

GOAL 12

ECONOMIC DEVELOPMENT ELEMENT





THIS PAGE INTENTIONALLY LEFT BLANK



ECONOMIC DEVELOPMENT ELEMENT

The Economic Development Element is intended to establish a link with virtually all aspects of community life, and recognize that economic development is an essential component of a sustainable community. It seeks to support new growth and redevelopment opportunities within the community while balancing the needs of its citizens, its unique character, and its cultural, historical, and environmental resources. This element provides for an articulated and shared vision of where the City wants to go and what things residents and businesses value. It is about working together for a strong economy by creating and retaining desirable jobs, which provide a good standard of living for individuals. To be successful, economic development must function as part of the whole socio-economic environment which is constantly changing and evolving.

ECONOMIC DEVELOPMENT ELEMENT HIGHLIGHTS

1. Establishes a coordinated intergovernmental and public/ private partnership approach to lead economic development strategies;
2. Develops strategies to attract targeted industries and businesses;
3. Provides strategies to support existing businesses;
4. Promotes year-round tourism and expands visitor demand;
5. Protects existing land designated for employment-generating uses;
6. Promotes movements of goods and services through intermodal logistics centers and support of a City-wide multi-modal transportation network for travel to and from employment centers; and
7. Establishes training and educational partnership opportunities to support a qualified workforce.



THIS PAGE INTENTIONALLY LEFT BLANK



GOAL 12: ECONOMIC DEVELOPMENT ELEMENT

Objective 12.01.

Leadership and Intergovernmental Coordination

Page 12-1

Objective 12.02.

Attraction, Retention, and Expansion of Targeted Businesses

Page 12-1

Objective 12.03.

Support of Existing Businesses

Page 12-2

Objective 12.04.

Promoting Tourism

Page 12-2

Objective 12.05.

Land Use and Infrastructure Expansion

Page 12-3

Objective 12.06.

Global Logistics and Related Infrastructure

Page 12-3

Objective 12.07.

Workforce Development and Retention

Page 12-4

GOAL 12 | ECONOMIC DEVELOPMENT ELEMENT

THE CITY SHALL CREATE AND IMPLEMENT AN ECONOMIC DEVELOPMENT STRATEGY FOCUSED ON THE RETENTION, EXPANSION, AND RELOCATION OF HIGH WAGE JOBS AND TARGETED BUSINESSES, WHILE SEEKING TO DIVERSIFY THE CITY'S TAX AND EMPLOYMENT BASE TO LESSEN THE TAX BURDEN FOR EXISTING RESIDENTS AND BUSINESSES. THIS SHALL BE ACCOMPLISHED THROUGH THE PRESERVATION OF THE CITY'S UNIQUE CHARACTER, HISTORICAL, CULTURAL, AND ENVIRONMENTAL ASSETS AND THROUGH PROMOTION OF SUSTAINABLE DEVELOPMENT, REDEVELOPMENT, AND REHABILITATION OF PROPERTIES WITH EXISTING INFRASTRUCTURE AND PUBLIC SERVICES.

OBJECTIVE 12.01. LEADERSHIP AND INTERGOVERNMENTAL COORDINATION

The City shall establish a coordinated approach with local governmental entities and through public/private partnerships to provide a unified perspective and single point of contact for economic development in the City.

POLICY 12.01.01.

The City shall maintain its public-private partnership with the Nassau County Economic Development Board (NCEDB) in order to provide the City with support and a vehicle for technical and financial assistance in support of a unified economic development strategy.

POLICY 12.01.02.

The City shall continue to coordinate with and support the NCEDB in pursuit of a coordinated and unified County-wide economic development strategy.

POLICY 12.01.03.

The City shall work to enhance opportunities to leverage available economic development dollars through its partnerships with local, regional, and state organizations.

OBJECTIVE 12.02. ATTRACTION, RETENTION, AND EXPANSION OF TARGETED BUSINESSES

The City shall develop and maintain strategies to attract targeted business and industry clusters and seek to promote the retention and expansion of targeted businesses while balancing the needs of its citizens and preserving its unique character, and historical, cultural, and environmental resources.

POLICY 12.02.01.

The City, working in partnership with the NCEDB, may authorize the use of financial or other incentives to qualified targeted businesses locating or expanding within the municipal limits.

POLICY 12.02.02.

The City, working with its partner organizations, shall seek to market the City, as a whole, as a destination for its citizens, businesses, and tourists and seek opportunities that provide necessary services to support local spending.

POLICY 12.02.03.

The City shall, through its Comprehensive Plan and Land Development Code policies and implementation, continue to preserve, enhance, and improve the City's aesthetic characteristics and its historical, cultural, and environmental resources as assets to attract targeted businesses to the City.

OBJECTIVE 12.03.

SUPPORT OF EXISTING BUSINESSES

The City shall develop and maintain strategies that support and promote the expansion of existing businesses within the City, including its small businesses.

POLICY 12.03.01.

The City shall, through its own purchasing decisions and other actions, where appropriate, promote local retail purchases and supply chains between existing local companies within the City, County, and region that provide the City with the best value of its tax dollars.

OBJECTIVE 12.04.

