



# Downtown Investment Authority

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**MEMORANDUM**

**TO:** Brian Hughes  
Chief Administrative Officer

**FROM:** Guy Parola *GP*  
Downtown Investment Authority

**SUBJECT:** Mayor's Budget Review Committee  
Consolidated Downtown DRI: Conversion of Development Rights

**DATE:** October 21, 2019

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**APPROVED BY:**  
**MAYOR'S BUDGET  
REVIEW COMMITTEE**

**DATE** OCT 21 2019

The Downtown Investment Authority ("DIA") seeks authorization to file legislation in the form of a Resolution(s) with the City Council to effectuate a conversion of office, government/institutional and industrial to multi-family and hotel. The Development Order for the Consolidated Downtown DRI establishes a process and land use exchange matrix for such conversions. At their October 16<sup>th</sup> meeting, the Downtown Investment Authority, as the Master Developer for Downtown's DRI, approved three (3) resolutions (attached hereto as Exhibits 1 through 3), requesting that City Council effectuate the following conversions:

**Southbank Component Area:** The conversion of 27,960 square feet of Phase I "General Office" development rights to 67 "Multi-family" units, for a new total of 182 Multi-family units available for allocation.

**Northside East Component Area:** The conversion of 266,776 square feet of "General Office" to 641 "Multi-Family" units; 30,434 square feet of "Industrial" to 49 "Hotel Rooms"; and 169,898 square feet of "Government/Institutional" to 415 "Hotel Rooms".

The conversions above result in a new total of 1,095 "Multi-family" units and 464 "Hotel Rooms" available for allocation.

**Northside West Component Area:** The conversion of 84,893 square feet of Phase I "General Office" development rights to 204 "Multi-family" units, and 84,893 square feet of Phase I "General Office" development rights to 207 "Hotel Rooms". The conversion results in new totals of 608 "Multi-family" units and 367 "Hotel Rooms" available for allocation.

**Attachments:** Executed DIA Resolutions  
Planning & Development Department Memo

# LEGISLATIVE FACT SHEET

DATE: 10/21/19

BT or RC No: \_\_\_\_\_  
(Administration & City Council Bills)

SPONSOR: Downtown Investment Authority  
(Department/Division/Agency/Council Member)

Contact for all inquiries and presentations: Downtown Investment Authority

Provide Name: Guy Parola, Operations Manager

Contact Number: 255-5305

Email Address: gparola@coj.net

PURPOSE: White Paper (Explain Why this legislation is necessary? Provide; Who, What, When, Where, How and the Impact.) Council Research will complete this form for Council introduced legislation and the Administration is responsible for all other legislation.

(Minimum of 350 words - Maximum of 1 page.)

The Downtown Investment Authority ("DIA") seeks authorization to file legislation in the form of a Resolution with the City Council to effectuate a conversion of office, government/institutional and industrial to multi-family and hotel. The Development Order for the Consolidated Downtown DRI establishes a process and land use exchange matrix for such conversions. At their October 16th meeting, the Downtown Investment Authority, as the Master Developer for Downtown's DRI, approved three (3) resolutions (attached hereto as Exhibits 1 through 3), requesting that City Council effectuate the following conversions:

Southbank Component Area: The conversion of 27,960 square feet of Phase I "General Office" development rights to 67 "Multi-family" units, for a new total of 182 Multi-family units available for allocation.

Northside East Component Area: The conversion of 266,776 square feet of "General Office" to 641 "Multi-Family" units; 30,434 square feet of "Industrial" to 49 "Hotel Rooms"; and 169,898 square feet of "Government/Institutional" to 415 "Hotel Rooms".

The conversions above result in a new total of 1,095 "Multi-family" units and 464 "Hotel Rooms" available for allocation.

Northside West Component Area: The conversion of 84,893 square feet of Phase I "General Office" development rights to 204 "Multi-family" units, and 84,893 square feet of Phase I "General Office" development rights to 207 "Hotel Rooms". The conversion results in new totals of 608 "Multi-family" units and 367 "Hotel Rooms" available for allocation.

