CITY OF JACKSONVILLE
DOWNTOWN DEVELOPMENT REVIEW BOARD MEETING

Proceedings held on Thursday, April 13, 2023, commencing at 2:02 p.m., at the Jacksonville Public Library, 303 North Main Street, Multipurpose Room, Jacksonville, Florida, before Diane M. Tropia, 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.
WILLIAM J. SCHILLING, JR., Board Member.
JOSEPH LORETTA, Board Member.
ALSO PRESENT:
INA MEZINI, Strategic Initiatives Coordinator. SUSAN KELLY, Redevelopment Coordinator.
CARLA LOPERA, Office of General Counsel.

## Diane M. Tropia, Ine., post Offiee Box 2375, Jacksonville, Flo 32203

 (904) 821-0300PROCEEDINGS
April 13, 2023
2:02 p.m.

THE CHAIRMAN: All right. Good afternoon, everybody.

I will call the April 13th, 2023, Downtown Development Review Board meeting to order at 2:02 p.m.

Thank you, Board Members and members of the public for being here.

Before we get into our action items, I'm actually going to briefly move up our new business item, a resolution and acknowledgment of Mr. Craig Davisson, our now former colleague from DDRB, who I believe is actually going to be presenting to us later.

But, Craig, we did want to recognize you formally today, so if you wouldn't mind coming up to the podium. And we've got a resolution here that I'd like to read, and then we'll open it up for board comments on your behalf and then we will look to pass the resolution automatically.

So DDRB Resolution 2023-04-01, "A resolution of the Downtown Development Review Board in recognition and appreciation of

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Mr. Craig Davisson for his dedication and service on the DDRB and his dedication and service to downtown, providing for an effective date.
"Whereas, Mr. Davisson was appointed to the DDRB in 2013; and whereas, during his tenure Mr. Davisson held the position of secretary to the Downtown Development Review Board in 2016; and whereas, Mr. Davisson provided DDRB with leadership and expertise regarding architecture, design theory, and construction methodologies; and whereas, as a business owner and downtown expert, Mr. Davisson was integral in guiding development projects and policies for both the Northbank and the Southbank.
"Now, therefore, be it resolved by the Downtown Development Review Board.
"Section 1, the Downtown Development Review Board recognizes and extends its appreciation for Mr. Davisson's dedication and service to the Downtown Development Review Board and downtown.
"Section 2, this resolution, 2023-04-01, shall become effective on the date it is signed

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by the chair of DDRB.
"Adopted by the board April 13th, 2023."
And with that, if any board members would like to offer any welcoming comments to Mr. Davisson, I'll entertain that now.

Mr. Schilling.
BOARD MEMBER SCHILLING: Mr. Chairman, yes, sir. I'd be happy to. Thank you.

And, Craig, thank you for your service on the board. I know we've been in many meetings together, and I -- it always felt good being able to defer all -- any and all architectural issues to you, as you're one of the artists -have been one of our esteemed architectural experts here on the board.

It truly has been an honor to have you on the board and wish you all the best and look forward to, hopefully, seeing you before the board many times to come in our future here.

Thank you.
MR. DAVISSON: Thanks, Bill. I'll be up here in 20 minutes.

THE CHAIRMAN: Mr. Loretta.
BOARD MEMBER LORETTA: Craig, I just want to say I appreciate, you know, you serving for Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300
ten years for the City of Jacksonville. I've had the pleasure to know you for the past eight-and-a-half, nine, and consider you a friend, and really just say thank you on my end for the opportunity to know you and be a part of the board that you've been on for the past eight, nine years.

Thank you very much.
MR. DAVISSON: Thank you.
THE CHAIRMAN: Mr. Monahan.
BOARD MEMBER MONAHAN: Thank you,
Mr. Chair.
Craig, again, thank you for your service. We didn't serve together long, but, you know, when I joined the board, the first few meetings you've brought -- and you always brought thoughtful, tactful, eloquent comments that really helped move projects forward in the best way, and I've always tried to do the same, so thank you for your dedication and thank you for the time you've committed to the work that we're doing.

MR. DAVISSON: Thank you.
THE CHAIRMAN: Ms. Ott.
BOARD MEMBER OTT: Thanks, Mr. Chair.
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Mr. Davisson, thank you so much for your time. I echo every single word of what everyone else has said. Your service is much appreciated, the countless hours that are put in behind the meetings, reviewing and preparing. Thank you for all that you have done to help impact this city.

And just on a personal note, I go to the same gym as Craig. And let me tell you, this man works hard. Everything he does, everything he touches, he gives it his all, so thank you for all that you do.

MR. DAVISSON: Thank you.
THE CHAIRMAN: Councilman Ferraro.
COUNCIL MEMBER FERRARO: Thank you.
Mr. Davisson, thank you for all the time that you've put in here. Without having volunteers and people like you who come down to serve Jacksonville, we wouldn't have such a great city, so thank you very much from City Council and thank you for everything that you've been doing.

Thank you.
THE CHAIRMAN: And, Craig, you know, I echo everything the board has said. And I

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personally want to thank you. In my time as chair at least, anytime I've asked for board members to step forward and put in additional time outside of our board meetings, whether it's the Sign Code Revision Committee or otherwise, you've always been willing to step up. And I know that's not easy for all of us as working professionals who are already busy, so I really appreciate that.

And I also really appreciate that on almost every issue, you're one of the voices who consistently -- and I mean this very positively -- keeps the idealistic at front of mind. I think, you know, a lot of us have different roles on this board in the different seats we occupy, and for me just being a downtown employee board member, you know, my natural style is try to balance the practical and the ideal, but you charge forward on the ideal side, and that's so important to have board members like that who can keep lifting the standards for downtown and really make that the focus, so I --

I think a lot of the projects that we've seen come to fruition or that we've approved

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that have yet to come to fruition have a lot of Craig Davisson's touches on them. So I think on behalf of the whole board and everybody here, we appreciate your service. And it's certainly been great to serve with you, and I wish you all the best and look forward to seeing you before us in the future.

And if you would like to say anything to anybody, please feel free.

MR. DAVISSON: I just -- I appreciate your gratitude. It's heartwarming.

And I've worked in Jacksonville in downtown for 40 years, and to see it at this time in my life, to see where Jacksonville has come, from where I began -- and I've grown and I'm still growing, hopefully, but it's been an honor to serve. It's been an honor to serve with you and with the staff and the City, and it's an experience I'll never forget. And I'm always available for anything to do with downtown Jacksonville and our community, so, again, thank you for your gratitude.

THE CHAIRMAN: Okay. Board members, I would love to entertain a motion for approval on this resolution.

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BOARD MEMBER OTT: So moved.
BOARD MEMBER LORETTA: Second.
THE CHAIRMAN: There's been a motion and a second to approve DDRB Resolution 2023-04-01.

All those in favor, please say aye.
BOARD MEMBERS: Aye.
THE CHAIRMAN: Any opposed?
BOARD MEMBERS: (No response.)
THE CHAIRMAN: Show the resolution unanimously adopted, and I will sign it now and hand it off to Susan to coordinate how to get it to you.

And thank you again, Craig.
MR. DAVISSON: Thank you.
(Applause.)
THE CHAIRMAN: All right. Going back in the agenda to our action items, first up, as usual, we have approval of our meeting minutes from the last meeting on March 9th, 2023.

Board members, if you have revisions or additions to the minutes, please let me know. Otherwise, I'll look for a motion to approve.

BOARD MEMBER SCHILLING: Move to approve.
THE CHAIRMAN: There's been a motion to approve --

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BOARD MEMBER LORETTA: Second.
THE CHAIRMAN: -- and a second.
All those in favor of approving the March 9th, 2023, DDRB minutes, please say aye.

BOARD MEMBERS: Aye.
THE CHAIRMAN: Any opposed?
BOARD MEMBERS: Aye.
THE CHAIRMAN: By your action, show the minutes adopted.

All right. Let's get into our first application of the day, DDRB application 2023-006, a special sign exception for 562 Park Street, and I will open this public hearing.

And, Susan, can we please get a staff report.

MS. KELLY: Yes, sir.
DDRB application 2023-006 is requesting a special sign exception to install a monument sign at 562 Park Street, located in the Brooklyn district. The subject site is home to the former Jax Federal Credit Union building, which has been rebranded as RadiFi Credit Union.

The proposed monument sign is located in the greenway, between the building's entrance

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canopy and the sidewalk along Park Street. As designed, staff finds that the proposed nonilluminated sign is cohesive with the existing building and it does not obstruct any architecturally significant features.

Staff recommends approval of DDRB application 2023-006 subject to the following condition: That the sign location shall be subject to review by the City's traffic engineer.

And that concludes the staff report.
THE CHAIRMAN: Okay. Thank you, Ms. Kelly.

Is there a presentation from the applicant? And if so, please come up and state your name and address for the record, please.
(Mr. Taylor approaches the podium.)
MR. TAYLOR: Good afternoon, everyone.
Randy Taylor, Taylor Sign \& Design, 4162
St. Augustine Road, Jacksonville.
Yeah, basically, she showed the quick PowerPoint. They've rebranded this whole building downtown. They used to have a sign on the side of the building facing 95, but they have since then built a five-story building on

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that side of the street. So in lieu of that -the front of the building has that giant tree, which you can see in the picture, which really kind of blocks the sign on the building itself. So in lieu of not being able to see that very well, we suggested this sign to catch traffic going both ways. It's nonilluminated, it's not offensive. The design of it designs the contour of the building with the rounded corners, the colors are tied into the building color, and their new logo colors, which are that dark purple.

So we're just looking for approval for that to be -- well, follow City code as a 5-foot setback on the front of the property and -- and as per code, and it would be nonilluminated.

THE CHAIRMAN: Thank you.
Are there any questions at this time from any board members?

Ms. Ott.
BOARD MEMBER OTT: Could I ask about the kind of thought process behind the dimensions of the sign?

MR. TAYLOR: About the what?
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BOARD MEMBER OTT: The dimensions of the sign.

MR. TAYLOR: Yeah. It's relatively small compared to most signs. I want to say the square footage of it is around 24 square foot for the copy area, which is very conservative as opposed to signage for monument signs. It's really what you encompass, just the logo and the wording. It's only a 4-by-6 area, so it's very small compared to the overall size of the building. So it's a conservation sign, there for basically recognition going both ways up and down that street.

BOARD MEMBER OTT: Thank you.
And does the dimension that you just listed, does that include that purple pedestal down there at the bottom? Is that part of the sign face?

MR. TAYLOR: No. Actually, you can see on the left-hand side of that drawing, the overall -- I have to apologize. I lost my glasses. I want to say it's 8 foot. I don't know, can you call that up for me?
(Mr. Taylor confers with Ms. Mezini.)
MR. TAYLOR: There we go. Yeah, 8'5" by
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7'4". It's only 8 feet tall. You do have the bushes down below, which are going to cover most of that purple strip anyway, and then the rest of it actually matches the building going -- going up.

BOARD MEMBER OTT: Thank you.
THE CHAIRMAN: Thank you, Ms. Ott.
Any additional questions from board members?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: All right. I've got one, and I -- I mean, I think I know the answer, but it looks like on the right side of that, where there's the rendering, I would assume that that rendering is pretty out of scale, right? Because, I mean, that -- to me, that's -- it looks on the rendering like that would be much greater than an 8 -foot sign. I mean, it's not actually going to come up to --

MR. TAYLOR: No, no. Like I said, the measurements are right there on the -- in the drawing next to it. It is not -- we didn't really have anything to size or to scale it to there, so she just kind of dropped it in, but it's a relatively small sign compared to most

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signs out there.

THE CHAIRMAN: Okay. Thank you, sir. Ms. Mezini, are there any public comments on this item?

MS. MEZINI: Yes. Tracey Arpen.
(Audience member approaches the podium.)
AUDIENCE MEMBER: Tracey Arpen, 8338
Daffin Lane, Jacksonville.
I would first remind you that the criteria for a special sign exception says that, in addition to ordinary criteria for exceptions, it's got to show an exceptional effort -exceptional effort -- towards visual harmony between the sign, structures and other features of the property through use of a consistent design theme and it has to preserve a desirable, existing -- an existing design or sign pattern for signs in the area. I don't think this meets that.

You know, the whole point of monument signs in an area like this is they should be on a pedestrian scale. For you to get a feeling why this isn't on a pedestrian scale, all you have to [sic] look is -- is the drawing of the man standing next to the sign.

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I think 8 feet is too tall for a sign in this area. It ought to be on a pedestrian scale, not an automobile scale. This isn't a -- a sign in a suburban area where you're catering to cars on the street.

Also, would point out that your proposed guidelines that the committee is working on for monument signs speak in terms of the sign not being over 6 feet tall. This sign is 8 feet tall. I think that that -- you know, it's inappropriate sizewise. Any approval ought to require that it be downsized to no more than -than 6 feet from -- measured from the ground to the top of the sign.

And as I said, I don't see any exceptional effort towards visual harmony between the signs, the structures and the features of the

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property. It's just an ordinary sign plopped in front of the building. And in terms of preserving a desirable existing design or siting criteria, I don't think it does anything near -- certainly I don't think there's any existing criteria because there generally aren't monument signs in this area and certainly wouldn't be desirable if you look at all of the factors that you're trying to achieve in an area like this.

Thanks.
THE CHAIRMAN: Thank you, Mr. Arpen.
Ms. Mezini, are there any additional
public comments?
MS. MEZINI: No additional public comment.
THE CHAIRMAN: Okay. I will close the public hearing.

And now, Board Members, let's go around for discussion.

And, Ms. Ott, let's start with you, if you don't mind.

BOARD MEMBER OTT: Sure. Thanks, Mr. Chair.

I tend to agree a little bit with our public comment. This sign feels large to me.

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Judging by the scale that's provided, the man figure that's been dropped in next to the sign by -- if the 5 -foot, 10 -inch mark and the 2-foot mark are accurate, this man in the figure is somewhere around 6 feet tall. I'm 5'3" on a good day, so that might have me coming up to the center of the "R" in the logo. That feels tall for me.

And I think designing -- if the pedestal -- if we're covering up -- if we're designing around the bushes to achieve that height, I think maybe we should look at trimming the bushes lower to sacrifice a bit of the height. It does feel slightly out of proportion with the pedestrian scale for me.

THE CHAIRMAN: Thank you, Ms. Ott.
Mr. Monahan.
BOARD MEMBER MONAHAN: Thank you, Mr. Chair.

I'm going to agree with Ms. Ott. I do think the sign is rather large, and the street that it fronts is not a major thoroughfare. I would recommend that the sign shrink in height and maybe be rotated so it matches the position of the GuideWell sign on Page 4 of the agenda.

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I think -- for one reason, I --
I went to the site just to -- to take a look at it myself. And in my car, attempting to turn out on to the street, I tried to place the sign in proximity to where I would be looking for traffic, and it does seem that the sign blocks the view of oncoming traffic if you're attempting to make a right out, onto the street, which, you know, obviously, not very safe. I had to pull, then, past the sidewalk and into oncoming traffic to get a full view of traffic moving both ways on the street.

I am aware that this has to receive the traffic engineer's approval, but I'm not in favor of the current sign as it's proposed.

Thank you.
THE CHAIRMAN: Thank you, Mr. Monahan.
Mr. Loretta.
BOARD MEMBER LORETTA: You know, if they were here -- reduce it in height -- I mean, one of the things is -- I looked up RadiFi's logo, and so RadiFi does have the ability to put their wave to the left and -- you know, so instead of having -- you know, right now the sign is so big -- I mean, they basically got

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the logo and everything on this huge platform.
If you want to make an argument -- the sign panels itself does not really comply with the overhang for the bank adjacent. But this is almost a good example of maybe we should make sure we have better pictures of the building in association with the sign since that's one of the special criteria that we're supposed to be following. I mean, we really -I don't think I saw that within this package, but --

So, you know, actually, it's kind of interesting. I'm almost -- if I can ask a question to the -- the agent. I'm sorry I didn't ask this earlier, but, I mean, you're building this, what, out of, like, metal and acrylic? I mean, I'm not -- I'm amazed we're not -- this isn't a masonry sign. So, obviously, you probably don't provide masonry signs, but that's almost a bigger issue for me.

I don't really like the fact that this is going to be a sign somebody could take a baseball bat to and break, you know? And so can you walk me through the construction of the sign since it's basically being held up by one

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post in the middle?
MR. TAYLOR: Sure. Basically, all signs like that are all aluminum, skin and frame. So they have an aluminum frame and they have an aluminum skin. They're built -- the radius on the sign is meant to be conducive with the building because the building has radius on the corners of a -- of the building. The --

But the construction of the sign -- I mean, every sign out there is basically made out of aluminum and aluminum framing, so, I mean, there's no difference to that.

BOARD MEMBER LORETTA: I mean, I've literally designed and built more than 50 signs and they're all masonry with stucco or something of that nature. But, I mean, this is a commercial sign. That may be residential, so it's a little bit --

MR. TAYLOR: Yeah, residential does have more stonework to them. The problem with that is, there's no stonework on the building, so there's nothing to tie that look into the building. The building is more of a contemporary building, so we were trying to design the sign to match the building. That's

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typically what we do.
I mean, as far as putting stone and block, like I say, there's no features on that building that are stone, so it wouldn't --

BOARD MEMBER LORETTA: Yeah, I guess I
was -- I mean, you could just do this with stucco and paint and --

MR. TAYLOR: Yeah, because it's a textured background paint on there, and it's vinyl lettering up there, so it's really --
destructive-wise, you'd have to be a pretty strong guy to take a bat and mess that thing up. It's -- like I say, all signs that we build are all aluminum construction, skin and frame, and that's typical of what we build.

