

**THE KINGSOUEL CROSSING (CORRIDOR)
COMMUNITY REDEVELOPMENT PLAN**

NOVEMBER 10, 2008

THE KINGSOUTEL CROSSING (CORRIDOR) COMMUNITY REDEVELOPMENT PLAN

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Introduction

Overview

The KingSoutel Community Redevelopment Area is located in the northwest planning area of the City of Jacksonville. (Refer to Map 1. - "Location Map"). The redevelopment area is located on parcels surrounding the New Kings Road I-295 interchange and the Pritchard Road and I-295 interchange as well as the parcels in between the two (2) I-295 interchanges which front and surround New Kings Road, Soutel Road, and Pritchard Road. Additionally, the redevelopment area includes parcels surrounding Soutel Boulevard to the east of New Kings Road, extending to Norfolk Boulevard.

The KingSoutel Crossing (Corridor) - Community Redevelopment Plan had its beginning in the Northwest Jacksonville Vision Plan. Area residents welcomed opportunities for more restaurants, quality housing choices, and thriving retail streets, while retaining the friendliness, history, and sense of community that sets their neighborhoods apart. The guiding themes of the Northwest Vision Plan are as follows:

- Create attractive gateways that establish a quality of character and identity;
- Create new town centers at key locations with access to transit; and
- Strengthen existing neighborhoods.

A further impetus for redevelopment planning was the 2003 Social Compact Study prepared by the Jacksonville Economic Development Commission ("JEDC") and Jacksonville Chamber of Commerce. In evaluating the predominantly African-American northwest area, a DrillDown Analysis based upon home values/ownership, development patterns and income was performed using a non-traditional method. The DrillDown Analysis indicates that real buying power exists in the study area as well as the surrounding Lincoln Villas and Sherwood Neighborhoods. The major conclusion of the study found that the published data probably significantly undercounted the "actual" purchasing power.

A Buxton Report was conducted in 2005 to ascertain the "potential for designated areas to attract new retailers and restaurants". Of three (3) sites examined, the intersection of Pritchard and Old Kings Road possessed the market with the highest number of estimated households as well as total number of dominant segment households. Stores and businesses not present in the immediate neighborhood include general merchandise, apparel & accessory, and home furniture, furnishings & equipment stores. Missing business services are bank and legal services. Existing home improvement businesses, food stores, business services, motion picture services, and amusement services are significantly smaller than the typical sized establishment found in the larger 5-mile radius. This indicates a latent demand for larger and generally more price competitive stores and services.

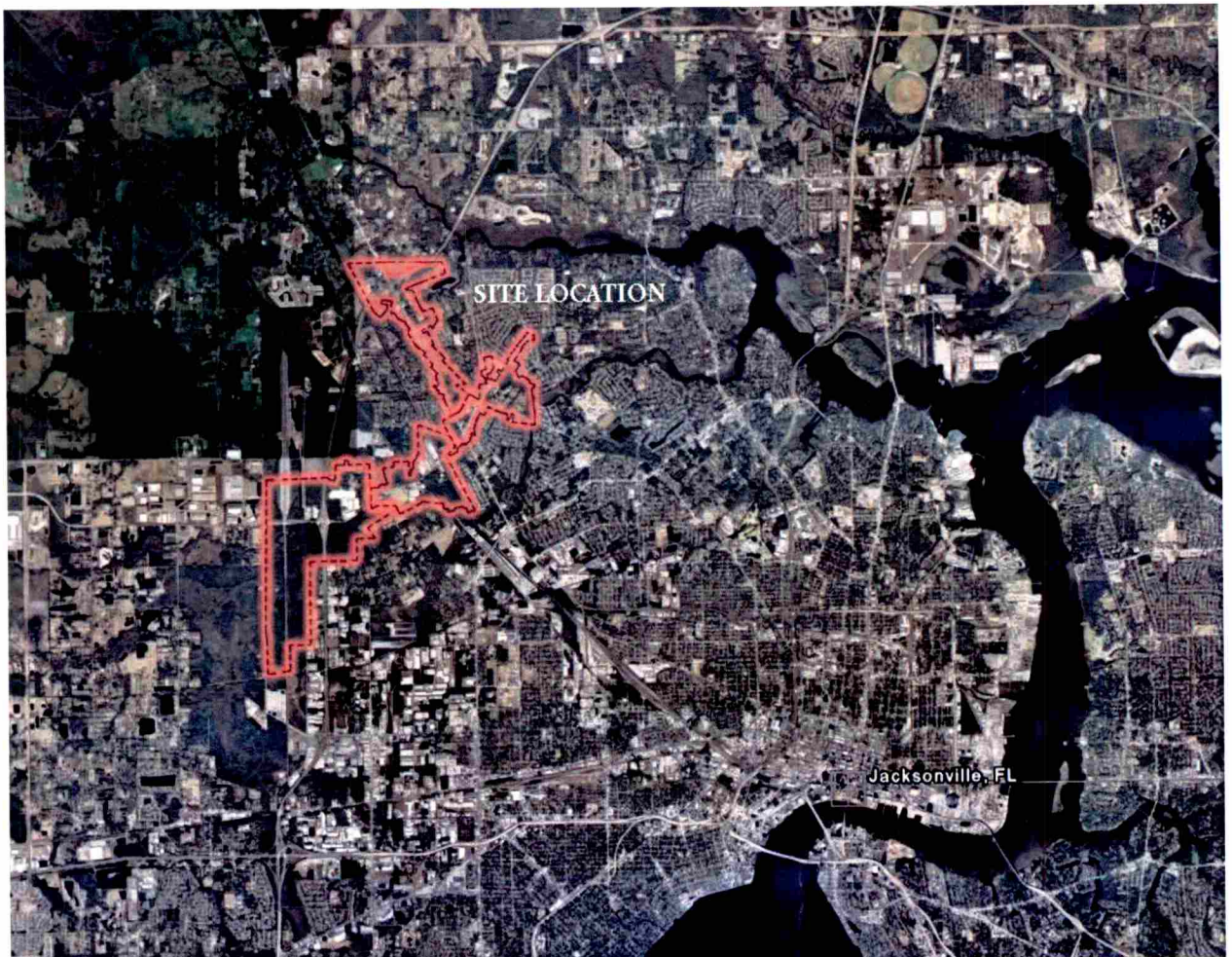
KingSoutel Crossing (Corridor) Community Redevelopment Plan

The City of Jacksonville (“City”) is widely known for its emphasis on neighborhood renewal and preservation as well as citizen based approach to planning. The nearby Lincoln Villas Sherwood Forest Neighborhood Action Plan (Ordinance No. 2008-78-E) is important. The plan recognizes that local commercial areas also need renewal and new retail is needed along the corridor for neighborhood programs to be successful.

As a result of these previous efforts, the City initiated detailed evaluations of the potential corridor redevelopment to determine the following:

- Do blighting conditions support Florida Statutory requirements for creating a redevelopment program?
- Are market forces sufficient to support a successful redevelopment program?

Map 1. – Location Map



Authority for Redevelopment

The City of Jacksonville has extensive experience in managing redevelopment programs. New redevelopment programs must be established under the *Florida Statutes, Section 163, Part III, Community Redevelopment Act (“Act”)*. The Act sets forth the legal process by which the City may establish a community redevelopment agency, and provide financing and regulatory tools to accomplish the goal of improving a blighted area by either eliminating or reducing blight. The Act further requires that The City Council make a determination, based upon objective evidence, that the subject area meets the definition of a “blighted area” and certain specific statutory criteria.

The blighting conditions for the project area were professionally evaluated. Two (2) “Finding of Necessity” (Blight Analysis) Reports were presented to the City Council and provided the objective basis for adoption of “Resolutions of Necessity”. The City Council established a “Finding of Necessity” for the Soutel/Moncrief Retail Redevelopment Area, Resolution 2006-357-A, on 05/09/06. Subsequently, the City expanded the potential redevelopment area and established a “Finding of Necessity” for the New Kings Road/Soutel/Pritchard Road Corridor Area, Resolution 2007-726-A, on 07/24/07. In adopting the Resolutions the City Council established the following:

- Based on thorough analysis of existing conditions within the two (2) areas, the conditions of blight exist as they relate to specific statutory criteria.
- The rehabilitation, conservation, or redevelopment, or a combination thereof, of these areas is necessary in the interest of public health, safety, morals, or welfare of the residents of the area.

These reports and associated City Council Resolutions are hereby incorporated, by reference, into this plan.

- Please refer to Appendix 1. Soutel/Moncrief Redevelopment Retail Area
 - Finding of Necessity (Blight Analysis) Report
 - Finding of Necessity Resolution
- Please refer to Appendix 2. New Kings Road Corridor Area
 - Finding of Necessity (Blight Analysis) Report
 - Finding of Necessity Resolution

Corridor Redevelopment Issues

The Community Redevelopment Plan must be structured to eliminate or reduce blight conditions through implementation of its goals, objectives, programs, and projects.

Soutel/Moncrief Retail Redevelopment Area

The approved Finding of Necessity for the “Soutel/Moncrief Retail Redevelopment Area identified the following issues:

- Deterioration of site or other improvements: Deteriorated conditions include building/structural conditions and developed site conditions.

- Government Owned Property: Large parcels of government-owned property currently used for park purposes have adverse brownfield issues resulting in underutilization.
- Assessed real property with adverse property values of real estate in the area have failed to show any appreciable increase.
- Residential and commercial vacancy rates are higher than the City total.
- Incidence of crime in the area is higher than the City total.

New Kings Road Corridor

The approved Finding of Necessity for the New Kings Road Corridor identified the following issues:

- Inadequate street layout, roadways, or public transportation facilities include:
 - Lack of sidewalks (along the corridor and to the neighborhoods).
 - Inadequate bus shelters.
 - The Pritchard Road and Soutel Road off-set roadways that fail to meet modern standards and old platted roads that have been bisected by New Kings Road, thereby creating unusable parcels.
- Faulty lot layout combined with diversity of ownership include:
 - Substandard lot/parcel sizes exist that inhibit development meeting modern market requirements.
 - Inadequate sized parcels in relation to requirements of current development codes.
 - When combined with diversity of parcel ownership, assemblage of parcels that would create catalyst projects is inhibited.
- Deterioration of site or other improvements include:
 - Deteriorated conditions include building/structural conditions.
 - Developed site conditions (parking lots, signage, drainage, landscaping) and deficiencies (including potable water, sewer, drainage, and fire hydrant spacing) all lead to unsafe and unsanitary conditions.
- Lack of growth in tax base include:
 - Loss of assessed and market value in properties exhibited by vacant deteriorating buildings as well as undeveloped and/or underdeveloped properties.
- Deterrents to sound future growth and development:
 - Economic disuse.
 - Property assemblage problems.
 - Visual blight as deterrent to investment.

Boundary Determination

The “KingSoutel Crossings” Community Redevelopment Area Plan combines the two (2) blighted areas. The corridor runs from the I-295 and New Kings Road Interchange Area on the north, south to the New Kings Road and Soutel intersection area, east to the Soutel and Norfolk Boulevard intersection area, and west to the I-295 Pritchard Road Interchange Area. (Refer to Map 2. – “The KingSoutel Crossing Redevelopment Area Map”.) (Refer to Appendix 3 “Redevelopment Area Legal Description”.)

The boundary of the KingSoutel Crossing Redevelopment Area was determined after careful evaluation of much larger areas surrounding the corridor. Final determination for parcels to be included in the boundary was based upon the following criteria:

- Statutory criteria pertaining to site conditions.
- Consideration of future corridor redevelopment potential that would assist in the elimination or reduction of blight. I-295 provides intermodal access that makes the area suitable to capture economic impacts of the port.
- Consideration of sound planning principles for the continuity of future land use based on land use pattern and potentials, the transportation system, and efficient provision of government services and facilities.
- Consideration of irregular, small, or surrounding parcels that might, at some time, be assembled for a larger more efficient use of land.
- Locations providing a logical terminus for the boundaries, such as roads and property lines, reflecting potential accessibility and marketability for quality redevelopment or development.

Approach to Corridor Redevelopment

Because corridor redevelopment programs cover lengthy stretches of roadway, it is often difficult to select where to begin investing limited public resources. MSCW reviewed successful corridor redevelopment programs in communities around the country. This review has provided some “lessons learned” as to how other communities have grappled with the difficult issues involved with revitalizing their suburban roadway corridors.

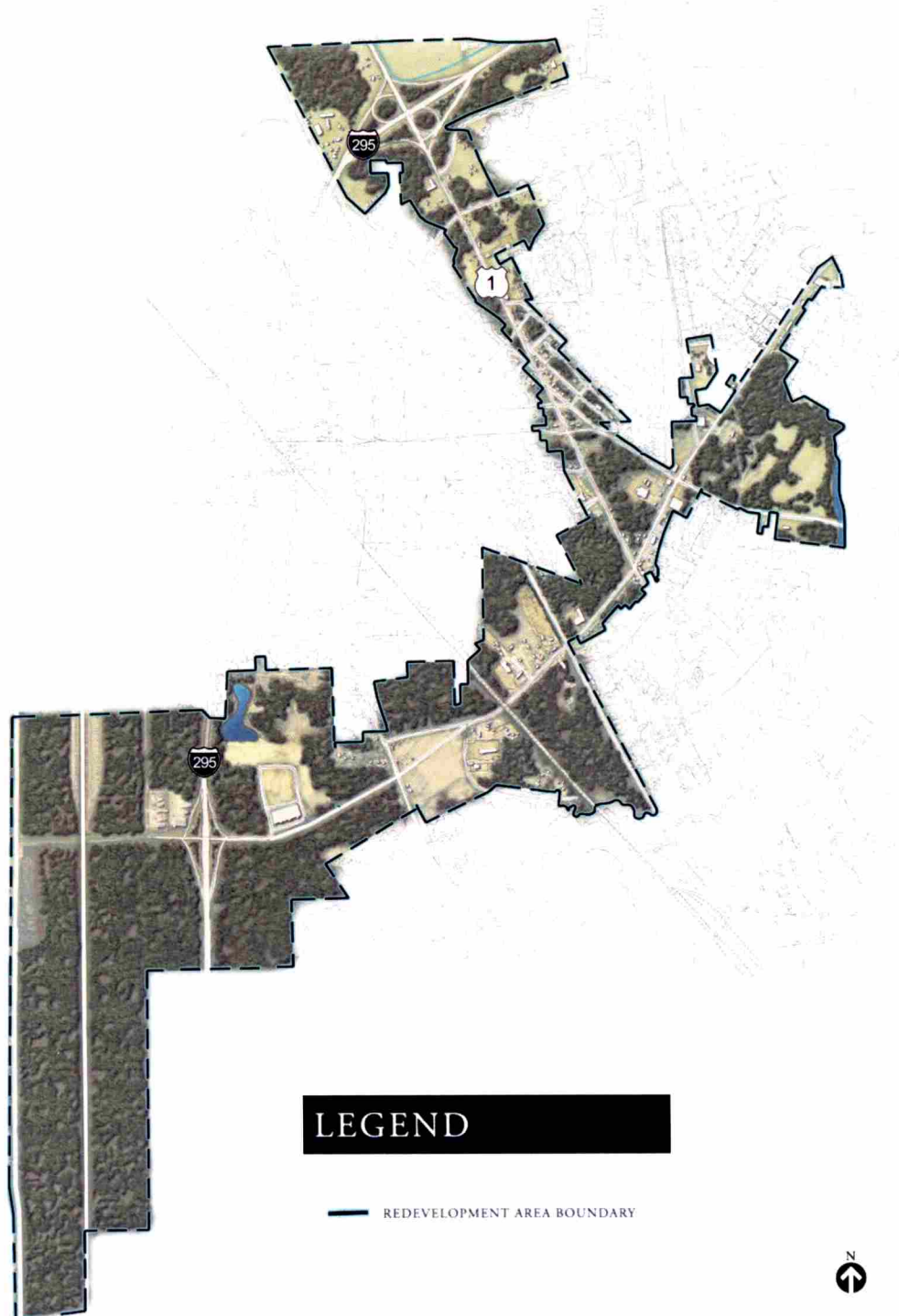
The findings are summarized as follows:

- Adoption of a “Graphic” Corridor Vision.
- Plan Organization was based upon Character Districts.
- Market Analysis identified locations for “Placemaking”/Catalyst Projects.
- Public investment priorities focused on leveraging Catalyst Projects.
- Public investments “set the table” for private investments and included:
 - Streetscaping at key locations.
 - Landscaped medians, where appropriate.
 - Gateway features.
- Improved pedestrian connectivity to neighborhoods.
- Improved bus transit to the larger community.
- Traffic “taming” and calming of traffic at key locations.

KingSoutel Crossing (Corridor) Community Redevelopment Plan

- Adoption of design themes and concepts for both public and private projects.
- Design standards for private “Catalyst/Placemaking” projects and included:
 - Mixed-Use - Success is in the mix of uses.
 - Pedestrian Orientation - Main street/village layout

Map 2. – KingSoutel Crossing Redevelopment Area



Market and Potential Projects

Overview

An Economic Market Analysis was performed for the KingSoutel Crossing Corridor building on the Social Compact – Drilldown Study and the Buxton Study. Along the corridor there are differing types of markets including highway, regional, community and neighborhood. The Market Analysis was performed as a snapshot of a point in time. Obviously, market conditions have changed because of unprecedented adverse global financial impacts that have dramatically altered development potential. We have experienced such impacts in the past. Florida has always recovered and the pace of development will increase yet again. Thus, the projections stated herein should be viewed accordingly. There may be another one (1) or two (2) years until a recovery begins. The pace of recovery may not be aggressive. We suggest the projections contained herein be viewed with a two (2) to three (3) year lag for residential, office, and retail. Obviously, the City of Jacksonville is benefiting from the expansion of the port and the increased demand for industrial-related facilities.

The two (2) I-295 Interchanges at the north and southwest boundaries of the corridor are primarily regional markets serving a larger number of households within a 15-minute drive time area. A combined analysis of the interchange area indicates that there are approximately 111,000+ households in that market area with an additional 5,000+ by 2010. Locations along the corridor at major road intersections may also serve some regional markets.

Beyond the interchange influence areas, the corridor predominantly can serve a regional market at the intersection of major roads and also serves a more local (community and neighborhood) market. A point was selected along the corridor to allow evaluation of 5-mile radius to determine the size of this market. Table 1. shows the current and projected population and associated household data for the defined market area. Households and median incomes are expected to grow significantly.

Table 1. - Local Market Population, Households and Income

	2007	*2012	*2020
Population	133,651	143,669	161,625
Households	50,687	54,927	62,163
Estimated New Households	0	4,240	7,236
Median Household Income	\$31,128	\$35,460	\$44,227

* Note: Add three (3) years to projections.

Housing Demand

There is a significant demand for rental and ownership housing along the corridor that could be incorporated into mixed-use projects.

- By 2012 (to 2015), approximately 1,275 new households can afford to purchase a house of over \$178,000 or rent an apartment. Another 2,600 households can meet this requirement by 2020 (to 2023). Single-family or condo units will have an expected demand for over 3,200 new units by 2020 (to 2023).

Retail and Entertainment Demand

There is a large and growing retail and entertainment demand for interchange influence areas and major intersections for regional projects. The demand for certain big box uses is especially strong. The community and neighborhood retail demand is also present.

- In the corridor market area, households are significantly underserved by retail and entertainment services. It is recognized, by retailers, that area residents will drive farther for goods and services, but they desire more local businesses.
- For the interchange and regional market, based upon projected growth and national spending averages, by 2020 (to 2023) over 1.16 million new square feet of retail space will be needed to serve the growing population.
- In addition to pent up demand, the potential new demand for community and neighborhood retail generated by growth is approximately 175,000 square feet by 2012 (to 2015) and an additional 297,366 square feet by 2020 (2023).

Local Serving Office Space

Local serving offices are the professional and business services typically driven by population growth. This includes jobs such as insurance agents, real estate agents, financial planners, small practice medical, dental offices, etc.

- The existing market is underserved. The demand for office in the regional market in this area could be over 600,000 additional square feet by 2012 (to 2015), and much more by 2020 (to 2023).
- Blight and perception has dramatically hindered office development growth and must be addressed to successfully attract investment.

