



**Downtown Development Review Board (DDRB)**

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

**Thursday, June 28, 2018 – 2:00 PM**

revised

<b>Members:</b>		<b>Ex-Officio and Staff Distribution:</b>	
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			
<b>Staff Distribution:</b>		<b>Office of General Counsel: Sondra Fetner, Esq.</b>	
Aundra Wallace, DIA CEO			
Guy Parola, DIA Operations Mgr.			
Jim Klement, DDRB Development Coordinator			
Karen Underwood-Eiland, DDRB Executive Secretary			
<b>I.</b>	<b>CALL TO ORDER – Chairman</b>		
<b>II.</b>	<b>ACTION ITEMS – Chairman</b>		
	A. Approval of the May 17, 2018 DDRB Regular Meeting Minutes – <b>Deferred until July</b>		
	B. DDRB 2017-022, The Dora Block, Distillery and Restaurant – <b>Deferred</b>		
	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 2018-012 Jones Brothers Mixed Use development, Conceptual Review - <b>Deferred</b>		
<b>III.</b>	<b>INFORMATION/DISCUSSION ITEMS Chairman</b>		
	A. JTA - Skyway /U2C TCAR project Cantrece Jones, President- Acuity Design Group, Inc.		
	B. DDRB 2018-013 Residence Inn, Workshop for Brooklyn and Riverside Avenue District, Forest		

June 28, 2018  
Downtown Development Review Board Meeting

<b>IV.</b>	<b>OLD BUSINESS – Chairman</b>
<b>V.</b>	<b>NEW BUSINESS – Chairman</b>
	Discussion of Design Guidelines
<b>VI.</b>	<b>PUBLIC COMMENTS – Chairman</b>
<b>VII.</b>	<b>ADJOURNMENT – Chairman    Next Scheduled Meeting: Thursday, July 19, 2018</b>



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**8th Floor, Suite 825,**  
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*Thursday, June 28, 2018 - 2:00 p.m.*

**MEETING MINUTES**

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

**Board Members Not Present:** F. Jones and R. Caldera

**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:** Council Member Greg Anderson

**Representing Office of General Counsel:** Sondra Fetner, Esq.

**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**  
NONE

**III. INFORMATION/DISCUSSION ITEMS**

**A. JTA- Skyway/ U2C TCar Project – Brad Thoburn**

Brad Thoburn provided a presentation of the U2C Program Update to the Board. He discussed the development of the program, background and visualization. A copy was be emailed to the members.

Board Member Schilling entered the proceedings.

The Board Members commented about the JTA Skyway.

Mr. Thoburn reported that JTA has some conversations with Jeff Sheffield, TPO and he was working on the smart corridor concept by looking into some designs and installing connected signals on Bay Street. FDOT is currently working on installing some connected signals that circle around A. Philip Randolph, Adams Street and around the Sports Complex. He stated that some approvals were needed prior to having that done.

Mr. Thoburn stated that some modifications may be made as some of the vehicles were unable to fit on the track.

Council Member Anderson commented that he was looking forward to the project.

Chairman Loretta asked how safe the technology was. Mr. Thoburn responded that the system will be monitored.

**B. DDRB-2018-013 Residence Inn Marriott, Workshop for Brooklyn and Riverside Avenue District.**

Jim Klement provided a summary to the Board.

Steve Diebenow was present on behalf of the applicant and is in hopes of getting through this process within the next 30-days. Jason Faulk, Principal of Studio 9 Architecture was also available. A presentation was provided.

Board Member Schilling requested the applicant to study that interface between the parking lot and Forest Street; to see if there was not something that they can do to help buffer and shield it.

Board Member Worsham pointed out that one the DDRB's mission is the intent of activating the pedestrian space as you walk-through or experience downtown.

Jim Klement stated that there are options within the street-scape scenario to come back with a more urban hardscape. It would be important to make sure to take advantage of the fountain and Utility Park across the street to strengthen the pedestrian engagements.

Board Member Harden stated that he will be recusing himself from voting on the project. He also stated that he had ex-parte communication on the site. The use has been a goal for everyone in the area, because there is no place to stay in Brooklyn.

Board Member Davisson stated that he will be recusing himself from voting due to having a relationship with the site, Hallmark and Mr. Faulker as his partner. He has spent quite a few years looking at this site for multi-family housing as well as hotels. There is a lot of activation that has not happened yet and Unity Plaza will be there at some point and time. He referenced

the site plan and commented the he did not see any meaningful connection with the Hotel to the Plaza. He suggested that the developers not to take it all of the way as a suburban type design.

Council Member Anderson thanked the Board for their comments and he agrees that this project will be the entrance to our community going forward. Sidewalks and bicycle paths should be available for people that are living in Unity Plaza.

Chairman Loretta commented for the developers to look at what Gate Gas Station and relate back to making sure the pedestrian connection works its way through in proper fashion.

Steve Diebenow stated that staff asked him to examine reopening Oak Street and looking at the parallel parking on Forest.

Chairman Loretta responded that the only way to activate this was to get the right-in, right-out we have created a public park art location that is another mini gateway into Brooklyn. That would go a long way to softening the fact that is a suburban entrance.

Sondra Fetner, OGC stated that it was not a requirement to have a consensus at a workshop. A vote was not recommended, a good conversation as to remedies of the pros and cons.

