

1 Introduced by Council Member Pittman:
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4 **ORDINANCE 2024-163**

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

23 **WHEREAS,** on June 8, 2021, the City Council approved Ordinance
24 2021-282-E creating the Moncrief Area Business Improvement
25 Program - Phase 1 to provide funding for grants to struggling
26 businesses in the area to improve the visual and structural appearance
27 of properties and structures within the business improvement area;
28 and

29 **WHEREAS,** the Fiscal Year 2020-2021 annual budget, adopted by
30 Ordinance 2020-504-E, originally appropriated \$150,000 to support the
31 program; subsequently, Ordinance 2021-282-E appropriated these funds

1 to a more unique account and provided the qualifications and criteria
2 for receipt of grant funds to assist with improvements to properties
3 within the program area, including installation of landscaping,
4 signage, façade enhancements, and parking lot improvements; and

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

8 **WHEREAS,** on May 24, 2022, the City Council approved Ordinance
9 2022-264-E to expand the Moncrief Area Business Improvement
10 Program-Phase 1 area, to revise the criteria for receipt of funds
11 through the program, and to authorize the carryover of the previously
12 appropriated \$250,000 to Fiscal Year 2022-2023; and

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

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

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

28 **WHEREAS,** this program supports continued economic and
29 historical improvement in these neighborhoods which is vital to
30 improving the health, safety and welfare of the citizens who live,
31 work and play in the area; now therefore

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

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

13 This Moncrief Area Business Improvement Program - Phase 1 is
14 designed to assist businesses within the program area to improve the
15 visual and structural appearance of their properties. Recognizing
16 there are other businesses in the surrounding area that could benefit
17 from access to funding for improvements to their commercial properties
18 and structures, the Council desires to further expand the Moncrief
19 Area Business Improvement Program - Phase 1 geographic area to now
20 include certain properties along Moncrief Road from 45th Street to
21 Avenue B as depicted on the on the map attached hereto as **Exhibit 1**
22 and incorporated herein by this reference.

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

31 **Section 3. Carryover.** All funds totaling \$1,171,000

1 previously appropriated for the Moncrief Area Business Improvement
2 Program - Phase 1 are hereby authorized to carryover for the Program
3 until expended or until September 30, 2027, whichever occurs first.
4 This authorization will allow previously appropriated funding for
5 grants for the Moncrief Area Business Improvement Program - Phase 1
6 to remain available for the newly expanded Myrtle-Moncrief-Avenue B
7 Business Corridor Improvement Program.

8 **Section 4. Oversight Department.** The Office of Economic
9 Development shall continue to have oversight of the Program as
10 described herein.

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

17 **Section 6. Effective Date.** This Ordinance shall become
18 effective upon signature by the Mayor or upon becoming effective
19 without the Mayor's signature.

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21 Form Approved:

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23 /s/ Mary E. Staffopoulos

24 Office of General Counsel

25 Legislation prepared by Mary E. Staffopoulos

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