City of Jacksonville March 4, 2024
Land Development Regulations Advisory Committee Uncertified Condensed Copy

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CITY OF JACKSONVILLE

LAND DEVELOPMENT REGULATIONS ADVISORY COMMITTEE

MEETING

Proceedings held on Monday, March 4, 2024, commencing at 9:02 a.m., at the Ed Ball Building, Room 825, 214 North Hogan Street, Jacksonville, Florida, before Diane M. Tropia, FPR, a Notary Public in and for the State of Florida at Large.

### PRESENT:

EMILY PIERCE, Chair.
CHARLES GARRISON, Vice Chair.
PAUL TUTWILER, Committee Member.
SUSAN FRASER, Committee Member.
GREG MATOVINA, Committee Member.
SHANNON NAZWORTH, Committee Member.
HUGH MATHEWS, Committee Member.
TONY ROBBINS, Committee Member.
LAURA GONZALES, Committee Member.
BILLY ZEITS, Committee Member.
NATE DAY, Committee Member.
JOSE GONZALEZ, Committee Member.

#### ALSO PRESENT

R. BRETT JAMES, Director, Planning & Development. ERIN ABNEY, Chief, Current Planning Division. KRISTEN REED, Chief, Community Planning Division. CAROLINE FULTON, Planning and Development Dept. ANNE COGLIANESE, Chief Resi

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Incorporated.

COMMITTEE MEMBER ROBBINS: Tony Robbins,

Prosser/PRIME.

COMMITTEE MEMBER ZEITS: Billy Zeits with

Corner Lot Development.

COMMITTEE MEMBER GONZALES: Laura Gonzales with Ahead CRE.

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MR. JAMES: Brett James, Planning and Development Department.

Still fairly new, about a month on the job. I've met most of you. There are a few that -- I'd welcome an opportunity to meet you. If anybody would like to sit down with me, I'd welcome that too.

THE CHAIRWOMAN: Okay. Anne.

MS. COGLIANESE: Hi, everyone.

Anne Coglianese, Chief Resilience Officer.

MS. REED: I'm Kristen Reed, Chief ofCommunity Planning, Long-Range PlanningDivision.

MS. ABNEY: Erin Abney, Planning andDevelopment Department, Current PlanningDivision.

THE CHAIRWOMAN: All right. Thank you, everyone.

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PROCEEDINGS

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9:02 a.m.

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THE CHAIRWOMAN: Okay. We're going to go ahead and get started because it's 9:02.

Welcome, everybody, to the Land

Development Regulations Advisory Committee.

We're going to go around the room and have everybody introduce themselves because that's what it says on my sheet.

And we'll start with our consultant,

Matthew.

MR. MARTINEC: Matthew Martinec with CSRS. COMMITTEE MEMBER MATOVINA: Greg Matovina with Matovina & Company.

COMMITTEE MEMBER FRASER: Susan Fraser, SLF Consulting.

COMMITTEE MEMBER GONZALEZ: Jose Gonzalez, CPAC.

COMMITTEE MEMBER MATHEWS: Hugh Mathews, England-Thims & Miller.

THE CHAIRWOMAN: Emily Pierce with Rogers

Towers.

COMMITTEE MEMBER GARRISON: Charles

**24** Garrison, WGI.

COMMITTEE MEMBER DAY: Nate Day, Smith,
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Just a reminder, everybody, if you have not completed your ethics training, you have to. So if you need information, the Planning and Development Department can tell you about it, but they do both a Zoom version and they do a live version. So please do it if you haven't done it because we're supposed to do it within -- Susan?

MS. GRANDIN: Six months.

THE CHAIRWOMAN: Six months of getting on the group -- on the committee.

And, last, we have a court reporter here, as you can see. Raise your hand. As she's trying to type.

Please go ahead and only speak one at a time. If you can raise your hand when you need to speak. If anybody around the perimeter of the room wants to speak, we need you to please stand up. And, again, we can only speak one at a time. And you need to speak clearly and please introduce yourself so that she can get everything on the record. Otherwise, you're going to be, as she told me, "audience member." So we'd like to get your name.

All right. Oh, we need to approve the Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

minutes from last time. Has everybody -- they options out there to see, you know, what other

2 were emailed out to everybody. Has everybody

had a chance to look through them? 3

4 COMMITTEE MEMBER ROBBINS: Move approval 5 of the minutes.

THE CHAIRWOMAN: Do I have a second?

7 COMMITTEE MEMBER DAY: Second.

THE CHAIRWOMAN: All in favor?

COMMITTEE MEMBERS: Aye.

10 THE CHAIRWOMAN: Any opposed?

COMMITTEE MEMBERS: (No response.)

12 THE CHAIRWOMAN: All right. We have

13 approved the minutes.

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Okay. We're going to jump right into the subcommittee recaps. Oh, I think we're missing somebody. We're going to skip Mr. Tutwiler right now. Hopefully, he'll be here in just a

18 minute. We'll come back to him.

Nate, do you want to start with site 20 design standards?

COMMITTEE MEMBER DAY: Sure.

So we met -- let me look at my notes here.

23 There we go.

24 I think the main verdict was we needed a 25 lot more time to get through what we needed to,

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but it was a really good discussion. 1

The main thing I think we started with was just some discussion on what makes a good community and -- and discussing all those

5 aspects that we want to see.

The ultimate goal was to put together a framework that would allow, by right, density increases; if there was some guidelines on what you needed to follow in order to receive those density increases by right.

11 So at the end of the discussion, we had a 12 list of type of standards with some difference

13 between greenfield development and infill

14 development, you know, as far as setbacks,

15 parking, height, you know, road widths, lot

16 widths, you know, some outdoor sales, hours,

17 everything that kind of comes through the PUD

process, and then gave that back to staff and 18

19 the consultant to give us some framework for

20 that, so --

21 (Committee Members Tutwiler and Nazworth 22 enter the proceedings.)

23

COMMITTEE MEMBER DAY: We didn't want to

get into what we thought was appropriate for 25

all those, but, you know, looking at some other Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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2 places have done, some mins and maxes in a way

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to kind of come back and get a bit more

specific with what we wanted to see.

5 They emailed out a framework already, so we have that. And I think, you know, as we --6 I think the idea is we go to a few more of the

7

subcommittee meetings, but we'll be able to 8

9 take that framework that's been circulated and 10 get a bit more specific to -- to our city, and

as it relates to the other subcommittees with 11

12 location and some of the flood stuff.

13 So I thought it was very productive. I 14 think it really put a lot of stuff on the table 15 so we can start, you know, chewing on and 16 considering and putting some parameters around 17

18 Did I miss anything?

THE CHAIRWOMAN: I don't think so. That

20 was great.

19

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21 And thank you to our consultant for -- I'm

22 sure we were not the only committee. We said,

23 oh, and we want this, and we want you to do

that, and we want -- and he just said, okay, 24

25 okav.

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All right. Mr. Tutwiler.

2 COMMITTEE MEMBER TUTWILER: Sorry for

3 being late. I tried to sneak in quietly.

4 THE CHAIRWOMAN: Can I put you on the 5 spot? Can you give us a quick summary of what

6 your committee did for geography and

7 neighborhoods?

COMMITTEE MEMBER TUTWILER: Certainly.

9 And I'm going to depend heavily on our 10

team -- Shannon, thank you for coming in late

11 with me.

12 We had a chance to talk about a number of 13 things that we thought were -- I think we were 14 the first committee -- subcommittee to actually

15 meet?

16

THE CHAIRWOMAN: Yes.

17 COMMITTEE MEMBER TUTWILER: And so we were

trying to make decisions on how the residents 18

19 in the community could engage with the ideas of

20 business wanting to come in. We could not

21 fully do that without understanding how other

22 committees would -- would come from their

23 specific angles.

24 Shannon, help me --

25 COMMITTEE MEMBER NAZWORTH: Yeah. So, I Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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mean, we really -- it was kind of a -- to a

- 2 degree it was, let's figure out how best to do
- this session, because, really, what -- a lot of 3
- it was we wanted to be informed of the other 4
- 5 committees so we could be informed
- 6 appropriately.

7 There was a lot of discussion about -- a

- 8 lot of requests for information. You know, we
- 9 asked for maps and all sorts of different
- 10 things, so I -- you know, I think we -- as we
- were having the conversation, we really 11
- 12 realized the list of things we needed to
- 13 understand better, to better inform what the
- 14 committee needed to do. So it was literally a
- 15 first meeting.

16

- THE CHAIRWOMAN: Yeah.
- 17 COMMITTEE MEMBER TUTWILER: Well -- and
- 18 part of the challenge was, again, understanding
- 19 the charge of the committee. We need to
- 20 understand what it is we're being asked.
- 21 Certainly from a neighborhoods perspective, we
- 22 do understand that sometimes there's a soft
- 23 tension between residents and businesses and
- how best they can work together in the interest 24
- of growing the committee healthy -- in a

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healthy way. 1

So we were just trying to not come up with

- 3 any kind of direction saying "this is what we
- 4 recommend" without the context of hearing what
- 5 other committees would come back to. And I
- 6 think it was very useful, but we really could
- 7 not come back with a firm recommendation of any
- 8 type.

2

9 And I think I concur with -- any further

- 10 comments on that, Jose?
- 11 COMMITTEE MEMBER GONZALEZ: No. I think
- 12

COMMITTEE MEMBER TUTWILER: Yeah. We were 13

- 14 just trying to make sure that there was a
- 15 consensus of what needs to happen as it relates
- 16 to the neighborhood's input on what should
- 17 happen going forward, understanding there's --
- 18 growth will occur, each neighborhood will have
- 19 their own specific design idea.
- 20 We did recognize the difference in many
- 21 different communities throughout Jacksonville,
- and so there could not be a uniform standard 22
- 23 for the entire city. So with respect to that,
- wanted to kind of make sure we were sensitive
- to coming in with any type of, quote,

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recommendation without understanding the

- 2 implications of what it is we might be
- 3 recommending.

COMMITTEE MEMBER GONZALEZ: May I?

5 THE CHAIRWOMAN: Yes.

6 COMMITTEE MEMBER GONZALEZ: Yeah, I think

- 7
- 8 sensitivity to some neighborhoods, to this word 9
  - "growth," right?

10 11

- 12 you know, had a question, slash, comment, you
- 14 growth? That was it, you know, in front of
- 15
- 16 comment. So I think we kind of touched on that
- 17 a little bit.

18

- 19 20 identify different geographic areas and
- 21
- 22 we would take maybe this chart that we're
- 23 looking at, but it would be applied differently
- 24 to different areas?

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- Madam Chair, I think that part of the consensus was that we needed to possibly come
- up with a pilot area that we would begin to
- 4 recommend, that we start with, so that we could
- have a healthy example of what's going to
- 6 happen.
- 7 I think there are certainly property
- rights so that people who want to develop their
- 9 property consistent with what the State lays
- 10 out and the City of Jacksonville was --
- planned. We wanted to make sure that that 11
- 12 healthy growth could be balanced with other
- 13 concerns regarding -- I'll say the political
- 14 nature, because people vote and sometimes
- 15 politicians yield to those responses. We want
- 16 to make sure that everybody can look at it in a
- 17 healthy way.

18 Growth will occur, whether the committees

- 19 want it or not. But what is healthy for the
- 20 community in a way that both -- balanced and
- 21 respecting the integrity of how certain
- 22 neighborhoods were set up.
  - THE CHAIRWOMAN: Thank you.
- 24 COMMITTEE MEMBER TUTWILER: You're
- 25 welcome.

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also, we may have touched on, you know, the

I know that when I gave a summary of our meeting at the last CPAC, you know, one person,

13 know, like, you know, how do we stop this

everyone. And there isn't enough room, was the

THE CHAIRWOMAN: So is the thought from your committee that we would basically kind of

neighborhoods, and then each of those would --

COMMITTEE MEMBER TUTWILER: Yes, ma'am.

