

CITY OF JACKSONVILLE
DOWNTOWN DEVELOPMENT REVIEW BOARD
MEETING/WORKSHOP

Proceedings held on Thursday, March 9, 2023,
commencing at 2:00 p.m., at the Jacksonville Public
Library, 303 North Main Street, Multipurpose Room,
Jacksonville, Florida, before Diane M. Tropa, FPR, a
Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

MATT BROCKELMAN, Chairman.
LINZEE OTT, Vice Chair.
GARY MONAHAN, Secretary.
FREDERICK JONES, Board Member.
JOANA BERLING, Board Member.
JOSEPH LORETTA, Board Member.

ALSO PRESENT:

LORI BOYER, DIA, Chief Executive Officer.
GUY PAROLA, DIA, Operations Manager.
INA MEZINI, Strategic Initiatives Coordinator.
SUSAN KELLY, Redevelopment Coordinator.
CARLA LOPERA, Office of General Counsel.
JOVITA HARPER, Executive Assistant.

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1 minutes. Hopefully, Board Members, you've had
2 a chance to look over the minutes before the
3 meeting. And if you have any modifications or
4 changes, we can incorporate those now;
5 otherwise, I'll entertain a motion.
6 BOARD MEMBER MONAHAN: Motion to approve.
7 BOARD MEMBER LORETTA: Second.
8 THE CHAIRMAN: There's been a motion to
9 approve the minutes, and there's been a second.
10 All those in favor, please say aye.
11 BOARD MEMBERS: Aye.
12 THE CHAIRMAN: Any opposed?
13 BOARD MEMBERS: (No response.)
14 THE CHAIRMAN: Show the minutes
15 unanimously adopted.
16 Okay. Moving along to Action Item B, the
17 Daily's mixed-use deviation workshop. And,
18 Board Members, before we get into this, I know
19 most of you -- and I think -- Joana, I think
20 you were watching the January meeting at the
21 time, but at our January meeting we decided to
22 defer the conceptual approval item on this and
23 asked the applicant to go back and have a
24 discussion with their team and with staff.
25 And, ultimately, it led to a request for
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1 PROCEEDINGS
March 9, 2023 2:00 p.m.

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3 THE CHAIRMAN: All right. Good afternoon
4 to the board and all the members of the public
5 who are here this afternoon.
6 I'd like to welcome you to the March 9th,
7 2023, DDRB meeting. As you can see, our agenda
8 is fairly compact today, so let's go ahead and
9 get started.
10 And, actually, before I do that, I do want
11 to recognize that we do have a new board member
12 this month, so -- Joana Berling, welcome to the
13 board. Happy to see you with us.
14 BOARD MEMBER BERLING: Thank you.
15 THE CHAIRMAN: And I think you'll find
16 that this is a great group committed to
17 downtown and we're excited to have your input
18 in that, and expertise. So welcome.
19 And we also want to thank former Board
20 Member Craig Davison who spent many years on
21 the board. I believe he will be coming to our
22 April meeting, so we'll make sure that we
23 properly recognize him for his service then.
24 Without further ado, let's go ahead and
25 look over the February 9th, 2023, DDRB meeting
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1 us to hold a workshop to talk not just about
2 the concept, but also to talk about the
3 potential deviations associated with this
4 project. And so as we get into this, I just
5 want to let the board members know that, since
6 January, I've had several meetings with the
7 applicant and with staff. I think we're going
8 to learn some things today that we did not hear
9 about in January, and I think the concept is
10 evolving into something that's -- that's pretty
11 compelling, and it will be a great addition to
12 LaVilla. So let's look forward to that, and I
13 encourage you all to have an open mind about
14 this as we go through it today.
15 And without further ado, let's go ahead
16 and hear from the applicant.
17 And again, Board Members, since it's a
18 workshop, it's fairly informal. As the
19 applicant goes through their presentation, feel
20 free to ask any questions you may have, and
21 we'll engage in some dialogue with the
22 applicant on this and then we'll hear from the
23 public after the applicant presentation is
24 concluded.
25 (Mr. Elsbury approaches the podium.)
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1 THE CHAIRMAN: So, Mr. Elsbury, I'll turn
2 over the floor to you.

3 MR. ELSBURY: Hello.

4 Jordan Elsbury, 121 West Forsyth Street,
5 on behalf of the applicant, Daily's.

6 I just want to do -- briefly address the
7 board before we get into the full-scale
8 presentation and workshopping and just make a
9 couple of points.

10 The first is just to thank you, to the
11 chairman, the entire board, DDRB, DIA staff,
12 the administration on continuing to work with
13 us as -- we've heard the concerns from both the
14 community as well as the board and staff, and
15 we've done our best to address many of those,
16 but I hope that today will also give the
17 applicant an opportunity to explain why we've
18 made some of the decisions that we've made, why
19 we've presented something that, you know,
20 various individuals have concerns or questions
21 about.

22 And we've made it a point to have members
23 of the Daily's senior leadership team; the
24 architectural, engineering, construction team
25 are all present to answer questions that you

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1 may have and offer their subject matter
2 expertise, but the main thing that we took --
3 that we heard loud and clear from the process
4 we've been through so far is really -- really,
5 it comes down to three things. It needs to be
6 a concept that excites downtown Jacksonville,
7 excites the board, that can even warrant
8 deviations. And that's -- that's where we
9 started.

10 So on hand today there's leadership from
11 Bold City Brewing [sic] that will talk a little
12 bit about the concept and some misconceptions
13 around what had, you know, originally been
14 presented or reported on.

15 The second is just a clear understanding
16 for the board on why we've asked for the
17 various deviations that we have. And I
18 promise, based off of the testimony you'll get
19 today, you'll find that it's based on creating
20 a successful development and a project in our
21 downtown that not only works on the business
22 side but contemplates pedestrian safety,
23 vehicular movement, all of it.

24 And the final piece is a clear
25 acknowledgment and commitment to incorporating

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1 the historical significance of the LaVilla
2 neighborhood of -- where we're looking to put
3 this site, and I -- I'll touch on that a little
4 later, once we get into -- once we get into the
5 actual meat of the agenda.

6 But we, again, look forward to addressing
7 the points. Chairman, I appreciate the moment
8 to address the board. I'll turn it over to you
9 and we'll move into an official presentation.

10 THE CHAIRMAN: Sound good. Thank you,
11 Mr. Elsbury.

12 A couple of quick points. One, just for
13 the board's knowledge, (audio failure), that
14 will not (audio failure) formal consideration
15 of the deviations. That will come later, at
16 final approval, once the applicant has refined
17 their plans more and we have a concrete list of
18 the deviations that will end up being sought by
19 them. So just wanted to make that quick note.

20 I also want to recognize that we do have
21 the chief of staff to the mayor, Leeann Krieg;
22 as well as the chief administrative officer,
23 Brian Hughes, in the audience. Thank you both
24 for being here.

25 And I understand that this parcel, in
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1 particular, has some history as it relates to
2 the Downtown Overlay and changes that were made
3 in consultation with the DIA and the City
4 Council back in 2019, so I wanted to give you
5 the opportunity to opine on that a little bit
6 if you'd like.

7 (Mr. Hughes approaches the podium.)

8 MR. HUGHES: Thanks.

9 (Brief pause in the proceedings.)

10 MR. HUGHES: It shows how often I have to
11 testify with microphones.

12 Thank you, Mr. Chairman, Board Members,
13 for the privilege of the floor for a few
14 minutes. I'll be brief. It's been about three
15 years since I came to a DDRB meeting, when I
16 was the interim CEO of DIA, so it's nostalgic
17 to be back. But I'm here on behalf of
18 Mayor Curry and the administration to give,
19 perhaps, a little broader context of the
20 progression of this.

21 So I know, as you guys do your work, you
22 kind of narrow it on the purview of the site,
23 the design, and that's sort of a starting
24 position for your work, but this, probably more
25 than -- than most development ideas in our

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1 downtown or otherwise really started a long
2 time ago, and that was reflective of the
3 developer and their group's interest in
4 whetting their idea to a long-term vision for
5 downtown, particularly the LaVilla
6 neighborhood. And I'm hoping that some of this
7 background may help inform your decisions and
8 help you as you do your work.

9 So Mayor Curry has worked to build a
10 foundation and set in motion, really, a rebirth
11 of the LaVilla neighborhood. For decades,
12 decisions in the area basically took a lot of
13 the historic and cultural significance off the
14 map. And we've worked very hard in the last
15 seven-and-a-half years to contemplate how you
16 bring back a modern neighborhood that is also
17 respectful of the history.

18 The evidence of where it's been and how we
19 got here, you can see -- you know, if you took
20 a Google map and zoomed out from this site just
21 a little bit, you'd see that you transition out
22 of the core toward that area in a very dense,
23 mostly office setting. CSX is just a little
24 bit away, a big surface lot with them. Across
25 the street, essentially, is a giant cement

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1 parking deck. And then you get to this site,
2 and there's a lot of room for growth when you
3 move west from there.

4 In the past decades or more they've --
5 Interline built a corporate headquarters in a
6 modern architectural way, surrounded by surface
7 lots and empty lots. Just down the road, the
8 previous administration had set in motion, and
9 it was brought online just after we took
10 office -- or the mayor took office,
11 essentially, a large, modern-looking intermodal
12 transportation station.

13 So there's lots of room to grow and
14 there's lots of room from this point west to
15 build a transition to a neighborhood.

16 Now, some of the things nearby is --
17 obviously, we've brought online, working with
18 Vestcor, the residential component, at least on
19 that corridor for two blocks, just to the south
20 of this area. And that's really the starting
21 place, right? If you're going to build a
22 neighborhood, you need to build places for
23 people to live and inspire people to want to
24 live there. And those are both -- both
25 workforce-driven living quarters. They've --

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1 mixed-income, so that you're seeing people --
2 you know, schoolteacher salaries all the way up
3 to market rate that, as we know these days, is
4 climbing.

5 So by working to continue to fill in the
6 areas that we have, we're going to see a lot of
7 progress, where the birthplace of the Johnson
8 Brothers isn't that far away. And for many,
9 many years, all it's been is a grassy lot with
10 a little chain around it that says, at this
11 place that you can't see or imagine a very
12 important family had its roots here in our city
13 and in that neighborhood. We're changing that.

14 DIA finished, while I was the CEO, the
15 LaVilla study that laid out a variety of ideas
16 and plans that could be implemented to, again,
17 rebirth this neighborhood. At that park site,
18 we now have an exciting -- I was just reading
19 the plans this morning -- an exciting way to
20 have an active park and one that very directly
21 reflects the history that that site has simply
22 done with a -- you know, with a 10-inch marker
23 for many years.

24 We worked with the MPS garage issue with
25 the DIA CEO, Lori Boyer, and staff to get

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1 through a settlement for a longstanding issue
2 we had on some parking garages, and part of the
3 benefit of that was that there was a financial
4 settlement, essentially, back to the City, and
5 a portion of that settlement is dedicated
6 specifically, and only with community input, to
7 develop the LaVilla Heritage Trail, a walking
8 path that, again, will move through this area
9 and celebrate its history.

10 There are the shotgun houses which reflect
11 an architectural history, very specific to the
12 neighborhood, that while they had been
13 preserved in previous administrations, that
14 preservation was not long-term and those
15 shotgun houses are suffering, and this
16 administration will soon commit additional work
17 to preserving those, and those facilities or
18 those structures may actually be incorporated
19 in a really exciting way in the Johnson
20 Brothers birthplace park.

21 So we've responded to understanding its
22 history. We want to celebrate it, but to move
23 and transition from this -- that dense office
24 that we have in the core out into an area that
25 is a neighborhood ready to be made, you need

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1 mixed retail and you need facilities that --
 2 residents that will -- that are there and will
 3 continue to be there as we develop. Those
 4 facilities need to be there as well.
 5 This site is at the intersection of many
 6 lanes of interstate and bridges. So as you
 7 look around it, we think that it very well fits
 8 in. That said, the developer in this -- for
 9 this project, back in 2019, came to the
 10 administration and then to DIA's CEO, Boyer,
 11 who was then a very new CEO, and said, if we
 12 accumulate these parcels at this location, at
 13 the current overlay, at that time would have
 14 allowed a gas station, and -- but he understood
 15 and wanted to be part -- the developer, Aubrey
 16 Edge, and his company, wanted to be a part of
 17 something exciting downtown. So they met with
 18 us, they met with Ms. Boyer, and the result was
 19 an overlay that accepted the notion of --
 20 instead of one thing, how do we incorporate
 21 multiple retail experiences and build that into
 22 the transition plan? And that's where the
 23 start of the multiuse that you'll hear more
 24 about was born.

25 Since then, they've continued to work with
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1 staff and Ms. Boyer, and I think you'll hear
 2 more from staff about that. So while you've
 3 inherited something that seems relatively new
 4 and -- and rightfully want to explore it,
 5 understand that there are years of work that
 6 came to it. And a lot of that work, at the
 7 expense of the developer, to contemplate the
 8 ideas that the mayor and Ms. Boyer have
 9 expressed back to the developer through that
 10 entire process.

11 So I think I'll stop there and just say
 12 that, you know, we're excited, as always, when
 13 somebody wants to come and invest in our
 14 downtown. And we always want to be respectful
 15 of how we do that, but at the same time there
 16 is a sense of urgency when you look around the
 17 downtown and see so much development potential
 18 unfulfilled, we think there is a very important
 19 balance always at play to make sure that we
 20 work in the -- with the development community
 21 to inspire them to continue to make investments
 22 and do big things.

23 So we appreciate the work that you all
 24 will do today and -- and moving forward and
 25 have done already.

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1 So thank you, Mr. Chairman, for the time.
 2 THE CHAIRMAN: Thank you, Mr. Hughes.
 3 Board Members, does anyone have any
 4 questions at this point for the administration
 5 or for staff before we move on to the rest of
 6 the applicant presentation?

7 BOARD MEMBERS: (No response.)

8 THE CHAIRMAN: Okay. I also want to
 9 recognize Ms. Boyer, the DIA CEO, for being
 10 here as well.

11 Thanks, Ms. Boyer. Good to see you.

12 And, Mr. Elsbury, I'll go ahead and turn
 13 it back over to you and your team, and we can
 14 just proceed through the conversation and
 15 engage in some dialogue.

16 MR. ELSBURY: Thank you, Mr. Chairman.

17 We delivered a USB drive to staff. So at
 18 this point, I'll bring up Max Globber, who's on
 19 the senior leadership team with Daily's, to go
 20 over just a couple of slides and a brief intro
 21 to kind of set the table and then we'll move
 22 through an agenda.

23 THE CHAIRMAN: Sounds good.

24 And just a reminder for all of the -- the
 25 applicant's team members who will be

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1 presenting, for the record, please state your
 2 name and address the first time you come up to
 3 address us.

4 Thanks.

5 (Mr. Globber approaches the podium.)

6 MR. GLOBBER: Thank you, Chair.

7 Max Globber, 3585 Richmond Street,
 8 Jacksonville, Florida 32205.

9 Thank you, members. Thank you, staff.
 10 Appreciate you guys taking the time.

11 Just wanted to talk about Daily's a little
 12 bit and then talk about this project that we'd
 13 like to pursue.

14 So if you don't know, Daily's is locally
 15 owned and committed to Jacksonville. What
 16 makes the Daily's brand unique is it's nicer
 17 here, so -- we've got premium customer service,
 18 we've got deluxe offerings, incredible prices,
 19 made-to-order food. And then on our foundation
 20 side, we're focused on building a nicer
 21 community through our Daily's Foundation by
 22 investing in the health and well-being of
 23 children and families.

24 Next slide, please.

25 So here at Daily's, we're no strangers to

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1 downtown. So we've got the Daily's Place
2 amphitheater attached to the Jaguars Stadium.
3 We think that was an incredible addition to
4 downtown. It's the premiere outdoor music
5 venue in downtown Jacksonville. We were
6 recently named the number five amphitheater in
7 the world, actually, for attendance. And we're
8 really passionate about what that brings to the
9 community.

10 Next slide, please.

11 And then on the Southbank we've got the
12 Daily's Foundation Pavilion. So Nemours
13 Children's Hospital is a -- just a fantastic
14 partner of ours. We deeply believe in their
15 mission, and so a couple of years ago we made a
16 \$5 million gift to secure the naming rights of
17 the Daily's Foundation Pavilion, so -- couldn't
18 be more excited about that. And I think, you
19 know, between the Daily's Place, Daily's
20 Foundation Pavilion, and this new exciting
21 development, I think we'll be well-represented
22 in downtown Jacksonville and we'll be doing
23 right by downtown Jacksonville, bringing some
24 really exciting things.

25 Next slide, please. You can skip to the
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1 next part. Next slide.

2 Thank you so much.

3 So we're incredibly excited about this
4 mixed-use project and we're happy to have
5 Bold City Brewery to potentially join us as a
6 partner. So they're going to lease the second
7 and third stories of this development. We'll
8 have the Daily's deluxe convenience store on
9 the first floor and have a Bold City taproom on
10 the second floor with a full-service bar and
11 food, in addition to games, on the rooftop.

12 As you can see, here's the elevation from
13 the street. Really nice design.

14 Next slide, please.

15 And then here's a rendering of what the
16 second floor might look like on the inside,
17 so -- Bold City products, full-service bar,
18 we'll have food coming out of the back, be
19 brewing beer on site, and provide a lot of
20 excitement and entertainment to the LaVilla
21 district.

22 We couldn't be more excited about this
23 project, and I thank you guys for your time.

24 Thank you.

25 (Mr. Elsbury approaches the podium.)

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1 MR. ELSBURY: Thanks for that, Max.
2 And through the Chairman to the rest of
3 the committee, just in terms of an outline of
4 how we're going to approach our presentation,
5 the first thing I want to address is the
6 concept, and then we can just -- we can discuss
7 a little bit about site plans, deviations, and
8 technical matters.

9 And as I said in my opening, one of the
10 most important things to us was that the DDRB
11 board, as well as the Jacksonville community,
12 understand what exactly we're asking deviations
13 for. And based off of the community feedback
14 and the initial meetings of this body as well
15 as the community meetings that we've had, the
16 feedback was simply, you know, we're not
17 necessarily opposed to what you're proposing,
18 but the concept really does need to warrant
19 what you're asking for.