BOARD MEMBER LORETTA: Thank you.
I have no further questions.
THE CHAIRMAN: Thank you, Mr. Loretta.
Ms. Berling.
BOARD MEMBER BERLING: Thank you.
So I actually think this drawing is to scale if you look at it proportionally. And I understand the position you are in -- in line of sight, et cetera, and why it would be that size.

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I think it suffers from the design, and that's why we're picking apart the proportions of it, and -- you want to --

MR. TAYLOR: No, I'm just going to listen to --

BOARD MEMBER BERLING: Yeah. I'm sorry, is that clear for you?

MR. TAYLOR: Yeah.
BOARD MEMBER BERLING: So I think it -- I think we need to go back to the drawing board a little bit and -- in the layout and -- and the design, and I think that's why we're having difficulties with it, right? Because it seems very abrasive in this space.

I, personally, would argue against cutting down any landscaping. I understand why that's there, it's a buffer, and I understand what -what its function is.

So the platform isn't offensive to me. I think you have opportunities where the platform is concerned, though. And for better or for worse, good or bad, we have two applications in front of us for signage. I think that it would behoove you to stay and look at this -- the one that's being presented afterwards. I think
that -- that negative space that the other one is offering would help to resolve some of the issues that I think this one is suffering from.

And so, again, don't want to belabor -it's not a sizing issue for me. I think that it -- there's just opportunities when it comes to the design, and -- and the scale isn't bothering me, but that is pretty accurate, actually.

MR. TAYLOR: The scale, to be honest, isn't really accurate because the guy, even if he's 6 -foot, it's about 3 feet taller than him. That would make it about 9 -something, almost 10 feet. And I apologize for that. I have a new graphic designer and this is her --

BOARD MEMBER BERLING: No, I think it's right. Take the 2 feet, use it, and scale it up. That is about 8 feet.

MR. TAYLOR: Yeah.
BOARD MEMBER BERLING: So it actually does seem accurate to me. I'm only an architect. I could be wrong.

But again, that's not my issue. I think the height and where the line of sight is makes sense for a pedestrian. I think it's just --

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1 in totality, it's just a massive sign and
2 there's no breath in there. You might want to
3 look at some of the other pictures of the --
4 the presentation that follows. I think it will 5 help.

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MR. TAYLOR: Yeah, the -- the one thing -obviously, the bushes are an issue because that's why we have the base, so that -obviously, you can't put any copy down there. It would be, you know, covered up, so we tried to just get the top part of the sign over the bushes so that they would be able to read the -- the name.

Now, if we do a left-justified wave, that would reduce the height on that, but it would probably increase the width if we want to keep the proportion of the lettering the same size. That would mean the -- the sign would be wider but not taller, just to keep the lettering in proportion.

BOARD MEMBER BERLING: Yeah, and maybe the -- the pedestal is made out of a different material and it isn't as abrasive because right now it's that purple, right? And so maybe -- I think for the eye, it would be helpful and it

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like I said, the JEA sign -- the JEA firm is -company is bringing a sign before us in a little bit, and they have a little bit of breath to theirs, which would allow sight through it. So any traffic concerns would be alleviated somewhat by that, and so I think we just need to take a little bit of refinement to the design and consider some of those alternatives, but, again, it's not a sizing issue for me, personally.

MR. TAYLOR: Okay.
THE CHAIRMAN: Thank you, Ms. Berling. Mr. Schilling.
BOARD MEMBER SCHILLING: Thank you, Mr. Chairman.

And I agree with Board Member Berling on -- on a couple of items, which -- which are really good points.

I agree, my preference -- personal preference would be to keep the pedestal so we don't have to reduce the height of the hedges because they actually look pretty good in the picture.

And I totally agree that -- having had a chance to think about it -- so when I first

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looked at this package several days ago, my initial reaction was, wow, this sign feels bigger than what I would have expected, but I think as -- as I've had a chance to think about it and hear the other board member -- board members' comments, I think part of the issue is just -- just the size of the face with so much negative space on the top right and the top left.

And me, personally, I think it would improve the sign if the logo was moved to the left and the sign was shortened, and then we'd get rid of so much white negative space on the sign. I think that would help clean it up, at least -- at least for me, and get the height down.

So those are my couple of comments. I would personally recommend keeping the base, not adjusting the shrubs, but bringing the logo down. And, ideally, it looks like that could allow to you shave 2 feet, maybe 2 -and-a-half feet off the height of the sign.

Thank you, Mr. Chairman.
THE CHAIRMAN: Thank you, Mr. Schilling. Council Member Ferraro.
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COUNCIL MEMBER FERRARO: No comments.
THE CHAIRMAN: All right. To the applicant, I mean, I think you hear a little bit of a consensus from the board of -- needs a little bit of refinement, so what I'd like to do, rather than go to a vote and have an up or down -- at this point, I think we know where that would go.

MR. TAYLOR: Right.
THE CHAIRMAN: I'd like to just defer it just for -- until next month's meeting, give you some time to work with staff, based on the commentary, and -- and bring something back to us that hopefully we can get through pretty quickly next time and give you what you need to move forward, if that works for you.

MR. TAYLOR: That would be great.
I do have one question. Is the purple base an issue or not with you guys? Is it -is that a deal-breaker? Is that -- because it is their company colors. I mean, if you want to do a different color base or something like that, I'm more than willing to incorporate that into it, but I really feel that they're --
they're rebranding, and this is their branding
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1 colors. And, like I said, I don't think it's right now, but it definitely doesn't need to be

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any taller. I mean, 18 inches on Park Street is crazy high, crazy large, and so -- you've got many developments out there -- or all sorts of signs with text only at 12 inches. And so, you know -- I mean, candidly, I don't really think you need to make the -- the sign that much wider. You could just make the logo and the text, you know, 14 inches tall and probably get it to fit, you know, within 8 feet or so, but --

MR. TAYLOR: Well, we'll do that and --
BOARD MEMBER LORETTA: But I appreciate your consideration.

MR. TAYLOR: Yeah, we'll do that in the next drawing. I'll pull up the size of the lettering for you as well.

THE CHAIRMAN: Okay. Thank you, sir.
Mr. Monahan.
BOARD MEMBER MONAHAN: Thank you.
Quickly, through the Chair to the applicant, if you could maybe contemplate setting the sign back toward the building further.

MR. TAYLOR: Yeah. What I'll do, I'll double-check the setback measurements, take

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some pictures, I'll put a stake and I'll move the sign to where it is, and I'll check the height of the bush- -- I'll get something to scale off of it so we can have a more accurate scale of the sign in the location it's supposed to be in.

BOARD MEMBER MONAHAN: Thank you.
THE CHAIRMAN: All right. And, Ms. Kelly, I think you've got a decent amount of feedback to go on. So as you continue working with the applicant -- any additional comments, I think we -- we, generally, will -- we'll trust
Ms. Kelly to work through those with you for next time.

MR. TAYLOR: All right.
THE CHAIRMAN: All right?
MR. TAYLOR: Okay. Thank you.
THE CHAIRMAN: All right. Thank you.
Sure.
So for now, let's show that DDRB application 2023-006 is deferred to our May meeting.

All right. Board members, moving along to Item C, DDRB application 2023-007, a special sign exception for the JEA building. I'll open

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up the public hearing.
And, Ms. Kelly, if we could please have the staff report.

MS. KELLY: Yes, sir.
DDRB application 2023-007 is requesting a special sign exception to install a monument sign at the newly constructed JEA building at 225 North Pearl in the Central Core District.
The proposed monument sign would be placed in a raised planter at the entrance to the JEA building along the Pearl Street frontage.

Staff finds that the sculptural design and contemporary feel of the sign complement the architecture of the building, providing an urban interpretation of a ground sign.

Staff recommends approval of DDRB application 2023-007. And this concludes the staff recommendation report.

THE CHAIRMAN: Okay. Thank you, Ms. Kelly.

Do we have a presentation from the applicant?
(Mr. Richardson approaches the podium.)
THE CHAIRMAN: And just as a reminder to please state your name and address for the

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record.
MR. RICHARDSON: Yes. Ryan Richardson of Harbinger Sign, 5300 Shad Road, Jacksonville, Florida, here representing JEA and our company to seek approval for this JEA ground sign, monument.

Again, I agree with everything she was already stating. It is very contemporary. It kind of goes along with everything that we've already done, matches up on the building signs too. I believe this is a very clean and simple design that should, hopefully, be appealing to everybody.

I really don't have any presentation, but I'm here to answer any questions you guys have.

THE CHAIRMAN: Okay. Thank you,
Mr. Richardson.
Are there any questions from the board at this time?

Mr. Monahan.
BOARD MEMBER MONAHAN: Thank you,
Mr. Chair.
Through the Chair to the applicant, is this sign illuminated?

MR. RICHARDSON: Yeah, internally.
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tall, and that's actually greater than that concrete wall below it.

That concrete wall below is probably about 3 feet, 6 inches or so, and so it's -- so it's, like, the scale that's shown here actually looks pretty good, but I wonder what the scale at 4 feet would look like, because I don't feel like this scale is close to being accurate.

MR. RICHARDSON: It's close. I think that wall is about 3 -foot-6 in what we had in our dimensions. So, yeah, we're probably a little smaller in that prospective view.

BOARD MEMBER LORETTA: Thank you.
That's my only questions.
THE CHAIRMAN: All right. Any additional questions from the board?

Mr. Schilling.
BOARD MEMBER SCHILLING: Mr. Chairman -and this is a question for staff, through the Chair.

And it -- this may be overly technical as a question, but -- but I know on several of the exhibits there's a reference to a flagpole, and I don't know if we're -- and some of the images show the flagpole and some don't. But do --

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does the City consider a flagpole a sign and is that anything we're supposed to consider as part of this?

MS. KELLY: Through the chair, no, it's not. The applicant had actually asked me about the flagpole, and we don't regulate flagpoles.

BOARD MEMBER SCHILLING: Okay. Great.
Thank you.
THE CHAIRMAN: Okay. Any additional questions at this point?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: Seeing none, Ms. Mezini, do we have any public comment?

MS. MEZINI: Yes. Tracey Arpen.
(Mr. Arpen approaches the podium.)
MR. ARPEN: Tracey Arpen, still of 8338
Daffin Lane.
Just so you don't think I'm always up here opposing something, I think this is an appropriate example of a special exception for a monument sign. If you look at it in terms of scale, it's on a pedestrian scale, not an automobile scale. It's consistent with the overall design of the building with the signage at the top.

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## have no objections.

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You know, it -- but for the fact it says JEA, it could almost be mistaken for a public sculpture. It's actually how things, I think, ought to be done, and I think it's a good example of accommodating the pedestrian, not the automobile.

It keeps the pedestrian from having to look up to the top of the building to see what the building is. It's appropriate as to scale and otherwise and -- and I think it deserves your approval.

Thanks.
THE CHAIRMAN: Thank you, Mr. Arpen.
Ms. Mezini, any additional public comment?
MS. MEZINI: No additional public comment.
THE CHAIRMAN: All right. Seeing no additional public comment, we will close the public hearing, and let's move on to board comments.

Mr. Shilling.
BOARD MEMBER SCHILLING: Thank you, Mr. Chairman.

I'll echo the speaker's comments. I think this is a very good-looking sign and -- and I

Thank you, sir.
THE CHAIRMAN: Thank you.
Ms. Berling.
BOARD MEMBER BERLING: I echo everybody before me's [sic] opinion. I think it's a great-looking sign.

THE CHAIRMAN: Mr. Loretta.
BOARD MEMBER LORETTA: I think it looks great, but I think it's maybe too large.

If I may ask Ms. Kelly -- I mean, you know, typically, let's say suburbia in Jacksonville is 24 square feet copy area. This is showing 38.34 square feet. If I'm not mistaken, we're talking about 32 or 24 in our code that we just talked about a little bit ago.

I just feel like the sign is a little bit too large, and the text at being 4 feet tall -I don't believe the sketch that's shown right there is close to being accurately drawn, and the text is going to be significantly larger than what's shown there. I do think maybe it will still look okay, but I believe that we shouldn't allow copy area greater than 32 square feet.

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Thank you.
THE CHAIRMAN: Thank you.
Mr. Monahan.
BOARD MEMBER MONAHAN: Thank you,
Mr. Chair.
I think this is an example of a well-done sign. It's unique and interacts with the pedestrian well and it's going to be illuminated at night. It kind of ties together the well-designed aesthetic of the entire building. I'm in full support of this.

Thank you.
THE CHAIRMAN: Thank you.
Ms. Ott.
BOARD MEMBER OTT: I'm going to echo all
of the comments said before me. I do feel like the 10 foot width total is going to feel large in that space. I walk by -- my office is next door, so I walk by here every single day.

So I -- I think from a pedestrian -- my
little 5 -foot self, I think a 10 -foot-wide sign
will feel slightly large, but it is well designed and it is a beautiful sign.

So those are my comments.
THE CHAIRMAN: All right. Thank you.
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Councilman Ferraro.
COUNCIL MEMBER FERRARO: Thank you.
I think it looks nice. I just wanted to ask a question on there. Is the base also lit up? I believe that it is, right? The white part on the -- underneath the JEA?

MR. RICHARDSON: No. That's actually a concrete pedestal.

COUNCIL MEMBER FERRARO: Okay. Thank you. THE CHAIRMAN: Ms. Berling.
BOARD MEMBER BERLING: So I just wanted to clarify the square footage. Is that including the negative space? Because if it's 10 feet by -- 3'10" --
(Simultaneous speaking.)
MR. RICHARDSON: Yeah, we --
BOARD MEMBER BERLING: -- minus negative, are you really at 30 feet -- 30 square feet?

MR. RICHARDSON: Yeah. We took into account for all of it. I mean, if you take out the negative, then, yeah, I mean, it would be less, but --

BOARD MEMBER BERLING: That's what I'm thinking. It is less area.

MR. RICHARDSON: -- we went with the
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overall height, overall length.
BOARD MEMBER BERLING: Yeah. You can see
through it. You -- there's greenery. It's
translucent in that area. And so if you
actually only took into account the sign square footage, what are you at?

MR. RICHARDSON: Oh, probably --
BOARD MEMBER BERLING: Twenty-seven?
MR. RICHARDSON: Yeah, closer to, like, 26
or 28, if you actually took away all the
negative space.
BOARD MEMBER BERLING: I would venture to guess --

MR. RICHARDSON: Yeah.
BOARD MEMBER BERLING: -- at max, you're at that.

MR. RICHARDSON: Yeah. We would be way less than the 32. I mean, this -- again, we -we typically take everything as a square and box it all out and --

BOARD MEMBER BERLING: But here --
THE CHAIRMAN: Well, Ms. Berling, just to clarify -- and your point is well taken. I think that's just a City code issue. The way we define how they have to calculate square

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footage mandates that they do it that way.
But your point is well taken, and that was one that I was going to make as well, where, in general, I -- I tend to agree with
Mr. Loretta's comments about size, but in this case, because it -- of the way it's designed and it has more of a sculpture-type feel and it doesn't have all that negative space, I'll be up on it today. I think it's a great sign.

Any additional comments from the board at this time?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: Seeing none, I will entertain a motion.

BOARD MEMBER SCHILLING: Move to approve.
THE CHAIRMAN: There's been a motion to approve.

Is there a second?
BOARD MEMBER BERLING: Second.
THE CHAIRMAN: And there's a second.
All those in favor of approving 2023-007, please say aye.

BOARD MEMBER OTT: Aye.
BOARD MEMBER SCHILLING: Aye.
BOARD MEMBER MONAHAN: Aye.
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BOARD MEMBER BERLING: Aye. THE CHAIRMAN: Aye.
Any opposed?
BOARD MEMBER LORETTA: Aye.
THE CHAIRMAN: Okay. Board, by your action, show that DDRB application 2023-007 is approved with one dissent.

Congratulations.
MR. RICHARDSON: Thank you very much.
THE CHAIRMAN: All right. Moving right along to item D, DDRB application 2023-008, the 301 West Bay Street garage expansion, conceptual approval.

I will open the public hearing.
And, Ms. Kelly, if we could please have a staff report.

MS. KELLY: DDRB application 2023-008 is requesting conceptual approval to expand an existing garage at 301 West Bay Street, south of the central Skyway station, located in the Central Core District.

The subject site is located in the southeast quadrant of the intersection of West Bay Street and South Pearl Street. The subject site is between the existing parking
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garage, which was constructed around 1987, and the JTA Skyway station.

The ten-story expansion provides approximately 500 parking spaces and does not introduce any additional ingress/egress onto the site. As designed, the expansion fills the space between the Skyway and the existing parking deck.

The proposed structure is a long, rectangular volume with narrow, rectangular forms flanking the Pearl Street frontage and extending over the height of the main structure. The thin, rectangular forms at the street frontage provide strong verticality, presence, and an orientation towards the street which does not currently exist.

The visible elevations of the garage are designed to be screened with undulating, perforated metal screens. The screening provides modulation of the structure, and the two-story Pearl Street entry plaza engages the pedestrian at street level.

Per code, the ground floor of new parking garages must contain either a nonparking active-use, urban open space, and art fronting

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the right-of-way, or a combination of the two. The proposed garage addition includes urban open space that exceeds the minimum size requirements, and the ground level is activated using light features and historical information kiosks.

Staff recommends conceptual approval of DDRB application 2023-008, and I'm happy to take any questions.

THE CHAIRMAN: Thank you, Ms. Kelly.
Is there a presentation from the applicant?
(Ms. Rewis approaches the podium.)
MS. REWIS: Good afternoon.
Staci Rewis, One Independent Drive Jacksonville, Florida, Suite 1200.

