

## **St Johns County Roundtable Minutes May 11, 2009**

ATTENDANCE: 30

GUEST: Bill Baker

APRIL MINUTES: Read by Chairman McLane. Motion to approve and carried.

TREASURERS REPORT: 45 Members with 15 Paid. \$3,910.34

COMMITTEE REPORTS: Audit Committee to report today at the Board meeting

SPEAKER: Bill Baker, Sawgrass Properties

Meeting called to order by Chairman Jim McLane at 9:00am.

Audit Committee read the report and will be attached to the minutes for review. The Committee concluded the report was precise and extensive and that the County Administrator did a good job on the report.

New residential construction is down by ½, This means the county needs to do more with less. St Augustine Ampitheatre has been a great success.

Jerry Cameron from the County reported on the Fire Department program. Audit Report motion to accept was carried.

No Old Business.

New Business: Proposed cuts to the Aquatic Preserves. See attachment.

Home Builders Associations want to have a pullback or elimination of impact fees. Mary Kohnke is suggesting stopping this movement.

Tourism Development Council came up for vote. The Chamber tried to get the percentages changed to 30% for the Arts, 30% for Recreation, 40% for Beach Renourishment.

Chamber asked for 1 cent increase for Advertising. Tax was passed on Referendum which was 30/30/40 was illegal because the 1 cent increase should have been shared by all three areas not just Recreation.

St. Augustine Ampitheatre is getting 1.5 million hits per month on their web site. It is doing more than the Tourism Development Council's web site. Mary Kohnke suggests tax for advertising should be repealed.

The Tourism Development Council is run by the Chamber and perhaps it should be revisited. TDC Workshop is meeting this week at 1 pm Tuesday and should be on the internet. Jerry Cameron said there is "a lot of concern" at the Commissioners level.

A list of persons/organizations wishing to present to the Roundtable was given to Chairman McLane including the Tourism Development Council.

The Fairgrounds are doing a good job with Horse Shows, Dog Shows, etc and the property formally was not being used to expectations.

The Mega Church Northwest was meeting today and the project was turned down.

Bill Baker from Sawgrass Properties was the guest speaker today and updated the Roundtable with a presentation of the proposed redevelopment of Sawgrass Village.

Baylor/Sawgrass owns the property. Invin/Lovett/Miller from San Francisco is the Architect. They have done many projects in Northeast Florida. Kimley/Horn is the Civil/Traffic Engineers. Rogers Towers is the Land Use Attorney.

The Shopping Center was built in phases starting in 1981-82. The mid 80's was the second phase and the last phase was started in 1999-2000.

Baylor bought the property as a core investment but it is now viewed as a tired property. In 2008 they assembled a team to analyze alternative highest/best use of property.

The range of possibilities was from paint/patch to replace with new development. The decision was based on increased capital return.

A slide show showing site and renderings for the new development designated as the Village Center for Ponte Vedra Beach.

In 1980 there was little development, the TPC course was cleared but not finished and population was 5,000. Today, most land developed into prestigious residential communities with world Class Golf and 5 Star Hotels. (TPC) with population of 40,000. The site analysis showed Sawgrass as underutilized, buildings are old and not used as an amenity. Very difficult to find stores.

The Publix, CVS, and ABC Liquors are in old buildings. Office Buildings are old and outdated so companies are looking for cheaper rents and do not generate new jobs.

The proposed plan is a dominant upscale grocery court with a variety of uses, resort shopping, ambiance should service locals with a village center concept.

The proposal is for a Main Street Environment with Parking. How many Exceptions and Waivers? 30-40 waivers with height, setback and density waivers.

The Plan; The project places a larger updated Publix in same location as existing and move CVS and ABC to northern part of property.

New 5 story office building in the West/Northwest portion of the property.

New Main Street, approximately 100 foot wide with retail first floor and apartments above both sides. Building height is 60 feet.

Apartments to be Luxury Apartments catering to young couples, retired couples, no children.

Main Street direct access by bridge from A1A, over pond to a new roundabout by Marriott entrance. Park and two new restaurants by the pond.

Two new parking garages.

Stats:

Retail Space now is 125,000, proposed 165,000

Vehicle Parking now is 730, proposed is 1440, (650 ground and 800 upper)

Residences now is 0, proposed is 325 apartments.

Office Space now is 24,000 square feet, proposed is 65,000 square feet.

Width of Main Street 100 foot approximate.

Traffic Study: Not required, Concurrency Grandfathered

The first phase will be 15 months with the moving of CVS and ABC and the major Publix update.

Job creation for Construction is 865 with 340 permanent jobs. Investment of \$130,000,000.