Major Market Conclusions

Market demand for development for a mix of regional and community uses near the interchanges is strong and growing. Additionally, a mix of regional, community and neighborhood uses along the corridor is strong. The current market is for a horizontal mix of uses rather than a vertical mix, and successful projects will likely contain a big box anchor.

The potential for investment along the corridor will be greatly enhanced if conditions of physical, aesthetic, and economic blight are successfully mitigated.

- Catalyst project must be large and well designed to attract clients over time.
- Opportunities for economic success will be from mixed-use and pedestrian-oriented, “Placemaking Projects”.

Potential Market Based Catalyst Projects

Each district exhibits varying market conditions and has unique development opportunities. Based on the market analysis, ten (10) potential catalyst project sites were identified for analysis. (Refer to Map 3. - “Potential Catalyst Project Sites”.)

Potential catalyst **sites #2, #6, and #7** are extremely well located and have strong regional and interchange market potential. Although, they have development potential, they were deleted from further consideration as “placemaking” projects due to environmental (wetlands) constraints, which limit the size of usable land.

For the remaining sites, market-based development programs were generated and further classified as being of a short, mid, or long-term time horizon.

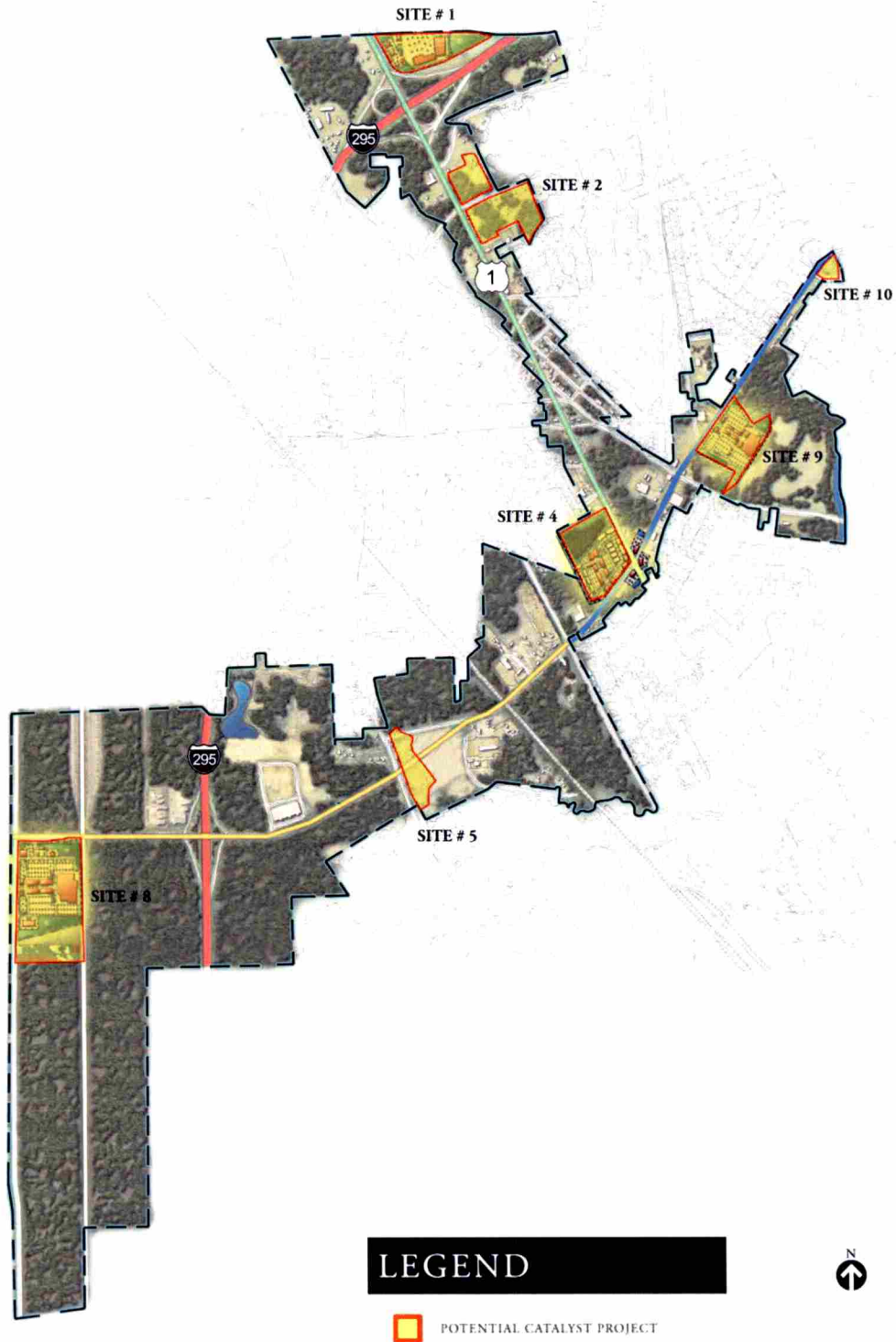
Unfortunately, **site #1** is not sized and configured to be a catalyst project but has strong potential for short-term regional/highway-oriented development and tax base potential.

Potential catalyst **sites #3 and #5** are well located for community and neighborhood markets, but the assembly of a suitably sized parcel under unified ownership appears to be difficult because of the multiple ownerships.

The following sites appear to offer the best opportunities for the development of catalyst projects based upon market conditions and potential for site assemblage:

- **Site #4:** Community mixed-use center potential over the mid term. Its market may be impacted if **Site #9** develop is developed first.
- **Site #8:** Regional mixed-use center potential over the mid-term.
- **Site #9:** Community and neighborhood **Site #4** mixed-use center potential. Its market may be impacted if is developed first.
- **Site #10:** Neighborhood mixed-use center potential but requires assemblage and some demolition of portions of an existing center.

Map 3. – Potential Catalyst Project Sites



Character Districts

As a basis for organizing plan recommendations, four (4) unique districts were determined. (*Refer to Map 4. - "Character District Map."*)

New Kings District

New Kings Road (US-1) is a major gateway to the City's Downtown and will continue to primarily be an automobile-oriented commercial environment. Some of the older development adds to visual blight. Efforts to spur redevelopment along this highway corridor have already begun with recent roadway improvements, providing a suburban streetscape with curbed medians and landscaping. New development should meet urban standards and interchange Gateway improvements be constructed so that the area can live up to the quality perception envisioned in its moniker "New Kings Road".

Soutel Place District

The Soutel Place district once served as a more vibrant commercial area for the surrounding neighborhoods. The district's name responds to history and should reinforce the area's branding to help it become a successful pedestrian-oriented, commercial area with a mix of shops, entertainment, civic and recreational uses and housing. Soutel Drive should become a pedestrian shopping street with an urban level streetscape. The development of "placemaking" projects should be pursued to serve as catalyst for other investments.

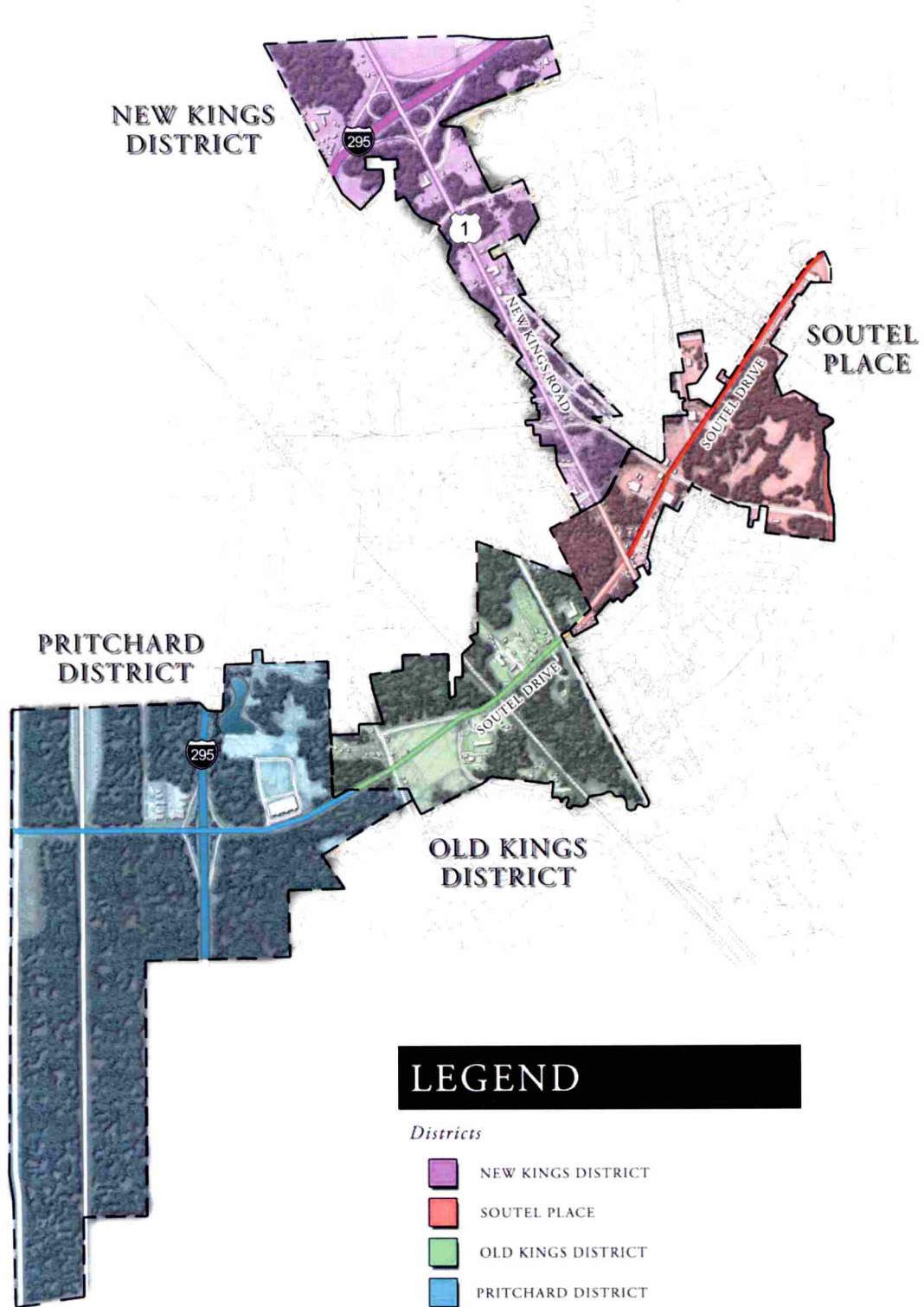
Old Kings District

The Old Kings Road area was bypassed by traffic for many years and the mix of small houses and larger lots is reminiscent of rural Florida. The two (2) rail lines transacting the area provide local jobs and allow this district to become an emerging industrial area. Now that Soutel/Pritchard is being reconstructed, the area will come under more intensive development pressure and is extremely well situated to provide workforce housing to the surrounding industrial areas. The new improvements that straighten the Soutel/Pritchard connection and provide curbed medians should be beautified as a suburban streetscape.

Pritchard District

The Pritchard Road interchange has created tremendous industrial development opportunities in surrounding areas because of greater highway access and large land holdings. Pritchard Road lands have great potential for new development of all types and applications of good design standards, and quality public facilities that can help uplift the surrounding areas. The interchange should be enhanced to become a major gateway to surrounding areas. A "placemaking" project appears viable and should be pursued.

Map 4. – Character District Map



Corridor Vision & Master Redevelopment Plan

Creating a “sense of place” and the reduction of blight are important components of the Corridor Redevelopment Plan. This plan focuses on projects that support greater pedestrian orientation, providing a mix of retail shopping, entertainment, work places, higher intensity housing, and civic facilities that address the every day needs of the surrounding community. This focus is reflected in the following:

Corridor Redevelopment Vision Statement

- Support redevelopment of catalyst “placemaking” projects,
- Encourage “placemaking” projects, through targeted public investments, and
- Assist investment in small businesses.

The Corridor “Redevelopment Master Plan” (“Plan”) (*Refer to Map 5. – “New Kings Road District Map”*) graphically presents an overview of the Corridor Vision and Master Plan recommendations including:

Private Sector

Private realm projects are the primary responsibility of a private sector developer or business owner. The Plan indicates three (3) types of “placemaking” projects:

Major Catalyst Projects

Highly themed mixed-use, pedestrian-oriented projects that are large enough to become catalyst which will spur investment in and redevelopment of surrounding properties.

Rehabilitation Projects

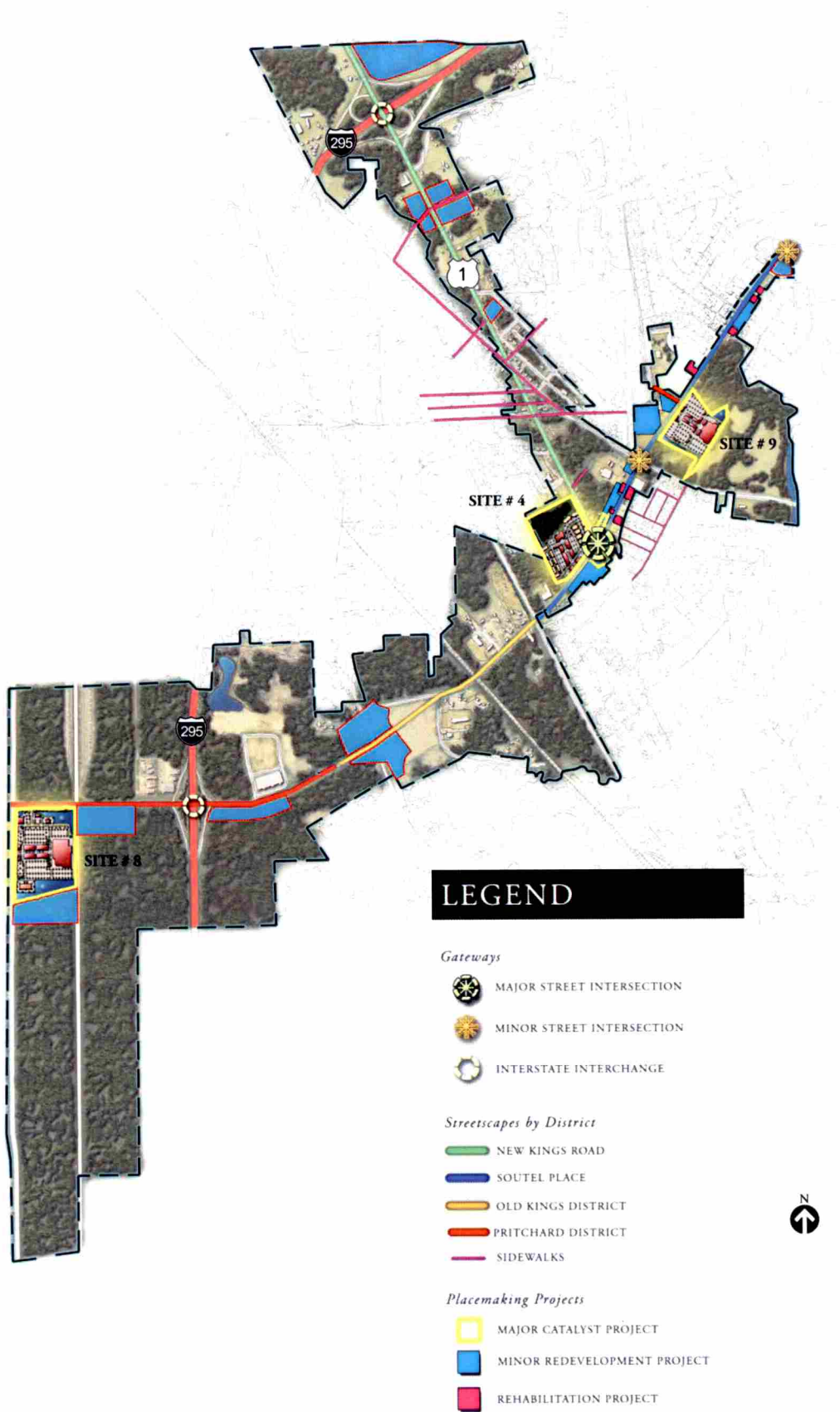
Small projects involving the rehabilitation of existing properties in areas suitable for creating a larger pedestrian-oriented environment along the public sidewalks.

Minor Redevelopment Projects

Smaller projects recommended for development of vacant parcels in areas suitable for creating a larger, pedestrian-oriented environment along the public sidewalks.

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Map 5. – Corridor Vision and Master Plan Map



Public Sector

Public Realm projects are the primary responsibility of the City and its agencies. Proposed public investments are identified and include the following projects:

Gateways

Gateway projects that introduce the District, neighborhood, or project should include architectural features, signage or landscaping or some combination thereof, designed to become a landmark in the community. Gateways are proposed for three levels of projects as follows:

Interchange

Large suburban type projects for the improvement of the two (2) I-295 Interchanges that introduce the traveling highway public to the redevelopment area, and includes landscaping, signage, and lighting.

Major Street Intersection

Highly designed urban projects located at the intersection of two major roads that introduce regional through traffic to a District and may include intersection paving, signage, lighting landscaping and architectural features.

Minor Street Intersection

Smaller highly designed urban projects located at the intersection of major streets and side streets that introduce neighborhood traffic to the District and serve to calm traffic.

Wayfinding:

Wayfinding should enhance the branding of the Character Districts, providing a logo and color pallet that is unique for each district and is integrated into a unified design for the following:

Signage

Unique and easily readable directional signage to civic and other significant facilities.

Master Arm Treatment

Design elements for branding and signage.

Transit Shelter

Design elements for branding and signage.

Streetscapes

Streetscapes that create a more pedestrian friendly environment and tame traffic will include the following: *(Note: Wayfinding and gateways listed above are projects that can be pursued either separately or as components of a streetscape project.)*

Hardscapes

The framework of a streetscape project including roadway paving, curbs, medians, formal spacing of historic styled pedestrian ornamental lights, historic-styled site furniture, improved sidewalks, cross walks, and intersections.

Site Furnishings

The amenities of a streetscape project that include benches, trash receptacles, kiosk, transit shelters, wayfinding, and street lighting.

Landscaping

The natural, softening component of the pedestrian streetscape including irrigation systems, formal spacing of street/shade trees, ground cover, and shrubs.

Sidewalk Connectivity

Adequately-sized and safe sidewalks that connect the corridor to the surrounding neighborhoods are important to business success.

District “Placemaking” Plan

Overview

The urban design plan provides the detailed description of public and private sector initiatives that will be necessary for the successful redevelopment of the corridor. The focus is on coordinating limited public investments to create the highest potential to leverage private investments. Thus, the market-based development potential to create Major Catalyst Projects should guide public investment strategy. These “placemaking” projects should be based on the following design principles:

- A retail and entertainment core with a mixed-use of office, civic, recreational, and, preferably, residential uses in the mix, or nearby.
- A high level of thematic design with articulation of attached storefronts and a focus on pedestrian integration of the mix of uses.
- A main street design concept, either internal to the project or woven into the fabric of an existing pedestrian commercial street, and with storefronts located close to the main street.
- A public gathering place in the form of a square or plaza accessed by wide sidewalks.

The “placemaking” projects that appear to have significant development potential and could serve as catalyst projects - met the following criteria:

- A location with a strong market for an appropriate mix of uses.
- Parcel(s) with appropriate size or the realistic potential for assemblage.

The public projects and cost estimates to support the private investments are provided for each District. These public project costs provided, herein, are the estimated hard costs of the projects and do not include soft costs, financing costs, or the costs associated with improving supportive infrastructure or basic services.

New Kings District

The New Kings District is a major gateway to the City’s Downtown and will continue to primarily be an automobile-oriented commercial environment. Efforts to spur redevelopment along this highway corridor have already begun with recent roadway improvements providing curbed medians and landscaping. (*Refer to Map 6. – “New Kings Road District Map”.*)

Map 6. – New Kings Road District Map



Private Projects

Major Catalyst Projects

A major catalyst project was not recommended for the New Kings District. Available parcels and the potential for assemblages did not appear to offer realistic opportunities to package a parcel of the necessary size to support a “placemaking” project. If assemblage of a twenty-five (25) +/- acre site occurs, a “placemaking” project meeting the corridor design standards should be supported. The proposed Placemaking Project in the Soutel Place District at the New Kings Road and Soutel Drive intersection is well located to serve the New Kings District.