With me today is the architect for this project, Craig Davisson with Studio9; and the landscape architect, Matt Anders with Prosser.

Thank you for your time today.
What you have before you is an application that seeks to convert a surface parking lot -a very narrow surface parking lot into a parking garage at the corner of Bay and Pearl Street.

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Just to orient you just a little bit, the parking garage that's currently there -- I've always -- I was born and raised here. I've always called it the "Omni parking garage," and it serves, right now, the Omni, the One Enterprise building that -- that's sitting there -- they have leases with it -- as well as with TIAA Bank.

Our client owns that parking garage and they also own the two surface lots that are around it on that block. They do not own the Omni or the Enterprise Center.

As Susan said, the site is in the Central Core District, within the heart of downtown, and it's adjacent to the Central Skyway.

And here are just some snapshots of what it looks like right now. When you walk by it, you may not even notice it because it's a very -- smaller area. The parking on the surface is not really full all the time, and it's a space that needs to be used.

And so what Craig is going to present to you is a vision that he's had, which I think is a very gorgeous vision for a parking garage, but more -- also, the industrial aspect of the

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urban open space that is really going to open up this corridor right here, right next to the Skyway.

And with that, I'm going to turn it over to Craig to talk through the architecture.
(Mr. Davisson approaches the podium.)
MR. DAVISSON: Thanks, Staci.
Craig Davisson, Studio9 Architecture, 315
East Bay Street, Suite 303, Jacksonville.
This plot plan is of the whole site. It's a super block, and it's the largest land block in downtown Jacksonville. And it's kind of a strange site, the way it's been developed. In part -- partly because it was never completely executed. It was owned by the charter company. Faison developed the hotel and the office tower. I'll never understand to this day why the hotel was oriented like that.

So what we have left is this garage that has -- it's a thousand-car parking garage which exists. It's got the largest wall in Jacksonville facing the river. And we've got this sliver of a site. So our task was to come up with how to expand the garage and -- and people can probably question the needs, but

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when you're looking at a -- at parking downtown and you look at all the empty lots, this lot and this parking garage will basically supplement four acres of asphalt in downtown Jacksonville that could be pulled off and into a garage. It can also be prepped for the future sites as well because parking -- no pun intended -- drives the cost of many projects.

So if you've got a garage, especially heads up, that can help as far as the need for parking. Parking is not required downtown, but if you're going to sell any type of housing or rent any type of housing, you're going to have to have parking some way or somehow.

The existing site -- this map primarily just shows easements. We've got the Central Station ASE to the north, which is an asset. We've got the existing parking garage, empty lot, and we've got -- if you look at the green, that is essentially what Julia Street used to be at one time. And we're trying to maintain that easement. It's a utility easement, but we're going to try to set the stage to create a master plan for this site.

Next, please.
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in essence, unchanged. The existing garage

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These are -- the two on the left are just simply -- on the top left is what's there today. It's a surface lot. And if you look to the right, on the top, it's what we're providing. So it's -- you know, no imagination. We're, essentially, using the same pattern and same orientation, as far as circulation goes, to what we've got on the surface lot.

The existing garage that we're -- today, is a double helix. It's got a central passage where you can go up and down. And what we're utilizing -- and the efficiency of what we're doing is being able to use just flat plates all the way up, so we're not dealing with the look of ramps, and we're making a connection at two points between the old and the new. Other than that, the existing garage doesn't really have -- it basically just serves the circulation, up and down, for the new system.

Next, please.
This shows a little bit -- enlarged area. This is the first level. It shows the pedestrian. We've got Pearl Street, which is,
right now is about 8-and-a-half feet away from the curb, which doesn't really meet today's design standards with regard to, you know, the frontage, the clear space, or the amenity area, and -- but we're going to fix that with the new structure above.

So we'll have an entry into the new garage on the west. And what happens on the east is -- it's kind of chopped up. There's asphalt, there's curbs, but we're going to try to make a spine from the ASE station down through the site. And, hopefully, phase 2 will come down to the Times-Union Performing Arts Center where you're not ever going to have to walk through the driveway. But our -basically, what's highlighted in color is the scope of work for this project only.

So what we -- if we could go to the next one, please.

This is the vehicular circulation, the new garage that's -- comes in and out, essentially, the same way as it does for the surface lot. And the way you get into the garage, the way you circulate into the garage -- and you're coming out, so there's no additional curb-cuts

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on to the site.
We've got fire stairs and elevators on the left, on Pearl Street. And, again, you're coming into the site to actually approach into the garage.

Next, please.
We had the option of retail or urban open space. And, you know, we -- we made the decision early on to go after some meaningful, urban open -- open space that could be active from day one, even knowing what can come down the pike in some of these other areas.

This opens -- this is just an enlarged area where -- about 10 to 12-foot, depending on where you measure, from the ASE tracks on the north side. You can see the public plaza that we've got on the left, and I'll -- I'll circle back to that.

And we've also created a distance between the existing garage and the new garage with just bridges across, on the upper floors, for three reasons. One, is for foundation conflict, underground, deep foundation. Two, is basically natural lighting, to get light down to the existing and the new facility. And

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the third is, basically -- you'll see later when we talk about the architectural expression to the new mass.

Next, please.
So yeah, circling back to the design, the design concept of this garage -- you know, obviously, it talked a little bit about the site, you know, the -- I've actually talked about the function of the garage first, but I want to talk a little bit about the site because the site sets up the -- conceptually, what we're doing in the urban open space and what we're doing around it.

We -- in essence, what we started with is what -- you know, let's find a theme or let's find a concept. What is the concept here? And what -- so we go to history. What happened here? Well, disappointingly, nothing happened here, but we think we overlooked something.

The fire didn't hit here. This was one of the blocks that -- this super block here remained intact during the 1901 fire. There was a few buildings at this point, there was a railroad, a small railroad office station. But as we look further into it, I think that what

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we did find out -- that this block is indicative to what's happened throughout Jacksonville over the course of time.

If you go back to pre-Colonial days, this -- this site was the river -- a river bank, and that evolved into a river edge. That evolved -- a river edge with a wood bulkhead, which transformed when paths and roads came down Julia, Hogan, and Laura. It was a piecemeal and framework of transportation at this edge, and it came on the back side of this garage where the banks were of the river.

That river's edge became bridges and docks and -- and small bridges that led us out to further docks to the -- the shipping. And also, then, the railroad spurs backed into this site, but it was over water. Then we get to the point where -- I think we all know that at one time, where the Performing Arts Center sits today, it would be sitting in the river because that's all fill. From this point all the way to the river is -- today is fill.

So it's kind of what we've seen as an evolution. We've looked at this site as a -kind of a -- the evolution of Jacksonville's

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riverfront. I think this site, although it's surface parking, that's what happened here. It was a patchwork.

And I'll let Matt Anders talk a little bit more about our inspiration and some form- -these are just some formal and symbolic images and inspiration of paths, roads, and rail that we were thinking about, and how to address -address this urban open space.

Next, please.
I'll just kind of get back into the -- you know, the parcel and the street, you know -and this plaza is just an acknowledgment of the evolution of transportation in Jacksonville. And it just simply -- with the geometry, you know, the landscape and the hardscape, and as well as some of the kiosks and maps that we've got -- basically, the tactile maps that we've got in this space that just walks through the entrance to the garage and what -- we'll return back to this again.

This shows, again, in more detail -- I don't want to be redundant. I know we've spent some time talking about the plaza, but on the right, again, is that connection that we're

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starting to create from the ASE station. And what you're seeing as far as three lounge -- it looks like three lounge chairs there. Those are actually sun structures that will also kind of go with the flow of the concept of the Pearl plaza.

These, essentially, are just graphics that show the relationship to the ASE station and the garage.

And the next one is just a graphic showing the -- the urban open space, and it's -basically, we're moving, you know, three stories of parking below.

And I think the 3D image -- just for your edification, the geometry of this slide is correct; however, what's actually there looks better than that. There's a swale of grass and there's a row of trees going up and down and the rest of it is asphalt.

So the new garage -- if you could go to the next slide.

We looked at a lot of different schemes for this -- this space. We understand what that garage existing is, and we started out, basically, deriving -- designing more of the

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same, and we just didn't -- weren't going down the right path, we felt, as far as the scale and the mass went. So the idea was to juxtapose -- after many, many different concepts, the idea was to juxtapose the horizontal -- plain horizontal feel of parking behind it and juxtapose that with strong vertical elements, and we also -- you can see the building separation between the two, which helps break -- break down the scale of this huge parking mass that exists, or even larger mass, you know, bringing another 60-foot structural bay to the north side of this structure.

Then -- so by taking this approach, it makes the existing mass and that existing garage more or less a backdrop to what we're seeing on Pearl Street, as well as on Bay Street.

The materials that we're using are permanent and durable. It's primarily precast and cast-in-place concrete, and we've got perforated metal that will be -- will be screened. There will be some slight visibility through that as far as ventilation into the

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garage.
You can see -- also see a datum line running at the third level. It relates to the track -- the ASE track and the urban open space below.

If you go -- these are just shots of --before-and-after shots.

Turning now, you're up, pretty much -- if you were up a couple of stories, up on the TIAA Bank, but standing in the middle -- but pretty much in the middle of the street, in -- on Pearl Street.

Next, please.
Again, bringing these strong vertical elements with the undulating, perforated metal running down the track.

Next, please.
Another before-and-after I think we're all familiar with. With that -- that front bay applied.

Okay. You can go to the next --
And then, finally, once you're inside the site -- and that actual entrance into the garage is actually where that existing asphalt drive is today. It might be moved a few feet,

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but, essentially, it operates the same way, but you're under the deck now.

And -- next and final for now.
And this is -- this is the actual -axial path that we're trying to recreate that used to be Julia Street at one time. It's pretty constrained between the corner of the existing deck and the hotel, but with the sunscreen -- they're, basically, a place to sit in the shade that also has -- it recalls what we're doing on the other side of the site, on Pearl Street, on that urban open space, but again, creating that strong access --

This would be if you're standing directly underneath the rail -- rail guide. If you're coming from the corner, where the TIAA Bank building is, and we would think, at this time, this would be the most heavily used. Although we're putting a lot of effort and energy onto Pearl Street, this is primarily where we think that most of the traffic is going to be coming from. TIAA has 800,000 square feet, which is one of the largest office buildings in Jacksonville.

So with that, I'll introduce Matt Anders
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and he can pick up and talk about some of the hardscape and landscape and be more specific with some of the ideas that we have on the site.

Thank you.
THE CHAIRMAN: Thank you, Mr. Davisson.
And definitely don't want to rush you guys, but to the team, if we go another ten minutes, I'm going to take Craig's resolution back.
(Mr. Anders approaches the podium.)
MR. ANDERS: Thanks, Craig.
Matthew Anders, with Prosser, 13901 Sutton Park Drive South, Jacksonville.

If you can go to the next slide. I think we can skip through some of these elevations. I think the 3-D did a good job of illustrating the design intent.

So I want to talk a little bit -- I think Craig did a good job of talking about the history of the site and the history of Jacksonville.

So as we were progressing with the design, you know, our thoughts as designers, how do we -- how do we illustrate these things? The

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Great Fire of Jacksonville; of course, the river; you know, the evolution of downtown Jacksonville and the street grid.

So through the use of material -- which I'll get into -- and these forms, especially there on the Pearl Street site/plaza, we began to massage these thoughts and ideas; how we can relate, you know, the history of Jacksonville; thinking about the history as it progresses to the future of Jacksonville and touch where Jacksonville is today.

So this graphic -- this graphic just kind of keys in some of these elements.

If you can go to the next slide, please.
This is the blowup of the Pearl Street Plaza.

So in terms of materiality and form, you know, we like to use typical downtown brick pavers and concrete pavers that you see -- and concrete sidewalk that you see in downtown, but arrange it in such a way that it represents and has a -- pays homage to that downtown grid -that street grid and that work.

And you can see that primarily on the top left of your screen with those -- as paver bars

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coming into the landscape or softscape area, how those progress down. And as you get closer to the entry elevator vestibule, you know, you see that kind of -- that angled paver ribbon, and that's kind of an interruption of the -that street -- that historical street network represents the modern and the future. And it actually kind of leads you into the garage, to the elevators, and actually kind of wraps around, past the elevators, back up to the streets.

And if you see in some of Craig's elevations, we have some LED light bars as well that integrate -- you know, come from the hardscape, horizontal surface that traverse up to the vertical surface of the garage.

So the intent is that -- you know, this design on the ground plane, it -- it goes vertical. So it's kind of a cohesive design in terms of materials.

You can see that -- that kind of orange, dark bar going across, kind of right in the middle. You know, that materiality, we're thinking, you know, Ipe paver, 2-by-2 tiles in there. That kind of represents or pays homage

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to that -- the fire that Craig had talked about in terms of materiality, and actually using maybe some steel elements to represent the rails and the rail yards that actually, again, go up the vertical face of the building to tie everything together.

You can go to the next slide, please.
So in terms of the pedestrian realm, or public realm, we're adhering to the 4 -foot amenity zone from the back of the curb. You know, that includes your tree wells, tree landscaping. We have a 5 -foot pedestrian zone -- that's the sidewalk -- and the 2 -foot frontage zone. And the area you see in blue is the urban open area.

Next slide.
So for landscaping, you know, we'd like to introduce some street trees, of course. At a smaller scale, we can't go to cathedral oaks in this location. We're just constrained by the -- the width of the sidewalk and an overhead element that comes off of the architecture and the building, but, again, these will provide ample shade in this area.

You can see there, in the top left area,
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1 the -- a bunch of little circles, those are 2 understory trees. You know, I kind of want
that area to screen that edge of the garage and
to screen kind of the view of the back of the
ASE station. You know, so the layout of those understory trees adhere to the grid of the sidewalk and the pavers of the sidewalk.

Under the understory trees, native grasses, native shrubs, native plants. And against the north side of the building, evergreen shrubs around the foundation, foundation planting, as well as some evergreen trees to help screen the garage from the ASE.

And as you go towards the east, where you have those overhead -- we have bench conditions, use of some native ferns, native grasses, some colorful -- colorful flowering landscape.

In terms of materiality, I mentioned the City standard brick pavers, typical broom finish concrete, introduction of these LED light bars that begin the hardscape and go up vertically on the building, and the use of your typical design guideline standards for the Central Core. Trash receptacles, if needed;

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benches and bike racks, if needed as well.
BOARD MEMBER LORETTA: I just would like to understand the ADA-accessible route on the ground floor. As I, at least, interpret it, you basically would walk into the ADA parking striping -- this could be seen pretty well on the plan enlargement hardscape plan, if somebody wants to switch to that.

But as I understand it, you basically -you know, you park in a handicapped spot and you walk in the sidewalk, which I think is outside of the building envelope.

MR. DAVISSON: Correct.
BOARD MEMBER LORETTA: And I guess you walk left, and then -- or west, and then you kind of come to the end and then you almost walk through this little striped area within the garage to the elevator; is that -- is that correct?

MR. DAVISSON: If you can go to slide -BOARD MEMBER LORETTA: 34.
MR. DAVISSON: -- slide 10, page 10 of the PDF. I don't know if it's slide 10, but --
there you go.
You can see, we've got a series of just --
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1 the bottom floor is going to be all ADA parking along the north side. And ADA parking -- which is -- actually goes outside the structure.
It's just a 5 -foot sidewalk that goes down, and in front of that will be a screen and landscape between that and the ASE station, that -you've got to have 5 foot clear, you know, for an accessible site.

What happens on the other side is going to be car charging and valet. So when you enter this garage, primarily 90 percent of the cars are going to take a left to (inaudible) the circulation pattern. If you take a right and you go on to the surface lot -- which you'll be guided with signage -- you're going to through the garage and out. That's it. If you're on the ground floor, you're in and out.

BOARD MEMBER LORETTA: Yeah, I'm mostly just, again, talking about the pedestrian, not the vehicular. So the pedestrian, I think, is the page before it.

So -- okay. You see right there, it shows that blue line and it's going to the right, but you actually don't have that connection shown, you stop it. And, really, as I see it, the

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connection is going through the parking lot to the elevators at the bottom left. And I'm just trying to confirm if that's the case --

MR. DAVISSON: Yes.
BOARD MEMBER LORETTA: -- is there a reason why we -- why we can't make the pedestrian connection a little bit better? I mean, it seems like the pedestrian connection is a little bit of an afterthought on the ground floor for the handicapped folks.

MR. DAVISSON: Okay. To answer your question, yes.

THE CHAIRMAN: Any additional questions from board members?

Ms. Berling.
BOARD MEMBER BERLING: Really briefly.
Page 27, the elevated landscaping areas,
is it your plan that this is just native grasses in that area? It just seems really hard to -- for maintenance, right?
(Mr. Anders approaches the podium.)
MR. ANDERS: Yeah, so it's a combination of sod grasses, native ferns to help kind of soften those -- those edges of those cantilevered conditions, those (inaudible)

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conditions.
BOARD MEMBER BERLING: Yeah. No, I just understand these grasses and they can get massive if not maintained, and it seems like there's that hard (inaudible), and so I (inaudible) understand, I guess -- I just want clarity on how you would even maintain them.
I'm missing that, so -- for one, and then the -- the second question that I want is just a better understanding of the lighting along -I think I'm missing some of the lights.

I mean, you talked about (inaudible) turning vertical, but I'm not seeing a lot of light fixtures, and I think there's potential to have some underlit area. So if you could just take me through that scheme a little bit better.

MR. ANDERS: Gosh, I think there's a -- if you go back to the 3D view of the plaza --

MR. DAVISSON: Yeah, our -- we haven't -as far as lighting goes, we haven't addressed that. We've been hoping to address that very specifically in the next phase.

