3.50
2005	190,910	

Source: 2005 - 2014 Certified Tax Rolls

\*Not all single family dwellings are eligible for a homestead exemption. Only permanent residences are eligible.

#### Senior Additional Homestead Exemptions\*

ROLL YEAR	SR HOMESTEAD COUNT	PERCENT CHANGED
2014	8,279	-2.55
2013	8,496	-2.96
2012	8,755	-2.66
2011	8,994	-1.63
2010	9,143	-0.91
2009	9,227	-0.61
2008	9,284	-4.65
2007	9,737	-7.79
2006	10,560	0.54
2005	10,503	

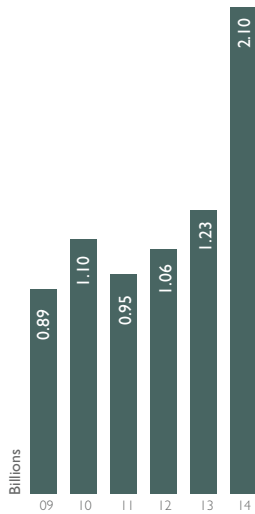
Source: 2005 - 2014 Certified Tax Rolls

\*Based on age and income requirements

## ASSESSMENT LIMITATIONS

There are assessment limitations outlined in state law that cap annual increases in a property's assessed value. For homesteaded property, the assessed value cannot increase more than 3% a year even if the market value increase is higher. The increase may be less based on the annual change in the National Consumer Price index. The assessed value of non-homesteaded properties cannot increase more than 10% annually.

### Annual Deferred Value on Non-Homesteaded Property



Source: 2009 - 2014 Certified Tax Rolls  
(does not apply to the school tax levy)

Real property is appraised at fair market value each year; however assessment limitations cap annual increases on a property's assessed value. The "deferred value" is the amount of property value not taxed as a result of the limitation.

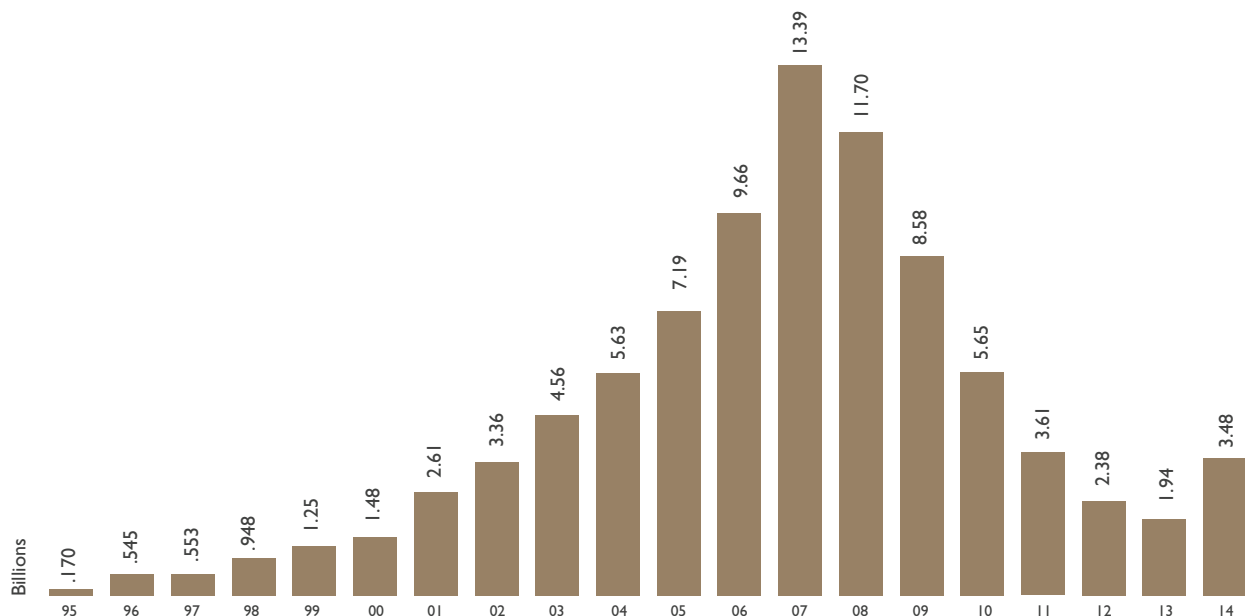
### "Save Our Homes"\* Cap Rate History

ROLL YEAR	"SAVE OUR HOMES" CAP
2014	1.5%
2013	1.7%
2012	3.0%
2011	1.5%
2010	2.7%
2009	0.1%
2008	3.0%
2007	2.5%
2006	3.0%
2005	3.0%
2004	1.9%
2003	2.4%
2002	1.6%
2001	3.0%
2000	2.7%
1999	1.6%
1998	1.7%
1997	3.0%
1996	2.5%
1995	2.7%

