

Introduced by the Council President at the request of the DIA:

ORDINANCE 2025-319

AN ORDINANCE MAKING CERTAIN FINDINGS AND AUTHORIZING THE CITY TO ACQUIRE BY PROPERTY EXCHANGE OR PURCHASE THAT CERTAIN 2.85± ACRE IMPROVED PARCEL OF REAL PROPERTY LOCATED AT 801 W. BAY STREET, JACKSONVILLE, FLORIDA 32204 (R.E. NO. 074487-0010) IN COUNCIL DISTRICT 7 WITHIN THE DOWNTOWN NORTHBANK COMMUNITY REDEVELOPMENT AREA (THE "801 W. BAY STREET PARCEL"), AND AUTHORIZING THE MAYOR, OR HER DESIGNEE, TO EXECUTE: (1) A REDEVELOPMENT AGREEMENT ("REDEVELOPMENT AGREEMENT") BY AND AMONG THE CITY OF JACKSONVILLE ("CITY"), DOWNTOWN INVESTMENT AUTHORITY ("DIA"), AND GATEWAY COMPANIES LLC, OR ITS AFFILIATE ("DEVELOPER"), WHICH REDEVELOPMENT AGREEMENT PROVIDES FOR THE ACQUISITION OF THE 801 W. BAY STREET PARCEL BY THE CITY, THE DISPOSITION TO DEVELOPER OF THAT CERTAIN APPROXIMATELY 1± ACRE PARCEL LOCATED ADJACENT TO RIVERFRONT PLAZA (F/K/A THE JACKSONVILLE LANDING) AT ITS NORTHEAST CORNER (A PORTION OF R.E. NOS. 074457-1100 AND 074445-0700) WITHIN THE DOWNTOWN NORTHBANK COMMUNITY REDEVELOPMENT AREA (THE "RIVERFRONT PLAZA PAD B") (OR IN PLACE OF THE REDEVELOPMENT AGREEMENT A PURCHASE AND SALE AGREEMENT AND RELATED B.T. FOR THE PURCHASE OF THE RIVERFRONT PLAZA PAD B IF AUTHORIZED HEREUNDER), THE GRANTING TO

DEVELOPER OF AN OPTION TO PURCHASE (THE
"OPTION") THAT CERTAIN 1.7± ACRE PARCEL LOCATED
EAST OF THE MAIN STREET BRIDGE OFF-RAMP ON THE
NORTH SIDE OF THE ST. JOHNS RIVER (A PORTION OF
R.E. NOS. 074445-0000 AND 074444-9000) (THE
"EAST LANDING PARCEL"), AND THE DESIGN AND
CONSTRUCTION OF A PROJECT ON THE RIVERFRONT
PLAZA PAD B (THE "RIVERFRONT PLAZA PAD B
PROJECT") AND, IF THE OPTION IS EXERCISED, THE
DESIGN AND CONSTRUCTION OF A PROJECT ON THE EAST
LANDING PARCEL (THE "EAST LANDING PROJECT" AND
TOGETHER WITH THE RIVERFRONT PLAZA PAD B
PROJECT, THE "PROJECT"); THE RIVERFRONT PLAZA
PAD B PROJECT IS COMPRISED OF A MINIMUM OF A
FOUR-STAR, OR LUXURY BOUTIQUE, HOTEL CONTAINING
BETWEEN 130 AND 170 ROOMS, MULTI-FAMILY
IMPROVEMENTS WHICH MAY BE CONDOMINIUMS OR RENTAL
UNITS (INCLUDING TRANSIENT RENTALS) CONTAINING
A MINIMUM OF 50 AND NOT MORE THAN 150 RESIDENTIAL
UNITS, A SKY VIEW TERRACE ACCESSIBLE TO THE
PUBLIC CONTAINING A MINIMUM OF 5,000 SQUARE
FEET, AND A MINIMUM OF TWO (2) FULL-SERVICE
RESTAURANTS CONTAINING A COMBINED MINIMUM 7,500
SQUARE FEET, AND TO PROVIDE BACK-OF-HOUSE ACCESS
TO THE CITY OWNED BEER GARDEN IN RIVERFRONT
PLAZA PHASE II; AND, IF THE OPTION IS EXERCISED,
THE EAST LANDING PROJECT IS COMPRISED OF A
MINIMUM OF A 75,000 SQUARE FOOT MIXED-USE
BUILDING WITH A MINIMUM OF ONE RESTAURANT FACING
THE ST. JOHNS RIVER CONTAINING A MINIMUM OF
4,000 SQUARE FEET, A MINIMUM OF 75 PARKING