But, primarily, the concept will be -- you could see these folds in the perforated metal

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going up and down, you know, on all three sides, as well as there -- there's going to be articulation in the precast concrete of -- of scores going vertically that we're going to hit, as well as downlighting and area lighting where -- where it's needed. But, yes, it's not -- it's not clearly addressed.

BOARD MEMBER BERLING: I only saw some of the fixtures, and then it just gave me -- it -that pause. And I know you -- you touched on the verticality of it and it sounds like it's going to be beautifully resolved. I just would like to see it fleshed out.

THE CHAIRMAN: All right. Mr. Schilling.
BOARD MEMBER SCHILLING: Mr. Chairman, thank you, and I -- I think you may have answered one question, but -- but maybe a more direct question is -- regarding the greenery on the garage, in the rendering it looks great, and I just wanted to make sure that that's not an artist rendering, but the -- the intention is on the second and third floor to the east side, to have some sort of greenery, planted shrubbery, as you were saying?

MR. ANDERS: That is the intent, with a
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combination of foundation shrubs and evergreen trees along that side, along that north side.

BOARD MEMBER BERLING: They're easily maintainable?

MR. ANDERS: Yes. It depends on who's going to maintain that. I mean, maintenance, of course, is always an ongoing issue with landscape, and that's just something that would have to follow with the owner of the property.

BOARD MEMBER SCHILLING: Right. Yeah, and again, some similar concern about maintenance.
(Ms. Rewis approaches the podium.)
MS. REWIS: Yes. So we will take that back and have a definite answer for you.

The intent is for the owner to maintain this. Obviously, they have a vested interest because they own the other two sites. And as Ms. Ott pointed out, we do have future development, so we will come back with that assurance. Right now I'm pretty comfortable, but we will come back at final with that.

Thank you.
BOARD MEMBER SCHILLING: Yeah, because it -- it looks terrific in the rendering, and just want to make sure it looks that way.

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And then the last question I have -- which this may be a little in the weeds, but I know that y'all have shown the six kiosks, three on the east end, three on the west end. What is the intent for that programming? Is it, as you've said, some of the history of Jacksonville or is it a wayfinding-type signage? What -- what's the thinking there?

MR. DAVISSON: Well, good question.
We were looking at those to be some type of static information. They're not digital. They're more of a static kiosk that -- they would have a plaque that has the relationship to the history, as I've described it, as far as -- as far as that -- that dialogue of the evolution of the riverfront. That's the theme.

We haven't gotten with Downtown Vision at this point, and we probably would when it comes to addressing things. We just got the concept right now and it's just how we execute it.

BOARD MEMBER SCHILLING: Okay. Great.
Thank you.
Thank you, Mr. Chairman.
THE CHAIRMAN: Thank you, Mr. Schilling.
Any additional board questions at this
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point?
BOARD MEMBERS: (No response.)
THE CHAIRMAN: Okay. Seeing no questions,
Ms. Mezini, are there any public commenters?
MS. MEZINI: Yes. First up, Nancy Powell.
(Audience member approaches the podium.)
AUDIENCE MEMBER: Hi. Nancy Powell, 1848
Challen Avenue, Jacksonville.
I'm here representing Scenic Jacksonville and our design committee.

Okay. So it's nice to see that we are improving our design of parking garages.
This -- and the attention to all the details of the screening and the -- you know, compared to the one that's there, it's definitely an improvement.

The group that discussed this felt that ground-floor retail really should be planned for. So whether or not it is out of the box or can be converted in the future, you know, the vision is more active uses, more pedestrian friendly, and the urban open space.

While the design looks nice, feels like there's no people there. Like, why would you stop there? It kind of reminds me of the

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Brooklyn where it's kind of nice, but there's never any people there, so -- anyway.

The irony of this location -- and it is an oddly shaped spot. It's got the Skyway there, and the Skyway's got all these -- fencing, and it's kind of a bizarre place, but the irony is that this particular surface parking lot has some beautiful trees. It's probably one of the few parking -- surface parking lots that actually has large shade trees, many of them on either side, so it's kind of disappointing that those will go away.

But we do feel that it's important to plan for the future. Obviously, this super block is majority parking right now with two big surface parking lots, the ten-story garage, and now another garage. That -- we -- I look forward to the day when we are, you know, building residential there or, you know, other hotel/office uses to complement the -- you know, a block-from-the-river location.

So those are our comments.
Thank you.
THE CHAIRMAN: Thank you, Ms. Powell.
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Ms. Mezini, do we have any additional public comment?

MS. MEZINI: No additional public comment.
THE CHAIRMAN: Okay. Thank you.
Let's close the public hearing. And, Board Members, let's move it to board comments.

Ms. Ott.
BOARD MEMBER OTT: Thank you, Mr. Chair.
I just want to start by saying that this is a very clever connection from the old and new garages. I am not an architect, but I -- I thought that was clever how you connected the two and made the current traffic flow fit the new construction with very little -- almost zero demolition, so that was great.

I understand the need for more vertical parking in downtown, especially understanding the tenants and who uses these spaces. I know that we have a demand for more parking in -- in downtown, and vertical is the preferred solution.

I love the thoughtfulness and I love the creativity and the architecture. You've done a really lovely job, Craig.

MR. DAVISSON: Thank you.
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BOARD MEMBER OTT: The reasons I asked the questions about the intent for the future of the property is because I know, as Ms. Powell touched [sic], the public, the community has concerns about there not being more activity with ground-floor retail at the site, especially considering that the blocks immediately adjacent to this property are pretty much all parking.

It feels very concrete jungle. If you're just stepping off the Skyway at this spot, you're going to be surrounded by parking. So I -- I understand the concerns there, but understanding the thought and maybe the vision for the rest of this property in the future to be developed into some other more active use, I think this garage is a beautiful solution and a beautiful placement in a very tight spot.

So I -- as much as I would love to see retail right here, I -- understanding that it will be on this site, hopefully, in the
future -- not too distant future, I -- I'm in
favor of -- of this garage.
THE CHAIRMAN: Thank you.
Mr. Monahan.

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BOARD MEMBER MONAHAN: Thank you, Mr. Chair.

I think this is a fantastic example of what a well-designed parking garage should look like.

Craig, I appreciate, I mean, the thoughtful -- really thoughtful detail that went into not just the design, but the landscaping as well. And I really appreciate how you've thought about connecting the history of that location and surrounding locations and put it on display for -- for people to understand.

I don't take a lot of issue with there not being retail. You know, if we're -understanding how we're developing downtown and the things that are coming on line very close to this, I think there's going to be plenty of opportunity for ground-floor retail, but I think this is a fantastic job. Very well done.

THE CHAIRMAN: Mr. Loretta.
BOARD MEMBER LORETTA: I think the architecture looks very well done. You could almost make the argument, it looks like a high-end office building attached to a garage,

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but you (inaudible) going to be building a garage. So it's actually a pretty nice looking --

My only concern was the pedestrian connectivity on the ground floor, and the applicant stated he'd take a look at it for me. I appreciate it.

And that's it. Thank you.
THE CHAIRMAN: Ms. Berling.
BOARD MEMBER BERLING: Thank you.
I -- I've already expressed my concerns,
which will be addressed in your future
submittal. I think that this is a really
elevated parking structure. I won't turn this into a design critique, but I appreciate many aspects of it, the verticality, the materiality. It's a great-looking project that you've put together.

Thank you.
THE CHAIRMAN: Thank you.
Mr. Schilling.
BOARD MEMBER SCHILLING: Thank you,
Mr. Chairman.
Just a couple of additional thoughts, and maybe a little of these are repetitive, but I

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think it is a terrific use for -- for what is a very narrow parcel that may otherwise be difficult to develop.

Similarly, I -- I don't have any issue with the urban open space in lieu of the -- the ground-floor retail. I think the north edge -a good portion of the north edge has the Skyway security fencing out in front of it, which I think really would limit the desirability from a retailer standpoint from wanting to be along the north edge. And the -- the east and west ends are -- are, honestly, you know, pretty -pretty narrow, so --

I think Ms. Ott has made a tremendous observation, that our hope would be that there would be opportunities for retail --ground-floor retail in other parts of -- of the block, but maybe this just isn't the right spot, and I -- I like the urban open space and what y'all have done. I think that looks really good.

I know this is the conceptual approval. I was going to ask if -- if y'all would -hopefully, when you come back for final approval, if you would bring a sample of the

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screening material because I would -- I would like to see that. I think it would be helpful to see an actual component piece of that.

And, otherwise, I think -- I think this looks like a really nice project.

Thank you.
Thank you, Mr. Chairman.
THE CHAIRMAN: Thank you, Mr. Schilling.
Council Member Ferraro.
COUNCIL MEMBER FERRARO: Thank you.
I think you did a really nice job. It really looks good. I think if -- with all the development we've got downtown, I think this is going to be a well-utilized area. And I wish some of this would have been around during the Jacksonville Landing, only closer. I think that's what we've been hearing a lot in the past, where the parking was a problem.

So I think you guys did a really nice job with the way you made it look, as something completely different than a parking lot, so bravo on that.

Thank you.
THE CHAIRMAN: Thank you.
Craig, I want to echo everything everyone
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else has already said, and I'm very excited that the -- the planning that you've done sort of in advance of whatever comes next on this super block. I mean, this -- this block has been a frustration of mine for a while, for a lot of the reasons you pointed out.

And now having a real strategic thought behind, what can we do now to fix maybe some of the things that made it piecemeal in the past and get it ready for what comes next in the future, I think it will pay dividends.

And, of course, I really love the creativity that you approached the garage with, so thank you so much to the entire team for that, and I'm excited to support the project today.

So if there are no additional comments from the board, I will entertain a motion.

BOARD MEMBER BERLING: Motion to approve.
THE CHAIRMAN: There's a motion to
approve.
BOARD MEMBER LORETTA: Second.
THE CHAIRMAN: And there's been a second.
All those in favor of supporting
conceptual review of DDRB application 2023-008,
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please say aye.
BOARD MEMBERS: Aye.
THE CHAIRMAN: Any opposed?
BOARD MEMBERS: (No response.)
THE CHAIRMAN: By your action, show the item adopted unanimously.

Congratulations.
MR. DAVISSON: Thank you, board.
THE CHAIRMAN: All right. Let's do one more project and then we'll take a short break. Before that, let's go to action item E, DDRB application 2023-009, the Dedalus Wine Bar conceptual approval, and we will give our staff some time to switch over to that.

And, Ms. Kelly, whenever you're ready, feel free to give the staff report.

We'll open the public hearing.
MS. KELLY: All right. DDRB application 2023-009 is requesting conceptual approval for Dedalus Wine Bar at 825 Dora Street, formerly Liddy's Machine Shop. Located in Brooklyn, the subject site consists of several parcels and is located on the south side of Oak Street and on both sides of Dora.

The project proposes a renovation of
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Liddy's Machine Shop, converting the former light industrial machine shop into a wine bar, wine retail, and cheese and charcuterie market. Those uses would occupy about 7,000 square feet of the building with about 3,000 square feet remaining for two complementary tenants.

Exterior spaces will include outdoor dining, lawn space, and an accessory parking lot. The building's massing and form will remain unchanged and the bays of the former machine shop recall the history of Brooklyn, while also providing vertical articulation, architectural subdivision, and an opportunity to define the distinct modules of the interior spaces.

The primary facade would be along Dora Street, directly across from an existing parking lot. The accessory lot would be made code compliant. Interior to the lot, on the east side of the structure, would be a courtyard, lawn, and then a little wine bar space.

The south and west elevations have direct street frontage. And while both elevations feature awnings, decoration and material

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treatments, they do not appear to meet the transparency requirement at this time. Large expanses of solid walls are prohibited and shall not exceed 20 feet in width.

As currently designed, the project would either need to comply with the transparency requirements or request deviations. Staff would like to continue discussions with the developer regarding possible design solutions.

The pedestrian zone along the subject property is in bad shape. It is not compatible with the code. This is because of the historic nature and previous use of the structure and has nothing to do with the intended plan of development.

Currently, street section designs are in progress for Brooklyn and staff is optimistic that these will help guide the development of the pedestrian areas that are proximate to the site.

Having said that, staff would still like to work with the developer to just see if we can come up with any meaningful options to help mitigate the current condition.

Based on the foregoing, staff recommends
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conceptual approval of DDRB application 2023-009 with the following conditions:

One, prior to submittal for final review, the developer shall meet with staff to identify any deviations sought.

Two, the applicant should review the south and west elevations to ensure that solid portions of walls contain enhanced materials, deep reveals, texture, or differentiated finishes and colors to add more visual interest to the facade.

And, lastly, the developer and City staff will work together to identify any feasible solutions for the constrained pedestrian zone surrounding the subject site.

And this concludes the staff report.
THE CHAIRMAN: Thank you, Ms. Kelly.
Is there a presentation from the applicant?
(Audience member approaches the podium.)
THE CHAIRMAN: And just as a reminder, if you would state your name and address for the record.

MR. DUKE: Good afternoon.
I'm Thomas Duke, the architect on the
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project, 2345 Harper Street.
Susan has done a great job -- also, this is Coleman Lay, who's our contractor on the project, and joining online we have the owners, Larry Williams and Gene --

MR. LAY: Gage.
MR. DUKE: -- gage Kennie.
You're going to just flip through.
I think Susan did a great job of kind of summarizing everything. The building, as you can see, is located sort of right behind where some of the new apartments and condominiums are on the -- kind of the back side of a lot of the activity that's happening along Riverside.

We'll just flip through these kind of quick. The -- well, if you go back --

There's an existing parking lot that is available, which makes this a pretty exciting project for the -- for the client, with restrictions of on-street parking and everything, so --

They want to develop the parking lot -connect over to the building with an accessible pathway, and then do something with that back area behind the building, which is currently a

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paved area with a storage building on it.
So, next.
These are just some photos of the interior. It was a machine shop, very well used up until not too far ago. So there's quite a bit of cleanup that needs to happen on the inside.

Next slide is -- there's -- pretty much anything on the interior will be gutted. It's not usable.

Next slide.
These are some drum shots that we took of the building and the surrounding area. There's two residential units just to the east of it. And the primary entrance would be coming in from the south, from the new parking lot across Dora Street.

Oak Street, as you will see in some of the additional photos -- you can pan through some of those.

Well, these are shots from the -- just showing the surrounding area that everybody is familiar with.

You can see, coming up Oak Street, that top left slide, the sidewalk -- we've got some

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closer shots. It's in pretty -- pretty bad repair. This is the rear building, showing what's there.

Again, just more shots.
The building is a concrete structure with concrete block infill. There's a number of vents and one primary roll-up door where we're wanting to do our new entry.

Next.
This shows the intersection. The left -top left slide shows where Dora and Oak Street comes [sic].

On Oak Street, there's quite a bit of -we've got a water connection, electrical, telephone, so there's quite a bit going on sort of right there on that corner.

So the primary connection is going to be from the parking lot on Oak Street, coming in on the south.

We go to the next slide.
So that's our overall concept, is to develop the existing parking lot that's there, bring it up to City standards with landscaping, and make a connection to that southwest corner.

If you go to the next slide, that shows
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the concept for the parking. They'll have a dumpster enclosure and we'll landscape accordingly, but the next slide, I believe -yeah, this shows the main entry.

The owner is going to have a wine and cheese bar in the back, and kind of a retail shop in the purple area, and then subdivide the remaining part of the building into a listening bar and a cafe bar.

The owner's desire is to do something with that back paved area and to develop it into a -- into a courtyard. And we've got about a 42-inch to 48-inch grade difference between the green area and where the courtyard would be. So the idea is to put a lift on the interior of the building to be able to connect to that exterior courtyard area.

The gray area would be pavers and the green area we would open up to just some greenspace and remove some of the paving that's there.

That back covered storage building they would like to turn into a covered wine bar and open that up and redo the facade, and then the whole perimeter around that space would --

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would be enclosed with some fencing and landscaping.

I think we have some concept -- these -you can go through these kind of quick.

The interior -- some of the things that inspired some of the exterior.

Next.
Some of the materials that we're looking at using would be at -- around the entry, some Prodema exterior panels; the wood fencing as shown there around the courtyard; some of the roll-up doors to open up that rear building.

Next slide.
So our concept is, where that existing roll-up door is, is to -- well, the challenge, actually, is the ADA access to get in. You can see from that slide on the bottom, you're right there on the street and there's a curb-cut. And if we have the door right there, it would be difficult to -- to get our slope and any kind of coverage, so we're going to recess that first bay and push the opening into the space back a little bit and put some glass on the corner and provide an overhang.

The owner wants to add some
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1 industrial-type glass openings in the building right now, the idea is to keep those and paint

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those.
We're showing in the rendering some sort of a trellis for landscape, but I'm -- once we get into the design of that, we'll -- we'll have to see if that's plausible or not because we've got a very narrow sidewalk there. We'd like to do something at that corner as well before transitioning to where the -- to where the wood enclosure would be.

The wood fence, we would recess that just a little bit to give us an opportunity to put some landscaping along the sidewalk, and the idea is to have a pair of COR-TEN steel gates that would open up to the -- to the rear courtyard.

Let's see what's on the next sheet.
So this is off -- off the street, but on the east elevation, so that would be the sidewalk coming up from Dora Street. Again, we'd be adding glass where we can, some murals to give it some visual interest. And whenever the entries are, providing a covered -- a covered entrance with -- introducing a different material than the painted concrete block.

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and -- yeah. So -- go back. There you go.

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The trees in that rendering kind of represent where the two residential houses are. So that's more or less in -- on their property, so that would -- that would remain.