APPROPRIATION: Total Amount Appropriated: 0.00 as follows:

List the source name and provide Object and Subobject Numbers for each category listed below:

(Name of Fund as it will appear in title of legislation)

Name of Federal Funding Source(s)	From: _____	Amount: _____
	To: _____	Amount: _____

Name of State Funding Source(s):	From: _____	Amount: _____
	To: _____	Amount: _____
Name of City of Jacksonville Funding Source(s):	From: _____	Amount: _____
	To: _____	Amount: _____
Name of In-Kind Contribution(s):	From: _____	Amount: _____
	To: _____	Amount: _____
Name & Number of Bond Account(s):	From: _____	Amount: _____
	To: _____	Amount: _____

**PLAIN LANGUAGE OF APPROPRIATION / FINANCIAL IMPACT / OTHER:**

Explain: Where are the funds coming from, going to, how will the funds be used? Does the funding require a match? Is the funding for a specific time frame? Will there be an ongoing maintenance? ... and staffing obligation? Per Chapters 122 & 106 regarding funding of anticipated post-construction operation costs.

(Minimum of 350 words - Maximum of 1 page.)

There is no additional financial impact from this legislation.

**ACTION ITEMS: Purpose / Check List.** If "Yes" please provide detail by attaching justification, and code provisions for each.

**ACTION ITEMS:**

	Yes	No
Emergency?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Justification of Emergency: If yes, explanation must include detailed nature of emergency.

Federal or State  
Mandate?

Explanation: If yes, explanation must include detailed nature of mandate including Statute or Provision.

Fiscal Year  
Carryover?

Note: If yes, note must include explanation of all-year subfund carryover language.

CIP Amendment?

Attachment: If yes, attach appropriate CIP form(s). Include justification for mid-year amendment.

Contract / Agreement  
Approval?

Attachment & Explanation: If yes, attach the Contract / Agreement and name of Department (and contact name) that will provide oversight. Indicate if negotiations are on-going and with whom. Has OGC reviewed / drafted?

Related RC/BT?

Attachment: If yes, attach appropriate RC/BT form(s).

Waiver of Code?

Code Reference: If yes, identify code section(s) in box below and provide detailed explanation (including impacts) within white paper.

Code Exception?

Code Reference: If yes, identify code in box below and provide detailed explanation (including impacts) within white paper.

Related Enacted  
Ordinances?

Code Reference: If yes, identify related code section(s) and ordinance reference number in the box below and provide detailed explanation and any changes necessary within white paper.

**ACTION ITEMS CONTINUED:** Purpose / Check List. If "Yes" please provide detail by attaching justification, and code provisions for each.

**ACTION ITEMS:**

	Yes	No
Continuation of Grant?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Explanation: How will the funds be used? Does the funding require a match? Is the funding for a specific time frame and/or multi-year? If multi-year, note year of grant? Are there long-term implications for the General Fund?

Surplus Property Certification?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reporting Requirements?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Attachment: If yes, attach appropriate form(s).

Explanation: List agencies (including City Council / Auditor) to receive reports and frequency of reports, including when reports are due. Provide Department (include contact name and telephone number) responsible for generating reports.

Division Chief:   
(signature)

Date: 8/7/2019

Prepared By:   
(signature)

Date: 8/7/2019

**ADMINISTRATIVE TRANSMITTAL**

To: MBRC, c/o Roselyn Chall, Budget Office, St. James Suite 325

Thru: Lori Boyer, CEO, DIA

(Name, Job Title, Department)

Phone: 255-5301

E-mail: [BoyerL@coj.net](mailto:BoyerL@coj.net)

From: Guy Parola, Operations Manager, DIA

Initiating Department Representative (Name, Job Title, Department)

Phone: 255-5305

E-mail: [Gparola@COJ.net](mailto:Gparola@COJ.net)

Primary Contact: Guy Parola, Operations Manager, DIA

(Name, Job Title, Department)

