

ROBERTA M. CORREA
MAYOR - COMMISSIONER

ANNIE H. DAVIS
COMMISSIONER

JUSTIN R. CAMPBELL
COMMISSIONER

WILL JONES
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER



MARCIA G. CARTY, CPA, CGFO
CITY MANAGER

WALTON PELLICER
BOCC REPRESENTATIVE

TERESA JACKSON
COMMUNITY REPRESENTATIVE

JANE WEST, ESQ.
CITY ATTORNEY

KAREN HAYES, MMC
CITY CLERK

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
June 9, 2025 at 5:00 PM

1. CALL TO ORDER

- a. Invocation
- b. Pledge of Allegiance
- c. Roll Call

2. APPROVAL OF MINUTES

- a. April 14, 2025

3. PUBLIC COMMENTS

4. REGULAR BUSINESS

- a. DISCUSSION/DIRECTION – Evaluation of 2012 CRA Community Branding Guide Materials and Next Steps for Community Branding
- b. DISCUSSION/DIRECTION – Consideration of Changing CRA Meeting Frequency
- c. Update and Discussion on Finding of Necessity Study for Potential CRA Boundary Expansion or New District Designation
- d. City Manager/CRA Coordinator Verbal Update

5. REPORTS

- a. Small Business Development Center Report
- b. CRA Districts Code Enforcement Report
- c. Palatka Police Department Community Oriented Policing Services (COPS) Unit Report
- d. Financial Report for the Seven Months Ended April 30, 2025

6. ADJOURN

NOTICE: Per F.S. 286.0105 persons with disabilities requiring accommodations in order to participate in this meeting should contact the City Clerks office at 329-0100 at least 24 hours in advance to request accommodations.

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REPRESENTATIVE

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KAREN HAYES, MMC CITY
CLERK



Regular meeting 2nd Monday bimonthly each even month at 5:00 PM

MINUTES CITY OF PALATKA

April 14, 2025

Invocation

The invocation was delivered by Commissioner Davis.

Pledge of Allegiance

The Pledge of Allegiance was led by County Commissioner Pellicer.

Roll Call:

Present: Mayor Correa, Commissioner Davis, Commissioner Borom, Commissioner Campbell, and Commissioner Pellicer. Commissioner Jones and Theresa Jackson appeared on Zoom.

Staff Present:

City Attorney: Jane West, City Manager Marcia Carty, City Clerk: Karen Hayes, CRA Manager: Kristen Odom, Project Manager: Carlos Britto

Approval of Minutes:

Commissioner Campbell moved to approve the minutes from February 10, 2025. Commissioner Davis seconded the motion, and it passed unanimously.

Public Comments

There were no public comments.

Regular Business

CRA Legislative Update

Kristen Odom gave the Legislative update to the CRA Board.

Presentation on CRA Visits

Kristen Odom addressed the CRA Board and gave a presentation on the CRA places she had visited in recent months.

Updated Building Improvement Grant Program

County Commissioner Pellicer recused himself from this vote. Commissioner Davis moved to approve the program and application as presented. Commissioner Borom seconded the motion. The vote was 2-2 the motion died. Mayor Correa passed the gavel and moved to reduce the funds. Commissioner Davis seconded the motion. The motion passed unanimously.

Adjourn

Commissioner Davis has moved to adjourn the meeting. Commissioner Borom seconded the motion, and it passed unanimously.

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FAX: 386-329-0106

DISCUSSION/DIRECTION – Evaluation of 2012 CRA Community Branding Guide Materials and Next Steps for Community Branding

STAFF REPORT

DATE: June 9, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

At the April 14th CRA meeting, staff presented "Reimagining the CRA: Place-Making, Incentive Expansion, and Best Practices from Peer Agencies". The presentation highlighted the importance of strong branding for successful downtown redevelopment. Branding plays a crucial role in how residents, business owners, visitors, and investors perceive and engage with a downtown. Many high-performing CRA's across the state use branding as a core strategy to attract investment, tourism, and a stronger sense of community identity.

During the discussion, it was noted that a community branding guide had previously been created. Upon review, it was confirmed that the branding effort was completed in 2012 by Arnett-Muldrow & Associates, a consulting firm that specializes in community branding. Their process involved an intensive three-day visit, with stakeholder meetings scheduled over the first two days and a presentation of recommendations on the third day. The effort produced a simple branding platform centered on the tagline: "It's our nature". The project cost approximately \$8,000.

With more than a decade since the guide's completion, staff is seeking direction from the CRA on whether to retain the existing branding or to pursue a new, updated community branding guide.

PROJECT ANALYSIS

The 2012 Community Branding Guide developed by Arnett-Muldrow & Associates presented a brand concept for Palatka built around the tagline "It's Our Nature". The guide aimed to capture the city's natural environment, historic charm, and community character through a distinct color palette and messaging. However, the branding was never formally adopted or used in marketing, signage, or other public-facing efforts. As a result, it has not contributed to shaping the city's image or outreach strategies.

Branding best practices suggest communities should revisit or refresh their brand identity every 7–10 years to remain relevant and aligned with changing demographics, market conditions, and

redevelopment goals. Since the guide's completion in 2012, the City and CRA district have undergone significant physical improvements and shifts in perception. As the CRA continues to plan for redevelopment, this may be a timely opportunity to evaluate Palatka's branding approach.

An updated branding initiative could better reflect recent developments, engage stakeholders, and position Palatka more effectively among its peers. If the CRA is interested in pursuing this direction, staff would explore available branding service options and examine potential cost sharing opportunities with the Putnam County Tourist Development Council (TDC), which will be conducting its own branding study.

Based on research and comparisons across similar communities and industry practices, branding service options generally fall within the following ranges:

- **Basic Branding Package (\$10,000–\$25,000):**
A streamlined process that typically includes stakeholder meetings, development of a visual identity (logo, tagline, color palette), and basic implementation guidance. Usually involves 2–3 days of on-site engagement.
- **Comprehensive Branding Study (\$25,000–\$75,000):**
A more in-depth process involving market research, community engagement, target audience analysis, brand story development, and implementation strategies.
- **Full Community Marketing & Branding Strategy (\$60,000–\$100,000+):**
A robust, regional approach incorporating strategic marketing campaigns, wayfinding integration, multimedia assets (e.g., video, web, print), and long-term roll-out planning.

Whether refining the existing brand or developing a new one, a clear brand identity can support economic development, marketing, and long term revitalization goals.

Both paths, building on the existing brand or creating a new brand can support Palatka's continued progress. The discussion at this stage is intended to determine which direction best fits the CRA's goals for identity, marketing, and long-term redevelopment.

Staff Recommendation

Staff recommends that the CRA discuss whether to keep the 2012 community branding or explore a new branding effort.

If the CRA chooses to move forward with updated branding, staff will:

- Evaluate and compare qualified firms and their service offerings
- Initiate preliminary discussions with branding consultants
- Return to the CRA with a range of branding scope options and associated cost estimates for the board's review and selection

ATTACHMENTS

1.	2012 Palatka Community Branding Guide
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Palatka, Florida
COMMUNITY BRANDING GUIDE





Palatka, Florida

BRAND STATEMENT



We are Palatka, Florida.

We are a place of striking natural beauty, where the majestic St. Johns River serves as our lifeblood. We are a community of natural riches, and our sunrises paint a silhouette a sailboats resting on the glistening water, framed by a canopy of live oaks and Spanish moss waving in the breeze. This beauty is also evident in the lush native vegetation that grows throughout our community. Images of lily pads blanketing a bright green pond, with a backdrop of ferns and palm trees complement those of brilliant azaleas blooming along our bricked streets and historic homes. We are the gem of Old Florida, a humble community with a nature to shine.

It is our nature to tell our stories. Our history is unique and our native Floridian roots run deep. The narrowing of the St. Johns provided a strategic location for the Timucua and later Seminole people to settle. The same was true for those who founded what is now known as Palatka, who established the River's southernmost port giving access to central Florida and beyond. The unrest of the mid 1800s brought Indian clashes and Civil War skirmishes, but the community was reborn as a significant tourist destination. By 1880, Palatka had thousands of hotel rooms, and steamboats carried travelers seeking a haven from harsh winters and northern cities. Through the years, visitors were entertained by Annie Oakley, learned baseball from the great Babe Ruth, and saw hall of famers Lefty Turner and Pop Lloyd, considered by Ruth to be the best baseballer of all time.

It's our nature to be classic. Today, our rich past can be experienced as one navigates our exquisite historic neighborhoods with their stately riverfront homes, to their timeless bungalows. With the architectural backdrop of our downtown storefronts, churches and residences, one can still imagine the riverboats arriving on the banks of the St. John, and carriages carrying the likes of presidents, statesmen, and entertainers.

It's our nature to be active. Whether on land or water, there is always something to see and do. From bass boats to sailboats, and cast nets to crab pots, the River is always alive, providing recreation as well as sustenance. On the land, our downtown is reinventing itself as a center of activity. Vibrant events bring thousands to our town to celebrate our native Blue Crab and Azaleas. All the while, locals and visitors alike can enjoy our distinctive shops, have a meal at the oldest diner in Florida, or eat at a relaxing at a table opening out to the great St. Johns. We are building a foundation for redevelopment, where St. John's Street welcomes young entrepreneurs and seasoned shop owners, and the construction of Lemon Street Plaza will unveil the splendor of the riverfront.

It's our nature to be creative. Our surroundings inspire our imagination, and the Arts are alive in our city. The nationally renowned Florida School of the Arts brings young minds to our community to create, while our locals enjoy the events at the Larimer, or learn about our African American Cultural Arts. Our creativity is displayed in galleries, painted on brick walls, and seen and heard in our black box theater.

It's our nature to respect the land. Our ecological resources are unrivaled, and while we are known for our bass, our community also serves as habitat for bald eagles to alligators, river otters to gopher turtles. We are dedicated to the preservation of our natural resources. As Bartram once studied our flora and fauna, we too interpret their history and importance at Ravine Gardens and the Waterworks Environmental Education Center. We are also building a network of both green and blueways, so we can continue to sustainably interact with nature, and become the ecological hub for Northeast Florida.

We are Palatka, and our nature is in our history, our environment, and our creativity. Most importantly it is our people, whose nature it is to be a friendly community, in a town that invites newcomers to open a business, restore a home, and join our family. We are black and white, young and old, natives and newcomers. We can live anywhere, but choose Palatka.

We are Palatka, Florida...

It's our nature.

Brand Summary



Color Palette

This seven-color palette expands from the natural blues and greens to include bright, action oriented colors that are inspired by the colors we saw from the community. Having two blues, and two greens, allows a primary base that has defined gradients for some subtle depth.

Tagline

It is important for Palatka to not only own their natural resources, but also merge the personality of the people and experience of the place. “It’s Our Natue” gives us the opportunity to talk about our place, and tell our story. It’s simple approach also allows for easy expansion and growth of the message system by the business community.

Brand Summary



Typeface

This two-typeface system ties a primary Script typeface, Gelato Script, and a secondary sans serif typeface, Gotham Bold. The script allows the name, Palatka, to be presented in a consistently attractive way. We wanted the typeface to reinforce the place. Gotham presents a contemporary and progressive secondary typeface that allows the system to easily expand.

Graphics

Palatka's life on the river was the obvious inspiration for the primary graphic. Since it is one of the few rivers in the country that flows north, we wanted the momentum to flow from right to left. The adjoining series of paths and trails are reinforcing not just the river, but life on the river.

Branding Approval

In order to ensure consistent use of the Palatka brand, we ask that you submit a sample of each project for approval. Please specify your deadline requirements. We will reply promptly to your request for approval.



Logo Variations

Below are the logo variations for the Palatka brand. They are presented in two color, one color, reversed and Black & white usages. All logos are created in vector art and are infinitely scalable and available for any use. These logos are available on the Palatka Logo CD.



Logo Size & Spacing

The size and spacing of the Palatka brand is important in ensuring that the logo is displayed in a positive and consistent way and helps to reinforce the brand. The logo should always have enough open space around it to have a clear and clean impact. The “P” should be used as the measurement guide for this open space. In order to preserve legibility, maintain a minimum of .5” height.



Incorrect Usage

These are some examples of improper ways of presenting the Palatka brand.



⊘ Change Colors



⊘ Scale Elements



⊘ Outline Elements



⊘ Rotate Elements



⊘ Stretch the Logo



⊘ Move Elements



⊘ Use Photographic Backgrounds



⊘ Use as a Wallpaper

Color Palette

Use the primary palette on all branded materials such as logos, corporate identity, Web site, advertising, collateral, and imprints. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory.

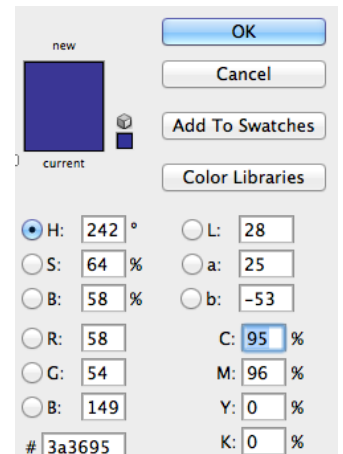
IMPORTANT

Dealing With Consistent Color Using Pantones:

The accuracy of color is critical in design. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key.

It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.

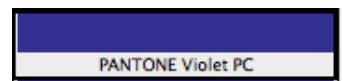
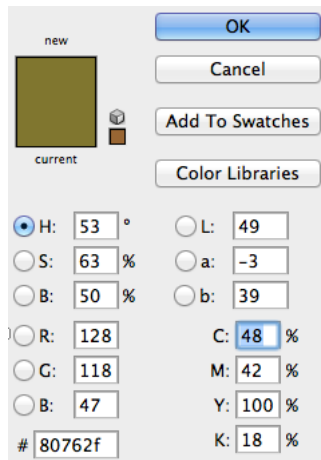
A way to prevent this is by using a standardized color matching system, such as the PANTONE MATCHING SYSTEM. Though PANTONE is not the only color standardization system, it is the most widely used and the one that most printers understand. Aside from being able to have consistency, PANTONE Colors allow you to use colors that cannot be mixed in CMYK.



new OK Cancel Add To Swatches Color Libraries

current

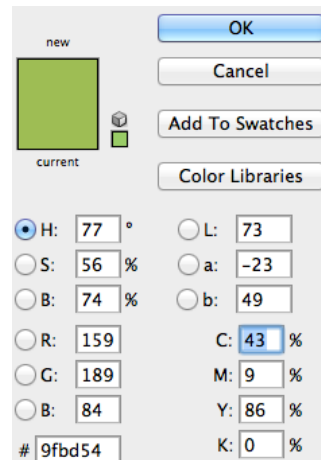
H: 242 ° L: 28
S: 64 % a: 25
B: 58 % b: -53
R: 58 C: 95 %
G: 54 M: 96 %
B: 149 Y: 0 %
3a3695 K: 0 %

new OK Cancel Add To Swatches Color Libraries

current

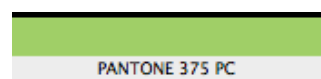
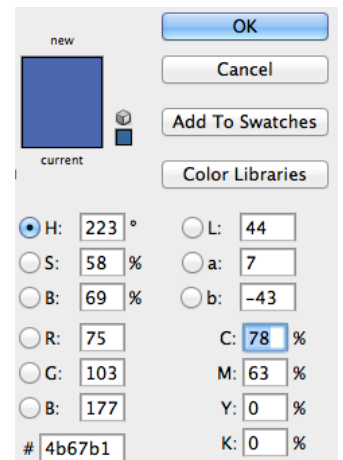
H: 53 ° L: 49
S: 63 % a: -3
B: 50 % b: 39
R: 128 C: 48 %
G: 118 M: 42 %
B: 47 Y: 100 %
80762f K: 18 %

new OK Cancel Add To Swatches Color Libraries

current

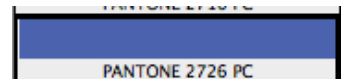
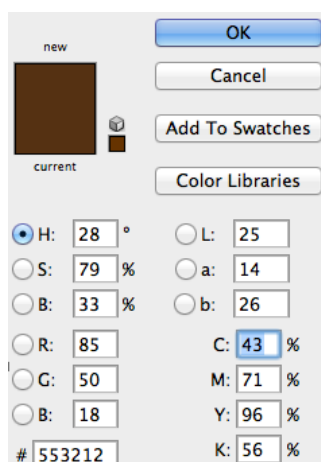
H: 77 ° L: 73
S: 56 % a: -23
B: 74 % b: 49
R: 159 C: 43 %
G: 189 M: 9 %
B: 84 Y: 86 %
9fbd54 K: 0 %

new OK Cancel Add To Swatches Color Libraries

current

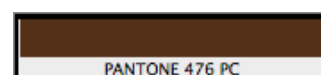
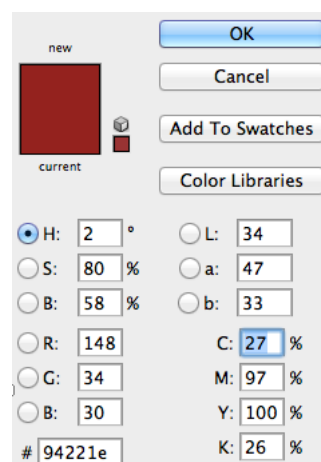
H: 223 ° L: 44
S: 58 % a: 7
B: 69 % b: -43
R: 75 C: 78 %
G: 103 M: 63 %
B: 177 Y: 0 %
4b67b1 K: 0 %

new OK Cancel Add To Swatches Color Libraries

current

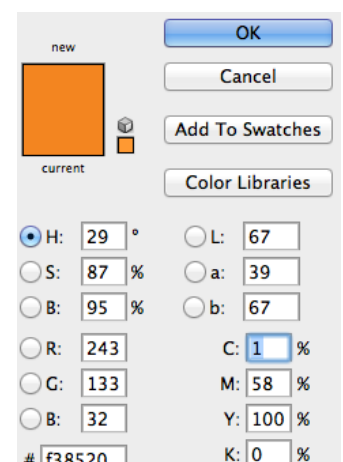
H: 28 ° L: 25
S: 79 % a: 14
B: 33 % b: 26
R: 85 C: 43 %
G: 50 M: 71 %
B: 18 Y: 96 %
553212 K: 56 %

new OK Cancel Add To Swatches Color Libraries

current

H: 2 ° L: 34
S: 80 % a: 47
B: 58 % b: 33
R: 148 C: 27 %
G: 34 M: 97 %
B: 30 Y: 100 %
94221e K: 26 %

new OK Cancel Add To Swatches Color Libraries

current

H: 29 ° L: 67
S: 87 % a: 39
B: 95 % b: 67
R: 243 C: 1 %
G: 133 M: 58 %
B: 32 Y: 100 %
f38520 K: 0 %



Typography

To add consistency to the logo, The following fonts have been chosen as the approved typefaces.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

Gelato Script

abcdefghijklmnopqrs
tuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

Gotham Bold

IMPORTANT

Installing OpenType or TrueType Fonts in Windows:

We recommend installing only one format - OpenType, TrueType, or PostScript - of a font. Installing two or more formats of the same font may cause problems when you try to use, view, or print the font.

Choose Start > Settings > Control Panel. Note: In Windows XP choose Start > Control Panel Double-click the Fonts folder. Choose File > Install New Font. Locate the fonts you want to install. In the drivers list, select the drive and the folder containing the fonts you want to install. In the Folders list, select a folder that contains the fonts you want to install. (Make sure you have unzipped them first.) The fonts in the folder appear under List of Fonts.

Select the fonts to install. To select more than one font, hold down the CTRL key and click each font.

To copy the fonts to the Fonts folder, make sure the Copy fonts to the Fonts folder check box is selected .

Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.

Click OK to install the fonts.

Brand Extension

Brand extension is the process of incorporating the brand into events and activities going on in the community. By adopting the look, feel and tone of the Palatka brand, these events begin to be connected in the consumers mind and begin to add strength to the primary brand and vice versa. The general approach of brand extension is to select at least one of the members of the color palette as the primary color of the logo, and expanded the color palette from there. The use of approved fonts also connects the logo to the overall brand.



Usage Control

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Palatka has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis.



Ads come in all shapes and sizes but they have a common goal -- to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad.

Titles

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.



Artwork

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual. It's not in all ads.

Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

Contact

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of: Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

IMPORTANT

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Portable Document Format
Category: Page Layout Files
File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open pdf files
Mac OS Adobe Reader to view (free)
 Adobe Acrobat to edit (commercial)
 Apple Preview
Windows Adobe Reader to view (free)
 Adobe Acrobat to edit (commercial)
 Brava! Reader



File Type: JPEG Image File
Category: Raster Image Files
File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.



File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as an Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files
Mac OS Adobe Illustrator, Acrobat, Reader
 Adobe Photoshop (rasterized)
 Apple Preview
Windows Adobe Illustrator, Acrobat, Reader
 Adobe Photoshop (rasterized)



File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

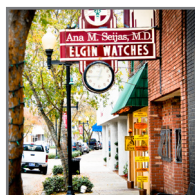
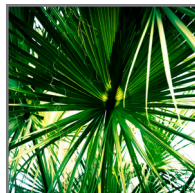
Program(s) that open eps files
Mac OS Apple Preview
 Adobe Illustrator, Acrobat, or Photoshop
 QuarkXpress
Windows CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Graphical Interchange Format
Category: Raster Image Files
File Description: Image file that may contain up to 256 indexed colors; color palette may be a predefined set of colors or may be adapted to the colors in the image; lossless format, meaning the clarity of the image is not compromised with GIF compression. GIFs are common format for Web graphics, especially small images and images that contain text, such as navigation buttons; however, JPEG (JPG) images are better for showing photos because they are not limited in the number of colors they can display.



Palatka, Florida
COLLATERAL CATALOG







REVITALIZATION-IT'S OUR NATURE.

REVITALIZATION-IT'S OUR NATURE.



Address:
201 North Second Street
Palatka, FL 32177
Phone:
386.329.0100 ext. 230
Fax:
386.329.0106



Address:
201 North Second Street
Palatka, FL 32177
Phone:
386.329.0100 ext. 230
Fax:
386.329.0106

Address:
201 North Second Street
Palatka, FL 32177
Phone:
386.329.0100 ext. 230
Fax:
386.329.0106



Wayfinding

The term “wayfinding” was first used in 1960 by architect Kevin Lynch in *The Image of the City*, where he referred to maps, street numbers, directional signs and other elements as “way-finding” devices. This narrow description may explain the current misunderstanding that wayfinding is essentially the same as “signage.”

The two terms are not synonymous. Signmakers deal with designing, fabricating and installing signs. However, wayfinding used to navigate unfamiliar environments, doesn't rely exclusively on signs.

This distinction gained acceptance in the early '70s when researchers discovered that, to understand how people find their way, they first need to understand the underlying process. Architect and environmental psychologist Romedi Passini articulated spatial problem-solving in his books, *Wayfinding in Architecture* and *Wayfinding, People, Signs and Architecture*, which he co-authored with wayfinding planner Paul Arthur.

Passini and Arthur described wayfinding as a two-stage process during which people must solve a wide variety of problems in architectural and urban spaces that involve both “decision making” (formulating an action plan) and “decision executing” (implementing the plan).

People who find themselves in unfamiliar environments need to know where they actually are in the complex, the layout of the complex, and the location of their destination in order to formulate their action

plans. En route to their chosen destinations, people are helped or hindered prior to their visit, the building's architecture and signage. The physical environment, including positive effect in how users perceive the wayfinding system--if it seems easy to use or not.

Faulty sign design can cause navigation problems in unfamiliar environments. Some signs lack “conspicuity,” or visibility, because lettering lacks legibility when viewed from a distance. Others contain inaccurate, ambiguous or unfamiliar messages; many are obscured by obstructions or contain reflective surfaces, which hinder comprehension. Consequently, many people don't read signs--often it's easier to ask for directions.

Because wayfinding problems aren't confined to signs alone, they typically can't be solved by adding more signs. Instead, such problems can be unraveled by designing an environment that identifies logical traffic patterns that enable people to move easily from one spot to another without confusion. Signs cannot be a panacea for poor architecture and illogical space planning.



Four elements

Wayfinding needs are best resolved during initial planning stages through a collaborative effort by all design professionals--architects, designers and signmakers--to address a project's total environmental communication. The primary generator of environmental communication, architecture delineates spatial organization, destination zones and information sequencing--factors that spell wayfinding's success or failure. Effective architectural wayfinding clues, provided by roads, building layouts, corridors and lighting, furnish cognitive maps that allow people to quickly grasp the environment. To furnish architectural clues:

Clearly identify arrival points.

Provide convenient parking and accessible walkways located adjacent to each public entry.

Locate information desks within each public entry visible from the front door.

Place elevator lobbies so they can be seen upon entering the building.

Use consistent lighting, floor coverings and architectural finishes in primary public corridor systems.

Situate memorable landmarks along corridors and at key decision points.

Design public waiting areas that are visually open to corridors.

Distinguish public from non-public corridors by using varied finishes, colors and lighting

Harmonize floor numbers between connecting buildings.

Graphic communication

Graphics, such as signs, color coding, maps, banners, brochures and Web-sites, provide orientation, direction, identification and regulatory information. To achieve effective graphic communication:

Standardize names for all buildings, services and destinations, and display them consistently on all graphics applications.

Use easily understood "plain" language.

Size messages and signs appropriately for viewing distances.

Select letterforms and color combinations that comply with Americans with Disabilities Act (ADA) Accessibility Guidelines

Furnish generous spacing between letters, words and message lines.

Provide standardized "you are here" maps of the project that include an overall map of the complex and more detailed maps of specific areas.

Train attendants to mark individualized paths on hand-held maps for lost or disoriented visitors.

Place maps at all parking exits, building entrances and major interior decision points.

Orient maps with building layouts, such as denoting on maps that "up is ahead."

Establish consistency in sign placements and graphics layouts.

Code areas by using color and memorable graphics.

Use established pictographs with words to facilitate comprehension of written messages.

Establish a floor numbering system that relates to a building's main entry and indicate on directories which floors are above and below grade.

Audible communication

Audible communication, as interpreted through verbal instructions, PA systems, elevator chimes and water fountains, plays an important role in wayfinding. Recognizing that 50% of the American population is functionally illiterate (according to a recent study published by the U.S. Department of Education) and that another 15% possess other perceptual or cognitive impairments, audible communication fills an important role in any wayfinding solution. To establish effective audible communication:

Install audible sounds at signaled intersections to indicate safe times to cross the street.

At all public entries and information desks, provide attendants trained as professional greeters who are thoroughly familiar with the facility.

Furnish self-help telephones at all information desks.

Provide patient-transport personnel whose purpose is to guide visitors to their destinations.

Standardize names for all buildings, services and destinations, and use them consistently in verbal communication.

Equip elevators with audible chimes.

Position audible landmarks, such as water fountains, at waiting areas.

Employ audible signs to help locate information desks, elevators, rest rooms and other key destinations.

Tactile communication

Tactile communication, achieved by raised letters, Braille, knurled door knobs and textured floor coverings assists all visitors, not only the disabled. To incorporate tactual devices into a wayfinding system:

Establish "shorelines" and "trails" between major destinations and information areas using materials having differing resiliency's, such as concrete and carpet.

Install "rumble strips" at the landings of stairs and escalators.

Furnish knurled door knobs at all non-public doors.

Provide a raised star symbol on elevator control panels to indicate the ground floor.

Supply raised letters and Grade 2 Braille at elevators and on signs identifying permanent destinations.

Install interactive audio-tactile maps at public entrance lobbies.

Consistent clues

Architects, designers and signmakers must work together from the beginning of a project to create a total environmental statement that provides consistent clues. So, the next time a client asks for wayfinding signage, tell them that wayfinding is not signage--it's more.



Palatka, Florida

PHOTO THUMBNAIL CATALOG





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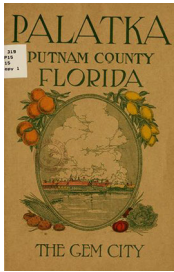
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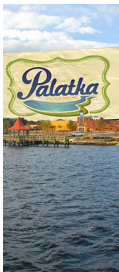
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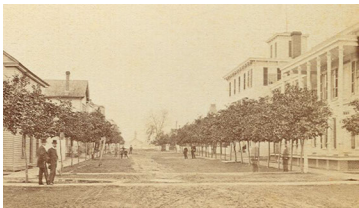
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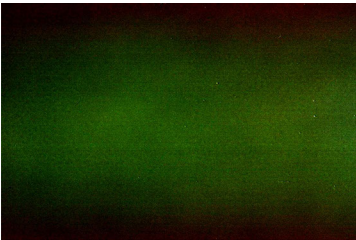
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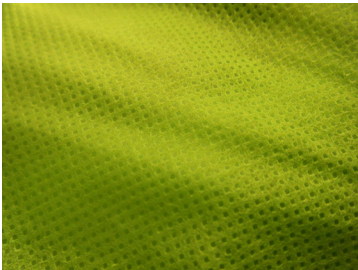
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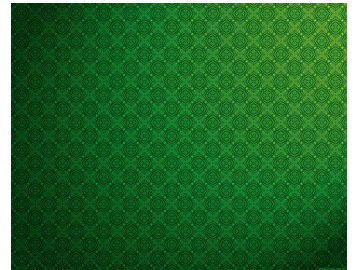
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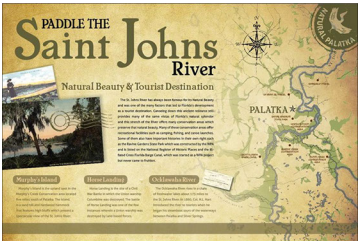


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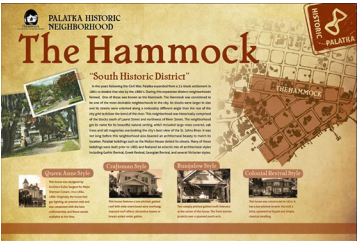


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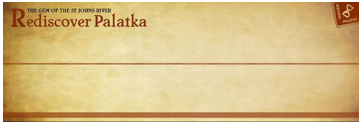


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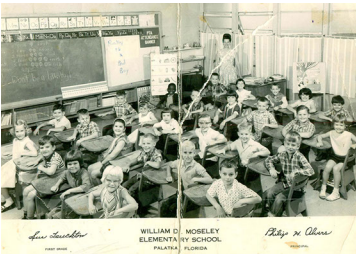
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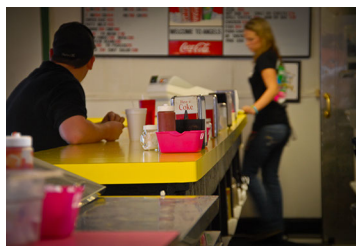
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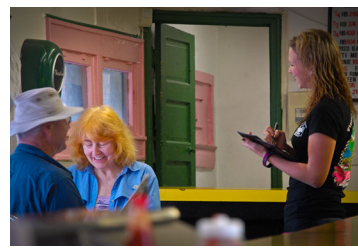
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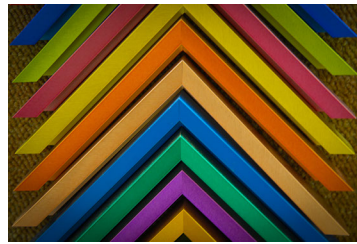
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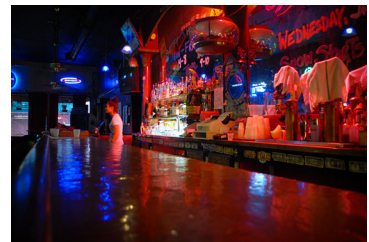
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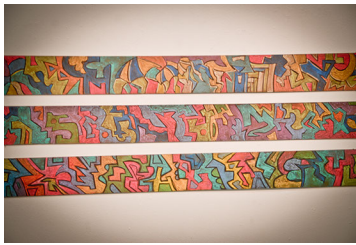
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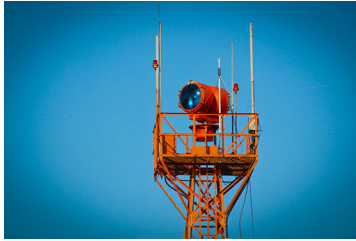
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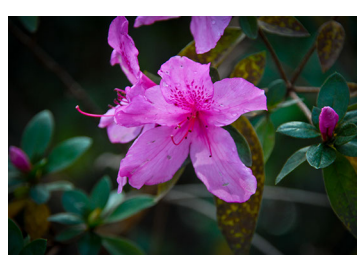
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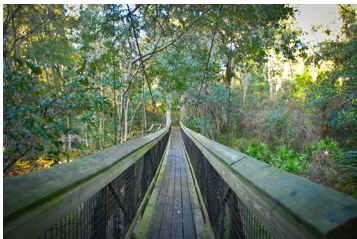
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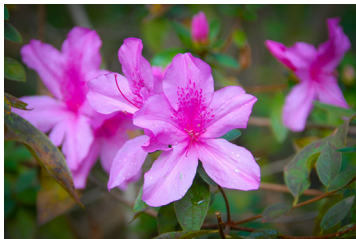
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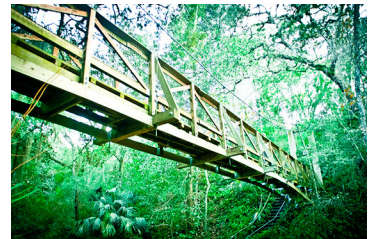
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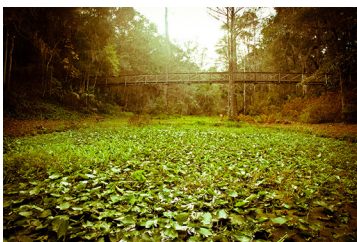
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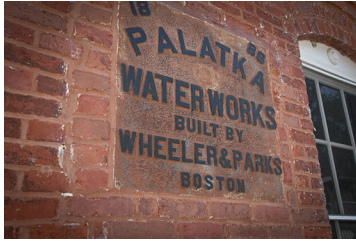
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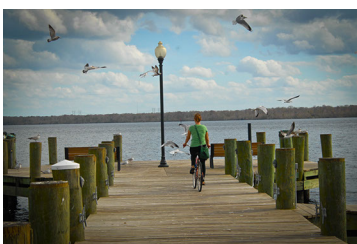
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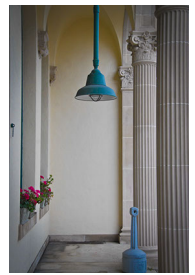
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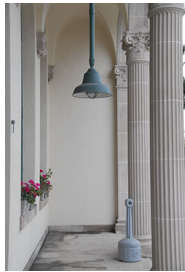
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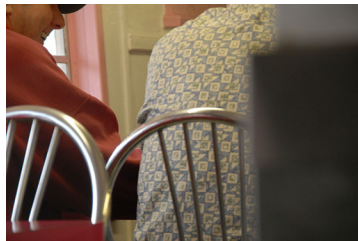
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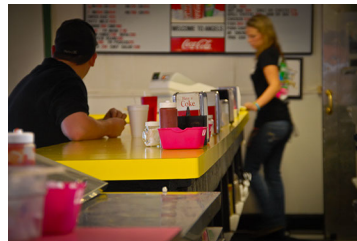
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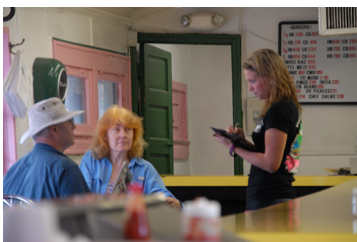
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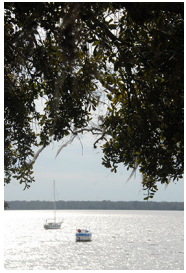
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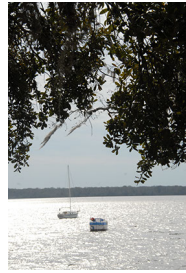
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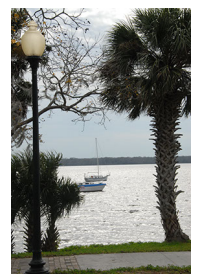
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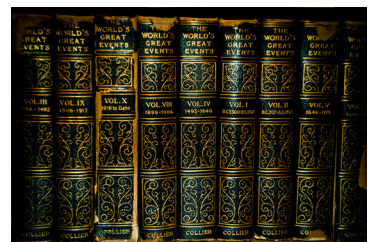
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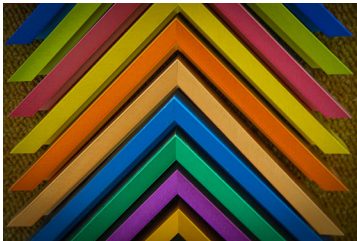
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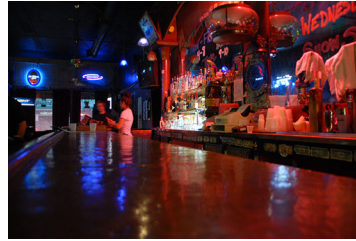
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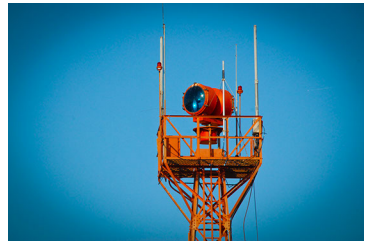
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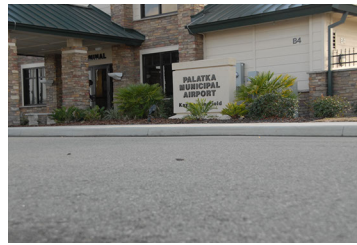
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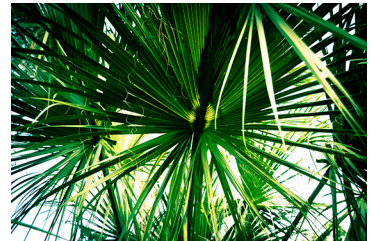
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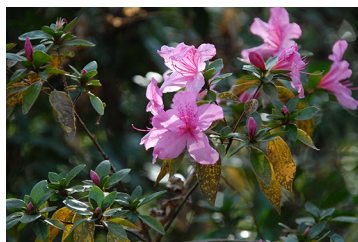
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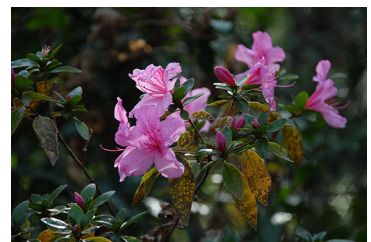
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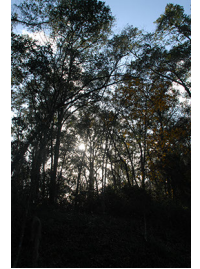
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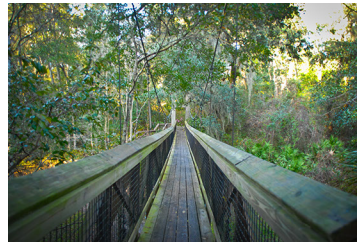
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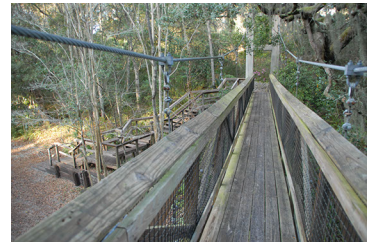
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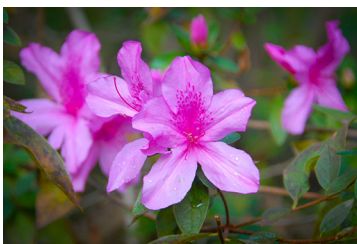
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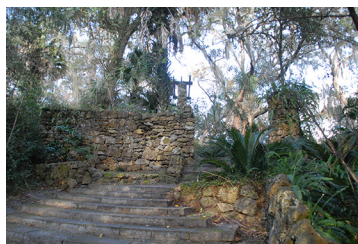
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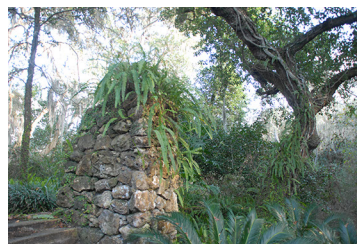
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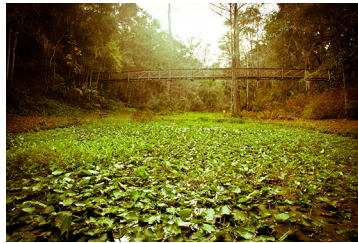
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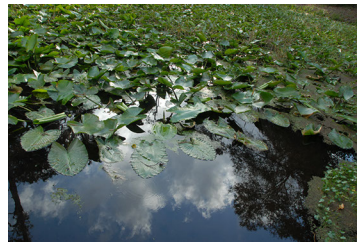
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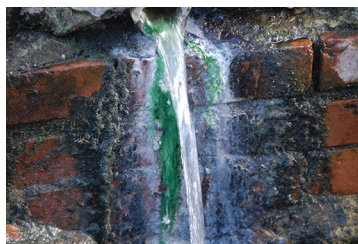
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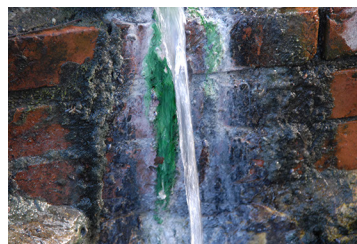
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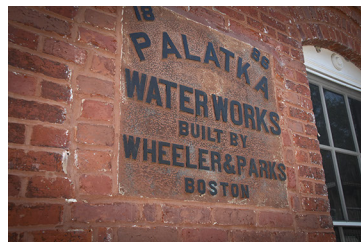
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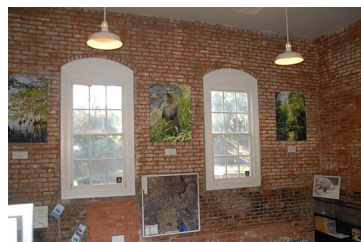
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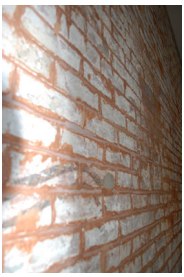
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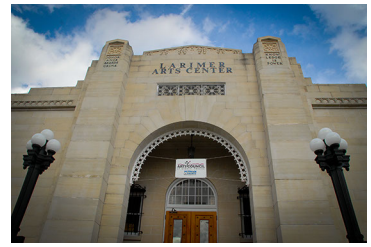
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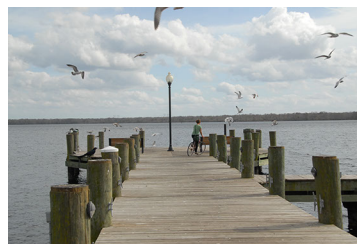
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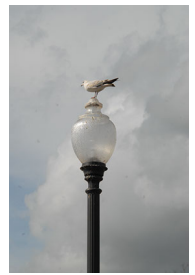
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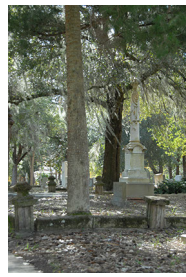
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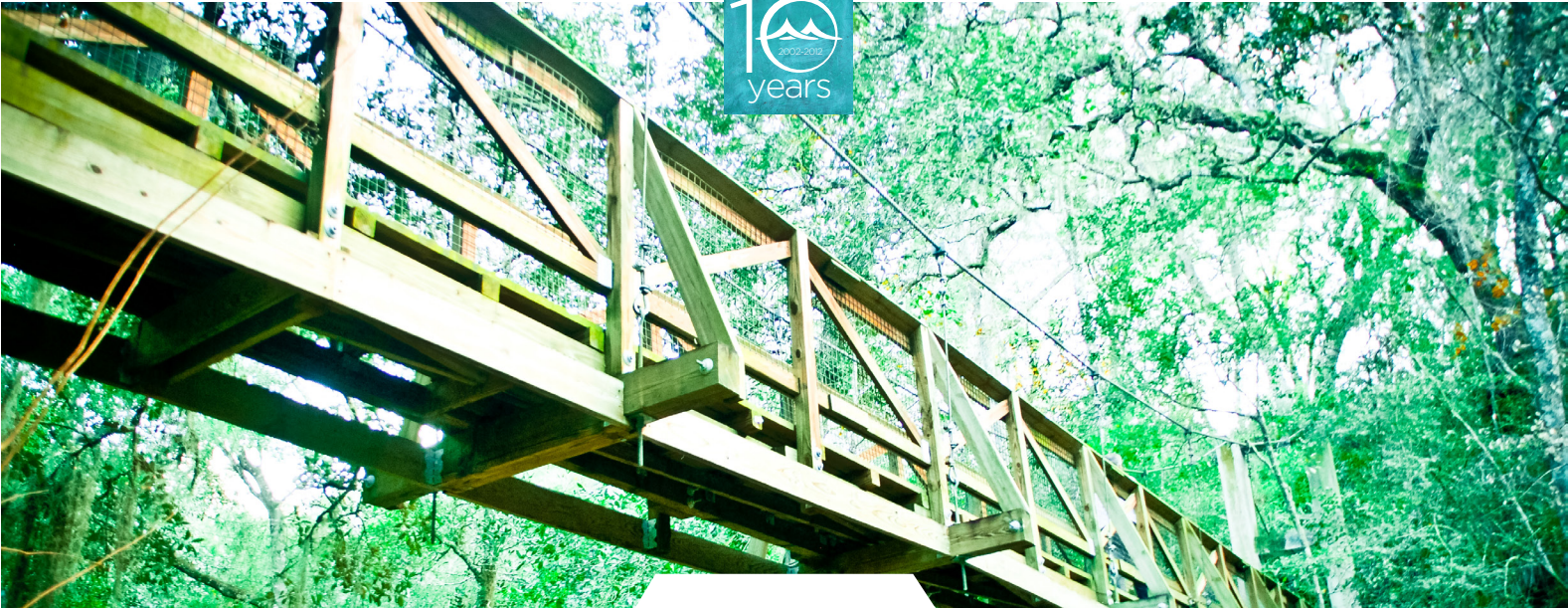
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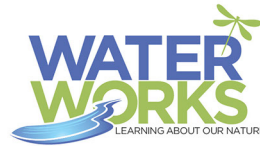
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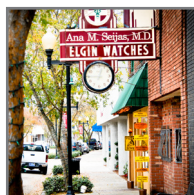
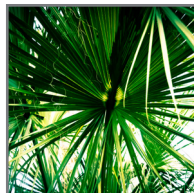
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Palatka, Florida
ADVERTISING CATALOG



HISTORY

it's our nature.



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ARTS

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RIDING THE RAILS

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HOME

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NAUTICAL

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RIDE

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FLOAT

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BUSINESS

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FAITH

it's our nature.



GO.

it's our nature.



outfitters

Palatka Outfitters information would go here. We offer some really cool stuff at this location. You can get a lot of outfitters things to go exploring and what-not. You should visit the website. Or the store. And then go climb a mountain or something.



BIKING

it's our nature.





ARTS

it's our nature.



IT'S OUR NATURE.
Palatka





it's our nature.

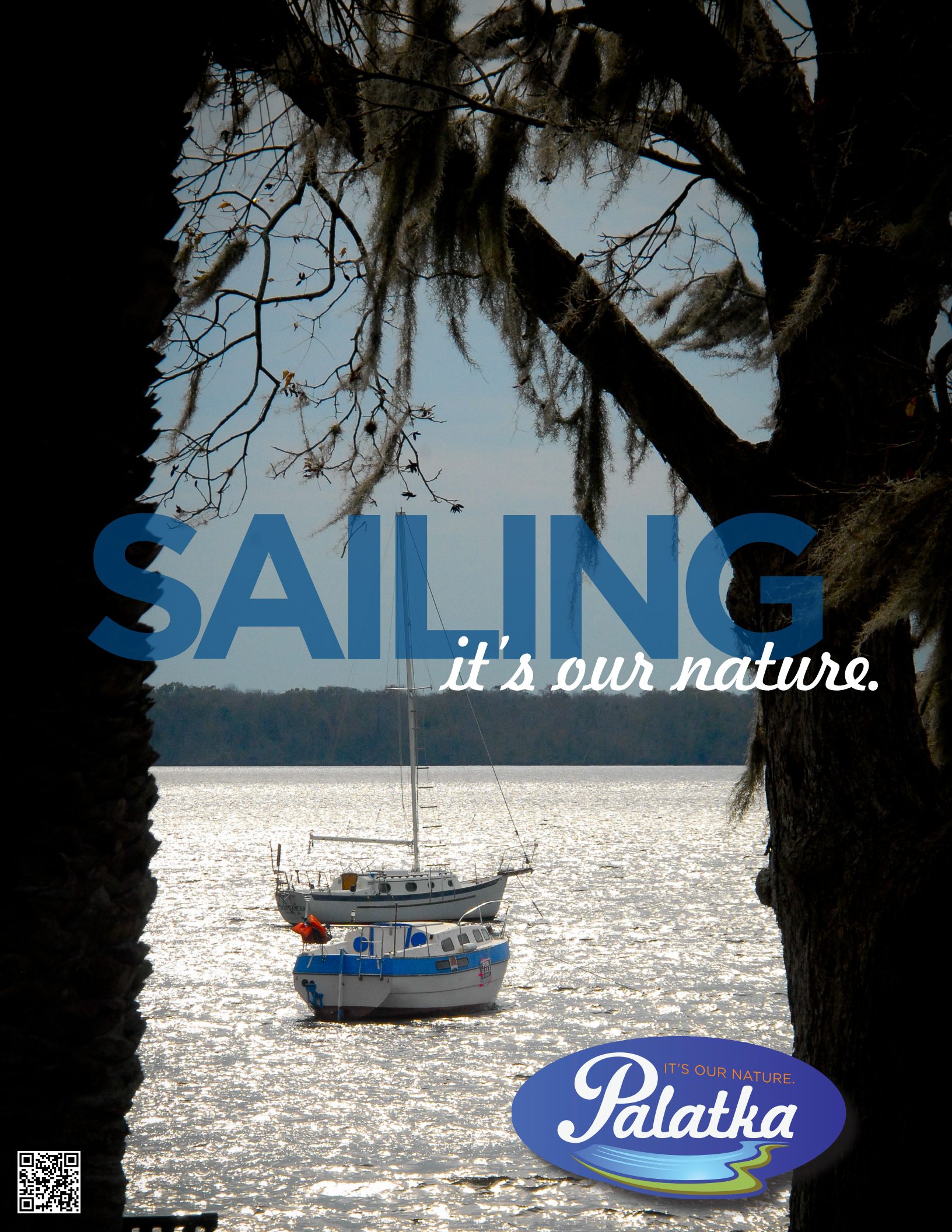
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PADDLING

it's our nature.





SAILING

it's our nature.



STYLE

it's our nature.



WALKING

it's our nature.



EXPLORING

it's our nature.

IT'S OUR NATURE.
Palatka



HIKING

it's our nature.



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INVITING

it's our nature.



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PRIDE

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NATIVE

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DISCOVERY

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BLOOMING

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EXPLORATION

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HOSPITALITY

it's our nature.

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CONNECTED

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it's our nature.
TAKE FLIGHT



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LEARNING

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ARTISTIC

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CREATIVE

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THE ARTS



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OPEN

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CONVERSATIONS



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CELEBRATE

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PERFECTLY FRAMED

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EXPRESSION

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COLORFUL

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USEFUL

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TRENDY

it's our nature.



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TIGHTLY BOUND

it's our nature.



We are a place of striking natural beauty, where the majestic St. Johns River serves as our lifeblood. We are a community of natural riches, and our sunrises paint a silhouette a sailboats resting on the glistening water, framed by a canopy of live oaks and Spanish moss waving in the breeze. This beauty is also evident in the lush native vegetation that grows throughout our community. Images of lily pads blanketing a bright green pond, with a backdrop of ferns and palm trees complement those of brilliant azaleas blooming along our bricked streets and historic homes. We are the gem of Old Florida, a humble community with a nature to shine.



DISCOVERIES

it's our nature.



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SHADOW & LIGHT

it's our nature.



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ARCHITECTURE

it's our nature.