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1 THE CHAIRWOMAN: Flood risk, Hugh Mathews. 2 COMMITTEE MEMBER MATHEWS: Thank you. 3 So we met, and like everyone else, had

4 more questions than we had answers. And,

really, the -- the goal of the meeting was to 5

6 identify the areas that we were concerned about

7 and to -- and to pose some questions that

8 the -- ultimately, the City and City Council

9 will have to be responsible for answering.

One, flood risk and flood design of projects is highly regulated today. The Land Development Procedures Manual, the Zoning Code, the subdivision regs, Florida Building Code,

14 they all regulate design as it relates to 15 flood.

What we discovered, and in the notes that were emailed out, it's there, but it may not be as prevalent or as dominant as it should be, is that -- what we discovered is that the codes, particularly the City codes, address our -- on a large part, written to address new development.

So new developments could be single-family developments, townhomes, apartments, commercial, churches, schools, anything that

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to base flood elevation, BFE. And we generally

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2 use BFE of a, quote, 100-year storm. I think

it's important that we understand that -- we

were talking earlier. The storm this year 4

doesn't know what it did last year, and so you 5

could have multiple hundred-year storms in 6

successive years or you could have two in a 7

8 single year. So it's not -- it's really --9 We need to get rid of the, is it a

10 100-year storm, a 25-year storm, a 50-year storm. You get rid of that nomenclature and 11

12 pick up more percent chance, where a 100-year

13 storm has a 1 percent chance of occurring in

14 any given year, a 50-year storm has a 2 percent

15 chance. So when -- you think about percent

16 chance and statistics from that standpoint and 17 what percent chance do we want to regulate

18 against.

19 But most of the regs -- to my knowledge, 20 none of the regs address climate change and

21 anticipated elevations for the river, for the

22 tributaries, for year 2050, 2070, 2120. What

23 is the right year that we use as the -- kind of

the anticipated level? What are we designing 24 25 for?

6

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comes through a big development process, you 1

have engineering plans attached to it, then all

3 the codes apply. And the City does a pretty

good job -- the City does a great job of 4

5 regulating floodplain and -- not just

floodplain, but elevations and flood potential 6

7 for new developments. 8

Places where it is much weaker are on infill lots. So if you've got a current -- if you own a lot -- it could be Springfield, it could be Mandarin, it could be anywhere in the city -- that currently is a platted lot and you're just applying for a single building permit on that lot, then a lot of the regs don't apply. Some still do, but a lot of them

16 don't. 17 So one of the questions was, should the 18 regs more holistically address even the infill? 19 You know, there's positives to that. There's

20 also negatives to that. And you start looking at what goes on in various neighborhoods. So 21 that's a question that's going to have to get 22

23 answered, how does infill get addressed?

24 Really, the other question that has to get 25 answered is that -- all the regulations refer

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And that will evolve over time. So what 1 are we really designing for is a question that

3 came up that we don't have an answer for

4 that's -- involves a lot of things, but that we

5 need to continue to wrassle with.

So I think that was --

7 THE CHAIRWOMAN: Did your --

8 COMMITTEE MEMBER MATHEWS: -- the

9 summation of --

10 THE CHAIRWOMAN: Did your group look at 11 the new boundaries of AAA and consider that for

12 the percent or the -- what we're designing for,

or is that further down the line than what 13

14 you're looking at?

15 COMMITTEE MEMBER MATHEWS: That would be

16 further down the line. We really -- you know,

what is a reasonable -- it's easier to think of 17

18 hurricane -- what is -- what is a reasonable

19 hurricane that you would design for? Do you

20 design for Cat 3? Do you design for Cat 5? Do

21 you design for a Cat 5-plus?

22 I mean, we can build -- we can build to 23 withstand anything if we can afford it. And so

you can build an automobile that virtually is 24

25 injury-free. Can you afford it? Do you want

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to -- so you've got to -- you've got to strike 2 a balance, and that's something that's more of

3 a political question as to what is the

appropriate level. 4

that question.

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THE CHAIRWOMAN: Okay.

All right. Thank you, everybody.

So I think we'll have our presentation first, and then we're going to come back to the

question of -- I presume the subcommittees are 9 10 probably going to need to meet again since we just started to dive in. But let's hear from 11 12 our consulting team first and then get back to

MR. MARTINEC: Thank you.

So as we go through this, the -- a lot of the stuff that came out of your committee is probably in the Land Development Procedures Manual. Some of it will be in the Code, but I think the operational sort of -- yeah, operationalizing all of these subcommittees into a sort of code structure, yours is probably one that is the most neglected at the moment. So I introduce this discussion acknowledging that.

COMMITTEE MEMBER MATHEWS: Okay.

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MR. MARTINEC: But what we went ahead and did was go ahead and establish really a draft overlay framework so that we could actually

start to digest what all of this means. 4

I think the biggest sort of piece here on geography and neighborhoods -- you know, there

7 was a lot of discussion about a pilot or

8 identifying a few sort of -- kind of key areas.

9 Well, as some of these other subcommittees were

10 meeting, you know, it -- it started -- maybe we

11 think about this with kind of the planning

12 investment that you're already doing and

piggybacking off of that; namely, that --13

that's coming out of the Jacksonville 14

15 Transportation Authority because they're

putting capital projects in the ground that are 16

designed around mobility and to induce density 17

18 and all of these things, and why not just sort

of marry up with that and not have to sort of 19

pick and choose neighborhoods. And so I think 20

21 there's some value in that.

22 I'm very curious to hear y'all's thoughts 23 on that approach, but, really, what we've done -- and, Caroline, if you can pull up that 24

map -- is establish, really, through your two

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larger, more significant commercial district

intensities, we could probably pick up some of

your office districts, but looked at the BRT

routes and just assigned this overlay in 4

5 relation to your existing BRT routes, but

excluding the risk areas, probably excluding 6

some of your other overlays that may have sort

8 of additional design requirements or those

types of things. There's some question as to 9

10 how those things could ultimately marry up. 11 But what we've done -- and you'll see in

12 the other table -- is really provide a full

range of uses that you would find in any 13 14 mixed-use development, so that's all

multifamily housing, all office, and most --15

sort of medium-intensity commercial activities, 16

17 and providing under that overlay all of those

authorized uses, and then establishing kind of 18

19 some performance and design standards that

20 would be triggered with the adoption of those 21 uses.

And we can sort of get into the weeds of 22 23 how this might all play out, but really

24 thinking about it as a tool to induce sort of

25 transit-oriented development along your transit

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routes and outside of your risk areas. And that's -- we can dive in as much as you want,

3 but that's the sort of 90-second version.

THE CHAIRWOMAN: Yeah, if you want to --4

we've got a bit, if you want to give us a 6

little bit -- if you can go through what you

handed out to us --7

MR. MARTINEC: Yeah.

9 THE CHAIRWOMAN: -- I'd appreciate it.

10 MR. MARTINEC: So if we start here on this

11 draft overlay structure document, if you look

12 at the definitions -- and there will be a lot

more that will be added to this list, but the 13

key sort of pieces here is, you have a living 14

map -- two living maps, really, right? One 15

that is identifying transit and mobility 16

17 assets, and whether that's the Emerald Trail or

18 your BRT networks, that map can be expanded

19 over time, and with it you have the impact of

the overlay increases as you identify those new 20

21 transit and mobility assets.

22 And then you also have the compound flood 23 model risk area, or whatever risk area you want

to define, but it's the -- the relationship 24

25 between those two that would ultimately define Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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the applicable areas in this -- you know, that would be impacted by the overlay.

Right now we're just talking about it in terms of your two higher intensity commercial districts. You could probably add a couple of other districts that are prominent along these BRT routes or along other transit/mobility sort of areas.

But if you can -- if you can go back to that map, Caroline.

If you zoom in on any one of -- the BRT, you can see precisely how -- I think it's the green line that goes south -- how many of these would be impacted here. And so it really -- it opens up a lot, just with those two higher intensity commercial districts.

We've established a frontage requirement, right? So that you would have to have at least a simple 300 feet of frontage in order to sort of effect these outcomes. That's really so you don't get this kind of hodgepodge-type scenario that might -- it's catered to taking either an aggressive developer who's going to assemble a number of parcels or you're sort of long-in-the-tooth shopping centers, but that's Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 thinking too much more beyond that. Being super sensitive to all of the sort of urban design considerations that might come in here. And having, you know, an ability to sort of play with scale. We kind of see the four-story sort of

So being -- you know, having landscape

requirements that are specific to parking areas

and probably buffer areas, but not really

10 version as probably most applicable, unless you really have a large parcel where, you know, you 11 can have that escalated density if you've got, 12 you know, so much of a distance relationship 13 14 between a -- you know, your site and a residential property or something to that 15 16 effect.

But the intent here is to really open the spigot, so to speak, outside of your risk areas and doing so in a way that is going to sort of provide for the right design and form outcomes along the way, but also some other performance metrics related to things like stormwater management, permeable surfaces, those types of elements that we might consider.

You'll notice that there are a ton of Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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really kind of what we're getting at here. And then I'm going to go down here to --

so we kind of covered the areas and conditions for the use of the overlay, so it's all your higher intensity zoning districts immediately adjacent to whatever transit assets you define, and that can be an evolving target, outside of your risk areas, and then having at least 300 feet of frontage.

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And so with that, if you incorporate the new uses that are authorized in that table, then you would be subject to the performance and design standards associated -- that are detailed below. So we have really focused on what -- how that will evolve around sort of being more form-oriented, right?

So if you're going to, you know, take a long-in-the-tooth shopping center, you really need to take those sort of outer sections of it or those sections that are most immediately adjacent to the street and build out those components first if you're going to incorporate these new uses. And then focusing your, you know, landscaping, planting, stormwater design, in ways that really make sense, right?

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questions imbedded in here that we're going to

have to work through at the subcommittee level, I would imagine, but this is -- you know, based

on what we heard over the past sort of month

and a half, two months, this is it sort of coming together. 6

You know, I think we -- if we're not too presumptive, my sense is that this is where the committees are headed, but certainly open and eager to hear any feedback you might have related to it. There's a whole bunch to chew 12 on here.

13 THE CHAIRWOMAN: Do you know how many acres of CCG-1 and CCG-2 property we have in 14 the city? 15

MR. MARTINEC: I don't have that exact 16 17 measurement offhand. I could get it pretty 18 quickly, though.

THE CHAIRWOMAN: Okay. But it's outside of the flood areas.

21 I guess what I'm looking at is -- at the 22 map -- it's hard to tell from looking at the 23 map, are we talking about a lot of property or 24 is it small amounts?

> MR. MARTINEC: Zoom in, like, right here Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

(indicating), Caroline. 1

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MS. FULTON: (Complies.)

THE CHAIRWOMAN: There you go.

MR. MARTINEC: You can see them in 4 5 relation -- over here, this sort of shaded area 6 (indicating). But there's a lot of them that

you have that would intersect a risk area, but, you know, the entirety of the parcel or sort of district wouldn't necessarily be within it.

10 THE CHAIRWOMAN: So that -- we have talked about doing kind of a pilot thing. 11

Now, this kind of takes it a little bit away from specific neighborhoods, per se, except CCG-1 and CCG-2, if you already have that -- so everyone on the group, whether -- if you're aware of this, you know, those are the two most intense commercial zoning districts.

So those are already established. You wouldn't have people saying, "Oh, you're putting this next to me," because they're already there. So that makes it a bit easier.

Yes, Paul.

23 COMMITTEE MEMBER TUTWILER: Madam Chair,

24 part of what we were suggesting -- thank you

for reminding me -- was that we use something

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like a TOD that's been planned by JTA as -- not 1 neighborhood as much as plans are already

3 existing as a demonstration project, if it was

in a neighborhood that's coincidental, but 4

5 sometimes it goes beyond that.

The Emerald Trail was another good example that we also pointed out. If you're going to do something and work in concert with these

8 9 already advanced plans that are already being

10 put out through the tremendous work done by

JTA, what are those plans and how can we 11

12 piggyback to come up with any recommendations?

