

CITY OF GREEN COVE SPRINGS COMMUNITY REDEVELOPMENT AGENCY MEETING



321 WALNUT STREET, GREEN COVE SPRINGS, FLORIDA
THURSDAY, JANUARY 16, 2025 – 10:00 AM

Anyone wishing to address the Community Redevelopment Agency regarding any topic on this agenda is requested to complete a card available at the clerk's desk. Speakers are respectfully requested to limit their comments to three (3) minutes.

The agency prohibits the use of cell phones and other electronic devices which emit an audible sound during all meetings with the exception of law enforcement, fire and rescue or health care providers on call. Persons in violation may be requested to leave the meeting

AGENDA

Call to Order

Roll Call

Chairman to call on members of the audience wishing to address the CRA on matters not on the Agenda.

ACTION ITEMS

- [1.](#) Approval of the minutes of the August 22, 2024 Special Session
- [2.](#) Approval of the minutes for the November 6, 2024 Regular Session

ACTION ITEMS

DISCUSSION ITEMS

- [3.](#) 2025/26 CRA Budget

BOARD BUSINESS

NEXT MEETING: March 14, 2025 at 10:00am

Adjournment

The Community Redevelopment Agency meets on the second Thursday of every other month, unless otherwise scheduled. Meetings are held in City Hall at 321 Walnut Street.

City may take action on any matter during this meeting, including items that are not set forth within this agenda.

Minutes of the Community Redevelopment Agency meetings can be obtained from the City Clerk's office.

ADA NOTICE

In accordance with Section 286.26, Florida Statutes, persons with disabilities needing special accommodations to participate in this meeting should contact the City Clerk's office no later than 5:00 p.m. on the day prior to the meeting.

PUBLIC PARTICIPATION:

Pursuant to Section 286.0114, Florida Statutes, effective October 1, 2013, the public is invited to speak on any "proposition" before a board, commission, council, or appointed committee takes official action regardless of whether the issue is on the Agenda. Certain exemptions for emergencies, ministerial acts, etc. apply. This public participation does not affect the right of a person to be heard as otherwise provided by law.

CITY OF GREEN COVE SPRINGS COMMUNITY REDEVELOPMENT AGENCY SPECIAL SESSION



321 WALNUT STREET, GREEN COVE SPRINGS, FLORIDA
THURSDAY, AUGUST 22, 2024 – 10:00 AM

MINUTES

Call to Order

Chairman Van Royal called the meeting to order at 10:00am.

Roll Call

Members Present: Chairman Van Royal, Commissioner Kristen Burke, Commissioner Andrea Vallencourt, Commissioner Mitch Timberlake

Members Absent: Vice Chair Heather Boucher

Staff present: Lyndie Knowles, Development Services Representative, Michael Daniels, Development Services Director, Jim Arnold, City Attorney, Mike Null, Assistant City Manager

APPROVAL OF MINUTES

1. Approval of the July 11, 2024 Meeting Minutes

Motion was made to approve the minutes of the July 11, 2024 meeting.

Motion made by Commissioner Burke, Seconded by Commissioner Vallencourt.

Voting Yea: Chair Royal, Commissioner Burke, Commissioner Vallencourt, Commissioner Timberlake

Motion passed

ACTION ITEMS

2. Public Art Process Overview

Development Services Director, Michael Daniels, gave an overview of the Public Art Incentive and introduced Em Schaefer of Inspire Placemaking. Ms. Schaefer gave a detailed presentation of the new public art application process for both CRA and non-CRA led public art projects.

Board discussion followed.

Chairman Royal is in favor of the public art committee idea to review public art applications with the CRA board to be the arbiter of the art process throughout the City. City Attorney, Jim Arnold, mentioned that this "committee" could be a group that is not an appointed committee but instead is an ad hoc committee that is more free to discuss idea among themselves.

Vice Chairman Timberlake noted that he would suggest putting historic photos on the traffic utility boxes in lieu of nature scenes.

Motion was made to approve the public art application process as presented.

Motion made by Commissioner Timberlake, Seconded by Commissioner Burke.
Voting Yea: Chair Royal, Commissioner Burke, Commissioner Vallencourt, Commissioner Timberlake

Motion passed

3. 2024/25 CRA Budget

Development Services Director, Michael Daniels, gave an overview of the proposed budget for the Community Redevelopment Agency. Mr. Daniels gave proposed budget numbers to include the historic plaques, utility box art and the grants for the CRA area.

The board discussed their priorities and decided that the wrapping the utility boxes are the first priority.

Motion was made for the City to proceed with the preparation of information so that the utility box and historic plaques can be moved to a vote to proceed at the next meeting.

Motion made by Commissioner Burke, Seconded by Commissioner Timberlake.
Voting Yea: Chair Royal, Commissioner Burke, Commissioner Vallencourt, Commissioner Timberlake

Motion passed

Commissioner Burke left the meeting, but further discussion was made regarding the budget and the budget items, specifically the improvement grants. The grant application process will be brought back at the next meeting for a more detailed discussion.

The proposed amount for historic plaques would be \$18,000. The amount for the utility box wraps would be \$7,000. The grant program would be \$20,492.

Motion was made to approve the budget as discussed.

