



City of Jacksonville Beach

Briefing Notice

City Council

11 North Third Street
Jacksonville Beach, Florida

Monday, May 8, 2023

5:30 PM

Council Chambers Conference Room

City Manager Mike Staffopoulos will conduct a Council Briefing to update the City Council about ongoing items in the City. The Briefing will include, but not be limited to, the following topics:

- A. Lifesaving Station Branding
- B. Public-Private Partnership Project Criteria**
- C. Latham Plaza Concept
- D. Miscellaneous City Manager Items
- E. Committee Assignment Report
- F. Future Briefing Topics

Council Members in attendance may include:

Mayor:	Christine Hoffman		
Council Members:	Bill Horn	Sanding Golding	Dan Janson
	Fernando Meza	Cory Nichols	Greg Sutton

Please note: Council Members in attendance may vary according to their schedules.

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodations to participate in this meeting should contact the City Clerk's Office at (904) 247-6299, no later than one business day before the meeting or by sending an email to CityClerk@jaxbchfl.net.

Protect the Beach Life's notes from the meeting are in blue and highlighted throughout the document.

CITY COUNCIL BRIEFING TOPIC	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Heather Ireland, Planning and Development
DATE:	May 8, 2023
SUBJECT:	Public-Private Partnership Project Criteria - Latham Plaza Parking Lot

BACKGROUND

What is a Public-Private Partnership?

Public-private partnerships (commonly referred to as "P3") involve collaboration between a government agency and a private-sector company that can be used to finance, build, and operate projects, such as public transportation networks, parks, and convention centers.

Different Types of Partnerships (subject to negotiations):

- **Build Operate Transfer:** A government hands over all construction and operations to a private party for a set number of years (often several decades or more). After that period of time, it is transferred to the government.
- **Build Operate Own:** The same as build, operate, transfer, but the private entity is not required to ever transfer the project to the government.
- **Design-Build:** A government contracts with a private party to design and construct a project for a fee. The government retains ownership and may either operate it or contract out operations.
- ~~**Buy Build Operate:** a government sells a pre-existing project that has already been completed and may have been operated by the government for some time to a private party, who will take it over fully. The private party may need to invest in rehabilitating or expanding the project.~~ **The City is not interested in selling the lot. This will not be an option.**

The process for the P3 project will generally be as follows:

1. Discuss project criteria with the Community Redevelopment Agency (CRA) and City Council
2. Draft and issue a Request for Qualifications (RFQ)
3. Issue a Request for Proposals (RFP) for the project from pre-qualified applicants
4. CRA and City Council review project proposals
5. Negotiations begin

** Adhere to Florida Statute Procedures*

Once the City has proposals from qualified developers, it will negotiate what the partnership will look like. We will not know what the City's financial obligations will be until they've reviewed the proposals. Could be upfront, long-term tax relief, or a mix of both.

Criteria for a **35-foot tall** mixed-use building with a parking structure:

- Retail and office uses with residential uses optional
- Active commercial uses on the ground floor facing 1st Street and Latham Plaza
- Rooftop restaurant and/or bar on the east/north side of the building
- Enhanced building setback from Latham Plaza to provide ample space for outdoor seating, a public walkway, and other amenities
- Event or conference space optional (not part of a hotel)
- Publicly accessible restrooms on the ground level
- Art installations adjacent to Latham Plaza
- Police storage and/or office space (optional)
- Parking to replace existing surface parking (equal to or greater number of current parking spaces), provide parking for the new commercial uses, and additional parking as can be provided within the requirements of the LDC
- Architectural design criteria must meet CBD zoning district standards or agreed-upon deviations pursuant to a rezoning application
- The parking structure component of the project must be designed to be complimentary of the building design.