So I changed what I said a little bit, but it's simply about saying, let's come up with a demonstration project as opposed to a specific neighborhood.

THE CHAIRWOMAN: So that's the pilot areas, basically.

19 Susan Fraser.

COMMITTEE MEMBER FRASER: It seems like 20 these are parcels that are immediately adjacent 21

to the BRT line, and so is there any concept 22

23 that it's too aggressive to put a walkshed in,

that opens it up to other parcels subject to

25 rezoning, subject to all those changes, but

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when we take the geometry of these parcels

2 and -- you know, they're old infrastructure,

changing the geometry might produce a really 3

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good project, with -- sticking with an existing 4

5 parcel boundary and designation might create a

lot of limitations that are unintended. 6

7 So would it be -- you know, if you're talking about additional density for 8

9 residential and you do a quarter-mile walkshed

10 and you do a thousand something to walk to a

bus stop, to walk to a BRT line, that might be 11

12 more than this very jagged edge that abuts

13 smaller parcels. And if somebody's going to 14 acquire those bigger parcels and buy those

15 people out and -- you create an opportunity for

16 a better -- a better overall design, and maybe

17 some mixed use that these parcels wouldn't

18 support.

19 MR. MARTINEC: Yeah, absolutely.

20 This is just a sort of first blush as to 21 what we see as potentially being on the table

22 here, but there are a whole number of ways in

23 which we could go in there and refine and, you

know, not even -- not having to make it 24

25 immediately adjacent to an existing BRT, or

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whatever you define as a mobility asset, but finding other ways in which you sort of define

3 that relationship, for sure.

COMMITTEE MEMBER FRASER: Well, I think 4 especially if you're going to do a pilot, that

6 having a node and an intense investment in a

7 site plan that works -- because we have to have

8 a good example when we go out to the next

9 community and say, we want to do something like

that, and to have -- you know, more limits, I 10

11 think, make it more likely we won't have a

12 successful opportunity out of the gate.

THE CHAIRWOMAN: All right. So we're 13 14 already into this, but let's open this up for discussion. Susan's point was great. 15

Anybody else have any comments on this concept?

Yes.

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COMMITTEE MEMBER NAZWORTH: Thank you.

20 Profusely read this over the weekend and it started to kind of coalesce for me, really

21

22 what we're trying to work on. Thank you for

23 putting it together. I think we needed

something to start picking apart, so to speak. 24

One of the resiliency matters that we're

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supposed to be addressing is, where in all of 2

this stuff -- we talk about flood a lot, but

3 we're not -- we always seem to forget the whole heat thing. 4

5 MR. MARTINEC: Yeah. Look, obviously, the 6 heat island is -- heat island impacts or, you 7 know, these types of other risks to be 8 mitigated that are associated with climate change -- what we've got here is, markered out, 9 10 a fairly sort of robust standard of landscape and doing it in those areas that are most 11 12 sensitive, especially those areas that tend to be prone to sort of a lot of pavement, so to 13 14 speak. But that's probably about the only way 15 that we're currently accommodating it other

than in a -- that parallels incorporation of green infrastructure and those types of features.

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I think for us, some of the tradeoff is -you know, if we want to preserve so much of a site for a forested area, that comes at the expense of sort of density and focusing your growth in sort of non-risk areas. And so -totally open to whatever that -- identifying what that tradeoff and exchange might be, but

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currently the only way we're really doing urban

heat island mitigation with respect to this

overlay structure is by focusing intensive 3

landscaping in areas that are sort of prone to 4 5

significant pavement conditions.

6 COMMITTEE MEMBER NAZWORTH: No, that's 7 fine.

I was just -- I wanted to make sure -- I was reading the landscaping component, trying to figure out how would it be sufficient to address, I guess. I was just trying to do -- I read it over the weekend. I'm not saying it's not -- I'm not an expert on heat islands by any stretch of the imagination. I just know I

14 15 don't want to see concrete everywhere. 16

COMMITTEE MEMBER ZEITS: Well, I think -through the Chair, I think that's a really good point because we talked about green infrastructure, stormwater facilities also could be an amenity for the community and not something that's a fence or pond that you can't use, but we're talking about corridors that, one, aren't the most cost-effective corridors to develop in, right?

Any high-intense zoning has a lot of uses, Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

which makes it really expensive for the land

seller, and also not a lot of public

infrastructure in terms of parks and spaces.

So if you're talking about walking -- you're

talking about walking on the sidewalk on the

side of a busy road that's super expensive, so

7 how do we reconcile that and put in some sort of infrastructure that's not the historical

fence, pond that isn't really treed, landscaped 9

10 and becomes a community enhancement I think

would be something else to consider.

And then if that can connect to the adjacent neighborhoods -- people still don't really want to ride buses in the state of Florida. I had this conversation on the elevator. That doesn't mean we can't encourage them to do it. But if you're going to do that, you're really talking about some level of affordability in the housing component for people who may otherwise be challenged with transportation solutions. And then you've still got to get to places that will fund your

22 23 development, and parking is generally a

24 constraint in those areas.

> So I think, you know, involving the Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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parking, figuring out public greenspace,

infrastructure, incorporating that into our

design standards at some level when there's a 3

benefit to developers who are putting this type 4

of facility in are things that we may want to

incorporate into it and go forward. 6

MR. MARTINEC: And to that point there, not so much on the kind of parks and open space, what we've also addressed here is providing, you know -- like, let's say if you're going to take advantage of these uses,

11 12 we really want you to take advantage of those

outer edges of a development site first to 13 establish that sort of street edge.

14 15 There's a question in here related to

right-of-way improvements that might be 16 17 triggered that could go back to both of these 18 questions here, but there's not, like, hard sort of open space and preservation 19 requirements that are gestured here at this 20 21 particular juncture.

22 THE CHAIRWOMAN: Susan.

23 COMMITTEE MEMBER FRASER: So for stormwater -- you said something that really 24 25 triggers a conversation. You know, regional

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stormwater, districtwide stormwater, so we

2 create bigger ponds that have trails around them and -- and we focus on landscaping and 3

make them into something that developers then 4

5 can shift that infrastructure off their

6 expensive site.

an incentive.

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Where I work in Clay, you're allowed to have nonresidential stormwater in residential districts by right as long as you provide a 50-foot buffer to the residential. So you can buy that less expensive land, you can create a big park, you can do that and -- and shift that burden off at a higher value property. And so that might be something that we can contribute to a community when you're coming in and giving them a park, an asset, and then move some of

You can buy a little more stormwater, you (inaudible) a higher, you know, storm event, and you can have it in a residential district. And if you add all these amenities, now it's a -- it's a win/win kind of for everybody.

that cost, you know, to create more open space,

THE CHAIRWOMAN: I love the concept of 24 25 finding a way to do kind of a pilot area

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because I think, otherwise, we're biting off more than we can chew if we're trying to just look at the entire city all at one time.

I am concerned about what Billy said about the cost because CCG-1 and CCG-2 property is the highest value property in the city, but I don't know another way -- I don't know another way that we would find -- define a pilot area unless we literally took an area -- like, if we said, okay, the Urban Core is the area that

10

we're going to focus on, I don't know another 11 12

way to -- any other thoughts other than using something like CCG-1 and CCG-2? 13

14 Susan.

COMMITTEE MEMBER FRASER: The only other 15

16 thing -- if it's -- if it's a goal of the City

overall to create this pilot that then reflects 17

18 well on the next one and we replicate -- is

19 there a contribution of -- toward an

20 acquisition of property, is there a partnership

to bring that price down toward that pilot? 21

And then when we show the value is there, the 22

next guy says, "I'll pay the high price because

I see the value on the back end when I

25 develop." So is it, how do we just get the

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1 first one off --

2 THE CHAIRWOMAN: So we're going to get

3 money from the City?

COMMITTEE MEMBER FRASER: Well, I'm saying 4 5 some way to get the engine started.

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THE CHAIRWOMAN: Greg.

7 COMMITTEE MEMBER MATOVINA: Perhaps we

just put the word out, and as projects come in, 8

we ask the applicants if they want to be 9

10 considered to be the pilot project, if we see 11

ones that qualify.

12 My general experience in, you know, saying I want to find 40 acres on the west side of 13 14 Jacksonville today to develop into 160 lots is, you know, ten years from now maybe I'll find 15 that, or it will find me is usually what 16

17 happens.

> So trying to say that we're going to specifically go after this particular piece of property and all the incumbent challenges that might be associated with it, it might be better to let somebody bring a particular piece of property and then -- and then go from there.

24 THE CHAIRWOMAN: Hugh.

COMMITTEE MEMBER MATHEWS: I would agree Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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34 with what -- the decision, and what Greg said

in that the community -- not assembling

ownership, but assembling like-minded

individuals who own parcels with the neighbors, 4

successfully do that just a little bit with

City Council. And so you wouldn't take in the, 6

7 say, Urban Core generally. You could, but

we've broken it down into, say, Brooklyn or New

9 Town or those areas that have a mix of

10 single-family, multi, CCG-1 land, and allow the

11 community to do some things and then receive

12 some benefit in doing it.

13 I believe we've got to get away from a 14 code that specifically looks at everyone's

property line and you have to meet all 15 16 regulations within your boundary, all

17 impervious area considerations, everything

18 within your boundary, and let's look at a more

19 holistic regional approach to where we can

20 address heat islands and other issues and

21 satisfactorily address it -- correctly address

22 it, but pay less attention to, is it on my own

23 property as opposed to on my neighbor's

property or the land behind it. 24

25 Also, one last thing, is -- we talk about

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this being an incentive. What is the incentive

2 that someone receives? Maybe I missed that.

What is the incentive the applicant would 3

receive for complying with this? 4

5 MR. MARTINEC: Right now as it's

structured, the primary one is a whole range of

uses that are not currently defined as being

allowable within these districts.

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COMMITTEE MEMBER GONZALES: And we also discussed potentially additional density and other factors on the incentive program.

11 12 MR. MARTINEC: Yeah, so we didn't -- and, 13 you know, right now, the -- the density side of

14 this is really related to the size of the

15 parcel. So, you know, you could -- while we

16 established sort of four is generally the max

under, you know, larger parcels, we could 17

18 structure incentives for higher development

19 outcomes in those scenarios, but we're not

20 establishing so many units per acre or anything

21 like that here, so I would -- in addition to

22 those uses, I would also suggest that you've

23 got a lot of density in play here as well.

THE CHAIRWOMAN: So as far as density

goes, the one thing I would want everybody to

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the most availability for some commercial 2 infill type of development.

and still have your parking, right?

3 And then maybe you can move some density 4 around within that region because even if we 5 get the maximum city density, you still can't afford to build a ten-story building, and you 6 really can't get above three or four stories 7

So the regional stormwater, public park facilities that become a destination for more than those residents that -- and if you're talking about a challenged commercial district and you create a park-like environment that takes your stormwater off site so I don't have

15 to keep it on my lot, maybe that's a path we 16 can go down. I think that southern region

17 might be the easiest path.

18 THE CHAIRWOMAN: Tony. 19

COMMITTEE MEMBER ROBBINS: Thank you.

20 Through the Chair, just -- I think it's a

21 commendable idea to focus on where mobility

22 (inaudible) is happening. I think it's a

little too narrow. I would encourage a -- at 23

24 least from our perspective -- from my

perspective individually on that committee

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keep in mind is, under Live Local now, on

commercial or industrial or mixed-use, you can

3 get the max density that's available in the

4 city. So I would think it would need to be

5 something --

> I mean, that's -- of course, we're doing 40 percent affordability, but that's also one

of our goals here, so --COMMITTEE MEMBER ZEITS: We may be able to get all the density we want to, but that

10 doesn't mean we can build (inaudible), so --11

12 and we talked about density -- the ability to

transfer density within districts. That's 13

14 awfully frightening because nobody wants to

live in a nice single-family home community and 15

then be able to have a lot of townhomes next to 16

them. That's even a scary thought for some

17 18 people.