20 And one of the first things we did in
21 terms of revisions on how we got here is to
22 really take a look at our presentation and how
23 we're communicating what we're going to do with
24 the second floor. And a full-scale restaurant
25 and brewery is, obviously, something that the

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1 neighborhood doesn't have right now. And I
2 would ask, at some point maybe staff could
3 pontificate when the last time there was a
4 restaurant in the LaVilla district. Perhaps
5 Guy could answer that.

6 So we would be bringing a new restaurant,
7 new brewery, new entertainment experience that
8 hosts several events a week. If you've ever
9 been to the location in Riverside, it's a very
10 active area. They have a big chalkboard on
11 their back wall that I took particular interest
12 in where they're doing, you know, fund-raisers
13 for public schools, sports teams, or local
14 nonprofits, or they have yoga or some other
15 fitness element, and --

16 And when we look at downtown, specifically
17 that area, it's producing very few events and
18 very few reasons why the community or
19 individuals would come downtown and flock to
20 that area, and we think -- obviously, we have a
21 business model that's going to drive people
22 here; otherwise, we wouldn't be doing it, but
23 secondly, it's going to -- it's going to be a
24 placemaking spot. People are going to leave
25 their home to come to downtown specifically for

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1 this location.
2 And there's representatives from Bold City
3 here. So what I'll do now is -- I'm going to
4 turn it over to Brian from Bold City to talk a
5 little bit about the concept and the excitement
6 on bringing his institution downtown in a more
7 meaningful way. As most of you probably know,
8 there is a Bold City location on Bay Street,
9 right near Cowford Chophouse.

10 So what I'll ask Brian to do is to talk a
11 little bit about what he's experienced as being
12 a retail establishment in downtown so far and
13 why this concept. The site plan that you guys
14 are looking at and considering is a model that
15 will support both his business enterprise as
16 well as driving more people downtown.

17 Brian.

18 THE CHAIRMAN: Thanks, Jordan.

19 While Brian is coming up, to that point
20 that you made, Guy -- either to you or someone
21 else on staff, it was a good question. When is
22 the last time that LaVilla had a restaurant?

23 MR. PAROLA: That's a really good question
24 to ask. And, unfortunately, the last time we
25 saw a restaurant, we ended up taking it back

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1 because it was a single use, so --
2 And if I could just say a few words before
3 this gentleman goes on, it's interesting, I've
4 heard "destination" and I've heard "balance,"
5 and I really got to say, when you look at the
6 mix of uses here and you start looking at --
7 you have quick turnaround vehicle trips, you
8 have longer destination trips in a city which
9 we still rely on vehicles. I think it really
10 changes how staff looks at the site and what
11 they presented, so -- and I mean that in the
12 best sense.

13 THE CHAIRMAN: Thanks.

14 Brian.

15 MS. LOPERA: Mr. Chair, Carla over here.

16 Thank you. If I may?

17 THE CHAIRMAN: (Nods head.)

18 MS. LOPERA: Through the Chair to board
19 members and to everyone, applicant, presenters,
20 just a reminder. We're on the workshop -- the
21 deviation workshop, which is a more informal
22 process. There is a -- the next agenda item is
23 conceptual approval, which is a quasi-judicial
24 procedure. And so anything you want the board
25 to consider for that conceptual review will

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1 need to be repeated during the public hearing
2 portion, in that, which is fine. You're more
3 than welcome to do that. I just want to make
4 that clear to everyone, what needs to happen.

5 Thank you.

6 (Mr. Miller approaches the podium.)

7 THE CHAIRMAN: Okay.

8 MR. MILLER: Brian Miller, 4321 Ortega
9 Farms Circle, Jacksonville, Florida 32210.

10 Thank you for having me here today. I am
11 the owner of Bold City Brewery. We started in
12 2008, so we're heading on 15 years now. We are
13 the largest brewery still in Jacksonville.

14 It's not easy to do with all of them nowadays.

15 We have a location on Bay Street, and its
16 struggling. It's struggling for three reasons.
17 We don't have parking, we don't have food, and
18 we really don't have the space to have events
19 which will help sustain you when you don't have
20 busy nights or events going on downtown.

21 With what Daily's is looking to do, we
22 will have dedicated parking, we'll have a
23 full-service restaurant and liquor bar, and
24 we'll also have the space to expand and have
25 those events, not only on the rooftop, but in

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1 the restaurant itself. And so those are the
2 big things for us, for this opportunity. It's
3 a fantastic opportunity for the brewery itself.

4 I was born and raised in Jacksonville. I
5 want to see downtown be vibrant. Anything we
6 can do to help that, we would really love to,
7 so I appreciate your time for having me.

8 Thank you.

9 THE CHAIRMAN: Thanks, Brian.

10 And quick question for you, actually,
11 Brian.

12 And, Board Members, if you have any,
13 please chime in as well.

14 Talk a little bit about the Riverside
15 location, what sort of offerings do you have in
16 the way of food? And what is --

17 MR. MILLER: Oh, the --

18 THE CHAIRMAN: -- and what does it look
19 like there?

20 MR. MILLER: -- big item that we have
21 there is our Smash Burger. They're a big thing
22 right now, and our chef, Matt, does a killer
23 job on them. I know the other day, we had some
24 fried pickles that we needed to kind of cook,
25 and he made a Smash Burger topped with fried

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1 pickles and all this stuff, and I'm like, this
 2 is insane, but it was delicious.
 3 We do Taco Night. We just started doing
 4 Taco Tuesday Night, so we've got chips and
 5 salsa, chips and queso with chorizo, all kinds
 6 of tacos, fish bites. We do salads, we do
 7 Philly cheese steaks, we've got keto options
 8 because I do keto. We've got gluten-free
 9 options. We've got a pizza oven, so he does a
 10 gluten-free pizza, regular pizzas.
 11 But with his kitchen, it's limited. We
 12 only have so much space. This new kitchen that
 13 would be built at the Daily's gas station gives
 14 us, I mean, an unlimited ability to cook what
 15 we want, or what the consumer wants. That's
 16 what we're here for, is what the consumer wants
 17 to do.
 18 So any other questions?
 19 THE CHAIRMAN: Ms. Berling.
 20 BOARD MEMBER BERLING: Sorry. Just for
 21 clarification, is your intent to continue to
 22 maintain the Bay location as well?
 23 MR. MILLER: No, ma'am, it would not be.
 24 It would not be. We would move that equipment
 25 over, and most likely expand the equipment that
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1 we have so that we could keep up at this new
 2 location. But no, we -- we wouldn't be able
 3 to.
 4 BOARD MEMBER BERLING: Okay. To follow
 5 up, a big issue for me as a designer is crime
 6 prevention through design, and so you have a
 7 gas station, you have a restaurant, and so
 8 that -- that programmed use will bring a lot of
 9 activity, right? It'll activate the space. So
 10 can you just expand on the hours of operation
 11 and the utilization of your Riverside [sic],
 12 just so we can get a picture of how vibrant --
 13 MR. MILLER: Yeah, so -- so we're open --
 14 we're in production Monday through Friday. The
 15 taproom and restaurant is open Tuesday through
 16 Sunday. We open 3:00 to 10:00 p.m. Tuesday
 17 through Thursday, and then noon to 10:00, and
 18 then noon to 6:00 on Sunday. We have live
 19 music on Fridays. Typically, one Saturday
 20 night we have live music at that location. And
 21 then we do trivia nights; we do Bingo, which is
 22 a huge -- people love Bingo, surprisingly.
 23 But I would assume, that location, we
 24 would be open noon to 11:00 because I think we
 25 would get -- I mean, over in Riverside, we're a
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1 destination. People don't just drive by and
 2 come in. With this one, noon -- I think we
 3 could get a lunch crowd. I think we can have a
 4 dinner crowd. And I think you have more
 5 families nowadays that are into craft beer and
 6 going to breweries and things like that, and so
 7 we have room to accommodate them, which we just
 8 do not have at the Bay Street location, to do
 9 that.
 10 BOARD MEMBER BERLING: I'm being selfish
 11 for a minute, thinking, like, late at night, I
 12 need to get gas, and the safety factor of
 13 having that space being activated is -- is of
 14 interest. And I'm sure it's of concern --
 15 MR. MILLER: Yeah. I thought you were
 16 going to say you like Duke's or something.
 17 Any other questions?
 18 BOARD MEMBER MONAHAN: Mr. Chair, an
 19 additional question, if I may?
 20 THE CHAIRMAN: Go ahead.
 21 BOARD MEMBER MONAHAN: Thank you.
 22 Through the Chair, thank you, sir, for
 23 your presentation. We appreciate it.
 24 Rough idea -- I know you don't have
 25 numbers yet because you don't have a project
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1 that's built, but about how many employees do
 2 you think you might have?
 3 MR. MILLER: In addition to what we have
 4 now?
 5 BOARD MEMBER MONAHAN: At this location.
 6 MR. MILLER: Yeah. This location? Five
 7 to ten, I would say, and that's including brew
 8 staff.
 9 BOARD MEMBER MONAHAN: Thank you, sir.
 10 MR. MILLER: Yeah. Once again, I
 11 appreciate it.
 12 Thank you.
 13 (Mr. Elsbury approaches the podium.)
 14 MR. ELSBURY: Thank you, Brian.
 15 And in just a second, I'll bring up Aubrey
 16 Edge, the president and CEO of Daily's, to talk
 17 a little bit about it, but just to address
 18 the -- the point from the General Counsel's
 19 Office, part of this exercise, before we start
 20 discussing some of the deviations, is -- I
 21 wanted to give the board a little bit of a
 22 flavor from those that are involved in the
 23 planning process and -- you know, why some of
 24 those deviations are in there, are based off of
 25 what you just heard and what you'll hear from
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1 Mr. Edge. And it's not because, you know, we
2 chose for something to be oriented a specific
3 way or it's a better money driver for us if the
4 building is configured this way, or cheaper.
5 It's because, for long-term success of a
6 restaurant and brewery, a neighborhood market,
7 gas station, convenience store, all of those
8 things have required elements for them to be
9 successful over time. And our site plan
10 contemplates that.

11 To address the -- the feeling safe, and
12 security, obviously, activation is the number
13 one way to drive that down. And if you've been
14 to any of our locations anywhere around town, I
15 think everyone can at least acknowledge that we
16 pride ourselves on a clean and safe
17 institution. They're all well-lit. We're
18 having conversations on a private security
19 element to make sure that it is truly a safe
20 place, that -- whether you're just stopping in
21 for gas or you're coming with your family late
22 in the evening, that -- that you really feel
23 safe downtown.

24 And with that, I'll turn it over -- I'll
25 turn it over to Aubrey just to give some

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1 comments on his vision, how we got here, and
2 what it takes for this development to be
3 successful, and then we'll start addressing
4 some of the deviation criteria.

5 (Mr. Edge approaches the podium.)
6 MR. EDGE: Aubrey Edge, 3626 Richmond
7 Street, Jacksonville, Florida 32205.

8 Thank you to you, Mr. Chair, members, and
9 staff.

10 You know, when we -- when we spoke with
11 the mayor's office originally, it was -- this
12 was really just a -- an idea born more of
13 passion about downtown and giving back to our
14 community because we're fully aware that we're
15 not just the tip of the spear. We're actually
16 kind of the tip of the tip of the spear, and
17 there's a lot that goes with that.

18 You've mentioned safety. It's a big
19 concern. You know, the best thing that we can
20 do is -- is have something -- the multi-tiered
21 approach allows us to have people centrally
22 located, have lots of people around each other,
23 which always helps with the safety concern.

24 We're fully cognizant that we will most
25 likely have to have security for at least some

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1 period of time. There's a big vagrancy --
2 there's a big homeless element. And we want a
3 place that everyone, no matter who they are,
4 feels safe and comfortable coming to.

5 So this was really -- a couple of years
6 ago, as Mr. Hughes said, we came and we said,
7 "Hey, what do you guys think?" Because a lot
8 of times people, before they move somewhere,
9 they want to know they can get certain basic
10 services. And so we're like, look, we can --
11 let's do something that's like -- almost a
12 Fresh Market style on the first floor, lower --
13 reimagination of a convenience store level, and
14 then do something with food and drinks and fun
15 up on the rooftop.

16 And then, as we spoke with our friends at
17 Bold City, it dovetailed really well because
18 they were struggling in their current location
19 downtown. And, of course, as everyone knows,
20 downtown is still struggling. Not everyone has
21 come back to work in downtown. But we still
22 believe that the vision of downtown should
23 exist and will persist, and we want to be a
24 part of that.

25 I will take one exception with the comment

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1 that said this -- you know, making a return
2 investment. We actually don't expect to make a
3 return investment anytime soon. But, again,
4 this is a long-term vision and it's -- it's
5 something we'd like to do.

6 And with that, you know, you have to
7 have -- this is a very vehicular area because
8 of the entrance in and exit out of downtown,
9 and so it is very vehicular heavy. And with
10 that, we think we've got to have the elements
11 that allow these -- this combination of uses to
12 have residents. And parking is certainly a key
13 component to that.

14 So I'm happy to answer any questions, but
15 this is really a project that was -- it was
16 well thought out. It has not been thought out
17 in a vacuum by just us. And we went through
18 the proper channels a long time ago and have
19 been working on this a long time.

20 So we thank you guys for what you do,
21 and -- and, with that, I'll pause for any
22 questions.

23 THE CHAIRMAN: Thank you, Mr. Edge.

24 A couple of quick questions from me. And
25 this is in the context of LaVilla as it stands

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1 today, not as we hope it stands in 10, 20,
2 30 years from now. Is it fair to say that,
3 given the current environment that exists near
4 this site, the gas station element is going to
5 provide the revenues that allow something
6 exciting like the Bold City mixed-use
7 development to happen? And but for that gas
8 station element, you probably wouldn't take the
9 risk of putting a Bold City-type establishment
10 there at this particular time?

11 MR. EDGE: Absolutely. I mean, there's no
12 way -- and frankly, there's no way that Brian
13 is going to make it without us helping out on
14 the rental aspect until we can get to a certain
15 mass. And until there's enough pedestrians,
16 enough people downtown who get to know that --
17 that new entity, this new Daily's, what it is,
18 and this new Bold City, and how vibrant we
19 think it's going to be, before we even start to
20 put a burden on them -- because we really want
21 them to succeed.

22 And, again, you know, one of the things
23 they're struggling with is keeping the other
24 one open downtown, which Brian could talk about
25 more than I would -- or could, but keeping

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1 that -- and I think those things are essential.
2 I mean, they -- it's a great, little
3 establishment, but they don't have any food,
4 because they can't. And food and beer, they go
5 together. And it's just a -- it's just
6 something that he would like to do. It's
7 something that I think would make what they do
8 really, really well -- their place in Riverside
9 is just a fun, low-key, laid-back place. And
10 it's just -- it's just fun.

11 So absolutely.

12 THE CHAIRMAN: Thank you.

13 Another question. And maybe we'll punt
14 this one until we get to parking, but in case
15 you'd like to opine on it, being very familiar
16 with your other stations around Duval County,
17 is it -- is it fair to say that if you weren't
18 doing a gas station downtown, not only could
19 you probably make easier and quicker money if
20 it was in the suburbs or in St. Johns County,
21 but when it comes to things like we'll hear
22 about in a second around deviations with
23 respect to, for example, parking, that even at
24 your other locations, if you were doing
25 something like this, this type of concept

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1 somewhere else, do you think you'd have even
2 more parking than what is currently
3 contemplated in this -- in this plan?

4 MR. EDGE: Yes. In fact, all of our
5 facilities have more parking than this, even
6 without this elevated usage.

7 As you know, we have Daily's -- we have
8 our own restaurant concept, Dash, which, now,
9 when we build a site, we -- we specifically
10 have at least an acre devoted just to the
11 parking for the Dash, and -- which is -- means
12 our parcels get bigger and bigger.

13 We're now buying 5-acre parcels just to
14 accommodate the parking, because if you want
15 the people to come, you have to provide a space
16 for them, and make it easy. And that's --
17 that's what we do.

18 And to your other point, yeah, if we want
19 to make a return on investment, we would invest
20 in St. Johns County, and -- now, we're going to
21 invest in St. Johns County too, but it's not
22 the point.

23 You know, SilverLeaf, for example, who's I
24 think the biggest development now in, like, the
25 country -- and SilverLeaf chose Daily's to be

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1 the only gas and convenience store, and there's
2 a reason. There's a way that we do things that
3 resonates with people because we do it as high
4 quality. We don't -- we don't do things
5 halfway, and -- and people want to partner with
6 us because of that.

7 So that's where we would go. And,
8 typically, we would be buying, you know,
9 between 3-and-a-half to 5-acre sites;
10 3-and-a-half, like, minimum.

11 BOARD MEMBER LORETTA: I have a question
12 for Jordan when he gets back up, I suppose.

13 THE CHAIRMAN: Well, thank you, Mr. Edge.
14 I appreciate yours and your company's
15 commitment to downtown.

16 MR. EDGE: Thank you, Mr. Chair.

17 BOARD MEMBER LORETTA: Yeah. I mean -- so
18 this is a different workshop than we've ever
19 had, which is partially understandable.

20 My quick question to get into the workshop
21 portion -- and we're really -- you know, maybe
22 I'm fast-forwarding here, but -- so staff has
23 made a recommendation for approval based on,
24 what, seven comments?

25 Are you all -- are we going to talk about

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1 those seven comments? And are you all okay
2 with those seven comments?

3 THE CHAIRMAN: Jordan, if you -- I
4 think -- I mean, my answer -- and Jordan, I
5 mean, you -- feel free to talk about what you
6 want, but I think the specific conceptual
7 approval items we'll get to at conceptual
8 approval. And if I heard Jordan correctly, I
9 think -- and I think we're about to transition,
10 but the point of this opening to the
11 presentation was to kind of update us on the
12 concept and lay a foundation from which now to
13 talk about deviations and why some of those
14 were decisions that they've made up until this
15 point.

16 MR. ELSBURY: Yeah. Through the Chairman
17 to Board Member Loretta, you're -- you are
18 correct, that the goal is to address those
19 comments. It was important to us, just from a
20 concept standpoint, to understand why some of
21 the recommendations would run us a little off
22 course in terms of a business strategy as well
23 as what we believe works on the site for the
24 contemplated use.