Motion made by Commissioner Timberlake, Seconded by Commissioner Vallencourt.
Voting Yea: Chair Royal, Commissioner Vallencourt, Commissioner Timberlake

Motion passed

NEXT MEETING: Tuesday, October 3, 2024 at 10:00am

Adjournment

Chairman Royal adjourned the meeting at 11:39am.

CITY OF GREEN COVE SPRINGS, FLORIDA

B. Van Royal, Chairman

Attest:

Lyndie Knowles, Development Services Rep.

CITY OF GREEN COVE SPRINGS COMMUNITY REDEVELOPMENT AGENCY

321 WALNUT STREET, GREEN COVE SPRINGS, FLORIDA
WEDNESDAY, NOVEMBER 06, 2024 – 2:00 PM



MINUTES

Call to Order

Chairman Royal called the meeting to order at 2:01pm. Invocation was given by Commissioner Timberlake followed by the Pledge of Allegiance.

Roll Call

Members present: Chair Van Royal, Vice Chair Heather Boucher, Commissioner Andrea Vallencourt, Commissioner Mitch Timberlake

Members absent: Commissioner Kristen Burke

Staff present: Gabriel Barro, Staff Planner, Lyndie Knowles, Development Services Representative, Heather Fincher, Public Information Officer, Michael Daniels, Development Services Director, Jim Arnold, City Attorney, Mike Null, Assistant City Manager, Steve Kennedy, City Manager

ACTION ITEMS

1. CRA Grant Application

Michael Daniels, Development Services Director, presented information regarding the CRA specific facade grants. Staff is proposing two types of grants within the CRA area; Property Improvement Assistance and Building Code Assistance with two application periods.

Motion was made to approve the proposed property improvement and building grant programs.

Motion made by Commissioner Timberlake, Seconded by Commissioner Vallencourt.
Voting Yea: Chair Royal, Vice Chair Boucher, Commissioner Vallencourt, Commissioner Timberlake

Motion passed

2. Review of quotes for historic hotel plaques

Gabriel Barro, Staff Planner, presented the designs and bids received for the historic hotel plaques proposed to be installed in the sidewalks. Staff has identified 4 locations for the plaques.

Motion was made to approved the quote from International Bronze for the design and delivery of historic hotel plaques at four locations and CW Builders for the installation.

Motion made by Commissioner Timberlake, Seconded by Vice Chair Boucher.
Voting Yea: Chair Royal, Vice Chair Boucher, Commissioner Vallencourt, Commissioner Timberlake

Motion passed

3. Review of quotes for utility box wraps

Lyndie Knowles, Development Services Representative, presented the designs options and bids received for the two vinyl wraps proposed to be installed at two utility box locations along US Highway 17. The board favored the historic photos.

Motion was made to approve the quote from Wraptor Vinyl for the design and installation of the utility box vinyl wraps.

Motion made by Commissioner Timberlake, Seconded by Commissioner Vallencourt.
Voting Yea: Chair Royal, Vice Chair Boucher, Commissioner Vallencourt, Commissioner Timberlake

Motion passed

DISCUSSION ITEMS

4. Final Budget Update

Michael Daniels, Development Services Director, presented the adjusted final CRA budget based on the approved City millage. The updated budget amounts are: Historic plaques - \$18000, Utility Box Design - \$7000, Facade Grants - \$20758.25. The facade grant amount was reduced from the proposed budget.

Motion was made to amend the budget as presented.

Motion made by Commissioner Timberlake, Seconded by Vice Chair Boucher.
Voting Yea: Chair Royal, Vice Chair Boucher, Commissioner Vallencourt, Commissioner Timberlake

Motion passed

BOARD BUSINESS

Florida Redevelopment Association Conference

Chairman Royal gave an overview of items discussed during the Florida Redevelopment Conference held in October and provided his notes to the board.

Mr. Daniels touched on the session regarding microtransit and session on the legal aspects of the CRA, and the keynote regarding affordable housing.

Meeting Frequency

Commissioner Timberlake brought the idea of meeting every other month as opposed to quarterly.

Motion was made to increase the meeting frequency to every other month.

Motion made by Commissioner Timberlake, Seconded by Vice Chair Boucher.

Voting Yea: Chair Royal, Vice Chair Boucher, Commissioner Vallencourt, Commissioner Timberlake

Motion passed

NEXT MEETING: A meeting will be scheduled for January 2025.

Adjournment

Chairman Royal adjourned the meeting at 3:04pm.

CITY OF GREEN COVE SPRINGS, FLORIDA

B. Van Royal, Chairman

Attest:

Lyndie Knowles, Development Services Rep.



STAFF REPORT

CITY OF GREEN COVE SPRINGS, FLORIDA

TO: Community Redevelopment Agency **MEETING DATE:** January 16, 2025
FROM: Michael Daniels, AICP, Development Services Director
SUBJECT: 2025/26 CRA Budget

BACKGROUND

Based on an estimated 5% property tax increase, the CRA increment is estimated at approximately \$75,000. See enclosed tax and increment calculations for more information.

Due to the limited funds, staff has provided several potential budget options for discussion.

