CITY OF JACKSONVILLE
DOWNTOWN DEVELOPMENT REVIEW BOARD MEETING

Proceedings held on Thursday, April 21, 2022,
commencing at 2:00 p.m., at City Hall, Lynwood Roberts Room, 117 West Duval Street, Jacksonville, Florida, before Diane M. Tropia, FPR, a Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:
TREVOR LEE, Chairman.
MATT BROCKELMAN, Board Member, via Zoom.
FREDERICK JONES, Board Member.
CRAIG DAVISSON, Board Member.
CHRISTIAN HARDEN, Board Member.
WILLIAM J. SCHILLING, JR., Board Member.
JOSEPH LORETTA, Board Member.
GARY MONAHAN, Board Member.
ALSO PRESENT:
GUY PAROLA, DIA, Operations Manager
LORI RADCLIFFE-MEYERS, Redevelopment Coordinator. Susaitarandin, Office of General Counsel XZAVIER CHISHOLM, Administrative Assistant.

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## PROCEEDINGS

April 21, 2022
2:00 p.m.

THE CHAIRMAN: Thank you, everybody, for coming.

I'll call to order the meeting of the Downtown Development Review Board for Thursday, April 21st, 2022.

Our first action item today is the approval of the March 17th, 2022, regular meeting minutes.

Is there any discussion on those meeting minutes?

BOARD MEMBERS: (No response.)
THE CHIARMAN: Hearing none, I'll accept a motion.

BOARD MEMBER SCHILLING: Move to approve.
THE CHIARMAN: I have a motion to approve by Mr. Schilling.

BOARD MEMBER MONAHAN: Second.
THE CHIARMAN: Second by Mr. Monahan.
Thank you.
All those in favor, please say aye.
BOARD MEMBERS: Aye.
THE CHIARMAN: Any opposed?
BOARD MEMBERS: (No response.)
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THE CHIARMAN: Great. Thank you. We'll move on to our second agenda item, DDRB 2022-003, Fidelity special sign exception.

And, Ms. Radcliff-Meyers, can we have a staff report, please?

MS. RADCLIFFE-MEYERS: Yes. Thank you, Chairman Lee.

Again, my name is Lori Radcliffe-Meyers with the Downtown Investment Authority, and I will be presenting the staff report for the Fidelity special sign exception.

DDRB application 2022-003 seeks approval for a special sign exception to allow for two 835.25 square feet wall signs on nonstreet frontage walls.

The request is to replace two existing wall signs, as seen in this image (indicating), which are roughly 600 square feet, with two new signs, which would be 835.25 square feet each.

The property is zoned PUD, so Planned Unit Development, but the signage is not regulated by the PUD, so the signage defaults to the downtown sign overlay.

Per the ordinance, wall signs painted on or affixed to buildings up to five stories in

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height shall not exceed 10 percent of total area of the facade fronting the street or 300 square feet, whichever is less. And buildings over five stories shall not exceed 10 percent of the total area of the facade fronting a street, or 400 square feet, whichever is less.

The applicant is requesting a special sign exception to allow for an increase in the maximum square footage. The building is an eight-story building. And as mentioned, the existing signs are around 600 square feet.

The increase in the square footage for the signs would not overwhelm or detract from the building and the coloring of the signs is consistent with the Fidelity branding.

Many of the surrounding buildings in the area have large wall signs that are similar to the signs proposed. You can see, like, the Florida Blue, the TIAA Bank.

So again, based on this information, the Downtown Development Review Board staff recommends approval of DDRB application 2022-003 for a special sign exception to the Downtown Overlay District to allow for two wall

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signs on nonstreet frontage walls totaling 835.25 square feet each.

And this concludes the staff report and staff is available for questions.

Thank you.
THE CHAIRMAN: Thank you,
Ms. Radcliff-Meyers.
Could we have the applicant please make their presentation? If there is one.

And as a reminder to any speaker that comes up to the podium, please state your name and address for our record.
(Audience member approaches the podium.)
AUDIENCE MEMBER: My name is Tyler
Charles. I'm with Southeastern Lighting
Solutions.
I'm just here for any questions you guys might have on the proposal for the new signage.

Everything -- a couple of years -- we're replacing like for like as far as mounting and everything, but everything will be brought to a newer sign design, which -- better illumination, newer illumination, better LEDs, better quality power supplies, better bulb material being used in the products, so it

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would be -- it would be a big update for all the signage that goes on the building.

THE CHAIRMAN: Thank you.
And if you could state your address for the record, please.

MR. CHARLES: Our address?
THE CHIARMAN: Yes.
MR. CHARLES: I'm sorry. 821 Ventures
Court, Daytona Beach, Florida.
THE CHAIRMAN: Great. Thank you.
Mr. Chisholm, are there any public comments?

MR. CHISHOLM: There are not, Mr. Chair.
THE CHAIRMAN: Great. Then we'll move on to board comments.

Ms. Radcliffe-Meyers.
MS. RADCLIFFE-MEYERS: I'm sorry, Chairman Lee.

I just wanted to also let you know that
Board Member Matt Brockelman has joined us online as well.

THE CHAIRMAN: Great.
Thank you, Mr. Brockelman.
And before we begin board comments, I'd
like to recognize Councilman Ferraro.
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Thank you for joining us. COUNCIL MEMBER FERRARO: Thank you. THE CHIARMAN: Council Member Boylan, thank you for joining us.

COUNCIL MEMBER BOYLAN: Thank you. I appreciate that.

THE CHIARMAN: We'll start with board comments.

How about Mr. Brockelman?
BOARD MEMBER BROCKELMAN: Thank you, Mr. Chairman.

No comments at this time.
THE CHAIRMAN: Thank you.
How about Mr. Monahan?
BOARD MEMBER MONAHAN: Thank you, Mr. Chair.

No comments.
THE CHAIRMAN: Mr. Davisson.
BOARD MEMBER DAVISSON: This question goes to Lori.

So the existing sign, 600 square feet, the allowable is 400 square feet, so they're wanting double what the allowable is?