Minor Redevelopment Projects and Rehabilitation Projects

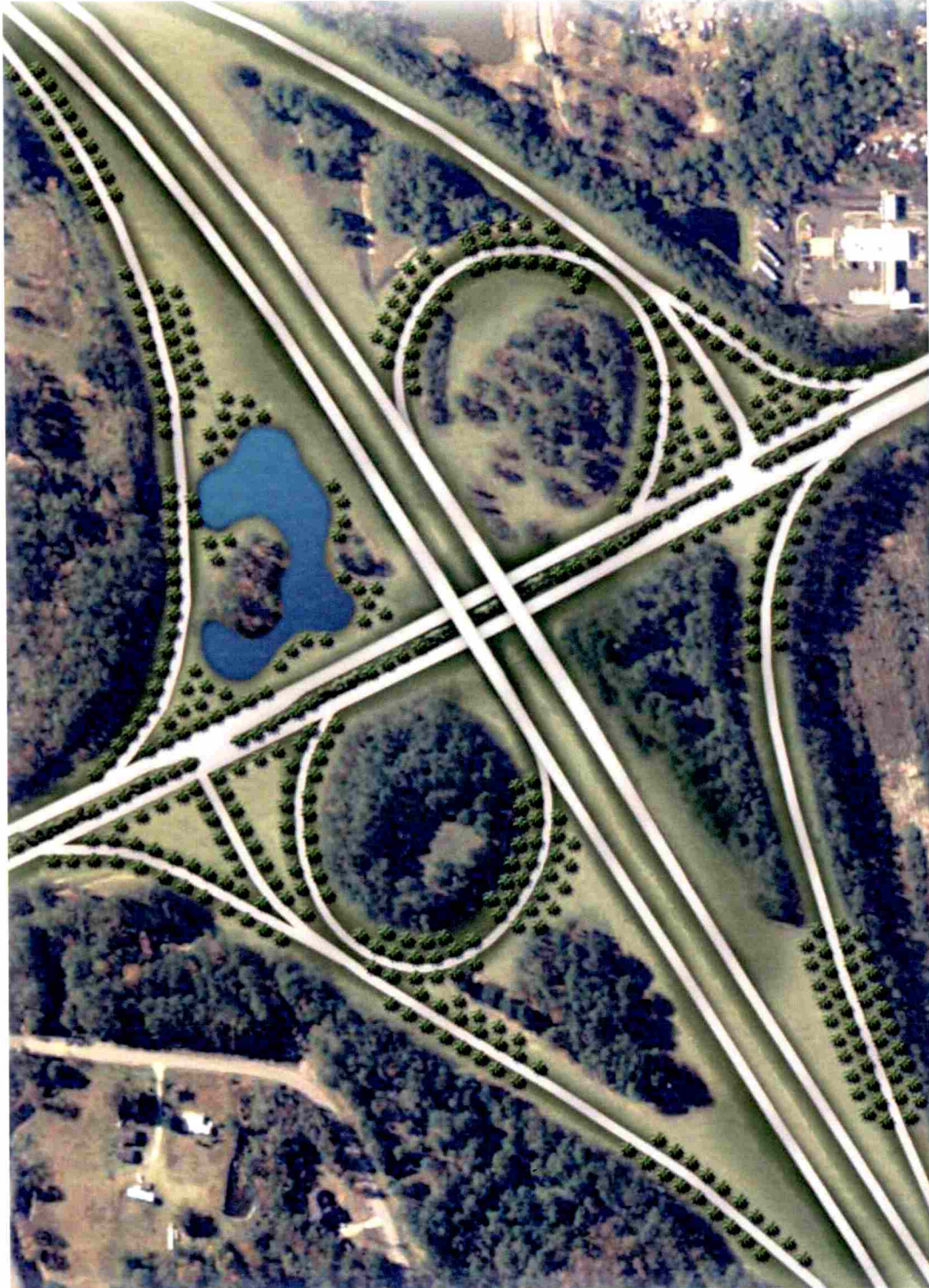
There is market support for retail, office, and housing in the District, and a variety of smaller development and rehabilitation projects are appropriate.

Public Projects and Cost

Gateway Interchange

The New Kings Road and I-295 Interchange area is proposed for a public project to create a Gateway into the Corridor Redevelopment Area leading to Downtown Jacksonville. The project includes landscaping and site fixture, and, if fully landscaped, could cost approximately \$4 million because of the size of the interchange area. This cost could be dramatically reduced by focusing the investment on key locations that would have the greatest visual impact. (Refer to Figure 1. – “Gateway Interchange – New Kings Road Master Plan”.)

Figure 1. – Gateway Interchange – New Kings Road Master Plan



KingSoutel Crossing (Corridor) Community Redevelopment Plan

Table 2. – New Kings Road Gateway Interchange Cost Estimate

ITEM	Size	Qty.	Cost	Total
Landscape and Irrigation				
Ex. Landscape Grubbing and Removal	SY	60484	5.00	302,420.00
Landscape Soil Improvements	SF	544359	0.75	408,269.25
Canopy Tree	Ea.	100	1,200.00	120,000.00
Understory Tree	Ea.	45	450.00	20,250.00
Palm	Ea.	408	300.00	122,400.00
Signature Palm	Ea.	50	4,500.00	225,000.00
Shrub Area	SF	357901	3.50	1,252,653.50
Sod Area (near shr. or tree install area)	SF	186458	0.35	65,260.30
Irrigation	SF	544359	1.25	680,448.75
SUB-TOTAL				\$3,196,701.80

ITEM	Size	Qty.	Cost	Total
Site Furniture, Wayfinding, and Lighting				
District Directional Signs	LS	1	20,000.00	20,000.00
Mast Arm Signage	Ea.	4	80,000.00	320,000.00
Mast Arm Structural Base/Footer	Ea.	4	8,000.00	32,000.00
SUB-TOTAL				\$372,000.00

Interchange Gateway - New Kings District **\$3,568,701.80**

ITEM	Size	Qty.	Cost	Total
General Conditions				
Mobilization (5%)				178,435.09
Contingency (10%)				356,870.18
Maintenance of Traffic (4%)				142,748.07
SUB-TOTAL				\$678,053.34

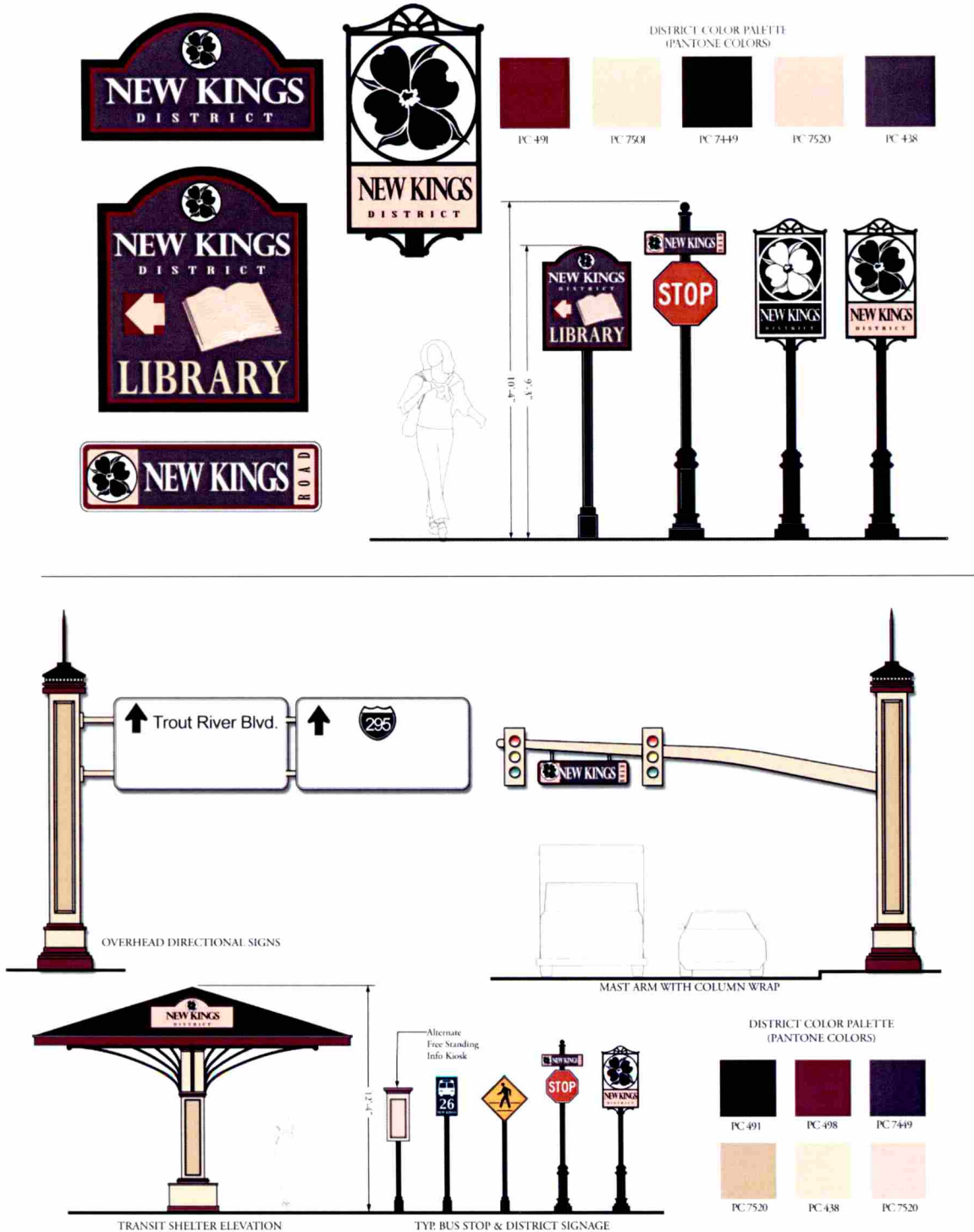
Interchange Gateway - New Kings District **\$4,246,755.14**

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Wayfinding

The wayfinding program will establish a higher quality brand for the District.

Figure 2. – New Kings Road Wayfinding Program



KingSoutel Crossing (Corridor) Community Redevelopment Plan

Table 3. – New Kings Road Wayfinding Cost Estimate

ITEM	Size	Qty.	Cost	Total
Site Furniture, Wayfinding, and Lighting				
Bus Stop Signs and District ID Signs	Ea.	16	2,500.00	40,000.00
Transit Shelters (@ Max 1 Mile)	Ea.	4	45,000.00	180,000.00
Ash/Waste Receptacle (@ 300' int.)	Ea.	60	950.00	57,000.00
Benches	Ea.	60	1,600.00	96,000.00
SUB-TOTAL				\$373,000.00

New Kings District - New Kings Road Streetscape \$373,000.00

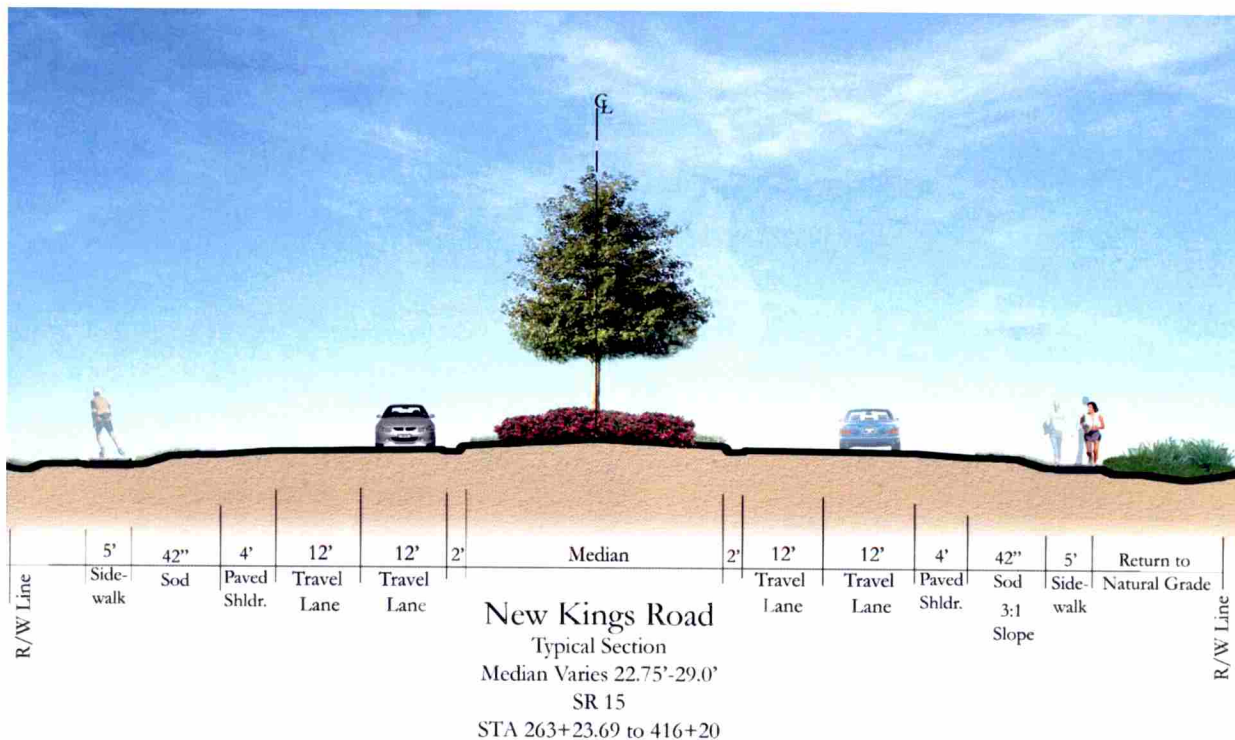
ITEM	Size	Qty.	Cost	Total
General Conditions				
Mobilization (5%)				18,650.00
Contingency (10%)				37,300.00
Maintenance of Traffic (4%)				14,920.00
SUB-TOTAL				\$70,870.00

New Kings District - New Kings Road Streetscape \$443,870.00

Streetscape

A streetscape program has already been implemented with the landscaping of the medians. Over time the median landscaping could be enhanced.

Figure 3. – New Kings Road Wayfinding Program



KingSoutel Crossing (Corridor) Community Redevelopment Plan

Sidewalks

Table 4. – New Kings Road Sidewalks

	ROAD NAME	PROJECT LIMIT	IMPROVEMENT	Linear Feet**	Cost/LF ***	COST \$
1	New Kings Road (East)	Wagner Rd.- Lorida Ave.	Construct 5-Foot Sidewalk	6,864	\$100	686,400
2	New Kings Road (West)	Wagner Rd.- Lorida Ave.	Construct 5-Foot Sidewalk	6,336	\$100	633,600
3	Gilchrist Road (East)	New Kings Rd- Sibbald Rd.	Construct 5-Foot Sidewalk	7,580	\$100	758,000
4	Gilchrist Road (West)	Moncrief Dinsmore Rd.-New Kings Rd	Construct 5-Foot Sidewalk	2,480	\$100	248,000
5	Redpole Avenue (East)	New Kings- Moncrief-Dinsmore Rd	Construct 5-Foot Sidewalk	360	\$100	36,000
6	Redpole Avenue (West)	Thrasher Ave- New Kings Rd.	Construct 5-Foot Sidewalk	3,900	\$100	390,000
7	Finch Avenue (West)	Thrasher Ave- New Kings Rd.	Construct 5-Foot Sidewalk	1,680	\$100	168,000
8	Flicker Avenue (East)	New Kings- Moncrief-Dinsmore Rd	Construct 5-Foot Sidewalk	580	\$100	58,000
9	Flicker Avenue (West)	CSX RR - New Kings Rd.	Construct 5-Foot Sidewalk	3,900	\$100	390,000
10	McCleod Street (East)	New Kings Rd. - Pipit Ave.	Construct 5-Foot Sidewalk	1,980	\$100	198,000
11	Moncrief Road (West)	New Kings Rd-CSX RR	Construct 5-Foot Sidewalk	3,900	\$100	390,000
12	Liston Road (East)	Moncreif Rd.- Pipit Ave	Construct 5-Foot Sidewalk	2,112	\$100	211,200
13	Dekle Avenue (East)	New Kings Rd -Liston Rd	Construct 5-Foot Sidewalk	5,220	\$100	522,000
14	Moncrief Dinsmore Rd (East)	Moncrief Rd.- New Kings Rd	Construct 5-Foot Sidewalk	2,980	\$100	298,000
15	Moncrief Dinsmore Rd (West)	New Kings Rd -Gilchrist Rd	Construct 5-Foot Sidewalk	5,800	\$100	580,000
16	Hull Street (West)	Moncrief Rd - Ageson	Construct 5-Foot Sidewalk	1,056	\$100	105,600
	TOTAL			56,728		*5,672,800
						**2,836,400

* Both sides of the street

** One side of the street

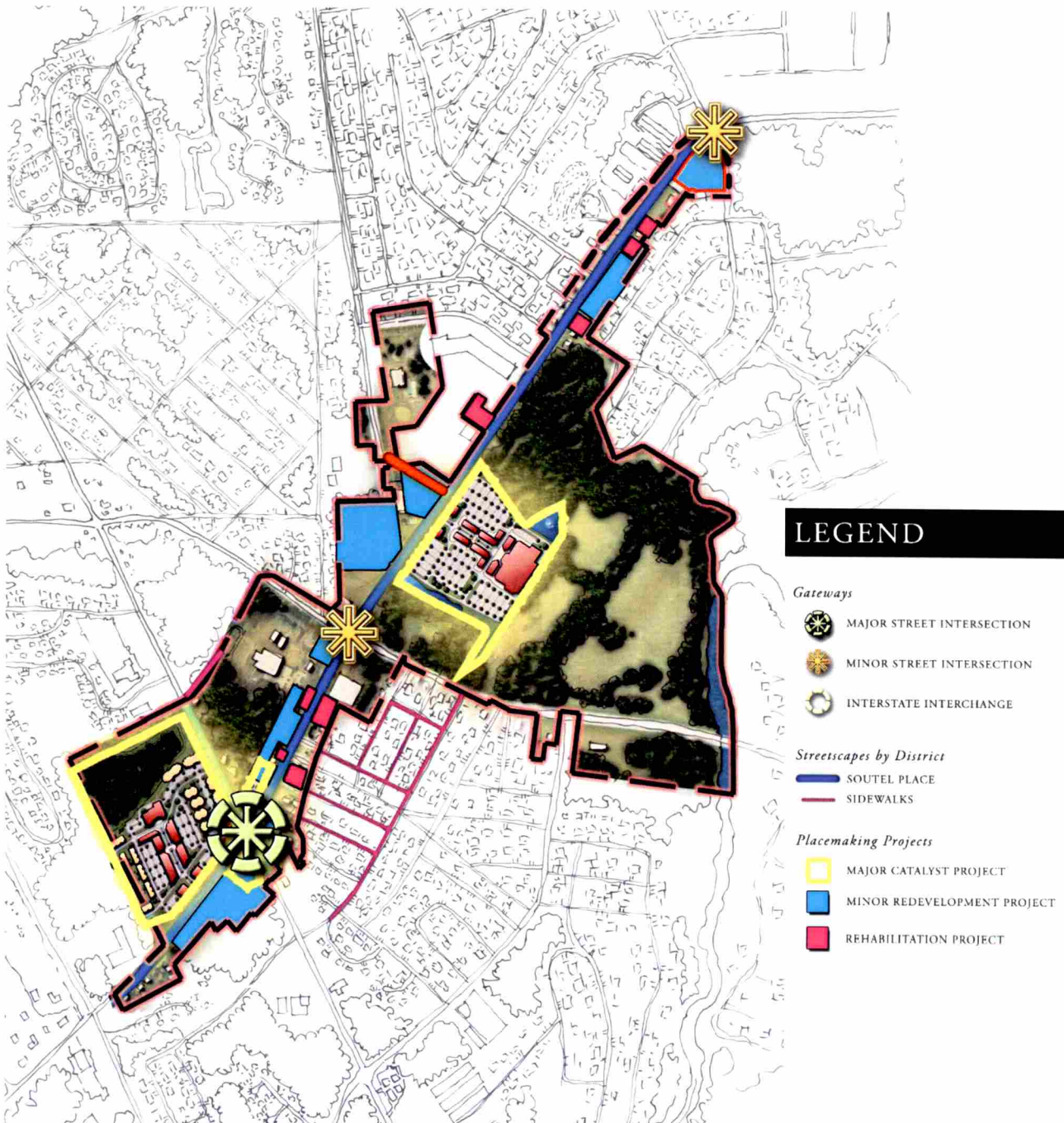
*** Includes estimated cost of construction, piping, and fill.