Downtown Master Plan:

<i>Downtown Master Plan Phase 1 (1 to 5 years)</i>		
1	Leverage City-owned Catalyst Site to attract a Destination Restaurant	\$\$\$
2	Establish a Downtown Community Redevelopment Agency	\$
3	Adopt Downtown Brand and Logo	\$
4	Establish & Adopt Form-Based Code	\$
5	Pursue grants for restoration of the Judge Rivers House	\$\$
6	Identify use for unfinished/unoccupied rooms in City Hall	\$\$
7	Increase Downtown Parking Supply (within Focus Area)	\$\$\$
8	US 17 and Walnut Street Intersection Enhancement	\$\$\$\$

9	Improve Walnut Street Corridor (From Palmetto Ave. to the River)	\$\$\$\$
10	Magnolia Avenue - Festival Street	\$\$\$
11	FDOT Improvements to US 17 Corridor (Oak Street to Governor's Creek)	\$\$\$\$
12	Design and Construct City Hall Park	\$\$\$
<p>EST. COST: \$ = <\$100,000 \$\$ = \$100,000-\$1 Million \$\$\$ = \$1-5 Million \$\$\$\$ = >\$5 Millon</p>		
<p><i>*Yellow highlights indicates projects that have not been initiated</i></p>		

Other budget items:

- Land Acquisition
- FRA Membership/Conference Fees, Administrative Costs

Attachments Include:

- CRA Redevelopment Plan Objectives
- Downtown Master Plan Objectives
- Projected CRA Budget Calculation for the next 5 years

STAFF RECOMMENDATION

For discussion purposes only

Green Cove Springs CRA Tax Increment Projection

Item 3.

Year	Base	After Year 1	2025-26	2026-27	2027-28	2028-29
CRA Taxable Value	48,715,154	53,419,614	56,090,595	58,895,124	61,839,881	64,931,875
City Increment		22,976.35	38,740	53,471	68,938	85,179
County Increment		22,781.90	35,716	49,298	63,558	78,531
Total Increment Gained	0	45,758.25	74,456	102,769	132,496	163,711

* Based on Annual 5% Increase in Property Values



C. REDEVELOPMENT OBJECTIVES AND STRATEGIES

In partnership with private enterprise and the County, the redevelopment initiative embodied in this Plan will reverse and remove the observed blighted conditions within the Redevelopment Area by leveraging public assets to improve the overall economic condition and the physical condition of the Redevelopment Area. Creating safe, vibrant and pedestrian friendly corridors along US 17 and downtown roadways / featuring more attractive mixed use and commercial opportunity will greatly enhance the quality of life not only for the residents but the population of the City and County at large.

Strategic initiatives are to be identified and placed into action to address, reverse, and remove the blighted area conditions, which have substantially impaired reinvestment activity within the Redevelopment Area; and ultimately will be substantially redeveloped and revitalized as a community focal point to the benefit of City and County residents, businesses, property owners, and visitors through the implementation of this Redevelopment Plan.

Objectives have been identified and placed into action to address, reverse, and remove the blighted area conditions, which have substantially impaired reinvestment activity within the Redevelopment Area; and ultimately will be redeveloped and revitalized as a community focal point for the benefit of City and County residents, businesses, property owners and visitors through the implementation of the plan.

1. Objectives and Strategies

Objective 1: Improve transportation facilities within the Redevelopment Area including sidewalks, crosswalks, bike paths, and other multi-modal options to enhance regional connection. These strategies will correct the blighted conditions of defective or inadequate public transportation facilities (Figures 1-12 and Map 3 & 4 of the Finding of Necessity Report).

1. Sidewalk Repair and obstruction relocation as set forth along Magnolia Avenue, Martin Luther King Jr. Blvd, Orange, Palmer and Center Streets as shown in figures 1-4 , and 7-8,
2. Repair the deterioration of Walnut Street between Green Street and Pine Avenue as shown in figures 5-6 of the Finding of Necessity Report. This will improve safety, traffic flow and access.
3. Provide for updated surveys of downtown roadways to determine right of way widths and obstructions to determine where additional multimodal improvements are viable such as:
 - a. roadway, sidewalk, and lighting improvements on appropriate streets, and provide safe pedestrian routes.
 - b. roadway and streetscape improvements based on a phasing plan which emphasizes visual impact in addition to improved access and circulation.



- c. Provide the ability for vehicles, pedestrians, and bicyclists to access an enhanced internal transportation network which connects, if applicable, the neighborhoods to services and commercial corridors.
- d. Develop and incorporate landscape and lighting design standards to create a safe and inviting environment.
- e. Integrate traffic calming techniques throughout the internal roadway system to enhance safety and facilitate a pedestrian/bicycle friendly environment. Traffic calming techniques may include the use of pavers or decorative concrete, raised pavement, roundabouts, change of landscape treatment, and the creation of pedestrian nodes at major intersection, mid-block crossings and other locations where potential conflicts exist between vehicles, pedestrians and bicyclists.
- f. Traffic lights, crosswalks, and regulatory/wayfinding signage will be used to enhance the safety of vehicles, pedestrians, and bicyclists in key locations throughout the Redevelopment Area

4. Add curb extensions, and narrow travel lanes and add decorative pedestrian crossings to reduce the pedestrian crossing distance across Orange Avenue at the intersection with Walnut Street. This will improve pedestrian safety and provide a clear sense of arrival into the Downtown and serve to effectively bridge the eastern and western portions of the downtown.

5. Coordinate with the Florida Department of Transportation to reduce travel lane widths, provide and expand landscape buffers, install street trees, and widen sidewalks along the US 17 Corridor to enhance pedestrian comfort, safety and a greater sense of arrival to Green Cove Springs as set forth as implementation phase 1, #11 in the GCS Downtown Master Plan.