Let's see. What else?
Okay. So that's, again, our proposed elevation with that wonderful fire hydrant right there, where -- right in the middle of the sidewalk. We were planning on going in --
I told the owner, just -- you know, if the City would allow, let's just paint it a bright red and -- you know, it's a fire hydrant, so --

I think -- is that our last slide? Yes.
Thank you.
THE CHAIRMAN: Okay. Thank you.
Board members, any questions for the applicant at this time?

Mr. Monahan.
BOARD MEMBER MONAHAN: Thank you, Mr. Chair.

Thank you for your presentation. I thought you did a great job.

You know, if you could find the west elevation that proposes what's there currently

So you mentioned that trellis that's on the extreme left of the building as I'm looking at it. Is there any other proposal for a mural or the continuation of trellises along the building, towards the front?

MR. DUKE: It really is going to depend on -- I think there's a photograph, if you can find it, that shows that sidewalk. It might be closer to the front.

Yeah, if you look on that bottom photograph where the two yellow bollards are, the sidewalk really is pretty much nonexistent and they've sort of run the paving up -- over it, kind of over the curb, and there's not a lot of space. I think there's less than 4 feet, actually, from the building to the edge, so we would -- we would love to be able to do something to break up just that bay.

We've talked with the owner about really incorporating some murals. That would just be a great opportunity to do something with some murals, if -- if landscaping is not feasible. And, as you know, a lot of times we show these wonderful renderings of landscape, and two years after they're installed, they're, you

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know, dying on the vine and hard to maintain sometimes, so that might be the more appropriate approach, and the owner is open to that.

BOARD MEMBER MONAHAN: Thank you.
No further questions.
THE CHAIRMAN: Any other questions from the board at this point?

Mr. Loretta and then Ms. Berling.
BOARD MEMBER LORETTA: Two questions.
The west elevation, again, the wood fencing that you described, you've got pictures in there of maybe, like a higher-end Ipe. I just think we've got to make sure -- one, I don't even know if we allow wood fencing downtown, but maybe we can. But I just want to make sure we're using some sort of, you know, pretty high-end fencing if we're going with wood fencing out here.

MR. DUKE: Yeah. We told the owner he can't go down to Home Depot and put up a cypress fence.

We're thinking possibly looking at some Prodema boards. The idea is to kind of warm it up some because there is a lot of masonry

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and -- and there's -- the outside space, being a pedestrian -- well, a people space, a courtyard where people are going to be, we're trying to warm it up and not do a -- you know, a stucco wall or anything like that, so ...

BOARD MEMBER LORETTA: I'm not -- I like the little corral area there, so --

MR. DUKE: Yeah, I --
BOARD MEMBER LORETTA: But if you can --
MR. DUKE: -- told him we wanted to make
it look like Mr. Miyagi's backyard.
BOARD MEMBER LORETTA: And so maybe you can bring a sample of that with [sic] us to the final, but --

I think my only question is -- and I like how we're trying to maintain a lot of the industrial architecture. There's really not many skylights, though, in the roof, and then you have very little windows, and so it's like -- you know, do you have a -- I mean, is this really going to function inside with the lack of the light into it or should you really punch just a whole heck of a lot more skylights into the roof or --

I mean, I guess my -- my big question
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and/or concern is, I mean, have -- have you-all vetted similar situations that have this limited vine of windows for such a large building and restaurant or seating area and so forth?

MR. DUKE: Yeah. Great question.
The owners -- and they may be able to respond to that better than me, but they -they have a facility up in -- they're in Vermont. I wanted to say Connecticut, but they're up in Vermont. And it functions very well.

It is a wine and cheese bar, so the interior and what they're trying to -- the atmosphere they're trying to create is one that's more controlled.

The front area, the retail area, we feel like the -- the glass that we're putting in there is going to let quite a bit of daylight in the retail area. But in the back -- if you go to the plan. Yeah, the -- the green area, as you come down from the entry, there will be a wine tasting room right where it says "Oak Street," right in that area. They don't want any windows going in there. And then where the

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wine bar is, again, they wanted to be able to maintain the -- the light in that area.

If you look on the plan, we do have an opportunity to introduce those roll-down doors where the two tables are, at that private dining area. That's going to let daylight in from the north. And that private dining area, from the exterior wall down and turning to the wine bar, that will be glass. So we are introducing some light on the back, where we're able to. And then, of course, the back of the building, where they have their kitchen area, prep area, there's no need for it.

BOARD MEMBER LORETTA: No, I appreciate it. I'm very glad to hear that this is not this group's first rodeo as well, so --

MR. DUKE: Yeah.
BOARD MEMBER LORETTA: This looks like it will be a great project.

Thank you.
MR. DUKE: I think so.
Thank you.
THE CHAIRMAN: Ms. Berling.
BOARD MEMBER BERLING: I'm sorry, I don't
fully understand the function of the covered
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1 wine bar. So it's just a private kind of seller that operates the same hours as the main wine area; is that the plan?

MR. DUKE: It will be a wine and cheese bar with certain things that they prepare.

I believe if you go to the interior concepts, the -- they'll have racks of wine on display. And the retail area, if you go back -- well, that -- yeah, the cheese/bar area and the retail area is what you see in the upper left photo. And then on the next slide, the -- that's kind of the concept of the interior for the wine and cheese bar.

These were done by the --
MR. WILLIAMS: (Via Zoom.)
Hey, Tom --
MR. DUKE: -- interior designer.
MR. WILLIAMS: Tom, this is Larry Williams.

Can you -- can folks hear me?
MR. DUKE: This is the owner, Larry Williams. He would be best to address that.

MR. WILLIAMS: Hi, everyone.
Can you hear me all right?
BOARD MEMBER BERLING: Yes.
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MR. WILLIAMS: So just to answer that question, the -- the idea behind having a food use in that rear outbuilding was we -- we simply like the idea of having an enlivened outdoor space, not only to serve the wine bar, but to convert that outbuilding into a -- sort of a -- almost a three-season pavilion that would be able to offer a different kind of food menu, probably one more oriented towards grilling or -- I wouldn't say barbecue, but grilling with a wine complement. So it's just another kind of experience on the -- on the property that is separate from what we can offer inside.

BOARD MEMBER BERLING: Thanks.
You're going to operate the same hours, that covered wine bar?

MR. WILLIAMS: I mean, we haven't -generally speaking, yes.

BOARD MEMBER BERLING: And the intent is that -- this is just a paved exterior of that? That's what it looks like? It's a metal building? You're just going to --

MR. WILLIAMS: Pardon me?
BOARD MEMBER BERLING: -- paint the skin?
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The skin of that covered wine bar, your intent is just to paint the skin of it?

MR. DUKE: The outbuilding --
(Simultaneous speaking.)
MR. WILLIAMS: (Inaudible.)
Calling it a wine bar might be a little -a little -- it's kind of, like, an outdoor pavilion. And the intent would be to open up probably the three sides with the glass overhead doors so that when that area is open, it's literally open to the outside.

Exactly how the skin gets treated -- one, there's not -- hopefully not going to be much skin left, but whether it gets painted or replaced is probably a little bit still in the air.

MR. DUKE: Yeah, our concept is to replace it with new metal panels.

BOARD MEMBER BERLING: Okay. Because the rendering made it seem like they might be new panels, so I just wanted to be clear.

Yeah, okay. Thank you.
MR. DUKE: Since it was kind of off the street, we didn't know how much of that the DDRB was interested in, but it -- it will be --

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it'll be an interesting building.
THE CHAIRMAN: Okay. Any additional questions from the board?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: Seeing none, Ms. Mezini, do we have any public comment?

MS. MEZINI: No public comment.
THE CHAIRMAN: All right. So let's close the public hearing and we'll move on to board comments.

And this time, let's start with
Mr. Schilling.
BOARD MEMBER SCHILLING: Thank you, Mr. Chairman.

And thank you for the presentation. I think, overall, this -- this looks like a great project.

I will say, I think that -- staff, I think that y'all have done a great review, and I 100 percent agree with the -- with the comments that you've added here under your
recommendation, and would like to see us, as a
board, adopt the three recommendations from staff.

I do agree, looking at the south face and
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the west face -- you know, in the renderings there are quite a bit of area -- a large area that seems like it's going to be blank and static, and -- and I'd strongly encourage you, when you come back for final, to hopefully think through some of their options that might be there. I'm not saying that it all needs to be planting or green wall or all needs to be murals, but maybe something creative, if y'all would look at that, and -- otherwise, I think it's a great proposal.

Thank you.
THE CHAIRMAN: Thank you, Mr. Schilling. Ms. Berling.
BOARD MEMBER BERLING: I agree with the previous statements.

I guess I would just say that -- I don't take exception on recommendation 2. I think sometimes it's gratuitous just to have elevation changes for the sake of it. I think -- I -- I like the look of this building with facades. It makes sense, the adaptation of the space and -- and that feeling of it.

And so, for me, the greenery that's climbing the walls on that west elevation seems

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additive because it -- it doesn't -- it's not continuous throughout the project, and so I would almost move to either have it wrap or do more or eliminate it. And if it was me, I personally would probably lean towards eliminating it for -- for the reason that you said. It -- if maintenance -- if it's not going to be maintained, then why have it?

But I really appreciate the murals as shown. I think that they're a lovely addition. And I think just the simple, understated additive of that is enough for me, personally.

Nice project.
THE CHAIRMAN: Thank you, Ms. Berling.
Mr. Loretta.
BOARD MEMBER LORETTA: Yeah, I think this is a pretty cool project. You know, to some extent, with some of these older industrial buildings, I think keeping some of the cool architectural character, as you did, really makes sense.

I don't know that it truly needs us to do too much more. You know, there's a couple of things you could try to do. I mean, if -- for me, I think it's almost -- if I would invest

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ceiling like this in certainly downtown. I think it's a really neat feature that you can do something fun with.

And I get to say it. I love when I get to say it. I love seeing adaptive reuse, so thank you for this project.

THE CHAIRMAN: Thank you, Ms. Ott.
Council Member Ferraro.
COUNCIL MEMBER FERRARO: Thank you.
I just want to echo what everybody said.
And to Larry Williams, thank you for investing in Jacksonville, and look forward to this project coming to fruition.

Thank you.
THE CHAIRMAN: Yeah, Mr. Williams, thank you so much. And this is a great project.

You had me at "wine bar," to be honest, but, honestly -- so my uncle lives in downtown Phoenix in a condominium, and right across the street is a neighborhood wine bar that kind of reminds me of this. And I was over there a few weeks ago with him, and it was amazing just to see the residents in that immediate vicinity just kind of come out there, where it's a Tuesday night, a Saturday night, and to see

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everyone kind of sharing some experiences together. And I think this is going to be one of those locations in Brooklyn as the density continues to increase, and I think we'll hear about some of those projects in a few minutes.

So I really appreciate this and I look forward to seeing it at final and -- and look forward, really, to seeing you-all successfully rehabilitate this structure and get this opened up.

BOARD MEMBER BERLING: Chairman, can I just add one thing?

THE CHAIRMAN: Sure.
BOARD MEMBER BERLING: I'm apprehensive in an old building, cutting in openings in a roof.
That terrifies me, and so I think an
alternative, potentially, would be just to show interior renderings.

Personally, my wine likes it dark, so I -but that's another story. But, yeah, so -- so interior, show the lighting. There -- like, I -- there are other examples of similar environments where you would not want to have a -- natural lighting that we could call upon. Burns does it really successfully, and so I

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understand the ambiance that you're trying to create.

And so in lieu of the cutting into the roof and opening yourself up for leaking and everything else that goes along with that as you, I'm sure, know, I -- I would just say, show us some interior, show us the lighting, and just give us the feel for what it's going to look like on the inside and how it's going to function.

MR. DUKE: Absolutely.
THE CHAIRMAN: All right. Any additional comments?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: Seeing none, we do have three recommended conditions from staff. I know there was a little bit of commentary, I think, on Number 2. But, typically, what we will do is -- unless there's a strong feeling one way or another, especially at the conceptual review phase, we won't take these necessarily as gospel. They'll just sort of get tacked on for staff to continue working with the applicant on.

So if anybody would like to modify those,
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feel free. Otherwise, I'll look for a motion on the item, inclusive of the three recommended conditions.

BOARD MEMBER SCHILLING: I'll move to approve with the three recommendations as presented by staff.

THE CHAIRMAN: There's been a motion for approval.

Is there a second?
BOARD MEMBER LORETTA: Second.
THE CHAIRMAN: And there's a second.
All those in favor of approving conceptual review for DDRB application 2023-009 with the three staff conditions, please say aye.

BOARD MEMBERS: Aye.
THE CHAIRMAN: Any opposed?
BOARD MEMBERS: (No response.)
THE CHAIRMAN: Congratulations.
By your action, show DDRB application 2023-009 approved.

All right, everyone, thanks for hanging in there. As promised, let's go ahead and take a five-minute break and then we'll wrap up the meeting with the two -- a ten-minute break, and we'll then wrap up the meeting with the two

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residential projects.
(Brief recess.)
THE CHAIRMAN: Okay. Let's get started again. We'll call the meeting back to order at 4:12 and we will move on to action item F, DDRB application 2023-010, Block 9, mixed use conceptual approval, and we'll open up the public hearing.

And, Ms. Kelly, if we could please have a staff report.

MS. KELLY: Okay. DDRB application 2023-010 is requesting conceptual approval for the Block 9 mixed-use development in Brooklyn. The subject site is the entire block, between Jackson Street and Stonewall Street and Chelsea Street and Park Street.

The proposed mixed-use development features multifamily residential units, live-work lofts, and ground-floor commercial, including outdoor seating space for a restaurant.

For the final approval submittal, staff has requested a detailed use table which would include unit counts and square footages.

The seven-story building is composed of
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rectangular volumes with carve-outs in the center of the building at the narrow ends of the block along Jackson and Stonewall Streets.

The massing and form complement the recent architecture of the Brooklyn district which is contemporary forms with -- contemporary, rectilinear forms with distinct modules, emphasizing nodes or other prominent site or building features. Each facade has subtle undulations that are punctuated by changes in material, color, or texture.

The primary frontages are along Park Street and Stonewall Street. Commercial units and live-work spaces have been placed along these frontages. Chelsea Street and Jackson Street function as secondary frontages, and uses that serve the residential are located here, like loading zone, garage entrance and similar.

The site is limited in ways that are unique to Brooklyn, meaning that the block is surrounded by constrained rights-of-way and significant grade changes occur across the block.

Due to the grade changes, the finished
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floor of the structure is elevated and the pedestrian zone along Park and Stonewall Streets is split between a more standard at-grade sidewalk and a raised walkway that hugs the building at the level of the finished floor.

Given the functions along Chelsea Street and Jackson Street, these facades provide less streetscape activation than the primary frontages. As the design progresses, deviations may be needed to address the lack of activation and transparency along the secondary elevations.

Because this project is for new construction of an entire block, the developer is reestablishing the public realm around the block in compliance with code requirements.

Street sections provided for Chelsea, Park and Stonewall meet the minimum requirements for the pedestrian zone. Jackson Street has been designed with an adequate pedestrian clear area, and staff feels that the street sections that are in progress for Brooklyn will also help guide the development of the pedestrian areas around the project.

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Staff would still like to work with the developer regarding improvement of the public realm around the site.

So based on the foregoing, staff recommends conceptual approval of DDRB application 2023-010 with the following conditions:

One, that prior to the submittal for final, the developer shall meet with staff to identify any deviations sought.

Two, prior to the submittal for final, the developer and City staff will discuss possible solutions to improve the public realm along Jackson and Park.

For the final review submittal, the developer will include a use table, that I already mentioned. The table should illustrate that the ground floor of the parking garage contains a nonparking active use that occupies a minimum of 50 percent of the street frontage and that the developer will continue to coordinate with City staff regarding the Park Street elimination project.

And this concludes the staff report.
THE CHAIRMAN: Thank you, Ms. Kelly.
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Is there a presentation from the applicant?
(Ms. Trimmer approaches the podium.)
THE CHAIRMAN: And welcome back,
Ms. Trimmer. Good to see you.
MS. TRIMMER: Thank you so much.
Cyndy Trimmer, One Independent Drive, Suite 1200, on behalf of the applicant.

I have with me today Tripp Gulliford who is the owner's rep, and Daniel Ashworth from ETM, who is handling civil and landscape in person. And I should have Yi Lo from Dynamik, who is the project architect, online, and all available for questions.

This is the Block 9 Brooklyn mixed-use project. It features 293 multifamily units, 7,000-square-foot of ground-floor retail, and 5,000-square-foot of co-work space on the southeast corner.

And I can already hear Diane behind me, and I will slow down.

This is the first block coming off of the Model Mile into Brooklyn. So when you come off that newly designed ramp, this will be the block you hit. It is smack-dab between

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Brooklyn Station apartments to the south and the Vestcor Brooklyn Lofts to the north.

As Susan alluded, it is a confined roadway and block. We've got an 180-foot-deep block and just under 300-foot-wide. With that, we have also interesting topographic changes that I'll address on the next slide, but we have worked to be creative with that to fully activate the Park Street frontage and to also activate the Stonewall Street frontage as we understand the Emerald Trail is planned to come off of that Model Mile and then curve up north.

Next.
This shows you our topographic fun with the site. We are in a finished floor elevation of 11 for the project. On the southwest corner, we're at about 9 feet, and sloping down to under 6.5 on the southeast corner.

So with this image, you can see what we have done to incorporate a collection of stairwells, ramps, and these divided height -height to the building, and then below to tackle those challenges.