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Soutel Place District

The Soutel Place District once served as a more vibrant commercial area for the surrounding neighborhoods. It is the only district along the corridor that has potential to become a more pedestrian-oriented shopping street providing a mix of shops, entertainment, civic and recreational uses, and housing. The development of “placemaking” projects should be pursued to serve as catalyst for other investments. (Refer to Map 7. – “Soutel Place District Map”.)

Map 7. – Soutel Place District Map

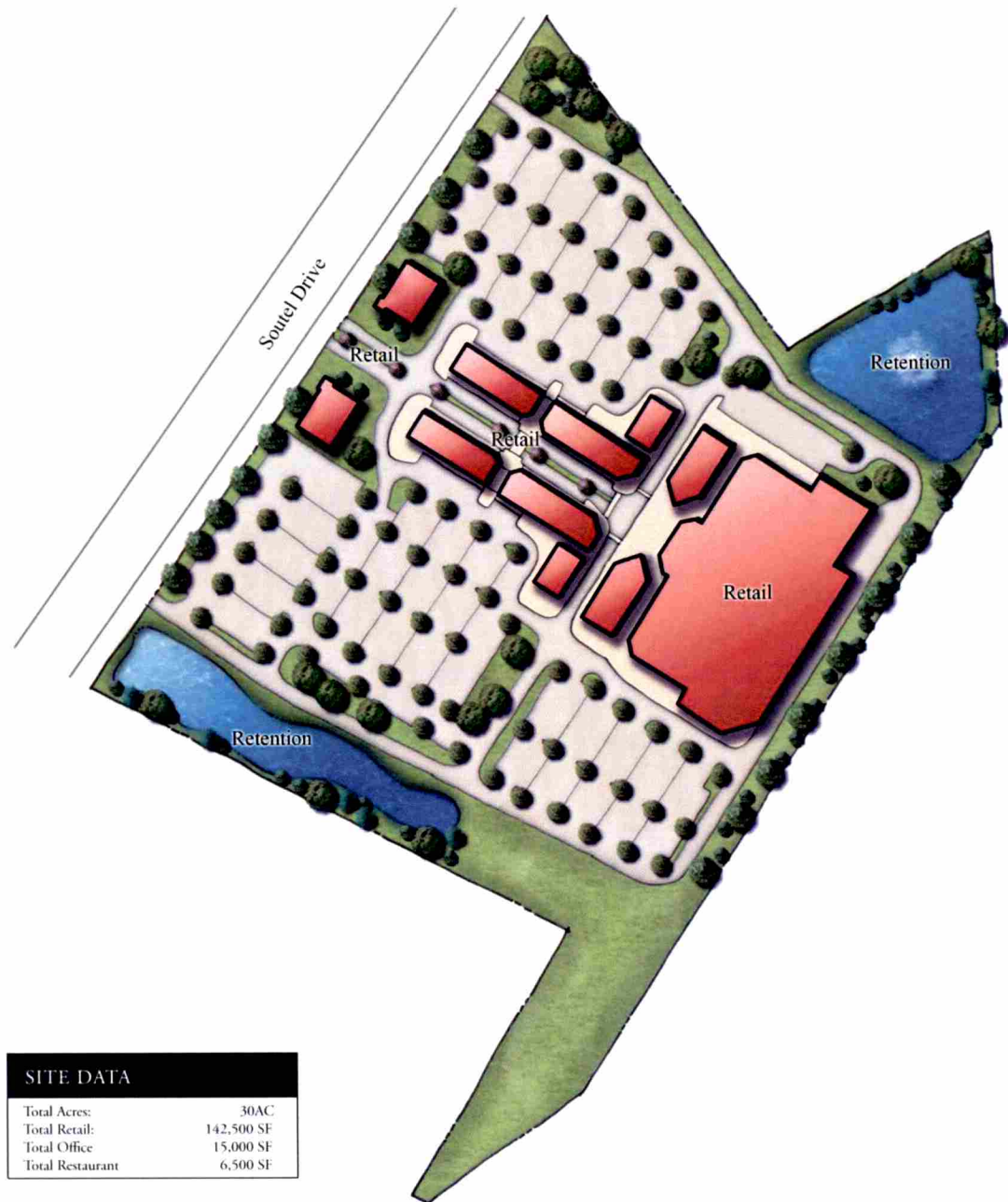


Private Projects

Major Catalyst Projects

The Soutel Place District contains two (2) sites that have strong potential for “placemaking” projects, but they appear to be competitors for a share at the community and neighborhood market. If either project is developed, the other project should be carefully evaluated to insure that there is market support for the proposed development program. (Refer to Figure 4. – “Soutel Place” Major Catalyst Project Concept.)

Figure 4. – “Soutel Place” Major Catalyst Project Concept



KingSoutel Crossing (Corridor) Community Redevelopment Plan

Based on expenditure patterns for community sized mixed-use centers, by 2012 (to 2015) the new households could support approximately 175,000 square feet of retail and entertainment space, and an additional 194,000 square feet would be required to serve the new households by 2020 (to 2023). Either of the two (2) sites could be expected to attract in the range of 60-70% of this demand in its primary market area, or between 100,000 to 120,000 square feet by 2012 (to 2015), and another 115,000 to 135,000 square feet by 2020 (to 2023), for a total ranging from 215,000 to 255,000 square feet by 2020 (to 2023).

For local serving office space, an extremely conservative approach was taken for these initial catalyst projects. The recommended projection for office space was reduced because of the impact of current negative projections. There will be substantially more demand when perception begins to improve. As redevelopment occurs and perceptions of blight diminish, office development should expand dramatically.

Soutel Place Center: The 28-acre project is located just east of Soutel Drive and Moncrief Road in the south east quadrant on a portion of Lonnie Miller Park and is owned by the City. The market appears to support a development program for a mix of uses that will allow creation of a mixed-use project as follows:

Large Retail Box	100,000 sf
Retail	46,000 sf
Out parcels	13,000 sf
Office	7,500 sf

Nearby residential neighborhoods provide a residential component to the mix within walking distance. Adding an on-site residential component to the project would be appropriate. Adding civic or government uses as well as recreation uses will strengthen the project. A public space for special events and informal events should be required.

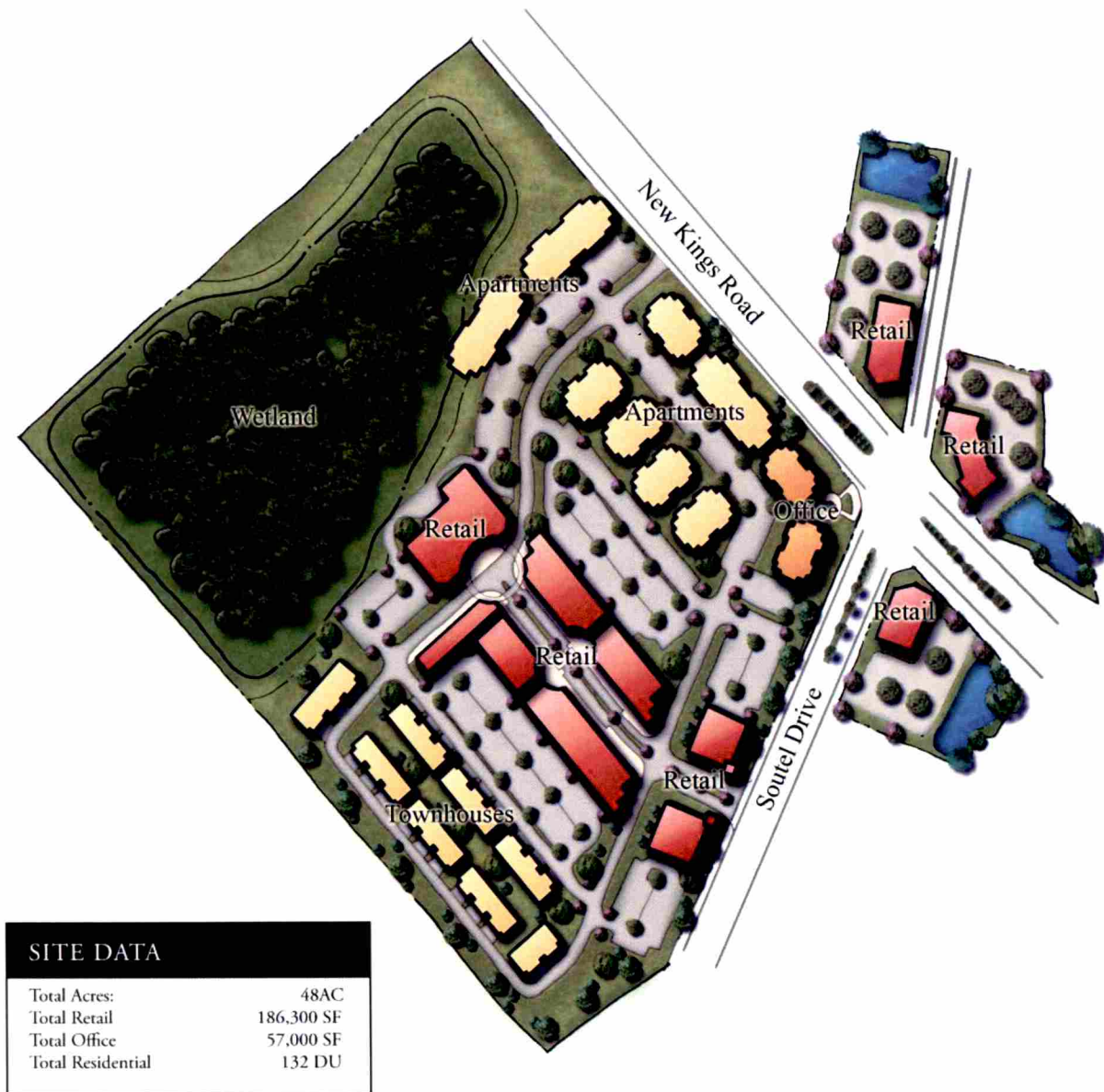
Site # 4 - Kings Crossing Center

The 48-acre project is located in the northwest quadrant of New Kings Road and Soutel Drive. (Refer to Figure 5. – “Site #4 Catalyst Project Concept”.) The market appears to support a development program for a mix of uses as follows:

Retail and Entertainment	151,500 sf
Office	57,000 sf
Residential (Town homes)	76 units
Residential Apartments	46 units

The project is proposed for a residential component, but the site could rely on nearby neighborhoods for the residential component. Adding civic or government uses as well as recreation uses will strengthen the project. A public space for special events and informal events should be required. This site is located to serve both the Old Kings Road District and the New Kings Road District and could attract some regional uses. An economic feasibility analysis by a developer may prove to support a more aggressive retail/entertainment and office development than this proposal.

Figure 5. – Site #4 Catalyst Project Concept



Minor Redevelopment Projects

Several vacant sites along the District have been identified on the Corridor Vision Redevelopment Master Plan Map for smaller redevelopment projects. It is likely that the long term sustainability of these projects will be greatly improved by implementation of one of the Major Catalyst Projects above.

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Rehabilitation Projects

Several existing buildings along the District have been identified in the Corridor Vision and Redevelopment Master Plan Map for rehabilitation projects. (Refer to Appendix 5. – “Private Design Standards”.)



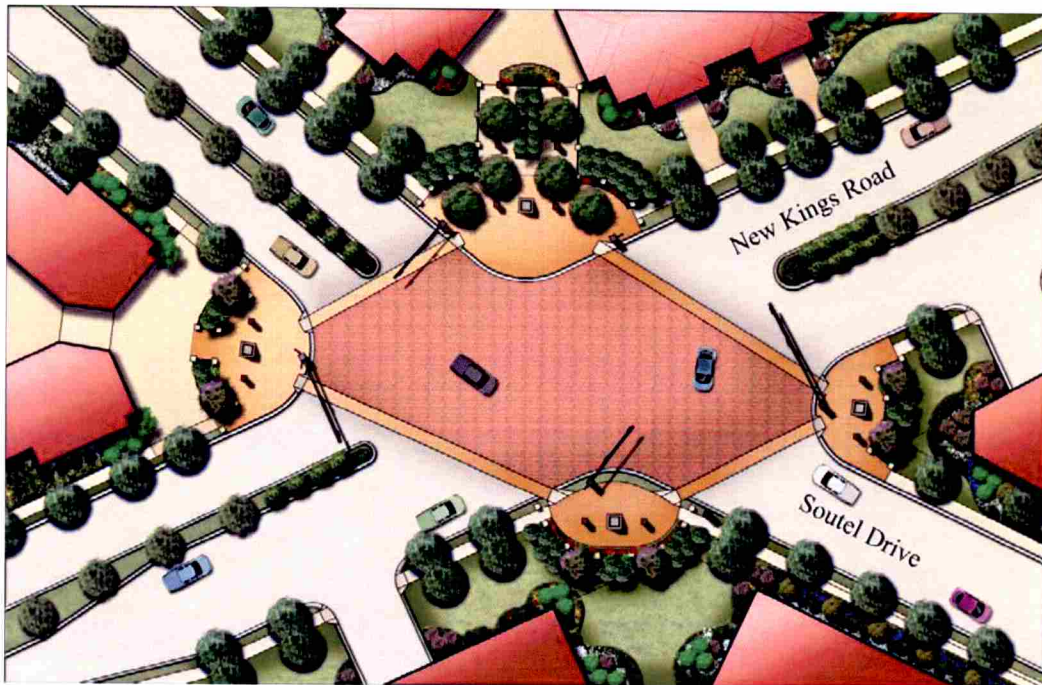
Public Projects

To become a pedestrian shopping street Soutel Drive needs urban level streetscape improvements.

Gateway Major

The intersection of Soutel Drive and New Kings Road will introduce the Soutel Place District and the Soutel Place Center (described above, pg. 27). It is the heart of the Corridor Redevelopment Area and the logical location to inform the general public that the City is focused on improving the area. Major intersection improvements are a proposed including hardscaping including a textured (stamped concrete intersection and crosswalks), landscaping, wayfinding, lighting, and architectural features. (Refer to Figure 6. – “Gateway Major Project”.)

Figure 6. – Gateway Major Project



KingSoutel Crossing (Corridor) Community Redevelopment Plan

Table 5. – Gateway Major Cost Estimate

ITEM	Size	Qty.	Cost	Total
Roadway Paving and Hardscape Demolition				
Ex Pavement Demolition	SY	2110	8.00	16,880.00
Ex. Curb Removal	SY	105	8.00	840.00
Ex. Sidewalk Removal	SY	255	8.00	2,040.00
SUB-TOTAL				\$19,760.00

ITEM	Size	Qty.	Cost	Total
Roadway Paving, Striping and Hardscape				
Type "F" Curbing	LF	473	15.00	7,095.00
4" Colored Sidewalk w/ Patterning	SF	9217	7.50	69,127.50
Decorative Stamped Colored Conc.	SF	16662	6.50	108,303.00
Sub-base for Stamped Colored Conc.	SF	16662	3.50	58,317.00
Decorative Stamped Conc. Crosswalk	SF	2328	6.50	15,132.00
Sub-base for Stamped Conc. Crosswalk	SF	2328	3.50	8,148.00
Icon Element	Ea	4	25,000.00	100,000.00
Decorative Masonry Column	Ea	32	1,800.00	57,600.00
Decorative Metal Fence	LF	270	150.00	40,500.00
ADA Accessible Warning Pavement	Ea	8	250.00	2,000.00
SUB-TOTAL				\$466,222.50

ITEM	Size	Qty.	Cost	Total
Landscape and Irrigation				
Canopy Tree	Ea.	10	1,200.00	12,000.00
Understory Tree	Ea.	47	450.00	21,150.00
Shrub Area	SF	3399	2.50	8,497.50
Sod Area	SF	177	0.35	61.95
Irrigation	SF	3576	1.25	4,470.00
SUB-TOTAL				\$46,179.45

ITEM	Size	Qty.	Cost	Total
Site Furniture Wayfinding, and Lighting				
District Directional Signs	LS	1	10,000.00	10,000.00
Street Light Poles/Fixtures	Ea.	8	3,500.00	28,000.00
Mast Arm Signalization	Ea.	4	80,000.00	320,000.00
Illuminated Street Signage	Ea.	4	3,500.00	14,000.00
Mast Arm Structural Base/Footer	Ea.	4	8,000.00	32,000.00
Signalization	Ls.	1	200,000.00	200,000.00
Ash/Waste Receptacle	Ea.	8	950.00	7,600.00
Benches	Ea.	16	1,600.00	25,600.00
SUB-TOTAL				\$637,200.00

Major Gateway - Intersection New Kings Road & Soutel Drive \$1,169,361.95

ITEM	Size	Qty.	Cost	Total
General Conditions				
Mobilization (5%)				58,468.10
Contingency (10%)				116,936.20
Maintenance of Traffic (4%)				46,774.48
SUB-TOTAL				\$222,178.77

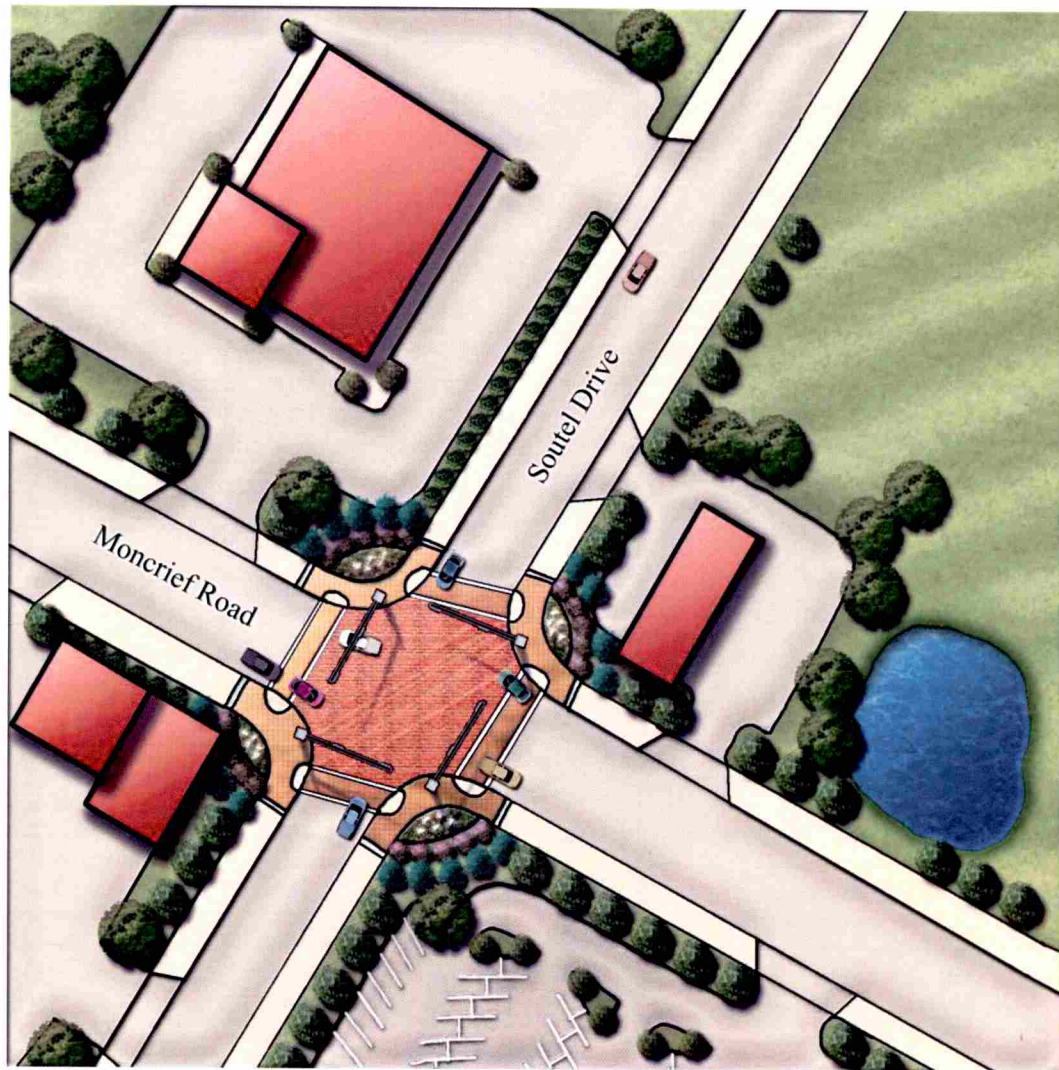
Major Gateway - Intersection New Kings Road & Soutel Drive \$1,391,540.72

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Gateway Minor

The Soutel and Moncrief intersection is an opportunity to create a gateway from the neighborhoods. (Refer to Figure 7. – “Gateway Minor Project, Soutel and Moncrief”.)