Source: Florida Department of Revenue

\*As provided in section 193.155(1), Florida Statutes, beginning in 1995, or the year after the property receives homestead exemption, annual reassessment shall not exceed the lower of the following: (a) Three percent of the assessed value of the property for the prior year; or (b) The percentage change in the Consumer Price Index (CPI) for all urban consumers, U.S. city average.

### Annual Deferred (not taxed) Value on Homesteaded Property\*



Source: 1995 - 2014 Certified Tax Rolls

\*The total amount of market value on homesteaded properties deferred from being taxed as a result of the "Save Our Homes" cap on homesteaded property and portability. (Difference between market and assessed values.)

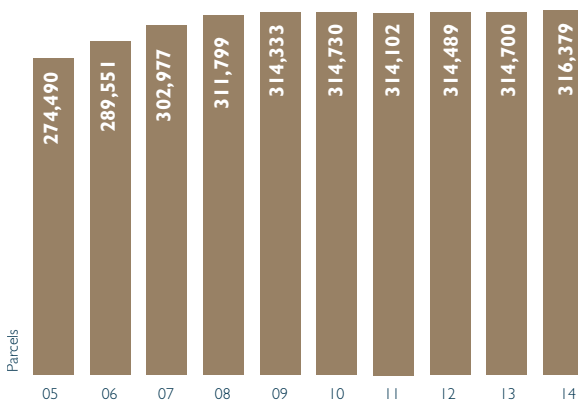
111 East Forsyth, formerly known as the Lynch Building and the American Heritage Life Building, was built in 1926 as commercial offices. On December 23, 2003, it was added to the National Register of Historic Places. It was renovated in 2002 as apartments.



## RESIDENTIAL PROPERTY

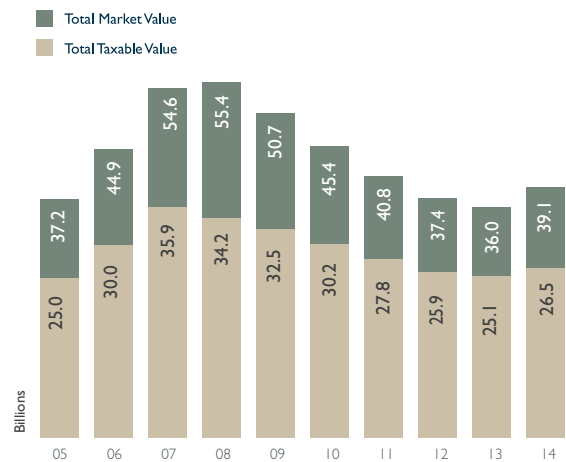
Residential appraisers in the Property Appraiser's Office follow market activity and utilize a mass appraisal system to determine a just value for each residential property in Duval County. The Residential Appraisal Division assesses vacant residential land, agricultural land and residential property developed with single family homes, multifamily properties up to nine units, mobile homes and condominiums. In 2014, there were 316,379 residential parcels on the tax roll.