We have full pedestrian access at street level, the entirety around the building, but

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then we also have this elevated pedestrian clear zone that meets the full requirements that also has some opportunities to really activate that outdoor space and draw the pedestrian in. And we're working on legislation to allow for sidewalk cafes, so you can see in the orange spaces on this diagram -tragically, I don't have a pointer -- where we have bump-outs into that space to allow for activation on both sides. And you'll see that in some of the slides as we go through.

You can also see on this slide where we tackled some of those grade challenges by pulling the amenity space and the landscaping interior so that the sidewalk is on the outside and the landscaping inside. But with those, we do have full shade coverage on all frontages. We'll talk about those percentages.

Next one, please.
You can start to see on this how we've pulled those trees into the site. We wanted to work with the Park Street road diet, and we have worked very closely with the City's engineer, Prosser, on this project.

Park Street is intended to be a linear
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1 park system; very lush, very green, so we've

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On slide -- section BB, which is the upper right-hand corner on this one, you can start to see the cross-section where we have the outdoor cafe seating, and you can see the illusion of those bump-outs, but you can see all of those cross-sections are far more than compliant with the minimum standards we require.

Moving on to the next, on the top left section, CC, on this one you can see, as we wrap Jackson Street -- you can't tell from all of the imagery, but that restaurant space does wrap the corner of Jackson, so we do have activation along the Jackson Street frontage, not all of it, but we do have activation on that.

Chelsea Street, on the rear, you can see those cross-sections. We have an adequate pedestrian clear space. Both of those frontages we were looking at. Park Street is, obviously, where the road diet is. That's where the activity is centered. That's where we do have an opportunity to engage because you've got the great pedestrian stoops for all of those residential units on Brooklyn Station.

The northern side we don't have as great
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opportunities for engagement along that street frontage. It's on-street parking and then parking structure, so we have prioritized the activity onto the Park Street front.

Next slide.
And then the next cross-section shows the southeast corner. That's the other area where we had the topographic challenges. These are the live-work units. They'll wrap that corner and then extend back along Stonewall. And we brought that amenity space interior to the project so that we could address the grade change.

Next.
We are far exceeding all the shade requirements around the perimeter of this project. We're using a mixture of Highrise oak, Park Side oak, elm and crape myrtle. I do have Daniel here; he's the expert on landscape if you have any questions about the particulars, and we'll address that, again, when we're fully at final, but we are at 63 percent coverage along Park Street and 53 percent around the rest of the project.

Next, we have the beautiful palette that
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Daniel, again, could speak more to, and then moving into the architecture.

With the architecture on this project, recognizing it is a unified block, we worked very hard for a long time on assemblage. But with that large, long building, we wanted to create different moments, celebrate the industrial heritage of the Brooklyn area, but then also work so that we don't have a very monotonous structure as we're going around.

So with those, you have very distinct moments along the frontage. We have, on the front corner that you see, the highlight coming right off, that's the more modern where we have the architectural steel elements, the glass, and that more modern component.

As you move along the frontage, you have a more traditional residential feel with the brick coming up to celebrate also that old heritage of Brooklyn and then the more grid windows and sterotypic [sic] balconies.

And then in the center of which we don't highlight on this, but you will see in other slides, really celebrating the industrial heritage with some of those elements and the

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different windows on there. And then you get the first glimpse of one of the cool features of the building, which is a peep through into the interior courtyard, and we'll share that on some of the other slides as well.

Moving on.
Coming down to grade, this is really going to be your first experience of the building when you come off of the Model Mile. And, again, we've really made the whole front of this building transparent and active so that all of those key corridors have engagement with the pedestrian at all levels.

We also really worked to draw the pedestrian up to those second floors. We don't want to have some of the challenges that we have with other buildings that have that risen platform where people are bypassing it and that that those places aren't really getting the foot traffic that they need to thrive. So with this one, we're really focusing on driving the pedestrians up to that, bringing the activity out to the sidewalk so that those businesses have the attractive desire that they need.

Moving on, you can start to see, I guess,
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again, from this one, that we're really trying to drive the pedestrians up to the center.

On to the next.
And then the southwest corner you see where we have that opportunity to have the outdoor activation, bring the inside restaurant on to street frontage and, again, create that sense of activity and excitement that we really want on this Park Street corridor after we get the road diet through.

Next.
I just wanted this one to show what we're working so hard to establish in terms of getting the sidewalk cafes and having that opportunity not just against the storefront, but also on the other side when we have these large swaths, that we have an active -- an opportunity to activate both sides of the sidewalk while still having a completely compliant pedestrian clear zone running through them.

Next.
Going around the back of the building, we'll have floor plans, as we've talked with staff, and we'll definitely have those

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available.
There are back-of-house utilities. We did have some interesting challenges with transformers on this project because JEA requires the transformers to be outside of the right-of-way, on site, so this is one of our pinch-point corners where we do have that happening on the back corner.

Next slide.
And then, looking at this, you're looking at a garage. And I love what they've done with this one because it is fully incorporated into the building. It is not something that just has token screening. They've really brought the architectural elements to the building unified with it and then use these architectural panels and green screens to incorporate it into the building, but the only thing that you're going to see of the garage on this project is the drive aisle in and out of the project.

Next slide.
And then these are the pass-throughs that I referenced previously. So we'll have a rooftop image --

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Actually, could you scoot forward two to the rooftop image? One more. There. This one, yeah.

So with this, you can see, coming down on the building, you've got a central courtyard, and that's where the pool's going to be. That's what you're going to be able to see from the Park Street road frontage when you look into the building. And then anchoring each of the corners on Stonewall and Jackson, they're elevated hardscape courtyards, but that'll be an opportunity to activate those frontages as well.

Now back two.
And then this is the opportunity to see into the courtyard off of Park Street, and I thought it was a really great way of adding another dynamic to that facade, breaking it up. We can't do really meaningful articulation with the building because the block is narrow and we need to incorporate the parking and the -- and the units wrapping it and the retail wrapping it, but this is an interesting way of tackling that and bringing that element to the project.

And then there's one more elevated
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(inaudible) of it.
And then we do have the elevations. I won't belabor them because they basically go through everything we've just seen on the renderings.

So I do have the entire team. We're really excited to hear your feedback and look forward to bringing the start of what is going to be some really incredible development for residential in Brooklyn.

THE CHAIRMAN: Okay. Thank you, Ms. Trimmer.

Any questions from the board for the applicant?

Mr. Monahan.
BOARD MEMBER MONAHAN: Thank you, Mr. Chair.

Through the Chair to the applicant, do we know if any of the street frontages along the parcel are JTA routes?

MS. TRIMMER: Through the Chair, yes.
Park Street is a JTA route. And we, along with Prosser, ETM, and other stakeholders along Park Street, have worked with JTA recently to come up with an appropriate width for Park

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Street for that road diet without sacrificing on-street parking, amenity zones, or the pedestrian clear [sic], so we've got a unified front there.

BOARD MEMBER MONAHAN: That's great. Thank you.

And I know, you know, to be in compliance with the design standards there's not much we can do, but one thing that drives me crazy about light poles in downtown that are on JTA routes is the banner arms on the street side get hit by not just buses but large vehicles and, you know, don't look great. And then you can only hang a banner on one side, so if -- if we could maybe push the light pole just a little further toward the building off the street so that doesn't happen, that would be great.

MS. KELLY: May I jump in?
Regarding the light poles, for one thing, that comment has been extremely well noted for the acorn lights, and we have a -- like, a standard -- a standard width that we're doing so that doesn't happen anymore.

And also, Brooklyn is actually going to
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have the new, more modern streetlight fixture,

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space, live-work units, depending on what the market dictates when we go there, but our belief is that with the change in work structure, that there is an incredible hole in the market for that type of product, so it will still bring activity to that street frontage, but the primary retail use will be clustered along Park.

BOARD MEMBER SCHILLING: Okay. Great. Thank you.
THE CHAIRMAN: Mr. Loretta.
BOARD MEMBER LORETTA: We'll stay on this
Page 1 thing. It's kind of interesting, you know, if you guys have your -- your drop between elevations 30 inches or less, you may not need the railing.

But if we can go to sketch -- Page 5. So it's like this project looks so great other than this, you know, cruddy pool fence that we've got here shown -- identified very well on Page 5, and so I'd love to -- not this page right here. I'm sorry. Sketch 5, which is probably further into the exhibit, probably, like, Page 17 or so.

Right there.
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going to deny the project because of the pool fence on the ground floor, but it would sure be nice if we could make that part a little bit nicer.

MS. TRIMMER: So noted. If we're down to the point of talking about railings, I'll hope that we've done a pretty good job.

THE CHAIRMAN: Any additional questions from the board?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: Seeing no questions, Ms. Mezini, is there any public comment?

MS. MEZINI: Yes. Nancy Powell.
(Ms. Powell approaches the podium.)
MS. POWELL: I just want to say, more of this, please. Great job.

Specifically, what I really like is the streetscapes and the attention to the activation. I understand it's four blocks, so it's hard to activate all four; however, the attention to the Park Street and the Emerald -the Model Mile -- this is going to be a very important block. The shade trees exceeding the shade requirements of 40 percent, so they're at 60 percent or something.

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And then the other piece is the wrapping of the garage so we don't see the parking, even -- you know, and so really applaud this project.

Thank you.
THE CHAIRMAN: Thank you, Ms. Powell.
Ms. Mezini, any additional public comment?
MS. MEZINI: No additional public comment.
THE CHAIRMAN: Okay. Seeing no additional public comment, let's close the public hearing and we'll move on to board comments, and let's start with Ms. Ott.

BOARD MEMBER OTT: Thank you, Mr. Chair.
I just have a couple of comments. I was going to ask -- or comment about the railing as well. I'm not sure what the best solution is going to be, whether it's a knee wall or a rail or what that might look like, but that corner did feel -- and I had a couple of friends look at it that kind of reacted the same. It felt not as inviting as we want this focal corner to feel with those two rails side by side like that. But otherwise, to your point, that is really one of the biggest issues that I had.

I appreciate the parking screening also,
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and I appreciate the efforts to add shade trees. I am looking forward to seeing this project come to life, so thank you.

THE CHAIRMAN: Thank you.
Mr. Monahan.
BOARD MEMBER MONAHAN: Thank you, Mr. Chair.

Truly well done. I think, you know, this is -- to echo what Ms. Powell said, more of this, please. This is exactly what we're looking for for multifamily residential downtown, and your efforts to really -- I mean, truly activate the street are phenomenal, and I certainly appreciate that.

I did have a question that just came to me, though, if I could have the landscape architect --
(Mr. Ashworth approaches the podium.)
BOARD MEMBER MONAHAN: The street trees are great and we, again, do appreciate the abundance of shade. But do you feel that the tree grade of a 4-foot width is appropriate to accommodate the large trees that plan to go there?

MS. ASHWORTH: Daniel Ashworth, ETM, 14775
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1 Old St. Augustine Road.
Yeah. It's going to have to require some structural soils or Silva Cells, tree cells, in order for that to happen, yeah.

BOARD MEMBER MONAHAN: Thank you.
You know -- and my -- I guess my question was, it doesn't need to be any bigger than 4 feet, does it? I mean, because I'd think 4 feet is -- isn't that kind of narrow for trees that hope to have a large canopy?

MR. ASHWORTH: So these are planted in an urban setting. Generally, canopy trees that are planted in an urban setting tend to stay smaller because their root zone is constrained, but we are trying to give them as much room as possible.

Four feet is the downtown minimum for the amenity zone, so that's what we're kind of sticking with. And we're kind of constrained because we're trying to get the open pedestrian zone as well.

BOARD MEMBER MONAHAN: Thank you.
THE CHAIRMAN: Thank you, Mr. Monahan.
Mr. Loretta.
BOARD MEMBER LORETTA: I think this is a
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great project. I recall months or years ago -I mean, this is an example of -- it's a 300-foot-long facade that they've kind of separated into five segments from an architectural perspective that has different materiality, you know, juxtaposition, so on and so forth, and so --

Now, this doesn't really go in and make it look like it was built five different times, but, still, it's really well done, I feel, and so -- you've just got to fix that railing.
Other than that, I think it's great.
Thank you.
THE CHAIRMAN: Ms. Berling.
BOARD MEMBER BERLING: The railing.
I won't belabor. I think it's a
great-looking project. Exceptional job on the design. I love great landscaping and great lighting, and so you guys hit all the marks here with this one.

I do appreciate staff's recommendations, and so as this progresses, I'd like to see how that progresses the design as well, especially with those two facades.

It poses difficulties; I understand your
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constraints, but with the creative minds that have put together this packet, I think that you guys will have no problem resolving that, so thank you.

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

Similarly, I think this is a great-looking project. And as well, I support the
recommendations of -- the four recommendations provided by staff, and have no further comments.

Thank you.
THE CHAIRMAN: All right. Council Member Ferraro.

COUNCIL MEMBER FERRARO: Beautiful building.

THE CHAIRMAN: And I'll close by just saying "ditto" to Councilman Ferraro.

All right. Board members, we do have the four staff recommendations in front of us. So it sounds like there's some consensus on that, and I will look for a motion on this item.

BOARD MEMBER OTT: Motion to approve the
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item with staff's recommendations.
THE CHAIRMAN: All right. There's been a motion to approve with staff recommendations.

Is there a second?
BOARD MEMBER BERLING: Second.
THE CHAIRMAN: And there's been a second.
All those in favor of granting conceptual approval for DDRB application 2023-010 with the four staff conditions, please say aye.

BOARD MEMBERS: Aye.
THE CHAIRMAN: Any opposed?
BOARD MEMBERS: (No response.)
THE CHAIRMAN: By your action, show unanimously approved.

Congratulations.
And we will move on to Ms. Trimmer's second project, DDRB application -- somebody help me out here; I've misplaced my agenda --2023-011, River City Brewing updated conceptual approval submission.

Ms. Kelly, can we please have a staff report?

And we will open the public hearing.
MS. KELLY: Yes, sir.
DDRB application 2023-011 is requesting
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conceptual approval for the RD River City Brewery mixed-use project in the Southbank District.

The subject site is approximately
3.43 acres and is bound to the north by the

St. Johns River; to the east by MOSH and the
St. Johns Park or the Friendship Fountain Park; to the south by Museum Circle; and to the west by the St. Johns marina boat ramp.

The project was previously approved under DDRB application 2020-023 in May 2021. The project has been substantially redesigned and is being heard by DDRB as a new application, and I believe the applicant is going to go through what some of the changes had been.

The project includes an eight-story residential block abutting Museum Circle, and a residential tower on the riverfront. It's approximately 24 stories with an interior parking deck that is wrapped by the complex. A riverfront restaurant with outdoor seating is located between the river and the tower, and a pool/courtyard area is at grade to the east of the tower.

The overall design of the structure
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conveys a modern Art Deco vibe. The form is elegant and streamlined and the design is stylized using the geometry of a wave or an arc, built in the tower form and in the horizontal articulation on the eighth story residential block. The design promotes visual interest and adds variety to the profile of the Southbank skyline.

Based on the submission, opportunities for urban open space exist along the east side of the property at the -- what I call the San Marco Boulevard circle, south to Museum Circle, which is not a circle.

This area does not appear to be defined or activated with regard to the pedestrian zone, and staff has conditioned our recommendation accordingly.

For the final approval submittal, staff would also like to see a street section of the pedestrian zone along the east property line of the subject site, also in this area.

So based on the foregoing, staff is recommending conceptual approval of DDRB application 2023-011 with the following conditions:

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Riverwalk shall conform to the requirements
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provided in subpart H, the Downtown Overlay Zone. This is because the submittal package shows that the Riverwalk is 16 feet and, by Code, it needs to be 25 feet, so this is just to make sure that the width of the Riverwalk is consistent with the Code.

And this concludes the staff report.
THE CHAIRMAN: Okay. Thank you, Ms. Kelly.

Ms. Trimmer.
(Ms. Trimmer approaches the podium.)
MS. TRIMMER: Thank you so much.
Cyndy Trimmer, One Independent Drive, Suite 1200, on behalf of the applicant, Related.

I have with me today Jeff Robbins, who is the representative of Related; Bizi Hernandez with MSA Architects; and Donald Wishart with GAI, the civil and landscape engineers on the project.

Let's start by saying that we're in total agreement on all the conditions, so no problem there. We'll work with staff. And I promise the Riverwalk is 25 feet. We'll get into that with the slides.

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little history of -- after our last approval,
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And before I go too far, I also want to address the elephant in the room, which is the passage of time since last time we were here and what's been going on since then. And I think Jeff Robbins is the best to do that, so I want to invite him up to talk about that first.
(Mr. Robbins approaches the podium.)
MR. ROBBINS: Good afternoon.
Jeff Robbins, Related Development, 4767
New Broad Street, Orlando, Florida.
On behalf of Related, I appreciate the opportunity to come before you today.

I assure you, for the last two-and-a-half, almost three years, we have been actively working on this property. We acquired the property back in August of 2021, and shortly thereafter, at the request of the City, and after letting the fire department proceed with their practice on the previous structure, we razed the improvements and got rid of what was previously the River City Brewing Company.

In that time period, we've done a lot of redesign, reevaluation of the site. And let me -- let me start by saying -- give you a
we had an eight-story structure that was approved, went through the City Council, went through all of the various steps with various boards, and really appreciate all the input we had from -- from you all.

We got down to the brass tacks of actually pricing out the project, and we were --
fortunate or unfortunate, whichever the case may be, we were entering a period of time where we were going from a relatively stagnant inflationary period to one of changing on a daily basis. And our construction costs, over a period of less than 90 days, went up by almost $\$ 50$ million.