PUTNAM COUNTY COURTHOUSE



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HONOR

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HISTORY

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WELCOMING

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STORIES

it's our nature.

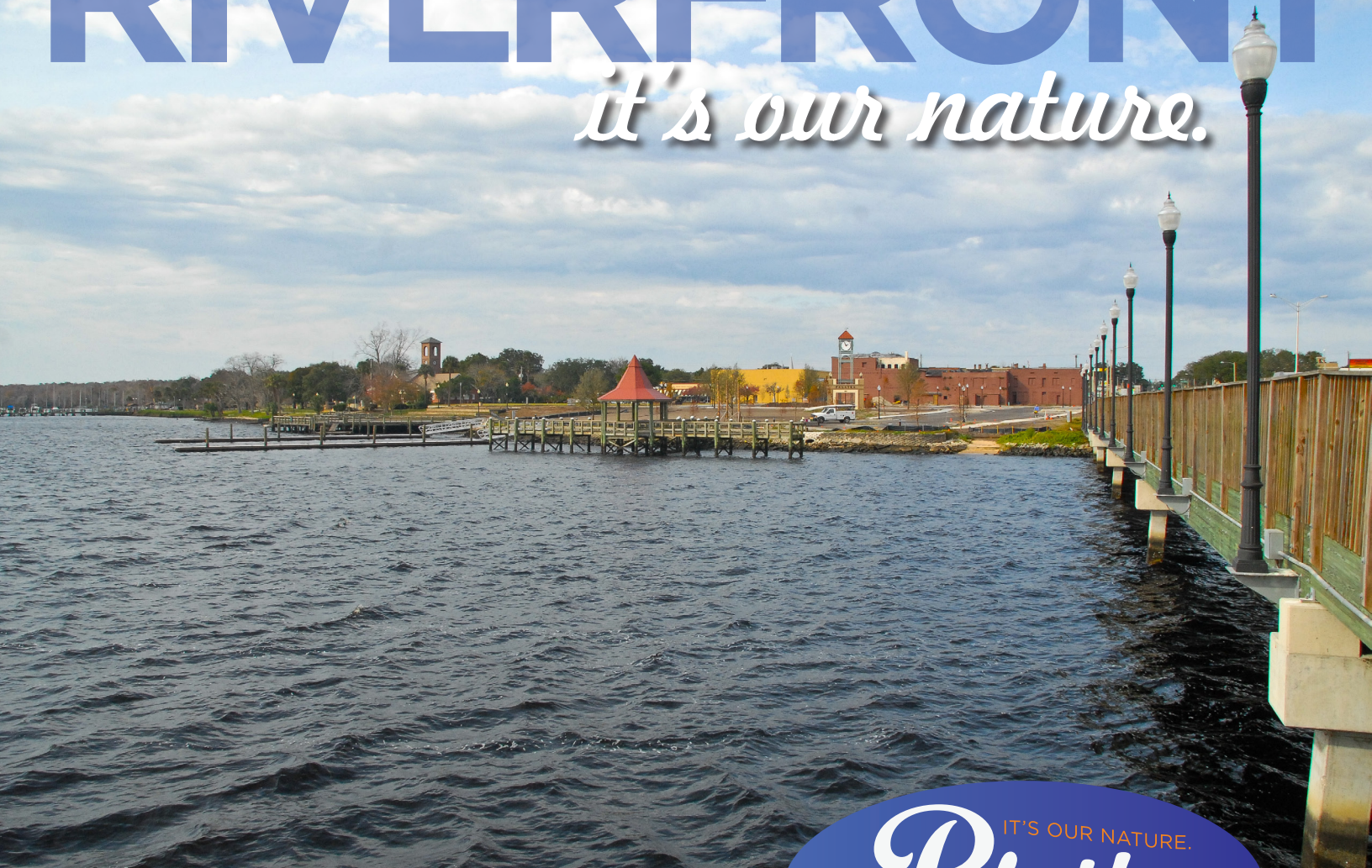


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RIVERFRONT

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WALK ON WATER

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RELAXATION

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GOOD FOOD



*it's our
nature.*



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WALKABLE

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QUALITY TIME

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DISCUSSION/DIRECTION – Consideration of Changing CRA Meeting Frequency

STAFF REPORT

DATE: June 9, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

At its April 14, 2025 meeting, the CRA Board requested that staff explore the feasibility and potential benefits of increasing the frequency of CRA meetings. Currently, the Board meets on the second Monday of every other month.

In response, staff conducted an analysis of CRA meeting frequencies and structures across Florida. The evaluation was prompted by Palatka's growing workload, accelerating project momentum, and the need for more timely oversight to support the CRA's goals. The review focused on how peer agencies schedule and manage their meetings to ensure effective governance and advance redevelopment efforts.

PROJECT ANALYSIS

Staff reviewed CRA meeting frequencies and structures of more than 15 cities in Florida. Schedules range from monthly to quarterly or as needed, depending on activity levels and governance. More active CRAs often meet monthly, and some align meetings with commission meetings for efficiency.

A summary of these findings is included as Sample CRA Meeting Frequencies and Governance Structures in Florida.

If the City Commission chooses to shift the CRA meeting schedule to monthly, several considerations should be addressed:

- **Timeliness:** More frequent meetings can expedite decision-making and project implementation.
- **Scheduling Efficiency:** Holding CRA meetings before or after City Commission sessions offers convenience when scheduling and encourages greater public participation.
- **Peer Comparison:** Many CRAs with similar governance structures meet monthly or align

with commission meetings.

Staff Recommendation

Staff recommend that the City Commission discuss and provide direction on the preferred CRA meeting schedule. Options for consideration include:

1. Increasing CRA meetings to once per month (either standalone or aligned with Commission meetings);
2. Retaining the bi-monthly meeting schedule.

If the Commission elects to modify the meeting frequency, staff also request direction on when the new schedule should begin.

ATTACHMENTS

1.	Sample CRA Meeting Frequencies and Governance Structures in Florida.
2.	Current CRA Meeting Schedule

Attachment A – Sample CRA Meeting Frequencies and Governance Structures in Florida.

1. CRAs That Meet Monthly

- City of Palmetto – Commission
- City of Sanford – Appointed
- City of Cape Coral – Commission/Appointed
- City of Sebring – Commission/Appointed
- City of Lakeland – Commission/Appointed
- Panama City – Commission
- City of Alachua – Commission

2. CRAs That Meet Every Other Month

This is the current model used by Palatka's CRA. Other examples include:

- City of St. Cloud – Commission/Appointed
- City of Tallahassee – Commission
- City of High Springs – Commission

4. CRAs That Meet Monthly, in Conjunction with a Commission Meeting

- City of Wauchula – Commission
- City of Stuart – Commission/Appointed
- City of Casselberry – Commission
- City of Edgewater – Commission

5. CRAs That Meet on an As-Needed Basis

- City of Callaway – Commission
- City of Jupiter – Commission
- City of Apopka – Commission/Appointed

6. CRAs That Meet Quarterly

- City of Winter Park – Commission/Appointed

CITY OF PALATKA
CITY COMMISSION
COMMUNITY REDEVELOPMENT AGENCY
NOTICE OF 2025 MEETING SCHEDULE

The Palatka City Commission and the Palatka Community Redevelopment Agency will meet at City Hall, 201 N. 2nd St., Palatka, FL 32177 on the dates listed below unless otherwise noticed. Agenda requests and supporting materials must be submitted before 10:00 AM on the Friday two weeks prior to the meeting date. The meeting agendas will be posted on the City website and at City Hall prior to the meeting. All meetings are open to the public.

February 10, 2025 Palatka Community Redevelopment Meeting 5:00 PM

April 14, 2025 Palatka Community Redevelopment Meeting 5:00 PM

June 9, 2025 Palatka Community Redevelopment Meeting 5:00 PM

August 11, 2025 Palatka Community Redevelopment Meeting 5:00 PM

October 13, 2025 Palatka Community Redevelopment Meeting 5:00 PM

December 8, 2025 Palatka Community Redevelopment Meeting 5:00 PM

Update and Discussion on Finding of Necessity Study for Potential CRA Boundary Expansion or New District Designation

STAFF REPORT

DATE: June 9, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

In January 2025, GAI Consultants, Inc. began work on a Finding of Necessity (FON) study in accordance with Florida Statutes Chapter 163. This study, initiated through the City's RFP 2024-05, was to evaluate the feasibility of expanding the existing CRA boundary or establishing a new CRA district. Completion of a FON is the first step before amending a CRA boundary or creating a new district. If the FON finds conditions of blight and feasibility exist, the next step would be to prepare an updated Community Redevelopment Plan to guide future redevelopment efforts.

During the 2025 legislative session, House Bill 991 and Senate Bill 1242 were introduced, proposing significant restrictions on CRAs statewide, including a ban on the establishment of new CRAs after July 1, 2025. In light of this uncertainty, GAI Consultants, Inc. recommended pausing the FON study until the outcome of the proposed legislation was determined. Ultimately, neither bill was passed, and no changes were made to the CRA statute.

PROJECT ANALYSIS

With legislative uncertainty resolved, staff seeks input on whether to resume the paused Finding of Necessity study. Continuing the FON would allow GAI Consultants, Inc. to evaluate whether there is a statutory basis for expanding the existing CRA boundary or designating a new district.

Alternatively, if the CRA chooses not to pursue a boundary expansion or the creation of a new district, staff recommends moving forward with an update to the Community Redevelopment Plan, which was last updated in 2021. A Community Redevelopment Plan is an essential tool that outlines goals, target projects, and sets a clear vision for revitalizing CRA districts. A plan update would:

- Reflect recent developments and new CRA priorities;
- Guide future investment and redevelopment efforts;
- Support grant and funding applications tied to economic development and revitalization;

- Align with the update to the City’s Comprehensive Plan.

This is an opportunity to align the CRA’s strategy with new leadership, updated planning efforts, and the community’s evolving needs.

Estimated Costs

- Finding of Necessity + Redevelopment Plan Update: \$104,650.00
- Community Redevelopment Plan Update Only: Approx. \$70,000.00-\$75,000.00

Note: The cost of the FON study would be paid from the City’s General Fund. The Redevelopment Plan Update is an eligible CRA expense and may be funded through the CRA budget.

We will still need to pay them for work already completed in the amount of \$16,127.61.

Staff Recommendation

Staff recommends that the CRA and City Commission discuss whether to:

1. Resume the Finding of Necessity study (\$104,650.00),
2. Focus instead on updating the Community Redevelopment Plan (\$70,000.00–\$75,000.00), **or**
3. Halt both efforts altogether at this time

If the CRA has no interest in expanding the CRA boundary or creating a new district, staff recommends that the Commission consider moving forward with a full update of the Redevelopment Plan to guide future projects and priorities.

ATTACHMENTS

1.	GAI Consultants Inc. Scope of Services
2.	FON Boundary Map
3.	GAI Consultants Inc. CRA Consulting Services Contract
4.	2021 Community Redevelopment Plan

January 28, 2025

GAI Project R240666.00

Ms. Kristin Odom
CRA Coordinator
City of Palatka
201 N. 2nd St.
Palatka, FL 32177

**Refined Scope of Services
CRA Finding of Necessity and Redevelopment Plan Update
City of Palatka, Florida**

Dear Ms. Odom:

GAI Consultants' Community Solutions Group ("GAI" or "CSG") offers this Scope of Services to the City of Palatka ("Client" or "City") consistent with GAI's response, dated June 4, 2024, to RFP #2024-05 which resulted in GAI's selection to provide **Community Redevelopment Area Consulting Services** for the City.

Scope of Services

Phase I Establish Project Expectations

- Meet with the City to identify and confirm the City's expectations, and redevelopment objectives of the Community Redevelopment Agency ("CRA") Plan update.
- Confirm study area boundary for potential expansion of Redevelopment Area(s).
- Confirm timeframe(s) for major components/deliverables.
- Prepare summary memo of the kick-off meeting for the City's records and reference.

Phase II Background Data Collection

- *Conditions of Slum and Blight and Finding of Necessity for Potential Expansion of CRA Boundaries*
 - Identify areas of potential slum and blight consistent with Chapter 163.340 (7) or (8), Florida Statutes (F.S.) within the potential Expansion Area.
 - Identify and compile best available data regarding key indicators of slum or blight conditions as required per Florida Law.
 - Prepare all supporting documents necessary for Chapter 163, Florida Statutes (F.S.), Part III compliant Finding of Necessity.
 - Summarize the above into a formal Finding of Necessity Study report including appropriate graphs, tables, and exhibits.

GAI Consultants, Inc.
618 East South Street, Suite 700
Orlando, Florida 32801

T 407.423.8398
gaiconsultants.com

- *Existing Conditions Analysis: Demographic, Economic, and GAP Evaluation*
 - Conduct a parcel inventory report of each of the existing CRA districts and potential Expansion Area parcel/lot to illustrate existing land use, zoning, vacant land, Future Land Use, and City-owned parcels.
 - Perform in-depth evaluation of the demographic and socio-economic data of the City, the existing CRA districts, and the potential Expansion Area.
 - Analyze the economic conditions of the existing CRA districts and potential Expansion Area, including taxbase and ownership data, and regional and local real estate trends. This data will be used to prepare tax increment projections.
 - Review prior CRA Plan(s), Annual Reports, meeting minutes, and completed projects and programs to determine success in implementing prior Redevelopment Plan Goals, Objectives, and Programs. This information will help identify completed, on-going or continuing, and new projects or programs to address within the CRA Plan Update.
- *Regulatory Review*
 - Review relevant City regulatory plans and documents that affect the operation of the CRA. These documents include, but are not limited to, current and proposed Capital Improvement Programs; City Comprehensive Plan; applicable CRA District Strategic Plan; applicable CRA Redevelopment Plans; and the City's Land Development Regulation.
 - The regulatory review will identify the potential effects (supporting, not supporting, or neutral) of the plans upon the CRA's redevelopment objectives and identify potential revisions or recommendations.
- Summarize the above in formatted report including appropriate graphs, tables, and exhibits.

Phase III CRA Plan Update

- *Public Engagement*
 - Provide narrative, appropriate content, and relevant links relating to the CRA Plan Update to the City for inclusion on the CRA's webpage. CRA Plan Update information for the CRA's webpage includes but is not limited to: [1] general overview of the CRA districts and potential Expansion Area; [2] demographic and economic snapshot of the CRA districts; [3] identification of catalyst/redevelopment opportunity sites; [4] and a community survey seeking public input regarding key issues, opportunities, current and potential project and programs within the CRA districts.
 - Conduct up to two (2) advertised public workshops for the CRA district(s) and potential Expansion Area. Intent of public workshops is to collect public input regarding goals, policies, and objectives of a

- CRA Redevelopment Plan. Public workshops will be held on the same day to allow for public to attend and participate in the morning or afternoon.
- Facilitate up to three (3) stakeholder group interviews. Stakeholder groups may include neighborhood leaders within the CRA districts, business owners and operators, property owners with significant holdings, and local thought leaders. The City's project team will identify and schedule the stakeholder group interviews. Conduct one-on-one interviews with each of the City's elected officials. The City Clerk will assist in scheduling interviews with elected official.
 - Stakeholder group interviews and elected official interviews may be conducted virtually or in-person. If conducted in-person, the interviews will be scheduled to take place over the course of one day.
 - Prepare summary memo of public engagement in formatted report with appropriate graphs, tables, and exhibits.
- *Draft CRA Plan Update*
- Identify draft strategies, goals, objectives, and policies for the CRA, in compliance with Chapter 163.362, Florida Statutes (F.S.), Part III requirements and recommendations.
 - Prepare a Conceptual Master Plan, including the location and conceptual design of potential projects and opportunity sites within the CRA district(s).
 - Conduct Tax Increment Financing (TIF) revenue estimates for the CRA districts(s) and potential Expansion Area through the operational timeframe of the CRA.
 - Prepare a Capital Improvements Plan, outlining the proposed prioritization, implementation periods, and funding allocation for proposed capital projects and programming.
 - Provide recommended strategies for implementation of the CRA Plan Update for the existing CRA district(s) and the proposed Expansion Area.
 - Formulate a Neighborhood Impact Statement that will describe the potential anticipated impact of the Plan's redevelopment programs and projects upon the residents.
 - Prepare all supporting documents necessary to enact each step of the CRA Plan adoption process: including, but not limited to, reports, draft resolutions, draft ordinances, Finding of Necessity, Recommendation and Adoption of the Redevelopment Plan, adoption of the Redevelopment Trust Fund and any amendments to the Community Redevelopment Agency ordinance to identify new CRA district(s).
 - Summarize all of the above in a PDF and word format report with appropriate graphs, tables, and exhibits, in accordance with Chapter 163.362, Florida Statutes (F.S.), Part III requirements and recommendations.

- Submit the Draft CRA Plan Update to the City’s project team for feedback and comments, allow up to two (2) rounds of revisions based on this feedback.
- *Legal and Statutory Compliance*
 - Review the CRA Plan Update for consistency with the Comprehensive Plan, local land development regulations, and all required criteria referenced in Chapter(s) 163.360, 163.361, and 163.362, Florida Statutes (F.S.).
- Receive final feedback on the Draft CRA Plan Update from the City’s project team and implement final revisions before being considered for adoption.

Phase IV CRA Plan Update Adoption

- Coordinate and assist the City regarding meeting notices, advertisements, and notifications to taxing authorities to maintain statutory compliance throughout the CRA Plan Update adoption process.

Meetings and Schedule

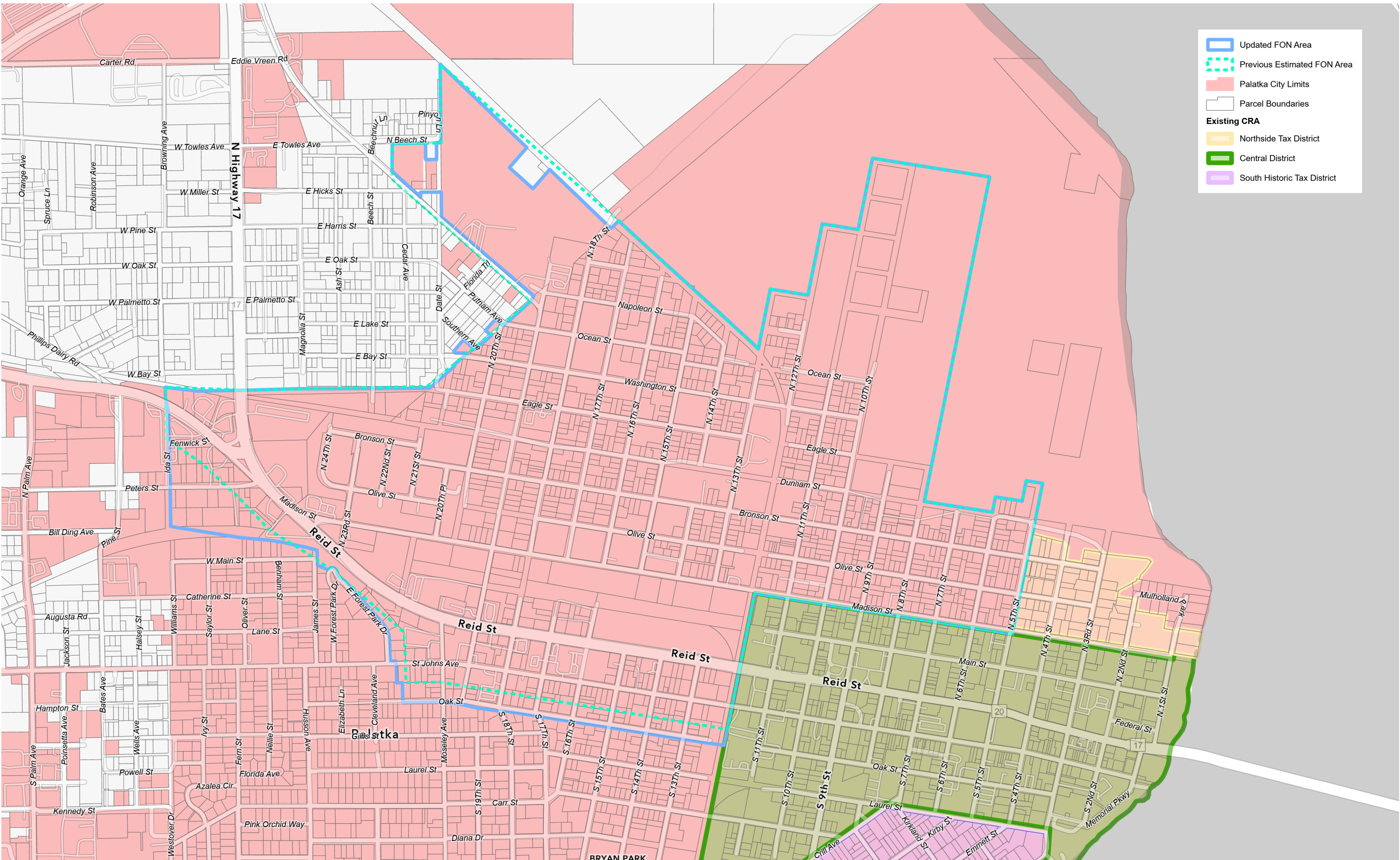
The work outlined in the above Scope of Services assumes that CSG will participate in regularly recurring project status meetings with the City’s project team to provide brief updates and status of the CRA Plan Update. For proposes of this Scope of Services, meetings will include time allocated to the use of TEAMS, ZOOM, WEBEX, or similar virtual software.

CSG anticipates completion of the above Scope of Services within an 8–11-month period, as outlined in the Project Schedule attached hereto as Exhibit A.

EXHIBIT A

PROJECT SCHEDULE

[illegible]



Updated FON Area

Previous Estimated FON Area

Palatka City Limits

Parcel Boundaries

Existing CRA

Northside Tax District

Central District

South Historic Tax District

ROBERTA M. CORREA
MAYOR-COMMISSIONER

TAMMIE McCASKILL
COMMISSIONER

JUSTIN R. CAMPBELL, SR.
COMMISSIONER

WILL JONES
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER



Regular meetings 2nd and 4th Thursdays of each month at 6:00
PM

JANE WEST, ESQ.
CITY ATTORNEY

SUNNI KRANTZ, CMC
CITY CLERK

MARCIA G. CARTY, CPA, CGFO,
MS-TAXATION
FINANCE DIRECTOR

JASON L. SHAW, SR.
CHIEF, POLICE DEPT.

CHRIS TAYLOR
CHIEF, FIRE DEPT.

CONTRACT FOR SERVICES RFP 2024-05

CRA Consulting Services

This Contract is made as of the 14th day of Nov, 2024, by and between City of Palatka, a Political Subdivision of the State of Florida, hereinafter referred to as the CITY, and GAI COMMUNITY SOLUTIONS GROUP, a Corporation authorized to do business in the State of Florida, hereinafter referred to as GAI Community Solutions Group, whose Federal I.D. is _____.

In consideration of the mutual promises contained herein, the CITY and GAI COMMUNITY SOLUTIONS GROUP. agree as follows:

ARTICLE 1 – SCOPE OF WORK AND CONTACTS

GAI Community Solutions Group responsibility under this Contract is to provide professional services in the implementation of a CRA district within the City of Palatka, FL 32177, as more specifically set forth in the Scope of Work detailed in Exhibit "A".

The CITY'S representative/liaison during the performance of this Contract shall be Marcia Carty, telephone no. 386-329-0100, e-mail:mcarty@palatka-fl.gov.

GAI COMMUNITY SOLUTIONS GROUP. representative/liaison during the performance of this Contract shall be Peter Sechier, 12574 Flagler Center Blvd, Suite 202, Jacksonville, FL 32258.

ARTICLE 2 - SCHEDULE

To be determined by City and GAI COMMUNITY SOLUTIONS GROUP after review of specific needs.

ARTICLE 3 - PAYMENTS TO GAI COMMUNITY SOLUTIONS GROUP.

- A. The total amount to be paid by the CITY under this Contract for all services and materials including, if applicable, "out of pocket" expenses (specified in paragraph C below) shall not exceed a total contract amount of One Hundred Four Thousand Six Hundred and Fifty Dollars. (\$104,650.00)
- B. Invoices received from GAI COMMUNITY SOLUTIONS GROUP. pursuant to this Contract will be reviewed and approved by the CITY's representative, to verify that services have been rendered in conformity with the Contract. Approved invoices will then be sent to the

Finance Department for payment. Invoices will normally be paid within thirty (30) days following the CITY representative's approval.

- C. Final Invoice: In order for both parties herein to close their books and records, GAI COMMUNITY SOLUTIONS GROUP. will clearly state "final invoice" on final/last billing to the CITY. This shall constitute GAI COMMUNITY SOLUTIONS GROUP. certification that all services have been properly performed and all charges and costs have been invoiced to City of Palatka. Any other charges not properly included on this final invoice are waived by GAI COMMUNITY SOLUTIONS GROUP.
- D. In order to do business with City of Palatka, GAI COMMUNITY SOLUTIONS GROUP. is required to fill out a Vendor Packet through the City's Finance Department.

ARTICLE 4 - TRUTH-IN-NEGOTIATION CERTIFICATE

Signature of this Contract by GAI COMMUNITY SOLUTIONS GROUP. shall also act as the execution of a truth-in negotiation certificate certifying that the wage rates, over-head charges, and other costs used to determine the compensation provided for in this Contract are accurate, complete and current as of the date of the Contract and no higher than those charged GAI COMMUNITY SOLUTIONS GROUP. most favored customer for the same or substantially similar service. The said rates and costs shall be adjusted to exclude any significant sums should the CITY determine that the rates and costs were increased due to inaccurate, incomplete or noncurrent wage rates or due to inaccurate representations of fees paid to outside GAI COMMUNITY SOLUTIONS GROUP.s. The CITY shall exercise its rights under this Article 4 within three (3) years following final payment.

ARTICLE 5 - TERMINATION

This Contract may be terminated by GAI COMMUNITY SOLUTIONS GROUP. upon thirty (30) days' prior written notice to the CITY in the event of substantial failure by the CITY to perform in accordance with the terms of this Contract through no fault of GAI COMMUNITY SOLUTIONS GROUP. It may also be terminated, in whole or in part, by the CITY, with cause upon five (5) business days written notice to GAI COMMUNITY SOLUTIONS GROUP. or without cause upon ten (10) business days written notice to GAI COMMUNITY SOLUTIONS GROUP. Unless GAI COMMUNITY SOLUTIONS GROUP. is in breach of this Contract, GAI COMMUNITY SOLUTIONS GROUP. shall be paid for services rendered to the CITY'S satisfaction through the date of termination. After receipt of a Termination Notice, except as otherwise directed by the CITY, in writing, GAI COMMUNITY SOLUTIONS GROUP. shall:

- A. Stop work on the date and to the extent specified.
- B. Terminate and settle all orders and subcontracts relating to the performance of the terminated work.
- C. Transfer all work in process, completed work, and other materials related to the terminated work to the CITY.
- D. Continue and complete all parts of the work that have not been terminated.

ARTICLE 6 - PERSONNEL

GAI COMMUNITY SOLUTIONS GROUP. represents that it has, or will secure at its own expense, all necessary personnel required to perform the services under this Contract. Such personnel shall not be employees of or have any contractual relationship with the CITY. All of the services required herein under shall be performed by GAI COMMUNITY SOLUTIONS GROUP. or under its supervision, and all personnel engaged in performing the services shall be fully qualified and, if required,

authorized or permitted under state and local law to perform such services. Any changes or substitutions in GAI COMMUNITY SOLUTIONS GROUP. key personnel, as may be listed in Exhibit "A", must be made known to the CITY'S representative and written approval must be granted by the CITY'S representative before said change or substitution can become effective. GAI COMMUNITY SOLUTIONS GROUP. represents that all services shall be performed by skilled and competent personnel to good and accepted professional standards in the field. All of GAI COMMUNITY SOLUTIONS GROUP. personnel (and all Subcontractors), while on CITY premises, will comply with all CITY requirements governing conduct, safety and security.

ARTICLE 7 - SUBCONTRACTING

The CITY reserves the right to accept the use of a subcontractor or to reject the selection of a particular subcontractor and to inspect all facilities of any subcontractors in order to make a determination as to the capability of the subcontractor to perform properly under this Contract. The City shall not reject a subcontractor unreasonably. GAI COMMUNITY SOLUTIONS GROUP.is encouraged to seek additional small business enterprises for participation in subcontracting opportunities. If GAI COMMUNITY SOLUTIONS GROUP. uses any subcontractors on this project the following provisions of this Article shall apply: If a subcontractor fails to perform or make progress, as required by this Contract, and it is necessary to replace the subcontractor to complete the work in a timely fashion, GAI COMMUNITY SOLUTIONS GROUP. shall promptly do so, subject to acceptance of the new subcontractor by the CITY.

ARTICLE 8 - FEDERAL AND STATE TAX

The CITY is exempt from payment of Florida State Sales and Use Taxes. The CITY will sign an exemption certificate submitted by GAI COMMUNITY SOLUTIONS GROUP. GAI COMMUNITY SOLUTIONS GROUP. shall not be exempted from paying sales tax to its suppliers for materials used to fulfill contractual obligations with the CITY, nor is GAI COMMUNITY SOLUTIONS GROUP. authorized to use the CITY'S Tax Exemption Number in securing such materials. GAI COMMUNITY SOLUTIONS GROUP. shall be responsible for payment of its own and its share of its employees' payroll, payroll taxes, and benefits with respect to this contract.

ARTICLE 9 - AVAILABILITY OF FUNDS

The CITY'S performance and obligation to pay under this contract for subsequent fiscal years are contingent upon annual appropriations for its purpose by the City Commissioners.

ARTICLE 10 - INSURANCE

GAI COMMUNITY SOLUTIONS GROUP. shall maintain at its sole expense, in force and effect at all times during the term of this Contract, insurance coverage and limits (including endorsements) as described herein. Failure to maintain at least the required insurance shall be considered default of the Contract. The requirements contained herein, as well as CITY's review or acceptance of insurance maintained by GAI COMMUNITY SOLUTIONS GROUP., are not intended to and shall not in any manner limit or qualify the liabilities and obligations assumed by GAI COMMUNITY SOLUTIONS GROUP. under the Contract. GAI COMMUNITY SOLUTIONS GROUP. agrees to notify the CITY at least ten (10) days prior to cancellation, non-renewal or material change to the required insurance coverage. Where the policy allows, coverage shall apply on a primary and non-contributory basis.

A. Commercial General Liability:

GAI COMMUNITY SOLUTIONS GROUP. shall maintain Commercial General Liability at a limit of liability not less than \$500,000 combined single limit for bodily injury and property damage each occurrence. Coverage shall not contain any endorsement(s) excluding Contractual Liability or Cross Liability. Additional Insured Endorsement: The Commercial General Liability policy shall be endorsed to include, " City of Palatka, a Political Subdivision of the State of Florida, its Officers, Employees, and Agents" as an Additional Insured. A copy of the endorsement shall be provided to CITY upon request.

B. Workers' Compensation Insurance & Employer's Liability:

GAI COMMUNITY SOLUTIONS GROUP. shall maintain Workers' Compensation & Employer's Liability in accordance with Chapter 440 of the Florida Statutes.

C. Professional Liability:

GAI COMMUNITY SOLUTIONS GROUP. shall maintain Professional Liability, or equivalent Errors & Omissions Liability, at a limit of liability not less than \$1,000,000 each occurrence, and \$2,000,000 per aggregate. When a self-insured retention (SIR) or deductible exceeds \$10,000, CITY reserves the right, but not the obligation, to review and request a copy of GAI COMMUNITY SOLUTIONS GROUP. most recent annual report or audited financial statement. GAI's Professional Liability policy has a \$25,000 self retention/deductible. For policies written on a "claims-made" basis, GAI COMMUNITY SOLUTIONS GROUP. warrants the Retroactive Date equals or precedes the effective date of this Contract. In the event the policy is canceled, non-renewed, switched to an Occurrence Form, retroactive date advanced, or any other event triggering the right to purchase a Supplement Extended Reporting Period (SERP) during the term of this Contract, GAI COMMUNITY SOLUTIONS GROUP. shall purchase a SERP with a minimum reporting period not less than three (3) years after the expiration of the contract term. The requirement to purchase a SERP shall not relieve GAI COMMUNITY SOLUTIONS GROUP. of the obligation to provide replacement coverage. The Certificate of Insurance providing evidence of the purchase of this coverage shall clearly indicate whether coverage is provided on an "occurrence" or "claims-made" form. If coverage is provided on a "claims-made" form the Certificate of Insurance must also clearly indicate the "retroactive date" of coverage.

D. Waiver of Subrogation:

Except where prohibited by law, GAI COMMUNITY SOLUTIONS GROUP. hereby waives any and all rights of Subrogation against the CITY, its officers, employees and agents for each required policy except Professional Liability. When required by the insurer, or should a policy condition not permit an insured to enter into a pre-loss agreement to waive subrogation without an endorsement, then GAI COMMUNITY SOLUTIONS GROUP. shall notify the insurer and request the policy be endorsed with a Waiver of Transfer of Rights of Recovery Against Others, or its equivalent. This Waiver of Subrogation requirement shall not apply to any policy t h a t includes a condition to the policy specifically prohibiting such an endorsement or voids coverage should GAI COMMUNITY SOLUTIONS GROUP. enter into such an agreement on a pre-loss basis. This waiver does not apply to PLI for that reason.

E. Certificates of Insurance:

On execution of this contract, renewal, within forty-eight (48) hours of a request by CITY, and upon expiration of any of the required coverage throughout the term of this Agreement, GAI COMMUNITY SOLUTIONS GROUP. shall deliver to the CITY or CITY's designated representative a signed Certificate(s) of Insurance evidencing that all types and minimum limits of insurance coverage

required by this Contract have been obtained and are in force and effect. Certificates shall be issued to: City of Palatka Board of CITY Commissioners And may be addressed: c/o Department Using the address as indicated in the "Notices" article or another address on agreement of the parties. F. Right to Revise or Reject: CITY, by and through its Risk Management Department in cooperation with the contracting/monitoring department, reserves the right to review, modify, reject, or accept any required policies of insurance, including limits, coverage, or endorsements.

ARTICLE 11 - INDEMNIFICATION

GAI COMMUNITY SOLUTIONS GROUP. shall reimburse, indemnify and hold CITY, its agents, employees and elected officers harmless from and against all claims, liability, expense, loss, cost, damages or causes of action of every kind or character, including reasonable attorney's fees and costs, whether at trial or appellate levels or otherwise, to the extent caused by their performance of the terms of this Contract or due to the acts or omissions of GAI COMMUNITY SOLUTIONS GROUP. Notwithstanding anything to the contrary in this AGREEMENT, neither party shall have any liability to the other party for indirect, consequential or special damages including, but not limited to, liability or damages for delays of any nature, loss of anticipated revenues or profits, costs of shutdown or startup whether such damages are based on contract, tort including negligence, strict liability or otherwise..

ARTICLE 12 - SUCCESSORS AND ASSIGNS

The CITY and GAI COMMUNITY SOLUTIONS GROUP. each binds itself and its partners, successors, executors, administrators and assigns to the other party and to the partners, successors, executors, administrators and assigns of such other party, in respect to all covenants of this Contract. Except as above, neither the CITY nor GAI COMMUNITY SOLUTIONS GROUP. shall assign, sublet, convey or transfer its interest in this Contract without the prior written consent of the other, which shall not be unreasonably withheld.

ARTICLE 13 – GOVERNING LAW

This Contract shall be governed by the laws of the State of Florida. Any legal action necessary to enforce the Contract will be held in a court of competent jurisdiction located in Putnam County, Florida.

ARTICLE 14 - CONFLICT OF INTEREST

GAI COMMUNITY SOLUTIONS GROUP. represents that it presently has no interest and shall acquire no interest, either direct or indirect, which would conflict in any manner with the performance of services required hereunder, as provided for in Chapter 112, Part III, Florida Statutes.

GAI COMMUNITY SOLUTIONS GROUP. further represents that no person having any such conflict of interest shall be employed for said performance of services. GAI COMMUNITY SOLUTIONS GROUP. shall promptly notify the CITY's representative, in writing, by certified mail, of all potential conflicts of interest of any prospective business association, interest or other circumstance which may influence or appear to influence GAI COMMUNITY SOLUTIONS GROUP. judgement or quality of services being provided hereunder. Such written notification shall identify the prospective business association, interest or circumstance, the nature of work that GAI COMMUNITY SOLUTIONS GROUP. may undertake and request an opinion of the CITY as to whether the association, interest or circumstance would, in the opinion of the CITY, constitute a conflict of interest if entered into by GAI COMMUNITY SOLUTIONS GROUP. The CITY agrees to notify GAI COMMUNITY SOLUTIONS GROUP. of its opinion by certified mail within thirty (30) days of receipt of notification by GAI COMMUNITY SOLUTIONS GROUP. If, in the opinion of the CITY, the prospective business

association, interest or circumstance would not constitute a conflict of interest by GAI COMMUNITY SOLUTIONS GROUP., the CITY shall so state in the notification and GAI COMMUNITY SOLUTIONS GROUP. shall, at its option, enter into said association, interest or circumstance and it shall be deemed not in conflict of interest with respect to services provided to the CITY by GAI COMMUNITY SOLUTIONS GROUP. under the terms of this Contract.

ARTICLE 15 - EXCUSABLE DELAYS

GAI COMMUNITY SOLUTIONS GROUP. shall not be considered in default by reason of any failure in performance if such failure arises out of causes reasonably beyond the control of GAI COMMUNITY SOLUTIONS GROUP. or its subcontractors and without their fault or negligence. Such causes include, but are not limited to, acts of God, force majeure, natural or public health emergencies, labor disputes, freight embargoes, and abnormally severe and unusual weather conditions. Upon GAI COMMUNITY SOLUTIONS GROUP. request, the CITY shall consider the facts and extent of any failure to perform the work and, if GAI COMMUNITY SOLUTIONS GROUP. failure to perform was without it or its subcontractors fault or negligence, the Contract Schedule and/or any other affected provision of this Contract shall be revised accordingly, subject to the CITY'S rights to change, terminate, or stop any or all of the work at any time.

ARTICLE 16 - ARREARS

GAI COMMUNITY SOLUTIONS GROUP. shall not pledge the CITY'S credit or make it a guarantor of payment or surety for any contract, debt, obligation, judgement, lien, or any form of indebtedness. GAI COMMUNITY SOLUTIONS GROUP. further warrants and represents that it has no obligation or indebtedness that would impair its ability to fulfill the terms of this Contract.

ARTICLE 17 - DISCLOSURE AND OWNERSHIP OF DOCUMENTS

GAI COMMUNITY SOLUTIONS GROUP. shall deliver to the CITY's representative for approval and acceptance, and before being eligible for final payment of any amounts due, all documents and materials prepared by and for the CITY under this Contract. To the extent allowed by Chapter 119, Florida Statutes, all written and oral information not in the public domain or not previously known, and all information and data obtained, developed, or supplied by the CITY or at its expense will be kept confidential by GAI COMMUNITY SOLUTIONS GROUP. and will not be disclosed to any other party, directly or indirectly, without the CITY'S prior written consent unless required by a lawful court order. All drawings, maps, sketches, programs, data base, reports and other data developed, or purchased, under this Contract for or at the CITY'S expense shall be and remain the CITY'S property and may be reproduced and reused at the discretion of the CITY. All covenants, agreements, representations and warranties made herein, or otherwise made in writing by any party pursuant hereto, including but not limited to any representations made herein relating to disclosure or ownership of documents, shall survive the execution and delivery of this Contract and the consummation of the transactions contemplated hereby. Any unauthorized reuse of GAI's work product by City shall be without liability to GAI.

ARTICLE 18 - INDEPENDENT CONTRACTOR RELATIONSHIP

GAI COMMUNITY SOLUTIONS GROUP.is, and shall be, in the performance of all work services and activities under this Contract, an Independent Contractor, and not an employee, agent, or servant of the CITY. All persons engaged in any of the work or services performed pursuant to this Contract shall at all times, and in all places, be subject to GAI COMMUNITY SOLUTIONS GROUP. sole direction, supervision, and control. GAI COMMUNITY SOLUTIONS GROUP. shall exercise control

over the means and manner in which it and its employees perform the work, and in all respects GAI COMMUNITY SOLUTIONS GROUP. relationship and the relationship of its employees to the CITY shall be that of an Independent Contractor and not as employees or agents of the CITY. GAI COMMUNITY SOLUTIONS GROUP. does not have the power or authority to bind the CITY in any promise, agreement or representation.

ARTICLE 19 - CONTINGENT FEES

GAI COMMUNITY SOLUTIONS GROUP. warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for GAI COMMUNITY SOLUTIONS GROUP.to solicit or secure this Contract and that it has not paid or agreed to pay any person, company, corporation, individual, or firm, other than a bona fide employee working solely for GAI COMMUNITY SOLUTIONS GROUP., any fee, commission, percentage, gift, or any other consideration contingent upon or resulting from the award or making of this Contract.

ARTICLE 20 - ACCESS AND AUDITS

GAI COMMUNITY SOLUTIONS GROUP. shall maintain adequate records to justify all charges, expenses, and costs incurred in estimating and performing the work for at least five (5) years after completion or termination of this Contract. The CITY shall have access to such books, records, and documents as required in this section for the purpose of inspection or audit during normal business hours, at GAI COMMUNITY SOLUTIONS GROUP. place of business

ARTICLE 21 - NONDISCRIMINATION

The CITY is committed to assuring equal opportunity in the award of contracts and complies with all laws prohibiting discrimination. GAI COMMUNITY SOLUTIONS GROUP. represents that throughout the term of the Contract, including any renewals thereof, if applicable, all of its employees are treated equally during employment without regard to race, color, religion, disability, sex, age, national origin, ancestry, marital status, familial status, sexual orientation, gender identity or expression, or genetic information. Failure to meet this requirement shall be considered default of the Contract. As part of such compliance, GAI COMMUNITY SOLUTIONS GROUP. shall not discriminate on the basis of race, color, national origin, religion, ancestry, sex, age, marital status, familial status, sexual orientation, gender identity or expression, disability, or genetic information in the solicitation, selection, hiring or commercial treatment of subcontractors, vendors, suppliers, or commercial customers, nor shall GAI COMMUNITY SOLUTIONS GROUP. retaliate against any person for reporting instances of such discrimination. GAI COMMUNITY SOLUTIONS GROUP. shall provide equal opportunity for subcontractors, vendors and suppliers to participate in all of its public sector and private sector subcontracting and supply opportunities, provided that nothing contained in this clause shall prohibit or limit otherwise lawful efforts to remedy the effects of marketplace discrimination that have occurred or are occurring in the CITY'S relevant marketplace in City of Palatka. GAI COMMUNITY SOLUTIONS GROUP. understands and agrees that a material violation of this clause shall be considered a material breach of this Contract and may result in termination of this Contract, disqualification or debarment of the company from participating in CITY contracts, or other sanctions. This clause is not enforceable by or for the benefit of, and creates no obligation to, any third party. GAI COMMUNITY SOLUTIONS GROUP. shall include this language in its subcontracts.

ARTICLE 22 - AUTHORITY TO PRACTICE

GAI COMMUNITY SOLUTIONS GROUP. hereby represents and warrants that it has and will continue to maintain all licenses and approvals required to conduct its business, and that it will at all times

conduct its business activities in a reputable manner. Proof of such licenses and approvals shall be submitted to the CITY's representative upon request.

ARTICLE 23 - SEVERABILITY

If any term or provision of this Contract, or the application thereof to any person or circumstances shall, to any extent, be held invalid or unenforceable, the remainder of this Contract, or the application of such terms or provision, to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected, and every other term and provision of this Contract shall be deemed valid and enforceable to the extent permitted by law.

ARTICLE 24 - PUBLIC ENTITY CRIMES

As provided in F.S. 287.132-133, by entering into this contract or performing any work in furtherance hereof, GAI COMMUNITY SOLUTIONS GROUP. certifies that it, its affiliates, suppliers, subcontractors and GAI COMMUNITY SOLUTIONS GROUP.s who will perform hereunder, have not been placed on the convicted vendor list maintained by the State of Florida Department of Management Services within the 36 months immediately preceding the date hereof. This notice is required by F.S. 287.133(3)(a).

ARTICLE 25 - MODIFICATIONS OF WORK

The CITY reserves the right to make changes in Scope of Work, including alterations, reductions therein or additions thereto. Upon receipt by GAI COMMUNITY SOLUTIONS GROUP. of the CITY'S notification of a contemplated change, GAI COMMUNITY SOLUTIONS GROUP. shall, in writing: (1) provide a detailed estimate for the increase or decrease in cost due to the contemplated change, (2) notify the CITY of any estimated change in the completion date, and (3) advise the CITY if the contemplated change shall affect GAI COMMUNITY SOLUTIONS GROUP. ability to meet the completion dates or schedules of this Contract. If the CITY so instructs in writing, GAI COMMUNITY SOLUTIONS GROUP. shall suspend work on that portion of the Scope of Work affected by a contemplated change, pending the CITY'S decision to proceed with the change. If the CITY elects to make the change, the CITY shall initiate a Contract Amendment and GAI COMMUNITY SOLUTIONS GROUP. shall not commence work on any such change until such written amendment is signed by GAI COMMUNITY SOLUTIONS GROUP. and approved and executed on behalf of City of Palatka.

ARTICLE 26 - NOTICE

All notices required in this Contract shall be sent by certified mail, return receipt requested, hand delivery or other delivery service requiring signed acceptance. If sent to the CITY, notices shall be addressed to: 201 N. 2nd Street, Palatka, FL 32177

With copy to: City of Palatka Attorney's Office, 201 N. 2nd Street, Palatka, FL 32177

If sent to GAI Community Solutions Group notices shall be addressed to:

GAI COMMUNITY SOLUTIONS GROUP.:

12574 Flagler Center Blvd, Suite 202
Jacksonville, FL 32258

ARTICLE 27 - ENTIRETY OF CONTRACTUAL AGREEMENT

The CITY and GAI COMMUNITY SOLUTIONS GROUP. agree that this Contract sets forth the entire agreement between the parties, and that there are no promises or understandings other than those stated herein. None of the provisions, terms and conditions contained in this Contract may be

added to, modified, superseded or otherwise altered, except by written instrument executed by the parties hereto in accordance with Article 25- Modifications of Work.

ARTICLE 28 - REGULATIONS; LICENSING REQUIREMENTS

GAI COMMUNITY SOLUTIONS GROUP. shall comply with all laws, ordinances and regulations applicable to the services contemplated herein, to include those applicable to conflict of interest and collusion. GAI COMMUNITY SOLUTIONS GROUP.is presumed to be familiar with all federal, state and local laws, ordinances, codes and regulations that may in any way affect the services offered.

ARTICLE 29 - SCRUTINIZED COMPANIES

- A. As provided in F.S. 287.135, by entering into this Contract or performing any work in furtherance hereof, GAI COMMUNITY SOLUTIONS GROUP. certifies that it, its affiliates, suppliers, subcontractors and GAI COMMUNITY SOLUTIONS GROUP.s who will perform hereunder, have not been placed on the Scrutinized Companies that boycott Israel List, or is engaged in a boycott of Israel, pursuant to F.S. 215.4725. Pursuant to F.S. 287.135(3)(b), if GAI COMMUNITY SOLUTIONS GROUP.is found to have been placed on the Scrutinized Companies that Boycott Israel List or is engaged in a boycott of Israel, this Contract may be terminated at the option of the CITY.
- B. When contract value is greater than \$1 million: As provided in F.S. 287.135, by entering into this Contract or performing any work in furtherance hereof, GAI COMMUNITY SOLUTIONS GROUP. certifies that it, its affiliates, suppliers, subcontractors and GAI COMMUNITY SOLUTIONS GROUP.s who will perform hereunder, have not been placed on the Scrutinized Companies With Activities in Sudan List or Scrutinized Companies With Activities in The Iran Petroleum Energy Sector List created pursuant to F.S. 215.473 or is engaged in business operations in Cuba or Syria. If the CITY determines, using credible information available to the public, that a false certification has been submitted by GAI COMMUNITY SOLUTIONS GROUP., this Contract may be terminated and a civil penalty equal to the greater of \$2 million or twice the amount of this Contract shall be imposed, pursuant to F.S. 287.135. Said certification must also be submitted at the time of Contract renewal, if applicable.

ARTICLE 30 - PUBLIC RECORDS

Notwithstanding anything contained herein, as provided under Section 119.0701, F.S., if GAI COMMUNITY SOLUTIONS GROUP.: (i) provides a service; and (ii) acts on behalf of the CITY as provided under Section 119.011(2) F.S., GAI COMMUNITY SOLUTIONS GROUP. shall comply with the requirements of Section 119.0701, Florida Statutes, as it may be amended from time to time GAI COMMUNITY SOLUTIONS GROUP.is specifically required to:

- A. Keep and maintain public records required by the CITY to perform services as provided under this Contract.
- B. Upon request from the CITY'S Custodian of Public Records, provide the CITY with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119 or as otherwise provided by law.

- C. Ensure that public records that are exempt, or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the Contract, if GAI COMMUNITY SOLUTIONS GROUP. does not transfer the records to the public agency.
- D. Upon completion of the Contract GAI COMMUNITY SOLUTIONS GROUP. shall transfer, at no cost to the CITY, all public records in possession of GAI COMMUNITY SOLUTIONS GROUP. unless notified by CITY'S representative/liaison, on behalf of the CITY'S Custodian of Public Records, to keep and maintain public records required by the CITY to perform the service. If GAI COMMUNITY SOLUTIONS GROUP. transfers all public records to the CITY upon completion of the Contract, GAI COMMUNITY SOLUTIONS GROUP. shall destroy any duplicate public records that are exempt, or confidential and exempt from public records disclosure requirements. If GAI COMMUNITY SOLUTIONS GROUP. keeps and maintains public records upon completion of the Contract, GAI COMMUNITY SOLUTIONS GROUP. shall meet all applicable requirements for retaining public records. All records stored electronically by GAI COMMUNITY SOLUTIONS GROUP. must be provided to CITY, upon request of the CITY'S Custodian of Public Records, in a format that is compatible with the information technology systems of CITY, at no cost to CITY. Failure of GAI COMMUNITY SOLUTIONS GROUP.to comply with the requirements of this article shall be a material breach of this Contract. CITY shall have the right to exercise any and all remedies available to it, including but not limited to, the right to terminate for cause. GAI COMMUNITY SOLUTIONS GROUP. acknowledges that it has familiarized itself with the requirements of Chapter 119, F.S., and other requirements of state law applicable to public records not specifically set forth herein

ARTICLE 31 - COUNTERPARTS

This Contract, including the exhibits referenced herein, may be executed in one or more counterparts, all of which shall constitute collectively but one and the same Contract. The CITY may execute the Contract through electronic or manual means. GAI COMMUNITY SOLUTIONS GROUP. shall execute by manual means only, unless the CITY provides otherwise.

ARTICLE 32 - E-VERIFY - EMPLOYMENT ELIGIBILITY

GAI COMMUNITY SOLUTIONS GROUP. warrants and represents that it is in compliance with section 448.095, Florida Statutes, as may be amended, and that it: (1) is registered with the E-Verify System (E-Verify.gov), and beginning January 1, 2021, uses the E-Verify System to electronically verify the employment eligibility of all newly hired workers; and (2) has verified that all of GAI COMMUNITY SOLUTIONS GROUP. subcontractors performing the duties and obligations of this CONTRACT are registered with the E-Verify System, and beginning January 1, 2021, use the E-Verify System to electronically verify the employment eligibility of all newly hired workers. GAI COMMUNITY SOLUTIONS GROUP. shall obtain from each of its subcontractor an affidavit stating that the subcontractor does not employ, contract with, or subcontract with an Unauthorized Alien, as that term is defined in section 448.095(1)(k), Florida Statutes, as may be amended. GAI COMMUNITY SOLUTIONS GROUP. shall maintain a copy of any such affidavit from a subcontractor for, at a minimum, the duration of the subcontract and any extension thereof. This provision shall not supersede any provision of this CONTRACT which requires a longer retention period. CITY shall terminate this CONTRACT if it has a good faith belief that GAI COMMUNITY SOLUTIONS GROUP. has knowingly violated Section 448.09(1), Florida Statutes, as may be amended. If CITY has a good faith belief that GAI COMMUNITY SOLUTIONS GROUP. subcontractor has knowingly violated section 448.09(1), Florida Statutes, as may be amended, CITY shall notify GAI COMMUNITY

SOLUTIONS GROUP.to terminate its contract with the subcontractor and GAI COMMUNITY SOLUTIONS GROUP. shall immediately terminate its contract with the subcontractor. If CITY terminates this CONTRACT pursuant to the above, GAI COMMUNITY SOLUTIONS GROUP. shall be barred from being awarded a future contract by CITY for a period of one (1) year from the date on which this CONTRACT was terminated. In the event of such contract termination, GAI COMMUNITY SOLUTIONS GROUP. shall also be liable for any additional costs incurred by CITY as a result of the termination.