25 And here's what I'll say as we transition
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1 to the deviations portion as well as addressing
2 the comments and the recommendation from staff:
3 To the extent that the comments and
4 recommendations from staff are between now and
5 final approval, before we bring you guys our,
6 you know, quote-unquote, best and final, that
7 we continue to work with staff on items that
8 are a particular concern, be it landscape or
9 arts elements, or whatever the -- whatever the
10 concerns are.

11 If the recommendation is just to simply
12 refine, get it as good as you can, we obviously
13 will commit to doing that and have -- and have
14 remained doing so, and -- as evidenced by -- I
15 mean, we were on calls as late as yesterday, as
16 soon as this morning, talking about potential
17 opportunities to help between conceptual
18 approval and final to really address some of
19 those recommendations, maybe not to the full
20 extent that they're contemplated, but, you
21 know, how can we incorporate more of a
22 historical element to acknowledge the
23 neighborhood that we're in.

24 So one of the things we've done, we
25 engaged the Cultural Council to have a
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1 preliminary conversation with them as we look
2 at sculptures, art, murals, what have you --

3 THE CHAIRMAN: Jordan, you may want to
4 save that because I have a feeling OGC may tell
5 us that you're going to have to restate all of
6 this during the conceptual approval agenda item
7 since I think the Cultural stuff probably isn't
8 related to the technical deviations.

9 MR. ELSBURY: Sure.

10 THE CHAIRMAN: I mean, feel free to keep
11 going if you want, but I --

12 MR. ELSBURY: Yeah, the -- the point, I
13 guess, is just simply that we're not going to
14 continue -- we're going to continue working
15 with both staff, DDRB members, to refine the
16 project as we seek final approval to get it as
17 absolute close, you know, to achieving all of
18 the recommendations from staff, I guess.

19 My ask is, just on the front end of this,
20 as we move into the deviation portion, that the
21 recommendations with approval, should you go
22 that route, be -- allow us the latitude to
23 continue to work with staff and refine
24 something as opposed to, you know, change your
25 site plan for this exact reason, because,

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1 obviously, we -- we want to have the ability to
2 get as close as we can to meeting them.

3 But with that, I'll -- I'm happy to move
4 us towards addressing some of the deviations,
5 some of the comments, and I think it's -- I
6 think it's a fair assessment to say that many
7 of the deviations are derived entirely -- or
8 certainly it's heavily weighing on it, our site
9 plan, and the way that's contemplated. And
10 whether it's having, you know, four entrance
11 and exit points, whether it's having, you know,
12 surface parking or allowing, you know,
13 vehicular movement around the vehicles because
14 the building is not on the streetfront --

15 And as I said, we had -- we have all of
16 the members of our team here that participated
17 in the engineering and architectural side of
18 this.

19 So what I want to do first is talk a
20 little bit about the site characteristics and
21 limitations of the site that we've -- we've put
22 together. And from our engineering team, we
23 have Peter from ETM. I'll invite him up. I'd
24 like him to talk just a little bit about
25 vehicular movement, why the site is proposed

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1 the way that it is, be it entrance points or
2 allowing vehicular movement to flow around the
3 property.

4 (Mr. Ma approaches the podium.)

5 MR. MA: Yes. Peter Ma, England-Thims &
6 Miller, 14775 Old St. Augustine Road,
7 Jacksonville, Florida.

8 I think previously we were here -- I kind
9 of mentioned some of those points, the way the
10 building is laid out in the required
11 circulation.

12 So one of the main things for a gas
13 station is the way the truck route -- the
14 tanker comes in, and where the tanks are.
15 There's only one way that really comes in, and
16 so -- particularly, the tanker fuels on the
17 right side of a tank. So that kind of sets up,
18 you know, everything else.

19 And the way we have the building and the
20 circulation around it, it's the -- when the
21 tanker comes in and then when we have delivery
22 trucks, you know, for the C store and now for
23 the restaurant and now for the brewery, we want
24 to maintain the circulation all the way around
25 the building in case we have box trucks, along

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1 with a tanker, block any one of the -- one of
2 the -- one of the, you know, connections or
3 pathway around the building. We have other --
4 other pathways for the cars to get in and out.
5 So that -- that's a -- that's one of the, you
6 know, main points why we basically lay out the
7 building in the middle of the site.

8 And also we talked about the canopy.
9 Because of safety reasons, it has to be
10 directly in front of the C store, and -- and
11 we've got that relationship. That relationship
12 is -- is, you know, fixed.

13 And also, you know, that layout also
14 creates a defined channel, how the vehicles
15 would move. I think, you know, one is -- one
16 of the suggestions look -- you know, from the
17 past meeting, to look at some of the other
18 urban C stores that -- you know, other places
19 have -- I mean, frankly, when you look at
20 those, the way the cars move in and out -- I
21 mean, once you move a building through the
22 edge, and then you have your C store the way it
23 is, you really -- some of the -- some of the
24 places to get in and out, you really don't have
25 a defined channel. So that creates conflicts

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1 and accidents and safety issues.

2 So that's -- that's basically the reason
3 why we set the layout the way we have now.
4 Thank you.

5 THE CHAIRMAN: Thank you.

6 One of the questions that -- that I had
7 back in January, in my mind, that you may want
8 to speak about is having four of the
9 ingress/egress points. And, you know, some
10 people suggested, well, could you back that
11 down to three or to two? In a hypothetical
12 scenario where you did two instead of four,
13 what does that do to traffic, both at the site,
14 internal to the site, but also on the
15 surrounding streets wherever you would put
16 those two points?

17 MR. MA: Yeah. For this particular site,
18 I mean, it's -- I know at least three of the
19 streets, if not all four, heavily traveled. So
20 if you limit the connections going in and out
21 of the site, you will create pinch points and a
22 long queueing. Particularly, it's bad if
23 you -- if you have to queue out into a public
24 right-of-way in the road, waiting to turn in.
25 That will cause backup, you know, further back

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1 on the road.

2 So we will need -- we will need all four
3 connections. And also, by the way, they -- all
4 four of the roads is directional, so they're
5 not -- they're not two-way. So if you -- if
6 you miss it, you really have to go several
7 blocks to come back around. So I think that's
8 why we have the need to have all four
9 connections, all four driveways.

10 THE CHAIRMAN: Okay. Thank you.

11 I mean, that -- that makes sense to me. I
12 mean, as I thought more about that and thought
13 about what would happen if -- for example, if
14 you only had ingress and egress on Broad Street
15 and Jefferson Street, then folks exiting on
16 Jefferson and going in that direction, maybe
17 towards Brooklyn or wherever, would probably
18 start piling up pretty quickly at that traffic
19 light at the corner, and that's something
20 that --

21 I mean, I know from experience. That
22 happens to us at VyStar in our new garage. I
23 think if we could redo things, we probably
24 would have reconfigured some of the exits
25 because right now when, you know, it's

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1 5 o'clock and everyone's leaving downtown, our
2 folks are trying to leave that garage and
3 they're coming out onto Forsyth Street, and
4 immediately they hit the Main Street traffic
5 light. So we literally, some days, have
6 half-hour-plus backups in our own garage from
7 that.

8 So that was a -- kind of something over
9 the last couple of months kind of hit home for
10 me and I thought, there's a practical thing
11 that I can relate to there. So that makes
12 sense.

13 MR. MA: Exactly.

14 THE CHAIRMAN: Board Members, any
15 questions about traffic flow as it relates to
16 the site plan?

17 BOARD MEMBER LORETTA: I'd like to maybe
18 ask the Daily's representatives a question in
19 regards to what you stated, and -- and that's
20 in regards to, you know, having the pumps be --
21 let's say approximately 60 to 80 feet away.
22 And I understand. I just quickly did a Google
23 search, and every one of your Daily's and,
24 quite frankly, most of the Gates are that way.

25 I just also -- I just wonder, like -- you
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1 things are going well out there and that no one
2 is doing anything that would be unsafe. And
3 then, of course, it's really about backing into
4 a minimum as opposed to having a maximum. And
5 the minimum would be, okay, we've got -- if
6 you've got the parking up front for your store,
7 that car has to be able to back up and get out
8 while your -- your gasoline customer is
9 circulating, because the majority of our
10 business is, frankly, gas and go. They -- you
11 know, a card reader. Use the card readers at
12 the pumps. You put your credit card in and you
13 go. And then the people who choose to come
14 inside usually do take a parking space.

15 So you've got all of these different
16 traffic patterns converging, and that's one of
17 the reasons that we need all the access points.
18 That's why we need the different routes around
19 the building because, with this, we're layering
20 in another use on top of that that is
21 relatively intensive too, which is a full
22 restaurant and bar.

23 THE CHAIRMAN: Thanks.

24 BOARD MEMBER LORETTA: Thanks.

25 BOARD MEMBER JONES: I'll wait for Peter.

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1 know, like the Pilot stations or the larger
2 stations that have tanker trucks, typically
3 those are, you know, 150, 200 feet away on the
4 sides or all sorts of stuff, and so I just was
5 hoping that maybe Daily's staff could kind of
6 talk a little bit about security yourself. It
7 could help us to understand the -- any
8 reasoning as to why it needs to be at that 60
9 to 80 feet depth versus 120- to 140-foot depth.

10 MR. ELSBURY: Sure. Through the Chairman,
11 thank you, Board Member, for the question.

12 I'll defer to either Aubrey or Max on --
13 (Mr. Edge approaches the podium.)

14 MR. EDGE: So good question.

15 So we try to -- from a safety perspective,
16 we really want our attendants inside to be able
17 to see what's going on on those fuel islands.
18 First of all, we get people who -- who need
19 help, so -- and particularly if it's a
20 handicapped person, then they know that they
21 can either call or -- or blow the horn or do
22 something like -- there is a number, or else
23 they could blow the horn and we'll come out and
24 help them out, but --

25 So one is a safety reason, making sure
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1 So the design vehicle that you used for
2 the AutoTURN to get your turning radius, did
3 you use the largest one, as in the WD-50,
4 WD-60, if you know what I'm talking about?

5 MR. MA: I believe there's one
6 specifically for a -- for a fuel tanker that's
7 in AutoTURN. That's the one that we used.

8 BOARD MEMBER JONES: Okay.

9 (Mr. Elsbury approaches the podium.)

10 MR. ELSBURY: I guess at this point, just
11 from a site characteristics limitation, you
12 guys have heard from both of the -- the
13 technical side as well as the -- kind of the
14 business sense behind it on the front end of
15 this from the Bold City representative talking
16 about why the parking and vehicular movement is
17 important to him, as well as from the Daily's
18 team relative to traffic flow, as well as
19 getting our product in and out of -- in and out
20 of the site.

21 I guess at this point, to the chairman,
22 I'll defer to you on the next step for the --
23 for the purposes of this meeting, whether you
24 wanted to transition into the conceptual
25 approval discussion or if there's additional

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1 questions with the subject experts.
2 THE CHAIRMAN: Yeah. So -- and feel free
3 to add, but as I look through the deviations
4 and kind of put them into buckets, I think
5 there was -- there was traffic flow, which we
6 just kind of covered a little bit; there's
7 parking, which has been covered a little bit as
8 well; and then there were a couple of the
9 design elements. And, really, I think that was
10 related to that back wall where right now it's
11 contemplated to be a mural.

12 And I know you started talking about the
13 Cultural Council discussion. So maybe for the
14 purposes of that deviation bucket, go into a
15 little more detail about how you guys want to
16 approach that. And then right after that,
17 maybe a little bit about the urban open space
18 and the corners of the site and just the
19 general screening of the site with vegetation
20 and otherwise from -- from the roadways.

21 MR. ELSBURY: Sure. So I guess the first
22 piece I'll address relative to the mural and --
23 and this will probably hit a little bit on the
24 transparency calculation sections too.

25 Because of the nature of our business,
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1 what we do -- I mean, we're not an office space
2 where all four corners of the building are
3 necessarily what you would -- you would maybe
4 want to be transparent or glass. For example,
5 the -- you know, the back side of the building,
6 there's probably freezer coolers, light
7 kitchen, et cetera. I don't necessarily think
8 that that was the -- the intent and vision
9 as -- of the transparency argument with
10 glassing.

11 But in terms of maximizing the amount of
12 the urban design and transparency as a
13 reflection to safety downtown, we're certainly
14 maximizing that. I think the recommendation
15 that staff has put in here is to rerun our
16 calculation and continue to work with staff on
17 where we could potentially see some more square
18 footage on the transparency front.

19 As it relates to the mural wall, I do want
20 to state -- I do want to state one thing. The
21 renderings that you guys are looking at are, of
22 course, conceptual in nature, but we haven't
23 selected a mural. As I said, I think we're
24 looking at potentially doing a call to artists
25 through to the Cultural Council, but that --

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1 that mural that you're looking at is not
2 defined, here's what we're doing. It's simply
3 for perspective for board members to look at,
4 as is the same with the art structures that
5 will be selected for the public -- open public
6 space units.

7 But I guess just the last point, and I'll
8 turn it over to Aubrey to talk a little bit
9 about the last points you made, the use for
10 urban and open space, I think the
11 recommendation in the staff report is prior to
12 final approval we would -- we would submit a
13 detailed section of public realm, including
14 dimensions, landscaping, features of programmed
15 urban space.

16 Right now our site plan does have -- and
17 our element contemplated -- we started working
18 this week to talk about what other sort of
19 private quasi-public spaces on the corners of
20 our property could we explore that would be
21 beneficial to downtown, potentially help our
22 development, and would continue to activate the
23 space.

24 We started having some preliminary
25 conversations around, do we use one of the
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1 corner areas for, you know, a micromobility
2 station where individuals that are, you know,
3 e-scootering, what have you, from one side of
4 downtown to the other could potentially use
5 that. Obviously, those are conversations
6 heading into final approval that we want to
7 talk with DIA staff, as well as you guys,
8 around what -- what would work in terms of
9 being productive for downtown, but what would
10 also be safe and productive for our
11 development, too. So those conversations are
12 very much ongoing on identifying how we could
13 do more, but those are things we're -- we're
14 continuing to work on, as are most of these
15 recommendations.

16 I guess -- there's seven recommendations
17 here that contemplate maybe a couple of
18 deviations each, or maybe one of them is just a
19 singular, but most of these recommendations are
20 things that we would agree to do because they
21 are, work with staff, refine this number, try
22 to get here. And maybe we don't -- we don't
23 get 100 percent of the way there and we have to
24 come back for a deviation anyway. But, you
25 know, one of the recommendations are meet with

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1 staff and identify all of the deviations that
2 are going to be necessary.

3 So final approval, you will see everything
4 that we were able to meet or not able to meet
5 in terms of DIA and DDRB's goals. There's
6 really only two in here that are pretty
7 specific and a dictation of what the DDRB staff
8 would like to see, and it's relative to the
9 site plan.

10 And for the comments you've heard, I think
11 you can probably draw the conclusion why we're
12 in opposition to the two site plan
13 recommendations, but -- does that -- did I
14 address everything you asked, Matt, or do I
15 need to --

16 THE CHAIRMAN: I think you did.

17 MR. ELSBURY: Okay.

18 MS. LOPERA: Mr. Chair, may I ask a
19 question of Mr. Elsbury?

20 THE CHAIRMAN: Of course.

21 MS. LOPERA: Through the Chair, so this
22 workshop is required by code, which I'm sure
23 you realize, and you're required to -- well,
24 the designer of the project is required to
25 present the need for the deviation, along with

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1 potential alternative design solutions, and
2 that is a code requirement.

3 So I'm just unclear, are you requesting
4 all the deviations that are listed in the staff
5 report or exactly which ones are you
6 requesting?

7 MR. ELSBURY: Yeah. I think right now
8 we'd be requesting all of the deviations within
9 the staff report. But as the code
10 contemplates, on the exploring alternative
11 solutions, we have been doing that and continue
12 to do -- there are a couple of them that we've
13 identified as, there aren't really alternative
14 solutions for us for the model to work.

15 But, yeah, the ask would be, for today and
16 conceptual, to have all of the deviations
17 requested be included, but that's not to say
18 that working with staff between now and final
19 approval, that we wouldn't dispatch of some of
20 those.

21 THE CHAIRMAN: And just for clarity sake,
22 I mean, I -- I don't think the conceptual
23 approval -- we don't really opine on deviations
24 in conceptual approval. And my
25 understanding -- and Carla can correct me if

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1 I'm wrong, but -- is that -- for the purposes
2 of this workshop, it would -- it would get you
3 over the code-required hearing. However, if
4 there were any future deviations between now
5 and final that you end up wanting to include,
6 that would require a separate workshop meeting
7 and we'd have to get the team back together to
8 go through those and justify those and talk
9 about the alternatives that you thought about
10 during that process.

11 Is that -- is that sufficient?

12 MS. LOPERA: To the Chair, that's correct.

13 THE CHAIRMAN: Okay. Well, I do want to
14 give a chance for the public to comment on what
15 we just heard. And, you know, typically, in a
16 more formal workshop sense, which is ironic
17 since workshops are mostly informal, but -- if
18 we were having a workshop that stuck strictly
19 to individual deviations and didn't go into the
20 concept to kind of set the stage for that, I
21 think I'd ask for public comment to be pretty
22 narrowly tailored. However, I do want to
23 extend the same latitude to the public that we
24 extended to the applicant.

25 So if you do wish to speak, please fill

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1 out a comment card or raise your hand on Zoom.
2 And, as usual, we'll give you up to three
3 minutes to talk about this. And then, of
4 course, on the next agenda item, when we get to
5 considering conceptual approval, there will be
6 an additional public comment period.

7 MS. HARPER: If I may, we have Carnell
8 Oliver for public comment.

9 (Audience member approaches the podium.)

10 AUDIENCE MEMBER: Yes. My name is Carnell
11 Oliver. Address is on file.

12 I want to say that, for me, I'm not going
13 to really touch on the technical pieces, but
14 what I will focus on is the overall
15 perspective. LaVilla is an African-American
16 community. And in this project, there is no
17 coordination with bringing black businesses in
18 this three-story project that is a gas station.