Residential Parcel Count



Source: 2005 - 2014 Certified Tax Rolls

Residential Market and Taxable Values



Source: 2005 - 2014 Certified Tax Rolls

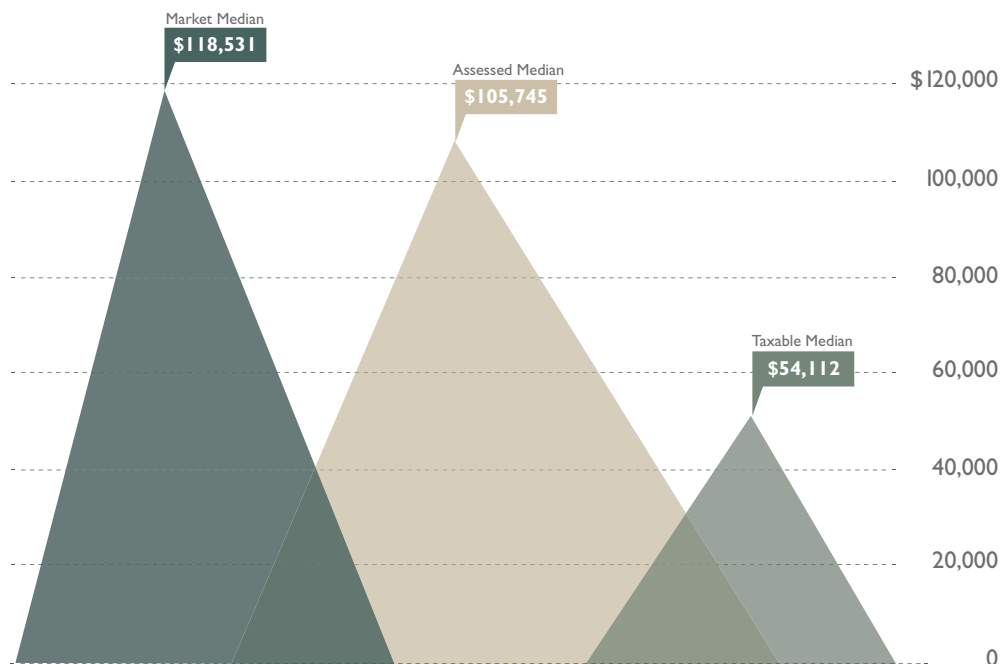




Robert V. Covington constructed this building in 1905 as a Dry Goods Distributor and sold it to J. H. Churchwell in 1925. A classic example of 20th century commercial architecture, the Churchwell building underwent a complete renovation in 2006 and today is a mixed use building with retail on the first floor and condominiums on the upper floors.

The median market value of a homesteaded single family home on the 2014 Tax Roll was \$118,531.

#### Median Homesteaded Single Family Home Value



Source: 2014 Certified Tax Roll





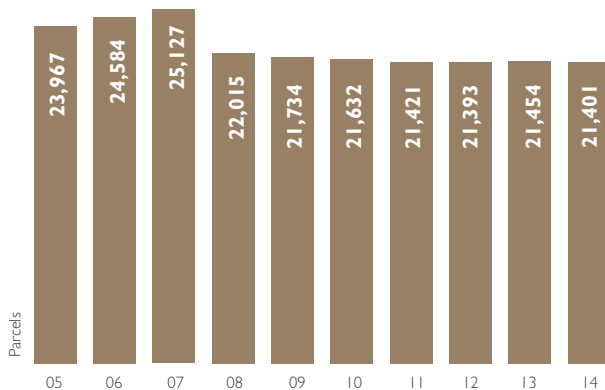
## COMMERCIAL PROPERTY

The **Commercial Appraisal Division** is responsible for appraising a diverse mix of properties from shopping malls and office buildings to large industrial plants. This is accomplished utilizing three main appraisal methods – market, cost and income.

There were 21,401 commercial parcels on the Duval County Tax Roll in 2014 with a taxable value of \$18,002,515,669.

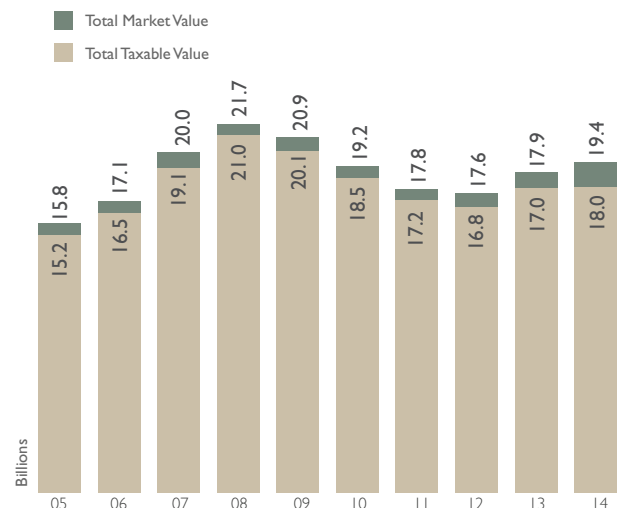
The Seminole Club opened in April 1903 as a two-story structure with a rooftop garden. In 1907, the third story was added to accommodate 15 rooms for “bachelors.” Today, the building houses Sweet Pete’s at its location at 400 N. Hogan St.