ARTICLE 33 – PERSONAL LIABILITY OF PERSONNEL DISCLAIMER

Pursuant to Florida Statutes §§558.0035, (Supp. 2013) to the fullest extent permitted by law, CLIENT agrees that pursuant to Section (c) an individual employee or agent may not be held personally liable for negligence.

IN WITNESS WHEREOF, the City of Palatka, Florida has made and executed this Contract on behalf of the CITY and GAI COMMUNITY SOLUTIONS GROUP. has hereunto set its hand the day and year above written.



Attest: City Of Palatka Clerk:

A handwritten signature in blue ink, appearing to read "Sunni Krantz", is written over a horizontal line. Below the line, the text "Sunni Krantz, City of Palatka Clerk" is printed.

City of Palatka Mayor:

A handwritten signature in blue ink, appearing to read "Roberta Correa", is written over a horizontal line. Below the line, the text "Roberta Correa, City of Palatka Mayor" is printed.

Contractor:

Peter C.
Sechler

Digitally signed by
Peter C. Sechler
Date: 2024.11.13
07:56:48 -05'00'

__ Signature

Company:

_GAI Consultants, Inc_____

Name (print):

PeterC.Sechler

Company:

Title:

_Vice President_____

Approved as to Form And Legal Sufficiency.

By:

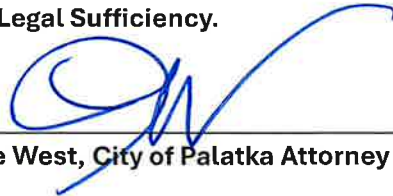

Jane West, City of Palatka Attorney

EXHIBIT "A" SCOPE OF WORK

Scope of Work

Description of Work

PART 1 THE WORK AND ITS PERFORMANCE

1.01 CHARACTER OF THE WORK

Unless otherwise expressly provided in the Contract Documents, the Work must be performed in accordance with best modern practice, with materials and workmanship of the highest quality to the satisfaction of the Owner.

1.02 DESCRIPTION OF THE PROJECT

1. Identify areas of potential slum or blight consistent with F.S. 163.340 (7) or (8) within the attached proposed areas (Attachment A).
2. Identify and compile best available data regarding key indicators of slum or blight conditions as required per Florida Law.

3. Prepare Tax Increment Finance (TIF) revenue estimates for proposed CRA areas, based on the proposed timeframe of the CRA area, and land use within the CRA area, and any adjustments that would be required to support the capital projects within the proposed CRA area.
4. Prepare all supporting documents necessary for the statutory Finding of Necessity.
5. Prepare all noticing, including the notice to taxing authorities
6. Prepare all supporting documents, draft resolutions, and ordinances necessary to enact each step of the CRA process: including, but not limited to, the CRA plan, plan amendments, reports, resolutions, draft ordinances, Finding of Necessity, Recommendation and Adoption of a Redevelopment Plan, adoption of a Redevelopment Trust Fund and any amendments to the Community Redevelopment Agency ordinance to identify new CRA areas.
7. Organize and notice a minimum of three (3) workshops for each proposed area to receive public input regarding goals, policies and objectives of a Community Redevelopment Plan for the areas.
8. Prepare a list of potential capital projects for the proposed areas and include an analysis of each addressing the standards of a Workable Program as identified in F.S. 163.360.
9. Prepare redevelopment plans for proposed areas after the establishment of the CRA, in accordance with F.S. 163.360 submitted in word format with editing capability.
10. Review proposed Redevelopment plans for consistency with the Comprehensive Plan and local land regulations and all required criteria referenced in F.S. 163.360 (1), (2) AND (3).
11. Conduct all necessary public meetings for enactment of each procedural component for the creation of a CRA, including public meeting before City Commission, Planning and Zoning Board and Historic Board.
12. Prepare a specific time frame for all major components identified within the Scope of Services.

The cost of the above tasks, within the Scope of Services shall be identified within the response and will be utilized as part of the evaluation criteria, as this is not a CCNA assignment.

PART 2 ABBREVIATIONS

2.01 ORDINANCES, REGULATIONS, STANDARDS, AND CODES

Reference in the specifications to known standards, codes, specifications, etc., promulgated by professional or technical associations, institutions, and societies, is intended to mean the latest edition of each such standard adopted and published as of the date of the Invitation to Bid on this project except where otherwise specifically indicated.

Each such standard referred to shall be considered a part of the specifications to the same extent as if reproduced herein in full. The following is a list of applicable documents that apply to this contract.

American Association of State Highway and Transportation Officials (AASHTO)
formerly (AASHO)

American Concrete Institute (ACI)

American Institute of Steel Construction
(AISC) American Iron and Steel Institute
(ANSI) American National Standards
Institute (ANSI) American Standards
Association (ASA)
American Society of Mechanical Engineers
(ASME) American Society of Testing and
Materials (ASTM) American Water Works
Association (AWWA) American Welding Society
(AWS)
Anti-Friction Bearing Manufacturer's Association (AFBMA)
Building Officials and Code Administrators International, Inc. (BOCA)
Construction Specifications Institute (CSI)
Federal Specifications (FS)
Florida Department of Transportation (FDOT) Standard Specifications for Road and
Bridge Construction, Latest English Edition (Standard Specifications)
Florida Department of Traffic Design Standards Latest English Edition (FDOT Index)
National Bureau of Standards (NBS)
National Electrical Manufacturer's Association (NEMA)
National Fire Protection Association (NFPA)
Portland Cement Association (PCA)
Occupational Safety and Health Act (Public Law 91-596), U.S. Department of Labor
(OSHA)
Steel Structures Painting Council (SSPC)
Southern Standards Building Code (SSBC)
Underwriters' Laboratories, Inc. (UL)

United States of America Standards Institute (USASI)

Regulations of Florida Industrial Commission Regarding Safety

All local, state, county, or municipal building codes requirements of the Owner's Insurance

END OF SECTION

COMMUNITY REDEVELOPMENT PLAN



CITY of *Palatka*
FLORIDA



This CRA report was prepared by



October 2021

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The 2021 Palatka Community Redevelopment Plan updates the 2009 Palatka Community Redevelopment Plan in accordance with Chapter 163, Part III, Florida Statutes, requirements. Established in 1983, the Palatka Community Redevelopment District includes the riverfront City's Central Business District and its two historic residential districts, the North and South Historic Districts. The 2021 Palatka Community Redevelopment Plan presents a Four Point Action Plan to advance the Community Redevelopment Agency's efforts and build upon the Agency's numerous accomplishments. The four redevelopment strategies are:

- 1. Continue Infrastructure Improvements***
- 2. Establish and Reinforce Connections***
- 3. Activate Opportunity Sites***
- 4. Encourage Private Sector Investment***

The Conceptual Master Plan presents proposed locations for future capital investments in the public realm within the Community Redevelopment Area. The Goals portion of the report outlines day-to-day operational activities and introduces a range of potential programming options for the Redevelopment Agency's use. The Budget and Revenue portion of the report presents a 5 Year Budget Worksheet of anticipated operations, capital and programming costs to assist the Agency's development of Annual Work Plans and Budgets in the future and presents the anticipated TIF revenue projections through the CRA's 2044 operational horizon. The Appendix portion of the report contains the Existing Conditions Analysis of the Community Redevelopment Area, a summary of the Public Engagement activities utilized during the Plan update, detailed Cost Estimates for proposed capital projects and a Legal Description of the Palatka Community Redevelopment District.



- North Historic Tax District*
- Central Business District*
- South Historic Tax District*



-  *North Historic District*
-  *Central Business District*
-  *South Historic District*



ST. JOHN'S HOTEL

CORNER LEMON AND FIRST STREETS,

PALATKA, FLORIDA

P. & H. PETERMAN, Proprietors.

This hotel is within three minutes walk of the steamer
Accommodations and Table first-class. Terms reasonable
all the year round.

HISTORY

HISTORICAL PERSPECTIVE – “THE GEM OF ST. JOHNS RIVER”

The area where Palatka is located was once the domain of the Timucuan peoples. Two tribes of which existed in the Palatka region under chiefs Saturiwa and Utina. They fished bass and mullet, or hunted deer, turkeys, bear and opossum. Others farmed beans, corn, melons, squash, and tobacco. However, infectious disease that came with European contact and war devastated the tribes, and they were extinct by the mid-18th century. The last people evacuated with the Spanish to Cuba in 1763, when Spain ceded Florida to Great Britain after the Seven Years' War.¹

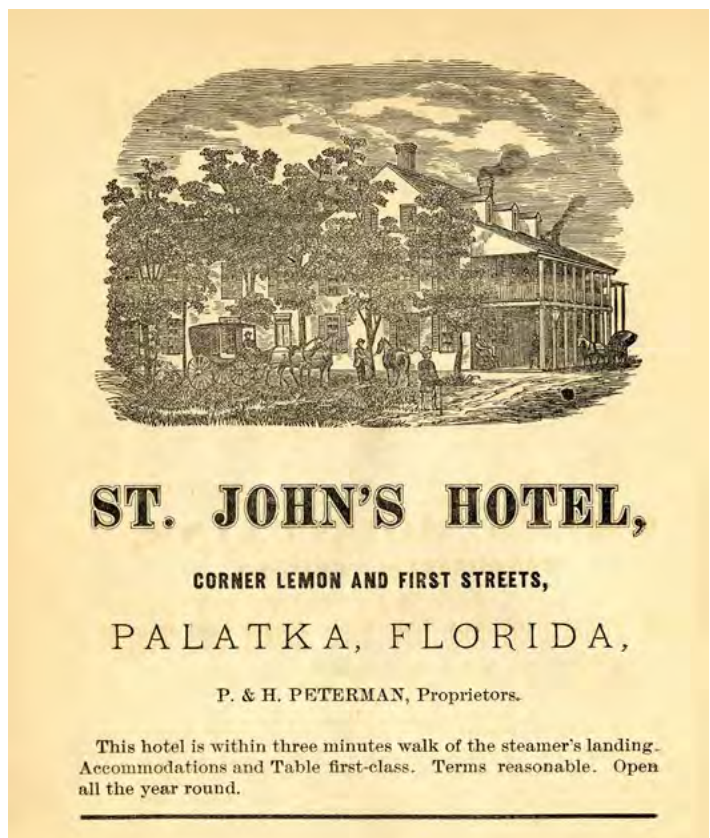
During the late eighteenth century, Creek tribes made their way to Florida. In a process of ethnogenesis, the Seminole tribe was formed from the disparate native American tribes. They called the location Pilo-taikita, meaning “crossing over” or “cows’ crossing”. Here the St. Johns River narrows and begins a shallower, winding course upstream to Lake George and Lake Monroe.

The current existence of Palatka can be traced to the settlement established there in 1821.² After the United States acquired Florida in 1821, Nehemiah Brush established a ferry and bought a 1,200-acre (4.9 km²) tract in 1826 and another of equal size the next year. The site became a distribution point, where goods were shipped by a New York company to supply immigrants at the Grant of Arredondo, which lay to the west. Palatka was incorporated as a city in the State of Florida in 1853 with the help circuit judge Isaac H. Bronson, the former resident of Palatka’s historic “Bronson-Mulholland House” .

The Seminole attacked and burned Pilatka in 1835. Recognizing the site’s strategic importance for control of the St. Johns River, the main artery into Central Florida, the US Army in 1838 established

Fort Shannon, named for Captain Samuel Shannon. It included a garrison, supply depot and hospital. By 1842 most of the Seminole had moved to Indian Territory, and consequently Fort Shannon was abandoned by the army in 1843. Settlers made use of the military piers and buildings, including eight blockhouses, to develop the town. By 1847, it was growing rapidly. In 1849, Putnam County was created, with Pilatka the county seat. With the help of Judge Isaac H. Bronson, it was incorporated as a city on January 8, 1853. In 1875, the U.S. Post Office changed the town name to Palatka because people were confusing Pilatka with Picolata across the river.³

Image 1 St. Johns Hotel Ad, 1878



Source: Florida Memory Maker

¹Wikipedia, https://en.wikipedia.org/wiki/Palatka,_Florida, 2021.

² Columbia-Lippincott Gazetteer, p. 1413

³Florida-backroads-travel.com, Palatka, 2021

The St Johns River as well as the timber and citrus production were the primary industries of the City in the mid-to-late 1800s. However, after the Great Fire of 1884 incinerated the buildings, amenities, and resources in the business corridor, Palatka's tourism and business industries declined. Moreover, even after Palatka's Wilson Cypress Company reached the status of being the second largest cypress mill in the world, the City began to lose its economic vibrance once again. Adding the "Big Freeze of 1894's" destruction of citrus crops alongside the expansion of business and tourism within other regions of Florida, the superiority of Palatka's geographical positioning waned for years to come.

Image 2 Sunny Point 1940 (circa)



Source: Florida Memory Maker

Following the economic decline, some of Palatka's historic and cultural treasures fell into disrepair. After the American Civil War, the Bronson-Mulholland House (also known as "Sunny Point") operated as a school for the children of freed slaves. Later, during its operation as a rooming house, the building was scheduled for demolition due to the deteriorated condition.

Saving the Bronson-Mulholland house led to the formation of the Putnam County Historical Society as community members organized together to save the house and other Putnam County historical monuments. Since then, a series of organizations and institutions have been founded to preserve and promote arts, culture and history in the City of Palatka. Some of these include the Arts Council of Greater Palatka, the Florida School of the Arts, the Railroad Preservation Society, the River City Players, and Create! Artists' Guild.

Today, Palatka has a large downtown business district, a beautiful waterfront park, and many historic and cultural sites. Palatka also hosts many wonderful festivals and events.⁴ The City is known for its fishing tournaments, art shows, antiquing, quilting and its Blue Crab Festival.

Image 3 Putnam Historic Museum



Source: Florida Historical Society

⁴Downtown Palatka, Inc.

Image 4 Bronson-Mulholland House



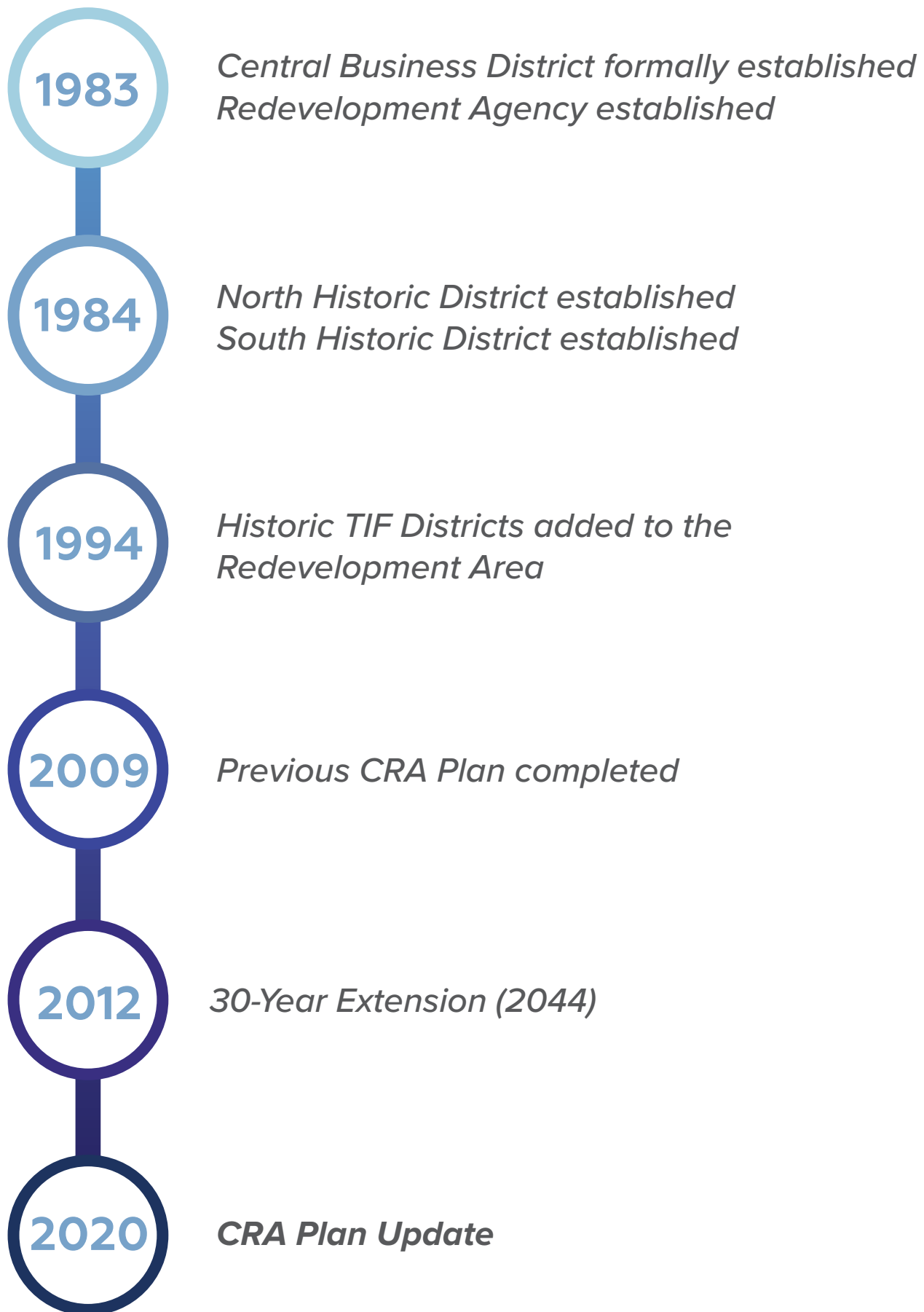
Source: Florida Historical Society

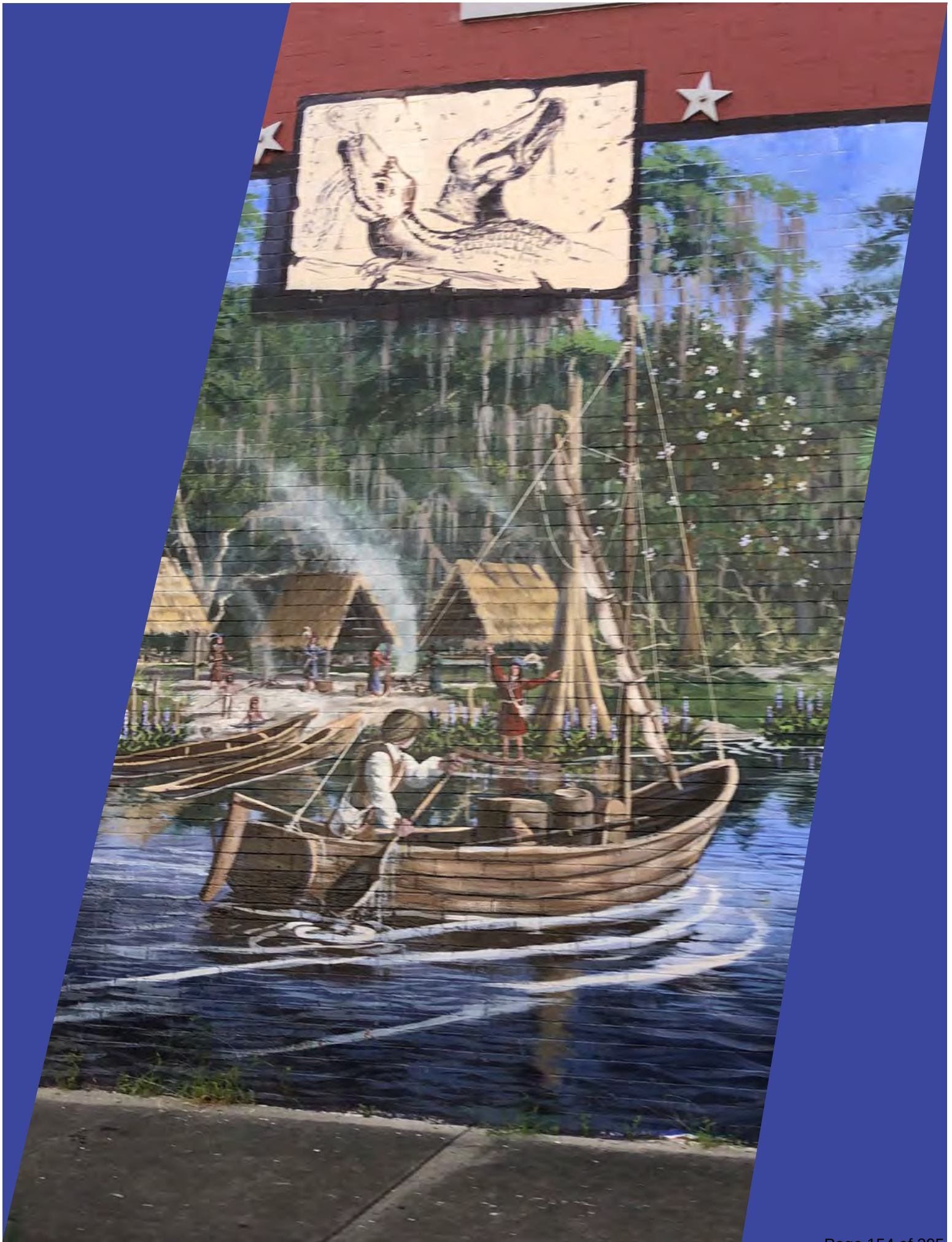
Image 5 Vintage Postcard of Azalea Ravine Gardens



Source: Florida Memory Project

Figure 1 Palatka, FL Historic Timeline





ACCOMPLISHMENTS

The Palatka Community Redevelopment Agency has implemented or initiated many of the redevelopment projects and programming identified in the 2014 Community Redevelopment Plan update. Significant development in downtown Palatka included: the rehabilitation of buildings on Laurel Street, various streetscape improvements within all three districts, roadway resurfacing, strategic wayfinding, signage improvements, and the emergence of festivals and special events. The following is a list of the initiatives included in the 2014 Community Redevelopment Plan update and their current status. The status of projects and programs are classified as Completed, Not Completed, Completed/Ongoing and Ongoing.

Palatka Community Redevelopment Agency Administration

The Palatka Community Redevelopment Agency Governing Board is comprised of the five Palatka City Commissioners, a representative of the Putnam County Commission and a representative of Downtown Palatka, Inc. The Community Redevelopment Agency Governing Board is considering adjusting the Governing Board membership to be comprised of the five Palatka City Commissioners, a representative of the Putnam County Commission and a member of the community with a vested interest in one or more of the TIF Districts appointed by the Palatka City Commission in accordance with Chapter 163.356 (3)(b), Florida Statutes. Day-to-day operations of the Palatka Community Redevelopment Area are administered by the City's General Services Director. The General Services Director monitors community redevelopment program implementation and provides reports on activities and progress to the Community Redevelopment Agency Governing Board.

NORTH HISTORIC DISTRICT

<i>PLANNING, ADMINISTRATIVE, AND REGULATORY INITIATIVES</i>	<i>STATUS</i>
Support of festivals & special events through Special Event Cost Share program	Completed & Ongoing
Recruitment & Rehabilitation Incentive programs for Commercial	Ongoing
Apply for Community Development Block Grants	Ongoing
Recruitment & Rehabilitation Incentive programs for Residential	Suspended
Develop language & policies regarding crime-free Multi-family Housing	Not Completed
Provide new homeownership incentives	Suspended
Establish a Historic Zoning Preservation Overlay District	Not Completed
Coordinate with the CBD to amend the shared boundary along Main Street so that the NHD's TIF Area boundary coincides with the North Historic Neighborhood Association area boundary.	Not Completed
<i>CAPITAL IMPROVEMENT PROJECTS</i>	<i>STATUS</i>
Strategic wayfinding (<i>excluding FDOT corridor</i>)	Completed
Streetscape Improvements (<i>Brick streets restoration</i>)	Completed
Streetscape Improvements (<i>Gateways; traffic calming devices</i>)	Not yet started
Relocation of overhead utilities underground	Reassessing implementation. Not feasible to underground all utilities
Restore brick driveway aprons for NHD homeowners	Not Completed
Install street trees	Not Completed
Potable water line improvements	Completed/Ongoing
Sanitary Sewer projects	Completed/Ongoing
Neighborhood Improvements (<i>Signage & Wayfinding; Residential rehabilitation; Non-residential & Commercial Rehabilitation</i>)	Ongoing

CENTRAL BUSINESS DISTRICT

PLANNING, ADMINISTRATIVE, AND REGULATORY INITIATIVES	STATUS
Develop marketing strategy to identify the City's audience in addition to attracting tenants, vendors, and customers	Ongoing
Support of festivals & special events through Special Event Cost Share program	Completed & Ongoing
Recruitment & Rehabilitation Incentive programs for Commercial	Ongoing
Recruitment & Rehabilitation Incentive programs for Residential	Suspended
Create an Overlay District**	Completed
Apply for Community Development Block Grants	Ongoing
Conduct an inventory of all City-owned and privately-owned lands designated for authorized parking purposes	Completed & Ongoing
Revise the City's zoning Code (<i>ie, parking requirements, mixed uses allowable where not mentioned, entertainment district overlay</i>)	Not completed
Establish a tax abatement/economic development program (<i>including exploring the inclusion of unconventional alternatives</i>)	No Longer Applicable
Restructure and/or establish a formal CRA Board, CRA Directors, and TIF District Committees	Not completed
File an extension for the continuation of the CRA program (<i>scheduled to sunset in 2013</i>)	Completed
<i>Restructure and/or establish a formal CRA Board, CRA Directors, and TIF District Committees</i>	<i>Not completed</i>
Non-residential & Commercial Structural Rehabilitation (<i>Clock Tower</i>)	Completed
Potable Water Line Improvements	Ongoing
Streetscape Improvements (<i>St. John's Avenue</i>)	Completed
Streetscape Improvements (<i>parking improvements</i>)	Ongoing
Strategic wayfinding (<i>excluding FDOT corridor</i>)	Completed
Riverfront Park vaulted stormwater pond	Completed
Riverfront Conceptual Master Plan (<i>roadway, storm draining, parking, landscaping, playground, facilities improvements; new hotel; marina operation – pending vendor</i>)	Completed
Neighborhood Improvements (<i>Signage & Wayfinding; Residential rehabilitation; Non-residential & Commercial Rehabilitation</i>)	Ongoing
Neighborhood Improvements (<i>Signage & Wayfinding; Residential rehabilitation; Non-residential & Commercial Rehabilitation</i>)	Ongoing

SOUTH HISTORIC DISTRICT

PLANNING, ADMINISTRATIVE, AND REGULATORY INITIATIVES

STATUS

Support of festivals & special events through Special Event Cost Share program	Completed & Ongoing
--	---------------------

Recruitment & Rehabilitation Incentive programs for Commercial	Ongoing
--	---------

Recruitment & Rehabilitation Incentive programs for Residential	Suspended
---	-----------

Develop language & policies regarding crime-free Multi-family Housing	Not Completed
---	---------------

Provide new homeownership incentives	Suspended
--------------------------------------	-----------

Create a Historic Zoning Overlay District**	Not Completed
---	---------------

Apply for Community Development Block Grants	Ongoing
--	---------

Assess potential for park space within the rights-of-way of Dodge and Kirkland Streets	Ongoing
--	---------

CAPITAL IMPROVEMENT PROJECTS

STATUS

Non-residential & Commercial Structural Rehabilitation (Laurel Street)	Completed
--	-----------

Residential Structure Rehabilitation – 611 Emmett Street	Completed
--	-----------

Potable Water Line Improvements	Completed/Ongoing
---------------------------------	-------------------

Relocation of overhead utilities underground	Reassessing implementation. Not feasible to underground all utilities
--	---

Streetscape Improvements (Gateways; River Street drainage repair; gas lamps restoration; Brick streets restoration)	Completed
---	-----------

Streetscape Improvements (traffic calming devices; parking improvements)	Ongoing
--	---------

Strategic wayfinding (excluding FDOT corridor)	Completed
--	-----------

Realignment at the intersection of South 3rd and Laurel Street	Completed
--	-----------

Creation of strategically located pocket parks	Not yet started
--	-----------------

Neighborhood Improvements (Signage & Wayfinding; Residential rehabilitation; Non-residential & Commercial Rehabilitation)	Ongoing
---	---------

Image 6 Historic Tilghman House



Source: S&ME, 2021



FOUR-POINT ACTION PLAN

COMMUNITY REDEVELOPMENT VISION AND REDEVELOPMENT STRATEGIES

The vision for the Palatka Community Redevelopment Area is a vibrant and economically active historic business district on the picturesque shores of the St. John's River. A Redevelopment District that is nestled between historic neighborhoods that are connected to the downtown shops and restaurants by tree-lined streets and well-lighted paths. The vision for the Palatka Community Redevelopment Area presents the City as a welcoming regional destination for cultural and community activities that celebrates its history, residents and natural amenities while embracing its dynamic and promising future.

The following Four-Point Action Plan presents redevelopment strategies to guide the Palatka Community Redevelopment Agency, as it seeks to realize the vision for the Community Redevelopment Area. Each point of the Action Plan addresses different aspects of the vision for the Community Redevelopment Area. Following each element of the Four-Point Action Plan, specific example projects or programs are proposed to give examples of specific types of improvements or programs and to demonstrate the redevelopment opportunities associated with each of the redevelopment strategies.

1. Continue Infrastructure Improvements
2. Establish and Reinforce Connections
3. Activate Opportunity Sites
4. Encourage Private Sector Investment

Continue Infrastructure Improvements

The City and the Community Redevelopment Agency have made great strides improving the infrastructure that serves the Community Redevelopment Area. These infrastructure improvements include sanitary sewer improvements, potable water improvements, stormwater improvements and roadway improvements. These quality of life and safety improvements have encouraged private sector investment within the Community Redevelopment Area and have sparked residential redevelopment activity within the City's two historic districts. The continuation of infrastructure improvements within the Community Redevelopment Area will further encourage and enable additional private sector investment in the Area and address specific safety concerns (i.e., lighting, pedestrian amenities, etc.).



Figure 2 Potential Improvements

Figure 3 Infrastructure Improvements

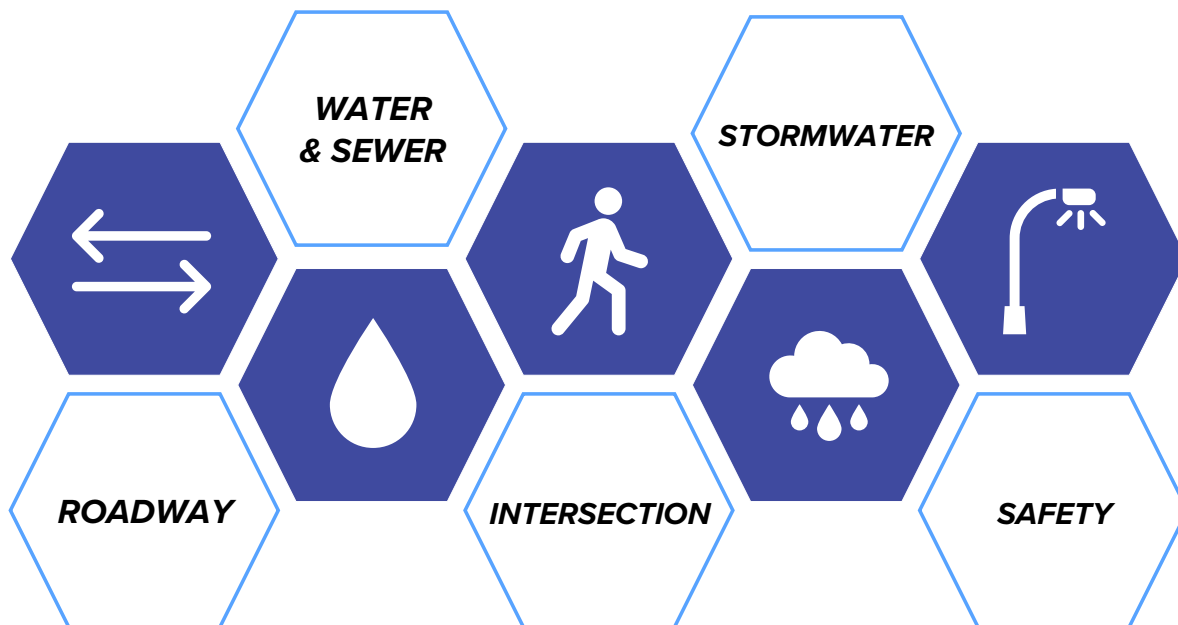


Figure 4 Existing Conditions Framework



Establish and Reinforce Connections

The Palatka Community Redevelopment Area is characterized by an established roadway grid system base that connects the northern and southern historic districts to the central business district and the waterfront. The capacity and conditions of the roadway system vary from different parts of the Community Redevelopment Area. The Community Redevelopment Agency's previous efforts reinforcing connections have yielded the bicycle path along Main Street, waterfront paths and jogging trails and improved sidewalk connectivity throughout the Area. Additional improvements to the roadway grid base may be made to improve pedestrian safety and bicycle connections throughout the Community Redevelopment Area and reduce the dependency on automobiles. This redevelopment strategy seeks to improve connections from neighborhoods to neighborhoods, neighborhoods to businesses, neighborhoods to public amenities and from neighborhoods to employment centers.

- **Neighborhoods to Neighborhoods**
- **Neighborhoods to Businesses**
- **Neighborhoods to Employment Centers**
- **Neighborhoods to Public Amenities**

Image 7 Memorial Parkway Stop

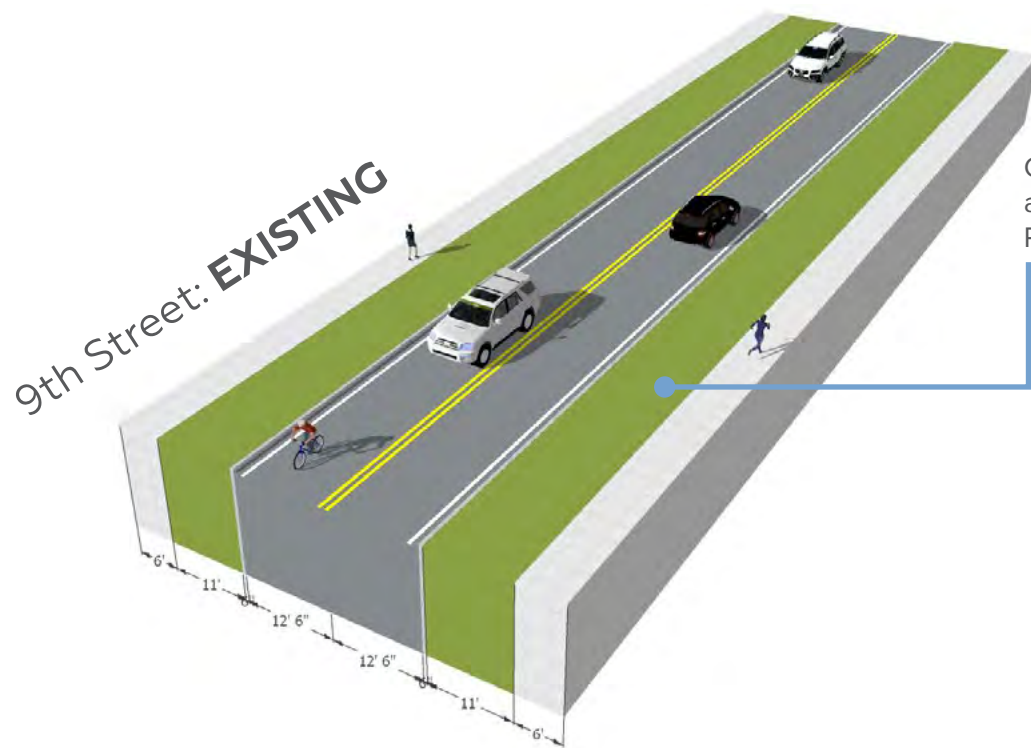


Source: S&ME, 2021

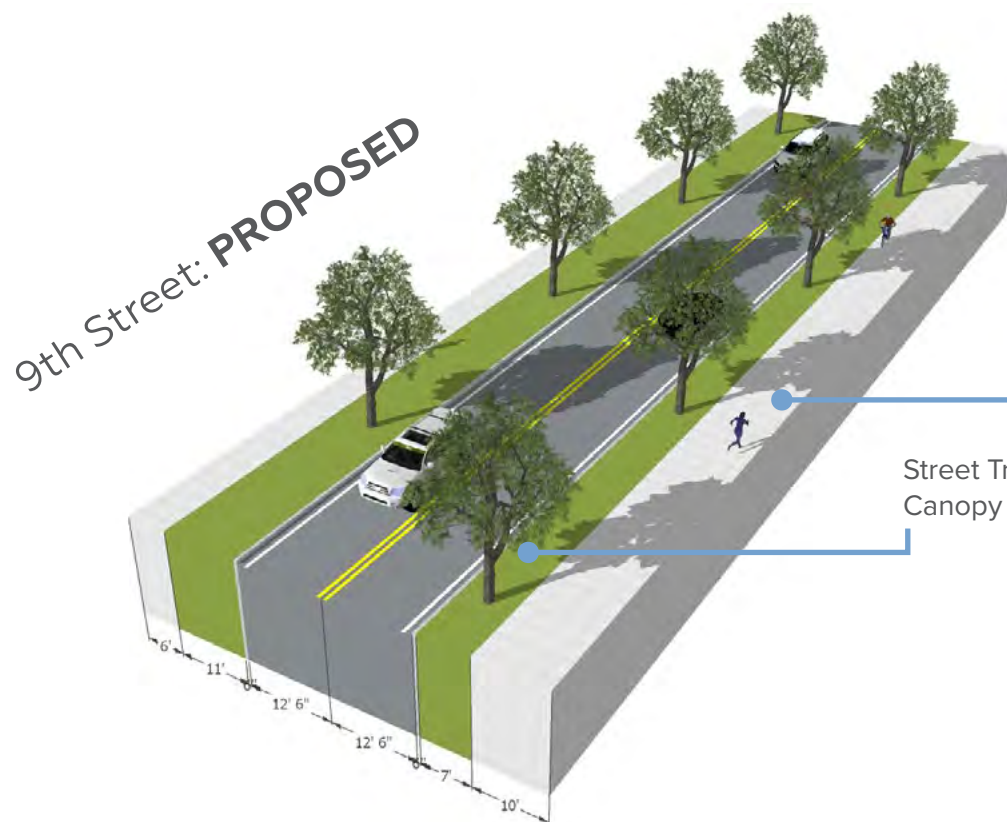
Figure 5 Connectivity Framework



Establish and Reinforce Connections



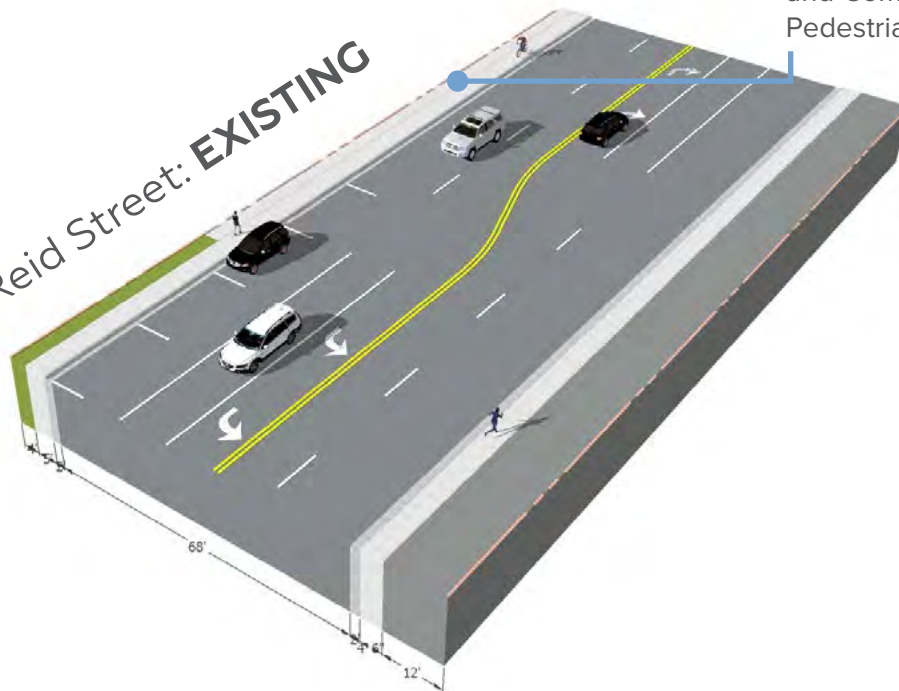
Complete Lack of Shade and Comfortable Pedestrian Experience



Expanded Multi-Purpose Path

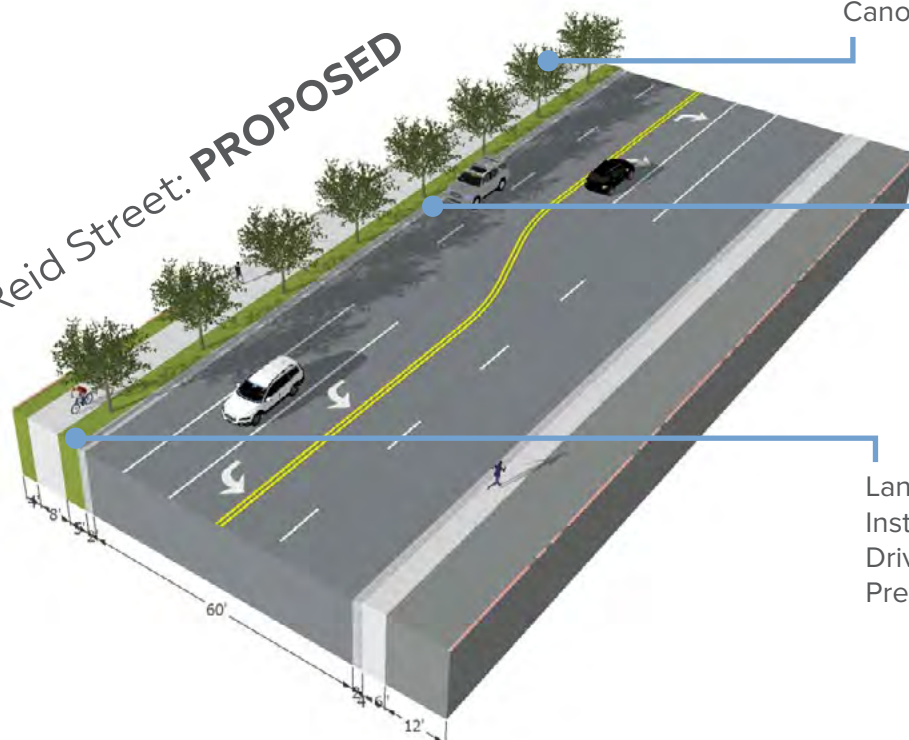
Street Trees for Added Canopy

Reid Street: EXISTING



Complete Lack of Shade
and Comfortable
Pedestrian Experience

Reid Street: PROPOSED



Mid-Size Street Trees
(such as Elm) for Added
Canopy

On Street Parking
Removed To Create
Landscape Strip

Landscape Strip
Installed Where
Driveways are not
Present

Establish and Reinforce Connections



6th Street: EXISTING



Little Shade or
Comfortable Pedestrian
Space

6th Street: PROPOSED



Expanded Pedestrian
Zone part of
Development Standards

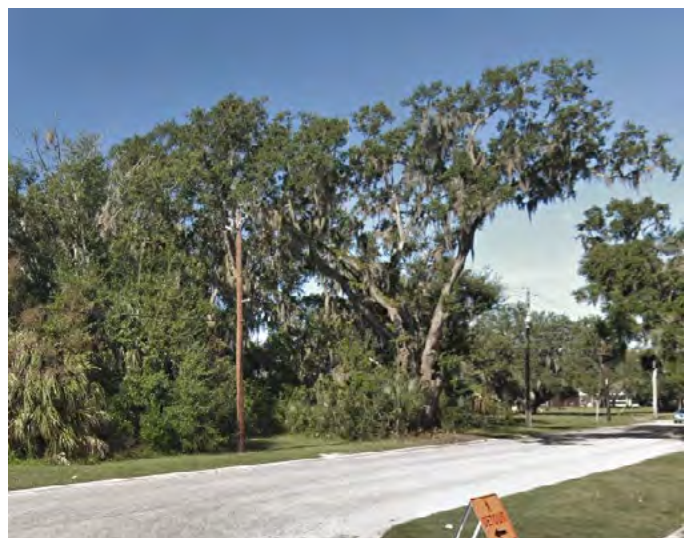
Development
Opportunity,
Open Space-Driven

Activate Opportunity Sites

The Palatka Community Redevelopment Agency staff has identified over a dozen sites targeted for redevelopment and economic development. The Opportunity Sites include publicly-owned sites and privately owned sites. Many of the identified sites have entitlement for desired redevelopment uses and cover a wide range of uses (i.e., commercial, residential, hospitality, office, etc.). The active redevelopment of targeted opportunity sites by the Community Redevelopment Agency will expedite the redevelopment of the sites, increase economic activity within the Community Redevelopment Area and increase available Tax Increment Trust Fund revenue

for additional Redevelopment Agency activities and programming. Marketing activities, regulatory assistance and financial incentives are specific tools that the Agency has used in the past to expedite the successful redevelopment of targeted sites within the Community Redevelopment Area.

Image 8 Palatka, FL Opportunity Sites



Source: S&ME, 2021

[illegible]

AMERIS BANK PARKING LOT-601 REID STREET, REID STREET AND 6TH STREET

Pop-Up Food Truck Rendezvous Site: This 1.58 acre site is the current home to Ameris Bank during the business hours. This large parking lot is a great central location, with visibility and access from Reid Street for 'pop-up' Food Truck Rendezvous or community event use when not being utilized during hours. CRA support for this project could include coordination with property owners and installation of temporary amenities, picnic tables, event lighting and portable restrooms. This low cost pop-up destination could be coupled with concurrent downtown events, art-shows and festivals or a 'stand-alone' event.

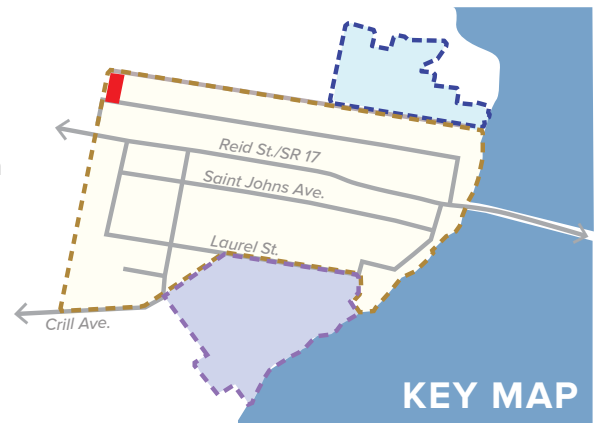


OPPORTUNITY SITE A: POP-UP FOOD TRUCK RENDEZVOUS SITE



VACANT CITY-OWNED PARCEL-MADISON AND CSX CORRIDOR

This .80 acre vacant site is owned by the City of Palatka. The site currently includes a paved multi-purpose trail (bike/pedestrian) that connects the terminus of the Main Street on-road bike lane on to Madison Street. Located near the Greyhound station, Palatka Bus Station and historic train station and abutting a residential neighborhood, this location would be ideal for the installation of additional neighborhood amenities to the green open space. These amenities could include a community garden, improved landscaping and park furniture. Improvement of this City-owned lot would have a positive impact upon adjacent properties' values and could be a local resource for residents. CRA support for this project could include coordination with the City and installation of landscaping and park amenities. CRA support could also include coordination with adjacent property owners and community organizations regarding potential programming at the site (community gardens, special events, etc.).



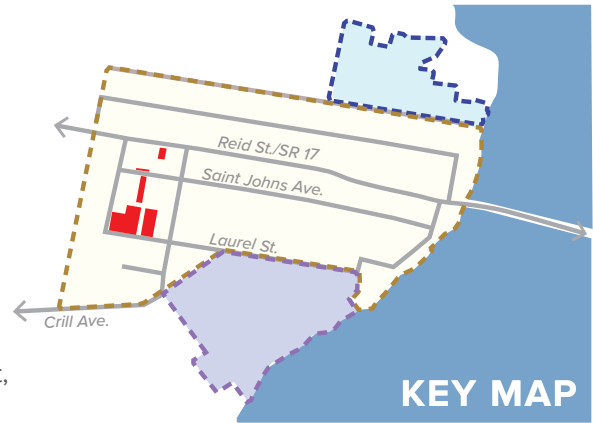
OPPORTUNITY SITE B: COMMUNITY OPEN SPACE/GREEN SPACE



VARIOUS SITES/FACILITIES-LAUREL STREET-SOUTH 10TH STREET-ST. JOHNS AVENUE

This collection of various sites is centered around a City-owned parcel located at the north side of Laurel Street between South 11th Street and South 10th Street. This 1.03 acre site is vacant. Located on the edge of a residential neighborhood that is transitioning to industrial and commercial uses nearing Reid Street, this area would be ideal for the development of neighborhood commercial and hospitality/restaurant uses.

Existing facilities located along South 10th can provide an ideal location for restaurant development and reuse. Vacant parcels located at North 10th Street and Reid Street and along Laurel Street and South 10th Street also provide an opportunity for the development of neighborhood commercial/retail and hospitality/restaurant uses. The close proximity to the residential neighborhood and the St. Johns Avenue commercial activities position these parcels for future development. CRA support for this area could include aggregation of smaller parcels from private parcel owners, targeted marketing and solicitation of development proposals for City-owned parcels and coordinating with current facility owners regarding re-use, sale or reactivation of facilities.

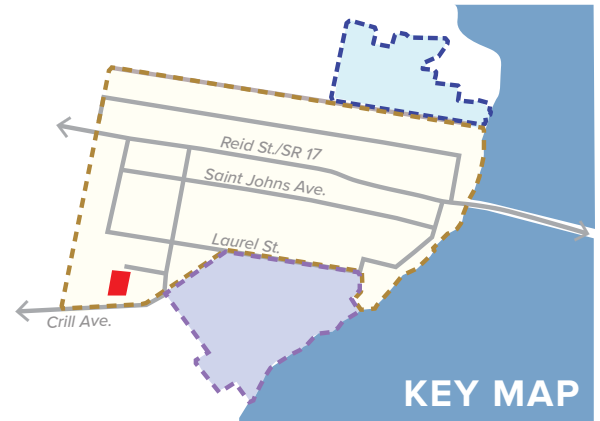


OPPORTUNITY SITE C: NEIGHBORHOOD COMMERCIAL/RESTAURANTS



VARIOUS SITES/FACILITIES-CARR STREET- BETWEEN SOUTH 10TH STREET AND SOUTH 11TH STREET-NORTH OF CRILL AVENUE

This collection of various sites comprises a 2.07 acre City block located at Carr Street-between South 10th Street and South 11th Street-North of Crill Avenue. Only one (1) parcel (0.47 acres) of the site is developed as warehouse/mini-storage, with the remaining 1.67 contiguous acres of the block vacant for development. The area is located south of downtown in close proximity to downtown businesses and public offices. This location and existing adjacent non-residential development provide an ideal location for professional office and commercial development. CRA support for this opportunity site could include aggregation of smaller parcels from private parcel owners, targeted marketing and solicitation of development proposals for the aggregated parcels and coordinating with current facility owners regarding potential re-use or sale of existing built facilities.