19 We have white people in our community
20 trying to make money off of the things that we
21 strive for in our community. This project
22 needs to start from scratch. It's not ready.
23 I say this because, simple fact, you have
24 people want -- want to advocate and separate
25 African-American through contributions, but at

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1 the same time you're not putting forth a lot of
 2 effort to bring in black-owned businesses in
 3 the community that was founded off our backs.
 4 The same way I feel about reparation. The
 5 white community doesn't want to pay that check.
 6 If those wants to do this project in this
 7 community, they needs to provide some level of
 8 subsidized funding to help bring in minority
 9 businesses back into that community. Provide
 10 at least the other two floors for the same
 11 concept of a brewery to black owners. Third
 12 floor, eatery, whatever it is that they have
 13 in -- have in place that they want to do,
 14 contribute back to those -- that ground, blood
 15 and sweat and tears came from, African-American
 16 community.

17 This project isn't ready because it was
 18 done in the interest of supporting white
 19 wealth. And, to me, that's a slap in the face
 20 when it comes down to the African-American
 21 community because when you hear the word
 22 "LaVilla," the first name comes up, James
 23 Weldon Johnson and his brother. But a lot of
 24 people forget about the great fire that took
 25 away the wealth building of the black Wall

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1 Street.
 2 And if you're going to develop in that
 3 area, you better put in mind that black-owned
 4 businesses should be a priority.
 5 And I yield my time.
 6 THE CHAIRMAN: Thank you, Mr. Oliver.
 7 MS. HARPER: Next for public comment,
 8 Nancy Powell.
 9 (Audience member approaches the podium.)
 10 AUDIENCE MEMBER: Yeah. I guess I would
 11 just have a question about process, because
 12 I've been following this process. We attended
 13 the meeting last month, got a lot of feedback
 14 on that month. And I guess I don't know what
 15 we're evaluating here because the workshop -- I
 16 didn't see anything. I don't know if -- is it
 17 the original documents that were presented or
 18 is there something different? And the staff
 19 report, is it the staff report from last month?
 20 I'm just -- as a member of the public,
 21 it's very -- I'm confused as to what we're
 22 actually trying to -- and maybe we'll get to it
 23 in the next section of the meeting, but I was
 24 expecting to see something as a response to the
 25 last meeting.

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1 And I also wanted to thank the applicant.
 2 I understand they met with the LaVilla
 3 community. So what is the response to what
 4 they heard?

5 So I just don't know what we're really
 6 seeing here. I mean, you're talking about a
 7 document that nobody had, so --

8 Thank you.

9 THE CHAIRMAN: Thank you, Ms. Powell.

10 And I'll just kind of answer that from my
 11 perspective. My impression is that today's
 12 meeting was not the conclusion, but probably
 13 the end of the first chapter of the listening
 14 tour that the applicant has been on, that
 15 started in January and included the meetings
 16 that you referenced, and that after the
 17 conclusion of this meeting, at that point, the
 18 applicant was going to go back and spend the
 19 resources to bring the design documents up to a
 20 level that I think reflects the feedback
 21 they've received and gets it in a different
 22 posture for final approval.

23 So at least that's -- that's what's been
 24 articulated to me. So you're right that the
 25 staff report is unchanged. The basic materials

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1 are unchanged. I think the big difference,
 2 from my perspective between now and then, is
 3 the explanation of the concept and the general
 4 recognition that's been articulated, that the
 5 feedback is -- is being heard and will be --
 6 will be considered and incorporated going
 7 forward after today's meeting.

8 But I'll let Jordan, I guess, in the next
 9 item of business, chime in if he views that
 10 assessment to be accurate and any additional
 11 commentary you'd like to add.

12 Ms. Harper, are there any additional
 13 public comments?

14 MS. HARPER: There's no further public
 15 comment.

16 THE CHAIRMAN: Okay. Board Members, I
 17 mean, at this point, before we move on to
 18 conceptual --

19 (Audience member approaches the podium.)

20 MS. HARPER: Mr. Davis, public comment.

21 THE CHAIRMAN: Yeah.

22 AUDIENCE MEMBER: Good afternoon.

23 Ennis Davis, chair of the LaVilla Heritage
 24 Trail and Gateways Committee, and vice
 25 president of membership and outreach for the

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1 American Planning Association's Florida
 2 chapter.
 3 So I want to say, this is one of the most
 4 weirdest workshops I've been in as a
 5 professional planner. But with that being
 6 said, I would love to give any one of you a
 7 tour of LaVilla. We have do Jenkins, which has
 8 been around since 1960. There's a rural cafe
 9 on Eaverson. There's also a cafe down the
 10 JRTC. So if you want a real history in
 11 understanding LaVilla, we would definitely want
 12 to work with you and give you that opportunity,
 13 so -- as you make these decisions.
 14 In regards to this particular project, as
 15 a planner, I still don't understand --
 16 nothing's really changed, so -- no words
 17 against the project itself. It's just, when
 18 are we going to roll up our hands and do a
 19 workshop that fits into the needs of the
 20 community?
 21 We heard a lot about what the developer
 22 needs to make their project work, which is
 23 understandable, but what we have not heard
 24 anything about is the community that's been
 25 there 150 years and the overall vision of how
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1 this fits into that and works with that.
 2 So I would just make note to -- to you all
 3 on the board, as you go forward and work -- and
 4 the developers as well, as you work to refine
 5 this project, let's think about it from two
 6 perspectives, not only how the business needs
 7 to work, but also what's the overall vision for
 8 the LaVilla community itself, the actual
 9 residents and people connected to LaVilla, not
 10 people who actually have -- may have made
 11 decisions or come to an understanding without
 12 all the people in the room.
 13 But I do think that we have an opportunity
 14 to create something great, but we need to be
 15 kind of inclusive about this process and
 16 understanding as a whole. And I think if we
 17 can do that, then -- then we can -- we'll be
 18 well on our way to having a project at a very
 19 important gateway to this historic black
 20 Wall Street that everybody could be proud of.
 21 Thanks.
 22 THE CHAIRMAN: Thank you, Mr. Davis.
 23 MS. HARPER: We do have a hand raised
 24 online.
 25 THE CHAIRMAN: Joe, yeah, go ahead.
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1 BOARD MEMBER LORETTA: Hey, Ennis. Could
 2 I ask you to come back up?
 3 (Mr. Davis approaches the podium.)
 4 BOARD MEMBER LORETTA: So I just was
 5 wondering, as an example, you know, is there
 6 any -- anybody in LaVilla right now who makes a
 7 product, food, clothing, anything like that
 8 that could be, you know, sold within a Daily's?
 9 MR. DAVIS: Well -- well, certainly. And
 10 I think when we speak of LaVilla, let's be
 11 realistic about what LaVilla is. LaVilla is
 12 just not the portion of the neighborhood that's
 13 within the DIA's boundaries. I-95 was
 14 intentionally put through the middle of the
 15 neighborhood, so the area we also refer to as
 16 the Rail Yard District is stretching over to
 17 Myrtle Avenue. Within the community, that's
 18 still considered LaVilla.
 19 There are still people present, there are
 20 still restaurants present. So, I mean, I just
 21 mentioned two restaurants right now that are
 22 operating within the boundaries of LaVilla.
 23 That due date date -- date back to its -- its
 24 heyday as, you know, this -- this jazz and
 25 blues mecca that really spawned the Chitlin'
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1 Circuit. So Jenkins is an example of that,
 2 Royal Cafe is an example of that.
 3 I think within the downtown where, you
 4 know, people will work for, like, the middle of
 5 the market -- they have hundreds of vendors all
 6 across the Urban Core communities that may not
 7 have storefronts at this point in time, but
 8 certainly have products that can fit within
 9 this particular site, as well as other
 10 redevelopment projects that are currently
 11 proposed or underway within the Broad Street
 12 corridor and other areas of LaVilla as well.
 13 Any other questions?
 14 BOARD MEMBERS: (No response.)
 15 MR. DAVIS: Thanks.
 16 THE CHAIRMAN: Thanks, Mr. Davis.
 17 MS. HARPER: Next, for public comment, in
 18 person, Adrian Swanigan.
 19 (Audience member approaches the podium.)
 20 AUDIENCE MEMBER: Good afternoon, this
 21 evening, Board. My name is Adrian Swanigan,
 22 and my address is on file.
 23 And I've been -- today I'm going to keep
 24 it very short. And I've been very vocal
 25 throughout this process. And today I'm just
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1 kind of saddened to see that nothing really
2 changed and basically only thing that really
3 changed was the representatives on the project
4 on behalf of Daily's.

5 Today, we're getting ready to go to a
6 conceptual approval. And in front of the
7 community on Tuesday, a Daily's representative
8 was present when a promise was made to the
9 community that there would be no voting today,
10 that today would be a workshop to work on
11 coming up with something to go back to the
12 drawing board with -- that met some of the
13 concerns that were mentioned on behalf of
14 elected officials as well as members of the
15 community. And it's just kind of disheartening
16 to see that there were a -- a plethora of new
17 individuals that were brought to represent the
18 Daily's project that we haven't seen the whole
19 time, including the president and CEO.

20 And I actually made multiple attempts to
21 speak to someone from the Daily's side to bring
22 a community-led portion of this project to the
23 previous meetings and engagements that we had
24 about this matter. And until today -- I guess
25 yesterday, the community was bombarded with a

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1 new representation that was appointed and
2 requests on the DDRB's agenda for a conceptual
3 approval. And there are members or individuals
4 that are here, that were present on -- I think
5 it was Tuesday before last in the Chambers,
6 over at Council.

7 And Mr. Steven Diebenow, at the time, was
8 actually the lead on this project, and he made
9 promises to the community that nothing would be
10 voted on until we went into workshops and came
11 up with something that, you know, everybody
12 could embrace. Maybe not everyone's concerns
13 would be addressed, but we would try. And
14 still, to the day, there is no response from
15 that meeting that happened last week, as Ms.
16 Powell stated, and we jumped right into going
17 into conceptual approvals.

18 So I think -- I think this needs to be
19 adjourned and the board needs to think about
20 some of the things that transpired before we
21 made it here today.

22 Thanks.

23 THE CHAIRMAN: Thank you, sir.

24 MS. HARPER: Next for public comment, Kim
25 Pryor.

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1 THE CHAIRMAN: Ms. Pryor, before you come
2 up -- Mr. Parola.

3 MR. PAROLA: Thank you.

4 Simply because I didn't write it down, I
5 don't want it to escape me.

6 On the -- I believe it was the 21st, there
7 was a neighborhood meeting. At that time, when
8 the -- this workshop was scheduled for the
9 28th, Mr. Diebenow did say they wouldn't vote
10 on the 28th. As you know, this was rescheduled
11 to today, which is the 9th.

12 On the 27th of February, three emails were
13 sent by myself to the area councilman [sic], to
14 Councilwoman Ju'Coby Pittman, and to Mr. Davis.
15 The reason it was sent to Mr. Davis, because on
16 the 21st, I committed to Councilwoman Pittman
17 that any communication -- if anything changed,
18 that that's who I would go through.

19 So I want to say, in that body of that
20 text was, hey, by the way, they're asking for
21 conceptual. If you don't agree with this, kind
22 of -- kind of say something now. And nothing
23 was said.

24 So I just want to say that it wasn't --
25 maybe they didn't hear about it, but it's been

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1 out there for a minute.

2 THE CHAIRMAN: No, I appreciate that
3 clarification, Mr. Parola.

4 And just want to remind the public that
5 the conceptual approval is really the first
6 step in our process. Final approval is where
7 the rubber meets the road. And this was
8 deferred back in January, and -- and I think
9 it's customary not to hold applications hostage
10 until every concern is worked out at conceptual
11 approval. Conceptual approval and the time
12 between conceptual approval and final approval,
13 a lot of work typically gets done on these
14 projects. So I would just remind the public of
15 that.

16 So, Ms. Harper, I think you said Ms. Pryor
17 was the next public commenter.

18 (Audience member approaches the podium.)

19 AUDIENCE MEMBER: Thank you.

20 My name is Kim Pryor. My address is 245
21 West 5th Street.

22 So one of the questions that I have really
23 is, what does conceptual approval really mean
24 to this body? And I don't know if anyone can
25 answer that or not, but I would like a little

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1 bit more clarification on that.
2 Are we just talking about deciding whether
3 or not it can be a gas station and a
4 restaurant? Or is conceptual -- I see the
5 Chair -- go ahead.

6 THE CHAIRMAN: Yeah. Ms. Pryor, I don't
7 know if we want to get into a Q and A right
8 now. However, I'll commit to you that when we
9 get to that agenda item and board discussion,
10 I'd be happy to outline, at least in my view,
11 what the conceptual approval item means.

12 MS. PRYOR: Okay. So the deviation
13 workshop -- and, to me, a workshop means
14 interacting, back-and-forth discussion, things
15 of that nature. This has not been a workshop
16 at all. This has been somebody coming up and
17 telling us what they're going to do.

18 Ennis Davis sent a very long email and has
19 quite a bit of information in it, talking about
20 the design specs and so forth. And these are
21 the things that need to be done to preserve the
22 LaVilla heritage and history.

23 This city has destroyed LaVilla. We all
24 know its true. We owe the LaVilla community
25 the respect to do this project properly and to

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1 work with the LaVilla Heritage Trail group
2 because they're the ones that are working
3 really, really hard to bring this area back,
4 after it has been completely destroyed by the
5 City of Jacksonville.

6 So, again, it was very hard to hear what
7 this gentleman was saying over here, but I
8 just -- I'm disappointed, if this is what you
9 consider a workshop, because I'm not seeing
10 anything -- the people who came up before said
11 that they met with members of the LaVilla
12 community. Well, if they did, what changes did
13 they make? They didn't bring any changes.
14 They didn't bring anything here for the
15 community to talk about or to, you know, give
16 additional input on it.

17 I know you said you don't want to hold
18 somebody hostage while, you know, we're trying
19 to address everything, but if they spent the
20 time to talk with the community, what changes
21 did they make as a result of that conversation?
22 If they didn't bring any changes, then it
23 sounds to me like they didn't listen.

24 So I'm very interested in what's going to
25 happen with this and I'm very concerned at the

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1 same time.

2 Thank you.

3 THE CHAIRMAN: Thank you, Ms. Pryor.

4 MS. HARPER: We next have an online
5 comment from Ernest Smith.

6 ZOOM MEMBER: Yes. My name is Ernest
7 Smith. I am a board member of the Plaza
8 condominiums, at-large member; and I'm also a
9 CPAC member with the Urban Core zone.
10 Representing the Plaza.

11 This project -- I commented on our last
12 meeting, this project is very exclusive. This
13 project does not -- like Ms. Pryor said and
14 Mr. Oliver said, does not include the community
15 at all.

16 Members of the Berkman understand that we
17 do need other outlets for gas or other outlets
18 for convenience. Okay. We have 7-Eleven. We
19 have the Shell. All right. However, this
20 seems like -- like Ms. Pryor said, a power grab
21 by Daily's to just put something in the
22 community that really, honestly, doesn't make
23 sense coming off of the Acosta Bridge.

24 This has been a farce. This has really
25 been a farce, and we should really table a vote

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1 on this subject going forward. I hope you will
2 take that into consideration because it seems
3 like you're not paying attention to what's
4 happening in LaVilla. You're not paying
5 attention to the homelessness. You're not
6 paying attention to what's going on downtown.
7 All you're paying attention to is Daily's.
8 You're paying attention to money. You're
9 paying attention to interest.

10 This is not, as of right now -- it could
11 be, but as of right now, not a good idea. This
12 is coming from residents of downtown. What
13 we're going to have is a gas station on a
14 historical lot that really caters to only
15 people leaving downtown and coming into
16 downtown. It caters to no one else.

17 Again, homelessness is rampant downtown.
18 I'm on the co- -- I'm a cochair on this
19 subcommittee -- the homelessness subcommittee
20 for the CPAC. And this would only serve to
21 bring more vagrancy from, again, the bus
22 station, coming -- vagrants coming downtown
23 from the bus station. Vagrants, again, around
24 the city coming downtown to just beg for money.

25 This really has no cultural impact on

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1 LaVilla and it's just a money play. You know,
2 it's just -- that's all it is. I really
3 wish -- honestly, I really wish that this can
4 be tabled, this vote that's about to come up
5 after I speak -- and it may still happen.
6 However, I'm going to voice my concern because
7 this is something that has excluded residents
8 of LaVilla. It has excluded everybody that has
9 a voice in, honestly, downtown. It's catering
10 to big business.

11 I understand that -- you know, again, this
12 will be bring a couple of jobs, let's say 15 to
13 20 jobs downtown. All right. However, this
14 has not been vetted and approved by the
15 neighborhood. It's just something that's going
16 through the motions. It's being rammed down
17 our throat.

18 And, you know, Mr. Hughes, thank you for
19 coming up and talking, but -- however, it's --
20 it's not something that I believe -- that the
21 downtown -- this board should go forward with
22 right now. I think we should table this.

23 MS. HARPER: Mr. Smith --

24 MR. SMITH: I hope you can hear my message
25 because, again, you've heard other messages

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1 from other respondents here. This is not
2 something that's going to necessarily help the
3 situation. It's more -- mainly going to bring
4 more of something that you -- the Downtown
5 Development Review Board and DIA don't want to
6 happen, more vagrancy, more people, coming
7 from --

8 THE CHAIRMAN: Thank you, Mr. Smith.

9 MR. SMITH: -- the bus stop coming down
10 there.

11 So I just hope that you would table this.
12 I really hope that you would table this, and
13 that's all I have to say about it.

14 Thank you so much for hearing me.

15 MS. HARPER: If I may, Councilman [sic],
16 Mr. Adrian again.

17 (Mr. Swanigan approaches the podium.)

18 MR. SWANIGAN: And as the gentleman -- I'm
19 going to kind of chime in. As the gentleman
20 made the comment about this being rammed down
21 our throat in a power -- in a power grab, if
22 it -- as I look at the representation of
23 Daily's and how it switched, and also having
24 Mayor Curry's staff show up at a DDRB meeting
25 taking about Daily's interaction with them when

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1 they bought the site, it's all perceived from
2 the community as an intimidation or some type
3 of bully tactic that just went down today.

4 And I just want to make the board aware
5 that the community is aware of what we're
6 dealing with in regards to this matter, and we
7 will do what we need to do as a community to
8 follow this up in the proper manner.

9 But I think we should table this vote, and
10 I think you have a duty to honor the public's
11 safety when it comes down to people, you know,
12 going to public hearings saying that they would
13 not vote today.