And what was previously, with our contractors -- which is typical of the marketplace -- holding prices steady for 30 to 60 days while we negotiate contracts, we were getting subcontractors holding prices for 24 hours. As you can imagine, on a 120-, $\$-30$ million project, it's very difficult to hit that kind of a moving target, so we went back and we basically reevaluated.

We went from our chairman, Mr. Perez, to my direct president, Steve Patterson, we -- we

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looked at every possible angle, possible solution. And I can assure you that this is very high on the list of the ownership group within Related.

I addressed this before our board, at least twice a month, during our monthly corporate meetings, and they actively ask where we're at with the redesign efforts, but one of the issues that I want you to understand that -- that we really spent a lot of time on --

We have essentially three different product levels within our group in Related. We have Town, which is our customary, traditional apartments. Then we have our Manor, which is always a mid-rise product. And then we have a line called Icon, which we refer to as rental perfection. Icons are truly just that, they are iconic structures.

I, personally, live in Orlando. I'm responsible for Central and North Florida, Tampa, Orlando, and Jacksonville. And Orlando does not have an Icon project. Tampa, we were fortunate enough to develop one in St. Pete, 801 Central. And we have a second one that we

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developed on Harbour Island in Tampa. We have developed a couple of Icon projects in the Buckhead area of Atlanta, and we're currently working in Denver -- I'm sorry, Dallas, in Phoenix, for Icon projects there.

So we really reevaluated and said -- and Mr. Perez really believes in Jacksonville. We are not a one-off developer. We really want to start off and really set the tone. This is something that will be generational for this area. We do not do one project. We're not here to look to get in and get out. Beatriz will speak to that later. She works with MSA Architects. They do a lot of our projects.

Every one of our projects is a one-off, is a unique project. There will be nothing like this in any other municipalities, but this will be our Icon project, which is our high-end, luxurious -- super luxurious, I would say, mixed-use project.

I personally look at these types of projects and -- and we talk about generational and iconic, and sometimes that word gets overused, but this is -- this is the type of project that I want my children and my

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grandchildren to look at 50 years from now when I'm long gone and say, that matters, that's still a part of the skyline, and it's an integral part of a community.

And that's what we challenge -- and Mr. Perez and Mr. Patterson charged me with doing in every one of our projects. Everything is designed from the ground up for that particular site, those characteristics.

We'll talk about some of the architecture and how we -- how we got to design this project the way that it is with our architectural team, but I assure you that all eyes at the highest level within Related are looking at this, and we are very excited to be back here, and we're -- we are going to figure this out.

So with that, I'll turn it back over to Cyndy and the other team -- and I'm available for any questions that you have today. Ask anything. I'm happy to -- happy to share.
(Ms. Trimmer approaches the podium.)
MS. TRIMMER: Thank you so much.
Ina, if we can go about four or five slides into the first site plan.

MS. MEZINI: (Complies.)
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MS. TRIMMER: Perfect.
It's not in your hard packet, but we do have on the presentation -- I wanted to run back through the project that we had before you because I know we've got some faces on this board that didn't live through it with us, and to just remind everyone of some of the feedback we got and how we've addressed it going in to this Icon product.

So our original project had kind of this hammerhead design. Along Museum Circle, we had stoop/walk-up units and spent a lot of time talking about the activation of that frontage and how important it was not to have just interior-load units on that front, that we wanted ones that truly did have the stoops and the walk-up units with those porches on that front. So those will still exist with this product.

On the left interior corner, we have the marina ship store. That is something that we have negotiated with the City to bring as an amenity to downtown, so that will offer, both to the boat ramp and to the marina, that we are helping to improve those amenities that

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currently do not exist today.
We are establishing the corridor along the left side of the building right now at -- or previously at River City Brewery, we had a dead-end condition at the end of the Riverwalk. It wasn't particularly friendly. It wasn't very accessible. And there was no way, once you got there, to do anything.

So we are opening up the corridor, bringing that little (inaudible) viewing platform into play, which was greatly underutilized before, and providing connectivity down that left side of the building.

It's not full Riverwalk length, and we recognize that. We had talked with the City in development, recognizing we do have a long, thin parcel. And, frankly, the City didn't want us to prioritize that side and neither do we want to. We want the activity to be in the Friendship Park, along the eastern side of this, where we have all of these incredible vistas and park activation, but we do want there to be the ability for access, so that does exist along that facade.

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Moving on to the next.
So here is the site plan for the new product. And there's a lot going on here, so I want to take the time to really talk about it because some of the commentary that we've heard going around in the various social media groups and feedback that was provided sounded to me like we don't totally understand the site plan that we're looking at, so I want to devote a little bit of time to that.

With the tower, we have a smaller footprint, and that gave us a lot of opportunity, both to pull the building back off of the water and then away from the park. So some of the feedback that we had coming through the first round of hearings were that you're cutting off the viewscape for MOSH. We're spending all of this money on Friendship Park; we'd really like to have more view corridor there.

We heard that, and with this product, we're able to do that, so you really will have a panoramic view from MOSH, from Friendship Park, of the entirety of that riverfront, the whole way to the Acosta and over.

One of the things I think is also lost when you're looking at this -- when I say we pulled it back from the waterfront, this building is oriented perpendicular to the water. Going with the tower, we don't want to obscure the waterfront, so we've done that, but it's also pulled back further than the other building was from the water.

What you're looking at on the diagram with the image circled is (inaudible). It's the darker gray in front again -- thank you. Perfect.

That is an outdoor seating area. That is not the building. The building starts further back where you have the lighter white portion. So there is a big expanse along the waterfront where we have all of that opened up and activated.

And, again, on the park side, some of the feedback we had that we did our best to address with the pocket courtyards and the building articulation was that -- it is a long, thin building, and there was a sense that it, quote-unquote, loomed over the park. So with this, pulling it farther away, we had the

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1 opportunity to change where the amenity spaces space. So we will absolutely work with staff

Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300 were so that now they are a transitional use between the tower and the park and you have that opportunity for better activation and engagement with the park.

We also have the opportunity with the redesign -- what was formerly the restaurant parcel is now available to work with the City on programming and have more of a transition between the private/semi-private space and then going into the park.

The arrival space, we'll work with staff. The arrival that we have here -- Donald, I'm sure, would love to comment on the work that he's done and the work that he's eager to do.

We wanted to get the building in front of you before we did too much of the interior programming. So once we get through DDRB conceptual, we get through DIA, we'll really hit the ground running on all of the ground floor interior programming, and that will let Donald's skill set shine in terms of how he's going to marry up the exterior landscaping and work on engaging with that in the exterior
to make sure that we've addressed all of those.
And, as I mentioned, all of the parking still remains more than 75 percent screened, and we still have the walk-up units along the front.

The marina service is in the same place.
And as far as operations, to just quickly address -- if you recall, there were agreements with the City for us to do certain things. In addition to the marina store, in addition to building the marina, we're also providing 30 ground-floor public parking spaces within this parking structure. So, basically, the ground floor of the garage will be public access. It will be available for the restaurant as well. And to get to the restaurant, you'll have multiple different opportunities. You will be able to walk straight off of the Riverwalk into this restaurant, and there will be service available for that.

You'll also be able to park in these public parking spaces and you'll be directed along that western facade. You'll see when we get to the elevations that that is all glass and activated, so it will be an inviting

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1 pedestrian experience to get from the garage to
2 the restaurant at the northern portion of the

Daniel -- or, sorry, Donald has the opportunity
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If we can run through the cross-sections. I won't belabor the point because a lot of the cross-sections are similar, but since we do have new faces -- we've got the stoops coming off the building, so that qualifies as our frontage zone. But even with the frontage zone extending, we've got more than the required pedestrian clear [sic]. We've got a full, robust amenity space with complete shade coverage.

And our shade calculations will meet or exceed. We've got more than is required along the riverfront, and we will also along Museum Circle. And even with that and the corridor that exists, we have the opportunity to add on-street public parking available on this corridor as well.

This is the frontage that we will definitely be working with staff between now and final to make sure that we get coordinated on how that should be activated, after exercise. Susan did a great job of recapping

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it in the staff report, so I won't belabor, but we are using some of our space in Zone $C$ to account for the overage in Zone $B$.

The Downtown Overlay, as rewritten, was done to allow for towers to use exactly this, so -- we have provided all of the calculations and are compliant.

And with that, I will turn it over to Bizi to cover the architecture.
(Ms. Hernandez approaches the podium.) MS. HERNANDEZ: Good afternoon.
It's been two years since I've been here. And I'll talk slower than Cyndy, although I have a -- I tend to talk more with my hands than my mouth.

Anyway, my name is Beatriz Hernandez with MSA Architects, 8950 Southwest 74th Court, Miami, Florida.

Glad to be here again. This one is exciting, right?

Staff did a really good job explaining sort of the concept behind the tower, the nautical feel that we want to give to the tower in a very sort of smart way. We did it by sort of emphasizing the wave on the sides of the

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1 tower.

I mean, Cyndy did a great job of explaining why the tower is located where it is, so we just wanted to express that vertically and show the -- the wave effect coming from the top all the way down into the building. You could see it spills out over the top of where the ground floor of the -- the restaurant seating is going to be.

One thing that is hard to see in this image but will show up a little bit further on in our -- in our presentation is the ground floor horizontal canopy that is also taking on as -- as we're doing the vertical wave on the tower, the ground floor also has a canopy that has an undulating waving effect, almost like a ripple in the water, that provides shading and also emphasizes and almost mirrors what's happening with the pool, which I know we're still developing, but want to take a lot of that nautical feel in terms of structure onto the building. So you could see that on the -at the bottom of the base of the tower where the pool is located.

Next slide.
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This is, obviously, a little bit more eye level, a rendering of how dramatic that wave effect is going to be accomplished. Obviously, it's going to be done with the concrete and punched openings, change in material. You could see a lot of the glass and extended balconies.

One of the really dramatic things that you can see with the balconies on the short end of the tower -- am I talking too fast? I am. I'm sorry.

We've provided balconies that extend the entire length of the tower, which really creates for a really nice way to create a soft, curvilinear edge to the building, in addition to the concrete frame that we're showing stepped back.

Next slide.
This shows the mirror, the opposite side from the Acosta, obviously, up in the air. And it shows the portion of a garage that is exposed. As Cyndy mentioned, we will be further enhancing that garage but really wanted to present the tower to you to give you a sense of the style and look of the building.

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And then this is the view from the street, Museum Circle, and also taking some of the curvilinear balconies, the change in railings, the rooftops. Although a little bit hard to read in this rendering, it shows the curved parapets also mimicking the idea of the waves, and then the stoop concepts that we're going to be identifying at the ground floor.

Yes, we know this probably needs a little bit of work; we understand that, but just to know and understand that we are going to show that pedestrian connection to the sidewalk.

And that concludes my presentation. And, of course, I'm here to answer any questions.

THE CHAIRMAN: All right. Thank you so much to the entire team.

Any board questions for the applicant at this particular time?

Ms. Berling, please.
BOARD MEMBER BERLING: If I could ask the architect -- the -- if you go through the renderings -- there's not really a page. Flip back about four slides. This is -- go back to where you were. That's fine.

That wall seems -- because I'm trying to
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scale it off of the people, and it -- but it looks like it's, what, a 4-foot solid concrete wall along the river's edge that separates the property from public space?

MS. HERNANDEZ: Are you talking about, as the -- the wave or down closer to the street -to the Riverwalk?

BOARD MEMBER BERLING: Off from the -- off the water.

MS. HERNANDEZ: It's --
BOARD MEMBER BERLING: Zoom in a little bit, if you can, on the image. Right there.

How tall is that wall there, that --
that -- those entry walls?
MS. HERNANDEZ: It's --
(Mr. Wishart approaches the podium.)
MS. HERNANDEZ: Do you want to talk?
MR. WISHART: Yes.
I'm Donald Wishart, GAI Consultants, 618
South Street, Orlando, Florida.
And I -- I think what you're referring to is the change from the upper amenity area to the Riverwalk. And I think -- of course, this was a rendering that was done primarily for the architectural style, and I think we still need

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1 to catch up to some of the area development,
2 but that wall will be very low. It will be in
the neighborhood of 18 inches to 24 inches.
BOARD MEMBER BERLING: All right.
BOARD MEMBER OTT: I thought she -- I thought you were talking about the tower --

MR. WISHART: She's talking about the --
(Simultaneous speaking.)
BOARD MEMBER BERLING: I'm talking about
the -- because if you were at the -- if you
were at the fountain and you were looking out, if that was higher, I would want to see studies -- line of sight studies, because it would potentially obstruct the view. And so that just gave me a moment of pause. So when you come back before us, I'd just like to understand that, the materiality of it better. And I would really much appreciate some of the renderings at pedestrian scale --

MR. WISHART: Right.
BOARD MEMBER BERLING: -- so we can really understand from that viewpoint what it is that is being obstructed.

MR. WISHART: And we'll bring back a section for that so you can understand the

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relationship from the building through the dining into the waterfront.

MS. HERNANDEZ: This is -- definitely is not an accurate representation of what we're going to propose here.

MR. WISHART: Right.
BOARD MEMBER BERLING: I know it's hard.
I get it, and I'm not going to touch on the
offensive garage right now because I know
that -- that's just the -- a loose concept.
MS. HERNANDEZ: Yes.
THE CHAIRMAN: All right. Thank you, Ms. Berling.

Any additional questions for the applicant?

Mr. Loretta.
BOARD MEMBER LORETTA: I guess one of my questions, comments was kind of the topography within this area. You know, that -- that sketch makes it look overly flat, and so just, one, thinking, you know, you guys, I'm sure, are -- are aware of flooding issues and so forth, but, hopefully, you know, the -- the deck -- the pool deck, all of that should be a -- you know, a couple of feet above, I think,

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the surrounding area and have a little bit of the topography there.

So I guess a question -- you know, we -you gave up Parcel B last year. We were going to put the restaurant in this piece that's no longer kind of there, which may, you know, open up to additional programming for the park, which is actually -- it's St. Johns Park and Friendship Fountain.

Is there -- so it's like, what is it -are you guys just opening that up back to the City? Are you looking to program that yourself? Are you wanting to all have a conversation?

I'm asking this as -- I'm actually working on that park, and -- and I know the City's park lead would, you know, love to have some information on that as well.

MS. TRIMMER: Sure. Through the Chair, we are reluctant to say definitively that we're giving it back only because we're still in the early stages on the civil portion of it.

Like I said, we really wanted to get the tower in front of you so that we could get the feedback and then start talking through DIA on

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this conversion.
The leaning right now -- we're working on
a chart as we refine the civil for it -- is to
work with the Parks Department either on a unified plan for what to do with that or to turn it back over entirely, but it is intended to be space that's available for transitional programming.

BOARD MEMBER LORETTA: Would you mind going to the site plan?

And just to the north of the cul-de-sac, there is two boxes that represent Ts, which I'm guessing are transformers? What's that?

I see the architect in LA laughing, so they, obviously, know.

MR. WISHART: Right. And that's part of the infrastructure of the park. They are transformers, but they're outside of this parcel.

BOARD MEMBER LORETTA: Yeah. It's weird. I'm looking at the street view on Google and I didn't see that.
(Simultaneous speaking.)
MS. TRIMMER: I see where you're looking
now. Yeah, that's -- that's still the City
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1 park, St. Johns/Riverfront Park, yes, you're correct.

BOARD MEMBER LORETTA: Yeah. So you can see right there the sidewalk that's kind of leading to the restaurant on the eastern side is kind of partially off property. I'd like to think that that could get figured out with the -- the other remnant parcel and so forth.

MS. TRIMMER: We've got a little horse-trading to do on those remnant parcels.

We'd really like to work with the undulating pattern to make that space truly magnificent interior to the parcel while giving up as much as we can for that transitional programming, so we'll be working with the City on that particular property line as we refine the design.

BOARD MEMBER LORETTA: I'm sure there should be a great win/win situation. Can't see why not.

MS. TRIMMER: We anticipate so too.
BOARD MEMBER LORETTA: My only comment that I made a year ago -- and I think maybe we got that, but that western edge, sure would love at least for it to be 8 feet wide. I'm

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not sure what it is on your renderings. You kind of have, like, a little wooden trellis over it. But, boy, if -- we really need that sidewalk to be at least 8 feet wide --
(Simultaneous speaking.)
MS. TRIMMER: Through the --
BOARD MEMBER LORETTA: -- (inaudible) --
MS. TRIMMER: We spent a lot of time on that sidewalk last year and spent a lot of time with DIA and DDRB talking about the width of that sidewalk. We'll be consistent with what was approved last time, which was a negotiated resolution for that frontage.

BOARD MEMBER LORETTA: Yeah, it was just a very disappointing element there that -- I'm not sure we actually got to 8 feet wide, so I'll continue to request 8 feet wide.

Thank you.
THE CHAIRMAN: Thank you.
Any additional questions for the applicant?

Ms. Ott.
BOARD MEMBER OTT: I was not around for the initial application, so could you refresh my memory -- talk me through the marina store,

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where that is located, how the public will interact, and what that looks like?

MS. TRIMMER: Absolutely.
So part of the negotiation with the Related Group when we started working with the City was, what are we going to do about this marina? It was in a state of disrepair. One of the piers is entirely demolished. We sent divers down. Work needs to be done. So it is a very large material element of this project.

We are working with the City to rebuild one of the piers. The City has taken on the responsibility to rebuild the second pier, but we will have two fully functioning piers with fuel service and transient, day-to-day, first-come/first-serve slips available when it's fully brought back on line.

And then with that, we needed somewhere that has amenity space. If anybody attends City Council and you hear John Nooney every time talking about how badly we need to activate the water and have more opportunity there, having a true marina store available, both to the boat ramp, which is a public boat ramp immediately adjacent to the parcel, and

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then also to the fully functioning marina, is something that was desperately needed for the area.

