



**Downtown Development Review Board (DDRB)
Police and Fire Pension Fund Building
1 West Adams Street, Suite 200**

Thursday, February 2, 2012 - 2:00 p.m.

Members: Andy Sikes, Chairman	Ex-Officio and Staff Distribution:
Timothy Miller, Vice Chair	Don Robertson, Public Works, Urban Forester
Montasser (Monty) Selim, Secretary	Bill Joyce, PW Chief Engineering & Construction Management
James Bailey, Board Member	Richard Ball, PW, Traffic Operations Division
Chris Flagg, Board Member	Don Redman, Member of Council, District 4
Jonathan Garza, Board Member	Scott Shine, Jacksonville Waterways Commission
Logan Rink, Board Member	James Boyle, JTA Representative
Roland Udenze, Board Member	Vickie Drake, Ex-Officio Member
John Fischer, Board Member	Terry Lorince, Ex-Officio Member
	William Lyle, Ex-Officio Member
Ex-Officio and Staff Distribution:	Joel McEachin, Ex-Officio Member
Paul Crawford, Deputy Executive Director	Michael Sands, Ex-Officio Member
Eric Lindstrom, JEDC Staff Liaison	Ginny Walthour, JEDC PIO
Jim Klement, JEDC Staff Liaison	Michelle Stephens, JEDC Recording Secretary
Jason Teal, Assistant General Counsel	
I.	CALL TO ORDER – Chairman Sikes
II.	ACTION ITEMS – Chairman Sikes
	Approval of the January 5, 2012 Meeting Minutes
	DDRB 2010-007 Request for Final Approval for Amendments, Request for Approval of Deviations, Master Signage Approval for 7-Eleven (former Bahri Gas and Convenience Store)
	DDRB 2012-001 Signage Deviation Request for Baptist Health Aetna Bldg. Identification Signage
	DDRB 2012-002 (formerly DDRB 2011-004) (formerly 2007-005) South Shore Marina Request for Extension of Approval
III.	INFORMATION/DISCUSSION ITEMS – Chairman Sikes
IV.	OLD BUSINESS – Chairman Sikes
V.	NEW BUSINESS – Chairman Sikes
VI.	PUBLIC COMMENTS – Chairman Sikes
VII.	ADJOURNMENT – Chairman Sikes
	Next Scheduled Meeting: Thursday, March 1, 2012 at 2:00 p.m.



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Thursday, February 2, 2012 – 2:00 p.m.

MEETING MINUTES

Board Members Present: Chairman A. Sikes, J. Bailey, T. Miller, R. Udenze, M. Selim, J. Fischer, and Logan Rink

Board Members Not Present: C. Flagg, and J. Garza

JEDC Staff Present: Paul Crawford, Acting Executive Director; Jim Klement, Staff Liaison; and Michelle Stephens, Recording Secretary

Representing Office of General Counsel: Jason Teal

I. CALL TO ORDER

Chairman Sikes called the meeting to order at 2:00 p.m.

II. ACTION ITEMS

APPROVAL OF THE JANUARY 5, 2012 DDRB MEETING MINUTES

THE JANUARY 5, 2012 DDRB MEETING MINUTES WERE APPROVED UNANIMOUSLY 5-0.

Mr. Miller and Mr. Fischer arrived after the approval of the meeting minutes.

DDRB 2010-007, 7-ELEVEN (FORMER BAHRI GAS AND CONVENIENCE STORE) FINAL REVIEW FOR AMENDMENTS TO FINAL APPROVAL, DEVIATIONS FOR ENTRANCES, TRANSPARENCY AND SIGNAGE

Mr. Klement reviewed the project report for DDRB 2010-007 dated February 2, 2012. He introduced Mr. Peter Zent, Project Manager with Multi-Site Group, and Mr. David Tillis with Stantec, who provided an overview of the proposed 7-Eleven store to be located at 9 East Union Street.

For clarification, Mr. Teal asked the following questions of Mr. Klement.