6. Promote the Redevelopment Area through designing and implementing a signage and wayfinding system directing traffic to and from the major connectors, and destinations in the region, as set forth in implementation phase 1, #3 of the GCS Downtown Master Plan.

Objective 2: Create a vibrant Downtown area with a mixed-use, multimodal development pattern. These strategies will correct the blighted conditions of faulty lot layout (Figures of the Finding of Necessity Report); unsafe conditions (Pgs. 19 and 21 - 25 of the Finding of Necessity Report); and deterioration of site or other improvements (Pgs. 16, 17, 20 and 24 of the Finding of Necessity Report). In addition, this objective addresses the implementation strategies set forth in the Downtown Master Plan.

1. Implement a Form Based Code with mixed use urban design/development standards for the Downtown Core as set forth in implementation step phase 1, # 4 in the GCS Downtown Master Plan.



The standards will address the incorporation of parking lot layout, building design, landscaping, signage, pedestrian connections, and linkages between land uses through a functional cross access system.

2. Implement the branding and wayfinding plan set forth in the GCS Downtown Master Plan Implementation Phase 1, Step #3. The wayfinding plan will help to establish the unique place the downtown area has within the City and region.

3. Reposition the Green Cove Springs downtown through marketing initiatives to attract targeted uses/industries retain existing businesses and improve the quality of life within the CRA.

4. Provide public art along Walnut Street and Spring Park in coordination with the Clay County Tourism Strategic Plan.

5. Provide the following incentive programs to encourage and support private sector investment and encourage targeted retail development:

a. Anchor Tenant Incentive Program

The Anchor Tenant Incentive Program provides loan-to-grant funding to commercial property owners and/or commercial tenants to assist with interior building improvements and business start-up costs. The goal of the program is primarily to incentivize anchor restaurants and breweries (food and drink establishments), and hotels to establish in Downtown, which in turn will help stimulate the local economy and improve the quality of life for Green Cove Springs residents and visitors. Eligible participants may receive loan-to-grant funding for 35% of the total interior building improvement and business start-up costs, up to a maximum of \$75,000. Loan-to-grant funding may exceed \$75,000 and be made available to businesses outside the food and drink category if the City is presented with a unique 'catalyst' project. A catalyst project is generally defined as a business that is first-to-market and anticipated to have a catalytic impact that will promote the City of Green Cove Springs Downtown Master Plan vision for a thriving Downtown where people can live, work and play. The term of the loan will be five years from the issuance of a Certificate of Occupancy. For each year the business is open and operating, 20% of the loan will be forgiven. If after five years the business is open and operating, the loan will be forgiven entirely and converted into a grant. Properties that pay no Ad-valorem taxes or are otherwise tax exempt are not eligible. In cases where a portion of a property is tax-exempt, funding may be made only to the taxable portion/percentage of the property. Loan-to-grant funds may be disbursed to a program participant on a reimbursement basis. The City and program



participant would create a payment schedule based on project milestones. The Incentive Program can also be used for payment of mobility and impact fees.

b. Rental Subsidy Program

The proposed Rental Subsidy Program would provide an 18-month partial rental subsidy (up to \$25,000) to qualifying targeted businesses. The funding award would be administered over an 18 consecutive month period. The award recipient would be paid the rent subsidy as agreed upon in an executed performance agreement between the applicant and the City. The applicant must have an executed multi-year lease (two-year minimum) with the owner. A copy of the lease, or binding or proposed multi-year commercial lease agreement must be provided to the city.

c. Business Façade Grant

The Business Façade Grant Program provides a matching grant to commercial property owners and/or commercial tenants, located in the targeted area, to assist with eligible exterior building and site improvements. Eligible applicants include both commercial property owners and business lessees with written authorization of the property owner. Eligible businesses must be from a small business industry sector targeted by the City and may be an individually owned franchise as long as it meets all other criteria. The façade grant award would be a 50% reimbursement of total projects costs with a maximum award of \$15,000. Up to \$4,000 of the total available may be spent on outdoor furniture and dining fixtures. The grant award amount will decline over time rewarding projects completed in a timely manner. If an awarded project is not started within one year of award, the award will be withdrawn.

d. Tax Increment Fund Rebate

Refunding a portion of City tax revenue generated by on-site/building improvements or new construction (increment) could be another potential incentive to encourage targeted retail development in Downtown Green Cove Springs. The refunded amount would be paid out over a five (5) year period with a declining scale of refunds to be determined by the City. The applicant would enter into a Performance Agreement with the City detailing the proposed capital investment and improvements to be made and the proposed increment rebate amounts and periods. The grant is a reimbursement of a portion of City Ad-Valorem taxes paid by the applicant. The CRA shall utilize the Tax Increment Fund of the Community Redevelopment Agency to provide the tax increment rebate proposed in addition to other



incentives and CRA programming and redevelopment powers as authorized by F.S. 163.360, Part III.