Figure 7. – Gateway Minor Project, Soutel and Moncrief



KingSoutel Crossing (Corridor) Community Redevelopment Plan

Table 6. –Gateway Minor Soutel & Moncrief Cost Estimate

ITEM	Size	Qty.	Cost	Total
Roadway Paving and Hardscape Demolition				
Ex Pavement Demolition	SY	691	8.00	5,528.00
Ex. Curb Removal	SY	55	8.00	440.00
Ex. Sidewalk Removal	SY	146	8.00	1,168.00
SUB-TOTAL				\$7,136.00

ITEM	Size	Qty.	Cost	Total
Roadway Paving, Striping and Hardscape				
Type "F" Curbing	LF	250	15.00	3,750.00
4" Colored Sidewalk w/ Patterning	SF	2400	7.50	18,000.00
Decorative Stamped Colored Conc.	SF	4900	6.50	31,850.00
Sub-base for Stamped Colored Conc.	SF	4900	3.50	17,150.00
Decorative Stamped Conc. Crosswalk	SF	1320	6.50	8,580.00
Sub-base for Stamped Conc. Crosswalk	SF	1320	3.50	4,620.00
ADA Accessible Warning Pavement	Ea	8	250.00	2,000.00
SUB-TOTAL				\$85,950.00

ITEM	Size	Qty.	Cost	Total
Landscape and Irrigation				
Canopy Tree	Ea.	16	1,200.00	19,200.00
Understory Tree	Ea.	20	450.00	9,000.00
Signature Palm	Ea.	20	4,500.00	90,000.00
Shrub Area	SF	4400	2.50	11,000.00
Irrigation	SF	4400	1.25	5,500.00
SUB-TOTAL				\$134,700.00

ITEM	Size	Qty.	Cost	Total
Site Furniture Wayfinding, and Lighting				
District Directional Signs	LS	1	10,000.00	10,000.00
Street Light Poles/Fixtures	Ea.	8	3,500.00	28,000.00
Mast Arm Signalization	Ea.	4	80,000.00	320,000.00
Illuminated Street Signage	Ea.	4	3,500.00	14,000.00
Mast Arm Structural Base/Footer	Ea.	4	8,000.00	32,000.00
Signalization	Ls.	1	200,000.00	200,000.00
Ash/Waste Receptacle	Ea.	4	950.00	3,800.00
Benches	Ea.	8	1,600.00	12,800.00
SUB-TOTAL				\$620,600.00

Minor Gateway - Intersection Soutel Drive & Moncrief Road **\$848,386.00**

ITEM	Size	Qty.	Cost	Total
General Conditions				
Mobilization (5%)				42,419.30
Contingency (10%)				84,838.60
Maintenance of Traffic (4%)				33,935.44
SUB-TOTAL				\$161,193.34

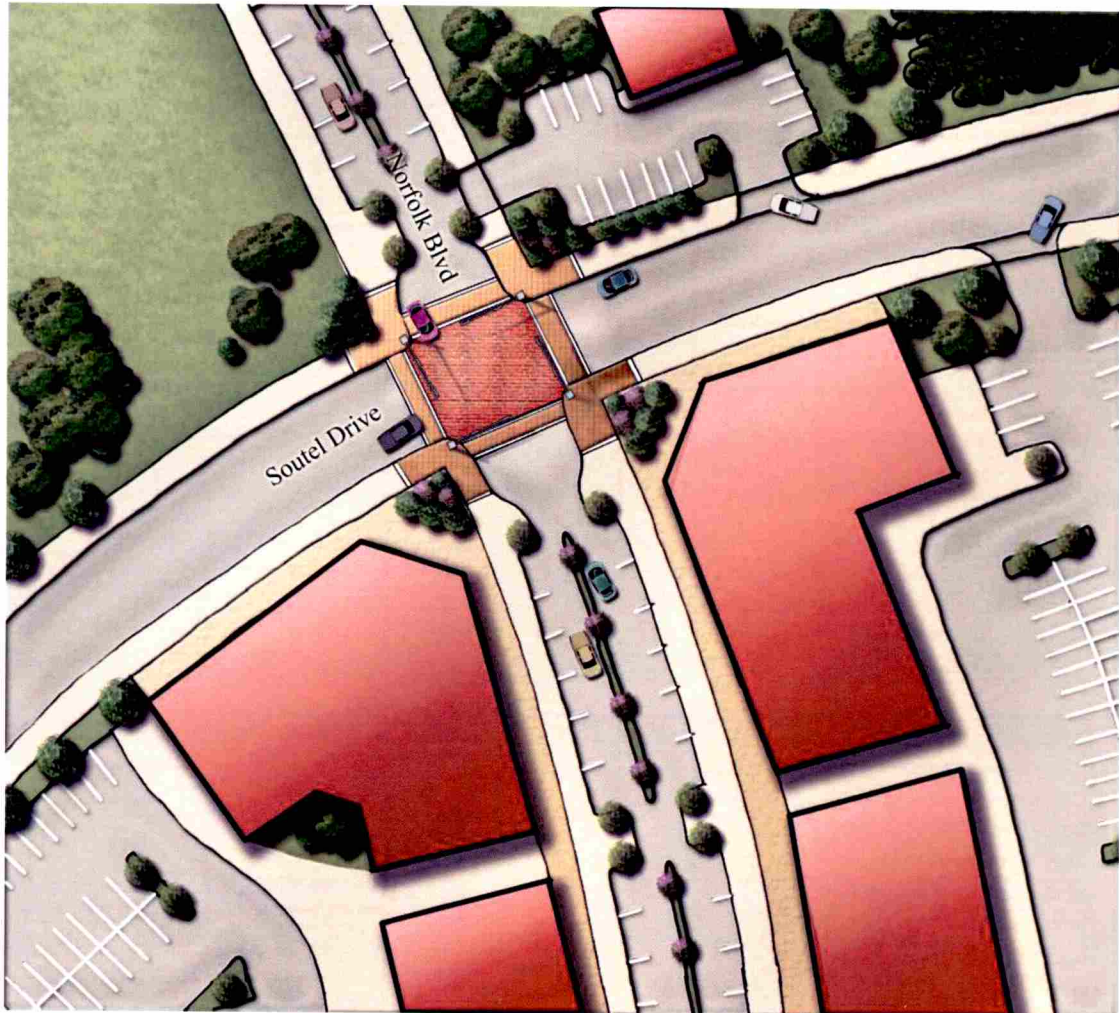
Minor Gateway - Intersection Soutel Drive & Moncrief Road **\$1,009,579.34**

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Gateway Minor

The Soutel and Norfolk intersection is another opportunity to create a gateway from the neighborhoods. (Refer to Figure 8. – “Gateway Minor Project, Soutel and Norfolk”.)

Figure 8. – Gateway Minor Project, Soutel and Norfolk



KingSoutel Crossing (Corridor) Community Redevelopment Plan

Table 7. –Gateway Minor Soutel & Norfolk Cost Estimate

ITEM	Size	Qty.	Cost	Total
Roadway Paving and Hardscape Demolition				
Ex Pavement Demolition	SY	691	8.00	5,528.00
Ex. Curb Removal	SY	55	8.00	440.00
Ex. Sidewalk Removal	SY	146	8.00	1,168.00
SUB-TOTAL				\$7,136.00

ITEM	Size	Qty.	Cost	Total
Roadway Paving, Striping and Hardscape				
Type "F" Curbing	LF	250	15.00	3,750.00
4" Colored Sidewalk w/ Patterning	SF	2400	7.50	18,000.00
Decorative Stamped Colored Conc.	SF	4900	6.50	31,850.00
Sub-base for Stamped Colored Conc.	SF	4900	3.50	17,150.00
Decorative Stamped Conc. Crosswalk	SF	1320	6.50	8,580.00
Sub-base for Stamped Conc. Crosswalk	SF	1320	3.50	4,620.00
ADA Accessible Warning Pavement	Ea	8	250.00	2,000.00
SUB-TOTAL				\$85,950.00

ITEM	Size	Qty.	Cost	Total
Landscape and Irrigation				
Canopy Tree	Ea.	16	1,200.00	19,200.00
Understory Tree	Ea.	20	450.00	9,000.00
Signature Palm	Ea.	20	4,500.00	90,000.00
Shrub Area	SF	4400	2.50	11,000.00
Irrigation	SF	4400	1.25	5,500.00
SUB-TOTAL				\$134,700.00

ITEM	Size	Qty.	Cost	Total
Site Furniture Wayfinding, and Lighting				
District Directional Signs	LS	1	10,000.00	10,000.00
Street Light Poles/Fixtures	Ea.	8	3,500.00	28,000.00
Mast Arm Signalization	Ea.	4	80,000.00	320,000.00
Illuminated Street Signage	Ea.	4	3,500.00	14,000.00
Mast Arm Structural Base/Footer	Ea.	4	8,000.00	32,000.00
Signalization	Ls.	1	200,000.00	200,000.00
Ash/Waste Receptacle	Ea.	4	950.00	3,800.00
Benches	Ea.	8	1,600.00	12,800.00
SUB-TOTAL				\$620,600.00

Minor Gateway - Intersection Soutel Drive & Moncrief Road **\$848,386.00**

ITEM	Size	Qty.	Cost	Total
General Conditions				
Mobilization (5%)				42,419.30
Contingency (10%)				84,838.60
Maintenance of Traffic (4%)				33,935.44
SUB-TOTAL				\$161,193.34

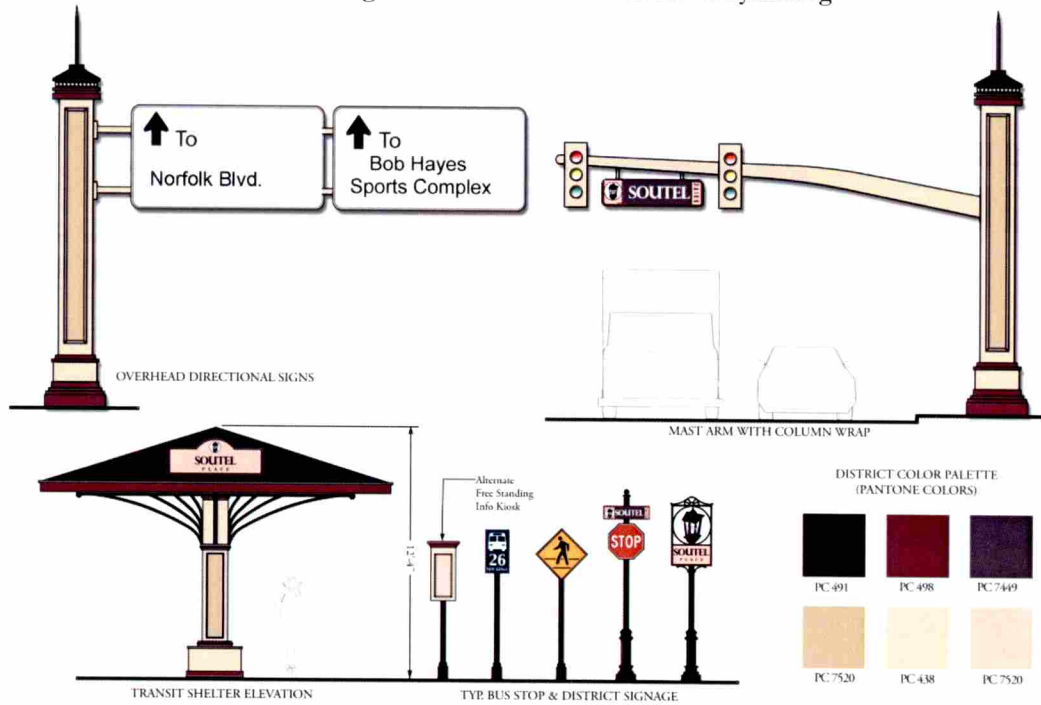
Minor Gateway - Intersection Soutel Drive & Moncrief Road **\$1,009,579.34**

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Wayfinding

The logo for the Soutel Place District wayfinding system is designed to reinforce a strong pedestrian oriented brand.

Figure 9. – Soutel Place District Wayfinding



KingSoutel Crossing (Corridor) Community Redevelopment Plan

Streetscape

The District includes two different streetscape concepts, one for the stretch to the east of New Kings Road and the other for the West. To the west, the new improvements provide curbed medians that should be beautified. To the east the four lane roadway is difficult to beautify because of the tight right of way that prohibits introduction of a median. This means that the edges of the street are even more important. (Refer to Figure 10. – “Soutel Place (East) Streetscape”). (Refer to Figure 11. – “Soutel Place (West) Streetscape”).

Figure 10. – Soutel Place (East) Streetscape

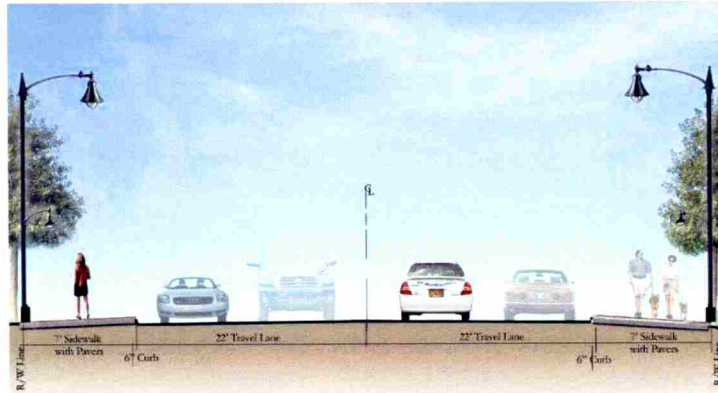


Table 8. – Soutel Place (East) Wayfinding & Streetscape Cost Estimate

ITEM	Size	Qty.	Cost	Total
Roadway Paving, Striping and Hardscape				
4" Gray Sidewalk (7' Wide)	SF	134624	4.25	572,152.00
SUB-TOTAL				\$572,152.00

ITEM	Size	Qty.	Cost	Total
Site Furniture Wayfinding, and Lighting				
Bus Stop Signs and District ID Signs	Ea.	22	2,500.00	55,000.00
Transit Shelters (@ Max 1 Mile)	Ea.	6	45,000.00	270,000.00
Street Light Poles/Fixtures (@150' O.C.)	Ea.	128	3,500.00	448,000.00
Ash/Waste Receptacle (Every 300')	Ea.	64	950.00	60,800.00
Benches	Ea.	64	1,600.00	102,400.00
SUB-TOTAL				\$936,200.00

Soutel Place - Soutel Drive Streetscape (East of Major Gateway) \$1,508,352.00

ITEM	Size	Qty.	Cost	Total
General Conditions				
Mobilization (5%)				75,417.60
Contingency (10%)				150,835.20
Maintenance of Traffic (4%)				60,334.08
SUB-TOTAL				\$286,586.88

Soutel Place - Soutel Drive Streetscape (East of Major Gateway) \$1,794,938.88

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Figure 11. – Soutel Place (West) Streetscape

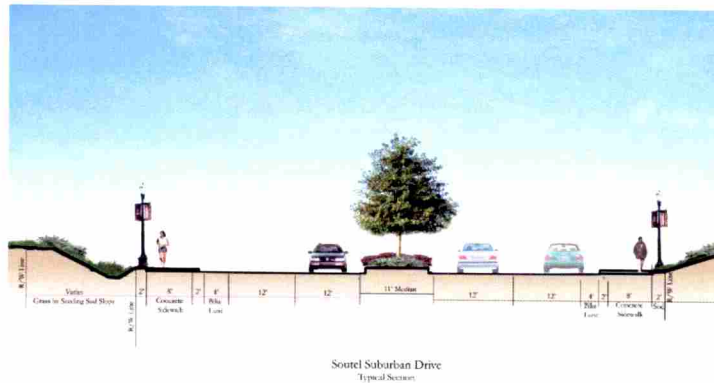


Table 9. – Soutel Place (West) Wayfinding & Streetscape Cost Estimate

ITEM	Size	Qty.	Cost	Total
Roadway Paving, Striping and Hardscape				
4" Gray Sidewalk (10' Wide)	SF	27,040	4.25	114,920.00
SUB-TOTAL				\$114,920.00

ITEM	Size	Qty.	Cost	Total
Landscape and Irrigation-Median				
Landscape Soil Improvements	SF	13,675	0.75	10,256.25
Canopy Tree	Ea.	26	1,200.00	31,200.00
Understory Tree	Ea.	12	450.00	5,400.00
Shrub Area	SF	2475	2.50	6,187.50
Sod Area	SF	11200	0.35	3,920.00
Irrigation	SF	13,675	1.25	17,093.75
SUB-TOTAL				\$74,057.50

ITEM	Size	Qty.	Cost	Total
Landscape and Irrigation-Street				
Sod Area	SF	5408	0.35	1,892.80
Irrigation	SF	5408	1.25	6,760.00
SUB-TOTAL				\$8,652.80

ITEM	Size	Qty.	Cost	Total
Site Furniture Wayfinding, and Lighting				
Bus Stop Signs and District ID Signs	Ea.	8	2,500.00	20,000.00
Street Light Poles/Fixtures (@ 80' O.C.)	Ea.	33	3,500.00	115,500.00
Ash/Waste Receptacle (Every 300')	Ea.	10	950.00	9,500.00
Benches	Ea.	10	1,600.00	16,000.00
SUB-TOTAL				\$161,000.00

Soutel Place - Soutel Drive Streetscape (West of Major Gateway) \$358,630.30

ITEM	Size	Qty.	Cost	Total
General Conditions				
Mobilization (5%)				17,931.52
Contingency (10%)				35,863.03
Maintenance of Traffic (4%)				14,345.21
SUB-TOTAL				\$68,139.76

Soutel Place - Soutel Drive Streetscape (West of Major Gateway) \$426,770.06

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Sidewalks

Sidewalk connectivity to the neighborhoods surrounding the corridor is vital to the success of the retail uses. Table 10., below, provides the projected cost to create good connectivity.

Table 10. – Soutel Place Sidewalks

	ROAD NAME	PROJECT LIMIT	IMPROVEMENT	Lineal Feet*	Cost/LF *** \$	COST
1	Washington Estates Drive	Soutel Drive - Dostie Drive	Construct 5-Foot Sidewalk	2,112	\$60	126,720
2	Dostie Drive South	Soutel Drive - Dostie Drive	Construct 5-Foot Sidewalk	2,112	\$60	126,720
3	Devron Drive	Soutel Drive - Dostie Drive	Construct 5-Foot Sidewalk	2,112	\$60	126,720
4	Kylan Drive North & West	Devron Drive- Devron Drive	Construct 5-Foot Sidewalk	2,112	\$60	126,720
5	Sims Drive	Devron Drive- Kylan Drive	Construct 5-Foot Sidewalk	1056	\$60	63,360
6	Dostie Drive	Moncrief Road.-Welland Road	Construct 5-Foot Sidewalk	4,224	\$60	253,440
	TOTAL			13,728		*823,680
						**411,840

NOTES:

* Both sides of street.

* One side of the street.