Phone: 255-5305

E-mail: [Gparola@COJ.net](mailto:Gparola@COJ.net)

CC: Jordan Elsbury, Director of Intergovernmental Affairs, Office of the Mayor

255-5013

E-mail: [jelsbury@coj.net](mailto:jelsbury@coj.net)

**COUNCIL MEMBER / INDEPENDENT AGENCY / CONSTITUTIONAL OFFICER TRANSMITTAL**

To: Peggy Sidman, Office of General Counsel, St. James Suite 480

Phone: 904-255-5055

E-mail: [psidman@coj.net](mailto:psidman@coj.net)

From: \_\_\_\_\_

Initiating Council Member / Independent Agency / Constitutional Officer

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

(Name, Job Title, Department)

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

CC: \_\_\_\_\_

E-mail: \_\_\_\_\_

Legislation from Independent Agencies requires a resolution from the Independent Agency Board approving the legislation.

Independent Agency Action Item:

Yes

No

Boards Action / Resolution?

Attachment: If yes, attach appropriate documentation. If no, when is board action scheduled?

2019-10-02; 2019-10-03 AND 2019-10-04

**FACT SHEET IS REQUIRED BEFORE LEGISLATION IS INTRODUCED**

**RESOLUTION 2019-10-02**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) RECOMMENDING THAT CITY COUNCIL ADOPT A RESOLUTION EFFECTUATING THE CONVERSION OF 27,960 SQUARE FEET OF “GENERAL OFFICE” PHASE I DEVELOPMENT RIGHTS WITHIN THE SOUTHSIDE COMPONENT AREA OF THE CONSOLIDATED DOWNTOWN DEVELOPMENT OF REGIONAL IMPACT (“DRI”) DEVELOPMENT ORDER TO 67 MULTI-FAMILY UNITS, UTILIZING THE LAND USE/TRANSPORTATION TRADE-OFF PROVISIONS IDENTIFIED IN SUPPLEMENT 1 OF THE CONSOLIDATED DOWNTOWN DRI DEVELOPMENT ORDER; INSTRUCTING THE DIA CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, pursuant to Ordinance 2014-0560-E, DIA is the “Master Developer” with respect to the Downtown Consolidated DRI Development Order; and

**WHEREAS**, the Southside Component Area of the Consolidated Downtown DRI (“DRI”) currently has only 115 Phase I residential development rights to assign for new projects; and

**WHEREAS**, the Southside Component Area of the DRI has 3,877,127 total square feet of Phase I General Office development rights, of which 186,403 square feet are unallocated; and

**WHEREAS**, Supplement 1 of the DRI Development Order establishes a process for converting land uses; and

**WHEREAS**, per the Development Order 27,960 square feet of the unallocated General Office development rights may be converted to 67 multi-family residential units; and

**WHEREAS**, the land use conversion process contained in the Development Order of the DRI requires that the City Council pass a Resolution effectuating the conversion; and

**WHEREAS**, the Downtown Investment Authority (“DIA”) as the master developer for the DRI desires to convert 27,960 square feet of General Office development rights to 67 multi-family units, NOW THEREFORE

**BE IT RESOLVED** by the Downtown Investment Authority:

**Section 1.** The recitals set forth above are true and correct and are hereby incorporated herein by this reference.

**Section 2.** The DIA requests that the City Council of Jacksonville adopt a Resolution to convert 27,960 square feet of Phase I General Office development rights to 67 multi-family units.

**Section 3.** The DIA instructs its Chief Executive Officer to take all necessary action to effectuate the purpose of this resolution.