The outside eating area on Union Street that was part of the former Bahri project is being eliminated for the 7-Eleven project. Mr. Klement concurred.

Regarding transparency, the deviation for Union Street is from 50% to 17% and on the Main Street side the deviation will be from 50% to 7%. Mr. Klement concurred.

The following were relative comments from the Board:

- Regarding the hanging window sign shown on slide 10 (D2) and slide 11 (B2), commented that multiple signs on one side of the façade is too much. From an urban standpoint, too much signage is not better, it is worse.

Mr. Zent replied that the hanging window sign is used in urban settings and the rationale is two levels of view. From two or three blocks away you can see the 7-Eleven on the building, and the hanging window sign is meant for pedestrian traffic.

For clarification Mr. Teal explained that the legal requirement is that you have 50% transparency. 7-Eleven is requesting to go down to 17% on one frontage and down to 7% on the other frontage. The reason the zero was relevant is because originally what was approved was zero. 7-Eleven is increasing the transparency.

A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER MILLER APPROVING A DEVIATION FROM 50% TO 17% ON UNION STREET. THE MOTION PASSED UNANIMOUSLY 7-0.

A MOTION WAS MADE BY BOARD MEMBER UDENZE AND SECONDED BY BOARD MEMBER RINK APPROVING A DEVIATION FROM 50% TO 7% ON MAIN STREET. THE MOTION PASSED UNANIMOUSLY 7-0.

A MOTION WAS MADE BY BOARD MEMBER UDENZE AND SECONDED BY BOARD MEMBER BAILEY APPROVING A DEVIATION TO ELIMINATE ENTRANCES ON UNION STREET AND MAIN STREET FRONTAGES. THE MOTION PASSED UNANIMOUSLY 7-0.

ONE MOTION WAS MADE (VERSUS A MOTION FOR EACH STREET FRONTAGE) REGARDING THE APPROVAL OF THE DEVIATION TO ELIMINATE ENTRANCES ON UNION AND MAIN STREET FRONTAGES.

A MOTION WAS MADE BY BOARD MEMBER FISCHER AND SECONDED BY BOARD MEMBER MILLER GRANTING FINAL APPROVAL AS DEVIATED FOR DDRB 2010-007, 7-ELEVEN. THE MOTION PASSED UNANIMOUSLY 7-0.

DDRB 2012-001, SIGNAGE DEVIATION REQUEST FOR BAPTIST HEALTH SYSTEM/THE AETNA BUILDING IDENTIFICATION SIGNAGE

Mr. Klement reviewed the project report for DDRB 2012-001 dated February 2, 2012. He introduced Mr. Edward Killion with Harbinger Signs, Mrs. Audrey Moran, VP of Baptist Health System and Ms. Betsy Reichert, VP with South Shore Group Partners, LLC who owns the Aetna complex. Mr. Killion provided an overview of the proposed project.

Chairman Sikes advised that he would not be voting on the project due to a conflict of interest. That being the case, Vice Chair Miller acted as Chair for DDRB 2012-001.

The following were relative comments from the Board:

- Does not care for signage on all four sides of a building. Suggested the Baptist logo alone could be acceptable. Does not think the Board should start a precedent with this project.
- In this case, it is not what appears as being four signs. The building has two different elevations that almost look like they are two different buildings. Due to the structure, thinks it makes it easier for the Board to approve. This is a unique piece of property, a unique building, which presents a different challenge. Does not think that the signage would set a precedent.
- Leery of setting a precedent of putting signs on all four sides of a building; however, can also see the business aspect. It is a somewhat unique situation with Aetna and Baptist Health, both large companies in the same area. Does not think the proposed signage is over signage, but is concerned about the precedent being set that allows one of the tallest buildings on the south bank to have signs on all four sides. Noting that it is two different companies, Baptist Health and Aetna and both companies occupy the same area/same building, also making it unique.
- Did not think that this project would be creating a precedent referencing EverBank on page 12 of the handout noting that the Board approved signage on each front of the building because there were multiple users in the building. Does not think it is the Board's job to decide how many signs go on a building – the regulations do that. The Board's job is to determine appearance. Noted that the need for the signage is a byproduct of the petitioner's commitment to downtown. This signage is needed because they are bringing several hundred people from the suburbs back to downtown without incentives, etc.
- Sensitive to idea of too much signage. Because of the actual shape of the building and because it is broken up and is not a true 4 sided building that there is a some room to bend towards signage on all four sides. Because the Board has a rule that you cannot have signage on all four sides, suggested that the Board implement a mechanism by which other people when they come to the Board there is something that gives them more flexibility with signage as it relates to shape, size and configuration of the building.
- Would be hard to make a decision in favor of the signage today without seeing a visual from both sides. Suggested signage without the Baptist Health and use the logo only. Would like to see close up angle corner shots.