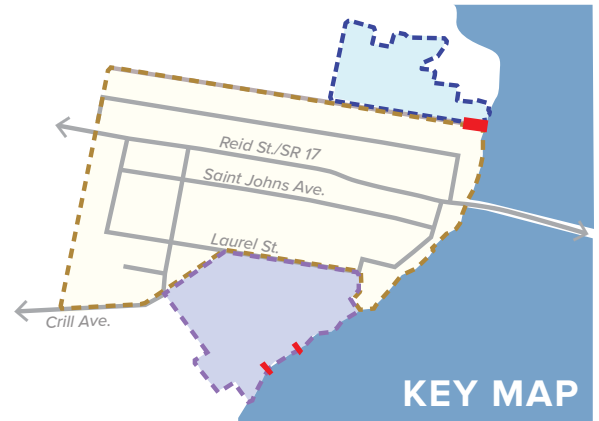


OPPORTUNITY SITE D: NEIGHBORHOOD COMMERCIAL/RESTAURANTS



VARIOUS SITES/FACILITIES-GENERALLY LOCATED ALONG THE ST. JOHNS RIVER WATERFRONT ALONG RIVER STREET (SOUTH OF RIVERFRONT PARK) AND ALONG NORTH 1ST STREET NORTH OF SR-17 (REID STREET).

This collection of various sites is comprised of vacant sites located along St. Johns River waterfront. These small sites are ideal for the creation of pocket-parks and open spaces with amenities (playground equipment, picnic tables, garbage cans, lighting, public fishing docks, etc.). Improvements to these areas would increase the values of adjacent housing and businesses and increase recreational opportunities for residents and visitors. CRA support for this opportunity site could include coordination with property owners to determine willingness to sell property, site acquisition or lease aggregation of smaller parcels from private parcel owners, and design and installation of amenities or improvements.



OPPORTUNITY SITE(S): E, F, G: COMMUNITY OPEN SPACE/ OPEN SPACES WITH AMENITIES





Encourage Private Sector Investment

Private sector investment within the Community Redevelopment agency is one of the key activities and measurements of success for the Palatka Community Redevelopment Agency. Frequently private sector developers will invest in an area that has received recent public investment and public realm improvements. These investments and improvements can be in the form of streetscape improvements, roadway or bike path improvements or open space or park improvements. The Community Redevelopment Agency can also encourage private sector investment through the development and implementation of regulatory assistance and/or development assistance, or financial assistance (incentives).

- Building improvement grants
- Residential improvement grants
- Marketing brochure
- Redevelopment incentives
- Infrastructure improvement assistance
- Expedited development review process

Image 9 Vacant Building in Palatka, FL



Source: S&ME, 2021

Figure 7 Private Sector Investment Framework



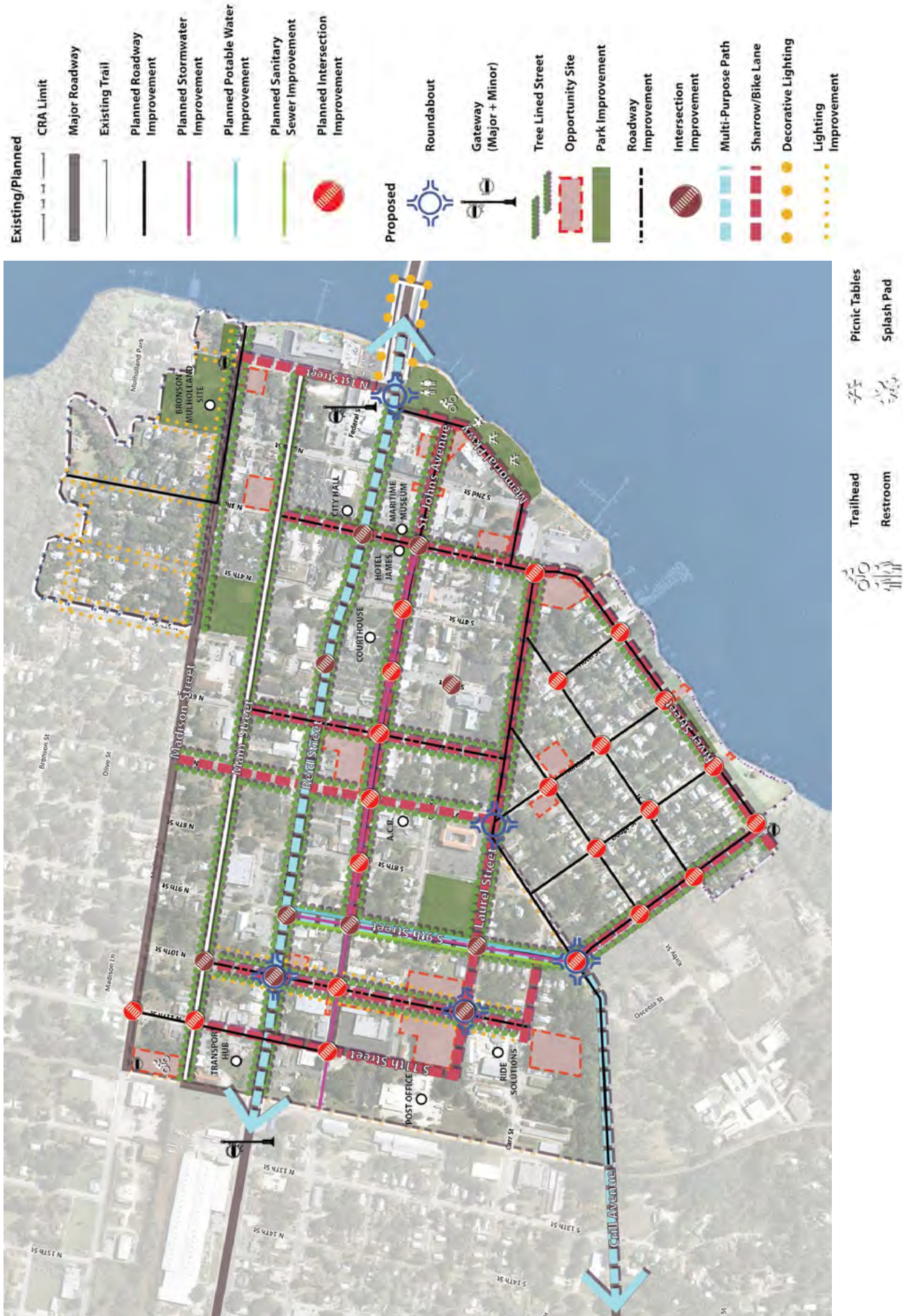
-  North Historic District
-  Central Business District
-  South Historic District



CONCEPTUAL MASTER PLAN

The Conceptual Master Plan for the Palatka Community Redevelopment depicts the proposed locations for capital improvements within the redevelopment district. Proposed streetscape improvements, multi-purpose trail locations, proposed gateway feature locations, pedestrian and intersection improvements and proposed opportunity sites are shown on the map of the Palatka Community Redevelopment Area to depict general locations of proposed improvements throughout the district. Please note this a Conceptual Master Plan and the proposed locations for the improvements shown on the map may change.

Figure 8 Conceptual Master Plan





GOALS

The following generalized Goals provide an outline for the day-to-day administration of the Palatka Community Redevelopment Agency. These Goals address the following topics in the day-to-day administration of the Community Redevelopment Agency: Administration; Housing (ownership, diversity, history); Community and Culture (marketing, support, promotion); Infrastructure; Public Space Amenities; Public Health & Safety; and, the Regulatory Environment.

The Goals introduce a range of potential programming options to select from to implement the Four-Point Action Plan and when developing Annual Work Plans and Budgets. The broad nature of the Goals provide the Palatka Community Redevelopment Agency the flexibility to adapt to changing market situations and redevelopment opportunities as the occur.

ADMINISTRATION

GOAL 1

Maintain the requisite administrative and financial mechanisms to ensure the continued cost-effective operations of the Agency.

GOAL 2

Maintain compliance with the requirements of the Florida Statutes.

GOAL 3

Identify community stakeholders, thought leaders and partners to assist in the implementation of the Redevelopment Plan Goals and Projects/Activities.

HOUSING

GOAL 4

Promote, encourage and incentivize homeownership within the Redevelopment Area.

GOAL 5

Support of the City of Palatka's efforts to encourage the development of a variety of housing products and price points within the Palatka Community Redevelopment Area.



COMMUNITY AND CULTURE

GOAL 6

Preservation of historic housing, nonresidential historic structures, and neighborhoods.

GOAL 7

Prioritize marketing efforts for the Redevelopment Area.

GOAL 8

Coordinate with local, county, regional, and state partners to promote local events and projects that advance the redevelopment strategies of the CRA.

GOAL 9

Enhance the Agency's community presence and community awareness of the Palatka Community Redevelopment Area and develop the area as a regional destination.

GOAL 10

Improve upon or expand Palatka's existing events and programs within the Redevelopment Area that advance the redevelopment strategies of the CRA.

GOAL 11

Establish and reinforce a distinctive character and identity within the Community Redevelopment Area and Downtown Palatka.

GOAL 12

Increase private sector investment, small business development and economic activity within the Community Redevelopment Area.

GOAL 13

Act as a liaison, resource, and advocate for existing and potential businesses within the Community Redevelopment Area.

PUBLIC SPACE & AMENITIES

GOAL 14

Evaluate opportunities for open space, site and facility acquisition.

GOAL 15

Leverage the regional destination of the St. Johns River and Riverfront Park with improved connections to the downtown, connections to trail networks, supportive uses and improved visitor amenities.

GOAL 16

Evaluate opportunities to improve or provide additional amenities within public spaces.



INFRASTRUCTURE

GOAL 17

Prioritize infrastructure improvements and amenity installation to facilitate new development and redevelopment projects.

GOAL 18

Assist the City in providing utility and infrastructure improvements that support public events and outdoor activities within the Downtown Palatka Community Redevelopment Area.

GOAL 19

Support the City's efforts to address stormwater issues within the Community Redevelopment Area.

GOAL 20

Evaluate and prioritize streetscaping, street lighting and pedestrian safety improvements throughout the Community Redevelopment Area.

PUBLIC HEALTH AND SAFETY

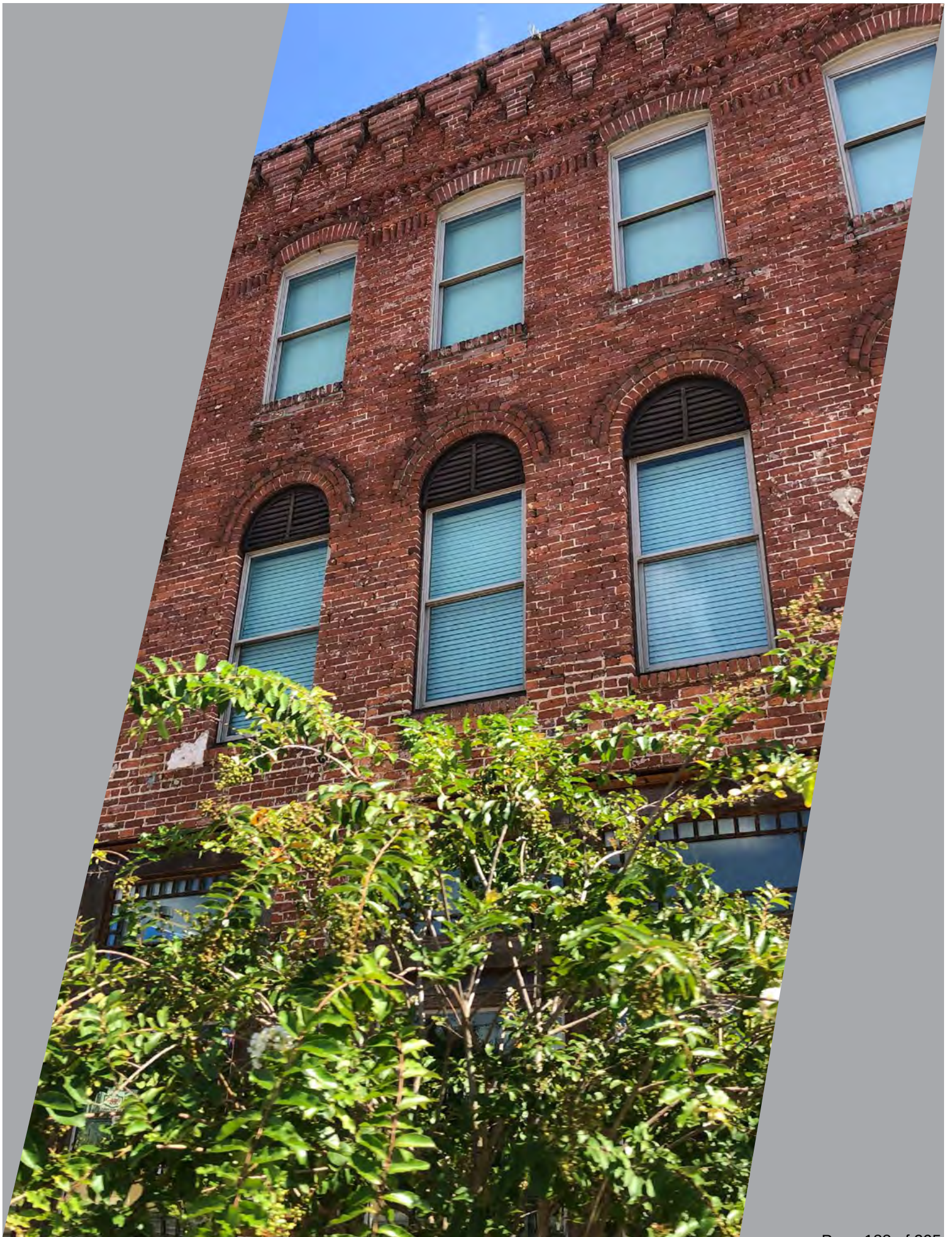
GOAL 21

The Palatka CRA shall advocate for the health and safety of the Redevelopment Area residents, owners and visitors.

REGULATORY ENVIRONMENT

GOAL 22

The Palatka CRA shall continue to enforce and improve the development regulations applicable to the downtown to shape development and redevelopment into pedestrian friendly environments with a unified character/identity.



BUDGET & REVENUE

The Tax Increment Fund revenue projections (2020-2042) are presented for the different areas the comprise the Palatka Community Redevelopment Area. These different areas include the North Historic District, the Central Business District and the South Historic District. Combine they represent the Palatka Community Redevelopment Area. Tax Increment Fund revenue projections are presented for each area by year detailing the participation levels by the City of Palatka and Putnam County. A summary of the Tax Increment projection Palatka Community Redevelopment Area for the period of 2020-2042 is also presented.

PALATKA 5 YEAR CRA BUDGET WORKSHEET

		2021-2022		2022-2023		2023-2024		2024-2025		2025-2026		2026-2027	
Expenditure Object #	OPERATIONS ¹	\$	1,065,226	\$	384,042	\$	437,924	\$	402,037	\$	456,387	\$	420,979
Operating Expenses													
CENTRAL BUSINESS DISTRICT													
030-30-580-3-3105	Small Business Development Center	\$	12,000	\$	12,300	\$	12,608	\$	12,923	\$	13,246	\$	13,577
030-30-580-3-3109	Maintenance Contract	\$	10,000	\$	10,250	\$	10,506	\$	10,769	\$	11,038	\$	11,314
030-30-580-3-3100	Professional Services	\$	53,852	\$	-	\$	25,000	\$	-	\$	25,000	\$	-
030-30-580-3-4803	Marketing and Promotions	\$	25,000	\$	25,625	\$	26,266	\$	26,922	\$	27,595	\$	28,285
030-30-580-3-4805	Festivals	\$	7,500	\$	7,688	\$	7,880	\$	8,077	\$	8,279	\$	8,486
030-30-580-3-5280	Misc Expenses	\$	600	\$	615	\$	630	\$	646	\$	662	\$	679
030-30-580-3-5401	FRA Annual Dues, Training	\$	2,500	\$	2,563	\$	2,627	\$	2,692	\$	2,760	\$	2,829
030-30-580-3-5402	DEO Annual Dues	\$	175	\$	175	\$	175	\$	175	\$	175	\$	175
030-30-580-6-6311	Downtown Christmas lights	\$	30,000	\$	30,750	\$	31,519	\$	32,307	\$	33,114	\$	33,942
030-30-580-6-6314	Recruitment Project	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-6-6316	Wayfinding	\$	60,000	\$	-	\$	-	\$	-	\$	-	\$	1
030-30-580-6-6320	Landscaping	\$	40,000	\$	41,000	\$	42,025	\$	43,076	\$	44,153	\$	45,256
030-30-580-6-6321	Site Amenities	\$	5,000	\$	5,125	\$	5,253	\$	5,384	\$	5,519	\$	5,657
030-30-580-6-6326	Clock Tower Project	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-6-6328	Public Art	\$	10,000	\$	10,250	\$	10,506	\$	10,769	\$	11,038	\$	11,314
030-30-580-6-6329	Property Acquisition	\$	35,000	\$	35,875	\$	36,772	\$	37,691	\$	38,633	\$	39,599
030-30-580-6-6327	Home Improvement Program	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
South Historic District													
030-31-580-3-3102	Home and Garden Tour	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-3-5280	Misc Expenses	\$	350	\$	359	\$	368	\$	377	\$	386	\$	396
030-31-580-3-5400	FRA Annual Dues, Training	\$	1,900	\$	20,000	\$	20,500	\$	21,013	\$	21,538	\$	22,076
031-30-580-3-5402	DEO Annual Dues	\$	100	\$	20,000	\$	20,500	\$	21,013	\$	21,538	\$	22,076
030-31-580-6-6331	Home Improvement Program	\$	-	\$	20,000	\$	20,500	\$	21,013	\$	21,538	\$	22,076
030-31-580-3-3100	Professional Services	\$	28,295	\$	-	\$	10,000	\$	-	\$	10,000	\$	-
030-31-580-6-6333	Signage	\$	1,000	\$	20,000	\$	20,500	\$	21,013	\$	21,538	\$	22,076
030-31-580-6-6334	Commercial rehabilitation Program	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6336	Redevelopment Incentives	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6338	Residential Rehab	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6339	River Street improvements	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6342	Festivals	\$	3,000	\$	3,075	\$	3,152	\$	3,231	\$	3,311	\$	3,394
030-31-580-6-6341	Landscaping	\$	9,000	\$	9,225	\$	9,456	\$	9,692	\$	9,934	\$	10,183
North Historic District													
030-32-580-3-3100	Professional Services	\$	9,128	\$	-	\$	10,000	\$	-	\$	10,000	\$	-
030-32-580-3-4801	Christmas Tour	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-3-5280	Misc Expenses	\$	250	\$	256	\$	263	\$	269	\$	276	\$	283
030-32-580-3-5400	FRA Annual Dues, Training	\$	1,000	\$	1,025	\$	1,051	\$	1,077	\$	1,104	\$	1,131
030-32-580-3-5402	DEO Annual Dues	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-6-6321	Home Improvement Program	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-6-6320	Landscaping	\$	6,000	\$	6,150	\$	6,304	\$	6,461	\$	6,623	\$	6,788
Transfers (South)													
030-31-580-9-9101	Transfer to better Place Southern District	\$	198,500	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-9-9102	Transfer to Utility South Water Line Redux	\$	25,550	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-9-9107	Reimburse to Utility for CRA Administration	\$	4,071	\$	4,173	\$	4,277	\$	4,384	\$	4,494	\$	4,606
030-31-580-9-9105	Reimburse Genral Admin-Expense	\$	6,489	\$	6,651	\$	6,818	\$	6,988	\$	7,163	\$	7,342
Transfers (North)													
030-32-580-9-9102	Transfer to Utility N Potable Line Replacement	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-9-9104	Transfer to General- North Road Debt Service	\$	19,516	\$	19,281	\$	19,049	\$	18,819	\$	18,592	\$	18,369
030-32-580-9-9107	Reimburse to Utility for CRA Administration	\$	1,592	\$	1,632	\$	1,673	\$	1,714	\$	1,757	\$	1,801
030-32-580-9-9105	Reimburse to Utility for CRA Administration	\$	3,156	\$	3,235	\$	3,316	\$	3,399	\$	3,484	\$	3,571
Transfers (CBD)													
030-30-580-9-9103	Reimburse to General fund -Fireworks	\$	11,000	\$	11,275	\$	11,557	\$	11,846	\$	12,142	\$	12,445
030-30-580-9-9104	Reimburse General-Christmas Lights	\$	1,400	\$	1,435	\$	1,471	\$	1,508	\$	1,545	\$	1,584
030-30-580-9-9106	Reimburse General-Admin Expense	\$	38,815	\$	39,785	\$	40,780	\$	41,800	\$	42,844	\$	43,916
030-30-580-9-9107	Reimburse Utility-Admin Expense	\$	13,922	\$	14,270	\$	14,627	\$	14,992	\$	15,367	\$	15,751
030-30-580-9-9130	Transfer to Better Place-Streetscape	\$	300,000	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-9-9132	Transfer to Utility Fund-Potable Line repair	\$	89,565	\$	-	\$	-	\$	-	\$	-	\$	-
PROPOSED PROGRAMMING²		\$	60,000	\$	75,000	\$	84,500	\$	75,500	\$	75,500	\$	80,500
Redevelopment Strategy													
Activate Opportunity Sites													
Prepare Opportunity Site Inventory		\$	-	\$	5,000	\$	1,500	\$	1,500	\$	1,500	\$	1,500
Identify Redevelopment Partners per Site			Staff										
Prepare Prioritized Marketing Pieces						\$	8,000	\$	2,000	\$	2,000	\$	2,000
Solicit RFPs for Targeted Sites						\$	5,000	\$	2,000	\$	2,000	\$	2,000
Anchor Tenant Incentive Program		\$	20,000	\$	25,000	\$	25,000	\$	25,000	\$	25,000	\$	30,000
Impact Fee Assistance Program		\$	20,000	\$	25,000	\$	25,000	\$	25,000	\$	25,000	\$	25,000
Incubator Graduate Accelerator Program		\$	20,000	\$	20,000	\$	20,000	\$	20,000	\$	20,000	\$	20,000
CAPITAL OUTLAY AND DEBT SERVICE^{2,4}		\$	65,000	\$	77,191	\$	280,699	\$	125,503	\$	692,512	\$	13,224
Redevelopment Strategy		\$	-										
Continue Infrastructure Improvements													
030-31-580-6-6343	Capital Outlay - South	\$	45,000	\$	20,000	\$	15,000	\$	10,000				
030-32-580-6-6322	General Capital Improvements-North	\$	20,000	\$	20,000	\$	25,000	\$	25,000				
Not assigned	General Capital Outlay-Central Business District	\$	-	\$	20,000	\$	25,000	\$	25,000				
Establish and Reinforce Connections													
South 9th Street-Streetscape						\$	-	\$	-	\$	-	\$	-
Design		\$	-	\$	17,191								
Construction						\$	214,891						
Reid Street-Streetscape													
Design						\$	-	\$	55,401			\$	-
Construction										\$	692,512		-
10th Street- Streetscape						\$	-	\$	-			\$	-
Design												\$	13,224
Construction													
6th Street Streetscape						\$	808			\$	-	\$	-
Design													
Construction								\$	10,102				
Cull Avenue Streetscape													
Design										\$	-	\$	-
Construction													
EXPENDITURES GRAND TOTAL		\$	1,190,226	\$	536,233	\$	803,123	\$	603,040	\$	1,224,399	\$	514,703
Projected TIF Revenue ⁵		\$	574,351	\$	612,309	\$	634,790	\$	657,833	\$	681,451	\$	705,661
Projected Miscellaneous Revenues		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
Contingencies and Reserves		\$	115,737	\$	-	\$	-	\$	-	\$	-	\$	-
Cash Balance ³		\$	671,662	\$	-	\$	-	\$	-	\$	-	\$	-
Carryover to following year		\$	171,524	\$	76,076	\$	(168,333)	\$	54,793	\$	(542,948)	\$	190,958

Sources

- 1-Palatka 2020-2021 Adopted Budget
- 2-Palatka CRA Plan, Proposed Projects and Programming
- 3-Palatka 2020-2021 Adopted Budget
- 4-Palatka CRA Plan, Proposed projects and Programming
- 5-Palatka CRA Plan, TIF Projections at 2.5% per Year beginning FY 2023-2024

Notes/Assumptions

PALATKA 5 YEAR CRA BUDGET WORKSHEET

		2027-2028		2028-2029		2029-2030		2030-2031		2031-2032		2032-2033	
Expenditure Object #	OPERATIONS ¹	\$		\$		\$		\$		\$		\$	
	Operating Expenses		430,820		440,915		531,770		461,892		472,787		483,763
CENTRAL BUSINESS DISTRICT		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-3-3105	Small Business Development Center	\$	13,916	\$	14,264	\$	14,621	\$	14,986	\$	15,361	\$	15,745
030-30-580-3-3109	Maintenance Contract	\$	11,597	\$	11,887	\$	12,184	\$	12,489	\$	12,801	\$	13,121
030-30-580-3-3100	Professional Services	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-3-4803	Marketing and Promotions	\$	28,992	\$	29,717	\$	30,460	\$	31,222	\$	32,002	\$	32,802
030-30-580-3-4805	Festivals	\$	8,698	\$	8,915	\$	9,138	\$	9,366	\$	9,601	\$	9,841
030-30-580-3-5280	Misc Expenses	\$	696	\$	713	\$	731	\$	749	\$	768	\$	787
030-30-580-3-5401	FRA Annual Dues, Training	\$	2,899	\$	2,972	\$	3,046	\$	3,122	\$	3,200	\$	3,280
030-30-580-3-5402	DEO Annual Dues	\$	175	\$	175	\$	175	\$	175	\$	175	\$	175
030-30-580-6-6311	Downtown Christmas lights	\$	34,791	\$	35,661	\$	36,552	\$	37,466	\$	38,403	\$	39,363
030-30-580-6-6314	Recruitment Project	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-6-6316	Wayfinding	\$	2	\$	3	\$	4	\$	5	\$	6	\$	7
030-30-580-6-6320	Landscaping	\$	46,388	\$	47,547	\$	48,736	\$	49,955	\$	51,203	\$	52,483
030-30-580-6-6321	Site Amenities	\$	5,798	\$	5,943	\$	6,092	\$	6,244	\$	6,400	\$	6,560
030-30-580-6-6326	Clock Tower Project	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-6-6328	Public Art	\$	11,597	\$	11,887	\$	12,184	\$	12,489	\$	12,801	\$	13,121
030-30-580-6-6329	Property Acquisition	\$	40,589	\$	41,604	\$	42,644	\$	43,710	\$	44,803	\$	45,923
030-30-580-6-6327	Home Improvement Program	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
South Historic District		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-3-3102	Home and Garden Tour	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-3-5280	Misc Expenses	\$	406	\$	416	\$	426	\$	437	\$	448	\$	459
030-31-580-3-5400	FRA Annual Dues, Training	\$	22,628	\$	23,194	\$	23,774	\$	24,368	\$	24,977	\$	25,602
030-31-580-3-5402	DEO Annual Dues	\$	22,628	\$	23,194	\$	23,774	\$	24,368	\$	24,977	\$	25,602
030-31-580-6-6331	Home Improvement Program	\$	22,628	\$	23,194	\$	23,774	\$	24,368	\$	24,977	\$	25,602
030-31-580-3-3100	Professional Services	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6333	Signage	\$	22,628	\$	23,194	\$	23,774	\$	24,368	\$	24,977	\$	25,602
030-31-580-6-6334	Commercial rehabilitation Program	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6336	Redevelopment Incentives	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6338	Residential Rehab	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6339	River Street improvements	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6342	Festivals	\$	3,479	\$	3,566	\$	3,655	\$	3,747	\$	3,840	\$	3,936
030-31-580-6-6341	Landscaping	\$	10,437	\$	10,698	\$	10,966	\$	11,240	\$	11,521	\$	11,809
North Historic District		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-3-3100	Professional Services	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-3-4801	Christmas Tour	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-3-5280	Misc Expenses	\$	290	\$	297	\$	305	\$	312	\$	320	\$	328
030-32-580-3-5400	FRA Annual Dues, Training	\$	1,160	\$	1,189	\$	1,218	\$	1,249	\$	1,280	\$	1,312
030-32-580-3-5402	DEO Annual Dues	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-6-6321	Home Improvement Program	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-6-6320	Landscaping	\$	6,958	\$	7,132	\$	7,310	\$	7,493	\$	7,681	\$	7,873
Transfers (South)		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-9-9101	Transfer to better Place Southern District	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-9-9102	Transfer to Utility South Water Line Redux	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-9-9107	Reimburse to Utility for CRA Administration	\$	4,721	\$	4,839	\$	4,960	\$	5,084	\$	5,211	\$	5,342
030-31-580-9-9105	Reimburse General Admin-Expense	\$	7,525	\$	7,713	\$	7,906	\$	8,104	\$	8,306	\$	8,514
Transfers (North)		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-9-9102	Transfer to Utility N Potable Line Replacement	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-9-9104	Transfer to General- North Road Debt Service	\$	18,147	\$	17,928	\$	17,712	\$	17,499	\$	17,288	\$	17,080
030-32-580-9-9107	Reimburse to Utility for CRA Administration	\$	1,846	\$	1,892	\$	1,940	\$	1,988	\$	2,038	\$	2,089
030-32-580-9-9105	Reimburse to Utility for CRA Administration	\$	3,660	\$	3,751	\$	3,845	\$	3,941	\$	4,040	\$	4,141
Transfers (CBD)		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-9-9103	Reimburse to General fund -Fireworks	\$	12,757	\$	13,076	\$	13,402	\$	13,737	\$	14,081	\$	14,433
030-30-580-9-9104	Reimburse General-Christmas Lights	\$	1,624	\$	1,664	\$	1,706	\$	1,748	\$	1,792	\$	1,837
030-30-580-9-9106	Reimburse General-Admin Expense	\$	45,014	\$	46,139	\$	47,292	\$	48,475	\$	49,686	\$	50,929
030-30-580-9-9107	Reimburse Utility-Admin Expense	\$	16,145	\$	16,549	\$	16,963	\$	17,387	\$	17,821	\$	18,267
030-30-580-9-9130	Transfer to Better Place-Streetscape	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-9-9132	Transfer to Utility Fund-Potable Line repair	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
PROPOSED PROGRAMMING²		\$	80,500	\$	80,500	\$	80,500	\$	80,500	\$	85,500	\$	85,500
Redevelopment Strategy													
Activate Opportunity Sites													
	Prepare Opportunity Site Inventory	\$	1,500	\$	1,500	\$	1,500	\$	1,500	\$	1,500	\$	1,500
	Identify Redevelopment Partners per Site												
	Prepare Prioritized Marketing Pieces	\$	2,000	\$	2,000	\$	2,000	\$	2,000	\$	2,000	\$	2,000
	Solicit RFPs for Targeted Sites	\$	2,000	\$	2,000	\$	2,000	\$	2,000	\$	2,000	\$	2,000
	Anchor Tenant Incentive Program	\$	30,000	\$	30,000	\$	30,000	\$	30,000	\$	30,000	\$	30,000
	Impact Fee Assistance Program	\$	25,000	\$	25,000	\$	25,000	\$	25,000	\$	30,000	\$	30,000
	Incubator Graduate Accelerator Program	\$	20,000	\$	20,000	\$	20,000	\$	20,000	\$	20,000	\$	20,000
CAPITAL OUTLAY AND DEBT SERVICE^{2,4}		\$	330,592	\$	31,994	\$	399,928	\$	-	\$	-	\$	-
Redevelopment Strategy													
Continue Infrastructure Improvements													
030-31-580-6-6343	Capital Outlay - South												
030-32-580-6-6322	General Capital Improvements-North	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
Not assigned	General Capital Outlay-Central Business District												
Establish and Reinforce Connections													
South 9th Street-Streetscape		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	Design												
	Construction												
Reid Street-Streetscape													
	Design	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	Construction												
10th Street- Streetscape		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	Design												
	Construction	\$	165,296										
6th Street Streetscape													
	Design	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	Construction												
	Construction	\$	165,296										
Crill Avenue Streetscape													
	Design	\$	-	\$	31,994	\$		\$	-	\$	-	\$	-
	Construction						399,928						
EXPENDITURES GRAND TOTAL		\$	841,912	\$	553,409	\$	1,012,198	\$	542,392	\$	558,287	\$	569,463
Projected TIF Revenue⁵		\$	730,475	\$	753,910	\$	781,981	\$	808,704	\$	836,094	\$	864,170
Projected Miscellaneous Revenues													
Contingencies and Reserves													
Cash Balance⁵													
Carryover to following year		\$	(111,437)	\$	202,501	\$	(230,217)	\$	266,312	\$	277,807	\$	294,707

Sources

- 1-Palatka 2020-2021 Adopted Budget
- 2-Palatka CRA Plan, Proposed Projects and Progi
- 3-Palatka 2020-2021 Adopted Budget
- 4-Palatka CRA Plan, Proposed projects and Progi
- 5-Palatka CRA Plan, TIF Projections at 2.5% per \

Notes/Assumptions

PALATKA 5 YEAR CRA BUDGET WORKSHEET

		2033-2034		2034-2035		2035-2036		2036-2037		2037-2038		2038-2039	
Expenditure Object #	OPERATIONS ¹	\$	495,426	\$	507,183	\$	519,241	\$	531,608	\$	544,292	\$	557,300
Operating Expenses													
CENTRAL BUSINESS DISTRICT		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-3-3105	Small Business Development Center	\$	16,139	\$	16,542	\$	16,956	\$	17,380	\$	17,814	\$	18,259
030-30-580-3-3109	Maintenance Contract	\$	13,449	\$	13,785	\$	14,130	\$	14,483	\$	14,845	\$	15,216
030-30-580-3-3100	Professional Services	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-3-4803	Marketing and Promotions	\$	33,622	\$	34,463	\$	35,324	\$	36,207	\$	37,113	\$	38,040
030-30-580-3-4805	Festivals	\$	10,087	\$	10,339	\$	10,597	\$	10,862	\$	11,134	\$	11,412
030-30-580-3-5280	Misc Expenses	\$	807	\$	827	\$	848	\$	869	\$	891	\$	913
030-30-580-3-5401	FRA Annual Dues, Training	\$	3,362	\$	3,446	\$	3,532	\$	3,621	\$	3,711	\$	3,804
030-30-580-3-5402	DEO Annual Dues	\$	175	\$	175	\$	175	\$	175	\$	175	\$	175
030-30-580-6-6311	Downtown Christmas lights	\$	40,347	\$	41,355	\$	42,389	\$	43,449	\$	44,535	\$	45,649
030-30-580-6-6314	Recruitment Project	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-6-6316	Wayfinding	\$	8	\$	9	\$	10	\$	11	\$	12	\$	13
030-30-580-6-6320	Landscaping	\$	53,796	\$	55,140	\$	56,519	\$	57,932	\$	59,380	\$	60,865
030-30-580-6-6321	Site Amenities	\$	6,724	\$	6,893	\$	7,065	\$	7,241	\$	7,423	\$	7,608
030-30-580-6-6326	Clock Tower Project	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-6-6328	Public Art	\$	13,449	\$	13,785	\$	14,130	\$	14,483	\$	14,845	\$	15,216
030-30-580-6-6329	Property Acquisition	\$	47,071	\$	48,248	\$	49,454	\$	50,690	\$	51,958	\$	53,257
030-30-580-6-6327	Home Improvement Program	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
South Historic District		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-3-3102	Home and Garden Tour	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-3-5280	Misc Expenses	\$	471	\$	482	\$	495	\$	507	\$	520	\$	533
030-31-580-3-5400	FRA Annual Dues, Training	\$	26,242	\$	26,898	\$	27,570	\$	28,259	\$	28,966	\$	29,690
030-31-580-3-5402	DEO Annual Dues	\$	26,242	\$	26,898	\$	27,570	\$	28,259	\$	28,966	\$	29,690
030-31-580-6-6331	Home Improvement Program	\$	26,242	\$	26,898	\$	27,570	\$	28,259	\$	28,966	\$	29,690
030-31-580-3-3100	Professional Services	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6333	Signage	\$	26,242	\$	26,898	\$	27,570	\$	28,259	\$	28,966	\$	29,690
030-31-580-6-6334	Commercial rehabilitation Program	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6336	Redevelopment Incentives	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6338	Residential Rehab	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6339	River Street improvements	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-6-6342	Festivals	\$	4,035	\$	4,136	\$	4,239	\$	4,345	\$	4,454	\$	4,565
030-31-580-6-6341	Landscaping	\$	12,104	\$	12,407	\$	12,717	\$	13,035	\$	13,361	\$	13,695
North Historic District		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-3-3100	Professional Services	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-3-4801	Christmas Tour	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-3-5280	Misc Expenses	\$	336	\$	345	\$	353	\$	362	\$	371	\$	380
030-32-580-3-5400	FRA Annual Dues, Training	\$	1,345	\$	1,379	\$	1,413	\$	1,448	\$	1,485	\$	1,522
030-32-580-3-5402	DEO Annual Dues	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-6-6321	Home Improvement Program	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-6-6320	Landscaping	\$	8,069	\$	8,271	\$	8,478	\$	8,690	\$	8,907	\$	9,130
Transfers (South)													
030-31-580-9-9101	Transfer to better Place Souther District	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-9-9102	Transfer to Utility South Water Line Redux	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-31-580-9-9107	Reimburse to Utility for CRA Administration	\$	5,475	\$	5,612	\$	5,752	\$	5,896	\$	6,043	\$	6,195
030-31-580-9-9105	Reimburse Genral Admin-Expense	\$	8,727	\$	8,945	\$	9,169	\$	9,398	\$	9,633	\$	9,874
Transfers (North)		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-9-9102	Transfer to Utility N Potable Line Replacement	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-32-580-9-9104	Transfer to General- North Road Debt Service	\$	16,874	\$	16,671	\$	16,470	\$	16,271	\$	16,075	\$	15,882
030-32-580-9-9107	Reimburse to Utility for CRA Administration	\$	2,141	\$	2,195	\$	2,249	\$	2,306	\$	2,363	\$	2,422
030-32-580-9-9105	Reimburse to Utility for CRA Administration	\$	4,244	\$	4,351	\$	4,459	\$	4,571	\$	4,685	\$	4,802
Transfers (CBD)		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-9-9103	Reimburse to General fund -Fireworks	\$	14,794	\$	15,164	\$	15,543	\$	15,931	\$	16,330	\$	16,738
030-30-580-9-9104	Reimburse General-Christmas Lights	\$	1,883	\$	1,930	\$	1,978	\$	2,028	\$	2,078	\$	2,130
030-30-580-9-9106	Reimburse General-Admin Expense	\$	52,202	\$	53,507	\$	54,845	\$	56,216	\$	57,621	\$	59,062
030-30-580-9-9107	Reimburse Utility-Admin Expense	\$	18,724	\$	19,192	\$	19,671	\$	20,163	\$	20,667	\$	21,184
030-30-580-9-9130	Transfer to Better Place-Streetscape	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
030-30-580-9-9132	Transfer to Utility Fund-Potable Line repair	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
PROPOSED PROGRAMMING²		\$	85,500	\$	85,500	\$	80,000	\$	80,000	\$	80,000	\$	80,000
Redevelopment Strategy													
Activate Opportunity Sites													
	Prepare Opportunity Site Inventory	\$	1,500	\$	1,500								
	Identify Redevelopment Partners per Site												
	Prepare Prioritized Marketing Pieces	\$	2,000	\$	2,000								
	Solicit RFPs for Targeted Sites	\$	2,000	\$	2,000								
	Anchor Tenant Incentive Program	\$	30,000	\$	30,000	\$	30,000	\$	30,000	\$	30,000	\$	30,000
	Impact Fee Assistance Program	\$	30,000	\$	30,000	\$	30,000	\$	30,000	\$	30,000	\$	30,000
	Incubator Graduate Accelerator Program	\$	20,000	\$	20,000	\$	20,000	\$	20,000	\$	20,000	\$	20,000
CAPITAL OUTLAY AND DEBT SERVICE^{2,4}		\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
Redevelopment Strategy													
Continue Infrastructure Improvements													
030-31-580-6-6343	Capital Outlay - South												
030-32-580-6-6322	General Capital Improvements-North	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
Not assigned	General Capital Outlay-Central Business District												
Establish and Reinforce Connections													
	South 9th Street-Streetscape	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	Design												
	Construction												
	Reid Street-Streetscape												
	Design	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	Construction												
	10th Street- Streetscape	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	Design												
	Construction												
	6th Street Streetscape												
	Design	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	Construction												
	Crill Avenue Streetscape												
	Design	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
	Construction												
EXPENDITURES GRAND TOTAL		\$	580,926	\$	592,683	\$	599,241	\$	611,608	\$	624,292	\$	637,300
Projected TIF Revenue⁵		\$	892,947	\$	922,444	\$	952,678	\$	983,668	\$	1,015,433	\$	1,047,991
Projected Miscellaneous Revenues													
Contingencies and Reserves													
Cash Balance⁵													
Carryover to following year		\$	312,021	\$	329,761	\$	353,437	\$	372,040	\$	391,141	\$	410,691

Sources

- 1-Palatka 2020-2021 Adopted Budget
- 2-Palatka CRA Plan, Proposed Projects and Progi
- 3-Palatka 2020-2021 Adopted Budget
- 4-Palatka CRA Plan, Proposed projects and Progi
- 5-Palatka CRA Plan, TIF Projections at 2.5% per \

Notes/Assumptions

PALATKA 5 YEAR CRA BUDGET WORKSHEET

		2039-2040	2040-2041	2041-2042
Expenditure Object #	OPERATIONS ¹	\$ 570,640	\$ 584,321	\$ 598,351
Operating Expenses				
CENTRAL BUSINESS DISTRICT				
030-30-580-3-3105	Small Business Development Center	\$ 18,716	\$ 19,184	\$ 19,663
030-30-580-3-3109	Maintenance Contract	\$ 15,597	\$ 15,987	\$ 16,386
030-30-580-3-3100	Professional Services	\$ -	\$ -	\$ -
030-30-580-3-4803	Marketing and Promotions	\$ 38,991	\$ 39,966	\$ 40,965
030-30-580-3-4805	Festivals	\$ 11,697	\$ 11,990	\$ 12,290
030-30-580-3-5280	Misc Expenses	\$ 936	\$ 959	\$ 983
030-30-580-3-5401	FRA Annual Dues, Training	\$ 3,899	\$ 3,997	\$ 4,097
030-30-580-3-5402	DEO Annual Dues	\$ 175	\$ 175	\$ 175
030-30-580-6-6311	Downtown Christmas lights	\$ 46,790	\$ 47,960	\$ 49,158
030-30-580-6-6314	Recruitment Project	\$ -	\$ -	\$ -
030-30-580-6-6316	Wayfinding	\$ 14	\$ 15	\$ 16
030-30-580-6-6320	Landscaping	\$ 62,386	\$ 63,946	\$ 65,545
030-30-580-6-6321	Site Amenities	\$ 7,798	\$ 7,993	\$ 8,193
030-30-580-6-6326	Clock Tower Project	\$ -	\$ -	\$ -
030-30-580-6-6328	Public Art	\$ 15,597	\$ 15,987	\$ 16,386
030-30-580-6-6329	Property Acquisition	\$ 54,588	\$ 55,953	\$ 57,352
030-30-580-6-6327	Home Improvement Program	\$ -	\$ -	\$ -
South Historic District				
030-31-580-3-3102	Home and Garden Tour	\$ -	\$ -	\$ -
030-31-580-3-5280	Misc Expenses	\$ 546	\$ 560	\$ 574
030-31-580-3-5400	FRA Annual Dues, Training	\$ 30,432	\$ 31,193	\$ 31,973
031-30-580-3-5402	DEO Annual Dues	\$ 30,432	\$ 31,193	\$ 31,973
030-31-580-6-6331	Home Improvement Program	\$ 30,432	\$ 31,193	\$ 31,973
030-31-580-3-3100	Professional Services	\$ -	\$ -	\$ -
030-31-580-6-6333	Signage	\$ 30,432	\$ 31,193	\$ 31,973
030-31-580-6-6334	Commercial rehabilitation Program	\$ -	\$ -	\$ -
030-31-580-6-6336	Redevelopment Incentives	\$ -	\$ -	\$ -
030-31-580-6-6338	Residential Rehab	\$ -	\$ -	\$ -
030-31-580-6-6339	River Street improvements	\$ -	\$ -	\$ -
030-31-580-6-6342	Festivals	\$ 4,679	\$ 4,796	\$ 4,916
030-31-580-6-6341	Landscaping	\$ 14,037	\$ 14,388	\$ 14,748
North Historic District				
030-32-580-3-3100	Professional Services	\$ -	\$ -	\$ -
030-32-580-3-4801	Christmas Tour	\$ -	\$ -	\$ -
030-32-580-3-5280	Misc Expenses	\$ 390	\$ 400	\$ 410
030-32-580-3-5400	FRA Annual Dues, Training	\$ 1,560	\$ 1,599	\$ 1,639
030-32-580-3-5402	DEO Annual Dues	\$ -	\$ -	\$ -
030-32-580-6-6321	Home Improvement Program	\$ -	\$ -	\$ -
030-32-580-6-6320	Landscaping	\$ 9,358	\$ 9,592	\$ 9,832
Transfers (South)				
030-31-580-9-9101	Transfer to better Place Souther District	\$ -	\$ -	\$ -
030-31-580-9-9102	Transfer to Utility South Water Line Redux	\$ -	\$ -	\$ -
030-31-580-9-9107	Reimburse to Utility for CRA Administration	\$ 6,349	\$ 6,508	\$ 6,671
030-31-580-9-9105	Reimburse Genral Admin-Expense	\$ 10,121	\$ 10,374	\$ 10,633
Transfers (North)				
030-32-580-9-9102	Transfer to Utility N Potable Line Replacement	\$ -	\$ -	\$ -
030-32-580-9-9104	Transfer to General- North Road Debt Service	\$ 15,690	\$ 15,501	\$ 15,315
030-32-580-9-9107	Reimburse to Utility for CRA Administration	\$ 2,483	\$ 2,545	\$ 2,609
030-32-580-9-9105	Reimburse to Utility for CRA Administration	\$ 4,922	\$ 5,045	\$ 5,171
Transfers (CBD)				
030-30-580-9-9103	Reimburse to General fund -Fireworks	\$ 17,156	\$ 17,585	\$ 18,025
030-30-580-9-9104	Reimburse General-Christmas Lights	\$ 2,184	\$ 2,238	\$ 2,294
030-30-580-9-9106	Reimburse General-Admin Expense	\$ 60,538	\$ 62,052	\$ 63,603
030-30-580-9-9107	Reimburse Utility-Admin Expense	\$ 21,714	\$ 22,256	\$ 22,813
030-30-580-9-9130	Transfer to Better Place-Streetscape	\$ -	\$ -	\$ -
030-30-580-9-9132	Transfer to Utility Fund-Potable Line repair	\$ -	\$ -	\$ -
PROPOSED PROGRAMMING²		\$ 80,000	\$ 80,000	\$ 80,000
Redevelopment Strategy				
Activate Opportunity Sites				
Prepare Opportunity Site Inventory				
Identify Redevelopment Partners per Site				
Prepare Prioritized Marketing Pieces				
Solicit RFPs for Targeted Sites				
Anchor Tenant Incentive Program		\$ 30,000	\$ 30,000	\$ 30,000
Impact Fee Assistance Program		\$ 30,000	\$ 30,000	\$ 30,000
Incubator Graduate Accelerator Program		\$ 20,000	\$ 20,000	\$ 20,000
CAPITAL OUTLAY AND DEBT SERVICE^{2,4}		\$ -	\$ -	\$ -
Redevelopment Strategy				
Continue Infrastructure Improvements				
030-31-580-6-6343	Capital Outlay - South			
030-32-580-6-6322	General Capital Improvements-North	\$ -	\$ -	\$ -
Not assigned	General Capital Outlay-Central Business District			
Establish and Reinforce Connections				
South 9th Street-Streetscape		\$ -	\$ -	\$ -
Design				
Construction				
Reid Street-Streetscape				
Design		\$ -	\$ -	\$ -
Construction				
10th Street- Streetscape		\$ -	\$ -	\$ -
Design				
Construction				
6th Street Streetscape				
Design		\$ -	\$ -	\$ -
Construction				
Cull Avenue Streetscape				
Design		\$ -	\$ -	\$ -
Construction				
EXPENDITURES GRAND TOTAL		\$ 650,640	\$ 664,321	\$ 678,351
Projected TIF Revenue ⁵		\$ 1,081,364	\$ 1,115,571	\$ 1,150,634
Projected Miscellaneous Revenues				
Contingencies and Reserves				
Cash Balance⁵				
Carryover to following year				

Sources

- 1-Palatka 2020-2021 Adopted Budget
- 2-Palatka CRA Plan, Proposed Projects and Progi
- 3-Palatka 2020-2021 Adopted Budget
- 4-Palatka CRA Plan, Proposed projects and Progi
- 5-Palatka CRA Plan, TIF Projections at 2.5% per y

Notes/Assumptions

TIF Revenue **North** Historic District

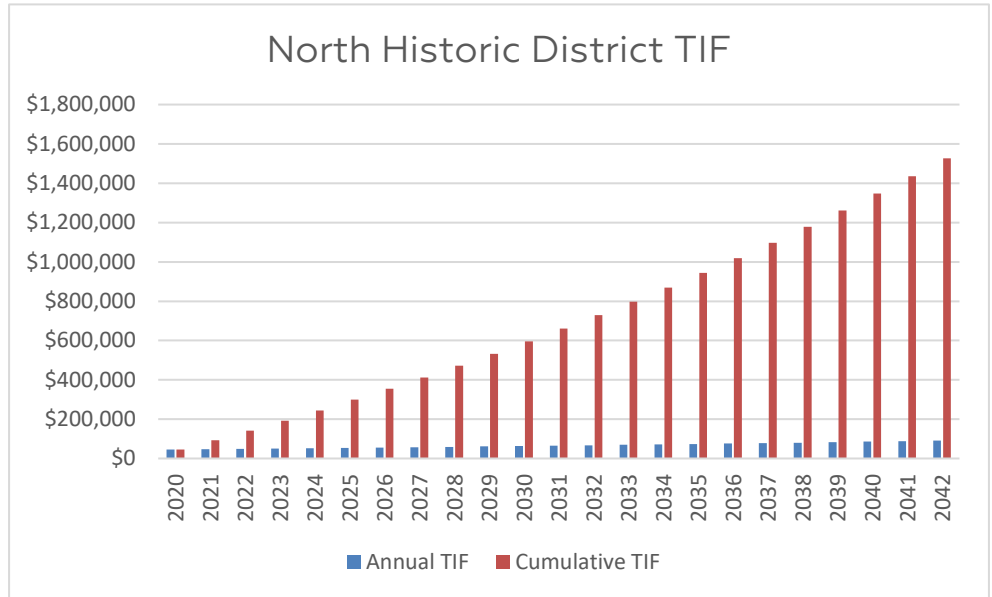
TIF PROJECTIONS (2.5% ANNUAL GROWTH RATE)