6. When feasible, the City should encourage acquisition and subsequent redevelopment by the private market. Other related activities that may be undertaken by the City include:

- a. Map and index all commercial properties in the Redevelopment Area to provide detailed information on parcel boundaries, sizes, and ownership.
- b. Identify and inventory all relevant substandard properties.
- c. Document and analyze parking demands and infrastructure constraints throughout the Redevelopment Area.
- d. Document site criteria for modern mixed-use developments by business type to facilitate the understanding of contemporary developer site and parking requirements.
- e. The City may facilitate aggregation and redevelopment of "problem" or constrained parcels or groups of parcels.
- f. The City may assist in the purchase, sale, negotiation, and coordination of land assembly. However, the City shall not use eminent domain to acquire land that will be ultimately used or transferred for private development.
- g. Identify catalyst sites such as the City property at Walnut and St Johns Avenue to serve as important strategic assets to cause an early and precedent-setting change in the community redevelopment area and to spur other growth.

Objective 3: Increase the Downtown Parking Supply

1. Provide additional parking spaces within City owned property at the Palmetto Avenue and Spring Street intersection, GCS Downtown Master Plan Implementation Phase 1, #7C.
2. Provide Festival Street Parking along Magnolia Avenue between Walnut and Spring Street, GCS Downtown Master Plan Implementation Phase 1, #7D.
3. Provide on-street parking on Magnolia Avenue between Spring and Ferris Street, GCS Downtown Master Plan Implementation Phase 1, #7E.
4. Provide on-street parking along Magnolia Avenue between Oak Street and Ferris Street. (GCS Parking Study Recommendation).



Objective 4: Incorporate housing revitalization through housing maintenance programs and rehabilitation services. These strategies funded through the SHIP and CDBG programs will help correct the blighted conditions of unsanitary or unsafe conditions Unsanitary or unsafe conditions (Figures 13-29 of the Finding of Necessity Report), associated with residential uses; and deterioration of site or other improvements (Figures 30-33 of the Finding of Necessity Report).

1. By addressing the problems associated with substandard and dilapidated housing, the City/CRA will mitigate contributing blight conditions within the Redevelopment Area.
2. In the same manner, redevelopment efforts shall be complimented with efforts to provide affordable/workforce housing to residents of low to moderate income, including the elderly.
3. Promote programs for homeowners to rehabilitate their homes. Such programs include zero interest loans or information on other funding sources for the repair of single and multi-family homes depending on the applicant's income.
4. Assist low-income households through the SHIP program with down payment and closing costs assistance. The assistance may be for the purchase of an existing structure.
5. Infrastructure improvements such as roadway improvements, stormwater, wastewater, and potable water make properties more conducive for development. The City may undertake infrastructure improvements in partnership with private entities. If determined improving the infrastructure of certain properties is beneficial to the City for housing revitalization and blight mitigation within the Redevelopment Area, the CRA may undertake capital improvements on these individual properties.
6. Work with the private sector and Non-Government Organizations to create programs that improve the availability of affordable workforce housing for low to moderate income residents
7. Work with the City of Green Cove Springs and Clay County to encourage development and renovation of Mixed-Use, Affordable, Workforce, and Mixed-Income Housing.

Objective 5: Establish a creative, equitable, efficient and practical funding and financing mechanism to properly implement this Plan. These strategies will correct the blighted conditions of identified in the Finding of Necessity Report and the Implementation steps identified in the Downtown Master Plan.

1. It is important the City/CRA identify and secure all effective sources of funding including, but not necessarily limited to, increment revenues, non-ad valorem assessments, and grant funding revenue.
2. The City/CRA shall be willing to contemplate the issuance of bonds, secure other financial instruments, seek and utilize grants, and seek out other sources and alternatives to aid in implementing this Plan.



Objective 6: Ensure the Redevelopment Area is safe and clean over a period of time. These strategies will correct the blighted conditions of unsanitary or unsafe conditions (Figures 13-29 of the Finding of Necessity Report), associated with residential uses; and deterioration of site or other improvements (Figures 30-33 of the Finding of Necessity Report).

1. The City will identify, execute, and coordinate special maintenance standards and programs for public facilities, roadways, open space areas, entries, and commercial uses along the three corridors.
2. The Community Redevelopment Act encourages "community policing innovations." This concept is defined as policing techniques or strategies designed to decrease crime by reducing opportunities for, and increasing the perceived risks of engaging in, criminal activity through visible presence of law enforcement in the community, including, but not limited to, community mobilization, neighborhood watch programs, citizen patrol, foot patrol, or intensified motorized patrol. The City will review these programs to improve the actual and perceived security, building safety, and appearance of the Redevelopment Area.

Objective 7: The City may plan, design, and deliver additional infrastructure improvements or services within the Redevelopment Area, if deemed those improvements enhance the quality or attractiveness of the Redevelopment Area especially with regard to public amenities. These strategies will correct the blighted conditions of unsanitary or unsafe conditions (Pgs. 18, 23 and 24 of the Finding of Necessity Report); and deterioration of site or other improvements (Pgs. 18, 23 and 24 of the Finding of Necessity Report).

1. Such additional infrastructure may include undergrounding utilities in certain areas to achieve a desired visual impact, upgrading technology, and telecommunications availability to attract businesses or the enhancement of landscape areas. Such additional improvements will complement the redevelopment plans for the Redevelopment Area.
2. Additional services may include extraordinary right-of-way or other public area maintenance, planning, and implementing cultural, charitable or place-making activities, events and related services which showcase the Redevelopment Area.
3. The CRA shall acquire land and create / expand regional stormwater retention areas and conveyance systems as needed to accommodate proposed growth

Objective 8: Historic Preservation

1. Support programs that contribute to the renovation and preservation of historic structures and the downtown historic district.
2. Restoration of the Rivers House located at Spring Street and Magnolia Avenue. Provide additional funding to upgrade the Rivers House to address site and building code violations and to approve the visual appeal of a vital community landmark.

