

City of Jacksonville

*117 W. Duval Street
Jacksonville, FL 32202*



Meeting Minutes

Monday, January 12, 2026

10:00 AM

**Council Chamber,
1st Floor,
City Hall**

Special Committee on the Future of Downtown

*Council Member Joe Carlucci, Chair
Council Member Ron Salem, Vice Chair
Council Member Raul Arias
Council Member Matt Carlucci
Council Member Jimmy Peluso*

*Legislative Asst: Steven Libby
Research: Colleen Hampsey
Auditors: Phillip Peterson
OGC: Carla Schell*

Special Committee on the Future of Downtown:

Meeting convened: 10:00 am

Meeting adjourned: 11:53 am

Attendance: Council President Carrico; Council Members J. Carlucci, Salem, Carlucci, Arias and Peluso

Also: Carla Schell, OGC; Phillip Peterson, Auditor's Office; Colleen Hampsey, Council Research

I. Call to Order & Introductions

Chair J. Carlucci convened the meeting and called for introductions.

II. DIA – Colin Tarbert:

Mr. Tarbert gave a presentation about various projects downtown and the Massing Study.

- **Massing Study Presentation** - Mr. Tarbert discussed the 330 E Bay Street (Ford on Bay) project and notice of disposition preview. He presented several schemes with differing configurations of the building design. Mr. Tarbert indicated DIA's preference for scheme #3. CP Carrico asked about the Hyatt's first right of refusal. Mr. Tarbert said he has not met with the Hyatt folks yet, but intends to soon to gauge their perspective. CM Arias asked whether there are vendors (hotels, restaurants) in place with interest in this project, when completed, and he noted that use agreements (retail/restaurants) should be required to make sure the spaces are used as desired. There was discussion about accommodating parking needs and the possibility of utilizing the Yates garage. CM Carlucci expressed caution regarding parking garages, he emphasized the planting of shade trees, and he talked about the lack of retail options downtown. CM Peluso talked about resident parking in City garages. CM Carlucci asked if a downtown market study was performed. Mr. Tarbert said it was not.

Mr. Tarbert talked about the notice of disposition for this project. He said there will be a phased approach to allow incremental development to proceed. He said the target timeline for the disposition notice is January, with responses targeted to be received in March. The remaining eastern portion is anticipated for solicitation in late 2026, per the Massing study. Mr. Tarbert also said that DIA is preparing an RFP for a third party financial consultant to assess market feasibility for various projects.

- **Baptist Health Proposal**- Steve Diebenow, on behalf of Baptist Health, talked about the Baptist Hotel project near the Fuller Warren Bridge, with a 15-story, dual-branded hotel with approximately 226 guest rooms. He said that the incentive request includes a \$12.9 million REV grant and a completion grant of \$8 million. CM Salem asked which hotel brand would be located at the site. Mr. Diebenow did not disclose the brand at this time.

There was discussion about the 10% Internal Rate of Return, which is lower than the normal range. Mr. Diebenow indicated that the completion grant would be conveyed in 2 installments, and that the construction schedule will be roughly 24-30 months. Chair J. Carlucci asked about how much would be generated through bed taxes through this project. CM Salem expressed opposition to the perpetual use of completion grants.

- **MOSH – Existing Site** - Mr. Tarbert talked about the former MOSH site and associated demolition costs (\$835,000) funded by DIA. He said the future use for the site is yet to be determined. CM Carlucci asked about the boat ramp in that area.

- **Update on Future Projects List** - Mr. Tarbert talked about the Snyder Memorial Church project. He said that the project has a total CRA-supported budget of \$4.5 million. Mr. Tarbert said the target timeline for the notice of disposition is April or May this year.

The committee briefly spoke about the completion grant tracking sheet. Chair J. Carlucci requested the addition of proposed and potential projects to that list.

CM Peluso asked about several items to be discussed at a future meeting, such as the marina near the Related project, the sale of the old JEA building, the Laura Street Trio, Riverside Ave traffic near the new Whole Foods, and downtown bike lanes.

III. Laura Edgecombe:

- **Roadmap Presentation** - Laura Edgecombe talked about a survey questionnaire that went out to Public Space Stakeholders and Agencies. She mentioned some key gaps identified, including a lack of defined roles, sustainable funding and capacity and overarching downtown marketing. Ms. Edgecombe said that the recommendation is to hold workshops to build on the survey findings, about which she can report back at the April committee meeting.

- **Committee Discussion and Recommendations** - CM J. Carlucci talked about operational oversight position to coordinate/market downtown projects. CM Carlucci noted the newly repainted light posts on the Main Street bridge, and he commented on the good crowds enjoying Riverfront Park.

IV. The next meeting will be February 9, 2026. Daryl Joseph, Parks Director, is invited to discuss park usage.

Adjourned 11:53 am.