

1 Introduced by Council Member Pittman and Co-Sponsored by Council
2 Members Carlucci and Carrico and amended by the Neighborhoods,
3 Community Services, Public Health and Safety Committee:
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6 **ORDINANCE 2024-163-E**

7 AN ORDINANCE REGARDING THE MONCRIEF AREA
8 BUSINESS IMPROVEMENT PROGRAM; EXPANDING THE
9 MONCRIEF AREA BUSINESS IMPROVEMENT PROGRAM -
10 PHASE 1 GEOGRAPHIC AREA ESTABLISHED IN ORDINANCE
11 2021-282-E AND AMENDED BY ORDINANCE 2022-264-E;
12 RENAMING THE EXPANDED GEOGRAPHIC AREA AS THE
13 "MYRTLE-MONCRIEF-AVENUE B BUSINESS CORRIDOR"
14 AND RENAMING THE PROGRAM AS THE
15 "MYRTLE-MONCRIEF-AVENUE B BUSINESS CORRIDOR
16 IMPROVEMENT PROGRAM" (THE "PROGRAM");
17 AUTHORIZING THE CARRYOVER OF PREVIOUSLY
18 APPROPRIATED FUNDS FOR THE PROGRAM IN THE TOTAL
19 AMOUNT OF \$1,171,000 UNTIL EXPENDED OR THROUGH
20 SEPTEMBER 30, 2027, WHICHEVER OCCURS FIRST;
21 PROVIDING FOR OVERSIGHT BY THE OFFICE OF
22 ECONOMIC DEVELOPMENT; REQUESTING ONE CYCLE
23 EMERGENCY PASSAGE; PROVIDING AN EFFECTIVE DATE.
24

25 **WHEREAS,** on June 8, 2021, the City Council approved Ordinance
26 2021-282-E creating the Moncrief Area Business Improvement
27 Program - Phase 1 to provide funding for grants to struggling
28 businesses in the area to improve the visual and structural appearance
29 of properties and structures within the business improvement area;
30 and

31 **WHEREAS,** the Fiscal Year 2020-2021 annual budget, adopted by

1 Ordinance 2020-504-E, originally appropriated \$150,000 to support the
2 program; subsequently, Ordinance 2021-282-E appropriated these funds
3 to a more unique account and provided the qualifications and criteria
4 for receipt of grant funds to assist with improvements to properties
5 within the program area, including installation of landscaping,
6 signage, façade enhancements, and parking lot improvements; and

7 **WHEREAS**, the Fiscal Year 2021-2022 annual budget, adopted by
8 Ordinance 2021-504-E, appropriated an additional \$100,000 to the
9 program; and

10 **WHEREAS**, on May 24, 2022, the City Council approved Ordinance
11 2022-264-E to expand the Moncrief Area Business Improvement
12 Program-Phase 1 area, to revise the criteria for receipt of funds
13 through the program, and to authorize the carryover of the previously
14 appropriated \$250,000 to Fiscal Year 2022-2023; and

15 **WHEREAS**, the Fiscal Year 2022-2023 annual budget, adopted by
16 Ordinance 2022-504-E, appropriated an additional \$499,000 to the
17 program and the Fiscal Year 2023-2024 annual budget, adopted by
18 Ordinance 2023-504-E, appropriated an additional \$422,000 for the
19 program; and

20 **WHEREAS**, the funds appropriated prior to the start of Fiscal
21 Year 2023-2024 did not include an authorization for the dollars to
22 carry forward beyond Fiscal Year 2022-2023; and

23 **WHEREAS**, there is a continued need for funding opportunities
24 that support the long term success of businesses in the Moncrief area
25 and beyond and in an effort to meet this need, the Council desires
26 to expand the Moncrief Area Business Improvement Program-Phase 1 area
27 to include additional commercial properties in the corridors along
28 Myrtle Avenue North and Moncrief Road, extending north to Avenue B;
29 and

30 **WHEREAS**, this program supports continued economic and
31 historical improvement in these neighborhoods which is vital to

1 improving the health, safety and welfare of the citizens who live,
2 work and play in the area; now therefore

3 **BE IT ORDAINED** by the Council of the City of Jacksonville:

4 **Section 1. Expanding the Moncrief Area Business Improvement**
5 **Program - Phase 1 Geographic Area.** The Council originally approved
6 the Moncrief Area Business Improvement Program - Phase 1 geographic
7 area pursuant to Ordinance 2021-282-E which included certain
8 properties located on Myrtle Avenue North between 8th Street West and
9 9th Street West. The Council subsequently approved an expansion of
10 the Moncrief Business Improvement Program Area pursuant to Ordinance
11 2022-264-E to include commercial parcels along Moncrief Road from 26th
12 Street North into Voorhies Road to 45th Street West and back to
13 Moncrief Road, and along Myrtle Avenue North from Kings Road to 26th
14 Street North.

15 This Moncrief Area Business Improvement Program - Phase 1 is
16 designed to assist businesses within the program area to improve the
17 visual and structural appearance of their properties. Recognizing
18 there are other businesses in the surrounding area that could benefit
19 from access to funding for improvements to their commercial properties
20 and structures, the Council desires to further expand the Moncrief
21 Area Business Improvement Program - Phase 1 geographic area to now
22 include certain properties along Moncrief Road from Voorhies Road to
23 Avenue B as depicted on the on the map attached hereto as **Exhibit 1**
24 and incorporated herein by this reference.

25 **Section 2. Renaming the Program.** The expanded geographic
26 area described in Section 1 shall now be known as the
27 "Myrtle-Moncrief-Avenue B Business Corridor" and the program shall
28 now be known as the "Myrtle-Moncrief-Avenue B Business Corridor
29 Improvement Program" (the "Program"). The criteria to receive funding
30 and the types of improvements that are authorized to be made using
31 City grant funds awarded through this Program are outlined in **Revised**

1 **Exhibit 2**, labeled as "Revised Exhibit 2, Rev Guidelines, March 4,
2 2024 - NCSPPHS" attached hereto and incorporated herein by this
3 reference.

4 **Section 3. Carryover.** All funds totaling \$1,171,000
5 previously appropriated for the Moncrief Area Business Improvement
6 Program - Phase 1 are hereby authorized to carryover for the Program
7 until expended or until September 30, 2027, whichever occurs first.
8 This authorization will allow previously appropriated funding for
9 grants for the Moncrief Area Business Improvement Program - Phase 1
10 to remain available for the newly expanded Myrtle-Moncrief-Avenue B
11 Business Corridor Improvement Program.

12 **Section 4. Oversight Department.** The Office of Economic
13 Development shall continue to have oversight of the Program as
14 described herein.

15 **Section 5. Requesting One Cycle Emergency Passage Pursuant**
16 **to Council Rule 4.901 Emergency.** One cycle emergency passage of this
17 legislation is requested. The nature of the emergency is that
18 businesses in the Program area wish to pursue the grant opportunities
19 afforded by this Program as soon as possible to avoid loss of
20 third-party financial assistance that may be available.

21 **Section 6. Effective Date.** This Ordinance shall become
22 effective upon signature by the Mayor or upon becoming effective
23 without the Mayor's signature.

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25 Form Approved:

26
27 /s/ Mary E. Staffopoulos

28 Office of General Counsel

29 Legislation Prepared By: Mary E. Staffopoulos

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