But I think somewhere in there is the ability -- with a region -- I really see, like, four regions, kind of north, south, east and

west, or around those corridors, looking at the 22

main -- call it commuter areas, and I would

think the south stretch would be the first one

25 to potentially look at because it probably has

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about why our PV (phonetic) is so problematic

and how do we get to a good -- what's in a good

community can't be involved with just CCG-2 or

CCG-1. So it's -- we could at least -- I

thought at one point -- I have to go back and

look at my notes, but I thought we were going 6

to look at a few areas of town where there

could be a pilot -- or not a pilot, but a test

area, not citywide, that's too big of an 9

elephant to eat, but if we took a bite at a 10

11 time in a few areas, this being one of them, I

12 think that's commendable.

But, otherwise, I think our mandate -- we 13 14 come back to why we're here today -- is to make

the Land Development Code -- and identify how 15

16 we can make that apply with all the resiliency

17 efforts and around affordability, maybe -- I

18 just want to make sure. Maybe I misunderstood.

19 It's early and I didn't have my coffee. But we

20 were just strictly, maybe launching off on

21 this -- commercial corridors are a little more

22 concerned.

Thank you, Madam Chair.

THE CHAIRWOMAN: Mr. Tutwiler. 24

25 COMMITTEE MEMBER TUTWILER: Is this not

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what happened in Brooklyn? There was --

- 2 actually, somebody had a good idea. I was at
- the original groundbreaking when he said, "One 3
- day" -- "it took me ten years to get here 4
- before it went 'boom.'" But the City invested 5
- 6 the infrastructure, and I'm told that it
- 7 essentially paid itself back in terms of the
- 8 City's investment many times over. And so if
- the City has already done that by practice, 9
- 10 then that becomes what we know will work, then
- it becomes, what is the next ideal? So you 11
- 12 have a regional retention, you have the
- infrastructure in place that then allows major 13
- 14 players with the ability to come in and do
- 15 significant development, and you can decide
- what you want their community contribution to 16
- be. You want to have green, walkable --17
- whatever that is, that could be things that 18
- they have to buy in in order to participate in 19
- 20 what you're suggesting -- or the pilot.
- 21 I'm only suggesting that -- I'm just getting old, but I heard this tale before and 22
- 23 I've seen it come about. So what can we do in
- order to both replicate what's already 24
  - occurred, but learn from those lessons as well?

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- And then -- whether we're talking about the TOD 1
- or, you know, some other criteria, what then 2
- 3 are we really suggesting?
- Those are my comments. 4
  - THE CHAIRWOMAN: Hugh.
- 6 COMMITTEE MEMBER MATHEWS: Through the
- 7 Chair, yes, that is exactly what happened in
- 8 Brooklyn. And the difference is, in Brooklyn
- 9 we had DIA and DDRB -- primarily DIA, that we
- 10 could meet with -- and I was involved with
- 11 that -- we could meet with and draw natural
- 12 boundaries.

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- Take I-95, take McCoy's Creek, let's take
- the river, take the railroad, let's take 14
- something like that and draw an area around 15
- 16 this, and now let's start looking at it
- 17 areawide. That was specifically a request of
- 18 the City, but, there, we had a City agency that
- 19 was involved with that, so --
- 20 But it was a request that was really
- 21 bought by several landowners in that area. It
- wasn't the City setting that aside. So to 22
- 23 Mr. Matovina's point, several landowners got
- together and we met with the City and talked
- 25 about this concept. So if we had a Code

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provision that would allow an overlay like

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2 this --3 We're trying to do this other places, but

- it's kind of like, how do you do it? You have 4
- 5 to get with the councilperson and you have
- to -- it's a -- it's, how can I do it? So if
- you allow the overlay that met certain criteria 7
- and then landowners from that area could get 8
- together with the councilperson in that 9
- 10 district, and through some sort of a process
- get the over- -- get an area identified, I 11
- believe we would see it, we would see good 12
- 13 things happening.
  - THE CHAIRWOMAN: Susan.
- MS. GRANDIN: Susan Grandin, Office of 15
- 16 General Counsel.
- 17 So I think what you're describing
- perfectly is the Community Redevelopment 18
- 19 Area -- Agency. So it's got a Tax Increment
- 20 Finance District.
  - Karen Nasrallah, I know, was also involved
- in the whole Brooklyn thing. So there was an 22
- 23 area, there was somebody that you could talk to about the area; that's why there's a regional 24
- retention pond in Brooklyn. And, you know,

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there's incentives they give to do those

developments.

- 3 So Tax Increment Finance district -- I
- don't know that you have to go all the way down
- the CRA path, but at least a TIF would probably
- help that pilot. 6
  - THE CHAIRWOMAN: So, I mean, the map is a
- good start -- trying to summarize this a little
- 9 bit. The map is a good start because that
- 10 shows where JTA's transportation mobility areas
- 11 are focused. It also shows us some areas that
- 12 already have high potential for development
- that maybe we want to pull off with CCG-1 and 13 CCG-2. 14
- 15 But I think what I hear you saying is we
- take the concepts of an overlay and put them 16 together, but that overlay would then be 17
- 18 adopted in a specific area as that area comes
- 19 forward, right? It wouldn't be the -- the
- overlay criteria we would recommend the City 20
- 21 Council adopt, but it wouldn't be to a specific 22 area. Maybe we would point out target areas or
- 23 pilot areas that we would like to see it go to,
- but we wouldn't specify them; is that what I'm 24
- 25 hearing?

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COMMITTEE MEMBER MATHEWS: How are the 1

2 CRAs identified now? I'm not as familiar with 3 that.

MS. GRANDIN: They are -- Susan Grandin.

You have to find an area that's -- meets 5 6 the definition of blight or slum, slum or

7 blight, Chapter 163, Part III, Florida 8 Statutes.

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So if you go the CRA route, it has to meet 9 10 those definitions. You have to have a finding of necessity. Tony Robbins knows all about 11 this, too, because he's been part of the DIA 12 redoing of the finding of necessity. 13

So you do a finding of necessity; City Council does that. Well, a consultant does it and then the City Council adopts it because you have to do lots of data and analysis to determine what -- you know, if it meets the criteria for slum and blight.

And then you establish an agency. So in DIA's -- in their case, it's people that aren't on the City Council. And the other two remaining CRAs that we have, it's the City Council members themselves that are the board.

And cities all over Florida do it. It's Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

with City Council. City Council, just to be

2 guite honest, is not crazy about Community

Redevelopment Areas because the Tax Increment

Finance district, you know, has a baseline tax

year, and then anything -- any increase over

that baseline tax year is the increment. And

7 that increment goes into the CRA area, not into

8 the General Fund.

But it also helps that CRA area. I mean, 9 10 if you look at what's happening downtown, it's gone gangbusters in the past few years. It 11 takes a long time to get that going. It's not 12 a quick fix, but it's -- if you have 13 14 patience -- and that's why they last 30 years

or so. Forty years, I think, is the max you 15

can do now, but --16

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So there's loans that you can -- you can use Tax Increment Finance money to back loans. The City of Jacksonville hasn't done that, but

20 other communities around Florida do it.

21 So it's a pretty good mechanism. And I think the legislature -- even though they try 22 23 to get rid of it every year, it's actually a pretty good incentive because people --24

developers see that the City is interested in

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like 50/50 as to whether or not it's a group of people who aren't elected officials or people who are the elected officials.

So there's an agency, and then they -because the geographic boundary has been already determined by the data and analysis as to what meets slum and blight and what has a manageable, obvious kind of boundary like you described.

And then they come with a redevelopment plan. And the redevelopment plan can be pretty general or it can be really specific in terms

of what happens on each parcel, you know, what 13 the criteria is. In the Arlington CRA that we 14

have, there's also a -- it's a mandatory --15

some things you have to meet within five years, 16

17 which I think is up in one year; signage, 18

buffers, that kind of thing.

So there's also a zoning overlay to go along with it. So there's a redevelopment plan. And then in the case of the Arlington --Renew Arlington, there's also a zoning overlay, and there's also a grant program to help you meet those mandatory requirements.

So it takes a process to go through that Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

an area and willing to invest in it, then

they're like, "Well, you know, maybe it's

better." 3

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It would be interesting to hear from the 4 development communities as to whether that really is a help, if you see the City putting 6

in the infrastructure and, you know, applying 7 8

for grants to do things.

9 COMMITTEE MEMBER ZEITS: Could I ask one 10 more question?

THE CHAIRWOMAN: Sure.

COMMITTEE MEMBER ZEITS: Is there -- other

than blight, is there another mechanism, maybe 13

not from a state CRA level, but from a local 14

level? Like, floodplain -- like areas in a 15 floodplain or flood -- high flood risk area 16

17 that could be incorporated into a CRA, or does

it only relate to blight? Is there an 18

alternative path that would --19

MS. GRANDIN: The definition of blight is 20 21 pretty broad.

22 COMMITTEE MEMBER ZEITS: Okay.

MS. GRANDIN: So, I mean, it takes into

consideration, you know, antiquated 24

25 subdivisions, which is the 25-foot lots with no

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roads to them, or a 30-foot right-of-way to all

2 those, or all kinds of things; you know, an

ineffective street pad is one them that causes 3

blight. So "slum" and "blight" is -- it's 4

5 pretty broad. I'll look it up for you on my

phone and read it out to you.

7 COMMITTEE MEMBER ZEITS: Okay. So there's

8 enough flexibility in that definition to

incorporate --9

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MS. GRANDIN: I think so.

Take a look -- like, if you looked at 11 12 Philips Highway before, that's -- I mean, I drive down Philips Highway, and, to me, it 13 14 meets the definition of "blight." I mean,

those commercial corridors there. 15

And I was so surprised to see those 16 apartments going up in the north part of 17

Philips Highway. I was like, wow, this used to 18

be really bad and now it's got these nice 19

20 apartments. So, I mean, maybe if you kind of

21 take that and build on it, kind of like in

Brooklyn, it wouldn't be a bad idea to -- at 22

23 least you've got, you know, kind of a start,

24 so ...

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THE CHAIRWOMAN: Charles.

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COMMITTEE MEMBER GARRISON: This is just a

little bit of a selfish request, but could you 2

choose better colors than a red/green outline?

(Simultaneous speaking.)

MS. GRANDIN: I'll look up the definition for you.

6

COMMITTEE MEMBER GONZALES: Do we know 7

8 what we want to be developed? We're talking

9 transit, but are we talking more like workforce

10 housing or affordable housing or some sort of

11 commercial use that would require employers to

12 get there?

> Do we know what we're targeting? Because I think that really needs to be thought through

before we figure out where to put it, because 15

if we're talking about market-rate 16

apartments -- for example, the main reason you 17

18 saw the Philips Highway ones get done is

19 because that was an opportunity to have the

20 chance.

21 So I can look through different reasons

22 that that market-rate project got done. But if

you don't have those incentives and other

financing sources, that may not be the -- like,

25 I doubt you're going to build that high-end

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residential community in that area.

2 THE CHAIRWOMAN: Well, I don't know that

3 we would -- I mean, we could follow -- we could

use the CRA program that's there, but I don't

know that we necessarily have to -- our mission

is resilience, which includes heat and water

and affordable. So while we could -- we could

put ourselves into the CRA thing, I don't know

why we couldn't establish something similar on 9

10 a local level that would accomplish those

missions that would be the same sort of thing 11

12 because you can use Tax Increment Financing,

13 REV Grants, all of those things to give

14 incentives. You don't have to be a CRA to do

Tax Increment Financing. We've done it on 15

other projects. So I don't know that we would 16

17 be stuck with having to be a CRA.

Jose.

18

22

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19 COMMITTEE MEMBER GONZALEZ: Yeah, I don't

20 know that we really talked about the need for

21 housing to be affordable, right?