1 SPACES OPEN TO THE PUBLIC, WITH A MINIMUM
2 CAPITAL EXPENDITURE OF NOT LESS THAN \$25,000,000
3 AND, IF ELECTED BY DEVELOPER, THE REMOVAL OF THE
4 MAIN STREET BRIDGE OFF-RAMP CONNECTING TO
5 INDEPENDENT DRIVE EAST; AND (2) EASEMENTS AND
6 RELATED DOCUMENTS AS DESCRIBED IN THE
7 REDEVELOPMENT AGREEMENT; AUTHORIZING CONVEYANCE
8 OF THE RIVERFRONT PLAZA PAD B TO DEVELOPER;
9 AUTHORIZING THE GRANTING OF A PURCHASE OPTION,
10 AND SUBSEQUENT CONVEYANCE OF THE EAST LANDING
11 PARCEL TO DEVELOPER; PROVIDING FOR CITY
12 OVERSIGHT OF THE PROJECT BY THE DIA; AUTHORIZING
13 THE EXECUTION OF ALL DOCUMENTS RELATING TO THE
14 ABOVE AGREEMENTS AND TRANSACTIONS, AND
15 AUTHORIZING TECHNICAL CHANGES TO THE DOCUMENTS;
16 PROVIDING AN EFFECTIVE DATE.
17

18 **WHEREAS,** Gateway Companies LLC (the "Developer") has submitted
19 to the Downtown Investment Authority ("DIA") a proposal for the City
20 to acquire by in-kind property exchange for an approximately 2.85
21 acre improved parcel of real property located at 801 W. Bay Street
22 in Council District 7 within the Downtown Northbank Community
23 Redevelopment Area (the "801 W. Bay Street Parcel"), and in exchange
24 acquire from the City (or alternatively a stand-alone purchase of the
25 801 W. Bay Street Parcel under a purchase agreement if authorized
26 hereby) and develop an approximately one acre parcel of real property
27 located adjacent to Riverfront Plaza (f/k/a the Jacksonville Landing)
28 at its northeast corner (a portion of R.E. nos. 074457-1100 and
29 074445-0700) within the Downtown Northbank Community Redevelopment
30 Area (the "Riverfront Plaza Pad B"), and obtain the right to acquire
31 via an option to purchase (the "Option") from the City and develop

1 an approximately 1.7-acre parcel located east of the Main Street
2 Bridge off-ramp on the north side of the St. Johns River (the "East
3 Landing Parcel"); and

4 **WHEREAS**, appraisals of the office building and excess land
5 located at the 801 W. Bay Street Parcel as obtained by the DIA provide
6 fee-simple values that range from \$5.35 million to \$6.75 million, and
7 the appraised value of Riverfront Plaza Pad B is provided as \$3.41
8 million, and the appraised value of the East Landing Parcel is
9 provided as \$1.62 million; and

10 **WHEREAS**, the appraised value of the 801 W. Bay Street Parcel as
11 provided by the Developer totals \$9.5 million based on the prospective
12 stabilized leased fee interest of the office building and the as is
13 value of excess land; and

14 **WHEREAS**, the development will include one project located on the
15 Riverfront Plaza Pad B (the "Riverfront Plaza Pad B Project") and,
16 if the Option is exercised, a second project on the East Landing
17 Parcel (the "East Landing Project" and together with the Riverfront
18 Plaza Pad B Project, the "Project"); and

19 **WHEREAS**, the Riverfront Plaza Pad B Project will include the
20 design and construction of a minimum four-star, or luxury boutique,
21 hotel containing between 130 and 170 rooms, multi-family
22 improvements, which may be condominiums or rental units (including
23 transient rentals) containing between 50 and 150 residential units,
24 a sky view terrace containing a minimum of 5,000 square feet, and a
25 minimum of 2 full-service restaurants containing a combined minimum
26 7,500 square feet, and to provide back-of-house access to the city
27 owned beer garden in Riverfront Plaza Phase II, with a minimum capital
28 investment of \$100,000,000; and

29 **WHEREAS**, if the option is exercised, the East Landing Project
30 will include the design and construction of a minimum of a 75,000
31 square foot mixed-use building with a minimum of 1 restaurant facing