	<i>Taxable Valuation</i>	<i>Estimated Increment Value</i>	<i>County Contribution @ 95%</i>	<i>City Contribution @ 95%</i>	<i>Total TIF CRA</i>
BASE	1994	\$1,099,110			
	2020	\$4,142,820	\$3,043,710	\$27,297	\$18,506
	2021	\$4,246,391	\$3,147,281	\$28,226	\$19,135
	2022	\$4,352,550	\$3,253,440	\$29,178	\$19,781
	2023	\$4,461,364	\$3,362,254	\$30,154	\$20,443
	2024	\$4,572,898	\$3,473,788	\$31,154	\$21,121
	2025	\$4,687,221	\$3,588,111	\$32,180	\$21,816
	2026	\$4,804,401	\$3,705,291	\$33,230	\$22,528
	2027	\$4,924,511	\$3,825,401	\$34,308	\$23,258
	2028	\$5,047,624	\$3,948,514	\$35,412	\$24,007
	2029	\$5,173,814	\$4,074,704	\$36,543	\$24,774
	2030	\$5,303,160	\$4,204,050	\$37,704	\$25,561
	2031	\$5,435,739	\$4,336,629	\$38,893	\$26,367
	2032	\$5,571,632	\$4,472,522	\$40,111	\$27,193
	2033	\$5,710,923	\$4,611,813	\$41,360	\$28,040
	2034	\$5,853,696	\$4,754,586	\$42,641	\$28,908
	2035	\$6,000,039	\$4,900,929	\$43,953	\$29,798
	2036	\$6,150,040	\$5,050,930	\$45,299	\$30,710
	2037	\$6,303,791	\$5,204,681	\$46,678	\$31,644
	2038	\$6,461,385	\$5,362,275	\$48,091	\$32,603
	2039	\$6,622,920	\$5,523,810	\$49,540	\$33,585
	2040	\$6,788,493	\$5,689,383	\$51,025	\$34,591
	2041	\$6,958,205	\$5,859,095	\$52,547	\$35,623
	2042	\$7,132,160	\$6,033,050	\$54,107	\$36,681
					\$90,788

TIF Revenue **North** Historic District

SUMMARY

	Annual TIF	Cumulative TIF
2020	\$45,803	\$45,803
2021	\$47,361	\$93,164
2022	\$48,959	\$142,123
2023	\$50,596	\$192,720
2024	\$52,275	\$244,995
2025	\$53,995	\$298,990
2026	\$55,759	\$354,749
2027	\$57,566	\$412,315
2028	\$59,419	\$471,733
2029	\$61,318	\$533,051
2030	\$63,264	\$596,315
2031	\$65,259	\$661,575
2032	\$67,304	\$728,879
2033	\$69,400	\$798,279
2034	\$71,549	\$869,828
2035	\$73,751	\$943,579
2036	\$76,008	\$1,019,587
2037	\$78,322	\$1,097,909
2038	\$80,694	\$1,178,603
2039	\$83,124	\$1,261,727
2040	\$85,616	\$1,347,343
2041	\$88,170	\$1,435,513
2042	\$90,788	\$1,526,301



Total County Contribution (2020-2042)	\$909,629
Total City Contribution (2020-2042)	\$616,672
Total TIF Estimated (2020-2042)	\$1,526,301

2019 County Millage	0.0094404	2019 City Millage	0.0064
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TIF Revenue **Central** Business District

TIF PROJECTIONS (2.5% ANNUAL GROWTH RATE)

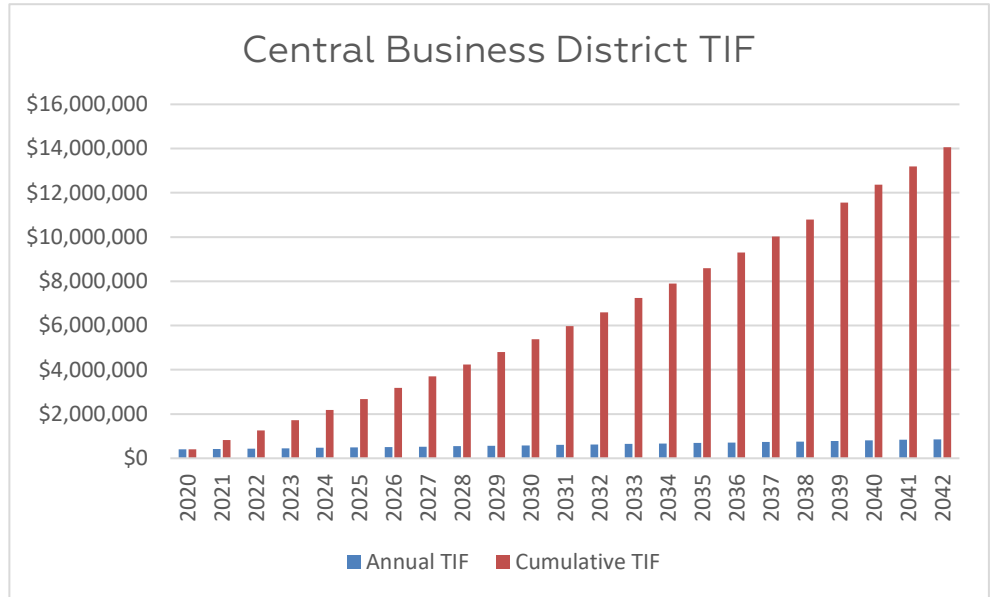
BASE

	<i>Taxable Valuation</i>	<i>Estimated Increment Value</i>	<i>County Contribution @ 95%</i>	<i>City Contribution @ 95%</i>	<i>Total TIF CRA</i>
1983	\$14,750,255				
2020	\$41,629,225	\$26,878,970	\$241,061	\$163,424	\$404,485
2021	\$42,669,956	\$27,919,701	\$250,394	\$169,752	\$420,146
2022	\$43,736,705	\$28,986,450	\$259,961	\$176,238	\$436,199
2023	\$44,830,122	\$30,079,867	\$269,768	\$182,886	\$452,653
2024	\$45,950,875	\$31,200,620	\$279,819	\$189,700	\$469,519
2025	\$47,099,647	\$32,349,392	\$290,122	\$196,684	\$486,806
2026	\$48,277,138	\$33,526,883	\$300,682	\$203,843	\$504,525
2027	\$49,484,067	\$34,733,812	\$311,506	\$211,182	\$522,688
2028	\$50,721,168	\$35,970,913	\$322,601	\$218,703	\$541,304
2029	\$51,989,198	\$37,238,943	\$333,973	\$226,413	\$560,386
2030	\$53,288,928	\$38,538,673	\$345,629	\$234,315	\$579,945
2031	\$54,621,151	\$39,870,896	\$357,577	\$242,415	\$599,992
2032	\$55,986,679	\$41,236,424	\$369,824	\$250,717	\$620,541
2033	\$57,386,346	\$42,636,091	\$382,377	\$259,227	\$641,604
2034	\$58,821,005	\$44,070,750	\$395,243	\$267,950	\$663,193
2035	\$60,291,530	\$45,541,275	\$408,431	\$276,891	\$685,322
2036	\$61,798,818	\$47,048,563	\$421,949	\$286,055	\$708,005
2037	\$63,343,789	\$48,593,534	\$435,805	\$295,449	\$731,254
2038	\$64,927,384	\$50,177,129	\$450,008	\$305,077	\$755,084
2039	\$66,550,568	\$51,800,313	\$464,565	\$314,946	\$779,511
2040	\$68,214,332	\$53,464,077	\$479,486	\$325,062	\$804,548
2041	\$69,919,691	\$55,169,436	\$494,780	\$335,430	\$830,211
2042	\$71,667,683	\$56,917,428	\$510,457	\$346,058	\$856,515

TIF Revenue **Central** Business District

SUMMARY

	Annual TIF	Cumulative TIF
2020	\$404,485	\$404,485
2021	\$420,146	\$824,631
2022	\$436,199	\$1,260,830
2023	\$452,653	\$1,713,484
2024	\$469,519	\$2,183,002
2025	\$486,806	\$2,669,808
2026	\$504,525	\$3,174,334
2027	\$522,688	\$3,697,021
2028	\$541,304	\$4,238,325
2029	\$560,386	\$4,798,711
2030	\$579,945	\$5,378,656
2031	\$599,992	\$5,978,648
2032	\$620,541	\$6,599,189
2033	\$641,604	\$7,240,793
2034	\$663,193	\$7,903,987
2035	\$685,322	\$8,589,309
2036	\$708,005	\$9,297,314
2037	\$731,254	\$10,028,568
2038	\$755,084	\$10,783,652
2039	\$779,511	\$11,563,163
2040	\$804,548	\$12,367,711
2041	\$830,211	\$13,197,922
2042	\$856,515	\$14,054,437



Total County Contribution (2020-2042)	\$8,376,020
Total City Contribution (2020-2042)	\$5,678,417
Total TIF Estimated (2020-2042)	\$14,054,437

2019 County Millage	0.0094404	2019 City Millage	0.0064
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TIF Revenue **South** Historic District

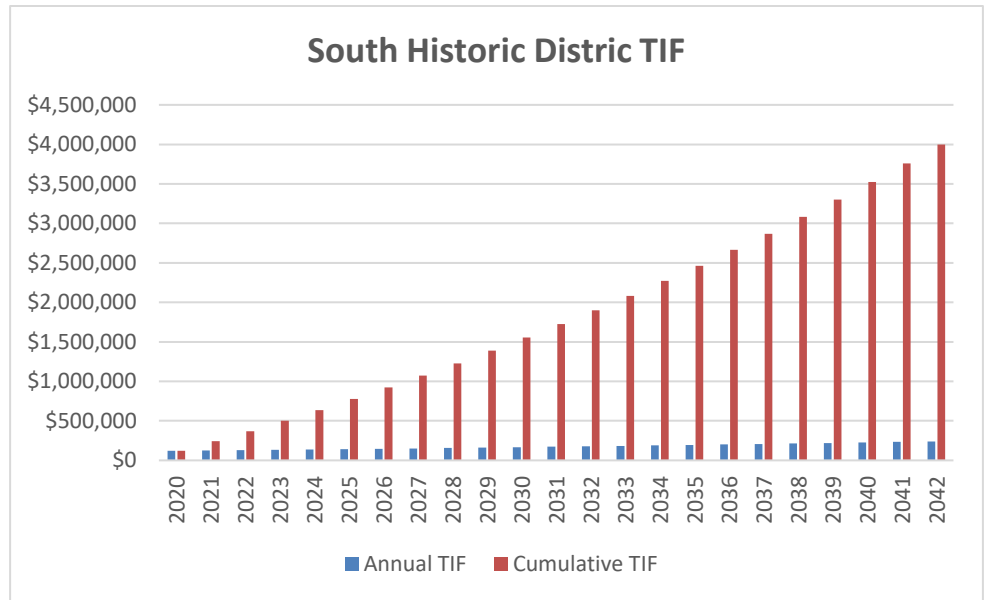
TIF PROJECTIONS (2.5% ANNUAL GROWTH RATE)

		<i>Taxable Valuation</i>	<i>Estimated Increment Value</i>	<i>County Contribution @ 95%</i>	<i>City Contribution @ 95%</i>	<i>Total TIF CRA</i>
BASE	1994	\$3,217,275				
	2020	\$11,104,579	\$7,887,304	\$70,736	\$47,955	\$118,691
	2021	\$11,382,193	\$8,164,918	\$73,226	\$49,643	\$122,869
	2022	\$11,666,748	\$8,449,473	\$75,778	\$51,373	\$127,151
	2023	\$11,958,417	\$8,741,142	\$78,394	\$53,146	\$131,540
	2024	\$12,257,377	\$9,040,102	\$81,075	\$54,964	\$136,039
	2025	\$12,563,812	\$9,346,537	\$83,823	\$56,827	\$140,650
	2026	\$12,877,907	\$9,660,632	\$86,640	\$58,737	\$145,377
	2027	\$13,199,855	\$9,982,580	\$89,528	\$60,694	\$150,222
	2028	\$13,529,851	\$10,312,576	\$92,487	\$62,700	\$155,188
	2029	\$13,868,098	\$10,650,823	\$95,521	\$64,757	\$160,278
	2030	\$14,214,800	\$10,997,525	\$98,630	\$66,865	\$165,495
	2031	\$14,570,170	\$11,352,895	\$101,817	\$69,026	\$170,843
	2032	\$14,934,424	\$11,717,149	\$105,084	\$71,240	\$176,324
	2033	\$15,307,785	\$12,090,510	\$108,432	\$73,510	\$181,943
	2034	\$15,690,479	\$12,473,204	\$111,864	\$75,837	\$187,702
	2035	\$16,082,741	\$12,865,466	\$115,382	\$78,222	\$193,604
	2036	\$16,484,810	\$13,267,535	\$118,988	\$80,667	\$199,655
	2037	\$16,896,930	\$13,679,655	\$122,684	\$83,172	\$205,857
	2038	\$17,319,353	\$14,102,078	\$126,473	\$85,741	\$212,213
	2039	\$17,752,337	\$14,535,062	\$130,356	\$88,373	\$218,729
	2040	\$18,196,146	\$14,978,871	\$134,336	\$91,072	\$225,408
	2041	\$18,651,049	\$15,433,774	\$138,416	\$93,837	\$232,253
	2042	\$19,117,326	\$15,900,051	\$142,598	\$96,672	\$239,270

TIF Revenue **South** Historic District

SUMMARY

	Annual TIF	Cumulative TIF
2020	\$118,691	\$118,691
2021	\$122,869	\$241,560
2022	\$127,151	\$368,711
2023	\$131,540	\$500,251
2024	\$136,039	\$636,290
2025	\$140,650	\$776,940
2026	\$145,377	\$922,317
2027	\$150,222	\$1,072,539
2028	\$155,188	\$1,227,726
2029	\$160,278	\$1,388,004
2030	\$165,495	\$1,553,499
2031	\$170,843	\$1,724,341
2032	\$176,324	\$1,900,665
2033	\$181,943	\$2,082,608
2034	\$187,702	\$2,270,310
2035	\$193,604	\$2,463,914
2036	\$199,655	\$2,663,569
2037	\$205,857	\$2,869,426
2038	\$212,213	\$3,081,639
2039	\$218,729	\$3,300,368
2040	\$225,408	\$3,525,776
2041	\$232,253	\$3,758,029
2042	\$239,270	\$3,997,299



Total County Contribution (2020-2042)	\$2,382,270
Total City Contribution (2020-2042)	\$1,615,030
Total TIF Estimated (2020-2042)	\$3,997,299

2019 County Millage	0.0094404	2019 City Millage	0.0064
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TIF Revenue

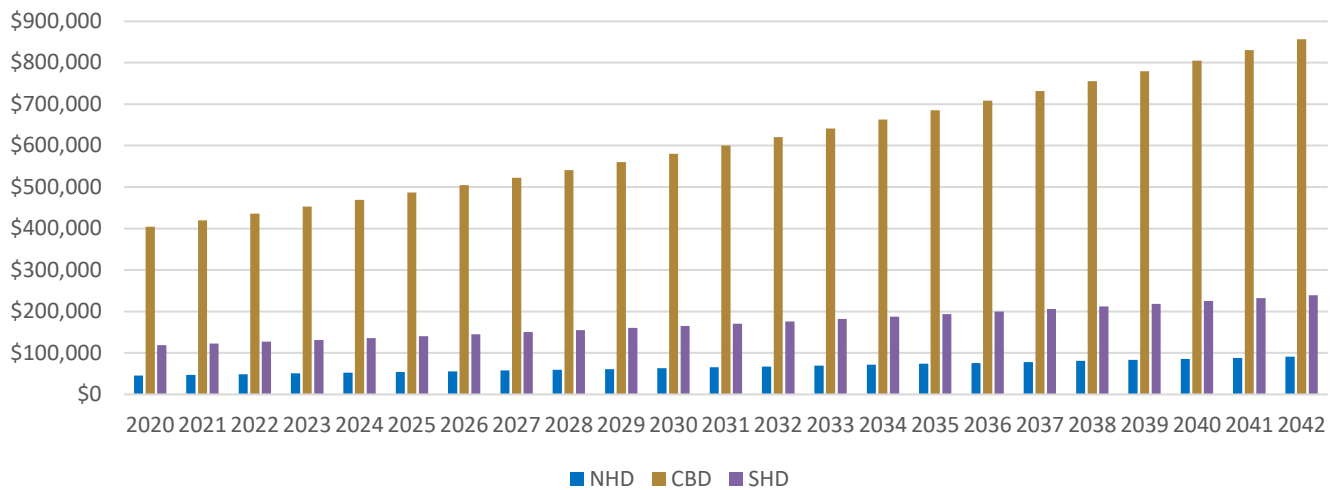
Combined

PALATKA EXISTING AREA - TIF PROJECTIONS (2.5% ANNUAL GROWTH RATE)

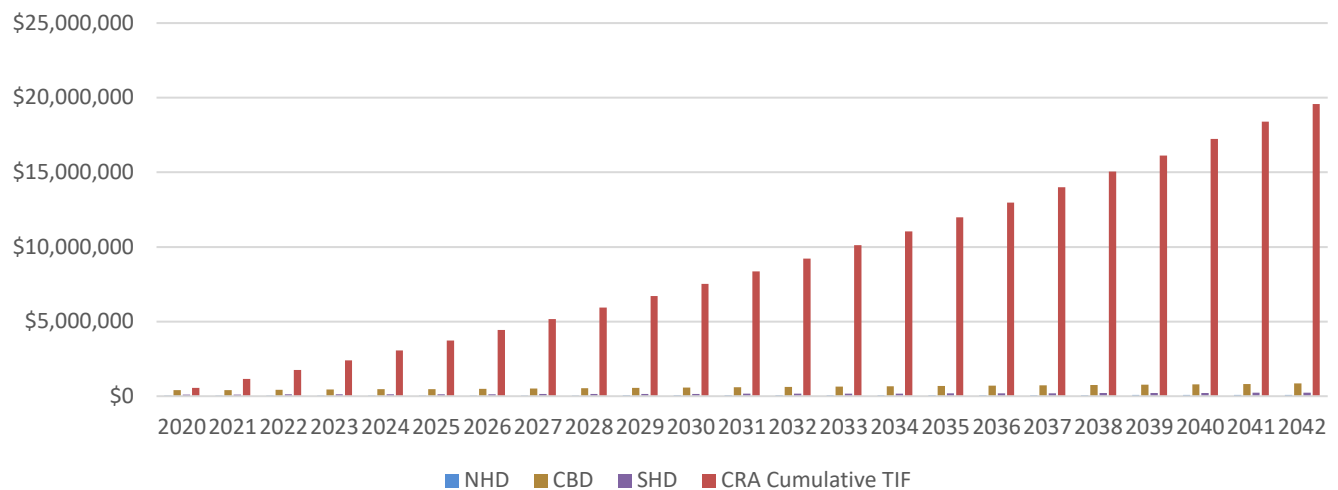
	<i>NHD</i>	<i>CBD</i>	<i>SHD</i>	<i>CRA Cumulative TIF</i>
2020	\$45,803	\$404,485	\$118,691	\$568,979
2021	\$47,361	\$420,146	\$122,869	\$1,159,356
2022	\$48,959	\$436,199	\$127,151	\$1,771,665
2023	\$50,596	\$452,653	\$131,540	\$2,406,454
2024	\$52,275	\$469,519	\$136,039	\$3,064,287
2025	\$53,995	\$486,806	\$140,650	\$3,745,738
2026	\$55,759	\$504,525	\$145,377	\$4,451,399
2027	\$57,566	\$522,688	\$150,222	\$5,181,874
2028	\$59,419	\$541,304	\$155,188	\$5,937,785
2029	\$61,318	\$560,386	\$160,278	\$6,719,766
2030	\$63,264	\$579,945	\$165,495	\$7,528,469
2031	\$65,259	\$599,992	\$170,843	\$8,364,564
2032	\$67,304	\$620,541	\$176,324	\$9,228,733
2033	\$69,400	\$641,604	\$181,943	\$10,121,680
2034	\$71,549	\$663,193	\$187,702	\$11,044,124
2035	\$73,751	\$685,322	\$193,604	\$11,996,802
2036	\$76,008	\$708,005	\$199,655	\$12,980,470
2037	\$78,322	\$731,254	\$205,857	\$13,995,903
2038	\$80,694	\$755,084	\$212,213	\$15,043,894
2039	\$83,124	\$779,511	\$218,729	\$16,125,258
2040	\$85,616	\$804,548	\$225,408	\$17,240,830
2041	\$88,170	\$830,211	\$232,253	\$18,391,464
2042	\$90,788	\$856,515	\$239,270	\$19,578,036

TIF Revenue Combined

TIF Revenue by District



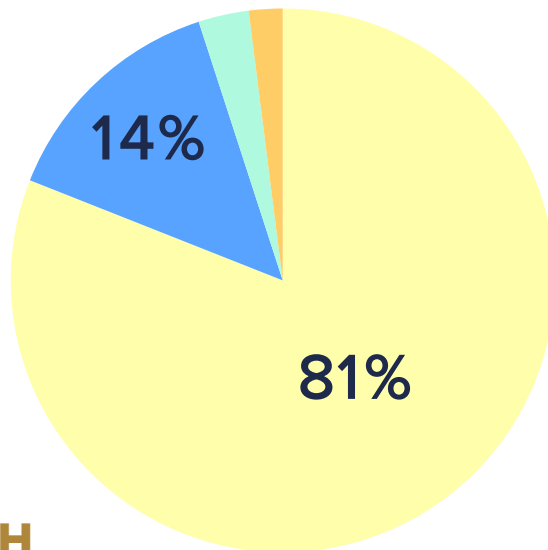
Cumulative CRA TIF



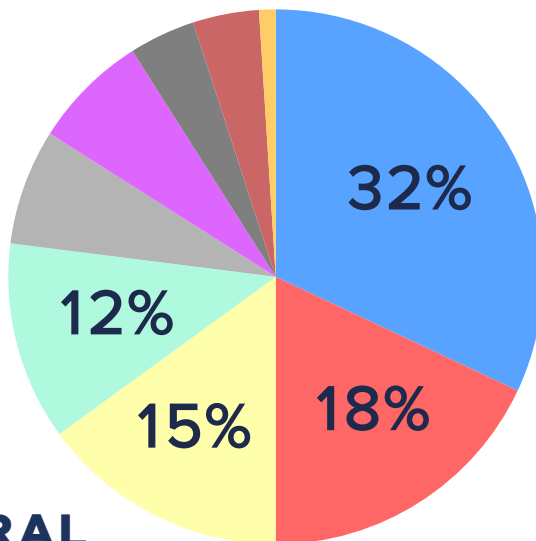
	NHD	CBD	SHD	TOTAL
Total County Contribution (2020-2042)	\$909,629	\$8,376,020	\$2,382,270	\$11,667,919
Total City Contribution (2020-2042)	\$616,672	\$5,678,417	\$1,615,030	\$7,910,119
Total TIF Estimated (2020-2042)	\$1,526,301	\$14,054,437	\$3,997,300	\$19,578,038



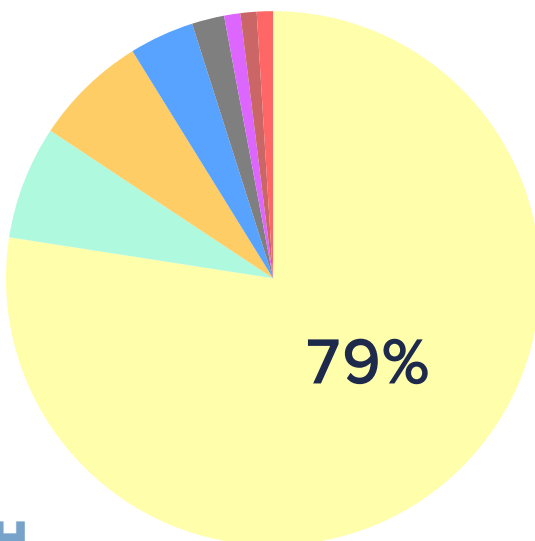
APPENDIX



NORTH



CENTRAL



SOUTH

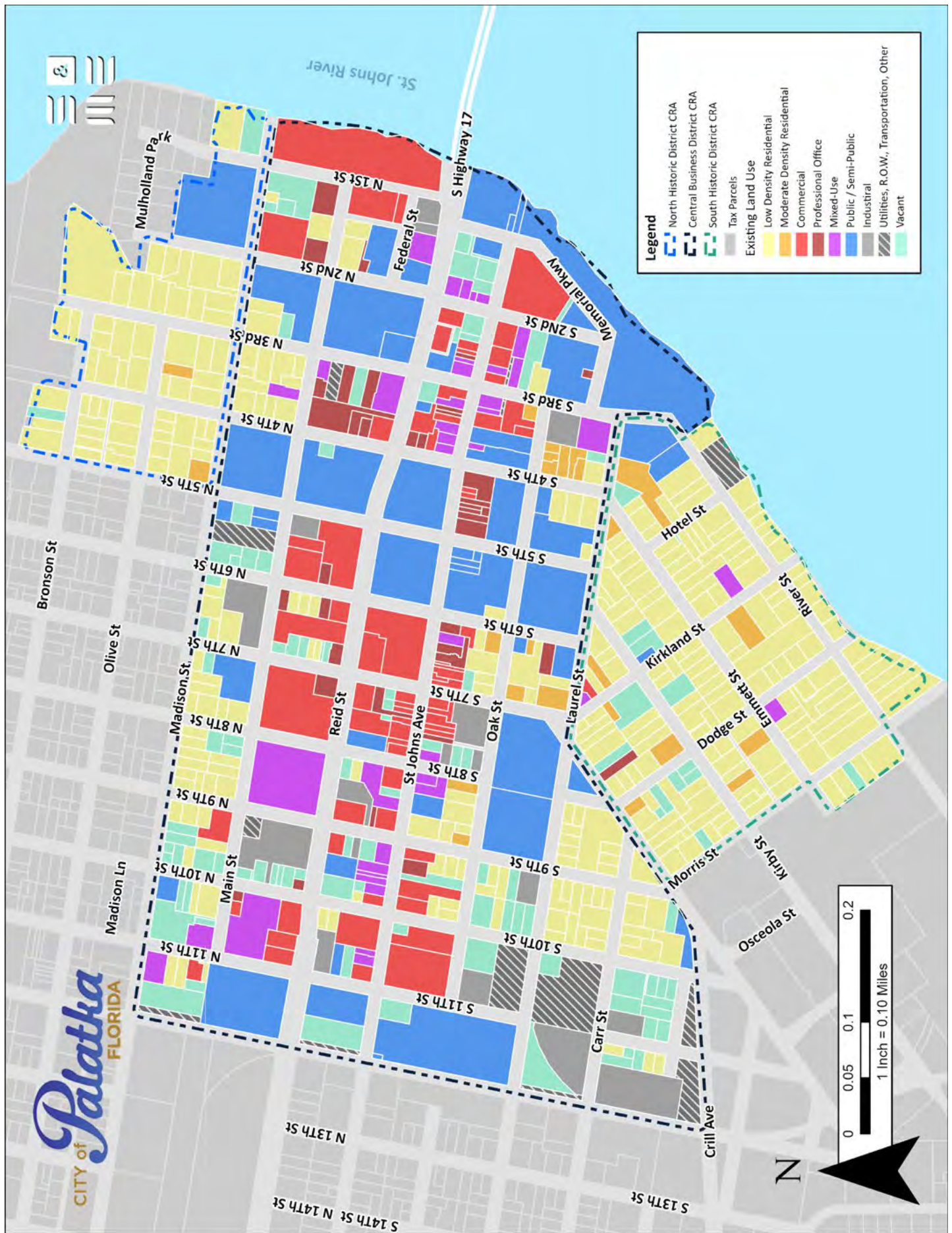
Legend

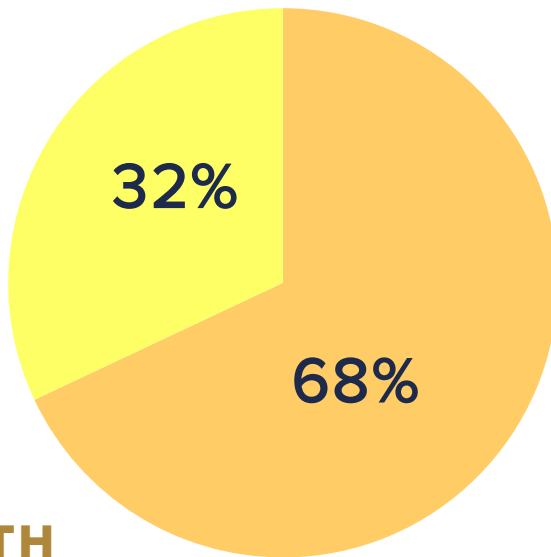
- North Historic District CRA
- Central Business District CRA
- South Historic District CRA
- Tax Parcels
- Existing Land Use**
 - Low Density Residential
 - Moderate Density Residential
 - Commercial
 - Professional Office
 - Mixed-Use
 - Public / Semi-Public
 - Industrial
 - Utilities, R.O.W., Transportation, Other
 - Vacant

EXISTING LAND USE

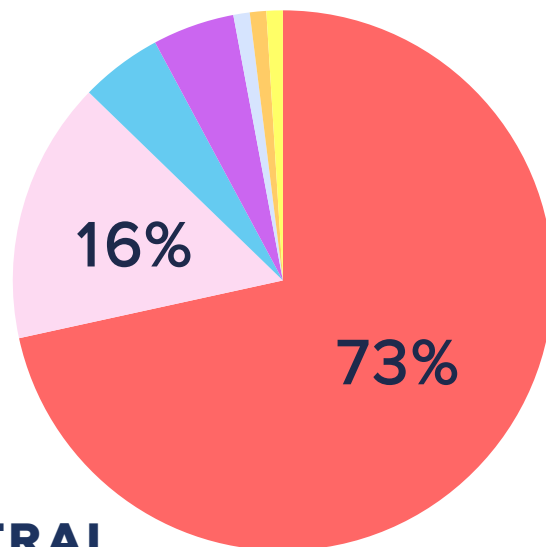
The existing land use evaluation identifies the existing land uses within each area of the district based on the Department of Revenue (DOR) Code assigned to each parcel. The primary existing land uses in the North Historic District are: Low Density Residential (81%) and Public/ Semi Public (14%). Moderate Density Residential and Vacant comprise the remaining acreage (5%). The primary existing land uses in the Central Business District are: Public/Semi Public (32%), Commercial (18%) Low Density Residential (15%) and Vacant (12%). The primary existing land uses in the South Historic District are: Low Density Residential (79%) with Vacant, Medium Density Residential and Public Semi Public and Industrial comprising the majority of the remaining uses.

Figure 9 Existing Land Use

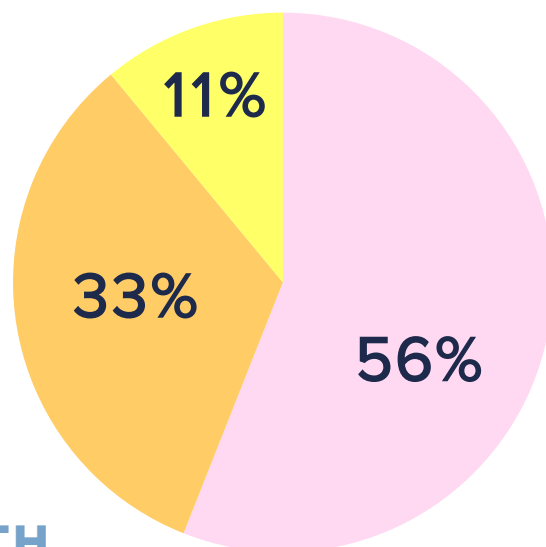




NORTH



CENTRAL



SOUTH

Legend

- North Historic District CRA
- Central Business District CRA
- South Historic District CRA
- Tax Parcels

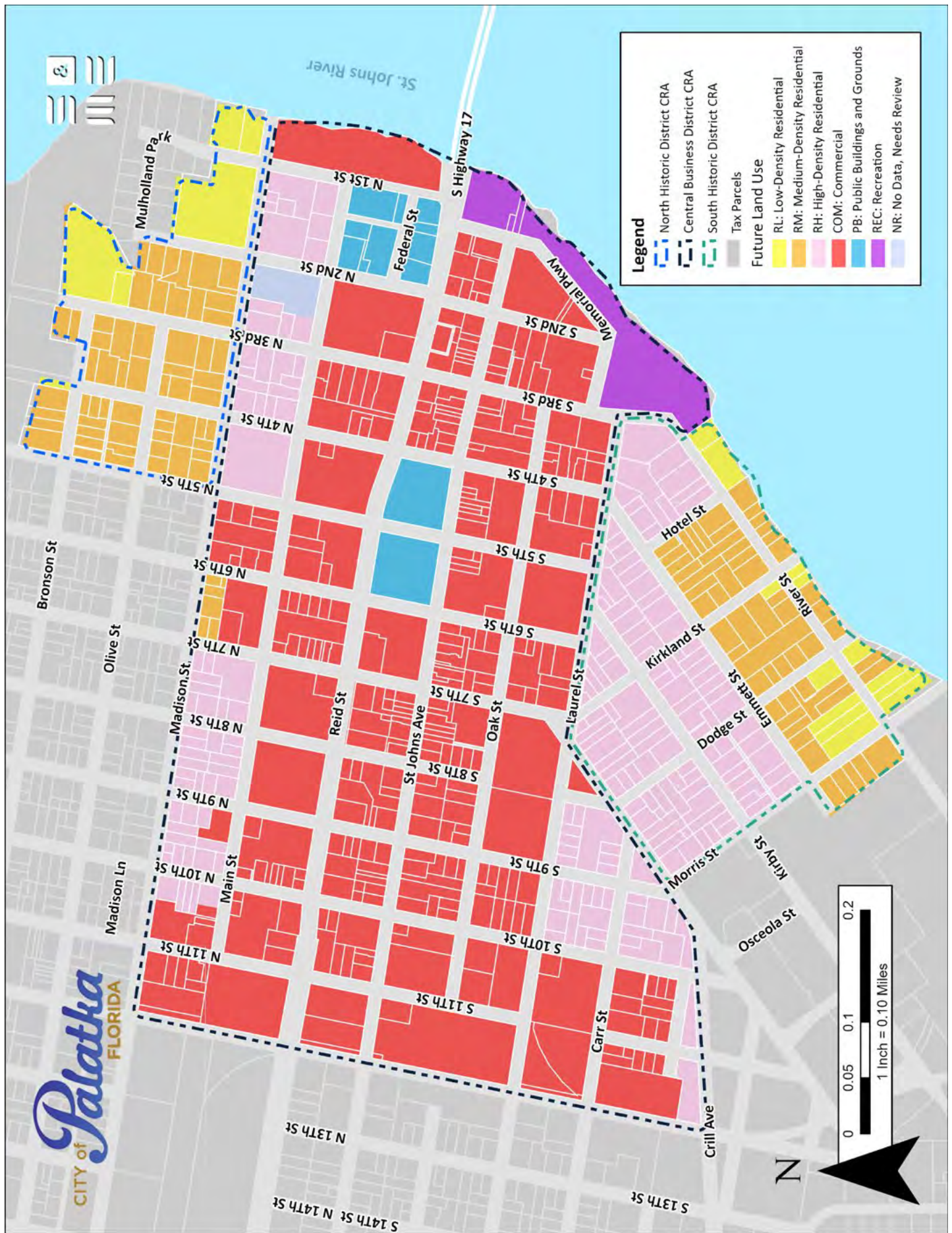
Future Land Use

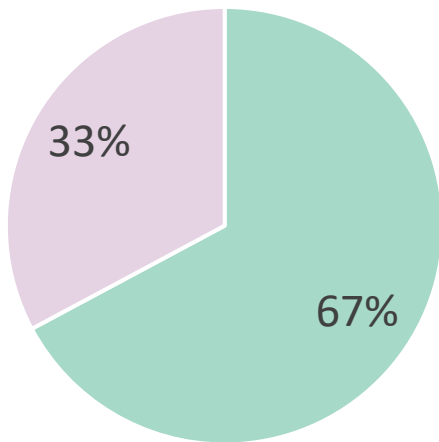
- RL: Low-Density Residential
- RM: Medium-Density Residential
- RH: High-Density Residential
- COM: Commercial
- PB: Public Buildings and Grounds
- REC: Recreation
- NR: No Data, Needs Review

FUTURE LAND USE

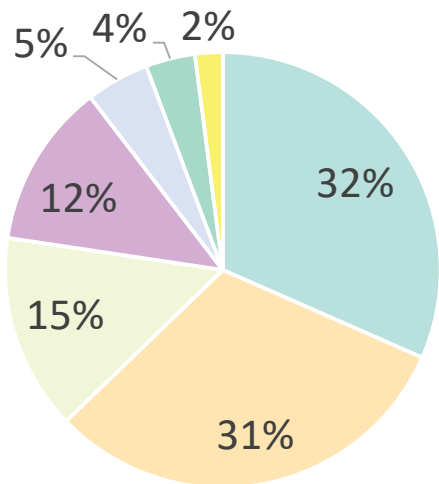
The future land use evaluation identifies the future land uses within each area of the district based on the City of Palatka Comprehensive Plan's Future Land Use Map classifications for parcels within the CRA. The primary future land uses in the North Historic District are: Medium Density Residential (68%) and Low Density Residential (32%). The primary future land uses in the Central Business District are: Commercial (73%) and High Density Residential (16%). Public Buildings and recreation are the two primary remaining future land uses. The primary future land uses in the South Historic District are: High Density Residential (56%), Medium Density Residential (33%) and Low Density Residential (11%).

Figure 10 Future Land Use

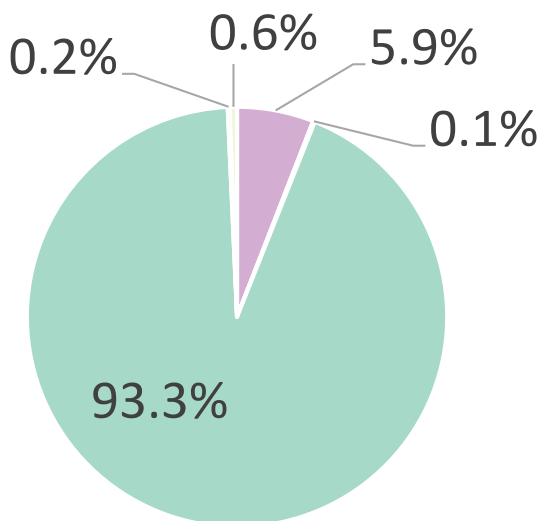




NORTH



CENTRAL



SOUTH

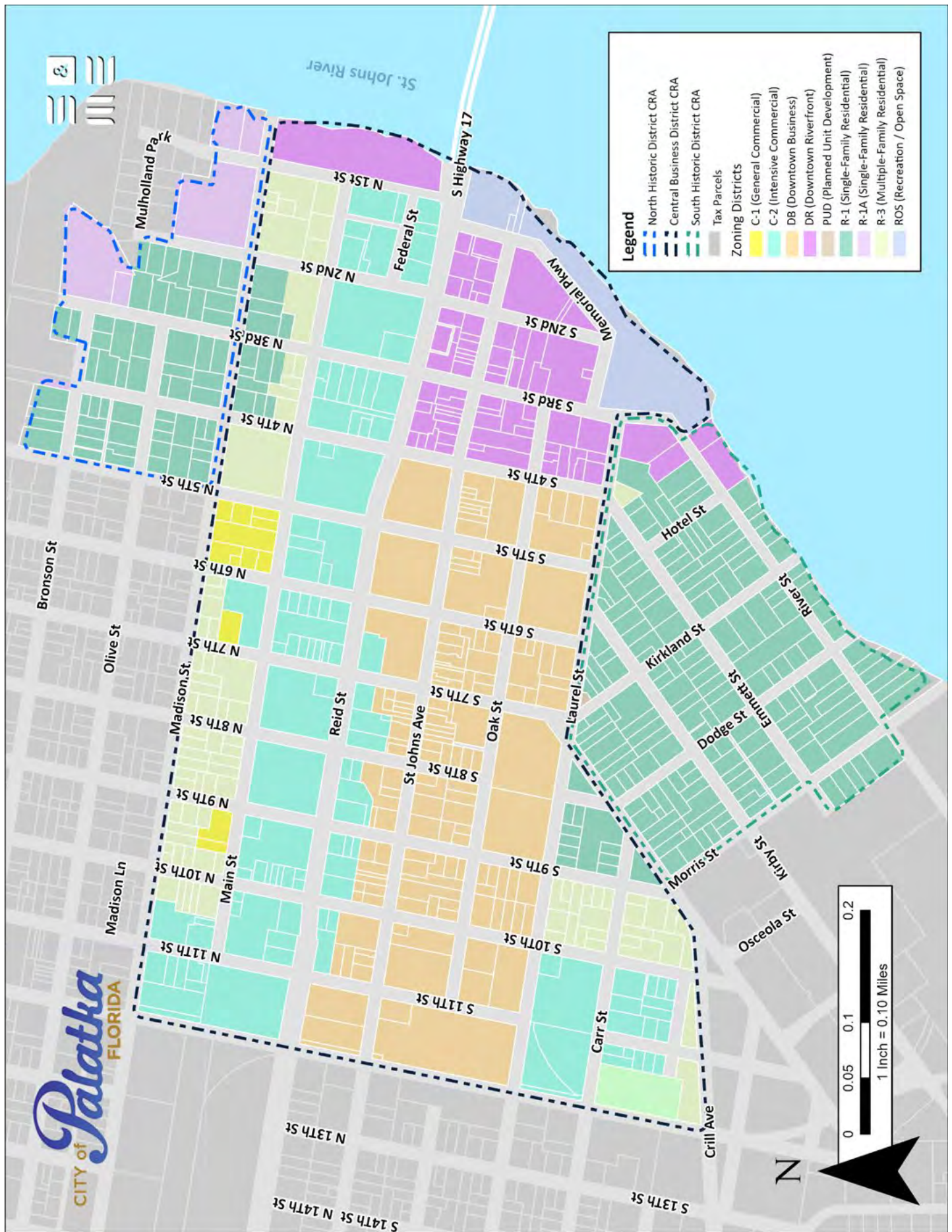
Legend

- North Historic District CRA
- Central Business District CRA
- South Historic District CRA
- Tax Parcels
- Zoning Districts
 - C-1 (General Commercial)
 - C-2 (Intensive Commercial)
 - DB (Downtown Business)
 - DR (Downtown Riverfront)
 - PUD (Planned Unit Development)
 - R-1 (Single-Family Residential)
 - R-1A (Single-Family Residential)
 - R-3 (Multiple-Family Residential)
 - ROS (Recreation / Open Space)

ZONING

The zoning evaluation identifies the zoning classifications within each area of the district based on the City of Palatka Code of Ordinances, Chapter 94-Zoning for parcels within the CRA. The primary zoning classifications in the North Historic District are: Single Family Residential R-1 (67%) and Single Family Residential R-1A (33%). The primary zoning classifications in the Central Business District are: Intensive Commercial District C-2 (32%), Downtown Business District DB (31%), Multi-Family Residential District R-3 (15%), Downtown Riverfront DR (12%), Recreation Open Space District ROS (5%), Single Family Residential R-1 (4%) and General Commercial C-1 (2%). The primary zoning classifications in the South Historic District are: Single Family Residential R-1 (93.3%) and Downtown Riverfront DR (6%).

Figure 11 Zoning



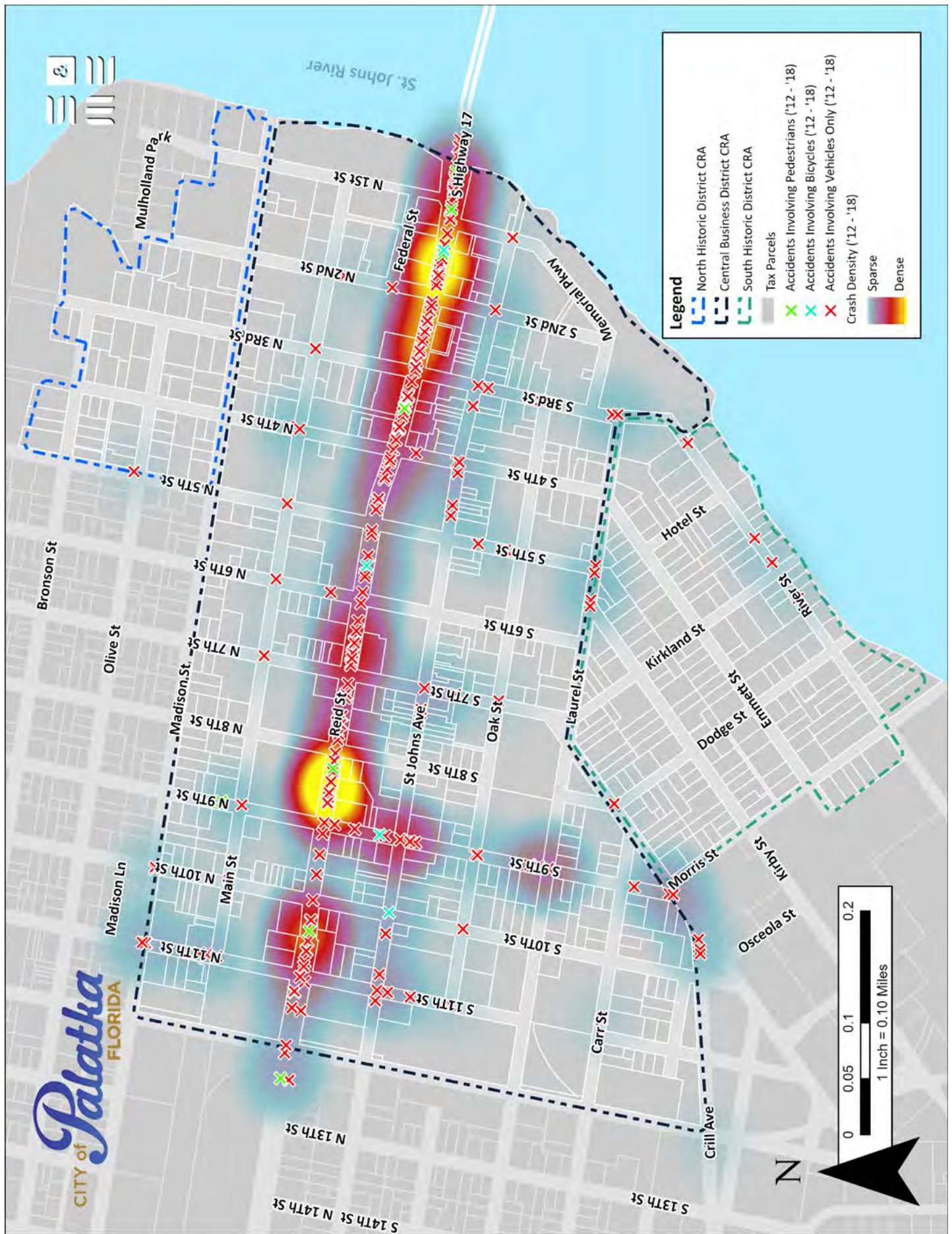
The Crash Data reflects the number of vehicles crashes and locations. These accidents include pedestrian, bicyclists and vehicles only for the period of 2012-2018. The locations of the crashes is shown by crash density. The brighter the yellow color on the map the greater the number of vehicle crashes that occurred at that location. The vast majority of accidents occurred on SR 17 or Reid Street. The most crashes occurred on SR-17 between 2nd Street and Memorial Parkway and between 8th and 9th Streets. The crash history data is supplied by FDOT District 2.

Image 10 Putnam County Emergency Medical Vehicle



Source: Braun Ambulances

Figure 12 Crashes



TRANSPORTATION

The Transportation Map displays the roadway network, transit routes and stops, the CSX railway and the Palatka Urban Trail bicycle path located within the Community Redevelopment District. The City of Palatka Community Redevelopment Area has a basic framework for a multi-modal transportation system, that currently includes rail, automobile, bicycle and pedestrian facilities.

Image 11 Ride Solution Bus



Source: Palatka Daily News

Image 12 Streetscape Improvements in South Historic District



Source: S&ME, 2021

Figure 13 Transportation



The Parks Map shows the location of parks facility that serve the Palatka Community Redevelopment Area. The Palatka CRA is ideally located on the shores of the St. Johns River. The John C Godwin Riverfront Park and Boat Ramp and Riverfront Park provide public access to the river and a large riverside green space for outdoor activities. The Riverfront Park area is located in the southern portion of the Central business District adjacent to the South Historic District. Mulholland Park is located in the North Historic District of the Community Redevelopment Area in the area surrounding the historic Bronson-Mulholland House. Fred Green Park is located in the Central Business District near the North historic District. Rotary Park is located in the Central Business District between South 8th and south 9th Streets off of Oak Street. Hank Bryan Park is located just outside of the Palatka Community Redevelopment District near South 13th Street and Crill Avenue, also serve the residents of the Community Redevelopment District and visitors.

Image 13 Fred Green Park



Source: City of Palatka

Figure 14 Parks



HISTORIC FEATURES

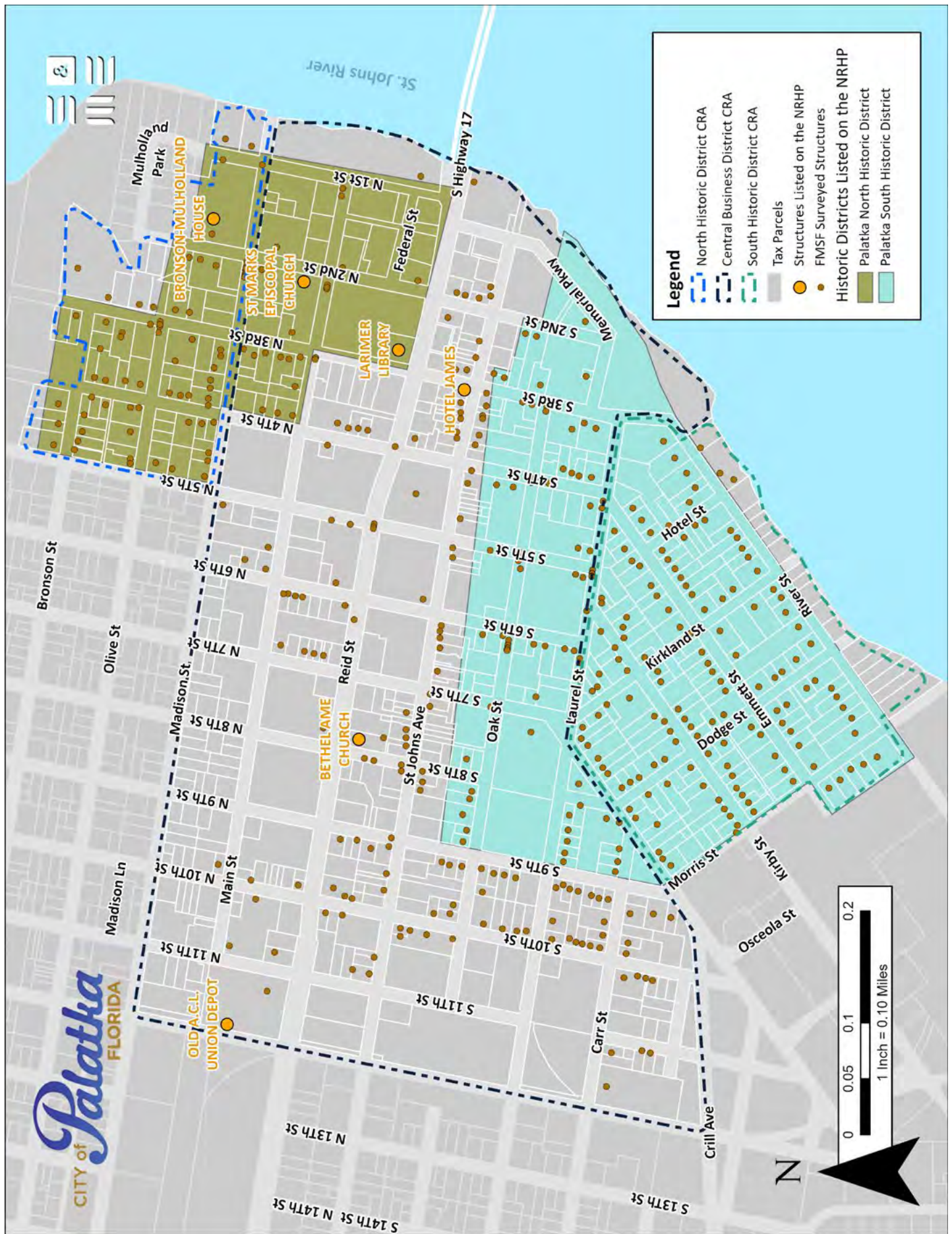
Image 14 Historic House in North District

Source: S&ME, 2021

Image 15 Historic House in South District

Source: S&ME, 2021

Figure 15 Historic Features



DEMOGRAPHIC AND ECONOMIC CONDITIONS

Population

As shown in Table 1, the population within the North Historic District (NHD) Redevelopment Area (as identified in Map 1) has remained relatively stable between 2010 and 2020, only gaining three (3) residents over the last decade for a 10-year growth rate of 3.8% (ESRI Business Analyst Online, 2020). This slight gain in population is in contrast to the Central Business and South Historic District, which lost population during this time same period (-2.3% and -7.8% respectively). According to population estimates provided by the Bureau of Economics & Business Research (BEBR) at the University of Florida, the City of Palatka's population grew from 10,558 to 10,770 (an overall increase of 2.0%) during this timeframe, while the County's population declined from 74,364 to 73,723 (for a loss of -0.9%).