Board Member Worsham asked if structured parking was considered. Mr. Faulker responded that there were not enough footprints on the site to do any kind of garage that was sufficient in anyway.

Chairman Loretta provided a summary below:

- Examine activating Magnolia with connection to 220 Riverside.
- Art-scape design along Forest and Magnolia with landscaping.
- Having an option or two at conceptual.
- Concerns regarding the building being ten feet from the property owner and five feet from the vacant property.
- Forest Street is a gateway to downtown and this project reflects the level of pedestrian or vehicular visual significance that should be on Forest Street.
- If there weren't other constraints, consider having the building right up front and have the transparency for the pedestrian area.
- Figure out something to create a better visual connectivity as you enter Forest between Unity Plaza and pond.
- Like to see some sort of elevation that will show fencing, knee wall, landscape design across the entry.
- Reference the Road-Diet

Jim Klement reported that the site-plan goes back to the very first site-plan for a building set-back. The applicant will be asking for those deviations.

Mr. Faulker stated that he was not expecting the issue of putting the building closer to Forest Street. They will go back and look at what they can do with hardscape and landscape. Chairman Loretta replied that the site-plan shown on page two (2) was reasonable to accept.

Board Member Lee stated that he suggested the applicant to talk to the brand and see what the limits are in terms of what to be changed. Be prepared to have some flexibility when coming back before the Board.

Jim Klement stated the next meeting was scheduled on July 19<sup>th</sup>. Steve Diebenow asked if the applicant could have the conceptual and final approval at the same meeting. Chairman Loretta responded that he will not be available for the August meeting and probably not based on what was shown today. He pointed out that he would like to see an option or two of how the roadways will be treated.

#### **IV. PUBLIC COMMENTS**

Tripp Gulliford commented that the project is a great use for the site. He understood some of the constraints on the site which can be worked through. He addressed concerns about the architecture which seemed horribly suburban. He encouraged the Board to google of urban residence inn. There are thirty different treatments.

Chairman Loretta closed the workshop.

#### **V. NEW BUSINESS** **ELECTION OF OFFICERS**

Chairman Loretta recommended discussing officers, election and duties.

##### **4.0 Officers:** Election and Duties:

**4.1 Officer:** The officers of the DDRB shall consist of a Chair, Vice-Chair and Secretary.

**4.2 Selection:** At each regularly scheduled July meeting, the DDRB members shall elect a Chairperson to serve as such for that annual term. The Chair shall appoint two members to a Nominating Committee. The Nominating Committee shall meet to discuss a slate of for Vice Chair and Secretary. The slate shall be presented to the Board as a whole at the regular meeting in August. All nominating committee meetings shall be noticed and conducted as public Meetings in accordance with Section 6 of the Bylaws.

**4.3: Election:** At the regular meeting in September, the Nominating Committee shall report the names slated for the positions of Vice Chair and Secretary.

## **DISCUSSION DESIGN GUIDELINES**

Jim Klement reported that the Installation of Council Leadership Ceremony will be held at 5:00 p.m. at the Times Union Center.

He stated that Councilmember Boyer has taken on in concert with Riverfront activity some of the real use of the Design Guidelines. She has advised Board Member Worsham to attend some of the regular meeting along with DIA Board Member Brenna Durden and Susan Grandin, OGC, Guy Parola. They have been reviewing the design guidelines.

Board Member Worsham stated that they have met several times reviewing the language and regulations. Board Member Trevor Lee is working on the diagrams. The real focus was that the regulations and the codes were old and not very clear. They are trying to go through and streamline to make the language more performance based.

She and Jim Klement reported the following:

- Setback requirements between a residential project, non-residential and commercial.
- Mandate a certain amount of setback from the sidewalk either height, or distance for some privacy for residential developments.
- Where to hold the line on setbacks
- What to do for residential development versus commercial
- What does it mean for open-space
- To craft a better code to make it more clear
- To minimize the amount of deviations when they make sense
- If they meet these criteria they minimize review.
- Development on the waterfront, how those projects relate to the waterfront?
- When the applicant deviates from that design criteria the mitigation and the criteria becomes more burdensome on the applicant to pursue their point of compliance.
- Transparency may not be as critical over some of the street-scape issues
- Do we just want to exclude industrial development
- An opportunity to guide more aggressively into urban design.

This is an ongoing process by rewriting and eliminating sections and combining sections to try to make the entire process better.

Board Member Worsham stated that some suggestions have been made; right now there is so much redlines, she advised the board to wait. When Susan Grandin finish, she asked if Jim could distribute to the Board for another discussion.

Chairman Loretta commented that the DDRB could have a little bit more of an architectural control and can turn a project down that was inappropriate. He highly commended Board Member Worsham and Board Member Trevor Lee for taking time to participate.

Board Member Christian Harden noted that he was participating on a task force for the Waterways Commission and will prepare to bring a report to the board. The Waterways committee has separate funding available within the Downtown Overlay.

Vice Chairman Schilling, Board Member Worsham and Chairman Loretta addressed conflicts with their schedules on July 19, 2018. Jim Klement will provide other dates/times for July.

Chairman Loretta has chosen to run for City Council in Jacksonville Beach in the Southern District.

## **VI. ADJOURNMENT**

There being no further business, Chairman Loretta adjourned the meeting at approximately 3:41 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](mailto:karenu@coj.net).