**Section 4.** This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

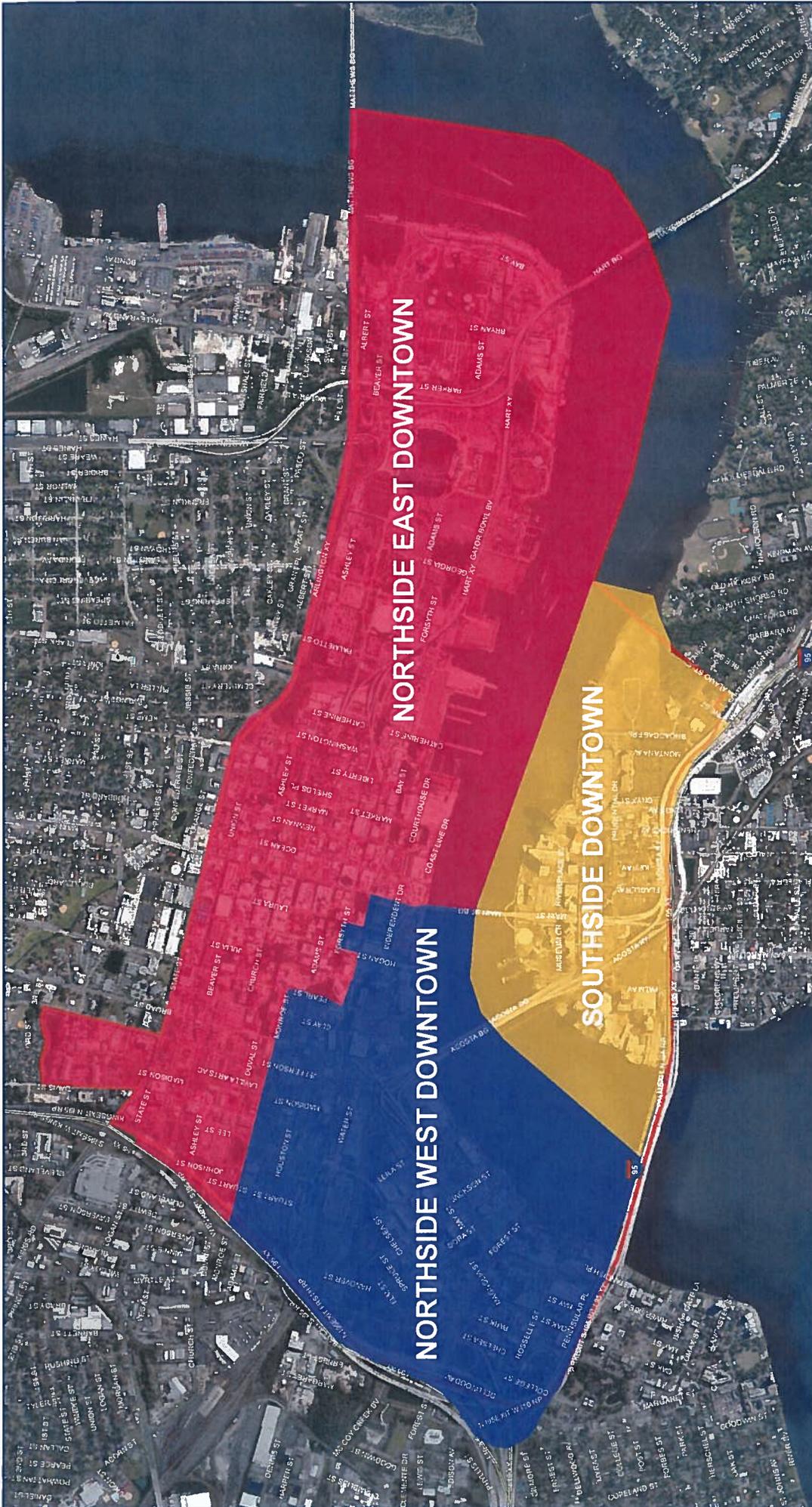
WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**