1 the St. Johns River containing a minimum of 4,000 square feet, a
2 minimum of 75 parking spaces open to the public, and if elected by
3 Developer, the removal of the Main Street Bridge off-ramp connecting
4 to Independent Drive East, with a minimum capital investment of
5 \$25,000,000; and

6 **WHEREAS**, the 801 W. Bay Street Parcel is being acquired by the
7 City to be further conveyed to the University of Florida Board of
8 Trustees to serve as a higher educational campus and extension of the
9 University of Florida Jacksonville campus; and

10 **WHEREAS**, any future City incentives for the development of the
11 Riverfront Plaza Pad B Project shall be limited to \$20 million
12 (exclusive of any REV Grant) with funding to be appropriated from the
13 Downtown Northbank CRA Trust Fund; and

14 **WHEREAS**, the anticipated return on investment for the City as a
15 result of the Project is expected to be between 1.50-2.0X; and

16 **WHEREAS**, the City's acquisition of the 801 W. Bay Street Parcel
17 is consistent with the DIA BID Plan, and furthers Redevelopment Goal
18 1, Increase job growth to reinforce Downtown as the region's epicenter
19 for business, and the City's disposition, and Developer's
20 redevelopment, of the Riverfront Plaza Pad B and the East Landing
21 Parcel furthers Redevelopment Goal 2, Increase rental and owner-
22 occupied housing Downtown targeting diverse populations identified
23 as seeking a more urban lifestyle, Redevelopment Goal 3, Increase and
24 diversify the number and type of retail, food and beverage, and
25 entertainment establishments within Downtown, Redevelopment Goal 4,
26 Increase the vibrancy of Downtown for residents and visitors through
27 arts, culture, history, sports, theater, events, parks, and
28 attractions, Redevelopment Goal 5, Improve the safety, accessibility,
29 and wellness of Downtown Jacksonville and cleanliness and maintenance
30 of public spaces for residents, workers, and visitors, Redevelopment
31 Goal 6, Improve the walkability/bike-ability of Downtown and

1 pedestrian and bicycle connectivity between Downtown and adjacent
2 neighborhoods and the St. Johns River, and Redevelopment Goal 7,
3 Capitalize on the aesthetic beauty of the St. Johns River, value its
4 health and respect its natural force, and maximize interactive and
5 recreational opportunities for residents and visitors to create
6 waterfront experiences unique to Downtown Jacksonville; and

7 **WHEREAS**, on March 3, 2025, the DIA Board approved Resolution
8 2025-02-04 (the "Resolution") to enter into the Redevelopment
9 Agreement, said Resolution being attached hereto as **Exhibit 1**; and

10 **WHEREAS**, it has been determined to be in the interest of the
11 City and DIA to enter into the Redevelopment Agreement and approve
12 of and adopt the matters set forth in this Ordinance; now, therefore,

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

14 **Section 1. Findings.** It is hereby ascertained, determined,
15 found and declared as follows:

16 (a) The recitals set forth herein are true and correct.

17 (b) The Project will greatly enhance the City and otherwise
18 promote and further the municipal purposes of the City.

19 (c) The Developer's agreement to convey the 801 W. Bay Street
20 Parcel to the City pursuant to the terms of the Redevelopment
21 Agreement will allow the City to further convey the 801 W. Bay Street
22 Parcel to the University of Florida Board of Trustees so that it may
23 serve as a higher educational campus and extension of the University
24 of Florida, creating higher education opportunities expected to
25 attract top tier students from around the world.

26 (d) The Project will enhance and increase the City's tax base
27 and revenues, and the Project will improve the quality of life
28 necessary to encourage and attract business expansion in the City.

29 (e) Enhancement of the City's tax base and revenues are matters
30 of State and City concern.

31 (f) The Developer is qualified to carry out the Project and has

1 demonstrated access to capital in other large-scale projects of
2 similar scope.

3 (g) The authorizations provided by this Ordinance are for public
4 uses and purposes for which the City may use its powers as a
5 municipality and as a political subdivision of the State of Florida
6 and may expend public funds, and the necessity in the public interest
7 for the provisions herein enacted is hereby declared as a matter of
8 legislative determination.

9 (h) This Ordinance is adopted pursuant to the provisions of
10 Chapters 163, 166 and 125, Florida Statutes, as amended, the City's
11 Charter, and other applicable provisions of law.