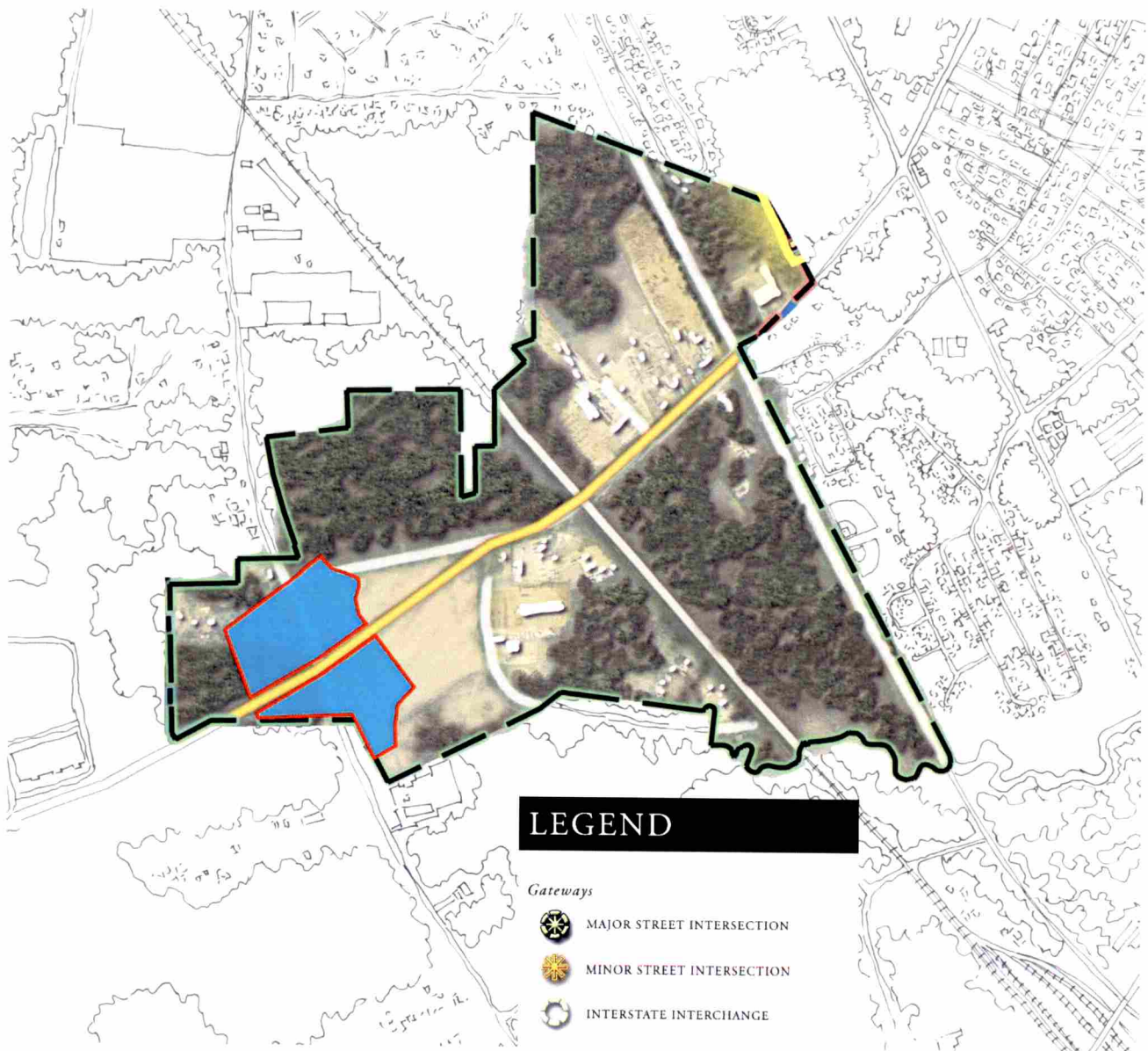
*** Construction cost only

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Old Kings District

The Old Kings District was bypassed for many years and the area's mix of small houses and larger lots is reminiscent of rural Florida. The two (2) rail lines transecting the area provide local jobs and has created an emerging industrial area. Now that Soutel/Pritchard is aligned and reconstructed, the area will come under more intensive development pressure and is extremely well situated to provide workforce housing to the surrounding industrial areas. (Refer to Map 8. – "Old Kings Road District Map".)

Map 8. – Old Kings Road District Map



Private Projects

Major Catalyst Projects

Although the market for retail and big box uses is strong, a major catalyst project was not recommended for the New Kings District. This is because available parcels and the potential for assemblages did not appear to offer realistic opportunities to package a parcel of the necessary size to support a “placemaking” project. If assemblage of a twenty-five (25) +/- acre site occurs, a “placemaking” project meeting the corridor design standards should be supported at the intersection of Old Kings Road and Pritchard Road. The proposed Placemaking Project located in the Soutel Place District at the New Kings Road and Soutel Drive intersection is well located to serve the Old Kings District.

Minor Redevelopment Projects

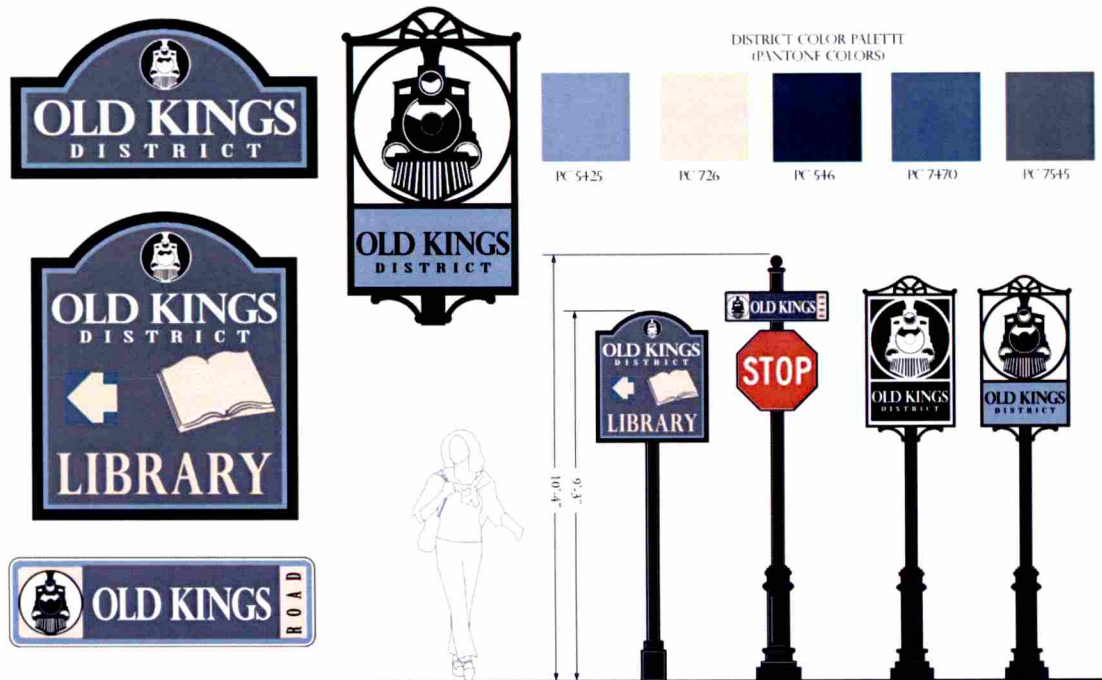
There is market support for retail, office and housing in the District and a variety of development and projects are appropriate.

Public Projects

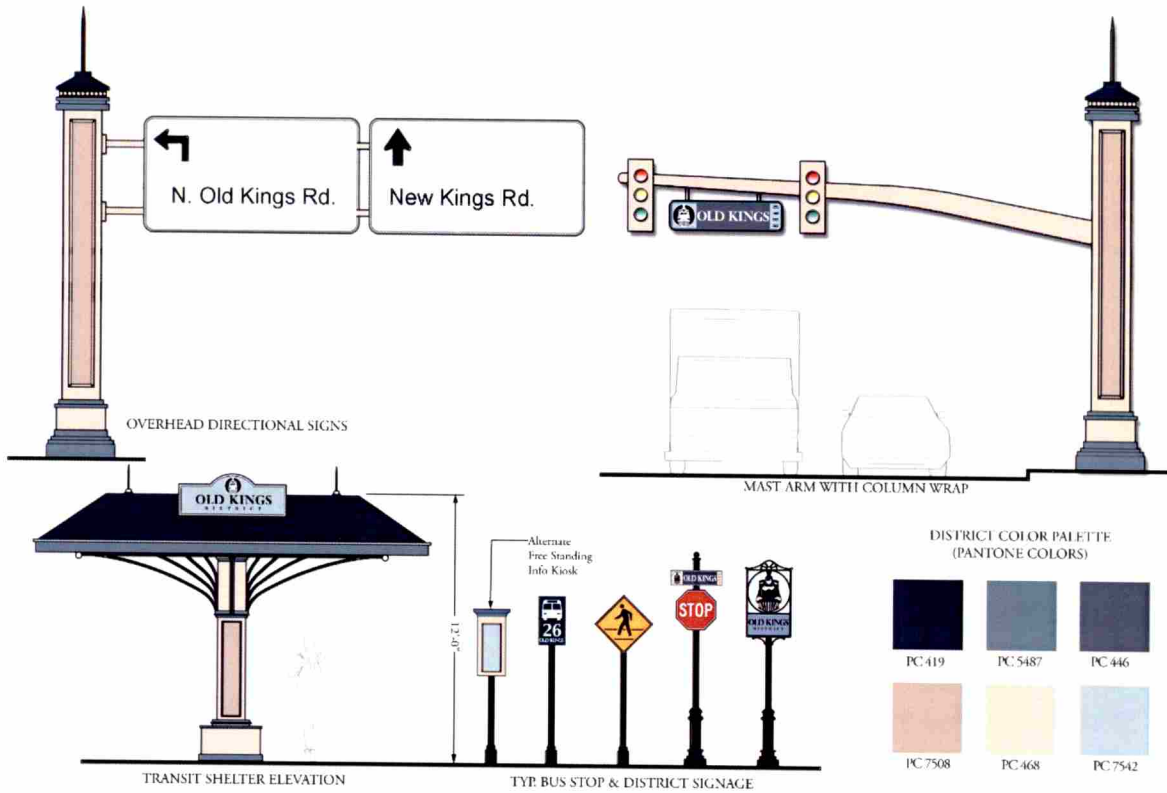
Wayfinding

The wayfinding program will establish a higher quality brand for the District. (Refer to Figure 12. – “Old Kings Road Wayfinding”.)

Figure 12. – Old Kings Road Wayfinding



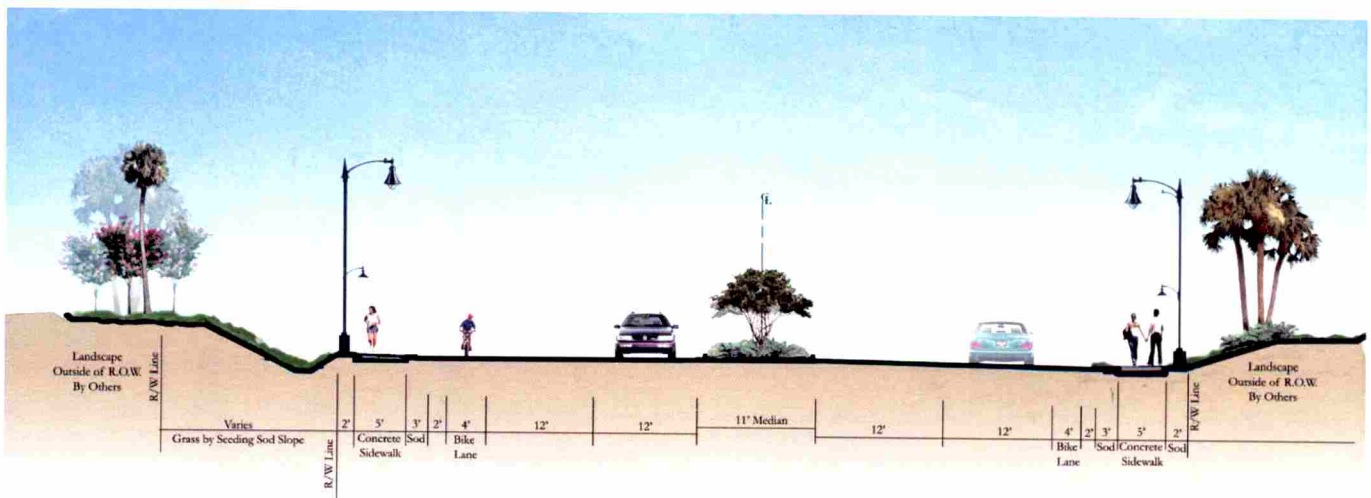
KingSoutel Crossing (Corridor) Community Redevelopment Plan



Streetscape

The new improvements that straighten the Soutel/Pritchard connection and providing curbed medians should be streetscaped. (Refer to Figure 13. – “Soutel/Pritchard Streetscape Improvements”.)

Figure 13. – Soutel/Pritchard Streetscape Improvements



KingSoutel Crossing (Corridor) Community Redevelopment Plan

Table 11. – Old Kings Road Wayfinding & Streetscape Cost Estimate

ITEM	Size	Qty.	Cost	Total
Landscape and Irrigation-Median				
Landscape Soil Improvements	SF	64,691	0.75	48,518.25
Canopy Tree	Ea.	135	1,200.00	162,000.00
Understory Tree	Ea.	48	450.00	21,600.00
Shrub Area	SF	4950	2.50	12,375.00
Sod Area	SF	59741	0.35	20,909.35
Irrigation	SF	64,691	1.25	80,863.75
SUB-TOTAL				\$346,266.35

ITEM	Size	Qty.	Cost	Total
Landscape and Irrigation-Street				
Sod Area	SF	62810	0.35	21,983.50
Irrigation	SF	62810	1.25	78,512.50
SUB-TOTAL				\$100,496.00

ITEM	Size	Qty.	Cost	Total
Site Furniture Wayfinding, and Lighting				
Bus Stop Signs and District ID Signs	Ea.	12	2,500.00	30,000.00
Transit Shelters (@ Max 1 Mile)	Ea.	2	45,000.00	90,000.00
Street Light Poles/Fixtures (150' O.C.)	Ea.	83	3,500.00	290,500.00
Ash/Waste Receptacle (@ 300')	Ea.	40	950.00	38,000.00
Benches	Ea.	40	1,600.00	64,000.00
SUB-TOTAL				\$512,500.00

Old Kings District - Soutel Drive Streetscape **\$959,262.35**

ITEM	Size	Qty.	Cost	Total
General Conditions				
Mobilization (5%)				47,963.12
Contingency (10%)				95,926.24
Maintenance of Traffic (4%)				38,370.49
SUB-TOTAL				\$182,259.85

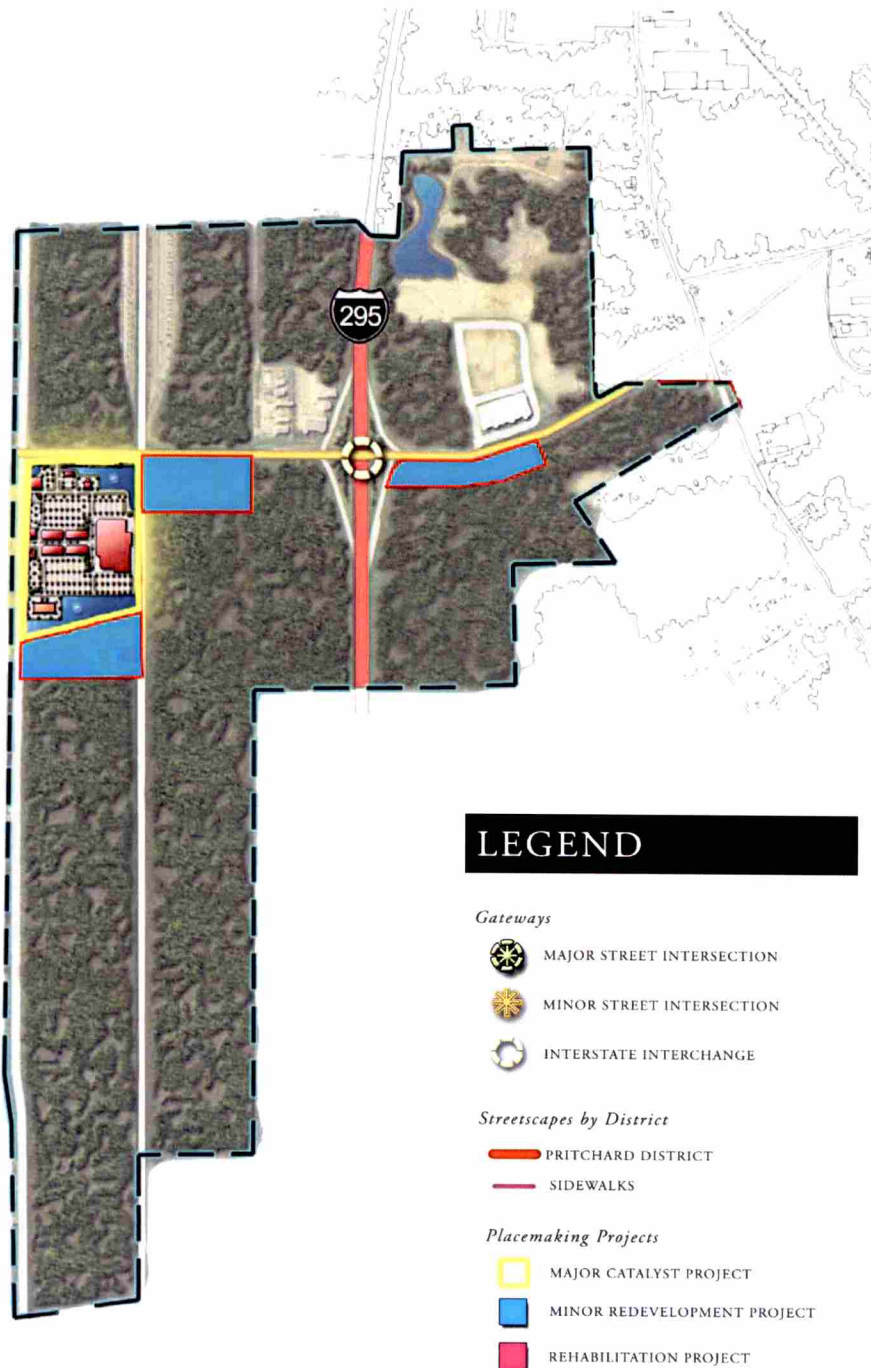
Old Kings District - Soutel Drive Streetscape **\$1,141,522.20**

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Pritchard District

The Pritchard Road interchange has created tremendous industrial development opportunities in surrounding areas because of highway access and large land holdings. The District has great potential for new development of all types and application of good design standards and quality public facilities can have a positive economic benefit to the surrounding areas. (Refer to Map 9. – “Pritchard Road District Map”.)

Map 9. – Pritchard Road District Map



Private Projects

Major Catalyst Project

Pritchard Center Project: A 52-acre site located in the southeast quadrant of Pritchard Road and Imeson Road is a portion of an approved PUD (Ordinance No. 2005-541-E). The approved PUD allows for a conventional shopping center with several out-parcels, a large 280,000 sf big box anchor, and a total of 343,500 sf of retail/commercial and 1780 parking spaces located in front of the building. The project currently has no “placemaking” characteristics.