MS. RADCLIFFE-MEYERS: Correct.
BOARD MEMBER DAVISSON: Is there any
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reason why?
MR. CHARLES: Better visibility and more legible for the signs. The logo will be increased in size, so you can actually see the logo from the distance that it's at from the ground. And then the -- the sign band is just being spread out slightly a little bit more so you can actually read the letters without being so convoluted in the one little spot.

BOARD MEMBER DAVISSON: You know, this -the existing sign is significantly larger than what's allowable to begin with, so -- that's my comment.

THE CHAIRMAN: Mr. Schilling.
BOARD MEMBER SCHILLING: Yeah. Thank you, Mr. Chairman.

And I'm just going to ask maybe to -- to staff, is -- you know, if I hold this one page, it shows the proposed to the existing. To me, looking at this, it almost looks identical other than color, so --

And you may have answered this, but is it because the sign -- the letters are slightly taller and it's stretched out a little bit, we get that extra area; is that --

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MS. RADCLIFFE-MEYERS: Yeah. Board Member Schilling, through the Chair, so if you -- it's really the logo because the way that we measure
the sign, we take the outer edges of -- even the largest, if it's the logo. And then that's measured and then the length of the sign, and so they have spread out the letters a little bit to be more legible. So then that's where you get the increase in the square footage.

BOARD MEMBER SCHILLING: Okay. Thank you.
I think it looks very similar, so thank
you for that.
Thank you, Mr. Chairman.
THE CHAIRMAN: Thank you, Mr. Schilling.
Mr. Harden.
BOARD MEMBER HARDEN: Sorry for my late arrival, but I had to see the sign and review the package.

I have no comments.
THE CHAIRMAN: Thank you.
Mr. Loretta.
BOARD MEMBER LORETTA: I have no comments.
I'm in support.
Thank you.
THE CHIARMAN: Thank you.
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Mr. Jones.
BOARD MEMBER JONES: Likewise, Mr. Chair, in support.

THE CHAIRMAN: Council Member Boylan, any comments?

COUNCIL MEMBER BOYLAN: No.
THE CHIARMAN: Council Member Ferraro, any comments?

COUNCIL MEMBER FERRARO: I think it looks good.

THE CHAIRMAN: Thank you.
I also have no additional comments to add
to it. And -- so no other comments.
I'll take a motion.
BOARD MEMBER LORETTA: Motion for approval.

THE CHAIRMAN: I have a motion for approval from Mr. Loretta.

BOARD MEMBER HARDEN: Second.
THE CHIARMAN: A second from Mr. Harden.
Is there any further discussion on this item?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: Hearing none, I'll take a vote.

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## Voting Conflict, filed by Board Member

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Schilling, prior to this meeting must be read publicly at the next meeting, after the form was filed.

So pursuant to that requirement, Board Member Bill Schilling declares a conflict on DDRB 2022-004, Jones Brothers adaptive reuse for the following reasons: My employer, Kimley-Horn and Associates, is retained by and performing services for Corner Lot Development Group on other projects in the Northeast Florida area.

THE CHAIRMAN: Thank you, Ms. Radcliff-Meyers.

BOARD MEMBER LORETTA: If I may, I also have a voting conflict on this because our team is working on the project. So I'm sorry, I don't know -- I didn't -- I was not aware that I needed to notify you in advance of the meeting on that.

MS. RADCLIFFE-MEYERS: That's okay. I can give you the Form 8B and then you can fill it out and give it to me and it will be read into the record the next --

Okay. So I'll go ahead and -- with the staff report?

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THE CHAIRMAN: Yes, please.
Thank you.
MS. RADCLIFFE-MEYERS: So DDRB application
2022-004 seeks conceptual approval for an
adaptive reuse of the Jones Brothers furniture building located at 520 Hogan Street, along with the construction of a new eight-story apartment building with an attached four-story parking deck.

The proposal is to historically renovate the Jones Brothers furniture building into a mixed-use development, including the residential lobby and 29 residential apartments comprised of studio and one-bedroom units.

The building received Part 2 approval from the State Historic Preservation Office and the National Park Service in 2020. The new construction is an eight-story residential apartment complex which will include ground floor retail, a four-story parking garage providing 143 parking spaces and 103 apartments.

The applicant is working with the City of Jacksonville, Historic, regarding the demolition of the old Farah's deli building.

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The new development provides a varied fenestration pattern, along with material and color changes and an interesting architectural element which runs along the roof line creating an overhang. This element is mimicked on the facade around the windows which creates movement and a dynamic quality to the facade.

To access a portion of the garage, a new entry/exit ramp is proposed on the north side of the development.

This parcel is currently owned by the City and the applicant will need to obtain this lot prior to submittal for final to ensure that the project is consistent with the plans presented and reviewed here at conceptual.

Staff also has concern regarding the walls for the ramp. At 14 feet in height, these walls loom over the pedestrian realm and as currently shown do not provide any visual interest. As seen on the next slide, murals and/or green walls would help soften these walls and provide visual interest. And then also on the one image, just stepping down the wall towards the pedestrian realm might help as well.

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So based on the foregoing, the Downtown Development Review Board staff supports conceptual approval of DDRB application 2022-004 with the following recommendations: Prior to submittal for final review, the developer shall meet with staff to identify any deviations sought; continue to work with staff on the screening technique used on the walls of the garage entry/exit ramp; prior to submittal for final review, the developer will enter into a term sheet for the disposition of the City-owned surface parking lot, Parcel 0738560000; and that they will obtain JHPC approval for demolition of the building located at 502 Hogan Street, which is the old Farah's Uptown Deli.

They will also continue to work with staff on adding additional retail space along Church Street; and that street lights, benches, and street furnishings shall be placed in the amenity area and they shall be in accordance with the updated downtown design guidelines.

And this concludes the staff report and staff is available for questions.

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## THE CHAIRMAN: Thank you,

Ms. Radcliff-Meyers. Appreciate that.
Can we have the applicant, Ms. Trimmer, please present the project?
(Ms. Trimmer approaches the podium.)
MS. TRIMMER: Thank you so much.
Cyndy Trimmer, One Independent Drive, Suite 1200, on behalf of the applicants.

Xzavier, you're going to drive for me?
MR. CHISHOLM: Yes.
MS. TRIMMER: Perfect. Let's pause here for a second.