  
\_\_\_\_\_  
\_\_\_\_\_  
Craig Gibbs, Esq. Chairman

10-16-19  
Date

VOTE: In Favor: 6 Opposed: 0 Abstained 0



**NORTHSIDE EAST DOWNTOWN**

**NORTHSIDE WEST DOWNTOWN**

**SOUTHSIDE DOWNTOWN**



**CONSOLIDATED DOWNTOWN  
DEVELOPMENT OF REGIONAL IMPACT**



**RESOLUTION 2019-10-03**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) RECOMMENDING THAT CITY COUNCIL ADOPT A RESOLUTION EFFECTUATING THE CONVERSION OF THE FOLLOWING PHASE I DEVELOPMENT RIGHTS FROM THE NORTHSIDE EAST COMPONENT AREA OF THE CONSOLIDATED DOWNTOWN DEVELOPMENT OF REGIONAL IMPACT (“DRI”): 266,776 SQUARE FEET OF “GENERAL OFFICE” TO 641 MULTI-FAMILY UNITS; 30,434 SQUARE FEET OF “INDUSTRIAL” TO 49 HOTEL ROOMS; 169,898 SQUARE FEET OF “GOVERNMENT/INSTITUTIONAL” TO 415 HOTEL ROOMS; INSTRUCTING THE DIA CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, pursuant to Ordinance 2014-0560-E, DIA is the “Master Developer” with respect to the Downtown Consolidated DRI Development Order; and

**WHEREAS**, the Northside East Component Area of the Consolidated Downtown DRI (“DRI”) currently has zero hotel room and only 592 residential Phase I development rights to assign for new projects; and

**WHEREAS**, the Northside East Component Area of the DRI has 6,704,949 total square feet of Phase I General Office development rights; 202,895 total square feet of Phase I Industrial development rights; and 3,384,247 total square feet of Phase I Government/Institutional development rights; and

**WHEREAS**, the Northside East Component Area of the DRI has the following Phase I unallocated development rights: 1,778,508 square feet of General Office, 202,895 square feet of Industrial and 1,132,650 square feet of Government/Institutional; and

**WHEREAS**, per Supplement 1 of the DRI Development Order, up to 15% of the unallocated development rights are available for conversion; and

**WHEREAS**, the DIA desires to convert 15% of the unallocated Phase I General Office, Industrial and Government/Institutional development rights to create additional residential and hotel room development rights; and

**WHEREAS**, the Development Order of the DRI requires that the City Council pass a Resolution effectuating the conversion, NOW THEREFORE

**BE IT RESOLVED** by the Downtown Investment Authority:

**Section 1.** The recitals set forth above are true and correct and are hereby incorporated herein by this reference.

**Section 2.** The DIA requests that the City Council of Jacksonville adopt a Resolution to convert the following Phase I development rights from the Northeast Component Area of the DRI:

- i. 266,776 square feet of General Office to 641 Multi-Family Residential Units;
- ii. 30,434 square feet of Industrial to 49 Hotel Rooms; and
- iii. 169,898 square feet of Government/Institutional to 415 Hotel rooms.

**Section 3.** The DIA instructs its Chief Executive Officer to take all necessary action to effectuate the purpose of this resolution.