14 THE CHAIRMAN: Thank you, Adrian.

15 MR. OLIVER: (Inaudible.)

16 THE CHAIRMAN: Mr. Oliver, thirty seconds.

17 And then just a reminder, once -- we're
18 not on the conceptual approval yet. On that
19 conceptual approval item, there will be another
20 opportunity for public comment.

21 (Mr. Oliver approaches the podium.)

22 MR. OLIVER: Look, I'm -- I'm going to
23 re-echo. I got to stay with my own people.

24 I'm not much of a person, but the thing about
25 it is, when it comes down to African-American

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1 history and everything we contribute in this
2 community, there are certain things that don't
3 need to be stepped on.

4 When you have people in this community
5 stepping up to the plate saying that -- table
6 this vote, table this vote, listen to us. I
7 know a lot of y'all hand-picked by Lenny Curry
8 to push his agenda, but right now is not the
9 time to go against the people.

10 And I yield my time.

11 THE CHAIRMAN: Thank you, Mr. Oliver.

12 Ms. Harper, any additional public
13 comments?

14 MS. HARPER: There is no additional public
15 comment.

16 THE CHAIRMAN: Okay. Board members, if
17 you have any comments to make with respect to
18 the deviation portion of the workshop, now
19 would be the time. Otherwise, we'll go ahead
20 and move into the conceptual approval item and
21 start that discussion, presentation.

22 Mr. Loretta.

23 BOARD MEMBER LORETTA: Sorry. I would
24 just like to ask the applicant and/or
25 Daily's -- so I understand some of the

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1 neighborhood's questions and requests -- and
2 please -- apologize if this example is not the
3 best from the neighborhood, but -- so, you
4 know, for example, like, Applebee's, right?
5 Applebee's celebrates the local communities and
6 the area adjacent. You, yourself, I think
7 discussed earlier that there's going to be some
8 efforts put into, how can we enhance the edges
9 of this to enhance the community.

10 And so, you know, two things. I mean,
11 can -- you know, I feel like a recommendation
12 should be that there's continued discussion
13 with the LaVilla Heritage Trail group, and --
14 and you-all with this development, but in
15 regards to what -- what we're -- you know, in
16 regards to what you described as kind of the
17 edges and how we can enhance that, but -- you
18 know, could there not be some form of offerings
19 placed into the Daily's -- be it, you know, one
20 option as, hey, a certain portion of it could
21 be goods, you know, created and sold within the
22 community or something of that nature?

23 You know, I mean, like, a percentage of
24 the square footage of the ground floor be
25 considered for this, or could there be any sort

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1 of decoration or -- or history and heritage
2 within the building to celebrate the local
3 community?

4 And so I just would like to ask if -- you
5 know, if that's a -- an option as a
6 recommendation, your thoughts on that and so
7 forth.

8 Thank you.

9 (Mr. Elsbury approaches the podium.)

10 MR. ELSBURY: Through the Chair to Board
11 Member Loretta, thank you for that.

12 And I guess I'll start with saying this:
13 The product that we create -- you know, we're a
14 Jacksonville company. We do these in
15 neighborhoods all throughout the city. We
16 don't have a cookie-cutter box that we use for
17 Daily's Place. They're reflective of the
18 different neighborhoods that they're in. Your
19 Daily's experience when you're in San Marco may
20 be very different than when you're at the
21 beach, and that's based off of -- between when
22 we would get original plans or what have you to
23 the City and moving into the final approval
24 process. We -- obviously, working with the
25 community and making sure it's something that

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1 everybody's proud of is -- is going to be part
2 of our goal.

3 And to touch on something, again, that I
4 briefly stated earlier, as it relates to how do
5 we capture the historical significance as well
6 as the cultural aspects of the neighborhood
7 that we're building in and reflect those as a
8 part of our -- our design or our streetscape,
9 what have you -- and when you work with the
10 Cultural Council through a Call to Artists
11 program, part of that is drafting a scope that
12 they're going to send out to artists.

13 And the number one goal of ours is going
14 to be capturing exactly what I just said, the
15 historic significance of the neighborhood. And
16 I believe that, from a design standpoint,
17 honoring the neighborhood, that's where the
18 best opportunity to engage the various
19 neighborhood groups would be.

20 As it relates to process and questions
21 over -- workshop and things getting jammed, I
22 guess I'd say this: The -- our goal for this
23 workshop was to offer up individuals that have
24 been a part of this process for years, whether
25 it's designing the building, designing the

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1 traffic plan, the Bold City side of it, the
2 City officials coming or simply to offer
3 additional historical context on just how long
4 we've been working on this project.

5 So to say that this is a -- you know,
6 jam-it-down-the-community's-throat effort is --
7 it's unfair. This is a conceptual approval
8 hearing where you guys simply give us the green
9 light to begin refining our development,
10 working with staff to bring back a final
11 approval process that contemplates deviations
12 that we may need, we may not need.

13 And that's not what we're asking for
14 today. This is simply, you have an
15 understanding of our concept, our design, the
16 reason why those elements are in there, and
17 that's why these people are here to answer
18 questions relative to that. That's my
19 understanding of the reason for a workshop, is
20 for you-all to engage members of Daily's, Bold
21 City, our engineering team, so that you can
22 make an informed decision on whether you want
23 to green light a conceptual movement that
24 allows us to move to really what is Phase 2 in
25 a multilink process, which allows us to work

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1 with staff, continue to work with you and the
 2 neighborhood groups to refine the concept
 3 before final approval.
 4 THE CHAIRMAN: And if no other board
 5 members have any comments, I'll just kind of
 6 close the workshop with this: First, thanks to
 7 the public and to Daily's and their team for
 8 engaging with us on this.
 9 To echo what Mr. Elsbury said, and -- and
 10 to maybe jog some memories from January, I
 11 think, following that meeting, the discussion
 12 about a workshop at that particular time was
 13 really to -- to not just talk about deviations
 14 that may or may not be sought, because we don't
 15 know that yet. Again, that's going to be
 16 something that comes before us at final
 17 approval, when that happens, but it was really
 18 to dive a little deeper into the concept.
 19 Frankly, I think back in January, a lot of
 20 the board's commentary was negative. I think
 21 the reactions in this room were pretty
 22 negative. And we didn't have an opportunity,
 23 perhaps by our own fault, perhaps by a shared
 24 thought of everybody involved, to dig into the
 25 whys behind certain decisions were made.

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1 And so when I started having conversations
 2 with the administration and met several
 3 times -- as I'll declare during ex parte later
 4 in this agenda -- with the applicant, it became
 5 clear that although in a perfect world a lot of
 6 these changes could be made, there were reasons
 7 why -- and, you know, to the points that were
 8 made earlier, reasons that were deliberated
 9 over the course of not just a couple of months
 10 but a couple of years, that we weren't
 11 necessarily privy to and didn't have an
 12 opportunity to examine and discuss.
 13 And so I -- from my perspective, although,
 14 as I've said earlier, this workshop is a little
 15 bit different than our usual workshops,
 16 particularly our deviation workshops, I think
 17 the nature of the project and the historical
 18 context kind of dictated that.
 19 And so I think you'll hear more about the
 20 applicant's commitment to continue listening to
 21 the community and to this board and -- and to
 22 others as we move from where we are now into
 23 the future, but I just kind of wanted to end
 24 the workshop on that note.

And then, again, if no board members have
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1 any additional comments as it relates to the
 2 workshop, let's go ahead and move into Item C
 3 for consideration, which is DDRB --
 4 MR. SMITH: I have a comment. The public
 5 has a comment.
 6 THE CHAIRMAN: Mr. Smith, I'm sorry, we --
 7 we went through public comment there. However,
 8 again, as I've said a couple of times, there's
 9 going to be another round of public comments on
 10 this particular action item, so you'll have
 11 another opportunity to speak.
 12 MR. SMITH: This is after it's voted on.
 13 Please, before --
 14 THE CHAIRMAN: No, Mr. Smith, it's not.
 15 It's not. It will be before any votes. We're
 16 not even on the voting item yet, just to
 17 clarify.
 18 So, with that, let's move on to that
 19 action item, which is item C, DDRB application
 20 2023-003, the Daily's mixed-use conceptual
 21 approval.
 22 Mr. Parola and Ms. Kelly, I'll defer to
 23 you all. I know that, through our discussions,
 24 there weren't any updates to the staff report,
 25 for obvious reasons, but if -- if you'd like to

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1 offer any commentary at this juncture or
 2 provide any additional color before I invite
 3 the applicants back up, please do so now.
 4 MR. PAROLA: Thank you, Mr. Chairman.
 5 To the board, you know, the staff report
 6 we went over in January. We've seen what was
 7 presented today, and so we stand behind the
 8 staff report.
 9 That saying -- that said, given the new
 10 information we've gotten since January, and
 11 specifically to the uses, we've also gone
 12 through and looked at a myriad of different
 13 versions of gas stations around Orlando,
 14 everything that Mr. Ennis sent us. And looking
 15 at this site, our sort of philosophy on the
 16 building edge has changed a lot, and so we'd
 17 really like to continue the discussion on urban
 18 open space given the wide sidewalks here.
 19 So we would like to replace Condition
 20 Number 5. So the Condition Number 5 reads,
 21 "The site plan shall be redesigned to configure
 22 the project layout so that parking is interior
 23 and wrapped by the buildings," to some version
 24 where we continue the discussion on urban and
 25 open space around the vehicle use areas given

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1 the fact they have wide sidewalks.
 2 And I think this may be, unfortunately,
 3 the first time we -- we're hitting that up with
 4 the applicant, so by all means we'd love to
 5 hear their statement. But after listening to
 6 everything, we want to change Number 5 and
 7 would support any motion to do so.
 8 THE CHAIRMAN: Thank you, Mr. Parola.
 9 And just one more time. You said
 10 including around vehicular space? What was
 11 that terminology?
 12 MR. PAROLA: The vehicular use area.
 13 So, really, they've got wide sidewalks
 14 here, and we'd like to explore that opportunity
 15 given the fact that a lot of the area is super
 16 hardened with hardened infrastructure.
 17 And we've learned a lot of lessons, at
 18 least I have, by going around, and especially
 19 on Magnolia, and I think it's Colonial, in
 20 Orlando. And when you look at that particular
 21 gas station -- because it's been referenced a
 22 number of times, about how they have that faux
 23 facade up there -- you also realize it's
 24 probably the most uncomfortable place to walk
 25 on the planet because that faux facade is at
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1 the cost of any sort of vegetation whatsoever.
 2 There is zero tree canopy there.
 3 So staff learned a lot since January and,
 4 therefore, Number 5, it's more important to us
 5 to explore that option than as written right
 6 now.
 7 THE CHAIRMAN: Okay. Thank you,
 8 Mr. Parola.
 9 Ms. Lopera.
 10 MS. LOPERA: To the Chair, would you like
 11 to open this public hearing and do declarations
 12 of ex parte?
 13 THE CHAIRMAN: Yeah. Why don't we --
 14 we'll start with that. So we'll open the
 15 public hearing. And would you prefer that as
 16 opposed to waiting until we get behind the
 17 applicant presentation? Would you like us to
 18 declare ex parte now?
 19 MS. LOPERA: To the Chair, please.
 20 THE CHAIRMAN: Okay. Let's start with
 21 Mr. Monahan.
 22 BOARD MEMBER MONAHAN: Thank you,
 23 Mr. Chair.
 24 Declaring ex parte communications on
 25 March 2nd. I, as I believe the rest of my
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1 board members -- or our board members, excuse
 2 me, received an email from the applicant
 3 describing the intention for the workshop and
 4 communicating that they wanted to share
 5 additional detail with us about the project.
 6 THE CHAIRMAN: Okay. Ms. Berling.
 7 And I know this is your first time doing
 8 this process, so it -- what we typically do, if
 9 there are -- as Mr. Monahan mentioned, if there
 10 is an email that we all received, what we'll do
 11 is we'll just kind of ditto the last person.
 12 BOARD MEMBER BERLING: I did not receive
 13 said email. I received a phone call from
 14 Jordan Elsbury on March 9th, which is today.
 15 THE CHAIRMAN: Thank you, Ms. Berling.
 16 Mr. Jones.
 17 BOARD MEMBER JONES: I also had ex parte
 18 communications via email with Jordan Elsbury on
 19 March 3rd and through yesterday, which I
 20 believe would be March 8th.
 21 THE CHAIRMAN: Mr. Loretta.
 22 BOARD MEMBER LORETTA: I guess I got the
 23 same email everybody else got from Mr. Elsbury.
 24 I don't know the date, but I think it's been
 25 recorded. I did have a conversation, in
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1 person, with him. I want to believe it was the
 2 7th of March, in the afternoon.
 3 I also had a conversation with City staff.
 4 I don't know if I really need to make any
 5 comments in that regard.
 6 So, really, the only additional -- other
 7 than -- I believe Ennis Davis sent an email
 8 today, about an hour before this meeting, that
 9 I received. I hadn't had a chance to read it
 10 until you brought the letter to me today, so I
 11 appreciate that.
 12 And I'm not sure that I received anything
 13 else since our last meeting.
 14 THE CHAIRMAN: Okay. Thank you.
 15 Ms. Ott.
 16 BOARD MEMBER OTT: Similarly to my board
 17 members, I received the March 2nd email from
 18 Mr. Elsbury. I also had a phone conversation
 19 with him earlier today, March 9th. Received an
 20 email from Ennis Davis today, March 9th. And
 21 had conversations with City staff as well.
 22 THE CHAIRMAN: Okay. And I received the
 23 same email communications my colleagues spoke
 24 of. I also had a February 21st meeting with
 25 Mr. Edge, a March 3rd meeting with Mr. Elsbury
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1 and the Bold City team. And there were several
2 emails changed -- exchanged and phone
3 conversations in the interim, the emails of
4 which I've forwarded on to staff or they were
5 copied on, and the content of those was to talk
6 about postponing the workshop, which we did,
7 and then getting us in the posture for today's
8 meeting, which we did.

9 So, with that, Mr. Parola, I think -- if
10 that concludes the staff's additional
11 commentary on the staff report, we've noted
12 that.

13 And, Mr. Elsbury, I'll turn it back over
14 to you. I know that the -- the content hasn't
15 changed much. However, per Ms. Lopera's
16 request, if you could maybe summarize some of
17 the high points that you made during the
18 workshop as it relates to the concept so we can
19 get those on the record for this agenda item.

20 MR. ELSBURY: Sure.

21 I guess for safety, Jordan Elsbury, 121
22 West Forsyth, on behalf of the applicant,
23 Daily's.

24 Thank you for the time. And thank you,
25 each of you, that answered emails and took
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1 of the spear. As Mr. Edge said, somebody's got
2 to be the tip of the tip. We're prepared to do
3 that, make a sizable investment on a vacant
4 parcel that we've spent a multitude of years
5 refining and continue to refine, and will all
6 the way to final approval.

7 As it relates to Mr. Parola's
8 recommendation, appreciate that. Happy to
9 continue discussions with staff on how we can
10 incorporate those items. And as -- I've had
11 conversations with you, as well as various DDRB
12 members. In terms of activating open space in
13 an urban concept, you guys are the subject
14 matter experts. DIA staff will tell us things
15 that would be successful or things that would
16 end up potentially being blight or not
17 productive for downtown.

18 So we'll continue to work with staff on
19 all of these recommendations. And I believe
20 that all of the recommendations, other than
21 potentially Item 2, that -- I think it
22 contemplates a redesigning of the site plan to
23 address public streets and restore streetscape
24 edge, urban character, programming urban and
25 open space, defining block corners. Again, I
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1 phone calls.
2 I guess, just to -- just to highlight what
3 we discussed in the workshop, while your agenda
4 packet doesn't look too much differently in
5 terms of a staff report, we certainly
6 anticipated that, because the changes that
7 we've made are relative to feedback that we've
8 received from both the board, as well as
9 communications with the public and our
10 neighbors. And that's to really create a
11 concept and a use that drives activity to an
12 area of town right now that does not receive
13 much activity; drive an additional food and
14 beverage option, which today does not exist,
15 hasn't existed for some amount of time; and
16 create, really, a destination concept that is
17 financially sustainable and works because of
18 the use on the first floor.

19 And I think you heard from the Daily's
20 staff as well as the folks at Bold City that,
21 as it -- as it sits right now, the market
22 doesn't necessarily support a stand-alone
23 restaurant and brewery. But believing in
24 Jacksonville, the passion for downtown, we
25 believe that comes. Someone has to be the tip
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1 think that's -- I think that's an item that
2 we're going to work towards, so I don't -- I
3 don't think we necessarily have an issue with
4 the recommendations presented in front of us,
5 as long as they allow us the latitude to
6 continue to work with you-all, work with DIA
7 staff, DDRB staff, to potentially chop away at
8 some of the deviations that we're requesting.

9 I think some of them are going to end up
10 working themselves out with the revision of
11 concept. Our hope is that, when we present at
12 final, the deviations that remain, both DDRB
13 staff as well as the board will understand
14 our -- a necessity to make the project work,
15 and leave you-all a policy decision on, you
16 know, whether it's the right thing or not.

17 THE CHAIRMAN: Any questions from board
18 members?

19 BOARD MEMBERS: (No response.)

20 THE CHAIRMAN: So, Mr. Elsbury, I've got a
21 question for you. And I really just want you
22 to speak directly to the concerns that the
23 community has raised, where from their
24 perspective it looks like, you know, a couple
25 months has gone by, several meetings have
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1 occurred, but as it stands today, for what the
2 public sees, other than, you know, development
3 of the internal concept at the mixed-use
4 facility, the perception could be that nothing
5 has changed.

6 I just wanted to give you an opportunity
7 to talk about that and maybe set some
8 expectations for what the community can expect
9 as far as interactions between your group and
10 theirs between now and, you know, future final
11 approval.

12 MR. ELSBURY: Thank you, Mr. Chairman.
13 Happy to address that, and --

14 As from the beginning of this process,
15 when it became a matter of DDRB and the public
16 began to engage in it, we continue to have an
17 open-door policy. I made an introduction to
18 one of the speakers prior to this and said,
19 happy to gather the input, get some historical
20 perspective from them between conceptual and
21 final on how we could potentially incorporate
22 some of their concerns into our final project.