Commercial Parcel Count



Source: 2005 - 2014 Certified Tax Rolls

Commercial Market and Taxable Values



Source: 2005 - 2014 Certified Tax Rolls

Commercial property accounts for about 40% of the total taxable value of real property on the tax roll.

**Largest Grouped\* Real Estate Assessments in Duval County  
Top 25 on 2014 Certified Tax Roll**

	COMPANY NAME	REAL ESTATE TAXABLE VALUE
1	Stone Mountain Industrial Inc	\$215,247,424
2	St Johns Town Center LLC	201,340,375
3	Wal-Mart Properties/Stores	185,284,357
4	Mid America Apartment Communities	184,617,686
5	Blue Cross & Blue Shield	178,827,882
6	FDG Properties/Flagler Development Lands Co	167,117,111
7	Beemer & Associates	161,762,595
8	G&I VII LLC (Apartments)	142,075,300
9	RAMCO Jacksonville LLC (River City Market Place)	111,683,632
10	Jacksonville Avenues Ltd (Mall at the Avenues)	111,340,024
11	Memorial Health Care Group Inc	103,976,303
12	Gate Petroleum/Gate Properties	102,391,000
13	Hines Global	101,890,023
14	Bank of America	90,928,003
15	GPT GIG BOA Portfolio Owner LLC (Bank of America Building)	89,774,400
16	JAX FL Partners (Apartments)	87,264,500
17	Equity One Inc	74,616,287
18	FOO Trust II & III (Wells Fargo Bldg & Others)	73,414,449
19	Park Avenues Rental Community	72,965,805
20	Target Corporation/Dayton Hudson Corp	72,523,581
21	Anheuser Busch/Metal Container Corp	70,801,317
22	VCP Properties Ltd	64,502,200
23	Landmark Properties (Apartments)	63,323,100
24	CD 119 LLC (Office Complexes)	63,272,316
25	Fidelity National Title Group/LPS Mortgage Processing	62,796,810

Source: 2014 Certified Tax Roll (does not include changes made after certification due to the appeals process)  
\*Includes multiple properties grouped together by property owner.

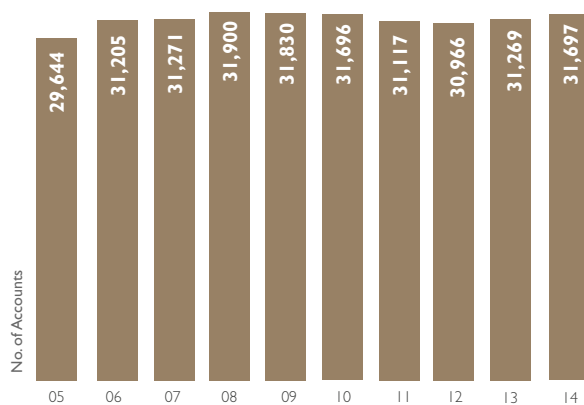
# 4 TANGIBLE PERSONAL PROPERTY



Tangible Personal Property is all property, other than real estate, that is used in a business or for income-producing purposes. Furniture, tools, machinery, leased equipment and office supplies, as well as items in rental properties such as furniture and appliances, are all tangible personal property. Florida law requires that these items be reported annually and assessed by the Property Appraiser's Office.

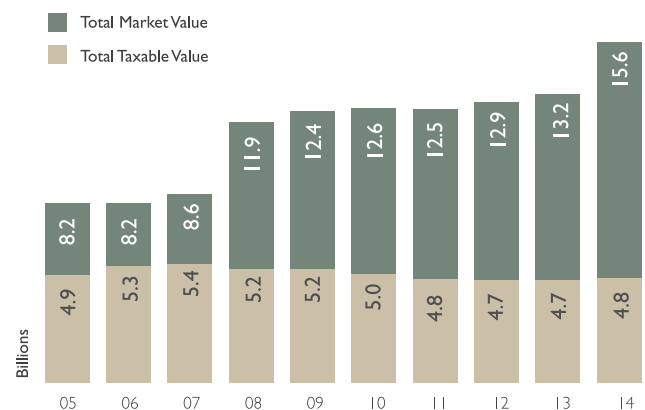
Staff in the **Tangible Personal Property Division** analyze returns and assess assets based on state guidelines for depreciation. All property owners who file a timely return by April 1 are eligible for a TPP exemption up to \$25,000. Of the 31,697 TPP accounts in Duval County, about 22,058 have total assets valued under \$25,000 and, therefore, pay no tangible personal property taxes.