I have with me today Billy Zeits from Corner Lot; Brooke Robbins from Robbins Design Studio, who is handling the Jones furniture project; and then the crew from Bold Line, I have Bruce Werner, Matt Snyder and Araia Allard with me. And then as Mr. Loretta mentioned, Halff is handling the civil and landscape engineering for the project.

Just to give a really brief background, this project started out after 2015 as a partnership between Andy Allen and Elias Hionides under the Shops of Lakeside. And it came through previously, had a redevelopment

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agreement in place, but they were kind of the pioneers on this corner. They were the first bite in, and it predates designating this as the FAB-REP corridor, before the Emerald Trail was announced, before Alex bought up everything on the block immediately south, before the Gilvarrys bought Furchgott's, which you just saw, and before Jim and Ellen Wiss bought the block immediately to the north.

This was smack-dab in the middle, but it didn't have any of that activated environment coming on line. So they did struggle for a bit, tried to find tenants, weren't able to make the metrics work. But now that this corridor truly is transforming, we're bringing to you a new vision for this project that includes an expanded scope with the additional multifamily being built on the corner building, and then also integration of a garage that is vertically integrated with the multifamily.

Previously, they were relying on the small surface lot behind the Jones building. So this is a brand-new project, full of a lot more length than what you saw before.

I do want to talk very briefly about one
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issue as we work through in terms of the approvals that are going to be required for this project.

But if we can move in -- we can skip past the initial; we've all seen this project, we've seen this block and this corridor for a while.

Xzavier, if you can go to Page 8.
MR. CHISHOLM: (Complies.)
MS. TRIMMER: I want to pause here. The aerial on the left side of your page shows you all of the buildings that Ms. Radcliff-Meyers was just mentioning. So on the left side of the aerial you have the one-story Farah's deli that is being proposed for demolition.

We do have to go through JHPC for that demo, which we will definitely do between today and when we come back for final. And then right behind the Jones furniture building and the First Baptist building at the northeast corner of the project is a surface parking structure, and then you can see behind it the large beige building is the JFRD headquarters.

The surface parking lot right now is dedicated parking for JFRD. And that was originally contemplated to be part of the

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disposition in the original RDA. Now that we're coming through with a new project, we will have to go get a new negotiated development agreement. We're hoping that the terms will be agreeable to everybody. We've already talked to JFRD and Chief Powers is agreeable to us providing parking.

So part of the solution we're doing with this project is incorporating parking for JFRD on the ground floor of the parking garage and then we'll have an interim solution for them during construction, but that will also have to go through disposition, which we anticipate handling before we come back for final.

Xzavier, if we can go to Page 10.
MR. CHISHOLM: (Complies.)
MS. TRIMMER: I wanted to give the overview so you can envision everything pretty clearly.

So the very top northeast corner is a prior First Baptist building. We do own that building, but it is not part of this project right this second.

The purple in the middle is the Jones furniture portion of the project, and that is

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an adaptable reuse that we'll get into more detail.

And then the light blue on the bottom corner and extending kind of up, around those projects is the new mixed-use construction and the ramp that goes to the parking.

Page 11.
Looking at the site plan, coming, again, down that corner you have the building that is not subject to this. You go into Jones, which will have activated ground floor space.

Moving on to the bottom corner for the southeast corner of the project, you can see the ground floor retail that is being built into the new project.

And then the integrated parking deck. You can also see on this -- I do want to highlight that Ashley Street corridor, which is the street that runs along the northern portion of the project. If you're coming down there, the existing First Baptist building has beautiful murals on it, but it is a solid facade. And then we transition into the JFRD headquarters, which is, again, a solid facade. So we want to do something on Ashley to try to get some

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activity going on on that space.
This is a shared outdoor office -- or outdoor residential recreation space that we'll get into as we work through the project, but that is why we have that space over there, to try to get some type of life on Ashley.

You can fast forward to 13.
Brooke did an amazing job of providing a summary I'm sure everybody has read, but just to summarize, this is an adaptive reuse project. We'll be adding 29 apartments in the Jones furniture building.

There are a lot of challenges with this building, including the size of the elevators, the -- bringing everything up to code on this one is definitely a challenge and we're grateful for DPRP coming online to hopefully make that possible.

But then with the size of the units and those confines, the Corner Lot team, who has now taken the lead on this project, is hoping to do some pretty creative built-in furniture with one of our established brands so that we can make a different product than what's otherwise available on the market and

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capitalize on those small, confined spaces.
The ground floor of this is going to have co-work office space.

Move on to 14.
You can see from the historic imagery that a lot of this facade has actually been preserved. It's a gorgeous building, but a lot of work does need to be done. So as we work through the elevations on Jones, you're going to see the primary functions that we're working on are restoring a storefront to the ground floor, adding an awning to that to help with shade and also add to that facade, and then cleaning up the limestone at the base, operating the windows with period-appropriate steel replicas. We're going to be repointing and cleaning all of the bricks, and then the beautiful ornamentation at the top of the building is also going to be cleaned and restored.

So if you move on to 15 , you can see all of that work that I just mentioned on the front facade.

Moving on to 16 and 17, we'll be working to restore those iconic Jones Brothers

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Furniture logos. We'll be adding uplighting to the entire building and then lighting some specifically to showcase those logos.

On the rear of the building, if you turn to Page 18, you can see where we're adding additional egress, fire escape, and all of the work that's being done on that code compliance.

That kind of sums up Jones.
Moving on to the new construction, if you turn to Page 20. So I mentioned that we need to demo the Farah's deli building. That is 502. Jones is 520. And that Baptist building is 524 . So I'm going to refer to this as 502 for ease of reference, if that works with everybody.

So the 502 project is a new mixed-use project using precast concrete. You can see on the ground floor where everything along the Emerald Trail has that glazing we want to see with the transparent, active uses. It does wrap around to the southern corner, which we'll turn to.

But when looking at this building and thinking about what we were trying to construct here and what made sense, we wanted to do

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something that would be in and of itself iconic, like Jones Furniture, modern but still paying homage to it and respectful to it, so one of the things I really appreciate that was done with this building -- you can see it as we go through the imagery -- is how it's been offset and set back from Jones furniture so it doesn't overpower it. We still honor those iconic images that we have on both sides of Jones, and then it creates some pretty cool recreational opportunities as we get through those slides.