**Section 4.** This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

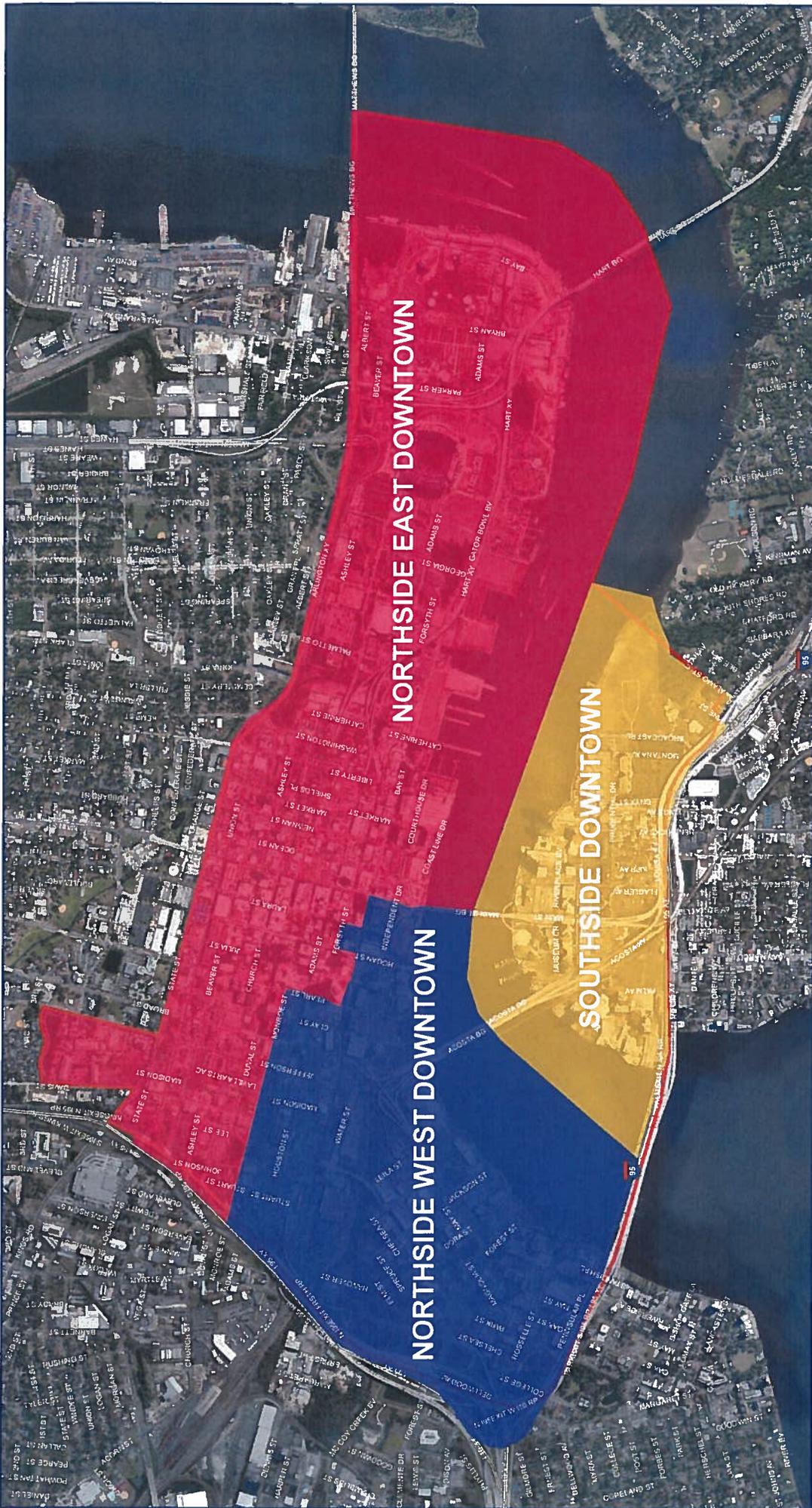
WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**

  
\_\_\_\_\_  
Craig Gibbs, Esq, Chairman

10-16-19  
Date

Vote : In Favor: 6 Opposed: 0 Abstained 0



# CONSOLIDATED DOWNTOWN DEVELOPMENT OF REGIONAL IMPACT

**RESOLUTION 2019-10-04**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) RECOMMENDING THAT CITY COUNCIL ADOPT A RESOLUTION EFFECTUATING THE CONVERSION OF 84,893 SQUARE FEET OF “GENERAL OFFICE” PHASE I DEVELOPMENT RIGHTS WITHIN THE NORTHSIDE WEST COMPONENT AREA OF THE CONSOLIDATED DOWNTOWN DEVELOPMENT OF REGIONAL IMPACT (“DRI”) DEVELOPMENT ORDER TO 204 MULTI-FAMILY UNITS, AND 84,893 SQUARE FEET OF “GENERAL OFFICE” TO 207 HOTEL ROOMS, UTILIZING THE LAND USE/TRANSPORTATION TRADE-OFF PROVISIONS IDENTIFIED IN SUPPLEMENT 1 OF THE CONSOLIDATED DOWNTOWN DRI DEVELOPMENT ORDER; INSTRUCTING THE DIA CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.**