**Objective 9:** Parks/Public Spaces

1. Provide support, including funding, for construction of facilities for Spring Park that will draw visitors to the CRA commercial district while simultaneously building a sense of, "Place," in the downtown area.
2. Work to improve pedestrian access from in the downtown area to Spring Park.
3. Design and construct City Hall Park between City Hall and US 17 (Implementation step #12, Downtown Master Plan).

Objective 10: Redevelopment Administration

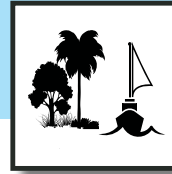
As provided for in Florida Statute 163, Part III, the Green Cove Springs Community Redevelopment Agency will utilize Incremental Tax Revenues to fund administration, overhead or any other expenses encumbered to achieve the Redevelopment Goals identified within this CRA Plan, including:

1. Redevelopment planning, surveys, and financial analysis.
2. Acquisition of real property in the CRA District.
3. Clearance and preparation of areas for redevelopment.
4. Repayment of borrowed funds.
5. All expenses related to bonds and other indebtedness.
6. Development of affordable and workforce housing.
7. Provide funding for legal and professional services as needed.

PHASE 1

DRAFT

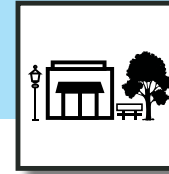
WATERFRONT



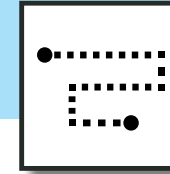
HISTORY



CHARM



CONNECTIVITY



DEVELOPMENT



Item 3.

The master planning process for Downtown Green Cove Springs yielded numerous opportunities and capital improvement projects. One of the most common obstacles to implementation of these types of plans are the lack of a clear starting point.

This 20-Year Vision for the future of Downtown Green Cove Springs begins by implementing the projects and improvements outlined in Phase 1. These projects are listed by order of importance within the Phase 1 Table and are shown spatially on the following page. The key objectives for Phase 1 are to set the stage for current and future growth by capitalizing on Downtown’s **WATERFRONT** vistas via a destination restaurant, establish a Downtown brand which captures the **HISTORY** and **CHARM** of the Study Area, identify funding and regulatory mechanisms to support future **DEVELOPMENT** projects within the public and private realm, and seek to coordinate (and lead as necessary) roadway improvement projects which enhance **CONNECTIVITY** between existing and future Downtown assets.

Phase 1 (1-5 Years)		
1	Leverage City-owned Catalyst Site to attract a Destination Restaurant	\$\$\$
2	Establish a Downtown Community Redevelopment Agency	\$
3	Adopt Downtown Brand and Logo	\$
4	Establish & Adopt Form-Based Code	\$
5	Pursue grants for restoration of the Judge Rivers House	\$
6	Identify use for unfinished/unoccupied rooms in City Hall	\$\$
7	Increase Downtown Parking Supply (within Focus Area)	\$\$\$
8	US 17 and Walnut Street Intersection Enhancement	\$\$\$\$
9	Improve Walnut Street Corridor (From Palmetto Ave. to the River)	\$\$\$\$
10	Magnolia Avenue - Festival Street	\$\$\$
11	FDOT Improvements to US 17 Corridor (Oak Street to Governor’s Creek)	\$\$\$\$
12	Design and Construct City Hall Park	\$\$\$
EST. COST: \$ = <\$100,000 \$\$ = \$100,000-\$1 Million \$\$\$ = \$1-5 Million \$\$\$\$ = >\$5 Million		



PHASE 1 OVERVIEW

1. Leverage City-owned Catalyst Site to attract a Destination Restaurant

Walnut Street, between North Orange Avenue and the St. Johns River, is the original commercial Main Street of Green Cove Springs. Today, there are only two operating commercial uses along this segment: the Clay Theatre and Ronnie’s Wings. Re-establishing the urban form and function of this corridor, in an architectural style and massing compatible with the community character, should be the fundamental first step in restoring the historic vitality of Downtown Green Cove Springs.

The City owns four contiguous parcels totaling approximately .92 acres along Walnut Street just north of Spring Park. This property is well-positioned for a destination restaurant that could offer convenient onsite parking and beautiful waterfront vistas.

The City was recently awarded a \$400,000 grant from the Florida Department of Environmental Protection. This grant would help to fund Low Impact Development (LID) stormwater measures such as pervious parking spaces, tree boxes and bioswales on this property and along Walnut Street from the River to Magnolia Avenue.

Utilizing the state authorized redevelopment tools provided through the establishment of a Community Redevelopment Agency (CRA), the City should position the property as a ‘pad-ready’ site with parking and solicit proposals for development that would include a destination restaurant. Preparation of the property should include appropriate site civil, geotechnical and environmental analyses as well as a conceptual design for parking and stormwater.



Utilizing a Request for Qualifications (RFQ), instead of a Request for Proposals (RFP), would allow the City to select a development partner and work collaboratively towards establishing a commercially viable project that complements the rich character of Downtown Green Cove Springs.