12 **Section 2. Execution of Agreements.** The Mayor (or her
13 authorized designee) and the Corporation Secretary are hereby
14 authorized to execute and deliver the Redevelopment Agreement (or
15 purchase and sale agreement if a purchase of the 801 W. Bay Street
16 Parcel is ultimately authorized by this Ordinance) along with such
17 deeds, easements and other related documents contemplated by the
18 Redevelopment Agreement (collectively, the "Agreements") which have
19 been placed **On File** with the Legislative Services Division (with such
20 "technical" changes as herein authorized), for the purpose of
21 implementing the recommendations of the DIA as further described in
22 the Redevelopment Agreement.

23 The Agreements may include such additions, deletions and changes
24 as may be reasonable, necessary and incidental for carrying out the
25 purposes thereof, as may be acceptable to the Mayor, or her designee,
26 and the CEO of the DIA, as applicable, with such inclusion and
27 acceptance being evidenced by execution of the Agreements by the Mayor
28 or her designee and/or the CEO of the DIA, as applicable. No
29 modification to the Agreements may increase the financial obligations
30 or the liability of the City or DIA and any such modification shall
31 be technical only and shall be subject to appropriate legal review

1 and approval of the General Counsel, or his or her designee, and all
2 other appropriate action required by law. "Technical" is herein
3 defined as including, but not limited to, changes in legal
4 descriptions and surveys, descriptions of infrastructure improvements
5 and/or any road project, ingress and egress, easements and rights of
6 way, performance schedules (provided that no performance schedule may
7 be extended for more than one (1) year without Council approval),
8 design standards, access and site plan, which have no financial
9 impact.

10 **Section 3. Authorizing Conveyance of Riverfront Plaza Pad**
11 **B to Developer.** The City is hereby authorized to convey the Riverfront
12 Plaza Pad B to the Developer in exchange for the conveyance of the
13 801 W. Bay Street Parcel to the City and subject to the additional
14 terms and conditions as set forth in the Redevelopment Agreement.

15 **Section 4. Authorizing the Granting of an Option to**
16 **Purchase the East Landing Parcel to Developer.** The City is hereby
17 authorized to grant to the Developer an Option to Purchase the East
18 Landing Parcel and subsequently convey the same to Developer subject
19 to the additional terms and conditions as set forth in the
20 Redevelopment Agreement.

21 **Section 5. Designation of Authorized Official and DIA as**
22 **Contract Monitor.** The Mayor is designated as the authorized official
23 of the City for the purpose of executing and delivering any contracts
24 and documents and furnishing such information, data and documents for
25 the Agreements and related documents as may be required and otherwise
26 to act as the authorized official of the City in connection with the
27 Agreements, and is further authorized to designate one or more other
28 officials of the City to exercise any of the foregoing authorizations
29 and to furnish or cause to be furnished such information and take or
30 cause to be taken such action as may be necessary to enable the City
31 to implement the Agreements according to their terms. The DIA is

1 hereby required to administer and monitor the Redevelopment Agreement
2 and to handle the City's responsibilities thereunder, including the
3 City's responsibilities under such agreement working with and
4 supported by all relevant City departments.

5 **Section 6. Oversight Department.** The DIA shall oversee the
6 Project described herein.

7 **Section 7. Further Authorizations.** The Mayor, or her
8 designee, and the Corporation Secretary, are hereby authorized to
9 execute the Agreements and all other contracts and documents and
10 otherwise take all necessary action in connection therewith and
11 herewith. The Chief Executive Officer of the DIA, as contract
12 administrator, is authorized to negotiate and execute all necessary
13 changes and amendments to the Agreements and other contracts and
14 documents, to effectuate the purposes of this Ordinance, without
15 further Council action, provided such changes and amendments are
16 limited to amendments that are technical in nature (as described in
17 Section 2 hereof), and further provided that all such amendments
18 shall be subject to appropriate legal review and approval by the
19 General Counsel, or his or her designee, and all other appropriate
20 official action required by law.

21 **Section 8. Effective Date.** This Ordinance shall become
22 effective upon signature by the Mayor or upon becoming effective
23 without the Mayor's signature.

24
25 Form Approved:

26
27 /S/ Joelle J. Dillard

28 Office of General Counsel

29 Legislation Prepared By: Joelle J. Dillard

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