Demographics

Table 2 summarizes demographic estimates for the North Historic District provided by ESRI BAO using data derived from the United States Census Bureau. It is estimated that in 2020, the NHD was comprised primarily by residents who identify as "Black Alone," which total approximately 63.4% of the area's population. In a distant second are those who identify as "White Alone" (32.9%), followed by individuals who identify themselves to be of "Hispanic Origins (Any Race)" at 7.4%. The remaining race and ethnicity groups provided by the Census Bureau comprise less than 2.0% of the total population each.

Table 1 North Historic District, City, and County Growth Rates, 2010-2020

	2010	2020	10-year Growth Rate
North Historic District	78	81	3.8%
City of Palatka	10,558	10,770	2.0%
Putnam County	74,364	73,723	-0.9%

Source(s): ESRI BAO, S&ME, 2020.

Table 2 North Historic District Demographic Composition, 2010 and 2020

	2010		2020	
Race and Ethnicity	Number	Percent	Number	Percent
White Alone	27	34.6%	27	32.9%
Black Alone	49	62.8%	52	63.4%
American Indian Alone	1	1.3%	1	1.2%
Asian Alone	0	0.0%	0	0.0%
Pacific Islander Alone	0	0.0%	0	0.0%
Some Other Race Alone	1	1.3%	1	1.2%
Two or More Races	0	0.0%	1	1.2%
Hispanic Origin (Any Race)	4	5.1%	6	7.4%

Source(s): ESRI BAO, S&ME, 2020.

Figure 16 Race Demographics of 3 Districts

WHITE BLACK ALL OTHER RACES

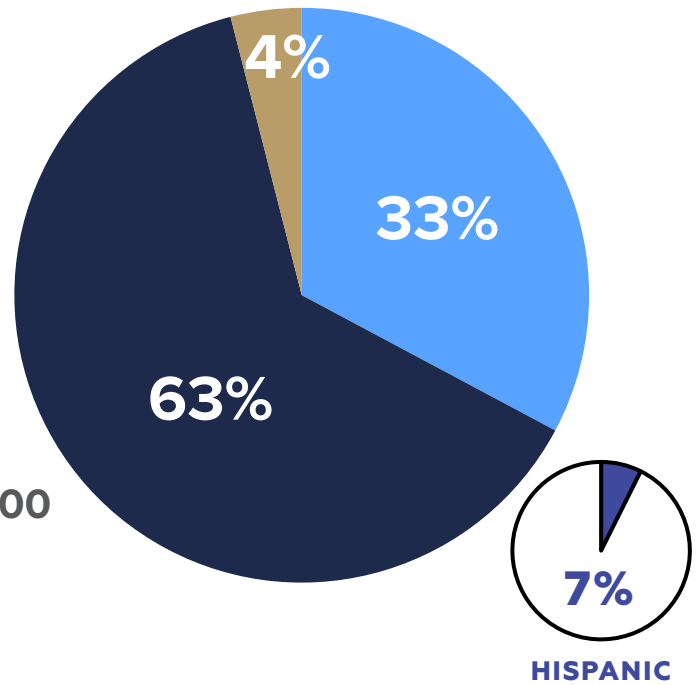
NORTH HISTORIC DISTRICT

Estimated 2020 Population: **81**

10-Year Growth Rate: **+3.8%**

Number of Households: **37**

Median Household Income: **\$25,000**



Household Income

Using income data provided by the Census Bureau, ESRI BAO is able to provide 2020 household income estimates for the North Historic District Redevelopment Area, the City of Palatka, and Putnam County as a whole. The result of this comparison is shown in Table 3. As identified in the provided infographic, there were 37 households estimated

to be within the North Historic District as of 2020. The median household income for this area during this same year is estimated to be \$25,000 per year, which is significantly less than the median household income found within the two (2) other Redevelopment Areas, the City of Palatka, and Putnam County as a whole.

Table 3 North Historic District, City, and County Growth Rates, 2010-2020

	North Historic District		City of Palatka		Putnam County	
Number of Households	37		3,904		30,597	
Household Income Range	Number	Percent	Number	Percent	Number	Percent
<\$15,00	8	21.6	1,019	26.1	5,117	16.7
\$15,000-\$34,999	10	27.0	730	18.7	4,479	14.6
\$25,000-\$34,999	5	13.5	614	15.7	4,645	15.2
\$35,000-\$49,999	5	13.5	438	11.2	4,645	15.2
\$50,000-\$74,999	4	10.8	527	13.5	5,255	17.2
\$75,000-\$99,999	1	2.7	226	5.8	2,912	9.5
\$100,000-\$149,999	0	0.0	210	5.4	2,787	9.1
\$150,000-\$199,999	2	5.4	70	1.8	799	2.6
>\$200,000	1	2.7	71	1.8	438	1.4
Med. Household Income	\$25,000		\$27,616		\$38,906	

Source(s): ESRI BAO, S&ME, 2020.

DEMOGRAPHIC TAPESTRY SEGMENT

One (1) means of analyzing population data and trends is by using Tapestry Segmentation. Tapestry Segmentation provides an accurate, description of America's neighborhoods. U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition, then further classified into LifeModes and Urbanization Groups. Due to its limited population, the North Historic District only contains one (1) Tapestry Segment, titled 'Family Foundations.' A description of this Tapestry Segment is provided as follows.

Family Foundations

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods tend to be stable, as little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Additionally, the data reveals that this segment often like to spend their money on the newest clothing and technology after monthly expenses are paid.

- Average Household Size: 2.71
- Median Age: 39.6
- Median Household Income: \$43,100

Economic and Industry Profile

Well into the 21st century, the state of Florida continues to have one of the fastest growing economies in the country. As of March of 2020, Florida's economy is the 17th largest in the world, creating one (1) out of every ten (10) jobs in the United States (Florida Chamber of Commerce, 2020). Although the spread of COVID-19 is likely to have a devastating impact on businesses and workers (most notably the in the Leisure and Hospitality industry, which comprises roughly 16% of all private sector jobs in the State), the losses in both revenue and jobs incurred during this period are expected to slow and retract as vaccines for the virus become more widely available in 2021.

Despite a prolonged period of population, business,

North Historic District

and job losses experienced in the first half of the decade, Putnam County is growing once again and continues to play a vital role in Florida's economy. As compared to state averages for 2019, Putnam County employs a significantly higher percentage of workers in several of the Florida's critical industries, including Manufacturing, Government, and Natural Resources and Mining (Office of Economic and Demographic Research, 2020). Additionally, when considering that Putnam's economy relies less on the success of tourism-dependent industries than the state average, COVID-19 is less likely to have a significant economic impact on the local economy than elsewhere in the State of Florida.

Similar to Putnam County, the City of Palatka and its three (3) Redevelopment Areas are still feeling the effects of the severe recession of the late 2000s. Today, the City's employment rate stands at 88.7%, with those employed working primarily in fields such as Health Care/Social Assistance (19.3%), Retail Trade (16.3%), and Educational Services (10.7%). Additionally, location quotients (in this context, a statistic that measures a region's industrial specialization relative to the United States) are highest in industries such as Utilities (2.44), Agriculture/Forestry/Fishing (2.08), and Retail Trade (1.68). On an educational level, approximately 20.8% of Palatka's population aged 25 and up have obtained either an Associate's, Bachelor's, and/or Graduate/Professional Degree, which allows the City the potential to attract white-collar industries which require a highly educated workforce. As the Redevelopment Areas continue to thrive once more, growing the diversity and volume of Downtown Palatka's businesses, entrepreneurs, and college-educated individuals will be essential components in securing the economic success of the City's community redevelopment areas in the decades ahead.

As detailed further in the next subsection of this analysis, the NHD is primarily residential in nature, which means a majority of the District's TIF revenue is generated via increases in the taxable value of housing, not industry. Additionally, due to the area's limited visibility from major roadway networks and the lack of large, vacant properties, it is unlikely that new commercial and industrial activity would relocate to the District. Therefore, investments within the NHD from the Agency should be focused on improvements and programming which will increase the ease and value of homeownership within the District and not business recruitment and retention.

Table 4 Existing Land Use Summary (North Historic District), 2020

Land Use	Acreage ¹	Percentage of District
Low Density Residential	16.4	81%
Public/Semi-Public	2.8	14%
Vacant	0.7	3%
Medium Density Residential	0.4	2%
TOTAL	20.3	100%
¹ The Provided acreages are approximate and are based on the geometry of the tax parcel shapefiles provided by Putnam County.		

Source(s): Putnam County, S&ME, 2020

Regulatory Conditions

The North Historic District is the smallest Redevelopment Area (by total land area) within the City, comprising approximately 27.2 acres. When combined with the South Historic District and Central Business District Redevelopment Areas (50.4 and 205.2 acres, respectively), the total Redevelopment Area comprises 282.8 acres, which is approximately 4.5% of the City's total land area (6,220.2 acres). The existing land uses (ELUs), future land use designations (FLUs), and zoning districts found within the North Historic District Redevelopment Area are described in the following section.

Existing Land Use

As shown in Table 4 and Map 2, the predominant existing land use within the North Historic District Redevelopment Area is Low Density Residential (or single family dwellings), which spans 16.4

Table 5 Future Land Use Summary (North Historic District), 2020

Land Use Category	Acreage ¹	Percentage of District
Medium Density Residential	13.8	68%
Low Density Residential	6.6	32%
TOTAL	20.4	100%
¹ The Provided acreages are approximate and are based on the geometry of the future land use shapefiles provided by Putnam County, which may differ from the parcel shapefile used to calculate and display geometries in Table 4 and Map 2.		

Source(s): Putnam County, S&ME, 2020

acres (or 81% of all developable (non-right of way) lands within the NHD). The remaining land uses within the Redevelopment Area include Public/Semi-Public at 2.8 acres, Vacant at 0.7 acres, and Medium Density Residential at 0.4 acres. Due to the prominent residential nature of the North Historic District, redevelopment activity within this land area is expected to be minimal in the decades ahead. However, as properties improve and values in the area increase over time, so will the District's estimated tax increment financing (TIF) revenue. These revenues can be used to develop quality of life improvements to the District, including (but certainly not limited to) streetscaping projects, stormwater management facilities, and art installations.

Future Land Use

As shown in Table 5 and Map 3, the North Historic District Redevelopment Area is comprised of two (2) future land use (FLU) designations—Low Density Residential (LDR) and Medium Density Residential (MDR). The former comprises just ±6.6 acres and is predominately found in the residential neighborhoods blocks near the St. Johns River. Alternatively, MDR-designated lands total 13.8 acres and can be found west of the LDR portion of the Redevelopment Area. Together, these FLU designations currently signify that the NHD will remain residential in character unless regulatory changes are made to the City's Future Land Use Map (FLUM) for this area.

North Historic District

Zoning

Similar to the area's FLU composition, the North Historic District's zoning districts are also limited to two (2) designations (see Table 6 and Map 4). The two (2) districts found within the Redevelopment Area are both named Single Family Residential but feature two (2) separate abbreviations—R-1 and R-1A. R-1, which comprises 13.8 acres of the District and is intended to provide for single-family residential areas of low density. Cluster housing, townhouses and certain structures and uses designated to serve governmental, religious, noncommercial recreational and other immediate needs of such areas are permitted or are permissible as conditional uses within the district, subject to restrictions and requirements necessary to preserve and protect its low density residential character. Generally, commercial uses are not permitted within this district, but residential development is permitted at a maximum density of five (5) dwelling units per acre by right.

Consistent with the FLU designations found within the Redevelopment Area, the District's zoning designations are also limited to low-density residential activity, which is often slow to redevelop. As such, the regulatory composition of the North Historic District is currently less likely to encourage redevelopment activity than the Central Business District, which houses more flexible zoning districts that permit a broader swath of permitted uses and feature larger maximums for density and intensity.

Table 6 Zoning Summary (North Historic District), 2020

District	Acreage ¹	Percentage of District
Single Family Residential ¹	13.8	67%
Single Family Residential ¹	6.7	33%
TOTAL	20.5	100%
¹ The provided acreages are approximate and are based on the geometry of the future land use shapefiles provided by Putnam County, which may differ than the parcel shapefile used to calculate and display geometries in Table 4 and Map 2 and the City of Palatka Future Land Use shapefile utilized in Table 5 and Map 3.		

Source(s): Putnam County, S&ME, 2020

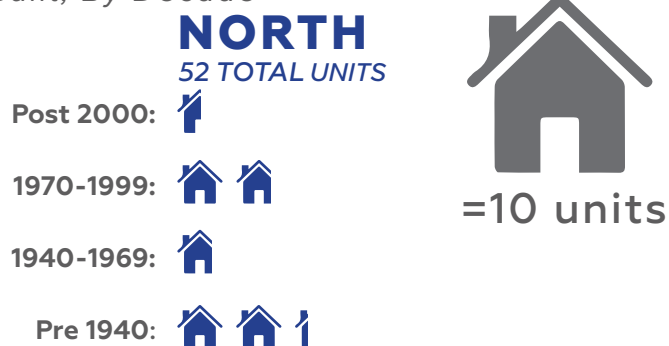
Similar to R-1, the purpose of the R-1A Zoning District (which comprises 6.7 acres) is to provide for single-family residential areas of low density. Although this District also permits cluster housing and certain structures and uses designed to serve governmental, educational, religious, noncommercial recreational uses conditionally, R-1A stands apart from R-1 by failing to allow townhomes and limiting density to four (4) dwelling units per acre by right.

PHYSICAL CONDITIONS

Housing

When growing a sustainable and prosperous community, the importance of possessing a diverse and stable housing market cannot be overestimated. However, national, state, and local trends have shown that the supply for housing has failed to keep pace with its demand since the resolution of the Great Recession. For this reason, the City of Palatka Community Redevelopment Agency and its Staff continues to encourage and provide incentives for developers to increase both the quantity and quality of the area's housing stock through capital projects and programming. This section identifies the North Historic District's regulatory, physical, and historical housing conditions so the Agency can identify and implement context-sensitive improvements through the Goals, Objectives, and Policies identified in this report.

Figure 17 Number of Residential Structures Built, By Decade



Permitted Housing Diversity

Currently, the North Historic District is home to two (2) zoning districts, both of which permit residential uses by right. The first, R-1A (Single-Family Residential) is intended to provide for single-family residential areas of low density. Cluster housing and certain structures and uses designed to serve governmental, educational, religious, noncommercial recreational and other immediate needs of such areas are permitted or are permissible as conditional uses within the district, subject to restrictions and requirements necessary to preserve and protect its low density residential character. Density within this zoning district is limited to a maximum four (4) dwelling units per acre.

The second district, R-1 (Single-Family Residential), permits uses near identical to what is currently permitted in the R-1A Zoning District, but allows for a slightly higher density (five (5) dwelling units per acre, except that original or historic uses in historic districts may exceed this density up to the comprehensive plan future land use map maximum density) and permits a larger number of conditional uses, including townhomes, home occupations, bed and breakfast accommodations, and original or historic uses in historic districts.

Table 7 Age of Housing Stock for the North Historic District, 2020

Period	Quantity	Percent
Built 2010 or later	2	4%
Built 2000 to 2009	2	4%
Built 1990 to 1999	6	12%
Built 1980 to 1989	9	18%
Built 1970 to 1979	4	8%
Built 1960 to 1969	4	8%
Built 1950 to 1959	3	6%
Built 1940 to 1949	1	2%
Built 1939 to earlier	21	42%
TOTAL	50	100%

Source(s): ACS, 2019; ESRI BAO, S&ME, 2020

Age and Physical Condition

The American Community Survey (ACS) provides historical building information in their 2014-2018 five (5)-year estimates. As shown in Table 7, of the 50 estimated housing units located within the North Historic District Redevelopment Area, only 12% (six (6) units) were built after the turn of the century, with the remaining 88% (44 units) built prior to 2000. The high percentage of older homes within the Redevelopment Area (and the greater Downtown) is an important component of this report, as the age of the housing has a direct correlation with the decline of its condition. Typically, when homes get older, the cost of maintaining and improving the structure increases, which means homeownership within the City could become cost-prohibitive for its current and prospective owners as their property continues to age.

North Historic District

Historic Features

The City of Palatka does not currently maintain a local inventory of historic significant properties. Instead, the City (and its Historic Preservation Board) relies on the historic records found within the Florida Master Site File (FMSF) to catalogue historically-significant features. This resource, which is maintained by the Florida Division of Historical Resources (FDHR), is a paper file archive and computer database of surveyed historical and cultural resources in Florida. Resources can include items such as historic structures, cemeteries, bridges, districts, railways, landscapes, and other historically significant features. The Site File also maintains copies of archaeological and historical survey reports and other manuscripts relevant to history and historic preservation in Florida. The File also provides records of properties that have been listed on the National Register of Historic Places (NRHP) or items that may be eligible for potential listing.

As shown in Table 8 and Map 5, the North Historic District Redevelopment Area is a community rich with history and cultural significance. According to the latest FMSF data made available to the public, 70 structures have been surveyed—one (1) of which is currently listed on the NRHP (Bronson-Mulholland House (110 Madison Street)) and one (1) additional structure available for potential listing. Additionally, the FMSF indicates that the Palatka North Historic District (whose boundary often differs from the Redevelopment Agency's North Historic District boundary) is significant for its "concentration and quality of its architecture." The District was listed on the NRHP in November of 1983.

Signage

Due to the residential character of the North Historic District, signage within the Redevelopment Area is minimal. Madison Street, which is the only street within the District containing nonresidential uses, does not appear to feature any signage within the private realm, except for the Bronson Mulholland House, which currently functions as the Putnam County Historical Society Museum. This structure is identified via a minimal freestanding pole sign along Madison Street which is approximately five (5) feet in height. Within the public realm, however, the North Historic District is home to branded street signage which reflects the District's historic character, which can be found at every intersection within the Redevelopment Area. There are also interpretative signs that explain the history of the area throughout the district.

Table 8 FMSF Records for the North Historic District, 2020

Structures	Quantity
<i>Surveyed</i>	70
<i>Currently Listed</i>	1
<i>Others Eligible for Listing</i>	1
Resources	
<i>Surveyed</i>	1
<i>Currently Listed</i>	1
<i>Others Eligible for Listing</i>	1

Source(s): City of Palatka, FDHR, FGDL, Putnam County, S&ME, 2020

TRANSPORTATION NETWORK

The success of a transportation network is not based solely upon the width, frequency, and condition of area roadways. Instead, it is measured in the cohesion and support for all modes of transportation, whether it be driving, walking, biking, or riding public transportation systems. This analysis looks at the existing conditions for each of these network components (along with a detailed look at the network's safety) to help form and contextualize the transportation-related Goals, Objectives, and Policies presented within this plan.

Vehicular Realm

The North Historic District is a residential community with a historic grid-like street network. Travel lanes within the Redevelopment Area are either paved with asphalt or brick and tend to be narrow in width, which encourages lower speeds, less frequent cut-through traffic, and greater space to support pedestrian amenities such as shade trees and sidewalks. As such, roadways within the District are currently classified as local streets, which provide higher access to abutting properties, lower average traffic volumes, and shorter average trip lengths.

The roadway which facilitates the largest volume of traffic within the Redevelopment Area is likely Madison Street, which runs parallel with Reid Street (US Highway 17) throughout the District. Like other roads within the District, Madison Street is primarily constructed of brick, maintains two-lanes, is in relatively good condition, and features sidewalks on at least one (1) side of the road on each of its segments. Right-of-way widths along this corridor generally range between 50 and 80 feet. A sample cross-section of Madison Street (along with the shown segment's approximate dimensions) is shown in Table 9.

Table 9 *Madison Street (Westbound)*



Approximate width of R.O.W. = 60'			
AREA	TRAVEL LANE	PARKWAY ¹	SIDEWALK
WIDTH	7' 6"	16' 6"	6'
# PROVIDED	2	2	2
TOTAL WIDTH	15'	33'	12'
¹ This value includes curb and gutter			

Sources: Google Earth, Putnam County Property Appraiser, S&ME, 2020.

North Historic District

Pedestrian and Cycling Realm

Although not essential on local streets where traffic volume is low and speeds are lowered, sidewalks and trails can provide residents with a safer means to move throughout their community without the use of an automobile. Whether it be recreation or travel, this infrastructure can play a vital role in improving the medical, financial, and social lives of their users. In regard to the North Historic District, sidewalks are often found on both side of the road with rare exception. However, these sidewalks tend to be limited to six (6) feet, which limit the ability of users to walk side-by-side or pass comfortably without having to momentarily step off the sidewalk.

It should also be noted that there is virtually no dedicated bicycle infrastructure found within the Redevelopment Area as well. Although not required along local streets, designated bicycle signs, symbols, protective barriers, paths, or repair stations, would further incentivize cycling activity within the District—which has proven to generate less local automobile trips, fewer accidents, and healthier citizens.

Public Transportation Realm

The City of Palatka does not own or operate a public transportation service. Instead, the City (and the greater Putnam County) has partnered with The Ride Solution, a nonprofit transit agency, to provide transit service throughout the County. According to Ride Solution Staff, service currently offers one (1) intracity bus route for the City of Palatka. As shown in Map 6, the route runs through the middle of the Central Business District, primarily along St. Johns Avenue and does not enter North Historic District. As a result, the Redevelopment Area does not currently have any transit stops. Service hours for the route are limited to five (5) days of the week (Monday – Friday) and does not provide service on nights and weekends, greatly limiting its utility to a large number of users who desire a ride outside of traditional business hours. For a public transportation system to be successful, the services need to be both plentiful and accessible—neither of which is true for the existing system within the North Historic District at this time.

Network Safety

The Florida Department of Transportation (FDOT) maintains extensive records for all recorded roadway crashes within the State of Florida. Map 7 provides this data spatially within each of the three (3) Redevelopment Areas between the years 2012 and 2018. During this seven (7) year period, only one (1) crash was recorded within the North Historic District—rendering this network as the safest (as measured by total automobile accidents) amongst the three (3) Redevelopment Areas. The low occurrence of accidents within the Redevelopment Area are likely due to the District's limited number of cut-through streets, brick roads (which have shown to reduce average driving speeds), the residential nature of the area, and the abundance of pedestrian infrastructure, which may encourage walking in lieu of driving for shorter trips.

PARKS AND OPEN SPACE

As stated by the National Recreation and Park Association (NRPA), “parks [and open spaces] are vitally important to establishing and maintaining the quality of life in a community, ensuring the health of families and youth, and contributing to the economic and environmental well-being of a community and a region. There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.” Consistent with these values, the City of Palatka continues to provide an excellent full-service parks and open space system for residents and visitors, alike—particularly within their Downtown Redevelopment Areas, as shown on Map 8.

For example, the North Historic District is home to Mulholland Park. Although the facility does not offer active recreational facilities, the site is the home of the Bronson-Mulholland House, an historic antebellum home sitting on two (2) acres of greenspace overhung with live oaks and magnolias. Owned by the City of Palatka, it is available for free, guided tours as well as a rental venue for weddings and other events.

Although Mulholland Park is the only open space area within the District, Redevelopment Area residents can find more active outdoor activities within Fred Green Park. Located immediately south of the North Historic District, this public facility features over two (2) acres of active and passive recreational facilities, including a playground, a ballfield, restrooms, a pavilion, picnic tables, and a swing set.

While other parks and open spaces are found nearby (such as Rotary and Hank Bryan Park) perhaps none are as notable as the James C Godwin Riverfront Park located just south of Reid Street (US Highway 17) along the St. Johns River. Amenities found within the park include pedestrian and cycling trails, art installations, pavilions, picnic tables, benches, grills, memorials, shade trees, a playground, onsite parking, a boat ramp, docks, a historic clock tower, and event spacing.

While these public facilities have been largely successful thus far, there are notable improvements that can be implemented to improve the parks and open space in the future. For example, the Downtown Redevelopment Areas are still lacking several active recreational amenities, including multipurpose and tee-ball fields, basketball, volleyball and tennis courts, and even facilities geared towards older users, such as shuffleboard and pickleball courts. The City, in tandem with the Redevelopment Agency, should also strive to improve multi-modal connectivity options between park and open space facilities. This could include wider sidewalks, designated bicycle infrastructure, improved wayfinding signage, and expanded transit options.

Image 16 Bronson Mulholland House



Source: S&ME, 2021

DEMOGRAPHIC AND ECONOMIC CONDITIONS

Population

According to ESRI's Business Analyst Online (BAO) (and identified in Table 10), the population within the Central Business District (CBD) declined by -2.3% between 2010 and 2020. Similarly, the South Historic District (SHD) also lost population during this same period (-7.8%), unlike the North Historic District (NHD), which increased by 3.8%. The boundaries of these districts are shown in Map 1.

On a grander scale, the City of Palatka's population grew from 10,558 to 10,770 (an overall increase of 2.0%) during this timeframe, while the County's estimated population declined from 74,364 to 73,723 for a loss of -0.9% (Bureau of Economics & Business Research (BEBR), 2020).

Demographics

Table 11 summarizes demographic estimates for the Central Business District provided by ESRI BAO using data derived from the United States Census Bureau. Similar to the North Historic District, the CBD is comprised primarily by residents who self-identify as "Black Alone" at 56.9%. This group is followed by those who describe themselves as 'White Alone', which total 39.6% of the CBD's total population in 2020. Interestingly the Central Business District also has the lowest percentage of Hispanic population between the three (3) Redevelopment Areas at 5.6%. The remaining race and ethnicity groups provided by Census Bureau comprise less than 2.0% of the total population each.

Table 10 Central Business District, City, and County Growth Rates, 2010-2020

	2010	2020	10-year Growth Rate
Central Business District	440	430	-2.3%
City of Palatka	10,558	10,770	2.0%
Putnam County	74,364	73,723	-0.9%

Source(s): BEBR, ESRI BAO, S&ME, 2020.

Table 11 Central Business District Demographic Composition, 2010 and 2020

	2010		2020	
Race and Ethnicity	Number	Percent	Number	Percent
White Alone	184	41.8%	170	39.6%
Black Alone	243	55.2%	244	56.9%
American Indian Alone	1	0.2%	2	0.5%
Asian Alone	2	0.5%	2	0.5%
Pacific Islander Alone	0	0.0%	0	0.0%
Some Other Race Alone	5	1.1%	6	1.4%
Two or More Races	5	1.1%	5	1.2%
Hispanic Origin (Any Race)	20	4.5%	24	5.6%

Source(s): ESRI BAO, S&ME, 2020.

Figure 18 Race Demographics of 3 Districts

WHITE BLACK ALL OTHER RACES

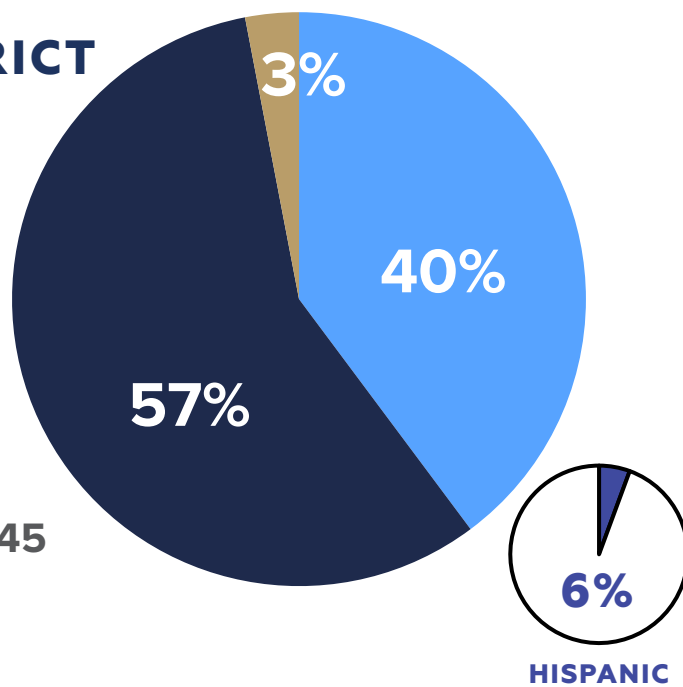
CENTRAL BUSINESS DISTRICT

Estimated 2020 Population: **430**

10-Year Growth Rate: **-2.3%**

Number of Households: **151**

Median Household Income: **\$29,445**



Household Income

Using income data provided by the Census Bureau, ESRI BAO is able to provide 2020 household income estimates for the Central Business District, the City of Palatka, and Putnam County as a whole. The result of this comparison is shown in Table 12. As shown in the provided infographic, there were 151 households

estimated to be within the CBD as of 2020 with a median household income of \$29,445. Compared to the household median for the remaining Redevelopment Areas, the City, and the County, the CBD outperforms both the NHD and the City as a whole, but lags behind the South Historic District and Putnam County.

Table 12 Central Business District, City, and County Growth Rates, 2010-2020

	Central Business District		City of Palatka		Putnam County	
Number of Households	151		3,904		30,597	
Household Income Range	Number	Percent	Number	Percent	Number	Percent
<\$15,00	32	22.7	1,019	26.1	5,117	16.7
\$15,000-\$34,999	27	19.1	730	18.7	4,479	14.6
\$25,000-\$34,999	21	14.9	614	15.7	4,645	15.2
\$35,000-\$49,999	16	11.3	438	11.2	4,645	15.2
\$50,000-\$74,999	20	14.2	527	13.5	5,255	17.2
\$75,000-\$99,999	8	5.7	226	5.8	2,912	9.5
\$100,000-\$149,999	5	3.5	210	5.4	2,787	9.1
\$150,000-\$199,999	8	5.7	70	1.8	799	2.6
>\$200,000	3	2.1	71	1.8	438	1.4
Med. Household Income	\$29,445		\$27,616		\$38,906	

Source(s): ESRI BAO, S&ME, 2020.

Central Business District

DEMOGRAPHIC TAPESTRY SEGMENT

One means of analyzing population data and trends is by using Tapestry Segmentation. Tapestry Segmentation provides an accurate, description of America's neighborhoods. U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition, then further classified into LifeMode and Urbanization Groups. The Central Business District contains four (4) Tapestry Segments – Small Town Simplicity, Family Foundations, Traditional Living, and City Commons. Whether it be Average Household Size, Median Age, or Median Household Income, the data reveals that the Redevelopment Area is rich with residents from all walks-of-life and backgrounds. These four (4) Tapestry Segments are described in detail ahead:

Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since one (1) in four (4) households is below the poverty level, residents also tend to keep their finances simple by paying bills in person and avoiding debt.

- Average Household Size: 2.26
- Median Age: 40.8
- Median Household Income: \$31,500
- Percentage of 2020 CBD Households: 38.3%

Family Foundations

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

- Average Household Size: 2.71
- Median Age: 39.6
- Median Household Income: \$43,100
- Percentage of 2020 CBD Households: 27.7%

Traditional Living

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two (2) generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

- Average Household Size: 2.51
- Median Age: 35.5
- Median Household Income: \$39,300
- Percentage of 2020 CBD Households: 24.1%

City Commons

This segment is one (1) of the Tapestry's youngest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

- Average Household Size: 2.67
- Median Age: 28.5
- Median Household Income: \$18,300
- Percentage of 2020 CBD Households: 9.9%

Regulatory Conditions

The Central Business District is the largest Redevelopment Area within the City of Palatka (by total land area) comprising approximately 205.2 acres. When combined with the North and South Historic District Redevelopment Areas (27.2 and 50.4 acres, respectively), the total Redevelopment Area comprises 282.8 acres, which is approximately 4.5% of the City's total land area of 6,220.2 acres. The existing land uses (ELUs), future land use designations (FLUs), and zoning districts found within the Central Business District Redevelopment Area are found in the subsections ahead.

Table 13 Existing Land Use Summary (Central Business District), 2020

Land Use	Acreage ¹	Percentage of District
Public/ Semi-Public	46.7	32%
Commercial	25.9	18%
Low Density Residential	21.5	15%
Vacant	16.8	12%
Industrial	10.0	7%
Mixed Use	9.7	7%
Utilities, R.O.W., Transportation, Other	5.8	4%
Professional Office	5.8	4%
Medium Density Residential	1.8	1%
TOTAL	20.3	100%
¹ The Provided acreages are approximate and are based on the geometry of the tax parcel shapefiles provided by Putnam County.		

Source(s): Putnam County, S&ME, 2020

Existing Land Use

As shown in Table 13 and Map 2, the predominant land uses within the Central Business District Redevelopment Area are Public/Semi-Public, Commercial, Low Density Residential, and Vacant, which spans 46.7 (32%), 25.9 (18%), 21.5 (15%), and 16.8 acres (12%) of the District's total inventory of developable properties, respectively. Existing land uses determine the Redevelopment Area's taxable base, which directly affects the TIF funding available for redevelopment projects. Considering that Public/Semi-Public uses typically do not pay taxes and that Vacant lands generally yield less ad valorem revenue than developed land, approximately 44% of the total land area within the Central Business District currently generates little to no TIF revenue. While Public/Semi-Public uses are unlikely to withdraw from the Redevelopment Area, the 16.8 acres of Vacant land present an opportunity to enhance the Redevelopment Area through new development projects that could generate additional tax increment revenue within the District.

Central Business District

Future Land Use

As shown in Table 14 and Map 3, the Central Business District Redevelopment Area contains six (6) FLU designations, with 1.3 acres currently without a designation (according to the Palatka FLU shapefile). The largest FLU category within the District (by over 80 acres) is Commercial (COM). This FLU designation comprises approximately 104.9 acres (or roughly 73% of the total District) and is the sole FLU designation found within several blocks of the Redevelopment Area—predominately around Reid Street (US Highway 17), which is the District's most prominent thoroughfare. The remaining acreage within the Redevelopment Area includes a diverse mix of residential and nonresidential FLU designations. If the community determines that Downtown Palatka needs more housing opportunities to accommodate future population growth, the City should consider amending the FLUM to change the FLU of properties currently designated as COM to one (1) or more FLU categories which permit a mix of residential and nonresidential uses, where appropriate.

Table 14 Future Land Use Summary (Central Business District), 2020

Land Use Category	Acreage ¹	Percentage of District
Commercial	104.9	73%
High Density Residential	22.4	16%
Public Buildings and Grounds	7.3	5%
Recreation	6.8	5%
No Data, Needs Review ²	13.8	68%
Medium Density Residential	0.7	<0.5%
Low Density Residential	<0.1	<0.5%
TOTAL	143.5	100%

¹The Provided acreages are approximate and are based on the geometry of the future land use and zoning shapefiles provided by Putnam County, which may differ from the parcel shapefile used to calculate and display geometries in Table 4 and Map 2. ²Listed as 'NO DATA, NEEDS REVIEW' within the most recent City of Palatka Future Land Use shapefile.

Source(s): Putnam County, S&ME, 2020

Zoning

Unlike the North and South Historic District, the Central Business District Redevelopment Area is home to several diverse zoning districts. As shown in Table 15 and Map 4, the Area's two (2) largest districts are Intensive Commercial (C-2) at 45.9 acres and Downtown Business (DB) at 45.3 acres. Together, these districts comprise approximately 63% of the total Redevelopment Area and help the establish the Central Business District primarily as a place of commerce and secondarily as a residential community—particularly in regard to Reid Street (US Highway 17), which is predominately surrounded by these districts throughout the Downtown area.

For example, the C-2 district is intended for intensive, highly automotive-oriented uses that require a conspicuous and accessible location convenient to streets carrying large volumes of traffic. Such activities generally require large land areas, do not cater directly in appreciable degree to pedestrians, and require ample off-street parking and off-street loading spaces. These districts permit uses not of a neighborhood or general commercial type and serve large sections of the city. This district is suitable for areas where commercial development has displaced or will displace residential uses, but it is not the intent that this district be used to encourage extension of strip commercial areas, since the pattern of existing development provides more than ample frontage for this purpose.

Alternatively, the DB Zoning District is more flexible in character, as DB provides a broader range of activities and uses that would support development within the Downtown Riverfront (DR) District, which is located closer to the St. Johns River. The boundaries of this district extend along St. Johns Avenue and Reid Street from 4th Street to the railroad tracks and Oak Street and Laurel Street from 4th Street to the railroad tracks. Within this area is the retail core, consisting of properties that front on St. Johns Avenue, and the periphery, which is the remainder of the district. This District also allows for a maximum density of 20 dwelling units per acre, which must be located above the first floor for buildings fronting on St. Johns Avenue as secondary to a permitted use.

The remainder of the Central Business District is comprised of a mix of residential and nonresidential districts. This includes Multi-Family Residential (R-3) at 21.2 acres, Downtown Riverfront (DR) at 17.8 acres, and Recreation / Open Space (ROS), Single Family Residential (R-1), and General Commercial (C-1), at 6.8, 5.3, and 3.0 acres, respectively. These districts help add further diversity to the Redevelopment Area (in terms of uses and permitted densities/intensities) and cover the remaining 37% of the Central Business District not covered by the C-2 and DB Districts.

Table 15 Zoning Summary (Central Business District), 2020

District	Acreage ¹	Percentage of District
Intensive Commercial (C-2)	45.9	32%
Downtown Business (DB)	45.3	31%
Multiple Family Residential	21.2	15%
Downtown Riverfront (DR)	17.8	12%
Recreation/ Open-Space (ROS)	6.8	5%
Single Family Residential	5.3	4%
General Commercial (C-1)	3.0	2%
TOTAL	145.3	100%

Source(s): Putnam County, S&ME, 2020

PHYSICAL CONDITIONS

Housing

When growing a sustainable and prosperous community, the importance of possessing a diverse and stable housing market cannot be overestimated. However, national, state, and local trends have shown that the supply for housing has failed to keep pace with its demand since the resolution of the Great Recession. For this reason, the City of Palatka Community Redevelopment Agency and its Staff continues to encourage and provide incentives for developers to increase both the quantity and quality of the area's housing stock through capital projects and programming. This section identifies the North Historic District's regulatory, physical, and historical

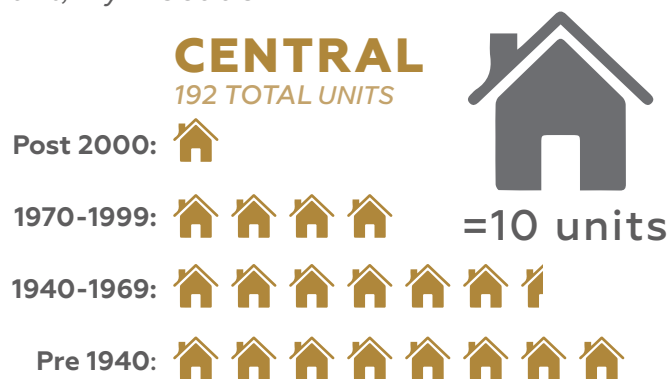
housing conditions so the Agency can identify and implement context-sensitive improvements through the Goals, Objectives, and Policies identified in this report.

Permitted Housing Diversity

Currently, the North Historic District is home to two (2) zoning districts, both of which permit residential uses by right. The first, R-1A (Single-Family Residential) is intended to provide for single-family residential areas of low density. Cluster housing and certain structures and uses designed to serve governmental, educational, religious, noncommercial recreational and other immediate needs of such areas are permitted or are permissible as conditional uses within the district, subject to restrictions and requirements necessary to preserve and protect its low density residential character. Density within this zoning district is limited to a maximum four (4) dwelling units per acre.

The second district, R-1 (Single-Family Residential), permits uses near identical to what is currently permitted in the R-1A Zoning District, but allows for a slightly higher density (five (5) dwelling units per acre, except that original or historic uses in historic districts may exceed this density up to the comprehensive plan future land use map maximum density) and permits a larger number of conditional uses, including townhomes, home occupations, bed and breakfast accommodations, and original or historic uses in historic districts.

Figure 19 Number of Residential Structures Built, By Decade



Central Business District

Age and Physical Condition

The American Community Survey (ACS) provides historical building information in their 2014-2018 five (5)-year estimates. As shown in Table 16, of the 190 estimated housing units located within the CBD Redevelopment Area, only 5% (or 10 units) were built after the turn of the century, with the remaining 180 units built before the year 2000. The high percentage of older homes within the Redevelopment Area (and the greater Downtown) is an important component of this report, as the age of the housing stock has a direct correlation with the decline of its condition. Typically, when homes get older, the cost of maintaining and improving the structure increases, which means homeownership within the City will become cost-prohibitive for its current and prospective owners as their property continues to age.

Table 17 Age of Housing Stock for the Central Business District, 2020

Period	Quantity	Percent
Built 2010 or later	8	4%
Built 2000 to 2009	2	1%
Built 1990 to 1999	12	6%
Built 1980 to 1989	15	8%
Built 1970 to 1979	13	7%
Built 1960 to 1969	18	10%
Built 1950 to 1959	21	11%
Built 1940 to 1949	26	14%
Built 1939 to earlier	77	41%
TOTAL	190	100%

Source(s): ACS, 2019; ESRI BAO, S&ME, 2020

HISTORIC FEATURES

The City of Palatka does not currently maintain a local inventory of historic significant properties. Instead, the City (and its Historic Preservation Board) relies on the historic records found within the Florida Master Site File (FMSF) to catalogue historically-significant features. This resource, which is maintained by the Florida Division of Historical Resources (FDHR), is a paper file archive and computer database of surveyed historical cultural resources in Florida. Resources can include items such as historic structures, cemeteries,

bridges, districts, railways, landscapes, and other historically significant features. The Site File also maintains copies of archaeological and historical survey reports and other manuscripts relevant to history and historic preservation in Florida. The File also provides records of properties that have been listed on the National Register of Historic Places (NRHP) or items that may be eligible for potential listing.

As shown in Table 17 and Map 5, the Central Business District Redevelopment Area is a community rife with history. According the latest FMSF data made available to the public, there have been approximately 253 structures, four (4) resource groups, and one (1) bridge surveyed within (or partially within) the District. Of these items, five (5) structures and two (2) historic districts are currently listed on the NRHP:

- Bethel Ame Church (719 Reid St.)
- Hotel James (300-02 St Johns Avenue)
- Larimer Library (216 Reid Street)
- Old A.C.L. Union Depot (200 N Twelfth St.)
- St. Mark's Episcopal Church (310 N Second St.)
- Palatka North Historic District
- Palatka South Historic District

Table 16 FMSF Records for the Central Business District, 2020

Structures	Quantity
Surveyed	253
Currently Listed	5
Others Eligible for Listing	0
Resources	
Surveyed	4
Currently Listed	2
Others Eligible for Listing	0
Bridges	
Surveyed	1
Currently Listed	0
Others Eligible for Listing	0

Source(s): City of Palatka, FDHR, FGDL, Putnam County, S&ME, 2020

Signage

Of each of the three (3) Redevelopment Areas governed by the Palatka Community Redevelopment Agency, the Central Business District, likely due to its commercial focus and its location along Reid Street (US Highway 17), is home to the largest collection of commercial and noncommercial signage. A wealth of sign types can be found along this corridor, including monument signs, pole mounted signs, joint tenant signs, wall signs, directional signs, and electronic message center signs. Despite the historic character of the Central Business District, there does not appear to be any uniformity in their display or aesthetic. This analysis not only applies to the portion of US Highway 17 found within the Redevelopment Area but also includes nearly all roadway corridors within the District—albeit to it a lesser extent.

Unlike the North and South Historic Districts, the Central Business District also lacks historic or branded street signage, which often helps foster a sense of pride and geographical context for a community. Instead, the area features branded streetlight signage which identifies to the passerby that they are currently within Downtown Palatka. Another signage amenity that is missing within the Redevelopment Area is branded directional signage which could help guide travelers to the District's wealth of notable attractions, public parking and amenities. Addressing both of these deficiencies would likely help spur further investment and/or redevelopment activity within the Agency's largest district.

TRANSPORTATION NETWORK

The success of a transportation networks is not based solely upon the width, frequency, and condition of area roadways. Instead, it is measured in the cohesion and support for all modes of transportation, whether it be driving, walking, biking, or riding public transportation systems. This analysis looks at the existing conditions for each of these network components (along with a detailed look at the network safety) to help form and contextualize the transportation-related Goals, Objectives, and Policies presented within this plan.

Vehicular Realm

Similar to the North and South Historic District, the Central Business District Redevelopment Area is home to a grid-like street network with Reid Street (US Highway 17) and S 9th Street (State Road 20) acting as the main thoroughfares. Roadways within the Redevelopment Area are generally paved with asphalt with some minor occurrences of brick. Additionally, roadway conditions within the area range widely from good to poor. Street width within the Redevelopment Area often corresponds to their classification. For example, Reid Street (which is classified as a principal arterial) is approximately 80 feet in width, while S 6th Street (a local street) is 60 feet across.

Examining Reid Street (US Highway 17) further, this major corridor facilitates a significant portion of local and passthrough traffic. Based upon its minimal sidewalk widths, limited number of shade trees, lack of bicycle lanes, and the sizable width of its travel lanes, it is clear that Reid Street is currently an automobile-oriented roadway. Although these features allow Reid Street to facilitate heavier traffic than the remaining roadways within the Central Business District. Due to its width and heavy traffic flows, Reid Street acts as a pedestrian and bicycle barrier between the northern and southern half of the District, which diminishes the likelihood and frequency of all other modes of transportation throughout the Redevelopment Area. A sample cross-section of Reid Street (along with the shown segment's approximate dimensions) is shown in Table 18.

Central Business District

Pedestrian and Cycling Realm

More so than any other area within the City, the Central Business District is home to the largest and densest collection of historic businesses and structures within Palatka. As such, much of the City's historic and pedestrian-oriented block structure has been retained since its original construction. Significant portions of the District, particularly in the area's south of US Highway 17, remain fairly walkable—as evidenced by smaller block sizes, wider sidewalks, street trees, and pedestrian crossings.

However, this walkability is significantly less prevalent north of the highway, where blocks are larger and pedestrian infrastructure is more limited. As stated in the previous section of this analysis, US Highway 17 is largely an automobile-oriented roadway, which disconnects the suburban fabric to the north and the more historic and pedestrian-oriented areas to the south. Without undertaking a significant road diet for this street, this roadway will likely continue to be dominated by motorized forms of travel.

As highlighted on Map 6, the Central Business District is also the lone Redevelopment Area within the City with a dedicated urban trail. The Palatka Urban Trail enters the District via the Memorial Bridge on Reid

Street before turning north onto N 1st Street. Shortly thereafter, the trail travels westbound along Main Street for three quarters of a mile where it connects with the northbound CSX rail line and exits the Redevelopment Area.

Public Transportation Realm

In lieu of owning or operating their own public transportation programming, the City has partnered with The Ride Solution, a nonprofit transit agency, to provide transit services throughout Putnam County. According to Ride Solution Staff, the agency currently offers one (1) intracity bus route for City of Palatka residents. As shown in Map 6, the route runs through the middle of the Central Business District, primarily along St. Johns Avenue. Currently, there are five (5) bus stops within the total Downtown area—all of which are located within the Central Business District and feature service limited to five (5) days of the week (Monday – Friday) and does not provide service on nights and weekends, greatly limiting its utility to a large number of users who desire a ride outside of traditional business hours. The Palatka City Route extends from the Redevelopment Area to other portions of the City—primarily serving major area institutions such as St. Johns River State College, Palatka Golf Club, and the Ravine Gardens State Park.

Table 18 Reid Street/US Highway 17 (Eastbound)



Approximate width of R.O.W. = 80'				
AREA	TRAVEL LANE	TURN LANE	PARKING LANE	SIDEWALK
WIDTH	12'	12'	8'	6'
# PROVIDED	4	1	1	2
TOTAL WIDTH	48'	12'	8'	12'
¹ This value includes curb and gutter				

Sources: Google Earth, Putnam County Property Appraiser, S&ME, 2020.

Network Safety

The Florida Department of Transportation (FDOT) maintains extensive records for all recorded roadway crashes within the State of Florida. Map 7 displays this data spatially within each of the three (3) Redevelopment Areas between the years 2012 and 2018. During this seven (7) year period, there were 370 recorded crashes within the Central Business District—far outpacing the North and South Historic Districts in terms of crash frequency. Additionally, the District is the only Redevelopment Area within the City to experience vehicular crashes involving pedestrian and cyclists as well.

Details of each incident can be found within the crash data, such as the cause of the crash, its location, the number of vehicles involved, and the travel direction of all involved parties. By looking at the data where crashes tend to cluster, assumptions can be made as to their cause(s). In regard to the Central Business District, vehicular-only, pedestrian, and bicycle crashes tend to concentrate most intensely along Reid Street (US Highway 17) in two (2) central areas. The first area, midblock between N 1st and 2nd Street near the Memorial Bridge, tended to occur because of ‘driver negligence,’ likely because the driver did not slow down sufficiently as they transitioned from Memorial Bridge (which possesses a speed limit of 40 miles per hours (mph)) to Reid Street (which is limited to 35 mph). Alternatively, the crash data revealed that the second area, midblock between N 8th and 9th Street (close to the western edge of the District), were most often caused by a ‘failure to yield.’ Although this broad statement has many interpretations, the most probable one is that drivers unsafely exited a driveway and caused an accident.

Other more general factors which likely contribute to a higher rate of crashes than the North and South Historic Districts include more opportunities for cut-through traffic, a greater diversity of uses, the predominance of asphalt paving, the smaller sizes of sidewalks, and the fact that the District is simply several acres larger than the both the North and South Historic Districts combined. As the Redevelopment Area continues to experience new redevelopment opportunities in the decades ahead, a deeper analysis of network safety should be considered to reduce the amount of accidents that occur within the Central Business District.

Central Business District

PARKS AND OPEN SPACE

As described by the National Recreation and Park Association (NRPA), “parks [and open spaces] are vitally important to establishing and maintaining the quality of life in a community, ensuring the health of families and youth, and contributing to the economic and environmental well-being of a community and a region. There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.” Consistent with these values, the City of Palatka continues to provide an excellent full-service parks and open system for residents and visitors, alike—particularly within their Downtown Redevelopment Areas, as shown on Map 8.

Of the three (3) Redevelopment Areas, the Central Business District has the largest inventory of parks and open spaces. Included within this inventory is Fred Green Park. Located in the northeast quadrant of the N 5th Street and Main Street intersection, the public facility is home to over two (2) acres of active and passive recreational facilities, including a playground, a ballfield, restrooms, a pavilion, picnic tables, and a swing set. Another similar ballfield-oriented facility within the Redevelopment Area is Rotary Park, which also features a ballfield with restrooms, but little else.

The last remaining public facility within the Central Business District is the James C Godwin Riverfront Park which is located just south of Reid Street (US Highway 17) along the St. Johns River. Amenities found within the park include pedestrian and cycling trails, art installations, pavilions, picnic tables, benches, grills, memorials, shade trees, a playground, onsite parking, a boat ramp, docks, a historic clock tower, and event spacing.

While these public facilities have been largely successful thus far, there are notable improvements that can be implemented to improve the parks and open space in the future. For example, the Downtown Redevelopment Areas are still lacking several active

recreational amenities, including multipurpose and tee-ball fields, basketball, volleyball and tennis courts, and even facilities geared towards older users, such as shuffleboard and pickleball courts. The City, in tandem with the Redevelopment Agency, should also strive to improve multi-modal connectivity options between park and open space facilities. This could include wider sidewalks, designated bicycle infrastructure, improved wayfinding signage, and expanded transit options.