23 But as it relates to timing or nothing
24 being changed, the -- the only thing that
25 hasn't changed, I guess, is the -- the staff

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1 report relative to expressions of deviations in
2 the Ordinance Code or recommendations from
3 staff, and that's not -- that's not to
4 necessitate that the project is exactly the
5 same. It's simply, we have a building oriented
6 in a very specific way that, regardless of what
7 is inside it in terms of concept, we're still
8 going to warrant those recommendations and
9 those deviations.

10 What we chose to do as an organization and
11 work with you guys on was, can we make the
12 internal concept something that warrants the
13 deviations that we need relative to the
14 orientation of the building.

15 So, with that, I think there was a little
16 bit of a misunderstanding about the potential
17 of the restaurant and brewery on the second
18 floor and the rooftop bar. You've heard from
19 Daily's leadership, as well as Bold City
20 leadership, to understand exactly what that is.
21 And it's a full-service restaurant. It's a
22 brewery. The intent is to brew on site in
23 downtown Jacksonville, have a rooftop location
24 that allows people to interact with our
25 cityscape, our waterways, while they're there

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1 with their families or friends, create an
2 opportunity for activation and events that
3 doesn't occur in this area of town right now.

4 We believe this project will drive all of
5 those things and will warrant whatever
6 deviations we do end up seeking in our final
7 approval.

8 So, with that, I would ask, humbly, for
9 your support for conceptual to really just
10 allow the beginning of a process which is a
11 final refinement of the project as something
12 everybody can be happy with.

13 THE CHAIRMAN: Ms. Ott.

14 BOARD MEMBER OTT: Thanks, Mr. Chair.

15 Mr. Elsbury, two questions. You briefly
16 mentioned conversations with the Cultural
17 Council about some art outlets. Could you talk
18 more about those conversations and kind of what
19 the thought is and intent there?

20 MR. ELSBURY: Yes. So the Cultural
21 Council of Jacksonville is a quasi-City agency.
22 They administer grants and funding on behalf of
23 the City to the arts community, but I think one
24 of their potentially underutilized or unknown
25 items is that they do work with the private

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1 sector on commissioning art projects that are
2 goal oriented. So they -- the Jaguars have
3 used the process. The Jaguars have done a
4 Call to Artists through the Cultural Council.
5 And it's really because we can work with the
6 community that we're doing work in, as well as
7 with you guys, to define a scope of what we
8 want that art to look like.

9 They have the connections and resources to
10 connect us with local artists that are doing
11 work both in the Urban Core as well as around
12 Jacksonville, and to get a project that,
13 obviously, expresses pride in our brand, but is
14 a serious tribute to the neighbor -- to the
15 neighborhood that we're developing in.

16 So it's really just -- it's a great
17 resource that the City has. And reaching out
18 to them, again, they're happy to do it. Their
19 business is promoting the arts, and engaging
20 the private sector is important for that.

21 BOARD MEMBER OTT: Thank you.

22 And I know there's a mural contemplated on
23 one of the walls of the building that was
24 submitted in January. Just so I have an idea,
25 are you guys thinking about working with the

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1 Cultural Council on that mural content, as well
2 as, is there other public art contemplated in
3 addition to the mural on this site?

4 MR. ELSBURY: Yeah. So the mural is
5 something we would want to work with the
6 Cultural Council on.

7 What you have in your packet, again, is
8 simply a placeholder, give you guys some sort
9 of a visual, what a mural would look like on a
10 building of that size.

11 But, yeah, we would absolutely want to
12 work with the Cultural Council on that to make
13 sure we capture what the neighborhood would be
14 looking for and what City officials are looking
15 for.

16 Currently, as it stand rights now, the
17 site plan does contemplate another piece of art
18 or sculpture on one of our corners to address
19 the point that Mr. Parola made relative to the
20 open spaces section of your ordinance. And as
21 we continue to work with DIA staff and figure
22 out what additional opportunities there are for
23 placemaking or opportunities within our
24 boundary, should that warrant additional art or
25 additional mural concepts or -- relative to our

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1 screening, that -- we're going to want the
2 Cultural Council and you-all a part of that as
3 well.

4 BOARD MEMBER OTT: Thank you.

5 I would also make the request -- the
6 Cultural Council is wonderful at what they do
7 and have contributed to amazing, beautiful
8 projects in our city. I would also request
9 that the LaVilla Heritage Trail be involved in
10 those conversations with both the Cultural
11 Council and with you guys as you contemplate
12 future public art.

13 My other question -- when we spoke on the
14 phone earlier this afternoon, you specifically
15 mentioned landscaping and some thoughts that
16 you guys had on increased or improved
17 landscaping, and I think that was probably in
18 relation to the urban open space that we're
19 contemplating. Could you just give -- I know
20 that's still a nebulous concept at this point,
21 but could you give an idea of where you guys --
22 where your head's at?

23 MR. ELSBURY: Of course.

24 And, you know, from a marketing
25 standpoint, I guess what I'll say is this:

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1 Some of the renderings that you have within
2 your staff report are very specific to address
3 a particular thing. So if it's a site plan in
4 our parking study, if it's what the exterior
5 glass is going to look like, sometimes those
6 renderings don't contemplate a full site plan
7 with architectural things or screenings or
8 landscaping. So some of the -- some of the
9 pictures in that packet don't contemplate any
10 landscaping, and it's not because there's not
11 going to be landscaping; there's a requirement
12 that it does, but we do have a landscape
13 design, a preliminary one, but, again, that's
14 going to be something we're going to work with
15 DIA staff on to refine, to the best of our
16 ability, on what they want in terms of what
17 interacts with -- at the pedestrian level, but
18 we do certainly understand the importance of
19 greenscaping or streetscape.

20 So again, DDRB staff, I think, is who
21 we're going to lean on, what -- what meets the
22 best footprint for that, but it -- it certainly
23 is at the top of our list. And a lot of the
24 renderings may not reflect that, but we do have
25 landscape/architectural being done right now

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1 that you guys will have a final look at and
2 approval on.

3 BOARD MEMBER OTT: Thanks.

4 THE CHAIRMAN: Any additional questions of
5 the applicant from the board at this particular
6 time?

7 BOARD MEMBER LORETTA: (Inaudible.)

8 THE CHAIRMAN: I mean, for Q and A, it's
9 kind of like we've been doing. And we'll do
10 discussion later, after we hear from the
11 public, in the usual format.

12 BOARD MEMBER LORETTA: If I -- I think I'd
13 like to ask one question, and then just --
14 probably going to have a comment based on it,
15 but -- so I'm going to go back to the original
16 application. And we've got floor plans, ground
17 floor plan, second floor plan, third floor
18 plan.

19 I'm kind of guessing right now, the second
20 floor plan, restaurant, and third floor plan
21 hasn't really incorporated Bold City's design
22 into it; is that correct? Is that not correct?

23 MR. ELSBURY: I think what we showed
24 today -- and it was brief on the -- on the
25 slide slow that we submitted, maybe the last

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1 slide, was, I think, the first rendering of
2 what the interior of the second floor would
3 look like to incorporate Bold City's kind of
4 vision and aesthetic that they have.

5 I think it's -- it's very well done. It
6 incorporates urban design. It shows --
7 obviously, there's exposed back-house stuff of
8 a brewery, so having the large brew tanks back
9 there I think is a really cool urban concept.

10 But, yeah, I think the second floor
11 rendering that we rolled out today is probably
12 the first.

13 BOARD MEMBER LORETTA: Okay. Yeah, so --
14 because -- the reason I ask is -- so the
15 building is approximately 4,000 square feet per
16 floor, and so we're really kind of talking
17 about 8,000 square feet of restaurant, slash,
18 brewery. And so -- I've worked with Salt Life
19 Food Shack, and I did their St. Augustine
20 Beach, their Fernandina Beach -- it's
21 9,000 square feet.

22 And the gentleman from Bold City -- so
23 this is really a recommendation. You guys need
24 to think through this. But Salt Life Food
25 Shack had 9,000 square feet -- and, now,

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1 granted, there's 75 food, 25 beverage, where
2 you guys are probably going to be the opposite.
3 They've got 130 employees, not 5 as the Bold
4 City fellow mentioned.

5 And so it is -- you know, that's a huge
6 red flag of concern that I really want to make
7 sure you guys understand what you're getting
8 into when it comes to an 8,000-square-foot
9 restaurant, so on and so forth.

10 I mean -- you know, I -- I'm going to do
11 my best to get around and accept everything
12 that we're kind of talking about because of
13 this exciting use and this opportunity that
14 we're --

15 THE CHAIRMAN: Joe, can we -- can we limit
16 it to Q and A? And the reason is I've gotten
17 advice from General Counsel that Q and A should
18 be incorporated into our public hearing portion
19 of it and that our discussion is really for
20 after that.

21 BOARD MEMBER LORETTA: So that's it.

22 Thank you.

23 MR. ELSBURY: And just to make -- I guess
24 to make his comments a question so that we're
25 all above board, I'll answer it.

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1 The concept that we've looked at and
2 designed and the size -- understood. We are
3 obviously standing by our statement that it's
4 going to be a destination and we're going to
5 drive individuals downtown specifically for
6 this.

7 It's also a unique concept in terms of a
8 brewery with a full-service restaurant. I
9 think for those that do indulge in breweries,
10 there's a difference between a restaurant and
11 bar bites, right? You know, getting some
12 French fries or pretzel bites with your beer is
13 not what we're talking about here. We're
14 talking about a full-service kitchen,
15 full-service restaurant where -- whether you
16 drink beer or not, you would find this place as
17 a destination.

18 And it's also a contemplation of being a
19 potential venue space. So, as I discussed, we
20 do, you know, fund-raisers for local public
21 schools, we do nonprofit stuff, but we also do
22 a lot of internal activity relative to fitness,
23 yoga, Bingo nights, all sorts of other things
24 to drive activity, which is, you know, I think
25 what we all can agree we want.

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1 So I think the size and the scale of it
2 contemplates all of those things, but point
3 taken.

4 THE CHAIRMAN: Any additional questions
5 from the board members at this point?

6 BOARD MEMBERS: (No response.)

7 THE CHAIRMAN: Seeing no questions, let's
8 move on to public comment, and I'll close the
9 public hearing after that.

10 And so, again, as I said earlier, even if
11 you spoke last time in public comment, you're
12 more than welcome to speak again. And that
13 includes everybody in person as well as
14 everybody on Zoom.

15 Ms. Mezini.

16 MS. MEZINI: Ernest Smith. You may go
17 first.

18 MR. SMITH: Yes. Thank you for allowing
19 me to speak again.

20 Through the Chair to the Daily's
21 representative, what is Daily's -- Daily's
22 doing proactively to help the community, to
23 help what's going on in the community? Are
24 they helping the foundations around the
25 community? Will this go to, you know, help

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1 homelessness in the community? Will this go to
2 help vagrancy in the community? Is this
3 something that -- it's just a market share grab
4 from Gate over in Brooklyn, the 7-Eleven over
5 on Julia Street, or is this really something
6 that can actually help the community?

7 Again, you know, we've been left out, so I
8 have to ask the question because this is going
9 to a vote. It's more than likely going to be
10 passed. What is Daily's doing to help the
11 LaVilla community, other than putting a gas
12 station in the middle of LaVilla that's going
13 to cater to white-collar workers leaving work
14 from downtown and coming into work from
15 downtown? What is this going to do to help the
16 community, please?

17 THE CHAIRMAN: Thank you, Mr. Smith.

18 And for right now, we'll have to treat
19 that as rhetorical since we can't have direct
20 Q and A. However, when the applicant has
21 closing remarks, they can certainly address it
22 if they would like to.

23 MR. SMITH: Thank you.

24 THE CHAIRMAN: Ms. Harper or Ms. Mezini,
25 any additional public comments?

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1 MS. HARPER: Next up for public comment,
2 Mr. Carnell Oliver.

3 (Mr. Oliver approaches the podium.)

4 MR. OLIVER: Yes. My name is Carnell
5 Oliver.

6 I want to say I'm all for economic
7 development, but at the same time, this was a
8 deal that was ironed out with a bunch of white
9 folks in our community. There was no
10 consideration of bringing in black-owned
11 businesses in the development of this project.

12 I don't know if any leases have been
13 signed yet, but if they have not been signed,
14 then there needs to be a carve-out for
15 8,000 square feet to incorporate black-owned
16 businesses because, why should the white
17 community benefit from the wealth of our own
18 community?

19 LaVilla represents us. We are a part of
20 this economic system, so why should y'all
21 benefit from the economic growth of downtown,
22 and you do not consider the African-American
23 community as entrepreneurs? It is unfair.
24 Something's got to give.

25 For me, when you deal with all technical

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1 stuff, I know what's going to end up happening.
2 You're going to want to put a face of James
3 Weldon Johnson on the -- as a mural on there,
4 and that's unsatisfactory. It's just like the
5 conversation dealing with the Confederate
6 monuments. I'm not settling for symbolic
7 gestures of support for the African-American
8 community.

9 I want people in my community, just like
10 myself, to get that check. The same way y'all
11 try to organize economic development in the
12 white community, the black community wants the
13 same thing. We don't want crumbs off the
14 table. I know I don't. I'm speaking for
15 myself. I want the same loaf of bread as
16 y'all. You either break bread with us or we be
17 against one another, and that's where a fair
18 chance starts.

19 Right now we should be at a point where
20 y'all could bring us to the table without
21 symbolic gestures. It doesn't work for me.
22 Maybe some people go for it, but this is about
23 economics. It's about that dollar bill, and
24 that's only thing the white community
25 understands, getting that money. And if you

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1 ain't bringing the African-American community
2 to the table, trying to get this money, then I
3 would ask y'all as individuals to vote this
4 thing down.

5 And if they want to rework their deal with
6 Bold City Brewery to bring in black businesses,
7 that's what I would settle for, because we need
8 to get this money together and not all of y'all
9 white folks getting it.

10 THE CHAIRMAN: Thank you, Mr. Oliver.

11 MS. HARPER: Next up for public comment,
12 Kim Pryor.

13 (Ms. Pryor approaches the podium.)

14 MS. PRYOR: Kim Pryor, 245 West 5th
15 Street.

16 Again, the gentleman that was over here
17 speaking, it was very hard for me to hear what
18 he was saying, but he talked about
19 recommendation number 5, which states, "The
20 site plan shall be redesigned to configure the
21 project layout so that parking is interior and
22 wrapped by the buildings."

23 Did I understand you to say that the staff
24 is removing that recommendation? I don't know
25 if you can answer that question or not, but if

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1 that's the case, then I truly do not agree with
 2 that. I think that's part of the -- the issues
 3 that some people have, is with the design of
 4 the actual buildings and how they're -- how
 5 they're set on the property itself.
 6 So, you know, it's great that we've got
 7 development going on. We need development,
 8 absolutely. That being said, we need to
 9 respect the area around it and we need to bring
 10 in the people who are trying very hard to
 11 revitalize this section of LaVilla.
 12 So, again, if Number 5 is -- has, in fact,
 13 been removed from this recommendation, I don't
 14 understand why, and I would recommend that that
 15 be placed back in as a recommendation.
 16 Thank you.
 17 THE CHAIRMAN: Thank you, Ms. Pryor.
 18 Ms. Harper, any additional public
 19 comments?
 20 MS. HARPER: Next for public comment,
 21 Ennis Davis.
 22 (Mr. Davis approaches the podium.)
 23 MR. DAVIS: Thanks.
 24 I just want to make one quick comment.
 25 Again, we're kind of moving away from the
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1 community discussion and how this wraps back
 2 into the project, so -- just keep in mind, the
 3 community has been in LaVilla, which is known
 4 as "uptown" to them, for over 150 years. They
 5 are the experts. The DDRB staff is not the
 6 experts -- I mean, the DIA staff is not the
 7 experts, the DDRB members aren't the experts in
 8 that community, and the development team isn't
 9 the experts.
 10 So from -- an olive branch from a
 11 community perspective, again, as you have these
 12 discussions about what this site plan looks
 13 like, how it shifts or what happens, make sure
 14 to include the community in that conversation.
 15 This is way more than a mural. Nobody in the
 16 community really cares about a mural on the
 17 side of the building while people are drinking
 18 craft beer and throwing axes around the mural.
 19 So just work with the community to craft
 20 the -- to craft this plan together before it
 21 gets too far.
 22 Thanks.
 23 THE CHAIRMAN: Thank you, Mr. Davis.
 24 Ms. Harper.
 25 MS. HARPER: Next for public comment,
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1 Adrian Swanigan.
 2 (Mr. Swanigan approaches the podium.)
 3 MR. SWANIGAN: Good afternoon again.
 4 I wanted to piggyback off of the public
 5 comment that just came in front of me about
 6 removing recommendation 5 and also, you know,
 7 looking back at the recommendation number 2.
 8 Those were placed there for a reason.
 9 And I'm not sure what Mr. Parola's logic
 10 around removing recommendation number 5, about
 11 making them reconfigure that site plan, as well
 12 as in, you know, Number 2. That was all of the
 13 board's discussion in January, was how bad the
 14 product looked that they presented to you guys.
 15 It was horrible; y'all hated the project. And,
 16 you know, basically now we're giving them the
 17 ability to not have to visit that particular
 18 point again, which is the real reason why we're
 19 here at a workshop. So recommendation 2, did
 20 y'all vote already to table this
 21 recommendation?
 22 THE CHAIRMAN: (Shakes head.)
 23 MR. SWANIGAN: Okay. So before that, we
 24 want to stand, that those recommendations are
 25 left in place.
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1 THE CHAIRMAN: Thank you, sir.
 2 Ms. Harper, any additional public comment?
 3 MS. HARPER: There's no further public
 4 comment.
 5 (Ms. Powell approaches the podium.)
 6 THE CHAIRMAN: Ms. Powell.
 7 MS. POWELL: Hi.
 8 Yeah, I would -- I would second that
 9 recommendation. The original staff conditions
 10 should remain in place.
 11 But, you know, before I got involved with
 12 Scenic Jacksonville, I was able to attend a --
 13 City Beautiful had brought in Joe Riley from
 14 Charleston as a speaker, and it really stuck
 15 with me, what he said. And Charleston is --
 16 despite where it is today, wasn't always like
 17 that, right?
 18 So 30 years ago, they had pressures also,
 19 just like Jacksonville does, but what struck me
 20 about him was the standards that he upheld over
 21 time. And you guys know, we've spent time over
 22 the past -- you've spent time over the past
 23 couple of years reviewing the design standards,
 24 thinking about them.
 25 Walkability is one of the biggest things
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1 that people want in downtown. And a
2 car-centric design, like this one, is going in
3 the opposite direction. And I think everybody
4 knows that. There are ways -- the Jaxson and
5 Ennis and others have made solid
6 recommendations of how to address those, but I
7 guess what's striking me is that -- you know,
8 every decision that you guys make sets the
9 stage for the next decision, and I just want
10 you to you keep that in mind.

