



Downtown Development Review Board (DDRB)
City Hall
St. James Building, 117 W. Duval Street
First Floor, Lynwood Roberts Room
Jacksonville, FL. 32202

Thursday, April 19, 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 February 15, 2018 DDRB Regular Meeting Minutes
	B. Approval of the March 15, 2018 DDRB Regular Meeting Minutes
	C. 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,
	D. DDRB 2018-004, 100 West Bay Street, Final Review, Hotel conversion - Deferred
	E. DDRB 2018-012 Jones Brothers Building Mixed Use development - Deferred
	F. DDRB 2018-010, Lofts at Jefferson Station, Final Approval
	G. DDRB 2018-011, Ashley Square, Conceptual Approval
	H. DDRB 2018-006, Main & Forsyth Parking Garage, Final Approval - Deferred

April 19, 2018
Downtown Development Review Board Meeting

	I. DDRB 2018-002 Sports and Entertainment Complex Sign, Approval
	J. DDRB 2016-014 JRTC, Final Approval with Deviations-
III.	INFORMATION/DISCUSSION ITEMS Chairman
IV.	OLD BUSINESS – Chairman
V.	NEW BUSINESS – Chairman
VI.	PUBLIC COMMENTS – Chairman
VII.	ADJOURNMENT – Chairman Next Scheduled Meeting: May 17, 2018



Downtown Development Review Board (DDRB)
City Hall at St. James, Building
117 W. Duval Street
Lynwood Roberts Room, First Floor

Thursday, April 19, 2018 - 2:00 p.m.

MEETING MINUTES

Board Members Present: B. Schilling, Vice Chair; R. Caldera; C. Davisson; C. Harden; F. Jones and C. Worsham

Board Members Not Present: J. Loretta, Chair; and T. Lee

DIA Staff Present: 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: Susan Grandin

I. CALL TO ORDER

Meeting Convened: 2:00 p.m.

Acting Chairman Schilling 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 FEBRUARY 15, 2018 DDRB MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER JONES AND SECONDED BY BOARD MEMBER WORSHAM APPROVING THE FEBRUARY 15, 2018 DDRB REGULAR MEETING MINUTES.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

B. APPROVAL OF THE MARCH 15, 2018 DDRB REGULAR MEETING MINUTES.

A MOTION WAS MADE BY BOARD MEMBER WORSHAM AND SECONDED BY BOARD MEMBER HARDEN APPROVING THE MARCH 15, 2018 DDRB REGULAR MEETING MINUTES.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

C. 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.

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

This item was deferred.

E. DDRB 2018-012, JONES BROTHER BUILDING MIXED USE DEVELOPMENT

This item was deferred.

F. DDRB 2018-010, LOFTS AT JEFFERSON STATION, FINAL APPROVAL.

Jim Klement provided a summary of Application 2018-010. DDRB Application 2018-010 is before the DDRB seeking Final Approval of a “Master Development Plan” for a 133 unit multi-family project. The project received Conceptual Approval March 15, 2018.

Ryan Hoover, President TVC Development Inc. presented a PowerPoint presentation.

Susan Grandin suggested that Chairman Schilling read the criteria and asked if everyone agrees with the staff report.

The Findings Deviation Criteria’s were read and the Board agreed.

A MOTION WAS MADE BY BOARD MEMBER JONES AND SECONDED BY BOARD MEMBER HARDEN APPROVING DDRB 2018-010, LOFTS AT JEFFERSON STATION FOR FINAL APPROVAL WITH THE FOLLOWING DEVIATIONS

1. **Approved a deviation from §656.361.14 *River Views and Height of Buildings and Structures*; to increase building height to a maximum of 64 excluding appurtenances.**

2. Approved a deviation from §656.361.16 *Off-Street Parking Overlay* to provide 149 parking spaces for the development; and

3. Approved the Final DDRB application for overall development plans as submitted for *Lofts at Jefferson Station*, dated April 19, 2018.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

G. DDRB 2018-011, ASHLEY SQUARE, ELDERLY RESIDENTIAL CONCEPTUAL APPROVAL

Jim Klement provided a summary of the project. DDRB Application 2018-011 is before the DDRB seeking conceptual approval of a “Master Development Plan” for a 120 unit multi-family project.

Shawn Wilson President of Blue Sky Communities, LLC provided a presentation. Terry Barton, CEO of Aging True Community Senior was present to answer any questions.

A MOTION WAS MADE BY BOARD MEMBER JONES AND SECONDED BY BOARD MEMBER WORSHAM RECOMMENDING DDRB CONCEPTUAL APPROVAL SUBJECT TO THE FOLLOWING CONDITIONS:

- A. Prior to Final Approval by the DDRB, the applicant shall receive a deviation from §656.361.14 *River Views and Height of Buildings and Structures*; to increase building height. The applicant will address §656.361.22 *Deviations from standards by Downtown Design Review Board (a) thru (e)* and address §656.361.14- *River views and Height of Buildings and Structures (b) (1) thru (5)*.**

Additionally, there was discussion from the Board requesting the applicant address the westerly façade of the proposed development (facing existing development) and evaluate opportunities for window and material treatment.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

Mr. Wilson stated that they would work with staff prior to final to gain the Board’s input on what would be proposed.

Jim Klement suggested having the applicant bring in sketches to make them available to the Board at the final meeting.

H. DDRB-2018-005, MAIN & FORSYTH PARKING GARAGE, FINAL APPROVAL

This item was deferred.