** Inclusion of parking spaces into paid parking program*

Criteria for a **55-foot tall** mixed-use building with a parking structure (if the referendum passes):

- Retail and office uses with residential uses optional
- Active commercial uses on the ground floor facing 1st Street and Latham Plaza
- Rooftop restaurant and/or bar on the east/north side of the building
- Enhanced building setback from Latham Plaza to provide ample space for outdoor seating and a public walkway and other amenities.
- Enhanced building setbacks, landscaping, and pedestrian amenities on First and Second Streets **This was added to the optional criteria for the 35' structure**
- Enhanced architectural features along the west and south sides of the building, which could include two-dimensional art installations
- Building step back of at least 20 feet after the first 25 feet in height along Latham Plaza and First Street and a step back of at least 15 feet after the first 25 feet in height along 2nd Street
- Portions of the building that constitute a fifth floor can only be enclosed and conditioned at 50%
- Event or conference space optional (not part of a hotel)
- Publicly accessible restrooms on the ground floor
- Enhanced pedestrian corridor on First and Second Streets
- Art installations adjacent to Latham Plaza
- Police storage and or office space (optional)



- Parking to replace existing surface parking (equal to or greater number of current parking spaces), provide parking for the new commercial uses, and additional parking as can be provided within the requirements of the LDC.
- Architectural design criteria must meet CBD zoning district standards or agreed upon deviations pursuant to a rezoning application
- The parking structure component of the project must be designed to be complimentary of the building design.

** Inclusion of parking spaces into paid parking program*

FINANCIAL IMPACT

COUNCIL DIRECTION REQUESTED

The members of the CRA have reviewed and discussed these criteria with Staff. Staff is now requesting feedback and comments from the City Council, prior to finalizing the RFQ.

ATTACHMENTS

1. TSG to Jax Beach CRA_P3 Disposition Examples

FOLLOWING THE CRA PROPERTY DISPOSITION AS REQUIRED IN THE FLORIDA STATUTES, THE CRA CAN OFFER PUBLICLY OWNED PROPERTY WITHIN THE BOUNDARIES FOR DEVELOPMENT AS A LEASE OR FOR SALE.

AN IMPORTANT DECISION POINT FOR THIS PROJECT TO BE DECIDED BEFORE THE ISSUANCE OF AN RFQ IS LEASE OR SALE.

AFTER EVALUATION OF RESPONSES FOR THE RFQ, WE CAN DECIDE TO SELECT ONE FOR PRE-NEGOTIATION OR OPEN IT TO ALL WHO SUBMIT. IF WE DECIDE TO PRE-NEGOTIATE, THEN THE DISPOSITION NOTICE WILL REFLECT THOSE TERMS. OTHER DEVELOPMENT GROUPS WILL HAVE THE OPPORTUNITY TO SUBMIT A PROPOSAL BY MEETING THE DISPOSITION REQUIREMENTS.

WE WILL WANT TO DESCRIBE AS PLANNING & DEVELOPMENT DID IN THE P3 PAPER OUR REQUIREMENTS FOR SITE DEVELOPMENT OUR PARKING REQUIREMENTS AND WHAT TYPE OF DEVELOPMENT WE WANT. *EACH OF THE EXAMPLES IS A RECENT P3 PROJECT IN DOWNTOWN JACKSONVILLE.*

LEASE - **PARKING LOT.**

A GROUND LEASE TO AN ADJACENT RESIDENTIAL PROJECT FOR USE AS PARKING. TERMS WERE THE PREVAILING LAND VALUE RATE FOR PARKING. TERMS OF THE LEASE WERE PRE-NEGOTIATED PRIOR TO PUBLISHING THE REQUIRED DISPOSITION NOTICE.

PRE-NEGOTIATION

IGUANA FOR AN OFFICE COMPLEX IN THE SHIPYARDS IN

CASH OFFER

IN THE FORD ON BAY PROJECT IN DOWNTOWN JACKSONVILLE. THERE WAS NO PRE-NEGOTIATION WITH ANY DEVELOPMENT GROUP. ASIDE FROM THE DEVELOPMENT REQUIREMENTS, THE KEY WAS A CASH OFFER FOR THE LAND.

DOWNTOWN JACKSONVILLE. ALL TERMS WERE PRE-NEGOTIATED INCLUDING THE PURCHASE PRICE OF THE LAND AND THE DEVELOPMENT SCOPE AND TIMETABLE. THE DISPOSITION NOTICE OFFERED THE SAME TERMS TO ALL.



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach, FL 32250

BRIEFING ITEM:	C.
BRIEFING DATE:	May 8, 2023