Moving on to page 21, the Bold Line team looked at what's surrounding us in the area in terms of the palette, the colors, the materials, the horizontal and vertical elements. So this is where we really drew our inspiration for the design on the 502 project.

Moving on to 22, so here's the -- the major showcase of this beautiful precast element. And we're working with different -excuse me -- scoring and reveal patterns so that we've got different portions of the project. As you work your way around, it's visually dynamic, there's different 6-inch

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spaces and 8-inch vertical and horizontal, and then we have the tapered window elements wrapping around, and the iconic (inaudible) that we've worked to build in to really draw attention on that side.

We can work over to Page 24 on this one, if you could.

So on this one you can see the respect that (inaudible) is really paying to Jones on this side of the building, the northeast corner of the new construction. We really toned down the elements on that corner, made it a little quieter so that it really was deferential to Jones, but, again, honoring the color palette and with the window openings and the vertical and horizontal lines there, trying to mimic what we have on the building next door but still have those modern, (inaudible) lines.

Moving on to 25. And, again, on this we talked about the activated street frontage, but we also have the awnings and overhangs for the ground floor retail space that are there to honor and be compatible with the awning that is being incorporated onto the Jones facade.
26. So on the southern side of the

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building we wrapped the retail space around that southeast corner of the building. And from that corner, we transitioned back to the parking garage, and then the parking garage entrance.

The parking garage itself, as we come back from the activated retail space, has openings that are meant to mimic the windows that are surrounding that, has a real nice, tight mesh to help block that view.

We don't have the full landscape image on this so you can see the elevations, but there will also -- those darker boxes below the window openings are planters so that we can have greenery and plantings in front of those openings.

If that's something that you want to talk about and have additional screening, we can definitely work with staff in the interim, but that was what we were proposing to build in for the garage on this project.

And then as you look at the back facade, we worked with staff to activate that vertical element that you have that kind of anchors the back of the building, but this is the space

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that is the driveway that's between the JFRD building and the back of our building, so this is not a right-of-way facing this facade.

If you go to 27, this is another image of that back corridor. So this is the space between the JFRD building and our building. You can see the rear of Jones, the rear of the First Baptist building, and then the parking garage entry that Ms. Radcliff-Meyers highlighted in the staff report, gives us an opportunity for further activation of that ramp to incorporate art or some other screening elements, which we all agree needs to be done. So that's something that we would love some feedback on and continue to work on as we come back for the final.

We'll pause on 29 briefly and then we can move to the one after it. So this highlights the rooftop activation that you see between the Jones and the 502 buildings.

And if you can move on to 30 .
So this is the shared outdoor activated space that we have between the two residential structures. And because we do have this broad length facade for Jones, they're anticipating

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being able to show movies on that space and do other things to get the residents outside, to get people up there. There's two shallow reflective pools, rooftop kitchens, and all the kinds of amenities we'd want to see in a modern multifamily.

If you flip through the next handful of them, you can see the elevations which are what we just went through in better detail with the renderings.

But if you stop on Page 33, this cross-section shows you the floor layouts in terms of, if you're looking at the building, how that retail is activated on the front corner, on the southeast, but then transitions to the parking and how the parking is integrated into the building before we get to the apartments.

Xzavier, if you just go slowly, you can click through the next handful of pages, which just shows that structure from all the sides with the cross-sections, the floor.

When we get to 37 -- perfect. So this is going to be on the Emerald Trail. So we haven't spent a ton of time or attention

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looking at that Hogan corridor, much like the other projects on the Emerald Trail that you will see, but on the northern and southern sides of the building we are proposing additional tree wells and updating the streetscape so that everything is compliant with code.

We'll continue to work on the Emerald Trail side of the project. There's some elements incorporated into there that may or may not work as the Emerald Trail is fully designed, but we will absolutely have the full pedestrian clear space, the coordinated amenity space, and we're exceeding the street -- the shade coverings required on the portions of the project that are being designed now.

And the next couple of pages show you the streetscape/hardscape elements and then cross-sections to show how we comply with all the required zones to activate the street front.

So with that, as I mentioned, we have all of the design teams for each of the projects available for questions, and I'll be deferring to them for further details if you have

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anything that we need to give on those.
Thank you so much.
THE CHAIRMAN: Thank you, Ms. Trimmer, for that presentation. Appreciate it.

Mr. Chisholm, do we have any public comments?

MR. CHISHOLM: Yes, Mr. Chair. I see Stanley Scott's hand raised on Zoom.

ZOOM MEMBER: Yes. Thank you.
Stanley Scott with the African-American Economic Recovery Think Tank. My address is on file.

Hello, everybody.
I'd like to make a brief comment concerning a meeting that took place yesterday. Everybody doing a great job, but I have a concern when it come to LaVilla. That advisory board that they're putting together is not a good method to make them -- the move that need to take place.

This is the first phase of downtown development that's active at this present time. And there's many things that need to take place so we can move into other phases of this development.

Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300 development. I'm talking about for -- from the

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past.
But once again, I'm -- in closing, I think it should be made up -- made up of people from the residents and also from people from the African-American community of LaVilla and Brooklyn.

Thank you.
THE CHAIRMAN: Thank you.
Mr. Chisholm, any other public comments?
MR. CHISHOLM: That's all, Mr. Chair.
THE CHAIRMAN: Great. Thank you.
And we'll begin with board comments, and this time we'll start with Mr. Jones, please.

BOARD MEMBER JONES: Thank you, Mr. Chair.
This is a wonderful project. And from a conceptual standpoint, I mean, it clearly hits the mark. It's one of the best examples of adaptive reuse I've seen downtown. I appreciate the varied fenestration on the building, and it -- and it complements the existing building quite nicely.

I did have a question, though, about the screening for the amenity area, sort of the -between the existing Jones Brothers Furniture building and where the new apartments are

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going. How is that visualized? Is that just meant to be -- it looks like there's a tall screen that's facing the roadway, so I'm just trying to figure out how that's intended to be -- or provide a little bit of a space between the public and private realm there where the pool area is at. What was the intent of the material there?
(Mr. Werner approaches the podium.)
MR. WERNER: I'm Bruce Werner, Bold Line Design.

