



Downtown Development Review Board (DDRB)

**Ed Ball Building, 214 N. Hogan Street
8th Floor, Conference Room 825
Jacksonville, FL. 32202**

Thursday, May 17, 2018 – 2:00 PM

Members:	Ex-Officio and Staff Distribution:
Joseph Loretta, Chairman	Bill Joyce, Public Works Department
William J. Schilling Jr., Vice Chairman	Council Member, Greg Anderson, At Large Grp 4
Trevor Lee, Secretary	Dr. Johnny Gaffney, Mayor’s Office
Rafael Caldera, Board Member	Brad Thoburn, JTA Representative
Craig Davisson, Board Member	Jacob Gordon, DVI, Ex-Officio Member
Carol Worsham, Board Member	Michael Sands, PW/Dev. Mgt., Ex-Officio Member
Frederick Jones, Board Member	Public Affairs Office, James Croft
Christian Harden, Board Member	
Staff Distribution:	Office of General Counsel: Jason Teal, Esq.
Aundra Wallace, DIA CEO	
Guy Parola, DIA Operations Mgr.	
Jim Klement, DDRB Development Coordinator	
Karen Underwood-Eiland, DDRB Executive Secretary	
I.	CALL TO ORDER – Chairman
II.	ACTION ITEMS – Chairman
	A. Approval of the April 19, 2018 DDRB Regular Meeting Minutes
	B. DDRB 2017-022, The Dora Block, Distillery and Restaurant – Deferred
	1. WLD-17-32 Waiver Liquor Distance, 310 Chelsea St., Restaurant
	2. WID-17-33 Waiver Liquor Distance, 301 Spruce St, Distillery
	3. Final Approval with Deviations (TBD) Agent Steve Diebenow,
	C. DDRB 2018-004, 100 West Bay Street, Hotel Conversion, Final Review
	D. DDRB 2018-012 Jones Brothers Building Mixed Use development, Conceptual Review
	E. DDRB 2018-006, Main & Forsyth Parking Garage, Final Approval
III.	INFORMATION/DISCUSSION ITEMS Chairman

May 17, 2018
Downtown Development Review Board Meeting

IV.	OLD BUSINESS – Chairman
V.	NEW BUSINESS – Chairman
VI.	PUBLIC COMMENTS – Chairman
VII.	ADJOURNMENT – Chairman Next Scheduled Meeting: June 21, 2018



Downtown Development Review Board (DDRB)
Ed Ball Building, 214 N. Hogan Street
Suite 825, 8th Floor, Jacksonville, FL. 32202

Thursday, May 17, 2018 - 2:00 p.m.

MEETING MINUTES

Board Members Present: J. Loretta, Chair; B. Schilling, Vice Chair; T. Lee, Secretary; R. Caldera; C. Davisson; and C. Harden

Board Members Not Present: F. Jones and C. Worsham

DIA Staff Present: Guy Parola, Operations Manager, Jim Klement, Development Redevelopment Coordinator and Karen Underwood-Eiland, Executive Assistant

Representing Office of the Mayor: Dr. Johnny Gaffney

Representing Office of City Council: None

Representing Office of General Counsel: Jason Teal

I. CALL TO ORDER

Meeting Convened: 2:00 p.m.

Chairman Loretta called the meeting to order at 2:00 p.m. and the members identified themselves for the record.

Chairman Loretta asked anyone wishing to speak on a particular project to complete a public speaker card and to provide them to Karen. He also reminded Board Members to disclose any ex-parte communication with any of the applicants presenting projects today or conflicts of interest prior to the item being addressed by the Board.

II. ACTION ITEMS

A. APPROVAL OF THE APRIL 19, 2018 DDRB MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER SCHILLING AND SECONDED BY BOARD MEMBER DAVISSON APPROVING THE APRIL 19, 2018 DDRB REGULAR MEETING MINUTES.

THE MOTION PASSED UNANIMOUSLY 5-0-0.

B. DDRB 2017-022, REQUEST FOR THE DORA BLOCK, FINAL APPROVAL.

1. WLD-17-32 Waiver Liquor Distance, 310 Chelsea Street Restaurant
2. WLD-17-33 Waiver Liquor Distance, 301 Spruce Street Distillery
3. Final Approval with Deviations (TBD) Agent Steve Diebenow

This item was deferred.

C. DDRB 2018-004, 100 WEST BAY STREET, FINAL REVIEW, HOTEL CONVERSION- FINAL REVIEW.

Jim Klement provided a summary of DDRB Application 2018-004, Hotel Indigo and Rooftop Restaurant and bar, located at Southwest Corner Bay Street and Laura Street.

Brooke Robins, Applicant provided a presentation for final review.

A MOTION WAS MADE BY BOARD MEMBER CALDERA AND SECONDED BY BOARD MEMBER SCHILLING RECOMMENDING FINAL APPROVAL OF DDRB 2018-004 INCLUDING PLACE HOLDER FOR BUILDING MASTER SIGNAGE AS SHOWN ON PRESENTATION REFERENCED ON MAY 17, 2018.

THE MOTION PASSED UNANIMOUSLY 4-0-0.