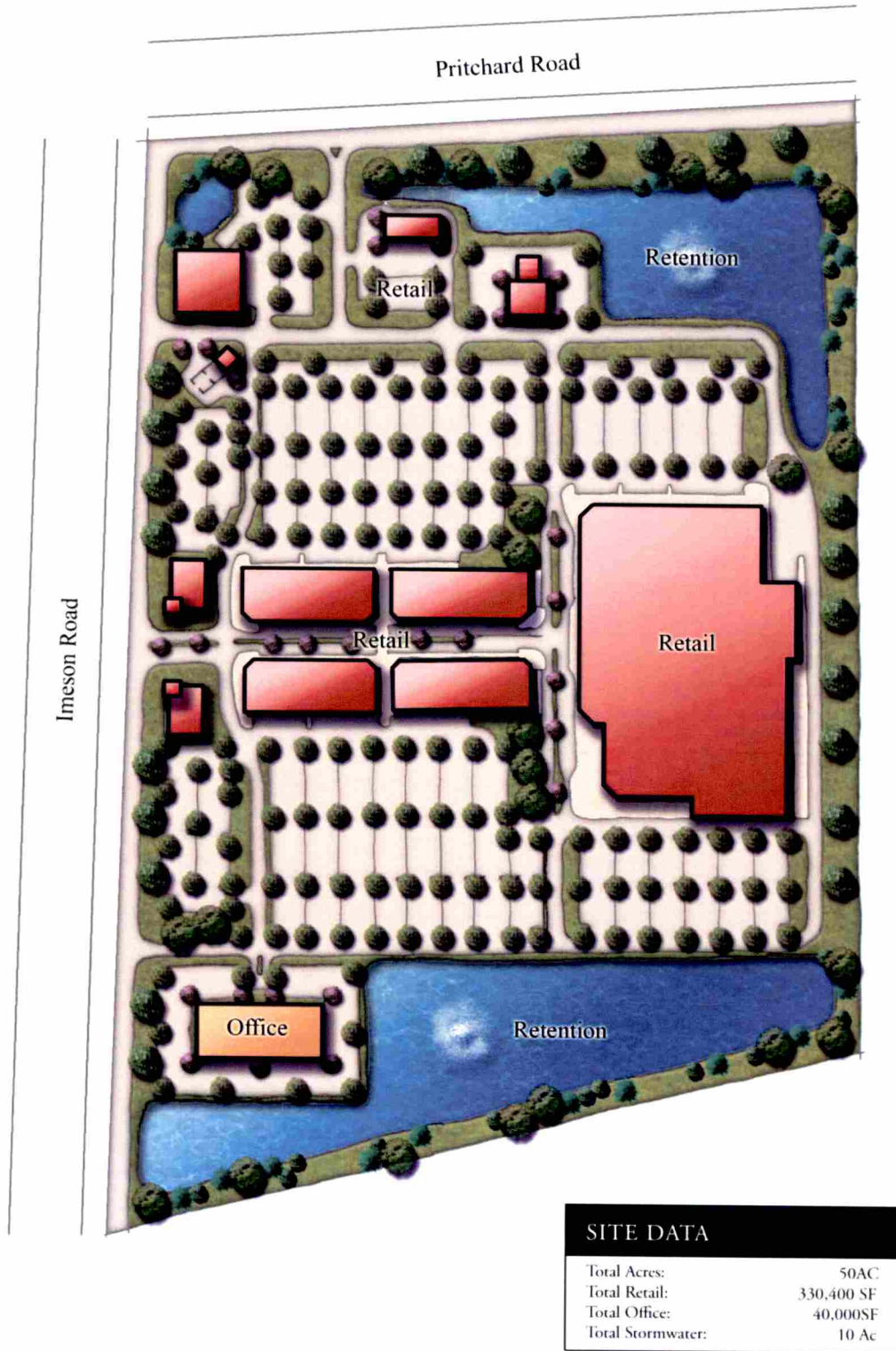
The site has regional and interstate market. There are over 6,000 industrial jobs currently in the Westside Industrial submarket, and there is planned 1.2 million square feet of industrial distribution space and ten (10) acres dedicated to supporting retail/commercial uses in the Perimeter West Industrial Park. Along with the West Side Industrial Park, these two nearby industrial parks are continuing to develop and generate jobs. Thus, the PUD site is strategically located to provide housing for the industrial employment. Additionally, retail that services the day time populace and growing residential base offers a major development opportunity. The market appears to support a development program for a mix of uses that will allow the creation of a mixed-use project as follows:

Big Box Retail	200,000 sf
Attached Storefront Retail	100,000 sf
Out Parcels - Retail	33,000 sf
Office	44,000 sf

A conceptual “placemaking” development concept is provided in Figure 14, “Pritchard” Major Catalyst Project Concept. The redesign includes a main street and locates the big box to serve an anchor for the storefronts. It must be noted that this site also provides an excellent opportunity for an industrial project.

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Figure 14. – “Pritchard” Major Catalyst Project Concept

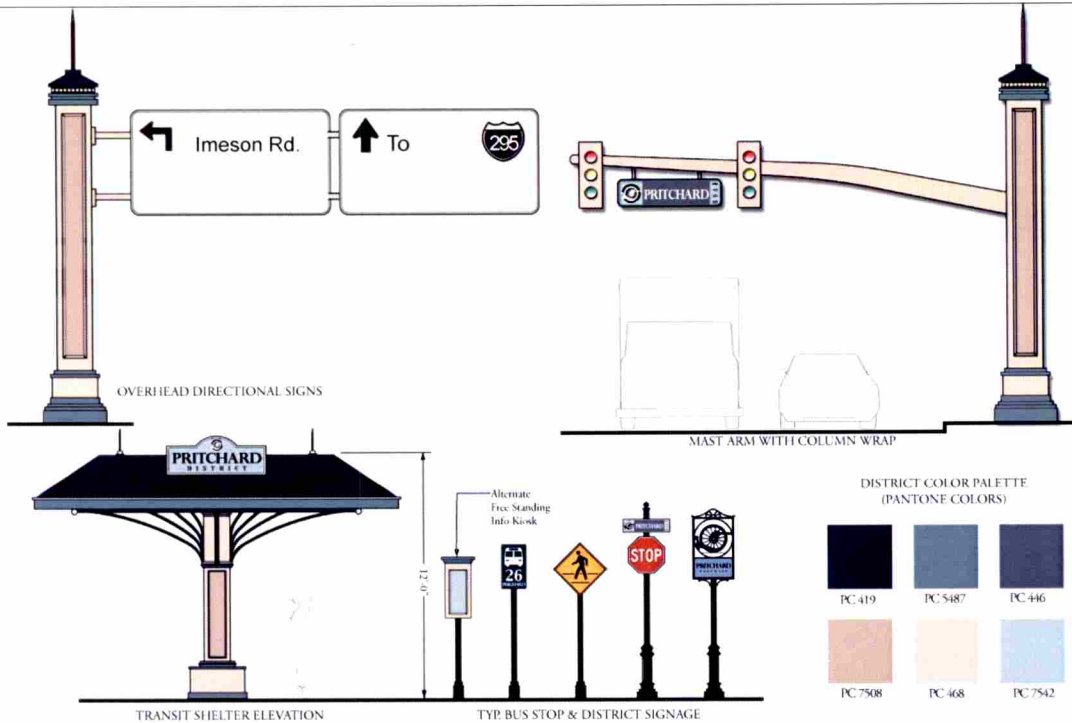
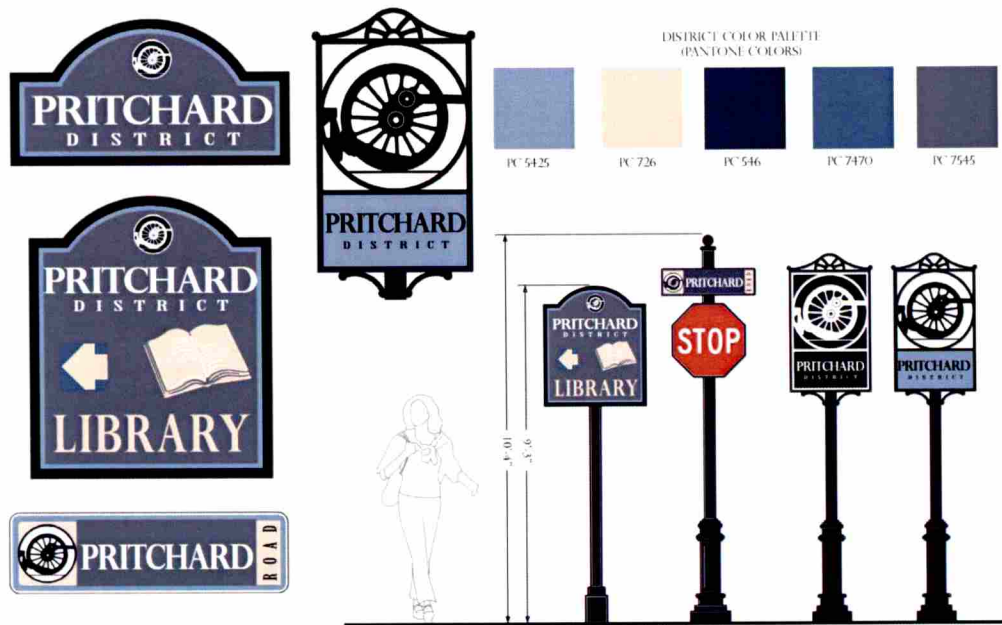


Public Projects

Wayfinding

The wayfinding program will establish a higher quality brand for the District. (Refer to Figure 15. – “Pritchard” District Wayfinding”.)

Figure 15. – “Pritchard” District Wayfinding



Goal and Objectives

Goal

To provide a blueprint for revitalizing the corridor and attracting modern private development through targeted public investment to create catalyst projects and establish a “sense of place” within the community.

Objective 1

To focus the Redevelopment Program upon creating Major Catalyst Projects identified in the Corridor Vision and Master Plan that will help to spur investment in surrounding smaller properties including:

- Soutel Place Center: A mixed-use project containing a retail core of a nationally-recognized retail business on City owned property in Lonnie Miller Park and require that all impacted recreation facilities be replaced (Community Center, Gym Facility and the planned Bob Hayes Sports Complex).
- Kings Crossing Center: A mixed-use project located in the northwest quadrant of New Kings Road and Soutel Drive.
- Pritchard Center: A large mixed-use lifestyle center located in the southeast quadrant of Pritchard Road and Imeson Road or an alternate site.

Objective 2

To establish conformity of all future corridor redevelopment to the City’s Commercial Design Standards for urban development, and ensure all Corridor Redevelopment Plan recommendations are pedestrian-oriented, “placemaking” design principles and standards that are incorporated into the following:

- Major Catalyst Projects
- Minor Redevelopment Projects
- Rehabilitation Projects

Objective 3

To establish mandatory maintenance and appearance review requirements for improvements to existing buildings, and a façade grant program to match private investment into improvements that conform to the City’s Development Design Guidelines in Best Practices Handbook for urban buildings and “placemaking” standards, herein.

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Objective 4

Designate all parcels within the Soutel Place District as a Brownfield Area and establish a program to:

- Assist site remediation or clean-up (if needed)
- Mitigate any environmental hazard (if present)
- Obtain regulatory sign-off of the site (if needed)
- Identify funding to assist in the redevelopment of the site
- Promote redevelopment/reuse as an asset to the community
- Encourage economic development opportunities and job creation

Objective 5

Reassemble and replat property for non-conforming, inaccessible and vacant lots using the powers conveyed to the Community Redevelopment Agency by Florida Statutes.

Objective 6

Prioritize and phase the recommended public projects listed below and support infrastructure cost (long-term program) to maximize private investment in the major catalyst projects recommended in the “placemaking” plan:

- Gateways
- Wayfinding
- Streetscapes
- Bus Transit
- Sidewalk Connectivity

Objective 7

Implement the recommended projects utilizing public and private partnerships and support their long-term success by improving public safety and basic infrastructure.

Implementation Strategies and Actions

Responsibility

To establish the JEDC as the agency responsible for managing the KingSoutel Crossing Corridor Redevelopment Program as follows:

- Provide staff support for a Community Redevelopment Agency Advisory Committee made up of local property owners.
- Coordinate the implementation actions with other City agencies that are responsible for specific duties.
- Coordinate with the City of Jacksonville Chamber of Commerce to promote the economic development of the area.

Strategies

Major Catalyst Projects

To create a coordinated public investment strategy, the following steps should be pursued:

- **Step 1 - Adopt the Redevelopment Plan**
City Council takes action to adopt the Redevelopment Plan, freeze the tax base, and establish tax increment financing.
- **Step 2 - Establish Public Agency Responsibilities**
The JEDC will manage the Redevelopment Program and coordinate with other City agencies to implement public investments and other recommendations of the Plan.
- **Step 3 - Determine the Priorities for Project Implementation**
The private realm projects that are to be pursued should be determined and prioritized. The recommended priorities are:
 - Soutel Place Center
 - Kings Crossing Center
 - Pritchard Center
- **Step 4 - Determine the Incentive Package**
Determine the public realm cost of improvements that support the private realm project including:
 - Gateways
 - Wayfinding
 - Streetscapes
 - Bus Transit
 - Sidewalk connectivity

KingSoutel Crossing (Corridor) Community Redevelopment Plan

- Utilities
- Any other eligible cost such as:
 - Infrastructure cost that are not already included in the City’s Capital Improvement Plan (“CIP”) and as prescribed by the Community Redevelopment Act that may be required to implement the Corridor Redevelopment Plan.
 - Site consolidation, preparation, and disposal.
- **Step 5 - Issue Request for Proposal(s) (“RFP”)**

As a prerequisite for making for public improvements, a RFP should be issued to establish a process for selecting a developer, negotiating a Disposition, and negotiating a Development Agreement that identifies the following:

 - The developer requirements for creating the “placemaking” project.
 - The public investment commitments to support the project.
 - Describes the development program characteristics and schedule for financing and construction management.

Rehabilitation and Minor Redevelopment Projects

To encourage rehabilitation and minor redevelopment projects the City will consider:

- **Step 1**

Requiring that all future development within the Soutel Place District and all major catalyst projects meet the City’s Development Design Guidelines in Best Practices Handbook for urban buildings, and meet the design principles and standards for “placemaking” in this plan.
- **Step 2**

Adopting a mandatory maintenance and appearance code as well as review requirements for improvements to existing buildings.
- **Step 3**

Establishing an architectural review board, or designate a staff to perform reviews of building façade improvements.
- **Step 4**

Establishing a façade matching grant program to match private investment into improvements that conform to the City’s Development Design Guidelines in Best Practices Handbook for existing urban buildings and “placemaking” standards.

Public Projects

The JEDC shall provide management oversight of other City Agencies in the implementation of the Corridor Redevelopment Program including the following processes:

- Capital Improvements Program (“CIP”)
- Capital Budget Process and Funding
- Design/Bid Specifications
- Permitting
- Construction

Actions

The JEDC will focus redevelopment implementation actions on four (4) areas as follows:

- **Action 1: Future Land Use and Zoning**

Any proposed changes in this Plan or requested changes will be reviewed for approval by a Community Redevelopment Agency (“CRA”) Advisory Committee and will be processed as required by City and State Statutes.

- Parcels fronting the Corridor that currently have a low density residential future land use should be considered for application of an Overlay Zone that would allow non-residential uses to be developed under the condition that parcels be assemble to a size that will support all modern regulatory standards and requirements and be consistent with the Sherwood Forest/Lincoln Villas NAP.
- Major catalyst projects shall be required to utilize PUD Zoning.
- Mandatory Maintenance and Appearance Requirements shall be adopted for application to existing buildings.
- Design principles and standards recommended in the “placemaking” section in this plan shall be incorporated into the city’s review process.

- **Action 2: Private Project Recommendations Involving Site Consolidation, Preparation and Disposal**

Consistent with the authority provided by the Community Redevelopment Act, the CRA will prepare real property through acquisition, clearance, demolition, and other improvements that may be necessary to induce private investment into the major catalyst projects or projects meeting the design principles and standards for major catalyst projects. All property acquired by the City/CRA shall be sold or leased at fair value in accordance with the KingSoutel Crossing Corridor Redevelopment Plan and as required by the disposition procedures of the Community Redevelopment Act. In disposal of property, the City/CRA may impose the conditions necessary to ensuring that the development occurs in accordance with the redevelopment plan and a reasonable development schedule.

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- **Action 3: Public Project Recommendations**

The proposed improvements to carry out the KingSoutel Corridor Redevelopment Plan and any supporting infrastructure improvements (refer to Action 4, below) may be programmed and financed as provided under the community Redevelopment Act. The JEDC will manage the long-term implementation program that includes the recommended projects and cost as described in the section titled District “Placemaking” Plan and other eligible projects necessary to implement the Plan. The Soutel Place District public project is recommended to be the first priority project. Depending on funding, the CRA may elect to select all or significant components of this list of projects including:

- Major Gateway treatment at the New Kings Road and Soutel Drive intersection - \$1,391,000.00.
- Streetscape and Wayfinding through the District - \$936,000.00.
- Two Minor Gateways - \$1,900,000.00.

- **Action 4. Public Infrastructure Improvements**

The maintenance of existing infrastructure and any planned improvements in the City’s CIP or Neighborhood Action Plans shall continue and occur without any financial support from the Corridor Redevelopment Program. The projects identified in the Public Project Recommendations section above, must be supported by improvements to basic infrastructure including such utilities as potable water, sewer, stormwater gas, and electric.

Financial Plan

Sources of Redevelopment Funding

The City provided the initial funding for the Finding of Necessity and the KingSoutel Crossing Corridor Community Redevelopment Plan. In order to implement the Plan, the City shall use multiple funding sources from City funding programs, private funding, and State and Federal sources. General funding methods and sources that may be used to implement the Plan are as follows:

Local Funds

If available, general fund revenues and enterprise fund revenues can be used to finance redevelopment activities. General fund revenues may be the source of funding for staffing assistance to the redevelopment program. Enterprises of local government may be used to fund the recommended projects and system improvements in the redevelopment area.

Tax Increment Financing (“TIF”)

TIF is a power delegated by the Community Redevelopment Act to provide the Community Redevelopment Agency with local funding. It provides a principle source of revenue for use by the redevelopment agency for public expenditure associated with public or private projects. A Redevelopment Trust Fund has previously been established by as part of the City’s redevelopment program. For each taxing year following adoption of the Redevelopment Plan, ad valorem taxes generated by the assessed taxable real property value in excess of the area’s base year total will be deposited into the trust fund, which will be in an account specific to the KingSoutel Crossing Corridor - Community Redevelopment Area. The methodology for determining the amount of tax increment to be contributed each year shall be as provided in F.S.163.387 and may be amended.

All funds deposited into the Trust Fund shall be available to the Redevelopment Agency for any lawful purpose as defined in Chapter 163 F.S. in fulfillment of the provisions of the Redevelopment Plan and any amendments thereto, except as may be provided below.

It shall be the policy of the City that these funds may be spent toward projects that reduce or eliminate blight and enhance or cause the addition of taxable value of the property in the Redevelopment Area.

Such uses of funds are summarized below and may include the following:

- All cost associated with the design, permitting, financing, installation, and construction of blight reducing projects listed in the section below.
- Acquisition of properties within the blighted area for the purpose of constructing the listed projects and initiation of private development projects to support tax increment bonds.
- Disposition of property acquired in the redevelopment area at its fair value for uses in accordance with the Redevelopment Plan.

KingSoutel Crossing (Corridor) Community Redevelopment Plan

Advances and Loans

The Redevelopment Agency shall have the power to borrow money and accept advances from any source, public or private, including the City, for any lawful purpose in connection with the redevelopment program. Tax increment revenues or any other funds deposited in the Redevelopment Trust Fund, which are not otherwise obligated, shall be available for repayment of such loans or advances. Such loans will be underwritten subject to the same criteria and limitations as described above.

Further more, the Agency may enter into a contract with the City or other public corporation under which the Agency agrees to reimburse the City or other public corporation for all or part of the cost of any eligible improvement by periodic payments over a period of years.

The obligation of the Agency under such contract shall constitute an indebtedness of the Agency as a result of a community redevelopment project, as per Section 163.387 (3) F.S.

Tax Increment Revenue Bonds

When authorized by an ordinance of the City Commission, the City shall have the power to issue negotiable redevelopment revenue bonds to finance the undertaking of any community redevelopment eligible project activity, including the payment of principal and interest upon any loans and advances previously incurred and for the refunding and retirement of bonds or other obligations previously issued. The security of such bonds may be based upon anticipated tax increment revenues of the private components of redevelopment projects, general tax increment improvements in the Redevelopment Area, and other such revenues as may be available.

Bond Anticipation Notes

The City Commission may also issue bond anticipation notes and may renew the same from time to time, but the maximum maturity of any such note, including renewals thereof shall not exceed five (5) years from the date issued of the original note. Such notes may be paid from tax increment revenues, the proceeds of sale of revenue bonds in anticipation of which they were issued, or any other funds in the Redevelopment Trust Fund not otherwise obligated.

Redevelopment Trust Fund Earned Interest

Any interest earned from savings institutions from deposits of Trust Fund moneys shall become part of the redevelopment moneys available to the Redevelopment Agency for use in financing eligible redevelopment projects.

Sale or lease of Acquired Property

All monies received from the sale of real property acquired by the Redevelopment Agency shall be deposited into the Trust Fund.