And firmly -- yes, we want to address

23 affordability, but I think one of the comments

that I made last time is, you know, the more 24

25 supply there is the more affordability there

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is, right? So -- because people just -- and

neighborhoods, they don't want to hear that

word. They don't want to hear the word. 3

You know, they're resistant in

Arlington -- Parental [sic] Road, I just saw on

the -- and the CPAC, you know, a development --6

I think it was 40 units or whatever. And 7

housing is needed there, but the neighborhood

9 is up in arms because, oh, the color of the

10 structure doesn't fit with the -- you know --

11 so, yeah. Just, I quess --

THE CHAIRWOMAN: Clearly, we need the full 12

range of types of housing. That's one of the 13

14 things that the City has really been looking

at, is all -- there are so many different types 15

of housing that we don't even have here in 16

17 Jacksonville, and we need the full range.

18 But you're right, we do have to take into

19 account -- that's where we get back to Paul's

20 committee, and Shannon, of geography in areas

because there are areas of town that -- I mean,

22 if you just try and plop high density in the

out with pitchforks. 24

25 So there has to be some way -- whether Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

middle of Mandarin, people are going to come

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it's using CCG-1 or CCG-2, but there has to be

2 some way to figure out where these are going to

3 apply, or maybe to Hugh and Greg's suggestion,

4 we put these criteria in as some sort of

5 overlay that is then -- when somebody assembles

6 what they need to assemble, they can adopt that

7 overlay, and that becomes the criteria that

8 something is developed with.

9 Hugh.

10 COMMITTEE MEMBER MATHEWS: I would suggest 11 that we have it set up so it becomes more and

12 more automatically accessible as opposed to the

13 process that Ms. Grandin spoke of where you go

14 to Council multiple times. It's a lot of work

15 just to assemble the land and then to find out

16 that your application and the overlay may be

17 voted down, so it's -- you know, it's work --

18 maybe it's a year or more. And so if it was

19 something that automatically could occur with

20 certain criteria, then it would make sense to

21 me.

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THE CHAIRWOMAN: So it would be our job to recommend what those criteria are, though. We

would have to come up with -- in working with 24

overlay and then what are the criteria that we

would recommend to City Council, something

you'd need to meet in order to have it work

our consultant, figuring out what's that

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they're poorly run. Others address issues and

decrease crime because property values --

6 come back and do (inaudible).

COMMITTEE MEMBER TUTWILER: On behalf of at least the committee I worked with, mixed

income would be good. So you're looking at not

9 having concentrated issues of low-income

10 residents, which implies a lot of social issues

that come along with that.

11 12

more automatically.

Paul.

So we're not saying bring in high density, we're not saying bring in low income, we're saying a balanced approach so that you're -you're not dealing with the other issues that

16 go along with it.

> I think that some people are complaining about affordable housing, low-income housing

19 simply because traditionally that invites

20 social issues to an otherwise stable community.

21 And so in all fairness to understanding it all,

it's about -- just saying it openly, it is 22

about trying to figure out -- let's figure out

how to make a great development that works for

25 everyone, and I think that's what I'd like to

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1 see.

2 If we could put some kind of incentives in 55

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3 place, and I think some -- if we're talking

10 percent, 20 percent, some marginal number

5 that balances it out, but that you're not --

the end result is not creating a concentrated 6

7 issue for the greater community around the

8 development.

9 THE CHAIRWOMAN: So developers on this 10 group, one of the things that I -- that we have run into on some projects are requirements that 11 12 say you have to have a -- to your point, a mix 13 of incomes, who have to have a certain amount 14 of low-income or workforce, but it has to be 15 spread throughout whatever -- throughout a

16 community or throughout an area. 17 One of the things that we've run up 18 against is it is financially almost impossible 19 to build workforce or low-income, a lot here, a

20 lot there, or mixed in --

21 (Simultaneous speaking.)

COMMITTEE MEMBER NAZWORTH: (Inaudible)

23 affordable housing developer in the room,

24 that's not how the financing works.

> But I will counter Paul's comment. They Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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don't bring certain issues. Some will if

because they're very good properties. Every

neighborhood we've worked in has asked us to

I was at a thing last week where Lori

8 Boyer was talking about this issue in downtown, 9 you know, how do you have mixed-income. And

10 she realizes the financing requires -- but then

11 you look at it -- she looks at it -- at the

12 whole downtown, making sure there's a mix

13 across the geography as opposed to a mix within

14 a structure.

THE CHAIRWOMAN: Jose.

COMMITTEE MEMBER GONZALEZ: I think just 16

17 to support what Paul, I think, was referring

18 to -- correct me if I'm wrong -- when you have

19 a high degree of density, that is, in low

20 income, it doesn't matter who runs it, you're

21 going to have problems if it's a huge -- you

22 know, hugely dense situation.

You know, I saw this in New York City,

24 everywhere. It didn't matter who ran that. It

25 was, like, problematic. It's like, okay,

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that's a problem. Yeah, that's a problem.

2 COMMITTEE MEMBER NAZWORTH: Well, I will 3 also say, the financing for affordable housing, you're not getting 1,000-unit properties. 4

5 They -- it's a small bucket you get. There's

6 only so many units you're going to be building.

THE CHAIRWOMAN: Nate.

8 COMMITTEE MEMBER DAY: So I heard this said at the beginning, and I'm curious because 9 10 I -- I share some of Tony's concerns. I like the idea of -- maybe going at this is too bold, 11 12 but perhaps if we have something in place that can be, you know, on transit-oriented areas as 13 14 well as in target areas we put it in.

If we were to open up -- so in my mind, if we have BRT lines, you know, opening up more area around those lines and not just CCG-1 and CCG-2, if -- if we just constrained it on BRT and opened up a lot more existing zonings, would that map, like, explode and get into areas where it would be a problem with (inaudible) or what would happen if we do that? MR. MARTINEC: So you've got a couple of things -- sort of layered things happening.

One, I think generally some of your office Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

is ultimately what gets amended to effect the desired outcome.

3 COMMITTEE MEMBER DAY: And I like the 4 dynamic nature of that. Like, I think our Code 5 needs to be more dynamic, where -- you know, as we grow and as we add more, you know, arteries 6 and corridors, that -- you know, there's a 7 8 built-in, by-right ability that goes with it. 9

I do think -- I mean, just driving down Philips, there's a lot more of that that I think would be right for redevelopment. It just isn't showing up because of what we're pickina.

And I know typically CCG-1 and CCG-2 are based off road traffic and intersections. And if we're chasing that, then it is going to be expensive because we're fighting what's already built for, you know, people in cars, which is what we're almost trying to get away from.

So I would -- I would say to some degree we want to fill in those gaps between that are also still on those lines where new stations can be added. I think the idea of a walkshed is great.

I do think part of what we're doing and Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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districts could support this type of framework.

You do have some, like, hyper-specialty

institutionalized uses, healthcare districts, 3

these kinds of things that may or may not be 4 5 relevant.

The biggest one, though, is PUDs. And the reason we left PUDs out of it is because a lot of your PUDs today are single-family residential communities.

COMMITTEE MEMBER DAY: Right.

MR. MARTINEC: But, yes, we could look at additional zoning districts to sort of include here, and we could also look at target areas on top, you know, of what's already here.

And, you know, just to remind everyone, the way this is structured at the moment is, it's got a background map, and whatever we defined as the assets or sort of relational piece of that map are the -- the overlay structure can migrate over time.

As, you know, CRAs are established or as new transportation investments come on line -vested rights is whole other conversation

associated with that -- transportation 25 investments go away, but the point is, the map

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part of the reason we're making this a more

global change is, while we do want to protect

people's property rights, I know 99 percent of

the time, as reinvestment happens and as 4

density happens, you're going to improve the

value of existing property. The only thing 6

you're not going to do is make someone who 7

doesn't want anything to change about where

they are not to change. And I think as a city 9

10 and as -- as our responsibility and what we're

11 looking for as -- if we're taking care of

12 everybody, that, you know, we can't necessarily

protect against that, and so I --13

I do think we want to be sensitive to it. We want to make sure design criteria are good so that it benefits everybody, but I do think we should expand, you know, those -- the colored area around the lines.

Similar to Charles, but for a different reason, can we use green or some better color? Because we see red and everyone just freaks out.

(Simultaneous speaking.)

COMMITTEE MEMBER DAY: I would like a --24

you know, a happier, calmer color if we're

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going to start coloring this map. But red just 2 seems (inaudible). I don't know. I react 3 poorly to red. Most people do, so --

4 And I do think getting -- we can get some 5 market-rate, mixed-use, mixed-income levels 6 just by, you know, requiring a mix of sizes. I 7 do think it's vastly important, you know, 8 for -- for the detriment it causes a 9 neighborhood to have, you know, small housing 10 pushed other places. That's almost worse for a

And so I think, you know, from a development standpoint, you know, if you're really getting -- you know, financing low-income housing developments, they are together, but I think there's a market level of -- mix of product that can be done too, and single-family and multifamily, and all of it, so I think it's -- it's worth considering in

community than having it, you know, mixed in.

21 THE CHAIRWOMAN: So real guick before we 22 jump here, Kristen and Erin, do you guys have 23 any thoughts on this and where we're going? I just want to jump to staff real guick before we 24 continue.

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our standards.

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MS. REED: One of the things I was thinking about --

THE CHAIRWOMAN: Stand up. Sorry. 4

5 MS. REED: One of the things I was

6 thinking about when you were talking about

7 CCG-1 and CCG-2 and expanding that, I don't

8 know how PUDs would fall in this because

9 sometimes they are heavily negotiated and

10 people would lose their minds if they just got,

11 by right, some other use put in there.

12 But you could look at the commercial land use categories and the BP land use categories 13 14 when you're considering the areas instead of just at the zoning to determine, you know, your 15 boundaries. And then there's increased 16 17 densities in some of the urban areas and the

18 Medium Density Residential that are not worked into the Code.

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20 So putting those already in there, you 21 don't have to go to Council and get the 22 entitlement; you've already got it, I think 23 would help a lot, and it would give that

24 transition from the commercial corridor.

> If you go to Medium Density Residential Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

land use or maybe a Residential-Professional-

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Institutional, and there's CRO, something of

that nature, it would give you that transition

and then your design standards could touch on

that as well. 5

6 THE CHAIRWOMAN: So from a land use -yeah, from a Comp Plan perspective as opposed

8 to from, really, a zoning perspective, that

would be what would be driving kind of our 9

10 areas.

MS. REED: Right. Consideration to the 11 12 PUDs. And then the TOD language we have right

13 now has, I think, a 15-minute ped shed, just

14 for some consistency and consideration.

15 THE CHAIRWOMAN: Okay.

16 Susan.

17 COMMITTEE MEMBER FRASER: And so a

18 question: Am I missing a piece of the puzzle?

19 Maybe JTA contributes in what they're doing

20 with TODs and their investments? And they must

21 have looked at all this and they make, you

know, hundreds of million-dollar investments in 22

23 these corridors, and they don't do it without some thought and adjacent land use assumptions 24

25 and how that can intensify and create --

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1 So I hear Nate talking -- it's like we're

> 3 decided there's investment opportunities and

> then building on that node with the land use. 4

5 So do we need to hear more about what JTA

talking about finding a node where they have

6 has done and maybe ask them to come and make a

7 presentation about what led them to some of

8 their investment decisions? Because they --

9 they put their money where their mouth is, and

10 that might help us with our --

11 (Simultaneous speaking.)

MS. GRANDIN: Emily --

THE CHAIRWOMAN: I think that would be 13

14 great.

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MS. GRANDIN: There's JTA.

16 THE CHAIRWOMAN: Perhaps somebody -- would you would mind going up by Diane? Because we 17

18 would like to hear from you.

MR. JOYCE: Bill Joyce, JTA.