I. DDRB 2018-002 SPORTS AND ENTERTAINMENT COMPLEX SIGN APPROVAL

Jim Klement provided a summary of the project. DDRB Application 2018-002 is before the DDRB seeking review and approval for a “Sports and Entertainment Complex Digital sign”. The site is located at the Sports and Entertainment Complex.

Keith Van Der Leest, Assistant General Manager, SMG provided a presentation. Bill McConnell, General Manager SMG, Joey Bergman, Office of Sports and Entertainment, John Sawyer, OGC, and Mike Kempany, Daktronics were available to answer any questions.

Public Comments:

Jason Lindsey commented that he was in opposition of the sign. He recommended the members to stand in the front of the Times Union Performing Arts Center and the Marquee. He was in support of the sign being built after SMG and The City of Jacksonville repair, rebuilt and restores a functioning marquee in from the Times Union Performing Art Center.

Jim Klement stated that a new budget year is forthcoming. Dr. Gaffney concurred and noted that right before budget times are the perfect opportunity for discussion. He noted that the presentation was great and will take the discussion to the Mayor’s office.

Board Member Lee stated that he is looking forward to looking at the commodore expressway being beautified in some context down the road. This project would really help to showcase world class events coming to Downtown.

Board Member Worsham commented about the relationship of the sign and how it relates to ground level beautification.

Chairman Schilling reviewed the guidelines within the S656.1337.

- a) *Compatible with and an enhancement of the character of the surrounding area and adjacent architecture when considered in terms of scale, color, materials, lighting levels, and adjoining uses. The Board agreed.*
- b) *Compatible with and enhancement of the architectural characteristics of the buildings on which they appear when considered in terms of scale. Proportion, color, materials and lighting levels. The Board Agreed*
- c) *Appropriate to and expressive of the Business or activity for which they ae displayed. The Board agreed*

- d) *Creative in the use of unique two and three dimensional form, profile, and iconographic representation; employ exceptional lighting design and represent exceptional graphic design including the outstanding use of color, pattern, typography and materials. Signage which simply maximizes allowable size is strongly discouraged. The Board agreed*
- e) *Be of high quality, durable materials appropriate to an urban setting. The Board agreed*
- f) *Consistent with any and all design objectives of the Downtown Master Plan. The Board agreed.*

A MOTION WAS MADE BY BOARD MEMBER JONES AND SECONDED BY BOARD MEMBER WORSHAM APPROVING THE FINAL DDRB APPLICATION 2018-002 FOR THE SPORTS AND ENTERTAINMENT COMPLEX DIGITAL SIGN AS ILLUSTRATED AND SUBMITTED.

THE MOTION PASSED UNANIMOUSLY 6-0-0.

J. DDRB 2016-014 JRTC, FINAL APPROVAL WITH DEVIATIONS

Mr. Klement provided a summary of Application 2016-014. The DDRB Application 2016-014 is before the DDRB seeking Final Approval for the proposed Jacksonville Regional Transportation Center. This project is the next phase proposed by the JTA as they proceed with planning transportation improvements.

Brad Rhodes, Project Architect at Pond & Company and Michael Baker International, Marty Child, Landscape Architect provided a presentation.

The Board members addressed concerns regarding the pedestrian bridge and landscaping on the main entry plaza.

Board Member Jones recused from voting on the project.

The board reviewed and agreed the Findings Deviation Criteria.

A MOTION WAS MADE BY BOARD MEMBER CALDERA AND SECONDED BY BOARD MEMBER HARDEN APPROVING DDRB 2016-014 JRTC (JTA ADMIN BLDG AND BUS TRANSFER FACILITY WITH THE FOLLOWING DEVIATION:

- 1. Approved the deviation from §656.361.20-*Streetscape Design Standards* to allow an alternative streetscape for street frontage development; and then**

A MOTION WAS MADE BY BOARD MEMBER HARDEN AND SECONDED BY BOARD MEMBER WORSHAM APPROVED THE FINAL DDRB APPLICATION FOR OVERALL DEVELOPMENT PLANS AS SUBMITTED FOR JRTC, PRESENTED APRIL 19, 2018 SUBJECT TO THE FOLLOWING CONDITION:

A. DEFERRED APPROVAL OF THE PEDESTRIAN ELEVATED BRIDGE TO ADDRESS FURTHER DESIGN CONSIDERATIONS.

The MOTION PASSED 5-1-(Board Member Jones Abstained) - 0.

III. INFORMATION/DISCUSSION ITEMS

NONE

IV. OLD BUSINESS

NONE

V. NEW BUSINESS

Mr. Klement commented about the revision of the design guidelines.

Susan Grandin stated that the regulations would be reviewed which are in the code. The Downtown Design Guidelines are in a separate document. The DDRB would be charged with coming up with amendments to the design guidelines and go through DIA for approval.

Board Member Davisson and Board Member Worsham considered for an RFP to be sent out to a professional to engage with the DIA regarding the design criteria's.

Board Member Caldera stated that those are complicated changes and an attempt was made during the time when Chairman Miller was on the DDRB. He recommended for the DIA staff to examine how the DDRB could be of any assistance with a workshop to make recommendations.

Jim Klement stated that he will try to schedule individual appointments with the DDRB.

VI. PUBLIC COMMENTS

NONE

VII. ADJOURNMENT

There being no further business, Chairman Schilling adjourned the meeting at approximately 4:47 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.