Mr. Teal advised that under the Zoning Overlay each building is entitled to one building identification sign per street frontage with a 300 square foot, or 400 square foot size limitation (depending on the underlying zoning is). For this project, the Board would have to grant a

special sign exception to allow for additional building identification signs. The criteria for granting a special sign exception is whether there is an exceptional effort towards visual harmony between the signs, the structures and other features of the property through the use of a consistent design theme, that it preserves a desirable existing design with signing pattern for signs in the area, and that it minimizes view obstruction or preserves views of historically or architecturally significant features.

He suggested that if the Board decides to approve the special sign exception they would have on record that there were unique characteristics about this particular property that may not be present somewhere else.

- Does not view the building as being all that unique to downtown noting that there are several others buildings in the downtown area with a complex layout.
- Suggested lowering the signage half way down or three quarters of the way down on the façade, text only.
- Referencing the Ordinance “the sign should be harmonious” the Board needs to see the Aetna sign and the Baptist sign in harmony with each other. The Board needs to view both signs from all angles.

Mrs. Audrey Moran with Baptist Health commented that she has a unique perspective on the design review committee because she was on the DDA when it was created and she can remember Jim Citrano raising his hand and saying, “maybe we should have a design review committee for downtown because the Adams Mark is a disaster” and that is how it started. The Board has been important for downtown, but always in those discussions is in the context of how do we create a vibrant downtown, how do we bring more people downtown, how do we make sure downtown is beautiful, but also vibrant and growing. One of the things she is proud about at Baptist Health is the commitment to downtown. The executive offices for Baptist Health System will be in this building, which in turn will also bring people from all over to the building. Baptist Health System is the largest private employer in NE FL (approximately 8,200 employees) with more than half of which will be on the downtown campus.

Baptist Health is the second largest tenant and the lease provides very significantly for the signage that was part of the decision when the decision was made to move the executive offices downtown, to be able to brand that and continue to be an advocate for growing downtown Jacksonville. It is a beautiful sign, it is smaller than the Aetna sign intentionally because we know we are asking for an exception to allow it on all four sides but the point has been made that there are two substantial, two large companies both of which have a very good business case to make for signage. It is simple signage, simple coloring, simple lettering, and simple lighting. She added that personally, she thinks the signage will enhance any type of look for downtown day and night.

One of the things that is great about the Board is that they need to have these kinds of discussions back and forth, but also know that each decision is individual. While people will use this as an argument that a precedent is like saying every sign has to be 2,000 square feet now because of Wells Fargo noting that of course that is not the case. Every case is unique, every building is unique, every signage is unique and the Board makes decisions based on unique basis. Although an applicant may make the argument, it does not mean that is what the Board has to do each time.