Image 17 Riverview Park



Source: S&ME, 2021

ECONOMIC AND INDUSTRY PROFILE

Well into the 21st century, the state of Florida continues to have one of the fastest growing economies in the country. As of March of 2020, Florida's economy is the 17th largest in the world, creating one (1) out of every ten (10) jobs in the United States (Florida Chamber of Commerce, 2020). Although the spread of COVID-19 is likely to have a devastating impact on businesses and workers (most notably the in the Leisure and Hospitality industry, which comprises roughly 16% of all private sector jobs in the State), the losses in both revenue and jobs incurred during this period are expected to slow and retract as vaccines for the virus become more widely available in 2021.

Despite a prolonged period of population, business, and job losses experienced in the first half of the decade, Putnam County is growing once again and continues to play a vital role in Florida's economy. As compared to state averages for 2019, Putnam County employs a significantly higher percentage of workers in several of the Florida's critical industries, including Manufacturing, Government, and Natural Resources and Mining (Office of Economic and Demographic Research, 2020). Additionally, when considering that Putnam's economy relies less on the success of tourism-dependent industries than the state average, COVID-19 is less likely to have a significant economic impact on the local economy than elsewhere in the State of Florida.

Similar to Putnam County, the City of Palatka and its three (3) Redevelopment Areas are still feeling the effects of the severe recession of the late 2000s. Today, the City's employment rate stands at 88.7%, with those employed working primarily in fields such as Health Care/Social Assistance (19.3%), Retail Trade (16.3%), and Educational Services (10.7%). Additionally, location quotients (in this context, a statistic that measures a region's industrial specialization relative to the United States) are highest in industries such as Utilities (2.44), Agriculture/Forestry/Fishing (2.08), and Retail Trade (1.68). On an educational level, approximately 20.8% of Palatka's population aged 25 and up have obtained either an Associate's, Bachelor's, and/or Graduate/Professional Degree,

which allows the City the potential to attract white-collar industries which require a highly educated workforce. As the Redevelopment Areas continue to thrive once more, growing the diversity and volume of Downtown Palatka's businesses, entrepreneurs, and college-educated individuals will be essential components in securing the economic success of the City's community redevelopment areas in the decades ahead.

As the District level, the area with the highest potential for growth continues to be the CBD. By permitting a wide mix of uses, maintaining numerous park facilities, and offering a relatively broad mix of housing types, the CBD continues to remain attractive to prospective residents and business owners alike. However, the Redevelopment Area faces its fair share of challenges too, including vacant downtown storefronts, population loss, and ageing structures. As such, the Agency will seek address these issues through the implementation of the Goals, Policies, and Action Strategies present in the updated Community Redevelopment Plan. By doing so, the plan will incentivize entrepreneurship, attract and retain new and existing residents, provide financial assistance to those who continue to invest in their home or business, and bolster the CBD's local economy.

DEMOGRAPHIC AND ECONOMIC CONDITIONS

Population

As shown in Table 19, the estimated population within the South Historic District (SHD) has sharply declined since 2010 (ESRI Business Analyst Online (BAO), 2020). Within the past ten (10) years, the population within the SHD has dropped from 282 to 260 (for an estimated loss in population of -7.8%) rendering the District as the slowest growing Redevelopment Area within the City—the boundaries of which are displayed in Map 1.

According to population estimates provided by the Bureau of Economics & Business Research (BEBR) at the University of Florida, the City of Palatka's population grew from 10,558 to 10,770 (an overall increase of 2.0%) during this timeframe, while the County's population declined from 74,364 to 73,723 (for a loss of -0.9%).

Demographics

Table 20 summarizes demographic estimates for the South Historic District provided by ESRI BAO using data derived from the United States Census Bureau. Unlike the NHD and CBD, the SHD is the only Redevelopment Area within the City that comprises primarily of individuals who identify as 'White Alone' at 57.5%. This group is followed by those who self-identify as 'Black Alone' which is currently estimated to comprise approximately 38.3% of the South Historic District. The third largest self-identified group is 'Hispanic Origin (Any Race)', which is estimated to comprise 6.5% of the total Redevelopment Area population in 2020. The remaining race and ethnicity groups provided by the Census Bureau comprise less than 2.0% of the areas total population each.

Table 19 South Historic District, City, and County Growth Rates, 2010-2020

	2010	2020	10-year Growth Rate
South Historic District	282	260	-7.8%
City of Palatka	10,558	10,770	2.0%
Putnam County	74,364	73,723	-0.9%

Source(s): BEBR, ESRI BAO, S&ME, 2020.

Table 20 South Historic District Demographic Composition, 2010 and 2020

	2010		2020	
Race and Ethnicity	Number	Percent	Number	Percent
White Alone	169	59.9%	150	57.5
Black Alone	103	36.5%	100	38.3%
American Indian Alone	0	0.0%	0	0.0%
Asian Alone	4	1.4%	4	1.5%
Pacific Islander Alone	0	0.0%	0	0.0%
Some Other Race Alone	3	1.1%	4	1.5%
Two or More Races	3	1.1%	3	1.1%
Hispanic Origin (Any Race)	14	5.0%	17	6.5%

Source(s): ESRI BAO, S&ME, 2020.

Figure 20 Race Demographics of 3 Districts

WHITE BLACK ALL OTHER RACES

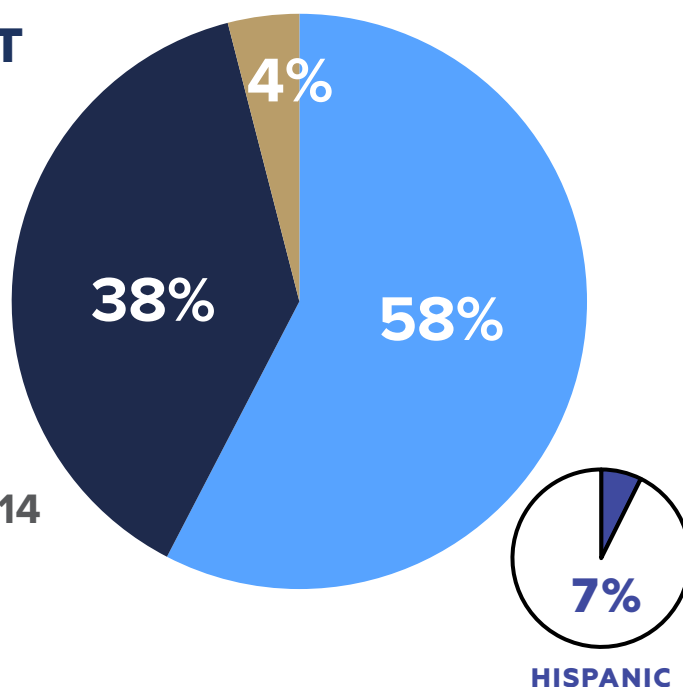
SOUTH HISTORIC DISTRICT

Estimated 2020 Population: **260**

10-Year Growth Rate: **-7.8%**

Number of Households: **102**

Median Household Income: **\$32,914**



Household Income

Using income data provided by the Census Bureau, ESRI BAO is able to provide 2020 household income estimates for the South Historic District Redevelopment Area, the City of Palatka, and Putnam County as a whole. The result of this comparison is shown in Table 21. As shown in the provided infographic, there are 102 households estimated to be within the South

Historic District as of 2020 and features a median household income of \$32,914. In comparison to the other Redevelopment Areas within the City, the City itself, and Putnam County, the SHD has a higher median household income than each of the aforementioned boundaries with the exception of the County, which possesses a median household income of \$38,906.

Table 21 South Historic District, City, and County Growth Rates, 2010-2020

	South Historic District		City of Palatka		Putnam County	
Number of Households	102		3,904		30,597	
Household Income Range	Number	Percent	Number	Percent	Number	Percent
<\$15,00	27	26.5	1,019	26.1	5,117	16.7
\$15,000-\$34,999	14	13.7	730	18.7	4,479	14.6
\$25,000-\$34,999	12	11.8	614	15.7	4,645	15.2
\$35,000-\$49,999	5	4.9	438	11.2	4,645	15.2
\$50,000-\$74,999	12	11.8	527	13.5	5,255	17.2
\$75,000-\$99,999	7	6.9	226	5.8	2,912	9.5
\$100,000-\$149,999	10	9.8	210	5.4	2,787	9.1
\$150,000-\$199,999	11	10.8	70	1.8	799	2.6
>\$200,000	4	3.9	71	1.8	438	1.4
Med. Household Income	\$32,914		\$27,616		\$38,906	

Source(s): ESRI BAO, S&ME, 2020.

DEMOGRAPHIC TAPESTRY SEGMENT

One (1) means of analyzing population data and trends is by using Tapestry Segmentation. Tapestry Segmentation provides an accurate, description of America's neighborhoods. U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition, then further classified into LifeMode and Urbanization Groups. Due to its limited size and the population, the North Historic District only contains one (1) Tapestry Segment, titled 'Small Town Simplicity.' A description of this Tapestry is provided in the following subsection.

Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since one (1) in four (4) households is below the poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

- Average Household Size: 2.26
- Median Age: 40.8
- Median Household Income: \$31,500

Economic and Industry Profile

Well into the 21st century, the state of Florida continues to have one of the fastest growing economies in the country. As of March of 2020, Florida's economy is the 17th largest in the world, creating one (1) out of every ten (10) jobs in the United States (Florida Chamber of Commerce, 2020). Although the spread of COVID-19 is likely to have a devastating impact on businesses and workers (most notably the in the Leisure and Hospitality industry, which comprises roughly 16% of all private sector jobs in the State), the losses in both revenue and jobs incurred during this period are expected to slow and retract as vaccines for the virus become more widely available in 2021.

Despite a prolonged period of population, business, and job losses experienced in the first half of the decade, Putnam County is growing once again and continues to play a vital role in Florida's economy. As compared to state averages for 2019, Putnam County employs a significantly higher percentage of workers in several of the Florida's critical industries, including Manufacturing, Government, and Natural Resources and Mining (Office of Economic and Demographic Research, 2020). Additionally, when considering that Putnam's economy relies less on the success of tourism-dependent industries than the state average, COVID-19 is less likely to have a significant economic impact on the local economy than elsewhere in the State of Florida.

Similar to Putnam County, the City of Palatka and its three (3) Redevelopment Areas are still feeling the effects of the severe recession of the late 2000s. Today, the City's employment rate stands at 88.7%, with those employed working primarily in fields such as Health Care/Social Assistance (19.3%), Retail Trade (16.3%), and Educational Services (10.7%). Additionally, location quotients (in this context, a statistic that measures a region's industrial specialization relative to the United States) are highest in industries such as Utilities (2.44), Agriculture/Forestry/Fishing (2.08), and Retail Trade (1.68). On an educational level, approximately 20.8% of Palatka's population aged 25 and up have obtained either an Associate's, Bachelor's, and/or Graduate/Professional Degree, which allows the City the potential to attract white-collar industries which require a highly educated workforce. As the Redevelopment Areas continue to thrive once more, growing the diversity and volume of Downtown Palatka's businesses, entrepreneurs, and college-educated individuals will be essential components in securing the economic success of the City's community redevelopment areas in the decades ahead.

As detailed further in the next subsection of this analysis, the majority of the SHD is currently residential in nature, which means a large share of the District's TIF revenue is generated via increases in the taxable value of housing, not industry. However, as the periphery of the District continues to redevelop, particularly along blocks that are adjacent to the CBD, more neighborhood-scale developments featuring a mix of residential and nonresidential uses are likely to arise.

Diversifying local uses will not only lead to increases in area property values but will also assist the District in reinforcing their economy if either the housing or commercial market begins to fail. Therefore, Agency programming for the SHD Redevelopment Area should be focused on both preserving and enhancing the existing neighborhood, while simultaneously supporting the continued growth of nonresidential development within the area.

REGULATORY CONDITIONS

At 50.4 acres, the South Historic District is neither the largest nor the smallest Redevelopment Area within the City of Palatka (by total land area). When combined with the North Historic District and Central Business District Redevelopment Areas (27.2 and 205.2 acres, respectively) the total Redevelopment Area comprises 282.8 acres, which is approximately 4.5% of the City's total land area of 6,220.2 acres. The existing land uses (ELUs), future land use designations (FLUs), and zoning districts found within the South Historic District Redevelopment Area are discussed in the subsections ahead.

Table 22 Existing Land Use Summary (South Historic District), 2020

Land Use	Acreage ¹	Percentage of District
Low Density Residential	30.2	79%
Vacant	2.7	7%
Medium Density Residential	2.5	7%
Public/ Semi Public	1.4	4%
Utilities, R.O.W., Transportation, Other	0.7	2%
Mixed Use	0.5	1%
Professional Office	0.2	1%
Commercial	0.1	<0.5%
TOTAL	38.3	100%
¹ The Provided acreages are approximate and are based on the geometry of the tax parcel shapefiles provided by Putnam County.		

Source(s): Putnam County, S&ME, 2020

Existing Land Use

Similar to the North Historic District, the predominant land use within the South Historic District is Low Density Residential at 30.2 acres (or 79% of the Redevelopment Area) (see Table 22 and Map 2). Remaining land uses within the District include a small, yet diverse mix of residential and nonresidential land uses. Due to the fact that a vast majority of the Redevelopment Area is already developed with residential uses, redevelopment activity within this land area is expected to be minimal in the decades ahead. However, as properties values in the area increase over time, so will the District's estimated TIF revenue. These revenues can then be used to develop quality of life improvements to the District, including (but certainly not limited to) streetscaping projects, stormwater management facilities, and art installations.

Future Land Use

As shown in Table 23 and Map 3, the South Historic District Redevelopment Area is comprised of three (3) FLU designations. These designations, in order of magnitude, is as follows: High Density Residential (HDR) at 21.0 acres, MDR at 12.6 acres, and LDR at 4.1 acres. Within the Redevelopment Area, lands found along the waterfront are typically reserved for LDR and MDR FLU categories, with HDR-designated lands acting as a buffer between the low-to-medium density properties and the wealth of Commercial-designated properties found within the Central Business District. Together, these FLU designations signify an area of the City that is currently residential and will remain so for the foreseeable future unless regulatory changes are made to the City's Future Land Use Map (FLUM).

Table 23 Future Land Use Summary (South Historic District), 2020

Land Use Category	Acreage ¹	Percentage of District
High Density Residential	21.0	56%
Medium Density Residential	12.6	33%
Low Density Residential	4.1	11%
TOTAL	37.7	100%
¹ The Provided acreages are approximate and are based on the geometry of the future land use shapefiles provided by Putnam County, which may differ from the parcel shapefile used to calculate and display geometries in Table 22 and Map 2.		

Source(s): Putnam County, S&ME, 2020

Zoning

Although the South Historic District contains four (4) zoning districts, R-1 comprises approximately 94% of the District's total area at 35.2 acres (see Table 24 and Map 4). This district is intended to provide for single-family residential areas of low density. Cluster housing, townhouses and certain structures and uses designated to serve governmental, religious, noncommercial recreational and other immediate needs of such areas are permitted or are permissible as conditional uses within the district, subject to restrictions and requirements necessary to preserve and protect its low density residential character.

South Historic District

Generally, commercial uses are not permitted within this district, but residential development is permitted at a maximum density of five (5) dwelling units per acre by right. The remaining zoning districts found within this Redevelopment Area include negligible areas of DR, R-3, and PUD.

Table 24 Zoning Summary (South Historic District), 2020

District	Acreage ¹	Percentage of District
Single Family Residential (R-1)	35.2	93%
Downtown Riverfront (DR)	2.2	6%
Multiple-Family Residential (R-3)	4.1	11%
Planned Unit Development	0.1	<0.05
TOTAL	37.7	100%
¹ The Provided acreages are approximate and are based on the geometry of the future land use shapefiles provided by Putnam County, which may differ from the parcel shapefile used to calculate and display geometries in Table 22 and Map 2.		

Source(s): Putnam County, S&ME, 2020

Considering that the District's zoning composition is overwhelming limited to low-density residential activity, expectations for redevelopment activity in the immediate future is anticipated to be minimal, as properties containing single-family homes in established neighborhoods are typically slow to redevelop. As such the regulatory composition of the South Historic District is currently less likely to encourage redevelopment activity than the Central Business District, which houses more flexible zoning districts that permit a broader swath of permitted uses and feature larger maximums for density and intensity.

PHYSICAL CONDITIONS

Housing

In pursuit of a more sustainable and prosperous community, the importance of having a diverse and stable housing market cannot be overestimated. However, national, state, and local trends have shown that the supply for housing has failed to keep pace with its demand since the resolution of the Great Recession. For this reason, the Palatka Community Redevelopment Agency and its Staff continues to encourage and provide incentives for developers to increase both the quantity and quality of the area's housing stock through capital projects and programming. This section identifies the South Historic District's regulatory, physical, and historical housing conditions so the Agency can identify and implement context-sensitive improvements through the Goals, Objectives, and Policies identified in this report.

Permitted Housing Diversity

Currently, the South Historic District Redevelopment Area features four (4) zoning districts, which include C-1A (which includes a PUD overlay), DR, R-1, and R-3. Of these four (4), only C-1A prohibits residential development. The first district, DR, established for the purpose of providing a pedestrian oriented, retail/entertainment area that has historically been downtown and its waterfront area. Residential uses are available as a conditional use within this district but are limited to multi-family units found above existing storefronts at a maximum density of 20 units per acre.

Similar to the higher densities found within DR, R-3 is a high density district with emphasis on multiple-family use. Parcels in this district are situated so that they are well served by public and commercial services and have convenient access to thoroughfares and collector streets. Density within this zoning district is limited to a maximum of 18 dwelling units per acre.

On the other end of the density spectrum is R-1, which is intended to provide for single-family residential areas of low density. Cluster housing and certain structures and uses designed to serve

governmental, educational, religious, noncommercial recreational and other immediate needs of such areas are permitted or are permissible as conditional uses within the district, subject to restrictions and requirements necessary to preserve and protect its low density residential character. Density within this zoning district is capped at a maximum of five (5) dwelling units per acre.

Age and Physical Condition

The American Community Survey (ACS) provides historical building information in their 2014-2018 five (5)-year estimates. As shown in Table 25, of the 146 estimated housing units located within the South Historic District Redevelopment Area, zero (0) units were built after 2000. The exclusivity of older homes within this Redevelopment Area (and the greater Downtown) is an important component of this report, as the age of the housing has a direct correlation with the decline of its condition. Typically, when homes get older, the cost of maintaining and improving the structure increases, which means homeownership within the City will become cost-prohibitive for its current and prospective owners as their property continues to age.

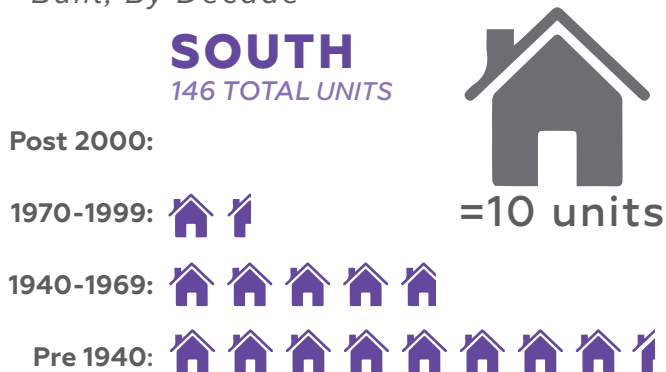
Table 25 Age of Housing Stock for the South Historic District, 2020

Period	Quantity	Percent
Built 2010 or later	0	0%
Built 2000 to 2009	0	0%
Built 1990 to 1999	4	3%
Built 1980 to 1989	10	7%
Built 1970 to 1979	0	0%
Built 1960 to 1969	0	0%
Built 1950 to 1959	12	8%
Built 1940 to 1949	36	25%
Built 1939 to earlier	84	58%
TOTAL	146	100%

Source(s): ACS, 2019; ESRI BAO, S&ME, 2020

South Historic District

Figure 21 Number of Residential Structures Built, By Decade



HISTORIC FEATURES

The City of Palatka does not currently maintain a local inventory of historic significant properties. Instead, the City (and its Historic Preservation Board) relies on the historic records found within the Florida Master Site File (FMSF) to catalogue historically-significant features. This resource, which is maintained by the Florida Division of Historical Resources (FDHR), is a paper file archive and computer database of surveyed historical cultural resources in Florida. Resources can include items such as historic structures, cemeteries, bridges, districts, railways, landscapes, and other historically significant features. The Site File also maintains copies of archaeological and historical survey reports and other manuscripts relevant to history and historic preservation in Florida. The File also provides records of properties that have been listed on the National Register of Historic Places (NRHP) or items that may be eligible for potential listing.

As shown in Table 25 and displayed in Map 5, the South Historic District Redevelopment Area inundated with history. According the latest FMSF data made available to the public, there have been 142 structures and one (1) resource group surveyed within (or partially within) the District. Of these items, however, only the Palatka South Historic District is listed on the NRHP, due to the “largest collection of historic structures in Palatka.”

Table 26 FMSF Records for the South Historic District, 2020

Structures	Quantity
Surveyed	142
Currently Listed	0
Others Eligible for Listing	0
Resources	
Surveyed	2
Currently Listed	2
Others Eligible for Listing	0

Source(s): City of Palatka, FDHR, FGDL, Putnam County, S&ME, 2020

Signage

Similar to the North Historic District, the South Historic District Redevelopment Area is primarily residential in nature and thus, signage within predominately single-use neighborhoods tends to be minimal. However, a few of the sparse office and professional uses within the District feature identification signage in the form of pedestrian-scale, freestanding pole mounted signs and/or wall signs. Another commonality shared between the two (2) historic districts is branded street signage, which is found at virtually every intersection throughout the Redevelopment Area. However, this signage is often limited to one (1) corner per intersection.

TRANSPORTATION NETWORK

The success of a transportation networks is not based solely upon the width, frequency, and condition of area roadways. Instead, it is measured in the cohesion and support for all modes of transportation, whether it be driving, walking, biking, or riding public transportation systems. This analysis looks at the existing conditions for each of these network components (along with a detailed look at the network safety) to help form and contextualize the transportation-related Goals, Objectives, and Policies presented within this plan.

Vehicular Realm

The South Historic District is a residential community with a historic grid-like street network. Travel lanes within the Redevelopment Area tend to be narrow in width, which often encourages lower speeds, less frequent cut-through traffic, and greater space to support pedestrian amenities such as shade trees and sidewalks. Rights-of-way within the District range from

50-60 feet in width. Roads within the Redevelopment Area are predominately classified as local streets, with the sole exception being River Street, which is classified as a major collector.

Major collectors are defined by the Florida Department of Transportation as roadways “which serve to link arterials with local roads ... [and act] as [a] transition link between mobility needs and land use needs.” By this definition, River Street largely succeeds by serving as a physical link between the South Historic District’s suburban community and the commercial and office uses found along Reid Street and throughout the greater Central Business District Redevelopment Area. Like other roads within the District, River Street is primary paved with asphalt, maintains two (2)-lanes, is in good condition, and features sidewalks on at least one (1) side of the road on each of its segments. Right of widths along this corridor maintain a constant of roughly 50 feet. A sample cross-section of River Street (along with the shown segment’s approximate dimensions) is identified in Table 26.

River Street (Northbound)



Approximate width of R.O.W. = 50'					
AREA	TRAVEL LANE	BIKE LANE	PARKWAY ¹	SIDEWALK	OTHER ²
WIDTH	10'	4'	4'	4'	14'
# PROVIDED	2	2	1	1	1
TOTAL WIDTH	20'	8'	4'	4'	14'
¹ This value includes curb and gutter					
² This value includes easements and unused right-of-way					

Sources: Google Earth, Putnam County Property Appraiser, S&ME, 2020.

South Historic District

Pedestrian and Cycling Realm

Although not essential on local streets where traffic volume is low and speeds are lowered, sidewalks and trails can provide residents with a safer means to move throughout their community without the use of an automobile. Whether it be recreation or travel, this infrastructure can play a vital role in improving the medical, financial, and social lives of its users. In regard to the South Historic District, sidewalks are often found on both side of the road with rare exception. However, these sidewalks tend to be limited between four (4) to six (6) feet, which limit the ability of users to walk side-by-side or pass comfortably without having to step momentarily step off the sidewalk.

It should also be noted that there is virtually no dedicated bicycle infrastructure found within the Redevelopment Area as well. Although not required along local streets, designated bicycle signs, ‘sharrow’ symbols, protective barriers, paths, or repair stations, would further incentivize cycling activity within the District—which has proven to generate less local automobile trips, fewer accidents, and healthier citizens.

Public Transportation Realm

The City of Palatka does not own or operate a public transportation service. Instead, the City (and the greater Putnam County) has partnered with The Ride Solution, a nonprofit transit agency, to provide transit service throughout the County. According to Staff, Ride Solution currently offers one (1) intracity bus route for the City (as shown in Map 6). Service for the route is limited to five (5) days a week (Monday – Friday) and does not provide service on nights and weekends. Additionally, there are currently no transit stops located within the South Historic District, which further complicates an already limited service within the Redevelopment Area. For a public transportation system to be successful, the services need to be both plentiful and accessible—neither of which is true for the existing system within the South Historic District at this time.

Network Safety

The Florida Department of Transportation (FDOT) maintains extensive records for all recorded roadway crashes within the State of Florida. Map 7 displays this data spatially within each of the three (3) Redevelopment Areas between the years 2012 and 2018. During this seven (7) year period, there were 18 recorded accidents within or adjacent to the South Historic District—rendering this network as the second safest (as measured by total automobile accidents) amongst the three (3) Redevelopment Area. Crashes within this District tend to cluster at the intersections of Laurel and River Streets, Laurel and S 5th Street, and Morris and S 9th Street. There are several factors which likely contribute to a higher rate of crashes than the District’s northern counterpart, including more opportunities for cut-through traffic, a greater diversity of uses, the predominance of asphalt paving, the smaller size of sidewalks, and the fact that the District is simply several acres larger than the North Historic District Redevelopment Area. However, a deeper analysis on network safety should be considered in the future as the area continues to experience new redevelopment opportunities in the decades ahead to ensure to crashes within the District are minimal and sparse.

Parks and Open Space

As described by the National Recreation and Park Association (NRPA), “parks [and open spaces] are vitally important to establishing and maintaining the quality of life in a community, ensuring the health of families and youth, and contributing to the economic and environmental well-being of a community and a region. There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.” Consistent with these values, the City of Palatka continues to provide an excellent full-service parks and open system for residents and visitors, alike—particularly within their Downtown Redevelopment Areas, as identified in Map 8.

Although there are no public park facilities within the South Historic District, the Redevelopment Area is adjacent to the James C Godwin Riverfront Park located just south of Reid Street (US Highway 17) along the St. Johns River.

While these public facilities have been largely successful thus far, there are notable improvements that can be implemented to improve the parks and open space in the future. For example, the Downtown Redevelopment Areas are still lacking several active recreational amenities, including multipurpose and tee-ball fields, basketball, volleyball and tennis courts, and even facilities geared towards older users, such as shuffleboard and pickleball courts. The City, in tandem with the Redevelopment Agency, should also strive to improve multi-modal connectivity options between park and open space facilities. This could include wider sidewalks, designated bicycle infrastructure, improved wayfinding signage, and expanded transit options.


[Interactive Map](#) [Open House Recap](#) [CRA Website](#) [Contact Us](#)


Palatka Community Redevelopment Plan Update

Welcome! Thank you for choosing to learn and participate in the City of Palatka Community Redevelopment Plan Update process. Please find options below for how you can assist the Palatka Community Redevelopment Agency identify future capital projects and programs that will shape our community!

Drag to comment

Streets & Roads

Arts and Culture

Business Development

Housing

Info Markets

WELCOME!

The Palatka Community Redevelopment Agency is soliciting community input to identify the projects you would like to see implemented within the City's Redevelopment Area in the decade ahead. Sharing your comments is easy:

1. Select a category from our list of available project types and drop it on your specified area within the CRA boundary
2. Write a brief description of your project idea
3. Check back and see what others in your community are contributing and feel free to join in on the conversations

(Please note that project ideas placed outside of the Redevelopment Area will not be considered at this time)

PALATKA CRA

Legend

- Community Redevelopment Area
- CRA Districts
 - North Historic District
 - Central Business District
 - South Historic District

Open House Recap

View the public input received during the October 27 Open House

[Download](#)

Printable CRA Map

[Download](#)

FAQs

Frequently Asked Questions

[Download](#)

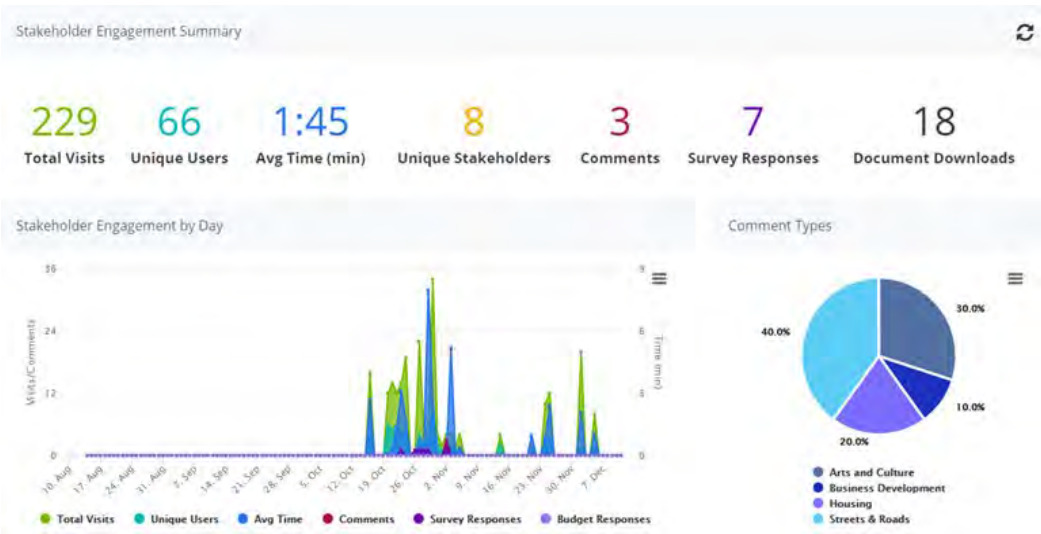
Previous Community Redevelopment Plan

[Download](#)

ONLINE PRESENCE & COMMUNITY SURVEY

Understanding a community’s preferences and perspective throughout the planning process is crucial to forming community supported projects and initiatives. Online platforms are a way to engage residents throughout the entire plan update process that provides 24/7 access to project resources. The establishment of Sebring CRA Plan Update project website provided an opportunity to host information related to the project that included an interactive map of the three Palatka Redevelopment Area boundaries, Open House schedule, meeting recaps, and helpful links providing context regarding the CRA plan update. The project website, interactive map, and community survey allowed individuals who weren’t able to attend in-person events to provide feedback on the plan update process. The online platforms also created a continuous way for feedback to be recorded throughout this process. Over the course of several months, the project site received hundreds of views, several visits to information links, and 26 survey responses and interactive map comments. The results are shown on the following pages.

PROJECT SITE INTERACTIONS



SURVEY RESPONSES



Respond to our Quick Survey

Community engagement is important to us. Please complete our quick survey and provide your feedback regarding the Community Redevelopment Areas in Downtown Palatka.

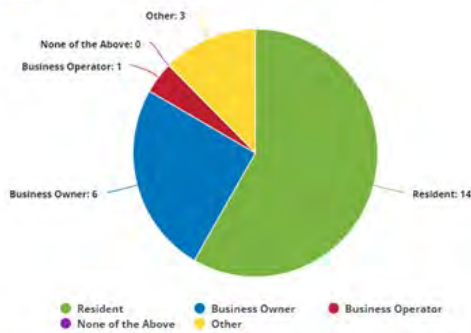
START 21 Oct END 31 Dec

[Provide Your Input](#)

Q1. 1. I am a...

24 answers

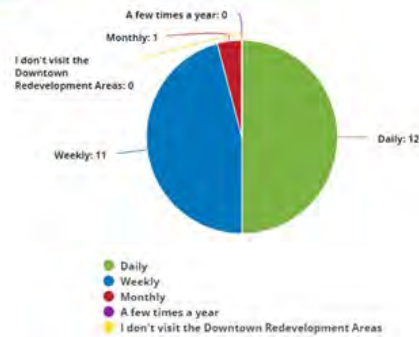
Pie Bar



Q5. 2. How often do you visit any of the Community Redevelopment Areas?

24 answers

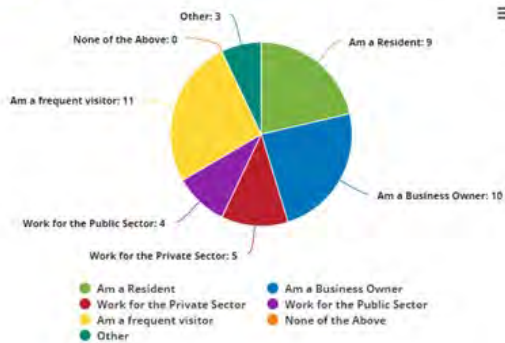
Pie Bar



Q2. 1. In reference to the Downtown Redevelopment Areas, I ... (Check all that apply)

14 answers

Pie Bar



Q6. 3. Why do you visit the Downtown Community Redevelopment Areas? (Check all that apply)

24 answers

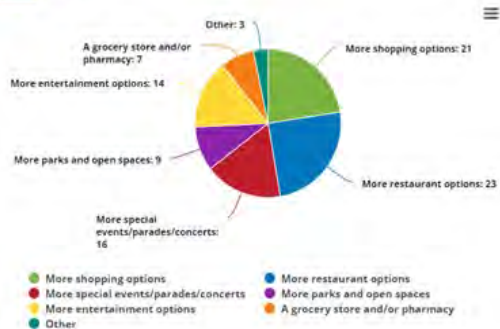
Pie Bar



Q9. 4. What, if anything, would encourage you to visit the Downtown Redevelopment Areas more often? (Check all that apply)

24 answers

Pie Bar



Q16. 10. What festivals or events do you attend in the Downtown Redevelopment Areas? (Check all that apply)

24 answers

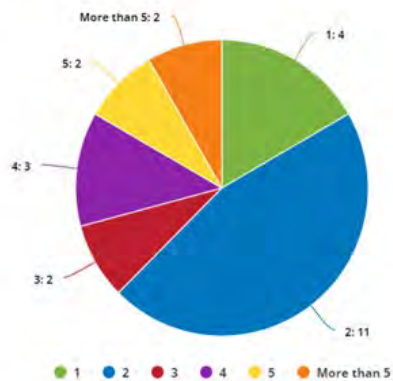
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Q18. 11. How many members live in your household?

24 answers

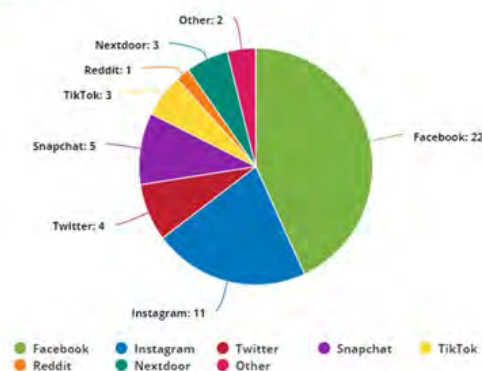
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Q19. 12. Which of the following social media networks or online applications do you use regularly?

24 answers

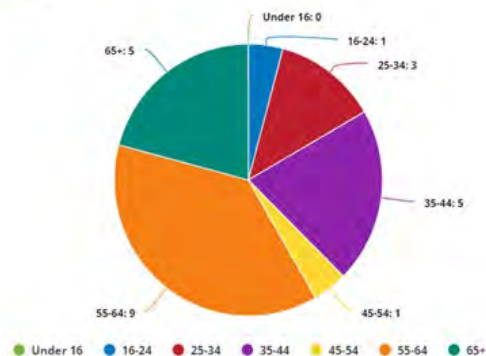
Pie Bar



Q21. 13. What is your age?

24 answers

Pie Bar



Q22. 14. What is your household income?

24 answers

Pie Bar



The following summarize the top responses for each question.

What are the specific types of retail, restaurants, events, goods, or services you would like to see in the Downtown Redevelopment Areas?

- Retail: farmers' market, grocery store/supermarket, specialty/boutique
- Dining: casual & upscale*; vegan, bars, outdoors, evening
- Events: music, food festivals, water/boating
- Goods: arts & crafts, artisan, antique, outdoor equipment
- Services: tattoo/body art shop, wedding venues

**mentioned most frequently*



What do you feel are the greatest challenges facing residents in the Downtown Redevelopment Areas today?

- Limited housing options
- Safety/Crime
- Not enough residents
- Lack of places to go
- Code enforcement & building stock issues (vacancies, run down condition)*
- Outdated and vulnerable infrastructure

**mentioned most frequently*



What do you feel are the greatest challenges facing businesses in the Downtown Redevelopment Areas today?

- Parking*
- Local government bureaucracy (red tape)
- Not enough emphasis on offering heritage/eco-tourism
- Low level of foot traffic, which does not help justify commercial rent prices
- Locals prefer going out of town for services/shopping; lack of a draw to spend in the Downtown Redevelopment Area

**mentioned most frequently*

What improvements could the businesses in the Downtown Redevelopment Areas make that would encourage you to visit them more often?

- Expand operating hours*
- Enhance marketing/promotion campaigns, physical visibility downtown, and online presence
- Building façade improvements / structural repairs
- Family-oriented events

**mentioned most frequently*

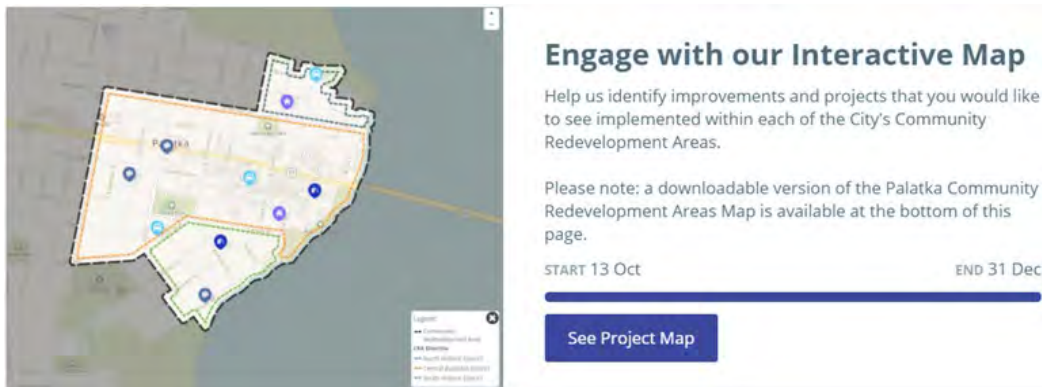


What types of public improvements or amenities would encourage you to visit the Downtown Redevelopment Areas more often?

- Bike/ped connections and amenities (i.e., bike rack, benches, trash receptacles, etc.) within downtown and between downtown and adjacent neighborhoods
- Rotary Park ballpark repair
- Parking
- Public restrooms
- Signage, regularly completed maintenance, and streetscape improvements*
- More dining/shopping options*
- Public art

**mentioned most frequently*

INTERACTIVE MAP COMMENTS



The Palatka CRA Map received ten (10) comments providing specific suggestions about what parts of the Redevelopment Area or Redevelopment Agency offerings can be improved. Most of the comments were about streets and roads, arts and culture, and housing. Map comments provided by the project website stakeholders are summarized below and organized by comment topic.

Arts and Culture

- Revitalize the 11th street corridor (Newtown) with mixed uses and art/history features
- Capitalize on Amtrak's service
- Leverage partnerships to create an Arts District within St Johns Avenue and install public art throughout downtown
- Inclusion of the Downtown Commercial District on historic registers to allow access to tax credits and protect the historic integrity of the District's structural assets

Streets & Roads

- Complete Streets & multimodal transportation focus by capitalization on Palatka's "Trail Town" Florida DEP designation
- Install roundabouts, stop signs, and traffic mitigation devices

Housing

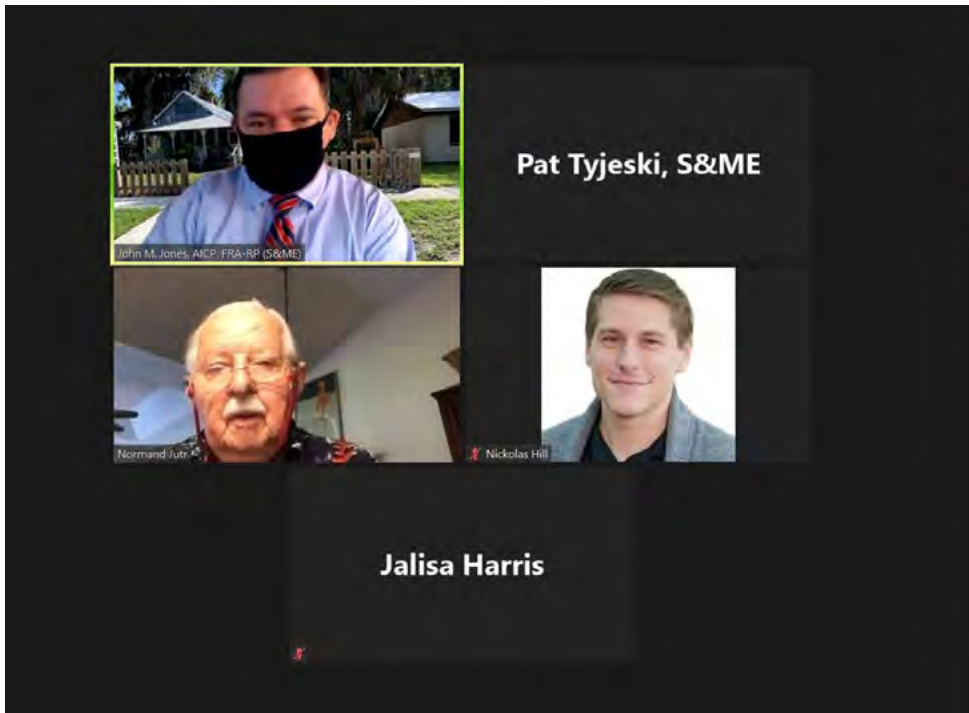
- Incentivize mixed uses (residential uses upstairs, commercial uses downstairs) on St. Johns Avenue, possibly with the reinstatement/funding of CRA existing non-funded programs
- Incentivize residential-retail uses between the 400 and 500 blocks, possibly via the conversion of office space opposite of the Courthouse

Business Development

- Enhance downtown economic development by leveraging partnerships with local organizations to support marketing the area to new enterprises

Comment Types







Memorandum

To: Mandi Tucker, Grants Administrator/Project Manager
Jonathan Griffith, Public Works Director

From: John M. Jones, S&ME Project Manager

Cc: Pat Tyjeski, S&ME Planning Director

Date: November 23, 2020

Subject: Technical Memo #2: Summary of Public Involvement Process (Open House and Survey)

The effort to involve the public in the update of the Palatka Community Redevelopment Area (CAR) Plan included several activities: stakeholder interviews, public workshops, an online survey and an interactive website. The following is a summary of the input received during the Open House and the analysis of the survey responses.

OPEN HOUSE

The Open House was held on Tuesday, October 27th at the St John's River Center to discuss the challenges and opportunities currently facing the three (3) Redevelopment Areas within Downtown Palatka. Concurrently, the workshop was also offered online via Zoom.

During the Open House, an educational presentation was given throughout the day that provided attendees with an overview and introduction to Community Redevelopment Agencies, the anticipated plan update process and timeline, existing community conditions, and future public engagement opportunities. After the presentation, attendees were able to provide their perspectives on the future of the Redevelopment Areas by entering comments on a base map and answering five (5) exploratory questions about their community—their responses are provided below:

Which of the three Redevelopment Areas do you visit **MOST** often and why?

- The North Historic District because I or my friends live here
- The Central Business District (CBD) because I work or own a business here
- The CBD for entertainment and recreation purposes
- The CBD for walking and exercise
- The CBD for city government meetings
- The CBD for general professional and businesses purposes
- The CBD for shopping
- The South Historic District because I or my friends live here
- The South Historic District because I love to look at historic housing



Which of the three Redevelopment Areas do you visit LEAST often and why?

- The North Historic District because there isn't any reason to be there unless you own a house in that neighborhood
- The North Historic District because it is outside of traffic patterns and too far away
- The North Historic District because I feel unsafe when I am there
- The South Historic District because there are no activities for me to do there

What are the challenges facing the BUSINESSES within any of the Redevelopment Areas?

- The lack of pre-existing businesses is a challenge for businesses within the North Historic District
- The lack of code enforcement, maintaining, and absentee landlords not maintaining their buildings is a challenge for businesses within the North Historic District
- The lack of notoriety is a challenge for businesses within the North Historic District
- The lack of signage is a challenge for businesses within the North Historic District
- Feeling cut off by State Road 100 & US 17 is a challenge within the North Historic District
- The lack of code enforcement, maintaining, and absentee landlords not maintaining their buildings is a challenge for businesses within the CBD
- The lack of restaurants, arts, and entertainment to attract people is a challenge for businesses within the CBD
- Unclear/Unpublished expectations for business owners (i.e., fees & online forms not being current/updated) is a challenge for businesses within the CBD
- Liquor/food truck ordinances hindering multiple venues is a challenge for businesses within the CBD
- A lack of complete streets is a challenge for businesses within the CBD
- A lack of recognition for the area's ample parking supply is a challenge for businesses within the CBD
- Unaffordable rent is a challenge for businesses within the CBD
- Vacant buildings is a challenge for businesses within the CBD
- A lack of conspicuous and/or detailed signage highlighting other businesses is a challenge for businesses within the CBD
- The 400-500 block dominated by courthouse and related service buildings is a challenge for businesses within the CBD
- The lack of code enforcement, maintaining, and absentee landlords not maintaining their buildings is a challenge for businesses within the South Historic District
- The number of underutilized city-owned buildings that could be sold to private sector for tax-generating activities is an opportunity for new businesses within the South Historic District
- The lack of area retail is a challenge for businesses within the South Historic District
- The lack of streetscaping is a challenge for businesses within the South Historic District
- The lack of general nonresidential activity is a challenge for businesses within the South Historic District
- Being unknown or unseen is a challenge for businesses within the South Historic District
- The lack of activation of the waterfront and marina is a challenge for businesses within the South Historic District
- The lack of "real" parks is a challenge for businesses within the South Historic District



What are the challenges facing the NEIGHBORHOODS within any of the Redevelopment Areas?

- Underutilization of the Bronson House and land for events and entertainment is a challenge for neighborhoods within the North Historic District
- Lack of access to and awareness of local museums is a challenge for neighborhoods within the North Historic District
- The lack of code enforcement, property maintenance, and absentee landlords are a challenge for neighborhoods within the North Historic District
- A lack of incentives to develop existing lots is a challenge for neighborhoods within the North Historic District
- A general lack of investment/care attention is a challenge for neighborhoods within the North Historic District
- The ability to cross U.S. 17 besides under the bridge is a challenge for neighborhoods within the North Historic District
- The presence of squatters in abandoned buildings is a challenge for neighborhoods within the North Historic District
- The lack of code enforcement, property maintenance, and absentee landlords are a challenge for neighborhoods within the CBD
- A lack of incentives to develop existing lots is a challenge for neighborhoods within the CBD
- A perceived lack of a parking is a challenge for neighborhoods within the CBD
- The lack of retail and restaurants around the courthouse is a challenge for neighborhoods within the CBD
- A lack of mixed-use buildings that could increase residential capacity is a challenge for neighborhoods within the CBD
- The aging of structures and infrastructure is a challenge for neighborhoods within the CBD
- The lack of code enforcement, property maintenance, and absentee landlords are a challenge for neighborhoods within the South Historic District
- A lack of incentives to develop existing lots is a challenge for neighborhoods within the South Historic District
- The underfunding of home/business improvement programming is a challenge for neighborhoods within the South Historic District
- Limited retail opportunities are a challenge for neighborhoods within the South Historic District
- A lack of neighborhood parks is a challenge for neighborhoods within the South Historic District

What are the AMENITIES you would like to see within any of the Redevelopment Areas?

Amenities that would improve the quality of life within the North Historic District include...

- A dog park,
- Improved pedestrian facilities, and a
- Local bodega (neighborhood store)

Amenities that would improve the quality of life within the CBD include...

- More dining options, including food trucks and a food court,



- More retail options, including a farmers' market,
- Entertainment venues, sidewalk activities, and art venues/installations,
- A dog park,
- Outdoor recreation facilities, especially basketball courts, shaded pavilions, and more seating,
- Basic facilities, especially public restrooms, and trash cans,
- Amenities at the marina,
- Tour facilities, including a welcome center and more hotel rooms,
- Pedi-cabs,
- Wedding venues, and
- Student housing

Amenities that would improve the quality of life within the South Historic District include...

- Pedestrian facilities, especially including a way to cross over highway 17 for access to the North Historic District and the CBD,
- Larger and more boat ramps, and
- A community splash pad for kids

S&ME Staff also encouraged meeting attendees to share any other ideas they had for improving the Redevelopment Areas — the result of which are provided below:

- Encourage citizens to act as ambassadors for the city
- Create an Event Coordinator position within the City to book & run events
- Develop a tourist plan to capitalize on local history & ecotourism capabilities
- Increase the business advertising efforts of the Chamber
- Bring a fresh food market to the CRA
- Conduct a market study to identify future retail opportunity and strategies
- Develop attractions to attract and keep visitors Downtown
- Find ways to encourage more residential activity within the Redevelopment Area
- Seek to increase local leadership beyond the City Commission and Staff
- Reinvest TIF funds within the District where they were collected
- Unify local CRA stakeholders

For those unable to attend the Community Open House, an interactive project website and online survey also provided opportunities to make sure their voices were heard during the plan update process.

CRA Plan Update website

Outside of the dedicated workshop time, stakeholders were able to provide ongoing feedback on the Palatka CRA Plan update website: <https://smeinc.mysocialpinpoint.com/palatka-cra-plan-update>. The website provides information about the Palatka CRA Plan update process, the project schedule, and also provides an opportunity for additional public input and comments about what stakeholders would like to see in the CRA Plan update

[illegible]

CONCEPTUAL COST ESTIMATES

Crill Avenue - 2,258 LF

Item	Units	Unit Cost	Quantity	Subtotal
A. Site Work & Hardscape				
1 Sidewalk Demo (6')	SF	\$2.00	13548	\$27,096.00
2 Multipurpose Path (8')	SF	\$5.00	18064	\$90,320.00
3 Curbing	LF	\$22.00	0	\$0.00
B. Site Furnishings & Amenities				
1 Street Lights (80' oc)	EA	\$3,500.00	29	\$101,500.00
C. Landscaping & Irrigation				
1 Shade Trees (25' O.C. One Side)	EA	\$600.00	90	\$54,000.00
2 Tree Lawn Landscape (3' Lawn Strip)	SF	\$0.50	6774	\$3,387.00
3 Tree Irrigation	EA	\$150.00	90	\$13,500.00
Preliminary Subtotal				\$289,803.00
Contingencies (20%)				\$57,960.60
Contractor General Conditions (15%)				\$52,164.54
Total Construction Costs With Contractor Costs				\$399,928.14
Design Fees (8%)				\$31,994.25
Total Project Costs				\$431,922.39

S 9th Street - 1,689 LF

Item	Units	Unit Cost	Quantity	Subtotal
A. Site Work & Hardscape				
1 Sidewalk Demo (6') (One Side)	SF	\$2.00	10134	\$20,268.00
2 Multipurpose Path (10') (One Side)	SF	\$5.00	16890	\$84,450.00
B. Landscaping & Irrigation				
1 Shade Trees (50' O.C. Both Sides)	EA	\$600.00	68	\$40,800.00
2 Tree Irrigation	EA	\$150.00	68	\$10,200.00
Preliminary Subtotal				\$155,718.00
Contingencies (20%)				\$31,143.60
Contractor General Conditions (15%)				\$28,029.24
Total Construction Costs With Contractor Costs				\$214,890.84
Design Fees (8%)				\$17,191.27
Total Project Costs				\$232,082.11

S&ME has no control over the cost of labor, materials, or equipment, the Contractor's method of determining prices or competitive bidding or market conditions. Therefore, the firm's statements of probable construction costs provided for herein are made on the basis of experience and represent our best judgment as Landscape Architects familiar with the construction industry. The firm cannot and does not guarantee that proposals, bids, or the construction cost will not vary from our statements of probable costs. If the Owner wishes greater assurances as to the construction cost, we recommend the employment of an independent cost estimator.