11 Thank you.

12 THE CHAIRMAN: Thank you, Ms. Powell.

13 Just a clarification question for -- Guy,
14 maybe for you. When we're talking about
15 whether it's the original recommendation 5 or
16 even current recommendation 2, some of these --
17 whether or not the wording has changed,
18 ultimately they do touch on, I imagine,
19 deviations that would be required either way.

20 And so, for example, on 5, when we're
21 talking about interior parking, if that gets
22 modified as you suggested, that doesn't change
23 the fact that there's going to be a discussion
24 later when it comes time to actually evaluate
25 and make judgments on deviations regarding

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1 parking and the associated code that's -- deals
2 with that; is that correct?

3 MR. PAROLA: Through the Chair, you're --
4 you're absolutely correct.

5 THE CHAIRMAN: I just want to -- I ask
6 that just so the public doesn't think that we
7 have the ability today to take away discussion
8 items in the future that -- whether or not
9 they're recommendations here, we're still going
10 to have to deal with those.

11 MR. PAROLA: Through the Chair, they come
12 to you in the form -- and I'll try to speak
13 louder, I'm sorry, my allergies got my voice
14 down -- in the form of a recommendation.

15 So, really, had we looked closer at this,
16 we would never have used terms -- "shall,"
17 right. That's a "you must go forth." These
18 are recommendations from staff.

19 After hearing the mix of uses and
20 everything that's been presented to us since
21 January, we can't stand behind Condition Number
22 5 because it creates an untenable situation, so
23 why put that expectation out in the ether?

24 We want to more explore urban open space.
25 We want to more explore the fact that they've

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1 got wide sidewalks and capitalize on that than
2 we do want to set somebody up for failure
3 simply by lining buildings.

4 Second -- and this is an important thing
5 for us. Again, I've gone to that Orlando site.
6 When you only have two facades, you have a
7 smaller site, maybe these little, cute things
8 you can do on a facade will work. Here, we
9 just think it's not going to work. It will
10 look sort of odd and would be at the expense of
11 landscaping and shade. So staff's opinion has
12 evolved in two months, and that's where staff's
13 head is at.

14 THE CHAIRMAN: Okay. Thank you,
15 Mr. Parola.

16 Ms. Harper, any additional public comment
17 or is that -- is that it?

18 MS. HARPER: There is no further public
19 comment.

20 THE CHAIRMAN: Okay. Seeing no additional
21 public comment, I will close the public
22 hearing.

23 And let's go ahead and move on to
24 discussion, Board Members.

25 And, Mr. Monahan, let's -- let's start

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1 with you.

2 BOARD MEMBER MONAHAN: Thank you,
3 Mr. Chair.

4 We've covered a lot today. I want to
5 thank staff, the applicant's team, the
6 administration for really providing the
7 additional context that we didn't have to
8 consider, what you're putting in front of us.

9 In our meetings in January -- I mean, to
10 hear that you're working with the Cultural
11 Council and will continue to work with the
12 Cultural Council and the community, I mean, I
13 think helps us make a more informed decision.

14 The historical significance of LaVilla is
15 a chief concern. And it appears to me, after
16 what we've heard from you-all, that you are
17 aware of that and will continue to be aware of
18 that as you go throughout your refinement
19 process for the project.

20 So thank you for the additional context
21 you provided. It's -- I know it's helped me,
22 and I think it will be a guiding light for how
23 we make decisions on this upcoming.

24 Thank you.

25 THE CHAIRMAN: Thank you, Mr. Monahan.

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1 Ms. Berling.
 2 BOARD MEMBER BERLING: Mr. Chairman, I
 3 don't know if now is the appropriate time, but
 4 in prior conversations we said we'd speak
 5 further about what actually is being decided
 6 here because I feel like there's a real big
 7 lack of clarity there, so I'd like to start
 8 with that point.
 9 THE CHAIRMAN: I'll maybe defer to staff
 10 if there's -- if you'd like to, for the benefit
 11 of the board and the public, talk in the
 12 context of the code. And then when it gets to
 13 my thing later, I'll talk on my own opinion of
 14 how I view conceptual approval, if -- if that's
 15 okay.
 16 I think it's important, though, to briefly
 17 outline the conceptual approval process versus
 18 the final approval process and -- and just the
 19 difference between the two steps.
 20 BOARD MEMBER BERLING: And to -- and to go
 21 further, the public's opportunity to be a part
 22 of the deviation discussions, what's to come,
 23 what kind of workshopping needs to come,
 24 because I feel like there's a lot of questions
 25 about the workshop process and -- and what's
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1 go through the deviation criteria for each, and
 2 provide them to you as a body, who will make a
 3 decision on competent, substantial evidence.
 4 And you've got a really smart attorney here
 5 that can tell you what that means, but I would
 6 suggest the staff report is -- is one of them.
 7 The conceptual report -- and I think the
 8 applicant and your chairman did a good job on
 9 it. This is a way to move something forward.
 10 This is saying, you know what, we agree that
 11 this warrants moving to the next step. At the
 12 next step, we understand there's probably going
 13 to be deviations, which isn't a good or bad
 14 thing, right? Deviations shouldn't be viewed
 15 at as, oh, you're looking for deviations,
 16 that's ugly. It's not what they are. It just
 17 means they're proposing something very unique,
 18 and in order to make it work, this is what
 19 needs to happen, and here's the backup for it.
 20 There will be plenty of opportunity at
 21 final for the public to comment. And so this
 22 isn't a done deal, and it's just a way to move
 23 something forward, to be honest.
 24 THE CHAIRMAN: And is it also true that
 25 because this -- it also would require a zoning
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1 ahead and how it was conducted thus far. And
 2 so I think for everybody's clarity, it would be
 3 much appreciated if you went into depth about
 4 the next steps.
 5 MR. PAROLA: Through the Chair,
 6 absolutely.
 7 Let me sort of take your question -- let
 8 me answer it in sort of reverse. Let's talk
 9 about the workshop. The workshop was to
 10 discuss the overall site plan, which we all
 11 acknowledge will need some deviations as
 12 presented. The purpose of the workshop was not
 13 to go in, deviation section da, da, da;
 14 deviation section, da, da, da. Those are
 15 articulated in the conceptual approval report.
 16 Okay?
 17 So we want to talk about the three broad
 18 buckets of deviations. So whether it's the
 19 building location, location of parking, or the
 20 north facade. Those are sort of the big three
 21 items we talk about.
 22 When we get to final -- okay? When we get
 23 to final, it is going to be incumbent on the
 24 applicant and the staff to both look at the
 25 site plan, where deviations are necessary, and
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1 exception, that City Council also has to sign
 2 off on this; is that -- is that correct or does
 3 it does not need Council approval?
 4 MR. PAROLA: Through the Chair, thank you
 5 for pointing that out. No, this won't go to
 6 City Council, but they do need a special
 7 exception, and that would occur,
 8 coincidentally, at final approval, and,
 9 coincidentally, with the deviations.
 10 So you have three items there. Each one
 11 will come with an opportunity to speak and
 12 comment and an opportunity to get some
 13 analysis.
 14 THE CHAIRMAN: Ms. Berling, does that give
 15 you a little more context? And if you have a
 16 question or comment, please feel free to ask.
 17 BOARD MEMBER BERLING: Can I hold final
 18 comments until we circulate the
 19 final (inaudible)?
 20 THE CHAIRMAN: All right. Mr. Jones.
 21 BOARD MEMBER JONES: Thank you.
 22 Through the Chair, I guess -- again, the
 23 one issue that just keeps coming back to me --
 24 I love the concept. Again, I appreciate the
 25 applicant's work, the staff work on this. I
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1 love all of the ideas proposed.
2 I mean, the fact that you're integrating a
3 brewery and restaurant with -- in the context
4 of the gas station is great. I'm sure we're
5 going to get there in terms of recognizing the
6 neighborhood context, and -- and I do think we
7 probably should add some recommendation that
8 really articulates the groups that they should
9 meet with, you know, again, with the Cultural
10 Council as well as the Heritage group in
11 LaVilla.

12 But I guess the issue that I'm still kind
13 of struggling with is just around Item 2, you
14 know, that's -- that's here, that -- we want
15 the building to get as close to -- I know,
16 potentially, Broad Street as possible.

17 (Inaudible commentary from the audience.)

18 BOARD MEMBER JONES: You don't typically
19 use large design vehicles as a basis for -- as
20 a hardship. So, again, I think there's ways
21 that we can minimize conflicts between, you
22 know, food delivery trucks and fuel trucks,
23 which really come at certain times. It's
24 not -- they're not that frequent. Like I say,
25 I know -- I don't think you're probably filling

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1 up all the pumps every day, two or three hours
2 a -- you know, I know that -- that comes
3 probably at a certain cadence.

4 So I think, again, the -- the idea of
5 needing that extra drive aisle to circulate
6 completely around the building, because of
7 that, is -- it's probably not necessary. I
8 do -- you know, I think there's ways you can
9 still have four access points, yet the building
10 does address Broad Street and, still, like I
11 say, get that address -- addressing of the
12 streetscape edge by pulling the building closer
13 there, still maintaining four access points,
14 and providing those -- importantly, some
15 pedestrian connection, because, as is, even if
16 you didn't have the building there, there's no
17 direct, safe, pedestrian-accessible path into
18 the building itself.

19 So at a minimum there, I would probably
20 want to see a raised pedestrian crosswalk from
21 either one of the street corner- -- probably at
22 Broad or at Bay Street, directly into the
23 entrance of the building, which would be
24 serving two points; one, providing a safe
25 destination from the sidewalk to the -- to the

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1 front door, as well as providing some modicum
2 of traffic calming and mitigating the conflicts
3 between pedestrians and vehicles in this kind
4 of site.

5 So, again, I think there's also -- to
6 staff's point, I think there is a way that we
7 can probably maximize some of that urban open
8 space and landscaping at the corners there of
9 the site plan, or, you know, within -- around
10 the vehicular use areas, but I just want to see
11 if there's some way -- I just haven't been
12 convinced that the building cannot be oriented
13 more towards Broad Street through this process
14 while still allowing four access points and
15 actually giving you more parking. So if you
16 were to do that, you could find a way that
17 you'd actually have more on-site parking with
18 the orientation of the building towards the
19 street edge.

20 So that's the only -- that's really the
21 only thing I'm struggling with. I think that
22 there's really some solutions here and probably
23 some ways to kind of work through this process,
24 but that's just kind of where I'm at right now.

25 THE CHAIRMAN: Thank you, Mr. Jones.

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1 Mr. Loretta.

2 BOARD MEMBER LORETTA: Thank you.

3 You know, I think with some unique
4 consideration to maybe off-site roadway
5 improvements, you know, such as maybe
6 emphasize -- and Mr. Davis' letter could
7 provide greater pedestrian connectivity, angled
8 parking or parallel parking wrapping around,
9 help slow down traffic.

10 I would love -- you know, I mean, I can
11 almost -- again, I can get around almost the
12 four curb-cuts, but -- but I sure would like
13 them, you know, to be more of an urban flair.
14 I don't feel like they need to be a radii. I
15 would like them to be looked at to being
16 reduced. I mean, I can -- I can work hard to
17 wrap my head around that -- need to be a little
18 bit wider, but in the end, I mean, the gas
19 tanker is coming once every three days. It
20 doesn't need -- I mean, it can probably take a
21 second lane of traffic to access through.

22 And I completely agree and understand how
23 it, you know, utilizes the passenger side, but,
24 I mean, it seems like you could easily come in
25 from Forsyth and exit on the west and -- with

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1 urban flair and kind of make that happen. I
2 mean, I'm reasonably confident I could do that
3 in CAD with -- to make that happen, but --
4 So if I can ask -- I mean, staff, I don't
5 want to you put you on the docket, but I
6 believe I heard you basically state that you're
7 still wanting -- your recommendations are still
8 1 through 7 with a modified 5; is that
9 accurate?

10 MR. PAROLA: Through the Chair, yes.
11 And concentrate their recommendations for
12 further discussion.

13 BOARD MEMBER LORETTA: Yeah. And so,
14 again, that's where recommendations, further
15 discussion were -- we're attempting to remove
16 the word "shall" as a necessity.

17 Myself, Mr. Jones, and Ms. Ott all has
18 brought up the recommendation of incorporation,
19 further conversation with the LaVilla Heritage
20 Trail and the Cultural Council, and so I think
21 that should be an eighth recommendation.

22 And I think my only other thing -- I'm
23 sure these guys would be more than glad to have
24 Jenkins Barbecue be a part of the Bold City and
25 go into the restaurant on the second floor. So

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1 it just comes down to money. I mean, you know,
2 these guys -- you know, in the grand scheme of
3 things, everybody is wanting to be -- you know,
4 have a proper financial development.

5 And so I don't -- I wholeheartedly believe
6 that the applicant and the group is going to be
7 more than responsive to be a -- allow entities
8 from the neighborhood to come in, if, you
9 know -- but it's not a giveaway-type situation,
10 you know. I mean, we're talking about an
11 8,000-square-foot restaurant as currently
12 designed on the second and third floor. That
13 alone is a \$5 million expenditure right now.
14 This is a \$12 million overall project, and so
15 it's a pretty expensive venture to make this
16 whole deal occur.

17 And so, you know, my belief would be that
18 the applicant would be grateful for anybody --
19 and I'm sure they're grateful for Bold City to
20 want to be a part of this project because it's
21 just going to make their project that much
22 better, so thank you.

23 THE CHAIRMAN: Thank you, Mr. Loretta.
24 Ms. Ott.

25 BOARD MEMBER OTT: Thanks, Mr. Chairman.

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1 I'm going to start off by reiterating how
2 much I enjoy and love Daily's and Bold City. I
3 like the project, I like the uses, and I think
4 it is good for both downtown and for LaVilla.

5 I'm going to start my comments off with --
6 with noting -- so the former representative,
7 Mr. Diebenow, ended his commentary last meeting
8 by stating that this is not going to be a
9 pedestrian hub and that there are not going to
10 be people crossing the street from one of the
11 parking garages to go to this parking -- to go
12 to this project, and that that's really
13 difficult to achieve.

14 So I'm going to start off by refuting that
15 because downtown employees park in those
16 garages and in those surface parking lots that
17 are directly adjacent to this project. I think
18 it's completely reasonable to think that they
19 would visit this site after work for a beer or
20 a light bite and then cross the street again to
21 their already-parked vehicle after work.

22 In addition, the site is blocks from the
23 Riverwalk, which will draw a ton of
24 pedestrians. So this project will add
25 pedestrian activity that is currently missing

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1 from this site, and I think that is a
2 tremendous added benefit. Like Ms. Berling
3 stated, more eyes on the street is always a
4 good thing, makes the area safer.

5 That being said, I agree with my board
6 members that I would like to see the building
7 moved closer to Broad Street to complement the
8 rest of the development and vision that is
9 happening along that corridor.

10 I would also like to see the building's
11 architecture say more about the historic
12 character and sense of place of LaVilla. I
13 think that's something that really could make
14 this project shine and stand out and make it
15 wonderful, so --

16 I also -- I'm going to support staff's
17 recommendations. I also do like the idea of
18 adding an eighth -- to continue working with
19 local organizations on the public art and urban
20 open spaces. I think that should be part of
21 the conversation.

22 And I do support staff's modification of
23 recommendation number 5. I was going to
24 suggest that as well, to maybe sacrifice a few
25 feet of concrete for perhaps some landscaping

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1 or some type of urban open space feature. I
2 think that would be a tremendous added benefit
3 for this project.

4 As to Mr. Loretta's suggestions, one of my
5 favorite things about Bread & Board's little
6 provisions section in their shop is the
7 featuring of all the Jacksonville local
8 business items. They have foods, they have --
9 they have items, they have wares, they have
10 benches, cans that you can pick up from all
11 kinds of local companies. I think that's a
12 really cool feature of our city, and this site
13 is going to get a lot of visitors and a lot of
14 activity and a lot of eyeballs on it. People
15 are -- I mean, part of this is people are going
16 to hop off the interstate, have a meal, and I
17 think showcasing some LaVilla businesses and
18 creators in that space, do some type of
19 provisions concept to showcase these wares I
20 think would be a tremendous benefit, both in
21 concept and in experience.

22 So thank you for the project and I look
23 forward to continued discussions.

24 THE CHAIRMAN: Thank you, Ms. Ott.
25 Ms. Berling, would you like to chime in?

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1 BOARD MEMBER BERLING: I guess I'll just
2 add quickly, I think -- just as a designer, it
3 would go a long way as this develops to see
4 more done by way of analysis, the floor plans
5 versus the exterior elevations, because one of
6 the deviations includes that idea of getting
7 rid of the glazing, and so I'd really like to
8 see, as you develop the floor plans -- and I'll
9 let you know -- you have a better idea of
10 concept of who's going to be inside those
11 spaces. We can really analyze how much we're
12 giving up, right? Are those refrigerated
13 spaces really taking up that entire exterior
14 wall, et cetera?

15 And so for me, personally, seeing the
16 floor plans and seeing how that relates to the
17 exterior elevations would go far as far as
18 justifying the need for that recommendation --
19 the deviation.

20 And then also circulation studies would be
21 helpful. And there's been a lot of
22 conversation about traffic patterns or what it
23 will or will not do, and I feel like there's
24 not been a great deal of traffic engineering or
25 analysis. And so, for me, personally, I think

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1 in order to overcome some of these issues, it
2 would be nice to see that.