D. DDRB 2018-012, JONES BROTHER BUILDING MIXED USE DEVELOPMENT- CONCEPTUAL REVIEW.

Jim Klement provided a summary of DDRB Application 2018-012 Jones Brothers Mixed Use Phased Project – Jones Brothers Furniture Bldg. and Western Union Bldg.

Board Member Harden entered the proceedings.

Brooke Robins, Applicant provided a presentation for conceptual review.

Board Member Caldera addressed concerns regarding the north and south elevation, window and signs.

Chairman Loretta inquired about the current proposed window elevations. Ms. Robbins responded that they have the entire window frontage needed. They are working with the historic guidelines. Chairman Loretta asked if unit A could be bigger than the access to the stairwell go directly in, versus a four, eight foot extension. Ms. Robbins replied because they need it listed as part of the fire marshal for separation.

Board Member Davisson inquired about the zero lot line.

Board Member Schilling referenced that the proposed windows on the north and south are a different style than the ones on the east and west. Ms. Robbins replied that it was intentional from working the MPS group guidelines.

A MOTION WAS MADE BY BOARD MEMBER LEE AND SECONDED BY BOARD MEMBER SCHILLING RECOMMENDING CONCEPTUAL APPROVAL OF DDRB 2018-012, JONES BROTHERS MIXED USE WITH THE FOLLOWING CONDITIONS:

- A. The developer shall apply for and receive a deviation from *Sec. 656.361.14 River Views and Height of Buildings and Structures* to allow for an overall building height exceeding the 45 foot limits for the Jones Brothers Building.**
- B. The developer shall apply for and receive a deviation from *Sec. 656.361.16 Off-Street Parking Overlay* to allow for a reduction in the parking requirement.**
- C. The developer shall apply for and receive a deviation from *Sec. 656. 361. 18 Transparency* for the “Western Union” building frontage facing Church Street.**
- D. The developer shall receive applicable development rights form DIA prior to DDRB Final Approval.**

Note: The conceptual approval only for Jones Brothers Building, additional information will be required for the future development of the Western Union Building.

THE MOTION PASSED UNANIMOUSLY 5-0-0.

E. DDRB 2018-006, MAIN & FORSYTH PARKING GARAGE, FINAL APPROVAL.

Jim Klement provided a summary of Application 2018-016. A workshop was held on March 28, 2018 to address the architectural element of spacing on Dora Street frontage. The applicant has modified their Main Street frontage design to accommodate future retail possibilities.

Thomas Hurst, Dasher Hurst Architect presented a PowerPoint presentation.

A MOTION WAS MADE BY BOARD MEMBER HARDEN AND SECONDED BY BOARD MEMBER CALDERA RECOMMENDING FINAL APPROVAL FOR DDRB 2018-016, MAIN & FORSYTH PARKING GARAGE WHICH ALSO INCLUDED PLACE HOLDERS FOR SIGNS AS SHOWN IN EXHIBITS PRESENTED MAY 17, 2018

THE MOTION PASSED UNANIMOUSLY 6-0-0.

III. INFORMATION/DISCUSSION ITEMS

NONE

**IV. OLD BUSINESS
DESIGN GUIDELINES**

Chairman Loretta reminded the Members about the sharing of information to provide comments regarding DDRB Code revisions.

Board Member Schilling inquired about the deadline. Jim Klement and Guy Parola confirmed the date of May 23.

Board Member Harden commented that it was important to take into consideration that the nature of real estate development, to avoid obstacles for a potential developer. Jim Klement stated that staff has conducted a compilation of the waivers and acceptance of the deviations.

Jim Klement stated that members have to participate and provided questions below:

- **Is there a better way to address heights than the underlying zone**
- **Is there a better way to address parking reductions**
- **Review on each an administrative review for plant materials.**
- **Design criteria's helped to mitigate others.**
- **Understanding Streetscape standards are needed.**
- **Would like to see this board focusing on the improvement of quality of the projects from a design and retail ground-level perspective.**
- **Making the City more walkable, pedestrian friendly.**
- **The DDRB should improve the quality of life as a base-line.**
- **Better guidelines would give the visitor, developer, and resident flexibility.**

Guy Parola stated whatever changes have to go back through the DDRB and DIA.

Board Member Harden didn't think that the role of the DDRB was to try to create more regulation that makes it more difficult, but rather a project was done within context, protecting other people property rights.

Chairman Loretta pointed out the simple way to do this was to vet out things that are poor decisions to minimize the poor decisions that the development will create. That would put the DDRB in a better situation to make approval on a quicker fashion.

Board Member Lee commented that more feedback from applicants would be needed. Guy Parola pointed out that the end result will get the board to that situation. He recommended taking a page out of the book of the sub-division regulations and an opportunity to have some of the frequent flyers involved.

Board Member Davisson commented that the process for the overlay could be confusing to someone that is coming into town. How do you make it more inviting to someone that wants to do business in Jacksonville?

Board Member Caldera commented about the need to understand historical buildings downtown.

V. NEW BUSINESS
NONE

VI. PUBLIC COMMENTS
NONE

VII. ADJOURNMENT

There being no further business, Chairman Loretta adjourned the meeting at approximately 4:20 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, an audio CD is available upon request. Please contact Karen Underwood-Eiland, Downtown Investment Authority at (904) 630-3492 or by email at karenu@coj.net.