TPP Accounts



Source: 2005 - 2014 Certified Tax Rolls

TPP Market and Taxable Values\*



Source: 2004 - 2014 Certified Tax Rolls; includes centrally assessed property  
 \*The value difference between market and taxable values in a given year is due to exemptions.  
 The increase in market value of tangible personal property in 2008 was largely due to the reassessment of two large exempt accounts.

Due to the \$25,000 exemption on tangible personal property, nearly 2/3 of owners of tangible property are totally exempt from property taxes.

**Largest Grouped\* TPP Assessments  
Top 25 on 2014 Certified Tax Roll**

	COMPANY NAME	TPP TAXABLE VALUE
1	AT&T/Bellsouth Communications	270,614,049
2	Vistakon/Johnson & Johnson Vision	160,374,005
3	Anheuser Busch/Metal Container Corp	158,280,097
4	Cedar Bay Generating Co	124,629,329
5	Florida Power & Light Co	113,214,234
6	Comcast Cable	107,121,856
7	CSX Transportation Inc	94,958,564
8	Fidelity National Title Group/LPS Mortgage Processing	67,076,415
9	Gerdau Ameristeel US Inc	58,929,026
10	SAFT America Inc	54,281,235
11	Tampa Electric Co/Peoples Gas Systems	52,341,262
12	Bacardi Bottling/JMH Corp	48,755,838
13	Swisher International Inc	47,196,301
14	Publix Supermarkets Inc	38,965,434
15	ARDAGH Glass Inc	37,812,338
16	Florida East Coast Railway Corp	37,398,047
17	Bank of America	36,421,915
18	Kraft Foods/Maxwell House	36,142,244
19	Ever Bank	35,312,770
20	Sunbelt Rentals Inc	31,612,499
21	Memorial Health Care Group Inc	31,027,895
22	Wal-Mart Properties/Stores	28,781,435
23	Norfolk Southern RR/Southern Region Ind	28,224,828
24	Renessenz LLC	28,152,040
25	Cocoa Cola Co	27,962,395

Source: 2014 Certified Tax Roll (does not include changes made after certification due to the appeals process)  
\*Includes multiple properties grouped together by property owner.



**Largest Combined\* Taxable Value Assessments in Duval County  
Top 25 on 2014 Certified Tax Roll**

	COMPANY NAME	REAL ESTATE	TPP	TOTAL TAXABLE VALUE
1	AT&T/Bellsouth Communications	\$30,592,328	\$270,614,049	\$301,206,377
2	Anheuser Busch/Metal Container Corp.	70,801,317	158,280,097	229,081,414
3	Stone Mountain/Gwinnett Industrial Inc	215,247,424	0	215,247,424
4	Wal-Mart Properties/Stores	185,284,357	28,781,435	214,065,792
5	Vistakon/Johnson & Johnson Vision	47,957,234	160,374,005	208,331,239
6	St Johns Town Center LLC	201,340,375	332,881	201,673,256
7	Blue Cross & Blue Shield	178,827,882	12,347,750	191,175,632
8	Mid America Apartment Communities	184,617,686	4,640,552	189,258,238
9	FDG Properties/Flagler Development Lands Co.	167,117,111	490,238	167,607,349
10	Beemer & Associates	161,762,595	15,222	161,777,817
11	G&I VII LLC (Apartments)	142,075,300	1,675,579	143,750,879
12	Memorial Health Care Group Inc.	103,976,303	31,027,895	135,004,198
13	Cedar Bay Generating Co.	7,414,343	124,629,329	132,043,672
14	Florida Power & Light Co.	16,903,065	113,214,234	130,117,299
15	Fidelity National Title Group/LPS Mortgage Processing	62,796,810	67,076,415	129,873,225
16	Bank of America	90,928,003	36,421,915	127,349,918
17	Gate Petroleum/Gate Land	102,391,000	20,711,776	123,102,776
18	Comcast Cable	5,495,465	107,121,856	112,617,321
19	CSX Transportation Inc.	17,036,777	94,958,564	111,995,341
20	Jacksonville Avenues Ltd (Mall at the Avenues)	111,340,024	542,813	111,882,837
21	RAMCO Jacksonville LLC (River City Market Place)	111,683,632	0	111,683,632
22	Hines Global	101,890,023	0	101,890,023
23	Publix Super Markets Inc.	62,368,810	38,965,434	101,334,244
24	GPT GIG BOA Portfolio (Bank of America Bldg)	89,774,400	0	89,774,400
25	JAX FL Partners (Apartments)	87,264,500	1,904,200	89,168,700