- Thought the sign lower down on the façade would look out of place.
- Commented that the only way you are going to see a fair appraisal of it is with it moving.
- Noted that technology was introduced in the recent past that would provide a view of a project from different angles.
- Thought it will set a precedent depending on what the Board decides. Would like to see the day light and the evening shot and see what it looks like. Would like to see some alternate views. Seeing it from the top as outlined in the proposal, move it down slightly so that instead of the bottom of the sign lining up with the top floor maybe the top of the sign lines up with the top floor. It is difficult to make a decision based on opinions. Visuals are needed so that the signage is visible on both sides.
- Commented that the project is unique in that there are two large tenants, a tremendous citizen of Jacksonville, Baptist Health and thinks they deserve to have the signage, thinks the signage is important, would enhance any televised exposure, but thinks the Board has to be careful how it is done and the Board needs to see better views from different angles and alternate locations of the signage before granting approval.
- Thinks the signage at the top of the building, as proposed makes it appear more like a crown. Thinks the request is reasonable.

Mr. Killion with Harbinger commented that if the sign is lowered it creates too much vertical negative space and minimizes the effectiveness of the sign. He noted that the Baptist Health signage is square and fits at the top of the building it fits because the area visually is somewhat squared off. He added that if you take a sign and lower it on the façade when there is another sign on the building, it effectively makes the second entity subservient to the first entity.

A MOTION WAS MADE BY BOARD MEMBER RINK AND SECONDED BY BOARD MEMBER BAILEY APPROVING A SPECIAL SIGN EXCEPTION, AS PRESENTED TAKING INTO CONSIDERATION THE UNIQUE COMPOSITIONAL QUALITIES AND THE PHILOSOPHICAL AND PHYSIOLOGY UNITY OF THE SIGNAGE PRESENTED, ALLOWING FOR TWO HIGH-RISE BUILDING IDENTIFICATION SIGNS INCLUDING LOGOS, ONE FACING WEST AND ONE FACING EAST OF 1,000

SQUARE FEET EACH FOR DDRB 2012-001, BAPTIST HEALTH SYSTEM SIGNAGE/THE AETNA BUILDING. THE MOTION PASSED UNANIMOUSLY 4-2-1.

BOARD MEMBER UDENZE AND BOARD MEMBER FISCHER WERE NOT IN FAVOR OF APPROVING THE REQUEST FOR A SIGN DEVIATION AND CHAIRMAN SIKES RECUSED HIMSELF FROM VOTING DUE TO A CONFLICT OF INTEREST.

DDRB 2012-002, (FORMERLY DDRB 2011-004) (FORMERLY 2007-005), SOUTH SHORE MARINA REQUEST FOR EXTENSION OF APPROVAL

Mr. Klement reviewed the project report for DDRB 2012-002 dated February 2, 2012. He introduced Ms. Staci Rewis with GUNSTER, Attorneys at Law.

Ms. Gunster advised that her firm represents the South Shore Group Marina (developer of the project). The project was first presented and approved in 2007 for a 128 slip marina adjacent to the St. Johns River at the Aetna Building. As part of the negotiations it was agreed that the developer would receive downtown development rights for the marina slips and also create an easement across the river walk, which has been granted to the city already, and allow tenants not just in the Aetna Building but for the public to use the Aetna Building as an easement area or walkway area through their building to access the marina. She added that the South Shore Group is still very interested in pursuing the project noting that the downturn in the economy has made financing difficult.

A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER UDENZE APPROVING A ONE-YEAR EXTENSION OF FINAL REVIEW APPROVAL FOR DDRB 2012-002 (FORMERLY 2011-004) (FORMERLY 2007-005), SOUTH SHORE MARINA AND RIVERWALK FROM FEBRUARY 28, 2012 TO FEBRUARY 28, 2013. THE MOTION PASSED UNANIMOUSLY 7-0.

III. INFORMATION/DISCUSSION ITEMS

There were no information/discussion items.

IV. OLD BUSINESS

No old business was discussed.

V. NEW BUSINESS

No new business was discussed.

VI. PUBLIC COMMENTS

There were no comments from the public.

VII. ADJOURNMENT

There being no further business, Chair Sikes adjourned the meeting at 3:32 p.m.

The next DDRB meeting is scheduled for Thursday, April 5, 2012 at 2:00 p.m.

Witness

Downtown Development Review Board

Print Name: _____

Andy Sikes, Chairman

Vote: In Favor: _____ Opposed: _____ Abstained: _____