Development of the site should be of traditional urban form and compatible with the existing architectural styles in Downtown Green Cove Springs. Consistent with an anticipated form-based code, the site provides the opportunity for the development of two or three buildings fronting Walnut Street. The buildings should be limited to no more than three stories with a maximum setback of ten feet, as measured from building face to the northern edge of sidewalk/right-of-way line. Parking should be behind the buildings. The City should also retain the right to approve the architecture of the building to ensure that the development complements the existing character of the community.

The revitalization of the entire Walnut Street corridor is an important long-term objective of this Downtown Master Plan. This segment (between North Orange Avenue and the River), with its proximity to the popular Spring Park, was prioritized in order to spur additional redevelopment within the Study Area.



Catalyst Site Development Process

1. Identify potential development partners to invite to respond
2. Prepare and issue a Request for Qualifications (RFQ) for a development partner that clearly states the City's vision for the property
3. Review, short-list, and interview the top three respondents; make selection
4. Negotiate a Memorandum of Understanding (City/Developer) to establish a process and schedule for the creation of a development plan
5. Advance the following site planning efforts:
 - a. Developer performs their due diligence and commences planning efforts
 - b. City performs environmental and geotechnical investigations of the site
 - c. City identifies relevant City investments affecting the project site (e.g., streetscapes, park enhancements and other capital improvements)
 - d. City identifies potential assistance that may be available to the Developer (e.g., design assistance, grants, TIF rebates, fee waivers and/or discounts)
 - e. Developer proposes a development plan and requests incentives
 - f. City and Developer negotiate terms of a Development Agreement
6. Prepare and execute Development Agreement
7. Commence Construction



7. Increase Downtown Parking Supply (within Focus Area)

THA Consulting completed a parking study in 2022 which examined existing and projected parking conditions within the greater Downtown area of Green Cove Springs. During their analysis, THA Consulting found that the City currently possesses a parking surplus within the overall Parking Study Area on both weekdays and weekends. However, when the firm examined conditions within the Core Sub-Area (loosely defined as the area west of US 17 between Palmer and Ferris St.), it found that although the weekday parking supply was sufficient, the Core Sub-Area experienced a shortage of 41 spaces during the weekend. Furthermore, projected parking demand for the overall Parking Study Area (based upon 2031 population projections) was not expected to exceed the Area’s current supply by 2031, but the existing weekend parking deficiency within the Core Sub-Area is expected to marginally increase throughout the next nine years.

The City should begin the process of incrementally increasing the parking supply Downtown. Five potential parking improvements (three on-street and two off-street) are proposed for Phase 1, which are identified in the following Table and illustrated on the Phase 1 Parking Map. These potential parking improvements were selected based on their potential to increase the area’s total supply for parking, their location to major parking generators (e.g., Spring Park, the Walnut Street business corridor), and their estimated feasibility based upon the properties’ current ownership status (*note: Projects A and C will require the acquisition of private property*).

As Downtown Green Cove Springs further develops and the projects identified within Phases 1, 2, and 3 of this Master Plan continue to be implemented, the City should remain vigilant of the Study Area’s changing parking demands before moving forward with additional parking improvements (particularly if they would hinder walkability within the Study Area or fail to consider alternative modes of travel, such as bikes, scooters, transit, ride-sharing apps, etc.). However, if the demand for vehicular parking clearly escalates within the Study Area to such a degree that it effectively discourages further private sector investment, two potential locations for structured parking have been identified in Phase 3.

Phase 1 Proposed Parking Improvements (Est.)

Parking Type & Location		EXISTING Spaces	PROPOSED Spaces	Net Change
A	<i>Mid-Block Palmer Street Parking Lot (Between Magnolia & St. Johns Ave.)</i>	18 spaces (60°)	48 spaces (90°)	30 spaces
B	<i>Walnut Street On-Street Parking (East of Magnolia Ave.)</i>	22 spaces (30° & 60°)	41 spaces (30° & 90°)	19 spaces
C	<i>Palmetto Ave. & Spring St. Intersection Parking Lot (Northeast Quadrant)</i>	22 spaces (90°)	60 spaces (90°)	38 spaces
D	<i>Magnolia Ave. Festival Street Parking (Between Walnut & Spring Street)</i>	0 spaces	29 spaces (90° & Parallel)	29 spaces
E	<i>Magnolia Ave. On-Street Parking (Between Spring & Ferris St.)</i>	0 spaces	21 spaces (Parallel)	21 spaces
F	<i>City Hall Off-Street Parking (See City Hall Park Project)</i>	26 spaces (45° & 90°)	12 spaces (45°)	-14 spaces
G	<i>Walnut Street On-Street Parking (Between Orange Ave. and Palmetto Ave.)</i>	20 spaces (Parallel)	10 spaces (Parallel)	-10 spaces
			Total Increase	113 spaces