Source: 2014 Certified Tax Roll (does not include changes made after certification due to the appeals process)

\*Includes multiple properties grouped together by property owner. Total number includes the taxable values for real estate and tangible personal property.

# Duval County Real Estate 2014 Parcel Counts and Values

CATEGORY TYPE	PARCEL COUNT	MARKET VALUE	TAXABLE VALUE	PERCENT OF TOTAL TAXABLE
Single Family Homes	253,776	\$34,185,028,684	\$22,700,580,622	50.279%
Improved Commercial	12,492	11,059,084,988	9,999,420,688	22.148%
Improved Industrial	4,021	3,817,237,210	3,690,042,845	8.173%
Multi-Family 10 Units or More	584	3,691,880,915	3,486,411,731	7.722%
Condominiums	26,539	2,738,080,471	2,062,997,270	4.569%
Vacant Residential	20,261	776,300,397	724,680,056	1.605%
Multi-Family Less than 10 Units	6,081	880,682,491	718,471,099	1.591%
Vacant Commercial	2,923	496,878,666	470,796,778	1.043%
Mobile Homes	9,518	444,517,903	251,810,848	0.558%
Institutional	2,898	3,041,614,994	390,256,183	0.864%
Vacant Industrial	1,352	237,713,626	215,218,176	0.477%
Retirement Homes & Misc. Residential	29	142,925,898	140,625,451	0.311%
Agricultural	1,806	2,133,266,305	152,689,629	0.338%
Miscellaneous	3,904	84,846,133	74,111,893	0.164%
Non-Agricultural Acreage	83	66,459,424	60,195,229	0.133%
Leasehold Interest	138	328,385,652	10,396,694	0.023%
Government	6,091	5,785,749,510	438	0.000%
Cooperatives	121	3,055,500	191,200	0.000%
<b>TOTALS:</b>	<b>352,617</b>	<b>\$69,913,708,767</b>	<b>\$45,148,896,830</b>	<b>100.000%</b>

Source: 2014 Certified Tax Roll

The Property Appraiser's Office  
is located in the  
Yates Building,  
231 East Forsyth St.,  
on the second and third floors.  
The office is open from  
7 a.m. to 6 p.m., Mon. - Fri.

**General Information**  
630-2011

**Commercial Appraisal Division**  
630-2600

**Customer Service/Exemptions Division**  
630-2020

**Field Operations Division**  
630-5996

**Greenbelt Classifications**  
630-2594

**Land Records Division**  
630-2019

**Residential Appraisal Division**  
630-2037

**Tangible Personal Property Division**  
630-1964

Visit our website at  
**[www.duvalpa.com](http://www.duvalpa.com)**



## IMPORTANT DATES

### January 1

The date which determines property ownership, value, classification, and any exemptions (including homestead exemptions).

Tangible Personal Property returns mailed to taxpayers.

### January 1 – March 1

Applications accepted for portability and exemptions including:  
homestead  
senior citizen  
widows/widowers  
disability  
charitable organizations  
“granny flats”

Applications accepted for greenbelt classifications.

### April 1

Filing deadline for Tangible Personal Property returns.

### August

Notice of Proposed Property Taxes, also called Truth in Millage (TRIM) notices, are mailed to property owners mid-month. The notice outlines how taxes are broken down, the locations and times of budget hearings and the deadline for filing petitions with the Value Adjustment Board.

### September

Budgets of taxing authorities approved.

Deadline for Value Adjustment Board petitions.

### October

Value Adjustment Board hearings begin.

Tax Collector mails tax bills for current year on October 31.



**Jim Overton**  
**Duval County Property Appraiser**

**Office of the Property Appraiser**  
**231 E. Forsyth Street, Suite 270 • Jacksonville, FL 32202**  
**[www.duvalpa.com](http://www.duvalpa.com)**