The material between the two buildings is meant to be aluminum louvers. It provides ventilation for the garage and it also is set back to give, you know, homage and honor to the existing building.

BOARD MEMBER JONES: Okay.
THE CHIARMAN: I'm sorry. Excuse me. Could you please state your address for the record, please.

MR. WERNER: Sure. It's 12636 San Jose Boulevard, Suite 3, Jacksonville, Florida 32223.

THE CHAIRMAN: Thank you.
BOARD MEMBER JONES: Yeah, and I think
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probably as we move through this process it would be good to maybe show an elevation that highlights either that material or just the perspective of what that looks like for the residents as they look down, just a little more clarification on that.

But other than that, I think it's a wonderful project and I'm looking forward to seeing the Emerald Trail be developed concurrently.

No other comments.
THE CHAIRMAN: Thank you, Mr. Jones.
When we have a voting conflict, are we still going to allow board comments? I'll look to Ms. Grandin.

MS. GRANDIN: (Nods head.)
THE CHAIRMAN: Okay. Great.
Mr. Loretta. Thank you.
BOARD MEMBER LORETTA: Thank you.
I'm obviously fairly bullish on this project. I think it's a great opportunity for the city.

Looking at some of the staff comments, you know, we're either going to need to really transition planters on the southern side of the

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building facade, be a little bit narrower, or
instead of -- you know, our recommendation, to have a larger tree well, we can go with a smaller tree well that does meet code and still, then, accomplish the requests of staff.

So be glad to take any input from the rest of the group on that.

THE CHAIRMAN: Thank you, Mr. Loretta.
Mr. Harden.
BOARD MEMBER HARDEN: Thank you, Mr. Chair.

I agree, it's a -- it's a nice project and it's a nice complement to the existing structure.

I think the -- the only comments that I'll be probably particularly -- I wouldn't even say concerned about, but curious about is really the way that it -- the way that the western elevation faces the other building to the extent that it's visible from the sidewalk, to have a little bit more detail on that.

And then also, I -- as Mr. Jones brought up, the fenestration, it looks like it's almost at an angle, I guess. Trying to understand that better. Maybe the material choice, is

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that -- is that accurate, I guess? From the way that it's designed, is that one -- I guess it would be -- I don't know, what is that made of? What does that look like, I guess? That wraps around the windows, could you describe that a little bit better?
(Mr. Werner approaches the podium.)
MR. WERNER: Thank you, Christian.
Bruce Werner of Bold Line Design again.
So the C shape around the windows is actually tapered -- it's going to be a tapered metal screen, so it's precast tapered fins that wrap around the windows here.

BOARD MEMBER HARDEN: What page is that?
MR. WERNER: This is Page 23.
We actually got our inspiration from the building furthest on the block. That's the First Baptist building. It has tapered walls that go in, so we were kind of playing off of the existing structure at the end of the block. So the fins taper off, which gives a more delicate scale to the project, so it doesn't feel so heavy.

BOARD MEMBER HARDEN: So it's precast concrete or aluminum?

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MR. WERNER: Right now it's precast concrete. And as we work with the manufacturer, we'll further draw up that for the final presentation.

BOARD MEMBER HARDEN: Okay. The only other comment I was just going to make is just about the corner of the block in terms of the sidewalk. You know, it doesn't make sense to set the building back. You know, it could be on the same line as the Jones Brothers building, but just making sure that the planters and everything don't take up too much of that, it's not dangerous for pedestrians -say they're waiting at that intersection.

That's my only comment.
MR. WERNER: Okay.
BOARD MEMBER HARDEN: Thank you.
THE CHAIRMAN: Thank you, Mr. Harden.
Mr. Schilling.
BOARD MEMBER SCHILLING: Thank you, Mr. Chairman.

Just as noted by Ms. Radcliff-Meyers, I did have a voting conflict, so I won't be casting a vote on this item. And I don't have any questions or comments.

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THE CHIARMAN: Thank you, Mr. Schilling. Mr. Davisson.
BOARD MEMBER DAVISSON: It's great to see this project move forward.

I wanted to keep my comments -- I know that the building has got four sides to it, but I wanted to talk about your (inaudible) shot. And this is to the design team of the existing building.

The building, when I see it, just the image it gives off, it seems that it kind of utilizes all the trendy architecture we see today. And I'm saying this a lot. It's already dated for its building. And when I look at this -- and inclusive -- the beige and putty color. You're trying to, I guess, mimic what the other building has that you're relating to, but I think it can be done in more sophisticated ways than just copying everything over to a new, modern structure.

This beige, putty, cream color that we're using all over downtown -- I think there's a building on the south side of the Acosta Bridge that's on the riverbank, it's pretty

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disappointing. And this isn't far from it as far as the tones and colors that you've got.

And I don't think -- when I look at this, there's, like, no restraint. It's, like, every square inch of these two facades you had to do something with, rather than -- and -- the composition -- and what I mean is the composition is just so busy, where it's just this visual blur, you know, in my eyes when I see this building.

Your other two facades are more -- and I think -- and it's not like you're far off. It's just, like, more restraint in dealing with composition in the building where you've got a field -- like, if you take the middle of this building, do nothing with it. Just -- it's just a simple window pattern, rather than painting every accent and stripe on this building that's --

You know, I think if you look at -- if you can even go to your northwest and southwest perspective --
(Photo slides displayed.)
BOARD MEMBER DAVISSON: There, yeah. You know, I look at -- it's -- like the
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back side of the building, you know, that -that's more successful, but you've offset the opportunity of different tools where you've got flat walls and things like that, but it's -- to me, it's just over- -- completely overcooked is where I'm going with this.

I'd almost see this building with all your texture and everything that you've got around it if it was just one single color of white or just a texture of shade and shadow and highlighting what you have, you know, with the --

There's a hierarchy with the composition of the building. Rather than just spreading everything, you know, around it, I think you could do a more cost-effective solution with more restraint. And I think it could be -with more restraint, you could simplify it. If you simplify it, then it becomes more timeless, you know.