So Related has agreed to incorporate -- it is on the -- right where you can see Parcel D -- kind of -- do you know where it is? Over. You're almost there. That bottom left corner. There you go. Perfect.

It's located there because it's meant to be accessible to the public boat ramp so that folks using that can come over and get to it. And then also a straight shot from the marina so people coming down that western side of the building will have the opportunity to go straight into there as well, but that's the reason it's kind of pulled back, so that it is functional to activate both of those, both uses.

THE CHAIRMAN: Okay. Any additional questions for the applicant?

BOARD MEMBERS: (No response.)
THE CHAIRMAN: Seeing no additional questions, Ms. Mezini, do we have any additional public comment?

MS. MEZINI: Yes. Nancy Powell.
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(Ms. Powell approaches the podium.) MS. POWELL: Hi, there. Nancy Powell.
And, again, this is a group -- Scenic Jacksonville sign group commentary, which I emailed to many of you. I didn't have -- your email is not on the website. Sorry.

But I was really personally excited when they were going back to the drawing board and talking about a tower because the -- you probably remember in 2016, the ULI did a tax study, and they had actually recommended a tower set back pretty -- much more significantly from the river than what we're seeing today, so I was really hoping that that would move back.

The concern about this new plan (inaudible).
(Microphone failure.)
MS. POWELL: This is very hard to hold and do your iPad at the same time.

And so, you know -- and I appreciate the discussion about the western part of this -the river here.

I guess what I personally don't understand is why the Riverwalk standards don't apply --

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that is the river right there -- and why the building is allowed to be so close to the river. Especially with the marina store, with people in the marina and the Riverwalk coming down, why can we not have a Riverwalk down that left side is really beyond me.

We've also been hearing about a potential other restaurant on the other side of the boat ramp. So that whole left side of this -western side of this site really should be looking much more towards the future as far as interacting with some of the public -- public amenities.

The other -- you know, the previous design -- this one is set farther back, but it's taller, so I'm not sure -- I appreciate the comment about pedestrian -- what is it going to look like and feel like from the pedestrian angle, but there was at least a restaurant that was interacting with the park.

Right now, we have the pool, and that front part there that looks like park space is -- is just confirmed, that is all private space. So the only public space really here is the Riverwalk, which I appreciate could be

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25 feet, but that's a pretty minimum standard, you know?

I sent you guys some pictures from other cities -- Europe -- where, you know, it's -the wide -- the width of the -- of the Riverwalk really -- we should be aspiring to much more than the minimum standards.

And I'm assuming these -- there will be some public incentives discussed in the -- at the DIA, and so I would really encourage us to have more public benefit as it relates to how it interacts with the park, the -- a wider Riverwalk, and the connection there on the left side.

So those are my comments.
THE CHAIRMAN: Thank you, Ms. Powell.
Council Member Ferraro.
COUNCIL MEMBER FERRARO: Thank you, Mr. Chairman.

I did have a question for Ms. Trimmer. (Ms. Trimmer approaches the podium.) COUNCIL MEMBER FERRARO: So as you're coming up, I wanted to be clear. Has anything changed on the boat slips or is that still the same?

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MS. TRIMMER: Through the Chair, everything about the marina operation portion of the project is the same as what was approved.

COUNCIL MEMBER FERRARO: Okay. So I know there's a store that's towards the south end. Is the marina going to be operated by the waterfront? Is there going to be an office or somebody attending the boat slips and fuel docks on the river side, or is it back in the corner? Did I understand you to say that?

MS. TRIMMER: Through the Chair, the main offices will be back off of it, but Related, as part of their agreement with the City, will be operating and managing the marina, so all of those issues are being refined.

COUNCIL MEMBER FERRARO: Okay. Does that mean it's going to be on the waterfront or does that mean it's going to be in the back or undecided?

MS. TRIMMER: Excuse me.
Jeff, would you like to comment on how the marina is going to be maintained?
(Mr. Robbins approaches the podium.)
MR. ROBBINS: Sure.
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that the ship store is large enough to accommodate an office as well as retail space for supplies for people coming and going to and from the marina or from the dock space itself.

COUNCIL MEMBER FERRARO: Okay. Through the Chair, I guess my question is -- and if you can't answer it -- my understanding when I sat here before was that it was going to be up in the -- by the docks in the front, and there was one down by Four Seasons that was going to operate very similar.

MS. TRIMMER: Through the Chair, there was never a dock master office on the riverfront as part of this project.

COUNCIL MEMBER FERRARO: Okay. I'll go back and look, but I thought there was.

MS. TRIMMER: We represented the developer through it and did all of the DIA agreements. That was not a component of the approval.

THE CHAIRMAN: Mr. Loretta.
BOARD MEMBER LORETTA: Just -- is this going to be rental or for sale?

MS. TRIMMER: Through the Chair, this is the -- this is the multifamily apartment group of the Related development team. It is not the

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condominium product.
THE CHAIRMAN: All right. Let's continue with public comment, Ms. Mezini. I see some hands raised unless there are others in the audience.

MS. MEZINI: No others in the audience, but first up on Zoom, Andrea Hook.

ZOOM MEMBER: Hello. My name is Andrea Hook. I'm an architect. Do I have to give my address here?

MS. MEZINI: Yes, please.
MS. HOOK: 3134 Isser Lane.
I wanted to comment that this is a -- now, I also was excited to see the new, taller solution here, but this is a part of downtown that's really frequently -- our face -- it's right where the river turns, and it's really frequently viewed from above, both from towers around and also from the Goodyear blimp, which we're kind of lucky to have over our city sometimes.

And given that this is a project the owner has specifically said they see as being a landmark -- and I think it -- there's a major missed opportunity on the roof of the lower

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block. It would be very -- it's actually quite visible, I think, from the other towers and from the bridges, and it's currently shown at least as a typical roof. I'd love to see a -an amenity there would be amazing, the activation of that space to be used, but at a minimum a green roof or something that looks better and dissipates heat and such. That would be my main suggestion.

And other than that, just to say I'm excited to see what the lighting design can do for the project given the project's location there -- our very artfully lit bridges, and excited to see how it could add to that, for our downtown.

Thank you.
THE CHAIRMAN: Thank you, Ms. Hook. MS. MEZINI: Next up is Steve Congro. ZOOM MEMBER: Hey. Good afternoon. Steve Congro, (inaudible), Jacksonville, Florida 32217.

I agree -- I'm -- I'm glad to see that additional density in the project with the additional units and the higher component.

The location of the restaurant and the
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1 pool is, admittedly, throwing me a little bit.
2 One is, while the restaurant does have great

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Diane M. Tropia, Inc., Post Office Box 2375, Jacksonville, FL 32203 (904) 821-0300 views of the river, it's sort of lost on the park aspect. And I'm sure while there's probably a sidewalk for Museum Circle, it really doesn't front that.

Additionally, there's a pretty significant aspect of the -- of the -- the residential amenities, like the pool and the -- and the park area there that's right on the -- right fronting the park. It kind of throws me that it's a private use.

I don't know if it's possible to maybe flip those so, like, the restaurant patio actually faces the park and the pool is on the river. I actually think that might be a better use because of the fact that, while pools right on the river -- and the restaurant might not be on the river, the pool is not tall so you'd still have the views and the front door, so to speak, to the restaurant, where they will be facing the park and then closer to Museum Circle. I think that might be a better and more inviting use of the -- of the view for the public's perspective.

I don't know if it would be possible or feasible to actually, you know, have the tower closer to the park and -- with the pool on the other side. That's probably a lot of work at this stage, but, you know, I think that might be also a better use. But either way, not to have so much private use right adjacent to a park I think would be key.

Thanks a lot.
THE CHAIRMAN: Thank you, Mr. Congro.
MS. MEZINI: That concludes the public comment.

THE CHAIRMAN: Okay. Ms. Trimmer, do you all have any closing comments you'd like to make or -- if not, we can move to board comments and close the public hearing.
(Ms. Trimmer approaches the podium.)
MS. TRIMMER: Through the Chair, thank you so much.

And we appreciate all of the comments and we will take them back to the design team.

As far as the orientation, I spoke to it briefly. We are up against the bridge. And looking at the tower and where the tower placement makes sense, moving it anywhere other

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than where it is right now creates an odd canyon up against that boat ramp. And then we get in the condition of having the tower over the park, which was a comment that we got back was a less desirable condition. So pulling it away and having those transitional uses was the best compromise and solution that we had to offer, but we look forward to your comments.

THE CHAIRMAN: Okay. Thank you.
Let's close the public hearing and move on to board comments.

And, Mr. Schilling, if we could start with you, please.

BOARD MEMBER SCHILLING: Thank you, Mr. Chairman.

I'll just start with some general thoughts, and this is in no particular order, but, one, I would say that -- that, in my opinion, I think what's proposed is a significant improvement over what we saw before, and I'm -- I'm excited about the tower, I'm excited about the additional density, and I'm excited about the commitment that Related is making to, as y'all have described it, take this project to the next level.

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The other things that I do like, from -from what we had seen before -- I do like the fact that the building is shifted more to the west side of the parcel. So, you know, before, we had this mid-rise that felt like it was looming over the park. I don't know that we ever -- also, you know, while we reviewed it, I don't really know (inaudible) -- (microphone failure) -- figure out how that restaurant was going to operate.

MS. MEZINI: I apologize. When we have long meetings, that tends to happens. So sometimes it helps if you just step off and try again.

BOARD MEMBER SCHILLING: All right. We'll see if this one is any better.

So I do like having the building set back from the park. There's already been the reference to the parking deck. I'm looking forward to seeing what comes back and -- and how y'all proceed and progress with that and screening the parking deck.

I think the -- the public comment was a very good comment about -- you know, when you're coming over the Acosta Bridge, you're

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## 17, which is what's referred to as the

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going to see a good bit of the top and the roof of -- of the mid-rise section. And I think -again, I'm looking forward to seeing more development of maybe what y'all can do with -whether it's screening, whether it's -- whether it's a green roof or something like that, I would love to see that.

I do also like having the restaurant incorporated into the building. So I think -all positives. Those are the things that I see as positives.

The other area where I would really like to see some improvement -- and I -- and I'm with Mr. Loretta on this one. I will share that I'm disappointed that the Riverwalk did not get better on the west side. I feel like we still have this -- I'll call it the Riverwalk cul-de-sac, that pedestrians end up in -- kind of in that northwest corner.

And, you know, knowing that the building has gotten skinnier -- I mean, if there's -and I'm not suggesting moving the tower a whole lot, but if we could just move the tower enough to develop, you know, more width under number

Riverwalk connection along that west side, I think that would go a long, long way.

I did also notice -- and I'll go ahead and get ahead of Mr. Loretta on this one. I did notice on that west side there's a reference to a 4 -foot aluminum picket fence. That is probably something that, hopefully, we can improve upon, per the previous item. Hopefully, we can do something better than -than just a picket fence along that western edge, so --

So those are a couple of things I see that need some additional work, but I would say at least from a conceptual level review, I -- I like what y'all have presented. I'm very excited about the project and I'm also totally in support of the recommendations that staff have made.

Thank you.
THE CHAIRMAN: Thank you, Mr. Schilling.
Ms. Berling.
BOARD MEMBER BERLING: Thank you,
Chairman.
I, too, am in support of the
recommendations of staff. I don't want to
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belabor -- there are elements of the design that are yet to be fleshed out, and so I'm looking forward to that on resubmission.

I would just urge that, as you do develop the packet, that you -- you include a lot of renderings that are on that pedestrian/human scale and that we can totally get a sense of it from all angles of it because there are -there are just some holes in the design that -and fully understanding the space -- that would benefit from that, and so I just push for that, and I -- I understand that that's your plan, so ...

THE CHAIRMAN: Mr. Loretta.
BOARD MEMBER LORETTA: This is a great, great project, so thank you all for coming back to Jacksonville and sticking with us. Appreciate it.

I've mentioned, you know, the western sidewalk, Riverwalk, whatever we want to call it. I think that, you know, the further fleshing of the topography between the pool deck and the restaurant patio, and then -- you know, I'm guessing kind of the outdoor trellis area and fire pit associated with the exterior

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is kind of an extension of the restaurant as well.

So I think -- you know, I think that actually will -- should flow okay between the public and private spaces once you -- once there's some undulation and some topography and maybe some of that's on the park side as well. I don't know that it needs to all be on your side, but I think that can get figured out well.

So, you know, I don't know, I don't really have any -- I think -- that's actually -- the only thing I think needs really a little bit more exploration is just the elevation on Museum Circle. It's actually a little bit in opposition of what we just looked at by the Dynamik architects. We've got a -- you know, this isn't 300 feet long, but we've got about a 200 foot long of just, like, complete repetitiveness.

And that being said, you're kind of trying to create, like, a boat and so on and so forth to make this look like it, but maybe there's a way that something can be done to help with that elevation.

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first time around, but I'm excited to see this
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project this time. I walked this project. I am very excited that Related is interested in Jacksonville and committed to coming here.

I like this project, the density, the activation it's going to bring to this portion of our Riverwalk.

I like the tower; I think it's great. And I like the setback compared to the previous proposal; however, the first page/paragraph of our staff report says that this project is being heard as a new application in front of this board. So I know that we're still finalizing some things; chiefly, it sounds like the amenity space and the kind of transition between private and public.

But right now, I'm a little confused by the amenity space and that transition. I would like to see the -- as Mr. Schilling said, just to shift the tower a few feet, if we could attempt to widen that connection on the west side of the building.

I, too, am very interested in the future vision for the Riverwalk and how it will connect to the adjacent properties, and I think that's important as an iconic development like

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this.
The amenity space, it -- it feels a little -- it feels a little confusing right now, so I encourage you guys to think about what -- I mean, there -- obviously, you know what renters, what market residents are looking for in amenity space.

I -- I've grown up going to Friendship Fountain and this park. And now moving back to Jacksonville, I still visit this park quite a lot. There are proposals that happen here. There are photo shoots that happen just about all day, every day, when it's not raining. It's a very public, very active park, roller blading, music, you name it.

So, for me, if I am renting an apartment here, wanting to visit the pool, I'm just thinking about the interaction and -- and what the view is back and forth between those two spaces. So I'm not sure if that's elevating the pool by a floor, shifting -- I'm not sure, but just -- I would encourage you to think about what that user experience is going to feel like, both for a resident and for a park visitor.

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I -- again, I know we are still finalizing the landscaping, but in some of these schematic plans that are in our packet, it looks like a lot of palm trees.

Okay. Excellent.
Related is out of Miami. You guys know how brutal the heat is, so I would strongly, strongly, strongly encourage as many shade trees as we can -- as we can fit. We've got a lot of outdoor space. Would love to see more shade trees along the Riverwalk and also for the enjoyment of your residents.

So thank you. I am excited to see what you guys bring back.

THE CHAIRMAN: Thank you, Ms. Ott. Councilman Ferraro.
COUNCIL MEMBER FERRARO: Thank you, Mr. Chairman.

First of all, thank you for investing in Jacksonville. That's really important.

And I think the building and the drawings that you have are excellent. It's beautiful.

But one of the things I'm really interested in is the waterway activation. The one part of this whole park that I think is one

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1 of the most important seems like there's not a
2 whole lot happening, on the waterway activation.

And as far as the public/private venture here, if there's something the City can do to help with the activation of the waterway on your west side, would be really important.

We've got a lot of people who really want to come to your restaurants, come to the docks, be able to use these facilities, and I think we're -- you've done an excellent job with everything. It's just like there's one area that -- it's like a backyard that we haven't gotten to yet, and I think that could be actually one of the most important parts of the waterway activation, not as far as the apartments and people living here, but if there's something we can do to activate that much more -- because it just looks like a blank slate of not a whole lot here.

And I know when River City was coming down, people were coming to our Council meetings and they were concerned about waterway activation and how that was going to be used.
And I know down in Miami where you have a lot
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of that working, that -- this seems like a spot that's just kind of -- nothing is happening, and I would really like to see something happen there.

But thank you for investing in Jacksonville. And the building, everything is iconic. It's absolutely gorgeous. And I'm looking forward to seeing some more of what's happening. But if you could keep a little bit more of what could happen on the waterway activation, that would be really important to me.

Thank you.
THE CHAIRMAN: Thank you, Councilman.
There's no doubt that this is going to be an incredible residential asset to our downtown and particularly that portion to the west of Main Street on the Southbank. I think you've gotten a lot of great feedback today, the majority of which is overwhelmingly positive.

I know that you-all will take the constructive feedback we've given here and incorporate that as you continue to refine your designs and continue to negotiate on the DIA side of things for the next agreement, which,

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by the way, for your benefit and for ours collectively, I hope is as expeditious as possible.

And I join the rest of my board members in being excited to see how this shakes out and how we bring this exciting project to fruition. So thank you so much for sticking with it and we look forward to seeing you back here for final.

So with that, Board Members, there are five staff-recommended conditions. As we know from the last time, there are also certain elements of the project, some of which you've all discussed today, that, I'm sure, will be wrapped into a negotiation with the administration and the DIA.

If any board members would like to modify or add to the recommendations, we can certainly talk about that. Otherwise, I look for a motion to approve.

BOARD MEMBER MONAHAN: Motion to approve with staff conditions.

THE CHAIRMAN: Okay. There's been a motion to approve with the five staff recommendations and conditions.

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COUNTY OF DUVAL )

I, Diane M. Tropia, Florida Professional Reporter, certify that I was authorized to and did stenographically report the foregoing proceedings and that the transcript is a true and complete record of my stenographic notes.

DATED this 26th day of April 2023.

Diane M. Tropia
Florida Professional Reporter

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