Reid Street - 4,161 LF

Item	Units	Unit Cost	Quantity	Subtotal
A. Site Work & Hardscape				
1 Sidewalk Demo (5')	SF	\$2.00	20805	\$41,610.00
2 Multipurpose Path (8')	SF	\$5.00	33288	\$166,440.00
3 Curbing*	LF	\$22.00	4161	\$91,542.00
4 Parking Lane Demo (8' width)	SF	\$2.00	33288	\$66,576.00
B. Landscaping & Irrigation				
1 Understory Trees (25' O.C. One Side)	EA	\$600.00	167	\$100,200.00
2 Tree Lawn Landscape (5' Lawn Strip)	SF	\$0.50	20805	\$10,402.50
3 Tree Irrigation	EA	\$150.00	167	\$25,050.00
Preliminary Subtotal				\$501,820.50
Contingencies (20%)				\$100,364.10
Contractor General Conditions (15%)				\$90,327.69
Total Construction Costs With Contractor Costs				\$692,512.29
Design Fees (8%)				\$55,400.98
Total Project Costs				\$747,913.27

*General length used. Will need to account for driveway curb cuts.

6th Street - 1,464 LF Sharrow Improvements and Private Development

Item	Units	Unit Cost	Quantity	Subtotal
A. Site Work & Hardscape				
1 On Road Sharrow (1/100 LF Both Sides)	LF	\$5.00	1464	\$7,320.00
Preliminary Subtotal				\$7,320.00
Contingencies (20%)				\$1,464.00
Contractor General Conditions (15%)				\$1,317.60
Total Construction Costs With Contractor Costs				\$10,101.60
Design Fees (8%)				\$808.13
Total Project Costs				\$10,909.73

10th Street - 1,821 LF Sharrow Improvements and Development

Item	Units	Unit Cost	Quantity	Subtotal
A. Site Work & Hardscape				
1 On Road Sharrow (1/100 LF Both Sides)	LF	\$5.00	1821	\$9,105.00
2 Sidewalk (5.5')	SF	\$5.00	10015	\$50,075.00
B. Landscaping & Irrigation				
1 Shade Trees (50' O.C. One Side)	EA	\$600.00	37	\$22,200.00
2 Palms (25' O.C. One Side)	EA	\$300.00	73	\$21,900.00
3 Tree Irrigation	EA	\$150.00	110	\$16,500.00
Preliminary Subtotal				\$119,780.00
Contingencies (20%)				\$23,956.00
Contractor General Conditions (15%)				\$21,560.40
Total Construction Costs With Contractor Costs				\$165,296.40
Design Fees (8%)				\$13,223.71
Total Project Costs				\$178,520.11

*Does not include the burying of overhead powerlines underground, removal of existing trees, or sodding of landscape strip.

CONCEPTUAL COST ESTIMATES

On Road Sharrow* Improvements

Item	Units	Unit Cost	Quantity	Subtotal
A. Site Work & Hardscape				
1 Sharrow - Morris Street	LF	\$5.00	1250	\$6,250.00
2 Sharrow - River Street	LF	\$5.00	2061	\$10,305.00
3 Sharrow - 3rd Street	LF	\$5.00	1493	\$7,465.00
4 Sharrow - Memorial Parkway	LF	\$5.00	1184	\$5,920.00
5 Sharrow - 1st Street	LF	\$5.00	865	\$4,325.00
6 Sharrow - 7th Street	LF	\$5.00	1826	\$9,130.00
7 Sharrow - 11th Street	LF	\$5.00	1462	\$7,310.00
8 Sharrow - Carr Street	LF	\$5.00	367	\$1,835.00
Subtotal				\$52,540.00
Preliminary Subtotal				\$52,540.00
Contingencies (20%)				\$10,508.00
Contractor General Conditions (15%)				\$9,457.20
Total Construction Costs With Contractor Costs				\$72,505.20
Design Fees (8%)				\$5,800.42
Total Project Costs				\$78,305.62

*1/100 LF Both Sides @ \$250/Sharrow

Streetscape Improvements

Item	Units	Unit Cost	Quantity	Subtotal	Description
A. Circulation Improvements					
1 Roundabouts	EA	\$1,000,000.00	5	\$5,000,000.00	Assumes New Construction
2 Roadway Improvements (4,829.49 LF)	SF	\$17.00	193180	\$3,284,060.00	Asphalt milling, remove bricks, clean bricks, leveling of roadway base, reinstallation of brick
B. Streetscape Improvements					
1 Major Gateway Signage	EA	\$100,000.00	2	\$200,000.00	
2 Minor Gateway Signage	EA	\$60,000.00	3	\$180,000.00	
3 Lighting Improvements (5,575.25 LF)	EA	\$2,500.00	70	\$175,000.00	80' O.C., Concrete Pole, Non-Decorative Fixture
4 Decorative Lighting (1,297.23 LF)	EA	\$4,500.00	16	\$72,000.00	80' O.C., Concrete Pole, Decorative Fixture
Preliminary Subtotal				\$8,911,060.00	
Contingencies (20%)				\$1,782,212.00	
Contractor General Conditions (15%)				\$1,603,990.80	
Total Construction Costs With Contractor Costs				\$12,297,262.80	
Design Fees (8%)				\$983,781.02	
Total Project Costs				\$13,281,043.82	

S&ME has no control over the cost of labor, materials, or equipment, the Contractor's method of determining prices or competitive bidding or market conditions. Therefore, the firm's statements of probable construction costs provided for herein are made on the basis of experience and represent our best judgment as Landscape Architects familiar with the construction industry. The firm cannot and does not guarantee that proposals, bids, or the construction cost will not vary from our statements of probable costs. If the Owner wishes greater assurances as to the construction cost, we recommend the employment of an independent cost estimator.

LEGAL DESCRIPTION

The following legal descriptions are for the three geographic areas of the Palatka Community Redevelopment Area, the Downtown (central Business District) Community and the Palatka North and South Historic Districts.

Legal Description of Palatka Downtown Community Redevelopment District

An area bounded on the north by Madison (sic) Street, on the west by the SCL Railroad, on the south by Crill Avenue and Laurel Street east of Seventh Street, and on the east by the St. Johns River.

Source: City of Palatka Resolution #4-7

Legal Description of Palatka CRA Expansion Areas

Palatka North Historic District

A tract of land lying in the city more particularly described as follows: Beginning at an intersection of the southerly line of BK 66 P 462, and the westerly shore of the St. Johns River; thence run westerly along the southerly line of said BK 66 P 462 to the easterly right-of-way (R.O.W.) of North First Street; thence southerly along said R.O.W. to intersect with the easterly projection of the southerly line of BK 79 P 285; thence westerly along said projection to the southwest corner of BK 174 P 176; thence northerly along westerly line of said BK 174 P 176 to the southerly R.O.W. of Madison Street; thence westerly to the northwest corner of Block 5 as platted in Dick's Map of Palatka in MB 2 P 46; thence southerly along the westerly line of Block 5 and extended to intersect with the southerly R.O.W. of Main Street; thence westerly along said R.O.W. to intersect the westerly R.O.W. of North Fourth Street; thence northerly along said R.O.W. to intersect the southerly R.O.W. of Madison Street; thence westerly along said R.O.W. to intersect the westerly R.O.W. of North Fifth Street; thence northerly along said R.O.W. to intersect a westerly projection of the northerly line of Block 20 (a.k.a. Merry Days resubdivision of part of Block 20 as platted in MB 1 P 100); thence southeasterly along said projection and along northerly line of said Block 20 to the westerly R.O.W. of North Fourth Street; thence southeasterly to the easterly R.O.W. of North Fourth Street at a point that is the westerly projection of the northerly line of OR 118 P 611; thence along said projection to the northeast corner of said OR 118 P 611; thence southeasterly to intersect the easterly R.O.W. of North 3rd Street and the north boundary of Sunny Point Subdivision as platted in MB 3 P 180; thence northeasterly, southeasterly and southwesterly along said Sunny Point Subdivision to the most northerly corner of BK 149 P 21; thence southerly along the easterly line of said BK 149 P 21 and extended to the northwest corner of BK 211 P 245; thence easterly along northerly line of said BK 211 P 245 and extended to the easterly R.O.W. of North Second Street (also being the westerly line of BK 228 P 250); thence southerly along said R.O.W. to the southwest corner of said BK 228 P 250; thence easterly along said R.O.W. to the southwest corner of said BK 228 P 250; thence easterly along the southerly lines of BK 228 P 250, BK 214 P 267 and BK 218 P 278 to the southeast corner thereof; thence southerly along the westerly line of BK 160 P 169, BK 174 P 589 and BK 159 P 35 to the southwest corner thereof; thence easterly along the southerly line of BK 159 P 35 and extended to the easterly R.O.W. of North First Street; thence northerly along said R.O.W. to the northwest corner of BK 139 P 584; thence easterly along the northerly line of said BK 139 P 584 to intersect the westerly shore of the St. Johns River; thence southerly along the westerly shore of said river to intersect the southwest corner of BK 66 P 462, being the point of beginning, and to close.

Palatka South Historic District

A tract of land lying in the city more particularly described as follows: Beginning at the intersection of the westerly shore of the St. Johns River and the easterly projection of the southerly right-of-way (R.O.W.) of St. Johns Avenue; thence westerly along said projection to intersection with the westerly R.O.W. of Memorial Parkway (formerly known as South First Street); thence southerly and southwesterly along said R.O.W. to intersect with the northeast corner of BK 159 P 271; thence northwesterly along the northerly line of said BK 159 P 271 to intersect with the easterly R.O.W. of South Second Street; thence northerly along said R.O.W. to intersect with the easterly projection of the northerly line of Lot 8 Block 12 as platted in Dick's Map of Palatka in MB 2 P 46; thence westerly along said projection to the southeast corner of Lot 4 Block 12; thence northerly along the easterly line of said Lot 4 and Lot 3 to the northeast corner of Lot 3; thence westerly along the northerly line of said Lot 3 to the easterly R.O.W. of South Third Street; thence southwesterly to intersect the westerly R.O.W. of South Third Street and the northeast corner of BK 137 P 358; thence westerly along the northerly line of said BK 137 P 358 and extended to intersect the easterly line of Lot 4 Block 14; thence southerly to the southeast corner of said Lot 4; thence westerly along the northerly lines of Lots 2 and 3 of Block 14 and extended westerly along the northerly lines of Lots 2, 3, 4, Block 25, Lots 2, 3, 6 Block 28, Lots 1, 4, 5, 8, 9, 12 Block 38, Lots 2, 3, 6 Block 54, Lots 2, 3, 6 Block 63 to intersect with the westerly R.O.W. of South Ninth Street; thence southerly along said R.O.W. to intersect the northerly R.O.W. of Laurel Street; thence westerly along said R.O.W. to intersect the westerly R.O.W. of South Tenth Street; thence southerly along said R.O.W. to intersect the southerly R.O.W. of Carr Street; thence easterly along said R.O.W. to intersect the westerly R.O.W. of South Ninth Street; thence southerly along said R.O.W. to intersect with the northwesterly R.O.W. of Crill Avenue; thence across Crill Avenue to intersect the northerly corner of Block 146, also being the southwesterly R.O.W. of Morris Street; thence southeasterly along said R.O.W. to intersect the northerly R.O.W. of Emmett Street; thence southwesterly along said R.O.W. to intersect with a northwesterly projection of the southwesterly line of BK 78 P 562; thence southeasterly along said projection and the southwesterly line of BK 78 P 562 and extended to the southerly corner of BK 133 P 252 and continue on same projection to intersect the westerly shore of St. Johns River; thence northeasterly along said river to the point of beginning, and to close.

(Note: For purposes of this description, the town plan is assumed to be oriented due north/south.)

Source: Chapter 54, Planning, Article III, Section 54-81, District Boundaries, City of Palatka, Palatka Code of Ordinances

STAFF REPORT

DATE: June 9, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

- St. Johns Avenue Streetscape Update
- Tilghman House Rehabilitation Project
- Historic Preservation Board - Gas Lamps in the South Historic District
- FY 24/25 & 25/26 Building Improvement Grant Cycle
- CRA Legislative Update
- Homelessness/Affordable Housing

PROJECT ANALYSIS

Staff Recommendation

ATTACHMENTS

1.	St Johns Ave Streetscape Renderings
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Small Business Development Center Report

STAFF REPORT

DATE: June 9, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

PROJECT ANALYSIS

Staff Recommendation

ATTACHMENTS

1.	Putnam County 2024 ECONOMIC IMPACT
2.	City of Palatka & Putnam County Impact Report - Jan.-Mar. 2025
3.	Networking Workshop 6.10.25

Florida SBDC at UNF - Putnam County 2024 ECONOMIC IMPACT

Our Impact

20 Jobs

created & retained
by Florida SBDC at UNF

\$1.54M Capital

accessed
by Florida SBDC at UNF

\$515K Loans

secured
by Florida SBDC at UNF

6 New Businesses

created with assistance from
Florida SBDC at UNF

Data recent as of May 2025

Client Success Story

Th3 Central BBQ+

"We highly recommend the SBDC to other business owners, praising the wealth of resources, knowledge, and tools available through the consultants. Our journey from Navy retirees to successful restaurant owners showcases the importance of leveraging local resources to achieve entrepreneurial success."



——— **Foday Sambolah, Owner**

Our Clients

All metrics are reported by clients through our SBDC and APEX programs unless otherwise noted.

62

Existing & Aspiring Business
Owners Consulted

\$12.1M

revenue increase

121

employees supported

AVERAGE U.S. BUSINESS
JOB GROWTH →

3.4%

AVERAGE SBDC CLIENT
JOB GROWTH →

14%

Learn more about our impact
statewide, regionally & in your district
Florida SBDC at UNF | (904) 620-2476 | unf.edu/sbdc



State Designated as Florida's Principal Provider of Business Assistance [288.001, Fla. Stat.]

The Florida SBDC Network is a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Department of Defense, State of Florida, and other private and public partners, with the University of West Florida serving as the network's headquarters. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for individuals with limited English proficiency.

Service Delivery

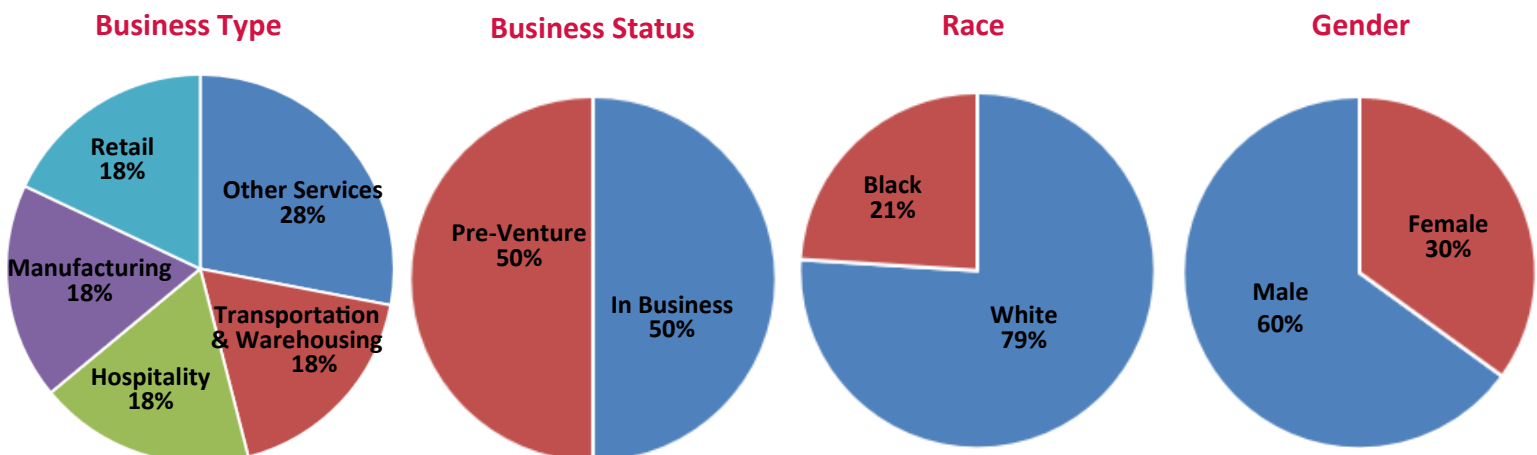
	City of Palatka	Putnam Co.	Consultant (Rick Paul)	UNF Region
Entrepreneurs Consulted	15	44	151	1,619
Total Consulting Hours	41	122	395	9,219
Number of Workshops & Events*	7	9	17	180
Attendees to Workshops & Events*	216	580	896	10,779
Jobs Created/Retained	11	18	60	142
Business Startups	1	5	8	82
Capital Investment	\$515,155	\$540,410	\$2.55M	\$24.4 M

* Workshops & Events include all workshops, virtual and in-person speaking engagements, networking events, and popup shops.

Quarterly Highlights

- Florida SBDC at UNF consultant in Palatka, Rick Paul, hosted several workshops and events. In January, SBDC worked with a franchising professional to present the “Franchise Entrepreneurship” webinar. This class was designed for attendees to learn about how franchising can align with unique skills and goals, funding options, and how to turn entrepreneurial aspirations into reality. Boasting over 50 registrants, this webinar was well-received with positive evaluations.
- In February, Rick teamed up with our St. Johns County consultant to present a Small Business Workshop Series in Hastings. Topics included business planning, marketing, financial forecasting and closing the loan. This series was well-attended and featured partnerships from Putnam County and local lender Capital City Bank. This four-part series was a great success.
- In March, Rick also hosted the “Unlock the Power of AI for Your Business” workshop presented by local web design and marketing professional Jon Minion of Rockstarr & Moon Marketing. This workshop explored simple AI tools that make it easy to automate follow-ups, generate content and manage daily tasks for small business owners. The class had over 20 registrants and everyone gave positive reviews.

Client Characteristics *



* Represents Putnam County.

Florida SBDC in Putnam County Small Business Events

Presented by:



FLORIDA'S
Putnam County
CHAMBER OF COMMERCE



Hosted by:



Small Business Social & Networking Workshop

Do you want to collaborate with other small businesses or government officials? Do you want to grow your business? Have you tapped into all the local business resources available to you? Are you thinking about opening a business in Putnam County? Want to sharpen your networking skills? It takes a collaborative effort to increase local business opportunities.

Representatives from the following agencies, businesses, and organizations will be on hand, with display tables, to discuss business with you:

- Ben Bates Realtors
- Small Business Development Center
- Rock Starr and Moon
- Ameris Bank
- Crescent City Downtown Partnership
- Putnam County Tourism
- Harvest Small Business Finance
- Career Source Northeast Florida
- Douglas Law Firm
- Palatka Daily News
- Bass Capital Radio
- The City of Palatka
- Putnam County
- Hastings Main Street
- City of Crescent City
- Town of Welaka,
- Capital City Bank
- Office Share Palatka
- Putnam Co. Chamber of Commerce
- U.S. SBA
- Putnam Co. Economic Development
- Coldwell Banker
- St. Johns River State College

Agenda:

5pm - 5:30pm | display table set up, first come first serve

5:30pm - 6:30pm | Effective Networking Workshop: how to get the most out of your networking opportunities and increase your ability not only to make connections but to build great relationships.
Presented by SBDC consultant Chris Evangelista.

6:30pm - 7:30pm | Networking, visit display tables

Bone of My Bone BBQ Food truck will be on site for food and snacks.

Event Details:

Tuesday, June 10
5:30pm - 7:30pm

Azalea City Brewing
Company
120 S 7th St,
Palatka, FL 32177

No Cost!

Register Today!

www.unf.edu/SBDC

800-450-4624

In association with:



CRA Districts Code Enforcement Report

STAFF REPORT

DATE: June 9, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

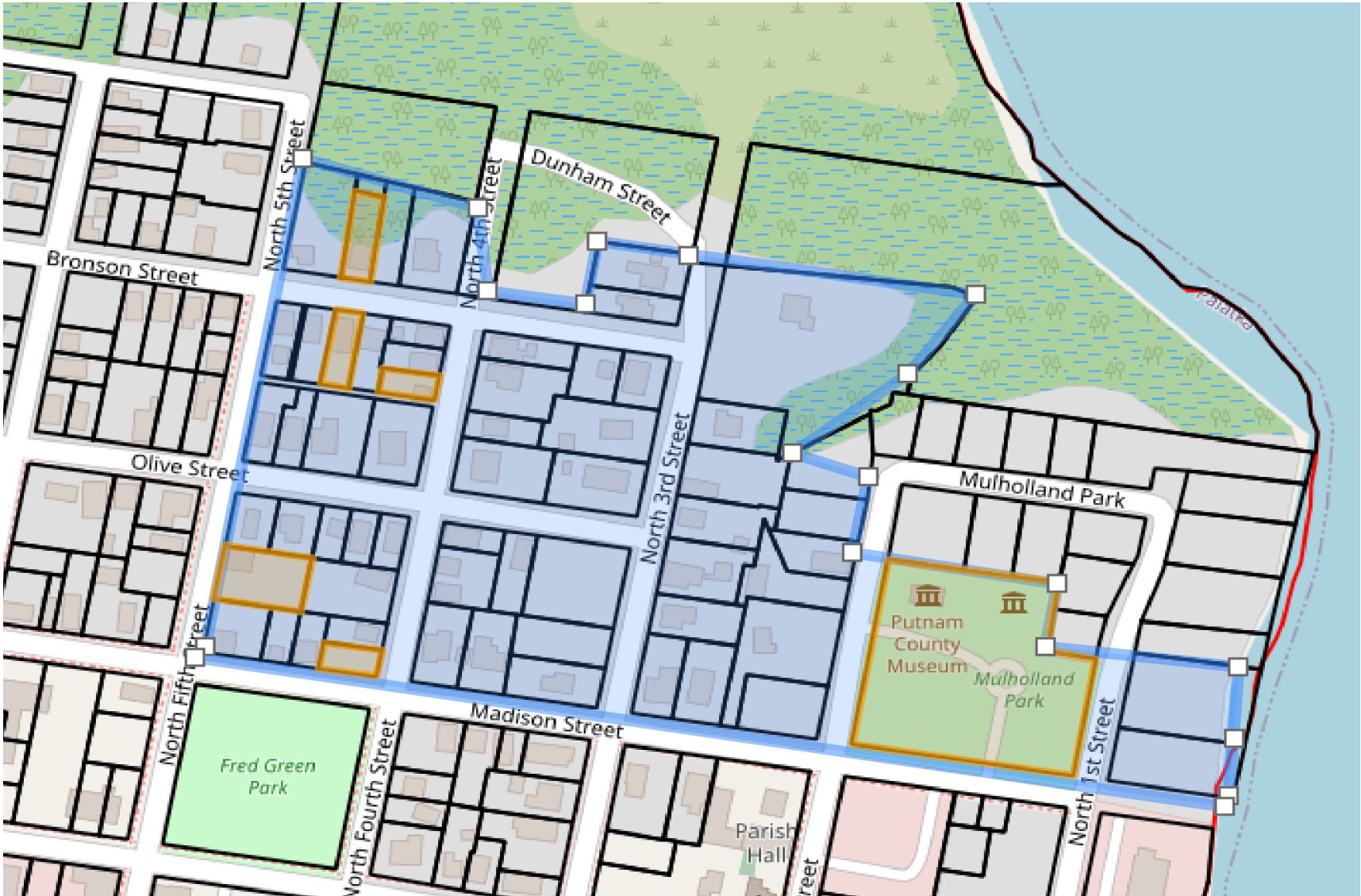
PROJECT ANALYSIS

Staff Recommendation

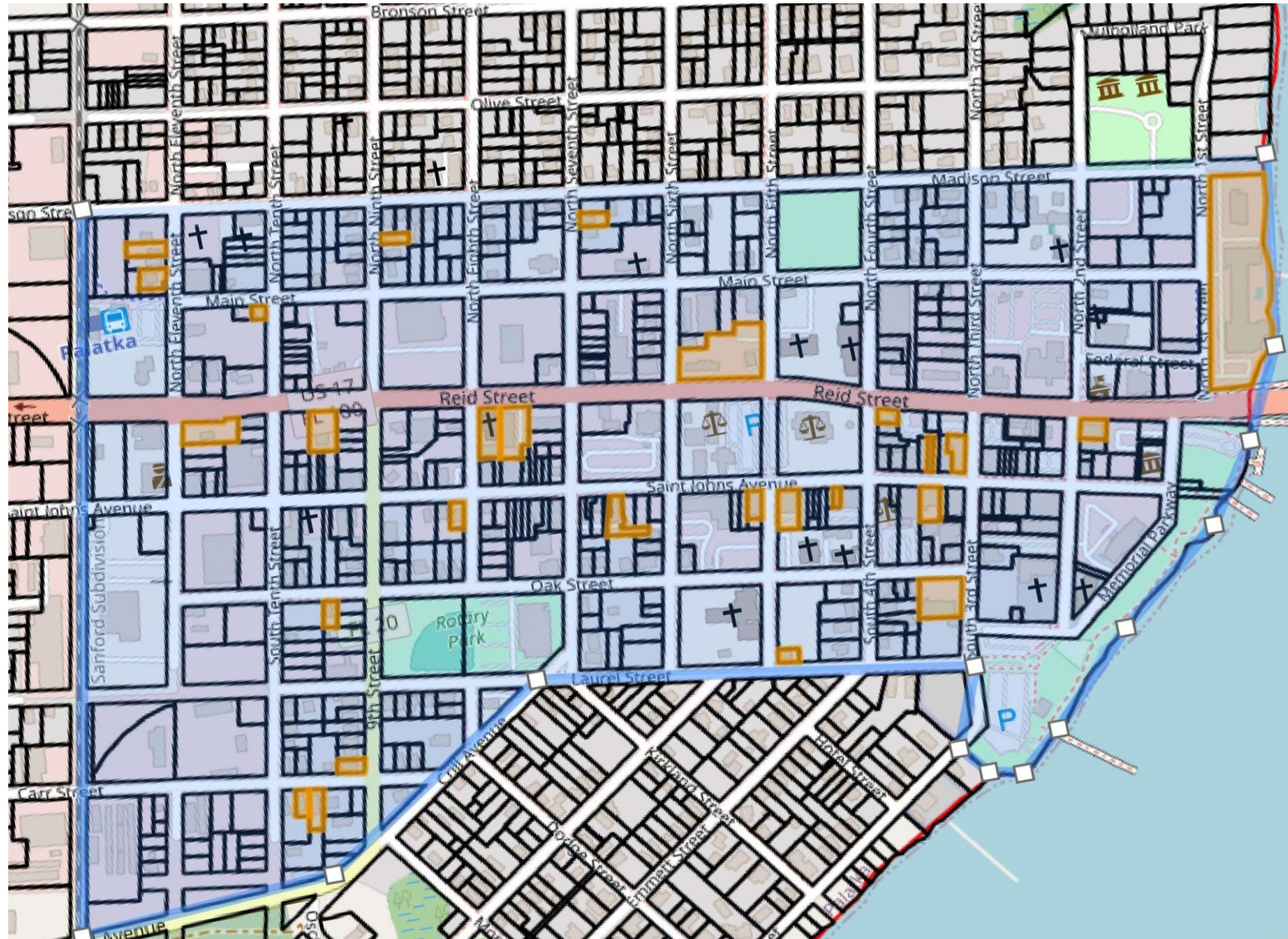
ATTACHMENTS

1.	Map of Open Code Enforcement Cases
2.	Open Code Enforcement Cases as of 5.30.2025

North Historic District Open Cases



Central Business District Open Cases



South Historic District Open Cases



Case Report Active North District

Case #	Case Date	Complaint Type	CRA District Status	Owner Address	Violation Description	Code Board Meeting Date	Compliance Deadline
2023080	4/17/2023	Property Maintenance	North	13432 PROVIDENCE RD	Property maint.		
2023178	10/18/2023	Property Maintenance	North	201 N 2nd St	Property Maint.		
2024130	8/5/2024	Property Maintenance	North	508 N 4TH ST	overgrown yard, rotten windowsills, tree limbs on roof	1/21/2025	
2024168	11/25/2024	Property Maintenance	North	415 BRONSON ST	Property maint.	2/18/2025	12/27/2024
2025011	1/14/2025	Property Maintenance	North	414 BRONSON ST	Property maint.		
2025022	2/27/2025	Property Maintenance	North	422 MADISON ST APT 4	living in camper trailer, house has some issues		

Case Report Active Central District

Case #	Case Date	Complaint Type	CRA District Status	Owner Address	Violation Description	Code Board Meeting Date	Compliance Deadline
2022037	8/1/2022	Property Maintenance	Central Business	11541 PUMPKIN SEED CT	property manit.	5/16/2023	7/17/2023
2022057	12/13/2022	Property Maintenance	Central Business	915 CARR ST			
2022058	12/13/2022	Property Maintenance	Central Business	623 ST JOHNS AV			
2023198	10/14/2023	Property Maintenance	Central Business	600 N THIRD ST	Property Maint.	7/16/2024	6/19/2024
2024001	1/3/2024	Property Maintenance	Central Business	3101 S OCEAN DR #3808	PROPERTY MAINT.	6/18/2024	
2024089	5/24/2024	Property Maintenance	Central Business	P O BOX 874	Fencing, Trees, Property Maintenance		
2024115	7/23/2024	Other	Central Business	2101 OAK ST	Property Maintenance, sign in front yard and fencing without COA		
2024160	11/5/2024	Property Maintenance	Central Business	312 KIRKLAND STREET	Property Maint.		
2024181	12/10/2024	Property Maintenance	Central Business	421 St. Johns Avenue	vacant		
2024182	12/10/2024	Property Maintenance	Central Business	583 West River Road	vacant	3/18/2025	
2024183	12/10/2024	Property Maintenance	Central Business	91 BRANSCOMB RD SUITE 17	vacant	3/18/2025	
2024187	12/13/2024	Other	Central Business	PO BOX 758	Vacant not registered		
2024189	12/13/2024	Property Maintenance	Central Business	PO BOX 639	Property Maint.		
2024191	12/18/2024	Property Maintenance	Central Business	2305 Segovia Avenue	Property Maintenance	8/19/2025	
2025007	1/14/2025	Property Maintenance	Central Business	719 REID ST	windows, paint		
2025015	2/19/2025	Junk/Unlicensed Vehicle	Central Business	10460 SW 146TH ST	vehicle parking in the roadway possibly abandoned		
2025018	2/19/2025	Property Maintenance	Central Business	205 STATE RD 207	windows, historic home		
2025030	3/19/2025	Property Maintenance	Central Business	4300 COMANCHE TRAIL BLVD	vacant building		
2025031	3/20/2025	Property Maintenance	Central Business	PO BOX 401	sign, rotten wood, paint, concrete		
2025044	4/11/2025	Building Code Violation	Central Business	421 ST JOHNS AVE SUITE 3	Sign without permit		
2025046	4/15/2025	Building Code Violation	Central Business	117 N 2ND ST	Sign facing Reid Street no approval		
2025057	4/28/2025	Property Maintenance	Central Business	201 N 1ST ST	placing concrete on lot		
2025068	5/7/2025	Property Maintenance	Central Business	911 OAK STREET	boats in yard/trash under carport/ blocking sidewalk/ trailer out front with expired tag		
2025070	5/19/2025	Building Code Violation	Central Business	PO BOX 148	Signage without permit		
2025075	5/27/2025	Property Maintenance	Central Business	516 Bronson St	building Maintenance,		

Case Report Active South District

Case #	Case Date	Complaint Type	CRA District Status	Owner Address	Violation Description	Code Board Meeting Date	Compliance Deadline
2023038	2/23/2023	Junk/Unlicensed Vehicle	South	610 KIRBY ST	vehicle not working or moved for over 4 years	3/21/2023	4/20/2023
2023055	3/13/2023	Property Maintenance	South	314 EMMETT ST	PROPERTY MAINT.		8/18/2025
2023068	4/3/2023	Property Maintenance	South	501 KIRBY ST	Roofing issues, missing windows, rotten wood	6/13/2023	10/11/2023
2023173	10/2/2023	Property Maintenance	South	201 N 2ND ST	Rotten/weakened wood, needs a fresh coat of paint		
2023193	11/1/2023	Property Maintenance	South	618 EMMETT STREET	Property Maint.		
2023194	10/14/2023	Property Maintenance	South	408 EMMETT ST	Property Maint.		
2023209	11/20/2023	Property Maintenance	South	114 DODGE ST	PROPERTY MAINT.		
2023212	11/21/2023	Property Maintenance	South	511 CRILL AVE	PROPERTY MAINT.		
2024028	2/27/2024	Property Maintenance	South	129 KIRKLAND ST	Rotten wood/ Paint deterioration		
2024135	8/7/2024	Dilapidated Building	South	313 DODGE ST	Overgrown growth, grass, structure appears unstable	2/18/2025	
2025021	2/27/2025	Other	South	603 EMMETT ST	debris large piled in right of way		
2025067	5/15/2025	Weeds	South	627 EMMETT ST	bushes blocking sidewalk		

Palatka Police Department Community Oriented Policing Services (COPS) Unit Report

STAFF REPORT

DATE: June 9, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

PROJECT ANALYSIS

Staff Recommendation

ATTACHMENTS

1.	Palatka Police Department COPS Unit Report
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Palatka Police Department

Community Oriented Policing Services (COPS) Unit

Report to the CRA Committee

Executive Summary

The Community Oriented Policing Services (COPS) Unit of the Palatka Police Department remains committed to fostering a secure, welcoming environment throughout the Community Redevelopment Agency (CRA) district and downtown business corridor. This report outlines key activities, accomplishments, and strategic initiatives conducted by the unit to support public safety, community engagement, and business continuity.

CRA & Downtown District Highlights

1. Patrol & Visibility

- Continued regular foot, bicycle, and side-by-side patrols within the CRA and downtown business district to deter criminal activity and enhance police visibility.
- Maintained proactive engagement with business owners to address real-time concerns and reduce fear of crime.

2. Business Engagement

- Conducted ongoing direct outreach to downtown businesses, offering personalized law enforcement services and timely follow-ups.
- Built trust and communication channels that support collaborative problem-solving. Providing many downtown businesses and residents with direct lines of communications with the COPS Unit to address any issues in the CRA expeditiously.

3. Homeless Outreach & Partnership with TOSS

- Partnered with TOSS (Temporary Overnight Safe Space) to implement compassionate, solutions-oriented outreach for the unhoused population.
- This initiative led to increased business owner satisfaction while upholding the rights of unhoused individuals and connecting them to essential services and decreased visibility of unhoused populations in the downtown area.

4. Special Event Support

- Played a central role in planning and executing strategic safety and traffic operations for several major events within the CRA district:
 - Bartram Frolic
 - Azalea Festival
 - Bassmaster Elite Series
 - Wolfson Children's Hospital Bass Tournament
 - Special Olympics Law Enforcement Torch Run
 - Spring/Summer Jam Concert Series
 - Blue Crab Festival
- Developed event-specific traffic plans and worked with merchants to minimize disruptions to business during high-traffic events.
- Planning of additional events that will occur in the downtown business district to increase engagement and drive residents and visitors to the CRA/downtown business district.

5. Technology & Community Tools

- Registered the Palatka Police Department with the Neighbors Application through Ring, aiming to enhance community alerting and engagement. This program will allow direct engagement with businesses and residence to provide a forum to share concerns regarding crimes, safety concerns, and a platform to share personal surveillance footage.
 - Currently developing a strategic plan to promote app participation among CRA businesses, building on the success of the existing camera registry program already established in the South Historic District.
 - Established a monthly calendar of events that includes road closures and impacts to the downtown businesses. Working with businesses to create distribution list to disseminate this information monthly.
-

Conclusion

The COPS Unit continues to align closely with the goals of the CRA by advancing safety, supporting business stability, and fostering community trust. Our strategic initiatives, community collaborations, and daily presence have contributed to a safer and more connected downtown environment. We remain dedicated to strengthening our impact in the CRA and welcome opportunities to expand on these efforts.

STAFF REPORT

DATE: June 9, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

On a monthly basis, the TIF Fund financial statements are prepared.

PROJECT ANALYSIS

Staff Recommendation

Please review the attached report and accept as reported. Comments are welcomed.

ATTACHMENTS

1.	CRA TIF APRIL 2025
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City of Palatka

TIF REVENUES
ESTIMATED VS. ACTUAL MONTHLY REPORT
66.66 % Yr Complete For Fiscal Year: 2025 / 5

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2024 BUDGET	2024 REV YTD	2025 BUDGET	CURRENT MONTH REVENUES	CURRENT YTD REVENUES	UNREALIZED	PERCENT REALIZED	
PROPERTY TAXES									
030-00-311-0-3100	DOWNTOWN REDEV COUNTY SHARE	355,722	332,807.67	402,603	0.00	377,907.85	24,695.15	93.86%	
030-00-311-0-3110	DOWNTOWN REDEV CITY SHARE	244,538	240,835.03	276,766	0.00	276,763.83	2.17	99.99%	
030-00-311-0-3200	SOUTH HISTORIC COUNTY SHARE	109,900	106,447.35	129,505	0.00	122,470.08	7,034.92	94.56%	
030-00-311-0-3220	SOUTH HISTORIC CITY SHARE	75,549	77,030.23	89,027	0.00	89,027.03	-0.03	100.00%	
030-00-311-0-3300	NORTH HISTORIC COUNTY SHARE	38,049	36,145.20	39,657	0.00	37,673.01	1,983.99	94.99%	
030-00-311-0-3330	NORTH HISTORIC CITY SHARE	26,156	26,156.34	27,262	0.00	27,261.93	0.07	99.99%	

	TOTAL	849,914	819,421.82	964,820	0.00	931,103.73	33,716.27	97.00%	
OTHER REVENUES									
030-00-366-0-0003	CONTRIBUTION - BENCHES	0	2,200.00	0	0.00	0.00	0.00	0.00%	
030-00-365-0-2000	SALE OF HAMMOCK HALL 429 KIRBY	131,926	0.00	0	0.00	0.00	0.00	0.00%	

	TOTAL	131,926	2,200.00	0	0.00	0.00	0.00	0.00%	
	TOTAL REVENUES	981,840	821,621.82	964,820	0.00	931,103.73	33,716.27	97.00%	

CASH BALANCE FORWARD									
030-00-301-0-0001	DOWNTOWN REDEVELOPMENT FORWARD	923,777	0.00	839,383	0.00	0.00	839,383.00	0.00%	
030-00-301-0-0002	SOUTH HISTORIC BALANCE FORWARD	122,286	0.00	299,314	0.00	0.00	299,314.00	0.00%	
030-00-301-0-0003	NORTH HISTORIC BALANCE FORWARD	62,739	0.00	85,311	0.00	0.00	85,311.00	0.00%	

	TOTAL	1,108,802	0.00	1,224,008	0.00	0.00	1,224,008.00	0.00%	

	TOTAL REV, TRF & CASH BALANCES	2,090,642	821,621.82	2,188,828	0.00	931,103.73	1,257,724.27	43.00%	

City of Palatka

TIF EXPENDITURES

66.66 % Yr Complete For Fiscal Year: 2025 / 5

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2024 BUDGET	2024 EXP YTD	2025 BUDGET	CURRENT MONTH EXPENDITURES	CURRENT YTD EXPENDITURES	OUTSTANDING ENCUMBRANCES	AVAILABLE BUDGET	PERCENT REALIZED	
DOWNTOWN										
030-30-580-1-1100	EXEC SALARIES TIFDT	0	0.00	38,500	3,531.36	15,552.80	0.00	22,947.20	40.39%	
030-30-580-1-2100	FICA TAX EXP TIF DT	0	0.00	2,945	232.71	1,077.45	0.00	1,867.55	36.58%	
030-30-580-1-2200	RETIREMENT EXP TIF DT	0	0.00	11,820	1,084.13	4,774.73	0.00	7,045.27	40.39%	
030-30-580-1-2300	HEALTH AND LIFE INSUR TIF DT	0	0.00	8,140	968.90	2,906.70	0.00	5,233.30	35.70%	
030-30-580-3-3100	PROFESSIONAL SERVICES	104,012	6,950.00	75,000	0.00	980.00	0.00	74,020.00	1.30%	
030-30-580-3-3105	SMALL BUSINESS DEVELOPMENT CEN	12,000	9,000.00	25,000	0.00	3,750.00	0.00	21,250.00	15.00%	
030-30-580-3-3109	MAINTENANCE CONTRACT	35,000	2,700.00	35,000	900.00	3,150.00	2,250.00	29,600.00	9.00%	
030-30-580-3-3200	AUDIT EXPENSE	10,675	5,866.00	10,775	0.00	0.00	0.00	10,775.00	0.00%	
030-30-580-3-5280	MISC EXPENSES	3,400	0.00	2,100	0.00	8.97	0.00	2,091.03	0.42%	
030-30-580-3-5401	FRA ANNUAL DUES, TRAINING & CO	4,000	864.02	5,000	0.00	611.06	0.00	4,388.94	12.22%	
030-30-580-3-5402	DEO ANNUAL DUES	175	129.50	175	0.00	148.00	0.00	27.00	84.57%	
030-30-580-6-6311	DOWNTOWN CHRISTMAS LIGHTS	25,000	20,193.00	30,000	0.00	29,133.56	0.00	866.44	97.11%	
030-30-580-6-6314	RECRUITMENT PROJECT	25,000	25,000.00	0	0.00	0.00	0.00	0.00	0.00%	
030-30-580-6-6316	WAYFINDING	15,000	0.00	3,000	0.00	0.00	0.00	3,000.00	0.00%	
030-30-580-6-6319	BUILDING IMPROVEMENT GRANT	121,000	5,031.75	160,000	0.00	30,000.00	0.00	130,000.00	18.75%	
030-30-580-6-6320	LANDSCAPING	40,000	0.00	10,000	0.00	0.00	0.00	10,000.00	0.00%	
030-30-580-6-6321	SITE AMENITIES	20,000	2,912.00	10,000	0.00	6,900.00	0.00	3,100.00	69.00%	
030-30-580-6-6328	PUBLIC ART	10,000	0.00	23,000	0.00	967.80	0.00	22,032.20	4.20%	
030-30-580-6-6329	PROPERTY AQUISITION	25,000	0.00	0	0.00	0.00	0.00	0.00	0.00%	
030-30-580-6-6400	CAPITAL OUTLAY	50,000	0.00	73,403	0.00	0.00	0.00	73,403.00	0.00%	

	TOTAL	500,262	78,646.27	523,858	6,717.10	99,961.07	2,250.00	421,646.93	19.00%	
TRANSFERS										
030-30-580-9-9106	REIMB GENERAL-ADMIN EXP	28,112	18,741.36	76,744	6,395.33	51,162.64	0.00	25,581.36	66.66%	
030-30-580-9-9108	REIMBURSEMENT-CONTR POLICE SER	0	0.00	128,246	0.00	0.00	0.00	128,246.00	0.00%	
030-30-580-9-9109	REIMBURSEMENT-CONTR CODE ENFR	0	0.00	25,276	0.00	0.00	0.00	25,276.00	0.00%	
030-30-580-9-9132	TRANSFER TO UTILITY FUND-POTAB	89,565	0.00	93,148	0.00	0.00	0.00	93,148.00	0.00%	
030-30-580-9-9134	TRANSFER TO BETTER PLACE - STR	867,831	0.00	671,482	0.00	0.00	0.00	671,482.00	0.00%	

	TOTAL	985,508	18,741.36	994,896	6,395.33	51,162.64	0.00	943,733.36	5.00%	

	DEPARTMENT TOTAL	1,485,770	97,387.63	1,518,754	13,112.43	151,123.71	2,250.00	1,365,380.29	10.00%	

SOUTH HISTORIC										
030-31-580-1-1100	EXEC SALARIES TIFSouth	0	0.00	12,100	1,109.85	4,931.36	0.00	7,168.64	40.75%	
030-31-580-1-2100	FICA TAX EXP TIFSouth	0	0.00	926	73.13	341.95	0.00	584.05	36.92%	

City of Palatka

TIF EXPENDITURES

66.66 % Yr Complete For Fiscal Year: 2025 / 5

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2024 BUDGET	2024 EXP YTD	2025 BUDGET	CURRENT MONTH EXPENDITURES	CURRENT YTD EXPENDITURES	OUTSTANDING ENCUMBRANCES	AVAILABLE BUDGET	PERCENT REALIZED	
030-31-580-1-2200	RETIREMENT EXP TIFSouth	0	0.00	3,715	340.73	1,513.96	0.00	2,201.04	40.75%	
030-31-580-1-2300	HEALTH AND LIFE INSUR TIFSouth	0	0.00	2,558	304.50	913.50	0.00	1,644.50	35.71%	
030-31-580-3-3100	PROFESSIONAL SERVICES	17,016	0.00	7,700	0.00	0.00	0.00	7,700.00	0.00%	
030-31-580-3-3200	AUDIT EXPENSE	3,355	1,843.60	3,355	0.00	0.00	0.00	3,355.00	0.00%	
030-31-580-3-5280	MISC EXPENSES	867	0.00	650	0.00	0.00	0.00	650.00	0.00%	
030-31-580-3-5400	FRA ANNUAL DUES, TRAINING	3,500	184.49	1,500	0.00	198.03	0.00	1,301.97	13.20%	
030-31-580-3-5402	DEO ANNUAL DUES	110	29.75	110	0.00	36.00	0.00	74.00	32.72%	
030-31-580-6-6120	LAND PURCHASE	30,000	11,636.13	0	0.00	0.00	0.00	0.00	0.00%	
030-31-580-6-6329	BUILDING IMPROVEMENT GRANT	65,000	0.00	160,734	0.00	0.00	0.00	160,734.00	0.00%	
030-31-580-6-6333	SIGNAGE	3,000	0.00	1,000	0.00	0.00	0.00	1,000.00	0.00%	
030-31-580-6-6337	SITE AMENITIES	3,000	0.00	1,000	0.00	0.00	0.00	1,000.00	0.00%	
030-31-580-6-6341	LANDSCAPING	4,000	0.00	3,000	0.00	0.00	0.00	3,000.00	0.00%	
030-31-580-6-6343	CAPITAL OUTLAY	60,733	0.00	61,615	0.00	0.00	0.00	61,615.00	0.00%	
030-31-580-6-6344	324 RIVER ST REPAIRS TILGHMAN	121,193	0.00	155,378	0.00	0.00	0.00	155,378.00	0.00%	

	TOTAL	311,774	13,693.97	415,341	1,828.21	7,934.80	0.00	407,406.20	2.00%	
	TRANSFERS									
030-31-580-9-9102	TRANSFER TO UTILITY- SOUTH POT	27,000	0.00	28,080	0.00	0.00	0.00	28,080.00	0.00%	
030-31-580-9-9105	REIMB GENERAL	8,501	5,667.36	26,167	2,180.58	17,444.64	0.00	8,722.36	66.66%	
030-31-580-9-9108	REIMBURSEMENT-CONTR POLICE SER	0	0.00	40,306	0.00	0.00	0.00	40,306.00	0.00%	
030-31-580-9-9109	REIMBURSEMENT-CONTR CODE ENFR	0	0.00	7,944	0.00	0.00	0.00	7,944.00	0.00%	

	TOTAL	35,501	5,667.36	102,497	2,180.58	17,444.64	0.00	85,052.36	17.00%	

	DEPARTMENT TOTAL	347,275	19,361.33	517,838	4,008.79	25,379.44	0.00	492,458.56	5.00%	
	NORTH HISTORIC									
030-32-580-1-1100	EXEC SALARIES TIFNorth	0	0.00	4,400	403.59	1,734.14	0.00	2,665.86	39.41%	
030-32-580-1-2100	FICA TAX EXP TIFNorth	0	0.00	337	26.60	119.83	0.00	217.17	35.55%	
030-32-580-1-2200	RETIREMENT EXP TIFNorth	0	0.00	1,351	123.89	532.32	0.00	818.68	39.40%	
030-32-580-1-2300	HEALTH LIFE INSURA TIFNorth	0	0.00	930	110.74	332.22	0.00	597.78	35.72%	
030-32-580-3-3100	PROFESSIONAL SERVICES	8,815	0.00	2,600	0.00	0.00	0.00	2,600.00	0.00%	
030-32-580-3-3200	AUDIT EXPENSE	1,220	670.40	1,220	0.00	0.00	0.00	1,220.00	0.00%	
030-32-580-3-5280	MISC EXPENSES	983	0.00	250	0.00	0.00	0.00	250.00	0.00%	
030-32-580-3-5400	FRA ANNUAL DUES, TRAINING	1,984	26.79	500	0.00	60.91	0.00	439.09	12.18%	
030-32-580-3-5402	DEO ANNUAL DUES	16	15.75	16	0.00	16.00	0.00	0.00	100.00%	
030-32-580-6-6319	BUILDING IMPROVEMENT GRANT	50,000	78.30	83,661	0.00	0.00	0.00	83,661.00	0.00%	
030-32-580-6-6322	GENERAL CAPITAL IMPROVEMENTS	50,000	30,117.00	31,734	0.00	0.00	0.00	31,734.00	0.00%	

City of Palatka

TIF EXPENDITURES

66.66 % Yr Complete For Fiscal Year: 2025 / 5

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	2024 BUDGET	2024 EXP YTD	2025 BUDGET	CURRENT MONTH EXPENDITURES	CURRENT YTD EXPENDITURES	OUTSTANDING ENCUMBRANCES	AVAILABLE BUDGET	PERCENT REALIZED	
	TOTAL	113,018	30,908.24	126,999	664.82	2,795.42	0.00	124,203.58	2.00%	
	TRANSFERS									
030-32-580-9-9105	REIMB GENERAL-ADMIN EXP	5,981	3,987.36	7,693	641.08	5,128.64	0.00	2,564.36	66.66%	
030-32-580-9-9108	REIMBURSEMENT-CONTR POLICE SER	0	0.00	14,657	0.00	0.00	0.00	14,657.00	0.00%	
030-32-580-9-9109	REIMBURSEMENT-CONTR CODE ENFR	0	0.00	2,889	0.00	0.00	0.00	2,889.00	0.00%	
	TOTAL	5,981	3,987.36	25,239	641.08	5,128.64	0.00	20,110.36	20.00%	
	DEPARTMENT TOTAL	118,999	34,895.60	152,238	1,305.90	7,924.06	0.00	144,313.94	5.00%	
	TOTAL EXPENDITURES	1,952,044	151,644.56	2,188,830	18,427.12	184,427.21	2,250.00	2,002,152.79	8.00%	
	CONTINGENCIES & RESERVES									
030-30-580-9-9901	CONTINGENCY/RESERVE-DOWNTOWN	40,257	0.00	0	0.00	0.00	0.00	0.00	0.00%	
030-31-580-9-9901	CONTINGENCY/RESERVE - SOUTH	91,193	0.00	0	0.00	0.00	0.00	0.00	0.00%	
030-32-580-9-9901	CONTINGENCY/RESERVE - NORTH	7,148	0.00	0	0.00	0.00	0.00	0.00	0.00%	
	TOTAL	138,598	0.00	0	0.00	0.00	0.00	0.00	0.00%	
	TOTAL EXPENDITURES, TRANSFERS, CONTINGENCIES & RESERVES	2,090,642	151,644.56	2,188,830	18,427.12	184,427.21	2,250.00	2,002,152.79	8.00%	