3 And then, finally, a -- truck turning
4 radiuses, you know, we throw them on a lot of
5 our civil plans. As this develops, it would be
6 great to see that because, you know, look, I'm
7 familiar with the radius of a 53-foot truck,
8 right? But that's different. Gas stations are
9 different. And having done some gas stations,
10 I know that, and so I think that, as far as
11 just bringing more clarity, if we just start to
12 develop our site plans a little bit to show
13 that and give that analysis, it will be easier
14 for everybody to comprehend as we move forward.

15 Thank you.

16 THE CHAIRMAN: Okay. Thank you,
17 Ms. Berling.

18 I agree with a lot of what my colleagues
19 have said. And for me, I'm probably one of the
20 people on the board that airs a -- probably, at
21 most, about the concept -- in January, as I
22 articulated, and many of my colleagues did,
23 there wasn't a lot of excitement around the
24 uses. I think since then, there has been a ton
25 of progress, at least from an awareness

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1 standpoint, for us, and also a refinement of an
2 idea standpoint for you all, in getting this to
3 something that is truly exciting.

4 And right now I think what LaVilla needs,
5 what downtown, in general, needs is activation
6 and investment that creates other investing
7 opportunities and gives people confidence
8 that -- the right types of developments that
9 can bring people and keep people downtown are
10 happening.

11 I think the City is investing a lot of
12 capital dollars in downtown, in LaVilla. There
13 are multifamily developers who have already
14 built things in LaVilla and are looking at new
15 projects, exciting projects. This is a really
16 great mixed-use retail/restaurant/fueling
17 station opportunity.

18 And I think, like my colleagues have said,
19 some of these items related to the site plan
20 can probably still be refined a little bit,
21 and -- and I think there's an expectation that
22 at final there would be progression on a number
23 of these things, but, for me, I'm just really
24 excited about the concept.

25 And, again, I thank Daily's. I thank

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1 Bold City for agreeing to partner on this
2 project. And I think if -- if this is
3 something that comes to fruition the way that
4 you-all envision it in your minds, it's going
5 to be a really great thing for that part of
6 downtown, not just in a couple of years, but in
7 ten-plus years.

8 So, Board Members, if there isn't any
9 additional commentary -- I'll go for a second
10 round.

11 Mr. Monahan.

12 BOARD MEMBER MONAHAN: Thank you,
13 Mr. Chairman.

14 I'll be brief, but I just wanted to
15 piggyback off of something you just said. You
16 know, we've heard a lot today about -- from the
17 applicant's team, about how this is going to be
18 a destination, or their intention for it is to
19 be a destination. And I think it will be. I
20 think the use is fantastic and really fills a
21 gap of -- a longstanding gap of adding services
22 to the community that are necessary.

23 You know, keep in mind, just a few blocks
24 away we're going to have a destination park
25 that is under construction. And I think the

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1 whole community, not just downtown, not just
2 the folks in LaVilla, but Jacksonville at large
3 is really excited about it, and I think it's a
4 crown jewel of LaVilla. And to have this in
5 close proximity, where folks at the -- can
6 enjoy the park and, you know, transition over
7 to grab something to eat, I mean, it's going to
8 be -- it's going to be a really good
9 opportunity to really continue to elevate and
10 activate a community that deserves it.

11 So thank you for your time and attention
12 to this, and I really look forward to seeing
13 it.

14 THE CHAIRMAN: Thank you, Mr. Monahan.
15 Any additional board comments?

16 BOARD MEMBERS: (No response.)

17 THE CHAIRMAN: Okay. Seeing none, I know
18 there's been discussion about adding an eighth
19 recommendation to this. Mr. Parola talked
20 about a potential modification of Number 5,
21 which if -- if I wrote it down closely to what
22 Mr. Parola said, it would be something to the
23 effect of, the applicant will continue to work
24 with staff on developing urban open spaces at
25 the site, including around vehicular use areas.

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1 So I think that's what we heard from
2 staff, and I'll turn it over to board members
3 if you would like to make a motion to add any
4 additional recommendations at this point.

5 BOARD MEMBER OTT: So point of
6 clarification. Do we need to motion on
7 existing recommendation number 5 to modify
8 that? Do we need to replace it? Do we need to
9 vote on them separately?

10 MS. LOPERA: Through the Chair to Board
11 Member Ott, your motion can be to approve,
12 approve with the conditions as outlined by
13 staff, or you can alter those and say, like,
14 approve with staff recommendations and -- and
15 list them by number is acceptable, and then any
16 that are modified or additional, just state
17 those.

18 Does that answer your question?

19 BOARD MEMBER OTT: It does.

20 THE CHAIRMAN: I apologize. I think -- if
21 you'll allow me, before we go to a motion, I
22 know Mr. Ferraro has to step out to a committee
23 meeting shortly, and I totally neglected to
24 give him an opportunity to speak.

25 So my apologies, Councilman. Please go
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1 ahead.

2 COUNCIL MEMBER FERRARO: Thank you.

3 First, I did want to thank Daily's and
4 Bold City. I think that's a great idea that
5 they're coming in. I just want to echo what
6 I've heard earlier.

7 But as an elected official, I just want to
8 say what I think may need to come back up is --
9 I didn't know there was a voting date that
10 was -- if it was put off, I just wanted to see
11 if that was something.

12 But earlier -- last month, we talked about
13 LaVilla being the gateway, and I just wanted to
14 make sure that the community has some input on
15 this because when I was sitting in here, that's
16 kind of what I heard. And we've got a couple
17 new people here today, so as this moves forward
18 I think that would be real important to follow
19 up on, to make sure that the community is not
20 neglected because, as of other things coming,
21 you want to make sure that we have the
22 community's support.

23 So I just wanted to say that, and I do
24 have to leave.

25 Thanks.

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1 THE CHAIRMAN: Thank you, Councilman
 2 Ferraro.
 3 BOARD MEMBER LORETTA: If I may, I'll
 4 offer -- kind of create an eighth
 5 recommendation, which is -- the eighth
 6 recommendation is the board recommends to the
 7 applicant to meet further with the LaVilla
 8 Heritage Trail group, along with the Cultural
 9 Council, to discuss the overall project further
 10 prior to final approval.
 11 THE CHAIRMAN: Just a clarification
 12 question. Did you mean to include the Cultural
 13 Council in the broad scope or were you trying
 14 to keep that limited to their scope as an
 15 organization, which would be more of the art
 16 and -- that kind of thing?
 17 BOARD MEMBER LORETTA: I mean, yeah.
 18 And I'm keeping it kind of generally open
 19 for them to be discussing everything with
 20 everyone, and so however -- we're also making a
 21 recommendation, so I didn't put the word
 22 "shall."
 23 THE CHAIRMAN: There's been a motion.
 24 Is there a second to add condition -- or
 25 recommendation 8 as articulated by Board Member
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1 the point -- Mr. Elsbury did bring up the need
 2 for a micromobility station. I think that
 3 could be really good. I know this is also sort
 4 of a JTA/BRT corridor, so just -- I don't know
 5 if we wanted to add in the Jacksonville
 6 Transportation Authority or the City's
 7 Transportation Planning Division, to think
 8 about anything like that, if that was a
 9 possibility.
 10 THE CHAIRMAN: I mean, it's a good point.
 11 My thought is -- just for me,
 12 personally -- that the spirit and intent behind
 13 that portion of our discussion was really aimed
 14 at community outreach, which is why I kind of
 15 asked first about the Cultural Council, since
 16 that in and of itself is a quasi-City agency,
 17 and I -- I don't know if that needed to be
 18 included either.
 19 MR. ELSBURY: Through the Chair to Board
 20 Member Jones, it's a good point. I think where
 21 we would like to be -- and I think it's a very
 22 safe place for you guys to be right now. The
 23 recommendations are pretty broad in allowing us
 24 to explore all of those opportunities with DIA
 25 staff and continue to keep you guys abreast on
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1 Loretta?
 2 BOARD MEMBER OTT: Second.
 3 THE CHAIRMAN: And there's a second from
 4 Ms. Ott.
 5 MS. LOPERA: Could I clarify, Mr. Chair?
 6 THE CHAIRMAN: Sure.
 7 MS. LOPERA: So is the motion to approve
 8 with all staff recommendations, with the
 9 addition of an eighth recommendation?
 10 THE CHAIRMAN: I believe it's to add an
 11 eighth recommendation to the list, which we
 12 will then have a separate motion to adopt.
 13 Is that correct, Mr. Loretta?
 14 BOARD MEMBER LORETTA: Yeah. I mean, that
 15 was based -- I just was making an eighth
 16 recommendation, and then I figured later we
 17 could go to a final recommendation for approval
 18 based on the recommendations.
 19 MS. LOPERA: Thank you.
 20 THE CHAIRMAN: Okay. If there's any
 21 discussion on adding this eighth, we can hear
 22 that now.
 23 Mr. Jones.
 24 BOARD MEMBER JONES: Not to further
 25 complicate matters, but just -- I think -- to
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1 the situation. I think that's a healthy place
 2 to be. If we end up in micromobility, and
 3 that's what works for DIA, that's great, but I
 4 expect I'll have other ideas, other solutions
 5 that we'll work through with staff as well as
 6 other organizations in the eighth
 7 recommendation.
 8 BOARD MEMBER JONES: Yeah, that works.
 9 I don't want to be too prescriptive. I
 10 just -- it popped in my head as that was a
 11 great idea, to make sure we coordinate on that.
 12 THE CHAIRMAN: Noted. And let the record
 13 reflect that the applicant has agreed to do
 14 that.
 15 MS. LOPERA: If I could clarify one thing?
 16 THE CHAIRMAN: Yes.
 17 MS. LOPERA: Okay. Through the Chair to
 18 the board, so your options here are to approve
 19 it, how it is; approve it with conditions,
 20 which would be adopting the recommendations.
 21 They're no longer recommendations. They're
 22 then attached as conditions. When staff drafts
 23 them, it's their recommendation to you. But as
 24 the body, you make the decision. So it would
 25 be approval with recommendations or a denial is
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1 the last option for how to dispose of this.
2 THE CHAIRMAN: Ms. Lopera, can I follow up
3 on that? I thought the conditions were a
4 function of a final approval attachment, and at
5 a conceptual approval conditions weren't even a
6 thing.

7 MS. LOPERA: Those are your three choices;
8 approve, approve with conditions, or deny.

9 THE CHAIRMAN: So if that's the case and
10 if these are binding conditions and they -- I
11 mean, I guess we could still change the wording
12 on all of them from "shall" to, you know, a
13 more encouraging phrase.

14 I guess my point is, if we're encouraging
15 the applicant to have these dialogues with
16 staff and with the community and they get
17 halfway on one of these recommendations, but
18 they don't get a hundred percent of the way,
19 and if it's framed as a condition, then if they
20 don't get a hundred percent of the way, is it
21 not ripe to hear at final until that happens?
22 And if not, then it's just permanently
23 deferred?

24 MS. LOPERA: To the Chair, you're not
25 obligated to deny it at final conceptual

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1 approval. Obviously, things change. And this
2 is a two-step process, right? So you have this
3 conceptual approval, but you're giving them
4 your -- the conditions you want to see happen.
5 At final they can come back and say, things
6 changed or -- you know, they're not forever and
7 ever --

8 THE CHAIRMAN: I see. So the conditions
9 are treated differently. Like, at final, if
10 there were conditions, they wouldn't be able to
11 get permitting unless they satisfied
12 conditions.

13 MS. LOPERA: To the Chair, that's correct.

14 THE CHAIRMAN: Okay. That makes me feel
15 better. It's really more of a semantic thing.

16 Okay. So back to Mr. Loretta.

17 BOARD MEMBER LORETTA: So I think I'll
18 make a motion for approval based upon the
19 recommendations from staff, 1 through 4;
20 modified 5 as discussed; 6, 7, and the 8th new
21 one that was brought forward this evening.

22 THE CHAIRMAN: Okay. There's been a
23 motion.

24 Ms. Lopera, is that motion appropriate at
25 this point, since there's been discussion on

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1 those items, or would you need Mr. Loretta to
2 restate any of it?

3 MS. LOPERA: To the Chair, I think the
4 record is clear.

5 Staff, are you clear on what the motion
6 was?

7 MR. PAROLA: (Nods head.)

8 MS. LOPERA: They've nodded in the
9 affirmative.

10 Thank you.

11 THE CHAIRMAN: Fantastic.

12 Okay. There's been a motion for approval
13 with the eight recommendations and conditions
14 as articulated by Mr. Loretta.

15 Is there a second?

16 BOARD MEMBER MONAHAN: Second.

17 THE CHAIRMAN: Second by Board Member
18 Monahan.

19 All those in favor, please say aye.

20 BOARD MEMBERS: Aye.

21 THE CHAIRMAN: Any opposed?

22 BOARD MEMBERS: (No response.)

23 THE CHAIRMAN: And by your action, Board,
24 show that conceptual review of DDRB application
25 2023-003 has been approved with the conditions

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1 articulated therein.

2 Thank you, Board Members. And thank you
3 to the applicant. And thank you to the public
4 for participating. As you've heard, this --
5 this is just one step, not the final step.

6 And with that, we'll move out of our
7 action items. Not seeing any old business or
8 new business, I do want to give a chance, as
9 agenda item 5 states, for a last public
10 comment.

11 So if you would like to do one more round
12 of public comment, for those who wish, now
13 would be the time to request that.

14 Ms. Harper.

15 MS. HARPER: We have public comment from
16 Ernest Smith.

17 THE CHAIRMAN: Mr. Smith.

18 MR. SMITH: Yes. Thank you.

19 Through Ms. Harper to the Chair, I would
20 like to thank you for passing the eighth
21 recommendation. However, can there be some
22 sort of dialogue between the neighborhood and
23 Daily's Place and the City on how we can
24 further make -- make this situation work for
25 everyone?

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1 It seems like, okay, we passed a motion on
2 this eighth recommendation to work with these
3 different organizations that have the interest
4 of the community in heart; however, if there's
5 no discussion, if there's no feedback, if
6 there's nothing that happens from it, then it's
7 for naught.

8 So how can the community -- and when I say
9 "the community," again, I'm coming from a place
10 where I am a board member, again, on the Urban
11 Core CPAC. How can the community -- including
12 the Churchwell Lofts, including Berkman,
13 including the Cathedral, how can we all come
14 together and bring these recommendations --
15 that eighth recommendation, and help these
16 different organization with that eighth
17 recommendation? Because it seems like --

18 You know, again, homelessness has been
19 left out. You're going to have homeless people
20 hanging on the block. I mean, that's just --
21 that's the point. You're going to have
22 homeless people that are going to be
23 panhandling. How can we -- again, how can
24 Daily's and, again, the City, and our different
25 neighborhood organizations come together and

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1 not just hire people off the street -- because
2 I understand, you're going to hire, you know,
3 people in the community and they're going to
4 staff the business.

5 However, I mean, Daily's doesn't have any
6 type of effort to give back to the LaVilla
7 community other than investing into this gas
8 station, slash, restaurant, slash, retail
9 mixed-use project.

10 I mean, I want to make sure that, since we
11 have this eighth recommendation -- and I
12 applaud you all for adding that, but I want to
13 make sure that there is feedback from the
14 community and there is logical discussion that
15 can help the community, not just, again, be a
16 market share taker from the Gate gas station on
17 [sic] Brooklyn, the 7-Eleven on Julia Street --
18 basically, those are the main, you know,
19 competitions [sic] of this -- this project.

20 How can we help the community other than
21 just be another corporate grab for money for,
22 again, people leaving work, white-collar
23 workers leaving work and coming to work?

24 So, again, I applaud this board for adding
25 that eighth recommendation. However, we need,

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1 as a community, to know how we can be involved
2 going forward with that recommendation.

3 And I thank you so much for your
4 attention.

5 THE CHAIRMAN: Thank you, Mr. Smith.
6 And I'll just kind of briefly hope to give
7 some light on that. We'll, of course, receive
8 some feedback on that item number 8 and how it
9 was executed at our meeting in the future where
10 they seek final approval, but, you know, we
11 don't really micromanage their activities
12 between now and then.

13 However, what I would recommend is that
14 you reach out to the City, perhaps DIA staff,
15 to see if they can connect you with the
16 applicant and -- and maybe help further that
17 goal. And the website with contact information
18 is DIA.COJ.net.

19 MR. SMITH: Thank you, Matt.

20 THE CHAIRMAN: Sure thing.

21 Ms. Harper, any additional public comment?

22 MS. HARPER: Next for public comment,
23 Carnell Oliver.

24 THE CHAIRMAN: Mr. Oliver.
25 (Mr. Oliver approaches the podium.)

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1 MR. OLIVER: Yes. My name is Carnell
2 Oliver.

3 I want to thank y'all for all the effort
4 that y'all put in because this is an
5 opportunity for economic development to happen
6 downtown. And with the eighth recommendation,
7 it provides an opportunity and greater
8 opportunity for black businesses to have a seat
9 at the table, especially Jenkins. Who don't
10 love Jenkins? Everybody within this community
11 should know something about Jenkins Barbecue,
12 especially that mild sauce. If a business like
13 that that has recognition in this community can
14 have an opportunity to open up shop in there,
15 they should be given every opportunity because
16 when I leave here, I'm going to Jenkins.

17 But for everything that y'all spend in
18 this room doing -- I really appreciate y'all in
19 being so broad and open-minded to really see
20 that I'm not looking for symbolic gestures when
21 it comes down to the African-American
22 community. I'm looking for financial and
23 economic gains. And that's what I'm looking
24 forward to for myself, and I wish y'all the
25 best.

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1 THE CHAIRMAN: Thank you, Mr. Oliver.
 2 MS. HARPER: There is no further public
 3 comment.
 4 THE CHAIRMAN: All right. Seeing no
 5 additional public comment, Board Members, and
 6 having concluded our business, we will adjourn
 7 the meeting at 4:44 p.m.
 8 Thank you.
 9 (The foregoing proceedings were adjourned
 10 at 4:44 p.m.)

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1 CERTIFICATE OF REPORTER
 2
 3 STATE OF FLORIDA)
 4)
 5 COUNTY OF DUVAL)
 6
 7 I, Diane M. Tropa, Florida Professional
 8 Reporter, certify that I was authorized to and did
 9 stenographically report the foregoing proceedings and
 10 that the transcript is a true and complete record of my
 11 stenographic notes.

12
13
14
15 DATED this 21st day of March 2023.

16
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18 _____
 19 Diane M. Tropa
 Florida Professional Reporter

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