And I don't think you're that far off. It's just that would be my -- my subjective suggestion is to simplify the building. Start taking off what's important and what's not because, you know, it's -- it's a great project

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1 and it sits in a great spot. And you've got
2 the Jones building, which is a wonderful, you know, gem in downtown.

You know, that's just -- that's just my -again, my opinion. And I -- I'd like to see -you know, this is conceptual. You know, so it would be great to see not the same thing next -- next round.

Thank you.
THE CHAIRMAN: Thank you, Mr. Davisson.
Mr. Monahan.
BOARD MEMBER MONAHAN: Thank you.
Through the Chair, I think this is an outstanding project. I appreciate the variance in design. I think it shows a lot of thoughtfulness.

I do, though, have a question about the selection of amenities. Just curious on what went into that process because I -- I think what we need to be mindful of is trying to continue to include outstanding amenities like are in this project, but also keeping up with market -- so what I mean by that is -- to my knowledge, there's not a multifamily project in the core with a pool.

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And I know there's a lot of, you know, cost and space considerations that go into that, but if someone could just speak to the selection of amenities and what that process is and how those considerations are made.
(Mr. Zeits approaches the podium.)
MR. ZEITS: To the Chair, Billy Zeits, Corner Lot Development Group. Address, 1819 Goodwin Street, Jacksonville, Florida.

You know, the amenities -- and we're working on 74 units in the new construction and 28 in the -- in the renovation, so we were pretty strategic in what we thought we could fit. Somebody ran through what we were able to fit in there, so we had about -- in the new construction, we have, like, a full fitness facility that will serve -- it could serve both buildings. Like, if you wanted to use it and you lived in the -- with the restored building, you could use it.

In the historic building, because it's pretty tight in there, we went with more of a tranquility room, is what we're calling it, which is pretty popular in a lot of the areas, especially in urban areas because you don't

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really have a place to just kind of chill and be quiet. And there's rooms in the building that have no windows. We can't make new windows in some of the historic buildings, so that's what we did there.

The outside is a joint use space; you know, some height restraints with the cost of construction and putting a pool in, real hard to monetize in a project like this. We would love to do it for leasability.

We would also love to do precast, which is something we're working on, but we just are going through the cost estimating, and that's pretty intense right now.

So we sort of have the fitness, the tranquility, and then we have the courtyard, which we hope will kind of bring both units together because we don't want people to feel like they're separate. We want it to feel like one complex. So that was kind of our programming for an amenity center.

I totally hear you about the pool, but we love that the Emerald Trail is there, right? So that's almost like a free amenity for everybody, so ...

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BOARD MEMBER MONAHAN: Thank you, sir.
THE CHAIRMAN: Thank you. Appreciate that.

Mr. Brockelman.
BOARD MEMBER BROCKELMAN: (No response.)
THE CHAIRMAN: Mr. Brockelman, we'll come back to you if you could queue up, and I'll give the floor to Council Member Boylan, if you had any comments.

COUNCIL MEMBER BOYLAN: Thank you, Mr. Chair.

Just a couple of questions, really -specifically a better understanding for myself.

The parking access, obviously the challenges of one-way streets certainly -- can you speak to the access?

And my understanding of the first floor access -- street parking is not very viable in this area, so how -- how will some of the retail folks know to use the first level parking? What kind of signage -- or what direction are you going to give them to get there?
(Ms. Trimmer approaches the podium.)
MS. TRIMMER: Xzavier, if you could go to
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Page 11, please.
MR. CHISHOLM: (Complies.)
MS. TRIMMER: Perfect. Thank you so much.
Through the Chair to Council Member
Boylan, so the parking that is on site on this project is going to be the ground floor dedicated for JFRD, and that is by agreement with the City to be negotiated based on how many spaces Chief Powell and his team need.

This is right by the 24 -hour center, and Chief Powell, understandably, doesn't want his folks leaving in the middle of the night having to walk too far to get to some of the other spaces that they have access to downtown.

Hopefully, the Augustine project will come on line and provide another ground floor parking solution within structured parking, but this is really catering to those folks that are there at odd hours that we need to make sure that they don't have to go very far.

So you have the access to the ground floor coming from the southern portion of the site off of Church Street. And then off of Ashley Street, that access is to the ramp that goes to the higher spaces that will be dedicated for

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the residents.
This is all in close proximity to a lot of the Urban Core, which we're calling NoCo, and branding and bringing all of this activity -that Emerald Trail.

There is on-street parking, but there's also the spaces that are going to be available at off hours for the Ed Ball parking garage that is going to be dedicated for public and really appropriately signed and made known that those spaces are available, but we're doing that so as -- people will know when you come downtown, this is where you go to park to access the Laura and Hogan corridors that we're targeting with the food and beverage, retail enhancement program incentives.

So this is where we want our retail, we want our restaurants, we want the evening use. And the City and everybody that's gone into those master planning initiatives believes we do have adequate parking to facilitate all of that.

COUNCIL MEMBER BOYLAN: Thank you for the clarification.

So the -- for the parking -- the
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(inaudible) level parking is actually for the residents of the -- of both facilities; is that correct?

MS. TRIMMER: That is correct.
This is a joint-use project, so the amenity space and the parking is for both residential portions of the project.

COUNCIL MEMBER BOYLAN: I don't know how
you address this, but, obviously, those
apartments facing the solid wall of the JFRD building, I don't know how amenable that's going to be to folks to -- find that to be (inaudible). Is there anything you're going to be doing to try to address that?

MS. TRIMMER: Get our public to come put one of those gorgeous murals on it. That would be my vote.

COUNCIL MEMBER BOYLAN: Thank you, Mr. Chair.

THE CHAIRMAN: Thank you, Council Member Boylan.

Council Member Ferraro, any comments?
COUNCIL MEMBER FERRARO: The parking was addressed, I appreciate that.

I do understand what Mr. Davisson was
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bringing up about the architectural look, but I think in this area -- I think they're right on the mark. This is going to attract the younger crowd coming in. And I see where this would be rented out really quick.

And I think that would actually be something that would help out our city because this is a pretty blighted area, in this area, even though City Hall is next to it. And I think having the traffic and the residents living here would really bring this area up, so I think what you've done is really good work.