20 Yes. And I can have that group come back

21 and talk to you all. That would probably be a

22 very good idea, related to -- TOD related to

23 the JTA. I focus on the engineering, but, yes,

24 I think I know -- good to see you, Paul.

25 We have a group that particularly focuses

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1 on that.

1 of commandation of the commandat

THE CHAIRWOMAN: We would love to havethem here. And our next meeting is going to be

**4** May 6th.

**5** MR. JOYCE: Okay.

6 THE CHAIRWOMAN: We're not sure exactly

7 where it's going to be, but we're -- we're

8 working on that, but it would be great if JTA

9 could come to the May 6th -- unless -- staff,

10 do you have anything else prepared for us for

11 May 6th that we need to do or can we ask JTA to

12 come then?

13

1

MS. REED: (Inaudible.)

14 THE CHAIRWOMAN: Great.

**15** Bill, thank you.

16 Jose.

17 COMMITTEE MEMBER GONZALEZ: Yeah. Bill --

just to touch on something that Billy mentionedearlier about how -- you know, in the elevatorsomeone mentioned they don't want -- nobody

21 wants to do public transportation or ride

22 public transportation, so --

MR. JOYCE: I don't agree with that.

24 Start having a little more positive ...

**25** THE CHAIRWOMAN: Go ahead, Jose.

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COMMITTEE MEMBER GONZALEZ: So I would

2 say -- I would modify that and say perhaps in

3 its current incarnation people don't want to,

4 right? But if you make it attractive and

5 appealing enough, then people will -- you know,

6 you can't have enough buses or trains or

7 whatever. So you just have to make it really,

8 really appealing. How? I don't know.

9 THE CHAIRWOMAN: We expect the answer from

**10** Jose at the next meeting.

11 COMMITTEE MEMBER DAY: I mean, honestly, I

**12** think that question falls on this committee

13 because I think what makes it appealing is a

14 mix of people living in dense areas all using

15 the same transportation. I mean, that -- I

16 think that is what is going to make it

17 attractive, if -- if they realize where I want

18 to live and where I work, you know, I'm going

19 to ride this. And you get a diverse group of

20 people on it, I think that's what's going to

21 happen. So I think it's on us a little bit.

THE CHAIRWOMAN: Looking at this map, on

23 Philips Highway -- I'm thinking of where JTA

4 has that big bus terminal at Philips Highway

**25** and Butler, and it's developed there with a lot

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1 of commercial and a lot of restaurants and

2 things. It's not as much residential as I

3 would have thought would be there, so that

seems like -- and it falls nicely on this line

**5** of an area that might be a focus area.

6 COMMITTEE MEMBER GONZALES: Well, I

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7 think -- I, personally, have taken the bus and

8 done that for an exercise for Leadership

**9** Jacksonville, and we were surprised at how nice

10 it was and that it was not a lot of what

11 people's assumptions are. I think a lot of

**12** people that are negative against it had not

13 actually done it. I think the challenge is

14 just our city is so large and it's so spread

**15** out that it's more challenging as far as

**16** catching one and how long it takes you to get

17 there versus the quality of the people and the

**18** experience on it.

And so I think that's something they're struggling with because we're such a large city.

MR. JOYCE: Eight hundred and 40 square

23 miles, there's no doubt. And we do focus on

24 bus cleanliness and things of the nature

25 because, you're right, it's --

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ld 1 COMMITTEE MEMBER GONZALES: I mean, I was

2 a female on there, I felt very safe, it was not

3 a bad experience. It was air-conditioned, it

4 was comfortable, it was in the middle of the

5 summer. The bus stops could be better as far

as being covered and those types of things, but

7 the actual bus experience was much better than

I anticipated.

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THE CHAIRWOMAN: Jose.

10 COMMITTEE MEMBER GONZALEZ: Yes. I have a

11 start of an answer, so we don't have to wait

12 until next time. Okay?

So appealing, right? You mentioned that,

14 you know, you felt safe, it was -- it was

**15** clean, whatever. So maybe it was just that

**16** route. And I'm not saying that other routes

17 are not. I have personally been in

18 Jacksonville four years. I have -- I've been

**19** wanting to take the bus, I just haven't taken

20 the opportunity, but --

COMMITTEE MEMBER GONZALES: Try it.

22 COMMITTEE MEMBER GONZALEZ: -- appealing

23 would be, you know, clean, safe, on time, no

24 matter the neighborhood. That's -- those are

25 the start -- I think those are the foundations

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of appealing, and affordable. Yes, that's not 2 a dirty word when it comes to public

transportation, affordability, right?

THE CHAIRWOMAN: Susan.

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5 COMMITTEE MEMBER FRASER: So I was the 6 public transportation consultant for DOT for a 7 number of years and did route planning and all 8 that stuff. So some of the -- the issues that are very hard to address in Florida is the last 9 10 mile, you get off the bus and you've got to have a way to walk where you want to go. 11

The other is free parking. We provide excessive, excessive parking, and so why wouldn't you take your car? And so when you go to other places, there's restraints on parking, it's not available, it's hard to park, and you have to pay for parking, and that creates at least an idea that you might take transit. But we make driving really, really convenient and we make walking really, really hard. It's hot in the summer, it's raining

22 every other day. 23 So those are the kind of things that are hard to -- the nut to crack is transit. And 24 transit in Florida follows, but we can always

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one piece.

2 And what I didn't hear and -- or I didn't hear it as plainly as maybe I wanted to hear 3 it, is, from a developer perspective, like, is 4

5 this a tool you're going to use? And does it 6

give you the pathways to effect these projects? 7 And that's, I think, a critical piece of

this because if we -- I mean, if we design an overlay that no one's using, we might as well have not gone through this process.

THE CHAIRWOMAN: Greg.

11 12 COMMITTEE MEMBER MATOVINA: The best way 13 that I think I can answer that question is for 14 you to look at the William Burgess District in 15 Nassau County because what it did was it took a 16 bunch of property that had fairly low-density zoning and introduced standards -- supposed to 17 be a form-based code; I don't think it really 18 is. But it introduced standards that allowed 19 20 you to go to much greater density with much 21 greater flexibility, but at the same time you had to provide parks, build roads, and do 22

And if you talk to the author -- or the -maybe not the author, but the -- the idea guy Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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certain things.

make it better. So I think if we don't address

parking and the vast availability of parking --

3 the cars are (inaudible), convenient, cheap,

it's subsidized. We subsidize gas, we 4

5 subsidize roads, we subsidize everything, and

6 so we have to find a way to counter, you know,

7 the ease of which you would just pull up

somewhere and sit in your car.

9 THE CHAIRWOMAN: Tony.

COMMITTEE MEMBER ROBBINS: Through the Chair to Matthew, you and your team are here and we appreciate that. I want to make sure you're walking away today with what you all need. And I'm enjoying the conversation, but I just want to make sure that we're making the most of your time here. Are you hearing what you're needing? Are --

MR. MARTINEC: That's very generous. I think, generally, yes. I think a couple of things that I'm struggling with is, do we -- do we push out or do we pull in?

22 And not -- and we don't have to answer 23 that today because we can gesture out the rest of this and how it ultimately is related to a 25 map. That can be a moving target. That's the

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behind that, his name is Taco Pope, he would

tell you, I get it; a developer has to be able

to make money. So he can't pay for roads and

he can't pay for recreation and he can't do all

these things unless we give him something in

return, maybe even something better. 6

7 And so that's the way this will work,

is -- you know, we're not going to get the City 8

9 to suddenly up and give a bunch of money

because we want to try this concept, but you 10

11 will get a developer who will try to put five

12 properties together and make it work if

suddenly he can get 30 units to the acre, 13

14 whereas before he was lucky if he could get 12,

15

if it's feasible to build.

16 THE CHAIRWOMAN: That's what I envisioned with this concept here, is -- we can get you a 17

18 copy of the William Burgess Overlay and the

19 State Road 200 Overlay, both are in Nassau

20 County, where they're transects, they're at

21 nodes of roads with concentric circles that go

22 out. And depending on which transect you're

23 in -- I know you know what transects are -- you

24 get higher density and things. And, in return,

25 you have to offer things.

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Those two are along specific corridors. 1 That's why I was thinking that we would pick 2 3 kind of target areas. It would be nice to

see -- I don't know how those things work 4 together. I'm struggling, in my mind, with how 5 6 we do that, but that was where I was headed.

COMMITTEE MEMBER TUTWILER: I actually

want to hear from you also with regard to --COMMITTEE MEMBER MATHEWS: I'll ask the question. Would taking an area and doing a --Greg just said -- form-based code overlay -and I'd look to the planners in the room who have a lot more knowledge about that -- doing some sort of form-based code, say, around what's on the map, the Philips corridor -- so take a zone, not just CCG land, and put in place a form-based code that will give us a clear (inaudible) of uses.

THE CHAIRWOMAN: I would like to see it work better than William Burgess and 200R because that is having to go back to the County Commission on a regular basis for a variety of things.

But, to me, that does seem like an area along Philips Highway -- and I keep going back Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203

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to the Urban Core because that was the focus in Resilient Jacksonville, trying to push

development there. Picking two areas or three 3

that would be this -- this concept where you 4

5 have, essentially, form-based zoning.

You've got incentives, so if you do X, you get Y, and -- and, again, along transportation routes I think is key, or Emerald Trail, or both. Emerald Trail is, obviously, going to be up in the Urban Core. Philips Highway is going to be just transportation routes.

COMMITTEE MEMBER MATHEWS: Would the appropriate -- several of us are using that word. Would it be appropriate for the --Mr. James or someone else from the City to describe what a form-based code is? Just kind of define what a form-based code is, so everyone in the room can (inaudible)?

THE CHAIRWOMAN: Yes.

MR. JAMES: I would be happy to explain that. So it gets into form, as indicated by the name, where those buildings are located on a parcel, where they are in relation to other aspects of that parcel, street, for example. It can get into even the number of stories,

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minimums, maximums, the densities, the types of uses, and what I like, a natural mix of uses.

It can get into street trees, where the parking 4 is located.

5 So it's really getting very prescriptive or at least providing some direction to 6 developers on what they can and can't do on the site. Similar to the PUD, but really goes 8 further than a PUD. 9

THE CHAIRWOMAN: Thank you. COMMITTEE MEMBER DAY: Yeah, and I think -- you mentioned it -- or Greg alluded to it. If you go form-based but still have all the use requirements behind it, all you've done is add to it.

What typically makes it beneficial -- and 16 I'll answer your question if -- if we know we 17 can aggregate some land or buy a piece of land 18 and we know we have by-right density and -- but 19 20 we know we've got to -- you know, the tree 21 planting requirements, we know -- we know all the other requirements because they're laid 22 23 out, but we have the density and we have the 24 ability to use either a whole bucket of uses or a mix of uses, shrinking that time down,

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shrinking the, you know, risk of am I going to do all this time, work and energy --

I mean, we -- we've had a number of 3 projects. We spent 60-, 70-, 100-, 200-, 4 \$300,000 in two years and you get a no vote, and -- I mean, so you stop trying to do things 6

7 because of the risk associated with that.

So, you know, that needs to be an area where you can find the land to do it, but I do 9 think if -- if we can keep it form -- like how 10 high, what it looks like, you know, relief 11 12 and -- and, you know, some things that if -give people some comfort that it's going to 13 look nice and kind of fit next to things and 14 there's going to be trees and landscape, I 15 think it goes a long way. 16 17

The other key component is there has to be investment from the City, whether we do it through a TIF or whether it's just the City saying we're going to get paid back because it's -- what it's going to do to this area.

I think there has to be investment, even if it's just public investment in parks and land and -- and making some of that beauty happen. It's -- it can't just be the private

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sector or the, you know, affordable housing 2 sector, you know, doing it on their own. So I 3 think that's pretty important from that aspect 4 too

5 THE CHAIRWOMAN: And another thing to look 6 at for formed-based is DIA. DIA is a -- it's 7 kind of hybrid, but if you look at the Downtown 8 Overlay, it's got mass, scale, and setbacks. It's got height/setbacks on things and view 9 10 corridors and all that kind of stuff, so that's another similar form-based --11

Paul.