PROMOTING TOURISM

The City shall seek to strengthen its local economy by expanding visitor demand and promoting year-round tourism while balancing the needs of its citizens and preserving its unique character, and its cultural, historical, and environmental resources.

POLICY 12.04.01.

The City, working with partner organizations, shall place a focus on high-value tourist development to attract the most economically advantageous market segments.

POLICY 12.04.02.

The City, through its Land Development Code, shall establish policies which promote high-value and sustainable tourist development which support the City's Comprehensive Plan goals for energy efficient and low impact development.

OBJECTIVE 12.05.

LAND USE AND INFRASTRUCTURE EXPANSION

The City shall protect existing land designated for employment-generating uses, whether vacant or developed, from encroachment of incompatible uses and promote sustainable development and redevelopment of properties within its designated Job Opportunity Areas.

POLICY 12.05.01.

The City's designated Job Opportunity Areas shall include the Central Business District, the 8th Street and 14th Street commercial areas, the Community Redevelopment Area (CRA), the Sadler Road/ South

Fletcher Avenue activity center, the Main Beach Activity Center at Atlantic Avenue, and the Municipal Airport. Within these areas the City, working in partnership with the NECDB, will establish a list of target industries and businesses for economic development opportunities.

POLICY 12.05.02.

The City shall prioritize the retention of land within its designated Job Opportunity Areas suitable for employment-generating uses which seek to achieve the City's goals for creating energy efficient, low impact development through sustainable building techniques. The City shall recognize this priority during its review of plan amendments, future land use map designations and/or re-zonings (as may be necessary), site plan review, and permitting processes.

POLICY 12.05.03.

The City will encourage urban development patterns which support its existing and established built environment to create a functional, compact, mix of residential uses (including qualified workforce housing), supporting civic and commercial uses, and employment opportunities within close proximity in an effort to effectively reduce the number of vehicle miles traveled for employment while providing for alternative transportation choices, energy efficiency, and enhanced quality of life.

POLICY 12.05.04.

The City, in partnership with the NCEDB, will establish a list of target industries and businesses which will be evaluated annually in order to reflect the current economic needs of the City as well as actual marketing results.

OBJECTIVE 12.06.

GLOBAL LOGISTICS AND INFRASTRUCTURE

The City shall promote faster, more efficient, and more secure movement of goods into, from, and through the region by supporting one or more intermodal logistics centers within Nassau County and the City by providing an integrated, efficient, and economical multi-modal transportation system that affords mobility, convenience, and safety which meets the needs of its citizens.

POLICY 12.06.01.

The City will coordinate with land owners and service providers of all transportation modes, state and regional agencies, and other local governments to promote the creation of a regional multi-modal transportation system that allows for the quick and efficient movement of people and freight within and out of the region while recognizing that certain roadway corridors will be congested and that congestion shall be addressed by means other than adding capacity for motor vehicles. Strategies may include but, are not limited to, needed improvements for streets and roads over which truck traffic must travel to and from port-related facilities and improvements which provide for multimodal cross-access and connectivity within and between uses in order to encourage walking, bicycling, or alternative vehicle shared-use paths.

POLICY 12.06.02.

The City, in conjunction with the Nassau County Ocean Highway and Port Authority (OHPA), will work with the North Florida TPO, the Florida Department of Transportation, and other state and regional agencies to secure adequate funding which supports the City's efforts to achieve a multi-modal transportation network.

POLICY 12.06.03.

The City shall, through a variety of methods, provide accessible, energy efficient, sustainable, and economically viable transportation options to meet the needs of its residents, employers, employees, and tourists.

POLICY 12.06.04.

The City shall investigate the availability of broadband service using existing providers, wireless networks, or municipally owned facilities to determine its needs and support expansion, where necessary, of broadband and wireless internet access in order to provide service to its residents and businesses.

OBJECTIVE 12.07.

WORKFORCE DEVELOPMENT AND RETENTION

The City shall develop and maintain a strategy to provide training for and retain a qualified workforce to support targeted industries and to better prepare its local students for future careers relating to employment within its identified target industries and businesses.

POLICY 12.07.01.

The City shall support strong partnerships with the University of North Florida (UNF), Florida State College at Jacksonville (FSCJ), and other colleges and universities in northeast Florida to prepare post-secondary students for future careers in target industries and businesses.

POLICY 12.07.02.

The City shall support K-12, post-secondary, and workforce training programs offered through FSCJ and the Nassau County School Board to enhance the competitiveness of the City's resident workforce.

POLICY 12.07.03.

The City shall support the efforts of the NCEDB to coordinate with Workforce Florida Inc., FSCJ, and the Nassau County School Board to obtain and administer grant funding that may be available to help train the local workforce in order to retain and attract businesses that create new high-quality jobs within the City and Nassau County.

POLICY 12.07.04.

The City, in order to strengthen the connectivity between, and integration of business with education, supports the cooperative efforts of the Nassau County School Board, FSCJ, the NCEDB, and other organizations to encourage and develop strategies by which business representatives can work in partnership with local schools and post-secondary education programs to ensure that those programs will effectively meet the employment needs of businesses.



Job Opportunity Areas Map