And I think, Ms. Trimmer, you did a nice job explaining to us what was happening.

Thank you.
THE CHAIRMAN: Thank you, Council Member.
Mr. Brockelman, any comments?
MR. CHISHOLM: I believe -- to the Chair, I believe Board Member Brockelman has left the meeting.

THE CHAIRMAN: Thank you.
Thank you all for the comments. I'll add
just a few of my own.
And I'll respectfully disagree with
Mr. Davisson. I think that the project is
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within its context, but in terms of its
articulation and color -- the project on the Southbank, I think, is slightly out of context, being a bit -- you know, in its (inaudible) and its design. This one, I think, does a good job of trying to integrate well with the community.

The other things that I really like about this project is the integration of parking and residential and retail all in one building.
It's a very difficult thing to do. And commendation to the team for -- for pulling that off so far.

And then the durable materials. We've seen a lot of stucco and Hardiboard. This is using precast. And I think there's an elevation of quality that's important to note in this project, so I very much appreciate that.

I'll ask about the mechanical equipment and the systems. Are you planning a rooftop approach or are you having a mechanical yard? And if so, how is that being screened and designed?
(Mr. Synder approaches the podium.)
MR. SNYDER: Matt Snyder with Bold Line
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Design, 12636 San Jose Boulevard, Suite 3, Jacksonville.

Right now we're actually investigating a chilled water option with the JEA. We had a couple of good conversations with them. They want to extend their system down there, if we can make it work. That would eliminate the majority of the rooftop equipment that we would need on the top.

If we do end up having rooftop equipment up there, we can screen it with a 5 -foot screen or so to make sure that it's visually blocked from the -- definitely from the street and from people who are at about the same level.

THE CHAIRMAN: Great. Wonderful. That's great news. Thank you.

MR. SNYDER: Absolutely.
THE CHIARMAN: So that being said, I think that really covers the bulk of my comments.

And, again, I think the only reiteration
is that west wall adjoining the parking lot,
that still needs, I think, some additional
design work, which I know you guys are on, so overall a great project.

If there are no other comments -- or are
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there any other comments?
BOARD MEMBER HARDEN: Motion to approve.
THE CHIARMAN: Okay. I have a motion to approve from Mr. Harden.

Do I have a second?
BOARD MEMBER MONAHAN: Second.
THE CHIARMAN: A second from Mr. Monahan.
Is there any other discussion on this item?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: Okay. Hearing none, I'll take a vote.

All those in favor, please say aye.
BOARD MEMBERS: Aye.
(Board Member Schilling and Board Member Loretta abstain from voting.)

THE CHIARMAN: Any opposed?
BOARD MEMBERS: (No response.)
THE CHIARMAN: And I'll note the voting conflict again by Mr. Schilling and Mr. Loretta.

The ayes have it; conceptual is approved. Thank you.

We'll move on to our final agenda item today, proposed revisions to the Downtown

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Overlay.
Ms. Radcliffe-Meyers, could you give a staff report, please?

MS. RADCLIFFE-MEYERS: Yes. Thank you again, Chairman Lee.

So we wanted to bring this forward to the board for a vote. So as everybody is aware, DIA has been going through the BID and CRA updates, and that included our Downtown Design Guidelines, Appendix C of that. And what we started realizing is that there were portions of the code that we needed to have some sort of measurable outcomes to align with our design guidelines.

So, again, this wasn't a wholesale rewrite of the code; we only looked at certain portions. And these updates were actually presented to the DIA board yesterday and they were approved yesterday by the DIA board.

So, really quick, some of the updates that we didn't talk about in regards to our DDRB board, one of them, the freestanding restaurant on or over water is now going to be exempt from the setback. We really felt that we really wanted to activate that space. And if someone

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did want to put a waterfront restaurant, that that's really what we would be looking for.

We're also now looking at eliminating the liquor restrictions within the church district. And the church district is now being renamed to the North Core.

One of the things that was not part of the original ordinance rewrite was that -- how parks could be of use -- an allowed use within the CCBD, so that was added.

We also then defined "structured parking" and what that meant.

And then one of the things that was added was the distribution of artisan or craft merchandise, so not including alcohol or -- you know, like, breweries or anything, but that would be allowed in all districts.

Currently, there -- it's allowed by exception in some of the districts, such as Brooklyn, but we really wanted to allow artisan or craft merchandise to be allowed within all districts.

In regards to our board, the DDRB board, so a special committee was created by Chairman Lee and it included Board Member

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Davisson and Board Member Brockelman. And we had three meetings where we discussed certain portions of the ordinance, and really what we -- the only portion that we really looked at was the private realm. We didn't go into the public realm because that's probably going to take a larger lift to deal with landscape and a lot of that, so that's probably something that will come up later.

So then the areas that we discussed -- let me just go through this really quick.

Next slide, Xzavier.
So within the build-to lines -- and this is part of your -- the packet. I'll just run through these really quick.

So within the build-to lines, lot frontage for residential, we added that, "Access to ground floor residential units shall be directly from the street to promote active residential street frontage. Stoops, front porches, porticos and/or forecourts shall be incorporated to buffer residential uses and provide pedestrian interest."

Really felt that that needed to be addressed. We've seen a lot of residential

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units come in where that -- we've had some issues with that, and we really wanted to address that, so there's that active space fronting that pedestrian realm.

And then we looked at building massing and form under block modulation, and we added, "Large-scale building facades, where the total building length is greater than 250 feet fronting a street, shall include a substantial facade modulation or a building mass separation."

And this was brought about with some of the projects that we saw recently with some very long facades and there wasn't a lot of modulation, and it felt a little bit overwhelming and we thought that maybe there needed to be some sort of measurable intent to that.

Then we also added to transparency -- we actually removed a portion of the transparency. So we removed that --
"The required transparency area shall not apply to those portions of building frontage with ground floor residential units located fronting the sidewalk." We kept that portion.

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are today.

MS. RADCLIFFE-MEYERS: Yeah. So I apologize. I wasn't sure exactly if you wanted me to reiterate, because, you know, bringing it forward, we do need to have a vote from the board in regards to what was added.