WHEREAS, pursuant to Ordinance 2014-0560-E, DIA is the “Master Developer” with respect to the Downtown Consolidated DRI Development Order; and

WHEREAS, the Northside West Component Area of the Consolidated Downtown DRI (“DRI”) currently has only 404 Phase I residential development rights to assign for new projects; and

WHEREAS, the Northside West Component Area of the DRI has 7,572,490 total square feet of Phase I General Office development rights, of which 1,131,903 square feet are unallocated; and

WHEREAS, Supplement 1 of the DRI Development Order establishes a process for converting land uses; and

WHEREAS, per the Development Order up to 169,786 square feet of unallocated General Office development rights may be converted to other entitlements; and

WHEREAS, of the 169,786 square feet of unallocated General Office development rights, the DIA desires to convert 84,893 square feet to 204 multi-family residential units, and 84,893 square feet to 207 hotel rooms; and

WHEREAS, the land use conversion process contained in the Development Order of the DRI requires that the City Council pass a Resolution effectuating the conversion, NOW THEREFORE

**BE IT RESOLVED** by the Downtown Investment Authority:

**Section 1.** The recitals set forth above are true and correct and are hereby incorporated herein by this reference.

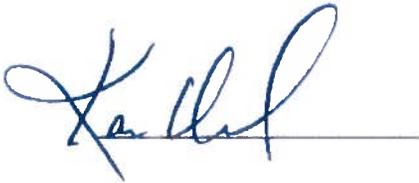
**Section 2.** The DIA requests that the City Council of Jacksonville adopt a Resolution to convert 84,893 square feet of Phase I General Office development rights to 204 multi-family units, and 84,893 square feet of Phase I General Office development rights to 207 hotel rooms.

**Section 3.** The DIA instructs its Chief Executive Officer to take all necessary action to effectuate the purpose of this resolution.

**Section 4.** This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**

  
\_\_\_\_\_  
Craig Gibbs, Esq. Chairman

10-16-19  
Date

VOTE: In Favor: 6 Opposed: 0 Abstained 0



# CONSOLIDATED DOWNTOWN DEVELOPMENT OF REGIONAL IMPACT



**ONE CITY. ONE JACKSONVILLE.**

# City of Jacksonville, Florida

*Lenny Curry, Mayor*

Planning and Development Department  
 Ed Ball Building  
 214 North Hogan Street, Suite 300  
 Jacksonville, FL 32202  
 (904) 255-7800

**MEMORANDUM**

**TO:** Helena Parola, DRI Coordinator  
 Community Planning Division

**FROM:** Laurie Santana,  
 Chief of Transportation Planning Division

**RE:** Southbank, Northside East and Northside West –  
 Resolutions 2019-10-02, 2019-10-03, 2019-10-04

**DATE:** October 9, 2019

The Transportation Planning Division has reviewed the Trip Conversion Analyses provided in each of the Resolutions for the DRI Component Areas which propose to convert existing non-residential entitlements to residential uses.

1. We approve of the documentation quantifying the conversion for the trade-offs using Supplement 1a, Table S-2, Revised Land Use Transportation /Trade-Off Matrix as indicated in Table 1 below:

Table 1 - Trip Conversion Analysis				
DRI Component Area	Land Use From	SF	Land Use To	
			Multi-Family DUs	Hotel Rooms
Southbank	General Office	27,960	67	
2019-10-02				
Northside East	General Office	266,776	641	
2019-10-03	Industrial	30,464		49
	Govt/Institutional	169,898		415
Northside West	General Office	84,796	204	
2019-10-04		84,893		207

2. We are satisfied that this conversion represents the minimum of 15% of the unallocated non-residential development rights allowed to be converted without triggering the need for an NOPC.

**Please understand that this review does not constitute approval of the design elements.** Approval of the design elements and traffic impacts (driveway locations, dimensions, roadway geometry, traffic circulation, etc.) shall be facilitated through the 10-set plans review process and evaluated at the time of actual development. If you have any questions regarding the comments outlined above, please call me directly at (904)255-7857.