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COMMITTEE MEMBER TUTWILER: In listening 13 14 to the developers, I was actually trying to determine if I heard the answer to the 15 question, what would it take you to decide to 16 invest in those areas, and I think there was a 17 general question of, well, with the right 18 19 incentives maybe, including some investment 20 strategy. The City suddenly wants to improve 21 certain areas that -- and develop -- everybody wants to make money, but I think that I was 22 23 just trying to figure out, would you come? What is it going to take you to decide that this project is right for you? What is that Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

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criteria? Is it the TIFs? Is it the roads? Is it some way -- some formula? I just want to know the answer to the question that was posed, and I was trying to determine, through your answer -- could you answer that question? THE CHAIRWOMAN: So Billy, Nate, and Greg, as our developers --COMMITTEE MEMBER ZEITS: Yeah, I think it's -- you know, if we're designing particular infrastructure to alleviate flood concerns or heat concerns or meet City standards based off what the Code is, there should be some partnership in that, whether that's a TIF, whether that's creating projects that would be eligible for resiliency funds from the federal government, but that -- that's got to be a

Tony made a good point earlier -- we sort of left it alone, but what is appropriate within CCG-1 or -2 or within a 15-minute walk of a transit develop- -- a rapid transit system is not appropriate in suburbia, right? And vice versa. Nobody's going to do anything in CCG-1 that they can do out in suburbia, right?

reality, right? Because --

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So we almost need two. We almost need, like,

one specific within a 15-minute walk of a rapid

transit system, and then another that would

encourage some residential -- we'll call it 4

5 softer infill, where you're building a really

cool green infrastructure system that other 7 people would go and enjoy, and some park, and

8 then the City needs to be a partner somehow in 9

that, or, again, federal money --

I think there's other tools; TIFs, CRAs, but -- those are the tools we want, but I really think we distilled it down to two sort of zoning codes, one for high-intensity, mixed-use, and another one for lower-intensity, more residential where you still have those stakeholders, but I think that's -- first-time home buyers are still important, we still need them.

Did that answer your question?

COMMITTEE MEMBER TUTWILER: It did.

21 THE CHAIRWOMAN: Greq.

COMMITTEE MEMBER MATOVINA: My answer

23 would be this: I once went into a meeting -- a 24 preliminary meeting, about 200 acres I was

25 buying, and it was full of people. I thought I

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78 was meeting with two people and it was, like,

the county manager and the LMB person, it was

full of people from the County that looked at

this parcel, and they had very specific plans.

And the first question that was asked of me

was, "How many units do you want to build?"

And, boy, that caught me off guard because do 7

you go high or do you go low? You know, where

do you go with that? And so I said, "350." 9

10 And the head of Planning took a pencil, drew a

11 line on the map and said, "Okay, you can have

12 your 350 homes north of this line. I don't

care whether you do townhomes or apartments. 13

You know, we're going to want some control over 14

some of that. But whatever you want, you could 15

have. You can do these 350 homes in that area 16

17 right there. This area right here needs to be

a park. And this street right here, we want 18

19 very high-density multifamily and commercial

along this corridor. We don't want you putting 20

21 residential up here on this corridor."

22 In my opinion, the answer is density.

23 I drove away saying, I don't do

high-density commercial and residential. And 24

25 then slept on it overnight, and then through

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divine revelation said, what do I care?

2 (Simultaneous speaking.)

COMMITTEE MEMBER MATOVINA: (Inaudible) by

4 350, it's \$7,500 a lot. And I have less

5 infrastructure costs because I'm packing

that in that 350 lots. That is a true story.

COMMITTEE MEMBER TUTWILER: Yeah.

THE CHAIRWOMAN: And that area north of

9 us, they just kind of sit down with you and

10 say, here's what we want. We have to find a

11 way to codify that. We have to find a way to

12 make it not just at somebody's whim who draws

13 the line and says --

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I mean, it works sometimes and it doesn't in others there, but that's what I think our

16 goal is, is to work with our consultant and

17 figure out a way, because that is -- that is

how these developments end up happening in 18

19 these places, where you get a nice mix of uses

20 and you get the parks and you get the -- we

21 have to find a way to focus on some areas and

22 then take the criteria that would make it

23 attractive to somebody to do that, to address

resilience, both water and heat and 24

affordability.

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COMMITTEE MEMBER GONZALES: It comes down 1

2 to incentives. We all know right now it's hard

3 to get a project off the ground. Incentives

4 are going to be what's going to push it over

5 the edge.

6 I was just curious, from a (inaudible) 7 standpoint, how long does it take to create a 8 CRA district and how long does it take for a

9 TIF?

10 MS. NASRALLAH: That's a great question,

11 and I was going to interject.

THE CHAIRWOMAN: Good timing.

13 MS. NASRALLAH: Karen Nasrallah, OED

14 staff.

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15 THE CHAIRWOMAN: Thank you.

16 MS. NASRALLAH: So to create a CRA, it 17 takes about two years because they've got to go

out, as Susan stated, and study the area and to 18

19 put together a lot of government statistics

20 that answer the question or definition of

21 "blight." So that's a process.

Defining a necessity goes through City 22

23 Council. They confirm that it meets the

definition of "blight." And then you go to

25 stage two, and that is the Community

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Redevelopment Plan, and that takes about

another year. You've got public hearings that

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are required, following state statute.

4 So it's a process. A couple of years is 5 generous, but maybe three years is more

realistic. And then to grow a TIF, it takes 6 7 even longer.

8 CRAs work beautifully, especially if you

9 follow your plan to the letter and you are

10 constantly looking at innovative ways to do projects. However, it's a long-term plan, 11

12 which is -- as Susan said, they're 30 years.

13 And that's a reason, because it's a method and

14 it takes time to grow a TIF.

15 Arlington has been somewhat of an anomaly,

16 and that is because of JU. They're an economic

engine in that area. And present costs -- JU 17

18 is carved out of our CRA. The campus itself is

19 carved out of the CRA boundary, but JU is a

large property owner out there and they're 20

21 developing their land, and so it's growing our

22 TIF. Next year will mark ten years and we're

23 just at \$3 million in our TIF.

So to put it in perspective, KingSoutel, 24

25 2008 -- it was developed in 2008. They are

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just now at \$3 million. So, realistically --

JIA CRA, developed in 1993, got up to 18

3 million. It just sunsetted this year, this

4 past fiscal year. It was at 18 million, but it

5 was 30 years before it got to that point.

6 So, realistically, they -- your first

7 couple of years, once they get established,

8 you're looking at -- our first year in

9 Arlington was \$243,000, second year 600,000. I

mean, it grew because we had an economic engine 10

out there. That's -- you've got to go the long 11

12 haul with a CRA. They work beautifully, but

13 it's longer term, realistically.

14 THE CHAIRWOMAN: It's very sad.

15 COMMITTEE MEMBER ZEITS: That's not going

16 to work.

THE CHAIRWOMAN: Well, we have a TIF REV 17 Grant parcel that's up in the Max Leggett area. 18

19 It had a 10-year TIF REV Grant. They are

20 getting ready to finish out the VA hospital and

21 a bunch of other things out there, and it's all

22 immediately coming. And it's been roughly

23 about 10 years since we put it in. And that is

24 a developer that was willing to take a very

25 large piece of property -- a bunch of it is set

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aside for conservation -- and go through the TIF REV Grant process of -- without -- it's not part of a CRA, so it --

There are financing avenues there, and it requires -- probably what we want is a developer to make a long-term commitment to a project in order to make their money back. I mean, I don't know that we want to -- these are projects where we want somebody to put in the parks and the resilience and we want to make sure that it works, so it's going to be some period of time. It's not going to be a two-vear turnaround.

COMMITTEE MEMBER DAY: No, and I -- I will say, too, I mean, I was -- but when you have a -- if an investor comes in or a developer comes in and they know they're going to build something that's going to generate tax base right away, and they say, look, you know, part of the way I'm going to finance this is by giving first rights to all of that -- increase in taxes because we're going to do this, it is a much -- it can be a shorter time period for a very focused piece of property. And it doesn't have to be a massive project; it can be a

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smaller project.

So I do think that -- to answer the question of, you know, would we do this, I think part of it is -- you know, some of the local developers here that would do smaller projects -- part of it is doing something that's known, so outside investors, when they see it and they see the plan, they know exactly what that is, they know what they're getting into, and they have no problem bringing that outside investment because it -- it's understandable.

So I think, yes, this would drive development if there was very clear -- you know, you don't have to ask for any of the permission, you just do this and here's what you can build. And I do think we can build in some TIF/REV Grant-type stuff that is project by project that wouldn't take 30 years because you know that you're increasing that tax base, you know, day one or whatever it is.

22 THE CHAIRWOMAN: Okay. Matthew, and then 23 I've got to go to public comment.

MR. MARTINEC: So just -- what we tried to 24 25 do here is piggyback off what we see as outside

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observers, and it's the entity doing the most sort of physical capital planning in your city, 3 and leveraging that.

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4 There are a lot of instances where the 5 private developer -- private development is going to be in the lead and the public entities 7 are going to follow with the right sidewalks 8 and everything like that. But there are also instances probably along these corridors where 9 10 you're going to need that CRA, you're going to need that coordinated neighborhood capital 11 12 planning process to effect the development outcomes that are entitled through this sort of 13 framework. 14

THE CHAIRWOMAN: Right.

16 MR. MARTINEC: And so I think it's going 17 to be both, but I don't know that -- from our perspective, it's going to be hard to wed the 18 19 one or the other.

> THE CHAIRWOMAN: That makes sense. Hugh.

22 COMMITTEE MEMBER MATHEWS: In here you 23 talk about eliminating areas that are in risk 24 areas. I would suggest that that be changed to

25 the design accommodates the risk because flood

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86 models change over time, things change over time. We need to design to accommodate the

> risk. 3

COMMITTEE MEMBER GONZALES: It's also 4 going to be helpful who the landowners are in an area that we've identified as the particular 6 7 target. I'd be curious just to see if there 8 may be land that we could even target as that case study depending on who owns it. There may 9 be a developer that has -- they have additional 10

11 density rights or different things that would

12 be willing to move forward on something. We should at least understand who they are. 13

COMMITTEE MEMBER ZEITS: Well --

15 THE CHAIRWOMAN: Okay. Hold on for just a second. We need to open this up real quick and 16 17 then we'll come back -- Billy, hold that.

We need to open up to public comment. Is there anybody here that wanted to get up and speak?

21 AUDIENCE MEMBERS: (No response.) 22 THE CHAIRWOMAN: Okay. Billy.

23 COMMITTEE MEMBER ZEITS: I think, to 24 Hugh's point, we're all running away from

25 someplace, right? You don't want to develop in

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only thing I'm concerned about is having them

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- a (inaudible) that's scary, compensatory 2 storage, it's expensive, it's high risk, right?
- But if we can develop in them and you're 3
- incentivized to develop in them and you can 4
- 5 improve the flooding situation not only for
- 6 your property but the surrounding properties, I
- 7 think that's really what the -- part of this
- 8 intention. So how we -- maybe it's a third
- 9 thing, right? It's within walking distance of
- 10 transit, it's standard residential, and it's
- within a floodplain, so then you guys can 11
- 12 design stuff that we can build that improves

13 the overall watershed (inaudible).

14 THE CHAIRWOMAN: Okay. Any other comments

15 before we ...

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16 COMMITTEE MEMBERS: (No response.)

THE CHAIRWOMAN: So, Matthew, have we

18 given you what you need?

MR. MARTINEC: Generally speaking, yes.

20 I think there's still some question as

21 to -- I don't believe any of our subcommittees

- 22 scheduled follow-ups. You know, we've got this
- 23 large data call that's out there. Some of that
- is coming in, but we're sort of, on the one 24

hand, working at the speed that we're getting

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I do think a JTA presentation would be very, very helpful, but I think the question on my end is really what the progression of your

5 subcommittees look like.

the right information.