So again, in these last few sections -- so off-street parking, we, again, added that 50 percent of the total ground floor street frontage, not including entrances into the garage, must be activated utilizing one of the methods detailed below. So, again, nonparking, active use.

The urban open space, that is defined. And we made sure that it's -- it has to meet a requirement of 20 foot depth, 20 foot width, and 25 feet of height of an urban open space, or a combination of either one.

And then the required minimum, "Fifty percent activation may be achieved in the aggregate. That shall not represent less than 25 percent of each street frontage."

And then, "Not withstanding the foregoing property along the Emerald Trail or within the fabric" -- just like Ms. Trimmer was speaking

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about -- "must provide 100 percent nonparking active use or urban open space along all such street frontages, less the garage entrances."

And then the last one that we tackled was the demolition and vacant lot regulations. We just wanted to ensure that anybody that was coming into demolish a building, if it's either listed on the National Register of Historic Places, is a contributing structure within downtown's historic district, or is a designated landmark, "that the applicant shall provide a plan for redevelopment of the property, that DDRB must determine that the redevelopment plan is in compliance with the BID and CRA plan, and that the DDRB must give conceptual and final approval of the redevelopment project."

So those were the portions that we worked on, that we feel that need to be added to the ordinance to ensure it's in line with what we're trying to do under the BID and CRA.

THE CHAIRMAN: Okay. Appreciate that.
As a representative of the committee, I'll ask Mr. Davisson to add any other additional comments. Mr. Brockelman, unfortunately, isn't

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here to add any other comments, but --
BOARD MEMBER DAVISSON: He's back on. THE CHIARMAN: Okay. Great.
Well, we did work thoroughly through this over the course of three meetings as a way of saving the board all the time to dig into each individual topic, to really try to understand it. So this was coming out of that committee, approved by that committee, and we're representing that as the subcommittee of this group to this board for approval.

So I'll open it up just for free dialogue to either Mr. Davisson or Mr. Brockelman for additional commentary on how we approved it and how we got here or any questions by the board members or the council members on that process or the changes that we made.

BOARD MEMBER DAVISSON: I don't have any comments.

We went through it, and in some ways tested it, what does this mean, and what if we had -- something like this came in front of us, how would we deal with it.

And, you know, a lot of it, it will always come to a case-by-case scenario because the

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world's not perfect and sometimes a deviation is -- is going to be required, but I think this helps define -- for somebody coming into Jacksonville, it helps them understand what the language means a little better.

If you're a designer or a developer, that you've got guidelines that are becoming more specific. And we were not trying to overcomplicate things, but there's -- you know, even added images because some of us are good with pictures, so anyway -- and I know the full staff did a -- you know, it's taken lot of work to get here.

THE CHAIRMAN: Mr. Jones.
BOARD MEMBER JONES: Yeah, great.
Not so much substantive, I know you constantly need to be calibrating the code to address the market forces and what we want to see, positive outcomes, but just thinking about -- from an optics and a formatting and a readability standpoint, is there an intent maybe -- and I note this just because some of the graphics that are in here; you know, $C(2)(a)$, especially $C(2)(g)$, slightly antiquated.

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I'm just wondering from a format standpoint, have we thought about looking at -you know, co-opting a smart code or something or just kind of formatting this so that it's much more calibrated? You have stuff that's very easy and legible. It's in a matrix format. You know, what you can do, what you can't do is very clearly articulated.

So it's more along the lines of just in terms of the presentation so that when you do have somebody that's looking at this, especially when it comes to downtown -- and I know -- I'm not saying go full form-based code, but just that type of format might help in terms of just readability and finding things.

Thanks.
MR. PAROLA: Through the Chair, could I answer?

That's a great point, right? And we understood that. And we feel that the best place for that is in the design guidelines. That's where you open it up and you see the -this is what we don't want, this is what we want, better images, better graphics.

This reads like a code. And, quite
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frankly, we just can't make this all of a sudden not read like a code. That's why we fold in the design guidelines to take -- take exactly what you're talking about.

BOARD MEMBER JONES: Okay.
THE CHAIRMAN: Thank you.
If there are no other additional comments, I'll take a motion.

We do have to vote to approve this and send this forward. So if there's a motion, I'll take it.

BOARD MEMBER MONAHAN: I'll move for approval.

BOARD MEMBER SCHILLING: I'll second.
THE CHIARMAN: Is that Mr. Davisson who moved to approve -- or Mr. Monahan?

BOARD MEMBER MONAHAN: Yes.
THE CHIARMAN: Mr. Monahan. We have a motion for approval. We have a second by Mr. Schilling.

Any further discussion on this item?
BOARD MEMBERS: (No response.)
THE CHAIRMAN: All those in favor, please
say aye.
BOARD MEMBERS: Aye.
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12th. Since it's such a large meeting, I said
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I would come back and help with that because it's -- yeah, it's going to be doozie.

So I just wanted to thank everybody. I really appreciated everybody's time and talking with you all and everything that you do for this city. I think it's wonderful. And I've really enjoyed my time working here and working with everybody. I'm sad to go, but it is what it is, so I just wanted everybody to know.

THE CHAIRMAN: Thank you for informing us and for giving us the opportunity to thank you for the great work that you've done over these years and you'll definitely be missed.

MS. RADCLIFFE-MEYERS: Thank you.
BOARD MEMBER DAVISSON: Can we vote to deny?

THE CHAIRMAN: Do I hear a motion?
BOARD MEMBERS: Second.
MR. PAROLA: We tried to put a price on a divorce for her to stay here, but she decided to not --

THE CHAIRMAN: Appreciate that.
Any other new business, staff, or Council Members or board members?
(No response.)
Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

CERTIFICATE OF REPORTER

STATE OF FLORIDA)
)
COUNTY OF DUVAL )
5
6
7 I, Diane M. Tropia, Florida Professional
Reporter, certify that I was authorized to and did stenographically report the foregoing proceedings and that the transcript is a true and complete record of my stenographic notes.

DATED this 3rd day of May 2022.

Diane M. Tropia
Florida Professional Reporter

Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300

THE CHAIRMAN: Hearing none, we will move to adjourn.

Thank you, everybody.
(The foregoing proceedings were adjourned at 3:03 p.m.) 66

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