Grants

The Redevelopment Agency and the City will seek to utilize Federal or State grant programs as are applicable and available for any eligible project to reduce blight or any other approved use within the redevelopment project area. Locally funded sources are available through the Northwest Jacksonville Economic Development Fund including:

- Business Infrastructure Grant/Loan (“BIG”)
- Large Scale Economic Development Fund
- Small Business Development Initiative
- Commercial Development Area
- Façade Renovation grant

Tax Increment Projections

Trends in assessed valuation were analyzed and the potential for new development was assessed based on the evaluation of market projections and the potential for new development projects along the corridor. (Refer to Appendix "Tax Increment Projections.")

Basic assumptions were made in order to project potential tax increment revenue, some. These assumptions are listed as follows:

- The current assessed value is set as the base year for calculation of tax increment.
- The current applicable mileage rate of 9.65 per 1,000 dollars is held constant throughout our analysis.
- Base year assessed value is projected to increase annually by two and one-half (2.5) percent.
- The concepts of project site development that were considered feasible as described in the Phase II of the study leading to preparation of this Plan and titled "*Conceptual Alternatives Analysis*" were phased into the TIF projections according to their estimated time horizons for development.
- The increase in assessed values and tax revenues from potential development projects is based on the cost of new buildings and not land, which, as previously stated, is projected to increase a two and one-half (2.5) percent.
- The cost or sales values of the buildings are projected to grow three (3) percent annually.
 - Retail building cost is initially estimated at \$115 per square foot.
 - Office building costs are initially estimated at \$125 per square foot.
 - Town home building initially valued at \$130,000 per unit; single-family at \$200,000 per unit; and condos at \$180,000 per unit.
 - Industrial space is initially valued at \$50 per square foot.
- Taxable values are estimated as a percent of market value: Residential 70 percent, all others at ninety (90) percent.
- New ad valorem values are projected to increase two and one-half (2.5) percent annually after initial construction.

Based upon the application of assumptions, the detailed annual TIF revenue projections are reflected in Table 5. Estimated TIF revenue generation over twenty (20) years is conservatively projected to be approximately \$42 million.

Proposed CRA Project Cost and Sequence

The proposed project cost of the long term redevelopment program and generalized sequence of priorities is as follows:

- Priority 1: Soutel Place District from \$400,000 to \$6,400,000
- Priority 2: Pritchard District \$574,000
- Priority 3: New Kings District \$370,000 to \$7,400,000
- Priority 4: Old Kings District \$400,000 to \$1,141,000

The CRA may elect to prioritize the major components of the Districts instead of completing all of the District components in one (1) phase.

The recommended sequence of project implementation is as follows:

- Step 1: City Council adopts Community Redevelopment Plan
- Step 2: City issues RFP for A Major Catalyst Project
- Step 3: City adopts Development Agreement for Major Catalyst Project
- Step 4: City established funding mechanism then Programs and Budgets Public Project Implementation
- Step 5: City and Developer construct projects consistent with the Development Agreement

The City may elect to construct other gateway, wayfinding, streetscape, and sidewalk projects through a long-term program investment that is independent from implementation of major catalyst projects.

Management Plan

Private Sector Involvement

The CRA is authorized to enter into Development Agreements with owners of property in the redevelopment area. Owners shall have the opportunity to submit proposals to the Redevelopment Agency to carry out development activities on property they own or control. The Agency shall consider all proposals submitted including plans specifications, financial and legal ability, time's schedules, terms and conditions, and any other information required by the Agency. The Agency may accept any such proposals deemed to be in the public's interest, in furthering of the purpose of the Redevelopment Plan (i.e. to reduce or eliminate transportation blight) and the Comprehensive Plan, and conforming with all applicable development regulations.

CRA Development Agreement Procedures

The CRA is authorized to issue Request for Proposals for Redevelopment Projects and/or enter into Development Agreements with a developers to specify the terms, conditions, and schedules controlling private development that will provide the tax increment necessary to fund or assist in funding the CRA Improvements as well as the funding and scheduling of such public improvements. If acquisition of ownership or any other interest in real property is contemplated, the CRA shall advertise and issue a RFP for a Redevelopment Project for the area to be redeveloped/developed meeting all the public notice requirements. Upon adequate investigation of all proposals, the agency may negotiate with any and all or no parties involved and may accept such proposal as the agency deemed to be in the public's interest and in furthering of the purpose of the Redevelopment Plan.

Once a Disposition and Development Agreement is approved by the CRA, the CRA is authorized to transfer ownership or any other interest in any real property by sale, lease, exchange or any other legal means. The transfer of real property or interest therein may be to any private or public entity.

Disposition and Development Documents

The CRA shall reserve such powers and controls through disposition and development documents with purchasers and lessees as may be necessary to prevent transfer, retention, or use of property for speculative purposes, and to insure that development begins within a reasonable period of time, as defined by the Agency.

To provide adequate safeguards that the provisions of this Plan or its Amendments will be carried out, all real property sold, leased, or conveyed by the Agency as well as all property subject to owner participation agreements, shall be made subject to the provisions of this plan by lease, deeds, contracts, agreements restrictions, or other means.

The leases, deeds, contracts, or other forms of agreement may contain restrictions, covenants running with the land, rights or reverter, conditions subsequent, equitable servitude, or any other provisions necessary to carry out this Plan.

Community Redevelopment Agency Powers and Responsibilities

The Redevelopment Act sets forth the powers, responsibilities and duties of a CRA. The CRA shall have all powers available to it under the Redevelopment Act, as may be amended, to carry out this plan to the extent not limited by this Plan.

Additionally, the Redevelopment Agency and its designated staff or the JEDC will be responsible for the following functions:

- Provide continuous planning services to the redevelopment program.
- Administer the Redevelopment Program.
- Supervise/monitor the design, permitting, financing, and development of CRA Improvements to reduce or eliminate blight.
- Prepare budgets for operating and capital expenses.
- Negotiate and recommend Development Agreements.
- Reviewing and approving private development proposals in accordance with the Redevelopment Plan.
- Coordinating redevelopment activities with all public agencies and departments of the City.
- Developing and supervising promotional and marketing programs.

Consistency with other Plans and Regulations

All development activities carried out within the Redevelopment area shall be developed in conformance with the Sherwood Forest/Lincoln Villas NAP and the City's Comprehensive Plan as exist now or is amended from time to time. Project located in the Redevelopment Area shall be developed in conformance with the City's Land Development Regulations as may be amended from time to time.

Modifications to the Redevelopment Plan

The Redevelopment Plan is to be adopted by ordinance by the City Council. From time to time, modifications may be made to the Plan in the form of an Amendment(s) shall be approved by the City Council following the required prior advertised public hearing in accordance with Florida's Community Redevelopment Act (Section 163.361.F.S.).

Severability

If any provisions, sections, subsections, section, clause, or phase of the redevelopment plan is, for any reason, held to be invalid or unconstitutional, such decision shall not affect the validity of the remaining portion or portions of this Plan.

Project Close Out

Following the completion of the CRA Improvements and the maturity, payment or defeasance of all financial obligations for the CRA Improvements, the CRA's responsibility for the Redevelopment Area shall cease.

Neighborhood Impact Element

Traffic Circulation

The Plan will have a positive impact upon the current traffic circulation by:

- Implementing traffic calming mechanism and safety improvements through the streetscape projects.
- Providing new bus transit stations with a focus on integrating this public use into the design of major catalyst projects.
- Providing needed sidewalk connectivity to neighborhoods.
- Creating pedestrian-oriented, mixed-use projects that will reduce trip lengths for shopping and business needs.

Environmental Quality

Environment quality will improve as a result of redevelopment efforts that reduce and eliminate blight including brownfields. In order to redevelop a site in the Soutel Place District, an environmental assessment needs to be performed. If environmental regulations require remediation, the Brownfield designation will provide the tools necessary to complete the project through resources and incentives. Streetscapes will improve the quality and safety of the environment, and the associated water, sewer, and stormwater improvements will enhance the environmental quality of the redevelopment area. Enforcement of building codes and mandatory maintenance codes will eliminate deteriorated building conditions.

Availability of Community Facilities and Services

The corridor redevelopment area is underserved by retail, entertainment, and local serving office uses. The implementation of the redevelopment program to create major catalyst projects and spur investment in existing buildings will provide better community facilities and services in a much more attractive environment. New jobs will be created and local residents will not have to travel as much for needed services. Public facility improvements will provide improved vehicular, bike, and pedestrian access to improved public and private community facilities.

Effect on School Population

The implementation of the redevelopment plan will have only a very minor impact upon the City's population or population density pattern and, therefore, not adversely impact the public school system.

Consistency with Neighborhood Plans

The implementation of the redevelopment program is supportive of the Sherwood Forest/Lincoln Villas Neighborhood Action Plan for surrounding residential areas.

Compliance with Florida Statues

1. Legal description of the Boundaries and the Location Rational

The Redevelopment Area contains approximately 1941 acres, including the rights of way. The legal description for the Redevelopment Area is set forth in Appendix 3.

The two (2) Finding of Necessity “Blight” Analyses, referenced in the City’s Blight Resolutions, attached as Appendices 1 and 2, provided the basis for determining the boundary of the Redevelopment Area. The analysis supported The Finding of Necessity conclusions that the area contains blighting conditions and conditions of economic disuse. The location rational is provided in the blight studies and addressed in the section titled “Introduction”, herein.

2. Show by diagram and in general terms the approximate amount of open space to be provided and the street layout.

The Corridor Vision and Redevelopment Master Plan Map, herein, on page 20, illustrates the Corridor Community Redevelopment Plan and proposed street layout. The Redevelopment Area is currently comprised of a mix of public and private developed and vacant land, which are identified and mapped by land use type in the Blight Studies referenced above. Future development within the Redevelopment area will comply with the open space requirements of the City’s Comprehensive Plan which will cause the creation of significantly more open space.

- **Limitations on the type, size, height, number of proposed buildings.**

The type, size, height, number, and proposed use of buildings must conform to the Land Development Regulations of the City of Jacksonville. The Community Redevelopment Plan recommends additional design principles and standards.

- **The approximate number of dwelling units.**

The corridor redevelopment area is primarily devoted to commercial uses. Future residential units may occur as components of vertically or horizontally integrated mixed-use projects or independent subdivisions or multi-family complexes. There is a limited market and land available for new units within the redevelopment area. The residential growth is expected to occur predominantly within the surrounding neighborhoods.

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- **Such property as intended for use as public parks, recreation areas, streets, public utilities, and public improvements of any nature.**

The “Corridor Vision and Redevelopment Master Plan Map” illustrates the Redevelopment Plan indicating proposed redevelopment use and street improvements. The City’s Land Development Regulations and this Community Redevelopment Plan include design standards that will require pedestrian-friendly streetscapes and pedestrian plazas that are implemented through the development permitting process. The Community Redevelopment Plan recommends the construction of street and sidewalk improvements and related utility and other public improvements

3. **If the redevelopment area contains low or moderate income housing, a neighborhood impact element which describes, in detail, the impact of the redevelopment upon a) the residents of the redevelopment area and the surrounding areas in terms of relocation, b) traffic circulation, c) environmental quality, d) availability of community facilities, e) effect on school population, and other matters affecting the physical and social quality of the neighborhood.**

Please refer to the Section titled “Neighborhood Impact Element”.

4. **Identify specifically any public funded capital projects to be undertaken within the redevelopment area.**

The major projects proposed with the redevelopment area, that may be all or partially publicly funded, are in the sections titled:

- “Corridor Vision and Master Plan”
- “District “Placemaking Plan”
- “Implementation Strategies and Actions”
- “Financial Plan”

5. **Contain adequate safeguards that the work of the redevelopment plan will be carried out pursuant to the plan.**

The CRA will carry out the redevelopment work. The redevelopment process has been established and is consistent with Chapter 163, Part III, Florida Statutes. It is the intent of the City Council to comply with those requirements as established in Chapter 163, Part III, of the Florida Statutes as it has since the CRA was established in 1979. The requirement is addressed in the Section titled “Management Plan”.

6. **Provide for the retention of controls and the establishment of any restrictions running with land sold or leased for private use for such periods of time and under such conditions as the governing body deems necessary to effectuate the purposes of this plan.**

This requirement shall be carried out as stipulated in the section titled “Management Plan”

7. **Provide assurances that there will be replacement housing for the relocation of persons temporarily or permanently displaced from housing facilities within the redevelopment area.**

There is no relocation proposed.

8. **Provide an element of residential use in the redevelopment area should such use exist in the area prior to the adoption of the plan, or if the plan is to remedy a shortage of housing affordable to low and moderate income residents, including the elderly, or if the plan is not intended to remedy such shortage, the reason therefore.**

Residential uses are especially recommended as components of mixed-use “placemaking” projects. The Redevelopment Plan is not intended to remedy a shortage of affordable housing because a shortage does not currently exist.

9. **Contain a detailed statement of the projected cost of redevelopment, including the amount to be expended on publicly funded capital projects in the redevelopment area and any indebtedness of the CRA, the County, or the Municipality proposed to be incurred for such redevelopment if such indebtedness is to be repaid with increment revenues.**

The detailed statement of projected cost of redevelopment is provided in the sections titled:

- “Corridor Vision and Master Plan”
- “District “Placemaking Plan”
- “Implementation Strategies and Actions”
- “Financial Plan”

The Section titled “Financial Plan” provides for the use tax increment and tax increment bonds to repay indebtedness incurred for redevelopment.

10. **Provide a timeline/schedule for completing all redevelopment if financed by increment revenues. Such time certain shall occur no later than thirty (30) years after the fiscal year in which the plan is approved or adopted.**

It is anticipated that the redevelopment projects will require no more than thirty (30) years to complete after adoption of or amendment to the Redevelopment Plan.

APPENDIX 1

SOUTEL/MONCRIEF RETAIL REDEVELOPMENT AREA

EXHIBIT A. “BLIGHT STUDY”

EXHIBIT B. “FINDING OF NECESSITY RESOLUTION”

APPENDIX 2

NEW KINGS ROAD CORRIDOR AREA

EXHIBIT A. “BLIGHT STUDY”

EXHIBIT B. “FINDING OF NECESSITY RESOLUTION”

APPENDIX 3

KINGSOUTEL CROSSING LEGAL DESCRIPTION

APPENDIX 4

TAX INCREMENT PROJECTIONS

KingSoutel Crossing (Corridor) Community Redevelopment Plan

TIF Revenue Analysis - New Kings Road Blight Study Area/Soutel Moncrief

	1	2	3	4	5	6	7	8	9	10
New Kings Road Study Area										
Current Assessed Value	64,274,740	65,881,609	67,528,649	70,947,287	72,720,969	74,538,993	76,402,468	78,312,529	80,270,343	82,277,101
Tax Revenue	9.65	620,251	655,758	684,641	701,757	719,301	737,284	755,716	774,609	793,974
Tax Revenue Increase over base year		15,506	31,400	64,390	81,506	99,050	117,033	135,465	154,358	173,723
Cumulative Annual Increase from new development		33,775	209,596	797,870	1,036,704	1,342,393	1,577,975	1,826,629	1,891,526	2,009,435
Annual TIF Revenue		49,281	240,997	862,260	1,118,210	1,441,443	1,695,008	1,962,094	2,045,884	2,183,158
Cumulative TIF Revenue										<u>41,743,885</u>
City Soutel/Moncrief										
Current Assessed Value	6,258,000	6,414,450	6,739,182	6,907,661	7,080,353	7,257,361	7,438,795	7,624,765	7,815,384	8,010,769
Tax Revenue	60,390	61,899	63,447	66,659	68,325	70,034	71,784	73,579	75,418	77,304
Tax Revenue Increase over base year		1,510	3,057	6,269	7,936	9,644	11,395	13,189	15,029	16,914
Cumulative Annual Increase from new development										
Annual TIF Revenue		1,510	3,057	6,269	7,936	9,644	11,395	13,189	15,029	16,914
Cumulative TIF Revenue										<u>373,406</u>
Total Combined New Kings Road and Soutel/Moncrief										
Current Assessed Value	70,532,740	72,296,059	74,103,460	77,854,948	79,801,321	81,796,354	83,841,263	85,937,295	88,085,727	90,287,870
Tax Revenue	680,641	697,657	715,098	751,300	770,083	789,335	809,068	829,295	850,027	871,278
Tax Revenue Increase over base year		17,016	34,457	70,659	89,442	108,694	128,427	148,654	169,386	190,637
Cumulative Annual Increase from new development		33,775	209,596	797,870	1,036,704	1,342,393	1,577,975	1,826,629	1,891,526	2,009,435
Annual TIF Revenue		50,791	244,054	868,529	1,126,145	1,451,087	1,706,403	1,975,283	2,060,912	2,200,072
Cumulative TIF Revenue										<u>42,117,291</u>

APPENDIX 5

PRIVATE REALM DESIGN STANDARDS

Kings Road Corridor Design Guidelines

Overall Design Objectives

1. To promote architectural and site design standards that enhance the overall aesthetic appearance of the Kings Road Corridor.
2. To promote a strong community identity through visually cohesive design and land development patterning.
3. To support the development of projects that embrace human scale design and encourage social interaction.
4. To promote redevelopment and reinvestment of the Kings Road Corridor.

SECTION 1 - SITE DESIGN

Design Principle

Commercial site designs shall be conceived, first and foremost, to provide services to the residents of the community while, at the same time, blending into the overall fabric of the community. The design of commercial development shall also create safe, attractive and functional places. Quality commercial development begins with good site design.

1.1 Development Analysis and Development Plan Submission Requirements

Proper site development analysis is a fundamental requirement of quality site design. The following guidelines have been created to help facilitate better analysis and, consequently, better commercial site design.

- 1.1.1 All proposed commercial projects shall verify and provide public transportation access points interior to a project site where deemed appropriate by City staff.
- 1.1.2 Where deemed appropriate, commercial site developments shall be designed to provide cross-vehicular and pedestrian access between adjacent commercial development sites, and pedestrian connections to adjacent residential and public school developments.
- 1.1.3 Where possible, commercial site developments shall provide interconnected green spaces with adjacent development sites to encourage cross-pedestrian linkages and create visual cohesiveness between commercial sites.

1.2 Building Massing and Placement

- 1.2.1 Buildings shall, to the greatest extent possible, be ‘massed’ against the primary arterial or collector roadways to create a “street wall” effect.
- 1.2.2 No more than forty percent (40%) of the frontage of a parcel shall be open to parking, stormwater or internal green space.
- 1.2.3 Building placement shall, to the greatest extent possible, screen mass parking areas from primary views, both from an external and internal viewpoint.
- 1.2.4 Building massing and scale shall be designed in proportion to adjacent properties to support the visual and functional effect of the street environment. Building setbacks from back of curb shall be designed to create and facilitate an active pedestrian environment

- 1.2.5 Building organization and placement shall be designed to create and emphasize views and focal points from external roadways.
- 1.2.6 Building organization and placement shall be designed to create internal pedestrian green spaces, plazas or other functional gathering spaces. These spaces shall be designed to support the pedestrian environment.
- 1.2.7 Buildings shall be sited to foster efficient site functioning as well as interconnectivity for pedestrian and vehicular traffic.
- 1.2.8 Outparcel buildings shall be sited to screen large areas of parking from the public view.
- 1.2.9 Typical “strip” shopping centers shall have a variety of elevations with staggered setbacks.

1.3 General Development Guidelines

- 1.3.1 Buildings that are developed at roadway intersection corners shall be designed to address the intersection whether or not pedestrian access is provided from the exterior roadway.
- 1.3.2 The maximum building and parking coverage of any site shall not exceed ninety percent (90%) of the site or internal block area, excluding all required landscape buffer areas

SECTION 2 ARCHITECTURAL DESIGN

2.1 Design Principle

Architectural Design is the fundamental building block to the visual and physical integrity of our communities.

2.2 Design Goals

- 2.2.1 The architecture of a commercial project shall be designed to influence and encourage social interaction while creating a safe, aesthetic and functional environment.
- 2.2.2 The design shall focus on both physical and functional permanency in its physical building placement as well as its material structural design.
- 2.2.3 The design shall contribute to the quality of the overall community in which it is placed rather than “stand out” in the community.
- 2.2.4 The design to serve as an identifier for a project or individual commercial business.
- 2.2.5 The design shall take into account rehabilitation of a building to allow for adaptive reuse in the future.

2.3 Architectural Facade Massing

Architectural Massing is “the overall composition of the exterior of the major volumes of the building, especially when a structure has major and minor elements”.

- 2.3.1 The design of commercial architecture must take into account that architecture is viewed three-dimensionally and not as a flat elevation facade from the street side only.

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