PHASE 1 PARKING

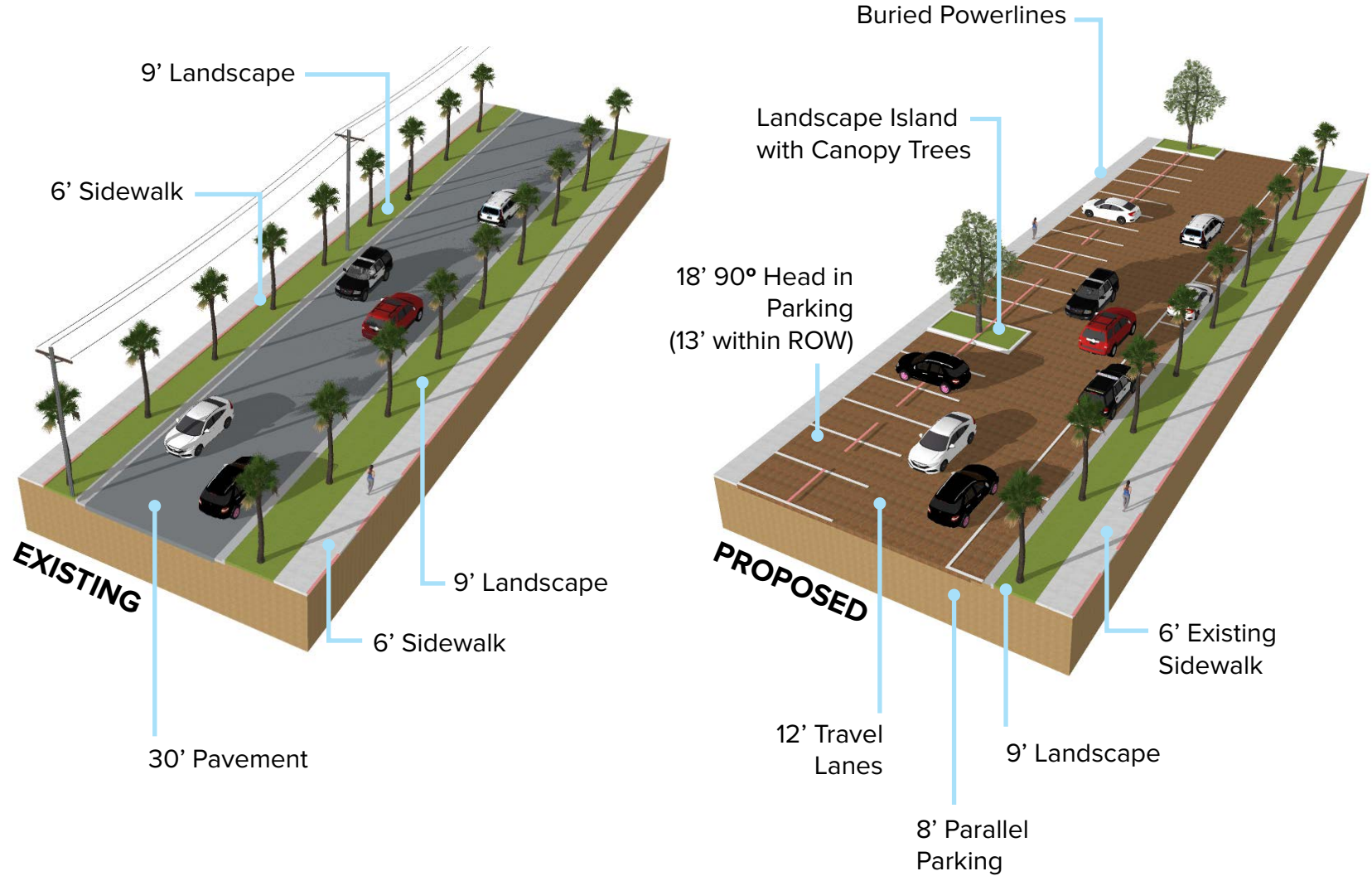
10. Magnolia Avenue - Festival Street

Magnolia Avenue is a north-south local collector which acts as Springs Park’s western-most boundary. Today, this 52-foot right-of-way features two lanes of travel with no opportunities for on-street parking—indicating to drivers that the corridor (and the buildings and amenities which line the roadway) is something to travel through rather than a destination in of itself.

As such, this Plan proposes to transition a critical portion of Magnolia Avenue located between Walnut and Spring Street into a ‘festival street’, which are roadway segments designed to allow for frequent and temporary closures of vehicular traffic for pedestrian-oriented events and activities. By implementing this project, the City could effectively expand the size of Spring Park and thus, increase the capacity and programming for Downtown events such as Food Truck Friday and 3rd Saturday Market in the Park.

As shown on the PROPOSED typical street section, the conversion of Magnolia Avenue into a festival street would render the sidewalk flush with the street, install landscape treatments, equip the roadway with removable bollards, underground utilities (as part of the City’s CIP), and provide both angled and parallel parking to increase the supply of parking within the Study Area.

MAGNOLIA AVENUE - Festival Street (Looking North) 60’ R.O.W. with 90° & Parallel Parking





ENHANCED FOOD TRUCK PARK



FLOWER BEDS



ADDITIONAL PARKING



REMOVABLE BOLLARDS

12. Design and Construct City Hall Park

City Hall, with its architectural integrity and prominent location, serves as an important and compelling structure within Downtown Green Cove Springs. Unfortunately, the surface parking spaces along the front of the building undermine the property's full potential as a welcoming civic gateway.

The proposed design seeks to relocate parking spaces to the rear of the building and redevelop the front of City Hall as a small park/ plaza. This design would seek to reinforce the improvements to the US 17/Walnut Street intersection; improving the pedestrian experience and accentuating a sense of arrival into Downtown Green Cove Springs.