THE CHAIRWOMAN: So that was my question to the group next, thank you, is whether we

8 want to have -- try and schedule another round

- 9 of subcommittees this next time around. It's
- 10 partly governed by, will you have time to get
- the information that you need to get together 11
- 12 to make those subcommittees meaningful, and
- 13 also do we want to wait until after we've heard
- 14 from JTA or do we want to meet beforehand and
- 15 have some questions prepared for JTA? So I'll
- 16 put it to the committee.

17 Jose.

COMMITTEE MEMBER GONZALEZ: I don't know

19 if it would be worthwhile -- you know, JTA's

20 presentation is small enough to just have them

21 attend the subcommittees rather than waiting

22 two months for our next meeting.

COMMITTEE MEMBER ZEITS: That's a good

24 idea.

THE CHAIRWOMAN: We could do that. The

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2 give different information to three different

3 subcommittees.

4 COMMITTEE MEMBER GONZALEZ: Well, we should --5

COMMITTEE MEMBER FRASER: Or have a 6 7 special meeting of this committee.

8 THE CHAIRWOMAN: Or we could just -- I was 9 going to say, we could do a meeting of the 10 whole in a month.

COMMITTEE MEMBER FRASER: Well, JTA 11 12 probably has a package deal. I hate to say it, 13 they may (inaudible). Our schedules

14 can (inaudible) --

15 (Reporter clarification.) COMMITTEE MEMBER FRASER: So is it 16

17 reasonable to ask JTA to come to this committee 18 quite quickly, have a package ready to go, and

19 then we can have subcommittees in a month and

20 then the regular meeting in the second month?

21 THE CHAIRWOMAN: Paul.

22 COMMITTEE MEMBER TUTWILER: I can't speak for JTA, but I've attended some of their TOD

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24 meetings and it's a lot of information. It is 25

amazing. I think that we should give them the

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benefit of the full presentation, that we all hear the same thing.

3 I'm very impressed, very encouraged -they're very forward thinking in terms of our

community. And while I don't know the date

certain that they plan forward as it relates to 6 7 TODs, it -- so it would be worth hearing the

8 information before we come back with any

9 recommendation.

10 THE CHAIRWOMAN: So our next meeting is 11 set for May 6th. If we could meet in April as

12 a whole, and if we could see if JTA could talk

to us then, I think that would be very helpful. 13

14 That would keep us moving forward instead of

15 waiting two months.

16 Kristen and Erin, can you guys send out --17 we can either, amongst ourselves, try and

figure out when that is, or can you guys 18

19 coordinate sending out a SurveyMonkey or

20 whatever you -- and coordinate with JTA, and 21

see if we can get the largest group of us 22 together to meet?

23 We have, obviously, got to notice the

24 meeting, and we have to have JTA there, so I 25 don't know that that's something we can try and

coordinate at this meeting, but you guys can do that?

3 MS. REED: (Nods head.)

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THE CHAIRWOMAN: Yes. All right. They're 4 5 saying yes, so that will be good.

6 COMMITTEE MEMBER NAZWORTH: And if the 7 agenda for the meeting is solely the JTA

8 presentation, if we're out of town, is there a 9

way to attend virtually?

10 THE CHAIRWOMAN: So we can attend virtually -- and, Susan, correct me if I'm 11 12 wrong. You can't -- we can't take a vote, but 13 we won't be voting at that meeting anyway, 14 so --

15 MS. GRANDIN: We could set up a hybrid.

16 That would be great.

THE CHAIRWOMAN: We should be able to set 17 18 it up separate.

19 MS. COGLIANESE: Especially if this is 20 just -- by and large, it's JTA getting 21 information out to this group, so --

22 THE CHAIRWOMAN: It's just, essentially, a 23 JTA meeting.

24 MS. COGLIANESE: We can make that work. 25

THE CHAIRWOMAN: Tony.

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1 COMMITTEE MEMBER ROBBINS: At the risk of

getting the ire of the Chair of the

3 subcommittee, we've got a lot of -- we're on

- the task force because of our expertise and our 4
- 5 background. We know the issues, we know the
- troubles, we know the headaches. I don't know 6
- 7 if we necessarily need to have the
- 8 sub-consultant there, but I would really
- 9 appreciate an opportunity for the sub- -- our
- 10 subcommittee to get together and lay it all out
- 11 there, the things we know need to be fixed,
- 12 that are universal to the city, but I just
- wanted confirm that it's okay with the contract 13
- 14 that we have with them, that -- again, they
- 15 don't necessarily need to be there for that
- 16 meeting because it's -- it's really us talking
- 17 with what we know. We'll share it with the
- 18 committee of the whole, but walking away from
- 19 the last one and hearing what we've heard
- 20 today, it would be very good if we could meet
- 21 at least once, if not more than once, but -- I
- 22 know that it was a hindrance -- I don't want to
- 23 put more work on the consultant.
- 24 THE CHAIRWOMAN: So yeah, we can also do 25 subcommittee meetings in April, absolutely.

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And I think the Chairs of the different

subcommittees, you guys can decide whether you

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want to have a meeting and, again, coordinate

through the Planning Department. It definitely 4

sounds like our group, which is the site design

standards, sounds like they would like to meet. 6

7 COMMITTEE MEMBER GONZALES: Do we have a

8 sample of the incentives that you've seen from

9 other areas that you want us to look at before

10 the next meeting?

11 MR. MARTINEC: We can -- I mean, every

12 entity in the country approaches this

13 differently, but I think the -- the incentive

14 side of this is a whole new range of allowable

15 uses and densities governed in ways that they

16 aren't currently governed, really being sort of

form-based density allowances. 17

I don't know if that's what you're asking for or if it's the -- more like the site

20 performance and design standards type of thing.

21 COMMITTEE MEMBER GONZALES: I mean, I

22 think it's both. I think, similar to what you

23 provided today, where it's something tangible

to look at and mark up is a lot easier than 24

25 starting from scratch.

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1 MR. MARTINEC: Right.

COMMITTEE MEMBER GONZALES: So if we saw

3 maybe two different approaches of what

different cities have done that went over 4

5 positively, but -- that may be a good place to

6 start.

2

7

8

18

19

What are your thoughts, Chair?

THE CHAIRWOMAN: We can give you the

9 William Burgess Overlay to give to the

10 committee and then, actually, I'm sure you've

11 got others that are --

12 MR. MARTINEC: There are plenty of TODs

around the country that have worked and that 13

14 haven't, and --

15 THE CHAIRWOMAN: Yeah, we'd like the ones

16 that work.

17 COMMITTEE MEMBER GONZALES: Nate, I mean,

18 you're in charge of this, so --

19 COMMITTEE MEMBER DAY: No, I --

COMMITTEE MEMBER GONZALES: I'm just

21 trying to think of some place to start

22 versus --

COMMITTEE MEMBER DAY: I think the

24 incentives are pretty simple. I think it is

25 more the list of form-based items and ranges,

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20

23

City of Jacksonville March 4, 2024 Land Development Regulations Advisory Committe Uncertified Condensed Copy 99 and then we can really kind of see -- and some 1 COMMITTEE MEMBER TUTWILER: First or 2 of it's going to be what the land use 2 second. 3 underneath allows, so -- because I do think 3 COMMITTEE MEMBER NAZWORTH: Either looks that's a good way to go, is something that will 4 decent. After that, I'm out of town a lot. 5 5 just default back to land use from standards. (Simultaneous speaking.) 6 But I think it would more just be a menu 6 THE CHAIRWOMAN: So we're all looking at 7 of all of the different form-based options and 7 basically -- probably the second week. 8 sort of ranges that, you know, would be 8 So maybe we could look at JTA in the third 9 9 considerable or, you know, potentials, and then week because we could do it virtually if you 10 we can start to pick through that. 10 wanted to. I think the land use is going to determine COMMITTEE MEMBER MATHEWS: If they're 11 11 12 the incentives. It's going to be -- do what 12 going to be after all the subcommittee 13 the land use allows you to do, so --13 meetings, does it make sense just to push it to 14 MR. MARTINEC: Municode is going to love 14 maybe after the JTA --15 y'all. 15 (Simultaneous speaking.) 16 THE CHAIRWOMAN: Oh, yeah. Absolutely. 16 COMMITTEE MEMBER GONZALEZ: Yeah, I think 17 We're trying not to create the Miami 1 code, 17 the thought was that we wanted that information 18 so -- which is their resiliency code. 18 so that when we go to the subcommittee meetings 19 (Simultaneous speaking.) 19 we can have some substance. So the JTA should 20 THE CHAIRWOMAN: So to schedule a 20 be prior to the subcommittee meetings, if 21 subcommittee meeting, if you would get with, 21 possible. COMMITTEE MEMBER GONZALES: Could JTA do 22 actually, Caroline, but you can go through 22 23 Erin -- where is Caroline? There she is. She 23 the first week of April? (Simultaneous speaking.) can help with scheduling because she's got to 24 24 coordinate with Susan Grandin for noticing the 25 THE CHAIRWOMAN: Since we're talking about Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300 (904) 821-0300 100 98 advertisements. And Caroline can send out, the subcommittees being the second week, then, yeah, we could see if JTA could do the first again, a SurveyMonkey to your group to figure 3 3 out, okay, when is a day that everybody can week. meet. Once they pick the meeting date, you COMMITTEE MEMBER NAZWORTH: Or even the 4 4 5 guys have to figure out a place to meet, which 5 last week in March. 6 THE CHAIRWOMAN: That last week in March. 6 she can help with, and Susan can help with the 7 noticing of the meeting and get (inaudible). 7 COMMITTEE MEMBER MATOVINA: The last week 8 COMMITTEE MEMBER MATHEWS: Would you poll in March is easier because a lot of people 9 9 the week of April 8th? probably have spring break. 10 MS. FULTON: The week of April 8th for 10 THE CHAIRWOMAN: Probably. 11 flood risk? 11 COMMITTEE MEMBER ROBBINS: There's a total 12 COMMITTEE MEMBER MATHEWS: Yes. 12 eclipse on April 8th. 13

13 THE CHAIRWOMAN: That's flood risk.

14 Nate, do you have a week that you would

like her to look at? 15

16 COMMITTEE MEMBER DAY: I was looking real

quickly. That first week in April is wide

18 open. I'm flexible, but if --

19 (Simultaneous speaking.)

COMMITTEE MEMBER ROBBINS: The second is 20

21 better.

17

25

22 COMMITTEE MEMBER GONZALES: The second

23 week is better for me too.

24 COMMITTEE MEMBER DAY: (Inaudible.)

COMMITTEE MEMBER GONZALEZ: The second --

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(Simultaneous speaking.)

COMMITTEE MEMBER ROBBINS: All the hotels 14

are booked. There's always something. 15

16 (Simultaneous speaking.)

17 THE CHAIRWOMAN: That's too funny.

18 All right. So we're setting -- hopefully,

19 setting JTA and setting subcommittees. Like I

20 said, our next meeting is May 6th, and the

21 location we will send out. I don't know if

22 it's going to be able to be here or not, but we

23 will let you know in plenty of time.

24 Are there any other comments or questions

25 from anyone on the committee?

```
COMMITTEE MEMBERS: (No response.)
1
2
            THE CHAIRWOMAN: Anything else from staff
3
        we need to know before we head out?
 4
            STAFF MEMBERS: (No response.)
 5
            THE CHAIRWOMAN: No? All right. Do I
 6
        have a motion to close?
7
            COMMITTEE MEMBER ZEITS: Motion to close.
8
            COMMITTEE MEMBER NAZWORTH: Second.
9
            (The foregoing proceedings were adjourned
10
        at 10:48 a.m.)
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9
    stenographically report the foregoing proceedings and
    that the transcript is a true and complete record of my
10
    stenographic notes.
11
12
13
14
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